



# Planning for the New Economy: What is the role of your local government?

The economy means changes, in how communities plan, what is in zoning, and how local government might operate. The new economy is:

- Entrepreneurial, where innovative small businesses drive job and income growth
- Globally connected, where regions and not municipalities compete for talent and resources
- Knowledge-based, where skills, creativity and talent create future prosperity
- Collaborative and networked, where success is driven by regional innovation and public-private partnerships

**H**ow can new economy concepts be integrated into local decision-making? How should local government plan and operate differently? How can we coordinate our efforts for a stronger Northwest Michigan?

These questions are the focus of an upcoming workshop series taught by Northwest Michigan Council of Governments and Michigan State University Extension. Trainers will provide ideas and resources for integrating new economy concepts into the community planning process. While attendance at the New Economy 101, 201 and 301 training programs is not a pre-requisite for this workshop, participants will appreciate this content as a "New Economy 401" that focuses on how to implement concepts here in Northwest Michigan.



## Who should attend:

Elected Officials  
Planning Commissioners  
Economic Development Practitioners  
Professional Planners  
Others interested in new economy planning practices

## Sponsors:

Alliance for Economic Success  
Northern Lakes Economic Alliance  
Traverse Bay Economic Development Corporation  
Michigan State University Extension

**Register Online: [nwm.org/planning.asp](http://nwm.org/planning.asp)**

Master Citizen Planner credits are available (0.3)

**4 Workshop Locations: Manistee, Traverse City, Charlevoix, and Cadillac,**  
May 11 May 12 May 16 May 17

While each session is targeted for a particular group of counties, if your schedule does not let you attend that session, please consider attending one of the other sessions. Questions? Contact Matt McCauley, NWMCOG, 231-929-5000.

To register, visit us online at: [www.nwm.org/planning.asp](http://www.nwm.org/planning.asp) - or -  
please fill out this form and send the form and payment to:

Northwest Michigan Council of Governments  
P.O. Box 506, Traverse City, MI 49685-0506

## Planning for New Economy Workshops



Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Organization/Government: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_, Michigan Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

In case of event cancellation or postponement, you can best be contacted by (circle one): email or phone

### Please Check Your Session Preference(s)

- ☐ May 11, 2011, 6-9 p.m., Manistee City Hall.  
Content in this session will cover Benzie and Manistee Counties.
- ☐ May 12, 2011, 6-9 p.m., Traverse City Michigan WORKS! Center, Conference Room.  
Content in this session will cover Grand Traverse, Kalkaska, and Leelanau Counties.
- ☐ May 16, 2011, 6-9 p.m., Charlevoix Public Library, Room B.  
Content in this session will cover Antrim, Charlevoix, and Emmet Counties.
- ☐ May 17, 2011, 6-9 p.m., Cadillac Michigan WORKS! Center, Conference Room.  
Content in this session will cover Missaukee and Wexford Counties.

### Registration Deadline and Information:

\$25 (Early Bird Registration) per person, per event, if registered 7 days prior to the event(s) you plan to attend; \$40 within 7 days of event or at the door. No refunds after Early Bird date; \$10 fee to refund; refunds issued via check.

Accommodations for people with disabilities may be requested by calling NWMCOG at (231) 929-5000 before the registration deadline. Requests received after that date will be met if possible. NWMCOG and its programs and materials are open to all without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, marital status or family status.

**Register Online**  
[nwm.org/planning.asp](http://nwm.org/planning.asp)

**- or - Register by Mail**

NWMCOG  
PO Box 506  
Traverse City MI 49685

Make checks payable to:  
NWMCOG

\$25 per person, per workshop  
(Early Bird Registration—7 days prior to event)

\$40 per person, per workshop  
(Within 7 days of event or at the door)



A program of

