

'TIS THE SEASON

Planning for Northwest Michigan's Seasonal Economy

Traffic, population, business activity, agriculture: in Northwest Michigan, it all comes and goes with the seasons. With an economy tied to agriculture and tourism, communities throughout the region must account for seasonal activity when budgeting and planning for services, transportation, public safety, and workforce housing.

- How can we plan for large seasonal populations on small year-round budgets?
- How do we accommodate ever-fluctuating needs for workforce housing, transportation, and public safety?
- What are the costs, benefits, and impacts of tourism and a seasonal economy?

TIS THE SEASON: PLANNING FOR NORTHWEST MICHIGAN'S SEASONAL ECONOMY will begin a regional conversation about these issues and more!

DECEMBER 3, 2018

9 am - 4 pm

Hagerty Conference Center
Traverse City, MI

Register Online:

nwm.org/lugsummit

\$45 Early Bird registration through November 16

\$55 Registration ends November 26

**LOCAL GOVERNMENTS AND OTHER
COMMUNITY LEADERS ARE INVITED
TO LEARN ABOUT AND DISCUSS:**

- The tourism "life cycle"
- Costs, benefits, and impacts of tourism and a seasonal economy
- Sustainable tourism concepts and models
- Planning and zoning for agriculture tourism and short-term rentals
- Trends in entertainment- and alcohol-oriented tourism
- Transportation planning for year-round residents and tourists

HOSTED BY:

Networks Northwest
Talent / Business / Community