



MARQUETTE COUNTY
A NEW BEGINNING *Rising*

2010-2012 STRATEGIC PLAN

The JOURNEY BEGINS

Marquette County is in a unique position. We are part of a state that is reeling under the weight of a changing economy, yet our economy has performed well. Marquette County's median household income has risen comparatively to the rest of Michigan. We've seen our population grow, while neighborhoods in counties throughout the state have dwindled. Marquette County's economy has become more resilient and diverse, with new innovative enterprises that have developed and thrived. In a state that faces great adversity, Marquette County continues to stand tall.

It is, however, more important than ever for Marquette County to rise to the challenges of tomorrow. Our local governments, schools, and non-profit institutions must continue to excel in order to preserve and build upon our exceptional quality of life. The growth of our tax base relies on our ability to effectively create jobs that retain our citizens, as well as bring in new

residents. Marquette County's economy needs highly skilled people; therefore, we must be competitive in attracting professionals (doctors, professors, engineers, and scientists) who have many options when choosing an area to live.

The Lake Superior Community Partnership recognizes that county wide collaboration is a necessity for our continued success. Sharing services in order to achieve greater scale and efficiency is essential. Improving communications among members and partners is crucial. Continuing to promote and connect local goods and services to the local, regional, national, and global markets is vital.

The goal of the Lake Superior Community Partnership is to facilitate the implementation of the following strategic plan.





*"The beginning is the
most important part of the work."*
- Plato

2010

2010 STRATEGIC PLAN

VISION STATEMENT



Our vision of Marquette County is one of vibrant and unique communities, inspired by the natural beauty, joining together to support the critical building blocks of a livable community for all our residents and guests.

*"A journey of a thousand miles
must begin with a single step."*

- Lao Tzu





2010 STRATEGIC PLAN

CORE VALUES

Integrity

Innovation

Collaboration

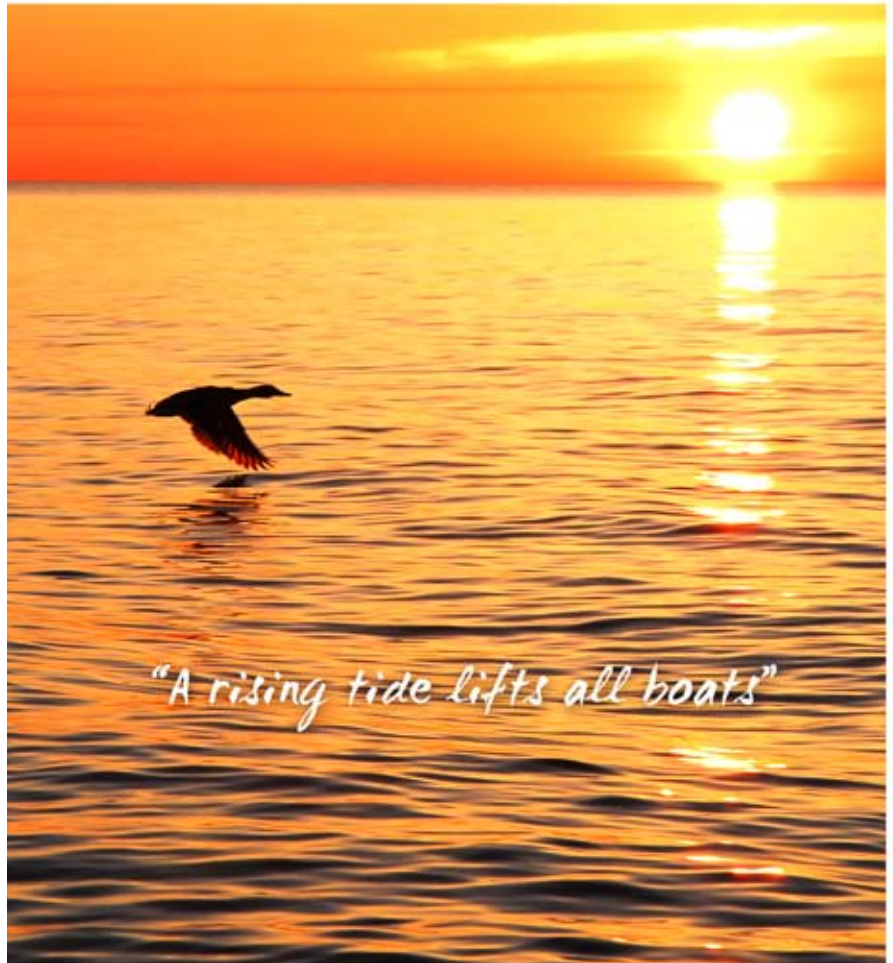
Sustainability

Business Growth GOAL



The Lake Superior Community Partnership is focused on the retention and growth of business in our community. It is the role of the LSCP to provide the necessary resources and connections in order for new and existing businesses to be successful.

- Pursue a partnership with higher education institutions and Michigan Works! to track number of college graduates securing jobs in Marquette County. Work toward retention of these graduates.
- Support an entrepreneurial culture by supporting entrepreneurs and networking, including home-based business, in Marquette County.
- Support local businesses in their capital growth needs.
- Document local business to business investment levels, sources, opportunities and needs in Marquette County.





*"Coming together is a beginning;
keeping together is progress;
working together is success."*

- Henry Ford

Membership GOAL



As a private/public partnership, our members play a critical role in the success of the organization.

- Implement plan for structured growth for membership dues / time investments and track as an index of how well the LSCP meets the needs of these groups.
- Evaluate and create a recommendation of technology as revenue generation opportunities.
- Ensure broad representation of membership on boards, committees, and task forces.
- Annually analyze membership composition.

Advocacy GOAL



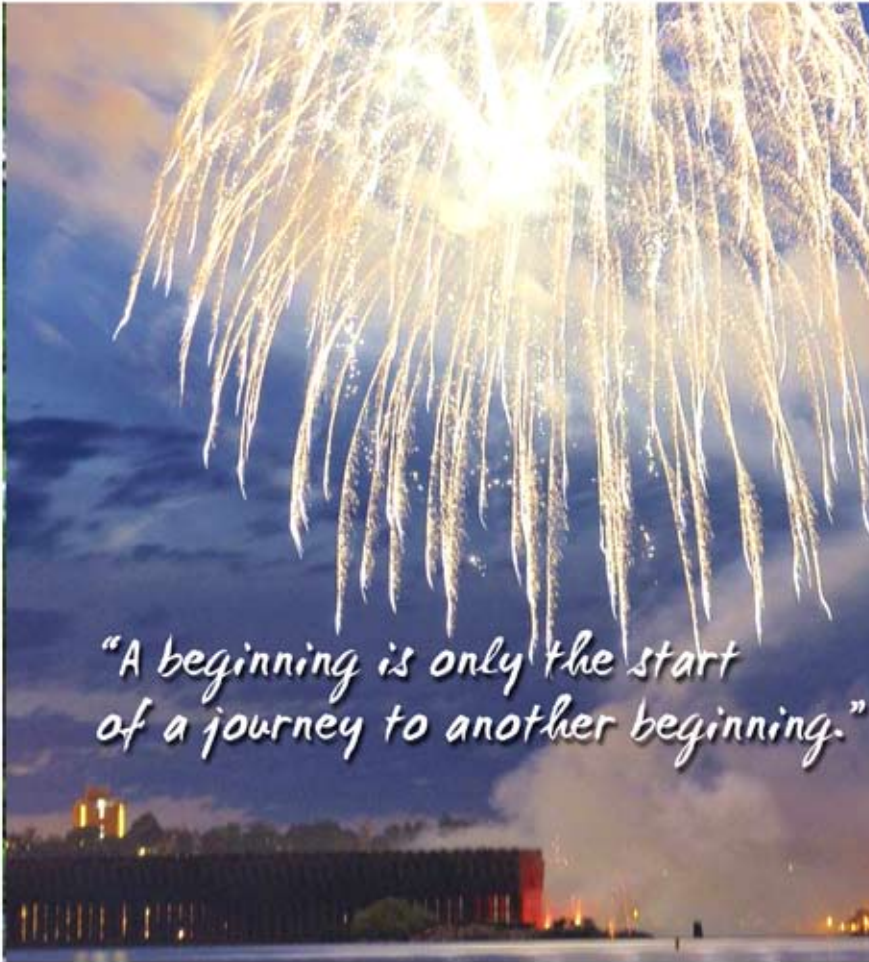
The Lake Superior Community Partnership serves as the “eyes and ears” for the business community and local government. Lending a voice to its constituents locally, in Lansing and Washington D.C. is a priority that is ever increasing in importance for the organization.

- Annually produce a legislative agenda that will be incorporated into the Ambassadors’ White Papers.
- Take the lead role as an advocate for rural policy development.
- Be a strong advocate for public/ private solutions.
- Seek broad input from members on advocacy issues.



“None, but people of strong passion are capable of rising to greatness.”

- Comte de Mirabeau



*"A beginning is only the start
of a journey to another beginning."*

Major Industry GOAL



Education, health care, timber, tourism, and mineral extraction are expected to comprise the major industry category in Marquette County into 2015. The sustainability of these industries and the businesses that support and supply them is critical.

- Have a premier “quality of life” story/presentation that supports recruiting workers to Marquette County.
- Determine five opportunities for Marquette County in the “green” economy.
- Assist small/mid suppliers of major industry with market diversification in order to reduce the impact of economic downturn and market volatility.
- Identify and partner with NMU to survey stage 3-4 businesses and identify their top five needs in the next three years.
- Identify supplier gaps for local industry.

Communication GOAL



Communications, both internally and externally, need to be consistent, professional, and effective. Technological advances in communication should be considered and adopted as needed.

- Evaluate and employ web technology to further member communications.
- Monitor web statistics to ensure information has value.
- Share a bulleted list of weekly highlights with members.
- Research utilizing new media and social networking web sites to more effectively communicate information.
- Develop and implement a comprehensive communication plan that will showcase Lake Superior Community Partnership activities, build awareness for local industry, illustrate the importance of economic development in the area and identify the LSCP as a leader in helping our communities prosper.



*"Our lives begin to end the day
we become silent about
things that matter."*

-Martin Luther King, Jr.



Regional Cooperation GOAL



The Lake Superior Community Partnership serves as a convener and leader of entities for the purpose of regional sustainable development.

- Collaborate with other U.P. institutions to develop a collaborative process to work toward a regional, sustainable development agenda. Topics should include health care, education, land use, transportation, energy, and units of government.
- Add a session that discusses regional challenges and opportunities in the leadership program.
- Investigate opportunities for a U.P. wide leadership academy.

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