

FORGE YOUR ADVENTURE

FEATURED STORIES

- A Streetscape Story Pg. 18-20
- Marketing & Branding Pg. 22-23
- Negaunee Becomes a Social District Pg. 24-25



Welcome to “Irontown, USA”

2022 Year In Review

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PARTNERS





The City of Negaunee is experiencing some exciting and incredible changes since the adoption of its five-year Moving Forward Economic Development Plan.

Now into year three of this five-year plan, the city has decided to publish an economic development magazine to help inform business owners, investors, and residents alike, about our Moving Forward efforts. This publication includes our path to becoming a Redevelopment Ready Community, perspectives from our partner organizations, stories on new businesses that have moved into the downtown, current and future infrastructure investments, and much more.

Our team of city staff, professional consultants, engineers, business leaders, and the City Council have been making long-lasting positive changes to Negaunee's economy. Our dedication to promoting the long-term success of our community is what drives this mission! A noticeable change has developed between the city and downtown businesses over the last few years. We have reactivated our DDA to promote downtown development, provided economic tools to aid developers, made moves to protect our historic charm, and invested hundreds of thousands of dollars to revitalize Negaunee with more to come.

Negaunee's name is said to come from an Anishinabemowin (Ojibwa) word "nigani," meaning "foremost, in advance, leading," summed up to mean, Negaunee is "always looking ahead." I invite you take some time to peruse this publication and learn more about the economic development activities and projects happening in Negaunee.

Sincerely,

Nate Heffron

City Manager of Negaunee



WHAT IS MOVING FORWARD?

A 5-Year Plan That Puts Negaunee on the Path Toward Economic Success

Over the last several years, the City of Negaunee has taken major steps to help current property and business owners, in addition to attracting new businesses. These concentrated efforts are directly tied to our “Moving Forward” Economic Development Strategic Plan.

The five-year Moving Forward plan puts Negaunee on the path to economic success. It’s a major milestone in the roadmap that guides economic development in the city. The plan works because it creates an atmosphere where businesses and city government can work side by side, actively promoting positive economic development.

In early 2018, the Negaunee Economic Development Advisory Team was created. This team included ten members; the City Manager, Zoning & Planning Administrator, former Mayor Don Gladwell, Negaunee Public Schools, LSCP, CUPPAD, business owners/operatives, and citizens at large.

The Advisory Team, with help from the Michigan Economic Development Corporation and Beckett & Raeder, Inc. (an outside firm that specializes in planning) helped meet the following objectives:


- (1) Identify opportunities for economic development in the community.
- (2) Identify barriers that may be inhibiting economic development.
- (3) Provide a written report and recommendations to the City Council.


This written report, now known as the Moving Forward Economic Development Strategic Plan, has identified eleven guiding principles for economic development in Negaunee.





MOVING FORWARD STRATEGIES




 Continuing the City's relationship with Lake Superior Community Partnership (LSCP) for economic development and business retention services;


 Continuing the City's relationship with the Superior Trade Zone to work in a regional approach for economic success;


 Implementing a Downtown Plan and streetscape project to preserve Negaunee's history, enhance character, and spawn new economic development opportunities;


 Working with downtown business owners to engage the Michigan Economic Development Corporation's grant façade program;


 Partnering with Invent@NMU through their kiosk program to expand business start-up resources;

 Working to establish a Neighborhood Improvement Authority to meet the demands for new, affordable housing opportunities for families and expanding employment markets;

 Establishing a historic district to take advantage of tax credits available through federal programs and preserve Negaunee's history and character;

 Becoming a Michigan Main Street Program Community, allowing for stronger community connections that concentrate on economic vitality, downtown design, community promotion, and organization;

 Becoming a Michigan Redevelopment Ready Community showing that Negaunee is ready for business and has taken the necessary steps to streamline what is necessary for development;

 Developing and maintaining a Capital Improvements Plan to allow the City to properly plan for infrastructure and service development;

 Reactivating the Downtown Development Authority to revitalize development sites and establish a Tax Increment Finance District.



WHAT IS THE RRC CERTIFICATION?

The Redevelopment Ready Communities® (RRC) program is a state-wide certification program that supports communities to become development ready and competitive in today's economy.

Ready Redevelopment Communities (RRC)

The MEDC's Redevelopment Ready Communities program helps communities like Negaunee become well-positioned for private investment and improved economic development opportunities.

RRC Objectives:

1. Identify opportunities for economic development in the community.
2. Identify barriers that may be inhibiting economic development.
3. Provide a written report and recommendations to the City Council.



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

THE CONCEPT OF BUILDING A “PLACE”

Lake Superior Community Partnership

Economic Development is a term that is often tossed around to mean many different things. While there's no universally agreed upon definition, it typically includes a large list of focus areas including, business development, infrastructure, technology, municipal operations, community building, strong commercial centers, healthcare, recreation, and so much more. In general, we tend to wrap that all into the concept of building a “place” where residents, businesses, and organizations can collectively thrive.

Why do we focus on building this place? Because talent attraction is one of the most vital pillars of economic development. Building strong places that are resilient, safe, and vibrant is essential to attracting new residents and helping those already here put down deeper roots. Those residents provide the necessary labor, ingenuity, and passion to further support the economy by filling jobs or starting a business.

To build a successful place, it shouldn't surprise anyone that it takes a collaborative approach that is built on partnerships. And that's what the Lake Superior Community Partnership (LSCP) does best. A private-public partnership that works to promote and advance economic and community development throughout Marquette County, the LSCP has been a key partner in economic development efforts for the last 25 years by providing support and expertise to our hundreds of investors and community partners.

One of the ways the LSCP fos-

ters economic growth is through formal partnerships with local communities such as the City of Negaunee. For many years, the City and the LSCP have had a signed agreement for economic development services which include business retention and expansion, marketing support, and advancing aspects of the City's Moving Forward Economic Development Strategy (see the City of Negaunee's new Marketing and Branding on pages 22-23). It's a true win-win that combines the LSCP's resources with the City's economic development goals.

Another role the LSCP plays is connecting our partners with additional resources. One of those key partners is the Michigan Economic Development Corporation (MEDC) which provides state-level economic development support for businesses and communities through financial and technical assistance tools. Through MEDC's Redevelopment Ready Communities process, the City of Negaunee is receiving support to update its plans and brand and align its zoning and development review processes to expedite investment that goes hand-in-hand with the City's development goals. The City is wrapping up the final pieces of that certification, and we look forward to celebrating that milestone in 2023. Once certified, the City will gain access to additional tools for redeveloping vacant or underutilized properties.

The City has also been the recipient and helped local businesses receive several grants or loans through MEDC's Downtown Redevelopment Programs. The City's

successful application for a large Revitalization and Placemaking (RAP) grant is another great example of how Negaunee is bringing state resources back to our area.

And while the City has a lot to celebrate on the economic development front, our jobs are never quite done. From understanding the evolving needs of our local businesses to keeping them informed on new state and federal programs that can provide additional resources to our local communities, the LSCP looks forward to many more years of a prosperous partnership with the City of Negaunee. As the City of Negaunee continues to push the boundaries of what was once thought possible and to move its economy and community forward, we are excited to see residents and tourists forge their adventure in this part of Marquette County.



CHRISTOPHER GERMAIN
LSCP Chief Executive Officer

THUNDER ON THE IRON RANGE

Appreciating Americana-Roots &
Their Unique Cultures

Thunder on the Iron Range was organized to promote the appreciation of the **Americana-Roots Music Performing Artist & the Unique Cultures** they derived from.





Roughly 6,000 people were in Downtown Negaunee over the weekend of the Thunder on the Iron Range Music Festival (TOTIR), held in late July of 2022. The general feeling from the crowd was that they can't wait for the event next year.

The event included rock legends like Lita Ford, Blackberry Smoke, Winger, and FireHouse. The production even included local and regional talent - giving a special nod and well-deserved recognition to some of the Upper Peninsula's talent.

The festival itself has a great economic impact, not only on Negaunee but the surrounding area. With every annual event, the economic impact will only grow year after year. This is more than a prediction; it's a testament to the empathetic and proactive management style of the festival coordinators who are willing to put the work in before the event and step in to assist during the event to make it run smoothly. This is an attitude to be emulated and applauded.

According to the TOTIR website (thunderontheironrange.com), the festival was created in 2015. Historically, the event consisted of country, southern rock, and bluegrass genres. After public polling in 2019, they added a third day dedicated to classic and 80's rock.

The event was organized to promote the appreciation of the Americana-Roots Music Performing Artists and the unique cultures they're derived from. All operations are exclusively for charitable and educational purposes, the promotion of Musical Performing Arts, and to provide support to lo-

cal school programs and civic groups in the historic Upper Peninsula iron mining town of Negaunee.



Next year, the event coordinators intend to move the venue from Iron Street to Jackson Mine Park. Moving the location will allow tighter control over the venue and reduce disruptions to the businesses located on Iron Street. This change of venue will help improve economic opportunities for everyone during the festival.

City leaders are excited to see the event continue. We plan to work with coordinators to ensure that it's successful. We hope more people can attend the event and forge their adventures in Negaunee.

PATHWAY TO BECOMING A REDEVELOPMENT READY COMMUNITY

Six Best Practice Steps

ONE COMMUNITY PLANS & PUBLIC OUTREACH

THE PLANS

Adopted a master plan in the past five years, and must achieve:

- Reflects a desired future direction
- Identify priority redevelopment area

- Proactive practices: Individual mailings, charrettes, focus groups, workshops, canvassing, crowd-sourcing, social networking, interviews

Share outcomes of the public participation processes

- Track outreach methods
- Communicate outcomes

Include flexible parking standards and improves nonmotorized transportation

- Includes bicycle parking, pedestrian-scale lighting, traffic calming, public realm standards where appropriate
- Includes pedestrian connectivity ordinance
- Requires two or more: parking off street requirements, parking lot connectivity, shared parking, parking max, parking waivers, electric vehicle charging, bicycle parking, payment in lieu of parking, complementary use accommodation

Joint site plan review team

- Define the joint site plan team, include multiple disciplines

A clearly documented internal staff review policy

- Define clear roles, responsibilities, & timelines
- Define development review standards



COMMUNITY PLANS & PUBLIC OUTREACH

- Identify land use, infrastructure, & complete streets elements
- Includes zoning plan
- Implementation recommendations
- Progress annually reported
- Available online

Adopted a downtown plan & corridor plan

- Identify projects, costs, & timeline
- Identify development boundaries
- Includes mixed-uses & pedestrian oriented development
- Includes transit oriented development
- Coordinates with master plan & capital improvements plan
- Available online

Adopted a capital improvements plan

- Details a minimum of a six year projection with annual review
- Coordinates with other projects to minimize construction costs
- Coordinates with master plan & budget
- Available online

PUBLIC PARTICIPATION

Public participation strategy for engaging a diverse set of community stakeholders

- Identify key stakeholders
- Identify public participation methods & venues
- Any third party adheres to strategy

Public participation efforts go beyond the basic methods

- Basic practices: Open Meetings Act, newspaper, website, community hall door, postcards, water bills inserts, local cable access, announcements

TWO ZONING REGULATIONS

Alignment with the goals of the master plan

- Evaluate master plan recommendations

Provide for areas of concentrated development in appropriate locations & encourages the type & form of development desired

- Allow mixed-use by right in development
- Consider form-based code
- Requires one or more: build-to lines, open store fronts, outdoor dining, ground floor transparency, streetscaping, preservation of historic & environmentally sensitive features



ZONING REGULATION

Include flexible tools to encourage development & redevelopment

- Define special land use & conditional rezoning requirements
- Allow for compatible uses that serve new economy businesses in commercial and industrial districts

Allow for a variety of housing options

- Requires two or more: accessory dwelling units, attached single family units, stacked flats, live/work, co-housing, corporate temp housing, cluster, micro units

Include standards for green infrastructure

- Requires one or more: low impact development techniques, green roofs, pervious pavement, native species, existing tree protection
- Requires street trees & parking lot landscaping

Creating a user-friendly ordinance

- Portrays clear definitions & requirements
- Provide electronic format
- Convenient hard copies
- Accessible online

THREE DEVELOPMENT REVIEW PROCESS

DEVELOPMENT REVIEW PROCEDURES

Zoning articulates a thorough site plan review process

- Provide clear roles & responsibilities for all bodies

Define & offer conceptual site plan review meetings for applicants

- Defined expectations online

RECRUITMENT & EDUCATION



DEVELOPMENT REVIEW PROCESS

Promptly act on development requests

- Allow permitted uses to be administratively reviewed
- Adhere to procedures & timelines
- Provide development process flowchart with timeline
- Coordinate among community development, permitting, & inspections

Create method to track development projects

- Develop a tracking mechanism for projects during development, permitting, and inspection process



Qualified intake professional

- Identify a point person for receiving applications, documenting contact, explaining procedures, facilitating meetings, processing approvals, & excellent customer service

Encourage developers to seek input from neighboring residents & businesses at the onset of the application process

- Assist the developer in soliciting input from the public

Annually review successes & challenges with the development review process

- Obtain customer feedback & integrate changes
- Capture lessons learned from joint site plan review team

GUIDE TO DEVELOPMENT

Annually review the fee schedule

- Cover the community's true cost
- Accept credit card payment

Maintains guide to development, explaining policies, procedures & steps to obtain approvals

- Provide: contact information, meeting schedules & procedures, flowcharts of development processes, relevant ordinances, site plan review requirements & application, administrative approval requirements, process & applications for rezoning, variances, & special uses, fee schedule, financial assistance tools, design guidelines & processes, building permit requirements & applications
- Available online

FOUR RECRUITMENT & EDUCATION

RECRUITMENT & ORIENTATION

Set expectations for board & commission positions

- Outline expectations & desired skill sets defined
- Available online

Provide orientation packets to all appointed & elected members of development related boards & commissions

- Include all relevant planning, zoning & development information

EDUCATION & TRAINING

A dedicated source of funding for training

- Allocate budget for elected & appointed officials & staff

Identify training needs & track attendance for elected & appointed officials & staff

- Manage tracking mechanisms: training needs & attendance
- Identify trainings which relate to stated goals & objectives

Encourage elected & appointed officials to attend trainings & share information

- Notify elected & appointed officials & staff about training opportunities
- Hold collaborative work sessions & joint trainings
- Prepare annual report

FIVE REDEVELOPMENT READY SITES

Identify & prioritizes redevelopment sites

- Maintain updated list of sites

Gather basic information for prioritized redevelopment sites

- Require photo/rendering, desired outcomes, owner contact, community contact, zoning, lot & building sizes, SEV, & utilities

Create a vision for priority redevelopment sites

- Include desired development outcomes
- Identify community champions
- Require public engagement with high controversy sites

Identify potential resources & incentives for prioritized redevelopment sites

- Identify negotiable development tools, financial incentives and/or in-kind support linked to desired outcomes

Assemble property information packages for prioritized sites

- Include financial incentives, deed restrictions, tax assessment, survey, past uses, existing conditions, known environmental and/or contamination conditions, soils, demographics, amenities, planned infrastructure improvements, GIS, natural features, traffic studies, target market analysis, feasibility studies

Prioritize redevelopment sites and actively market

- Available online

SIX COMMUNITY PROSPERITY

ECONOMIC DEVELOPMENT STRATEGY

An approved economic development strategy

- May be part of the master plan or annual budget
- Connects to the master plan & capital improvements plan
- Identify opportunities & challenges within the community
- Incorporate recommendations for implementation
- Coordinate with a regional economic development strategy
- Available online

Annually review the economic development strategy

- Report progress on economic development strategies annually

MARKETING & PROMOTION

Develop a marketing strategy

- Identify opportunities & steps to attract businesses, consumers & real estate development
- Creates or strengthens the community image
- Identify approach to market priority development sites
- Coordinate marketing efforts with local, regional, & state partners

COMMUNITY PROSPERITY

An updated, user-friendly municipal website

- Link to master plan, downtown plan, corridor plan, capital improvements plan, zoning ordinance, development guide, online payment, partner organizations, board & commission applications, property information packages, & economic development strategy
- Easy to navigate

DOWNTOWN ECONOMIC DEVELOPMENT GRANTS



FAÇADE GRANTS

The City of Negaunee and the Downtown Development Authority (DDA) took action earlier this year to provide temporary Downtown Economic Development Grants for commercial businesses and properties.

PROGRAM DETAILS

Funding for this program was made possible by the American Recovery Act for 2022 and 2023. \$200,000 has been allotted to this program. Eight grants were awarded with each grantee contributing at minimum of \$25,000

each. With both the DDA's grants and contributions of private partners, it's estimated that \$1.2 million will be invested in downtown Negaunee through this program!

GRANT AWARDEES

- Smarty's Saloon
- Argall Real Estate
- Barr's Bar
- Love and Bicycles
- Strega Nonna
- Lowenstein's
- Union Station Depot
- Snapp Building Co.

The program's purpose is to assist in economic recovery by providing funds to eligible applicants who were adversely impacted by the COVID-19 pandemic. General goals include: architectural improvements of buildings, historic preservation of buildings, increased investment in the downtown and TIF District #2, and lasting impactful projects that will assist in economic recovery of the applicant.

The city has awarded eight grants to the following recipients, Smarty's Saloon, Union Station Depot, Love and Bicycles, Ben Snapp (Rookies Building), Lowenstein's (Antique Mall), Ben Argall (Gold Street), and Strega Nonna (Ra-chael Grossman), and Barr's Bar.

Future grants will depend on funding availability and need. However, the funds provided by the American Recovery Act have provided an advantage to local businesses and helped downtown Negaunee meet some of its strategic goals of building preservation and blight elimination.



The Negaunee Eagles

As our community begins to transition from Moving Forward to Forge Your Adventure, our focus will slightly change to include quality-of-life stories that feature community programming and civic organizations. This year, we have chosen the Negaunee Eagles, an organization that not only has been making many physical improvements, but is a great community partner!

The nearly \$25,000 project included new coolers, bar top, new ice machine, and plumbing upgrades.

Over the past five years, the Eagles have been making minor to major repairs. But, as a volunteer organization, the group had to proceed carefully - completing one project at a time. To date, the Eagles have invested about \$50,000 into the building.

Now into year six, they have been busy upgrading their street entrance with tongue and groove pine, installing new lighting, and new flashing.

"Part of it was drywall; it was in fair condition, surprisingly, since that stuff is not meant to be outside," Trustee Dale Carlson said. "Six volunteers did all the work and one contractor, and it took from January to June to complete", Trustee

Chairman Kevin Johnson said. Other outside improvements included the installation of a new electronic reader board that displays upcoming events and monthly meals the club offers.

"We even refurbished our old sign and added some LED lights to help save on energy costs," said Trustee Ray Hakenjos. So, if you haven't been to the Negaunee Eagles, you might want to stop in and see about becoming a member.

What are the Negaunee Eagles?

According to the Fraternal Order of the Eagle (FOE) website, the Eagles, as it is commonly called, is an international non-profit organization uniting fraternally in the spirit of liberty, truth, justice, and equality, to make human life more desirable by lessening its ills and promoting peace, prosperity, gladness, and hope.

The Eagles are involved in many great funding campaigns that help assist people suffering from health ailments and other worthy causes.

One of the organization's most ambitious projects was the fight against diabetes. Internationally, the organization made a \$25 million pledge to the University of

Iowa to fund the Fraternal Order of Eagles Diabetes Research Center - a comprehensive research facility dedicated to progressing diabetes research in hopes of one day finding a cure.

What does the organization do locally?

The Negaunee Eagles have been part of Negaunee since 1910 and have donated to many organizations like the Negaunee Fire Department, Negaunee Senior Center, and other organizations, as well as scholarships.

"We also open our doors for funeral services to anyone. We have the space to offer families to gather for their loved ones, and we see this as an important service we can offer our community", Johnson said. If you are interested in supporting the good works of the Negaunee Eagles, you can join the cause by becoming a member. Prospective members must be pledged by two current members and pay a \$10 initiation fee. A yearly membership fee of \$30 for men and \$24 for women would need to be paid if accepted. Anyone who would like to be a member can call 906-495-9584.



DOWNTOWN NEGAUNEE ORE TO SHORE





Samara Floral Co.

You know the saying about stopping to smell the roses? Well, in Negaunee, you literally can, even in the winter, with the opening of Samara Floral Co. located at 415 Iron St.

Those familiar with this location know that Washtown USA (a local laundromat) also occupies this space. According to the owner, Shailah Peltó, intends to keep the laundromat in place while operating her flower shop in the back.

Samara? What is that? What does it mean? Samara is Latin for “seed of the elm,” but its botanical definition includes the dried, winged fruit of certain trees. In Shailah’s case, she showcases the maple tree, which produces large double samara fruits; most people colloquially call ‘helicopters.’

Samara is a full-service flower shop offering garden-inspired arrangements and lowers for every occasion, including weddings which have been featured in Martha Stewart Magazine. Shailah plans to car-

ry a variety of unique houseplants, annuals, and perennials. Samara also offers unique special services that only a small-town shops can offer. One example is flower subscriptions, where you can sign up to have flowers delivered to your business or home once a week or once a month!

“

I am grateful in how the City staff has been very helpful through this whole process of opening my business in Negaunee.

“They made it easier than I would have thought. Mona Lang (DDA Consultant) was a big help in seeing different incentives Negaunee has to offer,” Shailah commented. Shailah not only has gratitude for everyone in Negaunee who has been so supportive, but she also has a deep appreciation of her family. “My family and boyfriend have been a huge source of support and manual labor in making all this

happen. I want to let them know how much they mean to me and that I couldn’t have done any of this without you. You have made my dreams come true!” she said.

One only has to have a short conversation to see that Shailah is all about community. “I want to give back to the community. Negaunee has been so welcoming and encouraging. I really love this area,” Shailah commented.

Downtown Negaunee is like a big bouquet of flowers, with long standing shops and businesses lining Iron Street, each with their own character. We just added one more flower to the bunch. We hope that you will find the time to stop in and meet Shailah and see what she and her shop have to offer.

PROSCIUTTO, CAPOCOLLO, RICOTTA, CANNOLI!

Maybe you aren't familiar with some of the words above, but you don't have to know how to speak Italian to enjoy them. Soon, in downtown Negaunee, you will be able to not only find these Italian foods, but sit down and enjoy them.

Rachael Grossman, the entrepreneur behind the soon-to-be Strega Nonna, recently purchased Chappars Pub and has worked feverishly on the inside for over a year. Her goal is to open a future Italian restaurant; the name roughly translates to mean "granny's house" in Italian.

Grossman qualified for and received two economic incentives under the city. The first is a Commercial Rehabilitation District tax abatement that is expected to save her about \$36,500 in property taxes over the next seven years. The rehabilitation of the building is expected to cost about \$476,422 in addition to the purchase price of the building.

According to the Michigan Economic Development Corporation's website, a CRD "Encourages the rehabilitation of commercial property by abating the property taxes generated from new investment."

For example, if a property owner increases their tax bill by \$5,000, the city could allow a tax abatement (on that amount only).

Tools like the CRD stimulate private investment and allow the business owner to recoup initial upfront costs. This kind of economic assistance helps place a business on firm footing and increases its overall ability to survive.

Grossman also received a Downtown Economic Development grant for \$25,000, which has been used to restore some of her building.

Grossman's investment for just the façade portion of her project is estimated to be \$50,000.

Economic incentives like these signify to current and future business owners that downtown Negaunee is welcoming and willing to work with them. As for Strega Nonna's, it is scheduled to open early in 2023. We fully expect it to be a delicious staple downtown.





DOWNTOWN ENHANCEMENT PROJECT

The City of Negaunee was awarded an \$885,261 Revitalization and Placemaking (RAP) grant from the Michigan Economic Development Corporation (MEDC) for infrastructure and placemaking upgrades in its downtown last fall. The City's DOWNTOWN ENHANCEMENT PROJECT is one of 22 awarded across the state for program funds.

\$2.1M PROJECT Water | Street | Sidewalk

The total estimated \$2.1M project includes water, street, and sidewalk infrastructure upgrades; new lighting, streetscape infrastructure, and furnishings; car charging stations; and the development of several outdoor gathering hubs that will help to complement the unique charm of Downtown Negaunee.

Placemaking is defined as a people-centered approach to the planning, design, and management of public spaces. During the planning stage for the use of these public spaces, city management looks at the current situation in the city.

City staff has been working with the DDA, Negaunee Parks and Recreation Commission, and the Negaunee Planning Commission to finalize an overall plan.

Upon final recommendation, a formal plan will be submitted to the City Council by early 2023 for adoption. If the council accepts the plan, the project could start as early as next spring.

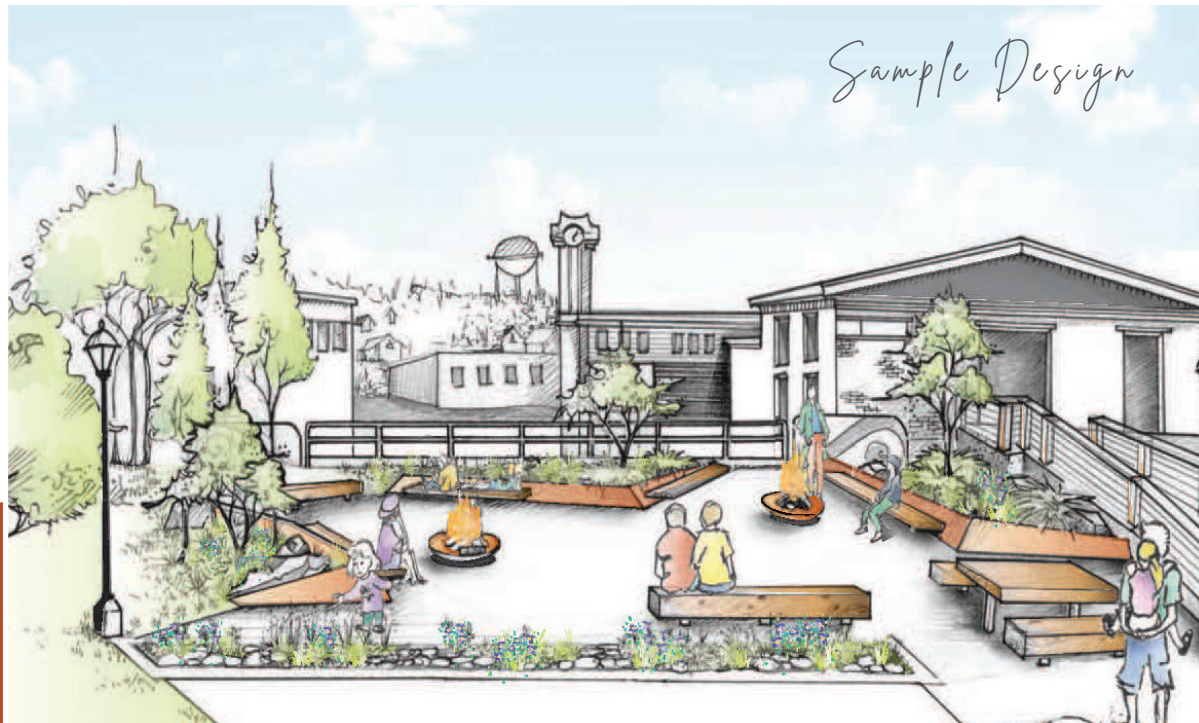
With Negaunee uniquely situated, we have the perfect downtown size for festivals and events. Projects such as this can only provide added value to these events. Additionally, the social hubs this project will provide are expected to pair well with our newly established social district.

We believe that once this project gets underway, more interest will be generated from those looking to start a business in Downtown Negaunee.

The Michigan Economic Development Corporation has been a great partner for the City of Negaunee. We are thrilled to receive the RAP grant. This grant will help



fund the project and transform Negaunee's downtown into an economically dynamic city core. Our future is bright, and this funding will help forge a new era for the city - for this generation and into the next.



Sample Design

19.

THE WINTER FESTIVAL HEIKKI LUNTA

HEIKKI LUNTA FEATURED EVENTS



Teal Lake Ice fishing Tournament

Scan the QR Code to learn more about Heikki Lunta events.

Rail Jam



Freeze Your Fanny Fat Tire
Bike Race



Fireworks



Gourmet
S'mores Bar



Oldtown Sledding Hill





FORGE YOUR ADVENTURE

A NEW LOOK FOR NEGAUNEE

Marketing & Branding Strategic Plan

The old adage, “build it and they will come,” may make sense for some things, but for others, you have to promote. This is because so many messages are hitting all kinds of media, from radio to TV to print to online platforms. But how does a community promote? And why?

Communities may reach a point where they recognize that they may need to promote for several reasons. In Negaunee’s case, we have three purposes; commercial development, Redevelopment Ready Community certification, and outdoor recreation/tourism.

In March of 2022, Negaunee’s DDA hired Michigan firm CIB Planning to conduct a strategic Marketing and Promotion plan for

the City and the City’s downtown district. Funding for this project was made available by the MEDC through a \$15,000 grant that helped cover the \$20,000 project. The branding plan included an implementation process to incorporate the City’s logo under one brand into various city facilities, departments, public initiatives, and promotional materials. Implementing the branding plan and new logo is a process that involves many steps and takes time.

The logo does not replace the official city seal but is meant to help promote the community’s assets and unique attributes and is part of a comprehensive city Branding and Marketing Strategy. Based on public input, including

meetings with key stakeholders and a city-wide survey, the City Council selected the log to reflect elements of the City’s iron ore heritage, while balancing the future economic drivers like outdoor recreation and tourism in the community.

As such, the image includes both an ore cart and a representation of the city-wide trails. The colors in the logo reflect the blue of Teal Lake and historic rust of iron. “Forge Your Adventure” as a tagline blends both the mining history and future opportunities. The well-loved “Irontown USA” will continue to be integrated into marketing initiatives.



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NEGAUNEE BECOMES A SOCIAL DISTRICT

COMMONS AREA OPENS WITH GREAT SUCCESS

Recently the State of Michigan enacted a new law intended to spur economic activity and provide flexibility for hospitality businesses. The law enables the on-site sale and off-site consumption of alcoholic beverages within city-designated "Social District" areas.

Eligible licensed businesses, including bars and restaurants, that wish to participate are granted a Social District Permit by the Michigan Liquor Control Commission. The permit allows them to sell alcoholic beverages from their place of business to customers who may consume them in the Commons Area.

A "commons area" means an area (one or more) within a social district that is designated and clearly marked by the municipality.

The qualified licensee would sell an alcoholic beverage to the consumer, who could then walk to and consume the beverage in the commons area only. The consumer is not allowed to take the beverage out of the commons area or into any business.

This summer, downtown Negaunee opened its social district with great success. Coinciding with Iron Tunes, a weekly beanbag and music street festival on Iron Street, the drinks began to make their way out in the commons area.

"We have seen a decent increase over the last few months, partly due to the new social district, especially centered around downtown events," Jackson Pit Owner, Mike Rindenour, said.

The DDA has taken the lead in creating this district and helping to manage it. They look forward

to committing to continuous improvement of the district with feedback from local businesses and residents. Opportunities will be made for public input on the social district each year.

"We understand this is very new to many people, and there are many questions on how this all works. So we invite you downtown to see for yourself," said Mona Lang, DDA Consultant.

See common questions and answers on the next page to help better understand social districts!





COMMON QUESTIONS & ANSWERS

CONSUMED WITHIN THE DISTRICT?

A1: Only in the “Commons Area.” In Negaunee’s case, this would mean public sidewalks and streets closed for events, public parking lots, and some public parks.

Q2: CAN I BRING MY OWN ALCOHOL DOWNTOWN?

A2: No, you must purchase alcohol from approved, licensed businesses. Carrying an unapproved, open container of alcohol in public is an offense under MCL 257.624 or/and MCL 436.1915.

Q3: WILL THE SOCIAL DISTRICT ONLY BE FOR SPECIAL EVENTS?

A3: No, it will be year-round, Monday-Sunday, from noon to midnight. The current state law does not just cover special events.

Q4: IS THERE A LIMIT ON HOW MUCH ALCOHOL I CAN HAVE AT ONE TIME?

A4: Yes, you may only have a 16-ounce cup at one setting while in the Commons Area. No glass is permitted, only plastic. All cups must be issued by an approved licensed business.

Q5: CAN I TAKE MY APPROVED CUP INTO A BUSINESS OR ANOTHER BAR?

A5: No, you may not take your cup into any other bar or other business within the Social District.

The contents of the cup must be consumed within the Commons Area only.

Q6: WHO DETERMINES WHETHER OR NOT THE LAW IS BROKEN WITHIN THE DISTRICT.

A6: The Negaunee Police Department, other police agencies, and the Michigan Liquor Control Commission.

Q7: CAN I CONSUME ALCOHOL ON A PUBLIC STREET?

A7: No, unless the street is closed and is clearly signed, indicating it as part of the Commons Area.

Q8: HOW MANY MICHIGAN COMMUNITIES HAVE CREATED SOCIAL DISTRICTS?

A8: 84.

Scan the QR code to learn more about Downtown Negaunee Social District.





USDA WATER PROJECT



New Water Lines

THE SOUND OF PROGRESS

Soon the sound of construction will fill the air. It's not the sound most people want to hear day-to-day, but this should be music to everyone's ears. This music is the sound of progress! In the next three to five years, residents will hear the sounds of new water main installation, sewer main replacement, more than 5.21 miles of street paving, sidewalk replacement, and finally addressing the resident's concerns about alleyways.

City staff has worked with engineering consultants over the past year and a half to develop a comprehensive project. It stems from two main policy objectives.

Using our "dig once policy," we

look for opportunities to couple projects together. For example, it would not make sense for the City to pave a street with the knowledge that the water or sewer infrastructure underneath it needs to be replaced. This is why we design projects that provide maximum benefits that will save tax dollars.

One area of infrastructure that has needed attention for years is our alleyways. This is why the City took advantage of historically low-interest rates and was able to pave nearly 70% of all alleyways in 2022. The remaining alleyways will be paved under the Phase-1 Sewer Project, slated to occur in 2024. This is a historic move on the City's part in protecting our access to our utility systems, and preventing further damage to residents' vehicles.

Low-interest loans are just one way we have accomplished this goal. Planning, proper and fair utility rates, and more attainable grant funding and community support of the City's 2020 street millage

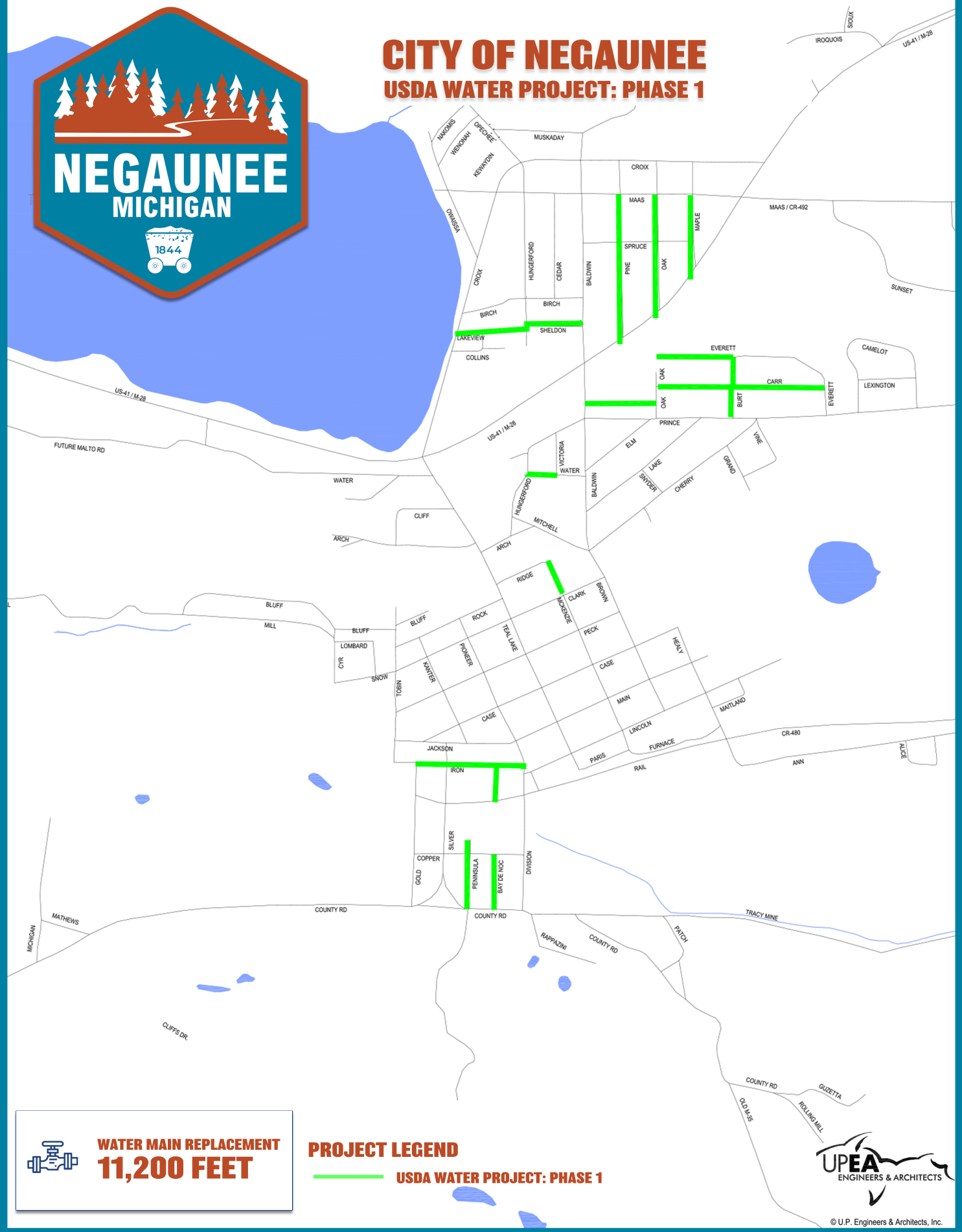
have given Negaunee unprecedented power to make real change happen quickly. Making these vital changes in our community sends an important message to the outside world. A message that says, we are ready! We are ready for your family to move here and for you to build a home, expand a business, or open a start-up in Negaunee.





CITY OF NEGAUNEE

USDA WATER PROJECT: PHASE 1



WATER MAIN REPLACEMENT
11,200 FEET

PROJECT LEGEND

 **USDA WATER PROJECT: PHASE 1**





CITY OF NEGAUNEE
BEACH IMPROVEMENTS



CITY OF NEGAUNEE
RESURFACES ALLEYWAYS



CITY OF NEGAUNEE IMPROVES GOLD STREET



Infrastructure

CONSTRUCTING A NEW ELECTRICAL SUBSTATION

Negaunee is continuing to Move Forward with its intent to construct a new electrical substation. After a 2021 Power Systems Engineers (PSE) study commissioned by the city, it was determined this was the best option.

The study found that most of the equipment at the current substation, which is not city-owned, is 40 to 60 years old and has exceeded its expected lifespan. Study results also show that capacity of this location is near its peak load.

“The study was a good eye-opener. It showed that we certainly needed to do something and something soon. Being the only location where electricity is fed into the city, we are currently

running the risk of a catastrophic failure. Should this equipment fail or be damaged in some way, power could be out in the city for everyone for a number of days or longer,” City Manager, Nate Heffron, said.

“The current location was built for a different era. Negaunee is beginning to grow, that means we need more power. The current location also is very concerning to the city. Being so close to the highway, accidents happen all the time along US-41, not to mention all of the salt corrosion,” Negaunee Electrical Crew Chief, Mark Wainio, said.

The study concluded that over a ten-year period, the construction of a substation would cost far

less than updates at the current facility. The study also concluded that replacing the current facility would address primary concerns that the city had with increased capacity and having a safe, secure, and resilient location.

Currently, the City is working with PSE on finalizing a site location and design of the new substation which will be known as the Irontown Substation. More information on this will be released as final decisions and analyses are made.

“We are committed to providing the lowest costs of energy as possible to our customers and preparing for the future needs of Negaunee”, Heffron said.



Tinsel Town

A HOLIDAY CELEBRATION

This family-friendly event officially kicked off the holidays in downtown Negaunee.

It featured mainstays like the Christmas Parade, tree lighting ceremony, downtown holiday caroling and music, cookie decorating at the Eagles, wine tasting at the VFW, hay rides, a craft show, and Santa appearing at the Elks.





Forge Your Adventure



GET INVOLVED!

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Parks & Recreation Department
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NEGAUNEE CITY COUNCIL MEETINGS

2nd Tuesday of every month
Negaunee Senior Center
7:00 PM