



Photo Credit Courtney Jerome / Epicenter Mt. Pleasant

Mt. Pleasant CMURC unveils renovated space and new business hub

COURTNEY JEROME | THURSDAY, JUNE 27, 2024





Photo Credit Courtney Jerome / Epicenter Mt. Pleasant



What's Happening: Over the past eight months, the Mt. Pleasant CMURC location has been conducting interior renovations to better serve the area's entrepreneurs and small businesses. They hosted an unveiling celebration on June 26, which included a tour of the new space, a ribbon cutting with the Mt. Pleasant Area Chamber of Commerce, and a launch announcement of the new Great Lakes Bay Small Business Hub.

"We were selected as one of the 27 hubs to receive funding," shares Erin Strang, CMURC CEO, of the Small Business Support Hub program—a pivotal initiative backed by Governor Gretchen Whitmer in collaboration with the Michigan Economic Development Corporation.

Strang is looking forward to extending entrepreneurial aid opportunities with small business partners across the Great Lakes Bay Region and Mt. Pleasant.

"This collaboration will provide an easier way for entrepreneurs and business owners

to know what's available to them in this region," Strang explains. "We want to help make it as easy as possible for business to get done."



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Who's Involved: Regional entities involved in the Hub include CMURC, MEDC, Michigan Small Business Development Center, Middle Michigan Development Corporation, and the Great Lakes Bay Regional Alliance. Additional Bay County partners include the Bay Area Chamber of Commerce and Bay Future; Midland County is represented by the Midland Business Alliance; Isabella County partners include MMDC and the Mt. Pleasant Chamber of Commerce; and Saginaw County features the Saginaw County Chamber of Commerce and Saginaw Future.



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New Mt. Pleasant Cowork Building Updates: 28 small offices, 18 executive offices, eight dedicated desks, and numerous open coworking spaces were all part of the renovations. The space also includes two meeting rooms, a VIP space with a kitchen, an open cafe area, and a podcast suite—an amenity which started at their Saginaw location; the Mt. Pleasant CMURC location is the second space to have it.

What Else is New: The CMURC is implementing new Flex Pass access to the CMURC and its locations in Mt. Pleasant, Midland, Saginaw, and Bay City.

“Professionals can now drop-in for a day through our website,” says CMURC COO, Elissa Gagne. “So, they can access the coworking spaces when and where they need it.”



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For More Information: To learn more about CMURC's business accelerator and coworking opportunities, visit <https://www.cmurc.com>.

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With 15 years of professional media experience, Courtney Jerome has found a passion for storytelling and showcasing our region in a positive light. She's written stories for television broadcasts, numerous magazines, and digital publications. In addition, she owns a boutique creative marketing agency that focuses on social media, photo, and video storytelling for small businesses across Michigan and the country – courtneyjeromemedia.com. Contact Courtney, the managing editor of Epicenter, at editor@epicentermtpleasant.com.

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