



## Old Town Commercial Association Volunteer Information

We are thrilled that you are interested in becoming a part of our community and helping us continue to serve the Old Town community. For nearly 30 years, the Old Town Commercial Association has been dedicated to enhancing and promoting the historic Old Town neighborhood in Lansing, Michigan. Our organization is run by a board of directors and a small staff, but it is our dedicated volunteers who make our work possible!

### We offer a diverse range of volunteer opportunities, which include:

1. **Flower Planting, Gardening, and Beautification** - Volunteers will work alongside our team to plant flowers, maintain gardens, and enhance the visual appeal of our spaces. Their contributions help create vibrant and inviting environments for our community to enjoy.
2. **Street Clean-Up** - Volunteers will join us in picking up litter, removing debris, and maintaining the cleanliness of our streets. Their efforts help create a cleaner and more welcoming environment of everyone in our community.
3. **Event and Festival Planning and Coordination** - Volunteers will work alongside our team to organize logistics, set up venues, coordinate activities, and ensure the smooth running of our events. Their dedication helps create memorable experiences and fosters community engagement.
4. **Marketing and Communications** - Volunteers will help create content, assist with social media accounts, and spread awareness about our mission through various channels. Their support helps us reach a wider audience and engage with our community effectively.
5. **Fund Development and Sponsorships** - Volunteers will help identify potential donors and sponsors, assist with fundraising events, and cultivate relationships to secure financial support. Their efforts play a crucial role in sustaining our programs and initiatives.
6. **Business Recruitment and Retention** - Volunteers will reach out to local businesses, promote partnership opportunities, and maintain relationships to support our mission. Their involvement helps us build strong connections with the business community, fostering long-term support and collaboration.

We are excited to have you join us in making Old Town a vibrant and thriving community. Thank you for your commitment to our organization and our neighborhood!

If you have any questions or would like to stop by and chat about volunteer opportunities, please reach out to Samantha Benson or Tia Barrera. Looking forward to hearing from you soon!

Samantha Benson  
Executive Director

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Tia Barrera

Volunteer & Communications Specialist |  
AmeriCorps Member

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Please find below the Old Town Commercial Association (OTCA) calendar of events for 2024. There are numerous volunteer opportunities for our event and festival seasons. Events noted with an asterisk have tentative dates that are subject to change accordingly.

**Brrs, Beards, and Brews:** A Lumberjack Festival - April 6



**Wake Up Old Town\*** - *Last Thursday of every month*

April 25

May 30

June 27

July 25

August 29

September 26

**Chalk** of the Town - June 1



**Merchant Meetups\*** - *Quarterly*

March 18

June 17

September 16

December 16

**ArtFeast** - August 17



**Krampusnacht** - December 7

