

## APPENDIX F:

# *Find Your North* Marketing Plan



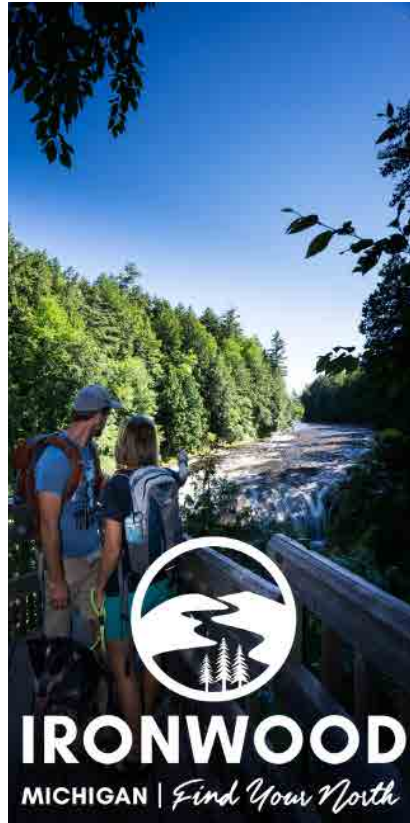
# IRONWOOD

MICHIGAN | *Find Your North*

With unfiltered access to outdoor recreation, a growing infrastructure of trails and destinations and the seclusion of U.P. wilderness, Ironwood is one of the premier adventure destinations in the Midwest. Ironwood is a small city with rich history and amenities to appeal to any adventurer. Feel the artistic spirit of the downtown and experience the crisp sweet air by a rushing waterfall or riding on a secluded trail. Ironwood is a destination with “outdoor adventure right out your front door”!

This document details strategies for the City of Ironwood to engage in marketing Ironwood Michigan and the “Find Your North” brand. The City of Ironwood shall use the Ironwood Brand Platform and Brand Guidelines to direct the style of its marketing in all areas.

# ASSET BASED MARKETING



## Identify Assets

Asset based marketing follows the practices of “asset based community development” by identifying unique, special and important assets and focusing attention on those identified assets. By identifying Ironwood’s assets, we can send a direct message of what makes Ironwood unique and why people should come here, move here, and open a new business here.

By analyzing the City of Ironwood’s Comprehensive Plan and Branding Platform, a committee from the Ironwood Economic Development Corporation identified many assets in the Ironwood area. After all assets were identified, they were separated into the four following categories: Unique, Special, Common Important and Common.

- Unique Assets are assets that very few communities have.
- Special Assets are assets that some communities have, but are exceptional in Ironwood.
- Common Important Assets are assets that many communities have but are important to the success of the community.
- Common Assets are assets found in most communities.

By defining the most unique, special, and important assets, the City of Ironwood can focus marketing to include items that are truly unique, special, and important.

See **Exhibit A** to view the identified assets.

## Identify Organizations

As part of the asset based approach, defined assets have been matched to key organizations, events or individuals that can become brand ambassadors to help push the Find Your North Brand.

See **Exhibit B** to view the organization identification and asset assignment.



# STRATEGIES



## Strategy 1.1 - Internal Marketing

Engage in marketing to people and businesses in Ironwood. The City will connect citizens, businesses and other stakeholders to assets by guiding citizens to become Ambassadors/Strategic Partners for the City of Ironwood and its brand.

**Strategy 1.1(a) – Teach citizens to embody the “Find Your North” brand.**

- Educate citizens as to why it is important and develop an elevator pitch as part of brand education.

**Strategy 1.1(b) – Infuse the “Find Your North” brand into the business community.**

- Support area businesses in incorporating the “Find Your North” brand into their everyday business practices.

**Strategy 1.1(c) – Brand the City of Ironwood.**

- Brand municipal, public and government facilities, resources and tools as appropriate with the “Find Your North” brand.

**Strategy 1.1(d) – Connect people to assets.**

- Connect citizens and organizations to identified assets.

## Strategy 1.2 - External Marketing

Engage in external marketing to introduce tourists, visitors, new residents, and potential businesses to the assets of Ironwood and its new brand.

**Strategy 1.2(a) – Engage visitors.**

- Create opportunities for tourists and other visitors to engage with the “Find Your North” brand to experience area assets.

**Strategy 1.2(a)(i) – Partner with regional tourism entities.**

- Maintain a positive working relationship with regional tourism boards and strategically partner with Pure Michigan.

**Strategy 1.2(a)(ii) – Modernize marketing content and techniques.**

- Modernize and enhance marketing content and techniques in partnership with the Ironwood Tourism Council and the Ironwood Chamber of Commerce to focus on attracting and retaining tourists.

**Strategy 1.2(b) – Partner with area organizations, events, and businesses.**

- Partner with area organizations, businesses and events to incorporate the “Find Your North” brand into their existing external marketing strategies.

## Strategy 1.3 - Redevelopment Networking

**Redevelopment Networking** defines the way the City can utilize the power of relationships to recruit targeted businesses and individuals.

Redevelopment Networking continued on the next page. ->



## STRATEGIES (CONTINUED)



### Strategy 1.3 - Redevelopment Networking (Continued)

#### Strategy 1.3(a) – Recruit ambassadors.

- Identify influential ambassadors/strategic partners to help recruit new residents and businesses.

#### Strategy 1.3(b) – Develop tools for ambassadors to help achieve success in recruitment.

##### Strategy 1.3(b)(i) – Conduct design charettes.

- Conduct design charrettes for Redevelopment Ready Communities priority sites.

##### Strategy 1.3(b)(ii) – Create property information flyers.

- Create a property and community information flyer which identifies community needs, potential brownfield redevelopment sites, and public engagement information.

##### Strategy 1.3(b)(iii) – Create a community profile

- Include key demographic statistics and important information about the area. Maintain links to the City of Ironwood Zoning Ordinance, Comprehensive Plan, Retail Target Market Analysis, Housing Target Market Analysis and additional development information.

#### Strategy 1.3(c) – Identify redevelopment opportunities.

- Identify opportunities such as: Specific redevelopment sites; industries that add value to the community; or industries that fill a gap in the economy.

#### Strategy 1.3(d) – Support redevelopment opportunities.

- Identify assets that support proposed redevelopment opportunities.

#### Strategy 1.3(e) – Connect developers to opportunities.

- Encourage identified ambassadors to connect developers and their contacts to key opportunities.

### Strategy 1.4 - Marketing Best Practices

#### Strategy 1.4(a) - Utilize social media.

- Use social media to market the City and events; use hashtags in posts such as: #findyournorth #ironwoodmi #ironwoodmichigan #ironwood #westernup #downtownIronwood #puremichigan; tag other organizations, businesses, and event pages when appropriate.

#### Strategy 1.4(b) - Maintain a custom website.

- Maintain a custom website in cooperation with the Ironwood Tourism Council and the Ironwood Chamber of Commerce to promote area destinations, itineraries and activities. Link with felivelife.org which is the Gogebic Iron Community Events Calendar. Utilize blogging features and participate in content marketing.

#### Strategy 1.4(c) - Create print material.

- Create print material for internal, external and redevelopment networking marketing. Materials may include: newspaper and magazine ads, brochures of key landmarks and activities, marketing books to showcase the Ironwood area or a development project, use the community profile in conjunction with other marketing materials.



### Strategy 1.4(d) - Brand the community.

#### Strategy 1.4(d)(i) - Install banners.

- Install branded banners in key corridors and business districts. Advertise important events by installing banners in key corridors.

#### Strategy 1.4(d)(ii) - Build entrance signs.

- Build entrance signs at key entrances into the community that enhance the City's brand.

#### Strategy 1.4(d)(iii) - Direct visitors using wayfinding signs.

Place wayfinding signs throughout the City to direct visitors to important destinations.

#### Strategy 1.4(d)(iv) - Create area brochures.

- Create brochures highlighting key destinations, activities or events and place them at key locations around the community.

#### Strategy 1.4(d)(v) - Create opportunities for businesses to utilize the City's brand.

- Create opportunities for businesses to utilize the City's branded items and printed materials in their day to day operations to enhance their marketing efforts.

### Strategy 1.4(e) - Market Ironwood as a unique adventure destination by utilizing photo and video content.

- Create fresh marketing content that portrays Ironwood as a unique adventure destination. Engage in photo and video shoots and use marketing best practices to push media content.

### Strategy 1.4(f) - Engage in merchandising.

- Engage in merchandising by selling branded products and marketing the products.



**DOWNTOWN Ironwood**  
1st Friday

**CRAFT YOUR NORTH**  
MARCH 2, 2018  
BUSINESSES OPEN LATE  
4:30 - 6:30 p.m.

**CRAFT & FARMERS MARKET**  
Farmers & Craft Market at the Historic Ironwood Theatre from 4:30 - 6:30 p.m.

**COLD IRON BREWING** WING \$100 CASH GIVEAWAY  
Contrast Coffee Stout Craft Beer  
Release Party @ Cold Iron Brewing

**STORMY KROMER**  
Six Pointer Craft Beer  
Release Party @ Olde Suffolk Ale House

Visit participating businesses to enter to win **WIN \$100!**  
Sponsored by: Zak's Realty

For complete event details visit:  
[www.FeliveLife.org](http://www.FeliveLife.org)

**IRONWOOD MICHIGAN | Find Your North**  
**COLD IRON BREWING**  
**STORMY KROMER**

To stay in touch with events follow the Downtown Ironwood 1st Friday Facebook Event Page

March 2018 Downtown Ironwood 1st Friday Poster.

## EXHIBIT A - ASSET IDENTIFICATION

### Ironwood Area Asset Identification

*U – Unique    S – Special    Cl – Common*  
*Important C - Common*

1. Aspirus - S
2. GCC - S
3. Copper Peak - U
4. Agriculture/Local Food - C
5. Berries - C
6. Culinary Arts - C
7. ABR - S
8. Iron Belle Trail - S
9. Black River - U
10. Ski Hills - Cl
11. Snowmobile Trails - S
12. Lake Superior - U
13. Waterfalls - U
14. County Land - C
15. National Forest - U
16. MMHP (Miners Park) - U
17. Historic Ironwood Theatre - S
18. US2 Gateway - Cl
19. Lake Superior Circle Tour - S
20. Snow - U
21. Fishing - S
22. Hunting - S
23. Birding - S
24. Wildlife - U
25. Maple Syrup - S
26. Motorcycling - S
27. Bees - C
28. Safety - Cl
29. Family Raising - Cl
30. Sense of Community (people know each other) - Cl
31. Timber - S
32. Mining - U
33. Motorized Sports - U
34. Non-Motorized Sports - U
35. Kayaking - U
36. Golf - C
37. Whitecap Mountains - S
38. Mountain Biking - S
39. Zip lines - S
40. Casinos - C
41. Antiquing - C
42. Crafts - C
43. Fabric Patch/Quilting - S
44. Burton Industries - C
45. Ottawa Forest Products - C
46. Keweenaw Land - C
47. Jacquarts Fabric - C
48. Stormy Kromer - U
49. Paavo - C
50. SISU Ski Race - S
51. Globe Industries - C
52. Hotel rooms - C
53. Airport - Cl
54. Financial Institutions - C
55. Close knit towns - C
56. Grocery stores - C
57. Cold Iron Brewing - Cl
58. Contrast Coffee - Cl
59. Food Coop - Cl
60. Rural Downtown - U
61. Industrial Parks - Cl
62. Fair Grounds - C
63. RV Camping - C
64. Rustic Camping - S
65. Norrie Park - C
66. Montreal River - S
67. Lake Gogebic - U
68. Downtown Art Place - S
69. 906 Boom - S
70. Arts Movement - S
71. Gogebic Health Foundation - S
72. Endowment Fund - Cl
73. Depot Park - Cl
74. Farmers Markets - Cl
75. Porcupine Mountains (#1 State park in the country) - U
76. Working Memorial Building - Cl
77. Yooper Culture - U
78. Affordable Housing - U
79. Beautiful Region - S
80. Variety of day trips - S
81. Civic Center - C
82. History - S
83. Mt. Zion - U
84. Current Economic Status (Grant Funding) - S
85. Low Crime - Cl
86. Job Opportunities – Cl
87. Entrepreneurial Opportunities - S
88. Quality Workforce - C
89. Truck Driving School - C
90. Skilled Workforce Training - C
91. Low Traffic - Cl
92. 4 Seasons - U
93. Fall Colors - U
94. Air Quality - U
95. Clear Night Sky - UU
96. Northern Lights - UU
97. Geography - U
98. Harbor Access - S
99. Ontonagon Export - S
100. Property Taxes - C
101. Cost of Living - S

## EXHIBIT B - ORGANIZATION IDENTIFICATION WITH ASSETS

### Asset Identification Process

#### Type of Assets

##### Unique

##### Copper Peak

##### Black River

##### Lake Superior

##### Waterfalls

##### National Forest

##### MMHP

##### Snow

##### Wildlife

##### Motorized Sports

##### Non-motorized Sports

##### Kayaking

##### Stormy Kromer

##### Rural Downtown

##### Lake Gogebic

##### Porcupine Mountains

##### Yooper Culture

##### Affordable Real Estate

##### Mt. Zion

##### 4 seasons

##### Fall Colors

##### Air Quality

##### Clear Night Sky UU

##### Northern lights UU

##### Special

##### Aspirus

##### GCC

##### ABR

##### Iron Belle Trail

##### Snowmobile Trail

##### Historic Ironwood Theatre

#### Organizations

Copper Peak, CVB, Chambers, FIS, USA Nordic, SISU Dirt Crew, Hobby Wheel, Forest Service,

North Country Trail, Realtors

CVB, Chambers, Copper Peak, Ottawa, North Country Trail, Black River Boating Club, Whitecap Kayak,

Black River Lodge, Realtors

Every Organization and Business, Realtors

CVB, Chambers, Copper Peak, Ottawa, North Country Trail, Whitecap Kayak, Porkies, Iron County, Realtors

SISU Dirt Crew, North Country Trail, MDNR, Realtors

Friends, School, Chamber, CVB, Historical Society, City of Ironwood, HOPE, SISU Ski Fest, ABR, IIDC, Realtors

Ski Hills, College, GRTA, White Thunder, SISU Ski Fest, ABR, Wolverine, MMHP, Chamber, CVB,

Hospitality Businesses, Realtors

GRTA, WUPTA, Chamber, CVB, Iron County, Gogebic County, Cloverland Motorsports, Realtors etc.

GRRR, Superior Riders, SISU Dirt Crew, SISU Ski Fest, ABR, Wolverine, Friends of the Iron Belle, MMHP, WGTA,

Ski Hills, College, Hobby Wheel, Whitecap Kayak, Realtors

Whitecap Kayak, CVB, Chamber, Copper Peak

CVB, Chamber, IIDC, Realtors

DIDA, Chamber, CVB, Downtown Businesses, Historical Society, DAP, HIT, Farmers Market, Friends of the Iron Belle,

Western Gateway Trail, SISU Ski Fest, Carnegie Library, Realtors

WUPCVB, Chamber, Porkies CVB, Whitecap Kayak, Realtors

WUPCVB, Chamber, Porkies CVB, Whitecap Kayak, Realtors

Stormy Kromer, Joe's Pasty, Chamber, CVB, Realtors

Realtors, City of Ironwood, Chamber, EDC, Businesses

College, CVB, Chamber, City of Ironwood, SISU Dirt Crew, Ironwood Township, Realtors

Chamber, CVB, Everyone

Copper Peak, CVB, Chambers, Wolverine, MMHP, City of Ironwood, Ottawa, Friends of the Iron Belle

CVB, Chambers

CVB, Chambers, DAP, Everyone

CVB, Chambers, DAP, Everyone

Chamber, City of Ironwood

CVB, Chamber, City of Ironwood, Businesses, SISU Dirt Crew, Public Schools

CVB, Chamber, SISU Ski Fest, Copper Peak

Friends of the Iron Belle, WGTA, MMHP, DIDA, City of Ironwood, Businesses, Historic Society, Farmers Market,

GRTA, MDNR, CVB, Chamber

CVB, Chamber, DAP, DIDA, City of Ironwood, Downtown Businesses

## EXHIBIT B - (CONTINUED)

Lake Superiour Circle Tour	CVB, Chamber, MDOT		
Fishing	CVB, MDNR, Chamber, Boating Clubs, Charter Fishing		
Hunting	CVB, Chamber, MDNR, Ottawa, Shooter Club,		
Maple Syrup	Farmers Market, Gogebic Foodies		
Motorcycling	Back Street Cycle, Chamber, CVB		
Timber	Forest Service, County, Forest Product Industry		
Whitecap Mtn	Iron County, Chamber, CVB		
Mountain Biking	SISU Dirt Crew, College, Copper Peak, Wolverine, Ski Hills, MMHP, Hobby Wheel		
Fabric Patch Quilting	Chamber, DIDA		
SISU Skifest	CVB, Chamber, DIDA, City of Ironwood, Downtown Businesses, ABR, MMHP		
Rustic Camping	Ottawa, Porkies CVB, WUPCVB, Gogebic County, Iron County		
Montreal River	Whitecap Kayak, Iron County, Gogebic County, City of Ironwood, CVB, Chamber		
Downtown Art Place	CVB, Chamber, DIDA, HIT, Downtown Businesses		
906 Boom	DIDA, Chamber, EDC		
	CVB, Chamber, DAP, DIDA, City of Ironwood, Downtown Businesses, Zplace, Cherry Ridge, 906 Boom, HIT,		
	Theater North, Awkward Stage Drama, School, Dance Studios, Farmers Market, Chamber Singers, Claudettes, Bands, Artists,		
	Gogebic Range Band, Western Up Arts Alliance		
Arts Movement	Aspirus, City of Ironwood, County, SISU Dirt Crew, Friends of the Iron Belle Trail, Northwind Natural Foods Co-op		
Gogebic Range Health Foundation	City of Ironwood, EDC, DIDA, Chamber, IIDC, County		
Endowment Fund	Everyone		
Beautiful Region	CVB, Chamber		
Variety of Day trips	Historic Society, City of Ironwood, HIT, CVB, Chamber, DIDA		
History	EDC, DIDA, City of Ironwood, College, Endowment Fund, County		
Entrepreneurial Opportunities	Ottawa, CVB, Chamber		
Harbor Access	EDC, IIDC, County		
Ontonagon Export	Everyone		
Cost of living			
<b>Common Important</b>			
Ski hills	CVB, Chamber, ITC, Ski Hills, Realtors®		
US2 Gateway	City of Ironwood, County		
Safety	Public Safety		
Family Raising	Churches, Schools		
Sense of Community	Young Professionals, Volunteer Groups, Churches, Schools		
Airport	County		
Cold Iron Brewing	Chamber, CVB		
Contrast Coffee	Chamber, CVB		
Food Co-op	Chamber, CVB		
Industrial Park	IIDC, EDC	Working Memorial Building	City, Chamber, Historical Society, DIDA
Depot Park	DIDA, City, Historical Society, Chamber	Low Crime	Public Safety
Farmer's Market	Chamber, CVB, DIDA, MSU, UW	Job Opportunities	EDC, Chamber, MIWorks, City,