

PROPOSED DRAFT

Goal 8: Marketing

OBJECTIVE	STRATEGY	PRIORITY	OWNER
Build recognition for the City of Gladstone as a reputable and respected housing community throughout northern Michigan and Wisconsin.	Delegate ownership to fund and oversee marketing initiatives of the City of Gladstone.	Near-Term	City Manager
	Explore revisions to a new city logo and improve our branding toolkit to be used on future marketing materials and signage, making the community easily identifiable across all mediums and platforms.	Near-Term	City Manager
	Improve the City's communication efforts with its residents to increase awareness, involvement, and buy-in of current initiatives.	On-Going	City Manager
	Partner with Gladstone Area Schools to promote the benefits and strengths of the school system to attract new residents.	On-Going	City Manager
	Position the City of Gladstone as a recreational hub, promoting the outdoor recreational facilities located within our city, as well as the many amenities just a short drive away.	On-Going	City Manager
	Market the expansion of new waterfront housing on the North Shore with public outdoor recreational amenities available within walking distance.	Mid-Term	City Manager
Build a tourism industry to attract visitors to Gladstone.	Build relationships and partner with local visitor bureaus and the Chamber of Commerce to inform them of tourism opportunities within the city and encourage referrals to our community.	On-Going	City Manager
	Promote the city as a weekend get-away by ensuring the quality of short-term rentals are maintained for our visitors through the rental inspection program.	On-Going	City Manager
	Utilize resources from the State of Michigan, such as Pure Michigan and the Department of Natural Resources, to promote the City of Gladstone's waterfront amenities and recreational inventory.	On-Going	City Manager/ Parks & Recreation
	Partner with Midwest marketing publications to write promotional pieces about our community.	Near-Term	City Manager
	Consider billboard advertisements along highway routes leading to Gladstone to encourage visitors to stop at one of our many public assets.	Mid-Term	City Manager
Attract new business to our community to grow our economic base.	Streamline our practices to build a strong foundation of planning, zoning, and economic development by implementing Redevelopment Ready Community (RRC) best practices.	On-Going	City Manager