



Be Driven

Michigan
Bessemer

Bessemer's Marketing Strategy

What we are

A small, affordable town centered in the outdoors with miles of motorized and nonmotorized trails, and a great place to raise a family with phenomenal schools.

What we want to expand

- Trail and recreation town
- Thriving business community
- Retirement community
- Telecommuting community

How we are going to get there

- Internal and external marketing
- Redevelopment networking
- Marketing best practices

Target Audiences

- Bessemer and county residents
- Tourists
- Families
- Skilled and remote workers
- Retirees
- Outdoor enthusiasts
- Entrepreneurs and developers

Bessemer Area Assets - Identification

U – Unique S – Special CI – Common Important C – Common

1. Bluffs – U
2. Black River Harbor – S
3. Lake Superior – U
4. Mining History – U
5. Porcupine Mountains – U
6. County Courthouse – C
7. Snowmobile/Motorized Trail in City – S
8. Winter Recreation – S
9. Air Quality – CI
10. Copper Peak Ski Flying Hill – U
11. Four Seasons – S
12. Abelman Clothing – U
13. Waterfalls – S
14. Cost of Living – S
15. Iron Belle Trail – S
16. Rural Downtown – S
17. Good Schools – CI
18. Low Crime – CI
19. Bluff Valley Park – S
20. Aspirus – CI
21. Gogebic Airport – CI
22. 4th of July Blast – S
23. Pumpkinfest -S
24. Big Powderhorn Mountain Resort – S
25. US Highway 2 – CI
26. Tacconelli's – CI
27. Gogebic Community College – CI
28. Steiger's Home Center – CI
29. Bread of Life Bakery – CI
30. Lake Superior Circle Tour – U
31. Kwik Trip – CI
32. Credit Unions – CI
33. Redevelopment Ready Community – S
34. Ethnic Commons – S
35. Secretary of State Office – C
36. Bluff's Inn – C
37. Bessemer Plywood Corporation – CI
38. Affordable Housing – U
39. Hunting – S
40. Fishing – S
41. Snowshoeing – S
42. Camping – S
43. Abundant Wildlife – S
44. Post Office – C
45. Laundromat – C
46. Pit Stop – CI
47. City Hall/Fire Hall – CI
48. Variety of Day Trips – S
49. Northern Lights – U
50. Small Town Community – S
51. City Website – CI
52. Yooper Culture – U
53. Entrepreneurial Opportunities – S
54. Low Traffic – CI
55. Mountain Biking – S
56. Bird Watching – S
57. Michigan Works – CI
58. Bessemer Area Historical Society – S
59. Gorgeous Region – S
60. Sheriff Department – CI
61. Harbor Access – S
62. Kayaking – S
63. McDonald Lake – S
64. Library – CI
65. Steiger Field – CI
66. Family Friendly – C
67. Industrial District – C
68. National Forest – S
69. Lake Gogebic – U
70. Internet Connection – CI
71. VFW – CI
72. American Legion Post #27 – CI
73. Golfing – C
74. Snowriver Mountain Resort – S

Goals & Strategies

Strategy 1 – Internal Marketing

Market to businesses and people in Bessemer and Gogebic County. Connect residents, businesses, and other stakeholders to area assets by embracing and embodying the “Be Bessemer” brand.

1.1 Teach community members to represent the “Be Bessemer” brand.

Educate members of the community about the brand and how having a strong, consistent, and shared brand helps the community to improve and grow. Use core messages that highlight area assets based on the brand. Examples are included with the brand guidelines.

1.2 Work with businesses to embody the “Be Bessemer” brand.

Assist area businesses in incorporating the “Be Bessemer” brand into their business model, daily business practices, and merchandise when appropriate.

1.3 Send welcome packets to new residents.

Develop and send welcome packets to new homeowners in Bessemer highlighting important City policies, assets and activities in the area, and social groups that they can join.

1.4 Brand visible City projects.

When possible, use consistent signage and include “For more information...” with links to the website for city projects. Ex. Road improvement, park upgrades, etc.

1.5 Promote City activities with a newsletter.

Create and share a quarterly newsletter with the community celebrating accomplishments of the City and any special activities or events that are coming up.

1.6 Maintain Bessemer alumni Facebook group.

Maintain and promote group for Bessemer graduates with positive posts of Bessemer to attract residents that have moved away.

1.7 Create and maintain Facebook and Instagram accounts for Bessemer Downtown.

Use Downtown Bessemer accounts to promote City businesses, activities, and marketing content.

Strategy 2 – External Marketing

Introduce tourists, visitors, new residents, and potential businesses to Bessemer assets and brand through external marketing.

2.1 Engage visitors.

Create opportunities for tourists and other visitors to experience area assets and engage with the “Be Bessemer” brand. Ex. Selfie station on motorized trail or other location saying, “Tag us on Facebook!”

2.2 Partner with regional tourism entities.

Maintain a good working relationship with regional tourism boards, Ironwood’s Tourism Council, and with Pure Michigan.

2.3 Partner with area organizations, events, and businesses.

Partner with area organizations, businesses, and events to incorporate the “Be Bessemer” brand into their existing external marketing strategies.

2.4 Publish articles in local and major online publications.

City staff will build relationships with local (the Globe, Pick ‘n Axe) and major online publications (NextCity, UPWord) to help write articles and share innovative projects and efforts.

Strategy 3 – Redevelopment Networking

Redevelopment networking defines how the City recruit targeted businesses, individuals, and development using relationships.

3.1 Recruit members of the community.

Identify influential community members to help recruit new residents, businesses, and development by networking during community events and sharing positive experiences.

3.2 Develop tools for community members to help with successful recruitment.

- a) Keep website updated with resources from the Bessemer Downtown Development Authority and the City. Inform community members of website and encourage sharing.
- b) Select and maintain at least 3 Redevelopment Ready Site. Create fliers to share that highlight details about the property and what type of business may do well there. Post these on City website and www.miplace.org/sites and keep updated.
 - i. Post signs on Redevelopment Ready Sites showing what the property could “Be” with links to the website.
 - ii. Market priority sites for \$1 with the stipulation that substantial building must begin within one year of purchasing the property.

3.3 Identify and support redevelopment opportunities.

Identify opportunities such as specific redevelopment sites, industries that add value to the community, industries that fill a gap in the economy, and assets that support proposed redevelopment opportunities.

3.4 Connect developers to opportunities.

Encourage community members to connect developers and their contacts to key (re)development opportunities.

3.5 Personal outreach

Have City Manager and/or staff reach out to developers about possible (re)development opportunities available in Bessemer.

3.6 Partner with MEDC and RRC staff.

Leverage state resources by working with MEDC and RRC team to identify and use resources for marketing, including marketing key sites (Redevelopment Ready Sites), identifying and contacting developers, and hosting developer round tables.

Strategy 4 – Marketing Best Practices

4.1 Utilize Social Media.

Use social media to market the City and events; use hashtags in posts such as #BeBessemer #BessemerMichigan #BessemerMI #PureMichigan #WesternUP #BeHome #BeAdventurous #BessemerDowntown. Tag other organizations, businesses, and event pages when appropriate.

4.2 Maintain a custom webpage.

Maintain a custom webpage on the City of Bessemer website under the Live/Work tab and link to Facebook page, Instagram page, and felivelife.org (Gogebic & Iron County Community Events Calendar) to promote area destinations, itineraries, and activities. Utilize blogging features and participate in content marketing on Facebook and Instagram.

4.3 Create print material.

Create print material for internal, external, and redevelopment networking marketing. Materials may include newspaper and magazine ad, welcome packets, business cards, brochures, or marketing books to showcase the Bessemer area or a development project. Use community profile in conjunction with other marketing materials.

4.4 Brand the City.

- a) Install banners along highway and up Sophie St from Iron St to Colby St.
- b) Build welcome/entrance signs at key entrances into the community that match the City's brand.
- c) Direct visitors using wayfinding signs placed throughout the City directing to important and unique destinations.
- d) Create area brochures highlighting key destinations, activities, or events and place them at key locations around the community.
- e) Create opportunities for businesses to utilize the City's brand and printed materials in their daily operations to enhance marketing efforts.
- f) Brand municipal, government, public facilities, and equipment, as appropriate, with the "Be Bessemer" brand.

4.5 Market Bessemer using photo and video content.

Create fresh marketing content that portrays Bessemer as a unique, affordable destination that offers endless opportunities. Engage in photo and video shoots and use marketing best practices to push media content. Ex. "Be Bessemer" video campaign.

4.6 Revisit and review strategy annually.

Annually review marketing strategy to evaluate progress and effectiveness. Revise and update as necessary. Successful marketing will be evaluated by better community image, the start of new businesses, and the number of people visiting the City and downtown.

“Be Bessemer” Brand Guidelines

When using colors use either:

ORANGE

Hex #f26522; RGB (242,101,34); CMYK (0,58,86,5)

OR

BLUE

Hex #0f75bc; RGB (15,117,188); CMYK (92,38,0,26)



The font being used is Edmond Sans and Edmond Sans Bold. That’s being used for titles and subject headers mainly but can be used in all areas where practical. When putting over the top of Images, use a drop shadow to make it stand out. For the text body Calibri is being used.

The City logo is “Be” in the orange and blue with white lettering with a bluff in the background. When not using the color, it is a black outline of the bluff. If the background is dark colored or black, then the logo should be all white.

Logos are used when advertising and promoting the City. They are also used on the City letterhead.



Core Messages

Bessemer has incredible trails and recreational opportunities for motorized and non-motorized uses.

Be Adventurous Be Amazed Be Outdoors

The City of Bessemer is experiencing a revitalization in our historic downtown with numerous shops opening and has strong wood-based, automotive, and construction industries.

Be Entrepreneurial Be Driven Do more with more

Bessemer is an affordable, relaxing location to retire to with a great small-town community.

Be Home Be Kind Be Involved

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

Be Home Be Yourself Be Free

