



Michigan

Bessemer

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Adam Zak
Mayor

Hello Everyone!

Welcome to our first Joint Meeting with all of our committees and the council! The meeting is scheduled for Monday, December 10th at 6:00 in the auditorium. The main purpose of this meeting is to discuss what we did over the past year, what we didn't get to, and what our plans are for the upcoming year. As this is our first year it's going to be a little rough and a little messy, but we will figure it out!

I have included a whole lot of paper that we won't be discussing in great detail to get everyone on the same page prior to the meeting. The first documents are the committee year end reports. I am hoping that each of the chair people can present what their committee has been up to over the year. I have included the 2018 Status of Goals for general information. This includes what we have done and what we haven't done. I don't want to spend a lot of time on this, but if anyone has specific questions, definitely bring them up.

After we go over what we've been up to, I really want to focus on our goals for the upcoming year. I want to give each committee 10 minutes or so to discuss among themselves their goals for the upcoming year. This isn't much time so be thinking about your goals and be concise and think big picture in your discussion. I have included the plans the city has as conversation points to show what we have planned to tackle. Plans are plans however and there may be things that aren't as important or other things that are absolutely critical. After the 10 minute discussion period lets go committee by committee and have people discuss their big picture goals. Other committees can feel free to jump in at any point with questions or suggestions. This is where the meeting may get messy but sometimes mess creates wonderful ideas!

Thank you all for working to help us get on the same page so we can all help Bessemer grow together!

Charly

Be Home

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City of Bessemer Planning Commission

2018 Annual Report

The City of Bessemer's Planning Commission is comprised of five members who meet monthly on the 1st Tuesday at 5:30 in the Council Chambers at City Hall at 411 S Sophie. A typical meeting consists of review of the previous meetings minutes, public hearings, discussion of articles for training, and new or old business, any communications, and reports from staff regarding development or any programs the City is involved, and finally a call to the public, and member's comments.

Planning Commission members include: Dave Osier (chair), Bill McDonald, Terry Kryshak (council representative), Kevin Nyquist, and Louis Miskovich.

The commission spent a significant part of the year reviewing and adopting various plans and reviewing and making suggestions for zoning changes. The commission helped make great strides towards assisting the city in becoming Redevelopment Ready Community certified.

Each meeting started with a discussion of relevant articles to learn more various topics. Each member received training on the roles and responsibilities of Planning Commission members including the open meetings act.

Meeting dates and summaries

January 3rd, 2018

Training on the roles and responsibilities of the Planning Commission. A discussion on the plans and goals for the commission.

February 6th, 2018

Discussed changes to the zoning ordinance including bicycle parking, street trees, parking lot landscaping, accessory dwelling units and tiny houses, and the Central Business District Overlay.

March 6th, 2018

Continued discussion on changes to the zoning ordinance.

April 2nd, 2018

Hosted a public hearing on the Capital Improvement Plan and discussed it. Continued discussion on zoning changes. Discussed the Public Participation Plan. Discussed changing the zoning code to require medical marijuana be regulated as a home occupation.

May 1st, 2018

Hosted Public Hearings and further discussed the Capital Improvement Plan, Zoning Amendments, and the Public Participation Plan. Started discussion on the Marketing Plan. Adopted the Capital Improvement Plan and the Public Participation Plan, and recommended the council adopt the Zoning Amendments.

June 5th, 2018

Hosted a public hearing on the marketing plan and adopted it. Recommended the Council adopt the Zoning Amendments with some changes.

August 7th, 2018

Discussed the Parks and Recreation Plan. Discussed the RRC process.

September 5th, 2018

Discussed the lighting ordinance changes and started brainstorming potential brownfields in Bessemer.

October 2nd, 2018

Hosted a public hearing and adopted the Parks and Recreation Plan. Hosted a public hearing on the lighting ordinance and recommended the council adopt it. Continued to brainstorm potential brownfield sites.

City of Bessemer Downtown Development Authority

2018 Annual Report

The City of Bessemer's Downtown Development Authority (DDA) is comprised of nine members who meet monthly on the 2nd Thursday at 4:00 in the DDA room at City Hall at 411 S Sophie. A typical meeting consists of review of the previous meetings minutes, public hearings, discussion of articles for training, a review of the financial, any new or old business, any communications, and reports from staff regarding development or any programs the City is involved, and finally a call to the public and member's comments.

DDA members include: Dave Osier, Doug Kikkebusch (resigned), Cheryl Leskoviansky, Robert Youngberg (resigned), Adam Zak (council representative), Jim Durkee, Dan Whitburn, Kim Wright (resigned), Dustin Filippini, Steve Hamilton

The commission spent a significant part of the year working with PopUp Shop owners and assisting businesses with Façade improvements. The commission helped make great strides towards assisting the city in becoming Redevelopment Ready Community certified.

Each meeting started with a discussion of relevant articles to learn more various topics. Each member received training on the roles and responsibilities of DDA members including the open meetings act.

January 9th, 2018

Discussed banners for US-2, trees to purchase for Ethnic Commons, bicycle racks, and a winter festival. Spent considerable time discussing the plans for 2018. Accepted the annual report. Discussed the Vittone building purchase.

February 13th, 2018

Worked with Advocate Counseling to extend their PopUp shop funding not to exceed the total \$3,500. Discussed the welcome signs and banners. Adjusted the PopUp shop reimbursement program.

March 12, 2018

Discussed trees in Ethnic Common's park, banners, and welcome signs. Discussed the Christmas tree meter.

April 12th, 2018

Approved PopUp Shop funding for the Yellow Umbrella and Saari's Rustic Furniture. Purchased banners for US-2. Purchased new trees for the Ethnic Commons. Allowed Staff to apply for the First Impression's grant. Authorized staff to send letter to businesses explaining opportunities.

May 10th, 2018

Provided façade improvement funds to Sarah Pope, Bessemer Small Engines, and Tacconelli's. Gave staff permission to apply for a marketing grant. Took on the cost of the Christmas light.

June 14th, 2018

Provided façade improvement funds to Whitburn properties. Provided PopUp Shop funding to Platinum Dance Studios. Accepted Coleman's proposal to update welcome signs.

July 5th, 2018 Special meeting

Met to discuss whether to purchase 221 S Sophie. Decided to let it go up for the first auction.

July 12th, 2018

Provided PopUp Shop funding for From the Woods. Provided façade funding for 302 S Sophie owned by Bucknell's.

August 9th, 2018

Discussed altering the Welcome Signs. Mailed out a survey to PopUp Shop owners. Discussed Christmas lights and making Ethnic Common's more accessible from Steimpfiers.

October 11th, 2018

Discussed bidding on 221 S Sophie and ordered rack cards.

City of Bessemer Parks and Recreation Committee

2018 Annual Report

The City of Bessemer's Parks and Recreation Commission is comprised of five members who meet monthly on the 1st Thursday at 2:15 in the DDA Room at City Hall at 411 S Sophie. A typical meeting consists of review of the previous meetings minutes, public hearings, any new or old business, any communications, and reports from staff regarding development or any programs the City is involved, and finally a call to the public, and member's comments.

Planning Commission members include: Ron Zaleski (chair), Cheryl Olsen (vice-chair), Allen Archie (council representative), Marlene Zaleski, and Kathy Billie.

The commission spent a significant part of the working on their Parks and Recreation Plan and determining the future direction of the commission.

Each member received training on the roles and responsibilities of Parks and Recreation Commission members including the open meetings act.

Meeting dates and summaries

January 5th, 2018

This was an organizational meeting to determine chair, vice chair, and secretary and started working on the Plan. A discussion on the plans and goals for the commission.

March 1st, 2018

Conducted a training including open meeting act. Brainstormed ideas for committee. Supported pond project. Discussed CDBG application for Bluff Valley.

April 5th, 2018

Discussed options for fundraising. Discussed dogs in park. Discussed trail in Jungles.

May 3rd, 2018

Worked on Book Walk. Looked at little libraries. Worked on Recreation Plan. Discussed dogs in park.

June 21st, 2018

Walked through Bluff Valley Park and determined priorities.

July 5th, 2018

Worked on Parks and Recreation Plan. Discussed trail by Jungles. Discussed dogs in park. Discussed Kelden's route up Bluff. Discussed Little Library.

August 2nd, 2018

Decided not to allow trail spur in Jungles after receiving a petition from residents. Gave staff permission to apply for GRHF grant for bicycle repair station. Reviewed work done at park by high school students.

September 6th, 2018

Passed a resolution recommending adoption of Parks and Rec Plan. Discussed dogs in park. Discussed a bocce ball court and an ADA section of the park.

October 4th, 2018

Discussed Bocce ball court and dogs in park.

November 11th, 2018

Discussed ADA section of park. Received grant for bicycle repair station. Listened to a presentation from Kelden Witt about the Bluff Trail.

		2018 Status of Goals		
Master Plan	Completed	Partially Completed	Not Completed	Notes
	Branding			
	Valuation Training			
	USDA grant for US-2	Retail Trade Analysis		Michigan will cover this as part of the county wide economic plan in early 2019
		Bicycle Repair Station	Manhole Training and Equipment	Received Funding and purchased Trying to bring a class up here
	Thank you notes	PASER Study		
	Planted Street Trees		Clearboarding vs Plywood	
	Redevelopment Ready Sites			
	Adopt a lot			
	Facebook account			
	PopUp Shops			
	Tactical Urbanism			
	Community Calendar			
	Colorful Crosswalks			
			Map out snow management problem areas	May start this winter
			Pursue aesthetic enhancements for US-2	Depends on decision made
	Update Zoning Code			
	Incentives for ground floor retail and upper level residential			
			Dress up downtown for ski town image	DDA was uncertain if they were going to purchase 221 S Sophie so they didn't want to spend additional funds this year
	Create Winter Trail (2!)			
		Develop better access to Iron Belle Trail from neighborhoods		The Jungles didn't want the trail
			Implement color and lighting treatment	See above
	Prioritize the reuse of vacant and underutilized properties			

	Completed	Partially Completed	Not Completed	Notes
DDA Plan	General Marketing (brochures)			
	Flowers			
	PopUp Shops			
	Zoning updates			
Parks and Rec			No Plan	
Marketing	Consistent Branding			
	Social Media			
	Updated Michigan.org			
	Advertised lots with RRC			
	Support Arts Council			
CIP		Replacing Bluff Tank		Received Funds to upgrade with 2021 Project
		Water and Sewer Mains near US-2		Received Funds to upgrade with 2021 Project
		Replacing Tilden water Main		Received Funds to upgrade with 2021 Project
		Replacing water and sewer Main to Yale		Received Funds to upgrade with 2021 Project
		Replacing sanitary and storm Sewer Sand Pit areas		Received Funds to upgrade with 2021 Project
		Replacing storm Eli Ave		Received Funds to upgrade with 2021 Project
	Purchase Sand Truck			
	Purchased level			
	Upgraded Welcome to Bessemer signs			
	Codified Ordinances			
	Website	Started updating Charter		
	Tore down 206 S Sophie			
	Boosting reserve/ retirement		Purchase pick-up truck	



2019

Timeline	Action Item	Responsible Party	Invested Parties	Funding Source	Plan Item
2019	Yale Ditching	DPW, Manager		Local and Major Street Funds	Infrastructure
2019	East End Storm Water Drainage	DPW, Manager		Local and Major Street Funds, Special Assessment	Infrastructure
2019	Bluff Valley Pavilion Roof Replacement	DPW		General Fund, MDNR Grants	Recreation
2019	Bluff Valley Brick Building	DPW		General Fund, MDNR Grants	Recreation
2019	Implement a wayfinding signage system	City/DDA	City/DDA	DDA	Natural and Cultural Resources
2019 and ongoing	Vacant Building Registry	Council, manager, Building Inspector		General Fund	Buildings
2019 and ongoing	Clean up day	Volunteers, manager		General Fund	Buildings
2019	Implement appropriate "best practices" for snow management	Public Works	City	City	Winter City Bessemer
2019 and ongoing	alumni email list	Manager, volunteers		General Fund	Economic Development, Public Participation



Ongoing	Thank you notes	Council, Manager		General fund	Buildings
Ongoing	Clearboarding vs Plywood	Planning Commission, Council, Manager		General Fund	Buildings
Ongoing	Planting Street Trees	DPW		General Fund, MDNR	Environmental Consciousness
Ongoing	Adopt a Property Maintenance Code	Council, Manager		General fund	Buildings
Ongoing	Adopt a lot	Volunteers	City of Bessemer		Buildings
Ongoing	Redevelopment Ready Sites	Manager, intern		General Fund	Buildings, Economic Development
Ongoing	Facebook	Manager, Administrative Assistant		General Fund	Economic Development, Public Participation
Ongoing	Pop Up Shops	DDA	City of Bessemer	Tax Increment Financing	Economic Development
Ongoing	Tactile Urbanism	DDA, volunteers	City of Bessemer	Tax Increment Financing	Economic Development
Ongoing	Community Calendar	Ironwood Chamber of Commerce	City of Bessemer		Economic Development
Ongoing	Colorful crosswalks	DPW		Major Street Fund	Economic Development, Transportation

Capital Improvements Plan

A Capital Improvements Plan (CIP) is a multi-year planning instrument used to identify needs and financing sources for public infrastructure improvements. The purpose of a CIP is to facilitate the orderly planning of infrastructure improvements; to maintain, preserve, and protect the community of Bessemer's existing infrastructure system; and to provide for the acquisition or scheduled replacement of equipment to ensure the efficient delivery of services to the community. The CIP is also utilized to ensure that capital improvements are fiscally sound and consistent with the goals and policies of the governing body and the residents of the community.

A comprehensive CIP is an essential tool for the planning and development of the social, physical, and economic wellbeing of the community. This process is a necessary step in an organized effort to strengthen the quality of public facilities and services; provide a framework for the realization of community goals and objectives; and provide a sound basis on which to build a healthy and vibrant community.

The CIP informs Bessemer residents and stakeholders on how the municipality plans to address significant capital needs over the next six years. The CIP provides visual representations of the community's needs including maps that detail the timing, sequence, and location of capital projects. The CIP can also influence growth because infrastructure can impact development patterns.

Some of the many benefits that the CIP provides for the residents and stakeholders include:

- Optimize the uses of revenue
- Focus attention on community goals, needs, and capabilities
- Guide future growth and development
- Encourage efficient government
- Improve intergovernmental and regional cooperation
- Help maintain a sound and stable financial program
- Enhance opportunities for the participation in federal and/or state grant programs

The projects identified in the CIP represent the community's plan to serve residents and anticipate the needs of a dynamic community. Projects are guided by various development plans and policies established by City Council and administration. Plans and policies include: Zoning Ordinance, Master Plan, Downtown Development Authority Plan, and the Sewer and Water Plan.

New tank for fire truck	Usda rd	\$10,000							\$10,000		
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Streetscaping

Item	Finance Plan	Total Cost	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
US-2 Beautification	TAP/ State infrastructure bank	\$200,000					\$100,000 (\$20,000)	\$100,000 (\$20,000)	
Welcome to Bessemer signs	MSHDA, DDA	\$15,000		\$15,000 (\$0)					

Miscellaneous

Item	Finance Plan	Total Cost	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
Codification	General Fund	\$15,000			\$15,000				
New Charter	General Fund	\$10,000		\$10,000					
Website	General Fund	\$5,000		\$5,000					
Tearing down 206 sophie	Dda and General Fund	\$32,000		\$24,000	\$8,000				
Boosting reserve/retirement	General Fund	\$100,000		\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	

DDA Plan

Budget

Yearly Revenue

Fiscal Year	Expected Revenue
2017/18	\$ 52,421.90
18/19	\$ 53,461.02
19/20	\$ 54,510.52
20/21	\$ 55,570.53
21/22	\$ 56,641.13
22/23	\$ 57,722.44
23/24	\$ 58,814.56
24/25	\$ 59,917.60
25/26	\$ 61,031.68
26/27	\$ 62,156.89
27/28	\$ 63,293.36
Total	\$ 635,541.62

Yearly Expenses

	Expenses	Amount
2017/18	Marketing Training	\$500
	General Marketing	\$500
	Public Facility Maintenance and Upgrades	\$5,000
	Flowers	\$4,000
	Beautification	\$2,000
	Pop-Up Shops	\$17,500
	Discretionary	\$21,000
	Total	\$50,500
2018/19	General Marketing	\$500
	Public Facility Maintenance and Upgrades	\$5,000
	Flowers	\$4,000
	Beautification	\$2,000
	Pop-Up Shops	\$17,500

	Discretionary	\$ 24,461.02
	Total	\$53,461
2019/20	Marketing Training	\$500
	General Marketing	\$500
	Public Facility Maintenance and Upgrades	\$5,000
	Flowers	\$4,000
	Beautification	\$2,000
	Pop-Up Shops	\$7,000
	Façade Assistance	\$10,500
	Discretionary	\$ 25,010.52
	Total	\$54,511
2020/21	General Marketing	\$500
	Flowers	\$4,000
	Beautification	\$5,000
	Public Facility Maintenance and Upgrades	\$5,000
	Pop-Up Shops	\$7,000
	Façade Assistance	\$10,500
	Discretionary	\$ 23,570.53
	Total	\$55,571
2021/22	Marketing Training	\$500
	General Marketing	\$500
	Public Facility Maintenance and Upgrades	\$5,000
	Flowers	\$4,000
	Beautification	\$5,000
	Pop-Up Shops	\$7,000
	Façade Assistance	\$10,500
	Discretionary	\$ 24,141.13
	Total	\$56,641
2022/23	General Marketing	\$500
	Public Facility Maintenance and Upgrades	\$5,000
	Flowers	\$4,000
	Beautification	\$2,000
	Pop-Up Shops	\$7,000
	Façade Assistance	\$10,500
	Wayfinding and signage	\$5,000
	Discretionary	\$ 28,722.44
	Total	\$62,722



Parks & Recreation

Table 2: Capital Improvements Schedule for Proposed Projects

Future Projects

When the City of Bessemer asked for feedback on the Bluff Valley Park, the City received fantastic feedback. The City received such great feedback that the Parks and Recreation Commission had to prioritize the projects based on cost and maintenance needs. The Commission will slowly start tackling several projects. Some projects will not be able to be undertaken by the Commission however, the commission will assist other committees or groups in pursuing certain activities.

2018/19

Item	Potential Funding	Amount	Potential Partners
Fix Basketball lights, update hoops	General Fund	\$0	Schools
Replace Swings	General Fund	\$60/ swing	
Replace material under equipment	General Fund	\$1000	
Install Climbing hooks in Bluff	General Fund	\$200	
Jungles Loop	Walmart Foundation	\$200	
Book Walk	Library Fund	\$50	Library Board
Install Community Pond sign	Mini Grant	\$2,000	School District
Safety Assessment of Dam	DNR funding		School District, DNR, USFS, Gogebic Conservation District, Trout Unlimited
Signs for Flora	Gogebic Conservation District		USFS

2019/20

Item	Potential Funding	Amount	Potential Partners
Convert Tennis Courts into Basketball courts	General Fund	\$1,500	
Reroute/ fix up Bluff Trail	General Fund, Hospital Foundation	\$1,000	
Improve Trail signage for Cross Country Ski Trail and Snowshoeing Trail. Replace south Bridge on Ski route	General Fund, CDBG	\$16,600	
Create an ice rink complete with lights where the current warming shack is located. Create a warming area	General Fund, CDBG	\$44,950	
Bluff Valley Loop Improvements	General Fund, CDBG	\$16,600	Friends of the Trail
Tackle Goose Problem	General Fund	\$150	
Replace Pavilion Roof	General Fund	\$12,000	
Install Little Libraries	General Fund, Library Fund	\$500	Gogebic Range Wood Carvers
Excavate Pond and fix up dam	DNR Grant Funding		School District, DNR, USFS, Gogebic Conservation District, Trout Unlimited
Remove White Pine by dam	General Fund, DNR Grant funding	\$500	
Tributary Stream Habitat Improvement	DNR Grant funding		School District, DNR, USFS, Gogebic

			Conservation District, Trout Unlimited
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2020/21

Item	Potential Funding	Amount	Potential Partners
Stairs from 1 st Ave to Iron Belle Trail	General Fund, Hospital Foundation	\$1,000	Bessemer Plywood, Friends of the Trail
Install Ceiling above engine in Bluff Valley Park	General Fund	\$2,500	

2021/22

Item	Potential Funding	Amount	Potential Partners
Yale Loop to Iron Belle Trail	General Fund, Hospital Foundation, DNR Fund	\$4,000	Friends of the Trail

2022/23

Item	Potential Funding	Amount	Potential Partners
Walking Trail around perimeter of park	General Fund, Hospital Foundation, DNR Trust Fund	\$30,000	
ADA Bathrooms	General Fund, Hospital Foundation, DNR Trust Fund	\$20,000	
ADA Play Equipment	General Fund, Hospital Foundation, DNR Trust Fund	\$5,000	



Be

Driven

Michigan
Bessemer

Bessemer's Marketing Strategy

What we are

- A small, affordable town centered in the outdoors with miles of motorized and non-motorized trails and an up and coming art scene.

What we want to expand

- Trail town
- Vibrant art community
- Retirement community
- Telecommuting community
- Thriving historic downtown with restaurants, art galleries, and outdoor recreation shops
- Thriving industrial park

How we are going to get there

- Redevelopment Ready Site Marketing
- Personal Outreach to developers
- Supporting the Arts Council
- Consistent branding
- 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

Personal outreach to developers

Attract businesses that provide services people utilizing the trail enjoy. Send out personalized development packets to developers and businesses

Consistent branding

Use consistency on all our signs, wayfinding, and online presence

Social Media

Showcase our beautiful trails on our facebook page. Look at reaching out to developers on linked-in.

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.

Improving online profile ie. Posting on Michigan.org

Showcase our beautiful trails

Wayfinding

Help people find the trail and from the trail find our downtown and Bluff Valley Park.

Thriving historic downtown

Core Message: The City of Bessemer is experiencing a revitalization in our historic downtown with numerous shops opening.

Redevelopment Ready Site Marketing

We have three lots 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

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

Social Media

Assist in selling our downtown as a fun place to be on facebook. Explore connecting with developers on Linked-in

Consistent branding

Include branding on built fixtures and signs when appropriate.

Newsletter and E-blast

Send information about DDA engagement and activities. Gather lists of people who graduated from Bessemer.

Improving online profile

Post on Michigan.org our assets

Wayfinding

Help people find our downtown from US-2, Iron Belle Trail, and Bluff Valley Park

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.

Personal outreach to developers

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

Social Media

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

Improving online profile ie. Posting on Michigan.org

Showcase Bessemer as a wonderful location for people to telecommute

Vibrant art community

Core Message:
Bessemer has an incredible underground art scene. The town is extremely affordable to live in allowing for more time to spend on your artistic endeavors.

Redevelopment Ready Site Marketing

Showcase our affordability of space to help artist start out. Advertise with MEDC

Support Arts Council

This will help the arts community grow and connect

Social Media

Showcase our beautiful existing art scene on facebook.

Newsletter and E-blast

Showcase our beautiful existing art scene. Look to collect graduate's email addresses

Improving online profile ie. Posting on Michigan.org

Showcase our beautiful existing art scene

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.

Personal outreach to developers

Look to recruit businesses retired people enjoy. Send personalized development packets and explore utilizing linked-in to reach out.

Support Arts Council

Look to continue to attract arts to attract retired people.

Social Media

Sell Bessemer as a wonderful, affordable place to retire on facebook. Explore utilizing Linked-in to reach out to Developers.

Newsletter and E-blast

Sell Bessemer as a wonderful, affordable place to retire especially to people who graduated from Bessemer.

Improving online profile ie. Posting on Michigan.org

Sell Bessemer as a wonderful, affordable place to retire

Thriving industrial park

Core Message:

Bessemer 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 empty lots in the industrial area which could be filled with light industrial businesses. Utilize MEDC's advertising.

Personal outreach to developers

Look at attracting developers that are complementary to our current businesses. Send personalized development packets as well as explore utilizing Linked-in to contact developers. Coordinate with WUPPDR, MEDC, and InvestUP on these parcels.

MSU First Impression's Suggestions

Business Community

Idea	How to execute	Ease of execution	Partners	Timeline
Update Trip Advisor, Yelp, and Google	Work with MSU-ex to train businesses. Have the city (or intern) list attractions like the Bluff		MSU-ex, Chamber	
Improve Shopping Options				
Improve variety of restaurants, coffee shops, family friendly	See if we can get a satellite business in Bessemer. Maybe a tap room. Reach out to local coffee shops. Host short term popups			
Host training series on customer service and tourism	Work with MSU-ex to train businesses.		MSU-ex, Chamber	
Paint windows on vacant buildings	Work with school's art program and/ or blow up old pictures		School, historical society	
More Airbnb, VRBO, etc	See if Laura at the box may be interested in contacting people who own snowmobile houses			
Municipal campground	Help campground near city feel more a part of the city	Starting a muni, not very practical		
Host monthly or quarterly meetings with all business owners	Invite business owners to Branding Committee			
Improve Facebook	Work with MSU-ex to train businesses.		MSU-ex, Chamber	

US-2

Idea	How to execute	Ease of execution	Partners	Timeline
improve Curb appeal				2021
Improve Wayfinding				2021
Make safer for pedestrians				2021
Sandwich boards pointing out attractions				2021
Work with DDA to help cover landscaping costs on US-2				2021
Slow people down!				2021

General Tourism needs

Idea	How to execute	Ease of execution	Partners	Timeline
Market area as outdoor attraction	Work with neighboring communities		Copper Peak, Pure MI, EDO	

Develop an App for tourists	Maybe a county wide one with trails? Not sure how successful a local one would be			
Public Restrooms	Look at applying for composting ones at Iron Belle. Figure out how to open bathrooms at park			
Visitor Center	Map at trailhead. Map on US-2			
Update Website with more things relevant to Bessemer	Gradual process			
Improve Cultural Offerings	Winter Festival: Burning Snowman		Nicole Lotti?	

Miscellaneous

Idea	How to execute	Ease of execution	Partners	Timeline
Better explain flags at ethnic commons park	Not necessary			
Make Ethnic Commons more ADA accessible near pavilions.	Long term			Long term
Weave narrative of how awesome Bessemer is from community member's perspective	Dustin video idea. Maybe utilize an intern next summer?			

Improve awareness of
Bluff

Trip advisor, signage on US-2, map out trails

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