



CITY OF MOUNT CLEMENS MARKETING STRATEGY

OVERVIEW

The City of Mount Clemens' marketing strategy is designed to effectively and efficiently highlight and market the community to three target audiences; new residents, new businesses, and visitors. The strategy is built on the foundation of several important planning processes and documents, and is intended to streamline the findings of these into a quick and succinct tool.

- [The 2010 Master Plan](#)
- The 2015 Strategic Plan
- [The 2016 Economic Development & Marketing Strategy](#)
- [The 2016 Downtown Plan](#)
- [The 2016 Redevelopment Plan](#)
- [The 2017 Parks and Recreation Plan](#)

The City of Mount Clemens' marketing strategy involves the Macomb County Planning & Economic Development Department, the Mount Clemens Downtown Development Authority and the Macomb County Chamber.

RESIDENTS

The City of Mount Clemens' website provides numerous sources of online information that help showcase the City to prospective residents. The website is updated on a regular basis with new events and information and the City also maintains a Facebook page that acts as a secondary source of information for new and current residents. Lastly, the City has developed a "Resident Packet" for those individuals that perform hard copies.

The City also builds off the successful "Make Macomb Your Home" marketing campaign sponsored by Macomb County.

- City of Mount Clemens' Website: <http://www.cityofmountclemens.com>
- City of Mount Clemens Facebook Page: <http://ww.facebook.com/City-of-Mount-Clemens-Government-382199222134431/>
- Make Macomb Your Home Website: <http://living.macombgov.org/Living-Home>

BUSINESSES

The Community Development Department leads the economic development program for the City of Mount Clemens, in collaboration with other City departments and other agencies. Through its website, the City maintains an "Economic Development" page that provides an Online Guide to Developers, a list of priority redevelopment sites and links to potential incentive programs and other resources.



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- City of Mount Clemens Economic Development Webpage: <http://cityofmountclemens.com/MountClemens-Services-EconomicDevelopment>
- City of Mount Clemens Online Guide to Development: http://cityofmountclemens.com/sites/default/files/content/pdfs/City%20of%20Mount%20Clemens%20-%20Online%20Guide%20to%20Development_1.pdf

The City works in collaboration with the Macomb County Planning & Economic Development Department on business attraction and retention efforts. Use of the [Salesforce](#) customer relationship management platform helps to streamline these efforts.

- Macomb County Planning & Economic Development Website: <http://ped.macombgov.org/PED-Home>

The City also works closely with its Downtown Development Authority (DDA) on marketing and attraction efforts focused on downtown businesses. The DDA has an active social media following on Facebook, Twitter and Instagram, and uses it to promote the downtown and other City events.

- Mount Clemens Downtown Development Authority Website: <http://www.downtownmountclemens.com/>
- Mount Clemens DDA Facebook Page: <https://www.facebook.com/DowntownMountClemens/>
- Mount Clemens DDA Twitter Page: <https://twitter.com/MountClemensDDA>
- Mount Clemens DDA Instagram Page: <https://www.instagram.com/mountclemensdda/>

VISITORS

Going back to the days of the mineral bath industry, the City has a long history of attracting visitors from far and wide. This continues today as the City is home to several special events and festivals, highlighted by its Independence Day Fireworks. In addition to a strong base of restaurants and bars, anchored by the newly renovated Emerald Theater, the City is positioned as a leader in the recreational watersports field. With the Clinton River running through its downtown Marina and in close proximity to Lake St. Clair, boating, kayaking and other watersports are all excellent opportunities for tourists and visitors. The City's many offerings are cross promoted by several groups including the City itself, the DDA and the Make Macomb Your Home Campaign, which has a special emphasis on "Things to Do".

Make Macomb Your Home - "Things to Do" Website: <http://living.macombgov.org/living-things-todo-landing>
Mount Clemens Farmers' Market Website: <http://www.mountclemensfarmersmarket.com/>
Mount Clemens DDA Calendar Of Events: <http://www.downtownmountclemens.com/calendar/events-list>
Emerald Theater Facebook Page: <https://www.facebook.com/emeraldtheatre/>
Mount Clemens Marina: <http://www.downtownmountclemens.com/marina>
Mount Clemens Shopping: <http://www.downtownmountclemens.com/shopping>
Mount Clemens Dining & Entertainment: <http://www.downtownmountclemens.com/dining>