

# Meet Mt. Pleasant Media Kit



*Meet Mt. Pleasant*

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# Meet Mt. Pleasant

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Welcome to friendly faces, abundant places and comfortable paces...

Meet here in Mt. Pleasant and join us to celebrate our cherished lifestyle. Here, cultures collaborate to keep our city on the upswing. We know this is the place in Michigan to raise our hands, raise our families and raise our glasses.

Mt. Pleasant is the cultural crossroads of Michigan. Here, you will find an intersection of every walk and stage of life. Mt. Pleasant has a relaxed lifestyle with plenty of hustle, but none of the hassle. You are welcomed to our community by people who greet you as you walk by and make you feel at home.

We hope that you experience our friendly atmosphere all while exploring our wonderful attractions and amenities. Experience world class entertainment at the Soaring Eagle Casino, cheer on the Chippewas at one of their 500+ events on the campus of Central Michigan University, and find 100 things to do, every season.



*Meet Mt. Pleasant*  
[meetmtp.com](http://meetmtp.com)

**Mt. Pleasant Area Convention & Visitors Bureau**

113 W. Broadway, Suite 180

Mt. Pleasant, Michigan 48858

Toll Free: 888-772-2007 • Local: 989-772-4433

Fax: 989-772-2909

# Mt. Pleasant at a Glance

## Great central location...

Mt. Pleasant is within a two-hour drive of most Michigan cities



### Mileage From Mt. Pleasant

Lansing, MI.....	70 mi
Grand Rapids, MI.....	84 mi
Flint, MI.....	90 mi
Detroit, MI.....	155 mi
Fort Wayne, IN.....	201 mi
Chicago, IL.....	263 mi
Cleveland, OH.....	298 mi
Indianapolis, IN.....	323 mi
Toronto, ON.....	338 mi
Milwaukee, WI.....	363 mi

### Airports

Mt. Pleasant Municipal Airport  
Lake Isabella Airpark (Weidman)  
Bishop International Airport (Flint)  
MBS International Airport (Saginaw)  
Capital Region International Airport (Lansing)  
Gerald R. Ford International Airport (Grand Rapids)

### Transportation

#### Major Highways

U.S. 127, U.S. 10, M-20

#### Bus

Isabella County Transportation Commission (IRIDE)  
Indiana Trails/Amtrak  
Wolverine Train Service

### Population

Isabella County, 1900	22,784
Isabella County, 2016 (est.)	71,282
Mt. Pleasant, 2015 (est.)	26,312

### Colleges / Universities

Central Michigan University  
Mid Michigan College  
Saginaw Chippewa Tribal College

# 100 Things to Do

Share the Mt. Pleasant experience...

## Mt. Pleasant Area Visitors Guide Centerspread

The centerspread of the Mt. Pleasant Area Visitors Guide features 100 unique activities to enjoy throughout the year. This list includes: annual events, local favorites, hidden gems and much more. It doesn't matter if it's No. 1 or No. 99 - there's no specific order.

## Mt. Pleasant - The Four-Season Destination

With more than 100 things to do, every season, Isabella County is the perfect place to get lost or be found. Plan an exciting night on the town or become one with nature; whatever experience you desire, the Mt. Pleasant area is sure to deliver.

## 100 Days Campaign

Each season the MPACVB releases a list of things to do, every day, leading up to the next season. Blogs include: 65 Days of Winter, 100 Days of Spring, 100 Days of Summer and 100 Days of Fall. Discover 100+ things to do, every season in Isabella County. [Click here to view 100 Days.](#)

# 100 THINGS TO DO IN Mt. Pleasant

1. Climb the 1,270 ft. elusive mountain of Mt. Pleasant at Bundy Hill Preserve.
2. Head to a local bowling alley with friends. (Riverwood, SAC)
3. Catch a Friday night race at the Mt. Pleasant Speedway.
4. Visit the Vietnam, WWI, WWII, and Korean memorials around Mt. Pleasant.
5. View beautiful art exhibits at the area's local art galleries. (University Art Gallery, Baber Room exhibits, Art Reach's Morey Family Gallery, GraySky Gallery, Main Frame Gallery)
14. Tour and enjoy handcrafted brews at some of the local breweries. (Mountain Town Brewing Company, Cranker's Brewery, Hunter's Ale House)
15. See an outdoor concert at Soaring Eagle Casino.
16. Try one of the famous hoagies at the Green Spot Pub.
17. Visit Downtown Mt. Pleasant for the Max and Emily's Outdoor Summer Concert Series every year.
18. Watch independent and student produced short films during the Central Michigan International Film Festival in February.
27. Pick a pumpkin and enjoy some donuts and cider at Papa's Pumpkin Patch.
28. Try your luck on Michigan's largest gaming floor at Soaring Eagle Casino.
29. Celebrate and learn about Native American culture and heritage at the annual Saginaw Chippewa Tribal Pow Wow and NativeFest during the last weekend of July.
30. Take the family for a swim and play on the beach at Coldwater Lake Family Park.
31. Try signature sandwiches, hand
39. Catch the WCFX Sunday Movie

# Annual Events

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## January - December

Central Michigan University hosts more than 500 events throughout the year.

Soaring Eagle Casino hosts world-class entertainment both indoors and outdoors.

## January

Daddy Daughter Date Night

## February

Man vs. Mountain

International Film Festival

Polar Plunge

## March

Home Show

Mid-Michigan Model Train Show

"Celebrating Life" Pow Wow

Great Egg Scramble

Teen Flashlight Egg Hunt

## April

U.T. Dance Company Concert

Shepherd Maple Syrup Festival

Gus Macker Basketball Festival

## May

May-November  
Festival of Banners

Lions Chicken BBQ

Alma Highland Festival

Wheatland Traditional Arts Weekend

May - June  
Special Olympics Michigan  
State Summer Games

## June

June - August  
Max & Emily's Summer Concert Series

June-August  
Thrilling Thursdays

Painting the Intersections

Mt. Pleasant Craft Beer Festival

USA Softball of Michigan Tournament

## July

Downtown Mt. Pleasant Car Show

Isabella County Youth & Farm Fair

NativeFest

Saginaw Chippewa Indian Tribe  
Pow Wow

## August

Art Walk Central

Movies by Moonlight

Artist Battle

## September

Wheatland Music Festival

Zonta Applefest

## October

Pumpkin Promenade

## November

Keepsake Collection Folk Art and  
Craft Show

Ladies Night Out

Small Business Saturday

## November - December

Mt. Pleasant Christmas Celebration

[\*Click here for a  
full events calendar\*](#)

# Outdoor Adventure

## Experience adventure by choice or by chance...

Experience adventure by chance or by choice. With more than 1,000 acres of parkland, the Mt. Pleasant area is filled with opportunities to unplug.

Start your journey at the Chippewa River, where you can master miles and miles of winding waters via river tube, kayak, canoe or paddleboard. Known as "Michigan's laziest river" the Chippewa River is perfect for a leisurely trip downstream with friends and family.

Just a step off of the Chippewa River find yourself in one of the many beautiful county parks. Deerfield County Park boasts over 8 miles of hiking and groomed cross country trails, two disc golf courses, many river crossings and bridges, a sandy beach and rustic camping. Northwest of Deerfield, explore Coldwater Lake Family Park, offering beautiful sandy beach camping and activity spaces on the shoreline of Coldwater Lake. Follow the Chippewa River back into the Mt. Pleasant City limits where the GKB riverwalk trail will guide you through four-interconnected, riverfront parks.

Let the culmination of your river and parks exploration lead you to Island Park in Downtown Mt. Pleasant. A 50-acre Island Park, circled by the calming flow of the Chippewa River. Set up a hammock along the banks of the river and let the kids explore Timbertown Playscape or have them cool off at the Spray Park. Before heading to your next adventure, cook-out and fuel-up at one of the many barbeques stands and covered picnic areas.

For those searching for adrenaline, head north to Snow Snake for a zip line tour offering more than 4,000 feet of cable and speeds of up to 25 mph. From the heights of the zip line, look south and you may be able to see the peak of Bundy Hill, Mt. Pleasant's elusive mountain and the tallest point in Isabella County.

Bundy Hill is only one of 22 nature preserves owned and maintained by the Chippewa Watershed Conservancy (CWC). Protecting over 600 acres of wild lands, the CWC offers a variety of outdoor experience like no other; all preserves are free and open to the public to enjoy.

Once you've made a choice about where to go to find yourself, be sure to stand still and enjoy it. Sometimes taking an indirect path leads you to new discoveries.

[\*Click here to learn more about outdoor adventure in Isabella County.\*](#)

# Dining

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## 100 plus restaurants and three breweries...

### Restaurants

With 100 plus restaurants and three breweries, you'll be pleasantly surprised by the variety of delectable dishes and bold brews scattered throughout the Mt. Pleasant area.

Picture a never-ending menu board featuring every sandwich combination you can imagine (and then some) at Max & Emily's Eatery, an intimate evening on the hop-growing patio at Hunter's Ale House, hot dogs topped with mac 'n' cheese at Dog Central featured on Travel Channel's *Man vs. Food* and handcrafted beer paired with palatable plates at Mountain Town Station. Is your mouth watering yet?

Whatever the mood, Mt. Pleasant has everything you need to fulfill your foodie dreams. Here are a few local favorites: farm fresh ingredients creating a splendid breakfast at Roz's Diner in Rosebush, specialty sushi rolls and creative cocktails at Midori Sushi and Martini Lounge, Pisanello's award-winning pizza that will change your definition of savory and Ponder Coffee Company's earthy coffee blends and famous waffles.

The Mt. Pleasant area offers creative combinations for taste placed across the county; a fusion of flavors for all to enjoy.

### Local favorites

Max & Emily's Eatery - more than 80 unique sandwiches; #63 Fiery Turkinator

Mountain Town Station - themed nights, chef specials take over on weekends and local brews

Brass Cafe - the loaded Big Brassy burger & sweet potato fries paired with craft brews

Midori Sushi & Martini Lounge - creative martinis and the "Fire Up!" roll

Hunter's Ale House - delicious pizza, more than 10 sandwiches, local brews and hop-growing patio

### Breweries

Mt. Pleasant has joined the craft beer movement, with more than 70 ales and lagers available at local microbreweries. Central Michigan University is also planting roots for the future of craft beer. CMU's Fermentation Science Program is giving an opportunity to the next generation to turn their love of great beer into a lucrative career. The program was ranked second among the top brewing schools in North America during the U.S. Open College Beer Competition in 2016.

[Click here to discover area dining options.](#)

[Click here to view food & drink blogs.](#)

# Sports

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Each year, Mt. Pleasant hosts a number of sports tournaments. Its diverse sports infrastructure and central location help to bring in a variety of local and national level events.

## Special Olympics Michigan State Summer Games

For the past 45 years, Central Michigan University has hosted the annual Special Olympics Michigan (SOMI) State Summer Games. The State Summer Games is the largest SOMI event with 2,900 SOMI athletes along with an additional 3,400 coaches, volunteers, chaperones, family members and spectators attending each year.

*Photo courtesy of Special Olympics Michigan*



## USA Softball of Michigan Tournament

This statewide tournament has made Mt. Pleasant its home since 2007. This annual tournament at the end of June brings in teams from all over Michigan, with an average of 90 teams each year.

*Photo of USA Softball of Michigan Tournament*



***Learn more about the Mt. Pleasant Sports & Entertainment Commission***

## Other major tournaments in recent years include:

- Mt. Pleasant Fastpitch Softball
- CMU/Mt. Pleasant Gus Macker Festival
- Barbellum Powerlifting
- Man vs. Mountain 5k
- Glow in the Park 5k
- J-Bird Disc Golf Tournament
- Annual Drillers Spring Classic
- Drillers Baseball and Softball Tournaments

### **Sports Contact**

Jake Schmittler  
Sports Manager  
jake@meetmtp.com  
989-772-4433 ext. 113

# Meetings

Where there's just the right amenities, just for you...

Mt. Pleasant's central location makes meeting here easy. Home to Soaring Eagle Casino and Central Michigan University, this college town stands out amongst the rest for its small town feel with big city amenities. To assist you in planning, the Mt. Pleasant Area Convention and Visitors Bureau (MPACVB) provides professional guidance and services to make your next meeting one for the books! Meet here in Mt. Pleasant, where there's just the right amenities, just for you.

*Mt. Pleasant, Michigan - where conference attendance goes to grow*

## What the MPACVB offers:

- Provide RFP for site selection
- Check hotel availability
- Customize group activities
- Assist with overflow rooms and room blocks
- Provide area information, including:
  - Group itineraries
  - Arrangement of group dining
  - Golf outings
  - Mt. Pleasant Area Visitors Guides
  - Area maps



## Conference Hotels

- Comfort Inn & Suites Hotel & Conference Center
- Courtyard Mt. Pleasant at CMU
- Holiday Inn & Suites
- Super 8

## Unique Venues

- Broadway Theatre
- Bucks Run Golf Club
- Centennial Hall
- Ginkgo Tree Inn
- PohlCat Golf Course
- Ziiwibing Cultural Center

## Other Facilities

- Central Michigan University
- Lincoln Reception Center
- Mid Michigan College
- Mountain Town Station & Camille's Prime
- Riverwood Resort
- Serendipity Farms



**Learn more about Meetings in  
Mt. Pleasant, Michigan**

## Contact

JD Copus  
Sales Coordinator  
jd@meetmtp.com  
989-772-4433 ext. 115

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meetmtp.com

# Michigan's Central Swing

## Lower your scores and land the ace in Mt. Pleasant!

Whether you're looking for classic links, championship layouts and challenges, or just a relaxing weeknd of oasis golf, Michigan's Central Swing has it all. Spend your days enjoying rolling links and wooded fairways, while spending your nights exploring Mt. Pleasant's dining, shopping and nightlife, or experience world-class entertainment and gaming at the Soaring Eagle Casino.

Choose from 10 different courses and 10 lodging properties to build your custom package. There are few places in the state of Michigan that have so many great golf courses, exciting nightlife and world-class entertainment all within close proximity to one another. A golf package with Michigan's Central Swing is just that.

The Mt. Pleasant Area Convention and Visitors Bureau (MPACVB) serves as the region's golf concierge through Michigan's Central Swing. One call does it all - providing information on 10 area courses, custom quotes for Stay & Play packages with 10 lodging options, and the ease of knowing they'll do all the work for you!

Booking your golf vacation has never been easier. All it takes is a quote request, a small deposit and a payment before arrival in order to create the golf experience of your dreams - and Central Swing takes care of all the planning for you.

### **Golf Courses**

Bucks Run Golf Club  
Eagle Glen Golf Course  
The Emerald  
Maple Creek Golf Club  
Mt. Pleasant Country Club  
Pine River Country Club  
The Pines at Lake Isabella  
PohlCat Golf Course  
Riverwood Golf Course  
Snow Snake Ski & Golf

### **Lodging**

Baymont Inn & Suites  
Comfort Inn & Suites & Conference Center  
Courtyard Mt. Pleasant at CMU  
Days Inn & Suites  
Fairfield Inn & Suites  
Ginkgo Tree Inn  
Hampton Inn  
Holiday Inn  
Quality Inn  
Super 8



*Learn more about  
Michigan's Central Swing*

### **Contact**

Jake Schmittler  
Director of Golf Operations  
jake@meetmtp.com  
888-436-0001

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meetmtp.com

# Story Ideas

Help us share the Mt. Pleasant experience...

## Story Ideas

**Mt. Pleasant - The Four-Season Destination:** With more than 100 things to do, every season, Isabella County is the perfect place to get lost or be found. Plan an exciting night on the town or become one with nature; whatever experience you desire, the Mt. Pleasant area is sure to deliver.

**Outdoor Adventure:** With over 1,000 acres of parkland and 18 nature preserves, Isabella County is filled with opportunities to unplug and embrace the outdoors. Story ideas could include: hiking to the tallest point in Isabella County at Chippewa Watershed Conservancy Bundy Hill Preserve, a trip down Michigan's laziest river - Chippewa River, or an overnight adventure in Deerfield Nature Park.

**Central Michigan - A golf haven:** With 10 relaxing retreats and 10 championship courses, central Michigan truly is Michigan's answer to great golf. Story ideas could include: Michigan's Central Swing stay and play custom golf package program makes booking the perfect golf getaway easy.

**Chews & Brews:** With 100 plus restaurants, there is always something new to try in Isabella County. Story ideas could include: Dog Central's creative concoctions of dogs (featured on Travel Channel's *Man vs. Food*), nearly 100 locally-owned eateries for every meal, Mountain Town Station: enjoy handcrafted brews & delicious tavern fare at an old train depot.

## Our Stories

Below are examples of MPACVB blogs

**100 Days campaign:** Each season the MPACVB released a list of things to do, every day, leading up to the next season. Blogs include: 65 Days of Winter, 100 Days of Spring, 100 Days of Summer and 100 Days of Fall. Discover 100+ things to do, every season in Isabella County.

**Top X Lists:** Our "top lists" feature local hot spots for dining, a night on the town, outdoor adventure, family fun and more. Others feature top photo contest submission and top blogs throughout the year.

**Blog Takeover:** Our Blog Takeover series allows businesses and organizations in Isabella County to write about an event or experience. We give these individuals 500 words to tell their story, which we then publish on our website.

[\*\*Click here to view our blog.\*\*](#)

# Meet here

Meet here is a community movement fueled by local pride...

Whether you live or linger here, join us to celebrate our cherished lifestyle. Here, cultures collaborate to keep our city on the upswing. We know this is the place in Michigan to raise our hands, raise our families and raise our glasses.

The Meet here project began with both the MPACVB and the City of Mt. Pleasant working on a rebrand. Both entities had the foresight to combine efforts and invite other partners to become involved and create a campaign encompassing the entire community.

The Meet here campaign is versatile and has endless possibilities for residents, businesses and service organizations to make it their own while still incorporating the community brand.

## **Branded Campaign Concept**

Michiganders. Meet here.

MVPs. Meet here.

Music lovers. Meet here.

Movers and shakers. Meet here.

\_\_\_\_\_. Meet here.

How will YOU use meet here?



*Mt. Pleasant, Michigan*

## **Live - Mt. Pleasant. Relaxed lifestyle.**

What's the hurry? We live life on cruise control, with plenty of hustle but none of the hassle. Welcome to friendly faces, abundant places and comfortable paces. Livability means getting there before your coffee's cold, letting your kids loose without worry, filling your weekend with plans - or not. Sit back and relax or skip to your own beat.

## **Work - Mt. Pleasant. Cultural crossroads.**

When's the last time you said more than hello? For us, it's every day. Where fresh meets familiar, we are the intersection of every walk and stage of life. Whether you come on Harley or Honda, to hit the books or hit the slots, and stay for three days or thirty years, this is the perfect place to get lost or be found. Bring your past and plan your future.

## **Play - Mt. Pleasant. No compromises.**

What's it like to experience a small town feel with big city amenities? Find out for yourself. In between our regular festivals and remarkable downtown shops, we're hiding pockets of the world. Sip a cocktail on the green, join the roar of a college game, or lose your voice at a big-name concert. Experience adventure by choice or by chance.

[\*Click here to learn more about the Meet here community brand project.\*](#)

# About MPACVB

Let the MPACVB be your destination concierge...

## Media & Visitor Resources

Visit [www.meetmtp.com](http://www.meetmtp.com) to find information on things to do, attractions, accommodations, a community calendar of events and more.

## About MPACVB

The purpose of MPACVB is the marketing and development of the city and county brand experiences to targeted visitor audiences for economic growth and quality of place.

We commit to delivering on-demand visitor information and advisory assistance on the Mt. Pleasant area destination brand experiences.

## Visitor Information

To obtain visitor information, including, guides, maps, etc., contact MPACVB at 989-772-4433 or visit the office located in Downtown Mt. Pleasant at 113 W. Broadway St., Ste. 180.

### MPACVB Media Contact

Chris Rowley, CMP  
Executive Director  
chris@meetmtp.com  
989-772-4433 ext. 112

### Golf & Sports Contact

Jake Schmittler  
Director of Golf  
Operations & Sports  
Manager  
jake@meetmtp.com  
989-772-4433 ext. 113  
888-436-0001 (Golf)

### Social Media & Digital Contact

Angela Martin  
Digital Marketing  
Coordinator  
angela@meetmtp.com  
989-772-4433 ext. 114

### Meetings Contact

JD Copus  
Sales Coordinator  
jd@meetmtp.com  
989-772-4433 ext. 115

## Meet Mt. Pleasant

113 W. Broadway St., Ste. 180  
Mt. Pleasant, MI 48858

[www.meetmtp.com](http://www.meetmtp.com)  
#MeetMtP

Monday-Friday: 8 a.m. - 5 p.m.

## Follow us on social



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