

# Village of Romeo

## EVTIP Strategic Planning Project

*April 7, 2025*



**ECONOMIC GROWTH INSTITUTE**  
UNIVERSITY OF MICHIGAN

***INFORMING AND TRANSFORMING TOMORROW'S ECONOMY***

# Project Timeline

- Project Kick off → May 2023
- Strategy Team Project Meetings → June 2023, October 2023 & November 2023 (EIA Data presentation)
- Data Collection by EGI Team → May 2023 through April 2024
  - Subject Matter Experts meetings → February 2024
- Romeo Community Meeting → May 2024
- Strategy Team Project Selection Meeting → May 2024
- Project Planning → June - October 2024
- Project Implementation → October 2024 - March 2025

# This process has...

- Allowed for community engagement and input
- Identified successes and opportunities
- Identified projects for current funding opportunities and for future planning
- Leveraged State funding to execute an identified and strategically aligned project

# Strategic Plan Framework

## A Catalyst for Transformation

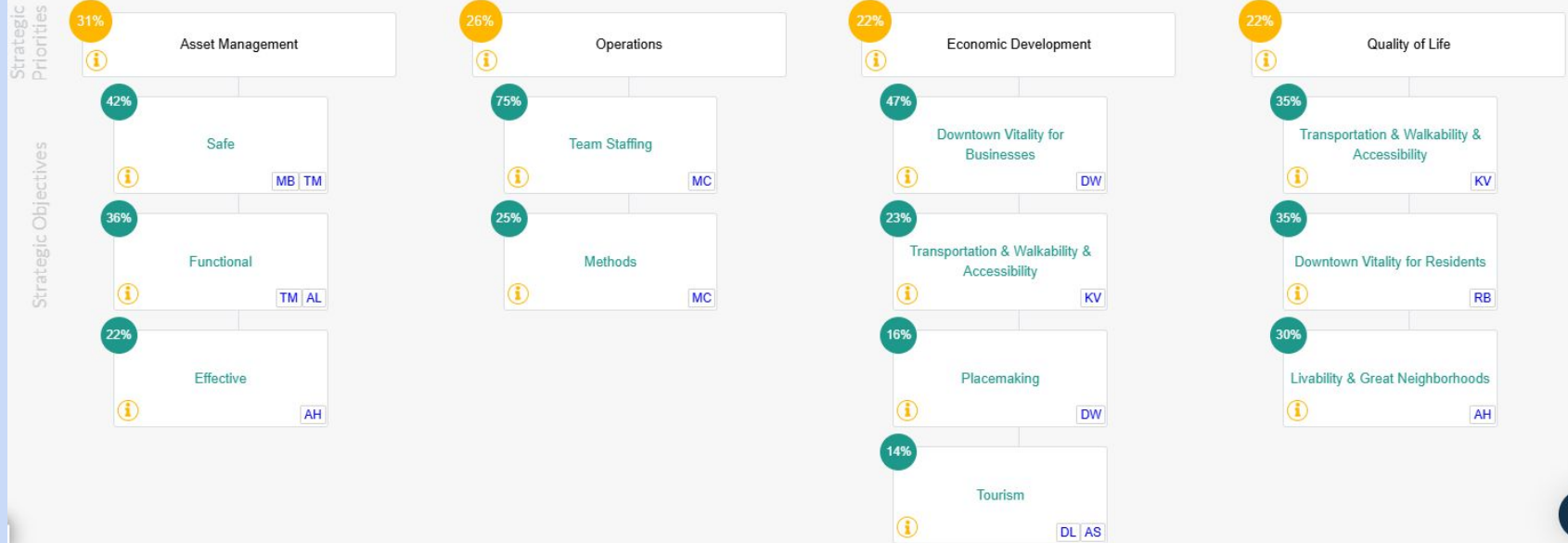
Strategic Plan Goal: *To serve the Village of Romeo residents, businesses, and non-profit (service) organizations by fostering an environment of economic stability, resiliency, and growth.*

# Scorecard

## STRATEGIC VALUE SCORECARD

To serve the Village of Romeo residents, businesses, and non-profit (service) organizations by fostering an environment of economic stability, resiliency, and growth.

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# Submitted Projects

1. Analysis of downtown parking supply and demand
2. Art Installations
3. Central Business District - Tree & sidewalk replacement
4. Central Business District - Wayfinding Signage installation
5. Market available commercial spaces
6. Romeo Cemetery Section Markers
7. Review the Downtown Blueprint Plan
8. Revise Romeo zoning ordinance to allow for mixed use development
9. Speed Enforcement Near School
10. Strengthen code enforcement and inspection programs
11. Updated Street Lighting and Poles

# Project Implementation



# Project Deliverables

## Comprehensive Analysis of Central Business District

- Market Research
- On-Site Assessment of CBD
- Stakeholder Engagement
- SWOT Analysis
- Competitive Research
- Current Signage Inventory

## Wayfinding Strategy

- Branding Strategy
- Placement & Design
- Implementation recommendations

## Attraction Strategy

- Storytelling & Authentic Experiences
- Architectural & Cultural Heritage Focus
- Signature Small-Town Experiences
- Marketing (and Digital/Social Media) Strategy
- Community & Business Involvement
- Public Relations
- Paid Marketing Tactics



# Return to Romeo

Return to Romeo is a journey back to a place where time slows, traditions thrive, and the simple pleasures of life shine. It's more than a destination; it's a feeling both familiar and full of wonder, a place where charming streets, vibrant local businesses, and a tight-knit community welcome every visitor to discover something truly special.

A return to Romeo means connecting with friends, charming streets, historic architecture, vibrant local businesses, and enjoying all the wonders that this small town has to offer.

A rich and warm palette pulls from Romeo's Victorian roots, adding depth, warmth, and a sense of home, pairing with a soft curved sign shape which remains classic yet fresh, historic yet full of life.

**Because sometimes, the best journeys  
lead you right back to where you belong.**

# Thank you!

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