

This marketing plan has been created as part of the City's efforts to obtain status as a Certified community in the Redevelopment Ready Committees (RRC) program through Michigan Economic Development Corporation (MEDC).

City of White Cloud Marketing Plan

Created: August 2022

City of White Cloud
Newaygo County, Michigan

White Cloud City Council

Brian J. Miller, Mayor

Lori Shears, Mayor Pro-Tem

Candice Dault, Council member

Damon Anuci, Council member

Herm Becker, Council member

Jeff Murchison, Council member

City Planning Commission

Anthony Johnson, Board member

Christine Tiernan, Board member

Chad Fetterley, Board member

Lori Shears, Board Chair

Jamie Steffes, Board member

Staff Administrators

City Manager- April Storms

City Clerk- Kelli Arnold

Zoning Administrator- John Wallace

Police Chief- Dan Evans



Purpose:

The City of White Cloud's marketing plan strives to market and promote the city as a connected, vibrant, distinctive, and livable community. The city actively partners with agencies and local organizations to promote the community as a redevelopment ready community with business opportunities. An assessment of the city's assets assists in marketing the city to potential developers, residents, businesses, and tourists. The marketing plan identifies visual to potential and non-visual assets the city wants to retain and build upon. In addition, an evaluation procedure will determine the effectiveness of the marketing campaign.

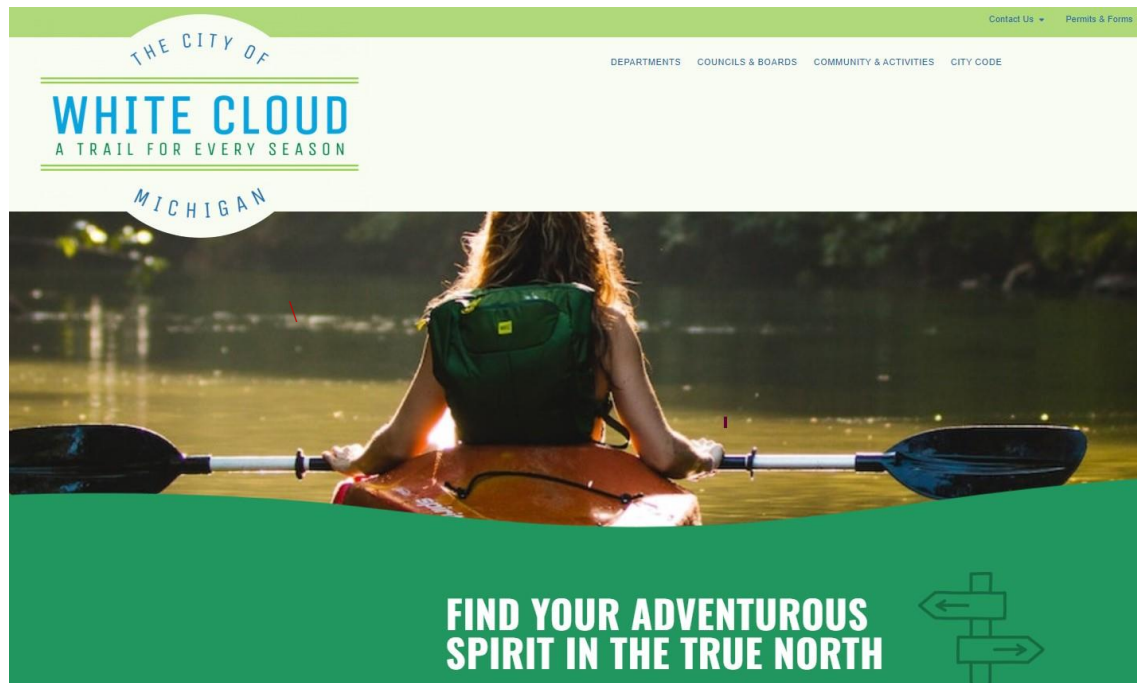
The Planning Commission will be responsible for evaluating the effectiveness of the marketing plan. The Planning Commission will review the marketing plan annually each year and provide a brief report to the City Council that highlights accomplishments and recommendations for the following year.

The purpose of the marketing plan is to guide the city's marketing efforts through the end of 2027 which will put it in line for an update at the same time as the City's RRC recertification process would begin. Having a marketing plan is the RRC's Best Practice 5.3. The City of White Cloud is fortunate to already be doing some great marketing and has some active partners to spread the work.

Introduction:

The City of White Cloud is in Newaygo County in the West Michigan region. The City's location provides access to many lakes, trails, rivers, and outdoor recreational activities.

The city is surrounded by small town living that gives residents ease of low crime and a friendly environment.



Existing Marketing Assets & Tools:

Throughout the year, the City of White Cloud and neighboring communities hold events that attract visitors to the region, which include Rockin' in Rotary Park series, Kids & Community Picnic, Father's Day Airport Fly-in, Cupcake Festival, and more!

The City of White Cloud has a web presence that allows the city to market and advertise what the city has to offer. The City's website gives White Cloud the opportunity to not only share key information with the public but also allows for stakeholders in the community to retrieve documents such as permits and access the City's calendar of events.

The City of White Cloud uses social media too. The city has a Facebook page to engage with the White Cloud Community to inform the public of upcoming events and any updated information that may be missed or not seen on the City's website. Facebook is the most used social media platform across the multiple generations that live in White Cloud, so it is key that the City of White Cloud continue its presence on social media to communicate with the public. As of now the City's Facebook page is the only social media platform that City of White Cloud utilizes at this time.



In addition to our web presence, the City of White Cloud also utilizes a quarterly newsletter to engage with the White Cloud Community. The purpose of the newsletter is to inform the public of what is currently going on in the community and for the city to continue its efforts in both community relations and community engagement.

Focus Areas:

The City's residents and stakeholders contend that the city's best assets are its friendly, small-town atmosphere, low crime rate, affordable housing, convenience to work, and community activities. The following focus areas have been chosen to describe the way the City of White Cloud intends to market itself – as a community which offers an opportunity to reduce commuter fatigue, a

community that prioritizes safety, a community with a full range of activities, and desirable home ownership. The following characteristics- (1) Atmosphere, (2) Safety, (3) Affordable, (4) Invested and (5) Community Oriented – are the characteristics which describe White Cloud, and which support the five focus areas. The marketing strategy table (which follows the goals and action items) describes the key strategies, core audience, core messages, and avenues for communication in which will be used to communicate these characteristics.

Focus Area 1: Small Town Atmosphere

The City of White Cloud has an extensive history regarding its small-town atmosphere. With less than 1,500 people who live in White Cloud year-round, it gives people the sense of small-town living. Smaller community means less noise and light pollution. In addition, children of families that grow up in White Cloud tend to stay and have families here themselves. This gives residents the feelings of a sense of security and familiarity that allows them to stay in White Cloud.

THE CITY OF WHITE CLOUD
A TRAIL FOR EVERY SEASON
MICHIGAN

Important Dates :

- Tues., April 5, 2022
City Council Meeting at 6pm
- Thurs., April 7, 2022
Parks & Rec Meeting 7:30am-9am
- Thurs., April 14, 2022
City Hall CLOSED for Good Friday
- Thurs., April 21, 2022
Cemetery Committee Meeting at 2:30pm
- Tues., April 26, 2022 Planning Commission Meeting 6-8pm
- Tues., May 3, 2022
City Council Meeting at 6pm
- Sat., May 7th, 2022 from 10am-6pm
Cupcake Festival
- Sat., May 21, 2022
Community Clean Up Day! 9am-1pm
- Tues., May 24, 2022
Planning Commission Meeting 6-8pm
- Mon., May 30, 2022
City Hall – CLOSED for Memorial Day
- Sat., June 19, 2022
Father's Day Fly in Pancake Breakfast @ Airport 7-11am (Airplane rides will be available this year!)



NOTICE: Hydrant Flushing will take place April 25-29, 2022 (Mon.-Fri.) between 7am-3:30pm.

Water may be discolored or clouded during this time.

Caution when washing clothing- discolored water may cause staining.

Damon Anuci is your newest Council member! Damon was appointed to Council on 3/1/2022 and took his Oath of Office on 3/15/2022. Damon has filled a vacant seat on the Council for a term that expires 11/10/2025. Damon has lived in White Cloud most of his life and is interested in seeing the city succeed. He has a bachelor's degree Political Science and a minor in Public Administration from GVSU. Please welcome Damon to the Council!

COMMUNITY CLEAN UP DAY

SATURDAY, MAY 21, 2022

9am-1pm (or until dumpsters are full)

Available at the City Hall Garage on Pine Hill St. Across from Family Dollar

****For the residents of The City of White Cloud ONLY! ID is required at time of dumping**** Handicapped and Senior citizens and those with large items that need assistance – Please call City Hall at (231) 689-1194 by Thurs. May 19th at 1pm. DPW will pick up Friday, May 20, 2022

NO HAZARDOUS WASTE SUCH AS: Tires, Paint, Roofing Materials, Propane Tanks, Batteries, Trees, Brush, Grass, or Leaves.



Focus Area 2: Safe & Family Oriented

White Cloud has a history of low crime within its community. With low crime rates in the city, residents can feel at ease knowing they can raise a family and send their kids to the White Cloud school district with little to no worries of threat to their children's safety.

In addition, the friendly environment of the White Cloud community allows for residents to feel comfortable and secure in their neighborhood.

Focus Area 3: Affordable Housing

White Cloud has a variety of options in affordable housing. Residents have the choice to live in White Cloud's multi-family developments. The city has primarily single-family residential housing options. In addition, the city seeks to encourage developers and builders to fill out our easy-building permit application and engage with our Planning Commission to encourage multiple family housing development.

Focus Area 4: Growing & Invested

In large part to White Cloud's commitment to investing in the future, infant industries are just beginning to grow here in the City. Growth in White Cloud's marijuana industry has allowed for new industries and business never seen in White Cloud to begin investing in our community. In that aspect, White Cloud continues to trend as a community focused encouraging businesses and industries to lay ground in the city. In addition, White Cloud continues its partnership with telecommunication companies to help assist and promote residents who want to work from home.

Focus Area 5: Staying Active in the Community

White Cloud offers several activities that are oriented towards the community. Activities like Rockin' in Rotary Park Concert Series, Cupcake Festival, Community and Kids Picnic, and many other activities hosted by other organizations in the community that demonstrate White Cloud's focus on community orientation and keeping the community engaged with the City.

	Key Strategies	Audience	Messages	Communication
Atmosphere	<ul style="list-style-type: none">StreetscapeLandscapeHistoric PreservationDowntown improvementsWayfinding opportunities	<ul style="list-style-type: none">City leadershipDevelopersBusiness OwnersResidents	<ul style="list-style-type: none">Big City Amenities in a small home town.Look to the past to build a better future.	<ul style="list-style-type: none">WebsiteCity brand/logoRRC MarketingCity outreachBusiness owners & developers

Safety	<ul style="list-style-type: none"> • Enforce Zoning Ordinances • Finishing roadways, side streets • Completing Safe Routes to School Sidewalks 	<ul style="list-style-type: none"> • City Leadership • Residents • Visitors • Local Business Owners 	<ul style="list-style-type: none"> • Safe place to raise a family • Kids can walk around town with ease 	<ul style="list-style-type: none"> • Website • Word of mouth • Networking with Chamber • Brochures & packets
Affordability	<ul style="list-style-type: none"> • Entrepreneurs & single family development 	<ul style="list-style-type: none"> • Developers • Economic Development • City Leadership 	<ul style="list-style-type: none"> • Diverse housing types • Making housing affordable 	<ul style="list-style-type: none"> • RRC Marketing • Work with Chamber of Comm. • City outreach with developers for housing
Growing & Invested	<ul style="list-style-type: none"> • Enhance communities internet and cell connectivity. • Search for grants for roads • Encourage business owners to invest in our community 	<ul style="list-style-type: none"> • City Leadership • Business Owners • Newaygo Co. Economic Development 	<ul style="list-style-type: none"> • Creating trails and a walkable community • RRC Marketing package • City outreach to developers and prospective businesses 	<ul style="list-style-type: none"> • RRC Marketing Package • City outreach • Packets & Brochures

Marketing & Promotion

The overarching goal of all the goals and action items are to communicate messages of Focus areas 1 through 5.

Marketing Channels

Digital: Website, Social Media, Events Calendar & Videos.

Physical: Signage, Print Collateral, Special Events & Merchandise.

Timeframes

Short: low cost, easy implementation, directly addressing priorities, or critical to the advancement of other strategies, and to be implemented in the next 1-5 years.

Medium: Important actions that have some level of significant cost and can be implemented within the next 5-10 years.

Long: Actions that often require significant amounts of funding that must be planned for overtime or require other strategies to be completed prior to their implementation.

Ongoing: Actions that have no beginning or end period. These are continuously ongoing in the city.

Establishing a Baseline

This section of the plan provides an overview of the village's existing partners and assets. This information will help inform the overall strategy including what, if any, new marketing efforts should be undertaken in the coming years.

Priority Sites

The City of White Cloud owns properties that have the redevelopment potential to address White Cloud faces including lack of housing, vacant properties not on the tax roll and population growth.

City Owned Properties- Re-development ready opportunities:

10 S. North St.	Vacant Residential	City owned
12 N. Charles	5 acres behind city hall available for development	City owned

Public Amenities:

Rotary Park – State St.	City Owned
Mill Pond- James St.	City Owned
Smith Park- James St.	City Owned

Industrial City Owned Development Opportunities:

1459 E. Washington City Owned
1409 E. Washington City Owned

White Cloud's Physical Assets

Downtown White Cloud

Quiet small downtown located in the heart of the community with local businesses
Goal: Downtown Growth, creation of more businesses, mural, RRC Certification
(Short term 1-5 yrs)

Lake White Cloud "Mill Pond"

Playground equipment, picnic tables, benches, ADA Dock and beach for swimming & swim lessons
Goal: Volleyball courts, Pickleball courts, creation of more playground equipment, upgrade dock
(Short term 1-5 yrs)

White Cloud Dam

Picnic tables, parking, trail connection
Goal: Market park down by the Dam, encourage education on the Dam and function
(Medium term 5-10 yrs)

White Cloud Industrial Park

The City has an industrial park that is growing! The city currently has Lots 3 & 4 for sale. Many growth opportunities! Goal: Continuing growth in the industrial park, new opportunities for industrial establishments
(Short Term 1-5 yrs)

Community festivities & activities

Boomerang and North Country Chamber are our organizations that plan events with the City of White Cloud and provide the community with many annual events.
Goal: Support the Chamber and Boomerang in events and boost city resident support through the cities marketing
(Short Term 1-5 yrs)

Rotary & Smith Park

Basketball court, bathroom, skate park, large open field, and parking lot. Free WIFI, full security camera set up, picnic pavilion and walking paths along the river
Goal: Upgrade Smith park, creation of more recreational opportunities such as a volleyball court or pickleball court.
(Short Term: 1-5 yrs)

White Cloud's Resources

City Website

The city website was re-created in 2021. Curly Host was our website designed, and we promote all city events/news on the website

Social Media

City has a Facebook platform in which residents can share events, share news, and ask questions

Quarterly Newsletter

Quarterly newsletters were established in 2022. This will keep our elderly population (who are not engaged with social media) engaged with the city and bring an awareness of what is happening in their city

Local Media/paper

Near North Now and the Times Indicator covers events, news, and helps promote positive things happening in our community.

White Cloud's Partners

River Country Chamber

Local Chamber partnered with the City of White Cloud, City of Newaygo, & the City of Grant. They support community engagement and events

Newaygo County Economic Development

Newaygo County Economic Development is partnered with the Right Place to offer Economic Development assistance, planning and execution with all the municipalities within the county

Boomerang

Non-profit group centered around coordinating events and supporting their local community, businesses and residents.

Marketing Goals & Actions

Businesses Main Goal(s)	Support existing businesses to expand and attract new businesses to town
Main Message	White Cloud is open for businesses and is willing to work with the local Chamber and Newaygo County Economic Development with those looking to start up or expand their businesses.
Partners	Newaygo County Economic Development, Planning Commission, MEDC, River Country Chamber of Comm.
<u>Action</u>	
2022-23	Once the City of White Cloud receives our RRC Certified status, work with local Chamber and NC Econ. Dev. To spread the word via website, social media, traditional media, and display certification material.
2023-24	Continue to work on downtown development and improvement. Encourage business owners in the downtown to take advantage of OPRA district and tax abatements. Complete a retail gap analysis following the new master plan that will be completed 2022/23.
Ongoing	Continue the City's partnership with NC Economic Development, the Right Place, and attract and retain business via the existing marketing assets.

Residents Main Goal(s)	Attract new residents to the City; encourage existing residents to be active in their community
Main Message	White Cloud's small town charm and quality of life makes it the perfect place to raise a family and know your neighbors.
Partners	Local Realtors, River Country Chamber
<u>Action</u>	

2022-23	The City will continue to complete efforts to establish and maintain quarterly newsletter to all residents in the City.
2023-24	Work with local realtors and the Chamber to create a “Welcome Home to White Cloud” Campaign, provide an overview of businesses, services, and ways to get involved in our community
Ongoing	Continue to implement neighborhood clean up day to promote community collaboration.

Developers Main Goal(s)	Attract new development to the city; encourage additional investment from existing businesses or residents
Main Message	Developing in the City of White Cloud is simple, personalized, and easy.
Partners	Local Realtors, River Country Chamber
<u>Action</u>	
2022-23	Once the City achieves RRC Certified Status, work with the local Chamber and NC Econ. Dev. To spread the word via the website, social media, traditional media and display certification.
2023-24	Review local incentives options and better advertise their availability on the cities website.

Event Marketing:

Event Marketing is a critical advertising and promotional tool designed to focus on face-to-face interaction via a live event, such as a sporting or social event, or to bring a product or service to the attention of the public. The city benefits from these types of events by reinforcing the city’s brand, improving face to face communications, driving additional newsletter subscriptions, and creating opportunities to make new connections with residents and businesses.



A group of four White Cloud Police officers in uniform stand in a row under a blue pop-up tent. The tent has "WHITE CLOUD POLICE" printed on its valance. The officers are wearing dark uniforms with tactical vests and sunglasses. Two American flags are planted in the grass in front of the tent. In the background, other people and a green tent are visible under a clear blue sky.



Rockin' Rotary Park

LUKE WARM & THE NOT SO HOTS

WEDNESDAY, JULY 13
5:30PM-8:30PM

ROTARY PARK, WHITE CLOUD
BLOCK EAST OF WESCO

contact Us
31-652-3965

sponsored by
GERBER FEDERAL CREDIT UNION



ROCKIN' IN ROTARY PARK JULY 2022 & CHRISTMAS 2021



2022 Summer Swim Lessons

Sign up for Summer Swim Lessons at the White Cloud City Office~

These lessons are FREE to ALL children.

Please bring health insurance information at the time of registration.

This is a 2- week class, held Monday-Friday

July 18-22 & July 25-29, 2022

The classes will be held at the following times:

11:30-Noon: 3 & 4 years Noon-12:30: 5 & 6 years
12:30-1:00: 7 & 8 years 1:00-1:30: 9 & older

Lessons will be held at the Mill Pond in the City of White Cloud.

For more information, call (231) 689-1194 or stop in to the White Cloud City Office at 12 N. Charles St., White Cloud, MI 49349

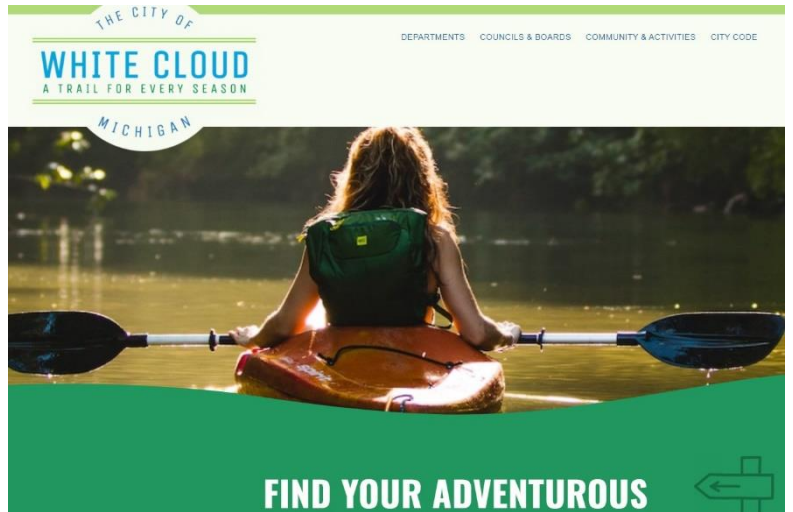


FATHER'S DAY FLY IN JUNE 2022 & SWIM LESSONS 2022



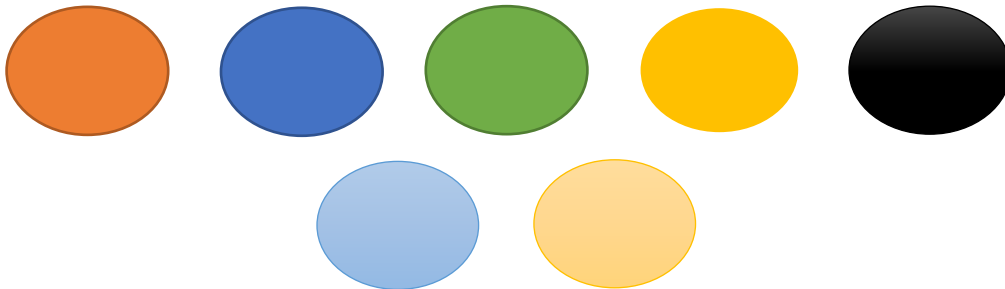
Branding Guide

Logo & Website



Colors:

Earth Warm Colors: Oranges, blues, greens, yellows, black



Fonts:

New Times Roman

Calibri

Arial Narrow