

Case Study - Civic

Grand Forks, ND Uses Placer To Win \$100K Grant To Revitalize Town Square

The Challenge

After a large flood destroyed much of Downtown Grand Forks, the area was rebuilt with new buildings and a public gathering space named Town Square. After 20 years, the space had fallen into disrepair and the Downtown Development Association posed the question: how do we bring life back into the space?

The Outcome

Using Placer to analyze trade area and visitor demographics, Grand Forks successfully submitted an application to a nationwide grant and won \$100K in funding for the Town Square Revitalization Project, bringing outdoor musical instruments, workout equipment, fire pits, new lighting and seating and more to the public space.

HHI, SNAP and other data helped Grand Forks show a benefit to lower income households

Household Income									
Household Average Income	\$61,55...	69	\$67,73...	76	\$70,96...	80			
Average Income per Person	\$25,53...	75	\$29,99...	88	\$31,77...	93			
Household Median Income	\$47,95...	76	\$49,51...	78	\$50,62...	80			
<\$10K	1,384	(12...)	206	2,005	(10...)	169	2,529	(9.5%)	157
SNAP Households									
Non-snap Households	9,944	(89...)	101	17,715	(90...)	103	24,217	(90...)	103
Snap Households	1,173	(10...)	90	1,848	(9.4%)	80	2,425	(9.1%)	78

Grand Forks Downtown Development Association



Grand Forks, ND



downtownforks.com

“Unless we had someone sit outside 24 hours a day, 7 days a week for the last 5 years, asking each person who they are, where they live, how much they make, etc. there's just no way we could have understood our visitors that deeply than with Placer. Being awarded a \$100K grant has totally changed the scope of what we'll be doing this year.”



Alexander Weber
President and CEO

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