NORTHERN MICHIGAN CHAMBER ALLIANCE

ALLIANCE OVERVIEW

"One Size Does Not Fit All"





NORTHERN MICHIGAN CHAMBER ALLIANCE

MISSION

To advocate for the needs and amplify the voice of 8,000 northern Michigan businesses.

VISION

Northern Michigan is a competitive and prosperous business environment.

ALLIANCE PARTNERS

Alpena Area Chamber of Commerce
Serving all of Northeast Michigan

Benzie County Chamber of Commerce

Cadillac Area Chamber of Commerce
Driving Business Forward

Charlevoix Chamber

Develop Iosco Inc

Gaylord Area Chamber of Commerce
Building Business. Building Community.

Lake Superior Community Partnership

Manistee Area Chamber of Commerce

The Petoskey Chamber
Building Thriving Communities

InvestUP

NLEA Northern Lakes Economic Alliance

Boyne Area Chamber of Commerce

Harbor Springs Area Chamber of Commerce and Visitor Center

Cheboygan Area Chamber of Commerce
Leadership - Engagement - Advocacy - Development - Support

East Jordan Area Chamber of Commerce
East Jordan • Ellsworth • Atwood

Elk Rapids Area Chamber of Commerce

Leelanau • Peninsula Chamber of Commerce

Sault Area Chamber of Commerce

Northern Michigan Chamber Alliance



POLICY PRIORITIES

- Regionally Driven Economic Development
- Talent
- Rural Prosperity

REGIONAL ECONOMIC DEVELOPMENT





- Encourage public/private partnerships in rural communities
- Focus on local, small-scale investments over larger projects
- Tourism's role in economic competitiveness

WORKFORCE & TALENT



- Childcare & affordable housing are the biggest barriers to attracting and retaining talent
- Population decline and aging workforce
- Local Solutions
  - Going Pro Talent Fund
  - Childcare Back Office
  - Tri Share

RURAL READINESS GRANTS

In its first year, the Rural Readiness Grant Program has brought an additional $22.2 million to rural communities throughout Michigan - an additional $12 for every dollar spent.

MICHIGAN OFFICE OF RURAL PROSPERITY



- Projects focus on business development, broadband expansion, housing, workforce training, and health

- Regional Success Stories
  - The Marquette County Land Bank
  - Interlochen Center For the Arts
  - Develop Iosco
  - City of Petoskey

REVITALIZATION AND PLACEMAKING GRANTS





- $32m invested in 25 projects throughout northern Michigan and the U.P.
  - Heavily focused on housing, blight removal, and outdoor recreation
- Regional success stories
  - Downtown Negaunee enhancement
  - Discovery Pier project, Traverse City
  - Blight removal in Marquette

EMPLOYER-ASSISTED HOUSING



Northern Michigan businesses have been early adopters

- Short's Brewing, Bellaire
- Crystal Mountain, Thompsonville
- Cotton Collection, Petoskey
- Manthei Group
- Cherry Republic, Leelanau County

INVESTING IN RURAL MICHIGAN = HIGH RETURN ON INVESTMENT

Strategic, community-driven investments yield stronger, more sustainable economic growth.

Funding should be allocated at the regional level for maximum impact.

Rural Michigan is an untapped economic driver – state support will unlock its full potential.

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