



109 Mason Street
Charlevoix, MI 49720

CHARLEVOIX CHAMBER AWARD WINNERS

BUSINESS OF THE YEAR

CENTRAL DRUG STORE

Sponsored by The Clothing Company

NEW BUSINESS OF THE YEAR

THE BACK LOT CHARLEVOIX

OUTSTANDING CITIZEN OF THE YEAR

DAVID MILES

Sponsored by Freshwater Charch

CUSTOMER SERVICE AWARD

LORRAINE NISWANDER

YOUNG PROFESSIONAL OF THE YEAR

AMBER PARSONS

Sponsored by Charlevoix State Bank

TOURISM EXCELLENCE AWARD

LINDA & RICHARD MUELLER

Sponsored by Visit Charlevoix

CHAMBER AMBASSADOR OF THE YEAR

CARRIE TITUS

Sponsored by Blue Cross Blue Shield of Michigan

50-YEAR MEMBERS

Berkshire Hathaway HomeServices
Chicago Summer Resort Co.
Charlevoix Insurance Agency
Coldwell Banker-Schmidt Realtors
Friske Orchards Farm Market
John Cross Fisheries
Charlevoix Public Schools
Stafford's Weathervane Restaurant

2022 EVENTS

Winter Sidewalk Sales

February 18-21

Annual Meeting & Awards

February 24

Business Expo & Taste of Charlevoix

March 16

Easter Egg Hunt

April 16

Enhanced Business After Hours

April 20

Regional Business After Hours

May 25

Chamber Golf Outing

June 2

Summer Open House

June 9

Summer Art Show

June 25-26

Art & Craft Show

July 9-10

Business After Hours

August 17

Sidewalk Sales

August 18-20

Membership Appreciation

September 14

Charlevoix Apple Festival

October 14-16

State of the Community

November 8

Business After Hours

November 16

Holiday Parade

November 25

Holiday Open House

December 3

Business After Hours

December 14

CHARLEVOIX

AREA CHAMBER OF COMMERCE

2021 ANNUAL REPORT



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



**BUILDING BUSINESS
BUILDING COMMUNITY**



NEW MEMBERS

911 Restoration

Bentley Hill Bakehouse

Brady's Carpet
Cleaning

Charlevoix Quilts, LLC

Charlevoix

Warehousing

Charlevoix Yacht Club
Events

Cottage Pottery

Culver's of Charlevoix

Exp Realty Realtor

H&R Block

Hospice of Michigan

McLane Blatchford

CPA Firm

Monteith's Carpet
Cleaning

Nomi Sushi

North Prime Real

Estate

Northwest Heating &
Air

Park Place

Condominium
Association

Pepper's Boutique

Pita Cruiser Food
Truck, LLC

Preston Feather

Building Center

Quickbook Keeper,
Inc.

SERVPRO of Gaylord
& Cheboygan

The Back Lot

Charlevoix

Twin Oaks

Management Group

I PSB Investments-MI

Up North Events

VUE Wine Bar

INSIDE

- › Board of Directors
- › Chamber High School Scholarship
- › Chamber Ambassadors
- › Chamber Highlights
- › Operating Funds Revenue & Expense
- › Event Highlights
- › Northern Michigan Chamber Alliance
- › Award Winners
- › 50-Year Members
- › 2022 Events

BOARD OF DIRECTORS:

Jennifer Haf, Chair
BLOOM Floral Design

Ryan Deery, Vice Chair
Charlevoix Public Library

Anora O'Connor, Past Chair
The Boathouse on Lake Charlevoix

Corey Bascom, Treasurer
Kammermann & Bascom, P.C.

Jacqueline Dipert
The Clothing Company

Joanne Schroeder
Munson Healthcare Charlevoix Hospital

Kelly Romano
Grey Gables Restaurant & Catering

Abbie Hart
4Front Credit Union

Brett Binkley
North Prime Real Estate

ONE-YEAR BOARD-APPOINTED DIRECTORS:

Cody Crain
Charlevoix Insurance Agency

Matthew Kavanaugh
Huntington National Bank

OUTGOING BOARD MEMBERS

Shay Arnold
Boatworks of Charlevoix

Michael Greyerbiehl
Ace Hardware



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

CHAMBER HIGH SCHOOL SCHOLARSHIPS

RACHEL POTT
\$1,500
NORTH CENTRAL MICHIGAN COLLEGE

PHILLIP STERRETT
\$500
MICHIGAN STATE UNIVERSITY

SAMANTHA PARRISH
\$500
INDIANA UNIVERSITY

ALISON SAPE
\$500
SAGINAW VALLEY STATE UNIVERSITY

Funded By Boatworks of Charlevoix, Grey Gables Restaurant & Catering, The Clothing Company, Charlevoix Harbor Wear, and the Charlevoix Area Chamber of Commerce

CHAMBER AMBASSADORS

Cheryl Carey, Central Drug Store

Leanne Ackert,
Friend of Charlevoix

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

Peggy Kusina, Castle Farms

Larry Levensgood,
Lake Charlevoix Association

Edith Pair, Mushroom House
Tours by Tour Michigan

Carrie Titus,
Edward Jones Investments

Christie Ward-Strahan,
Big Brothers Big Sisters of
Northwest Michigan

Jackie Wilson,
4Front Credit Union

Amy Wieland, Charlevoix County
Commission on Aging

David Hamm, 911 Restoration

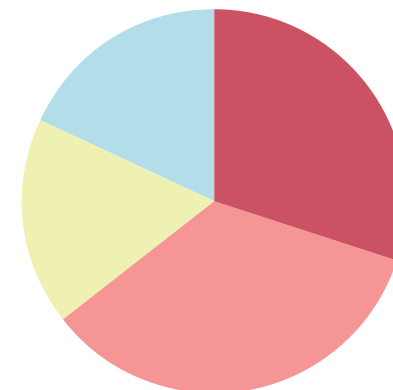
Brenda Keller, American House

Charlevoix Area Chamber of Commerce

OPERATING FUNDS

January - December 2021

INCOME



■ **Membership Dues:** \$100,330.00

■ **Activities & Events:** \$113,651.41

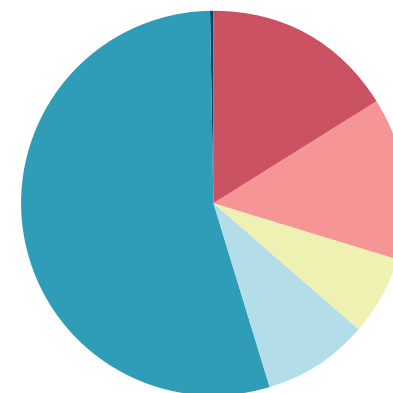
■ **Contracts & Partnerships:** \$57,891.71

■ ***Other Income:** \$59,590.26

TOTAL INCOME \$331,463.38

**Federal CARES Act Funding Received:
Paycheck Protection Program*

EXPENSE



■ **Administration:** \$47,009.86

■ **Activities & Events:** \$39,076.59

■ **Membership & Services:** \$18,408.46

■ **Advertising & Promotions:**
\$25,910.78

■ **Wages & Benefits:** \$156,212.47

■ **Other Expense:** \$381.96

TOTAL EXPENSE \$287,000.12

EVENT HIGHLIGHTS

4 Business After Hours with avg. attendance of 50

1 Virtual Annual Meeting highlighting 2020 Chamber performance

1 Virtual Annual Award Week with a collective reach over 37,000

1 Golf Outing with 19 teams

6 Downtown Promotions in partnership with Charlevoix Main Street, DDA

3 Festivals encouraging economic activity in Charlevoix

1 State of the Community highlighting our school systems, County Government, housing market, and regional workforce

1 Membership Appreciation Party celebrating you, our members!



ADVOCACY & ACTIVITIES

Policy Priorities

- **Support:** Proactively anticipate and address the needs of our business communities, focusing on competitive tax environments, regulatory reform, and industry-specific legislation
- **Develop:** Advocate for policies that make our region attractive to talent, focusing on housing, childcare, education, equity and inclusion, and parks and natural areas
- **Compete:** Maximize the competitiveness of state policies, incentives, and infrastructure needs for our businesses, focusing on broadband, Pure Michigan, high water, affordable energy, quality healthcare and an efficient supply chain

COVID Response: continue to serve as Northern Michigan's advocate in COVID response and recovery discussions, working to reopen all industries safely and pursue funding opportunities for necessary business liquidity

2021 Work:

- Hosted the Virtual Policy Conference in January 2021 with 180 registrants; keynote speakers included representatives from the U.S. Chamber of Commerce and the International Economic Development Council, and breakout session topics included remote workforce, infrastructure, housing, and childcare
- Joined strategic coalitions to strengthen our efforts on a state and national level including: Reopen Michigan Safely, Housing Michigan, Child Care, Winning Michigan Jobs, Listen to MI Business, Michigan Global Talent Attraction Retention & Recovery
- Welcomed a new Director of Government Relations, Henry Wolf, coming from a career in Michigan legislative offices and central staff in the Michigan House of Representatives
- State Budget wins including funding for Tri-Share Childcare, Michigan Reconnect, Pure Michigan, Going Pro, coastal erosion and community colleges
- Successfully aided in the launch of the new Office of Rural Development after continued advocacy efforts to the Governor and Legislators in 2020 through 2021
- Rebranding launched with new logo and website created to enhance Alliance name and efforts
- Weekly radio spots on WTCM Radio's Northern Michigan Focus with representation from all Alliance members