

CADILLAC AREA

BUSINESS MAGAZINE

SECOND QUARTER 2021

A CADILLAC AREA CHAMBER OF COMMERCE PUBLICATION

WWW.CADILLAC.ORG



OVERCOMING DIFFICULT CIRCUMSTANCES

43RD ANNUAL GOVERNOR'S BREAKFAST

SEE PAGE 4

Mission Statement

The Cadillac Area Chamber of Commerce is a visible business leader that advocates and drives business opportunities. Through business alliances, we are a catalyst for our membership and provide a persuasive regional voice benefiting our communities.

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Cadillac Area Chamber of Commerce

222 Lake Street • 231-775-9776

We are on the Horizon of our Comeback.

Going into our annual budget season, legislators and partners are actively discussing the priorities of our legal funding that will assist the industries so highly impacted by the pandemic. This upcoming state budget was one of the primary topics discussed during Governor Whitmer's speech in our 43rd Annual Governor's Breakfast. An active team worked hard to put together a virtual event to celebrate our community's resiliency but also our students and volunteers that make our community so special. With initial uncertainty for what the Spring would hold for an event, we jumped into planning mode shortly before the event to ensure this tradition with our Cadillac Community lives on.

This year, our Governor highlighted three budget opportunities: the Federal Resources allocated to Michigan through the Trump Administration, the Michigan Rescue Plan through the Biden Administration, and the upcoming Budget Proposals for the State. She also highlighted the efforts of the State to support residents returning to work in a safe and sustainable way. Under the Federal Resources allocated to Michigan through the Trump Administration, Governor Whitmer will schedule the funding for small businesses, schools, and ready-to-work programs for our colleges preparing certifications. Under the Michigan Rescue Plan through the Biden Administration, \$5.7 billion dollars have been allocated to the State, \$4.4 billion local government and \$3.9 billion in schools. This funding supports k-12 to encourage stable learning for our students; lowering the childcare cost to assist employers in providing affordable childcare for their own employees; to have 60% of Michigan adults holding a post-secondary degree or certificate by 2030; \$290 million in Michigan clean water plan; and \$3.5 billion in roads and bridges. In the Cadillac area, \$15 million dollars are being directed towards roads and bridges in the Cadillac area as well as \$164 per-pupil funding for schools this upcoming year with the additional \$19 million available to elementary and secondary school emergency relief fund.

The Northern Michigan Chamber Alliance (NMCA) is paying close attention to each of these initiatives as we Drive Business Forward in an economical way. This includes Safe to Stay Open but also financial flexibility for businesses that have been dramatically impacted by the closures this past year. Similar to our push last summer for regional reopening, we are requesting regional reopenings for our newest State initiative of Vacc to Normal as it measures outcomes that our Northern Michigan region is above average again for the State. The NMCA is still requesting restaurant and venue reopenings for our businesses that have been the most regulated through the COVID-19 safety plans. We have seen progress through these efforts with the increase capacity of 50% and increasing curfew times, but the pressure is still on have these regulations lifted for our local businesses. The NMCA is continually speaking to legislators on the importance of these initiatives and how these can be represented moving forward.

The State is establishing creative initiatives to assist with COVID-19-related barriers and restrictions that have stunted openings. The Treasury posted that Paycheck Protection Loans will not be taxed as the State of Michigan follows federal treatment. We will also see an increase in testing facilities to provide access to residents at select Michigan Welcome Centers and Airports including the Dundee Welcome Center and Cherry Capital Airport. Please reach out to participate in Rise Up events, Brief Case Open, Cadillac Leadership Project the Shay Showcase and many other or our community programming. If you are experiencing any of the barriers indicated within the budget or proposal plans, please submit a letter to the CACC as response to the needs highlighted in our community. For more information, visit our website at cadillac.org.

CAITLYN M BERARD, President
Cadillac Area Chamber of Commerce



CAITLYN M BERARD
President

MORE CANDIDATES MORE OPTIONS

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meet the team



From left to right: Kate Dekam, Leadership; Miranda Grunow, Membership; Bethany Miller, Admin; and Caitlyn Berard, President

YOUR CACC TEAM.

Please say Hello to us while we are out and about in the Community and if there are any upcoming community/volunteer events on the horizon please let us know. Email info@cadillac.org

welcome

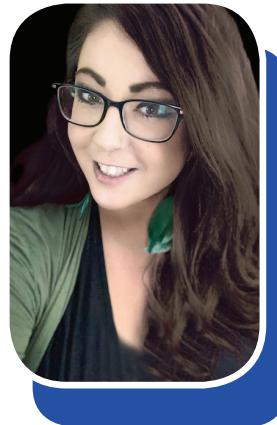
BETHANY JOY, a Cadillac native, learned at an early age that home was where the lakes are and where the sunsets last longer.

Growing up, her innate compassion was put into practice as she helped out in the adult foster care home that her parents owned and operated. She spent her summers volunteering and cheering on her uncle at Special Olympics and being actively involved in her father's church.

Fostering her passions for helping people and for community outreach, she learned to thrive on interaction with others, with an aim to break a smile and make them feel welcome. She believes that volunteering and participation in recreational activities are vital to developing relationships and maintaining her own health and balance.

Through her extensive background in public-facing jobs, she recognizes the value in enhancing every individual's experience through empathy, humor, and creative problem solving. She has finally found her home with the Chamber of Commerce and is excited to be able to put her passion for this community and its citizens to use daily.

Outside of office doors, you will see her doing just that, enjoying the people and the gorgeous northern outdoors with her daughter at her side, ensuring they take time to talk to you (and your dogs!) along the way.



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43RD GOVERNOR'S BREAKFAST

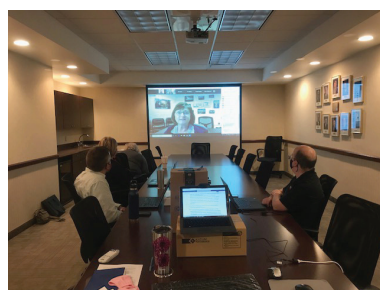
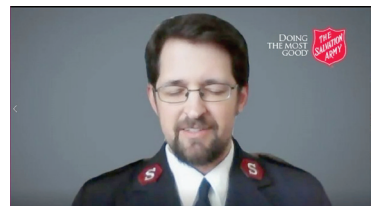
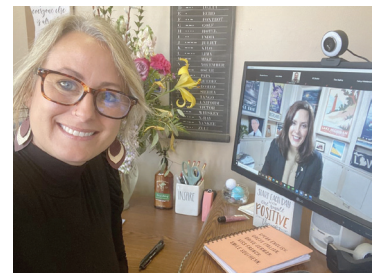


We are honored to have hosted our 43rd Annual Governor's Breakfast in Cadillac, Michigan. We appreciate our Guest of Honor, Governor Gretchen Whitmer, via telecom. Without our sponsors, staff, and teams that assisted in putting this celebration together, this event wouldn't have been what it was, a success. Thank you to Baker College, Wexford – Missaukee ISD, Blue Care Network, Consumers Energy and VanDrie Furniture. Your hard work and dedication is much appreciated.

This past year has been unlike anything we, our local community, state, nation, and the world, has ever known. We haven't seen the effects of a pandemic in OVER a hundred years and THROUGH those years, we have not experienced self-awareness in the heart of crisis to this magnitude. Through this experience, we were reminded of the perseverance of those who came before us that WE TOO are capable of overcoming difficult circumstances. These life-changing events are what moves us forward. Our responsibilities lie in being able to rise above the circumstances and continue to be good leaders even as the floor beneath us continually shifts. Resilience is now a part of our beings.

This year's Governor's Breakfast we celebrate our accomplishments in light of a difficult year. We also recognize that difficulty can only be overcome with the willingness of all of those involved. We must continue to strive for what is best for our communities, our citizens, and their best interests and we welcome the conversation! This is our opportunity to look forward and structure a solid path for those who come behind us.

Again, thank you to all for participating. We look forward to your involvement in the upcoming year.



Outstanding Citizen & Spirit of Community Awards



We would like to honor our community award winners of our distinguished community awards. These are awards that the most dedicated and invested members of our community have been awarded in appreciation for all you do to make our community great.

To Deb Ballard, 2019 Spirit of the Community Award, thank you for your dedication and volunteerism to each and every committee and event you participate in. Your time makes a difference to our success.

To Eric Baker, 2019 Citizen of the Year Award, thank you for your standing out to set the tone and adapt a culture of community involvement and investment within each board you participate in. These standards radiate to the teams you have built and members you volunteer with.

To our 2019 Ambassador of the year, Mike Paulin. You know our CACC is something special for all you do for us. From our unofficial flag raiser, it is easy to see how others are appreciative of all you do. Thank you.

"Notice someone making an impact in the community? Start thinking of nominations for 2021 Spirit of the Community and Citizen of the year awards"

Eric D. Baker

2019 Citizen Of The Year Award Winner



Eric Baker is the President & CEO of Wolverine Power Supply Cooperative, Inc. in Cadillac, Michigan. Mr. Baker has worked for Wolverine Power Cooperative for over 30 years holding various positions in management, engineering, rates, and planning. Eric and his wife Sue are lifelong residents of Cadillac, along with their three children. Mr. Baker is a member of the Cadillac Industrial Fund, where he was instrumental in leading a community solar project to facilitate the Mitchell Property Brownfield redevelopment. He also serves on the Boards for Cadillac Area Public Schools and the Cadillac Community Foundation, and regularly participates with the Cadillac Area Industrial Group.

Deb Ballard

2019 Spirit of the Community Award Winner



Deb has been a part of the Cadillac community since 1994 when her husband's job relocated them to Cadillac. She has been employed by several financial institutions in the area. Currently employed with TCF Bank as a Community Development Market Manager. She always been involved in service to the community as a board/committee member and volunteer. She is currently serving on the boards for Wexford Osceola Habitat for Humanity, Community Hope and Munson Hospital Cadillac Foundation. Her passion is supporting fund raising efforts for local non-profits and community groups. She has assisted on events for Cadillac Rotary Club, Oasis-Family Resource Center, Wexford Osceola Habitat for Humanity, Munson Cadillac Foundation Power of the Purse to name a few.

Deb states "It is a joy to be part of such a giving community".

A quote from "Together is Better" by Simon Sinek

When we help ourselves, we find moments of happiness. When we help others, we find lasting fulfillment.

Mike Paulin

2019 Dawna Marie Ambassador of the year Award.

Mike Paulin was the 2019 recipient of the Dawna Marie Ambassador of the Year Award and Michigan Association of Chamber Professionals Ambassador of the year.

Mike has been a part of Cadillac since 1964 and a vital contributor to the Greater Cadillac community. His volunteerism spans decades, along with his dedication and involvement with many nonprofit and outreach organizations in Cadillac. Mike, for many years, has also been known as the Voice of Cadillac.

Mike's commitment to the Chamber of Commerce, is driven by his desire to "make a difference in people's lives." A relentless Ambassador with the Cadillac Area Chamber of commerce, Mike has made an indisputable impact with our new and existing members. His dedication is reflected in his continued commitment to the Chamber Ambassadors team and the chamber's day to day business and monthly gatherings. Mike is also known for his puns and humor to make any gathering more humorous.

Mike is an exemplary and deserving individual for this year's Dawna Marie Ambassador of the year award. And the recipient of the Michigan Association of Chamber Professionals.



Outstanding Citizen

RECIPIENTS:

- | | |
|------------------------------------|-------------------------|
| 1997 — Ron Andrews | 2008 — Ron Blanchard |
| 1998 — Jack Benson | 2009 — Paul Liabenow |
| 1999 — Keith Merchant & Tom Huckle | 2010 — Bruce Schafer |
| 2000 — Maynard Thompson | 2011 — Jon Catlin |
| 2001 — Steve Anderson | 2012 — Jeremy Winkle |
| 2002 — Pete Stalker | 2013 — Dan Minor |
| 2003 — Dennis Benson | 2014 — Barbara Darrigan |
| 2004 — John MacLeod | 2015 — Scott Hunter |
| 2005 — Todd Bennington | 2016 — Dean DeKryger |
| 2006 — Darlene Merritt | 2017 — Kelly Smith |
| 2007 — Chris Huckle | 2018 — Mike Hamner |

Spirit of Community

RECIPIENTS:

- | | |
|----------------------------|------------------------------|
| 1997 — Dr. Glenn Verbrugge | 2008 — Mickey Putman |
| 1998 — William Rzepka | 2009 — Matt Gibson |
| 1999 — Regan O'Neill | 2010 — Katy Huckle |
| 2000 — John Bishop | 2011 — Tracey Kanouse |
| 2001 — Sue Westhauser | 2012 — David Burrill |
| 2002 — Carol Potter | 2013 — Vickie Essenmacher |
| 2003 — Jackie Soltman | 2014 — William Panasiewicz |
| 2004 — Mary Blackmer | 2015 — Mike Paulin |
| 2005 — Judy Coffey | 2016 — Karen & David McMahon |
| 2006 — Sue Peterson | 2017 — Cliff Sjogren |
| 2007 — Pat Goggin | 2018 — Sue Baker |



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THE SHAY SHOWCASE PROJECT UPDATE Leadership Class of 2020-2021

Early in our project discussions the class adopted several goals for the project including:

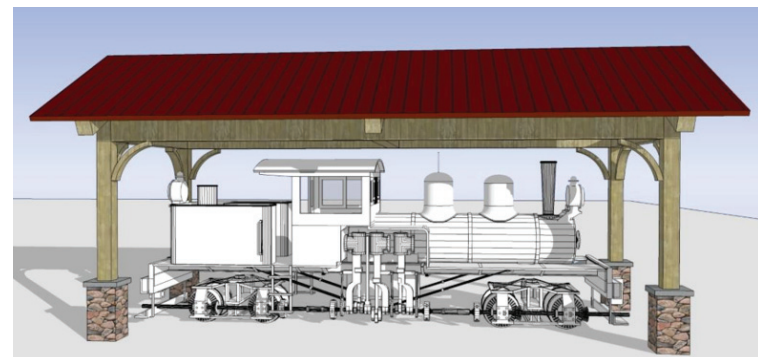
- Improving the visibility of the Shay Locomotive and improve the ability to take photographs of it.
- Building a high quality and durable showcase that would match the architectural style and materials which are present in other buildings within Cadillac Commons.
- Enhancing the iconic nature of the Shay by placing nighttime lighting within the showcase.
- Adding a historical educational element regarding the Shay.

The achievement of these goals has been the framework which has guided us through the design process for the Shay Showcase.

Thinking that maybe we could save on design cost, we initially evaluated pre-fabricated structure packages. The cost on these packages came in at between \$73,000 and \$90,000 with construction costs. In addition to the high price tag, the structure designs would not allow us to achieve our goals. We next worked with two firms on custom designs for the structure. While these concept designs would allow us to meet our project goals, the estimates also came in above our \$70,000 financial goal. In February of 2021 we connected with Vanguard Construction who estimated that they could build the Shay Showcase within our budget and design it to meet our project goals.

We finalized the concept design for the Showcase in February and March and are now in the final design phase which will result in our having professionally stamped construction drawings by the end of April 2021. The design is coming together through the efforts of Vanguard Construction, Cadillac Fabrication, and Prein & Newhof. We are planning for construction in May or June of 2021.

Our fundraising plan to raise \$70,000 has been proceeding well despite having to have made a few adjustments along the way.



THE CADILLAC LEADERSHIP CLASS OF 2020-21

Thanks You!!!

Class Members:
 Ben Ames, Mercantile Bank
 Catelyn Berard, Cadillac Area Chamber of Commerce
 Michael Colby, Rexair LLC
 Amber Durst, Baker College
 Chandlar Sabara, Avon Protection Systems
 Ashley McNailey, Avon Credit Union
 Paris Phillo, Wexford Missaukee ISD
 Kristopher Smith, Rexair LLC
 Merae Smit, Cadillac Area Adult Literacy Council
 John Wallace, City of Cadillac
 Kate DeKam, Leadership Director

THE SHAY SHOWCASE

We would like to convey our sincerest thank you to all of our project donors and supporters. It has been an honor for our Leadership Class to work with the many businesses, agencies, and community members to bring our project towards completion. All of us in Leadership feel fortunate to live or work in a community that values its history and looks toward the future.

Go to www.cadillac.org/shay-showcase to learn more about this project and how to donate.

ALL ABOARD!

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We have planned for 5 different revenue streams to achieve our \$70,000 goal. These include: Grants (\$20,000), Fundraising Events (\$25,000), Labor Contributions (\$12,000), Public Contributions (\$6,000), and Business Contributions (\$12,000). To date we have met both our Grant and Labor contribution goals are progressing well on our others, having raised about \$39,000 (56 percent) of our \$70,000 goal. Our two principal fundraising events are commemoration brick sales, which will go into a pathway around the Shay, and a 50/50 raffle. Due to Covid-19, we were forced to forego to of our other planned events which included a fishing tournament and an auction.

Our 10-person Leadership Class (under the direction of Kate DeKam) has really come together as a team, with each of us taking on activities which play to our particular talent sets. As we head into home stretch in our fundraising we will be focusing on public contributions, business contributions, and our 50/50 raffle. Based on the trends we are seeing now, we believe we will reach our financial goal and have a successful project.

For more information on how you can support The Shay Showcase, please visit our website at www.cadillac.org/shay-showcase.



For more information about the Cadillac Leadership program or this year's class project, contact Leadership Director Kate DeKam at (231)775-9776 or kdekam@cadillac.org





membership updates

MIRANDA GRUNOW,

Director of Membership Services
Cadillac Area Chamber of Commerce
mgrunow@cadillac.org



Spring is in the air, and I could not be happier about that! One of my favorite things about the location of the Chamber is the amount of sunlight that the windows let in and seeing Lake Cadillac across the street. I have been busy in the office learning the ins and outs of the Chamber, trying to see what works and what does not, and what to add brand new. The opportunity to add new members as well as engage with existing members has been the highlight of my time here so far.

Ambassadors Group has gotten back on its feet with some of our long-term Ambassadors leading the way. We will be looking to add some fresh energy to our group that is passionate about representing the Chamber. Ambassadors are eager to visit businesses and help them become more involved with the Chamber and the community. Networking opportunities are frequent at the Chamber and Ambassadors are our first volunteers and welcoming faces attendees will likely see. They are a strong asset to the Chamber and if this is something that sounds like you would enjoy, please send me an email.

Our Rise Up events are consistent on the second Wednesday of the month and we have openings for sponsorships and speakers. Sponsorship gives the member the opportunity to get their business out there while supporting community updates. I have been able to visit some members businesses, I would like to get around to more! Please contact us if you are willing to give a tour or have us stop by to see what makes your business unique!

We have changed over to a new database that will hopefully make it easier for you to get the most out of your membership. While this is a transitional phase there is always room for something to not go quite right; look and make sure your login works. In the coming months membership tiers will be looked at; something that is in your membership that you love, maybe something that you think could be done better? We want to hear about it! The Chamber is here for you and to help drive your business forward while being the hub of the community, help make the membership tiers be the best that they can be!

I look forward to going into the next quarter here at the Chamber with hopes of being able to attend community events in person more in the future!



MEMBERSHIP TOUR

Your Cadillac Chamber of Commerce team visited Rex-Air for a membership tour.

If you are interested in having us visit/tour your facility, please contact Miranda Grunow at mgrunow@cadillac.org



Welcome New Members



Northern Michigan is pretty awesome. Equal parts bucolic countryside and adventure basecamp, for many it's a travel destination; for us it's home. Dunegrass is Northern Michigan's own cannabis brand, elevating the up-north experience. So, enjoy everything Northern Michigan has to offer from our unique Dunegrass vantage point.

Part of the up-north experience includes partnerships. We put an emphasis on working with local partners to keep our supply chain as localized as possible. This approach allows us to reinvest in Northern Michigan communities.

Dunegrass offers a wide array of cannabis products including flowers, concentrates, edibles and topicals all grown, processed, and tested in Michigan by licensed partners. Dunegrass, Northern Michigan's Own.
www.dunegrass.co/



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CALENDAR

SAVE THE DATE



MAY

RISE UP:
12th @ 7 AM

JUNE

RISE UP:
9th @ 7 AM

JULY

RISE UP:
14th @ 7 AM

AUGUST

**Briefcase
Open**



REMEMBERING STAN FAWCETT



Fawcett was a dedicated and invested member of the Cadillac Community. Fawcett is widely known for his donation of land for the CASA soccer fields, County Jail, Steel for the original Shay Locomotive roof, commercial developer in Haring Township and a loyal community friend.

Full obituary is available via Cadillac News.

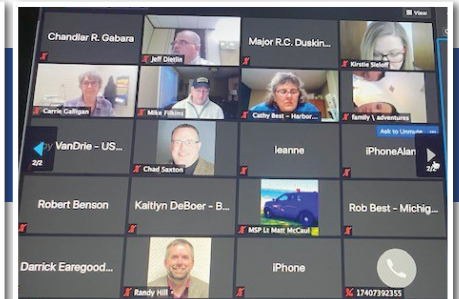
2021 RIBBON CUTTING



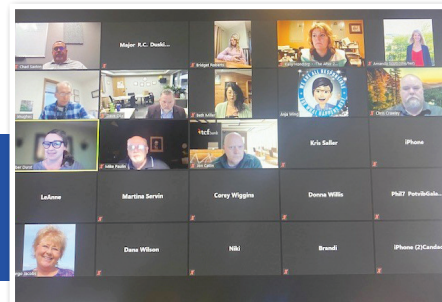
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**MARCH
2021**



**APRIL
2021**



CELEBRATE SUCCESSES AND CONTINUE THE MOMENTUM

KIRSTIE SIELOFF
 DIRECTOR OF GOVERNMENT RELATIONS
 FOR THE NORTHERN MICHIGAN CHAMBER
 ALLIANCE AND TRAVERSE CONNECT



With how hectic and trying the year 2020 proved to be, it is important to celebrate our successes as we look forward to the future and continue our collective advocacy work.

In my last Alliance update, I shared that we had undertaken a strategic planning process in preparation for the new year, and we were in the final stages of approving new policy priorities. Since that time, the Alliance took the opportunity to wrap up 2020 with our annual report, including the newly-adopted policy priorities and 2021 policy framework.

And while we know there is much work to do, we ended 2020 with an impressive list of advocacy accomplishments that have helped elevate our region's issues. Just a few highlights from our annual report include:

- Early in the pandemic, after weeks of advocacy for a safe reopening of northern Michigan, Alliance chair, Stacie Bytwork, was invited to join the Governor on stage in announcing the first phase of reopening for regions 6 and 8.
- During 2020, the Alliance was mentioned in the news over 25 times for our COVID-19 advocacy – including in the Detroit News. This earned media is in addition to earned radio interviews and placed unified mask messaging efforts.
- As part of a statewide childcare coalition, the Alliance helped advocate for \$1 million in the Fiscal Year 2021 budget for a tri-share childcare pilot to provide quality childcare through state, family, and business investment. Fast forward to 2021, and northern Michigan was selected to serve as one of the three pilot sites.

We encourage our business members to take a look at the advocacy work done over the last year by the Alliance because of you. This work continues in 2021 as we support our communities in their economic recovery. Learn more and view our annual report at <https://nmichiganbusiness.com/>.

ABOUT THE NORTHERN MICHIGAN CHAMBER ALLIANCE

The Northern Michigan Chamber Alliance is a coalition of 16 chambers and economic development organizations from all across northern Michigan, including the Cadillac Area Chamber of Commerce. The organization represents over 7,000 member businesses and exists to advocate for rural northern Michigan and move forward rural-centric business policy.



ABOUT THE ALLIANCE

The Northern Michigan Chamber Alliance is a coalition of 16 chambers and economic development organizations from across northern Michigan. The Alliance partnership works from the premise that many legislative issues impact the U.P. and northern Lower Peninsula in similar ways. Our coalition exists to advocate for rural northern Michigan and move forward rural-centric business policy. Focus is given to supporting the success of existing northern Michigan businesses, developing and attracting a talented workforce in northern Michigan, and maximizing the competitiveness of the rural northern Michigan business environment. The Alliance includes nine Partners, one Supporting Partner, six Associate Partners, and over 7,000 member businesses from across northern Michigan.

“ONE SIZE DOES NOT FIT ALL”

Northern Michigan Chamber Alliance Partners & Supporting Partners



Associate Partners



LISTENING TO OUR BUSINESSES

During all of our advocacy work, the Alliance utilized the feedback of over 300 businesses from all across northern Michigan to guide our engagement in the COVID-19 crisis - and this is something all of our member organizations continue to do locally.

AES 2020 ANNUAL REPORT

We would like to share with you The Alliance for Economic Success (AES) 2020 annual report – <https://www.youtube.com/watch?v=I5GANPqbqXI> – and keep you informed of initiatives that will increase our ability to support the Wexford-Missaukee region's economic development and business growth in a rapidly changing post-pandemic economy.

2020 SUMMARY

- Worked with **501** Unique businesses in 2020.
- Supporting specific housing projects in Missaukee and Wexford Counties.
- Reviewed/Scored **370** grant applications.
- Grant Dollar sought for our counties; **\$2,645,000**.
- Provided Wexford/Missaukee county businesses and stakeholders with a voice in regional initiatives to ensure a local benefit is realized.
- Engaged **36** government units and agencies.
- **427** Staff hours spent assisting partner agencies.
- Put **\$1,059,759** direct outside dollars back into local businesses.
- **14** New Business attraction solicitations.
- Assist Wexford County and Boon Sports Management with The Wexford DNR Passport grant to keep the project moving.
- Support the White Pine Trailhead Project at Cadillac Commons with the City of Cadillac.

WHAT ROLE DOES AES PLAY IN OUR COMMUNITY?

The Alliance for Economic Success was created in 2008 as an economic driver supporting Businesses Driving Forward. It is a 501c3 nonprofit corporation, governed by a board of directors.

The main goals of **AES; CONVENE** - Bringing folks together.


COLLABORATE – Work with partner agencies for the best outcomes with economic and governmental partners.

CONNECT – Provide access to resources. Information on funding, scholarships and partnerships that are essential in community and economic development.

CONTACT INFORMATION: LISA LEEDY 231.723.4325

lisa@allianceforeconomicsuccess.com

www.allianceforeconomicsuccess.com



ALLIANCE FOR ECONOMIC SUCCESS

The AES FY2020 Annual Report highlights the programs, investments and partnerships that are building stronger, more competitive, and more resilient rural communities.

2020 ANNUAL REPORT

Cadillac Area Chamber of Commerce and Alliance for Economic Success form Partnership

The CACC and AES are here to support Driving Business Forward and the Economic Development of our local communities. This includes efforts of attraction and retention of businesses, employment, and tourism, as well as funding for community engagement.



Candice Molter
Branch Manager
NMLS #140432



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New CACC Board Member:



Peter Marinoff named new Community President of Munson healthcare Cadillac Hospital

Peter Marinoff has been named new Community President of Munson Healthcare, Cadillac Hospital. Marinoff joined the Munson Healthcare team in 1999 as an accountant, after serving at public accounting firms in Virginia and Traverse City. In 2007, he moved Paul Oliver Memorial Hospital in Frankfort where served as Director of Operations, Chief Operating Officer and President. He has a Master's in Business Administration and healthcare certificate from the University of Michigan in Flint, Mich. He is a member of the Michigan Health and Hospital Association Small and Rural Hospital Council. is also a board member of OASIS and the Cadillac Area Chamber of Commerce, and is currently the Board Chair the Grand Traverse YMCA.



thank you

Tonya Smith, MHC President, Community Hospitals and System Integration, for serving our Cadillac Community on the variety of Cadillac Area boards including the Chair of the Cadillac Area Chamber of Commerce these past two years. Your service and mentorship are greatly appreciated.

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WHY SHOULD I ENDORSE THE CAMPAIGN?

Express support
When you endorse the Homes for Our Future campaign, you're expressing your support for efforts to create new housing options that ensure our communities remain places where all people are able to live, work, raise families, and thrive.

WHO CAN ENDORSE HOMES FOR OUR FUTURE?

Businesses and Community Organizations
Can endorse the campaign by passing and signing a resolution. When you let us know that you've signed a resolution, we'll include your business or organization name on the Homes for Our Future website.

Local Governments
Can endorse the campaign and resolve to complete the Housing Ready Checklist. When you let us know your community has signed a resolution, we'll include your community on the Homes for Our Future website - and your community can be featured as a "Housing Ready Community" once you've completed the checklist process.

Individuals
Can also endorse the campaign by filling out the "Get Involved" form available in our website.

You can visit homesforourfuture.org
Email info@housingnorth.org
OR follow us in social media

The Homes for our Future campaign is a call to action from the public, local governments, employers, and community organizations, intended to provide clear courses of action and resources about how to engage in, support, and lead work towards housing solutions.

We were able to connect with the executive director, Yarrow Brown of Housing North to gain some deeper insight on the Housing Norths campaign, and what that looks like for our community.

WHAT DOES THE HOMES FOR OUR FUTURE CAMPAIGN LOOK LIKE IN OUR SMALL COMMUNITIES?

Housing North, through its HFOF campaign works with local housing networks, to support local initiatives and to provide expertise in advocacy and community buy in. The resources are available online and for each community and Housing North Staff are ready to support any local initiative, community presentation about the needs for housing or even request specific advocacy for a particular project. Through the HFOF campaign, Housing North can train advocates, provide community specific data on the needs, and connect local stakeholders to other initiatives, housing networks and best practices.

WHAT ARE THE GREATEST BARRIERS TO HOUSING THAT THE HOMES FOR OUR FUTURE CAMPAIGN ADDRESSES?

1. It helps our Communities to understand and Community the Need for Housing. For example, housing solutions and supporting housing development projects at the local level requires buy-in from the leadership, public officials and from the public. The HFOF campaign provides the data resources to make the advocacy efforts for housing meaningful, with data and information that is simple and easy to understand on the deep impact the lack of housing has in our communities at the social and economic level.

2. It focuses on solutions and ways each community can support housing. Many local groups and individuals in our communities are concerned about housing but at times, it is hard to get the message across and focus on tangible and actionable solutions. The HFOF campaign provides specific ideas and solutions that can be used and developed in each community to advocate and support projects.

3. It provides advocacy tools and support for housing. Providing public comment that will make a difference in a planning commis-

sion meeting, or a city meeting requires a strong message. New legislative initiatives require public support from constituents, community visioning sessions require citizen participation. The HFOF provides clear resources to address the diverse advocacy needs for citizens who are looking forward to making a difference in their community. The data, including our communications toolkit, outlines who to talk to, what to say, what type of wording, who are the relevant officials and representatives, where to find current initiatives or who are the local housing groups in each community. These are just some of the things the HFOF addresses for local citizens. The campaign provides a unified message for the region on the impact the lack of housing is having on our economy, opportunities for young professionals and our overall community growth.

WHO IS INVOLVED IN THE HOMES FOR OUR FUTURE CAMPAIGN? EVERYONE IS!

Local Governments have endorsed the campaign, demonstrating their commitment and sense of urgency into bringing homes to each community. To date we have #7 units of government who passed a resolution and many more that are considering it,

Employers have endorsed the campaign as a reflection on how much the lack of housing for their employees affects their growth and business in the community demonstrating their commitment to making our communities Housing Ready.

Citizens have endorsed the campaign to be informed on the projects and initiatives locally and to have the opportunity to advocate, receive training and guidance on what to do and how to do it and to also be informed on the initiatives happening at the legislative level for them to be able to contact their elected officials.

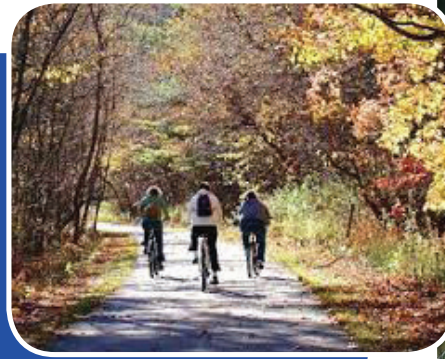
HOW CAN WE (THE PUBLIC) BE INVOLVED WITH THE HOMES FOR OUR FUTURE CAMPAIGN?

The public can sign up for the campaign at www.homesforourfuture.org/getinvolved.

They can share their stories, be part of the local activities, meet their local housing action group, attend events, know about projects to provide public comment in local meetings and encourage others, as well as organizing local events to spread the information and importance for housing in their community and of course get trained on how to be an awesome advocate!

White Pine Trail Head Approved

In October of 2020, the Cadillac City Council Prioritized a plan for the White Pine Trailhead. The project would turn an empty parking lot at the intersection of South Lake and West Chapin streets in Cadillac into the new trailhead, extending the 92-mile trail by about 1,000 feet. On Tuesday March 23rd, the Cadillac City Council voted to approve this extension. There had been a hole in the trail system for a long time and residents and board members are happy to see this finally getting addressed.



Top 20 Rural Hospital Named In Cadillac

Munson Healthcare of Cadillac was named Top 20 Rural Hospitals in the United States. The National Rural Health Association has honored the Munson Healthcare Cadillac Hospital as one of its top 20 rural and community hospitals in the US. This is based on evaluation by the Chartis Center for Rural Health using the Hospital Strength Index including inpatient market share, outpatient market share, quality, outcomes, patient perspective, cost, charge and financial efficiency.



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United Way Chosen for State MI Tri-Share Child Care Program

United Way can now assist with the cost of employers assisting with quality childcare.

Tri-Share helps employers retain talent and remove one barrier to employment. The advantages are it allows employers to invest and retain their talent, employees pay for quality childcare, and providers stabilize their businesses.

This process and application for the MI Tri-Share Child Care Program were supported by an emerging needs grant from Rotary Charities.



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As we all know - everything is different in rural communities – from attracting and keeping talent, to childcare, to cyber infrastructure, and the list goes on and on. The Alliance advocated with a broader coalition to establish a rural cabinet position to shine light on rural Michigan’s unique issues. This initiative was supported by nearly 100 organizations who were a part of the coalition - and the advocacy became more visible in January 2020 when the Alliance held a press conference formalizing the request during our State of the State visit. This past January, the **Governor announced** the creation of an Office of Rural

Development tasked with coordinating work across state government to address issues facing rural communities—including broadband, talent, infrastructure, and more.

“This is an important step in recognizing the unique issues of rural Michigan – and especially rural northern Michigan,” said Stacie Bytwork, the chairperson of the Northern Michigan Chamber Alliance and president of the Manistee Area Chamber of Commerce. “As we all know, everything is different in rural communities – from attracting and retaining talent, to childcare, to cyber infrastructure – and the list goes on and on. The creation of this office will help elevate the issues of rural Michigan and promote rural prosperity.”



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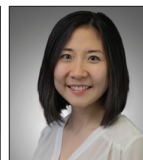
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Pamela Mir, MD
Pediatrics/Internal
Medicine



Rob Shook, NP-C
Family Medicine



Soomin Han, PA-C
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Pediatrics



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Sources And Full Articles: Facebook: Reopen Michigan Safely, Twitter: Reopen Mi Twitter, Youtube: Reopenmiyoutube, Detroit News: Editorial End Whitmer's Prohibition On Office Work.



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