

HarborCountry[®]

Chamber of Commerce



22
23 Annual
Recap
Report

Harbor Country® Gains Momentum



The communities of Harbor Country® continued to grow and exhibit a tenacity to remain economically vibrant as we emerged from the grip of the pandemic.

The Harbor Country Chamber supported the impressive efforts of our members by creating new avenues for collaboration with our organization and connecting members through budding technology. We re-examined current member needs that evolved over the last years and expanded benefits to enhance their return of investment.

New businesses continue to invest in Harbor Country®. Thirteen ribbon cutting ceremonies were performed. Membership was bolstered by 35 new members.

The stellar Harbor Country® brand continues to be held to the highest of standards to invoke thoughts of our pristine area and the quality of life in the 8 communities that comprise Harbor Country®. In a testament to our mission, the 40 year-old trademark was renewed for another 10 years.

Because of your support, Harbor Country® will continue to drive and attract economic growth, nurture viable and welcoming communities and strengthen our voice on larger levels. Our alliance will continue in the next year to boost tourism, entice commerce, engage residents and draw people to our communities to enjoy the good life to be had in Harbor Country®.

Kimberlee Wendt

Executive Director
Harbor Country® Chamber Of Commerce

Staff:

Robin Garoutte - Office Manager
Emily Hojara - Digital Marketing Manager



Presidents Letter

As we move into my favorite season of the year here in Harbor Country where we all take a collective “ahhh” I am reminded of all that we were able to accomplish this past year together as the Harbor Country Chamber. We navigated another year full of uncertainties but we did it together. Personally, I really enjoyed seeing our members at all the summer Happy Hours that David McNabb and I hosted and the Chamber Mixers that Kimberlee Wendt did such a fantastic job of organizing. I’ve always believed in strength in numbers and the power of connected communities. There’s something new I learn about a fellow business owner or neighbor when I attend and I look forward to connecting with more of you this coming year!

This year went incredibly well because of our Members, our Staff and our Board of Directors. I want to thank all of our Members who took the time to respond to the survey I sent out over the summer and continue to be involved with the Chamber. We have been working hard to plan for 2023 and your feedback is greatly appreciated and needed! If you haven’t responded yet stay tuned, I will be sending it out again next month. A heartfelt thank you to our dedicated staff Kimberlee, Emily and Robin for their continued support of the Chamber, their creativity and just all around positivity. It is felt in everything you all do! And to our Board of Directors, I have truly enjoyed working together this past year and getting to know you all. We are currently in search of new Directors. Please don’t hesitate to reach out to me personally if you are interested. We would love to have you!

Looking ahead, the Chamber is excited to offer a winter Seminar Series where we focus on topics like “Year Round Success” and “Social Media Strategies.” Please check out our website for dates and more information. We will also be hosting our annual Job Fair in the Spring. Please contact Kimberlee if you are interested.

I truly hope everyone has a wonderful upcoming Holiday Season and I look forward to serving the Chamber as your President through 2023. Here’s to another year of strong small businesses, community building and continued success to all of you!

Sincerely,
Maggie Martin
President



THE PIZZO GROUP



SPECIALTY COFFEE
ROASTING COMPANY
13933 RED ARROW HWY
HARBERT, MICHIGAN
@REDARROWROASTERS

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FF
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Annual Dinner Meeting

Wednesday, October 26, 2022

5:30 pm - 8:00 pm, Village of Grand Beach Hall

Program:

5:30 pm -6:30 pm Cash Bar. Appetizers. Networking

6:30 pm - 7:15 pm Buffet Dinner

Caterer:

Skip's Restaurant and Catering. Prime Rib, Chicken Alfredo and rice, Cherry Tomato Penne Pasta, Grilled Vegetables, New York-style Cheese cake cupcakes w/ fruit

Guest Speaker:

Rhonda Sobecki - Owner, Skip's Restaurant and Catering 7:15 pm - 7:30 pm

Business Meeting

7:30 pm - 8:00 pm

Thank you to our Ambassador Committee:

Karen Poff, Louise Valentin, Mary Lou Johnson, Jan Tomecek



Board Of Directors

President

Margaret Martin - Mak Salon And Spa

Vice-President

Jennifer Thompson - Chikaming Open Lands

Secretary

Jessica Nance - Red Arrow Roasters

Treasurer

John Quackenbush - Social Member

Directors

Kurt Hauseman - Lake Home Realty And New Buffalo Inn And Spa

David Mcnabb - Edward Jones

Erika Milovich - Bluefish Vacation Rentals

Colleen Neubaurer - Social Member

Special Recognition Of Service To The Chamber

John Natsis - Tom Hemingway

Remax Real Estate

Honoring Major Sponsors

The Antero Group

Fifth Third Bank

The Pizzo Group

Minor Sponsors

Red Arrow Roasters

Teachers Credit Union

The Neighborhood Hotel of Grand Beach

Better Banking

TCU Bank Borrow Plan

Get started today at tcunet.com/betterbanking

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THE NEIGHBORHOOD®

· GRAND BEACH, MI ·

nbhdhotels.com



Member Milestones

30th Anniversary Roundbarn Estate
30 Year Member Anniversary - Cynthia Marquard



Ribbon Cutting Ceremonies

Alapash Mercantile, Three Oaks
Belle Mare Weddings and Events, Galien
Biggby Coffee, Sawyer
Grand Beach Nature Preserve, Grand Beach
Local Pour, Sawyer
Love Spell Boutique, New Buffalo
New Buffalo Art Gallery, New Buffalo

Pedego Harbor Country, New Buffalo
Pleasure Isle Marina, New Buffalo Township
Radio Harbor Country, Sawyer
Three Oaks Market, Three Oaks
Three Oaks Township Library, Three Oaks
Union Pier Social, Union Pier



New Members

Current Membership – 405 Members

Colleen Neubauer, Social Member
Harbor Country Collective, Three Oaks
The Golden Rule Jewelry, New Buffalo
P. & E. Bottle Shop, Three Oaks
Scanlan, Rick and Betty, Social Member
Gotcha Covered Window Fashions
Preserve Health LLC, New Buffalo
No. 44, New Buffalo
Starbucks New Buffalo
Section House, Sawyer
Aqua Elite Vacation Rentals, New Buffalo
Village of Grand Beach
Guaranteed Rate Inc - Danikowski Team,
New Buffalo
The Arbors at Lemon Creek, Berrien Springs
Coastline Children's Film Festival, Sawyer
Beer Church Brewing Co, New Buffalo
Gather All Day, Harbert
Summit Design + Build
NMK Design Studio, Sawyer
Ann Krsul Architect
Karen Shoshana - Berkshire Hathaway Home
Services Chicago
Outdoor Lighting Perspectives Of Southwest
Michigan
Berrien County Historical Association,
Berrien Springs
Ray & Al's, Galien
Seedz Brewery, Union Pier

Wildroot Farms LLC, Sawyer
Force 5
Justin Lucas Group - @properties
City of Buchanan
OutCenter Southwest Michigan
Juniper Holiday & Home, Harbert
School of American Music, Three Oaks
A Drawing Room Gallery, Three Oaks
SureStay Hotel By Best Western, New Buffalo
Alapash, Three Oaks
The Love Spell Boutique, LLC, New Buffalo
Reverie Collection, New Buffalo
Cycle-Re-Cycle, Benton Harbor
Ragsdell Development Co, New Buffalo
Chateau Sullivan, Sawyer
New Buffalo Electric, New Buffalo
Logan Square Kitchen, Bridgman
Woodfire Grille, Inc, New Buffalo
Harbor Country Community Center
U.S. Bank Home Mortgage-Chris Covalle MBA, CPA
Custom Outdoor Living Inc, Galien
SideYard, Sawyer
Patricia Carpenter, Social Member
Forge Electric & Construction, Sawyer
Ghost Isle Brewery, New Buffalo
Integrative Wellness Studio, Three Oaks
Monogram Centre, Bridgman
6 Linden LLC, Three Oaks
Robin Carroll, Social Member



Economic Endeavors

The Harbor Country Chamber is committed to a diverse economy to withstand volatility and enforce the strength of our ability to preserve- no matter the current financial environment.

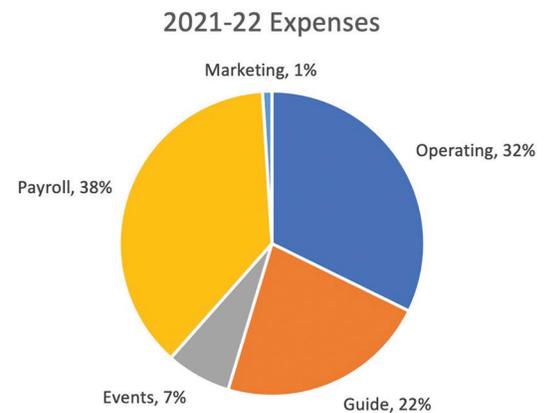
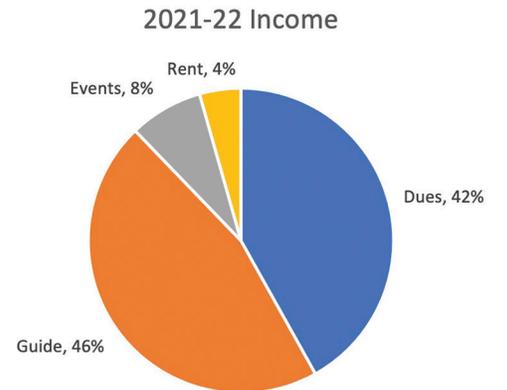
Volunteers of the Economic Committee identify areas of need as well as the strengths of our area to rely on to build a reinforced economy. Different areas of focus are addressed in pursuit of this goal including workforce, housing, health, business expansion, education and transportation.

Positive community engagement is a necessity to meet these initiatives. Working with the municipalities on all levels is vital. The committee supported the Harbor Country Community Center, the Boys and Girls Club needs study and deployment at the Three Oaks campus. In addition, the committee is investigating ways to offer career experiences and provide transportation options.

The Harbor Country Hires Job Fair in May continued to grow in both attendance of employers and potential job candidates. The event is scheduled again this year with the possibility of a traveling job fair which will set up where a majority of our workforce resides.

The Chamber would like to thank Louise Valentin, Gary Wood, Eric Neagu, John Quackenbush, Katie Maroney, Dan Petersen and Spectrum Health for their contribution this year. We are recruiting new volunteers to continue tackling the issues and creatively problem solve.

This year we will seek to employ an advocate who will be compensated hourly to represent Harbor Country® at pertinent county, state and organization meetings whereby our interaction is necessary to keep our concerns and needs of the area on the agenda.



Continued Financial Soundness

Membership dues and guide sales partially rebounded from pandemic lows. Both event income and event expenses increased significantly year-over-year as the Chamber restored cherished events to the calendar. After benefiting from the forgiveness of PPP loans during the 2019-20 and 2020-21 fiscal years, the Chamber recorded no grant income during 2021-22.

Guide costs increased significantly due to higher paper and printing costs. Payroll expense increased year-over-year but remained below 2018-19 levels. Marketing expenses increased off pandemic lows but remained below historical averages. The Board recently decided to increase the marketing budget significantly in 2022-23. Operating costs increased significantly year-over-year primarily because of necessary building repair and maintenance costs.

Chamber finances remained sound due to the Operating Fund Reserve established during the 2018-19 fiscal year.

John Quackenbush, Treasurer



Digital Marketing Manager 2022

Future projects for all digital marketing platforms will focus on two areas of marketing; chamber related content and tourism focused content. Marketing topics for our organizations members: engaging Guide advertising sales, member to member social media collaboration. Tourism aimed marketing includes: continuing Midwest travel influencer collaboration, creating a stock of photos from visitors.

A current campaign that can benefit both areas of marketing: On Demand boosted social media campaign: managing boosted social media marketing including; 20 mile radius, visible to more than 8,000 total followers, member submits all text and photo content Cost: \$200

Facebook

Followers - 6k
Posts - 2k
Likes - 14k
Comments - 700
Video Posts - 50
Impressions - 1.1

Instagram

Followers - 4k
Posts - 300
Likes - 13k
Comments - 600
Impressions - 225k

Pinterest

Complete overhaul in process. All past post and boards have been deleted and replaced with new graphics and articles leading to harborcountry.org
Followers - 252
Following - 29
Impressions - 189



Marketing recap

Optimize Demand And Boost Member Yield

Under the direction of the Marketing Committee, the goal this year is to collaborate with our members to expand the influence of Harbor Country® Produce new opportunities to partner their unique identity with the Harbor Country® brand.

Member Representation

- Member Portal – HarborCountry.org.
- Member To Member Offers
- Visitor Center Referral Notices. Brochure distribution
- Member Newsletter and Visitor Newsletter Ad
- Website Logo Banner Ad. Meet A Member Ad
- Co-op Theme Campaigns On All Channels
- My Service Direct Coastal Mailer
- On Demand Social Boost Campaign on Harbor Country® Social Media
- Paid sponsorship – Harbor Country® YouTube Channel
- Paid sponsorship – new “Coast In To Harbor Country®” promotional video
- Upload your video or photo w/credit for open end usage “Submit My Photo” website link

Thank you to our committee volunteers:

Cathi Rogers, Colleen Neubauer, Emily Hojara, Enza Ranieri, Hillary Stifler, Jess Nance, Jim Ragosta, Kurt Hauseman, Tim Rogers.

The Danikowski Team



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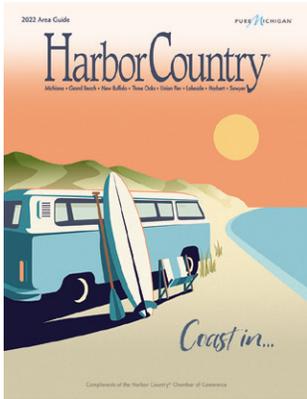
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Conventional, FHA, VA, second homes, investment properties, and more!

717 Ship Street, St. Joseph, MI

Harbor Country Guide New Horizons



The vision for the 2022 Harbor Country Guide was to add inspirational content to support the Harbor Country® promotional brand message “Coast In”. Bold modern graphics and striking photography was selected to bring the splendor of Harbor Country® to the forefront. Editorial interest was added with splashy member showcase stories to begin each section. The digital version features hyper-links that direct to member websites. Distribution began to Traverse City and Northwest IN and as always Michigan Welcome centers, South Bend airport, Notre Dame and Union Station. The publication serves as our member directory.

2023 Harbor Country® Guide member-exclusive ad sales are now open.
HarborCountry.org - Membership

Harbor Country Annual Member Awards

Member-to-Member vote award. We applaud their efforts!

MOST COMMUNITY MINDED BUSINESS

Neighbor By Neighbor - 16170 Red Arrow Hwy, Union Pier Executive Director: Peg Kohring

OUTSTANDING YOUNG ENTREPRENEUR

David's Deli & Coffee Shop - 30 N Whittaker St, New Buffalo Owners: Emma Brewster, Joe Lindsay

LARGEST ECONOMIC IMPACT

Journeyman Distillery - 109 Generations Dr, Three Oaks Owners: Bill and Johanna Welter



Monthly Networking

- Harbor Country Mixers
- Harbor Country Happy Hour
- Spring Breakout Party & Guide Launch was enjoyed by all at Journeyman Distillery



Building & Technology Improvements

- New gravel in parking lot
- Building was scraped and stained
- New virtual conference technology installed in the meeting room
- Upgraded 10-year-old phone-internet technology to enable remote work



Full Promotional Support of Community Events

- Art Attack
- St Mary's Festival - New Buffalo
- Flag Day Celebration - Three Oaks
- Three Oaks Strolls sponsored by Three Oaks Makers and Merchants
- Fourth of July fireworks at City of New Buffalo beach
- Harvest and Wine Festival - New Buffalo Business Association
- Farmers Markets - New Buffalo, Skip's European Market, Three Oaks
- Apple Cider Century
- Holiday community observances