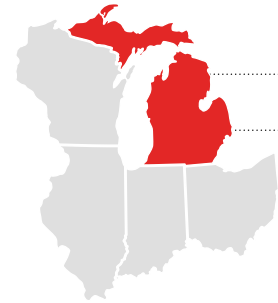




Economic Development Strategy

CITY OF HIGHLAND PARK, MICHIGAN



POPULATION
8,900
AREA (SQ MI)
2.9
COMPLETED
2024

McKenna worked with the City of Highland Park to develop a community-based Economic Development Strategy that provided a data-driven roadmap for economic growth and reinvestment in real estate, business development, and the local workforce.

MCKENNA'S ROLE

- » Conducted a comprehensive housing and market analysis to evaluate Highland Park's real estate trends and redevelopment potential.
- » Led stakeholder interviews, workshops, and direct coordination with residents, business owners, and City leadership.
- » Developed goals and objectives centered on business attraction and retention, workforce development, and key redevelopment sites.

OUTCOME

The final Strategy culminated in a detailed implementation strategy outlining action steps, timelines, responsible parties, and potential funding sources to advance sustainable economic development over the long term.



City of Highland Park
**ECONOMIC
DEVELOPMENT
STRATEGY**

