

THE

HISTORY

HEY,
GREAT LAKES BAY!

Hey, Bay City!

In 2023, in the waning days of the pandemic, the Bay Area Chamber of Commerce embarked on the creation of Hey, Bay City! Hey, Bay City! was created in partnership with the City of Bay City and Bay County to serve as a talent attraction and retention tool. In the two years since its inception, Hey, Bay City! has been nothing short of a wildly successful endeavor. There have been over 110 stories shared on the Hey, Bay City! website. The Job Board has been the largest contributor to website traffic.



**The Job Board alone gets
70,000 hits per quarter!**

When Hey, Bay City! was developed, the leaders involved had a vision of eventual expansion into the region. The stories being told in Bay County are one part of the larger 4 county Great Lakes Bay Region. Having the ability to add Isabella, Midland, and Saginaw Counties, as well as bolstering the job board, will have an exponentially positive impact on the overall endeavor.

Hey, Great Lakes Bay!

**Your direct connection to everything
Bay, Isabella, Midland and Saginaw.**



THE PLAN

HEY, GREAT LAKES BAY!

Hey, Great Lakes Bay! is a storytelling and resource tool for the 4 county Great Lakes Bay Region. It is designed to help promote population growth through attraction and retention efforts. Storytelling and jobs will be the pillars of ***Hey, Great Lakes Bay!***

Phase One:

- Weekly ***Hey, Great Lakes Bay!*** radio show and podcast/video podcast through Alpha Media. Radio show on weekend, podcast the following week.
- WNEM to become the official TV sponsor.
- Delta College/PBS to partner with ***Hey, Great Lakes Bay!*** periodically.

Phase Two:

- Website rebuild branded ***Hey, Great Lakes Bay!*** that will include stories, resources, and happenings.
- Regional Job Board (website and social media)

Phase Three:

- ***Hey, Great Lakes Bay!*** will add statewide and national efforts to bolster regional population growth efforts through advertising and partnership.
- Will build retainment programs with regional higher education institutions.



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GET

INVOLVED

Podcasts have become one of the hottest marketing vehicles over the last couple of years. Radio continues to be the nation's number one reach media and provides a great complement to Podcasts. Working with WSGW, the Great Lakes Bay Regional Alliance is creating weekly sixty-minute Podcasts that will be featured twice every weekend on WSGW. The result is a local Podcast that can be heard at scheduled times on the radio or at the listener's convenience via the podcast. WSGW AM/FM are the #1 stations in the market and reach over 36,000 different people each week according to Nielsen ratings. This will drive listenership of both the radio programs and podcast.

Investment Opportunities:

- TITLE SPONSOR: \$200 weekly/\$800 monthly/\$2,600 quarterly (limit one)
 - Name mentions at the beginning and end of the podcast and program
 - Two :30 commercials in each podcast and program
 - Name mentions in 20+ weekly promo's on air
- COMMUNITY SPONSOR: \$50 weekly/\$200 monthly/\$650 quarterly (unlimited)
 - One :30 commercial per podcast and program
 - Name mentions in 20+ promo's on air

Content Opportunities:

- Join the **Hey, Great Lakes Bay!** Committee that will be focusing on content, website development, and future partnership opportunities.
- Help us bring all things **Hey, Great Lakes Bay!** to the Podcast!
 - Donate items made in the Great Lakes Bay to be worn, used, consumed, or given away during the Podcast. These items can include team gear, tickets, gift cards, and food/drink to be highlighted during the Podcast.

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