



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.

2020 EDITION

GRAYLING MAIN STREET

989.390.7689

downtowngrayling.org



State of DOWNTOWN

7 Blocks

13 Acres

46 Parcels

36 Parcel owners

269 Public parking spaces

42 First-floor storefronts

5 Restaurants

14 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 brought the biggest and brightest flowers we've ever seen on Main Street.



Our pilot Veteran's Banner program paved the path for a total of 14 veterans being honored on downtown banner poles in 2018 and 2019.



Three years of fundraising and grant applications lead to the installation of several new bike racks and two bike repair stands.

REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT

\$6,500

Program to date: \$2,849,450



1

Façade Improvements
Program to date: 18



2

New Businesses
Program to date: 15

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

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

"It is a testimony to the success of downtown's everywhere how even in a small town, the support of your community, can help any good business not just survive, but thrive!"

—Stacy and Kate McIsaac, Co-owners, Tip'n The Mitten

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	\$40,037	\$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

Connecting with Our History

The Crawford County Historical Museum is an historic treasure trove, right in downtown Grayling. In 2019, we continued the Main Street in the museum program and aided in activating an exciting scavenger hunt to help visitors explore the exhibits. Our presence in the museum allows for the exhibits to be open an extra day every week, as well as serves as a wonderful opportunity to share more about our downtown with visitors.



VOLUNTEER SPOTLIGHT

"I volunteer downtown because I love to see our community members out and connecting with one another, mingling with people they wouldn't normally see everyday."

—Jillian Tremonti,
GMSt Board Member;
Owner, AuSable Dance Center



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



2,470+
Facebook Followers



525+
Instagram Followers



180+
Twitter Followers

Volunteer Connection



1,674
Volunteer hours in 2018-2019



11,366
Volunteer hours
(Program to date)

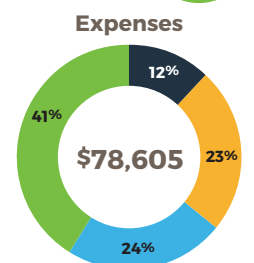
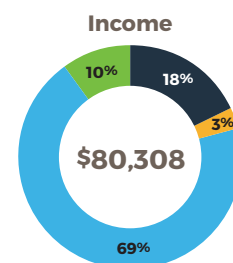


\$41,486
Volunteer value in 2018-2019



\$282,445
Volunteer value
(Program to date)

In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- Personal giving
- Design activities
- Economic vitality activities
- Operations
- Other (event programming activities)

DOWNTOWN ALIVE

Grayling Main Street
Events 2018-19

6,915

Est. event attendance

- Paddle Battle
- Drive 4 UR Community
- Christmas Walk
- Micros and a Movie
- Main Street in the Museum
- Lumberjack Pancake Breakfast



Paddle Battle



Drive 4 UR Community



Christmas Walk



Micros and a Movie

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!



\$19,426,752

2018-19 Total Private Investment

\$306,022,126

Program to date



\$10,352,395

2018-19 Total Public Investment

\$99,427,926

Program to date



109

2018-19 New Businesses

1,408

Program to date



100

2018-19 Façade Improvements

1,388

Program to date



49,092

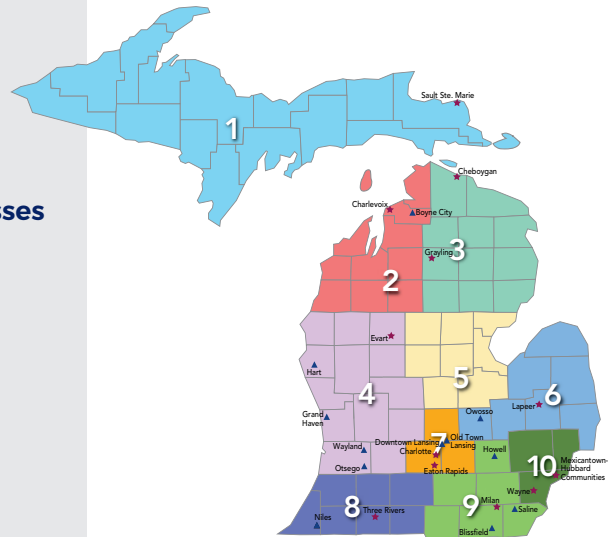
2018-19 Volunteer Hours

739,831

Program to date

"The Main Street Approach has really helped Grayling to focus the roles of all the organizations in our community. This has resulted in us working better together and getting more done."
—Rae Gosling, Director, Grayling Main Street

Our Communities



★ Select Level

▲ Master Level



Grayling's Board of Directors

Chairperson: Matthew Shaw
Vice Chair: Thomas Steffen
Treasurer: Erich Podjaske
Member: Paul Crandall
Member: Jillian Tremonti
Member: Shawn Abraham
Member: Christine LaFontaine
Member: Doug Baum

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