



## Economic Development Strategy & Downtown Plan Grayling, MI

In 2017, Place + Main Advisors created an Economic Development Strategy and companion Downtown Plan for the City of Grayling (population 1,842) as part of the Michigan Economic Development Corporation's (MEDC) Project Rising Tide.

Place + Main Advisors created an Economic Development Strategy that reflected the specific needs of Grayling, including housing development, child care provider recruitment, brownfield redevelopment, and downtown development.

Place + Main Advisors led a process that engaged community leaders, citizens within and near the city, and evaluated demographic and market data as well as identified key sites for redevelopment.

Place + Main Advisors also created a Downtown Plan which included blight elimination, façade improvements, density encouragement, and placemaking as key components and gave strategic direction to the City's Downtown Development Authority (DDA)/Main Street program.

In addition, Place + Main Advisors also provided a Communications Strategy for Grayling's DDA/Main Street program 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.

