



# Experience the Rich Heritage and Creativity of Old Town!

Award-winning and nationally renowned for our boutique shopping, great eats, one-of-a-kind festivals, and curated outdoor spaces!

2026 EDITION

OLD TOWN COMMERCIAL ASSOCIATION

517.485.4283

[iloveoldtown.org](http://iloveoldtown.org)



## State of OLD TOWN

**195** Parcels

**245** Public parking spaces

**60+** First-floor storefronts

**800+** Employed in district

**16** Restaurants

**38** Retail stores

**150+** Anticipated residential units incoming

**273k** Visitors (2024)

**674k** Visits (2024)

## Old Town Commercial Assoc. is making a real difference.

The Old Town Commercial Association is a non-profit organization dedicated to the revitalization of Lansing's Old Town through socio-economic development, historic preservation, business recruitment and community outreach. Rich and vibrant streetscapes provide a gateway to our livable, walkable and family-friendly community. Residents of Old Town and surrounding neighborhoods are invested and engaged in the success of the Old Town community.

### Old Town's Goals

Old Town Lansing is a premier arts and culture, and shopping and dining destination, sustained and strengthened by its collaborative business community and the Old Town Commercial Association.

- To offer the community unique experiences through special events, festivals, incredible people, eclectic boutique shops, gourmet dining and our rich history.
- To value our heritage, volunteers and stakeholders who dedicate their resources to make Old Town a destination.
- To maintain a vibrant business community in Lansing's historic Old Town district by providing services and opportunities that foster economic growth and community engagement.



# TRANSFORMING OLD TOWN



A longstanding friend and partner to Old Town, Joe at River City Farms, helped provide beautiful fall mums that added color and seasonal charm throughout the district.



"Downtown Day" invited neighbors to explore Old Town's past through a walking tour led by the Historical Society of Greater Lansing, plus family-friendly activities and district-wide shopping perks.



Volunteers rallied to restore a sculpture honoring Robert Busby, transforming an unexpected setback into a meaningful celebration of his legacy and Old Town's enduring community pride.

## REINVESTMENT STATS 2024-2025

PRIVATE INVESTMENT  
**\$105,400**

Program to date: \$16,156,916



**2**

**Façade & Building Improvements**

Program to date: 135



**7**

**New Businesses**

Program to date: 131

## Community Profile

City of Lansing | 2024



Population

**113,638**



Households

**50,463**



Median HH Income

**\$51,636**



Median Age

**34.9 years**



Housing Units

**55,795**



**90%** Housing is occupied

**47%** Owner-occupied

**43%** Renter-occupied

## Main Street is Helping Businesses Thrive

- Draw thousands to the district with festivals and special events
- Collective marketing and advertising
- Serve as an information center for businesses, residents, and visitors
- Strategic planning for quarterly business impact
- Maintain our curated outdoor spaces
- Wake Up Old Town networking events
- Match on Main grants
- Small Business Saturday
- Coordinate beautification and clean-up efforts
- Market data and analysis

"The Old Town Commercial Association is a true blessing as a business person. It is wonderful doing business in a neighborhood where you know we all support each other and are constantly looking for ways to grow and improve. Because of the OTCA, I have no doubts that this area, and subsequently our business, will continue to thrive and grow far into the future. Plus, it's just filled with some really cool people!"

—Lynn Lucas & Matt Schultheiss, Owners, Copper Moon Event Space

## Old Town Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	25,192	114,836	334,456
Households	11,544	48,871	139,682
Median HH Income	\$50,844	\$54,367	\$64,163

## In-demand Businesses

### Food & Drink

Deli and sandwich shop  
Coffee shop  
Healthy menu eatery  
Asian restaurant  
Brewery and distillery

### Shopping & Retail

Bakery  
Grocery/specialty foods  
Bookstore  
Arts, crafts and hobbies shop  
Wine and specialty foods market



# Welcome, Fish Ladder Music Park!

The \$3.6 million revitalization of the Brenke Fish Ladder/Fish Ladder Music Park, led by the Capital Region Community Foundation, Lansing Parks & Recreation and their project partners, and shaped through community input, delivered a more accessible and engaging riverfront destination. The improvements, including amphitheater seating and adaptable performance space, strengthen community connection and further enhance the creative identity of Old Town's vibrant arts district.



## VOLUNTEER SPOTLIGHT

Connie and Clair have been involved in Old Town longer than most, and have become volunteer staples for the last several years, sponsoring spring and holiday decorating contests, chairing the cleanups and helping to plant and maintain flower and plantings across Old Town, including the flowers around the OTCA office, Turner Mini Park and Megan's garden. We're thankful for all that they do!

**Connie & Clair Lindemann,**  
Residents/Property Owners of Old Town



## 2024 Pulse of Old Town



- 57%** Visit Old Town Lansing most often for festivals and events
- 42%** Described recent trends in Old Town Lansing as improving or making progress.
- 24%** Said the frequency of their visits to Old Town Lansing increased during the past year.

## Social Connection



**26,240+**  
Facebook Followers



**9,560+**  
Instagram Followers



**3,595+**  
e-Newsletter



**1,315+**  
LinkedIn Followers

## Volunteer Connection



**1,922**  
Volunteer hours in 2024–2025



**64,796**  
Volunteer hours  
(Program to date)

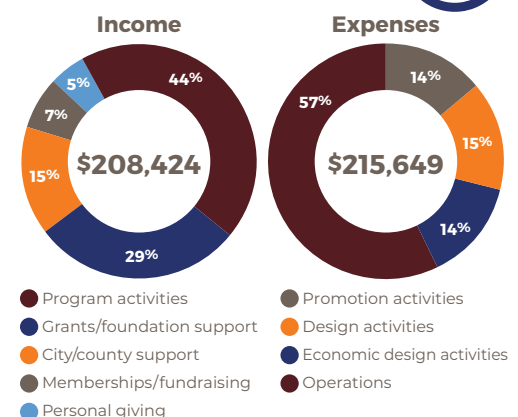


**\$63,176**  
Volunteer value in 2024–2025



**\$2,129,845**  
Volunteer value  
(Program to date)

## In the Numbers





# OLD TOWN ALIVE

Old Town Commercial  
Association Events 2024-25

## 35,543

Est. event attendance

- OTCA Annual Meeting
- Chocolate Walk
- Lumberjack Festival
- Chalk of the Town
- Roper Romp
- ArtFeast
- Small Business Saturday
- Krampusnacht
- Neighborhood Clean-Ups
- Wake Up Old Town



Brrs, Beards, & Brews: A Lumberjack Festival



ArtFeast



Neighborhood Clean-Up



OTCA Annual Meeting

**“Old Town’s growth is directly related to the Michigan Main Street program. Over the last 20 years, Michigan Main Street held us to task, offered incredible resources and added a level of professionalism to our community.”**

—Jamie Schriner, Board President

### Old Town Commercial Association’s Board of Directors

President: Jamie Schriner

At-large: David Such

Director: Rick Woods

Vice President: Karen Stefl

Director: Beth Herendeen

Director: Stephanie Peña

Secretary: Brianna Wilson

Director: Curtis Simmons

Director: Summer Schriner

Treasurer: Eric Hanna

Director: Mike Fischer

Executive Director:  
James Lenon

## MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

**Real Impact.** | The numbers prove it!



**\$9,179,872**

2024-25 Total  
Private Investment

**\$482,929,076**

Program to date



**\$12,898,910**

2024-25 Total  
Public Investment

**\$165,451,898**

Program to date



**29,220**

2024-25  
Volunteer  
Hours

**952,016**

Program to date



**93**

2024-25  
New  
Businesses

**2,126**

Program to date



**83**

2024-25  
Façade & Building  
Improvements

**3,017**

Program to date



### Michigan Main Street

provides technical assistance to local communities as they implement the **Main Street Four-Point Approach®**,

a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

### Our MMS Communities



★ Master Level

● Select Level

■ Network Level

▲ Engaged Level



**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

[www.miplace.org](http://www.miplace.org)