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**

- **7** Blocks
- **13** Acres
- **46** Parcels
- **36** Parcel owners
- **269** Public parking spaces
- **34** First-floor storefronts
- **6** Restaurants
- **8** Retail stores
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.

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

REINVESTMENT STATS 2020–2021

PRIVATE INVESTMENT

$442,500

Program to date: $3,301,950

6 Facade & Building Improvements

Program to date: 44

4 New Businesses

Program to date: 22

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

<table>
<thead>
<tr>
<th></th>
<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>
<td>12,004</td>
</tr>
<tr>
<td>Households</td>
<td>1,052</td>
<td>1,755</td>
<td>5,345</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$40,037</td>
<td>$44,614</td>
<td>$58,941</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
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.”

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)

“'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

In the Numbers

Income

Expenses

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

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
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

- **$12,929,313**
  - 2020–21 Total Public Investment

- **37,197**
  - 2020–21 Volunteer Hours

- **127**
  - 2020–21 New Businesses

- **143**
  - 2020–21 Façade & Building Improvements

**Our Communities**

Brew Ave kickoff

Main Stage at the AuSable River Festival

Thank You Grayling Day

Block Party

Real Impact.
The numbers prove it!

- **$26,646,354**
  - 2020–21 Total Private Investment

- **$12,929,313**
  - 2020–21 Total Public Investment

- **37,197**
  - 2020–21 Volunteer Hours

- **127**
  - 2020–21 New Businesses

- **143**
  - 2020–21 Façade & Building Improvements

**Our Communities**

Brew Ave kickoff

Main Stage at the AuSable River Festival

Thank You Grayling Day

Block Party