

CHARTER TOWNSHIP OF
YPSILANTI BOARD OF TRUSTEES

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HEATHER JARRELL ROE

MONICA ROSS WILLIAMS

JIMMIE WILSON, JR.

June 5, 2018

Special Discussion and Presentation

5:00pm

Ypsilanti Township Civic Center

7200 S. Huron River Drive

Ypsilanti, MI 48197



Charter Township of Ypsilanti

7200 S. HURON RIVER DRIVE • YPSILANTI, MI 48197

SUPERVISOR BRENDA STUMBO • CLERK KAREN LOVEJOY ROE • TREASURER LARRY DOE
TRUSTEES: STAN ELDRIDGE • HEATHER JARRELL ROE • MONICA ROSS WILLIAMS •
JIMMIE WILSON, JR.

SPECIAL DISCUSSION AND PRESENTATION

TUESDAY, JUNE 5, 2018 – 5:00PM
BOARD ROOM, CIVIC CENTER, 7200 S. HURON RIVER DR.
YPSILANTI TOWNSHIP

AGENDA

Supervisor Brenda Stumbo invites you to a discussion and presentation for the following item:

1. PRESENTATION AND DISCUSSION ON THE YPSILANTI TOWNSHIP BRANDING, MARKETING AND COMMUNICATIONS STRATEGY.....
MEGAN MASSON-MINOCK, CARLISLE WORTMAN
BEN CARLISLE, CARLISLE WORTMAN
PAUL RANALLI, ONE MORE MINUTE CREATIVE

The Charter Township of Ypsilanti

Branding, Marketing &
Communications Strategy



Carlisle | Wortman
ASSOCIATES, INC.



One More Minute
creative

Successful place branding takes a concerted effort to attain a vision where the reality experienced by its customers matches the positive expectation or promise being conveyed by the city and its partners.

(Destination Branding for Small Cities - 2nd Edition; Bill Baker)

SWOT

The following section describes each of these findings in more detail.*

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Geographic Location “Good proximity to Detroit, Ann Arbor and the airport (DTW)”• Cultural and Racial Diversity “Diversity is positive.”• Rich History and Heritage “Township of resilience with an abundance of possibilities.”	<ul style="list-style-type: none">• Deficit of Community Gathering Places “No place for residents to gather or events to look forward to”• Lack of Distinction “Always associated with the city of Ypsilanti”• Not enough of a social presence/communications “Ypsilanti Township doesn’t possess a social presence”
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Open and ready for knowledge-based economy “Development of American Center for Mobility (ACM) is huge.”• Great place to raise a family “Potential for future young families”• Concentration on in-Township initiatives “Township services and signage in all languages (i.e., Spanish, Arabic, Min, etc.)”	<ul style="list-style-type: none">• Compared to bordering areas “Township gets lumped in with City and City has a bad reputation.”• Bad Image and Reputation in Press “Media reports crime that often happens in the township”• Not enough of its own identity “It is a branding issue.”

* For even more detail, please see the Appendix from plan overview document.

Brand Promise Concept

Branding is a perception people have of you, your business or your product. It's also a promise that you are what people perceive. It is imperative that you deliver on the promise. When people mention Ypsilanti Township, what's the first thing that comes to mind? What are their perceptions? What is Ypsilanti Township's promise?

The branding strategy for Ypsilanti Township is built around creating a unique and truthful view of the Township. The recommendations in this plan have been carefully developed to reinforce the primary brand message and outline the tasks needed to deliver on that message. A brand must be earned. You never “roll out” a brand, because you must be able to deliver on the promise first. This “brand promise” is the identity we hope Ypsilanti Township will earn over the one to seven years as this plan is implemented.

When creating the brand promise, we kept these three questions in mind:

1

What do we want to be known for?

2

How can we stand out from the crowd and be more competitive?

3

What thoughts and feelings do we want to come to mind when people are exposed to our name?

The people of Ypsilanti Township
are putting a stake in the ground
and declaring to all that we are

Here, For Generations.

Here to welcome the future while
grounded in the roots of our past.

Here for our children, and their children,
and their children after that.

Here for opportunities built from
within and supported by the area that
surrounds us.

Here because of our diversity.

Here because of our drive.

Here because of our desire to be better.

Here for now; not because we don't
look back but rather because we
know what is in the past and carry it's
lessons as we move forward.

Here to welcome outside opinions and
cherish the ideas from within.

Here because we want to be here.
Here because we want you to be here.

The background of the slide features a dark purple color with a faint, semi-transparent image of several hands of different skin tones cupping a globe. The hands are positioned around the globe, symbolizing global unity and shared responsibility.

**WHAT
WE
KNOW.**

**The ECONOMIC DEVELOPMENT
and IMPACT studies are all part of the
PLANNING IMPLEMENTATION.
The INFRASTRUCTURE that is
developed while PLANNING.**

A man in a light blue suit and tie is shown from the chest up, holding a mobile phone to his ear. The image is semi-transparent and serves as a background for the text.

**IF IT DOES
THE JOB.**

We have our TARGET AUDIENCE(s)' ATTENTION.



NOW,

WHAT do you say to the TARGET AUDIENCE(s)?



AND,

HOW do you say it to the TARGET AUDIENCE(s)?



**ONLY YOU
CAN TELL
YOUR STORY.**

HOW do you TELL IT?



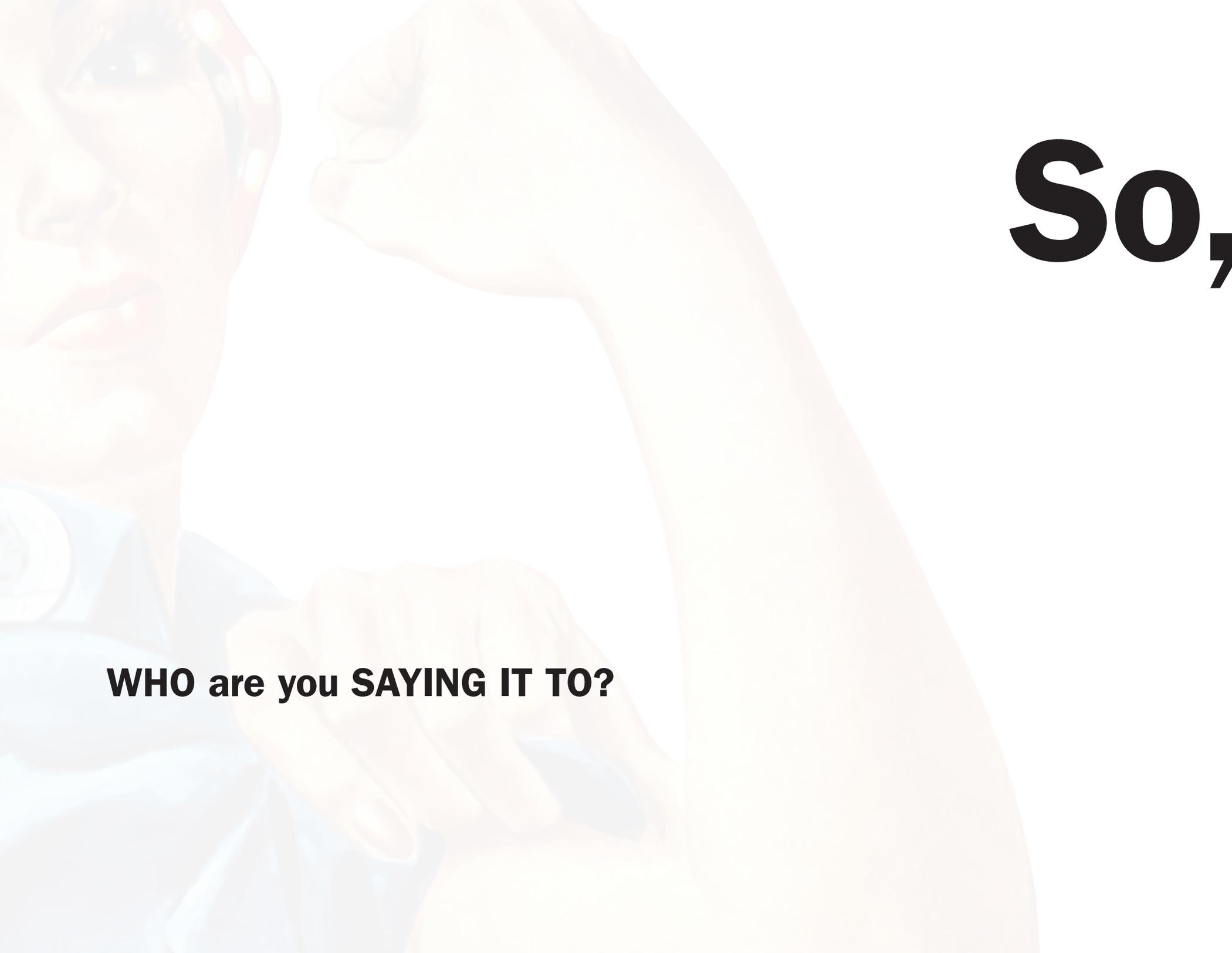
BASICALLY,

**The answers to these questions and a few more
ARE (*essentially*) YOUR BRAND.**



Marketing & Communications

**Are the TOOLS with which you TELL THAT STORY,
both LOCALY & ABROAD.**



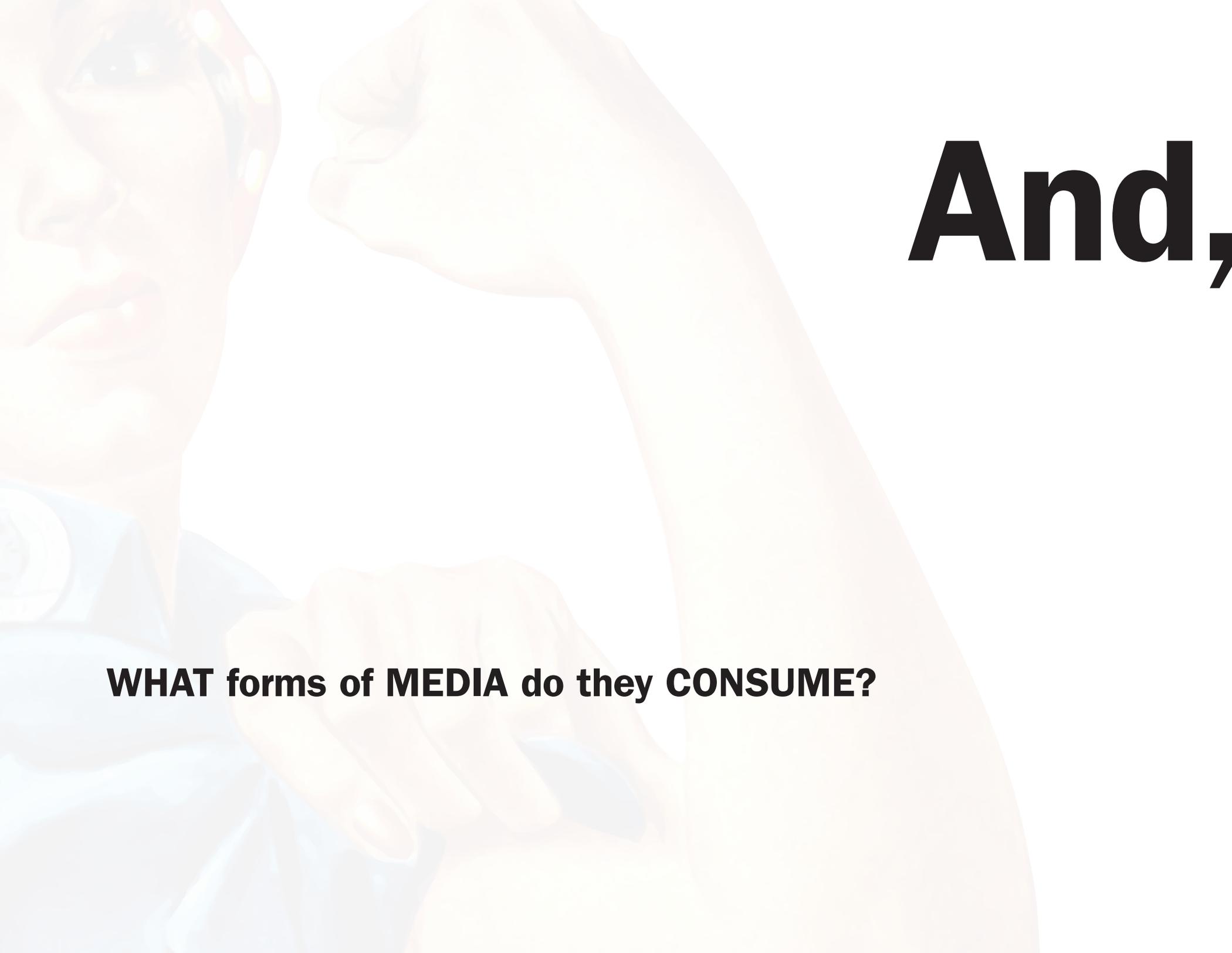
So,

WHO are you SAYING IT TO?



Marketing & Communications

WHERE do they LIVE?



And,

WHAT forms of MEDIA do they CONSUME?

Recommendations (Marketing/Communications/Implementation)

The following are recommendations for how to market and implement the Ypsilanti Township brand. They are listed in sequential steps and each element ranges in effort/time/cost to complete.

	STEP	WHEN	PARTY RESPONSIBLE	FUNDING/PARTNERS	DETAILS
DMAP Project	Logo/mark	May 2018	CWA with One More Minute Creative	DMAP grant	Color, typography and tone included
	Seal for Ypsilanti Township	May 2018	CWA with One More Minute Creative	DMAP grant	Creation of seal or emblem for making an impression in medium, including an embossment on paper
Outreach	eNewsletter and Newsletter	Summer 2018	Township staff with graphic design assistance	General Fund	1st issue includes benefits and details campaign
	Gateway Signs	2018/2019	OCS	CVB	Include slogan language
	Wayfinding Signs	2018/2019	OCS	CVB	Historical markers, natural resource markers. Include text in multiple languages spoken in the Township

Recommendations (Marketing/Communications/Implementation cont'd.)

	STEP	WHEN	PARTY RESPONSIBLE	FUNDING/PARTNERS	DETAILS
Public Art	Local Artwork Displays	2019	Township community engagement staff & social media staff	Riverside Arts Center	Create Instagram account to solely promote the artwork and hire local, student interns to help curate the social media feed
	Large whiteboards/ whiteboard walls in public spaces	2019	Township community engagement staff & social media staff	Library & schools	Residents and visitors share what they love about Ypsilanti Township. Prompt them with open-ended statements. Creates great stories that can be shared in newsletters and on social media
Public Relations	Promote brand on regional, state and national level	Ongoing	Township Economic Development Staff	Destination Ann Arbor	Several interlinking promotional strategies; beginning with those listed below
	Press Tours	Ongoing	Township Economic Development Staff	Staff Time	Includes all local reporters and press organizations to garner positive stories about Ypsilanti Township now and in the future
	eNewsletter and Newsletter	Summer 2018	Township staff with graphic design assistance	General Fund	1st issue includes benefits and details campaign
	Segmented on-line advertisements	Fall/Winter 2018	Township Economic Development Staff and consultant	Destination Ann Arbor, Concentrate Media	Highlights offerings in Township like arts, outdoors, tech, etc.
	Hashtag (#) campaign (ex- #YTBeHere)	Fall/Winter 2018	Township social media staff with consultant	Staff Time	Campaign encourages sharing the love of Ypsilanti Township

Recommendations (Marketing/Communications/Implementation cont'd.)

	STEP	WHEN	PARTY RESPONSIBLE	FUNDING/PARTNERS	DETAILS
Social Media outreach	Advertise on Podcasts	Fall/Winter 2018	Township social media staff with consultant	General Fund	Content should relate to Ypsilanti Township (ex - Michigan Makers (Tech), Michigan Runner Girl (Recreation), State Side (MI Public Radio), etc.)
	Social screening of all viable channels	Fall/Winter 2018	Township social media staff	Staff Time	Find individuals sharing about Ypsilanti Township. Free resources are Google, Hootsuite, local media, school reporters. Influencers' goals need to match those of the Township
	Space for videos created by Ypsilanti Township residents and businesses	Fall/Winter 2018	Township social media staff with consultant	Staff Time	YouTube channel or Vimeo. Facebook Live video series that has local influencers like active residents and businesses, celebrating the "micro-moments within Ypsilanti Township
	Spotify playlist	Fall/Winter 2018	Township social media staff with consultant	Staff Time	Music from the cultures that exist in Ypsilanti Township (ex- "What Ypsilanti Township Moms, Dads, Grandmas and Grandpas listen to", "Here to Listen Ypsilanti Township", etc.)



NOW
WE
REALLY
KNOW.

YPSILANTI TOWNSHIP
SEAL/ LOGO



YPSILANTI TOWNSHIP SEAL/ LOGO





YPSILANTI TOWNSHIP SEAL/ LOGO



PLACEMENT EXAMPLE

HERE IS HOW THE SEAL COULD BE
CONSTRUCTED IN A FORMAL SETTING.



YPSILANTI TOWNSHIP E-NEWSLETTER



YPSILANTI TOWNSHIP NEWSLETTER

Magnis es sequibea sitibus As ratem quisit dus quas volumqui doluptatem haruptus corporro omni nullabo riorehenis saecoeruptas ulparum re am laut atu? Et as a sunditibus si idelest, comnis soluptae il modis eania veruntibus doles quam, sa es eum quam erem esequie nobis sitat volo eum ra dolectaque exemat dolum et atintiamus, si officil laborep tatibus, vellique dolo blaut volorem ra autem, Tem eum corum doluptis doloriatu rati debis

[Read more](#)



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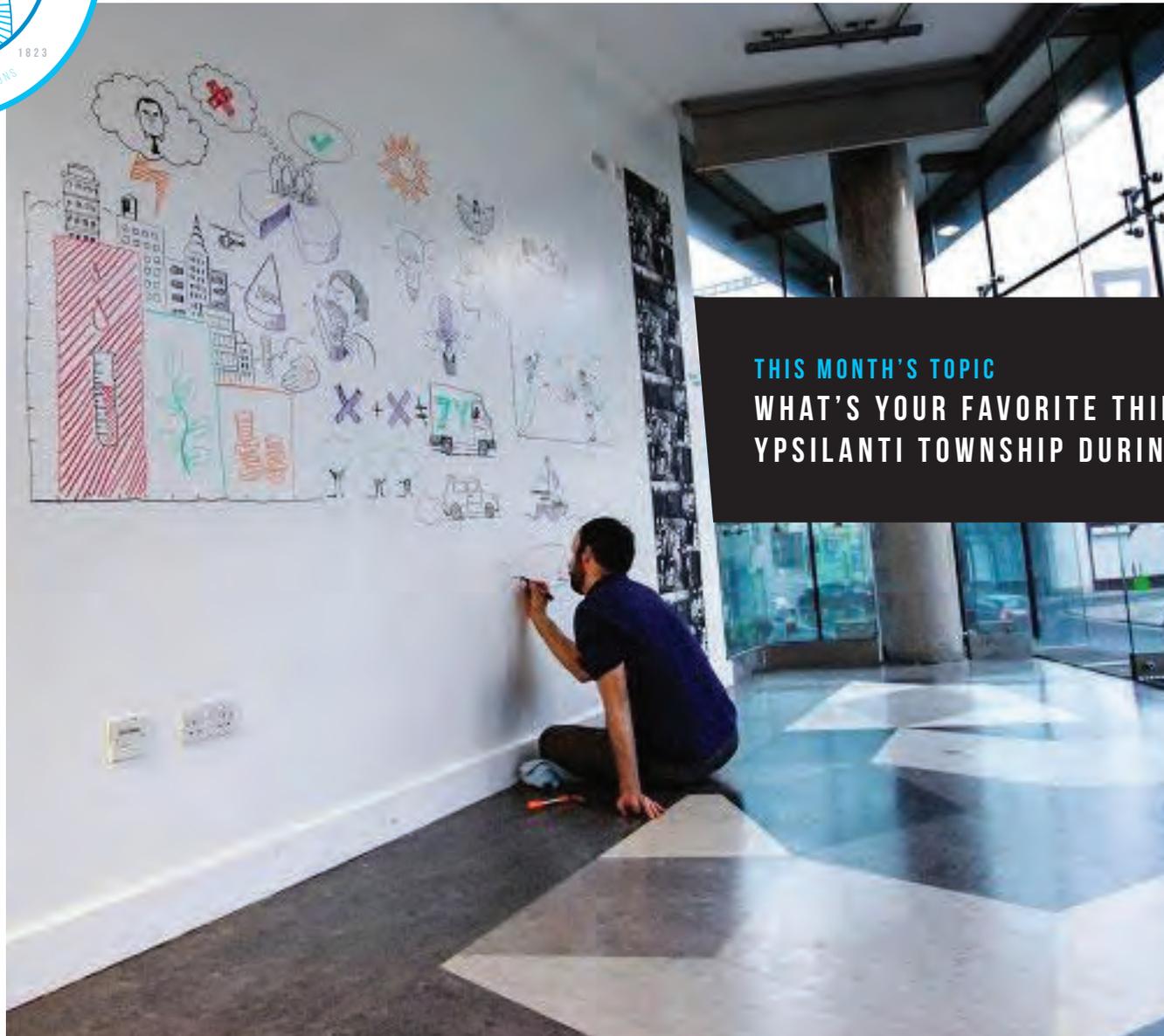
NEWSLETTER/ E-NEWSLETTER

PERIODIC COMMUNICATIONS

via both traditional and digital delivery.



YPSILANTI TOWNSHIP COMMUNITY WHITEBOARD



THIS MONTH'S TOPIC
**WHAT'S YOUR FAVORITE THING TO DO IN
YPSILANTI TOWNSHIP DURING THE SUMMER?**



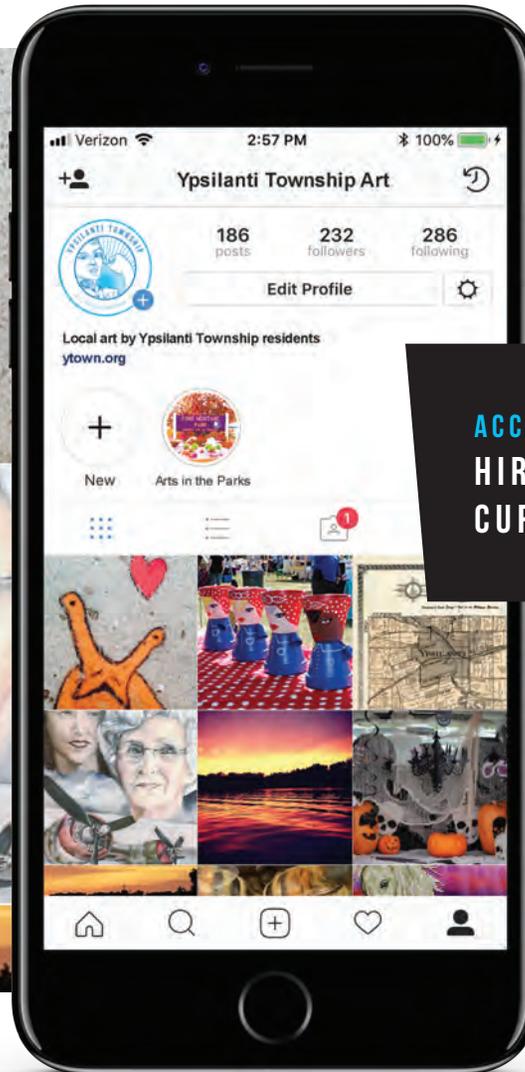
YPSILANTI TOWNSHIP PRESS TOURS



**PRESS TOURS TO GARNER POSITIVITY IN THE PRESS
INCLUDES ALL LOCAL REPORTERS AND PRESS ORGANIZATIONS**
to garner positive stories about Ypsilanti Township now
and in the future



YPSILANTI TOWNSHIP ART INSTAGRAM ACCOUNT



**ACCOUNT SOLELY DEDICATED TO PROMOTING LOCAL ART
HIRE LOCAL STUDENT INTERNS TO HELP
CURATE THE INSTAGRAM FEED**





YPSILANTI TOWNSHIP SOCIAL SCREENING

View site information NEW: Inspire customer purchases with secure and collaborative publishing to Pinterest via Hootsuite

Sales 1-888-350-5191

Hootsuite Platform Plans Enterprise Education Contact Us Log In Sign Up

Manage all your social media in one place
From finding prospects to serving customers, Hootsuite helps you do more with your social media.

Start Your Free 30-Day Trial OR Compare Plans

**SOCIAL SCREENING OF ALL VIABLE CHANNELS
FIND INDIVIDUALS SHARING ABOUT YPSILANTI TOWNSHIP.**

Free resources are Google, Hootsuite, local media, school reporters. Influencers' goals need to match those of the Township

Trusted by 800+ of the Fortune 1000

VISA eHarmony ACCORHOTELS

Learn how Hootsuite makes finding, scheduling, managing, and reporting on social media content easier

SCHEDULING

Save time by scheduling your social posts

Keep your social presence active 24/7 by automatically scheduling hundreds of social media posts at once, across your social accounts.

[Learn More about Scheduling](#)



The Charter Township of Ypsilanti

Branding, Marketing &
Communications Strategy



Carlisle | Wortman
ASSOCIATES, INC.



One More Minute
creative

The Charter Township of Ypsilanti

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Successful place branding takes a concerted effort to attain a vision where the reality experienced by its customers matches the positive expectation or promise being conveyed by the city and its partners.

(Destination Branding for Small Cities - 2nd Edition; Bill Baker)

Table of Contents

Introduction & Scope of Work	4
Project background	5
Strengths, Weaknesses, Opportunities, Threats (SWOT)	7
Brand Promise Concept	8
The Ypsilanti Township Brand Promise	10
Recommendations	14
Summary	17
Appendix	19

Project Background

The Ypsilanti Township Board, after hearing from their constituents, saw an opportunity to effectively tell this story and to increase the awareness that Ypsilanti Township is a bastion of opportunity for its residents and business owners; a distinct place they can continue to be proud to be a part of. By taking the first steps in telling their story, the leaders of Ypsilanti Township are helping to spur economic development and economic diversity; creating more jobs and providing more activities and building a better quality of life for all. Carlisle/Wortman & Associates, Inc. (CWA) was commissioned and selected as the consultant for the Ypsilanti Township Placemaking project via the Defense Manufacturing Assistance Program (DMAP) at the University of Michigan Economic Growth Institute. The project delivered a placemaking plan for 2 business corridors in Ypsilanti Township but also a suite of materials that can be infused within the overall plans. One material was a distinct Branding, Marketing and Communications/Implementation plan.

In order to effectively complete this plan, CWA partnered with One More Minute Creative (OMMC) to help determine a strategy for developing the Ypsilanti Township brand (it's story, it's platform), what makes it authentic/unique and define the audience. The Ypsilanti Township brand will ultimately bridge and manage the gap between the externally (and internally) held perceptions and the reality of Ypsilanti Township. The Branding, Marketing and Communications/Implementation strategy focuses on delivering clear, positive messages about Township assets and benefits that would be attractive to current and future residents as well as the development and business communities. It also suggests the most effective ways to promote the community.

The following list comprises actions taken by CWA and OMMC to prepare and shape the Ypsilanti Township Branding, Marketing and Communications plan:

- Meeting with stakeholders to learn more about local concerns, direction, opportunities, organizations and businesses.
- Focus Groups with Ypsilanti Township Residents, Business Owners and surrounding Real Estate and Developer professionals
- Focus Group with Ypsilanti Community High School students
- Meeting/Brainstorming session with leadership from Destination Ann Arbor
- Meeting/Brainstorming session with Entrepreneurship Center
- Review of the Economic Development Strategy
- Independent online research
- Site visits/ Overview of attractions, amenities, signage, wayfinding and overall appeal

Once these actions took place, CWA and OMMC reviewed all of the findings and statements in order to separate out what Ypsilanti Township possesses regarding Strengths, Weaknesses, Opportunities and Threats (SWOT). The reason is to help the Township focus on its strengths, minimize threats, and take the greatest possible advantage of opportunities available.

SWOT The following section describes each of these findings in more detail.*

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Geographic Location “Good proximity to Detroit, Ann Arbor and the airport (DTW)” • Cultural and Racial Diversity “Diversity is positive.” • Rich History and Heritage “Township of resilience with an abundance of possibilities.” 	<ul style="list-style-type: none"> • Deficit of Community Gathering Places “No place for residents to gather or events to look forward to” • Lack of Distinction “Always associated with the city of Ypsilanti” • Not enough of a social presence/communications “Ypsilanti Township doesn’t possess a social presence”
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The Ypsilanti Township Brand Promise

Ypsilanti Township is home to an eclectic, diverse and thriving population of residents and businesses. The generational rich heritage has established an overwhelming pride within the Township as a whole. It possesses an abundance of space and natural resources such as Ford Lake and the surrounding trail system. Quality housing, good utilities, public resources, sufficient safety and infrastructure combine to shape its viability. The local business community is engaged, impactful and optimistic.

Yet with all of this, Ypsilanti Township does not possess a distinction that sets it apart from the surrounding cities and towns. That ends now.

The people of Ypsilanti Township are putting a stake in the ground and declaring to all that we are

Here, For Generations.

Here, For Generations.

Here to welcome the future while grounded in the roots of our past.

Here for our children, and their children, and their children after that.

Here for opportunities built from within and supported by the area that surrounds us.

Here because of our diversity.

Here because of our drive.

Here because of our desire to be better.

Here for now; not because we don't look back but rather because we know what is in the past and carry its lessons as we move forward.

Here to welcome outside opinions and cherish the ideas from within.

Here because we want to be here.
Here because we want you to be here.

The collective voice of
Here, For Generations.

sets us apart and emboldens our distinction with purpose and pride. It's meaning can be interpreted as a place rich with history and experience as well as an open door and welcoming and warm invitation for those looking to make a better life for themselves and their loved ones.

Recommendations (Marketing/Communications/Implementation)

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	Spotify playlist	Fall/Winter 2018	Township social media staff with consultant	Staff Time	Music from the cultures that exist in Ypsilanti Township (ex- "What Ypsilanti Township Moms, Dads, Grandmas and Grandpas listen to", "Here to Listen Ypsilanti Township", etc.)

Summary

Ypsilanti Township is at a very exciting time in our existence. We have the opportunity to publicly define who we are, who we represent and support. Based on several open-ended discussions residents, business owners and developers, it is apparent that Ypsilanti Township has an impactful and inspiring story to tell.

Starting with the creation of a recognizable and distinct logo/mark, seal and branding system, we will begin to shape the visual story of the town and our people. We will further this with the development of a gateway and wayfinding signage system that supports the brand strategy as well as other environmental executions that encourage and reflect the art and culture of the area. A concerted Public Relations strategy will be implemented to ensure positive stories are written about the township. And the use of new media will further the reach of our story.

**All supporting the running mantra that
Ypsilanti Township is Here, For Generations.**

**Here, because we want to be here.
Here, because we want you to be here.**

Our passion for the area is evident as well as existing frustration for how others perceive our beautiful hometown. While it will take some time to fully implement and realize, Ypsilanti Township is ready to shout, share and show everyone that we are and will forever will be

Here, For Generations.

Appendix Further detail/verbatim from qualitative research.

STRENGTHS	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
Housing affordability “Lots of my clients work at U of M but can’t afford to live in Ann Arbor.”	✓			
Location “Work at airport need proximity but don’t want to live in Romulus or Belleville.”	✓			
“Best combination of quality housing stock vs. affordability in Washtenaw county”	✓			
Freeway access - Convenience	✓	✓	✓	
Good utilities	✓			
“Diversity of potential residents. Mix of white collar at U of M, EMU, and hospitals; young families; and blue collar.” “Large minority population which is reflected in racial, cultural, income, and religious diversity.” “Township is very diverse. Young, old, cultural, racial, religious. Diversity is positive.”	✓			
“Parks and Ford Lake is a big asset.”	✓			
Cultural commitment <ul style="list-style-type: none"> • Residents upholding the small town feel and do not want that to change 		✓		
Stable Economy		✓	✓	
Rich heritage; specifically Auto Industry - Also Ecorse Road is an “old street” with “its own flavor”		✓		
“Ypsilanti (Township) is like Cheer’s – everybody knows your name.”		✓		

STRENGTHS	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
Ford Lake is unique to the area (is not used to its fullest potential)		✓		
Good public resources <ul style="list-style-type: none"> • New/ updated library 	✓	✓	✓	✓
Sufficient safety services <ul style="list-style-type: none"> • Good response times from police • Police force making a big difference in community • Business owners feel safer recently 		✓	✓	
Infrastructure <ul style="list-style-type: none"> • Road layout makes it convenient to get to surrounding areas 	✓	✓	✓	
Geographic location <ul style="list-style-type: none"> • Good proximity to Detroit, Ann Arbor and the airport (DTW) - Not in flight path of DTW planes • Close to EMU and Downtown Ypsilanti/ Depot Town 	✓	✓	✓	
Neighborhoods and Park Systems		✓	✓	✓
“It’s a walking community” A lot nearby			✓	
Housing prices are affordable. “I can get a lot for a little.”	✓	✓	✓	
Free family events			✓	
EMU Convocation Center, Apple Orchards			✓	
It’s a “Township of resilience with an abundance of possibilities.” “Deep history with a lot of fresh ideas.”			✓	

STRENGTHS	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
Not like the stereotype, its better than that		✓	✓	✓
“Community.” “People are kind.” “All know each other.”		✓	✓	✓
Trails on Ford Lake		✓	✓	✓
Access to Education – K-12, Universities, WCC		✓	✓	✓
Amount of community partnerships		✓	✓	✓
Diversity in education. EMU grads (masters or doctorates) & stayed.				✓
WEAKNESSES	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
Schools. “Both perception and reality.”	✓	✓		
“Connotation and connection with City of Ypsilanti. Township gets lumped in with City (of Ypsilanti) and City (of Ypsilanti) has a bad reputation. People often don’t know or can’t separate the difference (between Ypsilanti Township and City of Ypsilanti).”	✓			
Lack of retail. No amenities. No downtown or central commercial area.	✓	✓	✓	
Lack of signage, wayfinding. Don’t know when you enter and leave the township.	✓			
“No exposure for small businesses. People shop outside the community.” (This statement came from small business owner who said that people have found out about his business by word of mouth.)		✓		
Public transportation is a concern <ul style="list-style-type: none"> • Bus stops are insufficient 		✓		

WEAKNESSES	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
“Overall cosmetic look of the community.” “The area looks drab. It is not necessarily run down it gives an impression that the area is less economically stable than it really is.		✓		
“The lack of lighting is a problem (in the Michigan Ave. and Ecorse Rd. corridors) (and) the signs on the buildings. If you are on either street at 11:30 p.m., it is very dark.”		✓		
No place for residents to gather or events to look forward to <ul style="list-style-type: none"> • Residents miss the old ice skating rink • No area to walk around safely with other residents 		✓	✓	
Lack of sense of community/ Desire to have a community		✓		
Lack of communication/ information <ul style="list-style-type: none"> • No way to find out what is happening in the community • No way to communicate issues and concerns to the Township and residents of the township 		✓	✓	
Lack of youth programs/ ways to get children in the community involved <ul style="list-style-type: none"> • There are not any good rec leagues for kids • After school activities for children 		✓	✓	✓
Limited entertainment and spaces for families <ul style="list-style-type: none"> • No movie theater within walking distance/ short drive 		✓		

WEAKNESSES	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
Lack of organization in the township <ul style="list-style-type: none"> • City is much more organized and communicates with residents and businesses well • Township and city need to collaborate to improve both communities 		✓		
“Housing prices are going up.” “Affordable housing (seems) to be limited.”			✓	
“Rentals are up to 30-40% of neighborhoods” which creates “predatory landlords”.			✓	
Ypsilanti Township doesn’t possess a social presence			✓	
Not a lot of economic diversity	✓			✓
Empty building(s)	✓	✓		✓
Not diverse – Most Ypsi Hispanic or Black				✓
OPPORTUNITIES	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
Proximity to Ann Arbor and metro Detroit (airport + jobs). People want to live in Ann Arbor but can’t afford.	✓	✓	✓	
Development of American Center for Mobility (ACM) is huge. Tremendous opportunity for jobs and support jobs. Essentially, home market is connected to strength of job market.	✓	✓	✓	
Affordability. There is a balance in Ypsilanti Township between what you can afford vs. school district vs. proximity to jobs.	✓	✓	✓	

OPPORTUNITIES	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
Township may want to target senior adult communities (active adult, empty nesters) to avoid issues of the school district. This type of market could be an opportunity for the Township.	✓			
“If Ypsilanti Township had more jobs in proximity and better schools, it would be one of the hottest housing markets in Michigan.”	✓			
There are lots of housing needs for immigrant communities.	✓			
“Wide-range of opportunities and elements in place. From a homebuilders perspective, the township can attract upscale buyers, but also allows for affordable housing opportunities. There are few places in southeast Michigan that has so much to offer as a community (location, parks and rec), but still provides opportunity to build affordable housing. Either you’re Ann Arbor, Canton or Troy where you have all the assets but very expensive or you’ve got cheap land but no community assets.”	✓			
“People move because the housing is affordable, it is a great location to start a family.”		✓		
“People start businesses here because of easy accessibility and location. Everyone knows where Ecorse and Michigan Avenue is. The tax base is lower than Ann Arbor and City of Ypsilanti. It is a great suburb.”		✓		
“Some potential is in Ypsilanti (Township), like in Detroit where (I) grew up. New people are moving in, because of ACM. They can raise the income level.”		✓		

OPPORTUNITIES	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
“Business owners know each other. There are relationships and networks. You see people at church, see them at Kroger’s , see the hardware guy cutting his grass. It is different than Canton, which is kind of uppity. Here, a nurse, a doctor and a guy getting out of rehab can all live here, know each other and feel comfortable.”		✓		
“People see value when the city invests in streets with lights, trash cans, signage/wayfinding. Nothing that says “Ypsilanti Township, Home of....””		✓		
Potential for Ecorse and E. Michigan Avenue <ul style="list-style-type: none"> • Many vacant lots/buildings makes for a “blank canvas” • Can create unique ideas that draw attention to the township 	✓	✓		
Affordability <ul style="list-style-type: none"> • Housing/ commercial properties are much less expensive than most surrounding communities (Especially A2) 	✓	✓	✓	
Many (people) feel rooted to Ypsilanti through family – here for generations.	✓	✓	✓	✓
Wants “vibe” to be different than Ann Arbor’s <ul style="list-style-type: none"> • Laid back/ friendly community 		✓		
Culture <ul style="list-style-type: none"> • Potential for future young families (Due to cost of living and location) 	✓	✓	✓	

OPPORTUNITIES	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
Abundance of space for potential parks/ opportunities to utilize current parks/ natural resources <ul style="list-style-type: none"> • Ford Lake is unique to the area (is not used to its fullest potential) • The parks bring rooftops, which brings customers to local businesses. 	✓	✓	✓	✓
Township resilience <ul style="list-style-type: none"> • Residents/business owners do not want to leave • Want to stay because of the potential • The Township was able to weather the economic storm of the recession 		✓	✓	✓
Arts/Culture with race-specific programming			✓	
City services and signage in all languages (i.e., Spanish, Arabic, Min, etc.)			✓	
“People move because the housing is affordable, it is a great location to start a family.”			✓	
Get hyper local with everything!			✓	
Auditorium addition at Lincoln H.S.			✓	
Small town without being a small town		✓	✓	
World class urban farming			✓	
Diversity of experiences	✓	✓	✓	
STEM (Science, Technology, Engineering, and Mathematics)				✓
Opportunities to volunteer			✓	✓

OPPORTUNITIES	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
Wolverine Pathways (4 years tuition at U of M) and Outward Bound				✓
“All my family lives here”				✓
Access to Education – K-12, Universities, WCC			✓	✓
Amount of community partnerships				✓
Support for schools				✓
“Not like the stereotype, its better than that.” “People only focus on bad stuff – don’t have that everywhere”				✓
Diversity in education. EMU grads (masters or doctorates) & stayed. “Some kids do get scholarships.”			✓	✓
“Parents want their kids to be a better generation of them”				✓
THREATS	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
Connotation and connection with City of Ypsilanti. Township gets lumped in with City and City has a bad reputation. People often don’t know or can’t separate the difference. “Name of “Ypsilanti” has a negative connotation. Has a poor reputation.” “Stigma with Ypsilanti name. Ypsilanti address can be negative connotation”	✓	✓		✓
“Not financially diverse. No high end financially.”	✓			
“Township has no identity. No Brand.”	✓			
“West Willow is SCARY. Bad first impression of township. Lots of section 8. Needs enforcement.	✓			

THREATS	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
“Lots of clients who leave because they are relocated for jobs.”	✓			
Security. In the Michigan Avenue and Ecorse corridors, there are lots of people walking around (undesirables). His clients need to feel safe. More visibility of police would help. The security issue is more the atmosphere than a high level of crime.		✓		
“In West Willow, older people are moving out and younger people are moving out but there is not enough upkeep. It looks like the projects, which is the reputation.”		✓		
“It is a branding issue.”		✓		
Attitude <ul style="list-style-type: none"> • Many residents have the mindset that Township will not get any better, which results in residents not caring or putting in an effort to make changes in the community • Not taking care of their homes/businesses • Littering/dumping 		✓		
Bad image/ reputation <ul style="list-style-type: none"> • Media reports crime that often happens in the township • Rarely showcases the good aspects of the community • Schools have a bad reputation throughout the county • Children in surrounding communities have bad opinions of Ypsilanti schools • Always associated with the city of Ypsilanti 	✓	✓		✓

THREATS	DEVELOPMENT	BUSINESS	RESIDENTS	STUDENTS
Limited by Ann Arbor <ul style="list-style-type: none"> • “living in its shadow” • Ypsilanti/ Ypsilanti Township always being compared to A2 • Families will always try to move to Ann Arbor over Ypsilanti Twp. 		✓		
“Lack of resources in area.”			✓	
Location	✓	✓	✓	
“Landlord Tenants.” “Rentals are up 31-40% of neighborhoods.” “Predatory landlords.”			✓	
“No one around me went to college”				✓
“Most people look down on Ypsi folks”				✓
Drugs – reality + image (little bit of both)				✓
Small – everyone knows everyone (Can be a negative)				✓
Gangs/ Poverty				✓



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