

# Where do we go ... from here?

*Get a first hand look at what your future may have in store for you—*

The Hastings Area Chamber of Commerce, is proud to bring you this exciting program. The goal that one town set for itself has been accomplished... "A Dream Come True." Now, maybe this motivation can make a dream come true for our town.

Through the efforts of the Otsego County Chamber of Commerce, a slide set was developed showing all aspects of "The Gaylord Story". As the stages of progress developed into realities, these kind people were willing to share their ideas and experiences with others desirous of applying the ideas and principles to their communities. Up to the end of 1968, the presentation was shown in 73 communities throughout the United States.

Now, ten years later, the number of showings requested has grown to such proportions that time and expense have forced the chamber to no longer offer the presentation. Still, the people of Gaylord are happy to show you their town and to explain the story to you personally.

The showing of this program in Hastings is an exception. A long standing committment to The Reminder brings the presentation here, the last they expect to give outside of their city. Gordon Everett, publisher of The Northern Star in Gaylord, and James Knight, executive of the Gaylord/Otsego County Chamber of Commerce, are visiting our town as guests of The Reminder.

See and hear about...  
**'The Gaylord Story'**  
**Thursday, April 19**  
**in Hastings**

● **DESIRE** ● **MOTIVATION** ● **BUSINESS SENSE**

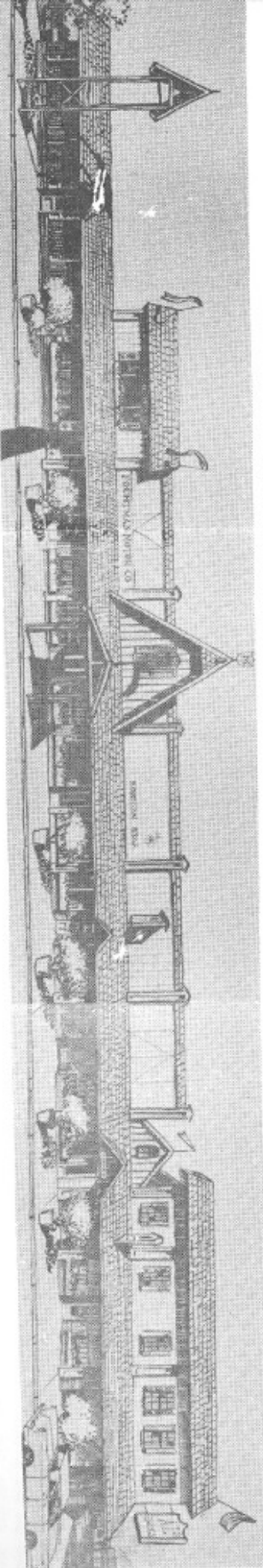
# MEMBER GAYLORD MEMBER GRADUATES PLAN

TO MEET THE CHALLENGE OF THE FUTURE  
A New Attractive Business District May Be A Reality In Gaylord

THE OTSEGO CHAMBER OF COMMERCE COMMUNITY DEVELOPMENT COMMITTEE AND MANY GAYLORD MERCHANTS ARE FAVORABLE TO THIS UNIQUE ATTRACTIVE ARCHITECTS CONCEPTION, CREATED BY THE ARCHITECTURAL FIRM OF BEGROW AND BROWN OF BIRMINGHAM AND BELLAIRE, MICHIGAN - IT IS PLEASING TO THE EYE, FAVORS PEDESTRIAN TRAFFIC AND WOULD PORTRAY AN INVITING AND PLEASING APPEARANCE TO ANY ONE ENTERING THIS HUB OF NORTHERN MICHIGAN - ALSO KNOWN AS THE SKI CAPITAL



THE EXISTING 300 BLOCK (NORTH SIDE) GAYLORD MAIN STREET



BEGROW AND BROWN'S TRANSFORMATION IN UNITY AND PLEASING DESIGN TO GIVE GAYLORD BUSINESS DISTRICT THE WARM ATMOSPHERE OF A TYROL VILLAGE

KEEP GAYLORD AND OTSEGO COUNTY ON TOP - IN INDUSTRY - TOURISM - AGRICULTURE AND BUSINESS

(Reprint from a 'Special Report' Bulletin 'Natural Resources' from the Michigan State Chamber of Commerce. Dated December 18, 1968).

## A story of wise resource use and community development.

**The Past**—Ten years ago Gaylord, Michigan exhibited all the signs of a community "on the skids." The main street was drab and unattractive with fifteen or more vacant stores. The courthouse, schools and post office looked the same as they had a generation ago, except now they were showing their age. Perhaps most important, Gaylord's youth was not satisfied to live in a "declining area." They were moving to urban centers in southern Michigan to seek jobs and eventually raise their families far from their birthplace.

Geographically, this northern Michigan town is located in the center of a highly desirable recreational region. However, outside of providing services to a few private hunting clubs and summer tourists, the community never fully developed its recreational potential.

**Natural Resources**—Snow may well be considered Gaylord's greatest natural resource. With a mean annual snowfall for the period of 1931-1960 of 121 inches, the area ranks among the snowiest locations in the Lower Peninsula. The "white gold" is even more valuable because for 60 days each winter, the ground is covered with 11 inches or more of "natural snow"—perfect conditions for the ski enthusiasts.

The community is located only a few miles north of Otsego State Park and I-75 passes through the west end of town. Otsego County also has abundant wildlife, including the major portion of Michigan's re-established elk herd and many miles of high quality trout streams.

**Early Plans**—In 1958 the Gaylord Industrial Development Corporation was formed by 100 businessmen. The assets of the non-profit organization were over \$100,000. Several tracts of land suitable for industrial sites were purchased. Various committees were appointed to bring together all information and data which could be used to attract industrial leaders into the community. A diversity of industry,

commerce and recreational enterprises was sought.

**First Success**—It was not until 1963 when the U.S. Plywood Corporation announced plans to build its 5½ million dollar Novoply Plant did the efforts of the development group really pay off. This modern facility is now in production. Taxes, labor and raw material expenditures amount to over \$1.7 million annually. Warren C. Smith, Vice Chairman for District II of the State Chamber, is U.S. Plywood's Division Manager at this plant. It was through Mr. Smith's efforts that Pontresina, Switzerland, has now been designated as a sister city to Gaylord.

At the same time that the Gaylord's industrial base was being developed, a new program was under way to provide both the tourist and resident population with a new image for the community. Gaylord needed to create something about itself which would be considered unique. It needed to establish a star attraction which would draw the tourist off the highway and into the center of town. In like manner, it needed to develop the esthetic value of the community to a point where "home towners" would be proud of Gaylord and "newcomers" feel they had made the right choice in selecting employment here.

**The Alpine City**—A proposal for adopting an Alpine motif was enthusiastically received. A meeting which featured "Panels of Experts" in the field of construction, architecture, insurance, taxation, finance, merchandising and community planning was held. A report from the Planning Committee showed that 51 of 57 businesses interviewed showed definite interest in the proposal.

The first renovation, removal of eight buildings and construction of a new bank, took place in 1964. Each year has brought many new store fronts and buildings which capitalize upon the use of native stone, exposed beam ceilings and attractive

landscaping. An indication of outstanding cooperation is that three national retail outlets with companywide standard architectural design followed the Alpine theme.

As is so often the case...success is contagious. Now Gaylord has attracted other industries, including national warehousees, a new auto sales agency, and several new restaurants. A new 80 room Holiday Inn with meeting facilities has been completed.

**Gaylord Today**—The 15 vacant stores have disappeared. A new Alpine Teen Center has been built for youth who now enjoy their hometown. In addition, new churches, hospital care facilities, and even the new Otsego County Courthouse and Post Office feature the Alpine architecture.

A rapid run-down of changes shows that 49 establishments have been built new, remodeled or have adopted the Alpine motif. This represents an investment of \$2½ million dollars in private financing and individual enterprise. Property values for many businesses have doubled. Employment is running at an all-time high. The merchants created a special assessment district and shared with the city in paying for a 222 car off-street parking facility.

During 1967 Michigan Week, Gaylord, as a result of state-wide competition, received the Community Pride Award.

A week-long Alpine Festival is held each July. Over 1,000 Gaylord citizens dress in Alpine costumes for the occasion. A visit to the community during festival time is like stepping into the "old country."

Gaylord's population has increased from 2500 in 1958 to 3200 at present. During 1968, 94 new families have moved into Gaylord. Young people from all of Michigan and other states, after receiving their education and some work experience, are now attracted to Gaylord. However, if efforts are successful in developing a new technical school for this area, young men and women will not have to go elsewhere for their education.

Considering the fact that today Gaylord enjoys the unique status of Northern Lower Michigan's fastest growing, most progressive community... it's obvious that you can make a silk purse out of a sow's ear. All it takes is the determination.