Meet here is a movement, created by the community and fueled by local pride.

This project initially began with the City of Mt. Pleasant and the Mt. Pleasant Area Convention and Visitors Bureau working on their separate rebrand projects. Both entities had the foresight to combine efforts and invite other partners to become involved, creating a campaign which encompasses the entire community. The other rebrand partners involved in this process included, Michigan Economic Development Corporation, Charter Township of Union, Middle Michigan Development Corporation and Mid Michigan College.

Numerous members of the Mt. Pleasant community answered the call to action, and shared their thoughts and insights regarding what our community currently has to offer, and what should be the hopes for the future. This was accomplished through a series of focus groups, interviews and a Town Hall Meeting.

Information obtained through these collection methods was analyzed and ultimately developed into a strategic initiative designed to boost tourism, economic development and community spirit.
It became apparent through this research process that people Meet here in Mt. Pleasant for various reasons. Three reoccurring themes emerged.

1) **Cultural Crossroads:** “We are at the intersection of every walk and stage of life.”
2) **Relaxed Lifestyle:** “Live life with plenty of the hustle, but none of the hassle.”
3) **No Compromises:** “Small town feel with big city amenities.”

The Meet here campaign is versatile and has endless possibilities for residents, businesses, and service organizations to make it their own while still incorporating the community brand.

MVP’s. Meet here.
Money Makers. Meet here.
Many Backgrounds. Meet here.
Messy Hands. Meet here.
Musicians. Meet here.
Michiganders. Meet here.
_______. Meet here.

You can follow CMU Women’s Basketball, Trillium Fine Clothing for Women and Robaire’s Bakery’s lead by sharing your meet here experience at #MeetMtP and visit @MeetEmtp on Facebook.

To find out how you can utilize the Meet here campaign visit https://www.mountpleasantwow.com/meet-here/. To obtain the meet here logo contact Darcy Orlik, Director of Public Relations, City of Mt. Pleasant at dorlik@mt-pleasant.org.