



Niagara
-on-the-**Lake**
EST. 1781

Building Connections:

Frankenmuth, Michigan & Niagara-on-the-Lake, Ontario

Strengthening Economic Development Through

Shared Experiences

Overview

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Introduction: Frankenmuth

- City in Saginaw County, Michigan
- "Michigan's Little Bavaria"
- Established in 1845 by German Lutheran immigrants
- Approximately 5,000 residents
- Famous for its Bavarian-themed architecture and culture
- Strong tourism industry
- Agriculture and small manufacturing contribute to the local economy
- Located near the Cass River



Timeline

- **Early 2023:** Frankenmuth asked NOTL to consider becoming a “Sister City”
- **September 2023:** Frankenmuth representatives visited NOTL
- **May 2024:** NOTL representatives visited Frankenmuth
- **Purpose of visits:**
 - Learn more about each location
 - Discuss the potential “Sister City” relationship
 - Information/experience sharing
 - Explore collaboration opportunities, cultural and economic exchange initiatives



“Sister City”

A "sister city" is a formal partnership between two cities in different countries established to promote cultural, economic, educational, and social exchanges and foster mutual understanding and cooperation between their communities.

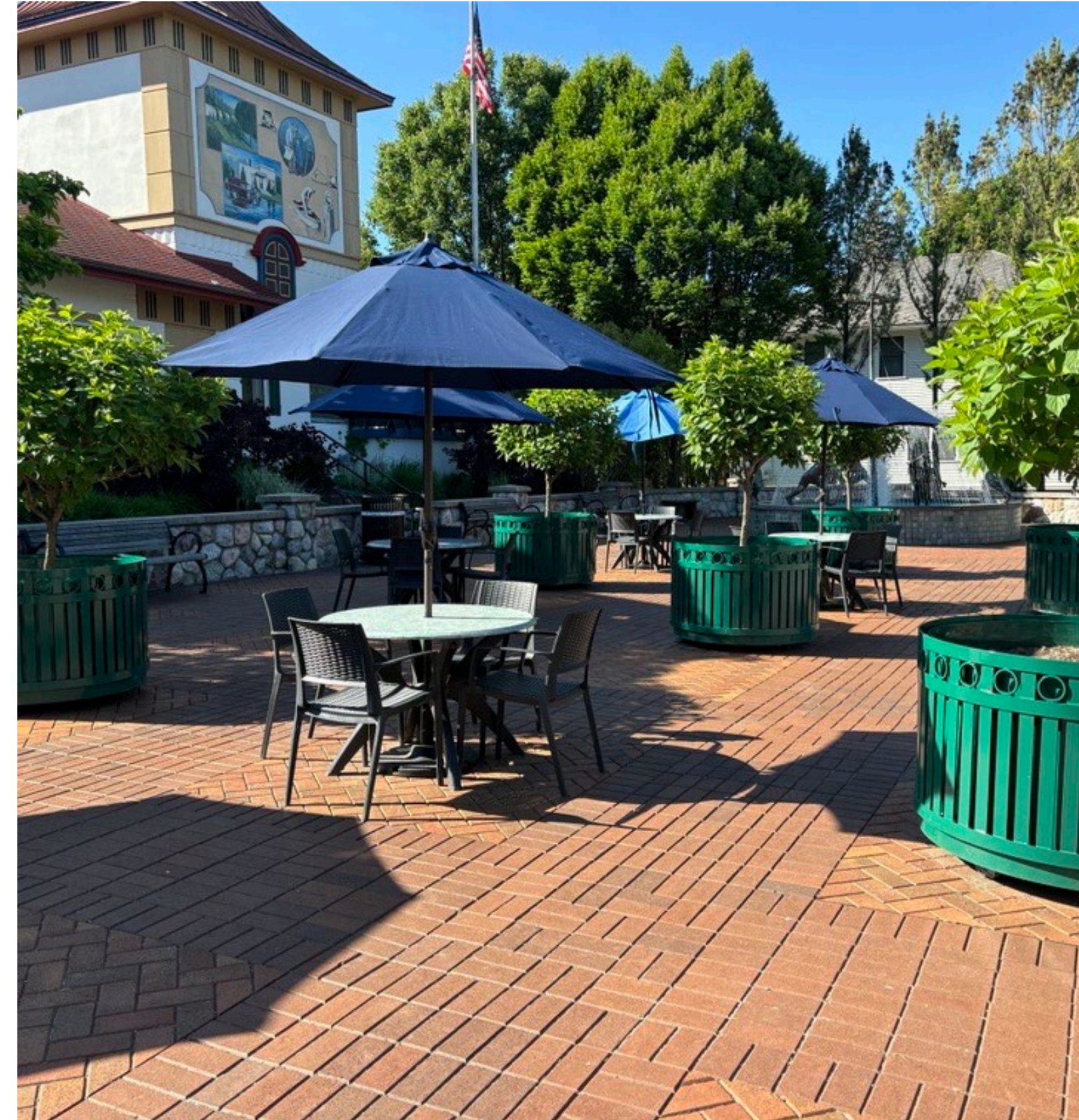
Benefits:

- Cultural Exchange
- Economic Partnerships
- Shared Best Practices
- Educational Opportunities
- Community Engagement



Similarities and Discoveries

- Tourism
- Agriculture
- Socioeconomic
- “Small city/town”
- Geography / Proximity to large cities
- Volunteerism and community engagement
- Common Main Street
- Cultural heritage and historical significance
- Economic diversity



Key Takeaways



- **“A Grateful Community”** - *Built on Tradition, Made for Memories*
- Strong, consistent, and authentic story
- Streetscape and public spaces
- Volunteerism
- Teamwork and collaboration among City, DDA, Chamber / Clear roles
- Balancing the tourism economy with the resident community
- Linking experiences with businesses, city, and Chamber

Next Steps



- ✓ A pledge to consider a “Sister City” relationship between Frankenmuth and NOTL has been signed
- Key Staff on each side to be connected
- Overall findings and potential collaboration to be determined
- Motion to be brought forward to Council to consider Frankenmuth as an official “Sister City”

Thank You



Questions?