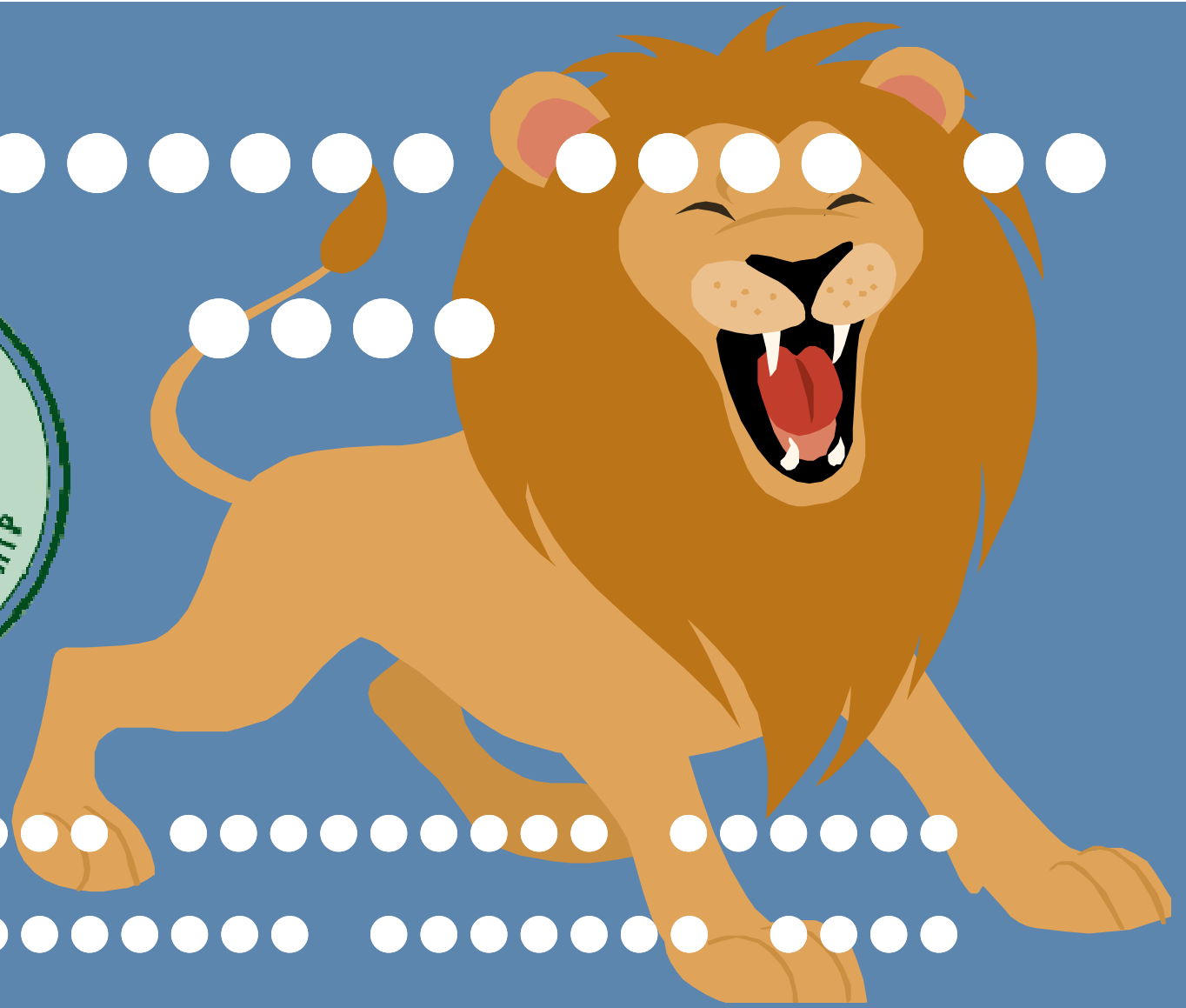


I Am Rural – Hear Me Roar

Moderator: Richard Bolen, Mayor Pro Tem, Wakefield; Vice President, League Board of Trustees

Amy Clickner, Lake Superior Community Partnership

Kent Wood, Northern Michigan Chamber Alliance





- **Private-Public Partnership (PPP)**
- **Economic Development Organization (501c6)**
- **Investor Driven**
- **Accredited Economic Development Organization (AEDO)**
- **Region 1 CDC Lead**
- **8 staff, 1 intern**
- **\$600,000 budget**



LSCP

Economic
Development

Advocacy

Talent



- **U.P. population**
- **Rural**
- **Term limits**
- **Regulatory environment**
- **Stronger voice**
- **Limited resources**
- **Consistent message**



- **Strong voice for positive impact on policy issues affecting business and community**
- **Takes stands on and promotes appropriate policy matters**
- **Serve our communities, we must advocate for our communities**
- **We use our voice strategically and thoughtfully**



- **Talent**
- **Infrastructure**
- **Business Climate**





The LSCP supports P-20 Education which is vital to our economic competitiveness and future workforce.

P-12 Education:

- Support equitable P-12 per pupil funding
- Investment and access in early childhood programs in the region

Higher Ed:

- Increased funding to prepare future workforce

Workforce Development:

- Access to training in trade and technical fields
- Business needs to play a significant role in the success of regional workforce



The LSCP strongly supports the need for reliable and secure infrastructure

Environment:

- **Business and environmental regulations that achieve economic growth while protecting our natural resources.**

Energy:

- **Affordable and reliable energy access**
- **Preserve generation capabilities in the region**



Transportation:

- Affordable and quality road, rail, port and air service to move people and products

Other:

- Promote broadband access and cell coverage for all Region 1 for critical global connections



The LSCP believes that sustainable and diverse economic growth is essential to the long term success of the region.

Economic Vitality:

- Support and advocate for policies that encourage quality job creation and retention/expansion of our businesses
- Tax policy has a big impact on competitiveness of business, willing to pay at a reasonable level, but not disproportionate level
- Support continuation/expansion of economic development tools to encourage development; management of these programs needs to be responsible, flexible and meet the needs of both urban and rural settings



Health Care:

- Advocate for affordable and accessible health care options

Government:

- Remove cumbersome reporting requirements and unfunded mandates
- Efficient, timely and consistent permitting and regulatory processes



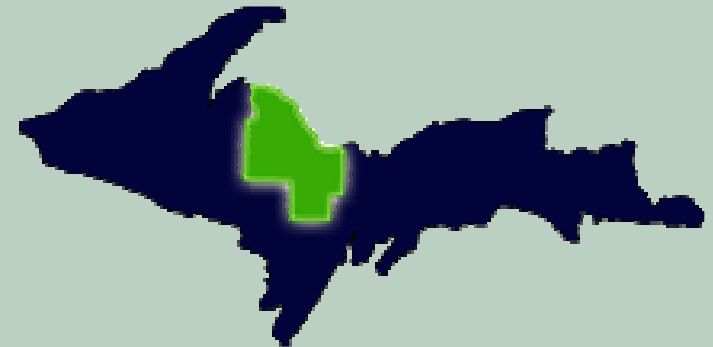
The Marquette County Ambassadors are a privately funded group of business, education, community and government leaders from across Marquette County.

Mission:

To promote and foster economic vitality throughout Marquette County and the Upper Peninsula, to carry the story of the Marquette County area to others, and salute those who deserve recognition.



- Privately Funded
- 30 person maximum
- Must be nominated
- Meets monthly
- Two major events



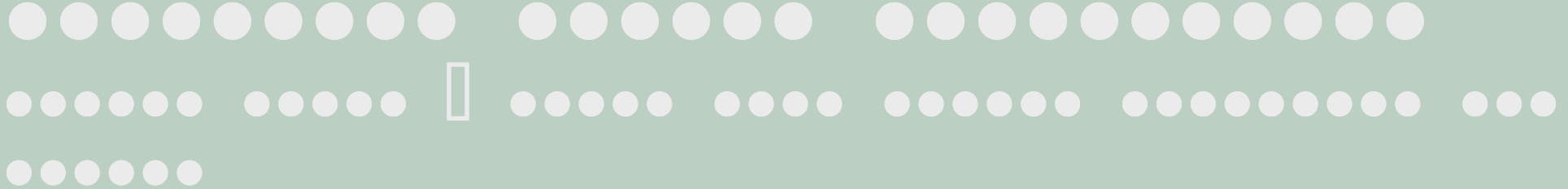
Marquette County Ambassadors



- Twenty five people, 25 meetings, 2 days
- Three objectives:
 - Inform
 - Listen
 - Action
- Expanding regionally





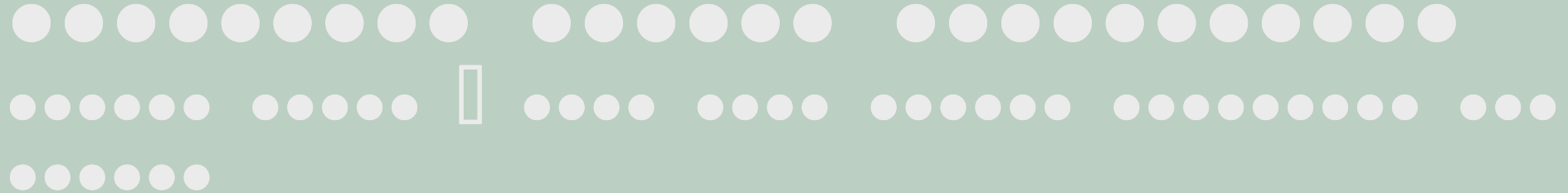


- **Secure generation of energy**
- **Transportation funding**
- **Expansion of cell coverage and broadband**
- **Community Mental Health funding**
- **Solution for road and infrastructure financing permitted and funded alternative truck route**

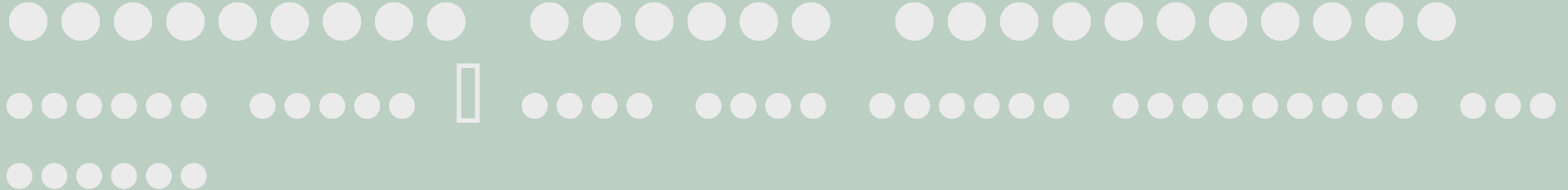


- Declaration of Delta County a State of Emergency Area
- Continued support and funding for statewide trail systems
- Environmentally respectful and easy to navigate permitting process for aquaculture
- Support of HB 4571 and HB 4572





- **Need for long term energy solutions in the Upper Peninsula**
- **Workforce preparation to fill gaps**
- **Increase funding and support for P-20**
- **Need for infrastructure upgrades and sustainable funding i.e. roads, transmission, broadband, cellular coverage**
- **Cease of operations of Empire Mine in 2017**
- **Revenue Sharing**



- **Remove cumbersome reporting requirements and unfunded mandates for education and local government**
- **Solution for road and infrastructure financing**
- **Regional jail systems to address staffing and facilities issue**
- **Non-emergency transportation options for elderly and mental health patients**



While the Government Relations Task Force supports various public policies, actively pursues opportunities to meet with legislators and staff when they are in the area as well as opportunities to meet with political candidates, the LSCP DOES NOT endorse candidates for office.



Criteria used by the Board:

- The issue directly or indirectly affects our constituents and/or our organizational mission.
- The issue draws on our expertise and knowledge as an organization.
- Accompanied by a realistic plan for how to implement, communicate, and make use of the stand in our work.



ISSUES BRIEF WORKSHEET

Absolutely Merely Somewhat Mildly Unimportant

Table with 5 columns and 5 rows for initial assessment questions.

Extremely Positive Positive Neutral Negative Extremely Negative

Table with 5 columns and 2 rows for public perception questions.

Absolutely Merely Somewhat Mildly Not at all

Table with 5 columns and 12 rows for detailed impact and effectiveness questions.

Lead Information Only None

Table with 3 columns for role assessment.



Issues Brief

Government Relations Task Force

Date: _____

Submitted By: _____

I. Define Issue:

II. Background:

III. Proposed Position:

IV. Rationale This Position is Good for Business and Our Region:

V. Is this position consistent with our mission and legislative agenda?

LSCP Action:

NORTHERN MICHIGAN CHAMBER

ALLIANCE

**ALPENA • BENZIE • CADILLAC • CHARLEVOIX • GAYLORD
PETOSKEY • TRAVERSE CITY • MARQUETTE COUNTY**



Talent Development



- Equitable funding for northern Michigan schools and funding distributed according to the 2x formula.
- Additional funding and access to workforce training and talent development based on business needs.
- Immigration reform to assist northern Michigan agriculture and manufacturing needs.





Infrastructure Investment



- Increased energy generation and transmission to create easier access to reliable and affordable energy in northern Michigan.
- Reforms for an updated road funding structure along with investments for harbor dredging and local and regional airports.
- Continued investment in broadband connectivity.





Regulatory Reforms

- Finish the recommendations made by the Office of Regulatory Reform, especially concerning liquor control.
- Continued emphasis on agency efficiency in approval process, timing, and cost of regulations

NORTHERN MICHIGAN CHAMBER
ALLIANCE
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- **The Alliance allows for much larger representation and leverage**
 - **Nine State Representatives**
 - **Four State Senators**
 - **Two U.S. Representatives**

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- **Start with an introduction to the legislator; get to know the “person” before issues are discussed.**
- **Take time to learn their priorities and perspective. Research their assigned committees.**
- **Respect and trust builds respect and trust.**
- **Reference the LSCP website and documentation for consistent messaging.**
- **Focus on LSCP Legislative Agenda for specific issue discussion, be concise – don’t overload legislators with too much information, build understanding with each connection.**



- **Relationships matter.**
- **Good communication builds good relationships.**
- **We are thoughtful, polite, informed, unapologetic advocates for business.**
- **Government is an important partner and our relationships should be strong.**
- **We communicate far enough in advance that positions aren't already defined.**

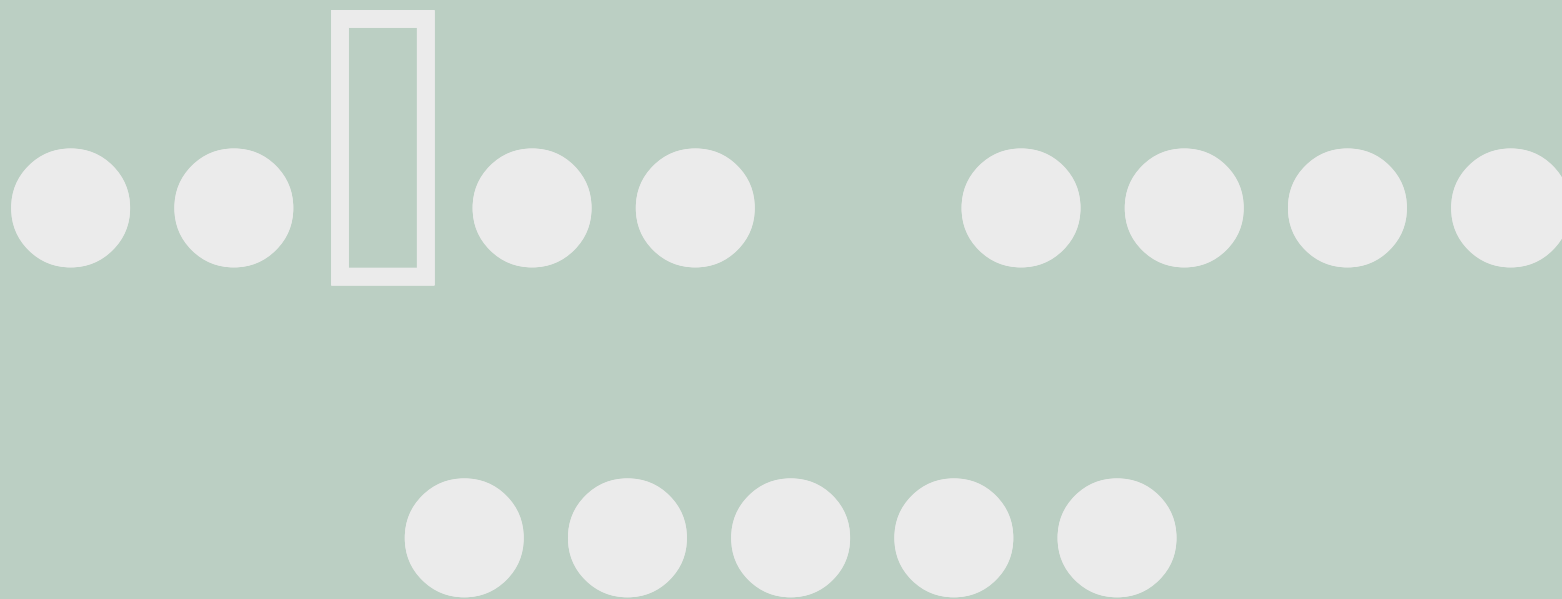


- We will clearly and professionally present our positions.
- When interacting with government officials and staff, we will be courteous and professional.
- We will be direct, straight-forward, honest and accurate.
- We will be informed, timely and reasonable with our requests.



- **Regional = Stronger Voice**
- **Communicate**
 - **Consistent**
 - **Concise**
- **Shared costs**
- **Relationships are strategic**
- **Persistence**

NORTHERN MICHIGAN CHAMBER
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- **American Airlines**
- **Energy**
- **Michigan Department of Transportation**
- **Personal Property Tax**
- **Michigan Economic Development Corporation Programs**



- **Business Leaders for Michigan**
- **Baker Strategy Group**
- **Economic Forecast Series**
- **Collaborative Development Council**
- **Mackinac Policy Conference**

