



Experience Old Town Lansing for all it has to offer!

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

2021 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

2% 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



Old Town partnered with the Lansing for Cesar E. Chavez organization, along with many volunteers, to beautify the district several times throughout the year.



Working with Old Town Construction and Maintenance, new holiday décor themes were implemented to light the streets and make Old Town look festive.



In 2020, events changed. In August, we normally host ArtFeast. This year, we introduced “Experience Old Town” in order to highlight the businesses in the district.

REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT
\$75,000

Program to date: \$9,479,278



3 Façade & Building Improvements
Program to date: 121



3 New Businesses
Program to date: 108

Community Profile

Old Town Lansing | 2019



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

- Wake Up Old Town
- Market data
- Covid-19 grant application review
- Collective advertising
- Shop Local event
- Holiday Hullabaloo
- Share funding opportunities
- Multiple Covid-19 grants awarded

“The OTCA is the driving force behind the positive community efforts in Old Town. Business recruitment, neighborhood clean-ups, and the gathering of people to celebrate at events and festivals are all thanks to the OTCA.”

–Summer Schriener, Owner, Grace Boutique, and Bad Annies Old Town Swearly Goods

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

Community Visioning Connecting with Community During Covid-19: Community Zoom Meeting

As businesses were shut down, the OTCA hosted multiple Zoom meetings for businesses and community members to interact and discuss needs within the district. One even included a happy hour hosted by Ozone's Brewhouse.



2019 Pulse of Old Town



- 71%** Visit Old Town Lansing most often for dining
- 48%** Described recent trends in Old Town Lansing as improving or making progress.
- 29%** Said the frequency of their visits to Old Town Lansing increased during the past year.

Social Connection



- 19,375+** Facebook Followers
- 5,665+** Instagram Followers
- 12,299+** Twitter Followers

Volunteer Connection



- 4,046** Volunteer hours in 2019-2020
- 51,750** Volunteer hours (Program to date)
- \$104,346** Volunteer value in 2019-2020
- \$1,334,633** Volunteer value (Program to date)

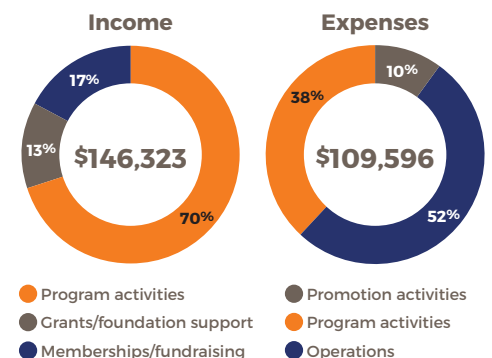
VOLUNTEER SPOTLIGHT

"Old Town has found a way to exemplify community in the most amazing way. I love volunteering for OTCA events because they have a way of bringing community together."

—Kristen Warner,
Festival and Event Volunteer



In the Numbers



OLD TOWN ALIVE

Old Town Commercial Association Events 2019-20

3,900

Est. event attendance

- Annual Meeting
- Chocolate Walk
- Lumberjack Festival
- Experience Old Town
- Scrooge Scramble



Chalk of the Town



Blocktober Party 2019



Brrs, Beards, and Brews: A Lumberjack Festival



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.

Real Impact.

The numbers prove it!



\$13,851,279

2019-20 Total Private Investment

\$319,873,405

Program to date



\$16,562,381

2019-20 Total Public Investment

\$115,990,307

Program to date



33,676

2019-20 Volunteer Hours

773,507

Program to date



87

2019-20 New Businesses

1,495

Program to date



149

2019-20 Façade & Building Improvements

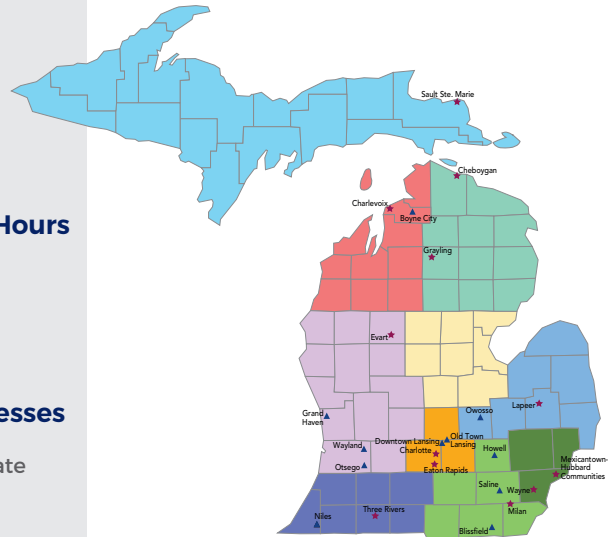
2,356

Program to date

“Main Street offers our organization and district opportunities and support for continued growth. Main Street is also a catalyst to the success of the Old Town businesses and residents.”

—Ben Dowd, Board President

Our Communities



★ Select Level

▲ Master Level

Old Town Commercial Association's Board of Directors

President: Ben Dowd
 Vice President: Shannon Murphy
 Treasurer: Lynn Ross
 Secretary: Breina Pugh
 Director: Lillian Werbin

Director: Mark Washburn
 Director: Mark Chamberlin
 Director: Colleen Curran-Schultz
 Director: Grace Braatz-Opper

