

Charlevoix Chamber

2024 ANNUAL REPORT



OUR MISSION:

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

BUILDING BUSINESS BUILDING COMMUNITY



2025 EVENTS

Winter Sidewalk Sales
February 14-17

Annual Awards
February 20

**Chamber
Annual Meeting**
March 7

**Business Expo &
Taste of Charlevoix**
March 12

Easter Egg Hunt
April 19

**Regional Business
After Hours**
May 22

**Chamber
Golf Outing**
June 5

**Summer
Open House**
June 12

Summer Art Show
June 28-29

Art & Craft Show
July 12-13

Sidewalk Sales
August 14-16

**Charlevoix
Apple Festival**
October 10-12

**State of the
Community**
November 7

Holiday Parade
November 28

Holiday Open House
December 6

PLUS:

**Business
After Hours**
Third Wednesday
of the Month
(excluding Feb & Mar, July &
Aug)

**First Friday Coffee
Connection**
First Friday of the Month
(excluding July, Aug, Nov)

**First Fridays in
Downtown Charlevoix**
First Friday of the Month
(Jan-April)

**Gift Local Holiday
Shopping Contest**
Nov 28-Dec 24

CHAMBER HIGHLIGHTS

- Weekly Biz Blast Newsletter** sent to over 2,000 subscribers with an average open rate of 51%, plus the **Member Monthly Newsletter** sent exclusively to Chamber Members with an average open rate of 50%

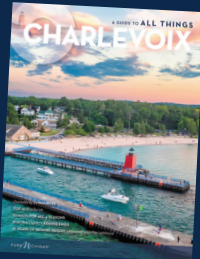
- Charlevoix.org** website showcasing business information and local resources with over 2,000 Business Directory searches, nearly 2,500 Job Listing searches, and nearly 6,000 Events Calendar views

- Produced and distributed 50,000 print copies of the **Guide to All Things Charlevoix** in collaboration with **Visit Charlevoix**

- Chamber Lobby & Visitors Center** receiving over 4,000 phone and website inquiries annually

- Local **Chamber Check Program** with over \$22,000 sold and \$20,000 redeemed, keeping dollars local and supporting our area Chamber businesses

- The Vault Coworking Space** welcoming nearly 20 remote workers and entrepreneurs to work in downtown Charlevoix



NEW MEMBERS

AAA

Belle et Paisible Rentals, LLC

Blackmore Property
Maintenance

Blossom Esthetics

Boulder Park Terrace

Brick House Interactive

Carve Electric

Charlevoix Aesthetics Co.

Charlevoix County
Nuisance Trapping

Charlevoix Running Company

Charlevoix Township

Citizens National Bank

Community Recovery Alliance

Dewitt Marine

F S Roofing LLC

Fletch's GMC Buick Audi

Folklor Wine & Cider

Gerber's Homemade Sweets

GINOP SALES INC

Green 3 Homes

Gypsy Distillery- Tasting
Room & Event Center

Images by Morris LLC

Impact 100 Little Traverse Bay

Jefferson Beach Yacht Sales, Inc

Kiersten's Ride

McBride Custom Homes

Northern eMotors

Northland Self-Storage LLC

O'Brien Harris

Pita Cruiser

Shrimply the Best Boil, LLC

Superior Cladding

TEAM Wireless, Verizon
Authorized Retailer

The Kroger Lofts

The Store House Charlevoix

Venture North Funding
& Development

Walloon Lake Association
and Conservancy

Waterfront Wellness
Primary Care

ZenBusiness

WHAT'S INSIDE

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2025 BOARD OF DIRECTORS:

- Seth Arnold, Chair
Michigan Scientific
- Brett Binkley, Past Chair
North Prime Real Estate
- Timothy McQueer, Vice Chair
Beaver Island Boat Company
- Corey Bascom, Treasurer
Kammermann & Bascom, P.C.
- 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
- Chris Matye
DCL Inc.
- Charisse Saur
Harbor Industries
- David Hamm
Lake Effect Restoration

2023 OUTGOING BOARD MEMBERS:

- Ryan Deery
Charlevoix Public Library
- Abbie Hart
4Front Credit Union
- Mike Simpson
Walstrom Marine

2024 HIGH SCHOOL SCHOLARSHIP



Joshua Schultz & Felicity Sape
Sponsored by Grey Gables Restaurant & Catering, Beaver Island Boat Company and The Charlevoix Chamber

2024 CHAMBER AMBASSADORS

- Cheryl Carey
Central Drug Store
- Brenda Keller
American House
- Leanne Ackert
Northern Christian Radio
- Richard Anderson
Quick Bookkeeper
- Peggy Kusina
Castle Farms
- Laura Jasurda
MAKE Wellness
- Edith Pair
Mushroom House Tours by Tour Michigan
- Melissa Tanner
AdvisaCare
- Carrie Titus
Edward Jones Investments
- David Hamm
Lake Effect Restoration

2024 CHAMBER AWARD WINNERS:

- David Hamm
Chamber Ambassador of the Year
Sponsored by Blue Cross Blue Shield of Michigan
- Cody Crain
Young Professional of the Year
Sponsored by Freshwater Charch
- Charlevoix Running Company
New Business of the Year
Sponsored by Charlevoix State Bank
- Lavender Hill Farm
Tourism Excellence Award
Sponsored by Visit Charlevoix
- Shane Cole
Customer Service Award
Sponsored by Ace Hardware
- Paul Silva
Outstanding Citizen of the Year
Sponsored by City of Charlevoix
- Dry Harbour Marine
Business of the Year
Sponsored by Charlevoix State Bank

2024 50-YEAR MEMBERS

- Village Graphics, Inc
- Antrim Dells Golf Course

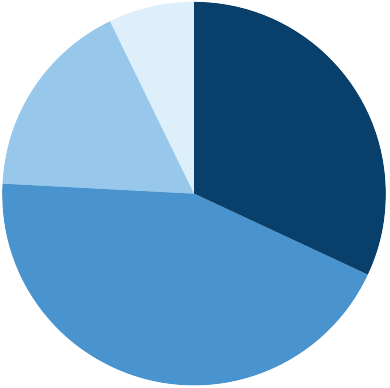
2024 EVENT HIGHLIGHTS:

- 7 Business After Hours
showcasing area businesses and offering networking to members
- 6 First Friday Coffee Connections
bringing small groups together for one-on-one connections
- 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 sold-out teams for a day of fun team-building among members
- 6 Downtown Promotions
in partnership with Charlevoix DDA
- 3 Festivals
encouraging economic activity in Charlevoix
- 1 State of the Community
highlighting our waterways, housing, childcare, and resources for those in need

OPERATING FUNDS

January – December 2024

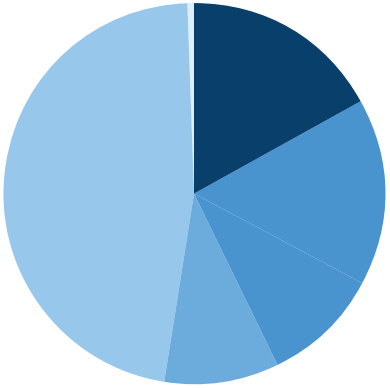
INCOME



- Membership Dues: \$114,937
- Activities & Events: \$157,643
- Contracts & Partnerships: \$62,927
- Other Income: \$20,612

TOTAL INCOME: \$356,119

EXPENSE



- Administration: \$65,610
- Activities & Events: \$62,601
- Membership & Services: \$39,245
- Advertising & Promotions: \$36,458
- Wages & Benefits: \$181,213
- Other Expense: \$1,060

TOTAL INCOME: \$386,187



POLICY FRAMEWORK

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

2024 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

2024 WORK

- Welcomed two new Alliance partners, the Northern Lakes Economic Alliance and Develop Iosco
- Hosted Northern Michigan Policy Conference with record-breaking attendance, featuring Governor Gretchen Whitmer, Secretary of State Jocelyn Benson, House Speaker Joe Tate, LEO Director Susan Corbin, MSHDA Director Amy Hovey, ORP Director Sarah Lucas, and several regional State legislators
- Launched advocacy efforts to safeguard Michigan's small rural businesses, seasonal employers, and tipped workers from the supreme court ruling enacting the Michigan Earned Sick Time Act and new Minimum Wage laws
- Hosted Michigan Economic Development Corporations Government Affairs and Regional Prosperity team for roundtable discussion on the statewide economic development strategy, Make It In Michigan
- Advocated for budget priorities including affordable housing projects, the Office of Rural Prosperity, RAP Program, Pure Michigan, Going PRO Talent Fund, Michigan Achievement Scholarship and Michigan Reconnect
- Coordinated the regional Voter Election Guide with questionnaires from candidates running for House of Representatives and U.S. House and Senate seats across the Alliance footprint
- Attended important legislative events across the State such as the Mackinaw Policy Conference, UP 200, Northwest Michigan Housing Summit, Michigan Chamber Day at the Capitol, and State of the State