



Traverse City

# EQUITABLE AND SUSTAINABLE

2035

## Building Thriving Year-Round Economy

*Expand business diversity  
and innovation capability  
to build a year-round  
economy*

## Proactively Manage Urban Design

*Proactively manage  
urban design to protect  
local character and  
community feel*

## Strengthening Place-making and Neighborhood Character

*Protecting the character of  
downtown and  
neighborhoods*

## Fostering a Regional Collaborative Approach

*To help manage resources,  
utilities and climate  
adaptation and lead on  
key issues*

## Building Socio-economic Systems and Amenities

*Work to to create a 'complete  
community' that has  
demographic balance*

## Supporting Environmental Sustainability

*Helping to adapt to a  
changing world and  
supporting a thriving  
ecosystem*