



In 2018, the Branch County Economic Growth Alliance (BCEGA,) along with the Cities of Bronson and Coldwater, and Villages of Quincy and Union City, sought to develop a coordinated strategy for economic development and marketing of the county and the four municipalities therein. Place + Main Advisors was retained by the BCEGA to help them create it.

Place + Main Advisors led an extensive public participation process which sought input from all four communities as well as county leadership. The process included public Strengths, Weaknesses, Opportunities, and Threats (SWOT) analyses in all four communities as well as meeting with focus groups and key public and private businesses leaders throughout the county. Place + Main Advisors created a strategy that gives market information, defines barriers to economic growth, and outlines specific objectives at the county level and concrete steps in each community to achieve those objectives, along with timelines, responsible parties, and measurements of success for each objective. In addition, the strategy defines key messages and outlines specific steps the county and respective communities can take to better market themselves to residents, businesses, and tourists.

This one project allowed all four of the individual communities to meet Best Practice 6.1 and 6.2 as part of the Michigan Economic Development Corporation's (MEDC) Redevelopment Ready Communities program.

## Economic Development & Community Marketing Strategy Branch County, MI

