



Experience the Beauty of Old Town Lansing!

Award-winning and nationally renowned for its boutique shopping, great eats, world-class festivals and curated outdoor spaces!

2023 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

700 Employed in district

14 Restaurants

37 Retail stores

0% Storefront vacancy rate

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.



Master Level Main Street

TRANSFORMING OLD TOWN



In 2022 Old Town hosted two neighborhood clean-ups which beautified the district and brought out tons of volunteers!



Old Town Commercial Association hosted a 12-business ribbon cutting to honor and recognize new and existing business.



Old Town Howl-O-Ween, hosted by Preuss Pets, is one of the many special events and festivals held in Old Town.

REINVESTMENT STATS 2021–2022

PRIVATE INVESTMENT

\$6,437,165

Program to date: \$15,916,443



8

Façade & Building Improvements

Program to date: 129



5

New Businesses

Program to date: 116

Community Profile

Old Town Lansing | 2022



Population

113,428



Households

49,846



Median HH Income

\$45,902



Median Age

34.5 years



Housing Units

55,129



91% Housing is occupied

46% Owner-occupied

45% Renter-occupied

Main Street is Helping Businesses Thrive

- Draw thousands to the area with festivals and special events
- Collective marketing and advertising
- Strategic planning
- Serve as an information center for businesses, residents and visitors
- Maintain iloveoldtown.org, which features Old Town businesses

- Write and facilitate grants
- Coordinate beautification and clean-up efforts
- Facilitate educational programs
- Foster economic growth and development
- Maintain our curated outdoor spaces and river trail

“The Old Town Commercial Association has really helped me to elevate my business to the next level. Helping guide us to secure grants that would best benefit me and my business.”

—Candice Pizzo, Owner, Oracle's Apothecary

Old Town Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	25,641	113,948	333,893
Households	11,511	48,121	138,301
Median HH Income	\$46,263	\$49,788	\$59,392

In-demand Businesses

Food & Drink

Breakfast/brunch restaurant
Bakery
Deli/sandwich shop
Chinese/Thai/Asian restaurant
Casual dining eatery

Shopping & Retail

Bookstore
Wine and specialty food shop
Grocery store
Specialty foods
Arts, crafts and hobbies

Eric Hanna's Vision for Temple Building Comes Full Circle

Over a century after it first opened as a church and just over two decades after it began a nearly five-year stint as the Temple Club, the ornate brick building at 502 East Cesar E. Chavez Avenue is on the cusp of its third act. Tenants will occupy 31 new apartments on the top four floors. The historic building's ground floor will house Michigan Community Capital's offices and the newest Strange Matter Coffee Co. location. Eric Hanna, the Lansing-based company's president and CEO, said his staff will move in fall of 2022.



VOLUNTEER SPOTLIGHT

Tiesha King was the first winner of the new Golden Gnome Award, awarded by the OTCA Design Committee to businesses, property owners and residents for going above and beyond to take care of the space around them and making it better for everyone!

—Tiesha King, Owner,
Thrift Witch and Dark Arts Market



2022 Pulse of Old Town



- 63%** Visit Old Town Lansing most often for shopping
- 32%** Described recent trends in Old Town Lansing as improving or making progress.
- 32%** Said the frequency of their visits to Old Town Lansing increased during the past year.

Social Connection



21,745+
Facebook Followers



7,350+
Instagram Followers



12,200+
Twitter Followers

Volunteer Connection



2,752
Volunteer hours in 2021–2022



56,498
Volunteer hours
(Program to date)

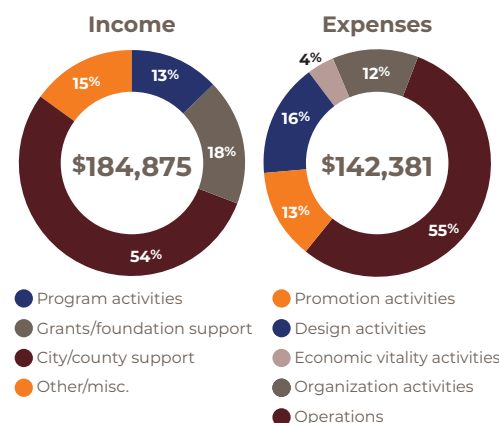


\$78,019
Volunteer value in 2021–2022



\$1,601,718
Volunteer value
(Program to date)

In the Numbers



OLD TOWN ALIVE

Old Town Commercial
Association Events 2021-22

6,961

Est. event attendance

- Chocolate Walk
- ArtFeast
- JazzFest
- BluesFest
- ScrapFest
- Lumberjack Festival
- Arts Night Out
- Chalk of the Town
- Dam Jam
- Scrooge Scramble and Holiday Hullabaloo



Dam Jam



ArtFeast



Chocolate Walk



Scrooge Scramble

"The Main Street Program has played a historic and monumental role in the growth and evolution of the Old Town District of Lansing. As the Old Town Commercial Association turns 25+, we would like to recognize and thank National and Michigan Main Street for their success in the support of Old Town businesses, residents and visitors!"

—Robert Doran-Brockway, Executive Director, Old Town Commercial Association

Old Town Commercial Association's Board of Directors

President: Ben Dowd

Vice President:

Shannon Murphy

Treasurer: Lynn Ross

Secretary: Breina Pugh

Executive-at-large:

Lillian Werbin

Director: Mark Chamberlin

Director: Grace Braatz-Opper

Director: Beth Herendeen

Director: Daniel Rials

Director: Samantha Benson

Executive Director:

Robert Doran-Brockway

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$60,607,647

2021-22 Total
Private Investment

\$407,127,406

Program to date



\$8,138,196

2021-22 Total
Public Investment

\$137,057,816

Program to date



41,186

2021-22
Volunteer
Hours

851,890

Program to date



131

2021-22
New
Businesses

1,753

Program to date



174

2021-22
Façade & Building
Improvements

2,673

Program to date

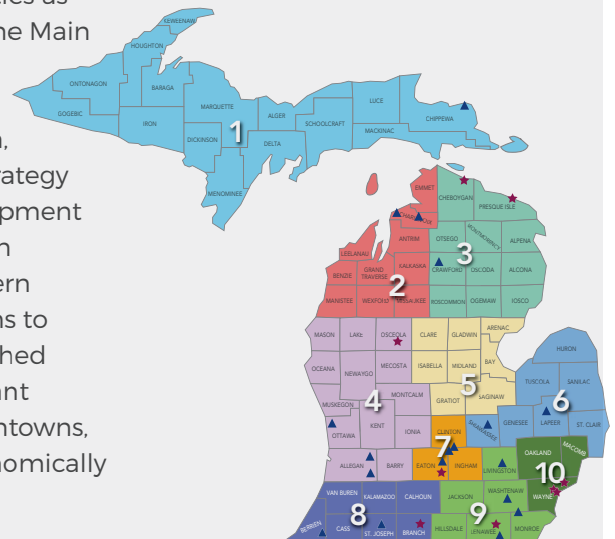


Michigan Main Street

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



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**



Select Level



Master Level

www.miplace.org