



BUENA VISTA CHARTER TOWNSHIP

MARKETING PLAN **2023**

INTRODUCTION

In 2019, the Buena Vista Charter Township Board of Trustees resolved its intent to pursue Redevelopment Ready Community certification by engaging in the Michigan Economic Development Corporation's Redevelopment Ready Communities® program. This marketing plan has been created as part of Buena Vista Charter Township's efforts to obtain status as a Certified community in the Redevelopment Ready Communities® (RRC) program through the Michigan Economic Development Corporation (MEDC).

The purpose of this marketing plan (the "Plan") is to establish an action plan and provide tools for Buena Vista Charter Township, in partnership with local and regional community, civic, and governmental organizations and agencies, to re-establish the downtown area as a thriving, commercial district. This plan primarily focuses on coordinating existing efforts with support from the MEDC as an RRC Certified community. Guidelines for the Township's branding are also included.

ABOUT BUENA VISTA CHARTER TOWNSHIP

Buena Vista Charter Township strives to be a safe, progressive, diverse community where families and businesses live, work, and play. This encompasses protecting our natural environment and our health and safety, and enhancing our prosperity, cultural heritage, diversity and recreational opportunities. The highest priority of the Township is to provide residents with access to transparency in governance by supplying relevant information in a timely fashion.

Primely situated in Saginaw County, Michigan, Buena Vista Charter Township is located directly east of Saginaw. Buena Vista Charter Township is located in the central portion of Michigan's Lower Peninsula, in the Great Lakes Bay Region (Saginaw, Bay and Midland Counties). Interstate 75, Michigan Highway 46 (Holland Rd.) and Michigan Highway 81 (E. Washington Rd.) cross through the Township. These three highways link the Township to Saginaw, Bay City, Midland, Flint, Ann Arbor, Lansing, Detroit, and the Mackinac Bridge.

The land uses within Buena Vista Charter Township are entirely affected by human activity; transportation infrastructure, shopping areas, industrial production plants, homes, and parks. While a majority of the Township consists of farmland, the land has been cleared of forests, tilled to drain its swampy character, made uniform with all rocks and obstacles removed, treated annually with pesticides and fertilizer, and planted with non-indigenous crops determined by economic factors.

Demographics

Between 2010 and 2020 the population of Buena Vista decreased 5.8 percent, from 8,676 persons to 8,171 persons. The rate of population loss within Buena Vista is less than the City of Saginaw but greater than Bridgeport Charter Township, Saginaw County, and the State of Michigan as a whole. While Buena Vista is not the only community experiencing a decrease in population, decreases can signal that the community needs to address reasons for the decrease.

Community	2010 Population	2020 Population	Percent Change
Buena Vista Charter Township	8,676	8,171	-5.8%
Bridgeport Charter Township	10,514	10,104	-3.8%
Saginaw Charter Township	40,840	41,679	+2%
City of Saginaw	51,508	44,202	-14.1%
Saginaw County	200,169	191,166	-4.5%
State of Michigan	9,883,640	10,077,331	+1.9%

Source: US Census Bureau, 2020 ACS 5-Year Estimates

Within the Township, 17 percent of residents 25 years and older have attained an associate's degree, bachelor's or graduate degree. In a broad sense, land use decisions cannot directly impact secondary education graduation rates. However, land uses that promote places where learning occurs, such as learning centers, should be planned so that the opportunities are abundant for local children and community members.

In 2020, 27.3 percent of the population in Buena Vista was under the age of 20. With demographics that skew towards younger age groups, the Township would be wise to provide services that cater to younger demographics.

Age Group	Buena Vista	Saginaw County	Buena Vista %	Saginaw County %
Under 5 Years (Infants)	625	11,089	7.6%	5.8%
5 to 19 Years (School Age)	1,607	35,533	19.7%	18.6%
20 to 44 Years (College, Career, and Family Phase)	2,409	56,996	29.5%	29.8%
45 to 64 Years (Empty Nesters)	1,884	50,914	23.1%	26.6%
65 Years and Older (Seniors and Retirees)	1,646	36,634	20.1%	19.2%
Total Population	8,171	191,166		
Median Age	39.8	41		

Source: US Census Bureau, 2020 ACS 5-Year Estimates

The population of Buena Vista is racially and ethnically diverse. In 2020, 32.6 percent of the total population reported being white, 62.6 percent reported being black, and 3 percent reported being two or more races.

Population by Race and Ethnicity	Number	Percent
Total	8,171	100%
White	2,662	32.6%
Black	5,120	62.6%
Pacific Islander	0	-
Another Race	147	1.8%
Two or More Races	242	3%

Source: US Census Bureau, 2020 ACS 5-Year Estimates

Community Input

Township residents showcase broad support for several improvements to enhance community image and identity. The most important improvements are to clean up the downtown area, enhance the Township's blight enforcement efforts, develop a defined entryway, and provide public parks and spaces creating a focal point to promote community identity. Residents were clear in their desire to attract a variety of retailers to Buena Vista and once again establish the downtown area as a viable commercial district. At the same time, residents realize that the Township should also pursue economic development opportunities targeted at developing and recruiting businesses to provide stable, long-term, employment opportunities, including high-tech firms, professional offices, and health care services.

The support of broad economic development reflects a community understanding that development in the downtown area must accommodate a mix of uses, and that a successful commercial district depends on a well rounded, diversified local economy. The Township Board of Trustees and the DDA already undertake economic development activities. The Township has developed an industrial park and has recruited industrial businesses to the park. The current economic development efforts will be expanded to reflect Township aspirations.

The following vision statement represents the future that the Board of Trustees and the DDA of Buena Vista Charter Township desire for the downtown area over the next ten years.

In the year 2033, as we look back over the last ten years, we see how far our community has brought itself. Our downtown area is now a thriving commercial district. Local residents can purchase needed goods and services locally. Others come from throughout the region to enjoy the dining and entertainment opportunities that are available.

A growing population, many of whom live in new housing constructed over the last ten years, supports our downtown merchants. The local economy is boosted by new jobs. Residents now have easy access to health care, banking and other services. Most importantly, we have a real sense of community. Beautifully landscaped entryways let people know they have arrived in downtown Buena Vista. Our downtown park and fountain provide a focal point that people think of when they hear Buena Vista. The entire downtown is clean and attractively landscaped, welcoming visitors. Our annual (to be named) festival attracts thousands from all over Michigan each year.

Yes, we have become the community we set out to be ten years ago. The success of our community and economic development is a monument to the hard work of our residents, businesses and public officials, as well as testimony to the partnerships we have forged with local and regional organizations. In fact, regional cooperation has been a hallmark of our revitalization success.

Vision: *Buena Vista Charter Township is planning, rebuilding, and enhancing a new quality of life that values education, family, and commerce.*

Mission: *Buena Vista Charter Township strives to be a safe, progressive, diverse community where families and businesses live, work, and play.*

TOWNSHIP ASSETS

Priority Development Projects

Former Buena Vista High School - In 2013 the Buena Vista School District was closed. A portion of the building has been transformed into the Buena Vista Farmers Market, with plans to further develop the remaining portions of the building into mixed-use facilities.

Town Center - The Township has planned the Town Center for mixed-use, high-quality development that suits the needs of residents while capturing the demand generated by the site's close proximity to highway I-75. A market analysis demonstrated that consumer spending can be expected to support 233,538 sq. ft. of retail space in the downtown area, less than the site's existing 380,000 sq. ft.

Kroger - Adjacent to senior housing, with direct access to Dixie Highway, the commercial lot now serves as indoor storage with potential to serve several varying redevelopment possibilities.

Racer Trust - The Township would like to redevelop this 233-acre vacant lot for intensive industrial use or as a multi-modal transportation hub. Racer Trust offers access to I-75, railroads, and the Saginaw River.

Outer Drive Hotels - There are two vacant/blighted hotels in the downtown area that offer optimal access to I-75 and local businesses. The Township recommends development as modern hotels to service the industrial and business community or new commercial developments such as restaurants, retail, or health care related.

Streetscape (I) and Gateway - The streetscape project will improve the appearance of Holland Avenue and Outer Drive, by constructing curb and gutter, constructing new sidewalks, landscaping, installing street furniture, and installing coordinated lighting. The gateway includes decorative paving and crosswalks, landscaping to frame the gateway, community signage, flag poles, and a small plaza and plaque wall to honor the community's history and/or veterans.

Housing, Offices, and Streetscape (II) - Increasing the number of households in the vicinity of the commercial district will provide additional consumer spending support for downtown businesses. Multiple-family housing could be apartments, or townhouses, or condominiums. The Township's Economic Development Plan identifies parts of the downtown area where new offices can be developed in a campus-like setting. The second phase streetscape project will improve the appearance of Holland Avenue and Outer Drive from the end of the first phase to the railroad tracks that form the boundary of the downtown area.

Community Events

Buena Vista Charter Township hosts several events to promote a sense of belonging amongst residents. The annual Holiday Bazaar, Twilight Movie Night, and the opening of the Buena Vista Farmers Market are some of the many initiatives used to support positive shared experiences.

MARKETING AND PROMOTIONS

Buena Vista Charter Township has not undergone a formal branding effort, but has developed its own brand and image over the years, which can be identified throughout Township materials.

Township Engagement



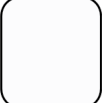

Public engagement is a way to gather meaningful, informed, actionable data from the community. It provides an opportunity for the Township to build trust with the community. As technology changes, new methods of communication provide decision makers with low-cost, wide reaching ways of soliciting input. The Township utilizes social media, newsletters, public meetings, and community events to seek meaningful input on prominent topics, the development of projects, and leadership satisfaction. Refer to the Township's 2022 Public Participation Plan for more information on public engagement.

Township Brand

Brand Image

- **Voice:** Buena Vista Charter Township is a government entity, not a political entity, that shares factual information that is time sensitive, relevant and community focused. Every post should relate back to the Township.
- **Tone:** Posting content should be done in a manner that makes Buena Vista Charter Township seem approachable and friendly, while still sharing information in a professional manner.
- **Goal:** To provide information to show transparency and increase engagement.
- **Measurement:** Effectiveness will be measured through quarterly analytics based on information such as followers, reach, engagement, etc.
- **Content Manager:** Administrative Specialist is responsible for content unless otherwise noted.

Colors

Primary	Secondary
 #034d93	 #90a6c4
 #fcfcfd	 #155695

Logo



Brand Descriptors

The following descriptors should be conveyed directly and indirectly through any branded messaging and images involving Buena Vista Charter Township.

- Family-friendly
- Caring
- Educated
- Safe
- Welcoming
- Green
- Charming
- Informational
- Open
- Growing
- Exceptional
- Outstanding
- Engaging
- Vibrant
- Active
- Supportive

Marketing and Promotion Objectives

- Define how Buena Vista Charter Township is distinct from other communities
- Create initiatives to draw attention towards how Buena Vista Charter Township is an ideal place to live, work and play
- Deliberately and intentionally provide positive attention toward Township goals and events
- Advertise Priority Redevelopment Sites critical for the quality of life and aesthetic of Buena Vista Charter Township
- Showcase Buena Vista Charter Township's current and future valuable assets including neighborhoods, business districts, services, hidden gems, green space, schools and offerings as they relate to the Buena Vista Charter Township vision and mission statement

Marketing and Promotional Materials

The Buena Vista Charter Township logo should be used on all official government materials including clothing, pins or vehicles that will be utilized by Township staff. The Buena Vista Charter Township logo may be used on promotional items and collateral pieces that will not be used to identify the Township in a professional or governmental manner (i.e. pens, note pads, etc.) to be distributed to the community. Any marketing materials associated with the Township should follow Buena Vista Charter Township's branding guidelines.

Marketing Channels

DIGITAL	PHYSICAL
Website Social Media (Facebook and Instagram) WTLZ (Kiss 107.1)	Quarterly Newsletters Special Events Utility Bill Attachments

Market Stakeholders

The Buena Vista Charter Township stakeholders make this community the vibrant and culturally-rich place that it is. Buena Vista encompasses different organizations and partners that help build community and connect our residents.

- Nexteer Automotive
- FedEx
- Amazon
- Duro-Last, Inc.
- Saginaw County H.W. Browne Airport
- F.P. Horak Co.
- WTLZ Kiss 107.1
- Downtown Development Authority (DDA)
- Food Process Solutions
- Tia's Soul
- Baldwin's Smokehouse Barbeque
- Alejandro's Mexican Grill
- Popeyes Louisiana Kitchen
- Big John Steak & Onion
- WSGW News
- Saginaw Future
- Board of Trustees

SWOT Analysis

STRENGTHS

Central location
Community engagement
Agriculture
Proximity to I-75
Low cost of living
Diverse leadership
Farmers Market
Involved public servants
Economic vitality

OPPORTUNITIES

Downtown events
Cannabis retail
Parks and recreation investment
Educational investment
Improved online resources and services
Medical investment
Multicultural entertainment

WEAKNESSES

Lack of billboards to attract visitors
Limited retail and grocery options
Pedestrian infrastructure
Neighborhood blight
Lack of meeting spaces
Lack of medical offices
No school system

THREATS

Competition with neighboring communities
Nominal community buy-in
Pricing out current residents

Target Audience

Community Members/Residents

- Young Professionals/Young Families
- General Community
- Business Community
- Community Organizations
- Community Leaders

Potential Investors

- Business Investors
- Professionals/Families
- Potential Homesteaders

Regional Partners & Stakeholders

Implementation

OBJECTIVE	ACTION	MEASUREMENT
Define how Buena Vista Charter Township is distinct from other communities	Aggressive workforce development; Highlight agriculture initiatives; Promotion of Buena Vista as a lifestyle brand via: Social Media Website Print Media	Increased engagement; Increased employment
Create initiatives to draw attention towards how Buena Vista Charter Township is an ideal place to live, work and play	Beautification initiatives; Educational resources; Community programs that target youth and young adults; Promotion of area businesses and organizations via: Social Media Press Releases Collaborations Community Events	Reported increases in local business demand and sales; Increased educational attainment; New developments; Increased family dwellings
Deliberately and intentionally provide positive attention toward Township goals and events	Collaborations; Engage young professionals; Anonymous feedback form via website	Increased engagement; Positive community feedback
Advertise Priority Redevelopment Sites critical for the quality of life and aesthetic of Buena Vista Charter Township	Marketing collaborations; Condensed guide to development	Increased tourism; New residents; New developments
Showcase Buena Vista Charter Township's current and future valuable assets including neighborhoods, business districts, services, hidden gems, green space, schools and offerings as they relate to the Buena Vista Charter Township vision and mission statement	User-friendly pamphlets with Master Plan highlights; Community partnerships	Increased engagement; New developments