



## President & CEO's Message

Bay County comes to life in the summertime! And after months of indoor imprisonment by less than favorable weather, this summer will be no different.

Whether it is recreational activities at the Bay City State Park or Downtown Bay City concerts and entertainment, serene and still evenings enjoying the solace and nature along the Saginaw Bay and Saginaw River, to matching power, force, and intensity of Formula One Powerboat Racing, there is summer fun for everyone, every night of the week, in the City by the Bay.



As our community becomes busier in the coming months, it is important to remember that much of this activity is perpetuated by visitors and guests from outside of our community. Whenever meeting a visitor or guest please remember to welcome them appropriately to our town. We should welcome them with open arms and show them what a great community we have. We should welcome them with kind words, sharing with them local history and helpful local knowledge. We should welcome them in the way we wish to be welcomed when visiting a new town or city. We should all hold each other to the high standard of being positive goodwill ambassadors, especially as we welcome them to the many concerts, festivals, and celebrations, our community has become well-known for. That includes taking pride in our community, in volunteering to serve our community and support these locally produced events, and to display that well-mannered type of Midwestern charm and hospitality that we have also become so well-known for.

At Bay Future, Inc. one of our main tactics for success as a part of our strategic action plan is to market Bay County as a place to live and do business. Not only to attract business and the talented professionals of tomorrow but to highlight the economic impact festivals like the Tri-Annual Tall Ship Celebration can have on a community. 100,000 visitors, on average, have attended the four-day festival in Bay City providing an economic impact to our local economy of more than \$8 million.