

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: February 2025

**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

Herman Becker, Council member

Jeffery Murchison, Council member

Amy Barnhard, Council member

**City Planning Commission**

Lori Shears, Board Chair

Anthony Johnson, Board member

Chad Fetterley, Board member

Jamie Steffes, Board member

Richard Dault, Board member

**Staff Administrators**

City Manager- April Storms

City Clerk- Kelli Arnold

Zoning Administrator- Scott Baas

Police Chief- Jon Patterson



**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.

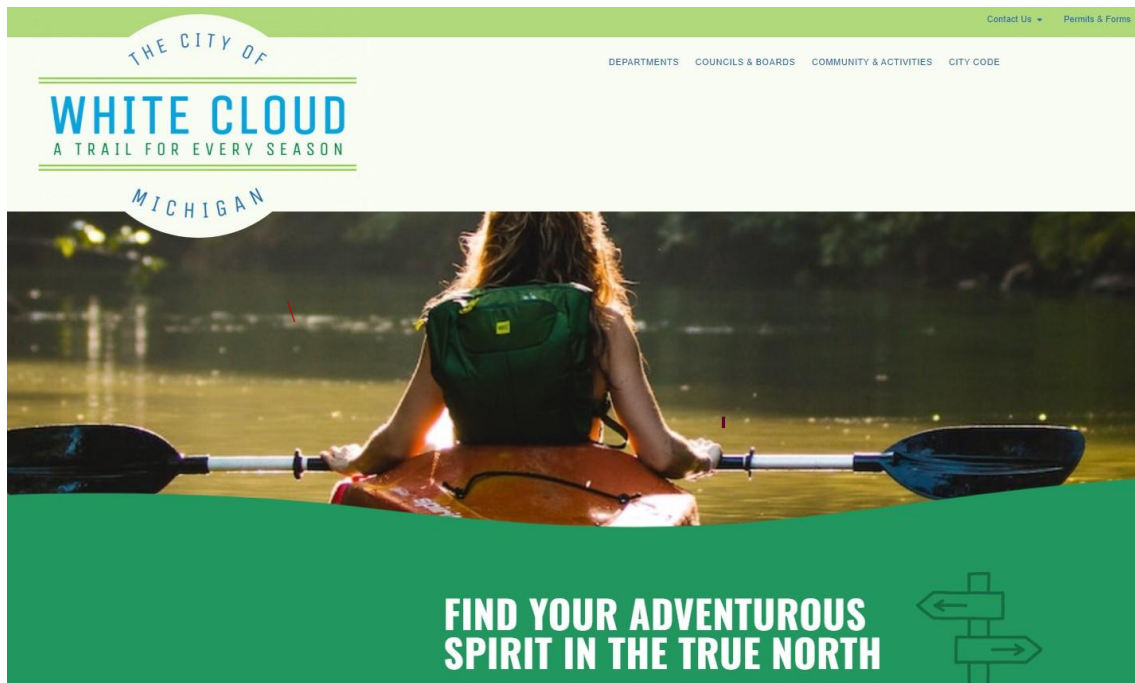
The Planning Commission will be responsible for evaluating the effectiveness of the marketing plan. The Planning Commission will review the marketing plan annually each year and provide a brief report to the City Council that highlights accomplishments and recommendations for the following year.

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 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 White Cloud Sky Fest, 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 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 continues 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 currently.



### City of White Cloud - Local Government

593 likes • 760 followers



Professional dashboard

Edit

Advertise

Posts About Mentions Followers Photos Videos More

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 they 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. A 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.

**CITY OF WHITE CLOUD**

**Important Dates :**

- Tues., March 5, 2024  
City Council Meeting at 6pm
- March Board of Review  
Mon., March 11<sup>th</sup> 9am-3pm & Tues., March 12<sup>th</sup> 3pm-9pm
- Tues., March 26, 2024  
Planning Commission Meeting 6pm
- Thurs., March 28, 2024  
City Hall - CLOSED for Good Friday
- Tues., April 2, 2024  
City Council Meeting at 6pm
- Thurs., April 4, 2024  
Parks & Rec Meeting 7:30am
- Tues., April 23, 2024  
Planning Commission Meeting 6pm
- Tues., May 14, 2024  
City Council Meeting at 6pm
- Sat., May 11, 2024,  
Cupcake Festival 1pm-6pm
- Sat., May 18, 2024  
Community Clean Up Day!  
Dumpsters Open 9am-1pm
- Mon., May 27<sup>th</sup> City Hall Closed - Memorial Day
- Tues., May 28<sup>th</sup>, 2024  
Planning Commission Meeting at 6pm



VOTE

**2024 Election Day's**

- **Primary Election**  
Tues., August 6th  
POLLS OPEN: 7am-8pm
- **General Election**  
Tues., November 5th  
POLLS OPEN: 7am-8pm

Mill Pond Swim Lessons

Keep an eye out for further information with specific dates, times, and registration details.





COMMUNITY CLEAN UP DAY

SATURDAY, MAY 18, 2024  
9am-1pm (or until dumpsters are full)

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

**\*\*For residents of The City of White Cloud ONLY! ID is required at time of dumping\*\***

Handicapped, Senior citizens and those with large items that need assistance – Please call City Hall at (231) 689-1194 by Thurs. May 16<sup>th</sup> at 1pm. DPW will pick up Friday, May 17, 2024

NO HAZARDOUS WASTE SUCH AS:  
Tires, Paint, Roofing Materials, Propane Tanks or Batteries

NO YARD WASTE

Yard waste can be disposed at the City brush site at the south end of Williams St.

NOTICE: Hydrant Flushing will take place April 22<sup>nd</sup> - 26<sup>th</sup>, 2024 (Mon.- Fri.) between 7:00am-3:30pm.

USE CAUTION when washing clothing- discolored water may cause staining. Water may be discolored or clouded during this time.

**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 residents to feel comfortable and secure in their neighborhood.

**Focus Area 3: Affordable Housing**

White Cloud has a variety of options for 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 new industries and businesses 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, White Cloud Sky Fest, Father’s Day Airport Fly in Breakfast, 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
<b>Atmosphere</b>	<ul style="list-style-type: none"> <li>Streetscape</li> <li>Landscape</li> <li>Historic Preservation</li> <li>Downtown improvements</li> <li>Wayfinding opportunities</li> </ul>	<ul style="list-style-type: none"> <li>City leadership</li> <li>Developers</li> <li>Business Owners</li> <li>Residents</li> </ul>	<ul style="list-style-type: none"> <li>Big City Amenities in a small hometown.</li> <li>Look to the past to build a better future.</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>City brand/logo</li> <li>RRC Marketing</li> <li>City outreach</li> <li>Business owners &amp; developers</li> </ul>

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

## 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:

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

---

<p><b>Downtown White Cloud</b></p>	<p>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)</p>
<p><b>Lake White Cloud “Mill Pond”</b></p>	<p>Playground equipment, picnic tables, benches, ADA Dock and beach for swimming &amp; swimming lessons                      Goal: Volleyball courts, Pickleball courts, creation of more playground equipment, upgrade dock                      (Short term 1-5 yrs)</p>
<p><b>White Cloud Dam</b></p>	<p>Picnic tables, parking, trail connection                      Goal: Market park down by the Dam, encourage education on the Dam and function                      (Medium term 5-10 yrs)</p>
<p><b>White Cloud Industrial Park</b></p>	<p>The City has an industrial park that is growing! The city currently has Lots 3 &amp; 4 for sale. Many growth opportunities! Goal: Continuing growth in the industrial park, new opportunities for industrial establishments                      (Short Term 1-5 yrs)</p>
<p><b>Community festivities &amp; activities</b></p>	<p>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)</p>
<p><b>Rotary &amp; Smith Park</b></p>	<p>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)</p>

## 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**

The 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**

The 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 groups centered around coordinating events and supporting their local community, businesses and residents.

---

## Marketing Goals & Actions

<b>Businesses Main Goal(s)</b>	<b>Support existing businesses to expand and attract new businesses to town</b>
<b>Main Message</b>	White Cloud is open to 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.
<b>Partners</b>	Newaygo County Economic Development, Planning Commission, MEDC, River Country Chamber of Comm.
<b><u>Action</u></b>	
<b>Amended/Updated 02/2025</b>	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.
<b>Amended/Updated 02/2025</b>	Continue to work on downtown development and improvement. Encourage business owners downtown to take advantage of OPRA district and tax abatements.  Complete a retail gap analysis following the new master plan that will be completed 2025/26.
<b>Ongoing</b>	Continue the City's partnership with NC Economic Development, the Right Place, and attract and retain business via the existing marketing assets.

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

<b>Amended/Updated 02/2025</b>	The City will continue to complete efforts to establish and maintain quarterly newsletters to all residents in the City.
<b>Amended/Updated 02/2025</b>	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
<b>Ongoing</b>	Continue to implement neighborhood cleanup day to promote community collaboration.

<b>Developers Main Goal(s)</b>	<b>Attract new development to the city; encourage additional investment from existing businesses or residents</b>
<b>Main Message</b>	Developing the City of White Cloud is simple, personalized, and easy.
<b>Partners</b>	Local Realtors, River Country Chamber
<b><u>Action</u></b>	
<b>Amended/Updated 02/2025</b>	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.
<b>Amended/Updated 02/2025</b>	Review local incentives options and better advertise their availability on the city’s 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.

# Father's Day Fly In June 2024

Revised/Updated 02/25/25



# White Cloud Sky Fest June 2024



# Kids & Community Picnic August 2021



## CITY OF WHITE CLOUD MILL POND SWIM LESSONS JULY 22-26, 2024

2:00-2:15 PARENT & CHILD (UNDER 3)  ALL LESSONS ARE FREE! 

2:15-2:45 GUPPIES: NON-SWIMMERS; THOSE WHO ARE AFRAID OF WATER WITHOUT PARENT (LIMITED TO 6 CHILDREN)

2:45-3:15 TADPOLES: NON-SWIMMERS; THOSE WHO ARE NOT AFRAID OF WATER WITHOUT PARENT

3:15-3:45 FROGGIES: NON-SWIMMER, BEGIN WORKING ON STROKES, NEED TO BE ABLE TO FLOAT

3:45-4:15 GATORS: SWIMMERS, WORK ON FRONT CRAWL, BREAST STROKE AND BACK STROKE

4:15-4:45 SEAHORSE: DEEP WATER, LEARN TO DIVE AND PERFECT THEIR STROKES

For further information, please contact swim instructor, Mary Arends-Lamach.  
Text (231) 519-0426 Email: arendslamach@yahoo.com

Return registration forms to White Cloud City Office

## Swim Lessons 2024



Cupcake Festival 2022

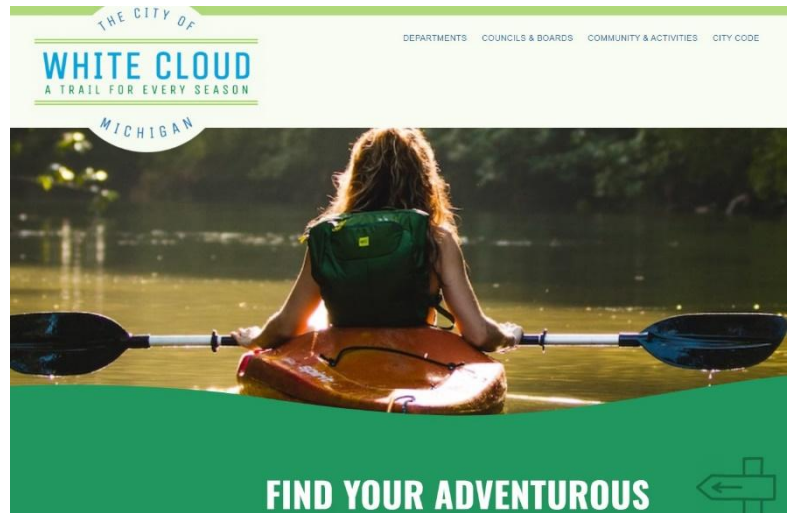


Christmas in White Cloud 2024



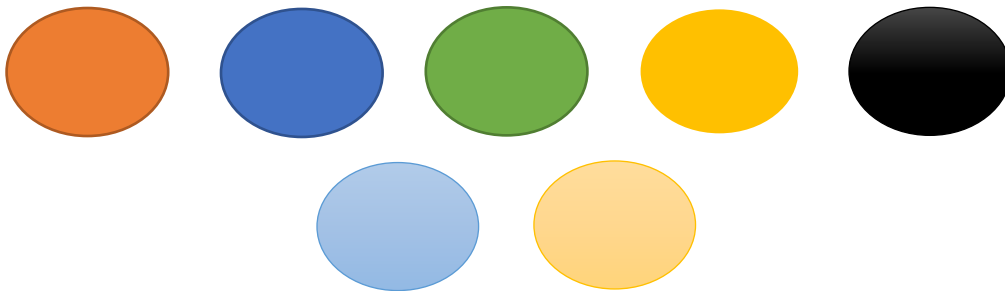
# Branding Guide

## Logo & Website



### Colors:

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



### Fonts:

New Times Roman

Calibri

Arial Narrow