City of Escanaba
Marketing and Branding Plan

Prepared in Association with the MEDC’s Redevelopment Ready Communities Program

With Assistance from:
Poggemeyer Design Group Inc.
LSL Planning

City of Escanaba
410 Ludington Street
P. O. Box 948
Escanaba, MI 49829
(906) 786-9402
www.escanaba.org

Adopted: February 16, 2017
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Preparation</td>
<td>4</td>
</tr>
<tr>
<td>Community Engagement and Consensus-Building</td>
<td>8</td>
</tr>
<tr>
<td>Web Presence</td>
<td>12</td>
</tr>
<tr>
<td>Recommendations</td>
<td>13</td>
</tr>
<tr>
<td>Appendix 1  Workshop Presentation</td>
<td>16</td>
</tr>
<tr>
<td>Appendix 2  Website Audit</td>
<td>29</td>
</tr>
</tbody>
</table>
Introduction

The City of Escanaba is engaged in the Michigan Economic Development Corporation’s (MEDC’s) Redevelopment Ready Communities (RRC) Program. RRC certification means that a community has its “community and economic development house in order,” and is prepared to move deliberately forward toward its goals. RRC certification also helps to assure investors, businesses and residents working on community-building projects that measures are in place to provide predictability and transparency. As of December, 2016 the City of Escanaba was very close to certification. Like other participating communities, the City was evaluated against RRC best practices. These best practices provide the standard to achieve RRC certification, and communities must demonstrate that all best practice evaluation criteria have been met to receive RRC certification.

The MEDC report with findings that compared the City to RRC best practices was completed in March 2015. It draws attention to Escanaba’s history of proactive planning and a strong community vision outlined in various planning documents. It also notes that the city has positioned itself to strengthen local quality of life. Some recommendations are also made to fully meet all RRC best practice criteria. Specifically, Best Practice 6.2 evaluates how the community promotes and markets itself.

Community marketing and promotion takes many forms, but the goal is to create a positive image that rekindles community pride and improves consumer and investor confidence. Marketing and branding should frame what sets a community apart from others. It was found that Escanaba does not currently have a community marketing strategy that fully connects with strategies to attract businesses, talent and real estate development. It was recommended that the development of this marketing strategy should be coordinated with the DDA, the commerce center and other tourism providers, and noted that Escanaba must market itself with the intent of positioning the community as an attractive place to live, work and invest.

“In today’s environment cities compete against each other for talent, business and resources. In many ways they have to act like commercial enterprises by selling themselves to potential customers – business investors, visitors and the creative classes – as successful, vibrant, forward-looking brands.”

Cities have to develop into successful brands. By Kevin Visdeloup, CITY MAYORS, www.citymayors.com/marketing/city-branding.html
Preparation

The development of this marketing and branding strategy took place over several months and culminated with a collaborative community event held on December 6, 2016 at City Hall. Prior to the workshop, city leaders and Poggemeyer Design Group (PDG) prepared for this event by reviewing recent planning documents to learn about public policy related to local community marketing and branding. Additionally, existing community attributes that help shape Escanaba’s identity were identified and evaluated. These attributes included physical elements such as signage, architectural themes, urban form and other features.

This event was well-publicized and well attended by a large cross-section of community leaders and residents. This event also took place after considering best practices associated with community marketing and branding and a review of how Escanaba currently defines and expresses itself.

The workshop began with a 7-minute video presentation produced in conjunction with the recently adopted Master Plan update. This video highlighted the renewed community vision, along with specific goals and development strategies.
After viewing the video presentation describing the recently adopted Master Plan update, a brief presentation was provided to help acquaint participants with marketing and branding best practices, and to share some key insights gained from prior efforts. A copy of this presentation is provided in Appendix 1. Some key issues raised during introductory comments and the more formal presentation included the following:

1. **The Need for More Marketing and Branding Efforts.**

   Both the 2016 and 2006 Master Plan identifies the need for more marketing and branding efforts. These recommendations are in the context of better signage to identify facilities, lead people to key destinations and to help reinforce community identity. Both documents also draw attention to the need for marketing activities to promote local culture, history and recreational opportunities.

2. **An Aging Population**

   As part of the community engagement efforts associated with the 2016 Master Plan, residents drew attention to the demographic profile of Escanaba, particularly with regard to the ages of residents. The Millennial generation (ages 15-35) is the largest in US history, while baby boomers (ages 51+) are beginning to have less influence over defining what a community should offer. For decades, the desires and values of baby boomers have shaped the physical development of communities as they chose what kind of home to live in, how to get around, recreational pursuits, what to buy, etc. Today, Millennials (with similar, but often unique values and preferences) are beginning to shift the definition of what a desirable community offers through the lens of their own attitudes toward home ownership, mobility and car ownership, family formation, careers, health consciousness, and exercise/recreation. These considerations should be a part of future conversations to make sure there is appeal to both young and older residents. Steps toward this goal can be supported by deliberately involving residents in all age groups in future marketing and branding efforts.

3. **“Soak It Up”**

   The City of Escanaba’s tag line (“soak it up”) may not enjoy a deep level of support. To many, the term “soak it up” suggests soaking up sunshine and warmth. Escanaba (like many other upper Midwestern communities) enjoys sunshine about 180 days a year (half the time), and the term “soak it up” can be considered disingenuous. Escanaba does offer four distinct seasons, with less snow compared with other parts of the Michigan’s Upper Peninsula given its location on the north shore of Lake Michigan.
Consistency

Consistency is important in marketing and branding and Escanaba's logo has changed and “morphed” into some variations over the years. The font associated with the word “Escanaba” has generally been used consistently, but there are many modifications. Sometimes the image of a heart is used, sometimes the lighthouse is used, and sometimes a sailboat and sun is used. The logo was created many years ago, and there is some support for efforts to refresh the logo with updated design guidelines to clearly identify acceptable variations.

Signage and Wayfinding

One way to reinforce a community brand and image is to develop a wayfinding system that defines a “family of signs” with a consistent look and appearance throughout the city. Presently, community signage varies and does not fully express a consistent theme. A consistent look and appearance would span the wide range of sign types (identification, directional, and gateway) and provide the opportunity to express a community image each time a sign is viewed.

Downtown

The City is making major strides forward in terms of downtown redevelopment. Downtown façade projects are underway and a New Farmers Market Pavilion will be complete and ready for use in 2017. A farmer’s market has taken place on 9th Street for over 100 years in Escanaba, and the new facility will provide a new cultural and social anchor for downtown. This new structure will be a significant placemaking feature and will help define downtown identity for generations. Elements of this structure should be woven into downtown branding and marketing efforts.
Following the presentation, the 35-40 people who attended the City’s marketing and branding workshop were given the task of responding to three key thought-provoking questions which were considered to be foundational to the recommendations contained in this plan.

The three specific questions were:

**What is most authentic and true about Escanaba?**

This question addressed the issue of authenticity. Enhanced branding and marketing efforts should be based on true leadership and the ability to deliver on an implied promise associated with the experience of being in Escanaba.

**What is working well (or not well) in terms of community marketing efforts?**

This question was aimed at recognizing that the City is already being marketed in various ways and that it currently expresses a brand as part of intentional, or non-intentional ways. This question probed for insights into whether any existing marketing or branding efforts can be associated with obvious and known success.

**What can be done to enhance Escanaba’s “brand” and identity so that people are more drawn to visit, live and invest in the community?**

This question helped direct conversations toward “brainstorming” and more creative thought. It was intended to provide the opportunity for ideas to be generated with imagination and creativity.
Community Engagement and Consensus-Building

Workshop Images
Workshop results from all four groups are provided below.

Group 1

**What is most authentic and true about Escanaba?**

- Small town charm
- Water-Rec and drinking
- Low cost utilities
- Refuse Disposal is Good
- Public Safety
- Local Pride and Historical Interest
- Arts & Culture
- U.P. State Fair
- Parks and Marina
- Port
- Airport
- Bay College
- Geography & Climate Change - The Banana Belt
- Industry – Emp Etc.
- Athletic Pride runs deep

**What is working well (or not well) in terms of community marketing efforts?**

- People drive past us
- Fair and Events, i.e. Logging Congress
- Healthcare options
- Façade Program
- Market Place
- Events – Rock the Dock
- Scenic “E” Route – re-sign
- Shopping
- Econ. Development – EDA/Chamber
- Restaurants – Compared to MQT and others
- City Website and Social Media
- Civic Center and Rec Programs – Kids
- Disc Golf

**What can be done to enhance Escanaba’s “brand” and identity so that people are more drawn to visit, live and invest in the community?**

- Pure Escanaba
- Have local business - do more advertising outside of area, i.e. Green Bay
- Website Re-design
- Facebook Continuity
- Advertise events in restaurants - use QR technology - placemats
- Marketing plan consultant part-time/project
- Go deeper into social media
- Engage young people to help
- Bring in College – Mkt. review
**Group 2**

**What is most authentic and true about Escanaba?**

“Welcoming”
Ludington Park
Waterfrontness
Authentic Downtown
Compact Community

**What is working well (or not well) in terms of community marketing efforts?**

State Fairgrounds
Commercial center
Hist. Housing
Municipal Dock?
+/- Other open spaces
Hwy’s Xchange

**What can be done to enhance Escanaba’s “brand” and identity so that people are more drawn to visit, live and invest in the community?**

Consistency
Mixed Use +
Enhance Downtown Vibrance
Safe/family friendly
Recognize its region
Med facilities +
Community College

**Group 3**

**What is most authentic and true about Escanaba?**

“Banana Belt” – warmer winters
Top fishing destination
Central location compared to upper UP
Best park
Longer summers
Rich history
Lighthouse and museum
Airport (Commercial) rail and port
Great Golf Destination

**What is working well (or not well) in terms of community marketing efforts?**

Need better website
Need to promote as a summer home/retirement location
Stop promoting low income housing
Look to add moderate/high income housing
Keep enhancing downtown
Not drawing in young people to come here and stay here
Low cost of living & utilities, low taxes
Take advantage of joint marketing opportunities
Move water treatment plant

**What can be done to enhance Escanaba’s “brand” and identity so that people are more drawn to visit, live and invest in the community?**

Enforce Code – Blight; no junk in yard
Offer entertainment Guide at Marina
More live music – expand Rock the Dock
Offer free storage for seasonal items - community
Parking lot
Social media
Expand non-motorized trail
Promote Lakefront recreation
**More events downtown
Music
Cruise nights
Motorcycle groups
Art festivals
**Make Dog Friendly
Group 4

What is most authentic and true about Escanaba?

Web/ship/
Waterfront useable
History Friendly
Invested Admin
Easy to Navigate
Width of Ludington is Good
Safe/back our blue
Good Schools – public and private
Affordability C.O.L.
Thriving Arts Community
Good Place to raise family
Good balance of youth activities
Great Parks and Recreation
Community outreach is good

What is working well (or not well) in terms of community marketing efforts?

Facebook Page(s)
City Website
Downtown Partners
Collaborative efforts
Lansing ambassadors
Need more communication of what is there
Communication or central resource for housing
Communicating offerings could improve

What can be done to enhance Escanaba’s “brand” and identity so that people are more drawn to visit, live and invest in the community?

Improve use of logo – standardized
Consistency of image
Reach out via social media
Class Reunions/graduates
Highlight “uniqueness”
Search Engine Marketing
Residents to be ambassadors
Key Event - Advertising
Web Presence

Along with the findings generated from the conversations at the workshop, a separate effort was made to review the municipal website to help identify areas where potential improvement is necessary. The issue of municipal website content was addressed throughout the RRC report produced in March 2015. The City has made a number of improvements to its website since then, in terms of both content and ease of use. However, further steps are needed to connect website design and content to marketing and branding objectives.

A municipal web site serves multiple functions. At a basic level, it is a means to share information about public meetings, access public documents, find links to other community organizations and to obtain general community information. The primary audience for this basic information is local residents and officials. Beyond this, a municipal web site is also a significant expression of community character and image. People unfamiliar with a community will often look to a web site for new information and they will form important first impressions and conclusions.

A more detailed review of the Escanaba website is provided in Appendix 2. However, the following material describes some areas for improvement, specifically targeted toward marketing and branding needs:

Home page

- Overall color, font, layout template could be modernized to look more progressive and exciting. Ideally, the website colors, fonts and layout should complement the municipal logo (especially if it is updated as discussed later);

- The grey bar on the left side of the home page that provides “quick links” could be enhanced by reducing options to a smaller list of choices that are more likely to benefit from a “quick link.” There is some redundancy between quick links and the buttons across the top (i.e., land development tool box) and some choices are probably not needed on the valuable real estate associated with a website home page. (i.e., audit reports, budget documents). Reducing lower priority links would free up room to express community identity and brand more intentionally. For example, the web site offers many community pictures – but they are buried in a photo gallery. Alternatively they could be pulled forward to more prominent locations on the web site to help create a strong first impression of a desirable community. Images (e.g. water, Ludington Park, Downtown, fishing, history) that directly connect to the foundational brand elements of Escanaba should be used prominently;

- The existing “news” link had outdated information and generally included old news releases. The “news link” is a great place to draw attention to strides the City is making toward its goals, especially when they connect to brand elements of the community. For example, grants awarded or other successes (events, industry expansions, special recognition, etc.) should be prominent in the news links;

- Progress on redevelopment projects could be shown more prominently to contribute to community excitement;

- Social media links such as Facebook, Twitter, LinkedIn icons are not currently in a main area of the website.
## Recommendations

To improve marketing and branding efforts in Escanaba, the following steps are planned. In order to make these recommendations “actionable,” identified steps are verbally described and are accompanied by a cost estimate and approximate time line.

<table>
<thead>
<tr>
<th>Task</th>
<th>Actions</th>
<th>Approximate Cost</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Update and/or refresh the Escanaba logo</td>
<td>Retain a graphic designer to work with a committee of community leaders to consider a range of choices and options. Typically after initial conversations, alternatives are generated and then a preferred choice is selected. The script text associated with the word “Escanaba” has stood the test of time. Consideration should be given to incorporating this into a new refreshed logo. Also consider changing the tag line to something that connects to an authentic brand and community identity for Escanaba. Consider and expand on authenticity considerations identified by groups as part of this work.</td>
<td>About $5-10K. Could be less if local graphic talent is available on a volunteer basis. Costs could also be much greater if steps are taken to conduct substantially more community engagement, outreach and the development of many alternatives for consideration.</td>
<td>First half of 2017</td>
</tr>
<tr>
<td>Task</td>
<td>Actions</td>
<td>Approximate Cost</td>
<td>Schedule</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>Develop Logo /Brand guidelines</td>
<td>Work with a graphic designer to develop details concerning preferred and acceptable modifications to the logo/tag line. This includes details regarding black &amp; white logo versions, color numbers, font names, line widths, shading, etc. A number of other cities have such ‘brand’ guidelines which can be used as a template to create a similar document for Escanaba to identify correct variations of the City's logo. Define a full range of applications for the logo – including business cards, letterhead, web images, city publications, vehicle identification, banners, clothing, etc. Share new logo/brand guidelines to partner organizations such as Delta County, Bay College, Chamber of Commerce, and encourage consistent use of new logo/tag line.</td>
<td>About $10k. Could be less if local graphic talent is available on a volunteer basis.</td>
<td>Second half of 2017</td>
</tr>
<tr>
<td>Create new letterhead, business cards, etc.</td>
<td>Replace existing material as old items are consumed and need to be reordered.</td>
<td>Minimal costs if done as existing stock is replaced with new material.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Update website</td>
<td>Update website with new logo / tag line and make other changes recommended in this document and MEDC Report of Findings. Update to be responsive on mobile devices and various website browsers. Create more prominent links to videos (Pure Michigan Refuel in Escanaba and Under the Radar Episode 315) perhaps at the top of web site –rather than last). Create a prominent place for positive news releases (grants awarded, municipal projects completed, development projects completed, etc.).</td>
<td>About $5-10K, unless tasks can be accomplished with in-house staff.</td>
<td>Second half of 2017</td>
</tr>
<tr>
<td>Task</td>
<td>Actions</td>
<td>Approximate Cost</td>
<td>Schedule</td>
</tr>
<tr>
<td>------</td>
<td>---------</td>
<td>------------------</td>
<td>----------</td>
</tr>
</tbody>
</table>
| **Develop a wayfinding system for the city** | Work with a planner and graphic designer to develop a “family of signs” for the city. This includes identification signs, directional signs, gateway signs, etc.  
Consideration should also be given to design and construction of one or more information kiosks to help visitors become better oriented to key attractions.  
The existing system of historic signage in downtown parking areas should be expanded where appropriate to more extensively showcase local history. Escanaba has compelling historic roots that can be showcased to help draw attention to place-based attributes in public spaces.  
As appropriate, consider new public art as a wayfinding and branding element. Significant elements of public art can help orient visitors and help define a sense of place. For example, sculpture in Ludington Park can pay homage to Great Lakes maritime history, while other sculpture could draw attention to early industrial activity. | Varies considerably as signs can be replaced incrementally, or in groups. Some signs appear to be at or near the end of their useful life, so some replacements may already be contemplated in existing budgets. Priority should be given to gateway signs at major community entry points. | Replace signs as needed – or as groups of signs |
<table>
<thead>
<tr>
<th>Task</th>
<th>Actions</th>
<th>Approximate Cost</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take Steps to Connect Branding Materials to Redevelopment Sites</td>
<td>The City has identified several redevelopment sites and has developed information packets that describe property features and characteristics. Since the primary audience for this material is people who might be inclined to invest in a project, it is essential to convey a strong community image and brand. This can be done within the information packets available on the City website, and at the physical locations themselves. This might include placing window signs or posters at buildings containing strong community branding material. It can also involve providing a QR Code to directly link to Escanaba’s Featured Redevelopment Sites page (<a href="http://escanaba.org/RedevelopmentSites">http://escanaba.org/RedevelopmentSites</a>).</td>
<td>Costs are likely minimal apart from time associated with updating implementation packets, creating project site posters and adding QR codes.</td>
<td>Second half of 2017</td>
</tr>
<tr>
<td>General Supportive Actions</td>
<td>There is reason to believe that more steps can be taken to promote local attractions in area hotels. Hotel guests are obvious visitors to the area and promotional materials are often found in actual hotel rooms to help acquaint visitors with area events and attractions. These circumstances also present an opportunity to introduce visitors to Escanaba’s brand and community identity.</td>
<td>Costs vary depending on the need to update existing material that may exist, along with costs associated with printing and placement in strategic locations.</td>
<td>Second half of 2017</td>
</tr>
</tbody>
</table>
Appendix 1

Workshop Presentation

Promoting Our Community

Community Marketing Workshop

12-6-16

Randy A. Mielnik, AICP, LEED-AP Poggemeyer Design Group, Inc.

BACKGROUND
“Escanaba does not currently have a community marketing strategy that identifies specific opportunities and strategies to attract businesses, talent and real estate development.”

“Escanaba must market the city with the intent of positioning the community as an attractive place to live, work and invest.”
SO WHAT ARE THE ESSENTIAL ELEMENTS OF A COMMUNITY MARKETING STRATEGY?

Know your community strengths and authentic identity

Define and maintain your community image and brand

Communicate intentionally to target audiences

Tonight

Talk a little about community branding and marketing

Look for input about what should be essential elements of Escanaba’s brand

Consider how Escanaba presents itself now and what could be done better in the future.
What is Branding?

- A brand is unique.
- It makes an implicit guarantee to meet expectations.
- A brand is a promise.
- For many years, the makers of consumer products have recognized the power of a brand and worked hard to maintain and develop it - Coke, Pepsi, Nike, Disney, etc.

What is **Community** Branding?

- A relatively new and growing concept for communities
- Focused on distinguishing a place as being unique.
- Community brands are generally expressed in logos and tag lines. **The logo is the primary visual representation of a City.**
- Some community brands/identities are well-known.
Community Branding?

Large Cities

City of Escanaba, Michigan | Marketing and Branding Plan
Community Branding?
Michigan Cities

KEY COMMUNITY BRANDING ELEMENTS

Connect to Your Master Plan
Your brand image can vary – but it should be carefully varied to fit circumstances

Be Consistent
Strategic Branding and Marketing can help implement your Master Plan

Be Authentic
Don’t try to be something you are not. Build on core strengths, undisputed and authenticity.
KEY COMMUNITY BRANDING ELEMENTS

Connect to Your Master Plan

Strategic Branding and Marketing can help implement your Master Plan.

MASTER PLAN - Profound Demographic Change Ahead.

A LARGER COHORT
The Millennial generation is the biggest in US history—even bigger than the Baby Boom.

- 92 M MILLENNIALS
- 61 M GENERATION X
- 77 M BABY BOOMERS

Source: Goldman Sachs
Look Forward - Your Master Plan draws attention to demographic challenges.

City of Escanaba Master Planning Workshop SWOT Analysis Summary

- Aging Population
- Aging Community

Other Master Plan References to Marketing and Branding

2016 Master Plan

- Recreational and natural areas are community assets that support tourism. Better parking, signage, and marketing of these resources could boost the local tourism industry. (page 49)

- Improved gateway signage to US 2/41 Corridor. (page 89)

- Marketing activities designed to attract visitors to community assets. (page 98)

- Action item E18 Community Marketing - Promote the City's cultural, historical and natural outdoor recreational resources. (page 107)
Other Master Plan References to Marketing and Branding

**2006 Master Plan**

- The City and DDA should embark on a wayfinding system with uniform and consistent signage throughout the City. This would result in a “branding” image for the community. (page 117)

Other Master Plan References to Marketing and Branding

**2006 Master Plan**

Wayfinding systems = a “family of community signs”

Typically, such systems define and reinforce a community brand
Other Master Plan References to Marketing and Branding

Other examples of reinforcing a community brand/image through signage

Traverse City, MI  Elk Rapids, MI  Ludington, MI
KEY COMMUNITY BRANDING ELEMENTS

Be Consistent

Your brand image can vary but it should be carefully varied to fit circumstances.

Consistency = Perhaps speak with fewer voices.
Consistency – Consider Denver Example of Logo / Brand Control

Be Authentic

Don't try to be something you are not. Build on core strengths, undisputed authenticity.

Build and maintain a community brand from a position of strength and leadership.
One important way to be authentic is to connect to your unique historical story.

Questions

What is most authentic and true about Escanaba

What is working well (or not well) in terms of community Marketing Efforts

What can be done to enhance Escanaba’s “brand” and identity so that people are more drawn to visit, live and invest in the community
Appendix 2

Website Audit

Recommendations

In the context of the RRC program, it is essential that communities meet the threshold of functionality. Beyond this, they should also work toward communicating an appealing community image that speaks to community identity, desirability and opportunity. This image should connect with the local economic development strategy which tells the more complete story of local opportunities, potential and an exciting future. The municipal website should not have to carry the full burden of articulating local economic development strategy. Rather, it is the opportunity to make a digital introduction that is engaging enough to encourage someone unfamiliar with the community to become more informed. The municipal website is essentially the “public face” of the community that invites more discovery.

The Escanaba website meets the functionality benchmark of information. However, some website enhancements and organized navigation could lead to greater impact and higher performance levels for businesses and visitors. These are discussed below in the context of the specific RRC best practices and in terms of general observations:
### Web Site, Comparison to RRC Best Practices and recommendations

<table>
<thead>
<tr>
<th>RRC Best Practice Reference</th>
<th>Key Questions</th>
<th>Response</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2</td>
<td>Does the website incorporate basic methods of public notification?</td>
<td>Yes. The site gives information and many menu links to public notifications, departments and services.</td>
<td>The home page has many menus. There is a lot of information for the viewer to digest and sift through. These menus could be condensed and organized to alleviate this issue. For instance, the “Departments” and “Boards/Committees” could be combined to include the board and committees on each department page. A static search bar would also be a great way for residents, visitors and potential developers to easily find the information they are looking for. The &quot;Quick Links&quot; menu should be condensed to 5-7 subjects at a given time.</td>
</tr>
<tr>
<td>6.2</td>
<td>Is it easy to locate pertinent planning, zoning and economic development documents on the city web site?</td>
<td>Somewhat.</td>
<td>Having a main Economic Development page with links to related planning, zoning and ED documents, as well as incentives would make related information easier to find and navigate. An overall “inviting” statement about Escanaba and its benefits would also add an engaging element.</td>
</tr>
<tr>
<td>6.2</td>
<td>The Community web site should be an important marketing tool and must be well designed to provide information to the public and a positive public image.</td>
<td>The overall website is geared toward residents and city information. The design could be updated with a fresh, clean look.</td>
<td>Images of people engaging in community events and enjoying the natural landscape would help reinforce the positive attributes that Escanaba offers. Positive phrases about the community would also be beneficial. While the home page does announce upcoming City meetings, it could also include upcoming community events, which portrays a lively, exciting community image. A “Video Tour” of Escanaba would be a nice feature to locate on the home page or “Visit” page. Due to Escanaba’s rather remote location, this has a major impact on all that Escanaba has to offer for potential visitors. One longer-term step forward could include revisiting the municipal logo and tag line(s). The logo on the City home page is a script logo type, and differs from the logo used on the Facebook page. Consistent colors, type styles and format would also help reiterate the City brand and a sense of “place”.</td>
</tr>
<tr>
<td>6.2</td>
<td>The Community’s website is easy to navigate and information is easily found.</td>
<td>Somewhat, but it could be better organized with a streamlined main menu.</td>
<td>The icon links across the top are visually interesting. Streamlining topics such as “Residents, Business, Visitors, Government, and Departments” could consolidate information into easily digested categories. Visitors to the web site would easily find the pages that pertain to them. Other suggestions would be to have site pages with the main topics with sub menus on them and not initially link directly to another website or entity.</td>
</tr>
</tbody>
</table>