



# CITY OF SWARTZ CREEK MARKETING PLAN UPDATE 2024



## Summary

In accordance with the Redevelopment Ready Communities Best Practices, Marketing Plans need to be updated on a regular basis. This is the update to the Branding and Marketing Strategy from 2019.

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## Background

In 2019, the City of Swartz Creek proudly received its Redevelopment Ready Communities Certification, becoming one of the first cities in Genesee County to achieve this milestone. This certification underscores our commitment to excellence in urban development and strategic planning.

To uphold this certification and adhere to the program's Best Practices, we update our marketing plans at least every five years. This proactive approach ensures that our strategies remain relevant, effective, and aligned with our evolving goals.

This latest update integrates the recent objectives outlined in the Downtown Development Plan, Master Plan, and the Economic Development Strategy. It also celebrates the significant accomplishments from our previous branding and marketing efforts, showcasing our continuous progress and dedication to community enhancement.

## Completed and Ongoing Strategies

Since the adoption of the previous branding strategy and marketing plan, the City of Swartz Creek has accomplished many of its initial goals and has continued to pursue some of the ongoing objectives where appropriate. The table below references the initial goals set and shows progress to date.

Strategies	Tasks/Actions	Timeline/Notes
Express municipal identity physically throughout the community	<ol style="list-style-type: none"> <li>1) Adhere to parameters in logo.</li> <li>2) Develop a wayfinding system and systematically replace community signage</li> </ol>	<ol style="list-style-type: none"> <li>1) Ongoing</li> <li>2) A wayfinding assessment plan is starting summer of 2024. This will include public input, design, and then fabrication/installation in phases afterwards.</li> </ol>
Intentionally communicate with new civic brand	<ol style="list-style-type: none"> <li>1) Update municipal letterhead, business cards, vehicle graphics, etc. as appropriate.</li> <li>2) Update web site with new logo, tag line and other enhancements.</li> </ol>	<ol style="list-style-type: none"> <li>1) All completed as appropriate. (Vehicle logos are updated when appropriate).</li> <li>2) Complete!</li> </ol>
Enhance Economic development efforts with marketing and branding	<ol style="list-style-type: none"> <li>1) Use marketing and branding messaging to enhance development RFP's.</li> <li>2) Refine and adopt Elevator Speech.</li> <li>3) Connect new city image and marketing materials to advertisements for redevelopment sites.</li> </ol>	<ol style="list-style-type: none"> <li>1) Complete; Ongoing</li> <li>2) Ongoing</li> <li>3) Complete; Ongoing (see appendix with 4484 Morrish Road marketing brochure).</li> </ol>
Encourage Tourism	<ol style="list-style-type: none"> <li>1) Continue to link with Pure Michigan Web Site and develop a stronger presence.</li> </ol>	<ol style="list-style-type: none"> <li>1) Ongoing</li> </ol>

<p>Create and Strengthen Local Partnerships</p>	<ol style="list-style-type: none"> <li>1) Maintain close coordination with Flint &amp; Genesee Convention and Visitors Bureau with regard to coordinated and supportive marketing efforts.</li> <li>2) Grow partnerships with Mundy Township and others to benefit from event and marketing synergies and scale.</li> </ol>	<ol style="list-style-type: none"> <li>1) Complete</li> <li>2) Swartz Creek shares multiple municipal services with Mundy Township, including building department services, department of public works, and economic and community development.</li> <li>3) Recreation best practices and event resources are shared with Mundy Township.</li> </ol>
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## New Ongoing Strategies

Building on the success of these initial goals, Swartz Creek has also set and pursued newer objectives aimed at further enhancing the city's appeal and functionality. These initiatives are focused on increasing recreation, hospitality, and cultural vibrancy to retain residents, attract new businesses, and boost tourism. Key initiatives include:

- **Professional Economic and Community Development Director:** This role has been pivotal in driving economic growth and enhancing community development efforts.
- **Utilizing Social Media for Marketing:** Leveraging social media platforms to effectively market businesses, promote events, and boost tourism, increasing engagement with both residents and visitors.
- **Highlighting Historical Places and People:** Showcasing important places throughout the downtown district that have historical significance through visual storytelling with interpretive signs.
- **Enhancing Public Spaces:** Created and funded the plan for Cosmos in the Creek, and currently working through a similar plan for the Holland Square project.
- **Wayfinding Initiatives:** Introducing the path forward to create a plan through RRC's technical assistance funding and working with Guide Studio to create an assessment and implementation plan that includes public input.

These new objectives and initiatives represent Swartz Creek's ongoing commitment to growth and development, ensuring the city remains a vibrant and attractive place for residents, businesses, and visitors alike.

## Professional Staff

In 2023, Swartz Creek advanced its economic development, community development, and marketing efforts by partnering with Mundy Township for shared services. This collaboration brings the expertise of the only certified economic developer in the county to Swartz Creek, significantly enhancing the city's marketing initiatives alongside traditional economic and community development activities.

Projects led by the economic development director so far include but are not limited to social media marketing, completion of a retail leakage study, installation of historical signs, utilization of the public spaces community places crowdfunding program, bolstering of events, and increasing business attraction efforts.

## Social Media

In February 2023, the Economic and Community Development Director launched the Facebook page "Downtown Swartz Creek Business and Events," providing residents with a central hub for information about local events and happenings. A few months later, an Instagram account was also created to further engage the community.

The social media efforts have yielded impressive results. As of the annual update provided with the annual planning commission update in February of 2024, the Facebook page has reached 42,993 unique accounts, which is more than seven times the number of residents in Swartz Creek. Below, you'll find statistics for Reach, Visits, New Likes and Follows, and Ad Trends.

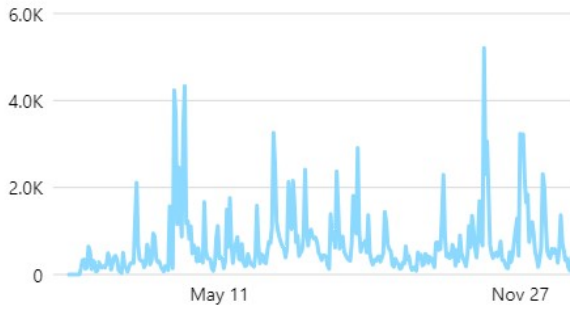
Additionally, Autumn Jesme, a DDA Member and owner of the Shirt Traveler, generously manages the website [downtownswartzcreek.com](http://downtownswartzcreek.com), which includes a comprehensive calendar of local events and others throughout Genesee County.

Audience Reach (2023 Annual PC Report)

Reach

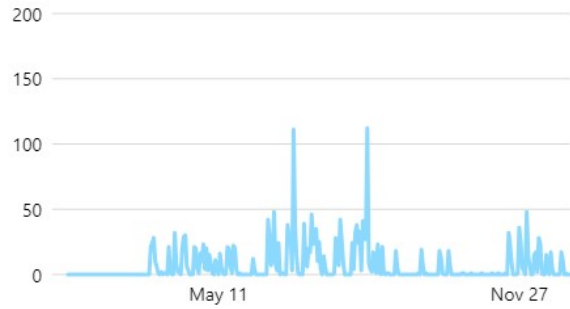
Facebook reach ⓘ

42,993 ↑ 100%



Instagram reach ⓘ

396 ↑ 100%

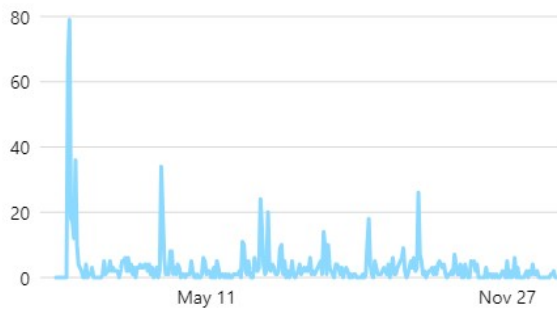


Likes and Follows (2023 Annual PC Report)

New likes and follows

Facebook Page new likes ⓘ

1,063 ↑ 100%



New Instagram followers ⓘ

71



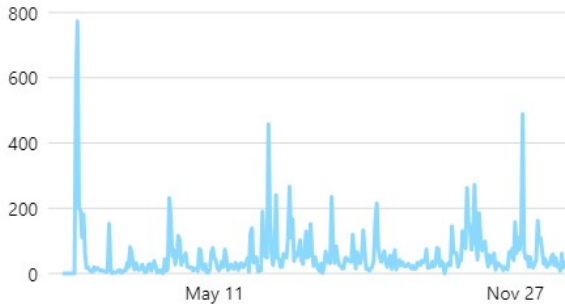


Visits (2023 Annual PC Report)

Visits

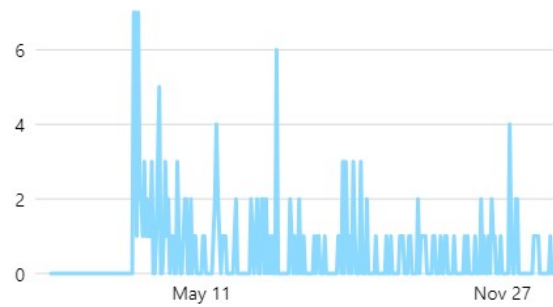
Facebook visits ⓘ

18,233 ↑ 100%



Instagram profile visits ⓘ

183 ↑ 100%



Ad Trends (2023 Annual PC Report)

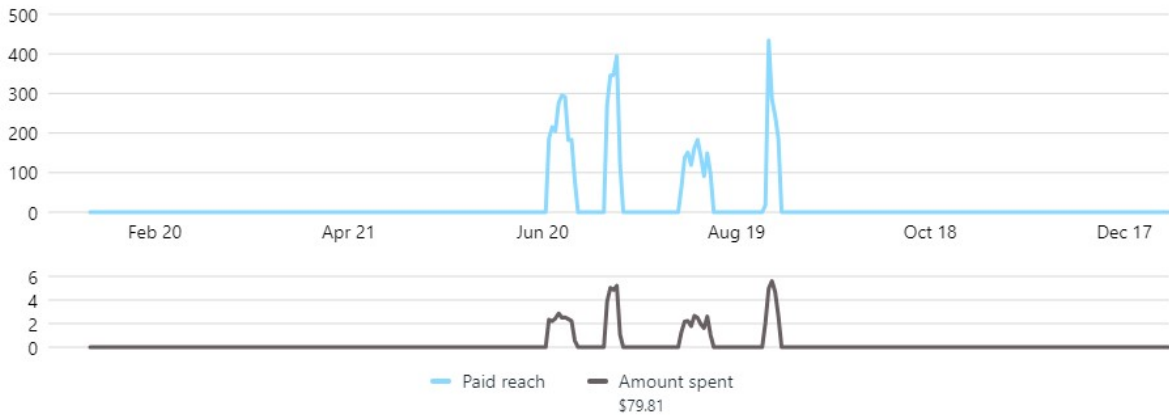
Ad trends

Paid reach ⓘ

2,628 ↑ 100%

Paid impressions ⓘ

8,541 ↑ 100%



## Retail Leakage Study

A professional study to show retail leakage occurring in the Downtown District was done in 2023, utilizing data from 2022. Some key takeaways from the study are:

- Swartz Creek is leaking a lot of money in food and beverage services,
- Those customers would prefer to be in Swartz Creek, instead of neighboring areas like Flint Township because the leakage is only within 5 minutes of downtown,
- There is a lot of unmet demands in the 5-minute vicinity of downtown Swartz Creek, but an oversupply within 10-15 minutes, insinuating that neighboring areas are oversaturated with restaurants and retail and/or consumers would rather not spend their money there.

This study provides data showing that restaurants, eating and drinking venues, and a variety of retail can do well in Swartz Creek. This type of data can give investors or new businesses the final push about where to locate their business.

The complete leakage study is located in the appendix.

## Historical Signs

The City of Swartz Creek was awarded a grant from the Michigan Arts and Culture Council in 2023 to help preserve and tell the story of Swartz Creek's heritage through interpretive signs. The first phase of this project features four signs located throughout the downtown district, featuring stories about the founding of Swartz Creek by Adam Miller, Swartz Creek's First Hotel, the original Methodist Church, and St. Mary's Church of Angels, and the impact those events and organizations had on shaping the city.

The City of Swartz Creek, Swartz Creek Downtown Development Authority, Swartz Creek Area Historical Society, and a local volunteer all helped make the first phase of this project a great success. Future phases of this initiative will spread throughout the rest of the city. (See pictures of the installed signs below).



*St. Mary Queen of Angels Church*



*Swartz Creek's First Hotel*



*Methodist Church*



*Miller Settlement*

# Cosmos in the Creek

Another effort to market Swartz Creek as a unique place with outstanding recreational assets is the Cosmos in the Creek project. This is a one-mile-long scale model of the solar system, starting with the Sun at Elms Park, and stretching all the way to Otterburn Disc golf Park with Neptune. Once complete, this model will reach all the way to Nelson, New Zealand with Proxima Centauri, the next closest star!

This project also includes a few trailhead signs, along with directional posts to guide visitors along the right path. Cosmos in the Creek was recently funded by utilizing the Public Spaces Community Places program through the MEDC. The city was able to crowdfund \$25,000 through donations from the city, businesses, community partners, and local residents. The Michigan Economic Development Corporation gave us a matching grant as part of the program, bringing the total amount funded to \$50,000. This project should be complete and installed by the end of summer 2024. (Below is a picture of one of the sign renderings.)



Cosmos in the Creek Rendering

# Events

## *Family Movie Nights*

Covid-19 changed participation in community events. Although there was very minimal participation in 2020-22, the city saw a renewed effort in 2023 for this family-friendly event series. The Downtown Development Authority in partnership with the Swartz Creek Area Firefighter’s Association, hosted 6 Family Movie Nights (FMN) at the Pajtas Amphitheater in 2023. Participation ranged from 75 – 175 guests. Weather, movie, and activities before the movie all seemed to play into the participation rate. Social Media Ads were utilized for most movie nights, in addition to multiple posts, and reels with music.



*Family Movie Night 2023 1*

## *Jeepers Creekers Events*

Jeepers Creekers, Inc., a local nonprofit, is a leader in hosting community events. This group of volunteers hosts monthly Makers Markets in the summer that are heavily attended. They also host Halloween themed events on an annual basis including, a Trunk or Treat, Cottage Market, and Costume Fun-Run.



Makers Market 1



Trunk or Treat 1

## *Christmas Parade*

The GFWC Swartz Creek Women's Club and Swartz Creek Area Firefighter's Association collaborate every year to host the Annual Firefighter's Association Christmas Parade the first Saturday of every December. This parade is gaining popularity with locals and visitors alike.



*Christmas Parade 2023 1*





*Christmas Parade 2023 2*

## Wayfinding Assessment and Implementation Plan

As part of the ongoing wayfinding initiative from the original branding and marketing strategy, the city has just started the process of a wayfinding assessment and implementation plan with a consultant, Guide Studio. The assessment will help us determine where the best places are to put wayfinding signs to maximize the city's branding, marketing, and recreational opportunities. This plan includes public input and a steering committee of professionals and residents to ensure the city follows the best direction.

## RRC Sites

As a benefit of being a Redevelopment Ready Community, the city has had access to services that help market specific sites the city would like to see redeveloped. During 2023, city staff worked with professionals from MEDC, and private consulting firms to work on two different projects. One is confidential, as it is privately owned and not for sale.

The other project is the Methodist Church property located at 4484 Morrish Road. The end product resulted in a marketing brochure that has been spread widely with brewers and distillers throughout the area, in hopes of finding someone that would like to redevelop the property into a brewery, restaurant, or event hall. The brochure can be found in the appendix.

The city continues to collaborate with MEDC staff on opportunities to bring new business to Swartz Creek, whether at this property or others.

Appendix

## Swartz Creek, MI

Positive values reflect demand is greater than supply; negative values reflect supply is greater than demand.

Category	Retail Demand			Retail Supply			Unmet Demand		
	5 Minutes	10 Minutes	15 Minutes	5 Minutes	10 Minutes	15 Minutes	5 Minutes	10 Minutes	15 Minutes
<b>Building Material &amp; Garden Equipment &amp; Supply Dealers</b>	\$ 9,928,507	\$ 36,102,139	\$ 162,660,059	\$ 6,775,916	\$ 24,728,638	\$ 201,792,060	\$ 3,152,591	\$ 11,373,501	\$ (39,132,001)
Building Material & Supply Dealers	\$ 8,470,326	\$ 31,006,920	\$ 139,824,991	\$ 6,689,644	\$ 21,439,853	\$ 188,018,872	\$ 1,780,682	\$ 9,567,067	\$ (48,193,881)
Hardware Stores	\$ 718,938	\$ 2,642,724	\$ 11,827,423	\$ 134,849	\$ 2,335,144	\$ 7,007,432	\$ 584,089	\$ 307,580	\$ 4,819,991
Home Centers	\$ 4,670,483	\$ 16,984,889	\$ 77,215,603	\$ 4,994,082	\$ 6,637,564	\$ 141,057,560	\$ (323,599)	\$ 10,347,325	\$ (63,841,957)
Other Building Materials Dealers	\$ 2,775,986	\$ 10,288,841	\$ 45,548,544	\$ 1,544,752	\$ 10,731,831	\$ 36,285,588	\$ 1,231,234	\$ (442,990)	\$ 9,262,956
Paint and Wallpaper Stores	\$ 304,919	\$ 1,090,467	\$ 5,233,421	\$ 15,961	\$ 1,735,315	\$ 3,668,292	\$ 288,958	\$ (644,848)	\$ 1,565,129
Lawn and Garden Equipment and Supplies Stores	\$ 1,458,181	\$ 5,095,219	\$ 22,835,067	\$ 86,271	\$ 3,288,785	\$ 13,773,188	\$ 1,371,910	\$ 1,806,434	\$ 9,061,879
Nursery and Garden centers	\$ 1,169,521	\$ 4,088,777	\$ 18,342,200	\$ 48,722	\$ 2,381,085	\$ 5,438,758	\$ 1,120,799	\$ 1,707,692	\$ 12,903,442
Outdoor Power Equipment Stores	\$ 288,660	\$ 1,006,442	\$ 4,492,867	\$ 37,549	\$ 907,700	\$ 8,334,430	\$ 251,111	\$ 98,742	\$ (3,841,563)
<b>Clothing &amp; Clothing Accessories Stores</b>	\$ 6,033,854	\$ 22,021,857	\$ 102,766,329	\$ 377,852	\$ 56,425,952	\$ 94,399,821	\$ 5,656,002	\$ (34,404,095)	\$ 8,366,508
Clothing Stores	\$ 4,036,347	\$ 14,645,344	\$ 69,541,218	\$ 292,556	\$ 30,626,815	\$ 46,137,206	\$ 3,743,791	\$ (15,981,471)	\$ 23,404,012
Childrens' and Infants' Clothing Stores	\$ 164,055	\$ 591,823	\$ 3,007,833	\$ -	\$ 1,457,517	\$ 2,783,244	\$ 164,055	\$ (865,694)	\$ 224,589
Clothing Accessories Stores	\$ 194,528	\$ 713,555	\$ 3,283,966	\$ 7,406	\$ 111,539	\$ 277,575	\$ 187,122	\$ 602,016	\$ 3,006,391
Family Clothing Stores	\$ 2,350,975	\$ 8,543,511	\$ 40,504,747	\$ 98,901	\$ 20,880,568	\$ 29,344,806	\$ 2,252,074	\$ (12,337,057)	\$ 11,159,941
Men's Clothing Stores	\$ 152,879	\$ 552,870	\$ 2,655,467	\$ 73,345	\$ 1,239,016	\$ 1,839,656	\$ 79,534	\$ (686,146)	\$ 815,811
Other Clothing Stores	\$ 380,105	\$ 1,372,410	\$ 6,535,773	\$ 52,855	\$ 3,041,071	\$ 4,975,563	\$ 327,250	\$ (1,668,661)	\$ 1,560,210
Women's Clothing Stores	\$ 793,805	\$ 2,871,174	\$ 13,553,432	\$ 60,050	\$ 3,897,105	\$ 6,916,363	\$ 733,755	\$ (1,025,931)	\$ 6,637,069
Jewelry, Luggage & Leather Goods Stores	\$ 1,227,984	\$ 4,513,538	\$ 20,008,588	\$ 85,296	\$ 17,964,404	\$ 35,862,914	\$ 1,142,688	\$ (13,450,866)	\$ (15,854,326)
Jewelry Stores	\$ 1,123,913	\$ 4,131,636	\$ 18,233,905	\$ 85,271	\$ 17,604,353	\$ 34,732,349	\$ 1,038,642	\$ (13,472,717)	\$ (16,498,444)

## Swartz Creek, MI

Positive values reflect demand is greater than supply; negative values reflect supply is greater than demand.

Category	Retail Demand			Retail Supply			Unmet Demand		
	5 Minutes	10 Minutes	15 Minutes	5 Minutes	10 Minutes	15 Minutes	5 Minutes	10 Minutes	15 Minutes
Luggage & Leather Goods Stores	\$ 104,072	\$ 381,901	\$ 1,774,682	\$ 25	\$ 360,051	\$ 1,130,566	\$ 104,047	\$ 21,850	\$ 644,116
Shoe Stores	\$ 769,523	\$ 2,862,975	\$ 13,216,524	\$ -	\$ 7,834,733	\$ 12,399,701	\$ 769,523	\$ (4,971,758)	\$ 816,823
<b>Electronics and Appliance Stores</b>	\$ 2,023,828	\$ 7,259,689	\$ 34,976,952	\$ 478,007	\$ 13,517,166	\$ 25,708,857	\$ 1,545,821	\$ (6,257,477)	\$ 9,268,095
<b>Food &amp; Beverage Stores</b>	\$ 18,196,654	\$ 64,326,379	\$ 303,098,394	\$ 34,429,010	\$ 75,210,568	\$ 250,181,950	\$ (16,232,356)	\$ (10,884,189)	\$ 52,916,444
Beer, Wine, & Liquor Stores	\$ 1,465,667	\$ 5,254,227	\$ 24,037,706	\$ -	\$ 1,093,775	\$ 25,839,887	\$ 1,465,667	\$ 4,160,452	\$ (1,802,181)
Grocery Stores	\$ 16,193,733	\$ 57,172,841	\$ 270,093,380	\$ 34,389,169	\$ 73,714,455	\$ 220,276,078	\$ (18,195,436)	\$ (16,541,614)	\$ 49,817,302
Convenience Stores	\$ 748,427	\$ 2,627,089	\$ 12,707,647	\$ 506,493	\$ 1,929,469	\$ 7,245,192	\$ 241,934	\$ 697,620	\$ 5,462,455
Supermarkets and Other Grocery (except Convenience) Stores	\$ 15,445,306	\$ 54,545,751	\$ 257,385,733	\$ 33,882,676	\$ 71,784,987	\$ 213,030,887	\$ (18,437,370)	\$ (17,239,236)	\$ 44,354,846
Specialty Food Stores	\$ 537,255	\$ 1,899,312	\$ 8,967,308	\$ 39,841	\$ 402,337	\$ 4,065,985	\$ 497,414	\$ 1,496,975	\$ 4,901,323
<b>Food Services and Drinking Places</b>	\$ 15,646,236	\$ 56,660,249	\$ 266,865,220	\$ 12,100,176	\$ 82,503,605	\$ 286,623,026	\$ 3,546,060	\$ (25,843,356)	\$ (19,757,806)
Drinking Place - Alcoholic Beverages	\$ 598,286	\$ 2,178,655	\$ 9,855,416	\$ 185,694	\$ 1,968,484	\$ 11,463,406	\$ 412,592	\$ 210,171	\$ (1,607,990)
Food Services	\$ 835,604	\$ 3,095,108	\$ 14,817,295	\$ 681,774	\$ 1,451,734	\$ 8,825,187	\$ 153,830	\$ 1,643,374	\$ 5,992,108
Restaurants and Other Eating Places	\$ 14,212,346	\$ 51,386,486	\$ 242,192,509	\$ 11,232,709	\$ 79,083,387	\$ 266,334,434	\$ 2,979,637	\$ (27,696,901)	\$ (24,141,925)
<b>Furniture &amp; Home Furnishings Stores</b>	\$ 2,659,574	\$ 9,863,039	\$ 44,879,890	\$ 367,857	\$ 20,301,486	\$ 34,225,155	\$ 2,291,717	\$ (10,438,447)	\$ 10,654,735
Furniture Stores	\$ 1,333,603	\$ 5,003,852	\$ 22,940,961	\$ 270,043	\$ 17,419,693	\$ 26,410,113	\$ 1,063,560	\$ (12,415,841)	\$ (3,469,152)
Home Furnishing Stores	\$ 1,325,972	\$ 4,859,187	\$ 21,938,929	\$ 97,814	\$ 2,881,793	\$ 7,815,042	\$ 1,228,158	\$ 1,977,394	\$ 14,123,887
Floor Covering Stores	\$ 488,868	\$ 1,765,707	\$ 8,210,101	\$ 85,805	\$ 1,142,492	\$ 3,998,161	\$ 403,063	\$ 623,215	\$ 4,211,940
Other Home Furnishings Stores	\$ 837,104	\$ 3,093,479	\$ 13,728,828	\$ 12,009	\$ 1,739,301	\$ 3,816,881	\$ 825,095	\$ 1,354,178	\$ 9,911,947
<b>Gasoline stations</b>	\$ 11,834,297	\$ 41,834,293	\$ 210,226,944	\$ 12,403,303	\$ 39,721,320	\$ 212,233,523	\$ (569,006)	\$ 2,112,973	\$ (2,006,579)

## Swartz Creek, MI

Positive values reflect demand is greater than supply; negative values reflect supply is greater than demand.

Category	Retail Demand			Retail Supply			Unmet Demand		
	5 Minutes	10 Minutes	15 Minutes	5 Minutes	10 Minutes	15 Minutes	5 Minutes	10 Minutes	15 Minutes
<b>General Merchandise Stores</b>	\$ 17,538,104	\$ 62,605,788	\$ 294,719,468	\$ 1,000,618	\$ 53,146,560	\$ 619,816,509	\$ 16,537,486	\$ 9,459,228	\$ (325,097,041)
<b>General Merchandise, Apparel and Accessories, Furniture and Other Sales</b>	\$ 31,517,176	\$ 113,592,538	\$ 533,343,838	\$ 4,247,044	\$ 175,653,940	\$ 843,756,978	\$ 27,270,132	\$ (62,061,402)	\$ (310,413,140)
<b>Health &amp; Personal Care Stores</b>	\$ 9,308,070	\$ 32,488,786	\$ 148,290,661	\$ 9,481,709	\$ 46,435,900	\$ 216,250,833	\$ (173,639)	\$ (13,947,114)	\$ (67,960,172)
Cosmetics, Beauty Supplies and Perfume Stores	\$ 646,669	\$ 2,249,477	\$ 10,212,717	\$ 332,484	\$ 4,280,330	\$ 7,936,220	\$ 314,185	\$ (2,030,853)	\$ 2,276,497
Optical Goods Stores	\$ 293,177	\$ 1,048,640	\$ 4,732,506	\$ 276,872	\$ 4,412,696	\$ 7,952,239	\$ 16,305	\$ (3,364,056)	\$ (3,219,733)
Other Health and Personal Care Stores	\$ 504,526	\$ 1,759,531	\$ 7,991,447	\$ 621,972	\$ 7,976,436	\$ 24,500,576	\$ (117,446)	\$ (6,216,905)	\$ (16,509,129)
Pharmacies and Drug Stores	\$ 7,863,699	\$ 27,431,139	\$ 125,353,991	\$ 8,250,381	\$ 29,766,438	\$ 175,861,799	\$ (386,682)	\$ (2,335,299)	\$ (50,507,808)
<b>Miscellaneous Store Retailers</b>	\$ 4,225,819	\$ 14,826,181	\$ 68,520,895	\$ 3,552,531	\$ 50,974,432	\$ 123,414,878	\$ 673,288	\$ (36,148,251)	\$ (54,893,983)
Florists	\$ 163,279	\$ 571,181	\$ 2,541,217	\$ 115,766	\$ 983,789	\$ 4,202,580	\$ 47,513	\$ (412,608)	\$ (1,661,363)
Office Supplies, Stationery, & Gift Stores	\$ 594,679	\$ 2,118,681	\$ 9,694,790	\$ 22,436	\$ 2,387,809	\$ 6,726,598	\$ 572,243	\$ (269,128)	\$ 2,968,192
Gift, Novelty, and Souvenir Stores	\$ 375,241	\$ 1,345,467	\$ 6,101,820	\$ 22,436	\$ 705,436	\$ 2,887,922	\$ 352,805	\$ 640,031	\$ 3,213,898
Office Supplies and Stationery Stores	\$ 219,438	\$ 773,213	\$ 3,592,971	\$ -	\$ 1,682,373	\$ 3,838,676	\$ 219,438	\$ (909,160)	\$ (245,705)
Other Miscellaneous Store Retailers	\$ 3,059,881	\$ 10,687,079	\$ 49,690,586	\$ 3,242,264	\$ 45,678,405	\$ 104,553,321	\$ (182,383)	\$ (34,991,326)	\$ (54,862,735)
Used Merchandise Stores	\$ 407,981	\$ 1,449,240	\$ 6,594,301	\$ 172,065	\$ 1,924,430	\$ 7,932,379	\$ 235,916	\$ (475,190)	\$ (1,338,078)
<b>Motor Vehicle &amp; Parts Dealers</b>	\$ 35,270,602	\$ 128,727,389	\$ 605,116,891	\$ 3,070,265	\$ 101,395,316	\$ 460,456,436	\$ 32,200,337	\$ 27,332,073	\$ 144,660,455
Automotive Dealers	\$ 29,418,741	\$ 107,042,792	\$ 506,207,279	\$ 1,388,003	\$ 90,834,481	\$ 403,266,934	\$ 28,030,738	\$ 16,208,311	\$ 102,940,345
Automotive Parts, Accessories, & Tire Stores	\$ 2,487,410	\$ 9,005,650	\$ 42,706,981	\$ 426,787	\$ 4,359,062	\$ 19,913,069	\$ 2,060,623	\$ 4,646,588	\$ 22,793,912
Other Motor Vehicle Dealers	\$ 3,364,451	\$ 12,678,947	\$ 56,202,631	\$ 1,255,475	\$ 6,201,773	\$ 37,276,433	\$ 2,108,976	\$ 6,477,174	\$ 18,926,198
<b>Nonstore retailers</b>	\$ 22,584,191	\$ 80,788,344	\$ 373,527,546	\$ 2,102,064	\$ 194,324,938	\$ 815,368,310	\$ 20,482,127	\$ (113,536,594)	\$ (441,840,764)

## Swartz Creek, MI

Positive values reflect demand is greater than supply; negative values reflect supply is greater than demand.

Category	Retail Demand			Retail Supply			Unmet Demand		
	5 Minutes	10 Minutes	15 Minutes	5 Minutes	10 Minutes	15 Minutes	5 Minutes	10 Minutes	15 Minutes
<b>Sporting Goods, Hobby, Book, &amp; Music Stores</b>	\$ 2,667,135	\$ 9,723,484	\$ 46,306,409	\$ 2,000,275	\$ 29,874,967	\$ 62,880,039	\$ 666,860	\$ (20,151,483)	\$ (16,573,630)
Book Stores and News Dealers	\$ 290,581	\$ 1,042,417	\$ 4,774,515	\$ 33,825	\$ 4,719,644	\$ 12,924,664	\$ 256,756	\$ (3,677,227)	\$ (8,150,149)
Book Stores	\$ 178,289	\$ 636,904	\$ 2,917,134	\$ 33,825	\$ 4,657,991	\$ 8,584,079	\$ 144,464	\$ (4,021,087)	\$ (5,666,945)
News Dealers and Newsstands	\$ 112,292	\$ 405,512	\$ 1,857,381	\$ -	\$ 61,653	\$ 4,340,585	\$ 112,292	\$ 343,859	\$ (2,483,204)
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 2,376,554	\$ 8,681,067	\$ 41,531,894	\$ 1,966,449	\$ 25,155,324	\$ 49,955,375	\$ 410,105	\$ (16,474,257)	\$ (8,423,481)
Hobby, Toys and Games Stores	\$ 547,070	\$ 2,024,060	\$ 8,964,011	\$ 430,610	\$ 12,305,081	\$ 20,245,731	\$ 116,460	\$ (10,281,021)	\$ (11,281,720)
Musical Instrument and Supplies Stores	\$ 54,530	\$ 204,919	\$ 981,162	\$ 39,986	\$ 448,176	\$ 717,619	\$ 14,544	\$ (243,257)	\$ 263,543
Sew/Needlework/Piece Goods Stores	\$ 108,211	\$ 389,933	\$ 1,863,697	\$ 17,880	\$ 1,880,775	\$ 2,571,999	\$ 90,331	\$ (1,490,842)	\$ (708,302)
Sporting Goods Stores	\$ 1,666,743	\$ 6,062,155	\$ 29,723,024	\$ 1,477,974	\$ 10,521,292	\$ 26,420,025	\$ 188,769	\$ (4,459,137)	\$ 3,302,999
<b>Total</b>	\$ 189,434,050	\$ 680,820,154	\$ 3,195,299,495	\$ 88,139,583	\$ 788,560,848	\$ 3,403,351,398	\$ 101,294,467	\$ (107,740,694)	\$ (208,051,903)

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MARKETING PACKAGE FOR



4484 MORRISH ROAD  
SWARTZ CREEK, MICHIGAN

PPN: 58-35-576-053





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**THOMAS ROBERTS ARCHITECT**  
Architecture  
Planning  
Historic Preservation



## 4484 MORRISH ROAD Swartz Creek, Michigan

**Celebrations and cheer echo through the halls of the former Methodist Church in Swartz Creek.**

Located in the heart of downtown and a short walk from city amenities, an attractive and stately community icon is awaiting redevelopment. 4484 Morrish Road is home to a historic church. Adjacent to the church is a former daycare/office building and parking lot, also available for sale either with the church or as a separate project. Together, both sites represent 1.56 acres of land and 13,616 square feet of commercial space.

Economic studies point to many in-demand options that would garner a strong market position. The site is less than a mile from the I-69 freeway interchanges at Morrish Road and Miller Road and also near I-75.

Local market data demonstrates an unmet need for many uses. Be it a brewery, restaurant, banquet hall, or event space, the unique interior with colorful and intricate stained-glass accents will become a new city icon and backdrop for memories to come. City leadership anticipates being a partner in the rehabilitation and redevelopment, and the community provides robust support for entrepreneurs and new businesses.

The property is eligible for several financial incentives including Redevelopment Ready support from the Michigan Economic Development Corporation through the Community Revitalization Program, local façade grants, expedited approvals, collaboration with the City for parking development on adjacent lands, TIF reimbursement, and MDOT logo sign reimbursement.

Architectural studies have proven the brick edifice is structurally sound and repurposing the nave and aisles into seating could accommodate more than 200 guests. Outdoor seating and yard games in the front of the church will welcome passersby, while rear deck seating provides a secluded oasis for gathering. The lower level is ideal for private events, chef dinners, dressing rooms for wedding parties, and other social occasions.

The City is supportive and welcomes new development. Future community planning envisions new uses for and surrounding this former church. Swartz Creek has welcomed condos and townhouse development the past year, as well as several revitalization projects in the downtown. Adjacent land to the north of the site, owned by the City, can accommodate a parking lot should the need arise, as City leaders are prepared to facilitate and support the project.

## A LITTLE BACKGROUND

**Zoning** | Central Business District

**Acreage/Frontage** | 1.56 acres, 250' on Morrish Road

**Utilities** | Municipal water and sewer

**Parking** | Existing lot meets ordinance requirements; additional expansion to the north is possible

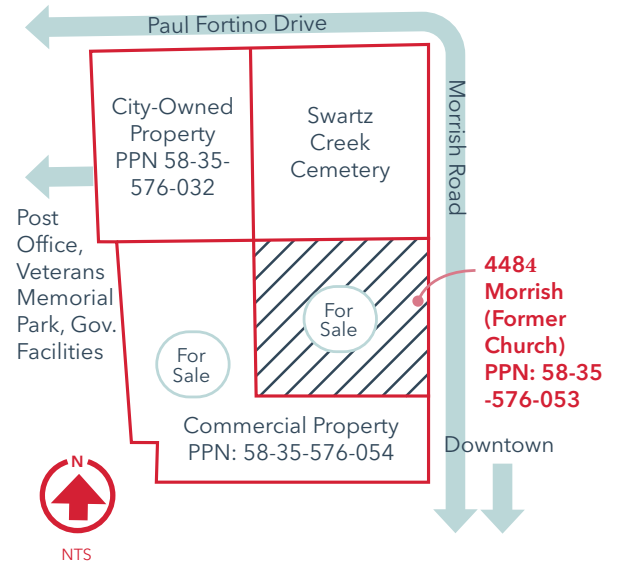
**Traffic Counts** | Morrish (8,000 ADT), Miller (14,000 ADT)

**Proximity** | Located within downtown, near parks, public facilities, and walkable neighborhoods

**Flexibility** | Outdoor activity space (front and rear), multiple interior space configurations, ADA accessibility could easily be accommodated

**Iconic** | Historic building, original wood work and light fixtures, stained glass rosettes

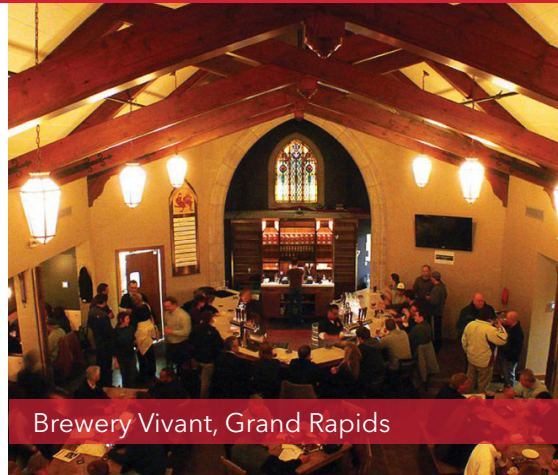
### Site Location Key



This site is ripe for investment and brimming with potential

## CHURCH TO BREWERY ADAPTIVE REUSE

East to west and north to south, throughout Michigan several former churches have been rehabilitated into restaurants, food halls, breweries and other social gathering spaces. There are many successful redevelopment models to replicate in Swartz Creek.



Brewery Vivant, Grand Rapids



Beer Church Brewery, New Buffalo



Salt Springs Brewery, Saline



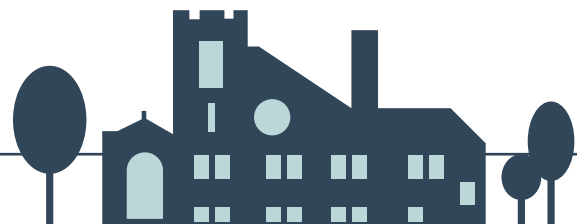
Salt Springs Brewery, Saline



LARGE GATHERING SPACES, VAULTED CEILINGS, STAINED GLASS WINDOWS, AND OTHER HISTORIC FEATURES PROVIDE CHARACTER AND OPPORTUNITY TO ENVISION THE FORMER CHURCH AS SOMETHING NEW.

## BUILDING ASSESSMENT & OPPORTUNITIES

- Open floor plan and overall structure size lends itself to assembly use, with opportunity for gathering spaces on two levels.
- Structurally sound, with excellent exterior brickwork and unique millwork.
- Cosmetic site improvements needed include: paving, lighting, walkways, and landscaping.
- Tuckpointing is recommended to seal the foundation and all building walls, as well as vegetation removal and positive grading away from the building.
- Roof is weathertight, and reinforcing/repairing along coping, gutters, downspouts is recommended to ensure long-term structural integrity.
- Windows and doors are in fair condition; however, higher-performing doors would ensure improved insulation and could better align with the building's architectural style.
- Barrier free, unisex, and ADA-compliant improvements to the restrooms, entry, and lower level are needed to accommodate accessibility.
- Existing plumbing infrastructure provides basis for the necessary system, and upgrades are needed for modern conveniences.
- The building placement and site orientation are ideal for outdoor gathering, garden spaces, nooks, and unique elements to draw patrons and provide entertainment options as well as possible banquets, weddings, or other communal uses.





CONCEPTUAL RENDERING OF THE PREFERRED DEVELOPMENT SCENARIO

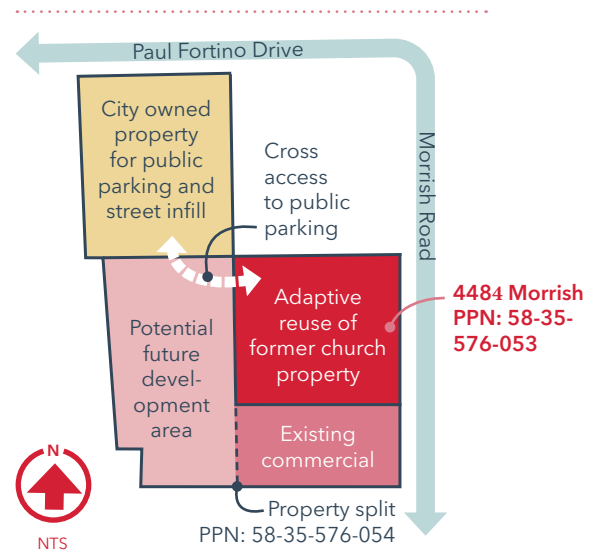
## PREFERRED DEVELOPMENT SCENARIO

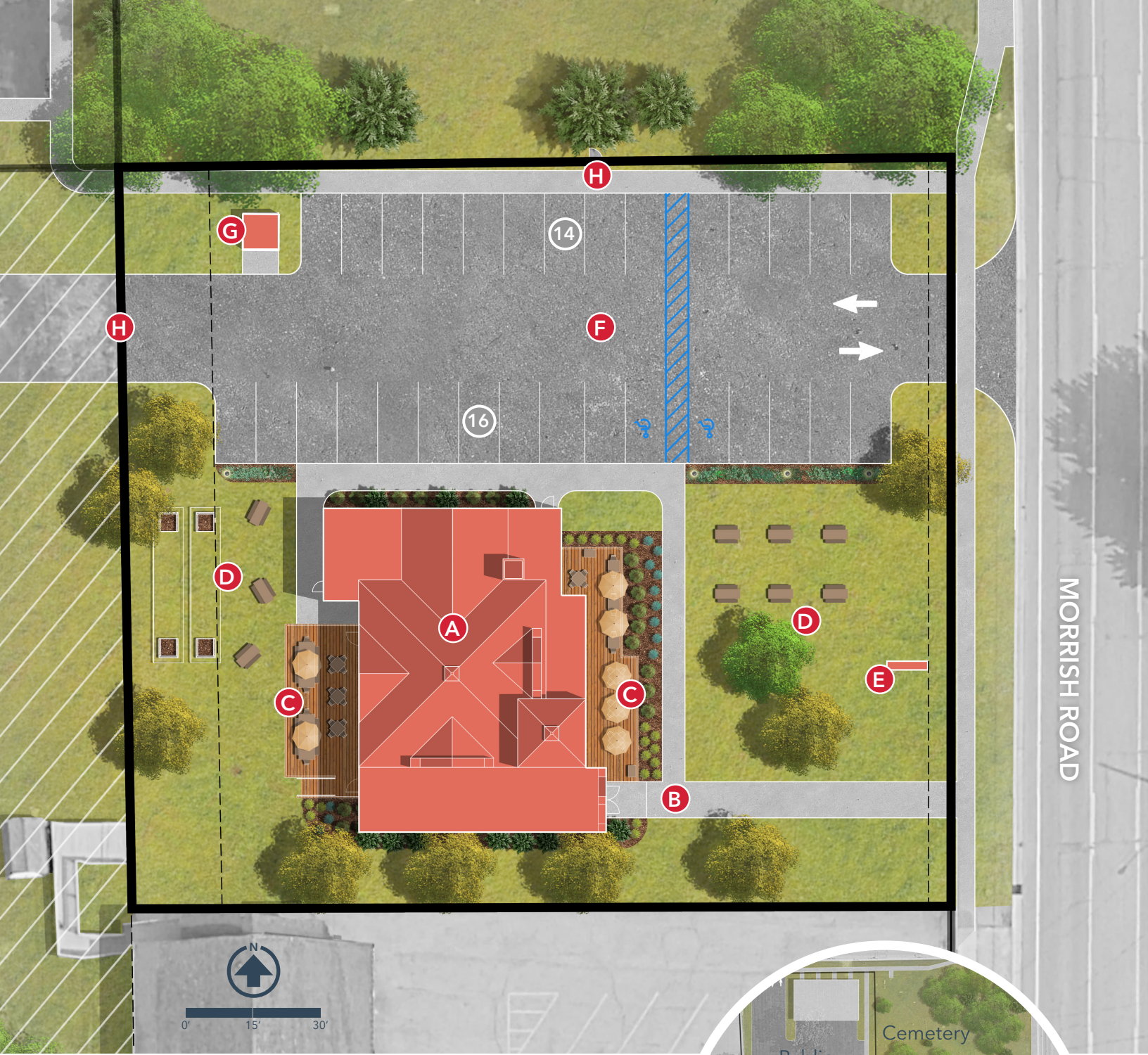
The City of Swartz Creek would like to see the former church be renovated into an active and engaging development. Flexibility and growth are key to creating an adaptive place. The site enables a phased approach: Begin with the church building, strengthen market position, and expand to the adjacent office building for larger private events, banquets, festival marketplace, etc.

Imagine wedding ceremonies in the former church, with reception and celebration next door and outside. The church itself can accommodate approximately 200 guests, and architectural studies prove the ability to provide barrier-free access, outdoor dining, brewery equipment spacing, commercial kitchen, and storage space as well as ample restrooms.

Off-street surface parking may be accommodated on-site and also adjacent to the north in partnership with the City of Swartz Creek. Intuitive and direct sidewalk connections link up with downtown, City Hall, the cemetery, Veterans Park, and nearby neighborhoods.

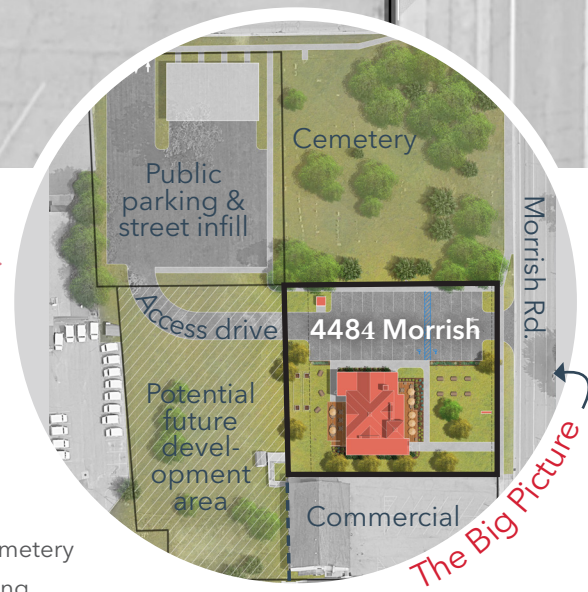
### Available Properties & Potential Uses





**4484 Morrish Conceptual Site Plan Legend**

- A** Adaptive reuse of former church
- B** New entry sidewalks and ramps
- C** Outdoor dining deck
- D** Lawn for programming & events
- E** Existing ground sign
- F** Reconstructed parking lot
- G** Refuse enclosure
- H** Connections to existing cemetery and proposed public parking

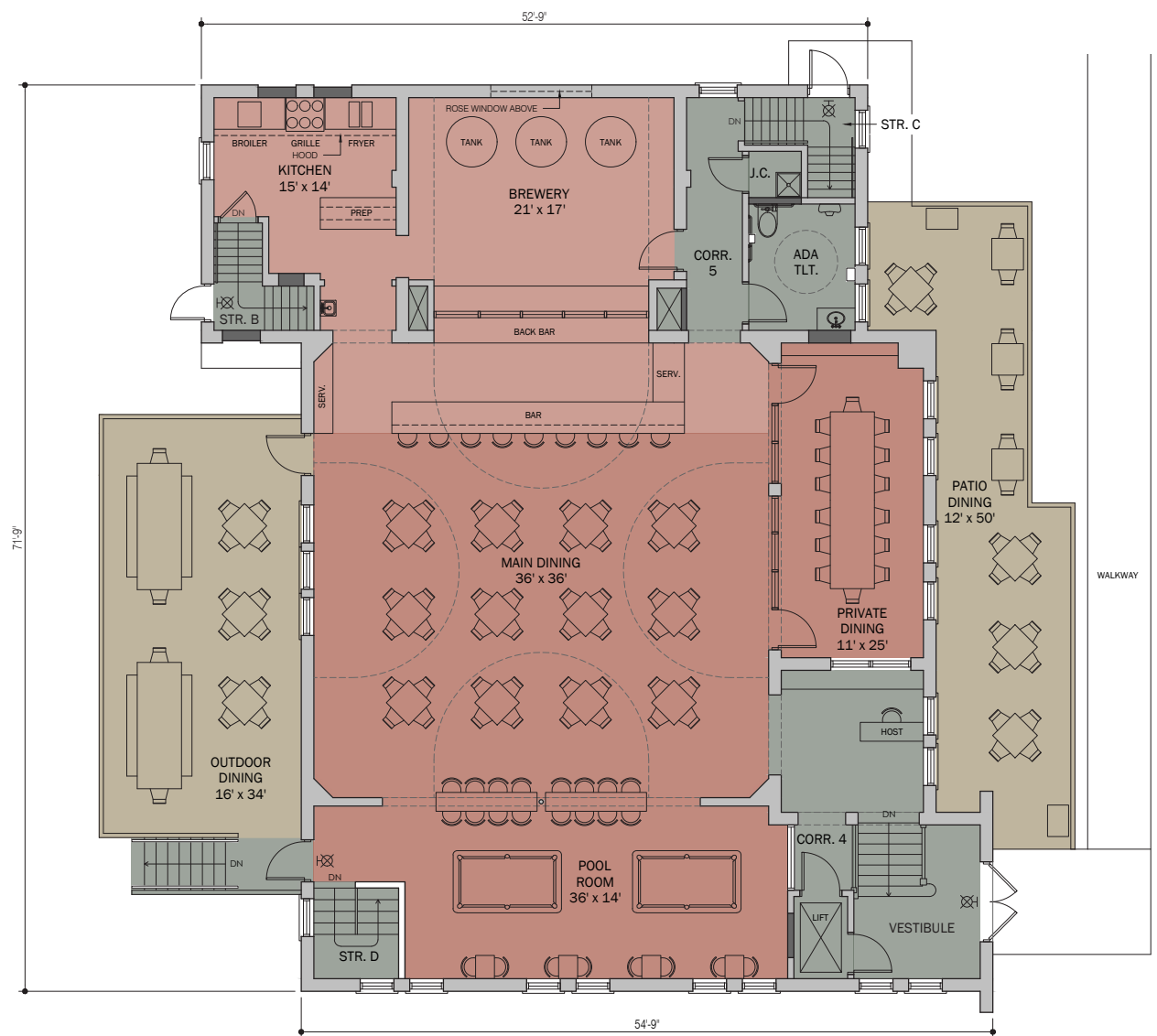


# CONCEPTUAL BUILDING LAYOUT

The existing historic church building is generally in good condition and well suited to the proposed commercial use of a restaurant and/or banquet hall. The large, open, column-free volume of the nave lends itself to an assembly use, with the benefit of the adjacent support spaces for private dining rooms, game rooms, bar, and food preparation spaces. The basement can be used for open multi-purpose space, meeting or dressing rooms, accessible restrooms, storage, kitchen support spaces, and mechanical rooms.

**Total Building Gross Area:** 7,452 sf **First Floor Gross Area:** 3,726 sf **Basement Gross Area:** 3,726 sf

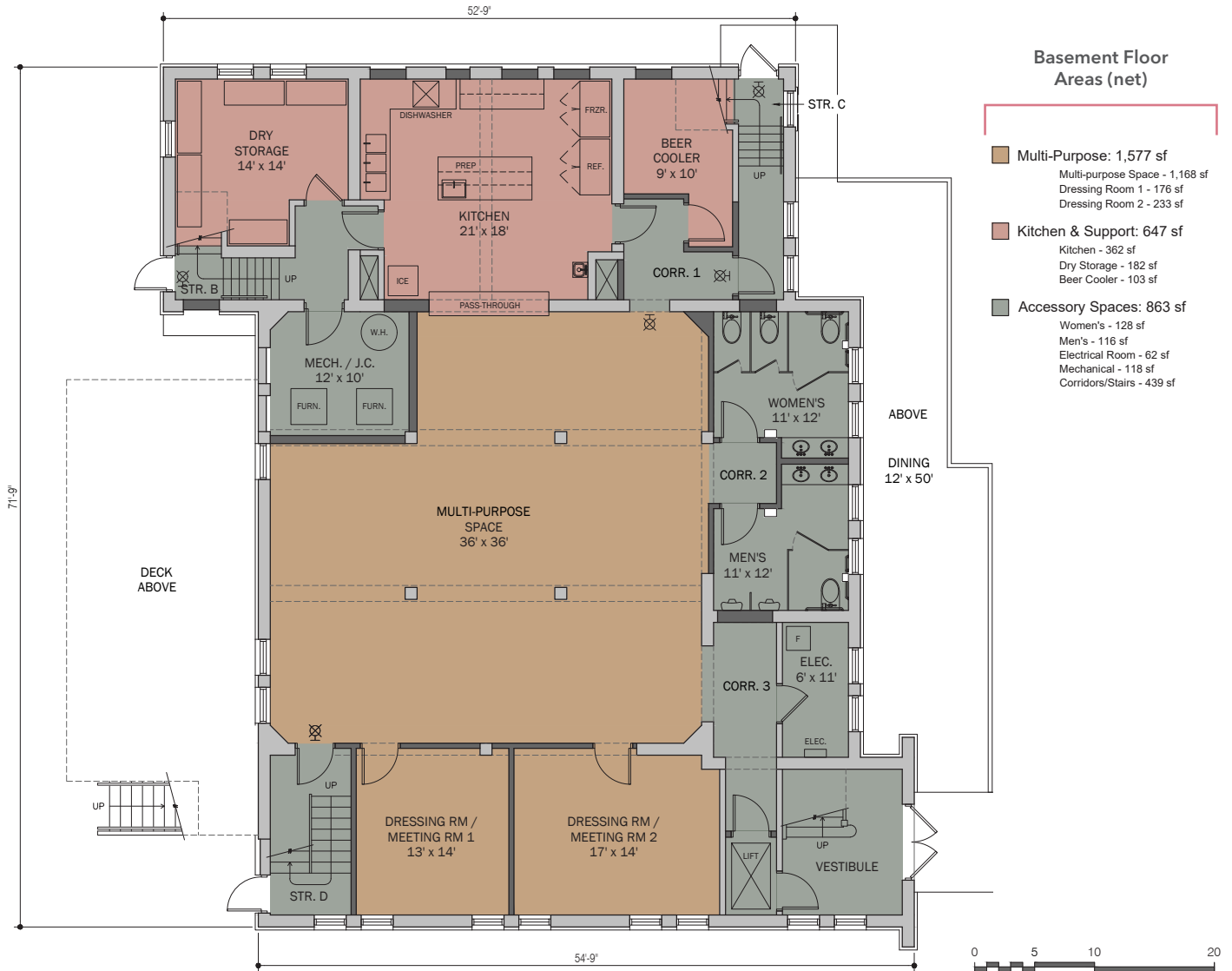
- Guest Areas: 3,345 sf
- Kitchen/Support Areas: 1,490 sf
- Total Outdoor Areas: 1,060 sf



4484 Morrish Conceptual Building Layout - First Floor

First Floor Areas (net)		<b>Dining &amp; Bar: 1,768 sf</b>		<b>Kitchen &amp; Support: 845 sf</b>		<b>Accessory Spaces: 627 sf</b>		<b>Outdoor: 1,060 sf</b>
		Main Dining - 1,036 sf Pool Room - 455 sf Private Dining - 277 sf		Kitchen - 209 sf Brewery - 346 sf Bar - 290 sf		Waiting / Host - 127 sf Vestibule - 122 sf Restroom - 85 sf J.C. - 16 sf Corridors/Stairs - 277 sf		Outdoor Dining - 536 sf Patio Dining - 524 sf

## 4484 Morrish Conceptual Building Layout - Basement



## INCENTIVES

The site is designated a Redevelopment Ready opportunity and is eligible for city and state incentives, including Community Revitalization Program grants/loans, TIF reimbursement, façade grants, and MDOT logo sign reimbursement. Preliminary due diligence and architectural work was completed by the community development team as part of the creation of this document.

The City of Swartz Creek is open to supporting this redevelopment through the sale or construction of off-street public parking on their adjacent lot.

## CONTACT / QUESTIONS

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