

(For February, 2018)

## Around the City . . . . . with City Manager David Thayer

“Where you are always home!” is the new logo adopted by the Iron River City Council as the city moves forward with its economic development plans. Branding is a key component in creating an identity as to which one wants to become known for that will, hopefully, help attract people to our community. Attracting people to our community is the key pillar in our economic development plan. Whether it is full time or part time, residents or visitors, we need people to come here to turn our economic wheel.

“Where you are always home!” says Iron River is a safe, comfortable, welcoming community where one would want to visit, vacation, and even move here. I believe it is a good message to send to the world. We will be adding it to our letterhead, various literature, and anywhere else we can use it to promote Iron River. We wish others in our community will use the logo as well to help expedite the potential impact it could have.

Our former logo “the first consolidated city” was proposed by the State to forward its agenda of having other Michigan cities consider consolidation as a means of resolving their economic woos. Unfortunately, to date, none have followed suit.

Once we catch the attention of newcomers, we want their experience to be as great as possible. Being helpful, friendly, and accommodating will go a long way in assuring their return visit. The city is going to expedite its efforts in eliminating blighted conditions and improving the visual pleasantries that have a major impact on one’s first impression.

The city continues its efforts to bring vitality back to Genesee Street, “our Main Street”. My first six months here several businesses closed along the street. Since then, several businesses have started and more are on their way. There are plans to renovate the Anderson

building with two or three new tenants identified to move in and begin their operations. The Wardo building was removed and the site is ready to become a home for a new business. The DDA has reauthorized its flower program for 2018. Thoughts are being given to the former Coast to Coast building site for development prospects including building a pocket park.

One always gives hope for a manufacturing business or large employee based business to come to town as that silver bullet to solve many of our problems. However, none are on the horizon. All we can do is build an inviting environment and be ready to assist when approached. The addition of the Iron County Economic Chamber Alliance will help as we go forward. The city has rewritten its zoning ordinance in a pro-growth fashion. We are always looking to remove barriers whether real or conceived as real. The DDA is looking for future building sites and prepping them to be shovel ready for new business prospects. The city is enrolled in the State's Redevelopment Ready Community program and is moving forward with what it has to offer. We have listed the Wardo site with RRC to be marketed nationwide.

We are moving forward and we want everyone to know that Iron River is where you are always home!