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.

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

State of DOWNTOWN

<table>
<thead>
<tr>
<th>Blocks</th>
<th>Acres</th>
<th>Parcels</th>
<th>Parcel owners</th>
<th>Public parking spaces</th>
<th>First-floor storefronts</th>
<th>Restaurants</th>
<th>Retail stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>13</td>
<td>46</td>
<td>36</td>
<td>269</td>
<td>42</td>
<td>5</td>
<td>14</td>
</tr>
</tbody>
</table>

Certified Redevelopment Ready Community®
Master Level Main Street
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.

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

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

Downtown Drive Time Markets

<table>
<thead>
<tr>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>2,335</td>
<td>3,953</td>
</tr>
<tr>
<td>Households</td>
<td>1,052</td>
<td>1,755</td>
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<tr>
<td>Median HH Income</td>
<td>$40,037</td>
<td>$44,614</td>
</tr>
</tbody>
</table>

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

Volunteer Connection

Volunteer hours in 2018–2019
Volunteer hours (Program to date)
Volunteer value in 2018–2019
Volunteer value (Program to date)

In the Numbers

Income

Program activities
Grants/foundation support
City/county support
Personal giving

$80,308

Expenses

Design activities
Economic vitality activities
Operations
Other (event programming activities)

$78,605
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

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