



Visit Grayling, Michigan's Most Colorful Downtown, 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.

2021 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

6 Restaurants

8 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



Our long running partnership with the Grayling Promotional Association blossomed into some amazing flower hats this year!



Concerted, branded messaging helped our community reopen responsibly. Staying safe is an important part of keeping our businesses open.



We worked with city council and staff to develop a new parklet application and rules of use, to help businesses move into the streets.

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT

\$10,000

Program to date: \$2,859,450



1

Façade & Building Improvements
Program to date: 38



3

New Businesses
Program to date: 18

Main Street is Helping Businesses Thrive

- Match on Main Grant
- State-supported property improvement programs
- Market data
- Entrepreneurial ecosystem development
- Business training opportunities
- Partner Community training series
- Cooperative marketing program
- Vacant property development recruiting

“Our first year in business has far exceeded our projections and expectations, even amidst a pandemic and a shutdown. What a perfect testament to the strength of Grayling, Michigan!”

— Penny Podjaske, Owner, The Curator

Community Profile

City of Grayling | 2019



Population
1,820



Households
782



Median HH Income
\$42,557



Median Age
41 years



Housing Units
1,009



78% Housing is occupied
65% Owner-occupied
36% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	2,335	3,953	12,004
Households	1,052	1,755	5,345
Median HH Income	\$10,037	\$44,614	\$58,941

In-demand Businesses

Shopping & Retail

- Butcher shop
- Bookstore
- Arts, crafts, and hobbies
- General store
- Women's clothing

Food & Drink

- Farm-to-table restaurant
- Steakhouse
- Healthy menu restaurant
- Upscale restaurant
- Mexican restaurant

Match on Main: Covid-19 Style

The coronavirus pandemic presented new challenges, and new opportunities, for our small businesses. State-wide closures left many of our locally owned shops without their traditional foot traffic. This change of pace sparked innovation and growth in downtown Grayling. Through a grant from MEDC, Grayling Main Street was able to provide \$42,000 in grants to small businesses in our community to help them recover and restart.



2019 Pulse of Downtown



- 68%** Visit downtown Grayling most often for dining
- 78%** 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



- 2,865+** Facebook Followers
- 750+** Instagram Followers
- 190+** Twitter Followers

Volunteer Connection



- 459** Volunteer hours in 2019-2020
- 11,825** Volunteer hours (Program to date)
- \$11,838** Volunteer value in 2019-2020
- \$304,967** Volunteer value (Program to date)

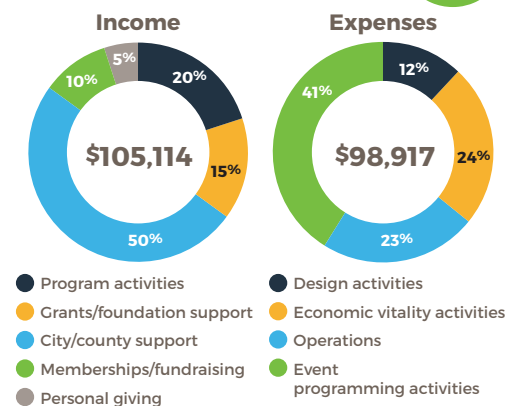
VOLUNTEER SPOTLIGHT

"I love volunteering because it is so rewarding in so many ways! Pride to see our town look appealing to everyone who comes to Grayling, especially the local people. It all comes down to loving our town."

—Gail Swope



In the Numbers



DOWNTOWN ALIVE

Grayling Main Street
Events 2019-20

376

Est. event attendance

- Christmas Walk
- Community Coffee Hour
- Downtown Winter Fest



Bike repair station coming in handy



"Coffee By Steph" is prepared for anything



"We absolutely love it!"
—Lucas & Bobby
on the Chocolate Cherry Bomb Dessert Pizza

PHB gets rave review on new menu item

PARTICIPATING BUSINESSES

- The Sweet Life
- Up North Apparel
- Grayling Restaurant
- Tips The Millen
- The Curator
- Coffee By Steph
- Audible Gifts

HOW TO PLAY

1. Spend \$15 at a participating business to get a BINGO card.
2. Follow QMS on Facebook for Virtual BINGO game links.
3. Win prizes playing BINGO!

BUY LOCAL BINGO IN

GRAYLING

August 2020 - December 2020

A new game to invite shoppers downtown

Michigan Main Street

The Leader in Grassroots Economic Development

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.

Real Impact.

The numbers prove it!



\$13,851,279

2019-20 Total
Private Investment

\$319,873,405

Program to date



\$16,562,381

2019-20 Total
Public Investment

\$115,990,307

Program to date



33,676

2019-20 Volunteer Hours

773,507

Program to date



87

2019-20 New Businesses

1,495

Program to date



149

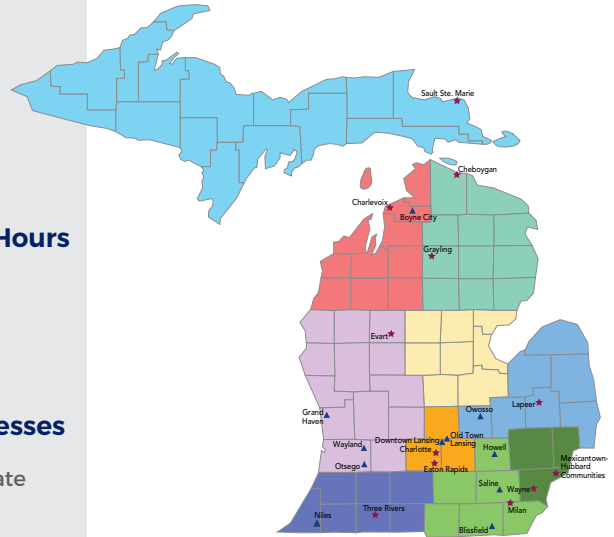
2019-20 Façade &
Building Improvements

2,356

Program to date

"In a year of unprecedented challenges, our program was able to realign our actions and programs to increase our value to our businesses, providing innovative guidance and helping to navigate new resources."
—Rae Gosling, Director, Grayling Main Street

Our Communities



★ Select Level

▲ Master Level



Grayling's Board of Directors

- Chairperson: Matthew Shaw
Vice Chair: Jillian Tremonti
Treasurer: Jack Pettyjohn
Member: Paul Crandall
Member: Erich Podjaske
Member: Shawn Abraham
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