

Now We're Talkin' - Open for Business

October 5 & 6, 2016

Intro self (Master Cit. Plan), have them intro selves

Who is from St. Clair County? Macomb? Other?

Brief history of Marine City efforts; glory days past; reactive, not proactive; passive; no organized efforts/participation. Let's jump forward-

Recent headline "Marine City Miracle"??!!

Definition of Luck? "Luck is preparation meeting opportunity"

2006 Town Hall

Creation of Citizens Action Group

Small projects (sign)

Recognized need for assistance/direction; **found Creating Entrepreneurial Communities/ EDUCATION!!** Provided resources, direction, assistance (Julie).

Eventually identified tourism as our focus

Go to Power Point. This is a report back to C.E.C. after about a year.

Hard to break this out by C.E.C./non C.E.C., but most all was a direct effect or highly informed by our participation in Creating Entrepreneurial Communities.

1. Page 2: Accomplishments

- i. Business needs/focus: After our C.E.C. Community Capacity Assessment
 - ii. WHAT OUR ENTREPRENEURS NEEDED THE MOST?
 1. Education
 2. Marketing support
- b. Business ed. Programs:
- i. C.E.C. hosted- “Build a Business Plan”
 1. Reuse “failures”
 - ii. C of C. - programs on marketing, websites, social media, window displays, B&B how-to start/run
 - iii. ALSO Business Plan workshops- in 2 wks., completed plan (McBride-Manley & Co.)
NOTICE: PARTNERS!
- c. MARKETING Created Marketing Committee within the Chamber of Commerce
- i. Why? Currently no organized mktg. efforts; lack of knowledge; lack of \$\$
 - ii. This comm. **helped us prepare to get lucky** for several things:
 1. Marketing Study/Plan by MSU grad students
 2. Regional Tourism Marketing program- **Discover the Blue!!** (every comm. has something to offer visitors) City/TIFA funding
 - 3. New Tourism Tools**
 - a. Annual Visitor Guide
 - b. VisitMarineCity.com website
 - c. Subsidized advert/Co-op advertising; easy, popular
 4. Media exposure
 - a. Press releases, cable TV shows, **Under the Radar**-Michigan
 5. Entrepreneur **Tool Kits/email updates** (city office, C of C, library)
These were VERY popular, lots of press releases, etc.
 - a. List of business resources- EDA, city, county, library, etc.
 - b. Business registration info, bldg. dept. info, municipal ordinances, including signage (Plan. Comm. first)
 - c. County- Health Dept. info (food)
 - d. EDA business pkt.
 - e. **Small Business Marketing Research*** (how many restaurants?)
 - f. Email updates- workshops, info, etc.

2. Page 3 Accomplishments

- a. Grant came from **Comm. Found.** (downtown dev.) Uses: ad programs, supplies, office costs, initial Discover the Blue funds. They also talked us up a lot!
- b. Land/bldg. inventory- EDA did not have much info on what was available in M.C. for entreps; proactively, we provided some of this info to them REALTORS (Frank)
- c. E-Club: this and the Mentoring program never got legs; same with Leadership mtg
- d. **Facade Grant program** (MSHDA downtown redevelopment) Marine City qualified 120%; you would think no-brainer, but Politics came into play. 1. Sitting municipal officials would not participate (one notable exception- Masha Truesch-Pelzer), 2. It became obvious M.C. was missing out 3. New officials needed 4. That happened
- e. **Rental Rehab program**- same concept, but for development or redevelopment of housing in downtowns
- f. Financial support to private enterprise (.50 on \$1)- at least 5 businesses so far
 - i. Financial support to private enterprise
 - ii. Important to build relationships with officials- prep for these opportunities
- g. Also important for pursuit of:
 1. **Ordinance review**; signs & rights (downspouts)
 2. **Business registration fees**

3. Page 4 Resources, contacts, comm. orgs. C.E.C. taught us to reach out...
 - a. Mentioned a lot of these, but
 - i. Comm. Found. of SCC
 - ii. EDA-purpose- job creation & that's what entreps do:
 1. Business education
 2. Small bus. mktg. research- what we have/what we could support**NOTE:** tourism exceptions (seasonal? Year-round? Theaters)
 - iii. Blue Water Area Convention and Visitors Bureau
 - iv. Marine City Area Chamber of Commerce
 - v. Businesses/sponsors & participants
 - vi. TIFA
 1. Fund Discover the Blue
 2. **Start-up grants** 2K
 - vii. MSU grad program; marketing/advertising study and plan
 - viii. High School marketing program: created databases, assistance with programs, etc.
 - ix. Related efforts since C.E.C. started
 1. Historical Society of Marine City; Paint the Town and Gingerbread grants
 2. M.C. Arts, new group, focused on appearance (MSU study)
 - a. Flower barrels, hanging baskets
 - b. park garden creation/maintenance
 - c. streetscape plants/maintenance

4. Page 5: Learning experience

Through all of this, C.E.C. training, support and assistance was utilized, far after we completed the formal part of the program.

This is not the glamorous or flashy part of revitalizing a community. Special events are more popular to participate in and garner more attention. This is NUTS & BOLTS

Initially, we had to push out our own press releases and create our own buzz. But these efforts are what pushed the ball to the top of the hill so it could start to roll under its own power, which it's now doing.

We're no longer UNDER the radar in Michigan, we've moved over the radar and...

Creating Entrepreneurial Communities was the majority part of our "preparation to get lucky" and create that "Marine City Miracle"!

Questions?