

Marketing Plan 2025



CITY OF
JACKSON **N**
MICHIGAN

TELLING THE CITY'S STORY

CITY OF JACKSON

OFFICIAL CITY NEWSLETTER

SPRING 2022

DOWNTOWN DELIGHTS SWEET SUCCESS FOR JACKSON BUSINESS EXPANDING TO DOWNTOWN ICE CREAM SHOP

There's a "cool" new couple started with RJ's business in Downtown Heavenly Delights. Jackson that is ready to provide relief from climbing temperatures this spring.

RJ's Metropolitan Ice Cream Co. at 135 E. Michigan Avenue is the latest confection of Robert and Yvette Wilkie.

"It's been a busy place. We're gearing up for the warm season," Robert said.

The Metropolitan Ice Cream Co. was already open for one year when the husband and wife team took ownership last fall.

"It was a great business opportunity. We've been wanting to get downtown for a while," Robert said.

With the RJ's name now atop the sign, the family-run business has been making the space their own.

"We've been adding our own twist and making it a little sweeter. We're constantly looking for ways to evolve it," Yvette said.

Eight years ago, the

The bakery and dessert business has since expanded into a shop on N. West Avenue.

Their new downtown venture has lots to offer, with ice cream, milkshakes and burgers on the menu.

The Wilkies say the eatery's bright, cheery atmosphere is winning regular customers.

"It's a cute place for kids and families to come," Yvette said.

They also have the distinction of being one of the few Black-owned businesses in Downtown Jackson, something that's a point of pride for the couple.

"I think that's actually very exciting, and the encouraging thing is that other minorities who come in here say it's inspiring to them," Yvette said.

When they're not working or raising their daughter, the Wilkies are active in the community.

They recently host-



Yvette and Robert Wilkie of RJ's Metropolitan Ice Cream.

INSIDE

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ABOUT CITY COMMUNICATIONS & MARKETING

Under the direction of the City Manager, the City's Public Information Officer provides broad-base communications and marketing for City of Jackson, Michigan government.

The overall goal is to inform our audience of residents and stakeholders about City services, events, programs, partnerships, and emergencies. Strategic communications from the City generally focuses on what local government is doing to improve the community and help residents, along with addressing issues of concern as they arise. Opportunities to market the City of Jackson as a desirable place to live, invest, and do business are also part of this strategy. The City's story is told through the following means:

CITY NEWSLETTER: A quarterly City newsletter is mailed to every address in the City of Jackson utilizing a list of 15,076 addresses to reach every home and business in the City Limits. Each issue highlights important updates on City services, as well as collaborations with local organizations, businesses, and developers.

CITY WEBSITE: The official City website, cityofjackson.org, contains everything residents and stakeholders need to know about interacting with City government, along with information about news, meetings and emergencies. This website is updated daily with the latest City-related information. It also features language translation and is accessible to people with disabilities.

SOCIAL MEDIA: The City is active on social media platforms and provides daily updates through Facebook (19, 350 followers), Instagram (2,530 followers) and YouTube (456 subscribers).

CABLE TELEVISION: City Council meetings are broadcast on Comcast Cable Channel 21.

MEDIA RELATIONS: With news releases disbursed at a rate of nearly twice a week, media organizations in the Jackson/Lansing news market are informed of the latest City communications and marketing strategies. The City's Public Information Officer and City officials collaborate with local media entities to provide regular updates on City activities and marketable assets.



Public Information Officer conducting interview with local media.

MARKETING CITY DEVELOPMENTS



ABOUT MARKETING DEVELOPMENTS

The City of Jackson holds priority development sites that are marketed with a goal of informing residents and attracting investors. The following are examples of successful efforts to market properties big and small, and will be used to as templates moving forward for future redevelopments.

HAYES HOTEL

To redevelop the Hayes Hotel property, the City of Jackson economic development team used various marketing tools to successfully attract investors.

- RFQ Booklet for potential investors to learn more about the local market and investment opportunity.
- Media tour of the facility to get information out to the community about redevelopment efforts and show confidence.
- Showcase luncheon event that brought together City officials, potential investors and business leaders to learn how they can get involved.
- Regular updates given to residents and local media about development progress.
- Check presentation from State of Michigan to show impact of the project and stakeholder commitment.

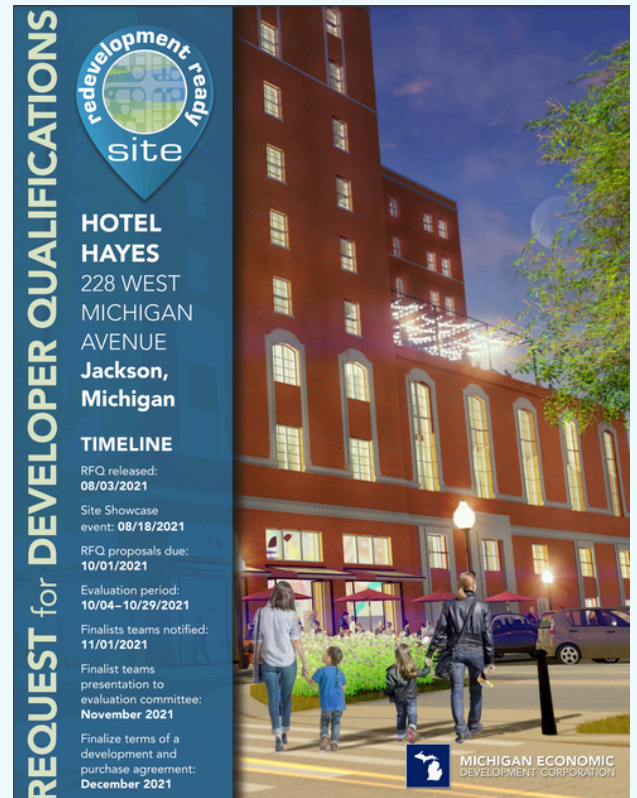


Showcase luncheon event

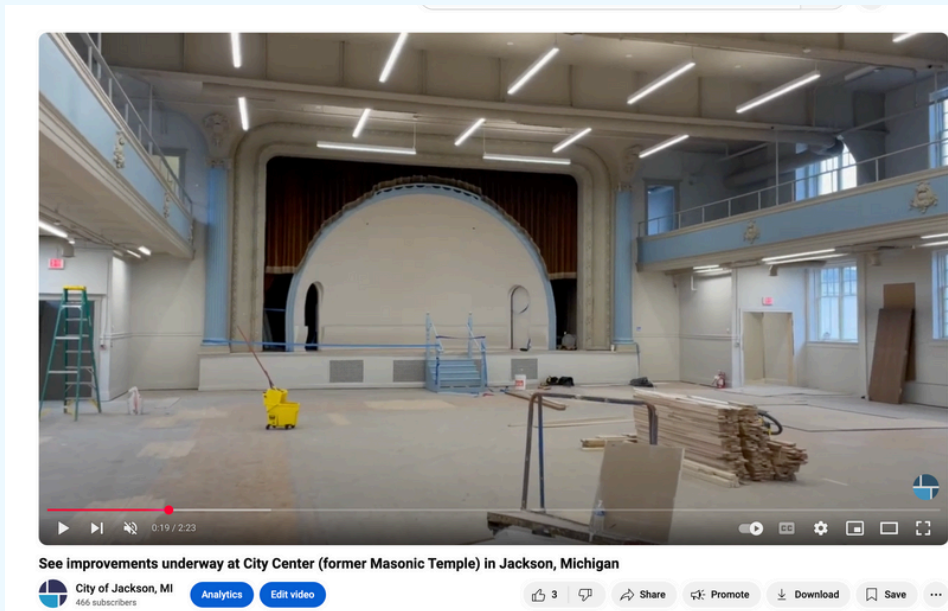
A Look Inside the Hotel Hayes



Media tour



RFQ booklet



CITY CENTER

The City of Jackson is transforming the City Center (former Masonic Temple facility) into a community event space with an incubator kitchen and food service training center. While the City intends to own the building long-term, there have been communication efforts to inform the community and attract potential partners.

- State of the City event held at the center to highlight its redevelopment.
- Frequent updates on City's communication platforms to show progress.
- Tours and interviews with local media.

VACANT LOTS

Since 2020, the City of Jackson has been working to sell hundreds of City-owned vacant lots. While this program is managed through the City Manager's Office, public information efforts have focused on getting the word out to residents who may be interested in purchasing the lots, as well as investors. This has been done through social media, local media interviews and a special website section. City communications has shared the positive impacts of the lot sales on the community, such as a non-profit organization buying lots for a community garden (bottom left photo) and a long-time resident buying the lot next to her house, the City's 100th lot sale (bottom right photo).





JACKSON 100 HOMES

100 HOMES PROGRAM

The City of Jackson's 100 Homes Program through the Community Development Department is building 100 single-family homes on vacant lots by providing \$25,000 in down payment assistance and connecting homebuyers to builders. This groundbreaking program that is reshaping neighborhoods has been marketed using the following methods:

- Special website section for 100 Homes on the City website.
- Printed flyers and brochures.
- Community meetings to engage residents.
- Regular updates on social media.
- Photo and video tours.
- Open house-style events.
- Highlighting success stories of residents achieving homeownership through the program.
- Frequent media interviews to highlight program.
- Offering 100 Homes incentive through the MakeMyMove effort.



Second home completed through the 100 Homes Program on McBride Street in July 2024.



MARKETING THE COMMUNITY

MARKETING THE CITY OF JACKSON

The City of Jackson actively promotes the City as an attractive place to live, visit, and do business. These talking points are used when bolstering the community:

- Vibrant community that is welcoming and diverse.
- Central location in lower Michigan with access to major highways and metro areas.
- Booming downtown that continues to attract new businesses and residents.
- Walkable neighborhoods with affordable housing.
- City features 29 public parks and pedestrian trail system that enhances quality of life.
- All residents live within a 10 minute walk to a public park.
- Improving neighborhood commercial corridors.
- Energy, health care, manufacturing, education and retail contribute to robust local economy.
- Excellent public schools with new facilities.
- Public art is important to the community. There are murals and sculptures throughout the City.
- Hub city for Jackson County and surrounding rural areas.
- New single-family homes and apartment buildings going up all over the City.
- Access to affordable and quality recreation programs for all ages.
- City that is proud of its storied past and forward momentum.
- Inclusive community with a goal of helping everyone thrive.

 [Programs](#) [Communities](#) [Articles](#) [How it Works](#)



[Recruiting Now](#) [Featured](#) [Michigan](#)



Move to Jackson, Michigan – Down Payment Assistance for New Build

-  1 Year Membership to Ella Sharp Park Golf Course [↗](#)
-  1 month household YMCA membership plus 5 class punch card for any adults in the household
-  12 Free Community Events at the Chamber of Commerce [↗](#)
- [> Connections to Non Profit Organization - People for the Parks & Trails \[↗\]\(#\)](#)
- [> Connections to Jackson Public Schools Volunteer Opportunities \[↗\]\(#\)](#)
- [> Breakfast with the City Manager and Staff](#)
-  Interested in building your own home? Inquire with Jackson about their Buildable Lots program.
-  If applicable: \$25,000 in Down-Payment Assistance through the 100 Homes Program (Must qualify for the 100 Homes program to get this incentive) [↗](#)

Total Incentive

\$26,400

MAKE MY MOVE

MakeMyMove.com is a website platform that highlights communities across the country that are ready to welcome new residents by offering incentives to complete a move. This marketing strategy has been helpful in bringing awareness to all Jackson has to offer and promoting the 100 Homes Program, which is included in the incentive package. The City of Jackson will continue to look for opportunities to promote the community to a national audience.

COLLABORATION



Check presentation to recognize State of Michigan funding for the Hayes Hotel redevelopment, attended by City and State officials, developers, and business leaders.



Groundbreaking for new housing developments on Jackson's east side attended by developers, City staff and elected officials from State and local government.

ABOUT COLLABORATIONS

When undertaking redevelopment, the City of Jackson works to align marketing efforts with local, regional and State partners. The City has collaborated with the Jackson County Chamber of Commerce, Enterprise Group, Michigan Economic Development Corporation (MEDC), State of Michigan, and elected officials on marketing and facilitating economic development in the City of Jackson. It is the City's goal to work closely with these important stakeholders on marketing, and residents are seeing the benefits of these partnerships.



BRANDING GUIDE

A photograph of a stone wall with the JACKSON logo on it. The wall is made of light-colored stone blocks. The logo is in blue and consists of the word "JACKSON" in a bold, sans-serif font, followed by a circular icon containing a stylized cross or plus sign. The wall is surrounded by lush greenery, including tall grasses and flowering plants in shades of yellow and purple. The background shows a clear blue sky with some clouds and power lines.

JACKSON

ABOUT JACKSON

The City of Jackson is a community with a storied past and a bright future. Founded in 1829, Jackson is the county seat of Jackson County and the largest city in this region of southern Michigan. Jackson is a diverse community of 31,000 residents. Thanks to innovation from community leaders and new investment to our downtown and neighborhoods, Jackson continues to grow and attract new life.

City leaders have established goals of enhancing the quality of life for residents, strengthening the City's economy, sustaining City finances and ensuring the public health, safety and welfare of our residents.

LOGOS/CITY SEAL

The City of Jackson utilizes three logos and one official seal.

City of Jackson, Michigan logo



Jackson Founded 1829 logo



Singular circle logo



Official City Seal



USE OF LOGOS/SEAL

The City of Jackson, Michigan logo is often used at the top of official documents and for the City Council. Seeing as there are several Jacksons in the U.S., this helps distinguish us. The Jackson Founded 1829 logo is often used for local and more informal promotion. The "Founded 1829" is often used as our tagline, along with "The People are the City". The singular circle logo has been adopted as the City government's logo and is used frequently. It represents the crossroads of major highways that go through Jackson. The official City seal is rarely used for promotional purposes. It is mainly used for official City Council business.

FONTS

The font of our logo is Gotham. That is our preferred font. For more lengthy pieces such as newsletters and annual reports we use Arial or something similar.

COLOR PALETTE

Our color palette is derived from our logo, which is a dark blue, a lighter blue, and a standard white. We try to stay within that color scheme, with some variations based on design.



The dark blue color is Pantone 203 CP, C=100 M=48 Y=12 K=58, the lighter color is Pantone Process Blue CP C=100 M=13 Y=1 K=2.

TAGLINES

The City has two taglines. “Founded 1829”, which was adopted with the logo rebrand in 2015 and “The People are the City”, which has been in use since the 1930s.

MISSION STATEMENT

The City of Jackson strives to improve the quality of life for our residents. We do this through efficient services, local leadership, financial responsibility, and community equity. Our dedication to serving residents makes Jackson a vibrant, welcoming city.

VISION STATEMENT

The City of Jackson shall be a bold, inclusive city that is a shining example for all Michigan communities. Using sustainable planning, innovative economic development, and expanding city services, we will build a community that provides equitable opportunities for all residents.

