



MARKETING PLAN

2022-2025

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VILLAGE OF ROSCOMMON



A PLACE FOR TODAY. TOMORROW. THE FUTURE.

I. Background

The Village of Roscommon, Michigan is a small community located in north central Roscommon County within Higgins Township. The Village, the county seat for Roscommon County, was incorporated in 1885. The Village of Roscommon encompasses approximately 1.6 square miles and is located three miles east of I-75 and 15 miles southeast of Grayling. Two major thoroughfares lead to Roscommon, M-18 and M-76. The beautiful Au Sable River is the main recreation attraction within the Village. Higgins Lake, one of the world's most beautiful lakes, is about eight miles west of the Village.

Though Roscommon County had been set off originally as Mikenauk County in 1840, it was changed by legislation in 1843. The name Roscommon is Irish, "Ros" meaning a "wooded promontory or pleasant place" and "Coman" the name of an Irish Saint who lived between 500 and 550 A.D. In 1843, State Representative Charles O'Malley, who was from Roscommon, Ireland and was instrumental in the organization of the County, initiated action to change Mikenauk County to Roscommon County.

The lumber prospects in Roscommon County and those surrounding it were very attractive. With the South Branch of the Au Sable River meeting the new track of the Jackson, Lansing, and Saginaw Railroad at 44 degrees, -30'N, 84 degrees- 36' W, it was an ideal place to establish a railroad station. Since this point was located in Roscommon County, it was designated Roscommon Station.

In 1875, Roscommon County was organized, and Roscommon Station was designated as the county seat. In 1876, George O. Robinson, a Detroit lawyer and businessman, drew up the plat for the Village of Roscommon. On January 4, 1882, Roscommon was incorporated as a village by the Board of Supervisors. As the railroad and lumbering operations reached new peaks of production, the Village became established and continued to grow. Roscommon seemed destined to a bright and prosperous future.

The tourism industry was the main attraction which brought Roscommon back to prosperity. In November, 1922, the businessmen of Roscommon formed the Board of Commerce. The purpose of the organization was to capitalize on the already present tourist trade. Roscommon began to draw attention as a major tourist destination. Even after the outbreak of the Second World War, holidays were profitable to the Village. The tourist industry had flourished between the end of the Depression years and the beginning of World War II.

Lauren Dean established a canoe livery on the South Branch of the Au Sable River in 1947. It was the first in the area and was located one-half mile east of Roscommon. The beautiful canoe trip down the river attracted many tourists. Five canoe liveries would open in the years to come, forming the South Branch Canoe Livery Association in 1968. By the dawn of the 1960s, the economy of the Village relied on tourism and management of natural

resources, therefore, the railroad was expendable. The practice of arriving by the Michigan Central Railroad was obsolete after the improvement of highways and automobiles. The passing of the lumbering era diminished the need for rail transportation of freight, just as the promotion of the automobile curtailed the need of passenger service. The train discontinued passenger service in 1959. The depot was soon demolished at the direction of Albert Golnick, an employee of the Michigan Central Railroad Company.

Vision Statement

"A PLACE FOR TODAY, TOMORROW, THE FUTURE"

Mission Statement

"Roscommon is inclusive, diverse, tourist and business friendly.
A small village with big opportunities and planned growth."

**Small village.
Big opportunities!**

SWOT Analysis

<p>Strengths:</p> <p><i>Educational System</i> Roscommon Area Public Schools Kirtland Community College</p> <p><i>Civic and Community Resources</i> Roscommon County Sherriff Department Service Clubs (e.g. Rotary)</p> <p><i>Boards and Governance</i> Strong DDA Village Council and Manager</p> <p><i>Engaged Businesses and Resources</i> Open to new businesses</p> <p><i>"Good Feel"</i> Sense of Community Small town charm</p> <p><i>Demographics and Population</i> Large population of retirees Resident longevity</p> <p><i>Local Attractions and Resources</i> Tourism Proximity to "nature" Natural resources like lakes, rivers, and trails</p>	<p>Weaknesses:</p> <p><i>Jobs</i> No job opportunities</p> <p><i>Marketing</i> Lack of community identity</p> <p><i>Housing</i> Lack of attainable housing</p> <p><i>Parking</i> Lack of downtown parking</p> <p><i>Lodging for Tourism/Visitors</i> No hotels or motels</p> <p><i>Youth</i> Lack of programs/activities for youth</p> <p><i>Downtown Facilities</i> Could use more downtown development</p> <p><i>Healthcare</i> Holes in social safety nets</p> <p><i>Eye and Curb Appeal</i> Too many eyesores Lack of cultural opportunities</p> <p><i>Utilities</i> Lack of internet in many residential areas Strained public transportation No public restrooms</p>
<p>Opportunities:</p> <p><i>Tourism and Recreation</i> Highlight local attractions and activities</p> <p><i>Housing and Development</i> Industrial Park development, Mixed-use development More affordable housing</p> <p><i>Transportation</i> Capitalize on location</p> <p><i>Education</i> Capitalize on Kirtland Community College Increase career tech education Capitalize on community organizations (e.g. 4-H)</p>	<p>Threats:</p> <p><i>Money</i> Money for projects</p> <p><i>Income/Housing/Opportunities</i> Lack of trained workforce Limited earning opportunities Lack of housing</p> <p><i>Infrastructure</i> Existing road structure Access to broadband</p> <p><i>Healthcare</i> No life support ambulance service</p> <p><i>Surrounding communities are ahead of Roscommon</i></p>

Marketing Plan

This marketing plan will outline the Village of Roscommon's current activities and future action plan, to grow community identity, improve existing assets, and streamline development services. The strategy is to change public perception and behaviors to improve economic development. It will grow consumer confidence and reach by sharing the economic and social value of Roscommon through a comprehensive communication plan.

Target Audience

The Village of Roscommon will target current and prospective residents, property owners, community organizations, and businesses.

Community Partners

The Village of Roscommon's community partners include:

- Roscommon Area Recreation Authority
- Michigan Economic Development Corporation
- Roscommon Rotary
- Roscommon Lions Club
- Knights of Columbus
- Zonta Club
- VFW Post 4159
- American Legion 96
- Local Churches:
 - Beacon Assembly of God
 - St. Michael's Catholic Church
 - Northern Michigan Church of Christ
 - First Congregational Church
- Surrounding area Churches:
 - Shepherd of the Lakes Evangelical Lutheran Church WELS
 - Immanuel Baptist Church
 - St. Elizabeth's Episcopal Church
 - Markey Community Baptist Church
 - Grace Covenant Fellowship
 - Roscommon Baptist Church
 - Roscommon Free Methodist Church
 - Messiah Luther Church
 - ELCA Good Shepherd United Methodist Church of the North

Marketing Responsibilities

The strategies outlined in the marketing plan will be successful as the Village shares responsibility between staff and appointed and elected officials. The successful implementation of the strategies outlined in this plan rests heavily on a combined effort of the Village and its community partners. The goals of the Plan will be met through a shared commitment to implement the strategies outlined in the plan delivered to the target marketing audiences.

History of Branding and Asset Inventory

The Village and Downtown Development Authority worked with a local graphic arts firm to develop a branding strategy. The proposal was adopted in January 2019.

From the work with the graphic artist the following assets were identified:

Nature

- Ausable River
- Wallace Park
- Iron Belle Trail System
- Higgins Lake
- "Up North"
- Tisdale Trail

- Small town atmosphere
- Metro Park
- CRAF Center
- Festivals
- Vacant Properties

Community

- Strong sense of community
- Connections with schools
- Strong support of local businesses
- "Rough Diamond"

Recreation

- Canoeing and kayaking
- Bike paths
- UTV and ATV trails
- Lakes and rivers
- Riverfest

Current Branding Elements –See Appendix 1

A color scheme was adopted:

Ice Blue

CMYK: 22.0.11.0
RGB: 197 230 227
WEB: C5E6E3

Cream

CMYK: 4.4.25.0
RGB: 243 236 199
WEB: F3ECC7

Gold

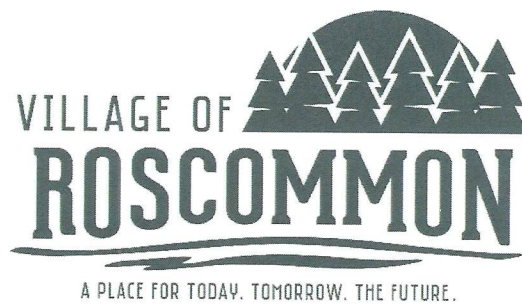
CMYK: 14.43.94.0
RGB: 216 150 49
WEB: D89631

Sage

CMYK: 56.29.55.4
RGB: 120 148 126
WEB: 78947E

Current Branding Elements – Messaging

SAMPLE LOGOS



Economic Development Key Messages

Goals, Strategies, Audience, and Measurement

Below are four goals identified by the Economic Development Steering Committee as a part of the Marketing Plan. These were identified as important strategic goals with accompanied tactics to address the need for core branding, business resource access, neighborhood enrichment, and marketing of priority development sites. The goals are not listed in order of priority.

Goal 1:

Have a core brand identity implemented across village service areas within 5 years

Audience

- Future and current residents, businesses, and community partners

Core Messages

- Our mission is inclusive, diverse, tourist and business friendly. A small town with big opportunities and planned growth."
- We are a diverse, strong, and authentic community where all individuals can thrive
- We support businesses, intentional development, and community growth

Objective: Develop brand identity guidelines

- *Tactics:*
 - Complete a comprehensive audit of existing branding in print, on signage, on village website, contracted web portals for village services, and on social media channels.
 - Develop voice and tone guidelines
 - Design approval processes for digital and print collateral, advertisements, and promotional items
 - Identify approved color palette, logos, and typography with standards and use guidelines
 - Build approval process for new logo designs
 - Create standards for brand use with brochures, equipment, and signage
- *Measurement:*
 - Track project progress
 - Track brand element implementation across departments
 - Create annual report of brand implementation progress

Objective: Train staff on using brand guidelines

- *Tactics:*
 - Provide access to guide on the intranet
 - Identify brand and communication liaison in each department and

- service area
 - Create video trainings accessible on the intranet
 - Implement annual refresher course on brand use
 - Embed brand training into new hire onboarding process
- *Measurement:*
 - Track intranet web analytics of brand guidelines
 - Track annual staff training dates

Objective: Grow portfolio of visual assets

- *Tactics:*
 - Develop digital photo and video database with appropriate tags
 - Coordinate with local partners to compile initial photo assets
- *Measurement:*
 - Track growth of photo and video assets over time

Goal 2:

Create a business resource webpage on the village website to centralize resources and programs for existing and prospective businesses and developers in the Village within 2 years.

Audience

- Prospective and current businesses, developers, and community partners

Core Messages

- We are committed to supporting business, commercial, and industrial development
- We provide helpful resources that are easily accessible
- We offer a balance of residential, commercial, industrial, and mixed-use development sites
- We offer low tax to high service ratio and high-quality public infrastructure

Objective: Perform audit of existing business and economic development programs available to businesses and developers

- *Tactics:*
 - Develop business and economic development agency contact list
 - Work with community and agency partners to compile digital and print resources
 - Work with Village staff to identify business resources and processes
- *Measurement:*
 - Track number of available resources by agency

Objective: Brand and compose business resource webpage to streamline service offerings

Tactics:

- Design and implement a business resource brand identity
- *Measurement:*
 - Track number of participants in design process
 - Measure web metrics over time
 - Survey new businesses and developers on quality of available resources
 - Track web analytics

Objective: Provide updated information as new resources are available or processes change

- *Tactics:*
 - Develop business and developer distribution list within existing webpage capabilities or with Constant Contact.
 - Create a registration form for distribution list on business resource webpage
 - Coordinate internal team to monitor for additional resources and manage communication distributions
- *Measurement:*
 - Track growth in number of contacts in list over time
 - Track email analytics for content engagement

Goal 3:

Develop sense of community through placemaking, special events, social media engagement, and ongoing community meetings.

Audience

- Future and current businesses, residents, school districts, and community partners

Core Messages

- We are a diverse, strong, and authentic community where all individuals have the opportunity to thrive
- We are committed to partnering with community to continuously improve our sense of place.
- We keep our community updated with community and village events, programs, and activities
- We work with community members and stakeholders to provide enriching and diverse community events and programming
- We meet residents where they are at by providing digital engagement opportunities for community to come together
- We collaborate with our schools, business districts, and other partners to create synergy in our programs, initiatives, and communications

Objective: Send monthly e-newsletter and mailer to keep community members up-to-date with village news, events, and offerings

- *Tactics:*
 - Develop marketing and branding for monthly e-newsletter and print
 - Design processes and procedures for content development, design, and distribution
- *Measurement:*
 - Track growth in number of contacts in list over time
 - Track email analytics for content engagement

Objective: Enhance image of neighborhood, commercial, and industrial districts

- *Tactics:*
 - Educate residents on available grants, loans and rebate programs available through community partners
 - Promote commercial mixed-use development projects
 - Work with community to identify and create gateway features

- *Measurement:*
 - Track number of Roscommon houses receiving community grants, loans, or rebates
 - Monitor web analytics for resource pages
 - Track number of gateways features implemented

Objective: Increase number and distribution of special events held within the village

- *Tactics:*
 - Work with the village and other entities to expand event and activity offerings
 - Market existing festivals and organizations in the area
 - Cross promote events through village and partner social media and other communication channels
- *Measurement:*
 - Track changes over time for attendance at special events in the Village.

Objective: Increase Village social media engagement and opportunities for digital participation

- *Tactics:*
 - Implement social media tracking mechanism to better analyze post performance by department, service, or content
 - Develop civic engagement participation contests through social media networks and webpages to encourage community involvement
 - Implement annual social media content calendar
 - Increase partnerships in communication posts to create synergy in distribution
 - Sponsor social media posts that engage or perform well
 - Cross promote events through village and partner social media and other communication channels
- *Measurement:*
 - Track participation in participation contests to monitor changes over time
 - Track and monitor social media posts by department, service, and content
 - Monitor analytics and performance of content calendar posts
 - Track and report out on social media sponsored posts and engagement

Objective: Coordinate regular meetings with community partners

- *Tactics:*
 - Strengthen relationships with schools by creating a regular meeting with village staff and school district representatives
 - Coordinate communications and events with Roscommon Library
 - Enhance cooperative relationship with local and community media
 - Attend existing business association meetings within the village

- Improve relationships with minority-serving commerce and community organizations through existing or newly established meetings
- Create a shared partner calendar share by village department heads to track meetings and staff participation
- *Measurement:*
 - Track staff participation in existing community meetings
 - Track participation in newly formed community meetings

Goal 4:

Market priority development sites

Audience

- Future and current businesses, developers, and community partners

Core Messages

- We are committed to supporting business, commercial, and industrial development
- We provide helpful resources that are easily accessible
- We offer a balance of residential, commercial, industrial, and mixed-use development sites
- We offer low tax to high service ratio and high-quality public infrastructure

Objective: Identify key priority sites

- *Tactics:*
 - Use the master plan as a guide to identify priority sites
- *Measurement:*
 - Track project progress

Objective: Develop branding including digital and print assets

- *Tactics:*
 - Develop visual asset library for development sites
 - Brand and market development sites
 - Work with partners on communications and marketing sites
 - Market existing festivals and organizations in the area
 - Cross promote events through village and partner social media and other communication channels
- *Measurement:*
 - Track development interest and activity at priority sites over time
 - Monitor web analytics and track changes over time
 - Monitor and track earned media

PRIMARY FONT

GEARED SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PRIMARY FONT

JANIRETRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ACCENT FONT

Aleo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

FONT IDENTITY

Two
Rare

ICE BLUE

CMYK: 22.0.11.0
RGB: 197 230 227
WEB: C5E6E3

CREAM

CMYK: 4.4.25.0
RGB: 243 236 199
WEB: F3ECC7

GOLD

CMYK: 14.43.94.0
RGB: 216 150 49
WEB: D89631

SAGE

CMYK: 56.29.55.4
RGB: 120 148 126
WEB: 78947E

SLATE BLUE

CMYK: 73.8.49.29
RGB: 70 82 91
WEB: 46525B

PRIMARY COLOR PALETTE

*Two
Rare*

NATURE

AUSABLE RIVER
WALLACE PARK
IRON BELLE TRAIL [UPCOMING]
CLOSE TO HIGGINS LAKE
UP NORTH
TISDALE TRAIL

COMMUNITY

STRONG SENSE OF COMMUNITY
CONNECTION WITH SCHOOLS
STRONG SUPPORT OF LOCAL BUSINESSES
LOTS OF FACETS TO THIS ROUGH CUT DIAMOND
SMALL TOWN ATMOSPHERE

RECREATION

CANOE / KAYAK
BIKE PATH
UTV / ATV TRAILS
LAKES / RIVERS
RIVERFEST
ART IN PARK
CHRISTMAS IN THE VILLAGE

KEY WORDS

*Two
Rare*