

## Marketing & Wayfinding Strategies

Marketing the city is a key to expanding the tourism industry, and can also support expansion of retail options and the commercial and industrial job base. Improving wayfinding and directional signage in the city strongly complements a good marketing plan by making the city easy to navigate for visitors.

Objective	Strategy	Priority	Timeframe
<b>Marketing</b>			
Promote Gladstone outside of Delta County.	Build on the city's "Walleye Capital of the World" status to attract sportsmen.		
	Develop the city's complementary "Year-Round Playground" message to highlight the wide range of other recreation opportunities the city offers.		
Attract families to live in the city.	Promote the city's recreation options and strong school system.		
	Position Gladstone as a community that promotes healthy outdoor living.		
Bring higher-income jobs to the city.	Leverage the fact that Gladstone residents are on average more highly educated than other residents of the region.		
<b>Wayfinding</b>			
Highlight the location of downtown Gladstone and the city's many recreation facilities to travelers on M-53 and US-2/41.	Work with MDOT and other relevant agencies to determine the best locations for directional signage; develop a style acceptable to the road agencies that will stand out to drivers passing through the area.		Near-term
Develop a system of in-town wayfinding and directional signage.	Inventory the important sites and districts in the city that might benefit from signage guiding visitors to them.		Near-term
	Identify locations where wayfinding signs are appropriate and determine the destinations to place on each sign. As a first step, consider using a free service such as <a href="http://walkyourcity.org">walkyourcity.org</a> to gauge the effectiveness of signage locations.		
	Place a map with walking distances in an appropriate location downtown.		

