



Be

Driven

Michigan
Bessemer

Bessemer's Marketing Strategy

What we are

- A small, affordable town centered in the outdoors with miles of motorized and non-motorized trails and an up and coming art scene.

What we want to expand

- Trail town
- Vibrant art community
- Retirement community
- Telecommuting community
- Thriving historic downtown with restaurants, art galleries, and outdoor recreation shops
- Thriving light industry

How we are going to get there

- Redevelopment Ready Site Marketing
- Personal Outreach to developers
- Supporting the Arts Council
- Consistent branding
- Social Media
- Newsletter and E-blast
- Improving online profile
- Wayfinding

Trail and recreation town

Core message: Bessemer has incredible trails and recreation opportunities for motorized and non-motorized use. This can be targeted towards tourists, and individuals looking to move to the area for retirement, telecommuting, or the arts.

Redevelopment Ready Site Marketing	Attract businesses that provide services people utilizing the trail enjoy
Personal outreach to developers	Attract businesses that provide services people utilizing the trail enjoy. Send out personalized development packets to developers and businesses
Consistent branding	Use consistency on all our signs, wayfinding, and online presence
Social Media	Showcase our beautiful trails on our facebook page. Look at reaching out to developers on linked-in.
Newsletter and E-blast	Showcase our beautiful trails. Gather emails from the website and start gathering emails from people who graduated from the high school.
Improving online profile ie. Posting on Michigan.org	Showcase our beautiful trails
Wayfinding	Help people find the trail and from the trail find our downtown and Bluff Valley Park.

Thriving historic downtown

Core Message: The City of Bessemer is experiencing a revitalization in our historic downtown with numerous shops opening.

Redevelopment Ready Site Marketing	We have three lots for sale. We have a few vacant or underutilized buildings. Advertise these through MEDC and look to partner with people in the region to market our locations
Personal outreach to developers	Look to attract original restaurants, art galleries, and outdoor recreation shops. Reach out through facebook, potentially linked-in. Look to partner with the newly developed Art's Council and reach out to their connections. Look to connect with WUPPDR, MEDC and Invest UP
Social Media	Assist in selling our downtown as a fun place to be on facebook. Explore connecting with developers on Linked-in
Consistent branding	Include branding on built fixtures and signs when appropriate.
Newsletter and E-blast	Send information about DDA engagement and activities. Gather lists of people who graduated from Bessemer.
Improving online profile	Post on Michigan.org our assets
Wayfinding	Help people find our downtown from US-2, Iron Belle Trail, and Bluff Valley Park



Telecommuting community

Core Message: Bessemer has fantastic internet speeds, affordable living, and wonderful outdoors.

Redevelopment Ready Site Marketing

Look to recruit companies that specialize in telecommuting. Advertise with MEDC and look to partner with regional entities. Look to expand our existing telecommuting companies.

Personal outreach to developers

Look to recruit companies that specialize in telecommuting. Explore utilizing linked in. Send personal mailings.

Social Media

See Bessemer as a wonderful location for people to telecommute on Facebook. Explore utilizing linked-in for connecting with developers.

Improving online profile ie. Posting on Michigan.org

Showcase Bessemer as a wonderful location for people to telecommute

Vibrant art community

Core Message:
Bessemer has an incredible underground art scene. The town is extremely affordable to live in allowing for more time to spend on your artistic endeavors.

Redevelopment Ready Site Marketing

Showcase our affordability of space to help artist start out. Advertise with MEDC

Support Arts Council

This will help the arts community grow and connect

Social Media

Showcase our beautiful existing art scene on facebook.

Newsletter and E-blast

Showcase our beautiful existing art scene. Look to collect graduate's email addresses

Improving online profile ie. Posting on Michigan.org

Showcase our beautiful existing art scene

Retirement community

Core Message:
Bessemer is an affordable, relaxing location to retire to.

Redevelopment Ready Site Marketing	Look to recruit businesses retired people enjoy through advertising with MEDC. Explore working with regional partners.
Personal outreach to developers	Look to recruit businesses retired people enjoy. Send personalized development packets and explore utilizing linked-in to reach out.
Support Arts Council	Look to continue to attract arts to attract retired people.
Social Media	Sell Bessemer as a wonderful, affordable place to retire on facebook. Explore utilizing Linked-in to reach out to Developers.
Newsletter and E-blast	Sell Bessemer as a wonderful, affordable place to retire especially to people who graduated from Bessemer.
Improving online profile ie. Posting on Michigan.org	Sell Bessemer as a wonderful, affordable place to retire



Thriving industrial park

Core Message:
Bessemer has a strong wood based industry as well as construction and automotive. We are looking at expanding off these industries or growing into new industries.

Redevelopment Ready Site Marketing

We have three empty lots in the industrial area which could be filled with light industrial businesses. Utilize MEDC's advertising.

Personal outreach to developers

Look at attracting developers that are complementary to our current businesses. Send personalized development packets as well as explore utilizing Linked-in to contact developers. Coordinate with WUPPDR, MEDC, and InvestUP on these parcels.