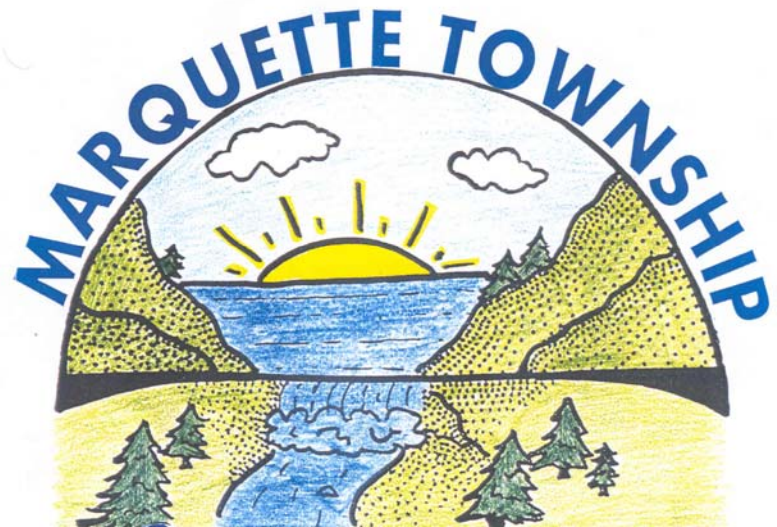


Charter Township of Marquette

2004 Strategic Plan



2004 Strategic Planning Team

- ◆ Bill Musolf, Township Trustee/Recreation Committee
- ◆ Carol Huemphner, Township Treasurer
- ◆ Kathe Musolf, Township Clerk
- ◆ Ron DeMarse, Fire Marshal
- ◆ Robert Sims, Fire Chief
- ◆ Mike Farrell, Assistant Fire Chief
- ◆ Sandra Michaels, Planning Commission Chair
- ◆ Bob Wright, Planning Commission Vice Chair
- ◆ Judy Boyle, Planning Commission/Recreation Committee
- ◆ Bill Davis, Planning Commission
- ◆ Ken Chrisman, Planning Commission
- ◆ Linda Goodman, Planning Commission
- ◆ Randy Girard, Township Manager
- ◆ Max Muelle, Township Supervisor
- ◆ Bob Atkins, Township Trustee
- ◆ Kirk Page, Superintendent of Public Works
- ◆ Bill Taipale, Recreation Committee
- ◆ Rita Hodgins, Facilitator

Mission Statement

- ◆ To provide an optimum rural living and business environment through the provision of essential township services

Vision Statement

Our vision for Marquette Township in 2023 is a community where:

◆ ENVIRONMENT

- ...our way of life/sense of place has been preserved
- ...we have implemented well managed growth strategies that protect the character of our natural, uncongested, rural living environment while building a stable economy
- ...there are open, undeveloped natural areas for the enjoyment of our residents and visitors
- ...within five minutes, we can be in the wilderness enjoying peace and quiet or a variety of outdoor recreational opportunities
- ...we have implemented visual enhancement strategies to improve the aesthetics of the business district
- ... we have a diversity of housing available for people of all income levels

◆ ECONOMY

- ... we have attracted light industry
- ... business growth is planned and managed in a defined area and is providing adequate resources to support the Township

◆ TRANSPORTATION

- ...transportation is non-intrusive and provides residents with a network of roadways/trails serving motorized and non-motorized travel while preserving the natural and historical environment

◆ INFRASTRUCTURE

- ...expanded utilities are in place to support our community's growth
- ...we provide our own water source
- ...there are facilities for neighborhood informal gatherings which contribute to the health and vitality of our community.



Appendix

Highlights in Our History

1871 – Prior to 1871, Marquette Township included all of Marquette County. In 1871, the City of Marquette and Marquette Township became separate governmental entities

1960's – The development of Wright Street changed the Township

1970's – The Township gave up snowplowing to the county

- adopted zoning ordinances

1973 – K-Mart came to the township followed by a key development at the corner of Wright and US 41 – the Phillips Gas Station complex

1975 – Water and sewer project opened the area for development

1975 – Fire Department was formed

1978 – First subdivision was built – Oak Hills-
since the Trowbridge Park Subdivision
Trowbridge Park was the largest subdivision in Michigan

1980's – Vandenoorn School became part of the Marquette Public School system

1984 – Built the Township Hall and Public Works building

1986 – Marquette Township became a Charter Township

1988 – The DDA was developed and undertook numerous projects

1990 – 91 – Sewer was installed in Trowbridge Park

1990's – Entered into a contract with the city for library services

- DDA started their sewer projects opening up some new areas for business development

1993 – Established the Badger Creek Drain

2003 – Purchased 271 acres from Hartwood Forest Land Group

Trends

National Trends

- ◆ Flight from urban areas is changing our population
- ◆ There is a population shift
- ◆ Disease control
- ◆ Terrorism
- ◆ E-Commerce
- ◆ Franchising of business
- ◆ Big box retailing
- ◆ Jobs/lack of/change in jobs
- ◆ Switch from extractive industries to service
- ◆ Popularity of personal recreational vehicles – ORV, snowmobiles etc
- ◆ Health care
- ◆ Education

State Trends

- ◆ Finances – there's less money to go around
- ◆ Shift in responsibilities
- ◆ Transportation
 - road planning
 - mechanism for funding local road commissions
- ◆ Law enforcement
 - cut backs
 - jurisdictional issues
 - public expectations
 - land use laws not being enforced properly
- ◆ Diversion of money to charter schools
- ◆ Declining school enrollments
- ◆ Lack of consolidation of schools
 - smaller districts combining with larger districts for economy of scale benefits

Trends continued....

- ◆ Tourism growth
- ◆ Division of upper and lower peninsulas
- ◆ Enforcement of natural resources is being politicized

Local Trends

- ◆ Threat of annexation
 - ◆ Shift from local businesses to franchise businesses (regional and national)
 - ◆ Removal of the steel tariff and its affect on our area's economy
 - ◆ People are moving out into rural areas affecting housing costs and service demands
 - ◆ Traffic is impacted by the increased number of vehicles
 - ◆ E-commerce (doesn't generate sales tax revenue –impacts our revenue from the state)
- ◆ Zoning/planning
 - ◆ Development of affluent subdivisions
 - attracting people who demand more services
 - choose our area for its quality of life
 - ◆ Lack of low and moderate housing
 - ◆ Lack of cooperation to have true intergovernmental collaboration
 - ◆ Law enforcement
 - declining

Strengths

- ◆ Natural areas and recreation are nearby
- ◆ Our physical location
- ◆ Our people
- ◆ Low crime rate
- ◆ Strong 'sense of community'
- ◆ Healthy financial condition
- ◆ Existence of areas in place *and prepared* for development
- ◆ Desire to grow in a controlled manner
- ◆ Visions which have provided the infrastructure now in place
- ◆ Regional medical facilities/airport/university and culture in a rural setting
- ◆ Our rural atmosphere
- ◆ Commitment to do what's best for the Township and its residents
- ◆ Tourism exists
- ◆ Four seasons
- ◆ Opportunities that others don't have – land
- ◆ Basic needs are met – health care and water
- ◆ Variety of shopping

Concerns

- ◆ Taking our quality of living for granted
- ◆ Potential demise of township government
- ◆ Infrastructure deficiencies
 - roads
 - lack of trails/pathways/sidewalks
 - sewer/water
- ◆ Lack of current resources of residents to fund water and sewer projects
- ◆ Recognition by residents that you can't have everything if you aren't willing to fund it
- ◆ The threat of annexation
- ◆ Loans and grants are drying up – not available from the Federal/State/County governments
 - Township is having to absorb it
- ◆ Shortage of good paying jobs to support new families who might want to locate here
- ◆ Mine decline and the new mining development potential
- ◆ Declining interest of public participation in government
- ◆ Employment is not diversified enough
- ◆ Ill effects as a result of casino gambling
- ◆ Better communication between governing board and committees
- ◆ Revenue sources of the future

Opportunities

Top Six

- # 1 To improve and extend our water/sewer system
 - create a fund
 - prioritize the projects
- # 2 Move forward on ordinances for access/buffering etc
- # 3 Increase recreational opportunities such as neighborhood parks and non motorized trails
- # 4 Work on transportation
- # 5 Determine expanded/other uses for newly acquired land
- # 6 Explore the formation of a public safety department

Other

Explore a different approach to fill vacancies on the board, commissions and committees

Improve traffic flow

Find the channel by which to communicate and keep all our residents informed

Market our Township community to potential investors of small, clean industries

Hire a grant writer/person with expertise with a portion of secured grant as their commission

Explore funding to build a new Township complex

Plan a quarterly think tank with the planning commission/board focused on our vision