



# Marketing Plan

Adopted: 01/22/2024

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## Introduction

This marketing plan has been created as part of the village's efforts to obtain status as a Certified community in the Redevelopment Ready Communities® (RRC) program through the Michigan Economic Development Corporation (MEDC).

Blissfield is fortunate to already be doing marketing activities and has active partners assisting in these efforts. Because of this, the plan focuses mostly on coordinating existing efforts, with only minor additions such as a new quarterly newsletter (in development), and additional efforts around site development with support from the MEDC as an RRC Certified community. Guidelines for the village's branding are also included.

## Blissfield's Background

The Village of Blissfield was founded in 1824 by Hervey Bliss, for whom the town was named and the town's first postmaster. The Blissfield post office first opened March 28, 1828. According to our rooted ancestors, Blissfield is home to the first set of Triple Bridges in the world. These three bridges were directly adjacent to each other and cross over the River Raisin; one for trains and two for vehicles. The vehicle bridges were torn down and replaced with a larger bridge in place of the two. The vehicular bridge is still next to the train bridge and a pedestrian bridge was added on the opposite side. Blissfield enjoys a rich agricultural history made possible by its close proximity to large urban populations, railways, and fertile soil. The Village of Blissfield is located between Ann Arbor, Adrian, and Toledo, OH. Blissfield's Erie & Kalamazoo Railroad was the first railroad west of the Allegheny Mountains and realized its first steam locomotive in 1837.

Canning companies formed prior to 1900 took advantage of the rich farm products from the surrounding townships. The sugar beet factory, built to the southeast of Blissfield, provided work to area residents for 45 years. Cattle drives brought livestock to the local stockyards and rail cars in the downtown near the famous Pennsylvania House Hotel. The Village also hosted many hardware stores including the Giles & White Hardware in the late 1800's and currently Gilroy's which relocated west of downtown (from downtown) in 1975. Beagle Hardware was located west of the river before selling to Blissfield Robe & Tanning Company founder Lamont C. Hoagland in 1899. This later became known as Richland Furs until closing after almost 100 years of business.

Arthur Gilmore is credited with the two oldest businesses still operating today – Blissfield Advance and Blissfield State Bank. The Advance was inspired in 1874 by Gilmore who had earlier published his own paper The Advertiser. Mr. Gilmore founded Gilmore & Company in 1873 on the west side of the village, later to be renamed Blissfield State Bank when moved to the east side at Lane & Adrian Streets. The bank operates today at Jefferson Street and Giles Ave. While there are many more stories and history to be told here in Blissfield, we encourage you to seek out Bob Barringer's book *Blissfield* to better understand the progress of our historic small town.

The Blissfield Community School System serves over 1,139 students with elementary school, middle school, and high school. Also within a half hour drive of Blissfield are Siena Heights University and Adrian College.

Residents enjoy shopping and dining in our beautiful historic downtown or have fun and exercise at one of our wonderful parks throughout the Village. The Village of Blissfield has much to offer and is the perfect community for living, working, and playing. It’s America, It’s Bliss.

## Blissfield’s Baseline

This section of the plan provides an overview of the village’s existing partners and assets. This information will help inform the overall strategy including what, if any, new marketing efforts should be undertaken in the coming years.

### Physical Assets

These assets are fixed characteristics of Blissfield which are not anticipated to change in the coming years. Many of these are already identified in the village’s other plans and include:

Asset	Description/Notes
Downtown Blissfield	Historic Downtown Blissfield which offers a variety of service-based businesses, retail, restaurants a mini pocket park and Bicentennial Park
Proximity to Urban Centers	Blissfield is a quaint village, but still within commute distance of jobs in larger urban centers such as Ann Arbor, Adrian, and Toledo, OH.
Community festivals and activities	Blissfield is host to numerous events such as the River Raisin Festival, Yuletide, Car Shows, Movies on Lane, Blissfield on Tap, First Thursdays and more.
Ellis & Clara Bachmayer Park	Located along US 223 and the River Raisin, Ellis and Clara Bachmayer parks are connected by two pedestrian bridges, sit in the heart of Blissfield and host numerous activities and events throughout the year.



## Resources

Looking at Blissfield’s existing resources for marketing, the village is starting from a fairly strong position but does have some room for expansion. Current resources include:

Resource	Notes
Village website	The village maintains an actively updated website to share official information on village activities.
Social Media	The village is on Facebook (see page). There is also an account for the Parks & Recreation Department and Downtown Blissfield and several other unofficial Blissfield pages which could be good partners for marketing.
Local Media	Local News Channels: WTOL Papers: The Advance, Daily Telegram, Home Front Radio: WLEN
Constant Contact	The village sends information, events through email.
Quarterly Newsletter (in development)	Currently the village is working on putting together a quarterly newsletter that will be available in the village office and on the website.

## Partners

Blissfield is fortunate to have numerous partners who help support the village’s marketing efforts for various audiences.

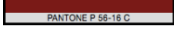
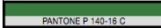

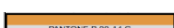
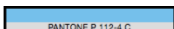
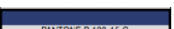
Partner	Audience(s)	Current Activity(ies)
Lenawee Now	Businesses, Developers	RFP for potential future businesses
Pure Michigan	Visitors	Blissfield has a dedicated page at <a href="http://www.michigan.org">www.michigan.org</a> to help potential visitors plan a trip.
Michigan Economic Development Corporation (MEDC)	Businesses, Developers, Visitors	Training, Financial Support, Resources, etc.
Historical Society	Visitors	Historical Society is open for visitors during events.
Schultz Holmes Memorial Library	Visitors	Provides visitors with information on happenings throughout Blissfield.
Visit Lenawee	Businesses, Visitors	Provides visitors with information on happenings throughout Blissfield.

Blissfield Community Schools	Visitors, Residents	Provides visitors with information on happenings throughout Blissfield. Additionally, partner on numerous programs and events.
Blissfield DDA/ Mainstreet	Businesses, Developers, Visitors	Provides resources for current and future businesses, and developers. Hosts numerous events, and provides various publications with information.

## The Blissfield Brand

The village funded a formal branding effort in 2014, which can be found throughout the village's materials. Major components of this brand are:

### Colors

- Pantone P 56-16 C 
- Pantone P 1140-16 C 
- Pantone P 158-16 C 
- Pantone P 20-14 C 
- Pantone P 112-4 C 
- Pantone P 103-15 C 

### Font

- Primary: *Shelby (bold)* and Perpetua (regular)

### Tagline/Motto

- It's America. It's Bliss.

### Logos





Photos: The village has a collection of photos used for the website and other materials available as well as from its social media account.



## Marketing Goals & Actions

The heart of any plan is its goals and actions. Given the solid baseline the village has for marketing at this time, this plan recommends staying the course in most instances with some areas for enhancements on existing resources. These actions are broken down by key audiences to reflect the difference in messaging and delivery methods. The key represents order of importance and timespan.

### Key

Priority of Importance	Timespan
Most	1 year
Very	1 – 3 years
Least	3 – 5 years

### Marketing

Partners: Michigan.org Team, Schultz Holmes Memorial Library, Local Media, social media

Project	Action Items	Success Measures	Timespan
Pure Michigan Website Enhancements	Accurately update Blissfield's page. Publish local events on the Pure Michigan events calendar.	Increased tourism	1 year
Website Upgrades	Make the website user friendly publish event information	Online event registrants	1 year
Social Media	Consistent posts	Public engagement	1 year
Ticketed Event Participation Tracking	Record amount created vs. number of sales and attendees	Year over year comparisons	1-3 years
Engagement Tracking	Systematic Monitoring	Social Media / website algorithms, engagements, and surveys	3-5 years

### Quarterly Newsletter

Partners: Local Media, Blissfield Community Schools, Historical Society, Schultz Holmes Memorial Library

Project	Action Items	Success Measures	Timespan
Create Template	Determine the basic items to be shared each quarter	Printed product	1-3 years

Maintain/Scheduling	Following through and being consistent with information and printed material	Consistent quarterly information	1-3 years
Availability	Ensure availability through various media: print, website, socials, utility bills, and emails	Reach of citizens and more inquiries.	1-3 years
Feedback	Solicit commentary from groups involved	Public, council, and staff feedback	3-5 years
Reports	Establish digital newsletter to measure reports	Opens, Clicks, Views, and tracking how many printed copies	3-5 years

Site Development

Partners: Lenawee now, MEDC

Project	Action Items	Success Measures	Timespan
Information sheets on development	Blossom information sheets specific to properties: lot size, available utilities, building information	Realization of information sheets	3-5 years
Website Page	Mature page for available properties on website	Tangible updated page	3-5 years
Inquires/Contacts	Distribute information sheets to partner entities	Increased Inquires about properties and expand contacts	3-5 years
Vacancy Timeframes	Sustain a more streamlined marketing regimen	Reduced Vacancy periods	3-5 years

Support Existing Businesses’ Expansion and Attract new Businesses

Partners: Lenawee Now, DDA/Mainstreet, MEDC

Project	Action Items	Success Measures	Timespan
Redevelopment Ready Communities Certification	Once the Village achieves RRC certified status; work with our partners to spread the word via the website, social media, traditional media and display certified materials at the village office.	Completion of RRC tasks and clearance for certification	1 year

<b>Create Business Welcome Packet</b>	Create a business welcome packet including: “Blissfield’s Bliss” for distribution	Materialized Welcome Packet ready to distribute to public and businesses	1 year
<b>Spotlight on Business</b>	Feature and focus on businesses to share their services, products and more	The means to document and publish spotlight	1-3 years
<b>Attendance</b>	Including businesses through this goal	Attendance of the business after hours events	1-3 years
<b>Shared Information</b>	Make information accessible to all	Number of packets provided	1-3 years
<b>New Businesses</b>	Invite and welcome new business to occupy available space	Number of New businesses	3-5 years

### Encourage Existing Residents to be Active in the Community

Partners: DDA/Mainstreet, Parks & Recreation

<b>Project</b>	<b>Action Items</b>	<b>Success Measures</b>	<b>Timespan</b>
<b>Community festivals and events</b>	Continue to hold and advertise community events such as identified above	Ongoing community feedback, support and sponsorship	1 year
<b>Quarterly Newsletter</b>	Develop, share, and maintain as identified above	Physical printed material	1 year
<b>Welcome Packet Development</b>	Create a “Welcome Home to Blissfield” packet for new residents providing an overview of services, businesses, and ways to get involved in the community. Incorporate this in the Welcome Baskets.	Physical material	1 year
<b>Public Participation Plan</b>	Utilize the Public Participation Plan to maintain engagement and participation	Seeing public engagement	1 year
<b>Constant Contact Communications</b>	Regular, consistent communications with targeted information	Consistency of newsfeeds	1 year
<b>Volunteers</b>	Increase & Maintain Volunteers	Seeing steady numbers recruitment	1 year
<b>Reports</b>	Opens, Clicks, Views, and tracking how many printed copies	Verified increasing numbers through tracking systems	1 year