

Invites you to Laingsburg to experience what we have to offer!

CITY OF LAINGSBURG

MARKETING STRATEGY SUMMARY

Discover	Enjoy	Celebrate
<p>Laingsburg's Unique Attributes:</p> <ul style="list-style-type: none"> • "20 Minutes from anywhere" • MSU Campus • State Capital - Lansing • I69 & US 127 • Outdoor recreational opportunities • Surrounded by Lake Living • McClintock & Bates Park • School District Population 10K • Character & Vitality 	<p>Laingsburg's Quality of Life:</p> <ul style="list-style-type: none"> • Alternative to hectic urban living • Excellent Schools • Good Housing Choices • Relaxed Atmosphere • Safe • Affordable Retail Space • Vacation Like Lifestyle • "Mom & Pop" Retail Stores • High Level of Pride • Walkable 	<p>Laingsburg's Special Events:</p> <ul style="list-style-type: none"> • Springtime Festival • Pancake Breakfast, Car Show & Tractor Pull • Winterfest • Movies in the Park • Music in the Park • Farmers Market • Buck Pole • Dance Studio Programs • Historical Signage
<p>Sleepy Hollow State Park</p> <ul style="list-style-type: none"> • 6 Miles away from Downtown • Marketing Opportunity 	<p>Sleepy Hollow State Park</p> <ul style="list-style-type: none"> • Trails <ul style="list-style-type: none"> ○ Biking/Hiking ○ Horse Riding • Camping • Fishing/Hunting • Boat Launch • Disc Golf • Swimming • Picnic Areas 	<p>Sleepy Hollow State Park</p> <ul style="list-style-type: none"> • Over 300,000 Visitors per year • Economic Impact of attracting these Visitors to Laingsburg • Events at Sleepy Hollow <ul style="list-style-type: none"> ○ Ichabod Crane Days ○ Dog Sled Race ○ Trail Runs
<p>Community Partners:</p> <ul style="list-style-type: none"> • Committed Leadership • Shiawassee County Officials • State of Michigan Departments <ul style="list-style-type: none"> ○ MEDC ○ MSHDA ○ MDOT 	<p>Community Partners:</p> <ul style="list-style-type: none"> • Laingsburg School District • Laingsburg Police Department • LSW Emergency Services Authority (FIRE & EMS) • Local Churches • Food Bank 	<p>Community Partners:</p> <ul style="list-style-type: none"> • Laingsburg Business and Community Association • Laingsburg Lions Club • Laingsburg DDA • Shiawassee Chamber • Shia. Economic Development Partners

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	2012 Marketing Strategy	2018 Economic Development Strategy
Target Audiences	<ul style="list-style-type: none">• Occasional Visitor• Family's Relocating• Sleepy Hollow Visitors• Unique Small Businesses	<ul style="list-style-type: none">• Tourists• Developers• Sleepy Hollow Visitors• Talented Workforce• Local Shoppers

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Marketing Strategies	<ul style="list-style-type: none">• Get More People to Visit Laingsburg• Promotion<ul style="list-style-type: none">• Advertising• Signage• Website• Promote Recreation• Promote Lodging, Senior Housing & Family Housing	<ul style="list-style-type: none">• Gather specific information regarding Laingsburg• Promotion<ul style="list-style-type: none">• Advertise• Website• Promote Recreation• Invest in infrastructure• Housing<ul style="list-style-type: none">• Middle Income• Senior• Condos• Assisted Living• Accessible
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The short-term objective is clear -get more people to visit Laingsburg. These visitors through word of mouth will encourage others to visit increasing the awareness of Laingsburg's uniqueness. A number of these visitors will look for housing opportunities to make Laingsburg "Home". Others will invest in Laingsburg to provide a variety of housing and shopping options. Steady sustainable growth is the long-term goal. There is a unique opportunity to capture the business of those that visit Sleepy Hollow State Park. The park's visitors need fuel, food and fun and Laingsburg is just the place to provide that! Invest in Laingsburg and you will have the backing of a community that will invest in you.