



Experience the Rich Heritage and Creativity of Old Town!

Award-winning and nationally renowned for our boutique shopping, great eats, one-of-a-kind festivals, and curated outdoor spaces!

2025 EDITION

OLD TOWN COMMERCIAL ASSOCIATION

517.485.4283

iloveoldtown.org



State of OLD TOWN

234 Parcels

245 Public parking spaces

51 First-floor storefronts

>700 Employed in district

14 Restaurants

34 Retail stores

292.6k Visitors

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.



TRANSFORMING OLD TOWN



The Community Economic Development Association of Michigan (CEDAM) awarded long-time volunteer Shannon Murphy with the Gene Kuthy award, acknowledging her excellent work in the Old Town community.



The Golden Gnome award was passed between seven property owners who were recognized for their efforts in beautifying Old Town in 2024.



Old Town volunteers contributed over 1,600 hours to support event coordination, neighborhood upkeep, and promoting the district.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT
\$77,573

Program to date: \$16,051,516



2 Façade & Building Improvements
Program to date: 133



7 New Businesses
Program to date: 124

Community Profile

City of Lansing | 2024



Population
113,638



Households
50,463



Median HH Income
\$51,636



Median Age
34.9 years



Housing Units
55,795



90% Housing is occupied
47% Owner-occupied
43% Renter-occupied

Main Street is Helping Businesses Thrive

- Draw thousands to the district with festivals and special events
- Collective marketing and advertising
- Serve as an information center for businesses, residents, and visitors
- Strategic planning
- Maintain our curated outdoor spaces
- Business collaboration and networking
- Match on Main grants
- Small Business Saturday
- Coordinate beautification and clean-up efforts
- Market data and analysis

“I am really pleased with how Old Town Lansing has progressed. It’s a very inclusive place. Being a part of this community of really great merchants, people who really care about what they do...it energizes you.”

–Rhea Van Atta, owner, Old Town General Store

Old Town Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	25,192	114,836	334,456
Households	11,544	48,871	139,682
Median HH Income	\$50,844	\$54,367	\$64,163

In-demand Businesses

Food & Drink

Breakfast/brunch restaurant
Bakery
Deli/sandwich shop
Asian restaurant
Coffee shop

Shopping & Retail

Bookstore
Vintage/repurposed goods
Grocery store
Specialty foods
Arts, crafts and hobbies

Trash to Treasure

Through City of Lansing's Department of Neighborhoods, Arts, & Citizen Engagement, the Old Town Commercial Association (OTCA) received several neighborhood grants to fund public improvements within the district. Rather than purchasing new trash cans, the OTCA partnered with Friedland Industries and the ScrapFest team to creatively repurpose scrap metal, resulting in unique, custom-made receptacles for the area.

Pictured can artists: Bob Welton, Scott Poe, and David Torgoff



2024 Pulse of Old Town



- 57%** Visit Old Town Lansing most often for festivals and events
- 31%** Described recent trends in Old Town Lansing as improving or making progress.
- 24%** Said the frequency of their visits to Old Town Lansing increased during the past year.

Social Connection



- 23,835+** Facebook Followers
- 8,170+** Instagram Followers
- 10,820+** X Followers
- 1,320+** LinkedIn Followers

Volunteer Connection



- 1,615** Volunteer hours in 2023–2024
- 62,874** Volunteer hours (Program to date)
- \$51,018** Volunteer value in 2023–2024
- \$1,986,190** Volunteer value (Program to date)



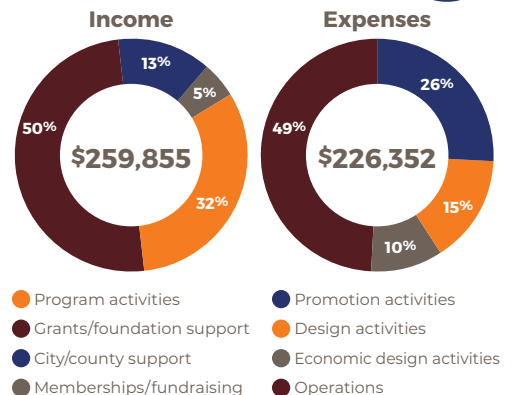
VOLUNTEER SPOTLIGHT

"I love being an Old Town volunteer and having a small part in continuing to grow and revitalize an amazing Lansing community. From planning events to supporting small businesses and making great friends, Old Town has become a home to me."

– Shannon Murphy, volunteer/member of 10 years



In the Numbers



OLD TOWN ALIVE

Old Town Commercial Association Events 2023–24

19,503

Est. event attendance

- Annual Meeting
- Roper Romp
- Chocolate Walk
- ArtFeast
- Lumberjack Festival
- Krampusnacht
- Chalk of the Town
- Wake Up Old Town
- Garden and Patio Tour
- Merchant Meetups



Roper Romp



Krampusnacht



Chalk of the Town



Neighborhood Clean-Up

“As a Michigan Main Street community, Old Town is set up for and guided to success through their resources, funding opportunities, and a network of peers in communities like ours. We’re so grateful to be a part of the program!”

—Samantha Benson, OTCA Executive Director

Old Town Commercial Association’s Board of Directors

President: Jamie Schriner	At-large: David Such	Director: Rick Woods
Vice President: Karen Stefl	Director: Beth Herendeen	Director: Summer Schriner
Secretary: Brianna Wilson	Director: Curtis Simmons	Executive Director: Samantha Benson
Treasurer: Eric Hanna	Director: Mike Fischer	

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$49,135,925

2023–24 Total Private Investment

\$473,749,204

Program to date



\$5,855,343

2023–24 Total Public Investment

\$152,552,988

Program to date



30,094

2023–24 Volunteer Hours

922,796

Program to date



136

2023–24 New Businesses

2,033

Program to date



117

2023–24 Façade & Building Improvements

2,934

Program to date

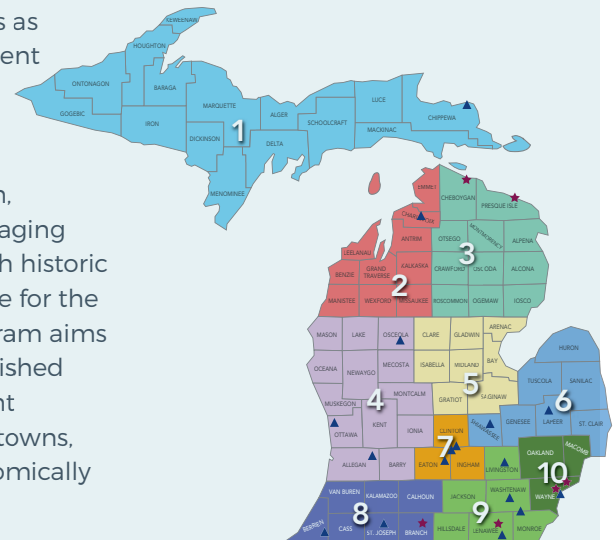


Michigan Main Street

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



Select Level



Master Level



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

www.miplace.org