

 *i love old town*



Intern Handbook

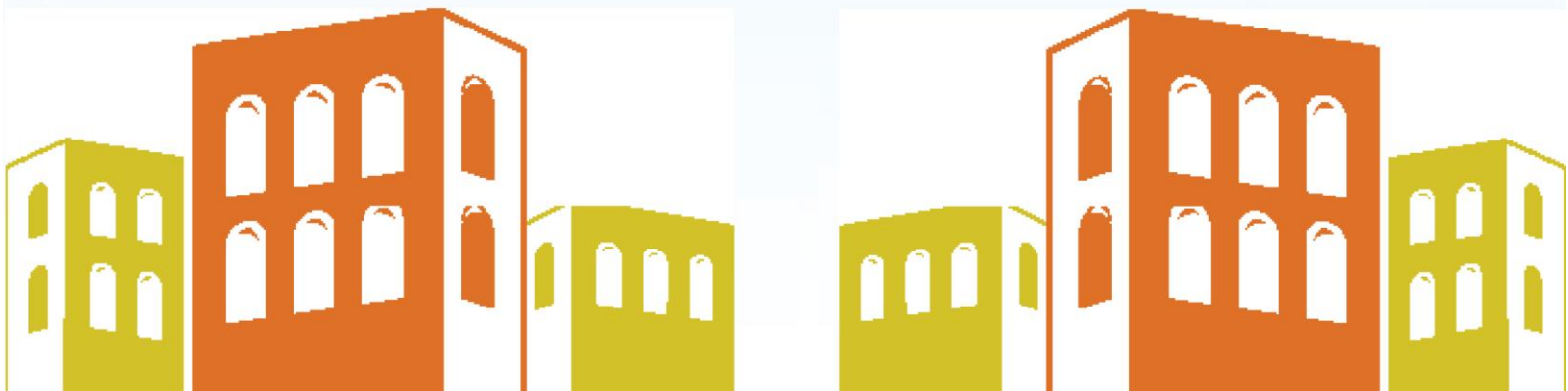




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Introduction

Congratulations on becoming the newest intern for the Old Town Commercial Association (OTCA). We are a diverse group of businesses, property owners, and individuals working together to promote the historic preservation, development, and adaptive reuse of Old Town.

This internship will be a challenging one but also a tremendous learning experience and an opportunity to work hands-on in your field. We've helped nearly all our interns find jobs after they graduate. We look forward to a great semester with you.

Mission Statement

The OTCA's mission is to facilitate the socioeconomic development of Lansing's Old Town area through the promotion of historic preservation, business recruitment, and community outreach.





Background

Old Town was founded in 1843. Following the end of WWII, many downtowns experienced a mass exodus to the suburbs, and Old Town was no exception. In the late 1970s, artists began to realize the area's potential and slowly began to purchase and renovate buildings. This group of pioneers, calling themselves the Old Town Business and Arts Development Association (OTBADA), began to put on festivals to attract people to the district. After doing this for a number of years, they decided to formalize their efforts and apply for a grant, which they received.

In 1996, Old Town Lansing was chosen as one of six sites selected to participate in the Neighborhood Main Street Initiative, which represented a coalition between two national organizations active in community rehabilitation: the Local Initiatives Support Corporation and the National Main Street Center. The Old Town Lansing project was designed to encourage the economic redevelopment of the neighborhood business districts by utilizing the skills and experience of both organizations in neighborhood and commercial revitalization. The OTCA was created by the OTBADA to manage the project.



Background

Main Street

The Old Town Main Street program is the central project of the OTCA. (See preservation.org/main-street for more information about this program.) Despite being a work in progress, Old Town is already promoted as a success story and model for other neighborhoods in decline.

We have four areas and committees on which we focus our efforts. These committees are:

- 1.promotions, which works on special events and festivals and works to better promote the area.
- 2.organization, which works on the overall plan for the OTCA (including fundraising, volunteer recruitment, and retention and membership).
- 3.design, which works on the district's aesthetics (including flowers, decorations, information on signage and design, and cleaning).
- 4.economic restructuring, which works primarily on business recruitment and business retention.





Staff Roles

The OTCA currently has only one full time staff member, the Executive Director; all other staff members are volunteers. The Executive Director reports to the eleven volunteers that make up the Board of Directors (you'll probably see them coming in and out of the office). The Executive Director's role is to manage everything that is going on with the OTCA, ranging from overseeing the committees to meeting with city officials to writing grants to helping to recruit businesses to hanging banners to anything else you can imagine.

Everyone is here to provide help and guidance to you as an intern, but as we have a small staff, you will be treated as a true employee – meaning you will be in charge of important and exciting projects.





Intern Roles

Hours

- Your hours will vary, but we will need you to work approximately 15-20 hours per week.
- We'll set up a scheduled time for you to be at the OTCA, though we can discuss whether or not portions of your work can be completed outside of the office.
- Some events are larger, more important, and/or more time-consuming than others. For large events, such as the Festival of the Sun or Oktoberfest, we will need you for the entire weekend, from the beginning to the end of the event. This is mandatory.
- We are flexible when about taking time off work (for medical appointments, illness, exams, etc.).
- You won't be required to attend all meetings and events.



Intern Roles



Generally, we have both communications and design interns, and your duties will vary somewhat depending on which type of intern you are. The following lists are some, but not all, of the tasks for which you will be responsible.

Communications Interns

- Event planning and execution
 - Meeting with the committees
 - Recruiting volunteers
 - Drafting press releases
 - Finding sponsors
- Newsletter duties
 - Conducting interviews
 - Writing articles
 - Delivering newsletters
- Other responsibilities
 - Finding out what is going on with Old Town businesses
 - Calling people to remind them about meetings
 - Helping to update the web site
- If there is ever a project you think of that you'd like to do, or if you see a way to improve a current project, talk to us about it! We welcome any and all suggestions.

Design Interns

- The OTCA does not employ a graphic designer, so all graphic design duties will fall to you.
- It is important that you network, as we have more graphic designers in our district than anywhere else in the city.
- Generally, if there are multiple design interns, you will each be responsible for a particular event or project.



Intern Roles

All interns will have at least one long-term project to work on at any given time. There are also a number of smaller tasks that need to be accomplished on a more regular basis.

Daily

Press clips

- The executive director receives Google Alerts for Old Town and the OTCA. You may also want to create alerts for whatever event or project you are working on.
- Any time you come across Old Town in the media, print or clip the story, and then staple it to a sheet of paper with the name, date, and section of the publication. These should be filed in the Old Town media binder for the appropriate year.

Update the website

- Ensure that the calendar is up-to-date and accurate for all OTCA events and all member business events.
- New businesses should be added to the businesses section.
- New available properties should be added to the real estate section.
- You can find information on how to update the website at www.iloveoldtown.org/doc.

Any festival/event planning tasks that you have been assigned

- All tasks can be found in the work plan for that project found in the | corresponding committee's binder with the budget and task timelines.

Update social media

Weekly

Press releases

- These should be written and formatted according to the OTCA style guide and proofed before they are sent out.
- Change featured article on iloveoldtown.org to keep it fresh and relevant
- Email JSF/Pulse calendars to ensure Old Town Events are included in their listings



Intern Roles

Monthly

City pulse ad

- Find sponsoring business, create calendar, layout, proof and send to City Pulse

Update events calendar

- Double-check that the calendar is up-to-date and ready for the next month
- Check out member businesses' websites to see if they have any events coming up.
- Send out our calendar of events to the press as well as post our events online.

Newsletter

- This is a team effort. On the 15th of each month we have a staff meeting to divvy up stories.
- On the 25th of each month, these stories are due to be proofed.
- On the last day of the month, we print, fold, and hand-deliver the newsletters to all Old Town businesses.
- Following this, the stories need to be reformatted in Constant Contact and distributed electronically.
- All of the stories will be posted to the website from least important to most important. These stories will scroll on the site's home page.
- Finally, we mail newsletters to all OTCA members that aren't in Old Town.





Special Events

The OTCA hosts a number of events that bring thousands of people to the Old Town district. Though these visitors are coming for the special events, they are also seeing Old Town, including the many changes that have occurred over the years.

The OTCA's 3 major events that make up approximately 80% of our annual operating budget:

Festival of the Sun

Known as Mid-Michigan's premier wine and food sampling event, FOS is held every June to celebrate the summer solstice. Refer to the Festival of the Sun binder for further information.

Festival of the Moon

Held the night before Festival of the Sun, Festival of the Moon offers food, beer, and music to kick off the solstice. Refer to the Festival of the Moon binder for further information.

Old Town Oktoberfest

Mid-Michigan's only authentic German-style festival. Features German-style beer, food and music for two full days. Refer to the Old Town Oktoberfest binder for further information.

There are numerous other events that are hosted by OTCA every week, these three happen to be the most important financially but as interns you will be responsible for many other events like the Farmers Markets through the summer, holiday appropriate festivities and more.



In Closing

As with any job, there are times when we'll need to work very hard and times when we can relax a bit. After large special events, we generally close the office for a few days to take a much-needed break. You'll find that we're fairly flexible and accommodating.

During your time here, you'll gain valuable experience in your chosen field and meet professionals who you can learn from and network with. And again, we've had great success in the past with helping our former interns find employment after their time with us is done.

We hope that you come to love Old Town as much as we do. We're looking forward to a wonderful semester with you and would like to thank you in advance for your dedication, hard work and commitment.

The logo features two red hearts with a white sparkly texture, set against an orange semi-circular arc. The text "i love old town" is written in a dark grey, lowercase, cursive font, positioned to the right of the graphic.

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