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MARKETING & BRANDING STRATEGY

CITY OF ISHPEMING

2025

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TABLE OF CONTENTS

PROJECT PURPOSE

REDEVELOPMENT READY COMMUNITIES (RRC) PROGRAM

The Redevelopment Ready Communities (RRC) program in Michigan promotes best practices for development and redevelopment, making communities more attractive for investment. Certified RRC communities demonstrate streamlined and predictable development processes, clear procedures, and a business-friendly environment. RRC best practices aim to create a positive experience for developers and businesses looking to invest in a community. Best practice five covers community marketing and branding strategies and initiatives.

KEY GOALS

The primary goals for the City of Ishpeming's Branding and Marketing Initiative is the development of a powerful visual community brand that aligns with the city's existing identity. The project aims to position Ishpeming as a regional and state leader for various opportunities, including outdoor activities, business prospects, and housing opportunities.

DESIRED BRAND QUALITIES

The visual branding initiative seeks to achieve the following objectives:

- **Authenticity:** The visual brand must authentically resonate with citizens, businesses, and community groups within Ishpeming and the broader region.
- **Community Identity/Pride:** Illuminate the unique aspects that make Ishpeming appealing to residents, investors, businesses, and visitors.
- **Consistency:** Convey a consistent message and image to audiences both within and outside the Ishpeming community.
- **Community and Economic Development Promotion:** Promote a healthy lifestyle and economy, attract private investment, new residents, and professionals, and retain businesses and creative talent.
- **Flexibility:** The visual brand must be flexible and adaptable to meet the diverse needs of partners within Ishpeming and beyond.

The project aims to position Ishpeming as a regional and state leader for various opportunities, including outdoor activities, business prospects, and housing opportunities.

BRANDING APPROACH & METHODOLOGY

STEERING COMMITTEE SOAR MEETING

In October 2024, the consulting team and steering committee held an in-person Strengths/Opportunities/Assets/Results (SOAR) analysis to uncover the existing city brand and identity. The following are results and common themes from the session.

STRENGTHS

- Complete Small City: Ishpeming offers essential amenities like grocery stores, pharmacies, a library, a hospital, job opportunities, restaurants, and some shopping options in a convenient and dense geography, making it possible to reside in the city without a car.

- Recreation: Trail access, mountain biking, skiing, running, and a new campground. Al Quaal Recreation Area and Suicide Hill ski jump are notable attractions.

- Affordability and Development: More affordable housing compared to Marquette, with opportunities for development in vacant areas.

- Community Spirit: Strong community pride and support, with efforts to improve and beautify the area.
- Industry and Employment: Key companies/industries include Bell Hospital, Robbins Flooring Plant, Ishpeming Concrete/Moyle Trucking & Excavating, Holli Forest Products, Bell Forest Products, and UPPC (power company).
- Community Initiatives: Community gardens and a 4-acre farm provide equitable food access and farm-to-school programming.
- Events: Host events like Margie Seick, Polar Roll, Italian Fest, and the Fourth of July parade.

OPPORTUNITIES

- Downtown and Highway Redevelopment: Efforts to revitalize downtown with façade grants, business start-ups, and historic building restoration.
- Tourism and Branding: Embrace tourism and attract families to downtown, leveraging the city's unique identity and lack of zoning restrictions.
- Green Initiatives: PILOT program for curbside composting and influencing state funding for food systems.

COMMUNITY AND CULTURAL OPPORTUNITIES

- School System: Good regional school system with a focus on inclusivity, wellness, and hands-on experience.
- Mining Heritage: While no longer at the forefront, mining remains a part of the cultural identity.
- Rugged Creativity: Residents are known for their problem-solving abilities and rugged authenticity.

ASPIRATIONS

- Organizational Goals: Desire for stable leadership, infrastructure improvements, and better maintenance.
- Community Goals: Increase pressure on slumlords to improve housing conditions and enhance the value of the area.
- Outdoor Recreation: Utilize vacant land for recreational purposes, such as off-leash dog parks and green spaces.

THREATS

- Community Attitude: Pessimism and resistance from a small group of influential individuals.
- Management Challenges: Difficulty retaining good managers due to community pressures.
- Communication: Need for better communication systems and community engagement.

RESULTS

- Development of a powerful visual community brand
- Development of a brand roll-out plan
- Development of a marketing strategy
- Position Ishpeming as a regional and state leader for various opportunities, including outdoor activities, business prospects, and housing opportunities.

ADDITIONAL RESEARCH & BRAND INPUTS

The consulting team conducted a site visit in the fall of 2024. The two-day immersive experience guided the team and supported creative efforts with pictures and video footage of the community. Additionally, the team was provided access to community videos and photos taken by steering committee members which provided insight into school programs, community events, year-round recreational activities, neighborhood functions, and other activities. Other online research and stakeholder interviews were conducted to gain further insight into the area's history.

COMMUNITY ENGAGEMENT

Throughout the duration of the project, the project's Steering Committee provided leadership and insight, including feedback during a SOAR analysis to determine strengths, opportunities, aspirations, and results. An in-person field visit was conducted, and an online survey was promoted to residents and captured perceptions and future aspirations of the community and its identity.

COMMUNITY SURVEY

In the fall of 2024, the City of Ishpeming released and promoted a survey to residents to understand the brand perception and community assets. Questions were based on the key components of the Brand Platform, a structure that can be thought of as the foundation of the brand. The components are outlined further along in this document, and the survey results provided the answers to the questions asked within the key components of the Brand Platform.

The survey received 46 completions and was open for a month and a half. Based on the survey results key themes emerged.

1. HISTORICAL AND CULTURAL IDENTITY

Most frequently selected descriptors for favorite experiences and personality traits were Historical, authentic, cultural (67.39%), and Historic, old, classic, traditional (73.91%). Rich history was also cited as one of the city's greatest assets (50%).

2. OUTDOOR AND NATURAL APPEAL

Outdoor recreation was the top asset (60.87%). Land preservation and access to nature (45.65%) and peaceful, quiet settings were also highly valued. Popular descriptors included peaceful, restorative, tranquil and quiet natural settings.

3. COMMUNITY AND SMALL-TOWN CHARM

Strong sense of community (50%) and small-town charm (50%) were seen as major strengths. When asked to describe the "personality" of Ishpeming, traits like down to earth, easy going (43.48%) and friendly, welcoming, inclusive (21.74%).

4. UNIQUENESS AND QUIRKINESS

Descriptions like unique, unexpected, inspiring and eccentric, quirky, creative appeared frequently. Respondents highlighted Ishpeming's unique identity and living experience (13.04%).

5. PRIDE AND LOCAL ACHIEVEMENTS

Common proud moments and credentials included:
- Ski Hall of Fame
- RAMBA (Range Area Mountain Bike Association)
- Mining history & Cliffs Shaft Mining Museum
- The Mather
- Anatomy of a Murder
- Al Quaal Recreation Area

BRAND PLATFORM

A major part of the branding development process includes building the brand platform. The Brand Platform provides footing for the brand promise and all future brand actions and experiences. It is the foundation or engine of the brand. The survey results provided the key components of the Brand Platform, which provide a framework for Ishpeming's identity.

1. BRAND VISION

The brand vision clarifies the high-level role that the brand will play in assisting the city in achieving its long-term vision and goals. The brand vision should be linked to the city's long-term vision.

2. TANGIBLE BENEFITS

What are the credible physical and functional assets and features that are valued by customers? What are the assets that describe what the city has or does best?

3. EXPERIENCE THEMES

What are the key experience categories in which the place excels—the industry clusters from an economic development perspective. These experiences represent the value proposition and provide a competitive edge with target audiences.

4. EMOTIONAL BENEFITS

What are the positive feelings that people receive from the place?
In summary, Ishpeming's emotional benefits are to escape confidently, to pursue a passion, to be adventurous, to challenge oneself, to feel comfort and pride, to be charmed, to honor the past, and to feel like a good parent.

5. SOCIAL BENEFITS

How do we want others to see us? What are our bragging rights?

6. PERSONALITY

The brand personality influences the brand's "look and feel" or "tone and style." It describes the brand in human terms.

7. BRAND VALUES

Fundamental principles the constituents live by and believe in and live by. They are the values by which residents want their communities to grow and be shared with others.

8. BRAND CREDENTIALS

Reasons to believe; they help validate the brand. Brand credentials may include achievements, media acknowledgments, historical facts, endorsements from famous people and experts, or the occurrence of important events.

9. BRAND ESSENCE

The brand essence is the DNA from which the brand's narrative can evolve. It is the basic building block or glue that informs and holds together all brand experiences and messages. Your brand essence may be summed up by saying "our brand is about being…" For Nashville, TN, it's "America's music city," and for Oshkosh, WI its "Wisconsin's event city." These are not taglines, although they can be. They are concise encapsulations of what the brands are about.

BRAND STRATEGY & TARGET AUDIENCES

Branding is both an overarching image and an underlying force that should determine the direction of any marketing or communications effort. In its simplest sense, it is "who you are" as a community and what sets you apart.

Target audiences control the position a community brand occupies. That's why it's important to first determine how your target audiences (visitors, developers, entrepreneurs, investors, business leaders, community members, etc.) perceive the community to help determine the brand strengths and areas for improvement. This process has helped to determine the community's "brand promise" or "value proposition"—an authentic statement of what sets Ishpeming apart and what the city uniquely brings to the table for the target audiences. This will inform branding efforts and, all subsequent marketing activities.

1. VISITORS AND FUTURE RESIDENTS

Tourists and potential residents are and will be a main driver of economic success throughout the year, and assets like the Ski Hall of Fame, the variety of recreational outlets, and the proximity to the City of Marquette to name a few, will benefit the community. It's important to consider Ishpeming's position in the greater Marquette region, and working with neighboring communities to target this group will continue to drive economic success for Ishpeming.

2. BUSINESSES, DEVELOPERS, INVESTORS & ENTREPRENEURS

Businesses, developers, investors, and entrepreneurs play a highly active role in economic development. Ishpeming's strength with this target audience lies in its comparably affordable residential options, vacant land, and redevelopment/infill opportunities. The city leadership has an "open for business" mentality, and is a strong supporter of local businesses. Additionally, local resources like the Marquette County Land Bank Authority, LSCP, and others can be sourced to help support re/investment efforts. For these reasons and others, Ishpeming is positioned to attract developers in the commercial/retail and residential space. Developers prefer to enter a market before it "blows up" so that they are best positioned for growth and long-term gain.

3. REGIONAL & INTERMEDIARY ORGANIZATIONS AND PUBLIC-PRIVATE PARTNERSHIPS

Regional, intermediary organizations and public-private partnerships serve as catalysts and neutral meeting grounds to connect the private sector and the public sector. These organizations enable small communities to pool resources and share services. They are or will be key partners and can be leveraged to provide Ishpeming access to a network on a much larger scale than what the city can do on its own with limited resources. This group includes the following organizations (not an exhaustive list):

- West End Economic Hub
- Lake Superior Community Partnership
- Travel Marquette
- Innovate Marquette SmartZone
- Iron Ore Heritage Recreation Authority (IOHRA)
- RAMBA racing
- Michigan Economic Development Corporation (MEDC)
- Ishpeming Ski Club
- UP Luge Club
- Marquette Rowing Club
- Department of Natural Resources (DNR)
- Northern Michigan Sports (fund for northern MI)
- Multi-use Trail Clubs

SECONDARY TARGET AUDIENCES

- Existing businesses
- Current residents
- Local and state-wide media outlets

BRAND PROMISE

The brand promise for Ishpeming took into account all the elements gathered in the public engagement phase of this initiative. The Ishpeming story or brand promise aims to express the identity of the community. The brand promise should be considered the foundation by which the additional branding and marketing elements be placed. There is a myriad of tactical applications and channels for the brand promise online and in print.

ROOTED IN COMMUNITY. FUELED BY ADVENTURE.

Located in the traditional territory of the Anishinaabe people and named for the word ishpiming, meaning "a high place," Ishpeming invites you to experience life from above. The westernmost City in Marquette County, Ishpeming sprawls nestled between rugged foothills and northern lakes. Our city stands as a final gateway to vast stretches of state parks, national forests, and commercial forest lands to the west, inviting residents and visitors alike to be reminded of what makes Michigan's Upper Peninsula so special.

Be it the warm glow from a sunrise over Teal Lake on your face, or the hum of a mountain bike tire through freshly fallen leaves, the rush of excitement as your skis glide over freshly groomed snow, or the sound of music on Main Street, where friends and neighbors revel in the long days of summer, Ishpeming welcomes any who seek it to experience it in their own way.

Truly a complete community, our historic city is home to numerous shopping and dining options. In addition: a pharmacy, grocery stores, a hardware store, museums, a hospital, community gardens, farm stands, and historic landmarks can all be found in Ishpeming and within walking distance from downtown.

Opportunity here glows like the aurora borealis, often visible from our backyards. Life here excites, like cheering with our city as we gather to watch the ski jumping tournament at Suicide Hill for the 138th year in a row. It invigorates like the anticipation of a large snowstorm climbing up off the big lake. Our community warms us when we wake to find neighbors helping neighbors clear paths in a town seemingly made new overnight, blanketed in soft, pristine, snow.

Through the seemingly endless days of summer and through seasons where we gather in the radiance of family and friends, Ishpeming waits rooted in community and fueled by adventure. The only thing missing here is you.

Rooted in community, fueled by adventure.
That's the Ishpeming way.

BRAND ROLLOUT STRATEGY

The City of Ishpeming brand rollout program is a strategic plan to introduce and implement the refreshed municipal brand across internal departments, public communications, physical assets, and community engagement initiatives. It ensures consistency, alignment, and community buy-in.

1. Pre-Rollout Preparation (Now through September)

A. Brand Development Completion
- Finalize logo, tagline, elevator pitch, color palette, typography, iconography, and visual guidelines.
- Approve brand style guide.

B. Internal Alignment
- Identify a "brand champion"
- Host an internal meeting for staff, council members, commissioners, etc.

2. Rollout Strategy (September through October)

A. Internal Rollout (Soft Launch)
Purpose: Build internal ownership before public unveiling.

- Provide brand guidelines for staff, elected officials, etc.
- Train departments on correct usage of the new brand.
- Distribute brand guidelines and digital asset kits.
- Train departments on correct usage of the new brand.
- Identify a date for digital and printed assets to change over (letterhead, business cards)

B. External Rollout (Public Launch)
Purpose: Generate excitement, clarity, and community support.

- Launch Event:
    - Press conference, town hall, or community festival (what's coming up?).
    - Feature speeches, branded giveaways, and visuals of the brand.
- Media & Communications:
    - Press release to local media.
    - Dedicated section on the city's website explaining the brand story.
    - Social media campaign with citizen engagement.

3. Brand Implementation (October through Q1 2026)

A. Digital Channels
- Update municipal website and social media profiles.
- Roll out branded newsletters, email headers, other digital channel graphics.

B. Physical Assets
- Approved gateway and wayfinding signage installation
- Update printed materials: brochures, maps, forms, banners.
- Refresh uniforms and employee ID badges.

C. Community Touchpoints
- Partner with local businesses for co-branded materials or window decals.
- Offer branded swag (shirts, pins, bags) at City Hall and events.
- Update public signage and other community touchpoints to reflect new brand themes.

4. Engagement & Feedback (Q1 2026 through Q4 2026)

A. Community Education
- Public information campaign to explain the brand and its meaning.
- Use storytelling to connect brand to city heritage and future goals.

B. Feedback Channels
- Set up online feedback forms and social listening tools.
- Monitor public sentiment and address concerns proactively.

5. Long-Term Brand Management (Ongoing)

A. Ongoing Brand Governance
- Establish a brand governance committee or assign brand stewards.
- Create an approval process for new materials.
- Train new staff on branding standards to maintain consistency over time.

B. Regular Audits
- Schedule brand audits (annually or bi-annually) to ensure consistent use of logos, fonts, and colors.
- Update assets and training as needed.

C. Measure Success
- Track metrics: community engagement, media impressions, website visits, internal compliance.
- Share success stories and milestones with stakeholders.
- Community Feedback Surveys: Gauge perception and gather ideas for future campaigns.

D. Success Metrics
- Increase in social media engagement by 35% in Year 1 and 50% in Year 2.
- 20% growth in tourism-related website traffic.
- Positive brand recognition in regional surveys.
- At least 1 new small business citing Ishpeming's brand as a relocation factor.

INTEGRATED MARKETING STRATEGY

Integrated marketing is a strategic approach that ensures all forms of communications and messages are carefully linked together across all channels and platforms. The goal is to create a unified and seamless experience for consumers that reinforces the brand's core message and values. It's important to keep the project's primary goal in the forefront as strategies and action steps are developed.

GOAL: POSITION ISHPEMING AS A REGIONAL AND STATE LEADER FOR VARIOUS OPPORTUNITIES, INCLUDING OUTDOOR ACTIVITIES, BUSINESS PROSPECTS, AND HOUSING OPPORTUNITIES.

STRATEGY ONE: DIGITAL PRESENCE ENHANCEMENT & CONTENT MARKETING

Target Audiences: All

Content marketing is the practice of crafting messages to resonate with target audiences. Good content provides the opportunity to build credibility and trust. Social media is one channel to deliver content and the city's presence on social media will help reach visitors, developers, investors, entrepreneurs, and regional partners.

ACTIONS

1. Website Refresh and Content Update: Align visuals and messaging with brand guidelines. Include the brand promise, event calendars, maps, events, business information, recreation locations/highlights, demographics, regular posts about community updates, recent economic development "wins," links to social media channels, and other online resources.

2. Social Media Strategy: Use branded social media templates and iconography in posts highlighting economic opportunities, local attractions, events, and community stories.

SOCIAL MEDIA CONTENT IDEAS:

- Feature available re/development opportunities with potential uses to illustrate the vision for the area
- Feature existing and new businesses
- Monthly "Adventure Spotlight" videos and images of people enjoying local recreational opportunities
- Monthly spotlight on local residents, businesses, and neighbors helping neighbors
- Feature existing and new businesses
- "Site spotlight" featuring re/development sites and available vacant land
- Local and regional events
- Community garden highlights

STRATEGY TWO: EXTEND REACH & EXPAND PARTNERSHIPS

Target Audiences: Businesses, developers, investors, visitors, entrepreneurs, regional partners

Partnerships and alliances are important to accelerate improvement, especially in smaller communities. Community marketing and branding frequently calls for the City's partners to come together and cooperate to ensure success for events, activities, and long-term programs. Without these partnerships, communities are severely weakened.

Some of the benefits of working partnerships are:
- A bigger "pie" for everyone to get larger slices
- Increased ROI from marketing investments
- Increased support for business attraction efforts
- Increased customers, income, and tax revenues
- Provide meaning to the story
- More opportunities to reach new markets
- More power, interest, and message coverage
- Greater respect and credibility

Cooperative partnerships play a significant role in supporting Ishpeming through several strategic initiatives aimed at boosting economic development, improving local capacity, and fostering community engagement. These alliances extend beyond the city's boundaries and are strengthened through collaboration to make the region more appealing and experiences more meaningful.

ACTIONS

1. Continue to work with Lake Superior Community Partnership to leverage the support network and services offered through the programs designed to attract and retain businesses, investors, and visitors. Continue to assist and support businesses by promoting the training and advancement programming offered through the Chamber, LSCP, and the West End Economic Hub.

2. Maintain brand consistency by initiating brand guideline adherence with partners and local businesses.

3. Nurture and maintain relationships with the Greater Ishpeming Negaunee Chamber of Commerce and the West End Economic Hub and continue to provide economic development focused city representation on Advisory Councils like the Economic Hub to expand and improve support services for the business community.

4. Expand relationships with Travel Marquette and collaborate on regional advertising programs that promote local events and community highlights in various media (online, radio, media, print).

STRATEGY THREE: EXPAND COMMUNITY EVENTS

Target Audiences: All

LOCAL EVENTS

Events are an excellent way to build community pride, showcase the area, and invite visitors in to experience the welcoming and warmth of the residents. Events hosted by the DDA provide an opportunity for additional exposure to the area by all members of the primary and secondary target audiences, and are an avenue to recruit prospective residents.

In addition to the local events that are currently hosted by the city, there is additional opportunity to not only promote the community from an economic enhancement perspective, but to also show support of the local business community.
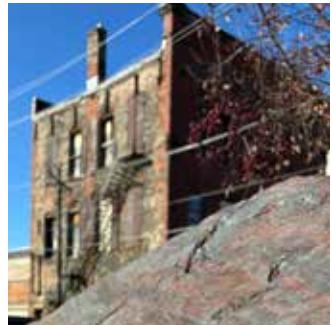
Live, in-person events offer an opportunity to build awareness of the services available through the community to support businesses, and present possible networking opportunities with potential target audiences.

Additional benefits also include reinforcement of the community brand, improving face-to-face communications, and creating opportunities to make new connections with residents and businesses. The city can capitalize on opportunities to distribute marketing materials during community events and can partner with local businesses to distribute branded merchandise to continue to activate the brand.

When considering introducing new events, goal setting, and benchmarking is critical to ensure that the event accomplishes the initial intent. It will help focus promotional efforts and provide metrics to measure the success of the event.

EVENT PROMOTION

Promoting the events through social media, email, direct mail, and signage will build awareness and interest. Working with local businesses and organizations like the Chamber of Commerce and LSCP will help promote the event and build a potential pipeline for event sponsors.

STRATEGY FOUR: IDENTIFY & MARKET REDEVELOPMENT READY SITES

Target Audiences: Businesses, Investors, Developers

Identifying three to five prime sites to promote to developers and investors focuses promotional efforts on improving the potential entertainment, overnight accommodation, retail, and dining opportunities available to residents and visitors.

As an effort to attract key target audience members to learn more about key re/development opportunities, the city should develop the following:

- A dedicated webpage promoting the sites with useful information
- A Business Information Packet or Developer Toolkit, which would also be available on the webpage
- Branded Requests for Qualifications (RFQs)

DEDICATED WEBPAGE

A page on the city's website that contains information about the city's vision for the redevelopment site accompanied with existing useful information about the community assets, competitive advantages, demographics, real estate information, images, and a city contact would enhance the site projects, generate interest, and increase reach.

BUSINESS INFORMATION PACKET/DEVELOPER TOOLKIT

Another communications tool that would help the community stand out is a Business Information Packet or Developer Toolkit that can be developed to give potential investors and outside business owners straightforward and useful information about the community and its economy. It can include charts on economic aspects such as market size, proximity to talent, major employers, affordability, labor market, quality of life using information about the school systems, trail systems, incentives, as well as brief information and pictures about available sites throughout the area.

The Developer Toolkit could be printed and provided to local partners and overnight accommodations like hotels and motels, Air BnB's, VRBO locations and other related overnight accommodation locations. Guests and visitors may be interested in learning more about local investment opportunities, and providing that information at the right intersection of time and place could lead to future investment opportunities for the city.

SITE PROMOTION AND COMMUNITY OUTREACH

In addition to the above, and in conjunction with a well-written and city-branded Request for Qualifications (RFQs) and Request for Proposals (RFPs) for key development sites, the city would be positioned to select the development that best suits the city's vision and interests of the community. By leveraging BidNet Direct and other related websites to post RFPs, the reach can extend well beyond the city's official website.

It is recommended to be proactive in development efforts by engaging with community stakeholders potentially affected by each development/ redevelopment. Information and visual representations about the projects should be communicated through signage, printed and online information, and located in the city office. The material should also be duplicated and shared with regional partners, community centers, schools and other public places that have access to public audiences. Use social media channels to communicate project status, updates, images; and gauge and respond to public perception and feedback.

As development occurs and as site projects are completed, dedication ceremonies where partners and supporters are invited shall be held to celebrate success. Post-project signage should identify any grant funding, partnership support, financial support, and other incentive programs that assisted in development, and should be displayed in the same areas where the pre-development project signage was displayed.

MESSAGES & MARKETING

This chart summarizes primary interests, outreach tools, and key messages for each target audience. The key messages will vary slightly based on the target audiences' primary interests. This is a helpful reference chart to use when crafting communications through various media.

Target Audience	Primary Interests	Outreach Tools	Key Messages
Visitors and Future Residents	• Entertainment opportunities • Fun activities for all age groups • High quality of life • High quality of education • Affordability • Accessibility • Convenience • Safety • Charm	• Websites • Social Media • Word of mouth • Social Media Influencers • Advertisements and paid media • Newspaper or media articles • Radio	ROOTED IN COMMUNITY. FUELED BY ADVENTURE. • Ishpeming is located In Marquette County, and is home to the National Ski Hall of Fame. • Ishpeming is nestled along the Iron Ore Heritage Trail, a 47-mile multi-use trail. • Bring your sense of Adventure—Ishpeming is known for skiing, snowmobiling, biking, hiking, biking, an Olympic-grade ski jump, ATVs, disc golf, fishing, swimming, and many other sports. • The charming and historical downtown offers local bars, coffee shops, restaurants, and antique shops. • Community ties are strong; neighbors have each other's back and no one is a stranger. • Ishpeming is affordable and the city is located 15 minutes west of Marquette.
Developers, Investors, Entrepreneurs	• Return on investment • Reducing risk • Quality/style of development • Quick tenant placement • Predictable permitting process • Zoning and land use	• Trade media and press • Briefings/tours • Website • Social media • Area business reports • Target Market Analyses (residential/retail) • Engagement in community building vision • Info sheets or brochures (i.e. Business development packets)	ROOTED IN COMMUNITY. FUELED BY ADVENTURE. • Bring your vision—Ishpeming is a land of opportunity with vacant land for development and redevelopment spaces in the downtown area. • Ishpeming's convenient location close to Marquette attracts people looking for a high quality of life, a close-knit community, good schools, and recreational opportunities. • Ishpeming is fueled by adventure. The trails, ski areas, and parks draw tourists from all over the state and beyond. Recreationally-based businesses find their niche in Ishpeming.

Regional & Intermediary Organizations, Public-Private Partnerships (Economic Development Organizations, Chambers of Commerce, Schools, Foundations, Colleges and Universities, etc.)	• Promoting and expanding economic development in the region • Growing the organization's reputation and credibility • Networking	• Websites • Social media • Brochures/Fact sheets • Briefings, meetings • Engagement in community building vision • Community educational forums	ROOTED IN COMMUNITY. FUELED BY ADVENTURE. • Together we can make Ishpeming and the greater Marquette Region an excellent place to do business and create successful development projects. • Ishpeming's forward-thinking leadership is open to change. • We are leveraging your investment.

COMMUNITY ASSETS

The assets and values that help define the City of Ishpeming can be categorized under community values, destination places and community spaces, Ishpeming parks, and development incentives available.

Connection to Primary Goal: Position Ishpeming as a regional and state leader for various opportunities, including outdoor activities, business prospects, and housing opportunities *by leveraging the vast array of assets and values that demonstrate the unique strengths of the community and provide for a strong foundation of economic prosperity.*

Community Values	Destination Places & Community Spaces	Ishpeming Parks	Development Incentives Available
Strong sense of community	Al Quaal Recreation Area	Lake Bancroft Park	Downtown Rental Rehabilitation Program
Small town charm	Iron Ore Heritage Trail	Marquette Street Playlot	Neighborhood Enterprise Zones (NEZ)
Eccentric, quirky	U.S. Ski and Snowboard Hall of Fame	Barnum (7th Addition) Playlot	Brownfield Redevelopment Financing
Historical, authentic (mining history)	The Mather	Lake Angeline Playlot	DDA Programs
Outdoor and Natural Appeal	Downtown	Bruce Asgaard Park	Tax Increment Financing (TIF)
Preserving natural beauty	Historic mining sites	Salisbury Playlot	Commercial Rehabilitation Districts
High quality of life and affordability	Partridge Creek Farm	Juniper Playlot	Payments in Lieu of Taxes (PILOT)
Rugged creativity	Community center	Mather 'A' Ballfield	
		Holmes Playlot	
		Second Street Playlot	
		Power of Ten Pocket Park	
		RAMBA Trailhead	
		Brasswire Campground	
		City Playground	

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