

CHAMBER

CADILLAC AREA BUSINESS MAGAZINE

Winter 2021/2022

A CADILLAC AREA CHAMBER OF COMMERCE PUBLICATION

Spirit of the
Community
2021

Doreen Lanc

Citizen of
the Year
2021

David Cox



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President's Letter

This time of the year includes strategic planning initiatives as a reflection of the discussions and implementation collaborations over the past year. It is a time of reflection, evaluation and setting for the upcoming expectations. It is exciting to look back and notice the amount of discussions that lead to projects, projects that became reality and how reality has changed since the discussions began. Some of our greatest discussions start on the ski slopes of Caberfae or others at the high tops at Clam Lake Beer Company downtown, but witnessing the follow ups at early Rise Up visits and during sponsored events ignites a new energy into the Chamber teams.

For 2022, these discussions are taking one step further into action for our greater Cadillac area. Through upcoming summits, publications and recordings, we are taking it one step further to recruiting the brightest minds to join the conversations in breaking barriers that are holding our economy back. This past year, the CACC fought against mandates limiting our businesses, barriers in established resources such as childcare and housing, supported workforce retention efforts including our community trail initiatives and have set up the platforms for further discussions on a regional, state and federal level where rural northern Michigan can be represented.

In this issue of the CACC Business Magazine, we are highlighting our housing efforts and partners that assisted in tackling this one great barrier. With your feedback, the CACC is committed to being a catalyst for the solutions and voice to drive business opportunities. Driving Business Forward is still our mission, and breaking down the barriers that challenge these efforts are still our forefront.

Caitlyn M. Berard, President
Cadillac Area Chamber of Commerce



MEET
CADDY
BEAR!



CADILLAC TOURISM FINDING NEW PATHS FORWARD

Cadillac Area Visitors Bureau Update
Kathy Morin, Executive Director

The Cadillac Area Visitors Bureau (CAVB) is proud to collaborate with our friends at the Chamber, the City, and other key partners on various destination development projects, placemaking efforts, and a streamlined marketing strategy for Cadillac as a region.

2022 brings a whole new level of opportunity for our organization as we have reconfigured our staffing roles, rallied to outline a few new high-impact projects and even completed a total renovation of our offices! We know the last couple of years have been a struggle in many ways but as we come out of the pandemic the Cadillac area has not only survived but thrived - especially when it comes to tourism. While many other destinations are in recovery mode, we are happy to report very healthy occupancy rates with new visitors who are flocking to our trails, lakes & rivers. We must also attribute this continued growth to our forward thinking lodging partners and small business owners who continue to reinvest, improve and expand their facilities.

As we look forward to what is possible in the months and years to come, we are confident that we can all find success in these new networks of collaboration. We are hoping for a strong finish to the winter season, but spring is just around the corner - an ideal time to come and explore Cadillac and all it has to offer!



MORE AT CADILLACMICHIGAN.COM

Downtown Social Zone

Allowing for outdoor alcohol consumption within the designated social boundaries of our downtown.

Social District Hours:

Sunday- Saturday

10 A.M- 12 A.M

Smoking is prohibited within the Social District

This initiative was created in response to the COVID-19 pandemic in the hopes that it will help boost restaurant sales by increasing foot traffic within our downtown and for our local merchants.

Patrons of participating restaurants and bars within this district may purchase, carry, and consume an open alcoholic beverage in an approved plastic container (up to 16 oz. in size) with official Cadillac Social District logo and logo of the business where the beverage was purchased.

Outside alcohol is not permitted and alcohol purchased from one participating establishment cannot be taken into any other establishment which serves food and/or alcohol. Some retail merchants may allow visitors to bring their Social District cups into their store, others may not.

We kindly remind you to drink responsibly, explore our local businesses and enjoy your time in Downtown Cadillac!

Participating Bars & Restaurants

Long Road Distillers

Hermann's Cafe & Restaurant

Clam Lake Beer Co.

Raven Social

Willow Market & Meats/Primo's BBQ

Roaring 20's Saloon



Rexair^{LLC}



COLDWELL BANKER
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RISE UP! CADILLAC



AFTER 26
DEPOT
CAFE
CADILLAC, MI

State Farm
Darrick Earegood

2nd Wednesdays of the Month 6:45AM-8AM



Host locations BOOKED for 2022. Book your Title Sponsor spot now!



BUSINESS AFTER 5



Third Thursdays of the Month 5PM-6PM



CALL US TO HOST A BA5 FOR YOUR BUSINESS!

Celebrating our Lifetime Achievement Awards

In December 2021, the Cadillac Area Chamber of Commerce honored two of Cadillac's community advocates with highest honors during the 2021 Annual Awards Dinner. The Outstanding Citizen and Spirit of the Community awards honor volunteers in the community whose investment stands out and has shaped the programming around them in a positive way for our region. Communities are built on investment and annually, it is the Chamber's honor to appreciate members of the community that stand out in their efforts of investment.

This past year, the 2021 Outstanding Citizen of the Year was awarded to Dave Cox, Superintendent of the Wexford- Missaukee and Manistee ISD but also well known for his Power of Positivity presentation and attitude. Cox is currently involved in efforts such as the SHC Coalition, HSLC, CACC Governmental Affairs, CAMA, Networks Northwest Board and many other efforts surrounding economic development and student support for the three counties he represents.

"It is with great honor for the Chamber to celebrate Dave Cox with the Outstanding Citizen award this past year" said Chamber President, Caitlyn M Berard. "He truly believes in the teams that surround him for the greater work of the region. We are thankful for all Dave does to invest in students and emerging leaders in our community".

The Outstanding Citizen of the year award recognizes and honors individuals who strive toward the highest level of professional accomplishments. Men and women, who excel in their chosen profession, have devoted significant time and energy to improve the community's quality of life and have provided leadership to assist others in becoming involved in the community.

Nominator Tim Rigling, CTE Director Wexford - Missaukee ISD, highlighted Cox's involvement as... "He has impacted countless number of youths, adults, and those less fortunate. David is always striving to make the community a better place to live and work, along with providing ALL students, regardless of their situation in life, with the best opportunities available to them to be successful".



David Cox OUTSTANDING CITIZEN 2021

The Outstanding Citizen Award recognizes and honors individuals who strive toward the highest level of professional accomplishments. Men and women, who excel in their chosen profession, have devoted significant time and energy to improve the community's quality of life and have provided leadership to assist others in becoming involved in the community



Wexford, Missaukee ISD



& Manistee ISD

Doreen Lanc

SPRIT of the COMMUNITY 2021

The Spirit of Community Award recognizes and honors individuals who have devoted significant time and energy to improve the community's quality of life and have provided leadership in development and/or expansion of volunteer projects, which have benefited members of the community.



Celebrating our Lifetime Achievement Awards (cont'd.)

The Cadillac Area Chamber of Commerce was honored to celebrate Doreen Lanc, Executive Director of the Cadillac Area Community Foundation, with the 2021 Spirit of the Community Award. "Awarding Doreen with the Spirit of the Community award this past year was a privilege" said Chamber President Berard. "For those who have had the opportunity to work with Doreen in any number of the volunteer opportunities in which she is involved, can't imagine running programing, events and projects without her. She is an asset and wealth of knowledge to each committee in which she invests".

The Spirit of Community Award recognizes and honors individuals who have devoted significant time and energy to improve the community's quality of life and have provided leadership in development and/or expansion of volunteer projects, which have benefited members of the community. Nominator Kelly Smith, President of Cadillac Baker College emphasized her work saying "Many individuals and clubs reach out to Doreen to help with one thing, and she ultimately ends up doing so much more. She always goes above and beyond to find a home here in town. When people are on the fence about coming to town, she will set up a personalized tour with a local realtor who can show them all the positives about making a home here".



To view full Bios for Doreen & Dave-
Cadillac.org/events/#annualawardsdinner



Cadillac Area
community foundation

Where *You* Make the Difference





Field of Dreams

LEADERSHIP
2022

Cadillac Leadership Class of 2022 is excited to announce their class project: Kysor Fields Home Run Renovation.

Several submissions and ideas were discussed and considered this year, and, with the continued concerns over Covid-19, we felt that an outdoor project would be a plus. The pandemic has caused a large increase in outdoor activity, including youth sports. Under the coaching leadership of Eric Stuart and Chad Phillips, the Viking Softball Association (VSA), a youth girl's league, has found a home at the Kysor Fields. However, improvements are desperately needed in order to continue playing on these fields, and to encourage others to enjoy their use. Our class decision was to partner with the VSA so that they can reach their "Field of Dreams" goal.

Needs for the Kysor Fields include: resurfacing the ball fields, adding batting cages and a water fountain fill station, repairing the concessions stand and adding commercial refrigerators, bleachers, and repairing the parking lot...just to name a few.

During the holiday season, our class was graciously hosted by Horizon Books where we kicked off our fundraising. Our proceeds were minimal, but our outreach to spread the word of our mission and goal was a big success. We were able to educate the community on the Leadership Program, as well as discuss the needs for our class project. Plans are currently underway for future events, and we look forward to updating you shortly. Stay tuned to our social media page, website, and local media venues for updates.

One of the key opportunities of Cadillac Leadership Class is learning the needs of our Cadillac Community. We are also learning that this project is going to need your support! Sponsorship and advertising opportunities are available for individuals, families, and businesses, and donations are needed.

The Cadillac Leadership Class will be contacting you within the coming weeks to let you know how you can get involved. Do you have any Questions? Contact our Co-Chairs Dan Firnbach at danfirnbach@9and10news.com or Liz Lobos-Nordman at liz@thewex.com.

Sincerely,

Cadillac Leadership Class of 2022

Dan Firnbach - Co-Chair, Liz Lobos-Nordman - Co-Chair, Joy Jennings - Secretary, Tereesa Arn - Treasurer, Ric Avery, Nick Borellis, Peter Marinoff, Ben Rigling, Neka Runyan, Brenda Tarsa, Jamie Theobald, Angel Vallejo, Ethan Wetzel, Jack Ziegler, Kate Dekam - Leadership Director

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Kysor Fields: Home Run Renovation



 **Cadillac**
LEADERSHIP
Proudly Sponsored By  **FOX MOTORS of CADILLAC**



AUTHOR: YARROW BROWN
EXECUTIVE DIRECTOR, HOUSING NORTH

To follow Housing initiatives and full articles, please visit
<https://www.housingnorth.org/news> or
visit Housing North on Facebook.



OPINION: COMMUNITY SUPPORT NEEDED TO SOLVE OUR HOUSING PROBLEMS

"Whether you are a young professional looking for an apartment or part of a family of four seeking a new home, finding housing right now across our region is a struggle."

Our housing prices are higher than the Michigan average yet our wages are lower than the state average. What this means is that (1) our housing situation is interconnected with other local issues, from wages to childcare, and that (2) addressing our region's housing crisis requires a collaborative, cross-sector approach.

As a member of the Community Development Coalition of Northwest Michigan, **Housing North is working alongside more than 30 nonprofit, governmental and business partners to tackle pressing societal issues like housing in addition to economic and environmental issues through a shared 10-year regional plan.** Recently, the Coalition released the first year of progress grades as part of our Scorecard, a set of shared metrics that align our engagement efforts and transparently communicate progress toward community goals.

As the Scorecard shows, **our wages stand at only 69 percent of the Michigan average** and an astonishing **55 percent of local households are overburdened**, which is defined as those spending 45 percent of their income on housing and transportation. By 2030, the Community Development Coalition aims to increase the average regional wage by 3 percent and see a 5 percent reduction in overburdened households. It is clear that the need for both attainable housing and increased wages is now but there is plenty of work ahead to move the needle on these critical issues.



HOMES FOR OUR FUTURE

To learn more about our shared Community Development Strategy,
visit: www.nwmiccommunitydevelopment.org.

Housing North has been doing what we can to tackle these issues, especially in relation to housing. Over the past year alone, we have: Joined the executive team of the Housing Michigan Coalition, a bipartisan effort, that recently worked to get **five bills passed through the state House to allow us to bring more resources to our region for housing.** The bills are now moving onto the Senate.

Expanded our Housing Ready Program to Leelanau County, which includes a coordinator and supporting housing efforts in the community. We are **working to expand this program to the other four counties.**

Launched a public awareness campaign for housing and introduced the Housing Ready Checklist and Communications Toolkit to more than 50 communities, receiving endorsements from 13 government units and more than 30 organizations. Launched a story map highlighting **regional projects in 10 counties that will help match developers with Housing Ready Communities and projects.**

Since becoming a coalition contributor, we've seen how wonderful this community truly is and how much expertise and knowledge there is that, when organized well, can make an amazing impact on the people and places we love here. But community support is necessary to keep us all moving toward a housing ready region that's healthy, resilient and thriving.

HOW DO WE BECOME “HOUSING READY” IN NORTHWEST MICHIGAN?

I know everyone is tired of talking about housing—they want solutions. I do too! We have come a long way, but the reality is IF we're going to move the housing needle we need three things:

- 1. Become Housing Ready.** Northwest Michigan communities need to become poised for housing projects while removing barriers to development. Many of our communities are doing so and are on a Housing Ready path, but there's work to do.
- 2. Work Together.** This is a community effort and is not any one organization, unit of government or individual's responsibility. We need to work creatively, collaboratively and strategically to address barriers to housing and bring solutions to our communities
- 3. Advocate.** Our voices are being heard in Lansing, yet we still need to communicate, advocate and collaborate with state agencies and legislators to keep momentum going and make sure we have the necessary tools and resources. We know there are creative solutions and many other communities to look towards as examples. But first we need to be ready for housing- to make sure our zoning allows for our local housing needs. We need to understand how we can all be part of the solution and work with the NIMBYs or Not In My Backyard folks to recognize the need for housing diversity and its importance in the community. We need to think about what it will look like if our schools close and northwest Michigan becomes a retirement community where the year-round workforce has no place to go.

COMMUNITY LAND TRUSTS IMPORTANT FOR HOUSING AFFORDABILITY AND ATTAINABILITY

We've talked a lot of about **new tools needed to expand** the region's housing opportunities, whether it's in the form of zoning, financing or taxation. Among them is a **Community Land Trust (CLT)**. **It's a type of shared equity home ownership program which provides affordable home ownership opportunities to lower- to moderate-income households** - and more recently even those making up to 120 percent of the Area Median Income (AMI). We're finding more of our year-round families priced out of the market, necessitating tools and models that provide home ownership opportunities and ensure long-term affordability.



WHAT DOES AFFORDABLE HOUSING MEAN?

It means people spend 30 percent or less of their income on housing.

This can be for someone making \$20,000 a year, or up to \$300,000/ annually. Ideally we want to make sure there is a **variety of price points and housing diversity to meet all the needs in our community**. We know from a recent Target Market Analysis the major need for housing is for those making \$40,000 a year or less. Without available homes at affordable price ranges, people must drive long distances and not live where they work. This is a huge concern in our region, where many of us spend up to 50 percent of our income on housing and transportation.

Two new Community Land Trusts recently formed in our region include the **Frankfort Area Community Land Trust** in Benzie County, and **Peninsula Housing** which is based in Leelanau County but has **no geographical boundary restrictions**. We know of others forming across the state and country. This tool is growing in momentum, and there is legislation proposed that would make taxes more affordable for it to be more widely used.

Another impactful tool used in collaboration with a Community Land Trust is known as **Land Bank 2.0**, where **communities can utilize the Land Bank Authority, Brownfield Redevelopment Authority and Tax Increment Financing in partnership with a CLT and developer to provide attainable housing**. To learn more visit the State Land Bank or the Housing North website.

One of the best resources for information on CLTs is the **Grounded Solutions Network**. We are also grateful to have a CLT in our region called the **Northern Homes Community Development Corporation**, and to **work with Dwelling Place CLT** which covers 15 counties in Michigan. These organizations and resources are helping unlock more housing solutions for families throughout Northern Michigan



WHERE DO PEOPLE WHO ARE EXPERIENCING HOMELESSNESS GO IN WEXFORD AND MISSAUKEE COUNTIES?

Where do people who are experiencing homelessness go in Wexford and Missaukee Counties? For the past 29 years, New Hope Center has been able to provide emergency shelter for those that are experiencing homelessness. The Men's Shelter opened in 1992, a few years later, three homes were used for families experiencing homelessness, and in 2013, a Women's Shelter was opened for single women or single women with children. In May of 2020, New Hope Center broke ground on their new facility that will be able to combine all of the emergency shelters into one facility. One of our future goals is to be open 24/7 so the individuals that are working 3rd shift will be able to have a place to sleep without interruption. Another goal is to offer programs during the day that will benefit the individuals/families to help them improve their current situation.

New Hope Center kicked off their \$40,000 in 40 days "Cross the Finish Line" fundraiser campaign! We are getting excited to be able to open up our new facility by the end of the year! We have been very appreciative of the support that we have had from the community and surrounding communities! This last push will help cover the costs of the last few things that are needed to be able to provide our clients a warm and safe place to lay their head at night.

If you have not decided on where your year-end donation would like to go, please consider New Hope Center to help "Cross the Finish Line" and complete our new facility! This new facility will be able to provide more opportunities for our clients to be better served with all of the following done on site such as "Life Skills" training, Mentoring, Workplace Development, and Bible Classes. Imagine a family of four living out of their mini-van that will typically have to eat cold food, try and keep each other warm, and find a public restroom to use to get cleaned up. In the past, we typically have a waiting list for our family units, with the new facility we will be able to provide one extra family unit.

Please consider donating by going to our Facebook page, <https://www.facebook.com/NewHopeCenterCadillac>, click the "Fundraisers" tab then the "Donate" button, or by going to our website <https://newhopecadillac.org/> and clicking the "Donate" button, or by mailing your contribution to New Hope Center, 4874 Meyer Ave, Cadillac, MI 49601. New Hope Center thanks you very much for your consideration!

"Truly I tell you, whatever you have done to the least of these brothers and sisters of mine, you did for me."
Matthew 25:40



NEW HOPE CENTER FACILITY



CITY OF CADILLAC

JOHN WALLACE- COMMUNITY
DEVELOPMENT DIRECTOR



HOW ARE WE AT A LOCAL LEVEL ADDRESSING THE HOUSING IN WEXFORD COUNTY?

The City of Cadillac believes housing is an important part of any community development program. Market studies have shown that the city has a housing shortage in all types of housing in both the home ownership and rental categories. To address this shortage **the city has been very proactive in assisting housing developers to achieve their housing projects within the City of Cadillac.** Two notable examples include the complete renovation of the 24-unit Maple Hill Apartments done by the Woda Cooper Companies in the southern part of the city, and the Cadillac Lofts, a **42-unit apartment project** built by Michigan Community Capital located in the heart of downtown. The city is currently working with Michigan Community Capital to facilitate their building of Phase 2 of the Cadillac Lofts project, which **would add another 40 to 50 apartment units** within their mixed-use project. **The city is also currently working with three local developers on the redevelopment of three additional downtown buildings, which are planned to add more than 40 additional apartment units.** These projects are anticipated to be completed in the next couple of years, pending access to funding, supplies/materials, and availability of contractors to build the projects.

CADILLAC AREA HOUSING PARTNERS

Alliance For Economic Success

www.allianceforeconomicsuccess.com

Downtown Development Authority

www.cadillac-mi.net

Scenic Woods

scenicwoods.net

Northern Michigan Chamber Alliance

www.nmchamberalliance.com

Cadillac Area Community Foundation

www.cadillacfoundation.org

West Corridor Improvement Authority

www.cadillac-mi.net

Northwest Michigan Community Action Agency

www.nmcaa.net

Wexford Osceola Habitat For Humanity

www.wexfordhabitat.org

Michigan Community Capital (Cadillac Lofts)

www.michigancommunitycapital.org

Woda Cooper Companies (Maple Hill Apartments Renovations)

www.wodagroup.com

HOW DOES THE CITY PROVIDE ASSISTANCE TO HOUSING DEVELOPERS?

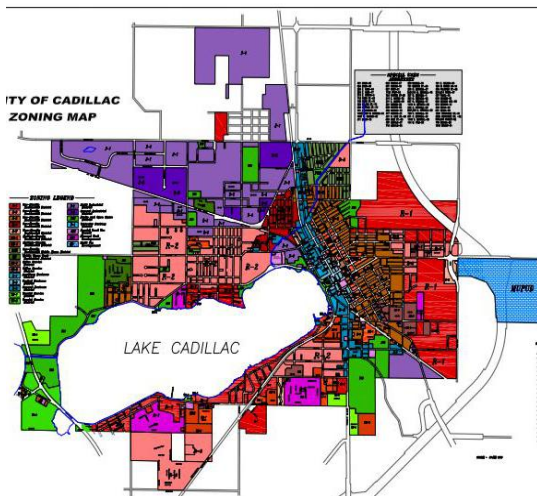
The assistance the city provides to housing developers takes many forms, such as site design assistance, customized zoning through use of planned unit developments, streamlining the zoning process, brownfield assistance, grant assistance, coordination with state agencies such as the Michigan Economic Development Corporation (MEDC), and exploring other available tax abatement options. To further facilitate new downtown residential development, the city has, as a part of becoming a Certified Redevelopment Ready Community by the MEDC, **adopted a zoning amendment which allows mixed-use projects “by right”, which means a developer can administratively obtain certain necessary approvals in a timelier manner**, versus also needing legislative consideration and approval.

CITY OF CADILLAC AND OVERCOMING ZONING BARRIERS

Within the last few years, the city also had the opportunity to work with New Hope Shelter to write specialized zoning regulations to facilitate a new combined group/family shelter facility for the homeless. New Hope wanted to change from having separate housing facilities for men, women, and families to accommodating each of these groups within a centralized facility. **The new zoning regulations allowed New Hope to achieve their goal and create a facility with a 60-bed capacity.** Their new facility will likely start operation early in 2022.

The city is also in the process of doing a comprehensive updating of our zoning ordinance to ensure compatibility with the state’s Redevelopment Ready Community Program. As part of this process we are very conscience of the need for affordable housing or housing for the “missing middle”. **One of the common zoning problems which act as a barrier to people entering the housing market is the requirement for a minimum housing size, especially if that minimum is set too high.**

The city now, and in the new zoning ordinance, intends to not be specifying a minimum housing size, but will rely on the requirements of our building code to address this issue. **This approach should make entering the new housing market easier for low to moderate income individuals. The city is also evaluating zoning techniques that can make housing more attainable** such as allowing for accessory dwelling units (ADU’s), and creating a district which allows both single-family detached and single-family attached dwelling units in the same zoning district.



As our residential areas grow the city is also focusing on **increasing “walkability” in our neighborhoods. Residential housing in neighborhoods with high walk scores are in the highest demand.** They create opportunity for a healthier way of living and reduce the dependency on the auto which reduces household expenses and thereby makes housing more affordable.

The city looks forward to collaborating with the Cadillac Chamber of Commerce, Housing North, Networks Northwest and other Cadillac agencies and industries on seeking and implementing housing solutions for our great city.

CADILLAC LOFTS

This four-story, new construction building is located at 207 South Mitchell Street, on the corner of South Mitchell Street and East Cass Street in beautiful downtown Cadillac! The building is constructed of highly durable steel and brick. The first floor contains retail/restaurant space with large glass storefronts and a shared patio space.



Phase 1 created 42
new apartments for
Cadillac.

Goal of the Cadillac Lofts in Cadillac MI?

Our mission at Michigan Community Capital is to help build on the hard work of local organizations to catalyze community development. A big part of that is creating middle income housing to address the severe housing shortage statewide. Cadillac Lofts is a direct extension of that mission. Also, by adding a commercial component to this development, we are really engaging in a placemaking approach that can contribute to strengthening Cadillac's downtown.

What are the next steps in development for the second phase?

We are currently finalizing designs and financing. We expect to break ground this year.

How can the Cadillac Chamber membership participate or support this upcoming year?

We're very grateful for the support the Cadillac Chamber has given us since we began the first phase of Cadillac Lofts a few years ago. The publicity we've received from the chamber helped us lease out the building very quickly, and we hope through continued promotion we will do the same in phase two.



Community Partner Updates



Cadillac Area
community foundation
Where You Make the Difference

An update from the Executive Director of the Cadillac Area Community Foundation | December 2021

Our community has shown strength, courage, and generosity through these challenging times.

We continue to collaborate with non-profit organizations, City Government, the Chamber of Commerce, the Health Department, and Social Service Groups to respond to the myriad challenges brought on by the pandemic.

Over the past year, the Foundation has taken an active approach listening and learning about the challenges and opportunities within our community. In addition to working with non-profit organizations to provide critical needs and services, we have become the hub for connecting people to local resources to assist them with vital needs such as food, housing, and clothing. In 2020/2021 the Foundation provided countless volunteer hours and upwards of \$500,000 in financial assistance in support of a wide variety of needs and opportunities to improve our community.

We collaborated with Venture North, Small Business Resiliency Program to award \$27,500 in grants to 7 small businesses in Wexford County that continue to struggle due to COVID.

Supported a Facebook peer-to-peer group called Spark in the Dark. Spark in the Dark is an online platform to help people with emergency needs and share resources, and in the first 60 days, 103 requests were filled.

We awarded \$97,150 in scholarships to local graduates. The Cadillac Area Women's Giving Circle awarded \$20,781 to local non-profits that support programs and projects for women and girls.

We support our community non-profit leaders to help build a strong foundation for their organizations through Leadership Learning Lab, a nine-month program funded by Traverse City Rotary Charities, Frye Foundation, and our Community Foundation.

23,326 books were distributed from the Dolly Parton Imagination Library Book Program. Over 1900 children in the Wexford Missaukee ISD School District, ages 0-5, receive books monthly. Funding is from our Imagination Library Fund, which is completely funded by donations and grants.

The Foundation supported the New Hope Center's new building, Cadillac Leadership Class Shay Project, and the Wexford County Historical Society Window Project with grants of \$10,000 each. We continue to support our Wexford and Missaukee Veterans with emergency needs of; medical expenses, propane, firewood, utility bills, car repairs, rent, and housing from our Wexford Missaukee Counties Veteran Fund.

Cadillac Area Youth Advisory Committee awarded \$20,308 to programs and projects for youth in the Cadillac Area. We would not be able to do this without our generous donors; their gifts to the Cadillac Area Community Foundation enable us to address our community's most pressing needs and promising opportunities, both now and for generations to come.

We are looking forward to 2022, telling our story beyond the numbers of people we helped, the impacts achieved, and the resources we share; we want to share the stories of generosity and what philanthropy represents for our Community!



Huron-Manistee National Forests

Forest Service News Release

Contact:
Joy VaalDie
(231) 878-0998 C; 231-943-4982 D
joy.vaaldie@usda.gov
www.fs.usda.gov/hmnf

Middleton Awarded National Technical Engineer of the Year

Huron-Manistee National Forests, Forest Engineer has been named the 'USDA Forest Service 2020 National Technical Engineer of the Year' for providing premiere Engineering services across a diverse natural environment through innovative technical solutions.



November 17, 2021 - Cadillac, Michigan. **Karen L. Middleton, P.E.**, Forest Engineer for the Huron-Manistee National Forests (HMNF), Eastern Region, was awarded the **National Technical Engineer of the Year** in October at a nationally viewed presentation by the **USDA Forest Services Associate Chief Angela Coleman** on behalf of Chief **Randy Moore**. The USDA Forest Service annual National Engineer of the Year awards solicits regional applications from all 154 Forests across the nation, and from those finalists, the winners for the National Engineer Awards in Managerial, Technical, Technician and Technology are selected.

"I am honored and humbled by this award. It truly takes a team to accomplish our Forests goals and objectives," says Karen Middleton, Forest Engineer for the HMNF and Award Recipient, "I am proud to be a part of an amazing team here and look forward to many more exciting years with the Forest Service."

"Karen has excelled in applying her technical skills and focusing on our Forests relationships with our Road Commissions and Cooperators," Says Leslie Auremmo, HMNF Forest Supervisor, "This has benefited the public we serve by increasing our conservation efforts across the forests."

When Karen started in 2016, the HMNF had roughly \$450,000 invested in 12 project agreements with six County Road Commission Partners*. The program has now grown to 31 agreements valued at \$1.6 Million, with 11 County Road Commission Partners.

Recently Middleton was part of the Team awarded the 2020 Regional Forester Honor Award for Adaptive Reuse of the facilities at the Cadillac/Manistee Ranger District new administrative office in Wellston, at the historic Chittenden Nursery facility. She earned a 'superior' performance rating in 2020 for excellent performance as a Civil Engineer/Forest Engineer on the HMNF. Also, earning the Certificate of Merit for the Forest Supervisor's Safety Award.

Middleton earned her Bachelor of Science in Civil Engineering from the University of Dayton, earned her PE in Michigan and Alaska, and has completed numerous engineering related trainings in Leadership, Collaboration, Timber Contracting, Aquatic Organisms Passage, Safety, NEPA, and Artic Engineering. During her engineering career she has worked in both the private and public sector focused on transportation engineering. She has been with the USDA Forest Service, Huron-Manistee National Forests since 2016.

*The Huron-Manistee National Forests greatly value the cooperative efforts of our County Road Commission partners working continuously to annually maintain over 400 miles of roads in the most cost-effective way possible. This cooperation enables the HMNF to maximize funding across roads and facilities along the 2,000 plus total miles of roads and 140 plus facilities across the forests.

Lying between the shores of Lake Michigan and Lake Huron in the northern half of the Lower Peninsula of Michigan, is the nearly one-million-acre **Huron-Manistee National Forests**. The Forests offer year-around motorized and non-motorized recreation opportunities. Most popular are the trails and campgrounds along four nationally designated Wild and Scenic Rivers such as the Pine, Manistee, Au Sable and Pere Marquette. The Forests management team of botanists, biologists, archeologists, fire, timber, and silvicultural specialists manage for health, harvest, prescribed fire and endangered/ sensitive species habitat. The HMNF is host to such species as the Kirtland's Warbler, Piping Plover, Karner Blue Butterfly and Pitcher's Thistle. Find out more at www.fs.usda.gov/hmnf

The Huron-Manistee National Forests are managed in four (4) districts, with a Supervisor's Office:

- Supervisor's Office, Cadillac: 231-775-2421
- Cadillac/Manistee District Office, Wellston: 231-848-7090
- Baldwin/White Cloud District Office, Baldwin: 231-745-4631
- Huron Shores District Office, Oscoda: 989-739-0728
- Mio District Office, Mio: 989-826-3252

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B rick Award Winners

The Brick Award: The Brick Award is a prestigious nomination by the Ambassador Club for the business that has shown the most aggressive action in building their business. It could be either by actual building or increasing their workforce...or by some form of community involvement.



Dean Rohn accepts The Ambassador Brick Award on behalf of Piranha Hose



Dean DeKryger from The DK Design Group accepts The Ambassador Brick Award on behalf of The Cadillac Lofts.



New Hope Center Director Chris Crawley accepts The Ambassador Brick Award

CADILLAC AREA CHAMBER OF COMMERCE RECOGNIZED AS OUTSTANDING CHAMBER IN MICHIGAN



LANSING, MI- The Michigan Association of Chamber Professionals (MACP) recognized the Cadillac Area Chamber of Commerce with the 2021 Award of Distinction at the MACP Leadership Conference & Annual Meeting held on October 22.

“Michigan chambers of commerce played an extraordinary role in keeping businesses informed about changes in government regulations, safety protocol, and funding relief sources,” said Joe Bauman, Chair of the Michigan Association of Chamber Professionals and President & CEO of the Birmingham Bloomfield Chamber of Commerce.

Chamber organizations across the state served as clearinghouses for thousands of businesses and their communities struggling to make sense of rapidly changing mandates that forced many organizations to close their doors, move to remote operations, or identify essential employees overnight. Chamber staff worked tirelessly at the forefront to answer questions, direct resources, and advocate for the entire business community.

“Despite facing changes to their own business models and losing event revenue and dues investments from members going out of business, chambers stayed committed to serving the businesses in their communities and finding innovative ways to deliver programming,” said Bob Thomas, Chief Operating Officer of the Michigan Chamber of Commerce.

The Michigan Association of Chamber Professionals traditionally awards the Outstanding Chamber of Commerce award to individual chambers of commerce based on a comprehensive application judged by chamber of commerce professionals from other state associations. This year, the association board of directors elected to award all the chambers in the state an award of distinction for their roles in supporting the business community and for making tough choices to survive the pandemic. “Any chamber that is able to offer programs and support its members after a year of being shutdown deserves to be recognized,” said Bauman.

The Michigan Association of Chamber Professionals is the industry association for over 300 chambers in Michigan. Its mission is to build excellence in chambers of commerce through organizational and board-level resource support, professional development for chamber staff and to promote the importance of chambers of commerce across the state.

Michigan Association of Chamber Professionals
600 S Walnut St.
Lansing, MI 48933
231.675.6498
www.michamberconnect.org
erin@erinbemis.com

**CACC RECEIVES AWARD OF DISTINCTION:
FOR RESILIENCY AND COMMITMENT TO MICHIGAN'S BUSINESS
COMMUNITY TO RECONNECT, RENEW AND RELAUNCH**

I WISH TO SPONSOR 2022 CHAMBER EVENTS



The Cadillac Area Chamber of Commerce is a spokesperson, resource and advocate for business in the Cadillac area. We offer programming and events that not only supported by our members as business owners, but also benefit the region.

We represent over 380 businesses, creating a united voice for businesses throughout the Cadillac Area. Memberships make our programs and events possible, and without them we cannot accomplish our mission of supporting commerce and providing leadership to enhance the quality of life.

The Cadillac Area Chamber of Commerce has developed a tiered system of sponsorships for Chamber events to give members the flexibility to decide which level best matches their budget and their desired exposure. The Chamber holds six major events every year., The Economic Forecast, the Governors' Breakfast, Briefcase Open, Annual Dinner and Awards Ceremony, The Business Expo and the Holiday Luncheon. We also hold other events regularly like Rise Up Cadillac, Business After 5 Networking events, Luncheon Learning Series and Legislative Updates. The following describes the various levels of sponsorships available to Chamber Members.

Platinum Sponsor: \$1,000

A banner will be at the event depicting the name and logo of the Platinum Sponsor, and their name and logo will be printed on all marketing material, physical and digitally. Platinums sponsors will be recognized and thanked publicly at the event. At Governor's breakfast, they will be able to meet the governor and have their picture taken with the Governor. There will be no more than three Platinum Sponsors for any event. Platinum Sponsors will have 4 tickets to ticketed events.

Gold Sponsor: \$500.00

Gold Sponsors will have their name and logo printed on all marketing material and included in all electronic material as well. One banner will list all the Gold Sponsors names and logos at the event. Unlimited Gold Sponsorships are available. Gold Sponsors will have 2 tickets to ticketed events.

Silver Sponsor: \$250

Silver Sponsors will have their name listed on all printed and digital marketing material promoting the event as well as at the event. Unlimited Silver Sponsorships are available. Silver Sponsors will have 1 ticket to ticketed events.

CHAMBER EVENTS *at a glance*



BUSINESS _____
 CONTACT _____
 PHONE _____
 EMAIL _____
 SIGNATURE _____
 DATE _____

ENCLOSED AMOUNT \$



WHAT IS THE CACC?

Walk on over and say hello! The Cadillac Area Chamber of Commerce has been striving to break business barriers in our region since 1899. Each new moment brings new barriers whether it was infrastructure in the early 1900s or workforce now, being a legislative voice and a committee driven catalyst, the CACC strives to hear your feedback to align our programming towards your business barriers. These efforts are executed through opportunities of promotion, communication and advocacy in a regional, State and federal facet. These efforts are projected and built through our committees of volunteers and feedback from you as our membership. It is a busy office so don't be shy and join the club! We are excited to have opportunity for your participation!

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.

MEET OUR CHAMBER AMBASSADORS



LeAnne Bush

Wexford Missaukee
Intermediate School District

Pat Goggin

Ambassador Chair
United Way-Retired

Debbie Rohn

ServPro of Ludington,
Manistee & Cadillac

Rob Best

Networks Northwest

Carol Nilsson

US Forestry Service-Retired

Bill Panasiewicz

New Image

Donna Willis

Horizon Bank

Mike Paulin

Lifetime Member

Andy Ulrich

United Way

Phil Potvin

Lifetime Member

Jenni Johnson

City2Shore Cadillac

Brian Kelsey

Horizon Bank

Darrick Earegood

State Farm

Martina Servin

Huntington Bank

Joni Holly

City2Shore Cadillac

Leigh Gifford

Little Ceasars

Rhonda Vandervelde

Coldwell Banker

Rachel Dick

Fifth Third Bank

MaryJo Binkley

Baker College of Cadillac

Duane Dykhouse

Airway Oxygen