

Successful and thriving communities combine knowledgeable and engaged legislators, businesses, community groups and residents. By connecting these groups with the best research-based tools and information possible, MSU Extension enhances the quality of life for Michigan residents. Our programs help communities create and retain jobs and improve their social and economic appeal. Community leaders are given the tools they need to have a positive effect on their cities, towns, townships – and the whole state. Through good governance, building stronger leaders, fostering a positive business climate and enacting sensible, sustainable policies, Michigan can lead the way in the 21st century.

MSU Extension educators and specialists also work with individuals and community leaders to provide customized programming and educational opportunities based on the latest evidence-based research and county-specific needs. We encourage you to contact your local MSU Extension office about crafting programming that is right for you, your family and your community.

## Community Food Systems

A sustainable community food system integrates food production, processing, distribution, consumption, and waste management to enhance the environmental, economic and social health of residents. MSU Extension helps farmers, consumers and communities partner to create locally based, self-reliant food economies that improves access to an adequate, affordable, nutritious diet for all community members.

MSU Extension supports the development of sustainable community food systems in Michigan in many ways, including serving as the state coordinating agency for the FoodCorps program, partnering with local agencies on grant proposals and projects, building community collaborations, creating and sustaining local food policy councils, sponsoring local food conferences, engaging university specialists, and offering relevant educational programs. MSU Extension is also a state leader in culinary tourism development and hops research, education and outreach, which continues to fuel Michigan's growing craft brewing industry. MSU Extension educators working in community food systems play leadership roles with many university and nonprofit local food organizations at the state and national levels.

### Center for Regional Food Systems

The MSU Center for Regional Food Systems works to advance people's understanding of and engagement with regional food systems throughout Michigan and the world. MSU Extension partnered with the center to launch a statewide local food purchasing campaign targeted at K-12, early child care, hospital, and college and university food service directors. MSU Extension also partnered with the center to implement effective farm-to-school food programs.

The 4-H clover



next to a program name indicates that its primary audience is 4-H.



### MSU Extension at Farmers Markets

The interest in healthy, locally grown food is greater than ever, and MSU Extension works to educate Michiganders wherever they live and shop. MSU Extension has office space in the Grand Rapids Downtown Market, Detroit's Eastern Market and the new Flint Farmers Market, thereby bringing Michigan Fresh and other educational information directly to markets that attract more than 50,000 people every week.

### Understanding Food Hubs

Many farmers are challenged by a lack of access to appropriately scaled distribution and processing infrastructure. Participants will learn how food hubs' production, aggregation, distribution and marketing services make it possible for producers to enter new markets that would be difficult or impossible for them to access on their own. They'll also learn about MSU Extension research and education efforts designed to help small- and medium-sized farms meet food safety standards.

### Understanding Sustainable Community Food Systems

Sustainable community food systems help local agriculture industries, boost local businesses, increase community vitality and economic health, and promote healthy food choices for individuals and families. This 20- to 60-minute presentation, which can be localized and is available on request, covers the basics of establishing sustainable community food system networks.

## Food Business & Regulation

### Aquaculture Development

Michigan Sea Grant Extension and MSU Extension are active participants in the Aquaculture in Michigan (AIM) committee. The group is working with state agencies and associations to develop a streamlined roadmap through regulations to foster new aquaculture development in Michigan and the Great Lakes region. Sea Grant also provides technical support for Michigan's commercial fishing industry, including marketing and processing siscowet (a type of lake trout) from Lake Superior.

### Making It in Michigan

Entrepreneurs attend the Making It in Michigan conference to determine whether their products can pass the virtual market validation test by putting their products in front of hundreds of key food and agricultural buyers at the conference's trade show. They also attend educational sessions covering strategies in recipe expansion, choosing the right contract packer, improving food safety, marketing techniques and finding the ideal customer.

## MSUE PUBLICATIONS



### Michigan Fresh

What's the best way to cook those vegetables you bought last week at the farmers market? How do you select annuals that will make your yard pop with color? Learn about the best that the Great Lakes State has to offer when it comes to things that grow with help from MSU Extension's Michigan Fresh program. Michigan Fresh helps people explore how to grow, cook and preserve the state's bounty of fresh, locally grown fruits, vegetables, flowers and ornamentals.

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## MSU Product Center – Food, Ag, Bio

The Product Center helps Michigan entrepreneurs develop and commercialize high-value, in-demand products and businesses in food, agriculture, natural resources and bioeconomy. The Product Center offers standard and customized services to its clients. Product Center counselors work with entrepreneurs to help determine potential customers for a product or service and provide ideas on how to finance the concept. The Product Center can also connect entrepreneurs with experts within or outside MSU for advanced marketing or feasibility studies, assistance with nutrition labeling or processing to meet U.S. Food and Drug Administration requirements. Specific Product Center services include:

- How to start a home-based food business
- How to start a commercial food business
- Free business counseling
- Recipe commercialization
- Product testing for shelf life
- Food safety plan development
- Label design and nutrition labeling for food products
- Feasibility studies
- Market studies
- Help meeting regulatory requirements

## Seafood HACCP & Value-Added Fisheries

Michigan Sea Grant Extension supports Michigan businesses by organizing an annual Seafood Hazard Analysis Critical Control Point (HACCP) training course with the Great Lakes Indian Fish and Wildlife Commission. All fish processors are required to take this training to earn or maintain HACCP certification.

## Government

With its education program for new and veteran elected officials, MSU Extension helps provide Michigan’s 1,858 local governments and 12 federally recognized tribal nations with strong, evidence-based information that helps in sound governance and management. MSU Extension has educators with expertise in issues such as economics, fiscal management, boardsmanship, parliamentary procedure and public policy. By working together with elected and appointed local officials, MSU Extension is able to provide education on critical local government operations.

## Building Strong Sovereign Nations: Anishnaabek Leadership for Seven Generations

The Building Strong Sovereign Nations program supplies elected and appointed tribal officials with information that is critical to their ability to provide effective tribal governance. The program intersects traditional and contemporary leadership teachings and is designed to meet the specific needs of elected and appointed tribal officials and the tribal staff who interact with them.



“I take away the realization that this opportunity at Meijer significantly grew my customer base, which makes me more determined than ever to work even harder to create my own opportunities such as this one you have provided.”

– Product Center client on the Meijer Made in Michigan/Product Center collaboration





## Keeping Businesses Strong

MSU Extension and the MSU Product Center help Michigan entrepreneurs develop and commercialize high-value, consumer-responsive products and businesses in the food, agriculture, natural resources and bioeconomy sectors. When you support MSU Extension, you help participants understand the economic, environmental and social benefits of purchasing local and regional foods. You also help young people develop business skills that will help them succeed as adults and help communities capitalize on their ecological, social and cultural assets. This fuels the economy by creating and retaining jobs, and helps ensure a healthy tax base.

### ✿ Citizenship & Tribal Citizenship Academies

Participants take a hands-on approach to learning about democracy at the local level by seeing firsthand how local, county and tribal governments work during these academies for high school-aged young people. They attend board or commission meetings and visit with department heads and court officials. They work as a team to identify a community issue that's important to teens, then prepare and present an action plan about it to a local or county commission or a tribal council.

### ✿ Fiscal Management & Technical Assistance

Local governments in Michigan continue to struggle with stagnant revenues and rising costs. MSU Extension offers fiscal sustainability training to local governing boards and other elected and appointed officials. Our services can include working with local officials to analyze revenue and policy options, spending controls and the management of long-term liabilities such as pensions and retiree health care costs. MSU Extension can also assist in preparing for and hiring key employees and submitting requests for proposal preparation.

### ✿ 4-H Capitol Experience

High school-aged young people explore the process of democracy through a mock legislative experience at this annual, four-day event in Lansing. They research and propose bills, participate in committee meetings, debate and vote on legislation and sign bills into law. Participants also attend a legislative session and meet with legislators, lobbyists and representatives from various state agencies.

### Infrastructure

Infrastructure needs often outstrip municipalities' ability to pay for improvements. This may be due to factors such as poor planning, lack of priority setting and over-building (both of infrastructure and commercial and residential development). This daylong training program covers sizing and designing infrastructure appropriately, planning for replacement and regular maintenance and operating costs, identifying who should pay for infrastructure work, understanding government bonding and other borrowing, and the process of applying for grants.

### Intergovernmental Cooperation

While many officials are in favor of the theory of intergovernmental cooperation, putting it into practice is often difficult. This program discusses the different levels of intergovernmental cooperation, from the easiest to the most difficult. The reasons for cooperating, the legal and statutory basis for doing so, and the social and psychological aspects of intergovernmental cooperation are also covered in the workshop.



### **Leadership Through Effective Meetings: Parliamentary Procedure Basics**

Understanding a few basic principles of parliamentary procedure can improve the productivity of government meetings. Elected and appointed government officials learn how to develop basic meeting rules and rules for the public to follow in open meetings, make motions and deliberate efficiently in small board meetings. Another MSU Extension program called Effective Meetings, Hearings and Minutes is also available for planning commissions and zoning boards of appeal.

### **Local Government Benchmarking Consortium**

This consortium brings together representatives from municipal governments across the state to help them compare their performance and benchmarking measures. The most-studied municipal services tend to be those with significant budgetary implications and direct effects on residents.

### **New County Commissioner Training**

MSU Extension supports those who want to serve their communities and make Michigan stronger through a series of New County Commissioner workshops that are offered at multiple locations every two years. Commissioners learn how to succeed in their new roles by studying how to hold effective meetings and manage county budgets and finances. The training includes two sessions:

- Effective Meetings
- County Budget and Finance

### **Training Officials on Statutory Requirements & Governing Skills**

Good governance and strong communities require officials to understand how to comply with existing laws and policies and follow established best practices. MSU Extension holds workshops on effective meetings, parliamentary procedure and intergovernmental cooperation. Other, customized training programs and technical assistance are also available for local governments.

### **Tribal Governance Training**

The Michigan Tribal Governance program is part of an ongoing effort to build strong collaborative relationships with tribal nations and to increase tribal access to MSU resources and other statewide networks. Participants learn about participatory government, transparency, responsiveness and inclusion of tribal residents in decision-making processes.



“The Benchmarking Consortium has encouraged the City of Petoskey to start thinking about the delivery of services quantitatively, and has allowed us to easily compare our services with communities across Michigan.”

- Dan Ralley, City Manager,  
City of Petoskey





## Leadership & Facilitation

One of the core functions of MSU Extension is increasing the leadership skills of individuals and organizations. Positive leadership can help individuals, organizations and communities achieve long-term prosperity and success. Our programs help people of all ages and experience levels develop skills in facilitating productive meetings and dealing with conflict. We work to enable every Michigan resident and community group to participate fully in the life of our democracy. Our classroom-based leadership development training programs and a variety of educational resources are available for those wishing to enhance their leadership skills. We prepare Michigan youth for a lifetime of civic responsiveness and global interconnectedness. MSU Extension resources and opportunities help all Michiganders develop the skills they need to be effective leaders and the commitment to be active and responsible citizens throughout their lives.

“The workshop was extremely useful to me and I have used many of the techniques. It was, perhaps, one of the most useful trainings I have attended in preparing me to work with groups.”

– Facilitative Leadership participant

### Conflict, Collaboration & Consensus in Natural Resources

This two-session course is designed to help natural resource professionals increase their confidence and competence in helping groups and communities address contentious natural resource issues. Participants learn about and practice conflict-resolution skills and explore approaches to synthesizing and incorporating public input in their decision-making.

### Conflict Smoothies

Communication is the key to success on the personal and professional levels. Conflict Smoothie workshops focus on helping participants improve their interpersonal and intergroup conflict-resolution skills in an engaging and interactive format. The program is available both online and face-to-face.

### Facilitative Leadership

This three-day workshop focuses on building the skills people need to lead and facilitate productive meetings that motivate and energize attendees. Workshop participants learn the techniques and verbal skills they need to lead group discussions, to help groups reach consensus and set outcome-based goals, and to use flip charts and other tools effectively. They'll also pick up best practices for leading the processes of brainstorming, analyzing ideas, decision-making and planning. A six-hour version of this training is also available.

### ✿ 4-H Advisory Group Support

Providing high-quality and effective youth development programming consistent with the theory, policies and practices of Michigan 4-H Youth Development is a priority of MSU Extension. To accomplish this, training and technical assistance on issues such as 4-H structure, by-laws and best practices is available to community and county 4-H advisory groups across the state.

### ✿ Leadership Education

Through any number of county and club or group 4-H experiences, young people can lead their peers and hold positions of authority and responsibility. MSU Extension offers resources and training on club or group officer roles, facilitation, group decision-making, communication and conflict that help prepare youth for success in these roles.

### ✿ National 4-H Congress

This is a premier event for 4-H members across the country. Michigan 4-H'ers are eligible to attend this conference through MSU Extension. The five-day conference in Atlanta, Georgia, offers workshops on topics such as diversity, cultural experiences, leadership and team development. In addition to attending the conference as delegates, 4-H'ers can also apply to be on the leadership and design teams that develop and conduct the event.

### Real Colors Personality Instrument

The Real Colors program is a user-friendly, practical way for participants to better understand their own personalities and the most important traits they possess. Just as important, they gain insight into the characteristics of others and why individuals might react to the same situation differently. Participants also learn skills that allow them to better communicate their thoughts and ideas to clients, friends and family.

### ✿ Teen Leadership & Community Change Conference

Teens and adults learn how to create positive community change at this two-day conference by participating in sessions that build their skills, knowledge and commitment to citizenship, leadership and community service. Attendees also develop plans of action for addressing issues in their own communities and enhance their appreciation for diversity and multiculturalism.

### ✿ Youth-Adult Partnerships

Programs, organizations and communities benefit when the enthusiasm and fresh perspective of youth is coupled with the wisdom and experience of adults. MSU Extension helps organizations incorporate young people into their governance and decision-making processes, with helpful strategies and best practices for building successful and sustaining youth-adult partnerships.

## Planning

MSU Extension offers courses, information and presentations on topics such as local planning and zoning tools, techniques and best practices; planning policy options; land-use and environmental issues; public participation programs; leadership development; and community and economic development. We're available to work with Michigan's 1,858 local governments, 14 multicounty regions, 12 federally recognized tribal nations, and interested residents and activist groups. We can also work with you to conduct applied research on innovative planning and zoning techniques, approaches and projects.



## MSUE PUBLICATIONS



### YEA! Youth Experiencing Action – A Community Service-Learning Guide

Geared toward young people ages 14 to 19, YEA activities can be used by any group interested in community service-learning. YEA projects can be led by older teens and adults with both community service-learning and facilitation training, or by those who are interested in acquiring those skills. This packet includes a leader's guide and four modules with activities. Use this guide to start a service learning project with young people in your community.

[bookstore.msue.msu.edu](http://bookstore.msue.msu.edu)



### **Advanced Zoning Board of Appeals Training**

This is an advanced training program for members of local government zoning boards of appeals. The training covers what Michigan law requires of board members, best practices for serving on an appeals board, processes and checklists to help board members make solid decisions, and meeting how-to's, including taking minutes and creating an official record.

### **Issue-Specific Planning & Zoning Training**

MSU Extension offers a variety of programs related to planning and zoning that are designed to help the public and government officials better understand how to build and maintain successful, thriving communities.

- Accumulated Junk (Community Cleanup)
- Conflict of Interest, Incompatible Office, Ethics
- How to Stay Out of Court (or, 28 Ways to Stay Out of Trouble)
- Joint Planning Act
- Kyser v Kassen Mining: "No Serious Consequences" Restrictions on Zoning Authority
- Land Division Reviews
- Modern Planning Procedure (or, Planning Under the Michigan Planning Enabling Act)
- Planning and Zoning for Parks, Recreation and Tourism
- Right to Farm Act - Local Jurisdiction
- Right to Farm Act - Farm Markets
- Role of County Planning and Its Relationship to Municipalities
- Septic Storage and Zoning
- Site Plan Review and Standards for Home-Based Renewable Energy: Wind, Solar, Wood
- Zoning for Surface and Groundwater Protection



### **✿ Junior Citizen Planner**

This program teaches third- to eighth-graders about making effective land-use decisions in their communities. The curriculum touches on facets of social studies, civics, geography, environmental science, and land-use planning and technology.

### **Land-Use Technical Assistance**

MSU Extension offers technical assistance related to land-use planning that could include reviewing: office organization, case management, forms and procedures, and legal compliance. Background research and issue analysis are available for complex planning problems, as is help choosing planning consultants and hiring planning and zoning administrators. Applied research partnerships, internships and practicums with MSU are also possible.



## Michigan Citizen Planner

Understanding the long-term outlook of a community is essential for leaders working to attract businesses, add jobs and strengthen Michigan's cities and towns. The Michigan Citizen Planner program offers land-use education and training to local planning officials. MSU Extension's Citizen Planner programming includes:

- Practice of Planning and Zoning, Online Citizen Planner
- Master Citizen Planner
- Michigan Citizen Planner Advanced Academy

## Placemaking

This program covers every aspect of the concept of *placemaking* in community and economic development and improved quality of life. Placemaking can be a cornerstone of Michigan's economic recovery, and is a strategy led by local governments and planning commissions. MSU Extension's placemaking program consists of six modules (one, three or six hours each) that focus on the basics, economics, community design, form and planning, public involvement and application.

## Planning & Zoning\*A\*Syst: Community Planning & Zoning Audits

MSU Extension can conduct performance audits of local government planning and zoning programs. Such audits generally focus on some or all of the following topics: basic setup, master plans, planning coordination, zoning ordinances, administration, special land uses, planned unit development, site plan review, capital improvement programs, subdivision and land split reviews, and capital improvement reviews.

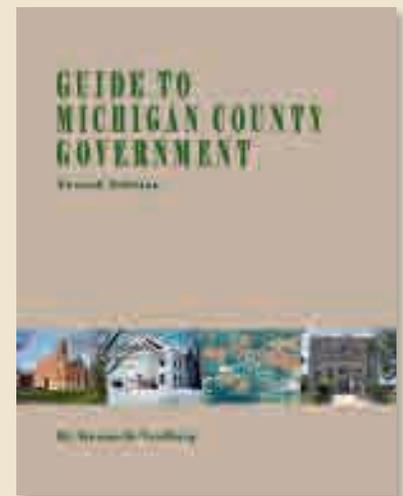
## Small Town Design Initiative

This program helps small communities with their efforts to address physical planning, design and land-use issues. A graphic visioning process provides residents with a set of images to help guide community improvements. Consensus is achieved by having community-driven input and decision-making in open public meetings.

## Smart Growth Readiness Assessment Tool

This set of online assessments rates how well a community is prepared to develop using Smart Growth (sustainable planning and development) principles. The tool provides communities with a baseline score, and can be used to measure progress. One program module is designed specifically for waterfront communities.

## MSUE PUBLICATIONS



## Guide to Michigan County Government

This book outlines the legal framework in which Michigan counties operate. It looks at the constitutional provisions, state statutes, court decisions and legal opinions that generally encompass the rules county governments must live by. The authors discuss common practices of Michigan county governments and how county politicians relate to state government agencies and to their official counterparts in the cities and townships within their counties.

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### **Sustainable Communities Course**

This course consists of eight core sessions in which participants learn about community sustainability through the lens of common topics communities are facing today. Sessions cover community sustainability, energy, the new economy, natural resources, the local food movement, the built environment, mobility and community capacity. The program is available online or in person.

### **Training Officials on Planning Statutes & Policies**

Strong communities need officials who understand how to comply with existing statutes and policies, and know how to implement the current best practices in planning. MSU Extension sponsors individual workshops on Michigan laws such as the Open Meetings Act, the Freedom of Information Act, the Joint Planning Act of 2004, the Zoning Enabling Act of 2006, the Planning Enabling Act of 2008 and the Right to Farm Act.

### **Understanding & Influencing Your Local Government Planning & Zoning Decisions**

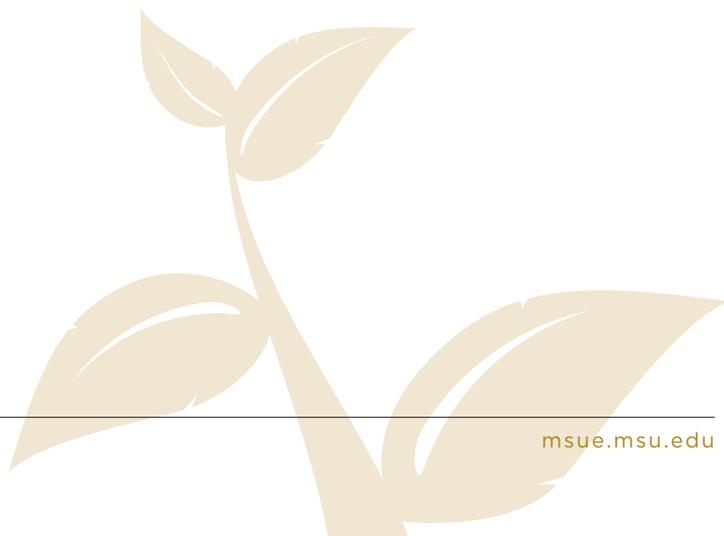
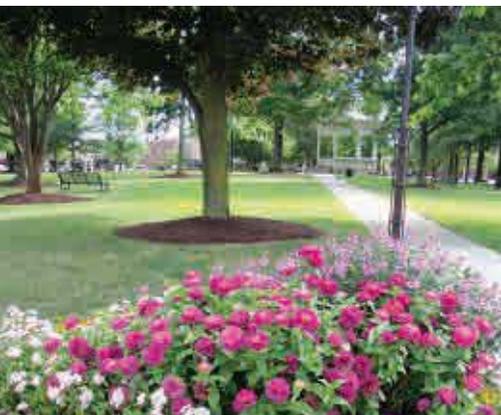
MSU Extension sponsors training programs for civic groups, activist organizations, neighborhood associations and interested people on how planning and zoning works and the most effective ways to influence a local government's planning and zoning decisions. These programs, the Planning and Zoning Primer and How to Influence Zoning Decisions, can be taken individually or together.

### **Urban & Regional Planning Practicum**

This program connects some of the state's brightest urban and regional planning students with communities that need planning and development help. The students are guided by faculty members and work with MSU Extension educators as they apply their evolving skills and knowledge to the real-world challenges of researching, creating, preparing and presenting a professional planning project.

### **Zoning Administrator Certification**

A zoning administrator is often the first or only contact a developer or new business has with local government. That makes the zoning administrator important to a community's development and its public image. This series of eight 3-hour classes cover the technical, legal, pragmatic and organizational aspects of zoning administration. The program includes a final exam and graduates receive a certificate of completion.



## Sustainable Community & Economic Development

Strong communities require a healthy and growing business and social climate. MSU Extension is an educational leader in providing support to communities in green and sustainable economic development. We can provide vital education to the public, community organizations and officials that can lead to economic opportunity and growth. MSU Extension educators help counties work together in developing strong economic blueprints that strengthen relationships, build trust and capacity, and strengthen social capital.

### ✿ Capacity Building for Youth Development Programs

MSU Extension provides a variety of capacity-building tools and services to 4-H and other youth development programs in an effort to prepare Michigan's children for future educational, career and life success. We provide training (delivered through webinars and face-to-face workshops), curricula and other materials for volunteer managers, youth development staff, and adult and teen volunteers.

### Clean Marinas

The health of the Great Lakes and other waterways is vitally important to Michigan's future. In the Michigan Clean Marina Program, marina operators voluntarily pledge to maintain and improve Michigan's waterways. They agree to reduce or eliminate releases of harmful substances and phase out practices that can damage aquatic environments.

### Connecting Entrepreneurial Communities Conference

This conference doesn't bring business owners to a conference, it brings a conference to business owners. Each year, the conference is hosted in a new city, with breakout sessions held inside area businesses. Participants explore entire communities from session to session. This popular approach offers plenty of opportunities for networking and chances to see entrepreneurial community work firsthand.

### Firewise

Between 8,000 and 10,000 wildfires occur in Michigan each year, making wildfire a significant risk to homes, property and safety. The Firewise program educates private citizens, business owners and employees, the agricultural community and local officials about steps they can take to protect themselves and their property from wildfires. Firewise presentations, print materials and educational exhibits address specific audiences in high-risk areas of the state. Firewise programming also includes:

- Firewise community support
- Firewise on the Farm
- Addressing Wildfire Hazards Through Zoning: A Firewise Approach



## Ensuring Strong Communities

When you support MSU Extension, participants learn how to implement best practices in good governance that keep communities solvent, productive and engaged; learn effective conflict management skills that help leaders and residents work collaboratively on complex issues; and engage youth leaders in decision-making. In the personal finance area, MSU Extension helps youth and adults alike learn the skills they need to increase their savings, manage their spending, avoid predatory lending and reduce mortgage defaults. All of these outcomes help lower the cost of governmental services and lead to personal and community stability, strong neighborhoods and safe communities.



### **Greenways & Water Trails**

Michigan is rich in water trail opportunities, with more than 4,000 miles of Great Lakes coastline and countless miles of rivers. Michigan Sea Grant Extension provides technical assistance and expertise to communities around the state that are interested in developing and enhancing their greenways (undeveloped land set aside for recreation and environmental protection) and water trails.

### **Habitat Restoration**

Michigan residents, businesses and communities, along with federal and state resource managers, are working to preserve and reestablish fish and wildlife habitat for future generations of Michigan residents and visitors to enjoy. MSU Extension supports those efforts with educational programs that first explain the importance of protecting, enhancing and restoring ecosystems and habitats, and then show people how to go about it.

### **Michigan Prosperity Initiative**

The goal of the Michigan Prosperity Initiative is to help return economic prosperity to the state. The program is divided into four modules:

- New Economy 101: How Michigan's present economic circumstances developed
- New Economy 201: Michigan's critical assets
- New Economy 301: How assets can be used to create regional place-based strategies
- New Economy 401: Planning for the Global Economy - What is the role of your local government?

### **Waterfront Smart Growth**

MSU Extension is helping local leaders revitalize Michigan's riverfronts and coastal areas to attract businesses and enhance residents' quality of life. Our educational materials about soft engineering and habitat protection and restoration give community leaders the information they need to develop and implement solutions that recognize the close ties between a healthy ecosystem and a vital economy.



## Tourism

Tourism is one of Michigan's largest industries, adding billions of dollars a year to the state's economy and providing nearly 200,000 jobs. From hunting and fishing to winery and lighthouse tours, MSU Extension's focus on year-round tourism brings educators and researchers together with communities and businesses to develop and enhance each community's uniqueness as a tourist destination. Michigan has more freshwater coastline than any other state. To protect that valuable natural resource, Michigan agencies and MSU Extension collaborate to help build healthy inland and coastal economies that include working waterfronts, an abundance of recreation and tourism opportunities, and access to natural resources. In addition to the programs listed in this section, MSU Extension can tailor services to specific local tourism educational needs.

### Michigan Catch & Cook

Launched in 2012, this interagency collaboration promotes and encourages creative, safe marketing of Michigan Great Lakes sport fish through partnerships between participating charter fishing captains and local restaurants. Charter fishing clients may take their fresh catch to a participating and licensed Michigan restaurant that will cook and serve those fish to those clients.

### Sense of Place: The Importance of Knowing Your Story

Knowing what makes a community unique is the most important step in establishing a thriving tourism industry. This workshop looks at the importance of providing an authentic experience to visitors and clearly communicating your message to them. Participants learn about the concept of place, how visitors and locals define *authentic*, and how to find the story of their town.

### Understanding Tourism for Michigan Communities

Tourism sustains the social and economic well-being of many Michigan communities. Continued growth and diversification of tourism means new opportunities for Michigan communities, especially in niche areas such as culinary tourism and ecotourism. This program explores niche tourism and terminology, offers examples from Michigan and around the world, discusses potential relationships between tourism and industries, and suggests collaborative steps for moving forward. Specific programming is available in heritage and cultural tourism and agritourism.

