

Issue: Marketing & Branding



Macomb is Michigan's third largest county and a major contributor to the regional economy. The branding and marketing of the county to residents, businesses and visitors is a critical part of our economic success and is vital to the long-term health of not only the county, but the region.

Policy Statement:

With a population larger than five U.S. states, Macomb is Michigan's third largest county and a major contributor to the regional economy. The branding and marketing of the county to residents, businesses and visitors is a critical part of our economic success and is vital to the long-term health of not only the county but the region.

Macomb has made major progress in establishing itself as a regional leader in southeast Michigan. Continuing the assertive strategy to accredit Macomb is essential to driving future growth. Promoting awareness of Macomb's key initiatives such as Make Macomb Your Home and the Blue Economy Initiative will further the agenda of marketing the county.

Attracting and retaining new residents and businesses is essential to the economic well-being of the county. The brand must resonate with the diverse audience that comprises the demographics of Macomb, but must also focus on specific groups that are especially important to securing our future. The county must leverage its marketing campaign to create an environment that will encourage young people to stay in Macomb. This is a key demographic essential to growing the county economy. Since 2000, many young educated workers and families have left Michigan in search of new job opportunities as a result of the manufacturing downturn. Encouraging young and educated workers to remain in Macomb will greatly benefit our local economy.

Awareness about all of the advantages available for businesses locating in Macomb will help drive economic investment in the county. Leveraging Macomb's reputation as the Arsenal of Innovation, the Defense Capital of the Midwest and as a strategically advantageous place to do business will have a strong positive impact on the county's economic success.

Marketing Macomb County can also raise our quality of life for residents. Raising awareness of our great natural resources, which play a key role in supporting major industry in our county, is a priority. Promoting the arts and culture, recreational activities and other attractions will improve the quality of life for Macomb's citizens.

Action Agenda:

- ✓ **Develop brand identity and recognition for Macomb County**
- ✓ **Utilize media strategically to promote Macomb to new audiences to further increase the number of new residents and businesses**
- ✓ **Establish Macomb as a regional partner for the southeast Michigan region**
- ✓ **Enhance the reputation of Macomb as a world class location to have a home, start a business, or enjoy leisure**