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

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.

MSU’s Capital Green Acapella group delighted visitors to Old Town this year during the Holiday Hullabaloo. Caroling outdoors as well as throughout various businesses.

Main Street is Helping Businesses Thrive

- Wake Up Old Town
- Market data
- Business marketing events
- Collective advertising
- Small Business Saturday promotion
- Holiday Hullabaloo
- Share funding opportunities

“The OTCA has been a meaningful part of my business experience in Old Town since even before moving my shop here! Those involved are passionate about the area. I’m truly grateful for the OTCA and all they do for us!”

—Lauren Palmer, Owner, Curvaceous

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

Old Town Drive Time Markets

<table>
<thead>
<tr>
<th></th>
<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>
<td>24,705</td>
</tr>
<tr>
<td>Households</td>
<td>51,854</td>
<td>4,005</td>
<td>10,602</td>
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<tr>
<td>Median HH Income</td>
<td>$53,589</td>
<td>$59,817</td>
<td>$78,056</td>
</tr>
</tbody>
</table>

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 Workshop

Old Town community members came together on July 16, 2019, to discuss the future of Old Town. Lead by MEDC, merchants, owners and stakeholders were able to share their ideas, contribute input and help the OTCA board with ideas for future planning. The board will take those ideas and use them throughout 2020 to create a comprehensive strategic plan for the Old Town district.

Social Connection

1,498 Volunteer hours in 2018-2019
47,704 Volunteer hours (Program to date)
$37,255 Volunteer value in 2018-2019
$1,185,444 Volunteer value (Program to date)

“Volunteering in Old Town allows us to give back to a place that has given us so many of our favorite memories. We always have fun helping and meet amazing people at the same time!”

—Luke Abbey and Angie Sawyer, Festival Volunteers

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.

In the Numbers

Income

$184,646

Expenses

$101,674

Program activities 17% 15%
Grants/foundation support
Memberships/fundraising
Program activities 38%
Promotion activities
Operations 52%

VOLUNTEER SPOTLIGHT

"Volunteering in Old Town allows us to give back to a place that has given us so many of our favorite memories. We always have fun helping and meet amazing people at the same time!"

—Luke Abbey and Angie Sawyer, Festival Volunteers
Michigan 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

Old Town Commercial Association Events 2018–19

7,765
Est. event attendance

- Annual Meeting
- Chocolate Walk
- Lumberjack Festival
- Taste & Tour
- Chalk of the Town
- ArtFeast
- Blocktober Party
- Scrooge Scramble

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!

$19,426,752
2018–19 Total Private Investment

$306,022,126
Program to date

$10,352,395
2018–19 Total Public Investment

$99,427,926
Program to date

109
2018–19 New Businesses

1,408
Program to date

100
2018–19 Façade Improvements

1,388
Program to date

49,092
2018–19 Volunteer Hours

739,831
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

Old Town Commercial Association’s Board of Directors

President: Ben Dowd
Vice President: Ariana Gibbs
Treasurer: Neal Mossing
Secretary: Shannon Murphy
Director: Breina Pugh

Director: Mark Washburn
Director: Lynn Ross
Director: Rick Preuss
Director: Colleen Curran-Schultz
Director: Grace Braatz-Opper

www.miplace.org

Select Level
Master Level