



Welcome to the
CITY OF SWARTZ CREEK

SWARTZ CREEK

Marketing and Branding Strategy

Prepared in Association with the MEDC's
Redevelopment Ready Communities Program

With Assistance from: Poggemeyer Design Group, Inc.

City of Swartz Creek
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Background

The City of Swartz Creek is involved in the MEDC's program known as Redevelopment Ready Communities (RRC). This program requires communities to rise to high levels of performance in many areas of community development. RRC is a voluntary certification program designed to promote effective community redevelopment strategies through a set of best practices. The program provides a certification for those communities that integrate transparency, predictability and efficiency into their daily development practices. Official RRC certification recognizes that a community has a vision for the future and has adopted practices to achieve local goals.

Among the RRC best practices is the need for a Marketing and Branding Strategy that describes deliberate steps to be taken to communicate strategic community messages to reach target audiences. The Marketing and Branding Strategy helps to define and leverage the local brand and communicate a positive community identity. It helps articulate the business case for private investment by describing uniqueness, worth and value. The development of this Marketing Plan focuses directly on RRC Best Practice #6.2.

Swartz Creek is also working on an Economic Development Strategy that also aligns with RRC Best Practices. Work on this strategy overlaps to some degree with this plan and efforts have been coordinated.

Defining the Swartz Creek Brand

As is sometimes the case, defining a city brand can be a challenging and somewhat time consuming endeavor. Often there are many competing voices, ideas and thoughts on a community brand and how to express it with images, graphics, words, colors and font choices. Work began in the summer of 2017 and the process was led by the Swartz Creek Downtown Development Authority (DDA). Along with a number of DDA meetings, a marketing workshop was held in August 2017 and a community survey was undertaken. The survey was an on-line survey that yielded more than 100 responses. The survey sought answers to questions on a number of issues to help identify how people view their community and how it should be marketed. Full survey responses are provided in the Appendix.

Early in the process, attention was directed toward the possibility of refreshing the existing logo and tag line associated with Swartz Creek. This logo is shown below and it was commonly used in many circumstances. There was interest in “refreshing” this logo with graphic updates, as many felt that it was too complex and “busy.” Options to refresh this logo, along with significantly different approaches were developed and considered.



After considerable debate and review, the following logo was chosen for Swartz Creek, along with the tag line of “Where Friendships Last Forever.”



Marketing Plan

Building on the new Swartz Creek logo, this Marketing Plan addresses next steps toward building the Swartz Creek Brand. It focuses on intentionally communicating community identity for maximum impact and significance. It identifies ways to take control of how community identity and image are being delivered through various communication channels. Fundamentally, the aim is to make an emotional connection with people and help both residents and non-residents feel drawn to Swartz Creek, and more inclined visit, invest, and reinvest in Swartz Creek.

The new logo and tag line for Swartz Creek is an important step forward, but it will have little impact and meaning if it is not activated and used to its full potential and supported by more initiatives to create synergy. This Marketing Plan provides those specific action steps and recommended initiatives that will help further activate local marketing and image-building efforts.

The City of Swartz Creek's image and identity is communicated in many ways. It is expressed as people arrive in town and see physical places and public signage. Also, impressions are created and reinforced as people see official municipal communication and interact with electronic media such as the municipal web site, Facebook and Twitter. The City of Swartz Creek's image and identity is also defined by the sum all communications and messaging streaming from a wide variety of local private institutions, organizations, business and individuals who express their own identity and image.

Despite the fact that messaging flowing from hundreds (if not thousands) of sources, Swartz Creek only has direct control over its own communications and messaging. Specifically, the City has control over signage on public buildings, public spaces, public signage and print and electronic media emanating from city hall. It also has control over what appears on other public property such as water towers, municipal uniforms and city vehicles, etc. This Marketing Plan is focused on how the municipal streams of communication can become more intentional and deliberate to seize opportunities to consistently express and reinforce a community identity and brand. There is also an emphasis on consistency, because when any brand image or message is carelessly and inconsistently used, or morphed into variations that stray far from core values and image, it loses power and meaning.

The emphasis of this Marketing Plan is not on creating entirely new marketing materials, marketing programs or developing marketing gimmicks. Rather, it is about rethinking how the City of Swartz Creek can use its new logo, new economic development and planning strategies to more deliberately express its identity, uniqueness and brand values. It also draws attention to how Swartz Creek can take steps to manage and develop its brand to add strength. In Michigan, the power and significance of intelligent marketing to draw in tourism and investment is on grand display with the success of the Pure Michigan campaign. The Pure Michigan campaign has been in place for more than 10 years and has won major awards for effectiveness. A recent (March 2018) study by Strategic Marketing & Research Insights

(SMARInsights) found that the 2017 campaign puts \$147.5 million into state coffers in generated state taxes, for a return on investment of \$9 for every \$1 spent on paid media.

Five Community Marketing Channels

This Marketing Plan considers community marketing efforts across five primary channels of communication. Each engages residents and visitors in different ways, but all offer different and unique ways to reveal and support community identity and brand.

physical presence

print, electronic and verbal communication

economic development promotion

tourism promotion

local partnerships

The first channel is **physical presence** and it relates to how people experience a community in a physical, tangible and interactive way. People form impressions of a community by simply being there. One element of the physical experience is publically-owned signage, and it is perhaps the most direct way to express a community brand. Signage includes a wide array of sign types and extends into the realm of ancillary elements such as signage on water towers, city vehicles, facility identification, etc. Increasingly, communities are recognizing that public signage is far more than just functional. It can also serve to reinforce community identity and image.

A second channel is **print, electronic and verbal communication**. The City has a web site and Facebook page that expresses a municipal brand identity. It also routinely prints letters, reports, business cards, pamphlets, etc. which help to convey a community identity. Further, as will be discussed later, in a few months, Swartz Creek will have a rare opportunity to speak to a large radio audience about Swartz Creek's core strengths, values and unique brand.

A third channel is **economic development promotion**. This includes deliberate steps to describe specific opportunities to redevelopment a particular property downtown or

perhaps a vacant lot. Development RFP's sent to development companies can be stronger when married with the force of a strong community identity and image. Additionally, communities often take out ads in publications, and they sometimes produce marketing materials that are sent to target audiences. These ads and communications are also an opportunity to leverage and reinforce a strong community brand.

The fourth channel is **tourism promotion**. Most communities have natural and manmade features that draw tourists. Tourism marketing is often done at the County level through organizations called Convection and Visitors Bureau's (CVB's).

Finally, the last channel relates to **local partnerships**. Strategic partnerships are critical to marketing and branding success. In Swartz Creek, important partnerships are with the local school system, the Swartz Creek Historical Society, Fine Arts Association and other community groups.

1) Physical Presence Channel

A person's physical presence in a community provides a constant stream of images and messages. Most images are of private property, but they also see public buildings, parks, transportation networks and other public infrastructure as they travel through a community. Often these public buildings, spaces and infrastructure have associated signage that identifies, directs or otherwise communicates important messages. However, signage has dual purposes. It can be both functional and an important means to communicate a civic brand and community identity. Presently, the City of Swartz Creek lacks a comprehensive signage system that consistently communicates its image and brand for people walking, biking or driving through the City. This is an important community need that should be met in the future. It is also a need that has also been previously identified in earlier planning work. The 2016 Master Plan identifies the following recommendations and action steps (page 42):

Plan Recommendation**Actions**

Coordinate the appearance of the community.

Establish a common theme for streetscape improvements and street signs along major streets that provide access to the city for visitors.

Ensure that entryways into the city create a positive impression of Swartz Creek and match the historic character of the community.

Establish a consistent sign program for each of the primary entryways into the city; one that is consistent with the streetscape and gives an image of quality.

Acting on these recommendations, Swartz Creek should develop a comprehensive system of gateway signs, directional signs and identification signs. Presently, Swartz Creek has some elements of a signage program, but given the new branding efforts, steps toward a comprehensive and coordinated system are necessary to fully express community identity.



Existing Gateway Sign

A comprehensive wayfinding program defines a “family of signs” wherein all have different purposes and function; but all have a similar look and feel. This similarity helps to reinforce community image and identity each time a person looks toward a civic sign for information.

Some general samples of comprehensive community wayfinding signage systems are shown below. Sign types will vary throughout a community, but they should share common design elements so that there is consistency and subtle visual reminders that help mentally knit the community together.



The specific list of sign types that should be included in a local wayfinding program includes the following:

1. **Gateway or Arrival Signs** (signs at major community entrances or areas within a community such as a neighborhood, college campus, or special districts that help to create a sense of arrival).
2. **Directional Signs** (signs that point toward one or more destinations)
3. **Trailblazer Signs** (signs placed along routes such as bike trails, heritage routes, scenic corridors, etc.)
4. **Identification Signs** (signs in front of buildings that identify the building and function)
5. **General Information Signs** (signs such as information kiosks that provide information about a general area, such as a downtown).

Signs should also be scaled and placed to relate to motorists or people using non-motorized transportation. Naturally, auto-oriented signage is larger so it can be read at the speed of associated vehicular travel. It should also be less complex as there are just seconds to read and absorb the signage content. Signage oriented toward non-motorized travel can be more complex and contain substantially more information.

The design of the wayfinding signs themselves should incorporate some (or all) of the new logo elements. There are likely to be dozens of possible variations to visually link sign style, colors, fonts and supporting graphics with the new logo. Several alternative designs of a “family of signs” (that includes the 5 sign types mentioned above) should be developed and thoroughly vetted by the community. After one design is chosen, new signs should replace existing ones – ideally all at one time.

Other Physical Expressions of Community Identity

Apart from signage, there are opportunities to use the new logo on other physical property in the City. Provided below are some examples.

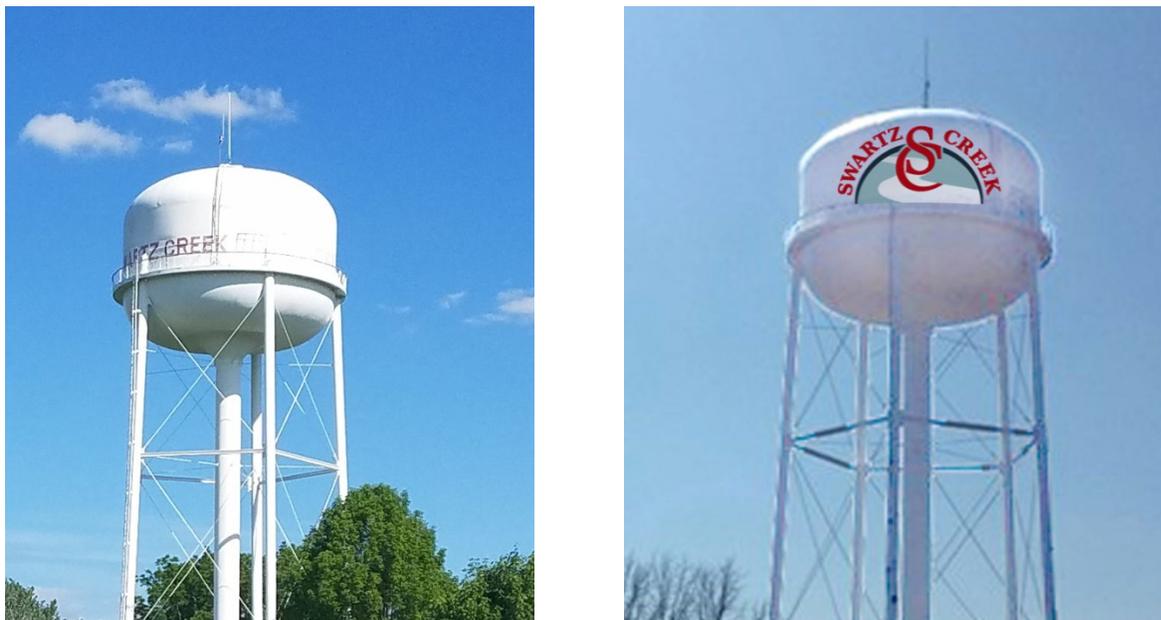
Existing

Future



Existing

Future



Additionally, the Holland Square Project provides an important opportunity to express community image and helps to associate the new logo with a new and exciting project that will help transform downtown Swartz Creek. Some sample images are provided below using a preliminary design produced by local architect, Doug Stephens:



Finally, banners on downtown light poles are frequently used to enhance community appearance. New banners can be developed for Swartz Creek to help communicate community identity using the new logo with associated colors and imagery. Some design concepts are shown below which carry a common theme.





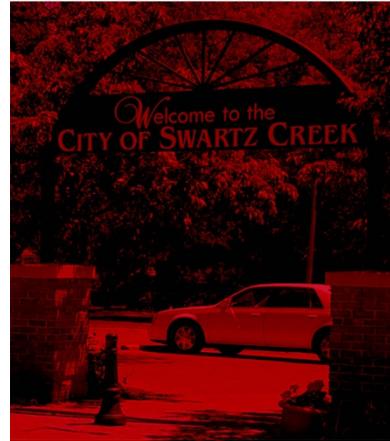
ARTS



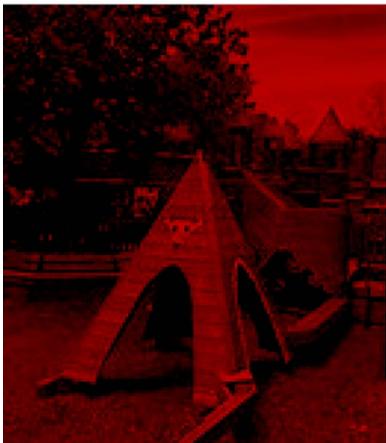
HISTORY



COMMUNITY



PARKS



PRIDE



2) Print, Electronic and Verbal Communication Channel

Cities produce a huge variety and volume of print and electronic communications. Each piece of communication conveys information and has the potential to reinforce the community brand and image.

Direct Communications

Direct communications include both print and electronic sources emanating from city hall. This includes a variety of print materials and electronic communications. Specifically, the new logo should be included in subsequent versions of municipal letterhead, business cards and similar materials. Additionally, emails should also include standardized signature blocks with the new municipal logo. In this way, each email sent helps to reinforce and strengthen the community brand.

Name, Title

Swartz Creek City

8083 Civic Drive
Swartz Creek, MI 48473
810.635.4464 general office
name1@cityofswartzcreek.org
<https://www.facebook.com/CityofSwartzCreek>



Municipal Documents

Cities produce a wide range of documents that are physically printed and made available electronically as .pdf's. These include planning documents (master plans, recreation plans, zoning codes) and a wide range of forms and information brochures.

Going forward, each publication should include the new logo so that Swartz Creek brand is made a part of the document.

Web Site/Facebook/Twitter

A municipal web site serves multiple functions. At a basic level, it is a means to share information about public meetings, access public documents, find links to other community organizations and to obtain general community information. The primary audience for this basic information is local residents and officials. Beyond this, a municipal web site is also a significant expression of community character and image. People unfamiliar with a community will often look to a web site for information and they will form important first impressions and conclusions.

In the context of the RRC program, it is essential that communities meet the threshold of functionality. Beyond this, they should also work toward communicating an appealing community image that speaks to community identity, desirability and opportunity. This image should connect with the local economic development strategy which tells the more complete story of local opportunities, potential and an exciting future. The purpose of the municipal web site is not to carry the full burden of articulating local economic development strategy. Rather, it is the opportunity to make a digital introduction that is engaging enough to encourage someone unfamiliar with the community to become more informed. The municipal web site is essentially the “public face” of the community in the digital world that invites further discovery.

The Swartz Creek website meets the functionality benchmark and is overall easy to navigate with organized information. Minor website enhancements could lead to greater impact and higher performance levels for businesses and visitors. These are discussed below in the context of the specific RRC best practices and in terms of general observations:

**Key Questions
from RRC Best**

Practices	Response	Recommendations
Does the web site incorporate basic methods of public notification?	Yes. The site provides visitors with a menu link to events and public notifications.	<ul style="list-style-type: none"> There is a lot of detailed information on the Home page. The site may be more user friendly if the information on the home page was consolidated into a simplified list of quick links to contact information, bill pay, etc.
Is it easy to locate pertinent planning, zoning and economic development documents on the city web site?	Somewhat. There is a link to both Community Development and Building & Zoning under the Department menu dropdown tab.	<ul style="list-style-type: none"> Incorporate “Economic Development” as a main menu item. The main menu could be restructured to consolidate some of the current menu headings and incorporate new, inviting ones. An ED Menu or “Build Swartz Creek” or “SC Opportunities” tab can promote business, relocation, and development. Include Demographics, featured properties, etc.
The Community web site should be an important marketing tool and must be well designed to provide information to the public and a positive public image.	The website prominently displays notices and events, but could be simplified to make it more user friendly	<ul style="list-style-type: none"> Freshen the website look to be inviting and incorporate the new Swartz Creek logo into the site. Incorporate a top image slider that rotates to quickly convey information to the viewer. This would replace the smaller central slider. This gives an opportunity to display events, landmarks and positive statements about the City. Possibly add menu tabs for visitors such as “Explore Swartz Creek”, “Discover Swartz Creek”, or “Visitors”. The “Swartz Creek Community Video” is a good opportunity to tell the community story. It appears that more videos are will be added and it is recommended that this element be moved up to a more prominent place on the home page. Consider replacing “stock” photography on home page with professional photography of prominent features in Swartz Creek. Imagery could rotate among with shots.

<p>The Community's website is easy to navigate and information is easily found.</p>	<p>The site has a lot of good detailed information, but could be a better marketing tool for both visitors and ED.</p>	<ul style="list-style-type: none"> • Suggest a cleaner-simplified look with additions of a search bar to quickly get the user to the information they are looking for. • Also, make the site responsive to all browsers and devices, such as cell phones and iPads.
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3) Economic Development Channel

The City of Swartz Creek has actively promoted specific economic development projects. For example, the Holland Square Project fundamentally encourages downtown reinvestment by redeveloping a former gas station into a new public pavilion for community events. Increasingly, communities around Michigan (and nationally) are taking similar steps to both stimulate development through actions that make surrounding property more appealing, and steps to become directly engaged in seeking development proposals for key property.

Frequently, a tool known as the Developer RFQ is used to obtain development proposals for key property. A key property might be a vacant lot, or an underutilized building in a prominent location. Typically, a community, or development organization secures site control for a key property, defines a range of development possibilities, and then offers the opportunity to offer a development proposal given incentives and parameters defined in the RFP. In this way, the community assumes a proactive role in the development process and begins to think as a developer might. This connects to marketing and branding as communities need to build a business case for a development project and provide compelling reasons to invest in the community (compared with a growing number of options elsewhere).

Swartz Creek should continue to try to set itself apart from other places and strive to offer a unique identity and brand. This can be supported by drawing attention to considerations such as city rankings, local awards, walkscores, and favorable statistics.

Increasingly, communities are also preparing optional concept plans and offering third party feasibility studies to draw a clearer picture development potential. (see <https://www.miplace.org/globalassets/media-documents/rrc/rrc-guide---developer-rfq.pdf> for more information on developer RFQ).

Additionally, efforts to build a compelling argument for local investment can be supported by crafting a succinct, clear and focused municipal “elevator speech.” An elevator speech is a short (minute or less) statement designed to grab attention. The word elevator is tied to the time it takes for a typical elevator ride. The following material was generated as a starting point for more local consideration and refinement, but it is grounded in what residents offered when asked had to offer three words that best describe Swartz Creek and the top strengths of Swartz Creek.

SWARTZ CREEK ELEVATOR SPEECH

Swartz Creek celebrates a hometown spirit like few other places. Our friendships with each other are lasting and our residents work hard to build the kind of community people care deeply about. We welcome those who share our love for small town charm, local pride, family, safety, friendliness and fun. Swartz Creek is loaded with opportunity for those who want to be successful here. This opportunity flows from unique community attributes and, most importantly, from the people of Swartz Creek who support and encourage each other - because that is what friends do.

4) Tourism Promotion Channel

Tourism is among Michigan’s top industries, providing jobs for residents and tax revenues to support services. Since launching in 2008, the Pure Michigan Campaign is frequently honored as one of the best tourism advertising campaigns in the country

and it is credited with large increases in tourist visits, tourist spending, job creation and new tax revenues. As mentioned previously, Michigan.org is often named as the most popular state tourism web site in the nation and the Pure Michigan brand is now visible on a wide range of platforms; from license plates to consumer products offered through various private sector partnerships.

Continued and expanded efforts to showcase Swartz Creek on the Pure Michigan web site are needed. Swartz Creek is located in the East Central Region and it competes with many other larger and similar-sized communities. Information about Swartz Creek is displayed, but more information about local attractions and events could be provided. Swartz Creek's association with Pure Michigan will help reach regional and national audiences, and would help associate Swartz Creek with the strong and appealing Pure Michigan brand.

5) Partnership Channel

While the City only has direct control over a finite number of ways to express community identity, it should also continue developing deeper collaborative partnerships with local organizations. Some partners include the Flint & Genesee Convention and Visitors Bureau which produces a visitor guide and community profile, and multiple programs to showcase local communities and events. Some examples of future collaboration include, encouraging use of the new logo, tagline, elevator speech, etc., in related efforts to promote the community as a great place to live to potential residents and businesses. Cost sharing of marketing materials may also be possible, along with joint efforts to promote the community. The local school system is also a partner in future collaborative effort.

Strategies and Implementation

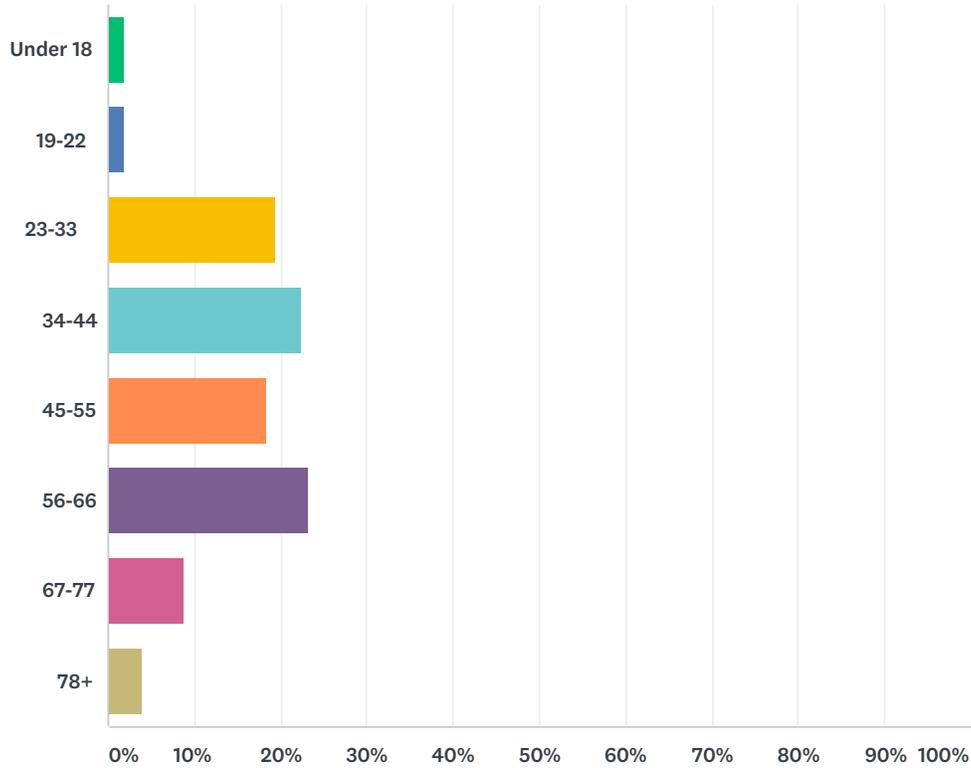
Strategies	Tasks/Actions	Timeframe
<p><i>Express Municipal Identity physically in the community.</i></p>	<p>1. Adhere to parameters for variations in logo.</p>	<p><i>Ongoing</i></p>
	<p>2. Develop a wayfinding system and systematically replace community signage</p>	<p><i>Begin design work in 2019 and then install</i></p>
<p><i>Intentionally communicate with new civic brand.</i></p>	<p>1. Update municipal letterhead, business cards, vehicle graphics, etc. as appropriate</p>	<p><i>Ongoing</i></p>
	<p>2. Update web site with new logo, tag line and other enhancements.</p>	<p><i>Late 2018 then ongoing</i></p>
<p><i>Enhance economic development efforts with marketing and Branding</i></p>	<p>1. Use marketing and branding messaging to enhance development RFP's</p>	<p><i>Ongoing</i></p>
	<p>2. Refine and adopt Elevator Speech</p>	<p><i>Late 2018 – then ongoing</i></p>
	<p>3. Connect new city image and marketing materials to advertisements for redevelopment sites.</p>	<p><i>Late 2018 – then ongoing</i></p>
<p><i>Encourage Tourism</i></p>	<p>1. Continue to link with Pure Michigan Web Site and develop a stronger presence.</p>	<p><i>Late 2018 – then ongoing</i></p>

<p><i>Create and Strengthen Local Partnerships</i></p>	<p>1. Maintain close coordination with Flint & Genesee Convention and Visitors Bureau with regard to coordinated and supportive marketing efforts.</p>	<p><i>Late 2018 – then ongoing</i></p>
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Appendix - Survey Results & Brand Guidelines

Q1 What is your age group?

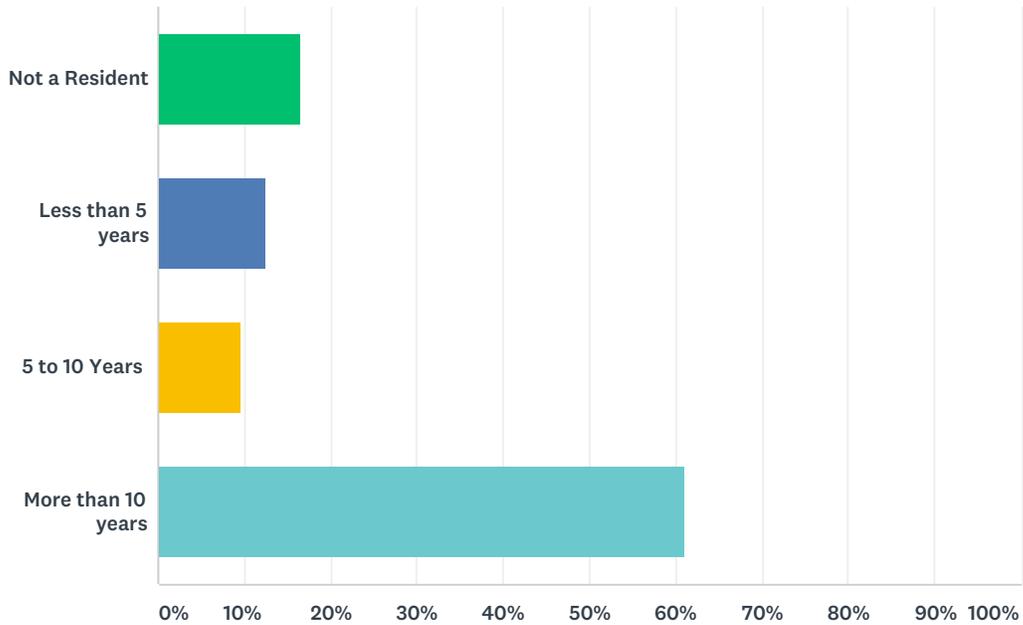
Answered: 103 Skipped: 1



ANSWER CHOICES	RESPONSES
Under 18	1.94% 2
19-22	1.94% 2
23-33	19.42% 20
34-44	22.33% 23
45-55	18.45% 19
56-66	23.30% 24
67-77	8.74% 9
78+	3.88% 4
TOTAL	103

Q2 If you are a resident, how many years?

Answered: 103 Skipped: 1



ANSWER CHOICES	RESPONSES
Not a Resident	16.50% 17
Less than 5 years	12.62% 13
5 to 10 Years	9.71% 10
More than 10 years	61.17% 63
TOTAL	103

Q3 Please use three words to describe Swartz Creek.

Answered: 103 Skipped: 1

#	RESPONSES	DATE
1	Quaint, familiar, family	9/9/2017 11:14 AM
2	Hometown. Friendly. Depressed looking downtown.	9/8/2017 11:39 AM
3	Community, dragons, family	9/8/2017 8:25 AM
4	Small, quiet, mundane	9/8/2017 7:45 AM
5	Stagnant. not-personable. In-need-of-family-venues	9/8/2017 7:14 AM
6	Caring, loving, supportive	9/8/2017 7:05 AM
7	Small unique trashy	9/8/2017 6:52 AM
8	Quiet Suburban Old	9/8/2017 6:30 AM
9	Dragons, spirit, red&white	9/7/2017 8:07 AM
10	Caring Community	9/7/2017 7:09 AM
11	Hometown Small town feel - big population Reserved	9/7/2017 5:47 AM
12	Boring, Patjas (fun to think of when drunk), and nothing	9/7/2017 1:14 AM
13	Quiet. Home. Fun.	9/6/2017 6:27 PM
14	Pleasant small relaxed	9/6/2017 4:58 PM
15	Small town	9/6/2017 4:36 PM
16	Family friendly artsy	9/6/2017 3:45 PM
17	Small quiet close	9/6/2017 3:27 PM
18	nice small town	9/6/2017 3:14 PM
19	Activate Community	9/6/2017 9:27 AM
20	former farming community	9/3/2017 12:24 AM
21	home, family, safe	9/1/2017 3:34 PM
22	friendly, convenient, schools	9/1/2017 3:29 PM
23	Friendly, country, city	8/31/2017 5:40 PM
24	A Small town	8/31/2017 12:26 PM
25	All about businesses	8/31/2017 12:24 PM
26	nice home town	8/29/2017 12:58 PM
27	community, small town, laid back	8/28/2017 5:28 PM
28	A great place to live	8/28/2017 1:15 PM
29	small nice community	8/27/2017 9:00 AM
30	Couple spots I seek to support. Be nice to have shops to want to get out to walk to, or family restursnt.	8/26/2017 8:06 PM
31	typical suburban community	8/26/2017 10:36 AM
32	Sorry, not just three words: I think the identity of this community is tied to the school district rather than commerce or a geographical feature.	8/26/2017 8:02 AM
33	Going nowhere fast.	8/25/2017 7:48 PM
34	Quaint pleasurable enjoyable	8/25/2017 5:24 PM

35	a bedroom community	8/25/2017 11:18 AM
36	Bedroom Community	8/24/2017 6:16 PM
37	Small town country	8/24/2017 4:54 PM
38	horrible, racist, backwards	8/24/2017 2:03 PM
39	Bad school district	8/24/2017 12:23 PM
40	convenient friendly safe	8/24/2017 11:12 AM
41	small town atmosphere	8/24/2017 10:18 AM
42	Very Community Oriented	8/24/2017 8:58 AM
43	Community, family, safe	8/24/2017 8:23 AM
44	Small, quiet, clicky (some groups/neighbors don't talk to others)	8/24/2017 7:32 AM
45	Friendly, fun and clean	8/24/2017 6:44 AM
46	Home home home	8/24/2017 1:25 AM
47	Friendly, close-knit, small	8/24/2017 12:34 AM
48	Small Friendly Silent	8/24/2017 12:03 AM
49	Nice, quaint, tries	8/23/2017 11:35 PM
50	Quaint, quiet, clean	8/23/2017 11:07 PM
51	Community Small Town Close knit	8/23/2017 11:05 PM
52	Small business, parks, safe	8/23/2017 11:00 PM
53	Historic, true, pride	8/23/2017 10:50 PM
54	Hometown, little, needs help	8/23/2017 10:27 PM
55	Small town community	8/23/2017 10:24 PM
56	Friendly, quiet-ish, boring	8/23/2017 10:10 PM
57	Friendly, Prime Location, Safe	8/23/2017 8:52 PM
58	Friendly quiet home	8/23/2017 8:25 PM
59	Nice community	8/23/2017 8:04 PM
60	Homey, quaint, authentic	8/23/2017 8:04 PM
61	Small town country	8/23/2017 7:57 PM
62	Going down hill	8/23/2017 7:49 PM
63	Great place and small town atmosphere makes it a special town to live in and has all the stores and not enough rest. tho	8/23/2017 7:21 PM
64	Quiet,safe,small	8/23/2017 6:57 PM
65	Quiet peaceful community	8/23/2017 6:49 PM
66	Quaint	8/23/2017 6:40 PM
67	Close-knit, friendly, welcoming	8/23/2017 6:16 PM
68	Becoming like Flint	8/23/2017 5:35 PM
69	Small town feel with rural influence	8/23/2017 5:21 PM
70	homegrown, small, provincial	8/23/2017 5:17 PM
71	Quiet, dragons, family	8/23/2017 5:14 PM
72	My Home Town	8/23/2017 5:10 PM
73	Homey, quiet, friendly	8/23/2017 5:04 PM
74	my home town	8/23/2017 4:24 PM

75	Quaint, clean community	8/23/2017 4:23 PM
76	Home Family Community	8/23/2017 4:22 PM
77	Friendly, safe, quiet	8/23/2017 4:21 PM
78	Diverse, hometown, historic	8/23/2017 4:11 PM
79	Active, busy, fun	8/23/2017 4:06 PM
80	Ghetto country and crazy	8/23/2017 4:05 PM
81	Friendly, pride, family	8/23/2017 3:14 PM
82	Quaint, comfortable,	8/23/2017 2:47 PM
83	Hometown	8/23/2017 2:28 PM
84	Close knit community	8/23/2017 2:18 PM
85	SMALL TOWN	8/23/2017 2:05 PM
86	Friendly, charming, country	8/23/2017 1:58 PM
87	Small Town girl	8/23/2017 1:37 PM
88	Slowly getting better	8/23/2017 1:34 PM
89	friendly, growing, changing	8/23/2017 1:26 PM
90	Friendly, cohesive, and diverse	8/23/2017 1:23 PM
91	Convenient, affordable, pleasant	8/23/2017 1:23 PM
92	Rural, spirited, hometown	8/23/2017 1:17 PM
93	Community gone bad!	8/23/2017 1:07 PM
94	Small homey quaint	8/23/2017 1:05 PM
95	Homey, comfortable, active	8/23/2017 1:05 PM
96	growing friendly little	8/23/2017 12:44 PM
97	Visually unappealing, forgettable	8/23/2017 12:33 PM
98	Small, community, welcoming	8/23/2017 12:30 PM
99	A bedroom community	8/23/2017 12:18 PM
100	Quiet, safe, and affordable.	8/23/2017 12:15 PM
101	Small, friendly, quiet	8/23/2017 12:15 PM
102	Easy Going Country	8/23/2017 12:15 PM
103	Small Approachable Genuine	8/23/2017 11:58 AM

Q4 Please list your three favorite places in Swartz Creek.

Answered: 104 Skipped: 0

#	RESPONSES	DATE
1	Elms rd park, hank and dons, high school sports complexes	9/9/2017 11:14 AM
2	Swartz Creek Fine Arts summer concerts. Parks. Library.	9/8/2017 11:39 AM
3	Hank n Don's, Elms Rd park, high school	9/8/2017 8:25 AM
4	Feather n Fin, high school pool, my house	9/8/2017 7:45 AM
5	Elms park.	9/8/2017 7:14 AM
6	Elms Rd Park, Veterans Memorial, Winshall Park	9/8/2017 7:05 AM
7	Fortinos, sledding hills elms and winshall , used to be 7-11 and DQ	9/8/2017 6:52 AM
8	Elms park B&t pizza Smooth steps dance	9/8/2017 6:30 AM
9	Elms park, dairy queen, best cheesecake store	9/7/2017 8:07 AM
10	Pajtas theater Winshall park United Methodist Church of SC	9/7/2017 7:09 AM
11	Elms Park Feather & Fin	9/7/2017 5:47 AM
12	Meijer, Kroger, Hank & Don's Tavern	9/7/2017 1:14 AM
13	Winshall/elms park JT restaurant A1 treat barn	9/6/2017 6:27 PM
14	Fortinos, creek convenience, hank and dons	9/6/2017 4:58 PM
15	Dave's, China Star, Rite Aid	9/6/2017 4:36 PM
16	Senior center, PAC, parks	9/6/2017 3:45 PM
17	Hank and dons Fire Department Jts	9/6/2017 3:27 PM
18	Kroger, Gilroys, farm store.	9/6/2017 3:14 PM
19	Feather N Fin Ice Cream Kroger Lovegrove's Cake & Candy Store	9/6/2017 9:27 AM
20	Meijer; Syring Elementary; Family Dollar	9/3/2017 12:24 AM
21	PAC, Winshall Park, Veteran's Memorial	9/1/2017 3:34 PM
22	PAC, Elms Park, Schools	9/1/2017 3:29 PM
23	Elms Park, New High School Auditorium, winshall park	8/31/2017 5:40 PM
24	Gil-Roy's Hardware, Treat Barn	8/31/2017 12:26 PM
25	Snap Fitness Gilroys Kroger	8/31/2017 12:24 PM
26	By the creek, basketball court, hank and dons	8/29/2017 5:19 PM
27	Veterans Memorial, schools, parks	8/29/2017 12:58 PM
28	Elms park, Pajtas Amphitheater, Meijer	8/28/2017 5:28 PM
29	Sports venues Grocery shopping/Kroger	8/28/2017 1:15 PM
30	shopping close by, places to eat within walking distance	8/27/2017 9:00 AM
31	Feather-n-fin, smoothie shop now, meijer, and occasional hand and dons.	8/26/2017 8:06 PM
32	Elms Rd. Park, P.A.C. and the outdoor fine arts theater	8/26/2017 10:36 AM
33	Pajtas Amphitheatre, sidewalks in Winchester Village, schools	8/26/2017 8:02 AM
34	Senior Center, eating places St Mary Queen Of Angels Church	8/25/2017 7:48 PM
35	Senior Center, Library, Music on the Hill	8/25/2017 5:24 PM

36	Kroger Meijer Gil Roy	8/25/2017 11:18 AM
37	Elms Park, Jt's, Pac Center	8/24/2017 6:16 PM
38	Feather & fin, Kroger, Meijer	8/24/2017 4:54 PM
39	Every road that leads out of town.	8/24/2017 2:03 PM
40	Daves pizza, kroger, speedway	8/24/2017 12:23 PM
41	united methodist church kroger elms road park	8/24/2017 11:12 AM
42	Hank & Dons JT's Sherman Heating like looks of building	8/24/2017 10:18 AM
43	The Civic area grounds Parks Performing Arts Center	8/24/2017 8:58 AM
44	Elms Park, football field, PAC	8/24/2017 8:23 AM
45	Rocky's, McDonald's	8/24/2017 7:32 AM
46	Elms rd park, labeau salon and hank & dons.	8/24/2017 6:44 AM
47	Jt Jan's feather and fin	8/24/2017 1:25 AM
48	Elms Rd Park, Feather and Fin, Perkins Library	8/24/2017 12:34 AM
49	Little Caesars, Feather and Fin, Meijer	8/24/2017 12:03 AM
50	Elms rd park, Kroger, and Dairy Queen... now treat barn? ??	8/23/2017 11:35 PM
51	Elms Park, shopping options, community center	8/23/2017 11:07 PM
52	Jt's Feather n Fin LaBeau Salon	8/23/2017 11:05 PM
53	The smoothie shop, elms park, feather n fin	8/23/2017 11:00 PM
54	Mary Crapo building, Winchester village, hank and dons	8/23/2017 10:50 PM
55	Veterans memorial, meijers not the highschool because it's so old I don't want my kids to go there.	8/23/2017 10:27 PM
56	Fireside Coffee, Winshall Park, Syring Elementary	8/23/2017 10:24 PM
57	Feather n fin, country carriage, home	8/23/2017 10:10 PM
58	Dave's Pizzeria Liabrary Senior Center	8/23/2017 8:52 PM
59	Feather n fin Elms park PAC	8/23/2017 8:25 PM
60	Jans Bar Winshall park Oakwood village	8/23/2017 8:04 PM
61	the old Dairy Queen, Elms Rd Park, Carriage restaurant	8/23/2017 8:04 PM
62	Varsity Baseball Diamond B&T Pizza Elms Road Park	8/23/2017 7:57 PM
63	Hank and Dons, Daves, jans	8/23/2017 7:49 PM
64	Hank& Dons Gilroys and Carriage town rest.	8/23/2017 7:21 PM
65	Library, windshall park, Memorial site.	8/23/2017 6:57 PM
66	Elms Rd park, Fortinos, park in Winchester village	8/23/2017 6:49 PM
67	Hank and Done Feather and Fin Kroger	8/23/2017 6:40 PM
68	Dave's Pizza, Elms Road Park, Swartz Creek Veterinary	8/23/2017 6:16 PM
69	Smoothie shop, Meijer, El Potrero	8/23/2017 5:35 PM
70	Parks, out town streets, library	8/23/2017 5:21 PM
71	my Grandma's house, Feather n Fin, 7-11	8/23/2017 5:17 PM
72	Elms park, Winshall Park,	8/23/2017 5:14 PM
73	My home, Winshall Park, SCMS/PAC	8/23/2017 5:10 PM
74	Fortinos, Hank & Don's bar, SC Elevator	8/23/2017 5:04 PM
75	The Smoothie Shop. Labeau Salon & Massage. Jt's Diner	8/23/2017 4:24 PM
76	Downtown area, The outdoor theater, my neighborhood.	8/23/2017 4:23 PM

77	Mary Crapo Baseball Field Elms Park Library	8/23/2017 4:22 PM
78	Feather & Fin, Meijer (It's the cleanest one I've been to and the employees are friendly) downtown in general	8/23/2017 4:21 PM
79	JTs, Swartz Creek Schools, Rooms Road Park	8/23/2017 4:11 PM
80	PAC, Cage, high school	8/23/2017 4:06 PM
81	Jts country kitchen the smoothie shop and b and t pizza (closed down)	8/23/2017 4:05 PM
82	Library, amphitheatre	8/23/2017 3:14 PM
83	Lupe's, Hank&Don's, Meijer	8/23/2017 2:47 PM
84	Jans bar, hank & dons,Swartz Creek Elevator	8/23/2017 2:28 PM
85	Schools Parks Downtown	8/23/2017 2:18 PM
86	SENIOR CENTER, KROGERS, DAVES PIZZA	8/23/2017 2:05 PM
87	Downtown, Elms Road Park, Pajtas Theater	8/23/2017 1:58 PM
88	My house, The school, and home town days	8/23/2017 1:37 PM
89	My house Feather n Fin Nicely leveled sidewalks in the village	8/23/2017 1:34 PM
90	Elms Rd Park, my home, downtown	8/23/2017 1:26 PM
91	Elms Road Park Performing Art Center	8/23/2017 1:23 PM
92	Elms Park, Swartz Creek Library	8/23/2017 1:23 PM
93	Winshall Park, downtown establishments, Fire Dept	8/23/2017 1:17 PM
94	Elms Rd Park, Veterans Memorial, Downtown	8/23/2017 1:07 PM
95	Jans Meijer downtown	8/23/2017 1:05 PM
96	Elms Park, amphitheatre, PAC	8/23/2017 1:05 PM
97	Elms Rd Park Pajtas theatre	8/23/2017 12:44 PM
98	Winchester Park, Elms Park, Feather N Fin	8/23/2017 12:33 PM
99	Elms Park The Smoothie Shop Hometown days	8/23/2017 12:30 PM
100	Pajtas theater, Family Farm and Home, Perkins library	8/23/2017 12:18 PM
101	JT's. Elms road park. Winchester village.	8/23/2017 12:15 PM
102	Elms Rd. Park, Feather n' Finn, and Fireside Coffee	8/23/2017 12:15 PM
103	Shands Massage Therapy, The Smoothie Shop, Art Gallery	8/23/2017 12:15 PM
104	Downtown Elms Park Home	8/23/2017 11:58 AM

Q5 Please list your three favorite things to do in Swartz Creek.

Answered: 100 Skipped: 4

#	RESPONSES	DATE
1	See a show at the high schools amphitheater, watch a football game, meet a friend for a drink	9/9/2017 11:14 AM
2	Listen to music at the Fine Arts summer concerts. Walk/play in Elms park. Go to the Library.	9/8/2017 11:39 AM
3	Sports, restaurants, and hometown days	9/8/2017 8:25 AM
4	??	9/8/2017 7:45 AM
5	Hometown days. Elms park.	9/8/2017 7:14 AM
6	Visit parks, ride bikes, Movie nights during the summer	9/8/2017 7:05 AM
7	Go for walks, art in the park, feather N fin	9/8/2017 6:52 AM
8	Visit family Frisbee/tennis/sled at park Ice cream feather n fin	9/8/2017 6:30 AM
9	Football games, elms park, parades	9/7/2017 8:07 AM
10	Music @ amphitheatre Take kids to winshall park Relax in my back yard (quiet community)	9/7/2017 7:09 AM
11	Play at the parks Walk the downtown Eat at the ice cream shop	9/7/2017 5:47 AM
12	Drink beer, watch people, fart	9/7/2017 1:14 AM
13	Visit the parks and local stores and restaurants. Also watching home town activities and various parades.	9/6/2017 6:27 PM
14	Visit the parks, take walks, enjoy the scenery	9/6/2017 4:58 PM
15	Ice cream, pizza,	9/6/2017 4:36 PM
16	Go to senior center activities, see things at PAC, hometown days	9/6/2017 3:45 PM
17	Not much to do	9/6/2017 3:27 PM
18	go to the library, the senior center buy groceries.	9/6/2017 3:14 PM
19	Go for Ice Cream Go to Concert in the Park	9/6/2017 9:27 AM
20	walk; shop at Meijer; visit friends	9/3/2017 12:24 AM
21	Eat at JT's, Attend the "Art in the Park", Attend performances at the PAC	9/1/2017 3:34 PM
22	Shop, dine, visit parks	9/1/2017 3:29 PM
23	Ride Bikes, walk around town, go to events	8/31/2017 5:40 PM
24	Drink, go for a walk,	8/29/2017 5:19 PM
25	Eat, Drink Concerts	8/28/2017 5:28 PM
26	Shopping Eating	8/28/2017 1:15 PM
27	walking around the neighborhood, haven't lived here long enough to figure out all the activities	8/27/2017 9:00 AM
28	Nothing I look to do in Creek.	8/26/2017 8:06 PM
29	Attend school sporting events, community theater and summer concerts	8/26/2017 10:36 AM
30	Summer concerts, walking in the Village, taking grandchildren to Winshall Park.	8/26/2017 8:02 AM
31	Eat, Pray, Visit the Senior Center	8/25/2017 7:48 PM
32	Visit the Senior Center Music on the Hill	8/25/2017 5:24 PM
33	walk subdivisions talk with neighbors	8/25/2017 11:18 AM
34	School activites, Church, and Dining	8/24/2017 6:16 PM

35	Community ed programs, parks, shop	8/24/2017 4:54 PM
36	Leave. Seriously, how about we work on the lack of community spirit? There is such an "old-timer", 1950s-style atmosphere. People who didn't grow up there are looked at as "outsiders", and if you mention you're from Flint, you're seen as "trash" who "ruined your own town" and now you're "moving on to [theirs]". Meanwhile, Swartz Creek wouldn't be as big as it is IF IT WASN'T FOR FLINT. So let's work on that mentality before we do anything else - after all, you can coat a pile of poo in glitter, but it's still going to stink. There's a reason people call it Sh*t Creek.	8/24/2017 2:03 PM
37	Play sports, go to the park, go to football games	8/24/2017 12:23 PM
38	hometown days shop live	8/24/2017 11:12 AM
39	walk, sidewalks everywhere parks	8/24/2017 10:18 AM
40	Eat at the hometown restaurants. Concerts in the Park Work	8/24/2017 8:58 AM
41	Family tennis at Elms Park, watching football, leisurely walks	8/24/2017 8:23 AM
42	Hometown Days	8/24/2017 7:32 AM
43	Watch school sports, shop and eat	8/24/2017 6:44 AM
44	Eat shop walk	8/24/2017 1:25 AM
45	Not sure what there is to "do". My fun consists of going for walks around where I live and shopping at Kroger were I run into several people I know each trip	8/24/2017 12:34 AM
46	Get ice cream, Go to park, Hometown days	8/24/2017 12:03 AM
47	Play at elms rd park, fireside coffee, and get ice cream at DQ	8/23/2017 11:35 PM
48	Relax with family, swim, shopping	8/23/2017 11:07 PM
49	Get pampered enjoy snacks watch school sports	8/23/2017 11:05 PM
50	Walk at park, shop, connect with neighbors	8/23/2017 11:00 PM
51	Running, back deck drinking, campfires	8/23/2017 10:50 PM
52	Walk downtown, get ice cream at feather and fin, hometown says.	8/23/2017 10:27 PM
53	Walk, ride bikes, drink coffee	8/23/2017 10:24 PM
54	Walk, sit on front porch, eat michigan pot hole at feather and fin.	8/23/2017 10:10 PM
55	Play Mah Jong at Senior Center Library Attend Summer Concerts	8/23/2017 8:52 PM
56	Hometown days Parades Ice cream at feather n fin	8/23/2017 8:25 PM
57	Take walks Get ice cream Get a drink at Jans bar	8/23/2017 8:04 PM
58	Elms Rd park, Parades down main street, Hometown Days	8/23/2017 8:04 PM
59	Varsity Baseball Games Hometown Days Christmas Parade	8/23/2017 7:57 PM
60	Church, Run is nice sub & Hang out at Hank & Dons	8/23/2017 7:21 PM
61	Live.	8/23/2017 6:57 PM
62	Walk, enjoy parks, bars	8/23/2017 6:49 PM
63	Park Bike ride Movie's	8/23/2017 6:40 PM
64	Visit family, eat, play	8/23/2017 6:16 PM
65	Eat, that's all I have.	8/23/2017 5:35 PM
66	Walk the old town areas, concerts, parades	8/23/2017 5:21 PM
67	visit family, watch ball, drive around looking how much things have changed	8/23/2017 5:17 PM
68	Walk, take the kids to the park, go sledding	8/23/2017 5:14 PM
69	Run, coach, see games/performances	8/23/2017 5:10 PM
70	Visit family/friends, drive around and site see and visit the parks	8/23/2017 5:04 PM
71	Ride my bike. Visit the park. Check out an outdoor movie.	8/23/2017 4:24 PM

72	Take my dogs for a walk, Concerts and movies Visit restaurants	8/23/2017 4:23 PM
73	Dine Family walks Art in the Park	8/23/2017 4:22 PM
74	Library, walk around downtown, meet up with extended family for ice cream	8/23/2017 4:21 PM
75	Teach, Watch plays at the Swartz Creek PAC, shop at Meijer	8/23/2017 4:11 PM
76	Meet friends, family, people in general	8/23/2017 4:06 PM
77	We have nothing to do	8/23/2017 4:05 PM
78	Walk, sit in on the concerts and movie nights, check out the yearly activities	8/23/2017 3:14 PM
79	Attend sporting events, biking, walking	8/23/2017 2:47 PM
80	Talk with residents at coffee shop, visit my family, dinner:lunch at Hank & Dons	8/23/2017 2:28 PM
81	Meet with friends Take kids to the park Hometown days!	8/23/2017 2:18 PM
82	EVENTS, PARKS, SPORTS	8/23/2017 2:05 PM
83	Picnic in the park, paint at Howe's Art Supply, use library	8/23/2017 1:58 PM
84	Sleep, eat, school	8/23/2017 1:37 PM
85	Take walks with my family Grab ice cream from local shop Put time into my yard	8/23/2017 1:34 PM
86	ride my bike, take my grand children to the park, go to Hometown days	8/23/2017 1:26 PM
87	Go to Elms Park, going to performances at the PAC, taking classes at Lovegroves	8/23/2017 1:23 PM
88	Library, walk in the park	8/23/2017 1:23 PM
89	Walk, eat downtown, watch football games	8/23/2017 1:17 PM
90	Go to the park, visit small shops downtown, N/A	8/23/2017 1:07 PM
91	Hometown days; go to feather and fin, enjoy downtown	8/23/2017 1:05 PM
92	See/visit with people, see a show, enjoy the outdoors	8/23/2017 1:05 PM
93	parks, summer concerts, breakfast at JTS	8/23/2017 12:44 PM
94	Play with my kids at the park, ride bikes, hometown days	8/23/2017 12:33 PM
95	The Carnival every year Play at Elms park The parades	8/23/2017 12:30 PM
96	Concerts at the theater, Hometown days, That's about it	8/23/2017 12:18 PM
97	Breakfast at JTs. Go to the gym at Snap Fitness. Walk my dog around town.	8/23/2017 12:15 PM
98	Attend events at the park, walk through the neighborhood, and hometown days	8/23/2017 12:15 PM
99	Hometown Days, Shop, Visit Library	8/23/2017 12:15 PM
100	Enjoy neighbors Take children to the park Take children to the amphitheater	8/23/2017 11:58 AM

Q6 Please list three top strengths to Swartz Creek.

Answered: 100 Skipped: 4

#	RESPONSES	DATE
1	Traditional, support of community, love for each other	9/9/2017 11:14 AM
2	Free summer music & movies. Good parks. Many great organizations that care about our community like Swartz Creek Fine Arts and our great Swartz Creek Fire Department.	9/8/2017 11:39 AM
3	Community	9/8/2017 8:25 AM
4	Traffic is never bad, lines are never long, B&T bread sticks	9/8/2017 7:45 AM
5	???	9/8/2017 7:14 AM
6	Clean, caring, community	9/8/2017 7:05 AM
7	Hometown days , trying to get community involved	9/8/2017 6:52 AM
8	Safe Affordable real estate Community events	9/8/2017 6:30 AM
9	Everything on one road, tight knit community, good schools	9/7/2017 8:07 AM
10	Relatively quiet (other than Hometown days entertainment tent :-() Community organizations care about people / community (food pantry, women's club)	9/7/2017 7:09 AM
11	It's not so big. Still has small town feel	9/7/2017 5:47 AM
12	Easy access to Interstate, fast food options, and bar options	9/7/2017 1:14 AM
13	Clean. Friendly. Community.	9/6/2017 6:27 PM
14	Low taxes, small town atmosphere, accessibility to everything	9/6/2017 4:58 PM
15	Small town feel, many amenities and services	9/6/2017 4:36 PM
16	Friendliness, artsy, self sustaining	9/6/2017 3:45 PM
17	Family oriented Small Supportive	9/6/2017 3:27 PM
18	variety for groceries. drug store and hardware.	9/6/2017 3:14 PM
19	Police Dept.	9/6/2017 9:27 AM
20	small town atmosphere; low crime rate; great police force and fire dept.	9/3/2017 12:24 AM
21	Calm after a hectic day at work. Location off the expressway. Small Mom and Pop businesses	9/1/2017 3:34 PM
22	Safe, and friendly, good schools.	9/1/2017 3:29 PM
23	People who care, nice parks, Good school system	8/31/2017 5:40 PM
24	Nothing good to do	8/31/2017 12:26 PM
25	Good place to raise a family, police response fast, good schools	8/29/2017 5:19 PM
26	Easy to get to, Small, Quiet	8/28/2017 5:28 PM
27	Easy to get around in/on the streets	8/28/2017 1:15 PM
28	clean, small community, close to other things, but doesn't take away the small town feeling.	8/27/2017 9:00 AM
29	Easy access to express way. Old race track would be a great opportunity for attraction my family has always thought.	8/26/2017 8:06 PM
30	The volunteers from the women's club, Kiwanis and church groups etc; the city administration; the police and fire childrens programs.	8/26/2017 10:36 AM
31	Well laid out civic district (city office, senior center/library, fire department), schools, and the DPW. (strengths *of* Swartz Creek)	8/26/2017 8:02 AM
32	Small, well maintained, safe.	8/25/2017 5:24 PM

33	close to Flint metro shopping , cultural, medical	8/25/2017 11:18 AM
34	Strong school participation Small town atmosphere Great city parks	8/24/2017 6:16 PM
35	Country feel, but many amenities close by. Small town. Opportunities for youth activities.	8/24/2017 4:54 PM
36	Are the insularity, resistance to change, and lack of pride in the academics what you're looking for? No? Then I can't think of anything. Creek should be ashamed.	8/24/2017 2:03 PM
37	The swartz Creek, a lot of pizza places, cool downtown	8/24/2017 12:23 PM
38	convenient to many things-even Bishop INTERNATIONAL people are friendly and helpful I feel very safe and secure living here.	8/24/2017 11:12 AM
39	Community Oriented Location Affordability	8/24/2017 8:58 AM
40	Safe, everything is close and convenient, future of the school system	8/24/2017 8:23 AM
41	Being small	8/24/2017 7:32 AM
42	Community activities, safety, shopping	8/24/2017 6:44 AM
43	Location people shops	8/24/2017 1:25 AM
44	The amazing things the community offers...I may not go to them all but the movies, concerts, hometown days, art in the park, etc are all amazing extras our little town offers	8/24/2017 12:34 AM
45	Small, Low crime rates, good schools	8/24/2017 12:03 AM
46	Lots of food, nice schools, small town feel	8/23/2017 11:35 PM
47	Community education, schools, community spirit	8/23/2017 11:07 PM
48	community involvement supportive to local business city updates	8/23/2017 11:05 PM
49	Safety, cost of living, education	8/23/2017 11:00 PM
50	Strong hometown community, proximity to major city, and i69/75/23 access	8/23/2017 10:50 PM
51	Small town, strong community. There's enough of us middle age people to invest and improve the city. Get a new highschool, make it appealing to bring your kids here. Street signs are a great start.!	8/23/2017 10:27 PM
52	Community involvement, small, close to Flint	8/23/2017 10:24 PM
53	Feather n fin, Nice neighborhoods to walk, Performing Arts Center if better advertising for events.	8/23/2017 10:10 PM
54	Friendliness Location Having a strong middle class population	8/23/2017 8:52 PM
55	It's smaller The residents are friendly There's a sense of community	8/23/2017 8:25 PM
56	Quiet neighborhoods Good schools Good people	8/23/2017 8:04 PM
57	Hometown Days, lots of restaurants, lots of shopping	8/23/2017 8:04 PM
58	Small Town Feel Schools	8/23/2017 7:57 PM
59	Good bars and restaurants	8/23/2017 7:49 PM
60	Shop Krogers Emergency care & Restaurants	8/23/2017 7:21 PM
61	Safe, clean	8/23/2017 6:57 PM
62	Safe, friendly, peaceful	8/23/2017 6:49 PM
63	Safety Good neighbor's Small town atmosphere	8/23/2017 6:40 PM
64	Inviting, clean, safe	8/23/2017 6:16 PM
65	Small town Hometown days Good teachers.	8/23/2017 5:35 PM
66	Small enough to keep a sense of community, schools, the village, parks	8/23/2017 5:21 PM
67	homegrown, small, Elms park	8/23/2017 5:17 PM
68	Safe, caring neighbors, good schools	8/23/2017 5:14 PM
69	Caring people, small business and beautiful improving area	8/23/2017 5:10 PM

70	Police, fire, parades	8/23/2017 5:04 PM
71	the people. Faith in God. Its clean.	8/23/2017 4:24 PM
72	Schools, community businesses	8/23/2017 4:23 PM
73	Small size Longtime residents Becoming Diverse	8/23/2017 4:22 PM
74	Safe, clean (for the most part), most people are friendly	8/23/2017 4:21 PM
75	Excellent schools, strong civic community, generous people	8/23/2017 4:11 PM
76	Location, the people, churches	8/23/2017 4:06 PM
77	Boring town	8/23/2017 4:05 PM
78	1. The residents care about their town 2. Everyone I've gotten to know is neighborly and helpful 3. It's moving towards developing many activities that families love and it encourages them to move here (strong families, strong schools, strong community!)	8/23/2017 3:14 PM
79	Small-town feel, close proximity to many things, strong community	8/23/2017 2:47 PM
80	Fire & police department, senior center, city government	8/23/2017 2:28 PM
81	Small town Close to bigger cities to shop Less crime than most places	8/23/2017 2:18 PM
82	FIRE DEPARTMENT, DPW, CITY GOVERNMENT	8/23/2017 2:05 PM
83	Small town charm, clean and neat appearance, friendly people	8/23/2017 1:58 PM
84	Small, fun, very little violence	8/23/2017 1:37 PM
85	Residents have pride in their schools Have pride in their parks The community tries to come together to support one another	8/23/2017 1:34 PM
86	small, safe, friendly	8/23/2017 1:26 PM
87	Friendly, variety of fast food restaurants & Meijers	8/23/2017 1:23 PM
88	Good for commuters because it's close to the highway, affordable newer construction homes, close to shops and parks	8/23/2017 1:23 PM
89	Long term, established residents, hometown pride, volunteers who commit and contribute to community needs/events.	8/23/2017 1:17 PM
90	The city provided services, nothing really else	8/23/2017 1:07 PM
91	Unknown	8/23/2017 1:05 PM
92	It's people, it's proximity to highways and major cities, progressive leadership	8/23/2017 1:05 PM
93	opportunities to grow/develop brand for community	8/23/2017 12:44 PM
94	1. Small community 2. Close to lots of places 3. Great parks	8/23/2017 12:33 PM
95	Caring residents, giving community, great elementaries	8/23/2017 12:30 PM
96	Quiet, clean, Elms park	8/23/2017 12:18 PM
97	Quiet. Not too busy. Clean.	8/23/2017 12:15 PM
98	Close-knit community setting, family-friendly area, good commute area	8/23/2017 12:15 PM
99	Community, Cleanliness, Convenience	8/23/2017 12:15 PM
100	Safe Clean Near big city and country	8/23/2017 11:58 AM

Q7 If you could create a motto/slogan/tagline for Swartz Creek, describe what would it be?

Answered: 88 Skipped: 16

#	RESPONSES	DATE
1	Always improving our community for you to enjoy.	9/8/2017 11:39 AM
2	Where community is family	9/8/2017 8:25 AM
3	??	9/8/2017 7:45 AM
4	I wish it could be...'we have it all for your family'	9/8/2017 7:14 AM
5	Not sure.	9/8/2017 7:05 AM
6	Evolving	9/8/2017 6:52 AM
7	Where families are raised but the kids all leave	9/8/2017 6:30 AM
8	We have the strength of dragons!	9/7/2017 8:07 AM
9	Where community matters	9/7/2017 7:09 AM
10	?	9/7/2017 5:47 AM
11	Get to the Creek... Swartz Creek	9/7/2017 1:14 AM
12	Hometown community.	9/6/2017 6:27 PM
13	Small, not backwards	9/6/2017 4:58 PM
14	Where the streets are nice	9/6/2017 4:36 PM
15	You are one of the family, how can I help you	9/6/2017 3:45 PM
16	Small city with a big heart	9/6/2017 3:27 PM
17	Dragon city	9/6/2017 3:14 PM
18	N/A	9/6/2017 9:27 AM
19	We don't need a tagline/motto/or slogan! These are awful marketing terms and inappropriate for our small town.	9/3/2017 12:24 AM
20	Begin your family here. Home forever. Generations.	9/1/2017 3:34 PM
21	Great place to live and visit.	9/1/2017 3:29 PM
22	Swartz Creek the community where everyone is treated like family.	8/31/2017 5:40 PM
23	Do not come here	8/31/2017 12:26 PM
24	Americas small town	8/29/2017 5:19 PM
25	don't know	8/28/2017 5:28 PM
26	Where Dragons are Born	8/28/2017 1:15 PM
27	N/A	8/27/2017 9:00 AM
28	"Swartz Creek, a quality environment for family, fitness for the mind and body; faith development."	8/26/2017 10:36 AM
29	Not that creative, sorry.	8/26/2017 8:02 AM
30	Quiet suburban setting with big city attractions at the doorstep	8/25/2017 11:18 AM
31	Poles and Wires	8/24/2017 6:16 PM
32	"If you're not a WASP, get out!"	8/24/2017 2:03 PM
33	I cant think of one	8/24/2017 12:23 PM

34	x	8/24/2017 11:12 AM
35	Something to convey the strong sense of community...maybe use "Hometown" to play off the festival.	8/24/2017 8:58 AM
36	SCHS new dragon logo The city for families	8/24/2017 8:23 AM
37	?	8/24/2017 7:32 AM
38	Family fun and friendly.	8/24/2017 6:44 AM
39	Swartz Creek your small hometown adventure Swartz Creek your hometown away from home (for visitors this would eork...not residents)	8/24/2017 12:34 AM
40	Small town, big heart	8/24/2017 12:03 AM
41	I always liked dragon country and it already exists... so something with that involved. There needs to be a focus on making the schools in sc great again, so something like that would bring the cinnunity and schools closer	8/23/2017 11:35 PM
42	Small town, big heart	8/23/2017 11:07 PM
43	Where families and friends meet, in the Creek	8/23/2017 11:05 PM
44	May the Swartz be with you (;P)	8/23/2017 11:00 PM
45	Welcome to your hometown home	8/23/2017 10:50 PM
46	"Everyone has gone to the same highschool since the 60's" --see the trend. We really need a new one guys. Or "You can always come back home to Swartz Creek"	8/23/2017 10:27 PM
47	Where people care	8/23/2017 10:24 PM
48	? Something to do this small/local businesses ?	8/23/2017 10:10 PM
49	Genesee County's Best Kept Seceret Seek the Good Life in the Creek Go West to the Creek Dragon Country	8/23/2017 8:52 PM
50	Great community, good friends!	8/23/2017 8:04 PM
51	Something that incorporated the idea that we are still a small town and do all the small town things everyone loves. Movies and music at the amphitheater, art shows in the park, shut down the whole town for homecoming parades, whole city visits with Santa at the firehouse after the Christmas Parade, etc.	8/23/2017 8:04 PM
52	Small Town, Big Ambitions	8/23/2017 7:57 PM
53	The town with no downtown	8/23/2017 7:49 PM
54	Great place to live & short dive to flint	8/23/2017 7:21 PM
55	People holding hands. Community.	8/23/2017 6:57 PM
56	Where friends meet	8/23/2017 6:49 PM
57	Tame your Dragon in the creek	8/23/2017 6:40 PM
58	Swartz Creek a Great Place to Call Home	8/23/2017 6:16 PM
59	I don't have any ideas for this.	8/23/2017 5:35 PM
60	This is rediculous	8/23/2017 5:21 PM
61	Have no idea	8/23/2017 5:17 PM
62	Dragon country or A safe, beautiful place to raise your family.	8/23/2017 5:14 PM
63	Our Hometown, why not make it yours?!	8/23/2017 5:10 PM
64	A great place you can call home.	8/23/2017 4:24 PM
65	don't know	8/23/2017 4:23 PM
66	.	8/23/2017 4:21 PM
67	Where the future starts today	8/23/2017 4:11 PM
68	Creek rocks	8/23/2017 4:06 PM

69	Power of the swartz	8/23/2017 4:05 PM
70	I'm not sure - I don't think I've lived here long enough to speak to that	8/23/2017 3:14 PM
71	Home to all who come	8/23/2017 2:47 PM
72	Where town & country shake hands	8/23/2017 2:28 PM
73	LEAVE THE SLOGAN ALONE!!! Stop trying to change it!	8/23/2017 2:18 PM
74	Small town, big heart	8/23/2017 1:58 PM
75	I dont know	8/23/2017 1:37 PM
76	Swartz Creek Strong #SwartzCreekStrong #DragonPride	8/23/2017 1:34 PM
77	?????	8/23/2017 1:26 PM
78	Not sure	8/23/2017 1:23 PM
79	Swartz Creek- we're where you need to be	8/23/2017 1:23 PM
80	Country living with hometown spirit.	8/23/2017 1:17 PM
81	Once a beautiful small town, now becoming the ghetto.	8/23/2017 1:07 PM
82	Unknown	8/23/2017 1:05 PM
83	Where community is meaningful	8/23/2017 12:30 PM
84	I have no idea about a motto/slogan/tagline. I can't think of a niche.	8/23/2017 12:18 PM
85	Everyone's favorite hometown.	8/23/2017 12:15 PM
86	"Where Home is"	8/23/2017 12:15 PM
87	Almost Country Living	8/23/2017 12:15 PM
88	I like, "Where town and country join hands" or "the best of all worlds"	8/23/2017 11:58 AM

Q8 What three mental images that come to mind when you think of Swartz Creek?

Answered: 95 Skipped: 9

#	RESPONSES	DATE
1	Unfortunately a depressed looking downtown area. (PLEASE help change this) A nice looking Fortino Drive government area. Depressed looking area when you exit Morrish road off I69 (tall weeds, closed race track, not welcoming!)	9/8/2017 11:39 AM
2	Highschool, water tower, intersection of Morris and Miller looking West down Miller	9/8/2017 8:25 AM
3	Country/open land, outdated storefronts, red & black	9/8/2017 7:45 AM
4	Lack of growth in downtown area. Unusable or too specific businesses in downtown. The wastefulness of insurance company buildings...especially one on Fortino Drive. Why does the old Rite Aid plaza sit empty?!?	9/8/2017 7:14 AM
5	Dragons, Elms Rd Park, school	9/8/2017 7:05 AM
6	Feather n fin - the parks- construction	9/8/2017 6:52 AM
7	Aging schools Grocery stores Hometown days carnival	9/8/2017 6:30 AM
8	Dragons, red&white, christmas decorations	9/7/2017 8:07 AM
9	Helping hands	9/7/2017 7:09 AM
10	Dragons	9/7/2017 5:47 AM
11	I miss 7-Eleven, That plaza where Hamady/Kessel/Save-a-Lot used to be looks like a ghetto eyesore, and rednecks	9/7/2017 1:14 AM
12	Downtown storefront. Clock at the civic center. Plaza at Miller/Morrish.	9/6/2017 6:27 PM
13	Water, little, single stop light	9/6/2017 4:58 PM
14	Downtown corridor,	9/6/2017 4:36 PM
15	Family, friendly, artsy	9/6/2017 3:45 PM
16	Small downtown The Creek Parks	9/6/2017 3:27 PM
17	parks, no traffic congestion and friendly	9/6/2017 3:14 PM
18	The farm by Seymour Road in back of Rite Aid Plaza; the beautiful cemetery on Morrish Road and Fortino; my childhood here.	9/3/2017 12:24 AM
19	The Creek, the water tower, Downtown	9/1/2017 3:34 PM
20	Small town, but with a big heart and good businesses.	9/1/2017 3:29 PM
21	The Dragon, the people, the mature land scaping.	8/31/2017 5:40 PM
22	Dump, wasteland, theives	8/31/2017 12:26 PM
23	Slowing traffic in the hopes of drawing people to businesses Push city and school agendas through without community support Unsightly business district	8/31/2017 12:24 PM
24	The red dragon, highschool Football and peacefulness	8/29/2017 5:19 PM
25	Red and White, Trees & Flowers and a Creek	8/28/2017 5:28 PM
26	Dragons Country, even though a city	8/28/2017 1:15 PM
27	n/a	8/27/2017 9:00 AM
28	Farmland, hunting, small business	8/26/2017 8:06 PM
29	Always something going on, close to every part of the globe, a friendly atmosphere	8/26/2017 10:36 AM

30	Dragons, my home, downtown	8/26/2017 8:02 AM
31	Lack of a real downtown easy to get to fast food places	8/25/2017 11:18 AM
32	Small town friendliness Strong regelious beliefs Great youth atheltics	8/24/2017 6:16 PM
33	Hometown Days, peacefulness (moved here from large city), home	8/24/2017 4:54 PM
34	The Swartz Creek elementary school where I was sexually assaulted, the Swartz Creek teacher who refused to report the assault after I told her because my assailant was from one of the "core families" of the community and had been "raised better" than that (implying that I was a liar), and the Swartz Creek student who assaulted me and never received any sort of punishment.	8/24/2017 2:03 PM
35	Downtown, the plaza across from Rite aid, The high school and middle school	8/24/2017 12:23 PM
36	small friendly community	8/24/2017 11:12 AM
37	Don't really have any	8/24/2017 8:58 AM
38	Community sporting events, families walking,biking, jogging together, CDC children out in front of Mary Crapo supporting community events	8/24/2017 8:23 AM
39	Hometown Days when it was on Miller Rd, Dave's when it was in the parking lot and playing pinball while waiting for my pizza sub	8/24/2017 7:32 AM
40	Small, memorial parks and flowers along road side.	8/24/2017 6:44 AM
41	School ...park ...downtown	8/24/2017 1:25 AM
42	Mary Crapo, Fortinos pickle sign, Veterans Memorial	8/24/2017 12:34 AM
43	Hometown days, corner of elms and miller, the city of Swartz creek Arch way	8/24/2017 12:03 AM
44	Dragon, football games, daves pizza	8/23/2017 11:35 PM
45	Dragon Red & White the Swartz Creek Arch	8/23/2017 11:05 PM
46	Creek, high school, downtown area	8/23/2017 11:00 PM
47	Neighborhood cookouts, community events, parks	8/23/2017 10:50 PM
48	8048 Feather and fin Farm houses	8/23/2017 10:27 PM
49	This one is bad but I think of all the overhead wires on our downtown street...looks terrible! Shabby buildings, football games at the high school	8/23/2017 10:24 PM
50	Home, church, friends	8/23/2017 10:10 PM
51	Red Dragon --- dragons are very popular now with Game of Thrones. Don't disregard this as a symbol that represents Swartz Creek. Nice middle class friendly living Run down Fortino's Market where nothing has been updated for 60 years.	8/23/2017 8:52 PM
52	Water tower Downtown Dragon	8/23/2017 8:25 PM
53	Quiet Small town Good people	8/23/2017 8:04 PM
54	Football games at the high school, watching parades thru downtown, going to Hometown Days. But mostly the sense of "being home" I get since I grew up here	8/23/2017 8:04 PM
55	Hometown Days Christmas Parade Relaxing	8/23/2017 7:57 PM
56	Well, one WAS dairy queen, but that's changed. One was 7-11..again changed.	8/23/2017 7:49 PM
57	Close to other towns. Shopping 7 resturants	8/23/2017 7:21 PM
58	Safe, good schools, good people.	8/23/2017 6:57 PM
59	Not sure	8/23/2017 6:49 PM
60	Schools	8/23/2017 6:40 PM
61	Creek, Hometown Days, Friendship	8/23/2017 6:16 PM
62	Schools Ugly downtown buildings My house	8/23/2017 5:35 PM
63	See above	8/23/2017 5:21 PM
64	Grandma's house, high school, Mary Crapo	8/23/2017 5:17 PM

65	Dragons, hometown days, flowers	8/23/2017 5:14 PM
66	Red & White, Hometown Days, students	8/23/2017 5:10 PM
67	The Water tower. A caring Community. Go Dragons!	8/23/2017 4:24 PM
68	Hank & Don's water tower Morris and Miller intersection	8/23/2017 4:23 PM
69	That stretch of Morrish Rd. by the elevator. Dirt road in farm land. The old downtown area by Luea's	8/23/2017 4:22 PM
70	.	8/23/2017 4:21 PM
71	Mary Crappy, Swartz Creek PAC, community giving	8/23/2017 4:11 PM
72	Young kids, friends, activities	8/23/2017 4:06 PM
73	The school miller rd and food	8/23/2017 4:05 PM
74	A dragon, the downtown posts and new signs, greenery and flowers	8/23/2017 3:14 PM
75	farm fields, schools, amphitheatre	8/23/2017 2:47 PM
76	Creek, park, and school	8/23/2017 2:28 PM
77	Friday night football games Music in the park The corner of Morrish and Miller decorated for fall!	8/23/2017 2:18 PM
78	SMALL DOWN TOWN	8/23/2017 2:05 PM
79	The school, a dragon, and my house	8/23/2017 1:37 PM
80	The Swartz Creek dragon Hank & Dons The high school	8/23/2017 1:34 PM
81	"city on the edge of country", people gathering for Hometown Days, children playing in the park	8/23/2017 1:26 PM
82	The Swartz Creek sign on the corner of Miller and Morrish The sign in front of Mary Crapo	8/23/2017 1:23 PM
83	Timely and consistent plowing and waste pick up, elms park activities, commitment to the performing arts	8/23/2017 1:23 PM
84	The creek, fields, the school complex.	8/23/2017 1:17 PM
85	ghetto, falling city, lack of control of a town	8/23/2017 1:07 PM
86	Small hometown	8/23/2017 1:05 PM
87	Families, front porches, picket fences	8/23/2017 1:05 PM
88	low income housing dilapidated school properties dilapidated downtown store fronts	8/23/2017 12:44 PM
89	1. Brick and black wrought iron (like the parking lot at miller & Morrish) 2. Red flowers 3. Lots and lots of overhead wires	8/23/2017 12:33 PM
90	The SC logo, dragons, Red	8/23/2017 12:30 PM
91	Fast food, gas stations, pizza	8/23/2017 12:18 PM
92	The arch by Daves Pizzeria. Great food. Annoying large trucks.	8/23/2017 12:15 PM
93	Downtown/ miller rd area, the carriage plaza shops, and the high school	8/23/2017 12:15 PM
94	Hometown, Clean, Quite	8/23/2017 12:15 PM
95	Small downtown 1950s housing Street trees	8/23/2017 11:58 AM

Q9 What are the three most important historical features of Swartz Creek?

Answered: 89 Skipped: 15

#	RESPONSES	DATE
1	Mary Crapo school. Some cool old homes on Miller road. The downtown businesses even thou they need to be spruced up.	9/8/2017 11:39 AM
2	Water tower at least	9/8/2017 8:25 AM
3	Historical?... my house was built in 1865. The elevator.... and library?	9/8/2017 7:45 AM
4	Veterans Memorial, Fortino's, downtown buildings	9/8/2017 7:14 AM
5	Not sure	9/8/2017 7:05 AM
6	Lueas fortinos Hank and dons feather n fin daves - lovegroves	9/8/2017 6:52 AM
7	Veterans park Pajtas theater?	9/8/2017 6:30 AM
8	By the library	9/7/2017 8:07 AM
9	Not sure	9/7/2017 7:09 AM
10	I don't think I've lived here long enough	9/7/2017 5:47 AM
11	We have historical features? Where are they? Can Meijer be one of them?	9/7/2017 1:14 AM
12	Veterans Memorial. Pajitas Theater. Fortinos.	9/6/2017 6:27 PM
13	The elevator, downtown, the veterans memorial	9/6/2017 4:58 PM
14	City hall, elms rd park, war memorial	9/6/2017 4:36 PM
15	Not sure	9/6/2017 3:45 PM
16	Mary Crapo School Old downtown Few historic farm houses	9/6/2017 3:27 PM
17	?	9/6/2017 3:14 PM
18	The agricultural history, first and foremost; the cemetery on Morrish Road which has a grave of a Revolutionary War soldier; Miller's Creamline Dairy.	9/3/2017 12:24 AM
19	Mary Crapo. Crapo Farms. The Village	9/1/2017 3:34 PM
20	Historical homes, long-term businesses, origins.	9/1/2017 3:29 PM
21	The main downtown area, Indian buriel ground, old Methodist church on Morrish rd.	8/31/2017 5:40 PM
22	None	8/31/2017 12:26 PM
23	Hank and dons bar,	8/29/2017 5:19 PM
24	Don't know	8/28/2017 5:28 PM
25	Veterans' Memorial Cemeteries	8/28/2017 1:15 PM
26	I haven't explored any at this time yet	8/27/2017 9:00 AM
27	the elevator (picture refurbished to be restaurant)	8/26/2017 8:06 PM
28	The Indian Burial grounds, Crapo Farm site, the downtown buildings	8/26/2017 10:36 AM
29	Mary Crapo school, Fortino's, the cemetery at Morrish/Fortino	8/26/2017 8:02 AM
30	Crapo farm	8/25/2017 11:18 AM
31	?	8/24/2017 6:16 PM
32	The whole town needs to be razed. It's a monument to the past (not in a good way), and everyone is stuck in the Jim Crow era.	8/24/2017 2:03 PM

33	The military statues near the police station, the old house from the 1800s and the native american burial grounds	8/24/2017 12:23 PM
34	x	8/24/2017 11:12 AM
35	church on morrish is beautiful graveyard on morrish	8/24/2017 10:18 AM
36	Probably it's relationship with General Motors and the subsequent development of the city.	8/24/2017 8:58 AM
37	Veterans memorial, the creek, elevator	8/24/2017 8:23 AM
38	?	8/24/2017 7:32 AM
39	Memorial parks, cemetery	8/24/2017 6:44 AM
40	Vets memorial. Downtown Mary crapo school	8/24/2017 1:25 AM
41	Unsure	8/24/2017 12:34 AM
42	Memorial by post office, unsure of rest	8/24/2017 12:03 AM
43	Daves pizza, winshil park, the HS	8/23/2017 11:35 PM
44	High school, Architecture (downtown), creek	8/23/2017 11:00 PM
45	Mary Crapo Building, vets memorial, and the Miller -morrish intersection.	8/23/2017 10:50 PM
46	VA St Mary's	8/23/2017 10:27 PM
47	Cemetaries? ? ? Love the old Masonic Temple building. ? ?	8/23/2017 10:10 PM
48	Memorial on Fortino's Dr. Elms Park Civic Area City Hall and Fire Dept.	8/23/2017 8:52 PM
49	??	8/23/2017 8:04 PM
50	The water tower, football field,...	8/23/2017 8:04 PM
51	The Crapo Family	8/23/2017 7:57 PM
52	The veterans memorial	8/23/2017 7:49 PM
53	Hist; soceity Crapo farm & Nice mill	8/23/2017 7:21 PM
54	Not sure	8/23/2017 6:49 PM
55	Fortinos	8/23/2017 6:40 PM
56	Crapo Farm, Indian Burial Grounds, Cemetery	8/23/2017 6:16 PM
57	I don't have a clue	8/23/2017 5:35 PM
58	Old families, farming, we have a very rich history to share. That should be showcased. Natural beauty. Not building a new structure because you have space.	8/23/2017 5:21 PM
59	Ma Henry, Ted Henry, the Dragon	8/23/2017 5:17 PM
60	The small town feel of downtown SC	8/23/2017 5:14 PM
61	Downtown, water tower and SC cemetery	8/23/2017 5:10 PM
62	Cemeteries, schools,	8/23/2017 5:04 PM
63	The Swartz Creek Cemetary. Crapo Schools. St. Mary's.	8/23/2017 4:24 PM
64	Water Tower	8/23/2017 4:23 PM
65	Buildings in downtown. Cemeteries. Elevator	8/23/2017 4:22 PM
66	.	8/23/2017 4:21 PM
67	Mary Crapo, History Museum, Veteran's Memorial	8/23/2017 4:11 PM
68	Veterans memorial, families who remain for generations, churches	8/23/2017 4:06 PM
69	Didnt know creek had any	8/23/2017 4:05 PM
70	Not sure	8/23/2017 3:14 PM
71	Mary Crapo, Fortinos,	8/23/2017 2:47 PM

72	Veterans Memorial	8/23/2017 2:18 PM
73	CEMETERYS,	8/23/2017 2:05 PM
74	Marry Crapohl	8/23/2017 1:37 PM
75	The original buildings downtown. The area where the time capsule is. Houses that housed some of the first families to live in Swartz Creek.	8/23/2017 1:34 PM
76	Indian burial ground, Crapo Farm,	8/23/2017 1:26 PM
77	Not sure	8/23/2017 1:23 PM
78	City hall area, downtown, elms park	8/23/2017 1:23 PM
79	Families who have been invested in the community and have served in some capacity to make the city an enjoyable, safe place to live...ie Miller family.	8/23/2017 1:17 PM
80	Veterans Memorial, downtown district, Crapo Farms	8/23/2017 1:07 PM
81	Unknown	8/23/2017 1:05 PM
82	Downtown buildings, the cemetery, the Veterans Memorial	8/23/2017 1:05 PM
83	I am not aware of any historical features in Swartz Creek.	8/23/2017 12:33 PM
84	The veterans memorial, the mary crapo bldg, The elevator	8/23/2017 12:30 PM
85	Time capsule, Holland house, Fortino's market	8/23/2017 12:18 PM
86	The library. The statues in front of the post office. And downtown.	8/23/2017 12:15 PM
87	Many would say Fortino's, however in it's current state it looks more like blight than a "feature"	8/23/2017 12:15 PM
88	Native American Cemetery, Buildings in town, Mary Crapo Elementary	8/23/2017 12:15 PM
89	The elevator Downtown buildings Crapo Farm	8/23/2017 11:58 AM

Q10 Pretend your job is to sell Swartz Creek to someone who is not familiar with Swartz Creek. What do you say to encourage them to move their residence and/or business here?

Answered: 89 Skipped: 15

#	RESPONSES	DATE
1	Friendly, hometown feeling with great free family summer concerts and movie entertainment. It's a quiet, safe community along a Creek where town and Country roads meet.	9/8/2017 11:39 AM
2	The community is friendly and welcoming. You'll be like part of the family.	9/8/2017 8:25 AM
3	I moved away. Sorry but there's not much there. It needs more new businesses and free community events (movies in the park, concerts, car cruises, bounce houses for kids, etc.) to help offset the fact that it's down the road from one of the worst cities in America....	9/8/2017 7:45 AM
4	You will do well here. We are starving for new unique usable business. Families have little to do in the downtown area so your business will thrive here. Affordable property taxes. Small town feel but still close to shopping and restaurants (but you won't find it downtown)	9/8/2017 7:14 AM
5	It's a great community with wonderful people. There are great parks and a beautiful veteran's memorial. It's close to anything you may need.	9/8/2017 7:05 AM
6	Quaint loyal community-	9/8/2017 6:52 AM
7	Cheap land/commercial space with a lot of middle class families that head for metro Detroit to spend their money.	9/8/2017 6:30 AM
8	Good safe tight knit community that puts families first and has great schools	9/7/2017 8:07 AM
9	My experience is that people are friendly and care about each other and our community	9/7/2017 7:09 AM
10	Small town feel with a lot of people	9/7/2017 5:47 AM
11	1) Our houses are cheap, 2) We have Detroit water, and 3) If you love boring, you should move here.	9/7/2017 1:14 AM
12	Low taxes, great schools, excellent public safety	9/6/2017 4:58 PM
13	Loyal customers, family feel	9/6/2017 4:36 PM
14	You will feel right at home. Everyone cares about your well being.	9/6/2017 3:45 PM
15	Small quiet city with good schools. Everyone is friendly and willing to lend a hand to help.	9/6/2017 3:27 PM
16	I like the schools and the new performing arts center.	9/6/2017 3:14 PM
17	I do not encourage business here in any capacity as I do not wish to see Swartz Creek looking like Owosso or the ugly strip of businesses on Dort Hwy. However, I would speak of the small town atmosphere where everyone knows their neighbors and wonderful elementary schools like Gaines and Syring.	9/3/2017 12:24 AM
18	Small town. Good housing for young families. Lots of art, Art Gallery, PAC, sidewalks in the village so kids can walk to school. Good parks. Easy access off the expressway.	9/1/2017 3:34 PM
19	Good schools, neighbors, and stores.	9/1/2017 3:29 PM
20	You would love the location of Swartz creek, it feels like the country yet you are only a few minutes from any of the main highways. Neighborhoods are mixed with many styles of homes touching everyone's taste of style. They offer choices in grocery stores, gas stations, restaurants and many community events. Your neighbors are friendly and helpful. The age range of people runs from young to old and for the most part a very safe place to live.	8/31/2017 5:40 PM
21	Don't come here. This community government it backward in its views	8/31/2017 12:26 PM
22	Good place to raise a family	8/29/2017 5:19 PM
23	quiet and friendly place with room to grow	8/28/2017 5:28 PM

24	Plenty of different housing options are available	8/28/2017 1:15 PM
25	it's a vey nice town, you have the big town feeling but the small town friendship	8/27/2017 9:00 AM
26	Country living, Small, but Busier city not too far away.	8/26/2017 8:06 PM
27	The "open door" policy of the community as a whole	8/26/2017 10:36 AM
28	Close enough to Flint/Flint Township, but far enough away to have our own identity. I take advantage of and enjoy what Flint Township has to offer, but I'm glad we don't have its traffic and congestion.	8/26/2017 8:02 AM
29	Safe need your destination business (not just another common business)	8/25/2017 11:18 AM
30	Small town atmosphere Friendly residents Good schools	8/24/2017 6:16 PM
31	Great place to raise a family, most people near us have relatives that live within the same subdivision & don't intend to move out.	8/24/2017 4:54 PM
32	Don't. If you and your family aren't "from Creek", you'll never be anything more than an outsider. You're better off staying away. You aren't wanted here.	8/24/2017 2:03 PM
33	The town is cozy and has great events all over the town	8/24/2017 12:23 PM
34	x	8/24/2017 11:12 AM
35	small town but close to flint township with lots of things (mall, airport) etc	8/24/2017 10:18 AM
36	Location, easy access, nice affordable subdivisions, low crime, very good city services.	8/24/2017 8:58 AM
37	Swartz Creek is a safe,family friendly community where everyone works together for the greater good of the community.	8/24/2017 8:23 AM
38	Small town, people shop local as often as they can	8/24/2017 7:32 AM
39	Family friendly and safe for you to live and work.	8/24/2017 6:44 AM
40	Good place to live work and shop	8/24/2017 1:25 AM
41	How nice everyone is, how pretty/well kept things are (flowers, seasonal decorations, new street signs, newly painted playground equipment)	8/24/2017 12:34 AM
42	Small schools for better learning experiences, main grocery stores for easy convenience, highway ramps, fast food, small neighborhoods but also country roads	8/24/2017 12:03 AM
43	All the things prev listed in survey	8/23/2017 11:35 PM
44	We're a growing community that loves to engage families in local events to bring the community closer.	8/23/2017 11:05 PM
45	Safe, walkable neighborhoods, quality schools, small businesses, community events	8/23/2017 11:00 PM
46	It's a good middle class neighborhood with most daily amenities in town and even more just up the road in Flint Twp. It has affordable housing and good schools.	8/23/2017 10:50 PM
47	We are building a new high school, with a sweet elevator.	8/23/2017 10:27 PM
48	Small town community oriented caring people	8/23/2017 10:24 PM
49	People, churches, local/small businesses are great.	8/23/2017 10:10 PM
50	Location Location location Friendly middle class housing options Shopping very convenient Meiers, Kroger's, Post Office, and Mall and Airport 4 miles away. Great senior housing options. Great place for all ages.	8/23/2017 8:52 PM
51	We have a great town, good people, great schools and people willing to help ithers succeed	8/23/2017 8:04 PM
52	It is one of the few places in Genesee County to still have that small town feel and people that care.	8/23/2017 7:57 PM
53	Don't	8/23/2017 7:49 PM
54	Shopping restarants & Close to Flint	8/23/2017 7:21 PM
55	Clean,safe,good schools.	8/23/2017 6:57 PM
56	As said before, quiet, safe, friendly	8/23/2017 6:49 PM

57	A little bit of everything for everyone	8/23/2017 6:40 PM
58	It is a safe and wonderful place to put down roots.	8/23/2017 6:16 PM
59	Taxes are reasonable There are people trying to make the community better The schools have great teachers Everything is close	8/23/2017 5:35 PM
60	See the above	8/23/2017 5:21 PM
61	No traffic, safe, friendly	8/23/2017 5:17 PM
62	It's a small town with great schools that focuses on the safety of the citizens	8/23/2017 5:14 PM
63	Beautiful, safe and friendly. People that care	8/23/2017 5:10 PM
64	Not too far from jobs in Flint area. Close to everything on Miller Rd. Easy access to x ways.	8/23/2017 4:24 PM
65	Quiet and peaceful... great place to raise a family.	8/23/2017 4:23 PM
66	Quiet. Low crime. Friendly welcoming people. Close to bigger cities.	8/23/2017 4:22 PM
67	.	8/23/2017 4:21 PM
68	Swartz Creek has innovative schools, strong community relationships and room for a variety of businesses to serve the community.	8/23/2017 4:11 PM
69	Clean, energetic people, good police force	8/23/2017 4:06 PM
70	I wouldnt	8/23/2017 4:05 PM
71	1. Affordable 2. Friendly place 3. Caring residents	8/23/2017 3:14 PM
72	Feels like a small town, but has excitement of expansion	8/23/2017 2:47 PM
73	Swartz Creek is one of the most supportive communities I've ever seen. If a family from our town has a tragedy, we take care of them!!	8/23/2017 2:18 PM
74	GOOD SCHOOLS, LOW CRIME, CLEAN CITY	8/23/2017 2:05 PM
75	IDK	8/23/2017 1:37 PM
76	This is a small town with a lot of pride. People come together to help one another. People young and old!	8/23/2017 1:34 PM
77	Safe, friendly community on the edge of the country life.	8/23/2017 1:26 PM
78	I would discuss the ease of access to the expressway, the diverse community, sense of community, having sidewalks throughout Swartz Creek, several churches in the area	8/23/2017 1:23 PM
79	My husband and I commute in different directions. Living in Swartz Creek is great for two-commuter marriages. You can reach Saginaw, Lansing, Metro Detroit, or Lapeer easily with convenient highway access. It's also a good down. Decently diverse, excellent city services (my street is always plowed) and nice parks. There seem to be a lot of activities for families with children at the performing arts center, Elms Park, and the Pajitas Amphitheatre.	8/23/2017 1:23 PM
80	Rural community with easy access and close proximity to prominent cities.	8/23/2017 1:17 PM
81	I can't encourage them. It is a better town at the moment than Flint, but with Swartz Creek allowing Bircshire and Mary Dan to continue to put the ghetto in creek, we will only get worse. Metro PD is a joke. They don't do anything for this community anymore. I discourage everyone from moving to Swartz Creek. I recommend Gaines or Flushing.	8/23/2017 1:07 PM
82	Swartz creek is a small town with people eager to support their community	8/23/2017 1:05 PM
83	Decent school district, low taxes, close to the highway	8/23/2017 12:33 PM
84	The people that live here are caring and giving, close knit, sense of community	8/23/2017 12:30 PM
85	Swartz Creek is safe and quiet. It's a nice place to come home to after work.	8/23/2017 12:18 PM
86	It is a small but loyal community.	8/23/2017 12:15 PM
87	It is a safe area, with many families, great schools, and unique businesses.	8/23/2017 12:15 PM
88	Close knit community	8/23/2017 12:15 PM
89	Its a genuine community that will make you feel comfortable	8/23/2017 11:58 AM

Q11 Thinking about the future, how would you like to see Swartz Creek portrayed in the next 10 years? What characteristics/icons/images would embody Swartz Creek's future?

Answered: 83 Skipped: 21

#	RESPONSES	DATE
1	An Artist, cultured area. Where new, fun stores and restaurants wanted to open up shop. A place with a regular weekly farmers market & crafts. (like the nice one we once had at City Hall) A community that held a fall festival not just a carnival in the spring. A community that remembers its passed but embraces its future for all age groups and mostly a place that people are proud to say, I live in Swartz Creek.	9/8/2017 11:39 AM
2	The dragon is a classic icon to me.	9/8/2017 8:25 AM
3	See #10	9/8/2017 7:45 AM
4	Find it all here in our downtown. Buy everything from food to children's items to home goods. You will wish you lived here.	9/8/2017 7:14 AM
5	I'd love to see it become even more distinguished. I would love for more city activities, which it slowly has been improving with. Keeping the community involved in the decision processes and I'd love for it to grow in community. I'd love to see the parks upgraded more so for families. Swartz Creek should be about families.	9/8/2017 7:05 AM
6	Over run by flint residents and trash in subdisuded housing -	9/8/2017 6:52 AM
7	Families coming back/staying Businesses and shopping coming to town for work and entertainment As well as a place boomers could retire	9/8/2017 6:30 AM
8	More activities, dragons, red&white	9/7/2017 8:07 AM
9	Not sure	9/7/2017 7:09 AM
10	I hope we don't get a lot of big businesses.	9/7/2017 5:47 AM
11	If they ever decide to re-make "Back to the future", they should do so in Swartz Creek.	9/7/2017 1:14 AM
12	I'd like SC to remain a small town. I'd prefer now, larger businesses to be on the outskirts while small business remain in the downtown	9/6/2017 4:58 PM
13	Small town big feel	9/6/2017 4:36 PM
14	An updated & improved downtown area.	9/6/2017 3:45 PM
15	I would like to see us develop downtown a little more maybe even expand it into the old race track	9/6/2017 3:27 PM
16	?	9/6/2017 3:14 PM
17	I don't want it to change! I would like to see a big Farmer's Market as buying local has caught on across the nation. We don't need icons or images - again, these are super annoying marketing terms. I am apprehensive that the DDA will ruin the city by promoting business with no regard for Swartz Creek's wonderful farming history.	9/3/2017 12:24 AM
18	Small town. Small businesses. Good schools. walkability. Place to unwind after hours working.	9/1/2017 3:34 PM
19	Growing, but not too big.	9/1/2017 3:29 PM
20	Pick a style for the downtown area, make it quaint, inviting, something that makes people want to visit the area. Do something about making the town feel divided. Ie: downtown and the other side of creek by gil-roys. It's like having 2 downtowns. Take Mary Crapo school and turn it into a senior apartment complex. Make all business maintain there parking lots and buildings. Bring in more business, but keep our community feel. Work on making Morrish Rd an exit people want to exit and see what's happening. Morrish Rd from Lennon to miller should be commercial and care that quaint, inviting feeling. Dress up our bridges over 69. Welcome to Swartz Creek, home of the dragons, where we treat people like family, whatever it needs to be inviting.	8/31/2017 5:40 PM

21	Get a good high school football coach, mandatory narcotics anonymous meetings for high schoolers if they need it(the court should sentence them to this)	8/29/2017 5:19 PM
22	Not sure	8/28/2017 5:28 PM
23	I would like to see more small town business, something different that might attract people to come visit. The only family restaurant in downtown doesn't even stay open late	8/27/2017 9:00 AM
24	More family friendly restaurants, activities, but not franchises.	8/26/2017 8:06 PM
25	More business development, a new high school campus	8/26/2017 10:36 AM
26	Emphasize the strong bond between the community and the school.	8/26/2017 8:02 AM
27	need a welcoming appearance at x way exits (flowers , shrubs benches)	8/25/2017 11:18 AM
28	Strong city government Great schools Improved downtown	8/24/2017 6:16 PM
29	I'd like for there to be more of a focus on early education programs & funding going to the schools to help implement more educational programming for those that don't meet the income qualifications for GSRP. It would be a bigger draw for people to come to the area.	8/24/2017 4:54 PM
30	Swartz Creek's future? A town stuck in the past, filled with the inevitable decay, because the old timers are too afraid of change to allow anything to happen. Look at Fortinos - that place is such a dump - it's a fire hazard, with the crammed shelves and tiny aisles, the actual storefronts that are never clean, a faded sign that hasn't been replaced in well over a decade if ever, a parking lot that needs serious repairs, a building itself that is most likely a generation or more out of code... And that's apparently okay. Because that's what people expect from Creek, and it's owned by one of The Core Families.	8/24/2017 2:03 PM
31	Maybe add some fun features, for teenagers and kids to do right in the downtown area. Also maybe put up a statue of Swartz Creeks founder?	8/24/2017 12:23 PM
32	dredge the creek to make it available to all of us. community farmers market. dog park on elms road	8/24/2017 11:12 AM
33	Downtown updated more outside dining more parking fortino's updated and parking lot fixed	8/24/2017 10:18 AM
34	I would like to see the continued development of Swartz creek as a solid middle class town and continued sense of community. Even little things like the new street signs and proposed pavilion downtown are nice improvements. Additionally, more attention given to addressing some of the downtown business owners to invest in the appearance of their buildings would be a good initiative. The idea of attractive downtowns is very popular and draws people's interest. For example...Flushing and Fenton. Swartz Creek has the opportunity to create a similar atmosphere which would be very beneficial to "selling" the city as a destination.	8/24/2017 8:58 AM
35	Great school system, more athletic support, more opportunities for families to rally together	8/24/2017 8:23 AM
36	?	8/24/2017 7:32 AM
37	Continue the traditions, adding more community activities for the families	8/24/2017 6:44 AM
38	Small town goodness...current but homey and well cared for.	8/24/2017 12:34 AM
39	More restaurants, more houses built, more city events	8/24/2017 12:03 AM
40	Technology, new park structures	8/23/2017 11:35 PM
41	something modern, new, not country/ town meet slogan!! Maybe dragon and SC incorporated somehow possibly incorporate a family	8/23/2017 11:05 PM
42	Complete streets, continuous sidewalks, More businesses downtown (no commercial vacancy), maintained commercial facades, farmers market	8/23/2017 11:00 PM
43	A more unified city. To me, there are three Swartz Creeks. One at Seymour, one at Morrish, and one at elms. The West side seems like a has been town, while things are booming in the East. Does the city have an icon that they market like a brand? Some do, and they display it on street signs, flags, newsletters, etc. Modern small towns have led street lights, traffic signals on poles instead of wires, flags, wrought iron arches that stretch across main st, etc. SC has some of these things but it isn't consistent. All of these things cost money, and the challenge is to get buy in from the residents to beautify the city. Frankenmuth, for example, constantly talks about that sort of thing with their residents. It spreads naturally and residents beautify their property to match the city standards.	8/23/2017 10:50 PM

44	A old and new dragon image. Keep the colors, maybe add flashy glitter for girls. Encourage downtown shopping, we need a Joanna Gaines store and a brewery. I also think Amazon should buy the race track. Imagine the jobs...money for the high school????	8/23/2017 10:27 PM
45	I would love to see our downtown revitalized with cute small shops, great flowers in the summer (like Flushing) and some really nice up to date Christmas decorations for the holiday. Our holiday decor is very sad.	8/23/2017 10:24 PM
46	Focus on local/small business. More stuff like Art in the Park.	8/23/2017 10:10 PM
47	Fortino's turns into a meat market deli upscale. Like Oliver T's. Wine and sandwich area. Great meeting place. Able to stop and get dinner in deli for home. Multi colored house goes along with other older homes in dangerous condition are declared uninhabitable and are removed. More restaurants added for mid to upscale dining. Costco locates to the racetrack on Morrish Road. More small homes are built to support senior living. More seniors in area less stress on schools. Larger library added Bike paths added so you can bike into Flint. Improvement to downtown so you can go to small coffee shop. Painting studio for classes Better marketing of our sport complexes. Hockey and Cage Building. Build on the sports. Need a Chick fil restaurant on Elms Road. Love the Farmers Market Concept but see we are having push back from businesses. Could the Farmers Market be located on Fortino's Dr. and just make the lot on Miller a parking lot like next to Dave's Pizzeria. Nice business in old Doctor's offices on Morrish Road.	8/23/2017 8:52 PM
48	A place for everyone	8/23/2017 8:04 PM
49	Really think it is in the city's best interest to continue to emphasize the "small town" atmosphere.	8/23/2017 8:04 PM
50	It is ok to bring in new and exciting businesses, but do it in a way that allows the same small town feel.	8/23/2017 7:57 PM
51	More police presents	8/23/2017 7:49 PM
52	Need some great Resaurants like Luckys or Sports bars!!	8/23/2017 7:21 PM
53	The Miller Rd area should look nice like Flushing main Street . Make people clean up their messy house on Miller Rd. That what visitors see first.	8/23/2017 6:57 PM
54	Please let it grow and add more fun things to do. And what happened to the dog park??	8/23/2017 6:49 PM
55	More restaurants	8/23/2017 6:40 PM
56	Keep Miller Rd development to a minimum to keep the rural feel of the area.	8/23/2017 6:16 PM
57	Cleaner Updated parks Splash pad Less drugs Less people complaining on Facebook	8/23/2017 5:35 PM
58	A think a clean safe community is ageless	8/23/2017 5:21 PM
59	Keep it small and homegrown. Too many little towns are being exposed and ruined from big businesses coming in and taking over.	8/23/2017 5:17 PM
60	More flowers downtown.	8/23/2017 5:14 PM
61	Clean and updated, filled up plazas, upgraded school facilities and continued good utilization of the PAC and Cage.	8/23/2017 5:10 PM
62	people. growing city. diverse. welcoming.	8/23/2017 4:24 PM
63	Down Home Days. Downtown area. Water Tower	8/23/2017 4:23 PM
64	.	8/23/2017 4:21 PM
65	Dragons! Swartz Creek Welcomes You!	8/23/2017 4:11 PM
66	Clean, fun, happy people	8/23/2017 4:06 PM
67	ldk	8/23/2017 4:05 PM
68	I would like to really see it pushed towards being a family city - a place to move where kids/families have things to do (concerts, movies, a large nice playground, dog park, community activities, etc), a place where they can be safe, etc. I think that the people who "shy away" from smaller towns do it because they think they will be bored or that there's nothing to do. I think nice places to meet, play, or participate in events brings people here to see what's offered, and also spend money in the local businesses.	8/23/2017 3:14 PM
69	I would like to see something in the downtown area where people can gather. Farmers market, shops	8/23/2017 2:47 PM

70	Let's stay small. Stop trying to connect with Flint township. We done need their crime problems. Too much growth is a slippery slope. There a lot of good about being small.	8/23/2017 2:18 PM
71	Larger and better	8/23/2017 1:37 PM
72	I would like to see the town seen as a clean, safe place to live and raise young children or retire comfortably at. I would like drugs and crime rates to go down. I would like Swartz Creek to be known as a town with a great school system.	8/23/2017 1:34 PM
73	Warm friendly low crime community	8/23/2017 1:23 PM
74	Commuter friendly for people driving to other counties, family friendly. A dog park, if we don't already have one, might be good. More young people (under 40) in leadership to help shape the future. Market it as not just a Flint suburb but it's own place. Improving the schools is the best idea though. It would help the reputation a great deal. My friends in Grand Blanc and Flushing chose them over Swartz Creek due to schools. More hip business downtown would be good too. More like Fenton? A beer place, wine place, food truck- something. Music in the parks using local bands is another good idea. People my age love that. I bought a house here in my late 20s mostly for convenience but I do like the town.	8/23/2017 1:23 PM
75	I would love to see Swartz Creek bounce back to being a small town with a big town service. Having Kroger and Meijer is great, but allowing you PD to merge into a non-existent PD and increasing the "subsidized housing" in the community is moving us in the wrong direction. We should be doing community festivals, and fairs, and main street should spend more time closed than open. The school parking lots should have events going all summer, etc.	8/23/2017 1:07 PM
76	More things to do in downtown, restaurants with patios, farmers market	8/23/2017 1:05 PM
77	I would love to see a more inviting downtown/ commercial area. There isn't much that draws people to our downtown...a few specialty shops and that's about it. A sidewalk that crosses the highway and goes to Meijer would be nice. It would be great if someone bought Sports Creek that would bring people and jobs in to our town. (A hospital, water park, college, outlet mall, etc).	8/23/2017 12:33 PM
78	More to do downtown, bigger farmers market,more unique shops,	8/23/2017 12:30 PM
79	I would love to say 10 years from now that Swartz Creek has grown in businesses and activities for people of all ages but remains a tight community. I hope the city is comparable to the small cities that surround it.	8/23/2017 12:18 PM
80	Updated schools. More business downtown. Less low income housing.	8/23/2017 12:15 PM
81	A small genuine community, with unique businesses that other areas know about. Something growing or becoming stronger would be a good image.	8/23/2017 12:15 PM
82	Substainable energy	8/23/2017 12:15 PM
83	Thriving place to raise kids, with things to do.	8/23/2017 11:58 AM



Where Friendships Last Forever



BRAND IDENTITY GUIDELINES

Swartz Creek, Michigan



THE CITY OF SWARTZ CREEK, MICHIGAN

has set forth Identity guidelines to reflect the City's mission and establish a recognizable, consistent approach to promote its brand.

This Identity manual is a fundamental guide for the City's entire marketing effort. The standards set for the use of the

logo in all aspects, including placement, size, color, typography, and so on is key to effective marketing and brand consistency. These rules should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable.



Primary Logo

The Swartz Creek logo is our most valuable asset.

Boldly distinguishable, the primary logo consists of the Swartz Creek words and the arched icon containing a creek with the “SC” initials.

Tagline

“Where Friendships Last Forever”

Minimum Size Requirements

The size of the Swartz Creek logo should be determined by design, clarity, legibility and aesthetic.

The Swartz Creek logo is no smaller than 1.5 inches in width for printing reproduction, 200 pixels wide for web applications and 3 inches in width for embroidery.

For other applications, assess the legibility and clarity of the corporate logo and determine the correct usage.



THE CITY LOGO

The City of Swartz Creek Logo mark is the primary element in the brand. It provides a unique visual symbol and when used along with other design elements, portrays a cohesive, memorable brand. Continuity across multiple media platforms is very important when applying the logo.

Primary Color Variations Based on Background

The logo should be legible when placed on top of a color block, photo or busy background. When working with a busy background, it is important to find or create an area that contrasts with the imagery so that the logo is easily read.



Where Friendships Last Forever



Where Friendships Last Forever



Where Friendships Last Forever

TYPE AND SC COLORS:

PANTONE: 186 RED
CMYK: 12/100/91/3
RGB: 207/10/44

TAGLINE/ARCH COLOR:

PANTONE: 7545 Dark Blue/Gray
CMYK: 77/60/440/25.5
RGB: 67/83/99

ARCH BACKGROUND:

PANTONE: 5523 Light Blue
CMYK: 28/10/16/0
RGB: 184/206/208

TYPE AND SC COLORS:

Black

TAGLINE/ARCH COLOR:

75% Gray

ARCH BACKGROUND:

25% Gray
Creek Fades to 100% White

TYPE, SC & TAGLINE COLOR:

White

ARCH COLOR:

25% Gray or chosen background color

ARCH BACKGROUND:

75% Gray
Creek Fades to 100% Black or chosen background color



THE CITY LOGO COLORS

Primary Color Palette



PANTONE: 186 RED

Secondary Color Palette



PANTONE: 7545
Dark Blue/Gray



PANTONE: 5523
Light Blue



Logo File Types

Various file types are best used for multiple media applications.

JPEG FILE:

- Web, Power Point presentations, print materials (letterhead, business cards, brochures, etc.)

EPS:

- Used as vector art for applications such as embroidery, vinyl signage, pens, bags, t-shirts, etc.

PNG/GIF:

- Best used for website and multi-media applications or used applied to images or colored backgrounds due to having a transparent background.

Logo Spacing Requirements

Sufficient space is needed to surround the Swartz Creek logo to ensure clear readability. See boundary illustration below:



TYPOGRAPHY

Headline Copy

For any main headline or message, DejaVu Serif Bold must be used.

Headline/Subhead Copy

Any headline of lesser importance or subhead should be in Swis721 BT Bold.

Body Copy

For all other body copy, Swis721 BT in sentence case will be used.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
0 1 2 3 4 5 6 7 8 9

Sample Headline Copy:

City of Swartz Creek

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
0 1 2 3 4 5 6 7 8 9

Sample Headline/Subhead Copy:

Parks and Recreation

Sample Body Copy:

The City of Swartz Creek operates numerous park facilities. The two largest parks, Winshall and Elms, offer many recreational amenities including baseball, soccer and softball fields, basketball, volleyball and tennis courts, and play yard equipment for children of all ages.