



Economic Development & Communications Strategies Paw Paw, MI

In 2017, Place + Main Advisors created an Economic Development Strategy and companion Communications Strategy for the Village of Paw Paw (population 3,500) as part of the Michigan Economic Development Corporation's (MEDC) Project Rising Tide.

Place + Main Advisors created an Economic Development Strategy that was tailored to the specific needs of Paw Paw, including traditional economic development as well as downtown redevelopment, residential development, 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 Village of Paw Paw 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 Paw Paw 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.

"Place & Main Advisors treated our community as if this was their hometown and truly cared about helping us realize our vision and strategy for the future. Place & Main Advisors didn't come up with a one-size-fits-all plan, but rather they respected our views and listened to what the community wanted."

Sarah Moyer-Cale
Village Manager

