



OUR MISSION:

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



**BUILDING BUSINESS
BUILDING COMMUNITY**



2024 EVENTS

Winter Sidewalk Sales
February 16-19

Annual Meeting & Awards
February 23

Business Expo & Taste of Charlevoix
March 13

Easter Egg Hunt
March 30

Business After Hours
April 17

Regional Business After Hours
May 22

Chamber Golf Outing
June 6

Summer Open House
June 13

Business After Hours
June 19

Summer Art Show
June 29-30

Art & Craft Show
July 13-14

Sidewalk Sales
August 15-17

Business After Hours
September 18

Charlevoix Apple Festival
October 11-13

Business After Hours
October 16

State of the Community
November 1

Business After Hours
November 13

Holiday Parade
November 29

Holiday Open House
December 7

Holiday Business After Hours
December 11

CHAMBER HIGHLIGHTS

- Completed the **Institute for Organization Management** program, designating Chamber President Sarah Van Horn as a leader in the Chamber industry with the knowledge, skills, and dedication necessary to achieve organizational success
- Launched new **Chamber Brand** to strengthen our identity and showcase the energy, enthusiasm, and cohesiveness of our organization
- **Weekly Biz Blast Newsletter** sent to 2,000 subscribers with an average open rate of 52%, plus the **Member Monthly Newsletter** sent exclusively to Chamber Members with an average open rate of 51%
- **Charlevoix.org** website showcasing business information and local resources with over 70,000 Member Page views, over 125,000 Event Page hits, and over 5,000 Job Listing searches
- Produced and distributed 55,000 print copies of the **Guide to All Things Charlevoix** in collaboration with **Visit Charlevoix**
- **Chamber Lobby & Visitors Center** receiving over 13,000 phone and website inquiries annually
- Local **Chamber Check Program** with over \$25,000 sold, keeping dollars local and supporting our area Chamber businesses
- **The Vault Coworking Space** welcoming over 20 remote workers and entrepreneurs to work in downtown Charlevoix



NEW MEMBERS

a13 Creative
Blu Dot Farm & Vineyard
Burnette Foods, Inc.
Café Meria
Charlevoix Adventure Co & Snack Shack
Charlevoix Cycle Pub
FatFace
Freedom Chiropractic
Fresh Coast Brew Bus
Frey Foundation
Friend of Charlevoix – Joel Lathrop
Good Samaritan Family Services

J.bird Provisions
Jatell
Jim Riehl's Friendly Ford Inc.
Latitude 45 Auto & Marine Detailing
Lost Cellars, Inc.
Marek's Harbor Grill
Norwood Centennial Farms LLC
on the eDge
Rogers Dermatology
Royal Thai
The Happy Troll Deli & Pub
The Rainbow Shoppe

WHAT'S INSIDE

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2024 BOARD OF DIRECTORS:

- Brett Binkley, Chair**
North Prime Real Estate
- Ryan Deery, Past Chair**
Charlevoix Public Library
- Seth Arnold, Vice Chair**
Michigan Scientific
- Corey Bascom, Treasurer**
Kammermann & Bascom, P.C.
- Abbie Hart**
4Front Credit Union
- Cody Crain**
Charlevoix Insurance Agency
- Matthew Kavanaugh**
Huntington National Bank
- Jeff Anderson**
Chicago Summer Resort Co.
- Kent Knorr**
City of Charlevoix
Recreation Department
- Amber Parsons**
Harwood Gold
- ONE-YEAR BOARD APPOINTED DIRECTORS**
- Mike Simpson**
Walstrom Marine
- Timothy McQueer**
Beaver Island Boat Company

2023 OUTGOING BOARD MEMBERS:

- Anora O'Connor**
The Boathouse on Lake Charlevoix
- Jennifer Haf**
Bloom Floral Design
- Kelly Romano**
Grey Gables Restaurant & Catering

2023 50-YEAR MEMBERS

Charlevoix
Veterinary Hospital
Charlevoix Cinema III

2023 CHAMBER AWARD WINNERS

- The Argonne House**
Business of the Year
- Café Meria**
New Business of the Year
Sponsored by City of Charlevoix
- Rebecca Jeakle & Mary Eveleigh**
Outstanding Citizen of the Year
Sponsored by Freshwater Charch
- Nicki DeNio**
Customer Service Award
- Mark Heydlauff**
Young Professional of the Year
Sponsored by DTE
- Sunshine Charters**
Tourism Excellence Award
Sponsored by Visit Charlevoix
- Richard Anderson**
Chamber Ambassador of the Year
Sponsored by Blue Cross Blue Shield of Michigan

2023 EVENT HIGHLIGHTS

- 7 Business After Hours**
with avg. attendance of 50
- 1 Annual Meeting & Awards**
celebrating Charlevoix and Chamber accomplishments
- 1 Business Expo & Taste of Charlevoix**
showcasing businesses and organizations to the community
- 1 Golf Outing** with 24 teams
- 6 Downtown Promotions** in partnership with Charlevoix DDA
- 3 Festivals** encouraging economic activity in Charlevoix
- 1 State of the Community**
highlighting advocacy, education, recreation, infrastructure, and health initiatives

2023 HIGH SCHOOL SCHOLARSHIP



Danielle Mason
Sponsored by Grey Gables Restaurant & Catering and The Charlevoix Chamber

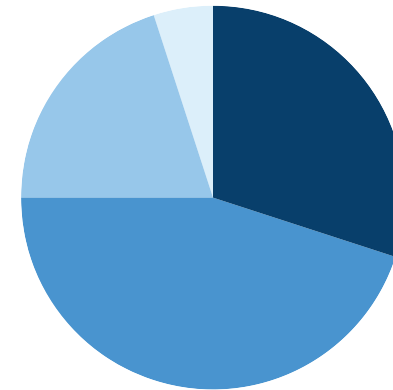
2023 CHAMBER AMBASSADORS

- Cheryl Carey**
Central Drug Store
- Leanne Ackert**
Friend of Charlevoix
- Peggy Kusina**
Castle Farms
- Larry Levengood**
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
- Brenda Keller**
American House
- Chuck Hayes**
Northwest Michigan Works!
- Richard Anderson**
Quick Bookkeeper
- Laura Jasurda**
Laura Jasurda-Rodan+Fields
- Melissa Tanner**
AdvisaCare

OPERATING FUNDS

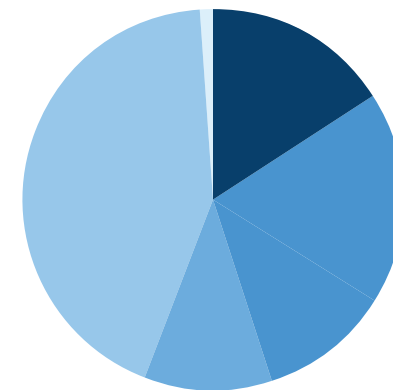
January – December 2023

INCOME



- **Membership Dues:** \$110,710
 - **Activities & Events:** \$165,577
 - **Contracts & Partnerships:** \$70,643
 - **Other Income:** \$20,710
- TOTAL INCOME: \$367,640**

EXPENSE



- **Administration:** \$55,579
 - **Activities & Events:** \$62,812
 - **Membership & Services:** \$38,604
 - **Advertising & Promotions:** \$35,512
 - **Wages & Benefits:** \$147,138
 - **Other Expense:** \$1,965
- TOTAL INCOME: \$341,610**

NORTHERN MICHIGAN CHAMBER ALLIANCE

POLICY FRAMEWORK

- | Support: | Develop: | Compete: |
|--|---|--|
| Support the success of existing northern Michigan businesses | Develop and attract a talented workforce in northern Michigan | Maximize the competitiveness of the rural northern Michigan business environment |

2023 TOP POLICY PRIORITIES

- Attainable housing financing/incentives
- Affordable quality child care
- Investment in high-speed internet
- Economic incentives that benefit northern Michigan
- Parity for hotel and short-term rental assessments
- Talent attraction, development and retention
- Sensible energy policy to keep rates low

2023 WORK

- Hosted the Northern Michigan Policy Conference in January with over 300 attendees; speakers included Lt. Governor Garlin Gilchrist, U.S. Senators Debbie Stabenow and Gary Peters, Congressman John Moolenaar, MSHDA Acting Director Gary Heidel, Acting Director of MDOT Brad Wieferich, MiHI Chief Connectivity Officer Eric Frederick, State Representatives VanderWall, Coffia, Roth, Friske, Cavitt, and Kunse, and State Senators Damoose and Hoitenga.
- Supported the appointment of Alliance-member and Lake Superior Community Partnership CEO Sarah Lucas to serve as the Deputy for Rural Development in the new Office of Rural Development; drafted and presented budget request to advocate for continued ORD support
- Achieved key wins in revising the MSHDA QAP, a document outlining criteria for the allocation of low-income housing tax credits; celebrated the signing of a package of bills to incentivize the development of attainable housing; gathered broad support for legislation to expand the Elliott-Larson Civil Rights Act
- Secured budget priorities such as the Going Pro Talent Fund, Michigan Reconnect expansion, Tri Share Child Care program, Housing and Community Development Program, Missing Middle Housing Program, and local initiatives for the Freshwater Research and Innovation Center; North Central Michigan College, and Northern Michigan College
- Successful efforts in having Alliance partners appointed to MSHDA, the new Michigan Statewide Housing Partnership, the new Growing Michigan Together Council: Jobs Talent and People workgroup, and the Rural Development Fund Board
- Attended important legislative events across the State such as the Mackinaw Policy Conference, UP 200, Northwest Michigan Housing Summit, and State of the State