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Michigan Rural Council Announces Pilot Communities Participating in Broadband Program

Lansing, MI – The Michigan Rural Council (MRC) is pleased to announce the selection of four pilot communities for the newly-launched Small Business Technology Taskforce program: Barry County, Clare County, St. Clair County and Sanilac and Lexington Townships. The program will facilitate local efforts to increase broadband adoption by small businesses and microbusinesses in rural communities. The program will be led by the MRC and the Microenterprise Network of Michigan (MNM), both projects of the Community Economic Development Association of Michigan (CEDAM), in partnership with Connect Michigan (CM).

“Access to and adoption of broadband technologies is critical to the strength of Michigan’s economy and the success of our local small business and microbusiness owners,” said Jamie Schriner-Hooper, Executive Director of CEDAM. “We hope that this pilot will serve as a model for linking rural small businesses to the resources and technology opportunities that can help them continue to grow.”

The four pilot communities were selected through a competitive process assessing cross-sector local support, sustainable volunteer resources and the need for broadband adoption among small businesses. In the coming months, these four communities will receive direct technical assistance, including a multimedia toolkit and on-site training, to develop a taskforce to bring one-on-one technology assistance to entrepreneurs and business owners. The pilot will demonstrate the importance of broadband and related technologies for rural economic and business development efforts, providing a model to share with communities, business owners and policymakers across the country.

The Michigan Rural Council (MRC), a program of the Community Economic Development Association of Michigan (CEDAM), supports efforts and enhances programs and services that have a positive impact on the quality of life in Michigan’s rural communities. CEDAM is a nonprofit membership organization that represents hundreds of individuals and organizations committed to revitalizing and rebuilding Michigan through community economic development. For more information about CEDAM, visit cedam.info. More on the Michigan Rural Council, visit rural.cedam.info.

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