



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.

2022 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



Lighting up downtown with year round decorative string lights added an extra layer of safety and energy to our glowing community.



More than a year in the making, Michigan Brew brought new life to the 100 block with façade improvements and a great new menu.



Main Street volunteers really brought the Art of Recreation to downtown with colorful paddle crosswalks to kick off the summer season.

REINVESTMENT STATS 2020–2021

PRIVATE INVESTMENT

\$442,500

Program to date: \$3,301,950



6

Façade & Building Improvements

Program to date: 44



4

New Businesses

Program to date: 22

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’s been a challenging 18 months to say the least, but throughout it all, we have felt such an outpouring of love and support from our community. We are thankful and proud to be operating in downtown Grayling.”

—Josie Swander, Co-owner, Paddle Hard Brewing

Community Profile

City of Grayling | 2021



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	\$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

Downtown Social District: Brew Ave.

The activation of a social district in downtown Grayling has increased the size of our dining rooms and invigorated our visitors to explore more. On the heels of pauses and restrictions, downtown businesses wanted to take our community to the next level by introducing more ways to comfortably gather. The social district was just the tool to get us there. After months of collaboration across community stakeholders, we were pleased to open "Brew Ave."

Social Connection



3,165+
Facebook Followers

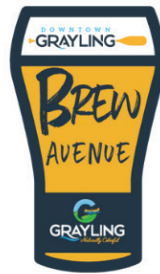


220+
Instagram Followers



190+
Twitter Followers

JOIN US IN GRAYLING'S SOCIAL DISTRICT



Volunteer Connection



732
Volunteer hours in 2020–2021



12,557
Volunteer hours (Program to date)

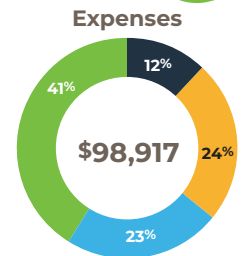
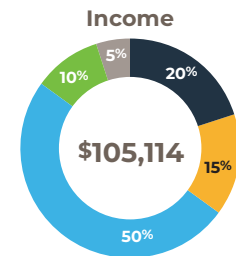


\$19,713
Volunteer value in 2020–2021



\$338,160
Volunteer value (Program to date)

In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- Memberships/fundraising
- Personal giving
- Design activities
- Economic vitality activities
- Operations
- Event programming activities

VOLUNTEER SPOTLIGHT

"We thought the idea of painting the city crosswalks with the paddle symbol would be a fun and colorful way to incorporate the city of Grayling branding with artwork that people could see and enjoy each day."

—Jack Pettyjohn



Grayling's Board of Directors

- Board Chair/Interim Director: Jillian Tremonti
- Vice Chair: Josie Swander
- Treasurer: Christine LaFontaine
- Member: Erich Podjaske
- Member: Matthew Shaw
- Member: Jack Pettyjohn
- Member: Michelle Millikin
- Member: Kyle Stonehouse
- Member; City Manager: Doug Baum
- Former Director: Rae Gosling

DOWNTOWN ALIVE

Grayling Main Street Events 2020-21

5,510

Est. event attendance

- Christmas Walk
- Buy Local BINGO
- Main Street in the Museum
- Block Party
- AuSable River Festival: Brew Ave
- St. Patrick's Day Raffle



Brew Ave kickoff



Main Stage at the AuSable River Festival



Thank You Grayling Day



Block Party

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.

“Watching Grayling grow over the last five years has been a great pleasure. The momentum that has built in the community is electric and will power even more greatness in coming years.”

—Rae Gosling, Grayling Main Street Director

Real Impact.

The numbers prove it!



\$26,646,354

2020-21 Total Private Investment

\$346,519,759

Program to date



\$12,929,313

2020-21 Total Public Investment

\$128,919,620

Program to date



37,197

2020-21 Volunteer Hours

810,704

Program to date



127

2020-21 New Businesses

1,622 Program to date

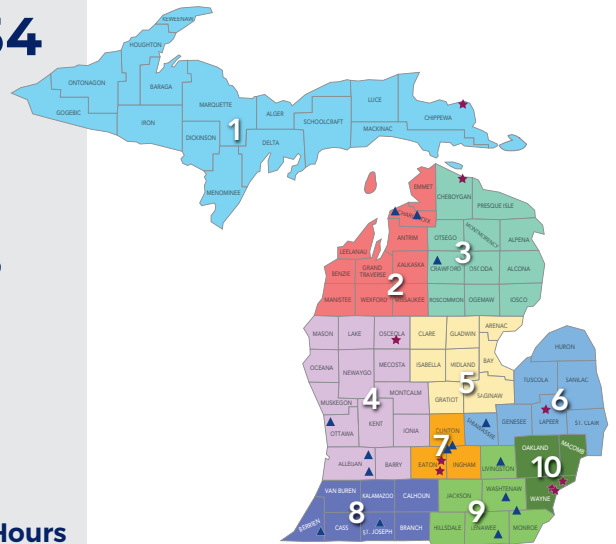


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2020-21 Façade & Building Improvements

2,499 Program to date

Our Communities



★ Select Level

▲ Master Level

