

5 Steps to Start Your Business

Congratulations on your decision to start your own business in Schoolcraft County! Below is our 5-step approach to navigate the many resources we have available to help you succeed.



Step 1: From Idea to Reality

Start with a written business plan. It will be your own custom road map that shows you where you are in relation to where you want to be.

Any bank, nonprofit, or public-sector financing and/or grants you hope to obtain will require a written business plan.



Develop a business plan

Connect with our local Michigan Small Business Development Center representative for free, hands-on business planning support.

Nicole Young | nmyoungp@mtu.edu
906-450-5042

[Download Business Plan Template](#)



Tap into free educational resources

Additional free and low-cost resources such as help obtaining market research, business workshops, and webinars can be found at www.michigansbdc.org.

[SBDC Website](#)



Step 2: Locating Your Business

All businesses, including those that are home-based and storefronts, should research the necessary zoning laws of the County and City where your business will be located.

Never purchase or lease a building without first checking with the appropriate zoning department.



Check the zoning category of the property

*Schoolcraft County Zoning Ordinance Administration
Natasha Rosebush | zoning@schoolcraftcounty.us
906-341-3677*

*City of Manistique Zoning Ordinance Administration
Corey Barr | water@water-mstq.com
906-450-3682*

[Zoning Maps](#)



Step 3: Licenses & Permits

To run your business legally, there may be certain state, county, and/or city licenses and permits you will need before getting your business up and running.

The Michigan Small Business Development Center is always available to help you walk through these steps.



Decide on your legal structure & obtain your employer ID

[SBA Business Guide](#)

www.irs.gov/businesses



Determine if you are subject to any special licensing

[State of Michigan](#)

[Schoolcraft County](#)

[City of Manistique](#)



Determine Permit Requirements

[Permits](#)



5-Step Approach Continued

Starting a small business will prompt many questions and decisions and we know that every business, and every business owner, is unique. Meet your team of local contacts on the following pages who are willing to help you throughout this exciting process!



Step 4: Financing & Incentives

Special incentives and programs may be available depending on your type of business, needs, and future plans.

Support often starts with a call or meeting to discuss more details. Contact Victoria George to get the conversation started at 906-341-5010 or vgeorge@discovermanistique.com.



Connect with a local financial institution

Not able to qualify for a traditional business loan? Visit www.northerninitiatives.org, a Community Development Financial Institution who may be able to help.

[Financial Institutions](#)

www.northerninitiatives.org



Tax Abatements, Grants, & More

For Tax Abatements contact City Manager, Corey Barr 906-450-3682 | citymanager@cityofmanistique.net

To view additional programs and resources available visit:

www.miplace.org

www.investupmi.com

www.michigan.gov



Step 5: Workforce Development

Our local Michigan Works! office offers a wide range of free services to help businesses recruit, hire, train, and retain employees.

They even have programs available that help fund the wages of eligible employees if you qualify!



Connect with our Business Services Specialist

*Julie Bosanic | jbosanic@upmichiganworks.org
906-280-6181*

www.upmichiganworks.org/employers



Access their online Resource Center

Upper Peninsula Michigan Works! has resources available for employees, job seekers, and value employers need to succeed and help grow their skills.

[Click for Resource Center](#)

WorkLiveUP is a platform designed for individuals and businesses interested in Michigan's Upper Peninsula. It covers various aspects, including employment prospects across different industries, lifestyle amenities such as recreational activities, cultural events, and business resources like job postings and networking events. WorkLiveUP serves as a central resource for fostering economic development, community engagement, and an enhanced quality of life throughout the U.P.

[Work Live U.P.](#)



Schoolcraft
Tourism & Commerce



Bonus Steps & Resources

Start maximizing your business exposure while building relationships. Here are additional ways to get more involved in the community and start off on the right foot.



Bonus: Business Consulting Services

No-Cost Small Business Development Services, Resources & Tools

The Small Business Development Center's Mission is to help your Michigan small business succeed so we offer free support with small business consulting, tools and resources. Provided or developed by experts, each one is geared to help you with a key aspect of Michigan entrepreneurship.

[Learn More](#)



Bonus: Marketing

Many times new businesses focus on the first 5 steps of this checklist and forget to develop a marketing plan. One of the main reasons to create a marketing strategy is to help you connect with the right people and customers.

If you need help implementing your marketing, Schoolcraft Tourism & Commerce offers discounted marketing services for members.



Create a Marketing Strategy

Make an outline of how you plan to share your products and/or services to the community and future customers.

[Download Marketing Plan Outline](#)



Create an Action Plan

Turn your goals, strategies and other plans into an action plan that can help your business stay on track and measure progress

[Download Marketing Action Plan](#)



Bonus: Networking

There are many ways to promote your new business. Our networking settings put you into contact with fellow entrepreneurs and business owners.

This creates the perfect environment for business opportunities to be shared between community members.



Become a member of STC

We are a non-profit that functions as the county's Chamber of Commerce, Economic Development Corporation and manage the county Welcome Center.

[Learn More About STC Membership](#)



Attend a Third Thursday Networking Event

Our casual, monthly networking events have connected business owners to employees, new residents to community organizations, new ideas and partnerships have flourished all while having a good time at a local eatery.

[Click to View Next Date & Location](#)



Schedule a Ribbon Cutting

Once your doors are open for business, let's celebrate!

[Pick a Date & Learn More](#)



Third Thursday Networking Event located at Wheaty's Pub



Ribbon Cutting Ceremony for Limestone Federal Credit Union



STC Hosted Community Events Manistique Makers Market



Schoolcraft
Tourism & Commerce



Meet Your Team

We're ready to meet the needs of any business, big or small.



Kim Shiner
City of Manistique Mayor
City Planning Commission
kshiner@scmh.org
906-281-4055



Corey Barr
Manistique City Manager
citymanager@cityofmanistique.net
906-450-3682



Paul Walker
Board Chair, Schoolcraft County Board
of Commissioners
pkwalk82@gmail.com
906-450-3021



Victoria George
Executive Director STC and EDC
vgeorge@discovermanistique.com
906-341-5010



Julie Bosanic
Business Services Specialist, Upper
Peninsula Michigan Works!
jbosanic@upmichiganworks.org
906-280-6181



Tasha Rosebush
Schoolcraft County Zoning
Administrator
zoning@schoolcraftcounty.us
906-341-3674



Lance Wolfe
Michigan Small Business
Development Center
lwolfe@mtu.edu
(906) 399-2647



Nicole Potvin
Michigan Small Business
Development Center
nmyoungp@mtu.edu
906-450-5042

Rick Demers
Board Chair, Schoolcraft County
Economic Development Corporation
rdemers@nicoletbank.com
(906) 341-7130