



**NEWS**

# Michigan Cream & Sugar turning tastebuds

Ice cream shop one of 5 Bay County businesses to be honored at statewide gala

By **Jon Becker**, *for the Daily News*

April 4, 2024





Michigan Cream & Sugar in Bay City  
Courtesy of Michigan Cream and Sugar

Michigan Cream & Sugar Ice Cream Company is making quite a name for itself as a popular Uptown Bay City retail shop.

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Noted for its small-batch, locally-sourced ice cream, the store recently kicked off spring (well, that’s what the calendar says, anyway) with a one-day promotion, “Stuff Your Stanley,” that saw hundreds of ice cream lovers stand in line for the chance to have their tumbler filled with four generous scoops of ice cream.

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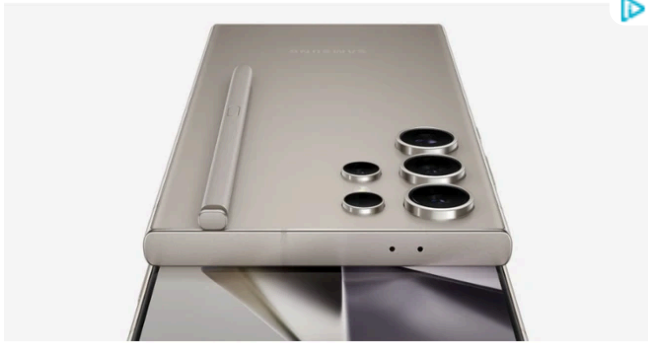
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It’s that kind of loyal customer following that is helping grow Cream & Sugar’s brand and has the business community taking notice. The company is one of five in Bay County that will be honored at the 20th annual Michigan Celebrates Small Business (MCSB) Awards Gala, to be held May 21 at the Breslin Center in East Lansing on the campus of Michigan State University.

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Michigan Cream & Sugar joins local companies Renue Physical Therapy, Sandlot Sports, Universal Printing Company and York Repair as 2024 award winners.

“Seeing five local small businesses recognized among just over 80 being honored across the state highlights the steady progress taking place in Bay County,” said Michelle Judd, the county’s contract business consultant. “We have a popular retail ice cream shop, physical therapy services, a promotional products and apparel company, and a large motor repair business – all succeeding and working towards long-term growth.”

Michigan Cream & Sugar, which soon plans to open a new store in downtown Saginaw, is being recognized by the MCSB as one of the state’s best small businesses. Sandlot Sports, which also has locations in Saginaw, is being honored in

the Michigan 50 Companies to Watch Category, as is Renue Physical Therapy (with multiple locations throughout the Great Lakes Bay Region), Universal Printing and York Repair.

“As we celebrate our 20th anniversary of MCSB, we’re reminded of the incredible resilience and innovation within Michigan’s small business sector,” said Jennifer Deaumud, MCSB Board Chair. “This year’s winners demonstrate the collective entrepreneurial spirit that drives our state’s economy forward.”

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The 2024 Michigan 50 Companies to Watch honorees are responsible for \$414.3 million in total 2023 revenue, a figure that is projected to climb by 18% this year. Collectively, they account for 1,577 full-time equivalent employees, 1,565 within the state of Michigan, officials said.

Bay County, Judd said, is poised for growth and has worked to build multiple avenues of support for businesses that choose to operate there.

“Businesses can engage with dedicated organizations like Bay Future, Inc., which offers local knowledge and connections to resources like the Michigan Economic

Development Corporation,” she said. “Local municipalities like the City of Bay City pursue support programs like Match on Main Street and have economic development staff on hand.”

Judd also lauded the Bay County Board of Commissioners for doing their part to create a business-friendly climate.

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“The commissioners chose to directly fund talent attraction and retention efforts via programs like HeyBayCity.com and one-on-one business coaching through the Michigan Small Business Development Center with federal grant money,” Judd noted. “All of these efforts are beginning to pay off and have a cumulative effect on success for Bay County businesses.”

MCSB is a statewide collaboration of trusted statewide founding organizations that offer resources for small businesses.

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By **Jon Becker**

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