In 2030, Hudsonville will be a vibrant and prosperous small town with unique flourishing businesses, charming restaurants, diverse neighborhoods, varied housing options and verdant natural assets.

The distinctive community will offer broad opportunities for business, livability, and recreation while maintaining its small town rural heritage. Its residents will enjoy access to abundant parks, wide-ranging recreational opportunities and natural open spaces via an interconnected network of walks, paths, and trails.

The citizens, businesses and institutions of the City will realize the potential of Hudsonville through new growth that is carefully woven into the existing fabric, resulting in a walkable, connected community that is supportive of excellent public spaces and mindful of all transportation modes.

### HUDSONVILLE MARKETING STRATEGY

#### KEY STRATEGIES FROM 2030 PLAN:
- Build Village Green, Streetscapes, Public Art, Promote Urban Design, Build Sustainable Buildings and Landscapes
- Support diverse citizens, downtown amphitheatre, public realm improvements, trees, wayfinding, events.
- Diverse Commerce, redevelop sites, farmer’s market, parking, retail strategies
- Complete streets, transit, recreational corridors, biking, mobility safety, non-motorized pathways

#### CORE AUDIENCE:
- Municipal Leadership
- Developers/Business Owners/Artists
- Residents & Visitors
- Developers & Business Owners
- Municipal Leadership
- Residents

#### CORE MESSAGES:
- Unique opportunities exist for development of distinctive multi-use buildings
- Commitment to green spaces & urban design
- Support for installation of public art
- Diverse citizenship is valued
- Community is embraced through gatherings and events.
- Neighborhoods are a valuable asset and are supported through public realm improvements
- Hudsonville is a good place for your business.
- Municipal leadership is business friendly.
- Strong partnerships and collaboration exists to support business.
- Safety is important
- Moving toward a connected, walkable, bikable community.

#### AVENUES FOR COMMUNICATION:
- Redevelopment Ready Site Marketing Package
- Personal outreach to developers
- Creation of arts advisory council
- Online presence includes Development Center and key redevelopment sites
- Consistent community brand & logo
- Newsletter & e-blasts
- Social media
- "Hudsonville Good Living is..." campaign focuses on the livable elements of the community.
- Opportunities to connect with through Chamber of Commerce and Lakeshore Advantage partnerships
- Redevelopment Ready Site Marketing Package
- Personal outreach to prospective businesses
- Physical signage, both wayfinding and community branding