



2021

ANNUAL REPORT



228 Newman St.
East Tawas, MI 48730
989-362-8643

WELCOME NEW MEMBERS!

In the past year membership has increased with 15 new members in 2021 and 11 new members for 2022 (through Sept 30th, 2021). The Chamber is pleased to report that we are now 233 members strong and welcome the following newest members:

New 2021 Members

Salty Jos's Halotherapy
Renue Physical Therapy
M20 North
Ana's Treasures Boutique
Edward Jones-Sheila Malewska
Shaw Entertainment & Consulting, LLC
Spectrum Reach
Elite Inspection
North Shore Screen and Door
CCSmith Consulting
Iosco County Coats for Kids
Tawas Bay Candle Company
Tawas Pharmacy
Bounce By the Bay
Northern Michigan Children's Assessment Center



New 2022 Members

Habor Church
Johnson's Coastal Cottage
Pretty Obsessed Brow Bar
Revord Builders, Inc.
Flynn's Landscaping & Snow Removal
Northern Sun Birth Services, LLC
Nina the Notary
Captivating Concrete
Tawas Police Officer's Association
Freakin' Pickles
Charlie Horse Electric Bikes



We 
Our Members





2021 AWARDS

The Chamber recognized two members at our last Annual Meeting in 2019 with our inaugural Prosperity in Business and Strength in Community Awards. The nominees are nominated by our members and voted on by past recipients.

Congratulations Bolen Asphalt & Paving for receiving the 2019 Strength in Business Award and to the Friends of the Tawas Lighthouse and State Park for receiving the 2019 Strength in Community award. We appreciate the dedication and commitment of both these award winners and look forward to continuing this tradition in years to come.

Congratulations to the 2021 Award Nominees:

Prosperity in Business:

Tawaste Yoga Studio

Mooney's Ben Franklin

Northeast Michigan Regional Farm Market

Strength in Community:

Iosco County Coats for Kids

Alpena Alcona Area Credit Union

Consumers Energy

Quota Club of Iosco County

New Hope Church

FISH, Inc.



Congratulations to our past recipients:

Prosperity in Business

2015: Branham's Jewelry

2016: Neiman's Family Market

2017: O'Connor's

2018: Free'l's Market

2019: Bolen Asphalt & Paving

Strength in Community

2015: Heritage Coast Sailing & Rowing

2016: Friends of the East Tawas Library

2017: Klenow's Market

2018: Iosco Conservation District

2019: Friends of the Tawas Lighthouse and State Park

YOUTH ENGAGEMENT

Tawas Area Chamber of Commerce awarded Elle Brownell a \$500 scholarship in May 2021, sponsored by Huron Community Bank. From 2020-2021, Brownell was the TACC Senior Youth Engagement Advisor. The Youth Engagement Program is a chance for a high school senior to participate in monthly board meetings, where a youth can provide perspective of community and civic issues and bring understanding of the youth-related issues in the community. Brownell is a 2021 Tawas Area High School Graduate and is currently continuing her education at Michigan State University. Our 2021-2022 Senior Youth Engagement Advisor is Abi Herbolshiemer, who is currently a senior at Tawas Area High School.



ARTS AND CRAFT SHOWS

The Tawas Area Chamber of Commerce was excited to be able to welcome back the 28th Annual Memorial Day Art and Craft Show as well as the 30th Annual Labor Day Art and Craft Show.

The show was canceled in 2020 due to COVID, despite taking a year off many vendors returned, and some new ones joined. The show takes place in Shoreline Park over Memorial and Labor Day weekend, despite the ongoing construction to the pier both shows were well attended.



2021 Memorial Day:

117 vendors

\$8,956.09 Profit

2021 Labor Day:

108 vendors

\$9,170.00 Profit



PERCHVILLE U.S.A.

In 2021 the Tawas Area Chamber of Commerce Board of Directors and staff had to make the difficult decision to cancel Perchville due to public health concerns regarding COVID-19. The TACC created a "Button Blast" event where the 2021 buttons were still sold, and participants could visit local participating businesses to win prizes, and were also entered in a drawing through the Chamber. Over 300 buttons were sold during this event.

Moving forward, the TACC is excited to plan a Perchville with many of the events that our community loves, and maybe even some new ones!



**SEE YOU
FEB. 4TH & 5TH,
2022!**

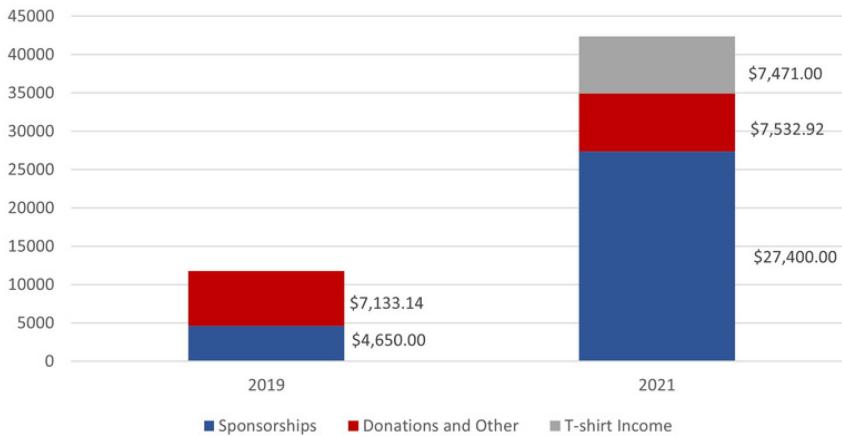
INDEPENDENCE DAY

In the fall of 2020 a Firework Committee was created to help fundraise for the Independence Day fireworks show. The committee designed a t-shirt to display sponsor names as a new idea to generate donations for the fireworks. The t-shirts were sold at many events throughout the summer, in the office and at Neiman's Family Market. The committee was able to raise enough money to DOUBLE the fireworks budget from any previous year.

As well as creating t-shirts, the committee also sold bracelets, and "starburst" hangers at many local businesses. the committee volunteers are committed to continuously working towards improving the fireworks show.

Of course none of this would be possible without our amazing community. Tawas City, and East Tawas both not only contributed by making large monetary donations, but also their DPW, Police Force, and Fire Departments are vital to making the Independence Day celebration a success. As well as the cities, the Tawas Bay Tourist Convention and Bureau also contributed a large monetary donation to the show. Many other businesses in town really stepped up as well, we had four "Grand Finale" sponsorships, Tawas Hardware, Huron Community Bank, Tawas Animal Hospital, and Tawas Pharmacy.

Fireworks Fundraising



2021 Fireworks Committee Members:

Stephanie Duff
Maggie Baeterson
Ken Ling
Samantha Duvall
Chand Bondie
Shannone Bondie

The Tawas Area Chamber of Commerce named a Grand Marshall for the 2021 Independence Day Parade. We recognized that this past year has been difficult for many Tawas area residents, and we wanted to find a way to honor our health care workers, EMTs and first responders who worked tirelessly throughout the COVID-19 pandemic. Dr. Bob Studley-May of Ascension St. Joseph Hospital in Tawas City rode in the Grand Marshall vehicle while representing all health care workers, EMT's and first responders. Following the Grand Marshall was the Ascension St. Joseph float with more local heroes.

2021 INDEPENDENCE DAY PARADE

THEME: "THERE'S NO PLACE LIKE HOME"

GRAND MARSHAL: DR. BOB MAY, REPRESENTING HEALTH CARE WORKERS

FLOAT ENTRIES: 37

WINNERS:

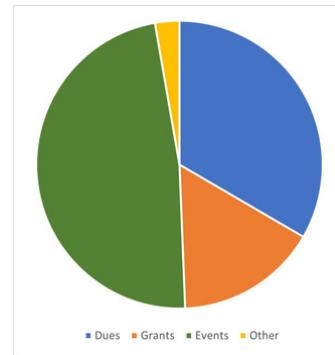
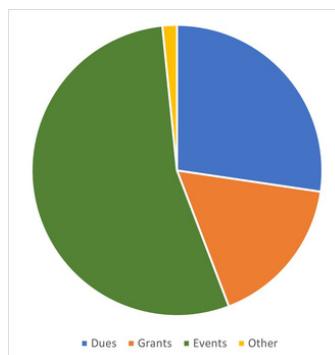
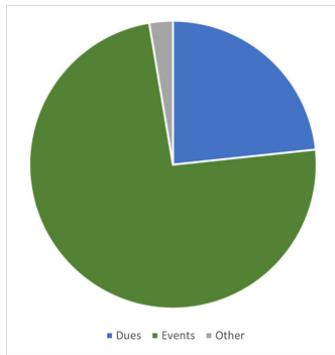
- PROSPERITY IN BUSINESS WINNER- HURON COMMUNITY BANK
- STRENGTH IN COMMUNITY WINNER- ASCENSION ST. JOSEPH
- BEST USE OF THEME- TAWAS BAY INSURANCE AGENCY
- MOST ORIGINAL ENTRY WINNERS (TIE) TAWAS BAY ICE ARENA AND ARMSTRONG REPAIR
- BEST OVERALL ENTRY WINNER- TAWAS BAY INSURANCE AGENCY
- HONORABLE MENTION- 4H COW!



FINANCIAL TRENDS

The charts below show the trends of income sources and expense distribution through the years. The charts show how in the past two years the TACC event income has decreased, fortunately some of this income was still generated by grants. The TACC was the recipient of four grants in the past two years. In early January 2020 the Tawas Area Chamber of Commerce received a \$13,200 grant from Consumers Energy to improve the technology throughout the office. In August 2020 the TACC was awarded a \$15,000 grant through the Michigan Small Business Restart Program. Then in 2021 the TACC received two grants, one being the MEDC Survival Grant for \$10,000. The Tawas Area Chamber also applied for the Payroll Protection Program loan for \$13,500 and applied for forgiveness, which was accepted. The expense chart for 2020-2021 shows that drastic change in event expense due to the cancellation of the 2021 Perchville festival.

Income sources through the years

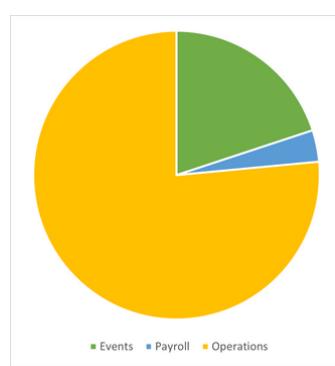
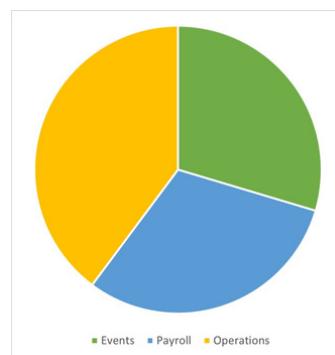
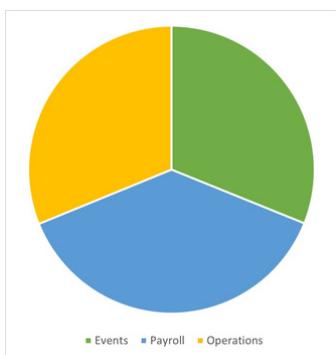


September 2018 - August 2019

September 2019 - August 2020

September 2020 - August 2021

Expense distribution through the years



Over the past year the Tawas Area Chamber of Commerce has worked hard to utilize social media, and increase social media presence. Frequent and wide variations of post have helped increase the following 105%. Since January 1st, 2021 the Facebook page has reach 96,385 people, an 85.6% increase.

Facebook Followers
September 2020 - 1,043
September 2021 - 2,142

105% Increase

SOCIAL MEDIA TRENDS

Results

Facebook Page Reach ⓘ

96,385 ↑ 85.6%

30.0K

20.0K

10.0K

0

Jan 21

Mar 2

Apr 11

May 21

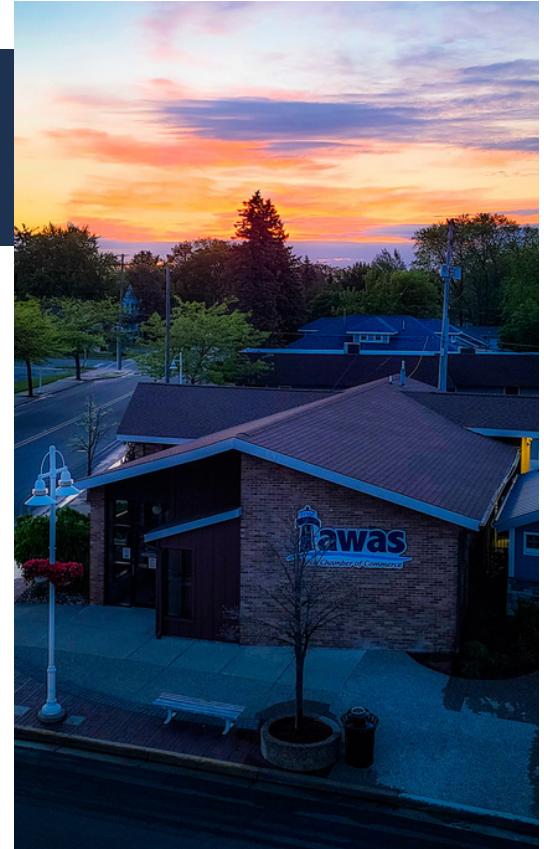
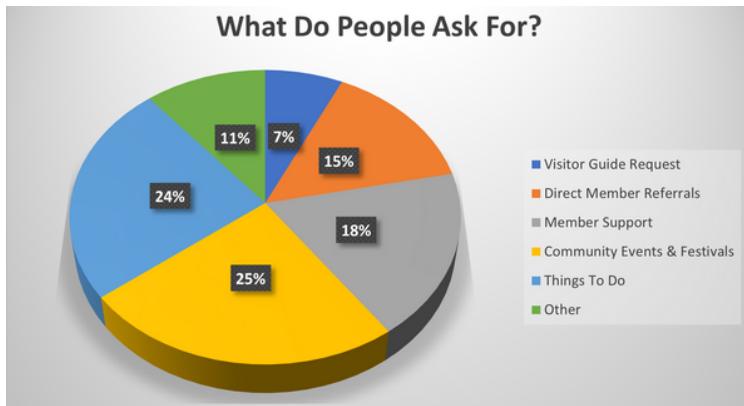
Jun 30

Aug 9

Sep 18

SERVING OUR MEMBERS

The Chamber is proud to provide support and referral services to residents and visitors on behalf of our members. The Chamber office Monday through Friday to assist walk-in visitors and answer phone and email requests.



LOOKING AHEAD

The Tawas Area Chamber of Commerce has been working hard to provide more benefits to our members.



- The TACC website will soon have a complete new fresh look.
- Business After hours events are available for member to meet the staff, other members, network and visit a new business each month.
- During COVID, the TACC started live ribbons cutting, and will continue this, and have started live businesses spotlights as well.
- The Marquee sign is available to display member events, each member now gets two free week of use.
- Bi-Monthly e-blast get sent out on the 1st and 15th of the month, e-blast feature member events, information, and TACC updates.



2021 Executive Board

President

Ryan Ladley, *Tawas Bay*

Insurance Agency

Vice President

Keith Frank, *Tawas Bay Players*

Treasurer

Lisa Ernst, *Gracik & Gracik, PC*

Secretary

Jeff Loomis, *Huron Community Bank*

Past President

Annge Horning, *City of Tawas City*

2021 Directors

John Klinger, *Tawas Area Schools*

Sandi Bradley, *Bradley Insurance*

Brent Barringer, *City of East Tawas*

Jon Look, *Iosco Co. Medical Care Facility*

Mike Stonehouse, *Riptide Motel*

Rich Castle, *Consumers Energy*

2021 Finance Committee

Ryan Ladley, *Tawas Bay Insurance Agency*

Lisa Ernst, *Gracik & Gracik, PC*

Jordan Vanderveen, *AAACU*

Jamie Carruthers, *Stephenson & CO, PC*

David Gottleber, *Huron Community Bank*



Youth Engagement

Elle Brownell, 2019-2021

Abi Herbsolsheimer, 2020-2022

Office Staff:

Samantha Duvall, *Office Manager*

Shannone Bondie, *Membership Service Coordinator*

Office Volunteers

Blinda Baker

Sue Freel

Mary Anne Leslie

Phyllis Stonehouse

Madden Brady



**Blue Cross
Blue Shield
Blue Care Network**
of Michigan

Nonprofit corporations and independent licensees
of the Blue Cross and Blue Shield Association

THANK YOU FOR YOUR CONTINUED SUPPORT!