

# \* Nonprofits and Placemaking

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## \*CEDAM 101

Statewide trade association

Many programs

“You help your community.  
We help you.”



# \* Case Study: The OTCA

Nonprofit in Old Town Lansing

Thousands of Volunteers

Focus on Business, but work  
with residents

Great American Main Street



# \* Placemaking and Events

Grow Community  
Awareness

Change Perceptions

Attract Volunteers

Raise Funds

Make use of Public Space





# \* Old Town Oktoberfest



# \* Chalk of the Town

# \*Lighter, Quicker, Cheaper

Small Funds, Big Impact

Anyone can do it

Instant Change





# \*MAR Grant

Sculpture Park

Instant Impact

Continued Growth



# \* Things to Remember!

Anyone can do placemaking

It doesn't have to cost millions of dollars

You need a strong community just as much as you need strong form



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