Mason County, Michigan

**Monthly Update: October 2016**

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 a 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.

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. 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 the 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 an 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.
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

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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.
Mason County Growth Alliance
spencer@ludington.org | 231-845-6646 | masoncountygrowth.org

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