

**News Release**

**FOR IMMEDIATE RELEASE**

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## Regional Data Updated, Streamlined in Benchmarks Northwest

NORTHWEST, MI – Networks Northwest has updated a citizen, business, and policy makers' guide to assess and monitor the metrics of community issues throughout the region. Benchmarks Northwest provides easy access to a diverse variety of indicators related to quality of life in northwest lower Michigan.

“Data are an important part of decision-making. They provide individuals, non-profits, businesses, and local units of government indicators relevant to their operations, interests and goals,” said Matt McCauley, Chief Executive Officer at Networks Northwest.

Visitors to the website have access to a wide variety of data. The *Northwest Prosperity Dashboard* displays indicators that impact the region’s community development. County-level regional data presents charts, graphs, and tables of data that are continuously compiled from a multitude of data sources. Data-focused regional reports and larger data sets can be found in the Publications section. Local government specific data from partner organization Munetrix is also available.

“Any one individual or organization would have to invest a large amount of time and effort to compile the information they'll find in one location with Benchmarks Northwest,” said McCauley. “Data are more important than ever to businesses and organizations when they're working on grant applications, annual reports, or developing business strategies.”

Benchmarks Northwest primarily sources data that are publicly available and are regularly updated. You can access Benchmarks Northwest on the Networks Northwest website at [benchmarksnorthwest.org](http://benchmarksnorthwest.org).

For more information, please contact Matt McCauley at Networks Northwest at 929-5000 or [matt.mccauley@networksnorthwest.org](mailto:matt.mccauley@networksnorthwest.org).

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at [dan.boss@networksnorthwest.org](mailto:dan.boss@networksnorthwest.org) and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5047. Check our online Media Room at: [networksnorthwest.org/media](http://networksnorthwest.org/media)

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, Small Business Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services Networks Northwest offers if you visit our web site, [networksnorthwest.org](http://networksnorthwest.org) Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.