



Experience Old Town Lansing for all it has to offer!

Award winning and nationally renowned for its great eats, unique shopping and fabulous festivals.

2022 EDITION

OLD TOWN COMMERCIAL ASSOCIATION

517.485.4283

iloveoldtown.org



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.



Master Level Main Street

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.

REINVESTMENT STATS 2019–2021

PRIVATE INVESTMENT

\$75,000

Program to date: \$9,479,278



3

Facade & Building Improvements
Program to date: 121



6

New Businesses
Program to date: 111

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

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 Jewelry

Old Town Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	117,341	8,152	24,705
Households	51,854	4,005	10,602
Median HH Income	\$53,589	\$59,817	\$78,056

In-demand Businesses

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.



WELCOME TO THE SOCIAL DISTRICT

WHAT IS THE SOCIAL DISTRICT?

The social district allows patrons from participating establishments in Old Town to purchase and carry an open alcoholic beverage in a designated plastic cup. We hope to see you enjoying a beverage in our designated spaces throughout the neighborhood while you visit, shop and attend our outdoor events.

HOW DOES IT WORK?

- Ask for your social district drink at any of the participating businesses and then you can stroll the streets of Old Town and enjoy.
- Make sure you have asked staff for a marked social district drink before you sip, and stroll.
- Stay in the marked DISTRICT boundaries.
- Recycle or throw away your cup in the designated area you're done. Thank you for making Old Town Beautiful!

PARTICIPATING BUSINESSES

Ozone's Brewhouse
Esquire
Meat BBQ
UrbanBeat Event Center
Sir Pizza, Grand Cafe
The Grid
Zoobie's

Social Connection



20,115+
Facebook Followers



6,375+
Instagram Followers



12,200+
Twitter Followers

Volunteer Connection



1,996
Volunteer hours in 2020–2021



53,746
Volunteer hours
(Program to date)



\$53,752
Volunteer value in 2020–2021

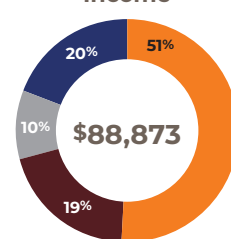


\$1,447,380
Volunteer value
(Program to date)

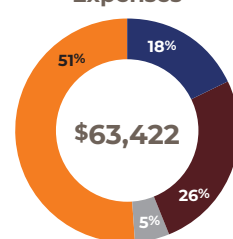
In the Numbers



Income



Expenses



- Program activities
- Grants/foundation support
- Personal giving
- Other/misc.
- Promotion activities
- Design activities
- Operations
- Other/misc. activities

Old Town Commercial Association's Board of Directors

Executive Director, Robert Doran-Brockway

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

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

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



OLD TOWN ALIVE

Old Town Commercial
Association Events 2020-21

2,800

Est. event attendance

- Chocolate Walk
- JazzFest
- BluesFest
- Chalk of the Town
- ArtFeast
- Arts Night Out
- Scrooge Scramble



Old Town ArtFeast



Chalk of the Town



Chocolate Walk



Scrooge Scramble

Michigan Main Street

The Leader in Grassroots Economic Development

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

Real Impact.

The numbers prove it!



\$26,646,354

2020-21 Total
Private Investment

\$346,519,759

Program to date



\$12,929,313

2020-21 Total
Public Investment

\$128,919,620

Program to date



37,197

2020-21 Volunteer Hours

810,704

Program to date



127

2020-21 New Businesses

1,622

Program to date



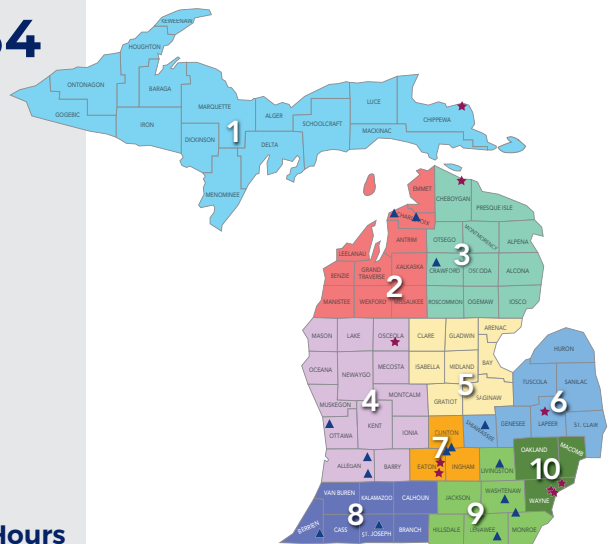
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2020-21 Façade &
Building Improvements

2,499

Program to date

Our Communities



★ Select Level

▲ Master Level



www.miplace.org

5107-211028