

News Release

FOR IMMEDIATE RELEASE

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Media Contact: Dan Boss
Communication Specialist
231-929-5047
dan.boss@networksnorthwest.org

Benchmarks Northwest: Regional/County Data Guidebook Released

NORTHWEST, MI – Networks Northwest has updated a citizen and policy makers' guide to assess and monitor 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.

Users of the new guidebook will have a snapshot of the region’s important economic indicators. Additionally, the guidebook provides county level snapshots. An electronic copy of the guide is available at nwm.org/benchmarks.

"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. "Regional data are important 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 the guidebook and all other Benchmarks Northwest data resources on the Networks Northwest website at benchmarksnorthwest.org.

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For more information, please contact Matt McCauley at Networks Northwest at 929-5000 or 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 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

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 Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.