

2022 CEC Breakout Session Descriptions

Title	Seminar Description
Arts, Culture and Food	
The Power of Public Art : Keep Alma Beautiful : Meet the Artist	Your opportunity to meet the unique team and creators of the new mural on the Alma Community Art Center building. This is Keep Alma Beautiful committee's (501c3) first curated public art mural. The presentation pulls together the components, people, expertise, and organization necessary to complete a project of this scope, including design, fundraising and community engagement. Meet Diane Wilson and Amy Wellington of Michigan ArtShare, Sarah Wassenaar of Keep Alma Beautiful, and artist Chazz Miller.
Foodies Welcome! Inviting food trucks and mobile food businesses to your community	REVISION- 4-13-2022 Food trucks and mobile food businesses are popular choices for people craving new and unique menu items. These mobile food businesses were able to stay open during the pandemic and provided support for essential workers. Food trucks aren't just for big cities. Attend this presentation to learn how to attract food trucks and mobile food businesses while balancing concerns of brick-and-mortar restaurants with local temporary-use regulation and other considerations.
Supporting Artist Entrepreneurs: Don't neglect your community's true creative class	Along the shore of Lake Michigan on the west side of the state, there is a large and thriving community of artists. Over the past two years, our team at the Hub has come to realize that not only is this community underrepresented when it comes to economic development resources, but there seems to be a genuine lack of awareness regarding how important and valuable local artists are in creating thriving and livable communities. At the Hub, we have built dedicated art studio space for early-stage artist entrepreneurs and we are working to create training and programming specifically dedicated to assist our local artist community.
Art Centers: Creating A Soul In Your Downtown	Learn how a strong, vibrant community art center was developed in Downtown Alma and its future plans to develop a Downtown Art Corridor.
Entrepreneurship	
The What, Why and How of Teaching Youth Entrepreneurship	Anyone can teach young people how to start their own business. Attend this session to learn why entrepreneurship education is beneficial to young people, what to teach or include, and then how to teach it. MSU Extension staff members will share their success, ideas and resources for teaching kids how to be their own boss.
Marketing Your Community	
Transforming Michigan Tourism by Ensuring Safe, Accessible and Welcoming Communities	Diversity, Equity and Inclusion (DEI) is an increasingly important part of any community's tourism strategy. Recognizing that diverse groups of people are traveling and searching for exciting, inclusive attractions, building a comprehensive tourism marketing strategy to welcome visitors will help position a community's tourism economy for sustainable growth and reflective of the communities diversity.
Using Geofencing and Mobile Data for Development, Planning, and Engagement	The purpose of this session is to introduce attendees to the different types of geofencing, how they can be used, pitfalls to avoid, and what's coming down the road for this technology. Real life examples will be included where relevant. Provided based on Cobalt's experiences and retail recruitment applications as well as through the use of a real report run for the host community.

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Learning/Walking Tour: Designing and Planning for Crime Prevention in Our Communities	Property and violent crime impacts our downtowns, businesses, public spaces, and neighborhoods every day. At the same time, crime prevention can occur with targeted planning and design strategies. This session will review tendencies in criminal behavior and analyze how our built environment invites or prevents crime. Attendees will gain an understanding of the principles of Crime Prevention Through Environmental Design (CPTED), learn how to embed CPTED into downtown and community master plans/ordinances, and business owners will understand how to implement crime prevention within their own workspaces. Attendees will participate in a CPTED walking audit of a portion of downtown Alma, utilizing a CPTED scorecard.
Development Strategies	
Renewable Energy & Small Business	Learn about Consumers Energy's renewable energy initiatives and how small businesses can benefit from them. Also, how your community can be a leading partner in renewable energy development.
The Little Village That Could - Small, Rural and Exceptional!	As a small, rural, low-mod community, who was close to be taken over by the State 7 years ago, the Village brings a story of hope and inspiration. We reimagined our Village, and brought new life and new development to it. Proving if you invest in yourself, others will invest in you. We will have already doubled our tax base and are pace to triple it by before 2024.
Downtown Development and Investment Strategies	Hear how incremental development can be facilitated in small towns, how to attract investment into the Community and how local zoning can be a tool for success.
Supporting Business Through Governmental Collaboration	Gratiot County is known for its successful collaboration among municipal units for development opportunities. Learn how communities worked together in areas such as infrastructure, master planning, and zoning, and how you can apply similar collaboration in your community.
Housing	
Missing Middle Housing: What is it and where do we start?	The high cost and low supply of housing in Michigan is stressing main street businesses and larger employers alike. This session will briefly cover changes in housing preferences and shed light on conventional zoning elements that may contribute to a local/regional housing shortage. Participants will learn a sampling of zoning techniques to support Missing Middle Housing and learn how a local developer is expanding housing options.
Tribes and Entrepreneurship	
Tribal Economy - Understanding the history and current development of non gaming ventures	We want to discuss the non gaming holdings of Migizi; the nuances of working with a tribe; what we are looking at in the future; and how local communities can engage with a tribal community that may be near them.
Decolonizing Entrepreneurship: Sharing Information Regarding Businesses by American Indians	Within this session titled Decolonizing Entrepreneurship, our speakers will dispel myths and misconceptions about businesses operated by American Indian tribes or individuals by sharing information about legal differences, hiring practices, challenges, and common business practices within tribal communities. Additionally, our knowledgeable speakers will identify opportunities for empowerment and growth through strategic partnerships with tribal communities.

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Workforce Development	
Industrial Workforce Development Partners	The key to keeping large employers is making sure they have a workforce. Hear how local players teamed up to build a strong workforce development system and learn what they need from their community to support them.
Leadership	
Building New Leaders	Coming out of the Great Resignation, growing local leaders in your community is becoming imperative for success. Hear about the Gratiot Young Professionals Network and how a similar model can work for your community.
How can you become a CEC Community? Join us and find out!	The Connecting Entrepreneurial Communities (CEC) conference has been active since 2012 reaching and impacting hundreds of communities in Michigan and beyond. Designed as a "Small town conference for small towns held in a small town", this session will provide an in-depth overview of the benefits and requirements of hosting this award-winning annual event in your hometown.
Institutions as Community Partners	
Hospitals, A Team Player With Small Communities	Hospitals are typically one of the largest employers in the communities where they exist. As such, they have significant opportunities to positively influence the community beyond the provision of healthcare services. Attend this presentation to learn how healthcare can view its role in the community and how to interact for community benefit from that understanding.
The Campus and Community as One	Hear about Alma College's strategies to develop student and community engagement.
Drawing Tourism and Shoppers	
Outdoor Recreation Draws Visitors Downtown	Outdoor recreation assets near your downtown creates opportunities to draw people into the heart of your community. Hear about Alma's recreation from the volunteer leaders who made it happen.
Esports Changing the Playing Field in Local Communities	The Block House is a new esports business in Alma. Learn more about how they partner with local schools and colleges, integrate a contemporary restaurant model, and combine interactive technology with live events as part of their business model.