

CADILLAC AREA

BUSINESS MAGAZINE

THIRD QUARTER 2021

A CADILLAC AREA CHAMBER OF COMMERCE PUBLICATION

WWW.CADILLAC.ORG



Dedication Ceremony: CONSUMERS ENERGY SOLAR GARDEN

SEE PAGE 4



CADILLAC AREA
CHAMBER OF COMMERCE

Driving Business Forward

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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The *Cadillac Area Business Magazine* is a publication of the Cadillac Area Chamber of Commerce. The Chamber reserves the right to edit or refuse articles and advertisements submitted to the *Cadillac Area Business Magazine* and reserves the right in its sole discretion to accept or refuse inserts and other materials to be distributed through the publication.

Cadillac Area Chamber of Commerce

222 Lake Street • 231-775-9776

Focusing on Infrastructure Spending for Employee Attraction

Cadillac is not alone in the barriers to employment and business attraction in a post COVID world. Across the nation, leaders are reevaluating new capital improvement priorities to better support local businesses and residents. For our businesses, Cadillac partners are collaborating to identify our local needs and how it is affected by this national issue for local infrastructure and talent pipeline.

Infrastructure spending is hot as economy and economic drivers all over the nation are experiencing the greatest employment need in decades. Population numbers are decreasing and migration across the nation is growing. Northern Michigan has a lot to offer for potential employment or new residents but regionally, we have barriers for growing employment. Much of this starts with great infrastructure needs such as repaired roads, updated sewer, stormwater and water systems, walkability scores and broadband. These are initiatives prioritized in many local capital improvement plans, with intent of using infrastructure dollars provided at the State and Federal levels. To capture the greatest needs of our region, we are following the top stories of how other communities are responding to learn how, we too, can benefit for our own needs.

Our area has been blessed with surveys and studies that indicate the baselines for our area's basic needs, including housing, transportation, childcare, broadband and talent pipelines. Our target market employment includes those who call the Cadillac area home whether students or experienced individuals. Participating in the conversations to reduce these barriers allows for us to appreciate outside funding sources and gain regional partnerships.

The US Chamber of Commerce has been a forefront leader at the legislative level to verify our communities can receive the most of the potential infrastructure dollars. The Biden Administration recently announced its infrastructure coalition of 22 senators to allocate "...significant infrastructure legislation, including investment in our roads, bridges, ports, airports, transit, rail, water, and energy infrastructure, access to broadband, and more, is critical to our nation and will create middle-class family sustaining jobs" Earlier this month.

Another top priority is the need for active talent pipelines and the retention characteristics to keep talent once it is generated. The State of Michigan has an average of 550,000 students attending top ranking STEM degree schools every year making Michigan a top 10 nationally recognized STEM pipeline. Maureen Donohue Kruss, president and CEO of the Detroit Regional Partnership, indicated in an Area Development Article this past month that "...Michigan alone accounts for 72 percent of all US automotive R&D..." indicating Michigan as an industry cluster ourselves. On the employer side, \$39 million was provided in Michigan Works! Going PRO Talent Fund to provide training and development to employment across the State. It provides an additional incentive to local manufacturers hoping to retain homegrown talent by providing additional training and certifications if staying in the area.

These dollars are not limited to outside Cadillac. As indicated during our past Governor's Breakfast, dollars are being spent on our local roads and bridges this summer. As the funding plans have been released, schools can be more prepared to develop our local talent pipelines. If you have concerns, interests in participating or looking for ways to be involved, contact our office for information and direction. For more information, visit our website at cadillac.org.

CAITLYN M BERARD, President
Cadillac Area Chamber of Commerce



CAITLYN M BERARD
President

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New CACC Board Members:



Dawn Casey CLAM LAKE BEER COMPANY

Dawn is the General Manager of Clam Lake Beer Company in Cadillac, Michigan. Dawn has worked for Clam Lake Beer Company for the past eight years. In 2013 she was hired as the interior designer for the brewery to create a vision that highlighted the history of Cadillac's industry. Her passion for interior design, the brewery, food and the people led to her accepting the position of general manager in 2014. Dawn has been a part of the Cadillac community since 2011. In addition to serving on the board for the Cadillac Chamber of Commerce, Dawn serves on the board for the Cadillac Downtown Fund.



Mike Hayes DEMOREST LAW FIRM

Mike focuses on business and real estate litigation, and business and real estate transactions. He works with many small businesses, providing guidance in employment, real estate, contract, and other business matters.

Mike works out of our Demorest Law Firm's Northern Michigan Office, located in Cadillac. He enjoys spending time with his wife and two children, and is an avid golfer and boater in his spare time.



Josh Trust Heritage Broadcasting Company

Josh Trust is COO of Heritage Broadcasting Company and possesses over 20 years of experience leading organizations. Recognized as an inspirational, hands-on leader who builds high performance teams, creates a culture of accountability, and instills a customer-first mentality to drive market growth, earnings and profitability.

Prior to his current role, Josh has served in various senior leadership roles at both prominent private and public media companies. Josh joined Heritage Broadcasting from his most recent role of Managing Director at Lucky Street Gaming located outside of Chicago.

Trust holds a Bachelor's degree in Public Relations from the University of Pittsburgh and a Masters of Arts in Communications from Point Park University located in Pittsburgh. He possesses a servant leadership mentality and has served on multiple boards and been heavily involved in the communities he has lived.

Josh will be joined by his wife Jule, sons Jake (11) and Johnny (8) and his two dogs Steeler and Crosby. Pittsburgh is home and our family loves all sports teams from Pittsburgh and why our dogs are named what they are.

Additional information on Josh Trust is available at <https://www.linkedin.com/in/joshua-trust>



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Consumers Energy
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Merrill's Service Center
Mercantile Bank of Michigan
TCF Bank
Walmart Supercenter Store
Wexford Missaukee
Intermediate School District

Dedication Ceremony: CONSUMERS ENERGY SOLAR GARDEN

Cadillac Solar Gardens Dedication Ceremony was held Monday July 19th to celebrate Michigan's clean energy transformation and new community solar power plant.

Monday, July 19, 2021

About Cadillac Solar Gardens:

- The new solar power plant with 1,752 panels on 2.77 acres provides community based renewable energy options to homes and businesses.
- It includes an 885 kW DC battery storage system and will generate ½ megawatt of electricity, enough to power as many as 100 homes at a time.
- The site is a repurposed brownfield land, with a manufacturing history that dates to the late 1800's.



Miranda Grunow (CACC) Rachel Dick (The Bull) Senator Curt VandeWall, Representative Michelle Hoitenga, Caitlyn Berard (CACC)



Marcus Peccia, City of Cadillac speaks at Groundbreaking Ceremony of the Solar Garden





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I want to start this Leadership update with sincere appreciation for the Cadillac community. The support shown towards the graduating Leadership class and their service project, The Shay Showcase, has been nothing short of incredible. Businesses, families, and individuals have shown up in record numbers to offer time, money, and resources. Through this generosity, the class was able to raise more than \$90,000—an amount that allows them to not only replace the existing structure covering the Shay Locomotive, but to add in the lighting and educational elements that were “stretch goals” of their original proposal.

That level of support also speaks to the dedication and tenacity of the outgoing class. With only ten current participants, this has been one of our smallest groups to date. However, what they lacked in numbers, they made up in vision, planning, and perseverance. Of the many worthy projects the class was presented with, their decision to move forward with the Shay was based on wanting to honor Cadillac’s history while also create an outdoor space where people could gather. The completed Shay Showcase will add an additional focal point to the Cadillac Commons, an area already growing in popularity since the addition of the splash pad, fireplace, and Market.

It’s bittersweet to say goodbye to this class as they finish up their project. Despite many of our meetings being held virtually, this group still managed to emulate the team spirit and comradery I’ve come to associate with the Leadership Program. I will miss their enthusiasm and passion for community, and look forward to watching them on their individual journeys as they continue to give back to the Cadillac area. I also look forward to meeting the new cohort, and to seeing them meet the standards of excellence set by each group before them.

As we welcome change with the incoming class, we will also be

exploring a new facet of the Leadership Program in the addition of a mentor component. Participants will be paired individually with someone who is established both in their profession and in the community and will utilize their time in the program to form a relationship with and seek guidance from a mentor who has experience balancing personal, professional, and community aspirations. It is my hope that this partnership will add an additional level of networking and leadership development as we continue to look for new ways to build on the successes this program has garnered over the last thirty years.

Lastly, as any program alumni will remember, our September opening retreat is not only where participants start to form relationships that well last well beyond the program, but also where the community service project starts to take shape. While participants are encouraged to research the needs of the Cadillac area and come to the table with ideas, we also greatly welcome suggestions. If you represent an organization or know of a group with a need that the Leadership class can help fill, I highly encourage you to submit a proposal on our website at www.cadillac.org/community-service-project.

Congratulations to the Leadership Class of 2021, and warmest welcome to the Class of 2022!

Kate DeKam,
Leadership Director

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



MAKING PROGRESS WITH CHILDCARE

KIRSTIE SIELOFF

DIRECTOR OF GOVERNMENT RELATIONS
FOR THE NORTHERN MICHIGAN CHAMBER



Families across our region struggle to find quality licensed child care. Even if a family can find quality child care, the cost can substantially burden household finances. Depending on the type of care, the average monthly cost can vary from \$700 - \$1,700/month for infant and toddler care and \$650 - \$1,100/month for preschool care for full-time/full-year care.

The Alliance acknowledges that there is a need for a two-pronged approach to quality child care: policy changes and additional dollars for families and child care providers. Over the last year, there has been significant movement in the child care arena. The Northern Michigan Chamber Alliance was part of a child care coalition that successfully advocated for the inclusion of \$1 million in the current budget for a tri-share child care pilot program that is the first of its kind in the nation.

The tri-share child care pilot program provides quality child care to families with the cost shared equally by the employer, state, and family. There are three pilot sites funded by this state appropriation, one of them in northern Michigan. During this budget cycle, the Alliance has been communicating with legislative leaders and advocating for additional dollars to continue expanding this promising program.

On the policy and regulatory side, the Alliance is working diligently with State House legislators on a package of recently introduced child care bills, House Bills 5041-5048. The bills address both regulatory reform and supply building to support child care providers and increase their capacity and strength. Northern Michigan's State Representatives Jack O'Malley and John Roth are vocal about the need for additional quality child care options and have both sponsored bills in this package.

On the budgetary side, Michigan has substantial federal dollars that present an opportunity to make historic investments in early childhood. The Alliance recently celebrated the passing of the school aid fund budget that increased funding to the Great Start Readiness Program. This program is one piece of a comprehensive approach to offer quality child care to families; however, it is still critical to stabilize and support child care providers.

In the current budget discussions, the Alliance is advocating for increased income eligibility to allow more families access to licensed care, waived out-of-pocket copays to lift this burden for families, payments to providers based on enrollment rather than attendance to better predict revenue, and grants to providers to increase support of these small businesses in their economic recovery from the pandemic.

By collaborating with community partners and entering policy and budget discussions with a unified front, we will build a future where quality licensed child care is available to families and businesses have access to the talent they need.

ABOUT THE NORTHERNMICHIGAN CHAMBER ALLIANCE

The Northern Michigan Chamber Alliance is a coalition of 16 chambers and economic development organizations from across northern Michigan, including the Cadillac Area Chamber of Commerce. The organization represents over 7,000 member businesses.



MEMBERSHIP UPDATES

MIRANDA GRUNOW,

Director of Membership Services



Summer is in full force in Northern Michigan! Events have resumed in person and that couldn't make me happier. Businesses have been able to stay open and our community is moving forward and there is no better time than to be a member of the Cadillac community. There are some amazing things going on around here; businesses have worked together during these trying times to help one another; agencies are working together to provide grants and resources to community members and business owners. One thing that I hope we all can take away from this pandemic is the time to slow down, enjoy things, help where we can, and appreciate seeing someone smile. As we move forward throughout the world, we are moving forward here at the Chamber as well.

We held our first in person Rise Up in over a year in July, and it was great to get back to in person. It is no secret I am not a morning person, but I do enjoy being able to start my morning off with this group and this event more than I ever thought I would. I am so thankful to the support from the speakers through Zoom and now onto in person events. Follow our newsletter to hear of the next venue and ways to sponsor this long-standing event. Business After 5 will be making a comeback this quarter as well, so let me know soon if you want to sponsor this event. Which brings us to our big golf event, the Briefcase Open, for the 27th year. I am beyond thrilled to be part of organizing this event with Evergreen and the Country Club. Thank you so much to this community and our Chamber Ambassadors for all the support on these events, they couldn't happen without you.

My favorite part about this job is still the interactions and relationships I am able to build within this community. I would like to get around more to see what your business is doing on a daily basis, please let me know if there is a time to come out or eventually, I will reach out! We are doing Ribbon Cuttings, bringing back the Outstanding Citizen and Spirit of the Community. We would like to get more Member2Member benefits going for Chamber members as well. Our Database is transitioned and over the next month we would like to get your accounts more interactive. Please watch for ways to get the most out of your Chamber membership. Please feel free to stop into the Chamber for a visit. My hope is that you are able to enjoy all that the Cadillac Area has to offer!

MEMBERSHIP TOUR

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



Welcome New Members

LONG ROAD DISTILLERS

412 S. Mitchell St., Cadillac

Their Cadillac Tasting Room & Cocktail Bar offers in Downtown Cadillac offers guests a guided sampling of their award-winning, Michigan-made spirits and retail bottles of merchandise to-go, as well as one-of-a-kind craft cocktail experience.



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143 E Main St., Zurich, IL

OEO Energy Solutions is focused on providing Commercial and Industrial customer the latest in LED technology.

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THE TRUCK STOP

902 W 13th St., Cadillac

Locally owned and operated this unique bar and restaurant specializes in smoked brisket and pork. Their indoor /outdoor service won't leave you disappointed in food or atmosphere. With Jeep Nights, Cornhole tournaments, Bike Nights, Live Music and good company The Truck Stop is where you will want to return again and again. Check out their Facebook for Events and mouthwatering menu.



MERRILL'S AUTO SERVICE & TIRE CENTER

817 Bell Ave., Cadillac

Merrill's Service Center is a full-service preventative maintenance and automotive repair center. Merrill's Service Center has been performing high quality, guaranteed automotive repairs in the Cadillac area since 1960. They service and repair all imported and domestic vehicles.



ADAM JOYNT, SYSCO MICHIGAN REGION

Sysco is the global leader in selling, marketing and distributing food and non-food products to restaurants, healthcare and educational facilities, lodging establishments and other customers around the world.



EVOLVE YOGA AND FITNESS

113 N Mitchell St., Cadillac

EVOLVE Yoga & Fitness is the premier gym in Cadillac, Michigan, with a diverse weekly schedule of group exercise classes, including Spin, TRX, Hot Yoga, Kickboxing, Weightlifting (Pump), Senior Fitness, and personal trainers dedicated to your health and to offer all the guidance and support you.



COYOTE CROSSING RESORT

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Located just 12 miles west of Cadillac, Michigan. Nestled on 50 acres and surrounded by Manistee National Forest and approximately 3 miles south of Caberfae Ski & Golf Resort. They are your Up North Destination for all seasons. Top notch dining, lodging, and live concerts all summer long.



MACKINAW TIMBERS CABINS

9628 S. Mackinac Trail, Cadillac

Formerly known as Bu-T-Rest Cabins, these 10 Cozy Vacation Rental Cabins are tastefully furnished reminiscent of simpler times providing the best elements of country lodging, including mini-kitchen, WI-FI, fire-pit, horseshoes and space for snowmobiles.



KILEY CHIROPRACTIC

(Soon to be Switek Chiropractic)

Gentle chiropractic care for the whole family! Come feel the difference!

Dr. Joshua Switek joined Kiley Chiropractic after graduating from Palmer College of Chiropractic in 2017. Dr. Switek and his team are passionate about helping the greater Cadillac area feel their best through chiropractic adjustments and natural health care.



Name
Kiley Chiropractic serves the greater Cadillac area with high-quality health care. Dr. Joshua Switek is passionate about helping the greater Cadillac area feel their best through chiropractic adjustments and natural health care.

Patients seeking treatment at Kiley Chiropractic are assured of receiving only the finest quality, individualized care. Chiropractic is a non-surgical, non-medicinal, natural approach to health. Patients benefit from this conservative approach to health care.

Dr. Switek and staff make every effort to exceed the expectations of our patients. If you are sick and tired of being sick and tired, let us help you regain your health naturally. Come enjoy the relief chiropractic care can give you through our state-of-the-art treatment.

LUME

Lume is a Michigan-based cannabis company with a world-class product, cultivation facility, and retail experience.



We're go-getters – out to experience the things we love to their full potential. We chase the good in the name of making it even better – the best, actually. So naturally, when we created Lume, we took the same approach. From our thoughtfully designed stores to our meticulously grown cannabis, we offer the best experience and products possible, with nothing to hide. All so you can enjoy them in your life's pursuit of good times.

AFP Marketing

The team at AFP Marketing works with professionals and business owners to create intentional marketing plans. They also coordinate implementation of appropriate marketing tactics and follow-up systems to get the desired results and keep their client's appointment books full.



Their specialty is working as the marketing arm of small businesses that are not yet ready for in-house marketing staff. Owner, Pat Altwater created the Marketing & Mindsets Planning Process™, which includes the intentional plan roadmap and tactics such as, lead generation, automated follow-up systems, Google My Business Optimization, and social content creation, including video production and blog writing.

Pat also creates ADA compliant websites that can provide an up to \$5,000 tax credit for her clients.

EXCITED TO BE OUT IN THE COMMUNITY AND FACE TO FACE.

Here is what we have been up to.

If you would like us to visit your business, have an event coming up or need volunteers please reach out to us and we would love to grow our partnership with you.



CAD NUTRITION Tea Drop



Back to Bricks



Opening Day Cadillac Farmers Market

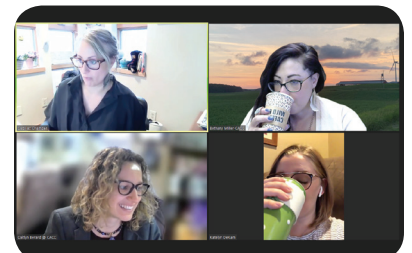
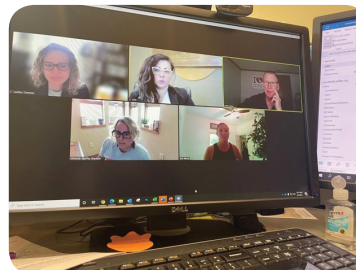


CACC team @ RiseUp

Rotary Earth Day CleanUp



MI Chamber Meeting



Meeting of the Minds

MEMBERSHIP TOUR

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



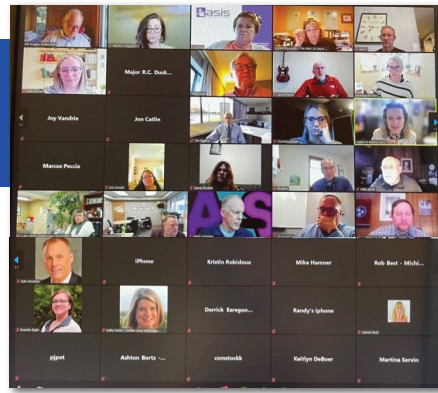
Life Resources, Mackinaw Timbers & DuneGrass





Thank you all so much for your patience and continued support and partnership through this last year of our virtual world experiences. We couldn't be more excited about finally getting to see and visit with everyone in person. We are still looking for Sponsors for the upcoming months and always looking for speakers.

If you are interested in hosting an event or speaking, please reach out to our Membership Director, Miranda at mgrunow@cadillac.org or 231-775-9776.



MAY 2021

JUNE 2021



JULY 2021



CACC & CAVB

Our friend Caddy from the Cadillac Area Visitors Bureau has been busy visiting local businesses! See what he has been up to since things have opened up!



2021 RIBBON CUTTING

What humbling moments we have gotten to share over the years, standing next to so many community members and new business owners as we get to witness and help celebrate as they cut their ribbon and open their doors in our community. If you are just opening your doors, bought a new business, or renovated an old one, let us help you celebrate your new beginning with a Ribbon Cutting. Our Thank you for being in partnership with your Cadillac Chamber and a growing piece of our community.



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Back to the Bricks



This Year's Back to the Bricks Event was as successful as ever, despite all the obstacles thrown in the way and the original thought of not being able to have the event at all. The event was a fantastic partnership with several organizations coming together to host: Cadillac Area Visitors Bureau, Cadillac Area Chamber of Commerce, Downtown Cadillac Association, City of Cadillac, and the Cadillac Lakes Cruise & Car Show committee. Several others also helped with volunteering at the event including the Chamber Ambassadors, Coldwell Banker Schmidt Realtors, Wexford Genealogy Group, and Baker College. Local financial sponsorship support was provided by Don's Auto Clinic and Highpoint Auto & Truck Center. We were one stop on a tour of multiple cities for the Back to the Bricks Promotional Tour event; their Flint-based team noted that their stop in Cadillac was well organized and very welcoming! The Back to the Bricks Promotional Tour featured over 300 vehicles, mostly from the southeast Michigan area. Over 200 lodging rooms were sold on Monday, June 7 for the event, in addition to the food, beverages, shopping, and other related purchases from the visitors. Even our town mascot Caddy visited!



\$25,000 grant awarded from TCF Bank!



A generous donation of funds to fuel our "A Brush With Kindness" Program.



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Family Health Care's medical providers are ready to help each patient create a treatment plan specially designed for them. From newborn to elderly, our focus is to ensure each patient is receiving the attention they need to live their healthiest life.

Cadillac



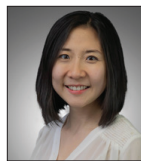
Gus Dolorino, MD
Pediatrics



Pamela Mir, MD
Pediatrics/Internal
Medicine



Rob Shook, NP-C
Family Medicine



Soomin Han, PA-C
Family Medicine
Pediatrics



Robert Stankewitz, MD
Internal Medicine

Cadillac/McBain



Jon Borton, PA-C
Family Medicine
Pediatrics



Amanda Barton, FNP
Family Medicine
Pediatrics

Cadillac

520 Cobb Street
Cadillac, MI 49601
(231) 775-6521

McBain

117 N. Roland
McBain, MI 49657
(231) 825-2643

School Readiness kits

The Wexford-Missaukee-Manistee Great Start Collaborative is partnering with agencies this summer to distribute School Readiness kits to children ages 3-5. These kits have been designed to help parents practice readiness skills with their child to increase their capacity to be prepared for school. "School readiness" describes the capabilities of children, their families, schools, and communities that will best promote student success in kindergarten and beyond. Each component - children, families, schools, and communities - plays an essential role in the development of school readiness. No one component can stand on its own. During the month of June they distributed 250 kits to families.

Check out their FB page for a long list of Activities and programs they have going on for our children.



WHAT IS EXPLORE 131?

Explore 131 North is a grassroots initiative established in 2016 that is spearheaded by government and community leaders from several key northern Michigan communities located along the US-131 highway to collaborate on tourism promotions, branding, and economic development in the hopes of bringing more visitors and business opportunities to the corridor.

As a backbone in the region, US-131 struggles with a lack of economic opportunity in many of its smaller rural communities—particularly compared to larger waterfront cities along the coast. Having experienced some of the same community issues, they have realized that working together to promote the region will help more than competing individually. More info can be found at explore131north.org.

WHO IS REPRESENTED?

Participating communities include Cadillac, Manton, Fife Lake, Kalkaska, Mancelona, Boyne Valley, Walloon Lake, and Petoskey. Early on, the group teamed up with the community development agency Networks Northwest for planning and facilitation assistance.

How does Explore 131 Drive Business Forward in Cadillac? (we can build this portion with you based on your response).

The Explore 131 North initiative arose out of the US-131 economic development strategy, "A Framework for Growth & Investment along the US-131 Corridor" in 2016. The report states, "The mix of manufacturing and tourism industries within the region provides opportunities for a thriving year-round economy that leverages a high quality of place to attract new industry."

As one of two anchor communities in this collaborative (Petoskey being the other), Cadillac serves as a leader in the campaign to bring attention to the region by way of attracting new investments, redevelopments, tourism dollars, new residents & employees. In a post-Covid world, the 131 North region is surely primed for exposure, growth, and opportunity like we have not seen in some time – especially compared to some other more populated regions in the state.

WHAT HAS BEEN THE GREATEST ACCOMPLISHMENTS?

For nearly 3 years, a well-established website has attracted tens of thousands of visitors from all 50 states (and beyond). The 131N social media channels have gained nearly 20 thousand followers. Digital messaging is curated to encourage people to "Explore the 131 North." Through paid, targeted digital ad and direct mail campaigns, Explore 131 North now has a mailing list of over 2,000 subscribers. Local and state media have been attentive to our efforts and that has helped to boost exposure as well. After successful efforts to promote tourism since its initial launch, the group will now be pivoting on to a second phase, with a focus on economic development.

HOW CAN CACC CHAMBER MEMBERS HELP OR SUPPORT?

The City of Cadillac and the Cadillac Area Visitors Bureau were early advocates for this collaboration and their efforts are gaining momentum. With such a large digital audience, the Explore 131 North brand is willing and ready to collaborate with CACC, local businesses and organizations in Cadillac (and neighboring communities) using paid advertising partnerships on the website and social media. These strategic campaigns will work with businesses to hyper target audiences throughout Michigan and beyond, to bring in new investors, visitors, residents and employees.

HOW CAN CACC CHAMBER MEMBERS BENEFIT FROM THIS PROJECT?

When a community along the 131N corridor wins, we all win. Through the pandemic we have all grown to appreciate what we have here in Northern Michigan and that is the space to roam, explore and even work remotely (if needed!). The secret is getting out - the Cadillac area is a great place to live work and play! Exposure for our region means more jobs and a healthier economy.



Running Club & Reading Time at Maple Leaf Farms



White Pine Ride

A Cadillac Rotary Event – Ride the scenic north end of the White Pine Trail with Rotary Clubs of Cadillac & friends.

Mission Statement: The Cadillac Rotary White Pine Ride welcomes bikers of all levels to enjoy one of Michigan's most scenic rail trails while supporting the continuing development of this beautiful and historic resource. Join the Rotary Club of Cadillac and our family of friends on this epic ride. After you ride, return for a picnic to be served between 3-5pm on ride day 2021!



Paul Griffith (chair of the northern chapter of the Friends of the White Pine Trail) receives the check from Rotarian Mark Lagerway.

SAVE THE DATE

The 2021 White Pine Ride will be held October 2nd. The event is later this year due to maintenance on the travel but are excited about the new date as it coincides with the beginning of the fall color season in Northern Michigan. The Cadillac Rotary club has been able to donate \$8,000 in proceeds from their first two rides to the Friends of the White Pine Trail. These funds, along with others the club is providing are being used to build a new picnic shelter at the E. 42 Rd trailhead in Cadillac. They expect construction to be completed in time for the ride.



Oasis Family Resource Center works one-on-one with survivors of domestic violence and sexual assault to help reclaim their lives and move forward with a plan and with unwavering support. We walk alongside each person on the journey toward healing, resiliency and self-sufficiency. Recent successes include an online Survivors Auction, revamped Shelter; revitalization and reorganization of Second Chance Resale Store; and a focused Parenting Department creatively helping support families. Most importantly, we look at our success one-on-one with our survivors. We give them a voice. We make them safe. We help them find their value and we help them become survivors.



A special Farewell, Congratulations and Thank You goes out to Amber Herlein of OASIS as she ventures out on her new journey. The Chamber is gracious and appreciative of all of you support and willingness to always help the Cadillac Chamber in any way you could. You will be missed and we wish you the best of luck, though we know you won't need it in your new role!



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FAQ

WHAT TYPES OF ALCOHOLIC BEVERAGE CAN I PURCHASE TO CONSUME IN THE SOCIAL DISTRICT?

Wine, Beer and Liquor are all permitted and allowed in the district as long as it was purchased at a participating establishment and in a designated container.

ARE THERE CERTAIN HOURS WE HAVE TO FOLLOW?

Hours of the downtown social zone will be between 10 a.m. and 12 a.m. Sunday through Saturday. Hours are subject to change at discretion of City Manager at any time and when practical, 24 hours of notice shall be provided to qualified licenses.

CAN I WALK ANYWHERE WITH MY BEVERAGE?

You must stay in the designated Downtown Social Zone. Please ask participating establishments or reference zone map. Leaving the social district with an alcoholic beverage violates local and state laws.

CAN I TAKE MY BEVERAGE SHOPPING WITH ME INTO THE STORE?

Carrying/consumption is prohibited within the interior confines of any business located within District, unless it is within the licensed premise from which your container was purchased.

CAN I REFILL MY DESIGNATED PURCHASED CUP INTO A SECONDARY PARTICIPATING ESTABLISHMENT FOR REFILL?

You cannot enter another establishment with a beverage from another establishment.

CAN I BRING MY OWN ALCOHOLIC BEVERAGE, POUR IT INTO A DESIGNATED CONTAINER AND WALK AROUND THE DISTRICT?

NO. The only beverages allowed are the ones that are purchased from a participating establishment. NO OUTSIDE DRINKS, GLASS BOTTLES OR CANS ARE PERMITTED IN THE SOCIAL DISTRICT PER STATE AND LOCAL LAW.

WHAT IS A SOCIAL DISTRICT?

A designated area where citizens ages 21+ can purchase an alcoholic beverage from participating establishments and may carry it with them outside to consume in designated areas.

*Businesses may utilize outdoor space within the Downtown Social Zone that is adjacent to their respective building and may place tables, chairs and benches upon written approval from the City Manager or his or her designee on their own adjacent property. (Please see guidelines for more details on placement)



PLEASE NOTE: All State of Michigan and City of Cadillac laws apply, including but not limited to those prohibiting public intoxication, impaired driving, open containers and serving alcohol to minors.

Applications must be approved through City of Cadillac.



BUILDING THE HOUSING TOOLBOX ALL HANDS ON DECK

Please scan the QR Code to read this months full letter from Yarrow Brown.

To learn more about the Housing Michigan Coalition, visit the website to sign up for Calls to Action (<https://housingmichigan.weebly.com/>). You can also sign up on the housingnorth.org website.



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Cadillac, MI – Rotary Club of Cadillac is excited to announce that Susan Dennis is the 2021/2022 President as of July 1. Dennis has been a Rotary member since 2015 and is looking forward to her year as president. Her goal is to strengthen Rotary's image in the community, have a successful annual auction, and plan service projects to demonstrate Rotary's service above self motto.

"I am most honored and humbled to be 2021/2022 President for the Rotary Club of Cadillac. The Rotary Club of Cadillac has done so much for our community. I'm so very proud to be a part of this club," stated Susan Dennis.



Susan Dennis

Rotary's busy schedule of events include:

Annual White Pine Bike Ride, Pints for Polio, Rotary's Annual Auction, Clam Lake River clean-up, Rotary Strive for Stride 5K Race/Walk on Memorial Day, awarding five (5) \$1,000 Scholarships to CAPS seniors, and 4 Community Service Days.

Rotary Club of Cadillac has donated over \$2 Million to community projects through Rotary Charities, our Annual Auction, Charitable Requests, and Scholarships. Being an active part of Rotary provides the foundation from which Service Above Self becomes a reality.

Dennis said, "Our club continues to pledge Rotary's Four-Way Test, 1. Is it the Truth 2. Is it Fair to all concerned 3. Will it build Good Will and Better Friendships 4. Will it be Beneficial to all concerned".

"We continue to go the extra mile in building the club and carrying out the many worthwhile projects that benefit our community. We are always looking for new members that believe in our community and making it beautiful".



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