

The City of Manistee's community marketing strategy is designed to adequately and effectively market the community to three different target groups; prospective and new residents, businesses and tourism. The City of Manistee works together with the Chamber of Commerce and Visitors bureau.

Prospective and New Residents

The City of Manistee website provides numerous online resource that help new and prospective residents to become better acquainted with the City of Manistee. The website is updated on a regular basis along with the City of Manistee Facebook page.

The Manistee County Relocation guide is 80 pages of high quality information for the new resident just arriving to Manistee County, or thinking about settling in Manistee County. It assists Young Professionals, Families, Career Individuals and Empty Nesters as well as Seasonal Residents and Retired Couples and includes a Newcomer Survival Guide that lists a directory of services, pet information, volunteer information, utilities and government.

- City of Manistee Website: <http://manisteemi.gov/>
- City of Manistee Facebook Page: <https://www.facebook.com/CityofManistee>
- Manistee Area Chamber of Commerce website: <http://www.manisteechamber.com/>
- Manistee City Visitors Bureau website: <http://www.visitmanisteecounty.com/>
- "Live – Manistee County Relocation Guide":
<http://www.mydigitalpublication.com/publication/?m=33594&l=1>

Economic Development

The City Manager, Planning and Zoning Departments are in charge of designing and implementing the economic development marketing strategy for the City of Manistee. A Developers Resource Guide is available on the City of Manistee Web Page that provides resources that have been compiled to assist the development of property in the City of Manistee. The City of Manistee has industrial property for sale at both the Lake Michigan Industrial Park and Renaissance Industrial Park. Utilities include City of Manistee Water and Sewer; Natural Gas, supplied through DTE Energy; Electrical service, supplied by Consumers Energy; Telephone, provided through AT&T; Fiber optic communication lines.

The City of Manistee works with the Manistee Main Street/Downtown Development Authority for the promotion of properties in the Central Business District. The Manistee Main Street Program uses a four point approach Organization, Promotion, Design, and Economic Restructuring that leverages local asset from cultural or architectural heritage to community pride and local enterprises to build a sustainable community revitalization effort. The Main Street DDA includes the Manistee Commercial Historic District that is also on the National Register of Historic Places.

Additionally the City works with the Alliance for Economic Success (AES), Manistee Chamber of Commerce and Manistee Visitors Bureau. This collaboration provides a variety of opportunities to reach potential developers and promote development opportunities in the City of Manistee. A new Manistee County Work Guide similar to the Relocation Guide is in development and will be available soon.

- City of Manistee Developers Resource Guide: <http://manisteemi.gov/index.aspx?nid=325>
- Manistee Main Street/DDA Website: <http://www.visitmanistee.com/>
- Alliance for Economic Success Website: <http://www.allianceforeconomicsuccess.com/>
- Manistee Area Chamber of Commerce Website: <http://www.manisteechamber.com/>

Tourism

Manistee enjoys the four seasons with a variety of things to do including Trolley Tours, Summer Concerts, Shopping in Historical Downtown Manistee, two beautiful beaches on Lake Michigan, over a mile of riverwalk, numerous parks and an abundance of water for recreation. A wide range of Festivals are held include the Forest Festival (4th of July), Hops and Props, Sleighbell Parade and Old Christmas Weekend, Frostbite Homegrown Saturday to name a few.

The City of Manistee Partners with the Manistee Main Street/DDA, Manistee Area Chamber of Commerce and Manistee Visitor's Bureau to promote the Community. Offices for the Chamber of Commerce Main Street/DDA are located on U.S. 31 (Cypress Street just south of the bridge), while the Visitors Bureau is located at the stoplight on U.S. 31 (Cypress Street) and First Street. Staff at both locations is available to assist travelers to the area.

The Manistee County Visitors Guide is available online that includes attractions, accommodations, beaches, dining, fishing, marinas, golfing, historic sites, outdoor recreation, shopping, services and Transportation. If you have a smartphone download the Manistee County App.

- Manistee County Visitors Guide: <http://www.mydigitalpublication.com/publication/?m=22182&l=1>
- Manistee County Events: <http://www.visitmanistee.com/events>.
- Manistee Area Chamber of Commerce website: <http://www.manisteechamber.com/>
- Manistee City Visitors Bureau website: <http://www.visitmanisteecounty.com/>
- Manistee Main Street/DDA Website: <http://www.visitmanistee.com/>
- City of Manistee Website: <http://manisteemi.gov/>