

*Nonprofits and Placemaking

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*Nonprofits 101

Mission Driven

Generally place-based

Focus on area's general vitality

Care about the people they serve

Reinvest profits back into their community



*CEDAM 101

Statewide trade association

Many programs

"You help your community.

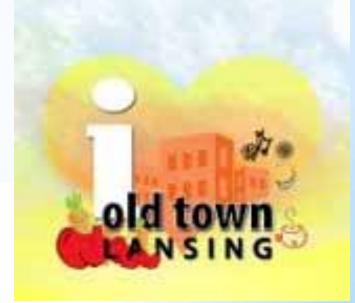
We help you."



*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





*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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