



Mason County, Michigan

## Monthly Update: October 2016

**80 OCTOBER 2016**

**MASON COUNTY GROWTH ALLIANCE**  
sustained local impact

**THE BEST OF BOTH WORLDS**

**the CHAMBER**  
LUDINGTON & SCOTTSVILLE

*In Mason County, Michigan, residents and visitors have access to the best of small towns living without sacrificing the services and amenities of a larger center. This West Michigan county offers picturesque natural beauty, an unmatched quality of life and great potential.*

**Written by Jessica Ferlaino**

**B**ut by an entrepreneur more, Mason County is leading these efforts in a way that is both equitable and sustainable. The local environment is favorable to business.

"What is unique about Mason County Growth Alliance economic development efforts is that we're working to streamline the local environment favorable to business," said Ludington & Scottsville CEO and President Kathy Macken.

The Mason County Growth Alliance for economic and workforce development has dedicated itself to help the business community more directly grow and the visitors' Bureau, county's many assets and attract.

According to Macken, this "focus" strategy is what will work together to grow, but with a lot of different goals.

"Tourism is one of our biggest industries in Michigan, we have beaches, we have a lake. As well for a community of and culture scene, a strong local market," explained Mason County Development Coordinator Spencer Riggs.

Mason County's lifestyle is attractive to visitors and tourists alike. It is home to twenty-eight miles of shoreline and parks and trails that support a multitude of outdoor recreation activities.

"We have a lot of the benefits of small town living, safe, tight-knit communities, places where you want your family to grow up, without sacrificing that sense of place. We have a very unique identity as a community," Riggs said. "It's like having the best of both worlds in a small community."

**BUSINESS IN focus**  
OCTOBER 2016  
ISSUE NUMBER 104  
www.businessinfocus.com

**A Shifting Paradigm**  
How And How Often Do Prices Adjust? By David E. Rapch

**50 YEARS OF BUILDING AMERICA'S AVIATION**  
CHIEF BUILDERS

**WHERE BIG IDEAS ARE BORN**  
Michigan DDC

**IT'S LIKE HAVING THE BEST OF BOTH WORLDS IN A SMALL COMMUNITY.**

### Mason County Highlighted in *Business in Focus* Magazine

As a part of its October issue, *Business in Focus* magazine will be highlighting the business development efforts that have been underway in Mason County in recent years. *Business in Focus* is a monthly industrial publication that goes out across the North American continent, keeping its readers on top of the latest news and events across multiple industries while highlighting the nation's leaders in their respective fields.

This feature is a part of series of economic development introspectives highlighting communities across Michigan as well as New England and Florida. In particular, the article celebrates Mason County's efforts to cultivate entrepreneurship

such as the Momentum Business Plan Competition and Google Startup Weekend at Camp BluSky, while also touching upon the various other characteristics that make our community a great place to live, work, and play. [Click here](#) to read the full article.



## LEAD Civic Forum Set for November 3rd

The Northern Collaborative, made up of Mason, Lake, Oceana, and Newaygo counties, has scheduled an open Civic Forum for Thursday, November 3rd from 1PM to 5PM. The meeting will take place at the Hart Community Center in downtown Hart, MI. This is part of the Leaders in Economic Alliance Development (LEAD) program administered jointly by MSU Extension and USDA Rural Development which aims to increase cooperation and coordination between rural communities in order to create economic opportunity. The purpose of this civic forum is to engage community stakeholders in order to identify projects that are broadly supported across all four counties. Following the civic forum, the Collaborative will reconvene to process the input and create a formal action plan. This plan will also identify resources and funding opportunities to assist with implementation.

The Civic Forum is open to the general public, and the Growth Alliance would like to encourage all interested parties to attend. If you have any questions or would like to RSVP, please contact Spence Riggs at 231-845-6646 or [spencer@ludington.org](mailto:spencer@ludington.org).



## Show Us Your Mason County! #Show&Tell

When you think of Mason County, what is the first image that immediately comes to

mind? Do you think of giant waves crashing against the break wall and splashing high over the lighthouse? Or do you envision a brisk fall day hiking out at the Ludington State Park, taking in the autumn colors? Or maybe the bustling energy of the Scottville Harvest Festival or Friday Night Live in Downtown Ludington is more your speed. Whatever the view, the Exchange wants to know what Mason County looks like through your eyes.

The Exchange is a group of local residents who have been working to start a community dialogue about who we are and where we are going, both as individuals and a community. They are interested in collectively exploring our community's identity, understanding the joys and frustrations of living here, and what our hopes and aspirations are for the future of Mason County. Last year, the Exchange asked for writing submissions for community members to share their stories that brought them to Mason County. This year, they want your photos.

If you would like to participate in this community art project, simply send your quintessential Mason County photo along with a 150 character "tweet" to [theexchange.masoncounty@gmail.com](mailto:theexchange.masoncounty@gmail.com). Photo entries should include your name (first name is fine), age, and contact info. As this is part of a community art project, only share photos and words you are comfortable being shared in turn.



## MCGA Helps Investigate Sustainable Purchasing Network

The Mason County Growth Alliance is working with local business owners to investigate the feasibility of organizing a sustainable purchasing network. This effort is a result of a conversation that emerged from the newly-formed Ludington Sustainability Network, where numerous businesses voiced their commitment to using eco-friendly products in their establishments, and are seeking ways to make the cost per unit of these products more affordable. The idea is that, by coordinating group purchases of eco-friendly products, the collective purchasing power of the business community is much greater than within individual businesses.

Currently, MCGA is helping to coordinate a feasibility study to gauge the business community's interest in participating in such a purchasing collaborative. If your business is interested in learning more about the Sustainable Purchasing Network and how you can participate, please call 231-845-6646 or email [spencer@ludington.org](mailto:spencer@ludington.org).

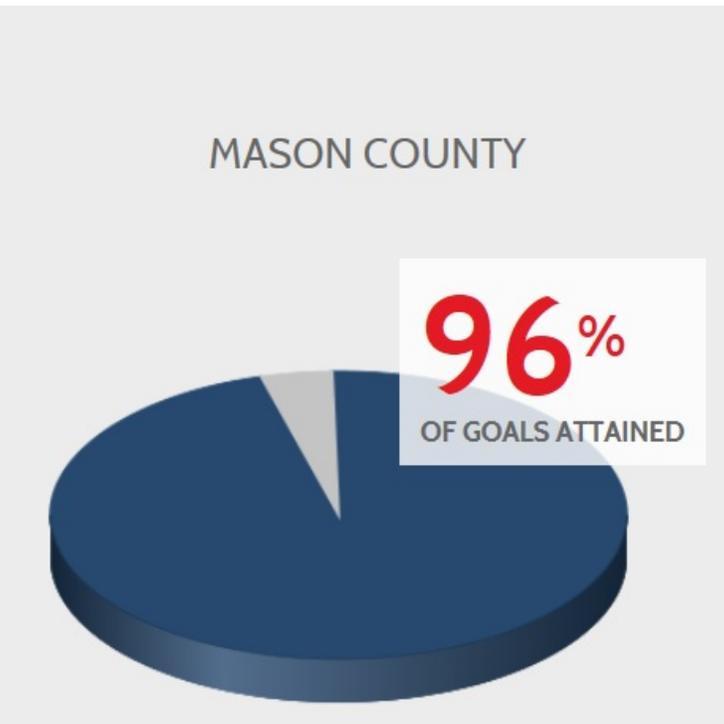
# Mason County Manufacturers Association Annual Meeting

On Thursday, October 20th, the Mason County Manufacturer's Association will be teaming up with the Ludington & Scottville Area Chamber of Commerce to host its Annual Meeting from 10 AM to 2 PM. The event's keynote speaker will be Lou Rabaut of Warner, Norcross & Judd, who will be giving a talk on "White Collar Rules", talent attraction and retention, and societal changes and how they affect business and law. Following Lou's presentation, Crystal Young of West Shore Community College will be giving a talk on generational communication.



The event is open to members of the Mason & Manistee County Manufacturer's Association as well as members of the Ludington & Scottville Chamber of Commerce. For more information on this event or to reserve your spot, [click here](#).

## Work Ready Community Progress Tracker



Workforce	Goals	Actual NCRC
Emerging	128	209
Current	45	88
Transitioning	282	266
Totals	455	563
Workforce category not identified		0
<b>Total NCRC</b>		<b>563</b>

	Goals	Actual
Employers Supporting	38	39

Timeline for completing goals is September 22, 2014 to on or before September 21, 2016

### About the Mason County Growth Alliance:

The Mason County Growth Alliance was created in 2006 to support economic growth and community development in Mason County. Its mission is to nurture a more dynamic economy to support a vibrant quality of life in the community. The Growth Alliance believes its efforts must be devoted to building on its business base, encouraging entrepreneurship, and capitalizing on the local community assets.



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**Mason County Growth Alliance**

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