



Village of Millington, Mich
Millington
 989-871-2702

Marketing Plan

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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). The plan was completed in partnership with the village’s RRC Planner.

The purpose of this marketing plan is to guide the village’s marketing efforts through the end of 2023 which will put it in line for an update at the same time as the village’s RRC recertification process would begin. Having a marketing plan is RRC Best Practice 5.3. Millington is fortunate to already be doing some great marketing and has some active partners to spread the work. Because of this, the plan focuses mostly on coordinating existing efforts, with only minor additions such as a “Welcome Home” packet for new residents, a new quarterly newsletter (already in development prior to this plan), and some additional efforts around site development with support from the MEDC as an RRC Certified community. Some guidelines for the village’s branding are also included.

Establishing a 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 Millington 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 Millington	Downtown Millington functions as the heart of the community and the area’s healthy inventory of in-line storefronts and traditional architecture make it an attractive destination for Millington residents as well as outside visitors.
Southern Links Trailway	The head of the Southern Links Trailway begins in Downtown Millington. It is a 11- mile trail enjoyed by local citizens and tourists come from all over the United States. It is to be expanded in the near future.
Millington Industrial Park	Millington's industrial Park is critical to the economic health of the Village. It provides jobs and places for employment, opportunities for local entrepreneurs, a daytime population to patronize local shops and restaurants, and diversity which broadens the Village’s tax base.

Cost of Living	According to Salary.com, the cost of living in Millington is 12.2% lower than the national average. This is especially pertinent as major shifts continue to occur due to the pandemic, resulting in more interest in smaller communities such as Millington.
Proximity to Urban Centers	Millington is a small, charming village, but still within commute distance of jobs in larger urban centers such as Bay City, Flint and Saginaw.
Community festivals and activities	Old-Fashioned Summer Festival, Millington National Night Out, Christmas in the Village, Homecoming, and other various holiday activities such as the Scarecrow Contests and Mayhem in Millington.
Arthur Latham Park	The Village and the Township have an agreement to operate Arthur Latham Park. The park is mainly for day use with picnic tables, pavilions, and playground equipment. The park is a host to Boy Scout Summer Jamborees.

Resources

Looking at Millington’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. The site was redesigned in 2020.
Social Media	The village is on Facebook (see page). There is also an account for the police department and several other unofficial Millington pages which could be good partners for marketing.
Local Media	Local News Channels: WNEM TV5 & ABC12 News Papers: Tuscola County Advertiser & Cass River Trader Radios: WIDL 92.1 Thumb Area Radio
Local Utility Bills	The village posts information, events on the monthly water bills.
Quarterly Newsletter (in development)	Currently the village is working on putting together a quarterly newsletter that will be available at locations around town, in the village office and on the website.

Partners

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

Partner	Audience(s)	Current Activity(ies)
Millington Chamber of Commerce	Businesses, Consumers	The chamber operates a website and has a social media presence on Facebook. The chamber meets monthly.
Tuscola County Economic Development Corporation	Businesses, Developers	The Tuscola EDC is the county's economic development organization and helps attract new business to the community.
Thumb Tourism Council	Visitors	The village is a member of the Council which promotes the historical heritage of the region as well as an events calendar. As of this baseline, the calendar was empty. It should be a marketing plan goal to ensure Millington's events are on the site.
Pure Michigan	Visitors	Millington has a dedicated page at www.michigan.org to help potential visitors plan a trip.

The Millington Brand

While the village has not undergone a formal branding effort, it has developed its own brand and image over the years which can be found throughout the village's materials. Based on the website, major components of this brand are:

Colors

- Primary – Gold: #FFCC00
- Primary – Blue: #49ABB1
- Secondary – Yellow: #FFE599
- Secondary – Light Blue: #A0DEE2

Font

- Primary: Lato (see [Google Fonts](#))
- When not available, any sans-serif font will suffice

Tagline/Motto: Where the Past and the Present Meet

Logo



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.

Businesses	
<i>Main Goal(s)</i>	Support existing businesses expand and attract new businesses to town
<i>Main Message</i>	Millington is open for business and willing to work directly with those looking to start up or expand their business.
<i>Partners</i>	Tuscola EDC, Millington Chamber, DDA, MEDC
Actions	
<i>2021</i>	Once the village achieves RRC Certified status, work with the local Chamber and Tuscola EDC to spread the word via the website, social media, traditional media and by displaying Certified material in the village offices.
Redevelopment Ready Communities Certification	
<i>2021 – 2023</i>	Continue to implement the actions of the DDA plan to create an ever more vibrant downtown district including banners, decorations, downtown façade improvements and general marketing.
Implement the DDA Plan	
<i>2022</i>	The DDA plan will be due for an update by 2023; during the update, the DDA could include a more detailed business marketing plan.
Update DDA Plan	
<i>2022</i>	As part of the DDA update, complete the retail gap analysis from the master plan.
Retail Analysis	
<i>Ongoing</i>	Continue the village’s partnership with the Tuscola EDC to attract and retain business via the EDC’s existing marketing assets.
Work with Tuscola EDC	

Residents	
<i>Main Goal(s)</i>	Attract new residents to the village; Encourage existing residents to be active in their community
<i>Main Message</i>	Millington's small-town charm and quality of life makes it the perfect place to raise your family and know your neighbors.
<i>Partners</i>	Local Realtors, Millington Chamber, DDA
Actions	
<i>Ongoing</i>	Continue to hold and advertise community events such as the Old-Fashioned Festival and Mayhem in Millington.
Community Festivals & Events	Ensure information on these events is posted on social media as well as the Village website, newsletter, local media, and other sources.
<i>2021 (& ongoing)</i>	The village will complete current efforts to establish a quarterly newsletter.
<i>Quarterly Newsletter</i>	
<i>2022</i>	Working with local realtors and the Chamber, the village will create a "Welcome Home to Millington" packet for new residents providing an overview of village services, local businesses, and ways to get involved in the community.
Develop a Welcome Packet	
<i>2022 +</i>	As outlined in the master plan action strategy, implement an annual (or more often) neighborhood clean-up day to promote ongoing community collaboration.
Neighborhood Clean Up Days	

Visitors	
<i>Main Goal(s)</i>	Attract new visitors to the village
<i>Main Message</i>	Millington offers a unique blend of historic sites, events, and community businesses to create the perfect outing
<i>Partners</i>	Thumb Tourism Council, Pure Michigan, Millington Chamber
Actions	
<i>Ongoing</i>	Continue to hold and advertise community events such as the Old-Fashioned Festival and Mayhem in Millington.
Community Festivals & Events	Ensure information on these events is posted on social media as well as the Village website and other sources.
	Work with the Thumb Tourism Council to ensure Millington's event information is included on the events calendar.
<i>2022</i>	Work with the Pure Michigan Travel team to update the Village's Pure Michigan page with updated information.
Pure Michigan Website Enhancements	
	Get local events into the Pure Michigan events calendar.

Developers	
<i>Main Goal(s)</i>	Attract new development to the village; Encourage additional investment from existing businesses or residents
<i>Main Message</i>	Developing in Millington is personalized and easy
<i>Partners</i>	MEDC, Tuscola EDC, DDA
Actions	
<i>Ongoing</i>	Market priority redevelopment sites via the Tuscola EDC and MEDC, including the new www.miplace.org/sites page for Millington which is a benefit of RRC Certification. RRC will connect us with those benefits once Certified.
Market Priority Sites	
<i>2021</i>	Once the village achieves RRC Certified status, work with the local Chamber and Tuscola EDC to spread the word via the website, social media, traditional media and by displaying Certified material in the village offices. RRC will provide materials.
Redevelopment Ready Communities Certification	
<i>2022</i>	Develop design-build packets with MEDC's Redevelopment Services Team. This is a benefit of being RRC Certified.
<i>Design-Build Packages</i>	
<i>2022</i>	As part of the efforts to implement the master plan goal of more senior housing, conduct market research and meetings with potential developers to construct such housing in Millington. Outreach will likely be through the Tuscola EDC or MEDC.
<i>Senior Housing Development</i>	
<i>2023</i>	Review local incentive options and better advertise their availability on the village website (this is part of the RRC 2.0 framework the village will need to align with by 2024)
Local Incentives	