



NW Michigan Arts & Culture Network

Out of the Frame

What's Being Done?



Rick Schmitt

Colorado Native

University of Denver – BSBA 88'
Hospitality Tourism

Married 23 Years

Two Children

15 Years at Crystal Mountain

Co-owner The Garden Theater

Co-owner Stormcloud Brewing

School Board – DDA – EDC - CVB





Crystal Mountain Resort & Spa

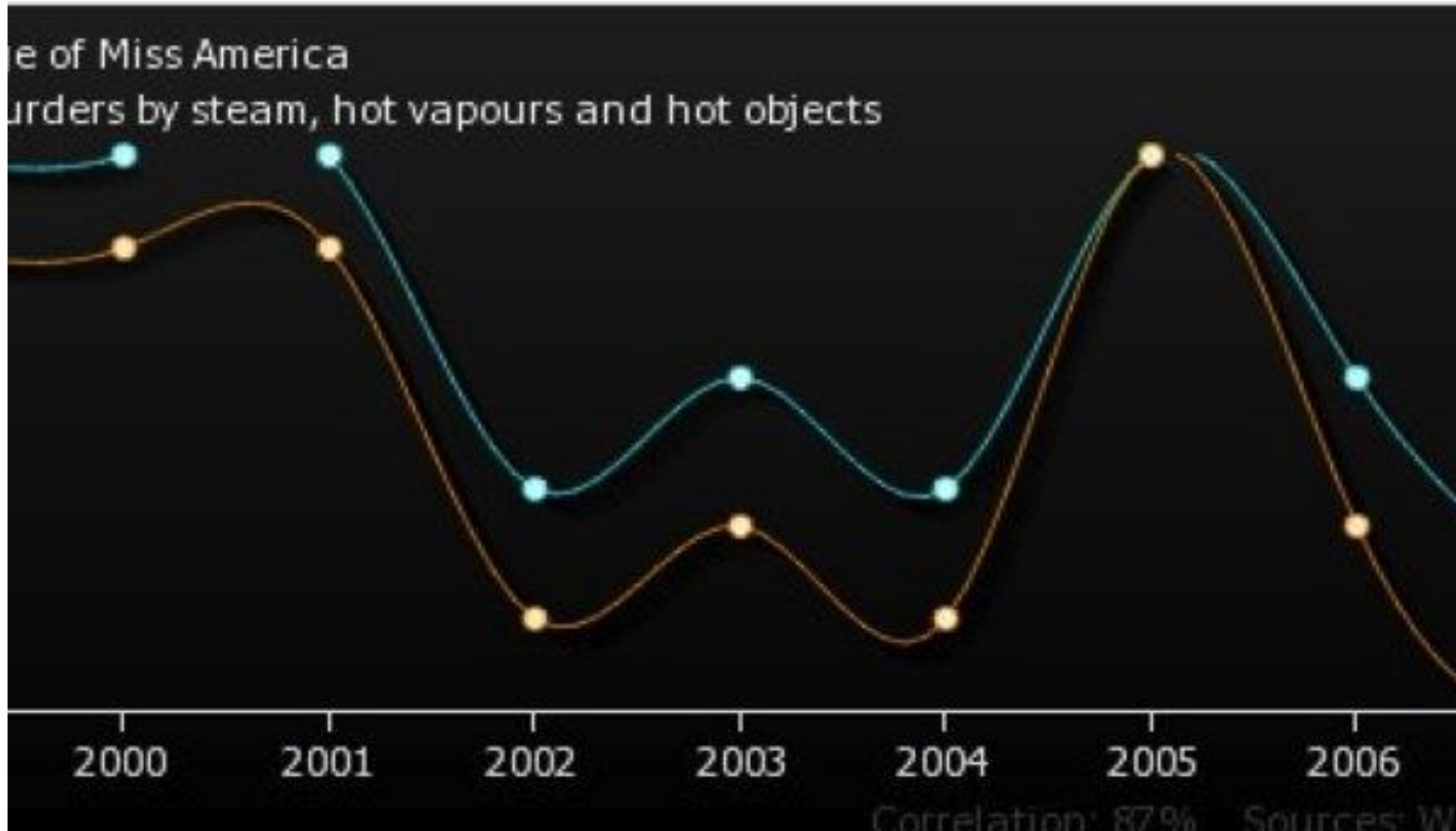
15 Years – V.P. Sales & Marketing

- Overall Sales Growth 150%
- Employees – 250 to 615
- Total Investment – \$70M



Blue - Age of Miss America

Orange - Murders by steam, hot vapors and hot objects





Opened in 1925

Center of activity for entire county

Community Based Ownership

Purchased and Re-opened 2009











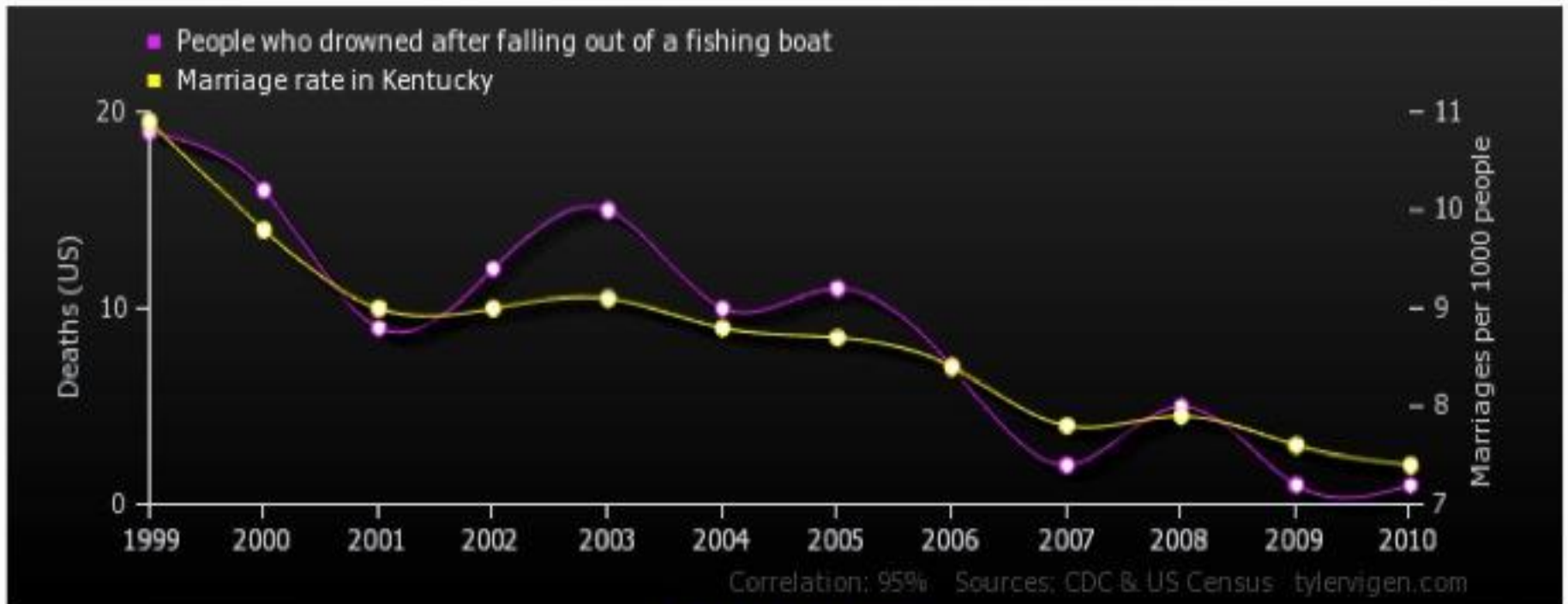




People who drowned after falling out of a fishing boat

correlates with

Marriage rate in Kentucky



[Upload this chart to imgur](#)



STORMCLOUD

BREWING COMPANY

● ● ● |
Opened summer 2013
Higher Average Wages
Unique Staff Benefits
Company Garden
Commitment to Renewable



Stormcloud Builds Community



Oliver Arts Center, Benzie Area Christian
Neighbors, Betsie Valley Trail, Grow Benzie,
Habitat for Humanity, Lakeside Shakespeare

Stormcloud Builds Community



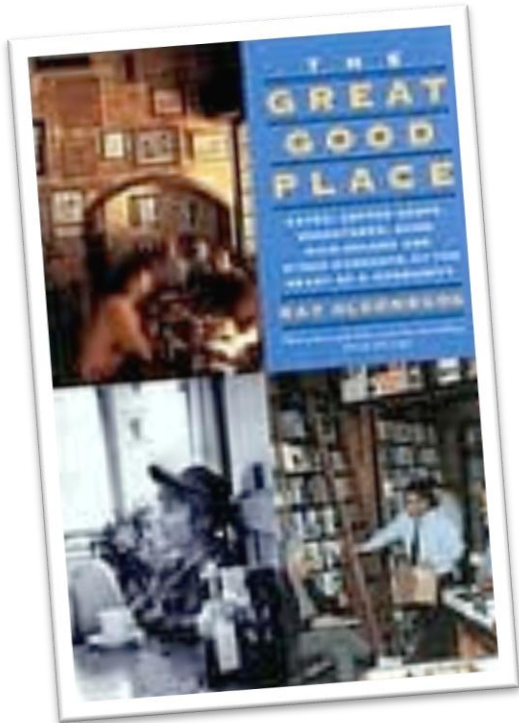
Benzie Symphony

- ● ●

The Third Place.....



The Third Place.....



The Great Good Place argues that “third places” - where people can gather, put aside the concerns of work and home, and hang out for the pleasures of good company and lively conversation – are the heart of a community’s social vitality and the grassroots of democracy.

Dr. Ray Oldenburg
Author, The Great Good Place

The Third Place.....



League of Women Voters Forum



so·cial en·tre·pre·neur·ship
[sō sh əl] [ˌɛntrəprəˈnɔːr; -ˈnɜːr]
1 [attrib.] rewarding ordinary people for making an extraordinary impact on the world

~~Not For Profit~~
For Impact



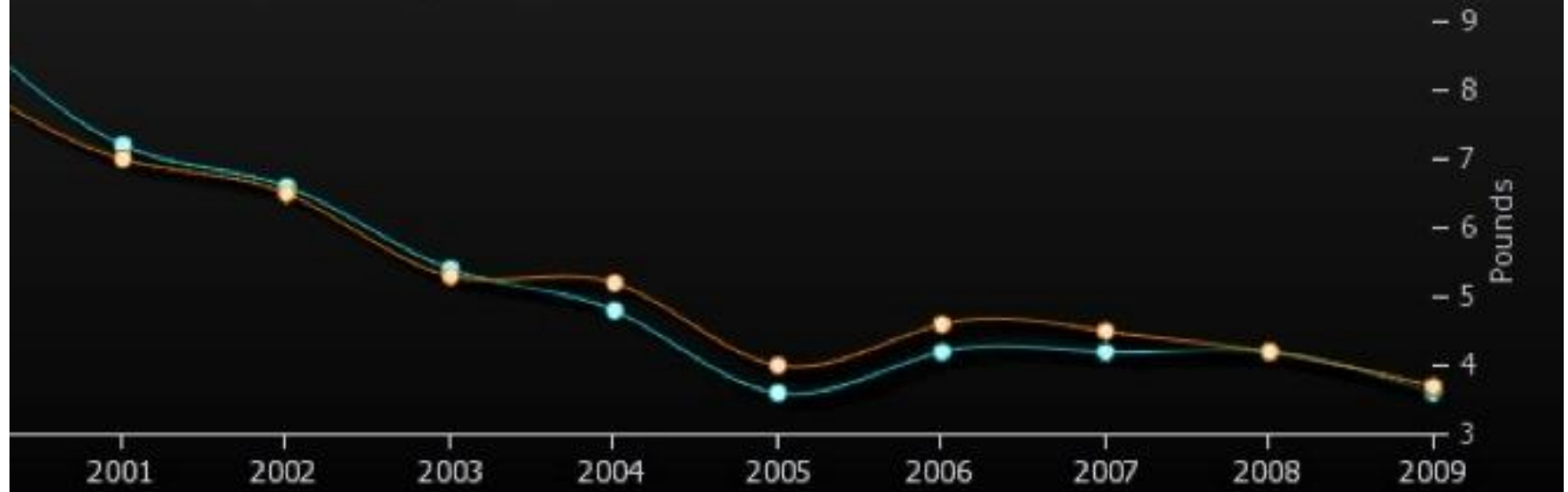


Divorce rate in Maine

correlates with

Per capita consumption of margarine (US)

Divorce rate in Maine
Per capita consumption of margarine (US)





Why Private Enterprise Engagement?

- ✓ Increased Awareness
- ✓ Pride in Community
- ✓ Diversification
- ✓ Personal Commitment to.....





Where do we look?

- ✓ Partners & Partnerships
- ✓ Boards & Committees
 - ✓ Donors
 - ✓ Best Practice





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