

HARBOR SPRINGS

Area Chamber of Commerce and Visitor Center
HarborSpringsChamber.com

2024 Annual Report

Bonnie Kulp
Executive Director

464

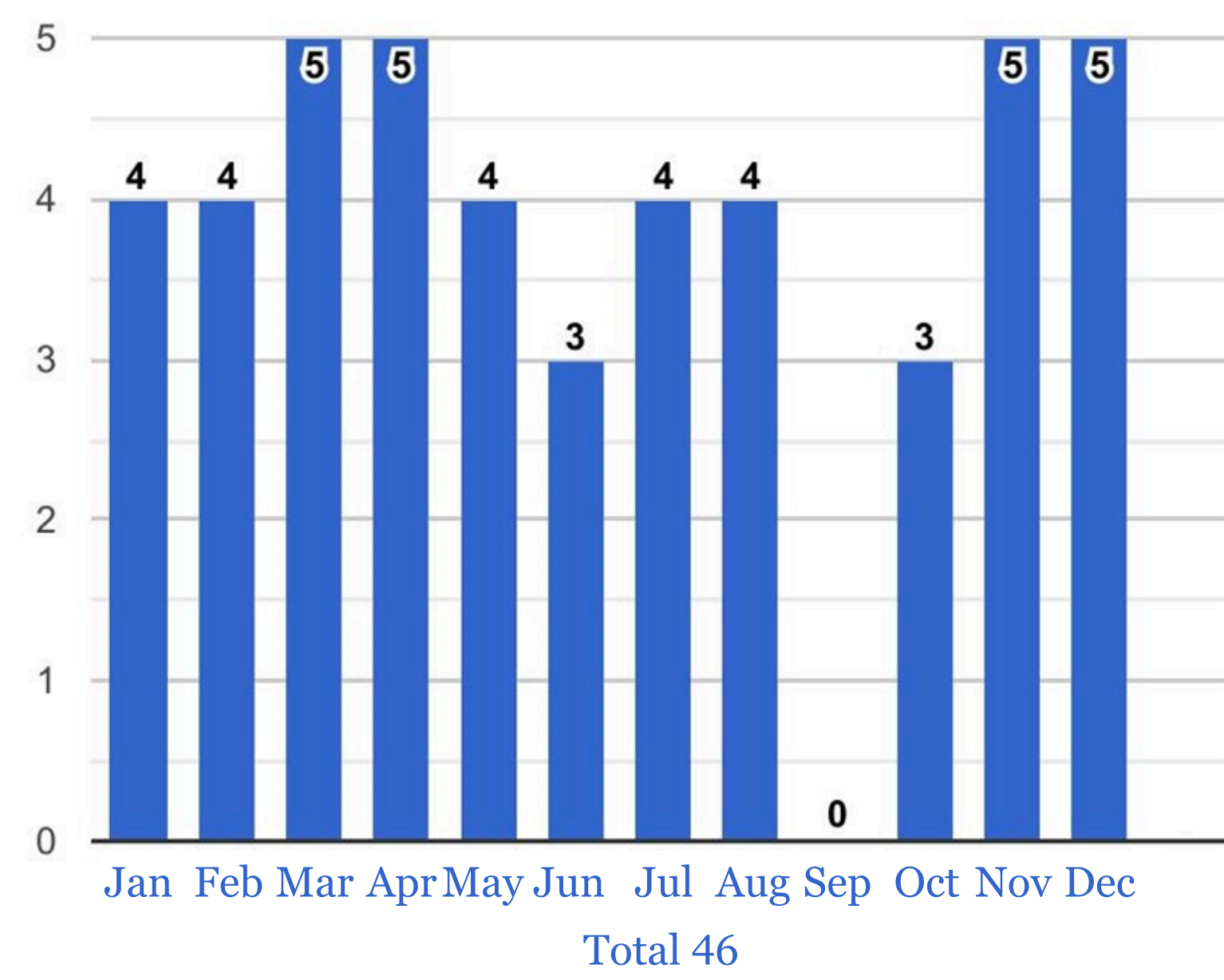
Active Members



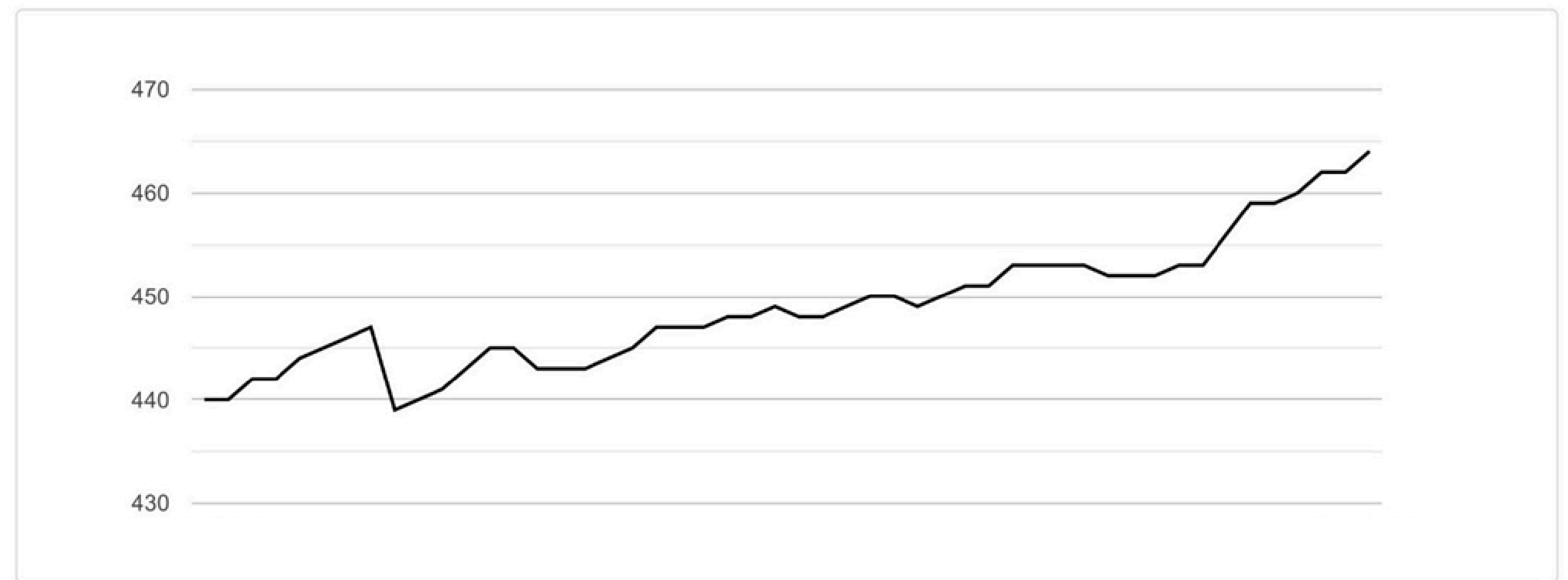
46 New Members

24 Dropped Members

New Members by Month



85% Membership Retention



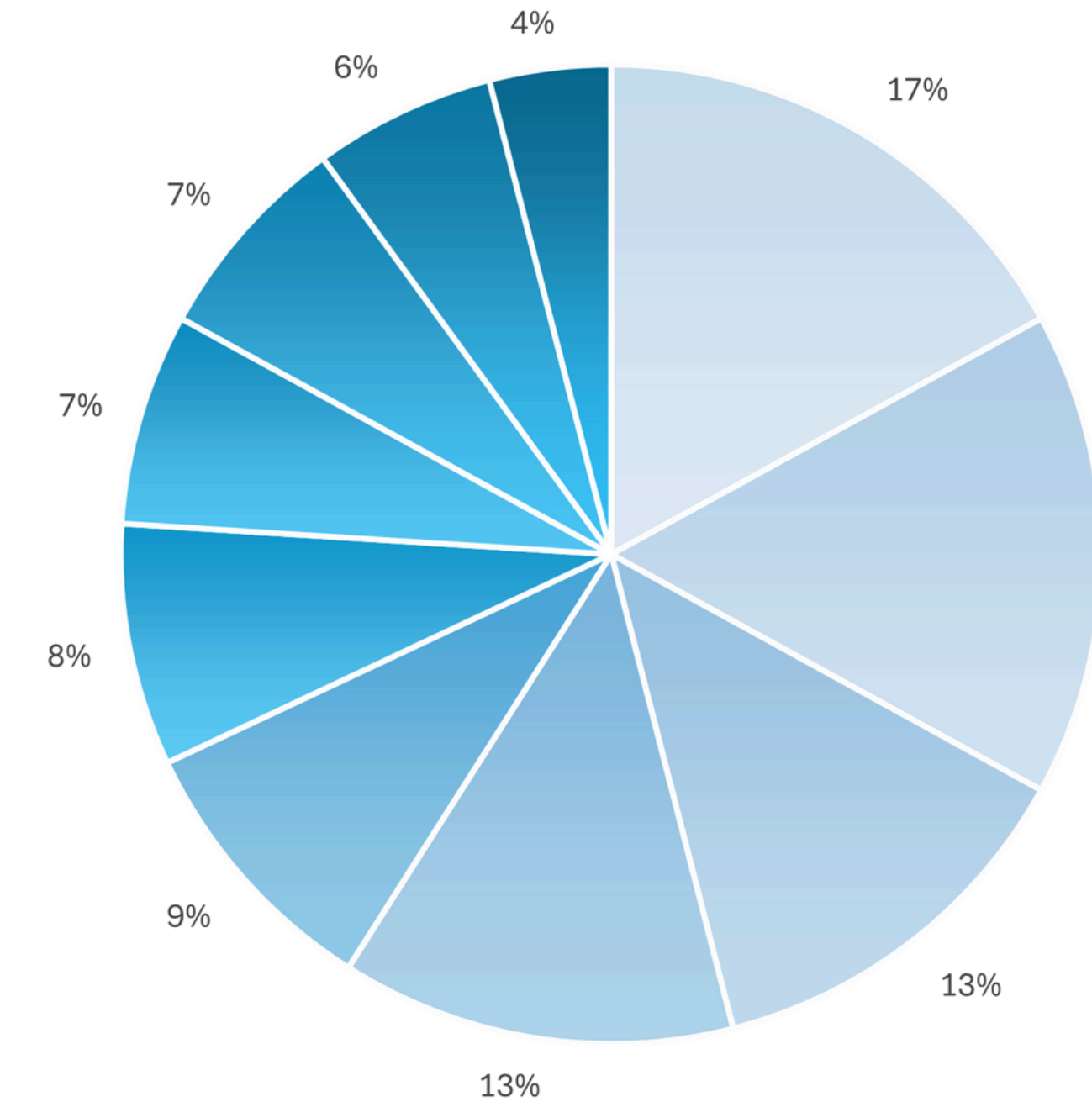
Community Impact



SPONSORED MEMBERS

10% of our non-profit members' dues are sponsored by individuals or other members.

Top 10 Membership Categories



- Organizations & Associations
 - Restaurants, Food & Beverage
 - Business & Professional Services
 - Shopping & Specialty Retail
 - Arts, Culture & Entertainment
 - Home & Garden
 - Construction Equipment & Contractors
 - Rentals
 - Finance & Insurance
 - Real Estate, Moving & Storage
- *Largest Category First*

Staying Connected

COMMUNITY GUIDE



15,000 Distributed

NEWSLETTER REACH



- 4.6K Contacts
- 57% Open Rate
- + 100 New Contacts

SOCIAL MEDIA REACH



9.6K Facebook Followers

E-BLAST COMMUNICATION



- 52 WEEKLY NEWSLETTERS
- 27 DEDICATED EMAILS
- 52 PAID NEWSLETTER ADS

Events & Programs at a Glance

RESTAURANT WEEK



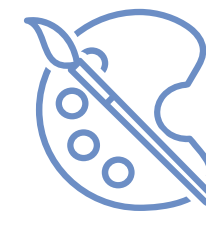
14 Participants

VOLUNTEER APPRECIATION



50 Honorees

NMWC/HSACC NUBS NOB ART SHOW



107 Artisans

LEADERSHIP LITTLE TRAVERSE



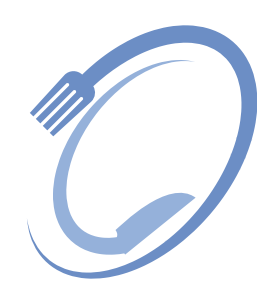
16 Participants

FRIDAY & SUNDAY MUSIC IN THE PARK



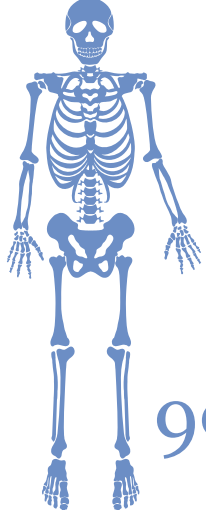
- 15 Live Musical Performances
- Free for the Community

TASTE OF HARBOR



- 29th Year
- 18 Restaurants
- 350 Attendees
- \$3,000 Culinary Scholarship Awarded

SKELETOUR



99% OF GOAL

99 Participants

HARBOR STARS



- 28 Years
- 300 Attendees
- 6 Awards Presented

BUILDING CONNECTIONS



- 12 Coffee & Conversation
- 12 Chillin with the Chamber
- 2 Regional Business After Hours
- 1 Building Community Event

RIBBON CUTTINGS



31 Business Celebrations

SEASONAL EVENTS

- 4th of July Parade & Fireworks
- Annual Christmas Tree Lighting Ceremony
- Holiday Merchant Open House

Financial Summary

FY24 Revenue

- Membership/Non-Events
- Events/Programming

Budgeted

\$133,343
\$145,795

Actual

\$156,117
\$149,505

FY24 Expenses

- Administrative/Non-Events
- Events/Programming

Budgeted

\$190,474
\$58,126

Actual

\$175,096
\$77,136

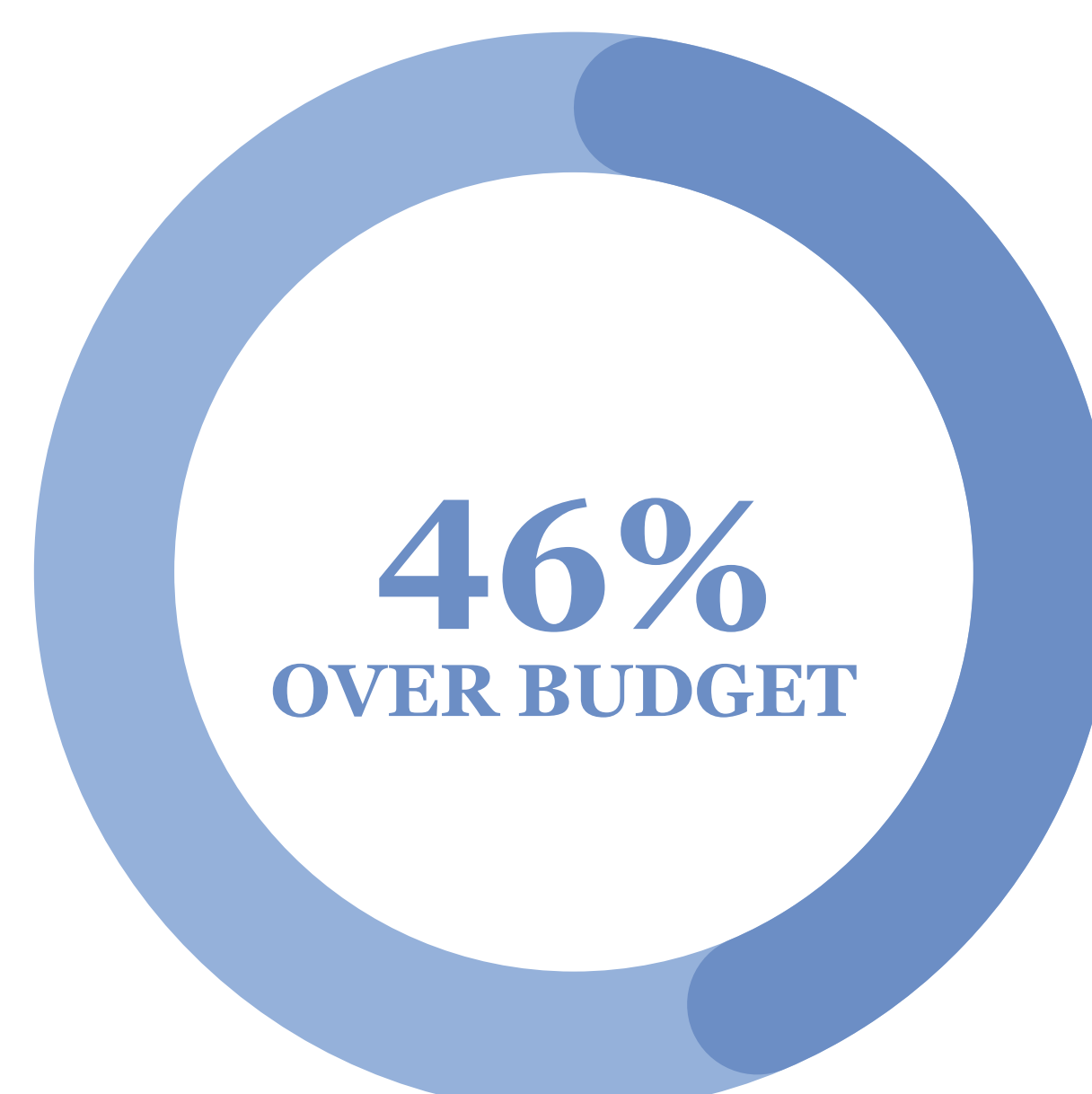
Total Net

Budgeted

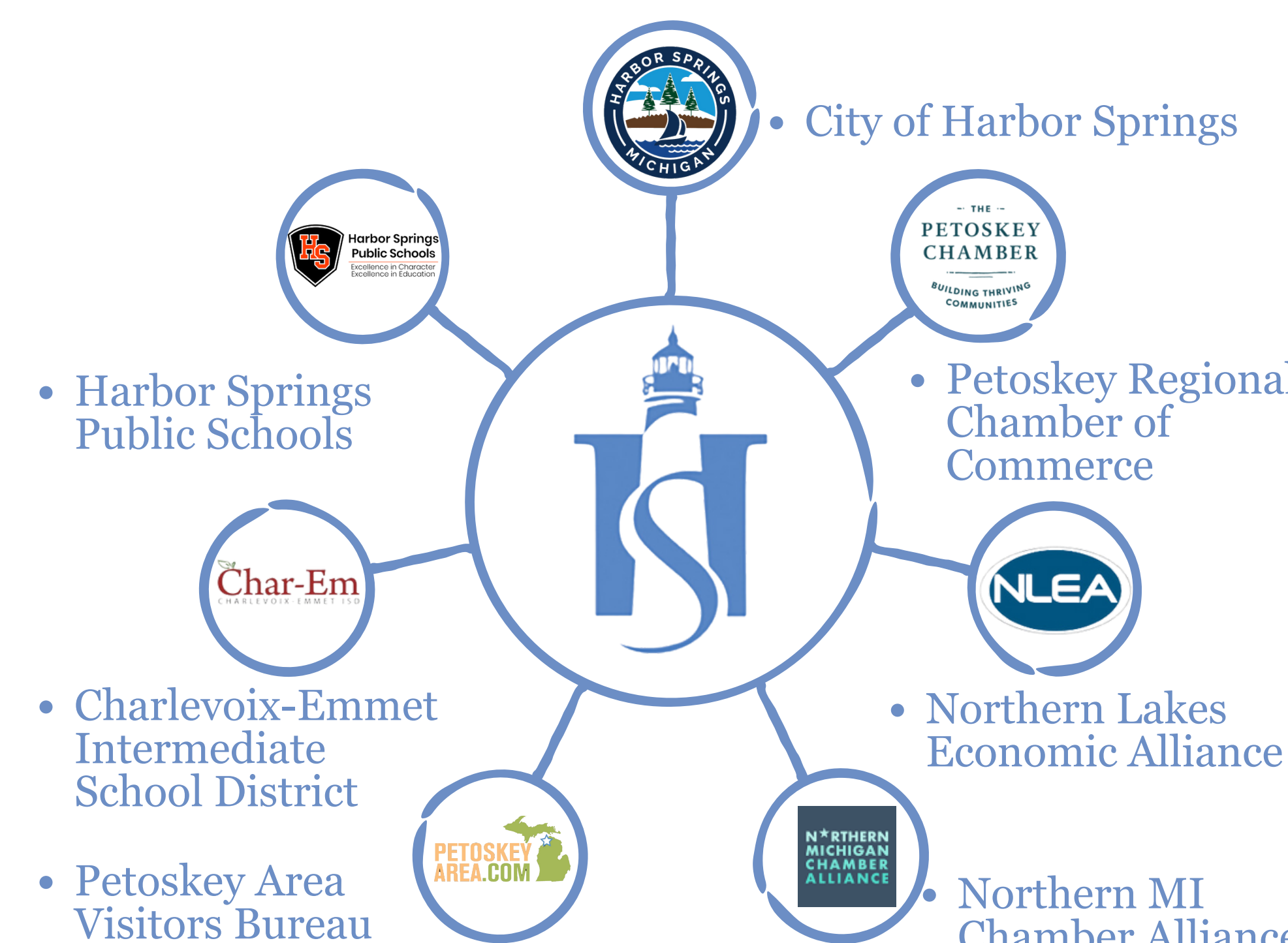
\$36,537

Actual

\$53,390



Community Partners



The Mission of the Harbor Springs Area Chamber of Commerce

To promote, enhance, and contribute to the well-being of the business community and visitor experience, while preserving the character and tradition of the greater Harbor Springs area.