

Vision for the Future of Escanaba

In 2035 Escanaba will be an attractive community with a vibrant and bustling downtown that has a strong connection to the waterfront. The City will have well-maintained, sustainable infrastructure and a diverse economic base that affords residents with a high standard of living. The City will be friendly to pedestrians and cyclists and home to high-quality schools, tree lined streets, and an accessible shoreline.

What opportunities does the community have to achieve this vision?

- Incentives for new businesses (Ludington)
- Centralized senior housing (retirement facility, could be town house options, other assisted living within complex)
- Viable housing for young adults – need good rental options for those not ready to buy a home, mid-range housing
- Ludington/Lincoln “facelift”, including non-motorized connectivity, complete streets
- Encourage more use of the fairgrounds – attract niche tourist groups
- More community involvement – bring in real, actionable suggestions, cottage meetings – will build a force to work towards change
- Projects that will excite residents – get their involvement
- More investments in that build upon strengths, not those that seek to fix weaknesses
- Non-motorized options downtown
- Skilled young employees for incoming businesses
- Strong, reliable, sustainable infrastructure
- Attain Northshore property
- Build on quality education
- Framework of quality of life – continue to build on that

What four opportunities should be prioritized? How should the City and community partners work to achieve these?

1. Incentives for new businesses downtown

- Improve tax incentives.
- Sales tax exemptions
- Educate business owners about opportunities
- City sponsored events at the park

2. More community involvement

- Utilize person to person communication. People who are planning on coming to public meetings could reach out to 5 friends and try to get one of them to join in.
- Use apps, social media to engage <30 demographic
- Hold cottage meetings – gather friends and neighbors in a home, coffee shop, or other small space to talk about an issue or opportunity

3. More investments in that build upon strengths, not those that seek to fix weaknesses

- Invest in change on the lake front
- Develop strategies to enhance hunting, fishing, winter sports, boating, golf other outdoor activities

- Invest in specialized education programs
- Marketing activities designed to attract visitors to community assets
- Fully utilized the quality of our citizens (Hardworking, friendly, loyal)
- Build on our unique history

4. Acquire Northshore Property

- The group that worked on developing this idea did not agree that the City should acquire Northshore property as much of it is in use. Instead, the group thought that the city should make the best of the area and look for opportunities that are compatible with the active waterfront.