Phase 8: Blue Meets Green

Mission Statement –

Blue Meets Green connects leaders to advocate for and support projects and initiatives that build inclusive, adaptive, thriving, and innovative communities in St. Clair County.

	People	Place	Prosperity
Our Three Pillars	Develop, attract, and retain people aligned with the current and future needs of the region.	Promote and enhance quality of place by growing neighborhoods and downtowns as we leverage our proximity to metro Detroit and Canada.	Retain, strengthen, and grow new and existing businesses by encouraging economic diversity and fostering innovation.
Our Areas of Focus	• Talent Development Retention & Recruitment • Career Pathway Exploration & Readiness	• Housing & Neighborhoods • Downtowns	• Small Business & Entrepreneurs • Tourism • Expansion of Large Sporting Events & Tournaments
Our Projects	• Civic Leadership Program	• Bridge to Bay Trail Gaps • Regional Trails: Wadhams to Avoca • Downtown Façade Grant Programs • New Large Indoor Sports Facility	• Marysville Recast Leaders • Airport Improvements • Business Hubs – EDA • New localized Brownfield Authority
Our Metrics	• Population Growth	• Millage Renewal Success • New Housing Units Built • Downtown Occupancy Rates	• Household Income • Hotel Occupancy Rates