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Watch the Live Pitch Competition at Ignite Manistee

By Article Submitted

Nov 17, 2025

MANISTEE MICH. — You are invited to Ignite Manistee, a live pitch competition on Thursday, Nov. 20 at 400 River Street, Manistee, MI. Here, the public has the opportunity to hear the big ideas of emerging Manistee County businesses, as well as find out which business(es) will walk away with cash prize money to fulfill their vision.

Ignite Manistee is presented by West Shore Bank and supported by the Manistee Area Chamber of Commerce, the Michigan Small Business Development Center (SBDC), and 20Fathoms. This program is free for public attendees and requires an RSVP. It kicks off at 5:30 PM with light bites and networking, with the competition beginning at 6 p.m..

“At West Shore Bank, we believe that strong communities are built by bold ideas. The Ignite Manistee pitch competition is a powerful way to fuel our local entrepreneurs, spark innovation, and create lasting economic growth right here in Manistee County. We are very excited for all the businesses that participated in this event and wish each of them great success,” said Sheila Cornell, Retail Banking Officer of West Shore Bank.

“The Ignite Manistee program is a perfect platform to support our local entrepreneurs,” said Carmen Kott, President & CEO of the Manistee Area Chamber. “Helping these businesses grow is at the heart of our mission. ”

Featured Entrepreneurs and Businesses:

Mariah Dunagua (Deva Clothing Co.) – A Manistee-based low-waste garment manufacturer creating comfortable, high-quality, easy-care cotton clothing for women and unisex designs.

Nicole Dewey (Dewlicious Farms) – A woman-owned orchard and agritourism destination offering seasonal produce, Farm Stay glamping experiences, and a developing farm stand with nature-based workshops and walking trails.

Lance Miller (Miller's Modern Market) – A local bakery focused on fresh, locally sourced products, inspired by Michigan farming traditions.

Laura McClellan (Pure Manistee) – A gift shop featuring apparel and keepsakes celebrating Manistee and Michigan, including items showcasing photos taken by the shop's legally blind founder.

Patrick Shaffer (Riverside Toys) – A classic toy store offering a wide range of toys, games, and educational STEAM products for all ages, including slot car racing.

“We are incredibly proud of the hard work and dedication shown by these entrepreneurs,” said Matthew Welch, Regional Director of the Michigan Small Business Development Center. “After successfully completing three intensive training sessions, their business ideas are polished and ready. Each pitch is truly great, and I am excited for the community to see the future of Manistee’s economy on display on Nov. 20.”

Visit manisteechamber.com/ignite to RSVP today, or contact the Chamber at 231-723-2575 or programs@manisteechamber.com.