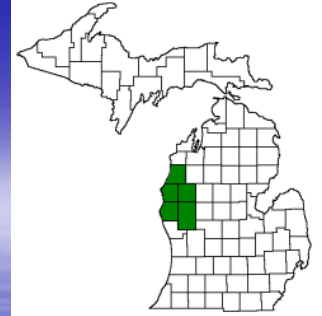


Regional Approach: Why We Look Better Together



Andy Lofgren

Executive Director

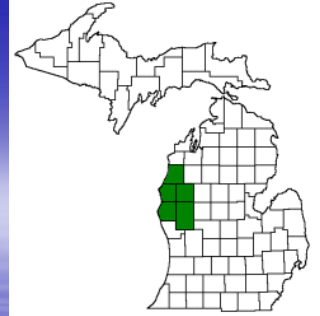
Newaygo County Economic Development Office, Inc

(231) 924-8890

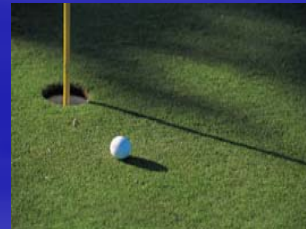
alofgren@ncedo.org



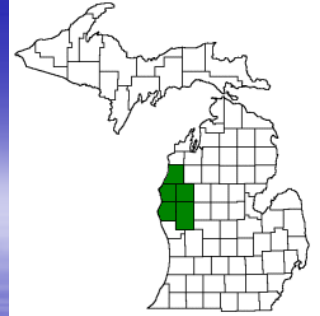
Two Questions to Answer



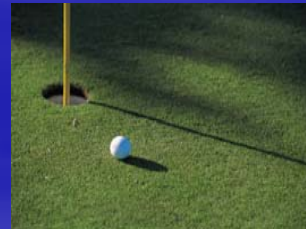
- Why Tourism?
- Why Regional Partnerships?



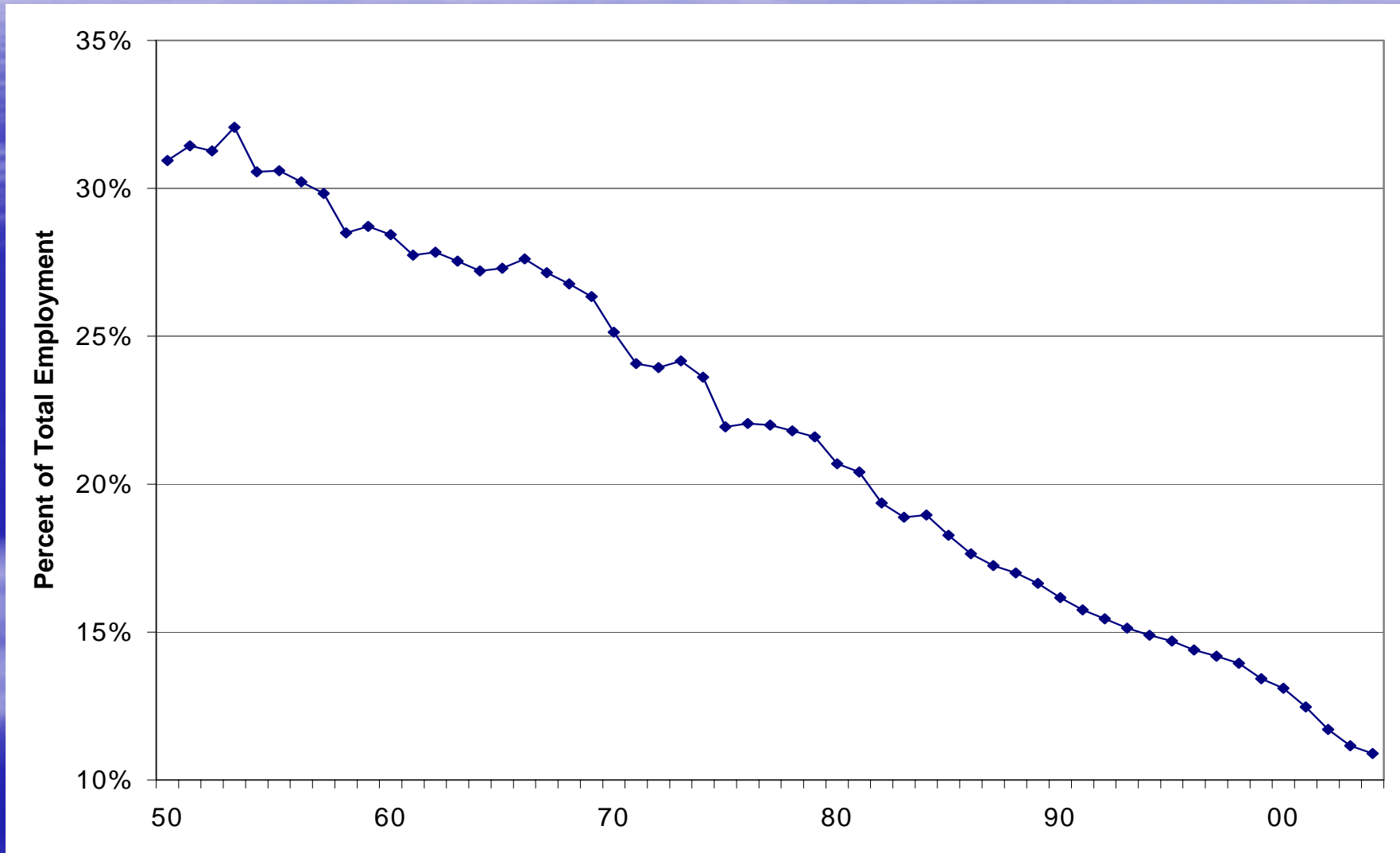
Tourism and Economic Development



- Economic Development \neq Industrial Recruitment
 - It is much more than that!

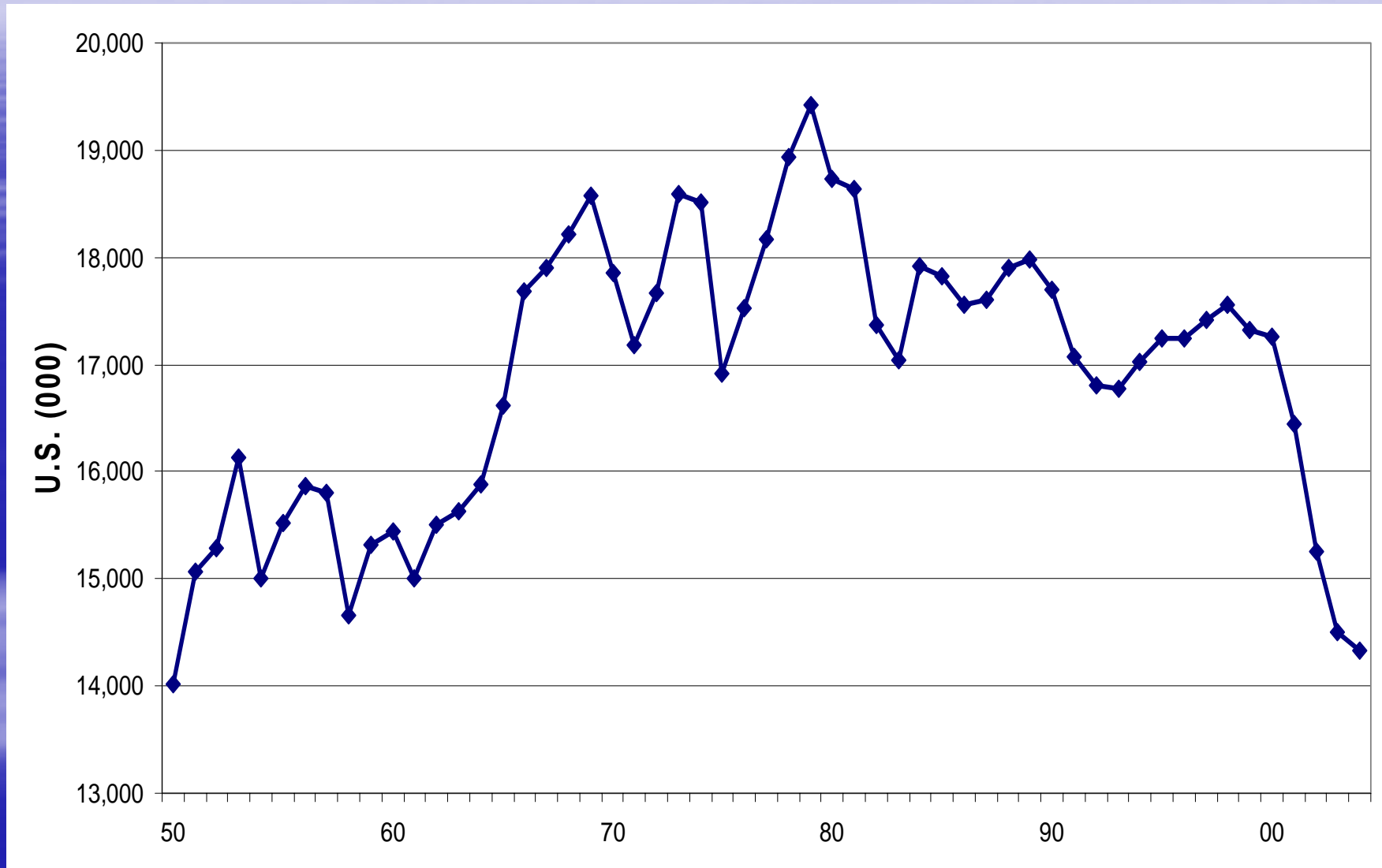


Manufacturing Employment is Decreasing as a Percent of Total Employment...



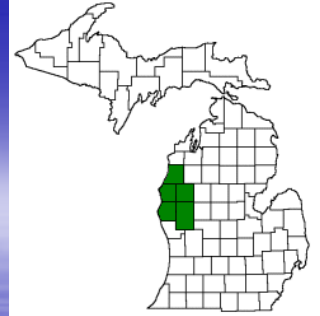
Source: Bureau of Labor Statistics

...and in Absolute Numbers



Source: Bureau of Labor Statistics

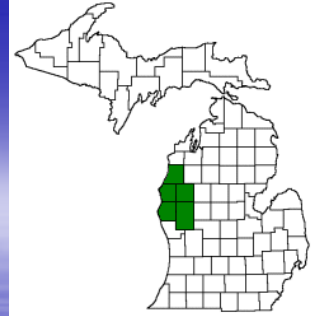
Tourism and Economic Development



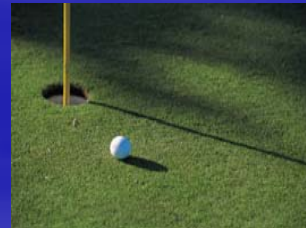
- Economic Development \neq Industrial Recruitment
 - It is much more than that!
- Tourism can be an important “export” industry



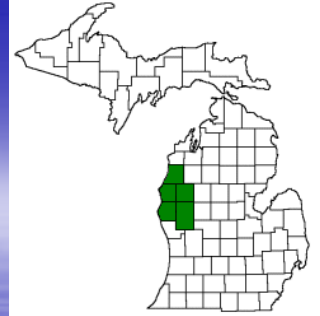
Tourism and Economic Development



- Economic Development \neq Industrial Recruitment
 - *It is much more than that!*
- Tourism can be an important “export” industry
- Tourism can lead to additional investment in other industries



Top Ten Ways to Reinvent Your Region's Economy

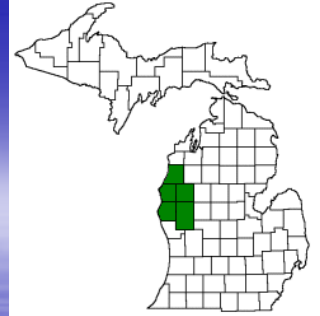


- #1 – Create Regional Partnerships
- #2 – Find Your Region's Unique Competitive Niche
- #4 – Create Clusters Around Your Niche.
- #10 – Reinvent “Regional Governance”

*Source: Federal Reserve Bank of Kansas City,
Center for the Study of Rural America*



Top Ten Ways to Reinvent Your Region's Economy



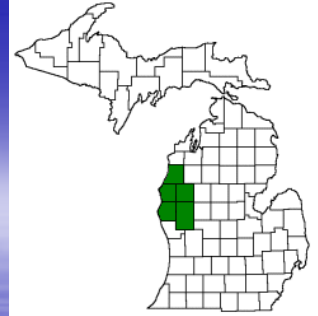
One issue transcends all others.....

Thinking Regionally!

*Source: Federal Reserve Bank of Kansas City,
Center for the Study of Rural America*



5 Strategies for Active Rural Economic Development

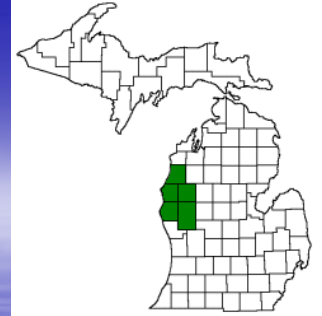


- #1 – Stop Economic Leakages
 - Keep local dollars from flowing outside area.
- #4 – Capturing Outside Dollars
 - Tourism is a prime example
- #5 – Develop New Businesses
 - What are natural advantages of our area?

Source: Heartland Center for Leadership Development



Benefits of Regional Thinking



- Leverage Scarce Resources
- Reach Wider Audience
- Identify Brand
- Identify Linkages and Joint Marketing Opportunities
- Share Best Practices
- Partner With Other Organizations (e.g., Travel Michigan, Michigan's West Coast)



Michigan's West Coast



Michigan's Beachtowns

Lake Michigan Beachtowns

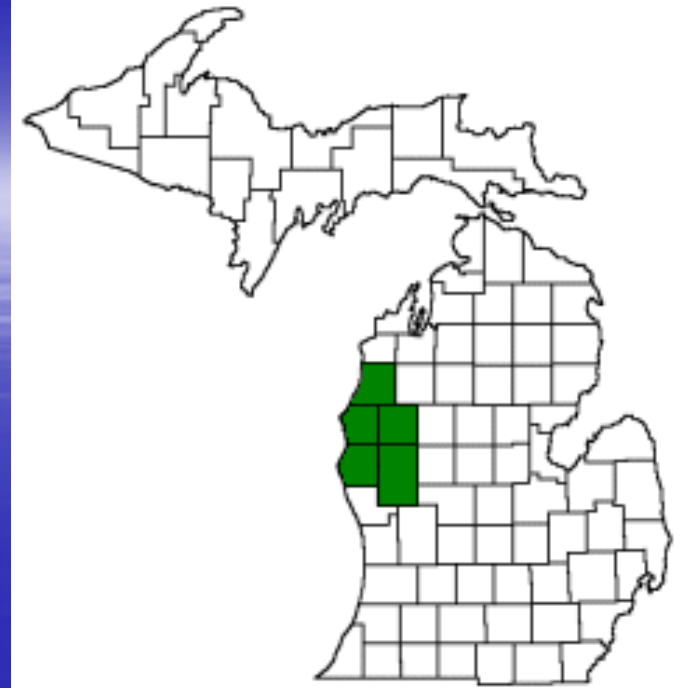
- Ludington
- Silver Lake/Hart
- Muskegon
- Grand Haven
- Holland
- Saugatuck
- South Haven
- St. Joseph
- Harbor Country

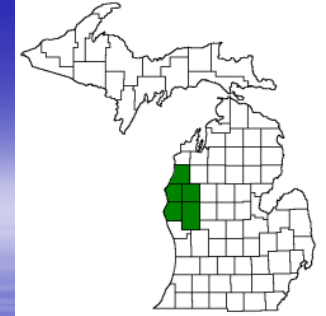
Deals Attractions Maritime Heritage About Us

BeachTowns.org™

Why This Region?

- Geography
- Similar Assets
- Link Between Grand Rapids/Muskegon and Traverse City



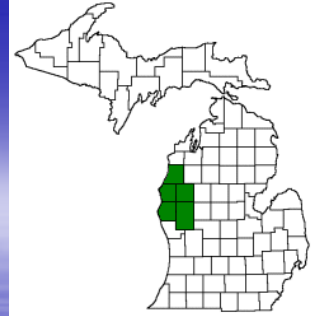


History of Working Together

- West Michigan Shoreline Regional Development Commission (WMSRDC)
- LinkMichigan
- Michigan Works! West Central



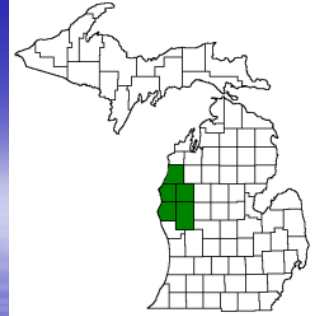
New Mantra?



- Think Regionally
- Act Locally
- Compete Globally



New Mantra?



- Think Regionally
- Act Locally
- Compete Globally

Are we stronger working together?

