

Project Rising Tide

Community Engagement Session
September 21 & 22, 2016

Project Rising Tide

The mission of the Rising Tide initiative is to provide at-risk communities with the tools they need to design and build a successful economic framework. It supports vibrant, thriving communities to attract business investment and talent by creating a sustainable path toward economic stability and growth.

Tonight's Objectives

1. Introduction of PRT steering committee.
2. Presentation of initial local objectives, and accomplishments.
3. Discuss priority of the redevelopment strategy.
4. Discuss Little Vikes Stakeholders results, local survey results, and review last night's conversations.
5. Present what is coming next and preview potential development strategy

Project Rising Tide Committee

The PRT steering committee is comprised of a wide variety of community representatives.

The steering committee is responsible for meeting the goals of the nine month work plan created for our community.

Joe Wakeley – County Treasurer

Traci Cook – Grayling Chamber

Ilene Geiss-Wilson – Visitors Bureau

Alayne Hansen – Michigan Works

Kimberly Murphy – City of Grayling

Rae Gosling – Main Street Manager

Hannelore Dysinger – Crawford County Housing Director

Erich Podjaske – City of Grayling

Project Rising Tide – Action Strategy

JANUARY–MARCH 2016		
Action item	Owner	Deliverable
Complete MEDC community profile video outline	City staff and stakeholders	Completed outline emailed to TED team
Recruit local stakeholders to lead marketing strategy efforts	City staff	Local steering committee established
Schedule RRC kick-off and introduction to PRT engagement presentation	Main Street, Chamber, DDA, city staff, RRC	RRC kick-off and introduction to PRT presentation completed
Sign RRC MOU	City of Grayling mayor, MEDC	Community placed in RRC pipeline
Review of economic development information in the master plan and DDA plan	TED team	Feedback on economic development information presented to local stakeholders
Review zoning ordinance	TED team	Feedback on zoning ordinance presented to city staff
Apply for Main Street marketing and branding services	Main Street director	Application for marketing and branding services submitted
Begin local stakeholder engagement	Main Street marketing committee, city, DDA and chamber staff	Host local interviews with constituents and key stakeholders
Contact regional SBDC office for market analysis	TED team	SBDC market analysis completed
Summarize essential background information for marketing strategy	Main Street marketing committee, city staff, DDA staff, chamber staff	Initial historical data and background information summarized

Project Rising Tide – Action Strategy

APRIL–JUNE 2016		
Action item	Owner	Deliverable
Review development process	TED team	Flow chart of development process and additional feedback presented to city staff
Utilize the RRC best practices, RRC guides and city's completed self-evaluations to meet additional criteria	City staff, TED team	Begin to address missing RRC best practice criteria
Engage with community partners	City, DDA, chamber staff	Create local education curriculum/brainstorming session materials Develop presentation for local education system as non-traditional stakeholder engagement working session
Local stakeholder engagement events	Steering committee	Host interviews with local stakeholders
Work with local school district to host student input session	City, DDA, chamber staff, TED team, Crawford AuSable School District	Host input session with local 3rd-grade class
Review background data with TED team	Steering committee, TED team	Assemble information into report for local consideration

Project Rising Tide – Action Strategy

JULY–SEPTEMBER 2016

Action item	Owner	Deliverable
Inventory redevelopment sites	City staff, city council, TED team	Create inventory of sites available for redevelopment Create one property information package and post online
Define core messages	Steering committee	Core messages drafted
Outline action steps	Steering committee	Action steps including responsible parties, timelines and potential funding sources drafted
Present marketing strategy to city council	Steering committee	Strategy is adopted as the official marketing guide for the city

Priority #1

- * Many of Grayling's concerns and barriers can be mitigated with proper marketing and branding.
- * Our #1 priority is the creation of a new brand to unify the community, its story and its redevelopment efforts.

Little Vikes Stakeholders

Likes

- * Feeling of safety
- * Access to parks and outdoor recreation opportunities
- * Local movie theater
- * Cool school 😊
- * Community events – annual carnival and canoe races
- * Rich local history
- * Extended education options near town – Kirtland and Camp Grayling
- * Local arts

Dislikes

- * Lack of universal access to water: canoe launches and public beaches on lakes
- * “All the detours”
- * Lack of local services: swimming lessons, summer activities, limited free public events
- * All the restaurants have the same types of food and are not perceived as family friendly
- * Limited shopping options – dislike having to drive to Gaylord or Traverse City

Little Vikes Stakeholders



Little Vike Mayors

- * 80's Week – free community events that everyone can participate in
- * Improvements to environment – better park equipment and more planting downtown
- * More hotel
- * Sports complex – like the Kalesium
- * Chuck E. Cheese – more variety of restaurants

Little Vikes Stakeholders



Survey Results

- * Surveys were distributed with City of Grayling tax bills in July 2016.
- * The survey was also available online and circulated via email lists and Facebook.
- * 86 paper surveys were completed and returned.
- * 17 online surveys were completed and submitted.
- * Primarily women responded
- * Most respondents were aged 55 or older
- * Majority were 2 person households in ZIP code 49738

How do you spend downtown?

1. How often do you visit Downtown Grayling to do errands or for office and service-related purposes? (Examples: library, city hall, post office, salon/barbershop, dentist, doctor, chiropractor, attorney, accountant, dry cleaning, auto repair, etc.)

<input type="radio"/> Daily 17	<input type="radio"/> 1 - 3 times a week 38	<input type="radio"/> 4+ times a week 16
<input type="radio"/> Once or twice a month 17	<input type="radio"/> A few times a year 9	<input type="radio"/> Seldom or never 4

2. How often do you visit Downtown Grayling for eating, drinking and/or entertainment?

<input type="radio"/> Daily 4	<input type="radio"/> 1 - 3 times a week 34	<input type="radio"/> 4+ times a week 4
<input type="radio"/> Once or twice a month 36	<input type="radio"/> A few times a year 19	<input type="radio"/> Seldom or never 10

3. How often do you shop in Downtown Grayling?

<input type="radio"/> Daily 3	<input type="radio"/> 1 - 3 times a week 27	<input type="radio"/> 4+ times a week 4
<input type="radio"/> Once or twice a month 17	<input type="radio"/> A few times a year 28	<input type="radio"/> Seldom or never 24

Where else do you spend?

7. What type(s) of products have you purchased on the Internet within the last three months? (Select all that apply)

<input type="checkbox"/> Beauty Supplies 14	<input type="checkbox"/> Flowers 8	<input type="checkbox"/> Jewelry 6	<input type="checkbox"/> Sporting Goods 21
<input type="checkbox"/> Books 34	<input type="checkbox"/> Gifts 27	<input type="checkbox"/> Men's Clothing 17	<input type="checkbox"/> Women's Clothing 32
<input type="checkbox"/> Children's Clothing 14	<input type="checkbox"/> Hobbies/Crafts 21	<input type="checkbox"/> Pharmacy 9	<input type="checkbox"/> Other (14) <i>Antiques, healthy organic, office supplies, veggies, art, guitar, cat supplies, shoes, camera supplies, boating supplies, music, vitamins, gym's, home improvement</i>
<input type="checkbox"/> Electronics 31	<input type="checkbox"/> Home Furnishings 20	<input type="checkbox"/> Specialty Foods 11	<input type="checkbox"/> None 29

What do you want us to develop?

- * What kind of attractions for you want downtown?
 - * Entertainment
 - * Parking structure
 - * Better restaurants
- * What kind of shops do you want?
 - * Clothing
 - * Diversity of restaurants
 - * Book Store

Governor Snyder Visits Grayling



Governor Snyder Visits

- * State Representatives and Local Stakeholders sat down at the table together to discuss challenges Grayling faces.
- * We presented topics such as:
 - * Housing issues
 - * Interchange at I-75 exits
 - * Need for soft and trade skills in workforce
 - * Stronger integration of Camp Grayling

Public Input Session – Night One

- * Assets

- * Walkability
- * I-75 and Rail access for businesses
- * Community feel – spirit
- * Schools
- * Natural resources/outdoor opportunities
- * Camp Grayling/Airfield
- * Cultural potential

Public Input Session – Night One

- * Barriers and Challenges
 - * Lack of available high speed internet
 - * Full interchanges at exits 254 and 256
 - * Childcare
 - * Start-up cost for new business – rehab cost for existing property stock
 - * Blight
 - * Housing
 - * No low/no maintenance housing (condos and apartments)
 - * Funding for low income homeowner rehab/maintenance

Public Input Session – Night One

* Solutions

- * ConnectMichigan – bring the internet here!
- * Increase housing – develop alternative housing options
- * Activate natural resources that are already assets, like increasing water front business and services
- * Zoning improvements
- * Executive office suite – community work spaces for entrepreneur development

Public Input Session – Night One

Redevelopment Priorities

GRAYLING 2015



- * Fred Bear Property
- * Shoppenagon
- * Hospitality House
- * Pro-Build
- * Sawmill
- * Valero – by bridge
- * City parking lots
- * Forwards

What's Next?

- * Prioritizations of local objectives of this meeting series by the steering committee.
- * Allocation of responsibilities – City, DDA/Main Street, and local stakeholders
- * Market Research
- * Branding and Marketing