



CITY OF
TRAVERSE CITY

REDEVELOPMENT
READY COMMUNITY:
MARKETING STRATEGY

ATTRACTING NEW INVESTORS, BUSINESSES, AND RESIDENTS.

A strategic vision to help Traverse City live, work,
invest, and thrive for decades to come.





A PLACE TO THRIVE.

The City of Traverse City's Marketing Strategy is designed to support strategic goals to promote a positive city image that will attract people to live, work, invest and explore in Traverse City. The City's residents, businesses, and new investors will be the focus for continued strides to improve the quality of life, support prosperity and provide more efficient government. The City recognizes the efforts needed to be branded as business friendly and the importance of engaging the community and keeping stakeholders informed and involved on projects and initiatives. Plans, codes, and processes that are aligned with community goals mean good things happen faster and efficiently.

The City of Traverse City has great potential for investment and sustainable growth due to the abundance of marketable assets such as a thriving downtown, incredible natural resources, local agriculture, talented culinary entrepreneurs, strong neighborhoods, and healthy schools. Northwestern Michigan College is a community asset that also offers four year degrees and a number of specialty programs. Munson Healthcare has been rated in the Top 100 Hospitals in the country. Hagerty is the leading insurance provider for classic cars. The Grand Traverse Commons is one of the largest historic preservation projects in the country. These assets are what make Traverse City unique and strong.

INVEST & GROW.

The City continues to invest in the future of sustainability, infrastructure, and cultural amenities. Strategic planning allowed the city to meet all its electricity needs for operations with renewable sources by 2020. Expanding the the City’s tree canopy, supporting public art and locally grown foods, and incorporating green infrastructure methods to manage stormwater are critical to the future of Traverse City. A focus on smart growth is a key focus. Supporting diverse commerce, redeveloping corridors, and encouraging infill development fosters a healthy business community. Providing data to support the plan will foster future support for investment.

STRATEGIES

- Strengthen the local economy
- Shifting to 100 percent renewable energy to help stabilize the climate, reduce pollution, create jobs, and lower energy rates over time
- Improve the health of the urban forest and significantly increase the tree canopy to improve the environment and enhancement of property values
- Address stormwater management best practices in an artful way to enhance the pedestrian experience, increase biodiversity, define public/ private spaces, restore ecological function, and reduce maintenance of traditional stormwater infrastructure
- Highlight public investment tools such as Tax Increment Financing, Brownfields, Redevelopment Liquor Licenses, and Tax Abatements and promote successful public and private projects.
- Partner with Grand Traverse County Economic Development to leverage Tax Increment Financing (TIF) and Brownfield dollars with any other State, Federal and private programs
- Research the overarching broadband goal of the City of Traverse City to bring affordable, competitive, and equal high-speed service to all of Traverse City residents and businesses
- Incorporating public art in public projects
- Support farmers market reconstruction project, promoting healthy local food, land preservation, and conservation for the agricultural industry
- Promote redevelopment read site packaging; partner with Grand Traverse EDC and Michigan Economic Development Corporation to complete business retention visits.





LIVE & CONNECT.

Residents feeling safe and socially connected is critical to branding Traverse City as a livable community. Prioritizing people and walkable neighborhoods with a variety of housing, and building options that can evolve over time creates identity, reduces service costs. Making residents feel welcome, listened to, and encouraged to contribute their time and talents makes the community more prosperous.

STRATEGIES

- Promote strong infrastructure and the focus on healthy living and community well being that serves all
- Support a strong city center and corridors
- Ensure neighborhoods are being serviced with public realm projects, parks, walkability etc.
- Partner with area agencies and businesses to address affordable housing and create opportunities for a talented workforce
- Support marketing efforts toward a economically healthy city and partner with area organizations on community events that create awareness and build hometown pride
- Continue partnerships with the Bay Area Transit Authority on creating opportunities for more affordable transit for seniors, veterans and families with more frequent routes
- Encourage historic preservation



RESOURCES.

Strong communication with municipal leadership, residents, developers, business owners, and investors is a key factor in a successful marketing strategy.

City of Traverse City: traversecitymi.gov

Grand Traverse County: gtcountymi.gov

Downtown Traverse City: downtowntc.com

Grand Traverse Commons: thevillageetc.com

Traverse City Tourism: traversecity.com

Traverse Connect: traverseconnect.com

