

SESSIONS

Economic Development Via Collaboration

<p>The Future of Tech Entrepreneurship in Northwest Michigan</p>	<p>20Fathoms will share the significance of cross-sector collaboration (MEDC, EDA, Venture North, Odawa Economic Development Management Inc., Small Business Development Center Northwest Region, Northern Lakes Economic Alliance, Traverse Connect, Northwestern Michigan College, Michigan Tech University, Northern Michigan Angels, TCNewTech, local businesses, corporate sponsors, individual donors, etc.) in our strategic plan to ensure that every entrepreneur has a fair shot in Northwest Michigan, with a particular emphasis on serving women and Native American entrepreneurs.</p>
<p>Private-Public fund supports local commercial and industrial development</p>	<p>Cadillac has two unique, long-standing groups that work in partnership with local government to promote local development, both commercial and industrial. The presentation will cover how both groups work and their past successes in the Cadillac community.</p>
<p>The Sandbox: Collaborative Efforts to Serve the Community</p>	<p>A panel of six leaders will discuss their strong collaboration of agencies and the impact of the collaboration on the community. Each brings a unique perspective and represents the members of our city in different ways. The panel represents the following agencies: Alliance for Economic Success, City of Cadillac, Cadillac Area Visitors Bureau, Cadillac Area Chamber of Commerce and Cadillac Area Community Foundation.</p>
<p>Cadillac Area Nonprofit Network: “Good Things Happen When Local Leaders Talk”</p>	<p>Presenters will share information on positive community impacts that have resulted from their monthly conversations, how they got started, tips for productive conversations, and operational details. The audience will be able to pose questions at the end of the session for more details.</p>
<h2>Workforce</h2>	
<p>Empowerment for All - The After 26 Project's Mission of Inclusion</p>	<p>Discussion will center around the success story of Cadillac's After 26 Project mission, which is to employ developmentally disabled & cognitively impaired adults in our community. This restaurant acts to help fill that void and provide jobs. This project has shown that adults with disabilities, when given the chance, can perform effectively in the workplace. In this visible role within the community, the project helps to inform and educate the public on their aptitude and ability!</p>
<p>Finding Your People! Tips for Workforce Attraction in a Rural Community</p>	<p>Living in a rural area requires unique solutions to finding the right people for your organization. This discussion will focus upon what M R Products has done to retain, grow and find the talent that makes them the company they are today.</p>

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Child Development	
<p>Economic Impacts of High Quality Early Childhood Education</p>	<p>Early childhood investments take many forms, including increasing the amount and quality of parental and caregiver time, attention, and education and training; providing and improving instructional materials, providing child care curricula, and modifying parental habits and behaviors. Regardless of the exact form of the investments, there are several channels through which early childhood investments are believed to benefit children. Some of these are direct, in which investments in children improve their outcomes. Others work indirectly, for example by helping parents to increase their labor force attachment, which then indirectly benefits children through higher household income</p>
Planning, Housing, Engagement Tools	
<p>Busting Barriers and Enhancing Engagement through Data</p>	<p>Who is visiting your spaces and events and who is not? Explore data tools to better understand your secret sauce that draws some populations, but unknown barriers that keep some away. Review planning and communication strategies to strengthen results.</p>
<p>Short Term Rentals: Regulatory options and trends in Michigan</p>	<p>For many communities, solving the housing puzzle includes addressing short-term rentals (STRs). Yet, STRs can fill a local or regional gap in tourist housing and offer an alternative type of lodging that is in demand to leisure and business travelers alike. This session will provide an overview of policy approaches, regulatory tools, and highlight several Michigan community approaches to STRs.</p>
<p>Missing Middle Housing: What is it and where do we start?</p>	<p>The high cost and low supply of housing in Michigan is stressing main street businesses and larger employers alike. This session will briefly cover changes in housing preferences and shed light on conventional zoning elements that may contribute to a local/regional housing shortage. Participants will learn a sampling of zoning techniques to support Missing Middle Housing and learn how a local developer is expanding housing options.</p>
<p>A Walking Tour: Designing Our Downtowns for Crime Prevention</p>	<p>Property and violent crime impacts our downtowns, businesses, public spaces, and neighborhoods every day. At the same time, crime prevention can occur with targeted planning and design strategies. This session will review tendencies in criminal behavior and analyze how various downtown environments invite or prevent crime. Attendees will gain an understanding of the principles of Crime Prevention Through Environmental Design (CPTED), learn how to embed CPTED into policies and ordinances, and business owners will understand how to implement crime prevention techniques within their own workspaces. Attendees will participate in a guided CPTED walking audit of a portion of downtown Cadillac, utilizing a CPTED scorecard. Government staff, officials, public safety officers and interested business owners and residents are welcome.</p>

Local Approaches to Planning and Business Development

Expanding Businesses in Cadillac: Struggles and Successes of Local Business Owners	A panel of small business owners, each in a different phase of business ownership will share their experiences; highlighting struggles and successes along their journey. Annie Olds from Venture North will facilitate this discussion. Panelists include: owners of Toy Town of Cadillac and Reed City, Emmi's Bridal/Emmi's Closet, Owl Eye Coffee Roasters and Wildflour Bakery.
Cadillac: a Pure Michigan Trail Town leveraging public and private partnerships	Natural areas can be a tourism attraction, create a sense of place, build our economy and provide a recreation destination. We will share how we worked in conjunction with our local "Friends" groups like the MacKenzie Trail, White Pine Trail, Mitchell State Park, and Cadillac Pathway, the MDNR, and the USFS to build out trail assets in the Cadillac area.
Hwy 131 Corridor Improvements: A Multi-County Collaborative Initiative	Our presentation will focus on collaboration and how we have come together to successfully market our corridor. Explore 131 North is a grassroots collaboration project spearheaded by local government and community leaders along the US-131 corridor, including Cadillac, Manton, Fife Lake, Kalkaska, Mancelona, Boyne Valley, Walloon Lake, and Petoskey. We will discuss the highs and the lows of our experiences, the competitive forces to full collaboration, how we created trust within our group and our communities, and how we built an amazing partnership along the corridor.
Development in Cadillac: Current Projects and Future Plans for Investing In Our Community	Robb Munger, the President/CEO of Exodus place in Grand Rapids and Dean DeKryger, Principal at DK Design Group will be speaking about their recent development projects in the City of Cadillac, from housing to office space. They will give an overview of their successes and why they continue to invest in the Cadillac community.
Tourism	
Small Communities, Big Impact: Tourism Promotion Insights	Discover the keys to success in promoting tourism for small communities. This presentation unveils best practices through case studies, emphasizing community engagement, sustainable development, and leveraging local assets. Learn from various national examples that showcase innovative marketing, strategic partnerships, and digital outreach, empowering small destinations to attract diverse travelers. Gain practical insights to enhance your community's tourism potential and foster a resilient industry. Join us for a concise exploration of transformative strategies that make a significant impact on small-scale tourism.
Visitor perspectives are worthless for our community and businesses.. or are they?	Community and businesses can innovate on shoestring budgets by engaging their visitors in creative ways. Andy will share several examples, strategies and reasons why a few questions to first-time visitors can garner a plethora of new ideas that just might be the silver-bullet you are looking for to revitalize your community and/or businesses.

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Resources For Rural Prosperity

MEDC Incentives: Programs to Foster Local Business

Two staff of the The Michigan Economic Development Corporation (MEDC) will be discussing the ways MEDC has helped multiple businesses in downtown Cadillac. They will provide an overview of MEDC tools/resources that were used as well as give an overview of what other tools/resources are available for businesses. Presenters will be: Dan Leonard, an MEDC Senior Redevelopment Services Director for the region who oversees redevelopment projects and assists with funding opportunities; Hannah Yurk, Community Economic Developer for MEDC who works within region 2.

Achieving Rural Prosperity with Entrepreneurial Communities

The Michigan Office of Rural Prosperity (ORP) was created via Executive Directive in 2022 by Governor Gretchen Whitmer to facilitate the state's efforts to build long-term prosperity in Michigan's rural communities. In this session, the ORP will highlight the Roadmap to Rural Prosperity“ released in early 2024 following extensive statewide engagement with community leaders across rural Michigan -- with a focus on the role that entrepreneurial approaches play in achieving rural prosperity.

Arts and Culture

Michigan ArtShare: Creating opportunities for Michigan artists, performers, & communities.

Let's talk about Michigan ArtShare, the Urban/Rural Conversations and Meet in the Street projects, and all things ARTS and CULTURE in Michigan. Michigan ArtShares Executive Director, Diane K Wilson, will share the story of Art Alley and Michigan ArtShare and discuss our work with Michigan artists, performers, and communities. What are we up to? Ample opportunity provided to listen to and discuss your ideas about the arts in Cadillac. Looking forward to meeting you!

Cadillac's Creatives - Collaboration in the Gig Economy

This session features a panel of local entrepreneurs, artists and creators who have found success through collaboration and cross-promotion. This group of talented residents have inspired the community recently through their entrepreneurship, their willingness to share struggles and successes in entrepreneurship, and their stories of connecting with the community. Their collaboration has brought a new energy and momentum to Cadillac's cultural landscape. Panelists include: Dani Renwick - graphic designer/artist; Anthony Slaughterhawk - indigenous influencer/photographer/beader; Scott Buckmaster - artist/craftsman; Jesse Felsk - florist. Diane Wilson, director of the Michigan ArtShare program will serve as moderator to this discussion.

When Community Music Collaborates - Gopherwood Music + Jam & Bread

This panel will discuss the history and success of a long standing Cadillac community music series (Gopherwood Music - 40 years!) along with the area's newest non-profit (Jam & Bread), bringing a new energy focused on building music and entrepreneurship skills among Cadillac's youth and how these organizations collaborate to support our local music scene.

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Food Scene	
Farmers Markets Serve as Small Business Incubators	Farmers markets bring together entrepreneurs and other supporters to create positive impacts on the health, economy, and sense of community in the places where they are held. Presenters from the Michigan Farmers Market Association (MIFMA) will be joined by a local area farmers market manager to explore promising practices for hosting a farmers market in your community and specifically highlight the ways in which farmers markets can serve as small business incubators.
Building a Vibrant Food Scene - The Entrepreneur's View	Bars, restaurants, farmers markets - they all bring character to a downtown. These establishments drive daily traffic that benefit neighboring businesses in the downtown. A food scene can be a tourism and economic driver in itself. This session will share entrepreneurs experiences in opening a brick and mortar food establishment, as well as discuss business model changes, financial needs, and regulatory requirements that food entrepreneurs face. Chamber, local government, and NGOs will leave the session with a better understanding of how to foster new food businesses in their community.