Experience Old Town Lansing for all it has to offer!
Award winning and nationally renowned for its great eats, unique shopping and fabulous festivals.

State of OLD TOWN

- 51 Service businesses
- 95 Businesses
- 51 First-floor storefronts
- >100 Residential units
- 649 Employed in district
- 14 Restaurants
- 30 Retail stores
- 0% Storefront vacancy rate

Old Town Commercial Association 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 socioeconomic 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
- Strengthen and sustain the inclusive, diverse and entrepreneurial culture that defines Old Town Lansing.
- Increase collaboration and participation by arts/entertainment and food-related businesses and services in the Old Town district.
TRANSFORMING OLD TOWN

City of Lansing invested in Turner Mini Park improvements that added a fresh look to Old Town. Using grant dollars received, Old Town has produced and installed new vibrant banners. Old Town volunteers joined forces in spring of 2021 to dig in and clean up the neighborhood.

Main Street is Helping Businesses Thrive

- Market data
- Covid-19 grant application review
- Collective advertising
- Targeted group social marketing
- Shop Local Event
- Holiday Hullabaloo
- Share funding opportunities
- Adopt-A-Spot Beautification

“The OTCA is such a positive neighbor to have and feel supported by. They truly care about the community and the small businesses here and we are so grateful for their genuine efforts.”

—Alyssa Sweet, Owner, Sweet Jewlery

REINVESTMENT
STATS 2019–2021

PRIVATE INVESTMENT
$75,000
Program to date: $9,479,278

3 Façade & Building Improvements
Program to date: 121

6 New Businesses
Program to date: 111

Old Town Drive Time Markets

<table>
<thead>
<tr>
<th>In-demand Businesses</th>
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Community Profile

Old Town Lansing | 2021

| Population | 1,748 |
| Households | 870 |
| Median HH Income | $38,824 |

Median Age
29 years

Housing Units
938

93% Housing is occupied
25% Owner-occupied
75% Renter-occupied

<table>
<thead>
<tr>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>117,341</td>
<td>8,152</td>
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<tr>
<td>Households</td>
<td>51,854</td>
<td>4,005</td>
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<tr>
<td>Median HH Income</td>
<td>$53,589</td>
<td>$59,817</td>
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</tbody>
</table>

Shopping & Retail
- Bookstore
- Specialty foods
- Arts, crafts and hobbies
- General/variety store
- Cards and gifts

Food & Drink
- Bakery
- Breakfast/brunch restaurant
- Asian restaurant
- Healthy menu eatery
- Deli/sandwich shop
Generation of Social District

In partnership with surrounding neighborhoods, Old Town worked with the city to create a social district where folks can enjoy a cocktail from participating businesses while enjoying the sites and shops in Old Town.

Volunteer Connection

1,996 Volunteer hours in 2020–2021
53,746 Volunteer hours (Program to date)
$53,752 Volunteer value in 2020–2021
$1,447,380 Volunteer value (Program to date)

Volunteer Spotlight

“I grew up in Old Town and returned when revitalization began. I love Old Town and enjoy the events. I have met some amazing people. I encourage anyone to make Old Town part of their lives.”

—Mike Garcia, Volunteer

In the Numbers

Executive Director, Robert Doran-Brockway

Old Town Commercial Association’s Board of Directors

President: Ben Dowd
Vice President: Shannon Murphy
Treasurer: Lynn Ross
Secretary: Brieina Pugh
At-large: Colleen Curran
Director: Ed Nicolas

Director: Grace Braatz-Opper
Director: Mark Chamberlin
Director: Angelique DuPhene
Director: Mark Washburn
Director: Lillian Werbin
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.

“Being a part of Main Street is so critical for Old Town by contributing to the success of the Old Town businesses and residents. We are grateful for the support of Main Street.”

—Shannon Murphy, Board Vice President