

DOWNTOWN PETOSKEY, MI STRATEGIC PLAN CASE STUDY

BACKGROUND

The City of Petoskey's Central Business District is a destination for shopping, dining, and special events on the shores of Little Traverse Bay. Our client, the Downtown Management Board, provides programming and B2B (business-to-business) services for more than 200 businesses in the Central Business District. They desired a 5-year strategic plan to guide their organization.

THE DELIVERABLES

Our firms developed for the client the following key deliverables to guide their organization over the next five years:

1. Community SWOT Analysis.
2. Strategic Planning Framework for the Downtown Management organization.
3. Bylaw and Budget Analysis and Recommendations.
4. Redevelopment Site Identification.

THE CHALLENGES

Our strategic planning process focused on both internal and external organizational challenges for the downtown organization including:

1. Collaboration between the City of Petoskey and Downtown Management organization.
2. Facilitating downtown economic development and property redevelopment.
3. Meeting needs of changing tourism demographics.
4. Prioritizing year-round livability for new and existing Petoskey residents.

CLIENT TESTIMONIAL

"Allyson and her team met with a variety of stakeholders in multiple formats and put together a comprehensive strategic plan that will help Downtown Petoskey remain vibrant and relevant well into the future. We were all extremely impressed with the process and resulting plan Allyson presented."

- Downtown Petoskey Organizational Task Force Members



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