

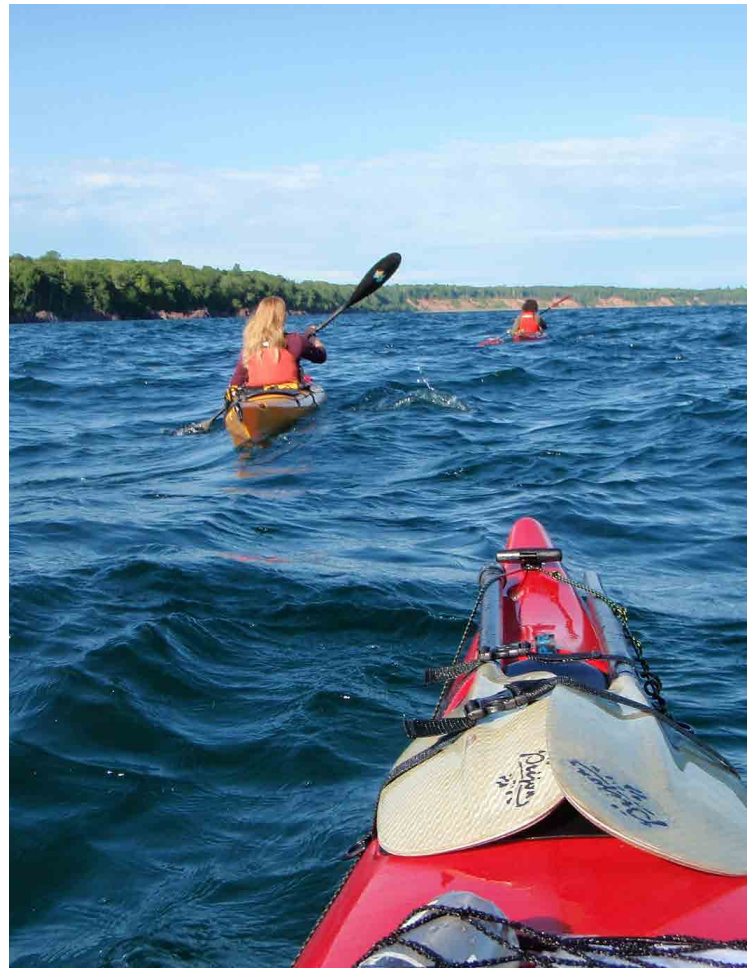
CityofIronwood.org  
#FindYourNorth



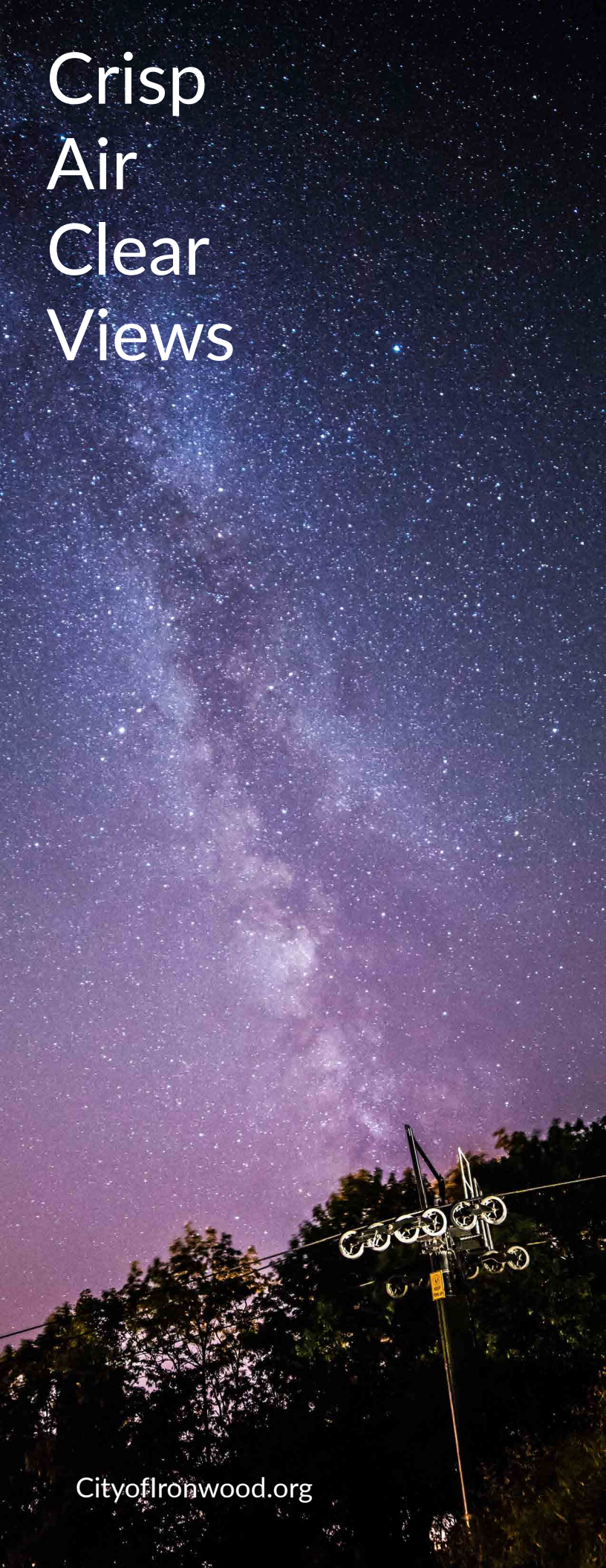
**IRONWOOD**  
MICHIGAN | *Find Your North*



PURE MICHIGAN







Crisp  
Air  
Clear  
Views

CityofIronwood.org

## Why *Ironwood?*

Ironwood provides you with raw, unrestricted access to the opportunities and adventures that matter most while preserving a quality of life that is personally fulfilling. There are those who search to have it all and those who wish to preserve it. That is Ironwood, MI. Set in the wild of the Upper Peninsula, folks here come as they are to experience the unfettered nature and stay to discover the extraordinary.

## Why *You?*

Ironwood is for active artistic, adventurous people who take pride in authentic experiences and seek an honest living. Ironwood is the destination that provides you with unlimited access to nature and a vibrant community of diverse connections, making you feel the spirit of the city and joy of adventure, while creating a place to call home.

## *Find Your North*

What is it that you're truly looking for? You can find it here. Find a path yet to be taken. Find a new shop, a great restaurant, or a new favorite trail. Find a community group and make some new friends. Find an interest in history that this great city was founded on, and the arts that are breathing new life into it today. Find your purpose; your niche; your calling. Explore our place, discover your passion, find yourself.

## Diverse Economy Industry

The Ironwood industrial park houses a diverse set of manufacturing companies in the sectors of: Engineering, Plastic Injection molding, Fabric Production, Wood Manufacturing & Production, Electronics Manufacturing. We are also home to the world famous Stormy Kromer.

## Adventure North

Ironwood is the premier destination for recreation in the Midwest. With 4 major ski resorts, hundreds of kilometers of x-country ski trails, Copper Peak International Ski Jumping, thousands of miles of snowmobile and ATV trails, mountain biking, expert whitewater and sea kayaking on Lake Superior and anything that you can think of, Ironwood is the place to do it. The Western UP has enough room for 5,000 visitors at one time. With easy access you can explore any adventure that is just as unique as you!

## Arts & Culture

Arts & Culture have emerged as a driving force behind the downtown Ironwood resurgence. The hip urban core of Ironwood has a new brewery, coffee shop, 2 upscale salons, 2 artisan bakeries, and a European food store as some of the new businesses calling downtown Ironwood home. The Historic Ironwood Theatre, Downtown Art Place, the new Downtown Art Park and 906 Boom, has created an atmosphere that is inviting artists from all over; downtown is truly becoming a premier arts district.

## Tech Emergence

Within the last 2 years Ironwood has seen its employment in the tech field increase substantially with the introduction of San Francisco based tech company Expensify. Expensify employs around 200 contractors and 20 full time employees in the Ironwood area.

#FindYourNorth



# Gateway Community

## Michigan's Western Gateway

Ironwood is the gateway for many metropolitan areas into the Upper Peninsula and to the rest of Michigan. We are situated in a location that funnels traffic to flow through our main highway corridor. Ironwood is located on the Michigan and Wisconsin border and is only 100 miles from Duluth Minnesota.

## Michigan's Iron Belle Trail

Michigan is completing a non motorized trail for both biking and hiking that will run from Ironwood to Belle Isle in Detroit. Ironwood and the Western UP are ahead of the game with over 6 miles of paved trail with 4 more to be completed by 2019. Ironwood is also working on building from the Iron Belle trail, subsidiary trails that weave throughout town connecting neighborhoods to commercial districts and to recreation destinations.

# The Ironwood Draw

## Ironwood's Influence

Ironwood is centrally located on the map. With Minocqua and Park Falls to the South, Ashland to the West and Lake Gogebic area to the East. Ironwood's commercial influence and market draw is a massive 60 mile area. Many people choose to do business here.

## Business Investment

Ironwood has recently invested tens of millions of dollars into public highway improvements, including: Sidewalks, decorative lighting, water, sewer and buried fiber optic cable. As a result of this investment, we have seen businesses reinvest into their properties and many new businesses have started.

*Find Your Northern Lights*



# Urban Core in the *Untamed* Western U.P.

Downtown living with immediate access to the wilderness around you.

Ironwood is an old mining town with a great history and historic buildings.

Continually growing arts & culture scene.

Many thriving new businesses.

World class recreation right out your front door.

Walkable community.

Hundreds of miles of trails connecting you to U.P. wilderness.

Ironwood is the Snow Capital of the Midwest.

Copper peak international ski flying is coming back.

Booming mountain biking scene.

Fun events all year.

Nestled in the wilds of Michigan and “Big Snow Country” Ironwood is a YEAR-ROUND DESTINATION that attracts residents and visitors alike. With **WORLD-CLASS RECREATION OPPORTUNITIES** (from traditional activities like skiing and biking to emerging and innovative adventure sports); vibrant civic spaces and cultural institutions; thriving businesses; intriguing historical attractions; and a welcoming, safe, and collaborative atmosphere. Ironwood is a vibrant and unique small town where people come to enjoy the Quality of Life.

Loosely translated as “strength of will” and “courage in the face of adversity,” the Finnish word “**SISU**” encapsulates the spirit of the Ironwood community. The ethos of “**SISU**” is evident in the stories of Ironwood’s past, from its early days as a mining town, to World War I where Ironwood residents gave their lives in service to this country. The same **RESILIENT SPIRIT** continues to drive Ironwood today, as community members work together to preserve and promote the prosperity, heritage, and beauty of the Ironwood community while forging **NEW PATHS**, uncovering **NEW OPPORTUNITIES**, and creating **NEW STORIES** for the future.





Hundreds of miles of all season trails



Unbeatable snow conditions



Untamed U.P. wilderness

# IRONWOOD

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Ski 4 resorts within 10 miles





## Youth Programs

- SISU Endurance Team - Iron County youth program open to all area youth, aimed at getting young people engaged in year round outdoor sports, through cross country skiing, mountain biking, and trail running.
- Gogebic Range Robotics - A part of First Robotics, the Gogebic Range Robotics team competes in regional and national competition. Students from all area schools are eligible.
- Whitecap Kayak - Provide custom guided trips, whitewater instruction along with mentoring area youth. The heart and soul of Whitecap Kayak is to train up youth to become the responsible, hospitable, and knowledgeable guides you'll meet on your trip. They go through months (even years) of book work and hands-on training before they can become certified senior guides.
- AYSO Youth Soccer.
- POP Warner Football.
- Little League Baseball and Softball.
- Gogebic County MSU Extension & Iron County UW Extension 4-H.

## School Extracurricular Programs

- Athletics - Soccer, Football, Baseball, Softball, Volleyball, Tennis, Basketball, Golf, Downhill Skiing, Track & Field, Cross-Country.
- Art & Theatre - Awkward Stage Drama Club, Accent, Concert Band, Choir, Downtown Art Place youth art classes.
- Theatre North & Historic Ironwood Theatre have an active theatre community that produces plays, musicals and various productions throughout the year.

## Adventure Clubs

- SISU Dirt Crew - Tuesday night mountain bike rides.
- Superior Riders - Wednesday night bike rides.
- Superior Snow Shoe - Tuesday night snow shoe walks.
- Ironwood Nordic Skiers - Training club.
- Easy Striders Running Club.

## Trails & Outdoor Adventure Parks

- Copper Peak Mountain Bike Trails - 7 Miles.
- Active Backwoods Retreat (ABR) Ski Trails - 75 Km.
- Wolverine Ski & Bike Trails - 25 Km.
- Miners Memorial Heritage Park (MMHP) Hiking & Biking- 167 Acres.
- Big Powderhorn Mountain Bike Trails - 6 Miles.
- Michigan's Iron Belle Trail - 6 Miles paved.
- Whitecap Mountains Resort - Mountain Bike Trails.
- Uller Ski Trails - Cross-Country and Back-Country Ski Trails 30 Km.

## Gogebic Range Young Professionals

Social club for young professionals throughout the Western U.P. and Northern Wisconsin.

## Local Food

- Farmers Markets - Depot Park Farmers & Artisans Market (Downtown Ironwood), Ironwood Township Farmers Market, Iron County Farmers Market.
- Local Farms - Whitney Creek Farms, Taiga Farms & Vinyard & Food Share, Powderhorn Farm, True North Berry Farm





# Public and Private Investment

## Public Investment

Over \$21 Million in 10 years which include:

- \$10 Million Hwy US2 reconstruction
- \$10 Million in local street reconstruction (95% local streets in good or excellent conditions).
- \$1.4 Million in downtown enhancements
- \$500 Thousand in new playground, parks and non motorized paths (over \$1Million in non motorized paths regionally).
- \$550 Thousand in housing rehabilitation and blight demolition.
- Award Winning City of Ironwood Comprehensive Plan.

## Private Investment

The City of Ironwood has had more private investment in the past 10 years as a result of the relentless public investment. We have seen a new interest in highway commercial, downtown commercial and industrial properties. Highway commercial properties and owners are reinvesting into their properties to reflect the new enhancements. A number of enhancements are Super One Foods, Dunham's Sports, Tractor Supply, Burger King, AmericInn, Walgreen's, America's Best Value Inn, and Maplewood Steakhouse to name some of the major improvements.

Downtown Ironwood has seen many new businesses open in the last year with many notable businesses such as Contrast Coffee, Cold Iron Brewing, Bake Superior Bread, Yooper Delights, European Treats, Zak's Realty, Stem's Flower Shop, Integrity Salon, About the Hair, Holm's Hobby, NRG Fitness, and more.

Our industrial park has expanded and has seen it fill up with the exception of 1 lot. New additions to the park are Xcel Energy, Gogebic County Public Works, Scandinavian Log & Timber, and the expansion of Keweenaw Land Associates and Ottawa Forest Products.

## Regional Private Investment

Aspirus Ironwood has invested tens of millions of dollars into a new clinic, and complete upgrades on all of their existing buildings. Highland Copper north of Ironwood will begin in the next 5 years and will employ a large amount of highly skilled people. San Francisco based tech company Expensify recently opened up in Ironwood and now employs over 200 people.

Copper Peak the worlds largest international ski flying jump is receiving a \$10 million face-lift and is set to become the national training grounds for USA Nordic. Other investments at this site include Red Bull sponsored events such as the Red Bull 400 and SISU Trails Fest mountain bike race.



# Why Ironwood?

## Notable Stats

- US2 has over 10,600 cars that travel per day in the City of Ironwood, making US2 the second busiest road in the Western UP.
- Over 25,000 residents travel to Ironwood for groceries.
- The Ironwood area can support up to 5,000 over night tourists at a single time.
- Many UP residents go through Ironwood to get to Duluth, Minneapolis, and many other major metropolitan areas.
- Ironwood is the Western Gateway into Michigan and the UP.
- The Ironwood area has hundreds of miles of motorized and non motorized trails, access to world class recreation and outdoor areas, 4 major ski resorts; all of which are uniquely set in thousands of acres of forest and Lake Superior shoreline, making Ironwood the premier outdoor adventure destination in the Midwest.
- Copper Peak is set to be the International ski training grounds for the US Olympic team and will begin hosting meets and other events like the Red Bull 400, which draws thousands of visitors per event.
- The Porcupine Mountains draw over 400,000 visitors per year; visitors mainly stay in the Ironwood area.
- Ironwood has hundreds of miles of cross country ski trails, hundreds of miles of snowmobile trails, new mountain bike trails at Copper Peak, Mt. Zion and Miners Memorial Heritage Park.
- Average of 188" of annual snow fall.



*Find Your Northern* Lights



# Demographics and Statistics

## City of Ironwood Demographics

- Population - 5,387
- Avg. HH Income - \$29,693
- Bachelors Degree - 16.8%
- Unemployment Rate - 6.1%

## Area Services

- Airline - Air Choice One, 3 daily flights. Flights to Minneapolis and Chicago.
- Bus - Indian Trails Coach
- Local Bus - Award Winning Gogebic County Transit
- Police - Ironwood Public Safety Dept., Gogebic County Sheriff (Bessemer), Michigan State Police (Wakefield).
- Fire - Ironwood Public Safety Dept.
- Emergency Service - 911
- Television - Dish Network, DirecTV, Spectrum
- Telephone & Internet - Spectrum, AT&T
- Cell phone - Verizon, AT&T
- Fiber Optics - Merit Network, Spectrum
- Water/Sewer - City of Ironwood
- Gas & Electric - Xcel Energy
- Hospitals & Clinics - Aspirus Ironwood Hospital & Clinics.
- Ambulance - Beacon Ambulance

## Largest Employers

- Aspirus Ironwood Hospital - 400
- Expensify - 200
- City of Ironwood - 51
- Indianhead Resort - 179
- Ironwood Plastics - 170
- Jacquarts Fabric - 136
- Walmart - 240
- Burton Industries - 66
- Ottawa Forest Products - 44
- Keweenaw Land Association - 17
- Gogebic Community College - 70
- Gogebic Range Bank - 41
- Other Large Area Employers - Big Powderhorn Mountain Resort, Blackjack Mountain Resort, Gogebic County, Bessemer Plywood, Extreme Tool & Engineering, Highland Copper, Precision Tool & Mold, Ironwood Area Schools, Pisani Distributing, Bretting Manufacturing (Ashland), Ottawa National Forest, Hautala Distributing, Super One Foods, Xcel Energy, Enbridge, Snow Country Hardwoods, Snowbelt Hardwoods, Northstar Beverage, UPS.



# Education

## Luther L. Wright K-12 School

Recently remodeled and enlarged to include elementary students. The new K-12 school has consolidated services and has increased efficiency of facilities to be the top school in the area. Ironwood has boasted a small class size with a group of teachers that care for their students. The school has seen a high turnover of faculty resulting in better qualified teachers for the modern day.

Luther L. Wright offers a five-year program so that students can obtain their high school degree while also obtaining an associate degree from Gogebic Community College.

Luther L. Wright offers many advanced placement classes, and collaborates with the Gogebic-Ontonagon Intermediate School District to provide more classes such as welding, programming, IT, Nursing, Agriculture, and more.

New to the area students is the Gogebic Range Robotics team.

## Gogebic Community College

With record enrollments in a number of their programs, GCC maintains a rare student-to-faculty ratio of 15:1, with an average of 1300 - 1500 students per year. New programs, services, and faculty education continue to keep offerings current for today's workforce and to address our world's ever-changing needs. GCC embraces partnerships with key local businesses and initiates discussions on new programming to help area employers fill job openings.

GCC offers five degrees all of which include varying levels of general education core requirements: Associate of Arts, Associate of Science, Associate of Applied Science, Associate of Applied Business, and Associate of Applied Technology.

GCC offers technical curriculum including: Automotive Technology, Building Trades & Construction Technology, Cosmetology, Manufacturing, Ski Area Management, & Welding.





# Fe

Western U.P. & Northern WI  
Community Calendar

[www.FeLiveLife.com](http://www.FeLiveLife.com)



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## PARTNERS



**STORMY KROMER**



### Important Links

[Ironwood Residential TMA](#)

[Ironwood Retail TMA](#)

[Ironwood's Award Winning Master Plan](#)

[Ironwood Zoning Ordinance](#)

Click on pictures above to visit their websites.  
Visit us at [www.CityofIronwood.org](http://www.CityofIronwood.org)