



109 Mason Street
Charlevoix, MI 49720



Bundle Tray Break Sort

Placeholder
Full Name
Company
Address 1
Address 2
City, State, Zip

CHAMBER HIGHLIGHTS:

- ▶ **Weekly Biz Blast Newsletter** sent to 1,400+ subscribers with an average open rate of 37%, plus a new **Member Monthly Newsletter** sent exclusively to Chamber Members with an average open rate of 40%



- ▶ **Charlevoix.org** website showcasing local and visitor business information and resources with over 159,000 Business Directory views and 176,983 Community Calendar Event views

- ▶ Produced and distributed the **Charlevoix Area Guide & Business Directory**, distributed in print and online to local businesses, MDOT distribution centers, and nation-wide direct mailings



Community Video Tour produced to highlight area amenities and business services, receiving over 1,500 views



- ▶ **Local Chamber Check Program** with over \$42,000 sold, keeping dollars local and supporting our area businesses

- ▶ Hosted **15 Virtual Programs** including the State of the Community sessions, Chamber Connection calls, and LEAD by Local webinars



- ▶ Coordinated 5 **Community Promotions** including Shop Charlevoix Day, the Applefest Poker Run, and the Virtual Holiday Parade

- ▶ Held 3 in-person **Events** including February's Annual Meeting & Awards Celebration and the Fall Farmer's Market

2020 CHARLEVOIX CHAMBER AWARD WINNERS



Business of the Year:
THE VILLAGER PUB



Citizen of the Year:
JAN BOSS



New Business of the Year:
HOTEL EARL



Charlevoix Tourism Excellence Award:
MUSHROOM HOUSE TOURS



Young Professional of the Year:
AMANDA WILKIN, VISIT CHARLEVOIX



Customer Service Award:
HEALTH DEPARTMENT OF NORTHWEST MICHIGAN

Thank You
to our 2020
PREMIER MEMBER:



Designed and Printed by

MITCHELLGRAPHICS
PETOSKEY | TRAVERSE CITY

CHARLEVOIX

AREA CHAMBER OF COMMERCE

2020 ANNUAL REPORT



OUR MISSION: To support commerce and provide leadership to enhance the quality of life.



NEW MEMBERS IN 2020:

Greenstone Farm Credit Services	The Committee to Keep Judge Angela Lasher	Sunflower Inn
Charlevoix Conservation District	Home Builders Association of Northern Michigan	4 The Local
Good Boy Events Inc	Trustream/ Great Lakes Energy	Greg Denzinger
Edward Jones - Advisor Carrie Titus	Matt LaFontaine Ford	ZenBusiness
Bay Shore Food Market	Great Lakes Asphalt Services	State Farm - Mike Epping Agency
Dave Kring Chevrolet-Cadillac		

INSIDE

- ▶ 2021 Board of Directors
- ▶ 2020 Chamber Ambassadors
- ▶ Operating Funds Revenue & Expense
- ▶ Chamber High School Scholarship
- ▶ Northern Michigan Chamber Alliance
- ▶ Chamber Highlights
- ▶ Award Winners

2021 BOARD OF DIRECTORS:

Anora O'Connor, Chair
The Boathouse on Lake Charlevoix

Jennifer Haf, Vice Chair
BLOOM Floral Design

Shay Arnold, Past Chair
Boat Works of Charlevoix

Jacqueline Dipert, Treasurer
The Clothing Company

Kelly Romano
Grey Gables Restaurant & Catering

Mike Greyerbiehl
Ace Hardware

Joanne Schroeder
Munson Healthcare Charlevoix Area Hospital

Alec Amstutz
DCL, Inc.

Corey Bascom
Kammermann & Bascom, P.C.

ONE-YEAR BOARD- APPOINTED DIRECTORS:

Ryan Deery
Charlevoix Public Library

2020 OUTGOING BOARD MEMBERS

Mark Snyder, Past Chair
Pat O'Brien & Associates Real Estate

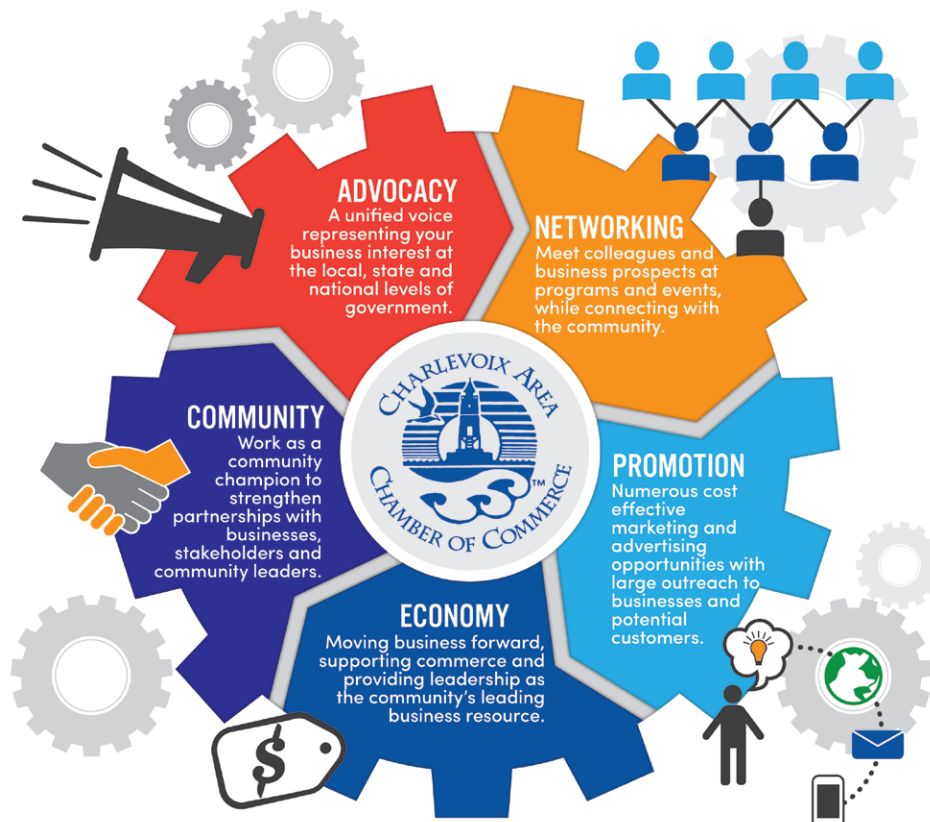
Robert Hoffman
Hoffman McLane CPA Firm, PLC

Jon VanWagnen
Charlevoix Eye Center



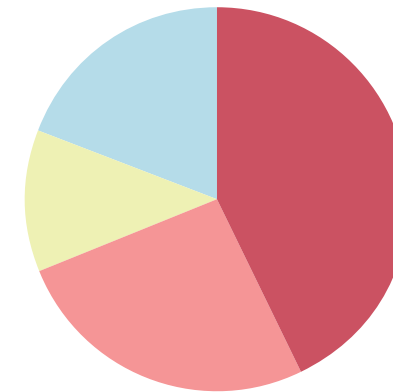
109 Mason St. | 231-547-2101
Charlevoix.org

LET THE **POWER** OF THE **CHAMBER** WORK FOR YOU!



Charlevoix Area Chamber of Commerce **OPERATING FUNDS** January - December 2020

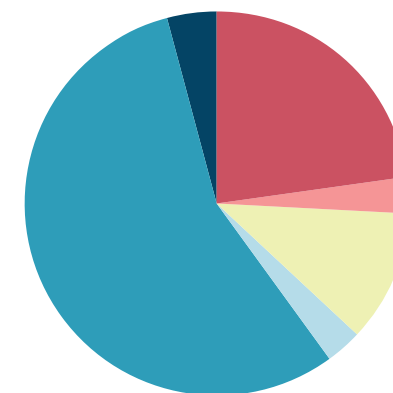
INCOME



- **Membership Dues:** \$94,360.00
- **Activities & Events:** \$57,449.00
- **Contracts & Partnerships:** \$23,567.85
- **Other Income:** \$41,824.81

TOTAL INCOME \$217,201.66

EXPENSE



- **Administration:** \$43,128.59
- **Activities & Events:** \$17,079.92
- **Membership & Services:** \$22,888.41
- **Advertising & Promotions:** \$1,208.34
- **Wages & Benefits:** \$117,825.77
- **Other Expense:** \$17,947.69

TOTAL EXPENSE \$219,078.72



NORTHERN MICHIGAN CHAMBER **ALLIANCE**

ALPENA • BENZIE • CADILLAC • CHARLEVOIX • GAYLORD
PETOSKEY • TRAVERSE CITY • MANISTEE • MARQUETTE

ADVOCACY & ACTIVITIES

Legislative Priorities

- Four Pillars of Rural Prosperity – advocate for rural focused policies and provide tools to address bottlenecks to economic diversity and stability in northern Michigan
- Business Development
- Talent Attraction
- Housing Development
- Quality Child Care Access

2020 Work:

- Attendance at Governor Whitmer's 2020 State of the State Address
- Successful early reopening of Regions 6 & 8, with Alliance representation at the Governor's press conference
- Pushes for state policy changes to allow expanded outdoor dining and liquor to-go
- Webinars and direct calls hosted with agencies such as Department of Labor & Economic Opportunity, Michigan Liquor Control Commission, and U.S. Chamber of Commerce
- Continued advocacy and commitment to Pure Michigan, Going Pro, and infrastructure funding
- Assisted in securing funding for a tri-share Child Care program, to provide increased access to child care leveraging employer and State financial support
- Weekly radio spots with WTCM Radio, titled Northern Michigan Focus with representation from all Alliance members

2021EVENTS

Winter Sidewalk Sales
February 12-15, 2021

Annual Award Week
February 22-26, 2021

Annual Meeting
March 4, 2021

Easter Egg Hunt
April 3, 2021

Summer Open House
June 10, 2021

Chamber Golf Outing
June 11, 2021

Business After Hours
June 16, 2021

Summer Art Show
June 26-27, 2021

Art & Craft Show
July 10-11, 2021

Business After Hours
August 18, 2021

Summer Sidewalk Sales
August 19-21, 2021

Membership Appreciation
September 15, 2021

State of the Community
September 21, 2021

Applefest
October 8-10, 2021

Business Expo
November 3, 2021

Holiday Parade
November 26, 2021

Holiday Open House
December 4, 2021

2020 CHAMBER HIGH SCHOOL SCHOLARSHIPS

BLAISE SNABES
\$1,000
WESTERN ILLINOIS UNIVERSITY

EMMA WACHLER
\$500
UNIVERSITY OF MICHIGAN

BEN LENTZ
\$500
HOPE COLLEGE

ANNA JOHNSON
\$500
GRAND VALLEY STATE UNIVERSITY

JACK WICKER
\$500
AQUINAS COLLEGE

Funded by Boat Works of Charlevoix, Hoffman McLane CPA Firm, Mark Snyder of Pat O'Brien & Associates, Grey Gables Restaurant & Catering, The Clothing Company, and the Charlevoix Area Chamber of Commerce

2020 CHAMBER AMBASSADORS

Cheryl Carey
Central Drug Store

Colin Texter,
Irish Boat Shop

Leanne Ackert
Friend of Charlevoix

Christie Ward-Strahan
Big Brothers Big Sisters of Northwest Michigan

Dennis Kusina
w.p.k. & d.w.k.

Peggy Kusina
Castle Farms

Jackie Wilson
4Front Credit Union

Larry Levengood
Lake Charlevoix Association

Amy Wieland
Charlevoix County Commission on Aging

Edith Pair
Mushroom House Tours by Tour Michigan

David Hamm
Jarvis Property Restoration

Carrie Titus
Edward Jones Investments

Brenda Keller
American House