



Visit Grayling, Michigan's Most Colorful Rivertown, to experience the Art of Recreation.

Drive, ride, or paddle in for your fill of outdoor and artisan inspired goods, from our friendly retailers and restaurants.

2023 EDITION

GRAYLING MAIN STREET

989.390.7689

downtowngrayling.com



State of DOWNTOWN

7 Blocks

13 Acres

46 Parcels

36 Parcel owners

269 Public parking spaces

34 First-floor storefronts

7 Restaurants

12 Retail stores

Grayling Main Street is making a real difference.

Downtown Grayling inspires creativity, inviting people to come, play, and stay in its beautiful, eclectic, and fun live and work spaces, surrounded by the art of nature and the artistry of its residents, with diverse commercial offerings and modern amenities abundant throughout our historic, river town.

Downtown's Goals

- Increase residential density in downtown Grayling.
- Target opportunities and resources to improve the physical environment of downtown Grayling
- Increase the arts and recreation-related business density and diversity of downtown Grayling



TRANSFORMING GRAYLING'S DOWNTOWN



Grayling Main Street led the charge to install a new city clock, celebrating 150 years of Grayling. The space was revitalized and the clock was purchased with funds from a Vibrancy grant award.



New trees were planted throughout the downtown district with a partnership between Grayling Rotary and the Grayling Promotional Association.



Community-focused events brought folks of all ages downtown throughout the year.

REINVESTMENT STATS 2021–2022

PRIVATE INVESTMENT

\$12,300

Program to date: \$3,314,250



2

Façade & Building Improvements

Program to date: 46



New Businesses

Program to date: 22

Main Street is Helping Businesses Thrive

- Match on Main Grant program
- Social district activation events
- Festival and community programs
- Technical assistance
- Cooperative advertising
- Beautification programming
- Technology Development grant
- Small business development portal training

“The most rewarding thing is seeing the smiles on customers’ faces and knowing they’re happy and enjoying their experience. Grayling has been the most welcoming community to live in. That’s why I really wanted to get involved.”

—Matthew Shaw, Owner, Michigan Brew

Community Profile

City of Grayling | 2022



Population

1,864



Households

767



Median HH Income

\$44,254



Median Age

41.4 years



Housing Units

902



85% Housing is occupied

49% Owner-occupied

36% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	4,035	7,028	17,595
Households	1,629	2,961	7,855
Median HH Income	\$51,530	\$52,626	\$54,685

In-demand Businesses

Food & Drink

Butcher shop
Farm-to-table restaurant
Steakhouse
Italian restaurant
Asian restaurant

Shopping & Retail

Bookstore
Arts, crafts, and hobbies
General variety store
Women’s clothing
Specialty foods

Keeping Grayling Colorful

Beautification efforts focused on colorful projects have brought a level of vibrancy to downtown Grayling with multiple partnerships. Hanging flower baskets and large pots line Main Street, with help from the Grayling Promotional Association and the Department of Public Works, with flowers from a local nursery. Colorful paddles mark crosswalks with funds accessed through the Michigan Economic Development Corporation in the Vibrancy Grant program, touched up every year by volunteers. Multiple banner programs including Paddler Banners for the AuSable River Canoe Marathon, and the Veteran's Day Banner program honoring local service members and veterans.



VOLUNTEER SPOTLIGHT

"I love volunteering because Grayling is such a great community. When people come and see how clean and cute Grayling is decorated, it makes people want to stop. But the main reason I do it is because I love our town."

—Gail Swope, Volunteer



2022 Pulse of Downtown



- 76%** Visit downtown Grayling most often for dining
- 44%** Described recent trends in downtown Grayling as improving or making progress.
- 30%** Said the frequency of their visits to downtown Grayling increased during the past year.

Social Connection



3,555+
Facebook Followers



1,075+
Instagram Followers

Volunteer Connection



2,117
Volunteer hours in 2021–2022



14,674
Volunteer hours
(Program to date)

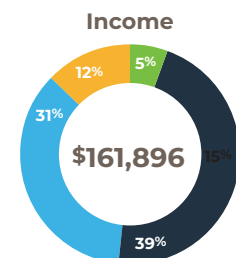


\$60,017
Volunteer value in 2021–2022

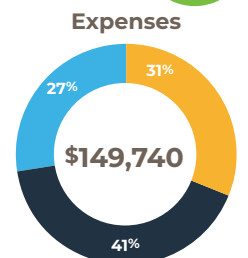


\$416,008
Volunteer value
(Program to date)

In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- Memberships/fundraising



- Operations
- Grant disbursement
- Programming

DOWNTOWN ALIVE

Grayling Main Street
Events 2021-22

8,969

Est. event attendance

- AuSable River Canoe Marathon
- AuSable River Festival
- Community Block Parties
- Grayling's 150th Birthday Bash
- Christmas Walk
- Harvest Festival
- Fantastic Fabulous Fun Fall Frolic
- Trunk or Treat
- Spring Clean Up
- Witch's Brew



Harvest Festival & Antique Tractor Show



AuSable River Festival



Community Block Parties



Spring Clean Up

"Grayling Main Street's foundational principles are a driving force in the strength of, not only the economic vitality of downtown Grayling, but in the vibrancy and connection in our community at large. We're proud to support the meeting spaces for our community members and guests."

—Jillian Tremonti, Executive Director, Grayling Main Street

Grayling's Board of Directors

Chair: Josie Swander
Co-chair: Jack Pettyjohn
Treasurer: Christine LaFontaine
Member: Stacey Huber
Member: Michelle Milliken
Member: Erich Podjaske
Member: Allison Smith
Member: Matthew Shaw
Member: Kyle Stonehouse
Executive Director: Jillian Tremonti

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$60,607,647

2021-22 Total
Private Investment

\$407,127,406

Program to date



\$8,138,196

2021-22 Total
Public Investment

\$137,057,816

Program to date



41,186

2021-22
Volunteer
Hours

851,890

Program to date



131

2021-22
New
Businesses

1,753

Program to date



174

2021-22
Façade & Building
Improvements

2,673

Program to date

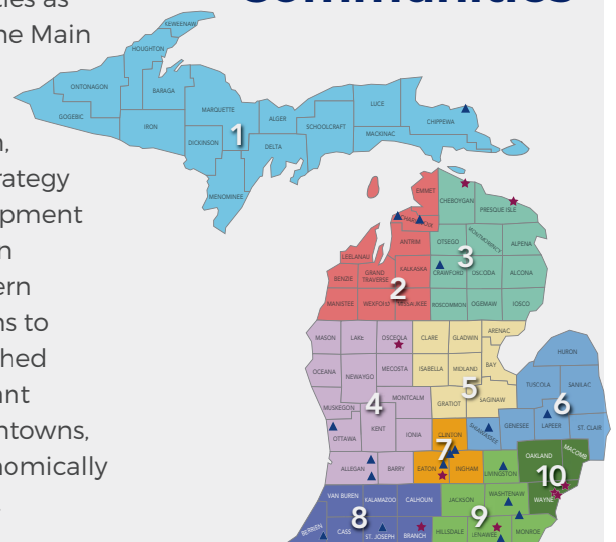


Michigan Main Street

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



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**



Select Level



Master Level

www.miplace.org