



# Experience Old Town Lansing for all it has to offer!

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

2020 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



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.

## REINVESTMENT STATS 2018-2019

### PRIVATE INVESTMENT

**\$14,000**

Program to date: \$9,404,278



**1**

#### Façade Improvements

Program to date: 102



**2**

#### New Businesses

Program to date: 105

## 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
- 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

## 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 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.



## 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



**18,480+**  
Facebook Followers



**4,810+**  
Instagram Followers



**12,200+**  
Twitter Followers

## Volunteer 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)



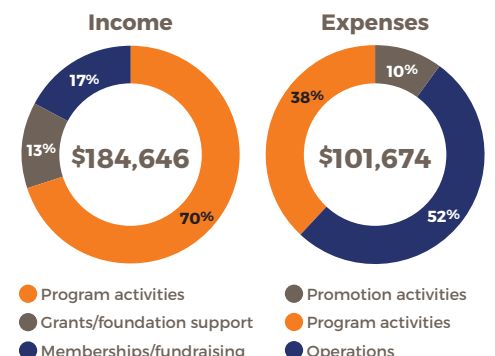
## VOLUNTEER SPOTLIGHT

"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



## In the Numbers





# OLD TOWN ALIVE

Old Town Commercial  
Association Events 2018-19

## 7,765

Est. event attendance

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



### \$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

## Old Town Commercial Association's Board of Directors

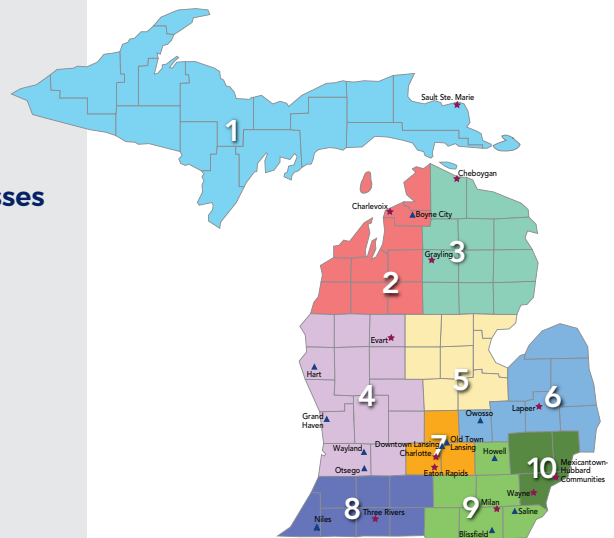
President: Ben Dowd  
Vice President:  
Ariana Gibbs  
Treasurer:  
Neal Mossing  
Secretary:  
Shannon Murphy  
Director: Breina Pugh

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

"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



[www.miplace.org](http://www.miplace.org)

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