



Driven



Bessemer's Marketing Strategy

What we are

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

What we want to expand

- Trail and Recreation Town
- Thriving Business Community
- Telecommuting Community
- Retirement Community

How we are going to get there

- Redevelopment Ready Site Marketing
- Personal Outreach to developers
- Supporting the Arts Council
- Consistent Be Bessemer Committee
- 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	Work with DDA, Be Bessemer Committee, Friends of the Trail, MEDC, WUPPDR, County Ongoing timeline
Personal outreach to developers	Attract businesses that provide services people utilizing the trail enjoy. Send out personalized development packets to developers and businesses	Work with DDA, Be Bessemer Committee, Friends of the Trail, MEDC, WUPPDR, County, Invest UP 2019 and Ongoing
Consistent Branding	Use consistency on all our signs, wayfinding, and online presence	Work with Be Bessemer Committee, Parks and Rec, DDA, Friends of Trail Ongoing timeline
Social Media	Showcase our beautiful trails on our facebook page. Look at reaching out to developers on linked-in.	Work with MEDC, WUPPDR, Western UP CVB 2019 and ongoing
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.	Work with schools, historical society, Friends of Trail, SISU dirt crew 2019 and ongoing
Improving online profile ie. Posting on Michigan.org	Showcase our beautiful trails	Work with WUPPDR, Friends of Trail, SISU Dirt Crew 2019 and ongoing
Wayfinding	Help people find the trail and from the trail find our downtown and Bluff Valley Park.	Work with DDA, Friends of Trail, Parks and Rec 2019 and ongoing

Thriving Business Community

Core Message: The City of Bessemer is experiencing a revitalization in our historic downtown with numerous shops opening. Bessemer also 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 lots in our downtown and 3 lots in our industrial area 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	Work with MEDC, County, DDA, WUPPDR, Invest UP Ongoing timeline
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	Work with MEDC, County, DDA, Arts Council, WUPPDR, Invest UP, and Historical Society 2019 and ongoing
Social Media	Assist in selling our downtown as a fun place to be on facebook. Explore connecting with developers on Linked-in	Work with DDA, Be Bessemer Committee, Parks and Rec, MEDC, Invest UP Ongoing
Consistent Branding	Include Be Bessemer Committee on built fixtures and signs when appropriate.	Work with DDA and Arts Council Ongoing
Newsletter and E-blast	Send information about DDA engagement and activities. Gather lists of people who graduated from Bessemer.	Work with schools, Historical Society, DDA 2020 and ongoing
Improving online profile	Post on Michigan.org our assets	DDA and Be Bessemer Committee 2018 and ongoing
Wayfinding	Help people find our downtown from US-2, Iron Belle Trail, and Bluff Valley Park	Work with DDA, Be Bessemer Committee, Friends of Trail, and Parks and Rec 2021

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.

Work with DDA, MEDC, WUPPDR, and County, Invest UP, MTech

2019 and ongoing

Personal outreach to developers

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

Work with DDA, MEDC, WUPPDR, and County, Invest UP

2019 and ongoing

Social Media

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

Work with DDA

2019 and ongoing

Improving online profile ie. Posting on Michigan.org

Showcase Bessemer as a wonderful location for people to telecommute

Work with Be Bessemer Committee

2018 and ongoing

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.	Work with MEDC, DDA, Be Bessemer Committee, Parks and Rec, WUPPDR, Friends of Trail, Art's Council, Invest UP, County 2019 and ongoing
Personal outreach to developers	Look to recruit businesses retired people enjoy. Send personalized development packets and explore utilizing linked-in to reach out.	Work with MEDC, DDA, Be Bessemer Committee, WUPPDR, Invest UP, County 2019 and ongoing
Support Arts Council	Look to continue to attract arts to attract retired people.	Work with Art's Council Ongoing
Social Media	Sell Bessemer as a wonderful, affordable place to retire on facebook. Explore utilizing Linked-in to reach out to Developers.	Work with DDA, Be Bessemer Committee, Parks and Rec, WUPPDR, Friends of Trail, Art's Council 2019 and ongoing
Newsletter and E-blast	Sell Bessemer as a wonderful, affordable place to retire especially to people who graduated from Bessemer.	Work with DDA, Be Bessemer Committee, Parks and Rec, WUPPDR, Friends of Trail, Art's Council 2020 and ongoing
Improving online profile ie. Posting on Michigan.org	Sell Bessemer as a wonderful, affordable place to retire	Work with DDA, Be Bessemer Committee, Parks and Rec, WUPPDR, Friends of Trail, Art's Council 2018 and ongoing