



Economic Development & Communications Strategies Evart, MI

In 2017, Place + Main Advisors created an Economic Development Strategy and companion Communications Strategy for the City of Evart (population 1,900) as part of the Michigan Economic Development Corporation's (MEDC) Project Rising Tide.

Place + Main Advisors created an Economic Development Strategy that was customized to the specific needs of Evart, including alignment of economic development entities (City, Local Development Finance Authority, and Downtown Development Authority) and staffing, traditional industrial development as well as downtown redevelopment, and placemaking.

Place + Main Advisors led a process that engaged community leaders and evaluated demographic and market data as well as identified key sites for redevelopment. The strategy allowed the City of Evart to become compliant with MEDC's Redevelopment Ready Communities program Best Practice 6.1 (Economic Development Strategy.)

Place + Main Advisors also created a companion Communications Strategy for Evart which included details on how and when to communicate to media, press release and media alert templates, as well as lists of local, regional, and statewide media contacts for distribution and outreach.

