

# EAST BAY CHARTER TOWNSHIP MARKETING PLAN



Welcome



# MARKETING PLAN OVERVIEW

## **INTRODUCTION:**

This marketing plan was developed to support the township's efforts to obtain Redevelopment Ready Communities certification through the Michigan Economic Development Corporation (MEDC).

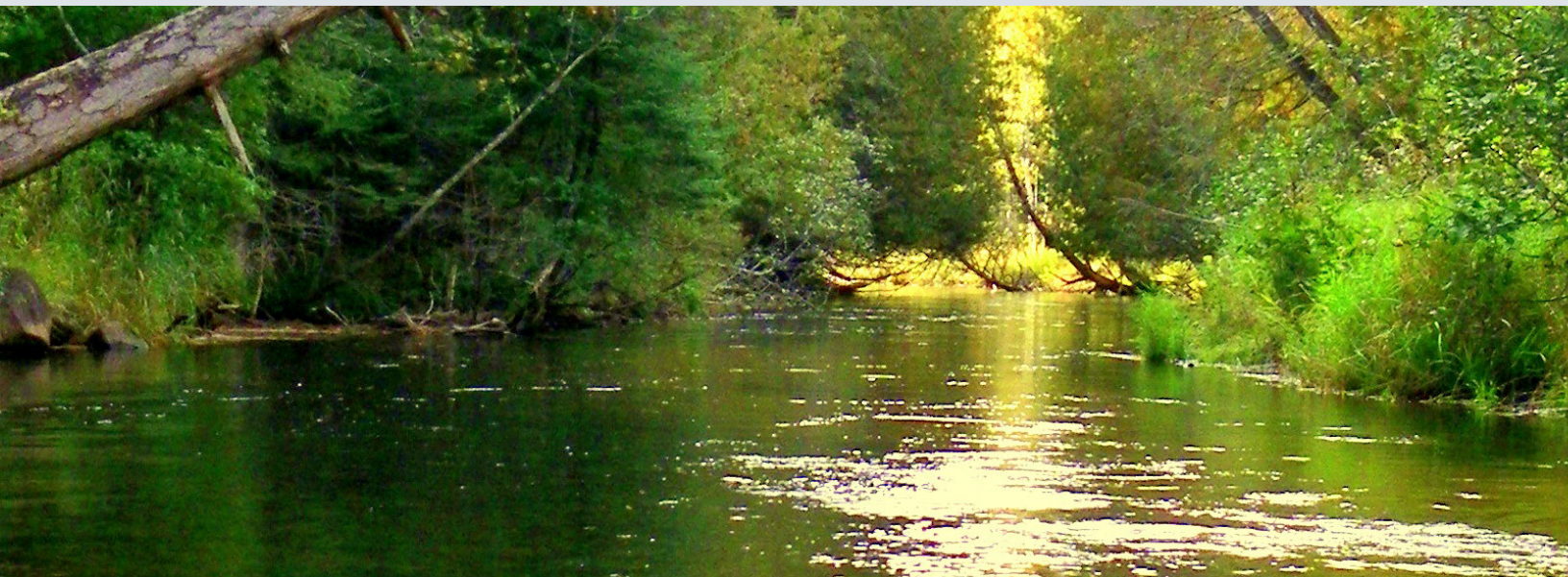
## **PURPOSE:**

The purpose of this marketing plan is to guide the township's marketing and communications efforts as it applies and obtains RRC certification and executes its Master Plan and economic development strategy. This includes the placemaking and economic development efforts to support the strategic and sustainable growth of the East Bay Beach and the East Bay Corners Districts.

## **TOWNSHIP MARKETING STRATEGIC VISION:**

East Bay Township will continue to be a vital part of the greater Grand Traverse community. The Township will retain significant areas of attractive

natural features that are protected, yet enjoyed in a sustainable manner by residents and visitors. Inland lakes, the East Bay shoreline, streams and tributaries, and sensitive wetlands will be protected and enhanced through low impact development practices and natural features preservation. The neighborhoods of the Township will include a diverse range of attractive housing options to serve the needs of the entire spectrum of current and future Township residents. They will offer high quality public utilities and services and will be connected through a range of transportation options. Commercial and industrial development will support a growing workforce in the Township as well as support tourism in the region. The land uses in the community will be arranged in keeping with this vision, encouraging more intense and diverse land uses in the northern portions of the Township with less intense or intrusive uses and activities in the southern two-thirds of the Township.



# EAST BAY CHARTER TOWNSHIP SWOT ANALYSIS

East Bay Charter Township, acknowledging its growth trends, recently published its new [Master Plan](#), the [East Bay Beach District Vision & Action Plan](#), and the [East Bay Charter Township 2025 Economic Development Strategy](#), each noting the strengths, weaknesses, opportunities, and threats to the Township's current status and its long-term vision. For the purposes of this marketing plan, items in each category were identified from these documents to inform the marketing and messaging to enhance positive attributes and opportunities or counter the harmful attributes and threats to achieving the growth and development goals of the Township.

HELPFUL	HARMFUL
<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Mix of natural and developed assets and amenities</li> <li>• Quality of life</li> <li>• Future land use map identified areas for development</li> <li>• Abundance of public assets (township parks, trails, Farmers' Market, library, schools, State Park and recreational waterways)</li> <li>• Regional population growth of nearly 11% since 2010, outpacing U.S. and Michigan averages</li> <li>• More affordable housing in a competitive region than other townships</li> <li>• Multi-industry commercial properties for manufacturing, technology, retail, services, etc.</li> <li>• Cherry Capital Airport (TVC): A rapidly growing regional hub with record-breaking passenger traffic and 21 nonstop flights to major U.S. cities, enhancing connectivity and making the area highly accessible for business, residents, and visitors</li> <li>• Engaged community and plans for East Bay Beach, Econ. Dev. &amp; Master Plan in place</li> <li>• Branding developed for Township, East Bay Beach, and East Bay Corners Farmers Market.</li> <li>• Economic Vibrancy: The Grand Traverse region ranks #12 for 'Economic Strengths Ranking' out of 543 micropolitan statistical areas nationally</li> </ul>	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>• Limited current social media presence</li> <li>• Limited Multi-family housing and missing middle housing options</li> <li>• Low housing vacancy rates</li> <li>• Less engaged younger population in Township governance and planning</li> <li>• Limited multimodal transportation systems to connect neighborhoods, schools, and commercial districts</li> <li>• Funding opportunities for placemaking efforts</li> <li>• Tourism industry is summer-focused and seasonally dependent.</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• East Bay Corners branding and full district community engagement and corridor plan</li> <li>• Adoption of an East Bay Beach District Corridor Improvement Authority</li> <li>• Priority development sites in Township districts and industrial parks</li> <li>• Brand association with Michigan's Creative Coast, Traverse City Tourism, and Grand Traverse region business attraction efforts</li> <li>• Zoning update to allow housing at price points and sizes to suit single residents and smaller families</li> <li>• Trail and pedestrian connections linking existing systems</li> <li>• Commercial investment possibilities for multi-use community-focused amenities</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Differentiation in community and resident priorities</li> <li>• High demand for development</li> <li>• Availability of funding for economic development projects</li> <li>• Environmental and climate resiliency</li> <li>• Growth and the impact on traffic, resources, etc.</li> <li>• Regional competition for development (Village of Kingsley, Garfield Township)</li> </ul>

# EAST BAY TOWNSHIP ASSETS

PUBLIC AMENITIES	NATURAL ASSETS	CULTURAL AND LIFESTYLE AMENITIES	EMPLOYERS AND BUSINESS HQS
<ul style="list-style-type: none"> <li>• Township Parks and Recreation Facilities:               <ul style="list-style-type: none"> <li>◦ Pinegrove Park</li> <li>◦ Gens Park</li> <li>◦ Arbutus Lake No. 5 Park</li> <li>◦ Grace Macdonald Park</li> <li>◦ Killingsworth Park</li> <li>◦ Pines Park</li> <li>◦ Kelly Park</li> <li>◦ Holiday Woodlands Natural Area</li> </ul> </li> <li>• Keith J/ Charters State Park</li> <li>• Traverse City Cherry Capital Airport</li> <li>• Public &amp; Private Schools:               <ul style="list-style-type: none"> <li>◦ East Middle School</li> <li>◦ Cherry Knoll Elementary</li> <li>◦ Courtade Elementary</li> <li>◦ Grand Traverse Academy</li> <li>◦ St. Elizabeth Ann Seton Middle School</li> <li>◦ Traverse City High School</li> </ul> </li> <li>• East Branch Public Library</li> <li>• East Bay Township Hall</li> <li>• East Bay Corners Farmers' Market</li> <li>• State Forest Campground</li> <li>• VASA Trails</li> <li>• Brown Bridge Quiet Area</li> <li>• Camp Grelick County Park</li> <li>• Reffitt Nature Preserve</li> </ul>	<ul style="list-style-type: none"> <li>• Waterways:               <ul style="list-style-type: none"> <li>◦ Grand Traverse Bay</li> <li>◦ Boardman-Ottaway River</li> <li>◦ Forest Lakes</li> <li>◦ Mitchell Creek Watershed</li> </ul> </li> <li>• Baker Creek Watershed</li> <li>• Farmland</li> <li>• Woodlands</li> <li>• Tree Canopy</li> <li>• Wetlands</li> </ul>	<ul style="list-style-type: none"> <li>• TART Trail</li> <li>• BATA Bus System</li> <li>• Timber Ridge Campground &amp; RV Park</li> <li>• Centre Ice</li> <li>• Lakemore Resort</li> <li>• Elmbrook Golf Course</li> <li>• Grand Traverse Regional Land Conservancy</li> <li>• Mt. Holiday</li> <li>• Oleson's Plaza East</li> <li>• Don Orr Ski N' Beach Haus</li> <li>• Don's Drive In</li> <li>• Hopscotch Brick Oven &amp; Taproom</li> <li>• Red Mesa Grill</li> <li>• Smoke and Porter</li> <li>• Cuppa Joe Eastside</li> <li>• Bayside Market</li> <li>• Einstein Cycles</li> <li>• TC Watersports</li> <li>• Blue Sky Rentals</li> <li>• Break'N Waves</li> <li>• MI Sauna</li> <li>• Swing Theory Indoor Golf</li> <li>• Green Mitt Carwash</li> <li>• Cherry Capital Ink</li> </ul>	<ul style="list-style-type: none"> <li>• Hilbert's Honey</li> <li>• Quantum Sails</li> <li>• Spicer Group</li> <li>• Windemuller</li> <li>• Maxwell Medals</li> <li>• Gosling Czubak Engineering</li> <li>• Grand Traverse Container</li> <li>• Peninsula Construction &amp; Design</li> <li>• Bay Area Family Care</li> <li>• Shoreline Endodontics</li> <li>• FrontierUS</li> </ul>

# EAST BAY TOWNSHIP BRANDING & GRAPHIC ASSETS

BRANDS	BRAND ASSETS	LOGO	BRAND IMAGE & VOICE
East Bay Township	<ul style="list-style-type: none"> <li>• Logo</li> <li>• Color Palette</li> <li>• <a href="#">Photography</a></li> <li>• <a href="#">Website</a></li> </ul>	 <p>The logo for East Bay Charter Township features a circular emblem with a blue border. Inside the circle, there are green pine trees and a blue body of water with white waves. The text "EAST BAY CHARTER" is arched above the circle, and "TOWNSHIP" is written below it.</p>	<ul style="list-style-type: none"> <li>• Community service focus</li> <li>• Support services and information</li> <li>• Informative</li> <li>• Confident</li> <li>• Friendly</li> <li>• Services for all: businesses, developers, and residents</li> <li>• Family-friendly community</li> <li>• Livable</li> <li>• Rural and urban</li> <li>• Accessible</li> </ul>
East Bay Beach District	<ul style="list-style-type: none"> <li>• Logo</li> <li>• Color Palette</li> <li>• Typography</li> <li>• <a href="#">Photography</a></li> <li>• <a href="#">Website</a></li> <li>• Business Directory</li> <li>• Taglines and Digital Campaign Keywords</li> <li>• Brochure</li> <li>• Banners</li> <li>• Road and Trail Signage</li> <li>• Bus Wraps</li> </ul>	 <p>The logo for East Bay Beach District is a circular emblem with a blue border. It features a stylized sun, a tree, and waves. The text "EAST BAY" is arched above the circle, and "BEACH DISTRICT" is written below it.</p>	<ul style="list-style-type: none"> <li>• "Where Sun Meets Shore"</li> <li>• "Dine, Stay, Play"</li> <li>• "We're Glad You're Here"</li> <li>• "Love the East Side"</li> <li>• Let's Meet at the Shore"</li> <li>• Beautiful Lake Michigan</li> <li>• Sun and fun on the waterfront</li> <li>• Plentiful hotel and dining options</li> <li>• Everything you want in a vacation in one destination</li> <li>• Fun for everyone</li> <li>• Hidden gem</li> <li>• Get around any way you want - car, bike, walk</li> <li>• Vibrant</li> <li>• Thriving</li> <li>• Beach day destination</li> </ul>
East Bay Corners Farmers' Market	<ul style="list-style-type: none"> <li>• Logo</li> <li>• Brand Graphics</li> <li>• Colors</li> <li>• Typography</li> <li>• <a href="#">Photography</a></li> <li>• Signage</li> <li>• Social Media (<a href="#">Facebook</a> and <a href="#">Instagram</a>)</li> </ul>	 <p>The logo for East Bay Corners Farmers Market features a stylized bee on the left, a banner with "EAST BAY CORNERS" above it, and the words "FARMERS MARKET" in a large, bold font. Below the text are illustrations of various fruits and vegetables.</p>	<p>Purpose: Provide fresh and locally grown produce and goods to the public, educate the public, forge partnerships with local farmers and community partners, and create a community gathering space at the Township Hall.</p> <ul style="list-style-type: none"> <li>• Fresh produce where you live</li> <li>• Eat Local - Shop Small</li> <li>• Essential resource for local residents</li> <li>• Fun and fresh - one stop for the community</li> <li>• Community-centric gathering place</li> <li>• Season's best produce and goods</li> <li>• Friendship, community, and entertainment</li> </ul>
East Bay Corners (Proposed)	<p>Have:</p> <ul style="list-style-type: none"> <li>• <a href="#">Photography</a></li> <li>• Property Profiles</li> </ul> <p>To be developed:</p> <ul style="list-style-type: none"> <li>• Logo</li> <li>• Brand Graphics</li> <li>• Colors</li> <li>• Typography</li> </ul>	<p>TBD</p> <p>Recommendation to utilize the Wordmark from the Farmers' Market logo for "East Bay Corners" for consistent identification of future attractions.</p>	<ul style="list-style-type: none"> <li>• Welcoming to residents and businesses</li> <li>• Fresh and new multi-use area for all your needs</li> </ul>

# EAST BAY TOWNSHIP LOGOS & COLORS



Dark Blue  
 RGB 34, 68, 134  
 CMYK 75, 49, 0, 47  
 Hex #224486



Dark Green  
 RGB 19, 73, 44  
 CMYK 74, 0, 40, 71  
 Hex #13492c



Dark Teal  
 RGB 16, 78, 90  
 CMYK 92, 57, 50, 32  
 Hex #104e5a



Med. Teal  
 RGB 26, 117, 127  
 CMYK 86, 39, 44, 11  
 Hex #1a757f



Light Teal  
 RGB 26, 160, 166  
 CMYK 78, 17, 36, 0  
 Hex #1aa0a6



Dark Yellow  
 RGB 227, 161, 78  
 CMYK 10, 40, 80, 0  
 Hex #e3a14e



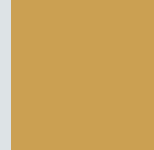
Black  
 RGB 0, 0, 0  
 CMYK 0, 0, 0, 90  
 Hex #000000



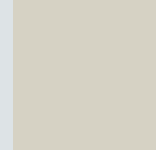
Tan/Green  
 RGB 155, 148, 95  
 CMYK 37, 30, 70, 3  
 Hex #9cad4a



Coral  
 RGB 229, 106, 84  
 CMYK 3, 73, 70, 0  
 Hex #E56A54



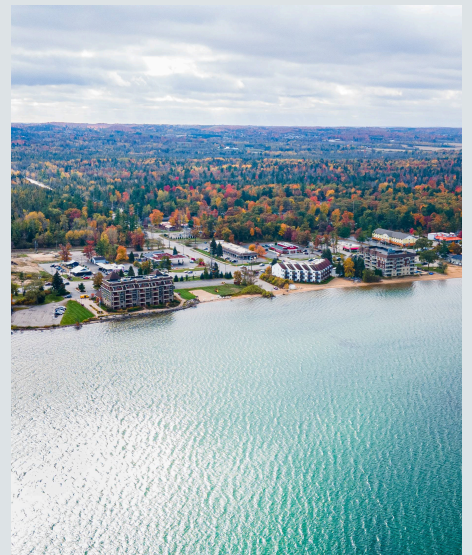
Mustard Yellow  
 RGB 203, 160, 82  
 CMYK 15, 35, 77, 2  
 Hex #cba052



Light Tan  
 RGB 214, 210, 196  
 CMYK 3, 5, 15, 2  
 Hex #d6d2c4

Full brand guides included at end of document.

# EAST BAY TOWNSHIP PHOTOGRAPHY SAMPLE



# MARKETING GOALS

- 1. Promote housing and commercial real estate development opportunities to those within and outside the Township.**
  - a. Promote development of East Bay Corners as a mixed use, multimodal center through public-private partnerships and investment
  - b. Promote redevelopment and expansion of placemaking efforts in the East Bay Beach District
  - c. Promote existing and future Industrial Park sites for development
  - d. Promote priority redevelopment sites in the East Bay Beach District and East Bay Corners
- 2. Promote entrepreneurial and business growth and expansion opportunities to startups and established businesses within and outside of the Township.**
  - a. Promote commercial and office spaces for startups and for businesses expanding into East Bay Township and the Grand Traverse region
  - b. Recruit businesses providing goods and services to township residents, tourists, and businesses to reduce market leakage outside the Township
- 3. Promote East Bay Township's lifestyle amenities and recreational assets to as an ideal vacation destination for families, young professionals, and retirees.**
- 4. Promote East Bay Township to those seeking high-quality lifestyle and career options within the Grand Traverse region and the State of Michigan.**
- 5. Encourage current Township residents to engage in the Township's governance and participate in a wide range of public-facing engagement and volunteer opportunities.**

# MARKETING OBJECTIVES

- 1. Promote housing and commercial real estate development opportunities to those within and outside the Township.**
  - a. Increased interest and engagement by housing and commercial real estate developers, construction companies, and investors. *Metric: Number of email inquiries and meetings/permits and proposals submitted - YOY*
- 2. Promote entrepreneurial and business growth and expansion opportunities to startups and established businesses within and outside of the Township.**
  - a. Increased number of businesses operating within the Township, East Bay Beach District, and East Bay Corners *Metric: Number of DBA filings within the Township - YOY*
- 3. Promote East Bay Township's lifestyle amenities and recreational assets to as an ideal vacation destination for families, young professionals, and retirees.**
  - a. Increased occupancy rates for Township hotels and campgrounds *Metric: Occupancy rates for hotels in the Township - YOY*
  - b. Increased tourism economic impact within the Township. *Metrics: Traverse City Tourism Economic Impact reports*
- 4. Promote East Bay Township to those seeking high-quality lifestyle and career options within the Grand Traverse region and the State of Michigan. *Metric: Traverse Connect Regional Dashboard***
  - a. Continued population growth and housing occupancy percentages
  - b. Empower East Bay Township Michigan's Creative Coast Northern Navigator representative with East Bay Township-specific housing, career, and lifestyle information.
- 5. Encourage current Township residents to engage in the Township's governance and participate in a wide range of public-facing engagement and volunteer opportunities.**
  - a. Increased participation in Township boards, commissions, focus groups and surveys *Metric: Board and commission vacancy rate - YOY & Survey/focus group participation rate increase over past rates - YOY.*

# MARKETING AND COMMUNICATIONS STRATEGY & MESSAGING PLAN

The Marketing and Communications Strategy & Messaging Plan that follows details the following:

- The strategic communication vision for East Bay Township staff to leverage for the development of social media messaging, email communications, and website postings, and media releases
- The document details the approach used in developing the detailed messaging plan
- Key messages that inform all messaging to all audiences
- Detailed channel-specific messaging and audience charts with detailed engagement strategies for staff and partner organizations

## RECOMMENDATIONS

- Add social media channels for specific districts and the Township itself:
  - East Bay Township: LinkedIn (Business and Development Marketing/Talent Attraction)
  - East Bay Beach District: Instagram (Tourism and Talent Attraction)
- Create a brand identity for East Bay Corners to support the diverse range of businesses, developments, housing options, recreational opportunities and more.

## CURRENT REGIONAL MARKETING EFFORTS

**Traverse Connect**, the regional economic development and business support organization for the Grand Traverse region, leads current business attraction and expansion efforts in Grand Traverse County, including the County's Tax-Exempt Revenue Bond program. It also leads marketing efforts for the regional talent attraction and retention brand, **Michigan's Creative Coast**. **Venture North** is the region's Community Development Financial Institution and supports the region's entrepreneurs and emerging small businesses. **Traverse City Tourism** represents lodging and accommodations members throughout the micropolitan region and markets Traverse City as a travel destination inside and outside Michigan. Traverse City Tourism has assessment districts that cover Grand Traverse and Benzie Counties and a portion of Antrim County. The majority of TCT's funding is generated by the 5% assessment collected from guests on their overnight stays.

The East Bay Charter Township Marketing plan aligns with the current marketing and messaging utilized by these partner organizations that speak to the entrepreneurial economy in Grand Traverse County and the quality of life offered in East Bay Township, and the region as a whole. A significant driver for new business and talent attraction is tourism, and this is even more significant a factor here in the Grand Traverse region. The marketing and messaging from Traverse City Tourism emphasizes the quality of life amenities and attractions that year-round residents cite as their favorite destinations.

# PRIORITY SITES FOR MARKETING

As defined by the MEDC, Redevelopment Ready Sites (RRSites) are properties identified and targeted by the community as prime for investment. This approach is particularly effective for vacant, obsolete, or underutilized properties within walkable downtowns and neighborhoods, as it supports the reuse and enhancement of existing infrastructure, returns previously idle parcels to the tax rolls, and advances community goals for creating a stronger sense of place. There are several parcels within East Bay Township that have potential for redevelopment, higher density, and mixed-use. Existing zoning regulations which may pose infrastructure limitations have been identified, and zoning updates are recommended to implement a maximum impact for better development:

The East Bay Economic Development Strategy Report outlines several potential redevelopment sites according to sub-regions within East Bay Township, along with suggested development or redevelopment concepts. Full details of the parcels are available [here](#);

## East Bay Beach District

- O'Grady Parcel: 1818 US 31 North | Parcel 03-208-048-30 | 0.763 acres | Zoned Regional Business
- Mitchell Creek Inn: 894 Munson Ave | 1.22 acres | Zoned Regional Business
- Four Mile Road End: Lake Michigan access, park or community space
- Further Recommendations:
  - Parcels 03-320-014-00, 03-320-015-00, and 03-320-019-00 | South side of US-31
  - parcel 03-208-011-20 (Bayside Market)
  - (03-208-040-00, 03-208-039-00, 03-208-037-00, 03-208-038-0 | Near State Park

## East Bay Corners

- Chartwell PUD | Four Mile and Hammond
- South Chartwell Site: Parcel ID: 03-229-006-00 | 40.83 acres | Zoned Medium Density Residential (MDR)
- North Chartwell Site: Parcel ID: 03-229-002-07 | 18.29 acres | Zoned Mixed Use

## Other Opportunity Sites:

- Townhome Development:
  - 03-220-050-00 (1779 E Hammond Rd)
  - 03-220-049-50 (1831 Brigantine Blvd)
- Mixed-Use Development:
  - 03-229-010-00 (1284 E Hammond Rd) and adjacent parcels

## Peninsula Industrial Park

- 3373 Parkland Ct.: Parcel 03-556-005-00 | 2.85 acres | Zoned Industrial
- 3414 Parkland Ct.: Parcel 03-556-003-00 | 2.99 acres | Zoned Industrial
- Parkland Ct, Unit 6: Parcel 03-556-006-00 | 2.96 acres | Zoned Industrial
- Smith Property: Parcel 03-556-010-00 | 2.73 acres | Zoned Industrial

## Additional Sites:

- Mitten Drive: Parcel 03-218-009-10 | 1.74 acres | Zoned Commercial

# East Bay Township Marketing and Communications Strategy & Messaging Plan

## VISION

East Bay Charter Township is a charter township of Grand Traverse County, located in the lower peninsula of the state of Michigan. Located to the east of Traverse City and along the southern shoreline of the Grand Traverse Bay, East Bay Charter Township is also home to remarkable topography, dense woodlands, and inland lakes, giving East Bay Township true “Up North” character.

East Bay Township attracts residents, businesses, and visitors for its mix of vibrant destinations and natural landscapes, its proximity to Lake Michigan, and its appealing livability.

## COMMUNICATION APPROACH

### EDUCATE AND INFORM

Messaging will cater to those with none to some familiarity with the Traverse City community and/or the US-31 corridor, previously known as the “Miracle Mile”. With fully-developed East Bay Beach District marketing assets and the growing East Bay Corners & Farmers’ Market identities, marketing will present the unique qualities and opportunities for development in these areas.

### FUTURE FOCUSED

In a short period of time, East Bay Township developed a new Master Plan, an East Bay Beach District Corridor Plan, and an Economic Development Strategy. Marketing and messaging will offer a cohesive picture of how these plans overlap and propel the vision of the township forward.

### SIMILAR BUT DIFFERENT

Marketing and messaging will capitalize on the township’s proximity to Traverse City and its positive quality of life and entrepreneurial ecosystem. The imagery and messaging will differentiate the township from the perceptions of Traverse City as an expensive and development-averse community.

## KEY MESSAGES

### 1 BEST OF WHAT THE GRAND TRAVERSE REGION HAS TO OFFER

East Bay Township offers the best qualities of the region in close proximity to the micropolitan center of Traverse City. East Bay offers unparalleled business and lifestyle opportunities in both urban and rural settings along key regional transportation corridors, reflecting the unique character of the township.

### 2 SUSTAINABLE AND COMMUNITY-CENTRIC GROWTH OPPORTUNITIES

East Bay Township’s engaged leadership and community stakeholders established a clear vision for preserving the unique characteristics of the township while embracing the township’s potential for residential and commercial growth to serve those living and working in or visiting the township.

### 3 INVESTING AND PLANNING FOR A NEW FUTURE

East Bay Corners and the East Bay Beach District are transforming the township’s business and development opportunities by envisioning cohesive mixed-use corridors with unique identities and amenities for new and existing residents to live, work, and play.

## COMMUNICATION PLATFORMS

Platform	Audience	Communications Purpose
East Bay Township Website, Newsletters & Facebook (Proposed)	<ul style="list-style-type: none"> <li>Residents</li> <li>Businesses</li> <li>Developers</li> </ul>	<ul style="list-style-type: none"> <li>Meetings and township events</li> <li>Township documents and plans</li> <li>Redevelopment Sites</li> </ul>
East Bay Beach District Website	<ul style="list-style-type: none"> <li>Residents/Future Residents</li> <li>Visitors</li> <li>Businesses</li> <li>Developers</li> </ul>	<ul style="list-style-type: none"> <li>Guide to district attractions for lifestyle and business needs</li> <li>Marketing opportunity for talent attraction, visitor attraction, and business growth and development</li> </ul>
LinkedIn (Proposed)	<ul style="list-style-type: none"> <li>Businesses</li> <li>Developers</li> <li>Future Residents</li> </ul>	<ul style="list-style-type: none"> <li>Marketing opportunity to attract prospective residents, businesses, and developers</li> </ul>
East Bay Township Farmers’ Market (FB & Instagram)	<ul style="list-style-type: none"> <li>Residents</li> <li>Visitors</li> </ul>	<ul style="list-style-type: none"> <li>Outdoor recreation &amp; agricultural education events</li> <li>Public engagement for new agriculturally-based businesses</li> <li>Attraction and promotion of Farmers’ Market vendors</li> </ul>
East Bay Beach District Instagram (Proposed)	<ul style="list-style-type: none"> <li>Residents</li> <li>Visitors</li> </ul>	<ul style="list-style-type: none"> <li>Guide to district attractions for lifestyle and business needs</li> <li>Marketing opportunity for talent attraction, visitor attraction, and business growth and development</li> </ul>
Partner Websites and their Social Media Accounts	<ul style="list-style-type: none"> <li>Businesses</li> <li>Visitors</li> <li>Residents/Future Residents</li> </ul>	<ul style="list-style-type: none"> <li>Talent attraction collaboration with Michigan’s Creative Coast</li> <li>Visitor attraction collaboration with Traverse City Tourism</li> <li>Business expansion and development with Traverse Connect</li> </ul>

East Bay Township Marketing and Communications Strategy & Messaging Plan

Audience	Messaging	East Bay Township Focus Area	Channels	Responsible Party	Frequency
<p><b>Developers</b></p>	<ul style="list-style-type: none"> <li>Redevelopment Ready Community focused on building a world-class community to live and work</li> <li>Diverse housing options from rural to urban</li> <li>Development opportunities in vibrant commercial districts catering to manufacturing, startups and technology, business services, retail, hospitality, and restaurants</li> </ul> <p><i>Share content from partner organizations and local media regarding planning and zoning changes in the township and development news and opportunities.</i></p>	<ul style="list-style-type: none"> <li>E.B. Beach District</li> <li>E.B. Corners District</li> <li>E.B. Township Industrial Sites</li> </ul>	<ul style="list-style-type: none"> <li>LinkedIn</li> <li>E.B. Website</li> <li>E.B. Beach District Website</li> <li>Partner Websites (G.T. County EDC/ Traverse Connect)</li> <li>Printed Collateral (Master/District Plans)</li> </ul>	<p>Execute:</p> <ul style="list-style-type: none"> <li>Communications Specialist</li> <li>Planning &amp; Special Projects Coordinator</li> </ul> <p>Support &amp; Guidance:</p> <ul style="list-style-type: none"> <li>Township Supervisor</li> <li>Planning Director</li> </ul> <p>Partner Support &amp; Execution:</p> <ul style="list-style-type: none"> <li>Traverse Connect</li> </ul>	<p>Twice/month</p>
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# East Bay Township Marketing and Communications Strategy & Messaging Plan

## VISION

East Bay Charter Township is a charter township of Grand Traverse County, located in the lower peninsula of the state of Michigan. Located to the east of Traverse City and along the southern shoreline of the Grand Traverse Bay, East Bay Charter Township is also home to remarkable topography, dense woodlands, and inland lakes, giving East Bay Township true “Up North” character.

East Bay Township attracts residents, businesses, and visitors for its mix of vibrant destinations and natural landscapes, its proximity to Lake Michigan, and its appealing livability.

## COMMUNICATION APPROACH

### EDUCATE AND INFORM

Messaging will cater to those with none to some familiarity with the Traverse City community and/or the US-31 corridor, previously known as the “Miracle Mile”. With fully-developed East Bay Beach District marketing assets and the growing East Bay Corners & Farmers’ Market identities, marketing will present the unique qualities and opportunities for development in these areas.

### FUTURE FOCUSED

In a short period of time, East Bay Township developed a new Master Plan, an East Bay Beach District Corridor Plan, and an Economic Development Strategy. Marketing and messaging will offer a cohesive picture of how these plans overlap and propel the vision of the township forward.

### SIMILAR BUT DIFFERENT

Marketing and messaging will capitalize on the township’s proximity to Traverse City and its positive quality of life and entrepreneurial ecosystem. The imagery and messaging will differentiate the township from the perceptions of Traverse City as an expensive and development-averse community.

## KEY MESSAGES

### 1 BEST OF WHAT THE GRAND TRAVERSE REGION HAS TO OFFER

East Bay Township offers the best qualities of the region in close proximity to the micropolitan center of Traverse City. East Bay offers unparalleled business and lifestyle opportunities in both urban and rural settings along key regional transportation corridors, reflecting the unique character of the township.

### 2 SUSTAINABLE AND COMMUNITY-CENTRIC GROWTH OPPORTUNITIES

East Bay Township’s engaged leadership and community stakeholders established a clear vision for preserving the unique characteristics of the township while embracing the township’s potential for residential and commercial growth to serve those living and working in or visiting the township.

### 3 INVESTING AND PLANNING FOR A NEW FUTURE

East Bay Corners and the East Bay Beach District are transforming the township’s business and development opportunities by envisioning cohesive mixed-use corridors with unique identities and amenities for new and existing residents to live, work, and play.

## COMMUNICATION PLATFORMS

Platform	Audience	Communications Purpose
East Bay Township Website, Newsletters & Facebook (Proposed)	<ul style="list-style-type: none"> <li>Residents</li> <li>Businesses</li> <li>Developers</li> </ul>	<ul style="list-style-type: none"> <li>Meetings and township events</li> <li>Township documents and plans</li> <li>Redevelopment Sites</li> </ul>
East Bay Beach District Website	<ul style="list-style-type: none"> <li>Residents/Future Residents</li> <li>Visitors</li> <li>Businesses</li> <li>Developers</li> </ul>	<ul style="list-style-type: none"> <li>Guide to district attractions for lifestyle and business needs</li> <li>Marketing opportunity for talent attraction, visitor attraction, and business growth and development</li> </ul>
LinkedIn (Proposed)	<ul style="list-style-type: none"> <li>Businesses</li> <li>Developers</li> <li>Future Residents</li> </ul>	<ul style="list-style-type: none"> <li>Marketing opportunity to attract prospective residents, businesses, and developers</li> </ul>
East Bay Township Farmers’ Market (FB & Instagram)	<ul style="list-style-type: none"> <li>Residents</li> <li>Visitors</li> </ul>	<ul style="list-style-type: none"> <li>Outdoor recreation &amp; agricultural education events</li> <li>Public engagement for new agriculturally-based businesses</li> <li>Attraction and promotion of Farmers’ Market vendors</li> </ul>
East Bay Beach District Instagram (Proposed)	<ul style="list-style-type: none"> <li>Residents</li> <li>Visitors</li> </ul>	<ul style="list-style-type: none"> <li>Guide to district attractions for lifestyle and business needs</li> <li>Marketing opportunity for talent attraction, visitor attraction, and business growth and development</li> </ul>
Partner Websites and their Social Media Accounts	<ul style="list-style-type: none"> <li>Businesses</li> <li>Visitors</li> <li>Residents/Future Residents</li> </ul>	<ul style="list-style-type: none"> <li>Talent attraction collaboration with Michigan’s Creative Coast</li> <li>Visitor attraction collaboration with Traverse City Tourism</li> <li>Business expansion and development with Traverse Connect</li> </ul>

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