



STATE OF THE COMMUNITY

Harbor Springs Michigan

2022

MARCH 10, 2022

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2021 in review. No one thought it was possible to continue living in a world in which we were not familiar, but we did... Covid continued to run rampant, we began the year in lock down – restaurants not permitted to have indoor seating... Our communities and businesses were stretched even further. Another year of pivot, change, modification, patience, experimentation, learning and continuing to be creative in how we promote our businesses and community with every effort of keeping them unified.

With a year as Executive Director under my belt, I continued to learn at a breakneck pace. Although the Chamber was able to have in-person events, we were challenged with providing the best possible service and connection to all of our members.

I want to touch on some of the highlights for the Harbor Springs Area Chamber of Commerce for 2021. We have added memberships, increased followings on social media, found ways to continue to be relevant and sustain our connection with our members, even when it did not seem possible.

- Membership continued to be strong: 376 Total Members. 25 drops and 42 additions
- Instagram: Increase of over 1,000 new followers in each of the past two years
- Facebook: Increase of over 600 new followers in each of the past two years
 - Continued success with Facebook Live Events.
- Newsletter –Over 1,800 enews recipients with an open rate of 51%, Industry average: 24%
- Gazebo Information Center Maintenance – Brick initiative that funded repairs
 - Ribbon Cutting – Rededication – June 28 – 3p – Marina Park
- May S.T.I.R. Event at Pond Hill – 4 sponsors w everyday relevant messages – well received
- June – Annual Night of the Arts – Expanded the event with a broader definition of art
- 4th of July Parade and T-shirt sales
- 4 Evenings w Music in the Park
- 2 Evenings w Movies in the Park
- 4 Sundays w the Great Lakes Chamber Orchestra *“Little Bay Live!”*
- All of October: Skeletons Arise – Over 60 skeletons around town encouraging people to find them all
- Spring/Summer 2021 limited addition puzzle – Sold a total of 704 puzzles
- Taste of Harbor Springs was back w 13 local restaurants and over 350 participants
- Harbor Stars were once again recognized
- Ladies Weekend – Thurs., Nov. 11 – Sun., Nov. 14
 - 50 local shops, restaurants and businesses participated
 - Friday night fashion show
 - Over 30 gift prizes given away
- Annual Tree Lighting – Sat., Nov. 27, in person and virtual
- Merchants Holiday Open House – Sat., Dec. 3 – Petoskey Steel Drum Band was back
- **Dec. 29 – Moved into a NEW Chamber Home** – More space, better organized and far more friendly for our community to visit and learn about our member businesses and the surrounding area.

As we move into 2022, our continued promise is to enhance and contribute to the betterment of our businesses and our community each and every day is stronger than ever. It's looking to be a wonderful year.

- New opportunities to connect with businesses and the community
 - **Coffee and Conversation – 1st Tuesday of Every Month 8a-10a)**
 - **Afternoon Delight – 3rd Wednesday of Every Month (4p-6p)**
 - **Chamber Member Office Sponsor of the Month**
 - **More Music in the Park – 4 additional Sunday afternoons**
 - **One additional Movie in the Park**
- Although we love our new space, we are more dedicated than ever to finding a forever home for the Chamber.

If you have not done so already, please come visit us in our new space.

STATE OF THE CITY OF HARBOR SPRINGS

Victor Sinadinoski, City Manager



Despite the ongoing pandemic, the City of Harbor Springs managed to operate quite smoothly throughout 2021. Summer residents and visitors were able to safely enjoy a variety of outdoor events, and the City was able to make headway on several projects and initiatives.

Here are some achievements from 2021 and initiatives we are looking forward to in 2022:

- **Public Participation:** Residents and others can continue participating in Council meetings via Zoom and YouTube. We also began posting agenda items in the Harbor Light newspaper before Council meetings. Further, residents can now sign up to have meeting notices e-mailed to them.
- **Electricity & Energy:** The City installed solar panels on three municipal buildings in May. We also completed an electric system study that demonstrated the need for \$11 million in upgrades to our electric system over the next 6 years, including the construction of a new substation located within the city limits.
- **Infrastructure Projects:** The City made \$50,000 in improvements to crumbling and uneven sidewalks in certain parts of town. We had a few minor water, sewer, and street improvement projects throughout town. We also beautified our spillway along M-119 with trees and native plantings. Finally, the City has applied for a federal grant to help replace our aging and unsafe boardwalk that connects uptown to downtown.
- **Parks & Recreation:** The City hired a full time Parks Director to oversee parks and recreation planning and initiatives, and City Council approved the formation of a Parks Board to help in these efforts. A fundraising effort is underway to build a concrete skate park at the location of our existing skate park. New pickleball courts have replaced the old pickleball courts. Marina Park received a makeover, with more tables, umbrellas and free games for families to enjoy by the waterfront.
- **Planning:** The Planning Commission has nearly completed its Master Plan update. The Harbor Commission will begin updating its Harbor Plan in 2022, and the Parks Board will draft a Parks Plan in 2022 as well. •
- **Other Issues:** Revenue shortfalls, short term rentals, affordable housing, transportation, sustaining a year-round economy, and COVID-19 continue to be important issues in the Harbor Springs community.

While a City ballot proposal to override Headlee failed in November, the City is confident we will find a way to counter the negative impacts Headlee is having on our local operating millage. The City looks forward to continue serving our community and we encourage the public to participate in local government by serving on a board, sharing ideas with staff, or attending City meetings. We also hope to continue serving as a collaborative partner with the County and surrounding municipalities to help solve regional issues.



Harbor Springs Downtown Development Authority and Principal Shopping District

**160 Zoll Street • P.O. Box 678 • Harbor Springs • Michigan • 49740
Phone: (231) 526-2104 • Fax: (231) 526-6865 •**

It has been a busy year for the Harbor Springs Downtown Development Authority. Even in the midst of an ongoing pandemic the DDA was able to work on several projects and events to draw people to and enhance Downtown Harbor Springs. In the past year we have had several new businesses open up in Downtown Harbor Springs. New restaurants, galleries, and retail shops; creating more offerings for both locals and visitors. The downtown even has a new “look” with several large-scale development projects coming to completion.

The DDA’s mission is to work to enhance and promote Downtown Harbor Springs. This was exemplified by their efforts to beautify Main Street by collaborating with the Harbor Springs National Honor Society to plant and maintain flowers in the Main Street tree beds throughout the summer season. As well as being a part of the efforts to develop a usable, recreational space in Marina Park.

The DDA has been able to nearly double its social media presence throughout the year on both Facebook and Instagram, and continues to promote events and businesses. While actively working to help promote more downtown businesses that do not have their own social media presence. Additionally, the DDA strives to be a conduit for sharing information between the Downtown Businesses and the City.

As 2021 drew to a close, after over 12 years of dedicated service to the DDA, Chair Kathie Breighner retired from the Board. 2022 welcomes 3 new board members to the DDA. At this point the DDA is now comprised of members representing both new and long-standing businesses in Harbor Springs, which offers fresh insight and a renewed vigor for the DDA.

The Harbor Springs Downtown Development Authority is off to a great start for 2022. After several months of planning the DDA Main Street Lighting Project is now in production. The DDA is working with the Harbor Springs Electric Department to transition the downtown lamp posts to LED and change the existing globes. This will give continuity to the downtown lighting, as well as being more energy efficient.

In February the DDA hosted another successful Ice Fest, the 4th annual festival. While parts of the festival had to be adjusted, the event brought hundreds of people to Downtown Harbor Springs on an “off” weekend in February.

As we move forward into 2022 the DDA is very excited about another upcoming project. The DDA is set to “tackle” the currently unused Merchant’s Walkway. This is another project that has been in development over the past year. This plan includes removing the existing fountain and creating a usable alley space, possibly providing seating and even another area for small events such as live music.

Throughout the year the DDA will continue to delve into new and old projects. 2022 is the final year for the current Downtown plan. This will be an exciting year to explore new projects and direct the path for the Harbor Springs Downtown for years to come.

KYLE KNIGHT
Chief of Police



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Hello Harbor Springs Area Chamber of Commerce and guests of the State of the Community meeting. I would first like to apologize for not being able to attend this meeting as our insurance carrier has biannual meetings to review our policies and unfortunately the meeting is today. I would like to thank Bonnie from the Chamber of Commerce for allowing me to report on the status of the Harbor Springs Police Department. Below is a brief summary of our department and events that have taken place over the past year.

The Harbor Springs Police Department consists of 7 fulltime officers including myself, a Marine Patrol Officer, and an Administrative Assistant. With this staff we provide services 24 hours a day, 365 days a year. In addition our office is open from 8A to 4P every weekday. Our staffing has increased over the past year with the addition of a School Resource Officer. When I arrived our average age was 56 years of age. Due to retirements we have added some youth and our average age is now 43. This gives us the experience needed with our senior officers, yet energy and technical skills of our youthful officers.

Our fleet of transportation consists of 4 patrol cars, all Ford Explorers, a boat, and several bicycles. The most recently purchased patrol car is a hybrid which with today's gas prices has provided our department with some fuel cost savings. I have always emphasized the importance of visibility with our patrols and am pleased to report that in 2017 officers drove 43,327 miles while patrolling compared to 78,618 in 2021. Hopefully the additional presence of our patrol cars deters criminal activity and increases vehicle and pedestrian safety.

One of the most recent highlights of our department is the addition of a School Resource Officer. While it has always been a goal of mine to have a presence in the schools, when I was approached by Superintendent Behrman about a fulltime School Resource Officer I was ecstatic. This allows our department to have a dedicated officer to connect with the students while also providing day to day protection for our students and staff. Officer Tyler Swiss has graciously volunteered to be the School Resource Officer and will start this position around the middle of April.

Here are some statistics in reference to Traffic and Parking Enforcement:

- Parking Tickets – We issued 410 in 2018, 528 in 2019, 786 in 2020, and 1019 in 2021.
- Traffic Tickets/Verbal Warnings – In 2019 we gave 538 verbal warnings, 413 in 2020, and 535 in 2021. We issued 95 traffic tickets in 2019, 90 in 2020, and 129 in 2021.
- Traffic Crashes – We investigated 75 traffic crashes in 2019, 66 in 2020, and 57 in 2021.

Continued

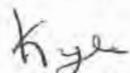
In addition to traffic and parking enforcement the Harbor Springs Police Department continues to take pride in its Community Service tasks. Lockouts, property checks, attending school events, foot patrols, and lost/found property are some of these undertakings. In 2021 we preformed 71 vehicle unlocks, 2,856 property checks, 1,001 foot patrols, and attended 276 public relation events. In addition we took in over 70 items of found property and returned several of them to their respective owners.

In reference to criminal activity, over the past year the Harbor Springs Police Department investigated a few larceny and malicious destruction of property complaints. We also had several fraud complaints and shoplifting from downtown businesses. Due to investigations we were able to retrieve \$30,000 cash from a scam/fraud complaint as well as successfully solve 3 of the shoplifting complaints from downtown businesses of which none of the suspects were from the area, two of them being out of state. We also investigated a criminal sexual conduct complaint and several assault complaints.

One of our greatest accomplishments over the past two years was that no officer from the Harbor Springs Police Department missed one day of work due to COVID. Daily I stressed the importance of using all safety precautions in attempt not to contract the virus and to all of the department's credit, they took this very serious and we remained COVID free. I was concerned that if one of us got COVID it would spread throughout the department, thus causing us to close down like other agencies had to. I felt we owed it to our community to stay open for business and provide our continued service and protection and throughout this time our office remained open while other offices/departments were closed to the public. Kudos to all of the employees at the department for being diligent in their efforts to be safe, not only at work, but also on their personal time.

In closing I would like to thank the entire community of Harbor Springs for your support of our Police Department. We don't take this for granted and understand that this support is not felt in other parts of our country, we are truly blessed here! I stress to the officers and attempt to live by my three C's – Commitment, Community Oriented, and Compassion. If you ever see or think of anything that would improve how we do our job please call me or stop in, my cell phone is 989-640-3753. Together, you, our officers, and I are all a team and we can accumulatively continue to work to make Harbor Springs a great place to live.

Thank you and please take care!



Kyle Knight
Chief of Police



STATE OF HARBOR, INC.

2022



The Loft Coworking Space

Supporting remote workers and entrepreneurs to help grow our area's business climate with a focused and comfortable work space.



Harbor Springs Schools

Advocacy and assistance on Summer Camp and childcare initiatives.



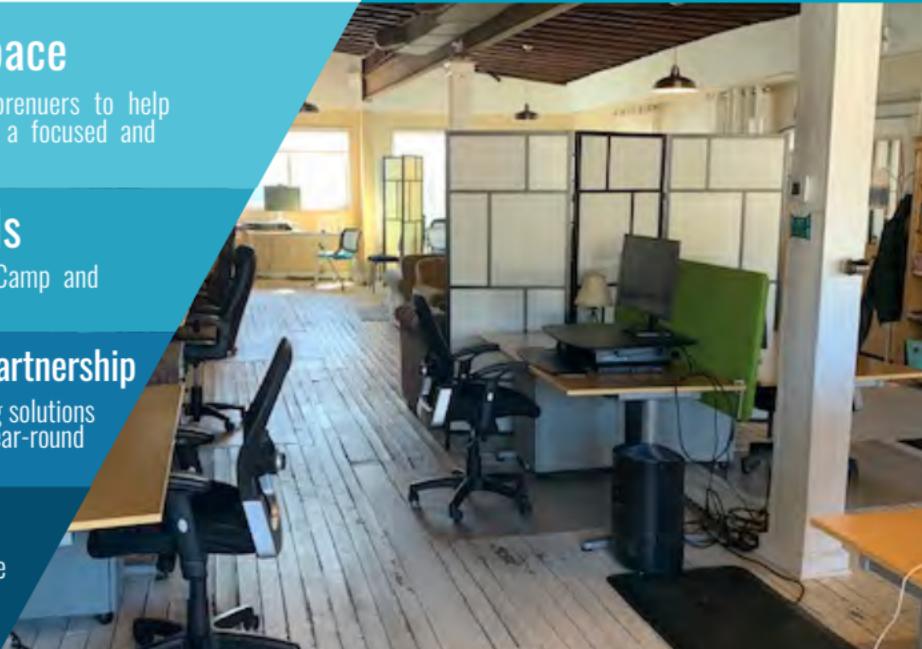
Little Traverse Bay Housing Partnership

Building momentum for workforce housing solutions to make our community viable for year-round residents of all income levels.



Harbor Way

Coordinating area resources to complete the bike trail into downtown Harbor Springs in a safe and attractive way.



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director@harborinc.org
www.harborinc.org

Our Business History

Since 2001 Harbor Inc. has taken ideas that benefit the community and turned them into action. As a project-based non-profit, Harbor Inc. serves as the voice of the local community, providing resources, and technical assistance to local units of government, community organizations, and residents in pursuit of improved quality of life. This past year Harbor Inc. celebrated 20 years of service to the community.

Our Achievements

- Advocated for fast, reliable broadband for the Harbor, Inc. service area
- Facilitated the construction of the Little Traverse Wheelway from the Harbor Springs Airport into the City of Harbor Springs
- 5 yrs ago opened The Loft CoWorking Space that has become a year round, sought after workplace for local as well as seasonal and vacationing members

Looking Forward

Fulfilling our “Ideas to Action” vision through administration, awareness, and advocacy on current and new community initiatives.

Our Board

Gary Stewart, Chair

Caitlin Donnelly, Vice Chair

Georgia Abbott, Treasurer

Tammy Doernenburg, Secretary

Doug Fuller

Tim Knapp

Brian Leavitt

Bill Mulder

Angela Pilotto

Randy Seiss

Christian Smith

Our Executive Director



Jen Knapp

“Harbor, Inc. has a solid 20-year history of serving the community, and I am excited to continue moving our vision into the future.” - Jen Knapp

State of the Harbor Springs Library

Amalie Dawson, Executive Director



The Harbor Springs Library has been serving the surrounding community since 1894- through the Great Depression, two world wars, and many decades of change from the corner of Main Street and South Spring St. downtown. While 2021 was still under the thumb of the pandemic, the Harbor Springs Library was able to get back on the path toward normalcy.

For much of 2020 and 2021 we offered full-time curbside service moving to being open for limited hours last spring, and we've been open full-time and offering all of our regular free library resources since July of 2021 including free Wi-Fi, public computers, printing services, interlibrary loans, a digital book collection of over 25,000 ebooks and audiobooks, internet hot spots to lend out, and a physical collection of almost 15,000 books, audiobooks, and DVDs in the library.

While we certainly saw less traffic in the past year than in our most recent pre-pandemic years, our numbers are slowly rising again and the number of new books in the library available to our patrons has remained the same. We checked out about 7,500 books to our patrons in 2021 and added 451 new items to our collection. We hope to have more members of our community visit us in 2022 and learn more about what we have to offer.

With COVID numbers going down in Emmet County, we are looking forward to bringing back story time in the library as well as other community programming, including a book sale in mid-June and a virtual auction to be held at the end of June 2022. Look for details on our website, www.harborspringslibrary.org.

The Harbor Springs Library is a 501(c)(3) nonprofit organization that is funded by community donations, fundraising, rental income, and grants rather than public tax money. Free library cards are available to everyone.

State of the Harbor Springs Area Historical Society

Kristyn Balog, Executive Director

Thirty-two years ago, a group of local residents gathered at Hillside Apartments at 7 pm to talk about creating a society to preserve and share the history of the Harbor Springs area. By the end of that meeting the group had already drafted bylaws, opened a checking account and reserved a post office box! To commemorate the meeting, all seven founders signed a \$2 bill. That bill was later framed and became the Harbor Springs Area Historical Society's first artifact.

We are deeply grateful for the passion and vision of those early board members and volunteers. Their hard work ensured the strong foundation for our operations today and into the future. From a small, all-volunteer organization we have grown to include four staff members, 11 board members, two historic buildings and a year-long calendar of events, programs and exhibits.

In 2021, more than 6,200 visitors came to these historic sites to learn about and experience the charm of Harbor Springs. This was a 92% increase from 2019. The Historical Society presented 23 history talks last year, and will again be hosting an average of four events/month in 2022. These educational efforts teach preservation to all generations, and build an appreciation for the traditions we have experienced in the lineage of our families. One of our four newly created presentations, "Shay: Steam and Steel," has been accepted for publication in the Historical Society of Michigan's magazine *Michigan*. Additionally, the Historical Society continues to build new traditions, such as The Blessing of the Fleet Boat Parade, which celebrates 10 years in 2022. This event received an award from the Michigan Museum Association in 2021 for its diversity and success.

Recent restoration projects include the development of a historical corridor as the entry to downtown Harbor Springs. Progress has been made with the restoration and display of the 1894 vessel Aha in Shay Park (its place of origin). In process still is the 1892 Shay Hexagon House, listed on the National Register of Historic Places and former residence of famed geared locomotive inventor Ephraim Shay, and the newly acquired Shay Locomotive #2005, of which only 26 remain worldwide.

Plans are under way to convert the Shay House into an expanded exhibit space telling the history of Ephraim Shay and his influence on Harbor Springs, while offering innovative learning experiences in the STEM realm for visitors of all ages. The lower level will be an event venue and activity space. This hub of learning and exhibits is inspired by the ingenuity of Mr. Shay, and will serve a diverse audience year-round.

Opening May 2022 is our new exhibit "Dry Harbor: Prohibition, Gambling & Gangsters in Harbor Springs." Admission to the Museum is always complimentary. We invite you to tour this exhibit and the Harbor Springs History Museum, attend one of our monthly lectures, use our free access to Ancestry.com, or conduct research using our archive of historic artifacts.

Thank you for helping make our first 32 years such a success and for your stalwart support as we continue to move forward.

Kristyn Balog
Harbor Springs Area Historical Society
Executive Director



STATE OF THE PETOSKEY CHAMBER,

Nikki Devitt, President

THE
**PETOSKEY
CHAMBER**

BUILDING THRIVING
COMMUNITIES

As we wrap another year in an ongoing pandemic, one thing is clear. Our community continues to move forward despite challenges. And as we did in 2020, the chamber worked tirelessly to advocate for our businesses and all community members in the face of uncertainty and rapid change. Our focus was simple, recovery for all.

In 2021 we gained 63 new members and we are proud of to continue to be one of the stronger chambers in the state with 742 members regionally. Our website continues to provide connections for our members as we had nearly 200k page views. We celebrated multiple business milestones as we returned to the world of ribbon cuttings and anniversary recognitions.

We continued to be the nucleus of communication to assure that businesses and the community had a central and trusted location for vital information. In keeping with our mission to inform our business community of the near constant changes affecting them, we generated over 400k emails throughout the year and grew our social media platforms reach to over 7,300k followers between Facebook and Instagram.

We hosted over 70 programs, webinars, events and more, virtually and in-person. All were directed at informing and engaging businesses and the community with relevant information, experts and opportunities. We went from hosting over 200 people virtually for State of the Community last February to adapting our December Breakfast for Champions to over 300 people safely in-person.

As a key convener, we were at the table on county wide discussions for housing, transportation, workforce and childcare. Your chamber is working with multiple organizations in our region to find local solutions to the issues that impact our membership and our community.

With the Northern Michigan Chamber Alliance, we continued to advocate for the needs and amplify the voice of northern Michigan businesses. The Alliance priorities were forefront when a historic state budget was signed into law for 2022 that invests heavily in workforce development, infrastructure, tourism, small business, and childcare.

As we look into 2022, we know that this crisis is still not behind us and that there is much work to be done. As always, The Petoskey Chamber plays an essential role for our community and businesses. We are committed to being the leader in building our recovery and our future. We thank our members for their financial investment in the Chamber's work of building thriving businesses and thriving communities!



Connecting donors with community needs for thirty years

David "DJ" Jones, Executive Director
Petoskey-Harbor Springs Area Community Foundation

In 2022, the Petoskey-Harbor Springs Area Community Foundation will celebrate its 30th anniversary. When our founders first gathered to consider the idea of a community foundation, they couldn't have imagined that a global pandemic would arrive near the end of our third decade. In one sense, they didn't need to. The community foundation concept—investing in our community in perpetuity by establishing a permanent, charitable resource—was intended to weather storms, changes, and upheavals of all sorts.

The past two years have brought significant and varied challenges throughout our community. We continue to be humbled by the tenacity of our community to meet and overcome these challenges.

During 2021, the Community Foundation supported our partners at Venture North Funding and Development for a second round of Regional Resiliency grants to 12 small businesses (nine employees or fewer) in Emmet County. Venture North awarded a total of \$50,250 to these small businesses to assist with pandemic recovery.

Emmet County businesses small and large continue to be impacted by the shortage of available, affordable housing for our workforce. Through our Emmet Housing Solutions Fund, the Community Foundation is providing financial resources for housing predevelopment and infrastructure costs, where other funding might not be available. A recent grant to Northwest Michigan Habitat for Humanity will help with key infrastructure for a multi-home subdivision in Alanson. Together with partners like Northwest Michigan Habitat for Humanity, Petoskey Regional Chamber of Commerce, the Little Traverse Bay Housing Partnership and Housing North, the Community Foundation continues to work to advance solutions to the housing crisis.

Linked inextricably with housing are issues of public transit and child care in Emmet County. During 2021, we participated with colleagues in the Emmet County Public Transit Work Group to present the Emmet County Board of Commissioners with potential public transit solutions. Reviewing these potential solutions is now part of the County's plan for 2022. A recent grant to the North Central Michigan College Foundation will support their NCMC Child Care initiative in its initial phase of developing a plan for a sustainable child care system designed to meet the needs of Emmet County.

Our work both in recent years as well as throughout the last thirty years has been fueled entirely by the generosity of our community. We are grateful for the donors of yesterday, today and tomorrow, who make our work connecting resources with community needs possible. Together we can do more. For good. For ever. For everyone.



A program-related investment from the Community Foundation helped Habitat for Humanity construct a home in Oden. The home was part of a redevelopment of an entire block, including three new homes and an extensive remodel of a fourth home.

State of the Emmet Association of Realtors

Pete Platte, President



What a difference a few years make. This century has been a roller-coaster ride for the housing industry, very high highs, low lows and no real sense of security in between. We have had the definitions of a buyers' market and a sellers' market played out vividly.

In 2010, around the height of the foreclosure, there were roughly 1047 properties on the market in just Emmet County. Properties stayed on the market for a median of 193 days and the average price in the county was \$298,561. Sellers would often offer incredible deals to get out from under an upside-down mortgage and while that wasn't the case with everyone, even sellers who were not dealing with any financial issues still had to deal with the reality that while they didn't "have" to sell, their next-door neighbor may not have been as fortunate, so the price of that sale would bring all prices down. The market for buyers was red hot.

In the last few years, the pendulum has definitely gone in the other direction. In December of 2021, there were 159 residential properties for sale in all of Emmet County. Average price over that 11-year period went to \$547,152, with the median price going from \$151,000 to \$260,00. Bidding wars for property are more common place than ever and buyers have resorted to gimmicks such as writing a letter to the seller to be sent along with their offer or foregoing inspections, making for a quicker closing but possibly more headaches.

While there is little to buy, it seems the rental market in the area is even tougher and there is no easy solution. The Emmet Realtors along with several other groups in a housing coalition are working to help with this issue, but the answers are neither easy nor timely.

There is a very fine line when trying to deal with vacation rentals, something that has become more popular and in the opinion of some, more of a problem. Homeowners' rights and popular opinion are not always in step on this issue and more vacation rentals mean fewer available long-term rentals. In addition, working from home during the first year of the Covid crisis made many people realize that they can do their job just as well from Northern Michigan as they could from Bloomfield Hills. Second home owners became primary home owners.

For purchase or for rent, prospects are limited and, if I might do a plug for my profession, this is not a time to try purchasing or selling on your own. Sales seem far more complicated than they did a few short years ago and the assistance of a professional becomes more necessary with each passing day.

State of Petoskey Area Visitor's Bureau

Jim Powell, Executive Director



While this last year has brought many changes, the Petoskey Area Visitors Bureau continues to stay focused on its mission as the principal destination marketing organization for our region, including the communities of Petoskey, Harbor Springs, Boyne City, Bay Harbor, Alanson, and Bay View. As a reminder, the bureau is a non-profit organization that is funded entirely by room assessments contributed by our professional lodging member businesses (i.e., hotels, motels, resorts, and rental management companies).

In January, our organization experienced a major leadership change as Peter Fitzsimons retired from the bureau after 37 years of service to our community and the tourism industry. Peter established the bureau in 1985 and provided the strong leadership needed to build the destination brand and drive overnight visitation to the region. We would like to congratulate Peter and thank him for his hard work and dedication to the organization.

A year ago, as we emerged from the first 12-months of the pandemic, we were extremely optimistic about the momentum we saw in visitation growth to the region. Even with a slow start for the winter season, we began to see signs of recovery among those looking to return to travel with a focus on outdoor recreation. Based on this, we took a measured approach as we developed our Spring, Summer, and Fall Marketing Campaigns, making sure to strike the right tone with our messaging and target those who were ready to travel.

These efforts resulted in strong engagement with our website (PetoskeyArea.com) and social media channels. We saw traffic to the website increased by over 45% versus a pre-pandemic year and Facebook followers increasing to 95,964 from 93,812 and Instagram followers to 20,300 from 17,311. These social media channels are critical for growing the reputation of the destination and providing guests with the latest information about planning a trip to the Petoskey area.

Over the past year, we have continued to see good recovery in overnight visitation to the region. While most of June – August occupancy return to similar pre-pandemic levels, the pent-up demand and an extended fall color season help drive slightly higher occupancy in September – November. Even with a slow start to the winter season, due to limited snowfall, our lodging members businesses saw record visitation during the holiday period.

These positive results continue to build our optimism for the coming year, and we are currently working on plans for the 2022 Summer and Fall Marketing Campaigns. As always, we will continue to promote all the things that make the Petoskey Area a Michigan Treasure.



TODD BURCH
President & CEO
McLaren Northern Michigan



STATE OF HEALTH CARE

The last two years have been trying for the world, our country and our community. Clearly COVID is still a major concern. However, we've learned a lot about the virus, vaccines have been released to prevent infection, and new medications have been released to reduce the effects of COVID. Monoclonal antibody infusions have helped reduce hospitalizations in people who are at a high risk for complications. In the last year, McLaren has administered nearly 1,500 infusions that helped keep people from being hospitalized.

COVID has changed a lot in our world, but it has not changed McLaren Northern Michigan's commitment to the health and wellness of the community.

COMMITTED TO RECRUITING & RETAINING TOP TALENT

To help recruit and retain a highly skilled workforce, McLaren started a new Student Loan Repayment Program that helps degreeed employees pay back their college student loans faster. As a tax-free benefit, McLaren will contribute up to \$12,000 towards the student loan.

McLaren is also collaborating with North Central Michigan College to develop fast-track certification programs in various health care fields. Expected to launch in 2022, this program will help build our future workforce.

COMMITTED TO GROWING OUR HIGHLY SKILLED PHYSICIANS

To help increase access to care, McLaren recruited 10 new highly trained physicians to the community. These new physicians are expanding access for podiatric, orthopedic, neurologic, neurosurgery, urologic, pulmonary, internal medicine and urgent care services.

COMMITTED TO BRINGING THE LATEST PROCEDURES & TECHNOLOGY TO NORTHERN MICHIGAN

This last year, McLaren and our Foundation donors invested more than \$6.2 million in technology, allowing the surgeons to perform new minimally invasive surgical procedures

that speed patient recovery, reduce pain and leave only a small scar.

No longer do patients need to leave the community for these highly specialized services that are now offered on the Petoskey campus:

- Robotic prostatectomies for prostate cancer patients
- Robotic nephrectomies for kidney cancer patients
- Minimally invasive spine surgery and revision spine surgery
- State-of-the-art intraoperative 3D navigation for brain tumor and spine disease
- MAKO robotic-assisted joint replacements
- Robotic-assisted bariatric surgery

COMMITTED TO A PEACEFUL, HEALING ENVIRONMENT

McLaren, along with more than 1,600 donors, invested more than a \$158 million into the facility, to enhance the healing environment. Last summer, Phase 2 of the hospital's major renovation project – the Offield Family Pavilion – opened. This four-story addition includes:

- Private patient rooms equipped with smart technology
- An expanded Intensive Care Unit and new Cardiovascular and Orthopedic/Surgical Units
- 10 new operating suites equipped with advanced 4K technology that's supported by a new sterile processing department
- New main entrance with enlarged parking area
- More than 200 pieces of art from Michigan artists to enhance the healing environment

Phase 3 of the renovations to the existing building are currently underway and expect to be done in 2023. These renovations will include modernizing the pre-surgical areas, creating private patient hallways, and adding a new chapel, radiology waiting area and community education room.

NEW McLAREN MEDICAL GROUP PHYSICIANS



Jay Anderson, DO
*Internal Medicine
Urgent Care*



Richard Cardillo, MD
Pulmonology



Angus Goetz, DO
Orthopedics



Christopher Kennedy, DPM
Podiatry



Eric Krohn, DO
Orthopedics



Mark Meisel, MD
Neurology



Julia Mueller, MD
Internal Medicine



Matthew Rohloff, DO
Urology



Justin Thomas, DO
Neurosurgery



Colby Ward, DO
Orthopedics



State of Harbor Springs Public Schools

Michael Behrmann, Superintendent

Superintendent Michael Behrmann would like to thank the Chamber for the opportunity to be included in the State of the City Address event. The community's success is due to the interdependence of all of the various entities that exist within the community: for one of us to be successful, we all have to be successful!

During last year's State of the School Address, Mr. Behrmann talked about the challenges of COVID and the pride of being able to offer in-person instruction all year. Although not anticipated, the current school year has been no different as COVID was a major influencer again. Prior to the year starting, a highly charged national debate regarding mask mandates in schools existed and Harbor Springs Public School was not immune to that. The Health Department of Northwest Michigan (HDNM) issued a Health Order just ahead of the start of the school year, mandating masks in all K-12 school facilities. The District complied with the mandate as many people shared their varying opinions on the topic. As the year went on, COVID numbers crept up and ended up peaking in February. By March, the District had over 250 positive cases in the schools, however cases went on a steep decline and the mask mandate was lifted.

Despite COVID, the District maintained great success over the past year:

- Offering a comprehensive curriculum with an emphasis on the arts, physical education, and enriching electives including an interscholastic athletic program with nine boys' sports and nine girls' sports
- Expanded high school options of AP courses, Career and Technical Education offerings, and dual enrollment courses offering college credit.
- A highly regarded child care and pre-school program
- Continuing to score amongst the highest in the region and state on standardized tests
- Graduates moving on to prestigious four-year universities, two-year colleges, and trade schools
- Athletic teams earning district and state honors
- The return of both middle and high school musicals featuring incredibly talented students
- Michigan Youth in Government program taking top honors at the State level
- Quiz Bowl team that won regional tournaments
- Highly successful robotics teams at the elementary, middle, and high school levels
- Expanded mental health resources including a Ram Wellness program that employs two mental health therapists and a school nurse full-time in our schools in partnership with the HDNM
- The return of the award-winning Young Americans Summer Camp Program
- Partnering with the HSPD to bring a full-time School Resource Officer into the schools
- A comprehensive climate, culture and satisfaction survey given to students, staff, and parents – the results used to update action items in the District Strategic Plan

An area of emphasis for the District is the upcoming May 3 Bond Proposal that will not increase the current tax rate. The bond would raise \$41.85 million to address critical needs identified in a facilities audit conducted by Plante Moran Cresa in each of the schools. There are seven components to the bond issue. More information can be obtained by visiting the school website at www.harborps.org.

Mr. Behrmann will be retiring as of June 30. Mr. Plackemeier, current principal of Harbor Springs High School, has been appointed as the next superintendent. Optimism is high as the District will have an exceptionally strong leader in Brad Plackemeier. Over the years, the District has been blessed to work in partnership with the Chamber and is grateful for the generosity and support of the business community. The District mission to create a multi-faceted educational experience, in a family atmosphere, empowering each student to become resilient, productive, and well-educated members of society would not be possible without that support!

State of North Central Michigan College

David Roland Finley, Ph.D., president



Looking back on 2021...

Together with our donor-partners, we exceeded our \$9.9 million fundraising goal for the *Building Tomorrow Together* capital campaign, raising more than \$10 million when the campaign ended in October. Our Borra Learning Center opened August 19, in time for our Fall 2021 semester. The new 3,000-square-foot Student Commons is now the anchor of our busiest building, and all North Central students benefit from centralized support services including advising, counseling, and career services, as well as expanded access to scholarships and cutting-edge classroom technology.

We also took a meaningful step forward with athletics, joining both the National Junior College Athletic Association and the Michigan Community College Athletic Association. Recruiting is underway for six varsity sports to begin in Fall 2022, including volleyball, esports, and men's and women's basketball and cross country. The addition of our Timberwolf mascot, introduced during Petoskey's Fourth of July celebration, was an exciting complement to our athletics initiatives.

Most importantly, in May, we added another 284 graduates—including 36 nurses—to the ranks of North Central alumni. Their determination and commitment to success reminds us how fortunate we are to be part of their journey.

Looking ahead to 2022 and beyond...

The National Student Clearinghouse Research Center reports that undergraduate enrollment fell by 3.1%, or nearly a half-million students, across all sectors of higher education last year. Community colleges saw a decline of 3.4% in enrollment compared to Fall 2021, due in part to a strong job market diverting prospective students. While the decline is less steep than the year prior (a 21% decrease from Fall 2019 to Fall 2020), it highlights the need for colleges and universities to reposition themselves in a post-pandemic world.

North Central is responding to a structural shift in higher education, underway for some time but accelerated by the pandemic. Such changes include an increased focus on online programs and skills-based certifications, diversification of credit and noncredit offerings, and a deeper commitment to equity and social justice.

- **Online Programs:** Flexibility and choice in learning modality will be a major trend in higher education for 2022 and beyond. Put simply, students expect convenience, which means having a choice between in-person, online and hybrid courses.
 - North Central was granted approval to offer fully online programs in early 2021 and immediately announced on
 - line degrees in four areas, including two of our most popular transfer degrees, the Associate of Arts and the Associate of General Studies. Initial offerings have been expanded to include degrees in business, communication, criminal justice, early childhood education, psychology, public health, and social work, with numerous others in process. The addition of a full-time Instructional Designer will aid our progress on this front.

State of North Central Michigan College



Continued

- **Skills-Based Learning:** Traditional, credit-bearing credentials will always be valuable, but there will be an increased demand for micro-credentials and skills-based learning as individuals look to leverage their experience in an increasingly competitive job market.
 - Our new Manufacturing and Engineering Technology Lab offers courses to strengthen industry in Northern Michigan and beyond. Micro-certifications are also offered in areas including mechatronics, safety, quality, Lean Manufacturing, mechanical drives, electrical circuits, programmable logic controllers, and robotics. Launching the program through our Corporate and Community Education department is the first step in a plan to build program pathways resulting in degrees that transfer to four-year universities.
 - North Central will offer a Fast-Track Healthcare Bundle program in May, allowing students to earn three in-demand healthcare certifications in less than five months. The program will result in National Healthcareer Association (NHA) certification in the areas of Clinical Medical Assistant, EKG Technician, and Phlebotomy Technician.
- **Diversification of Noncredit Offerings:** Colleges and universities will look to expand their noncredit operations, due in part to increased competition for traditional, degree-seeking students.
 - The college has expanded its noncredit offerings to appeal to an even broader range of learners. North Central's Lifelong Learning Club, run by our Corporate and Community Education department, now boasts 3,828 members who have taken at least once class since the program launched in late 2020. We will continue to grow this arm of the college by adding even more personal enrichment opportunities for our lifelong learners.
- **Deeper Commitment to Equity and Social Justice:** The past two years have seen a cultural reawakening around social justice and equity, making organizations' commitment to these initiatives more important than ever. This is especially true for community colleges, which have a proud history of serving underrepresented populations.
 - North Central faculty and staff are participating in a three-year professional development series with Dr. Paul Hernandez, a well-known sociologist and sought-after consultant whose research focuses on education, social inequality, and diversity. Their goal is to make the North Central experience more equitable and inclusive for students of all backgrounds. Our Student Services staff and 27 full- and part-time faculty will take the initiative to scale over the next three years, training the rest of the college's team members on best practices.
 - Our Diversity, Equity and Inclusion Committee meets regularly to identify and recommend solutions to possible sources of bias that might disproportionately disadvantage marginalized individuals. Committee members organize events aimed at increasing awareness of social justice issues. In January, we celebrated our inaugural Martin Luther King, Jr. Day essay contest, the first of many DEI events.

Each of these initiatives will result in positive, necessary steps forward, and the degree to which institutions respond will affect their success in 2022 and beyond. North Central remains focused on its mission to deliver *exceptional, accessible, relevant higher education* for all learners.



Serving schools in Charlevoix, Emmet and Northern Antrim counties

State of Charlevoix-Emmet Intermediate School District

There continue to be many uncertainties in the world of education, but one constant supported by our regional communities is career and technical education, or the skilled trades. It is an area where Char-Em ISD continues to grow and provide exceptional opportunities to our region's students, from kindergarten through 12th grade.

Char-Em Career Tech begins with fun experiences for our littlest learners, with hands-on activities like touring vehicles that are tied to certain careers, such as ambulances and police cars. In grades 2-8, students can participate in our [Career Academy for Kids](#) (CA4K) summer camp, which offers a dozen classes in a range of areas, from flying drones to photography, public safety to cooking. While students are busy having fun, they might not realize that their career interests could be piqued during one of these sessions! 8th-11th graders can participate in the Welding Academy or one of our Construction Trades camps, also offered in the summer and an excellent opportunity to get hands-on experience in these high-demand career fields.

A newly developed interactive [Career Staircase, Step up to Success](#), provides resources and steps for families and students to take together to prepare for life after high school graduation through all grades.

Char-Em's Career Tech department is consistently recognized at the state level for the unique programming developed and carried out region-wide for our students. Recently, the department was recognized for its "Construction Trades Continuum" and its innovative [Career Tech to Careers](#) signing events that recognize students who enter the workforce after graduation based in part on their success in CTE courses in high school.

In the past two years, Char-Em has introduced four new CTE programs in our district, bringing the total to 47 in our 11 partner districts. New programs in Pellston are the PowerSports Technology and Public Safety classes; in Harbor Springs, the Unmanned Aerial Technology and Audio Engineering and Video Editing programs are enrolling students interested in these emerging career pathways. [Learn about them all online.](#)

In addition, be on the lookout for a new "Street STEM" (Science, Technology, Engineering, Math) traveling trailer that will be visiting all K-8 classrooms in the 11 public school districts and charter schools in the ISD! Students will meet "Eureka" and be exposed to many new technologies and hands-on experiences in these growing career areas.



Continued

Because of Char-Em ISD's 1,000+ square-mile size, there is not one large CTE center for the region, as is typical in other areas. Instead, Char-Em offers 47 programs spread throughout local high schools that are accessible to all students in all districts. By design, this allows local communities the ability to provide programs that are essential for their economies. Petoskey High School continues to offer programs in Agriscience and Natural Resources, Automotive, Business Administration, Construction Technology, Culinary Arts, Drafting, Health Occupations, and Marketing.

Collectively, Char-Em has more than 2,000 students attending at least one CTE course prior to graduation. At about 80% of high schoolers, it is one of the highest concentrations of CTE students in the state.

Career and Technical Education in Char-Em ISD is supported by a millage that is up for renewal every 4 years; the next renewal request is in May 2022. The millage generates about \$4.5 million for these invaluable hands-on, skilled-trades programs.

Through the continued generosity of our local voters for the past 26 years, Char-Em and our local school district partners have been able to provide support to not only the 47 CTE programs, but also career counseling, career exploration, technology (including connectivity), and program supplies and equipment. Throughout the school year, CTE staff take high school students around to regional colleges, trade schools and businesses to generate excitement for post-secondary planning.

Thanks to creative and meaningful relationships with business and industry leaders around the Petoskey area, our students are being prepared for real-world, meaningful careers post-high school.

Please visit Char-Em's YouTube channel and Facebook page to watch the newest CTE videos highlighting each program in our series, "CTE in 90 seconds!"

Jeff Crouse,
Superintendent, Char-Em Intermediate School District

State of Land Conservation & Environmental Education

Little Traverse Conservancy

By Anne Fleming, Director of Community Outreach & Communications



photo caption: In 2021, a 1,766-acre privately-owned property along the Maple River was permanently protected with a conservation easement held by Little Traverse Conservancy.

Protecting the North Country We All Love

Throughout 2021, thousands of individuals, families, and businesses took direct action toward protecting our beautiful lands and waters by supporting the work of the Little Traverse Conservancy in a big way.

"In 2021, more people than in any other single prior year of the organization's existence stepped up to conserve specific land or to financially support our efforts to protect and care for the land and trails," said the Conservancy's Executive Director Kieran Fleming. "We know that this organization's success is a direct reflection of our community's desire to make this work happen for the benefit of everyone. Each time a nature preserve or a trail is created, a new place opens up for public recreation, refuge, and solace."

Last year, the organization completed 26 land protection projects which included 3,670 acres. This includes 12 new nature preserves as well as additions to five nature preserves. It also includes three new working forest reserves and six privately-owned properties that are now permanently protected with a legal agreement called a conservation easement.

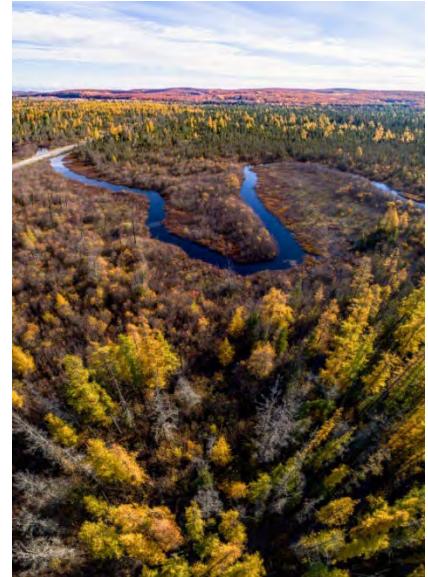
In addition to newly-protected lands, Conservancy volunteers, seasonal technicians, and staff cared for the thousands of acres of nature preserves and working forest reserves throughout the five-county service area. Based on trail camera data, it is estimated that more than 85,000 individual visits were made to LTC properties throughout the year. With the hire of a new Conservation Specialist, the amount of time dedicated to ecological monitoring and habitat management projects also increased. A few land stewardship highlights from the year include the following:

1. 13,462 trees were planted and 15 areas of invasive species were treated;
2. 6,803 feet of new trail were created with 94 trail miles maintained in total;
3. 32 miles of trails were mowed and 8 miles of trails were groomed in the winter; and
4. 160 people documented 900 plant and animal species on a preserve or reserve.

Also in 2021, the Conservancy's environmental education program continued to expand integrative class participation through their Forest School Program which now includes Alanson Public Schools, Mackinaw City Public Schools, Lake Superior Academy (Sault), and Three Lakes Academy (Curtis). Monthly programs were also held with the Friendship Center of Petoskey offering adult environmental education opportunities that included snowshoeing, hiking, kayaking, vernal pool monitoring, and birding.

As the Little Traverse Conservancy enters its 50th year, we thank everyone who joins these efforts to protect this amazing North Country that we all love. And we encourage you to challenge yourself to visit some new trails this year. Free nature preserve maps are available at the Conservancy office at 3264 Powell Road Harbor Springs or online at www.landtrust.org.

Individuals, families, and businesses make annual donations to ensure that land is protected throughout northern Michigan for generations to come. LTC receives no government funding for its operations. In addition to offering voluntary land protection options, we reach thousands of children with environmental education programs each year. Nearly 100 miles of trails are available on dozens of the more than 350 preserves and reserves. www.landtrust.org or 231.347.0991.



State of Emmet County Recycling

Andi Tolzdorf, Executive Director



Emmet County DPW accomplished some significant milestones in 2021, despite ongoing challenges.

Strong Recycling Markets

2021 brought the recycling industry market trends that have not been seen since 2017.

Most manufacturers can't use recyclables that are contaminated with liquids or other materials. Because our dual-stream system and excellent sorting produce "clean" recyclables, we can serve Michigan companies that other recyclers can't. This allows us to send 95% of the materials that we collect to Michigan businesses.



In 2020, Emmet County DPW had over \$572,000 in revenues from sales of recyclables. In 2021, that number skyrocketed to well over \$1,000,000! Cardboard values were a huge part of these great numbers. We brought in \$379,000 in cardboard alone.

Image: bales of cardboard processed by DPW staff and ready to be shipped.

New County Staff

To combat labor shortages and meet increased demands at the Pleasantview Drop-off Center, Emmet County DPW created six new county positions. These positions are full time with benefits, funded fully by recycling and transfer station revenues.

Seven new staff become county employees as DPW transitioned from reliance on temporary to county employees. All employees whether temporary, seasonal or new were referred by current DPW employees. As temporary employees were difficult to find, it was necessary that we find a more consistent staffing plan for our recycle processing. As the transfer station numbers continue to rise, it was time to hire another attendant. And spring of 2020, we had a curbside driver vacancy, which was quickly filled. We would like to welcome the new staff who are all listed below.

New- Recycle Processors-

Kelsey Boda (February 2021)
Justin Pethers-Clear (June 2021)
Adam Morey (June 2021)
Eric Franklin (July 2021)
Molly Zoerhof (July 2021)
John Delis (July 2021)



New- Transfer Station Attendant-

Russ Schwartz (July 2021)

Curbside Driver-

Lauri Robinson (June 2021)

All DPW staff is pictured above.

State of Emmet County Recycling

Continued



Finding a Home for Wood Waste

Yard waste is permitted from landfills in Michigan. As a result of this, Emmet County DPW operates a compost facility which accepts yard waste, food waste and brush. On July 18, 2020, a storm caused extensive damage throughout northern Michigan. Much of the storm debris was brought to our facility and before we knew it, we have 11,000 cubic yards of brush. We estimated to grind that amount would be in excess of \$60,000. Instead, with a lot of relationship building by Lindsey Walker, we were able to find a company to come grind AND haul away the woodchips. Selling that volume of woodchips for landscaping purposes would be nearly impossible, so we were able to do the next best thing and the wood waste went to the CMS Energy Biomass Plant in Grayling.

In addition to wood waste, we also hit a huge milestone in our Commercial Food Scraps Collection Program- **We reached 2.75 million pounds of food diverted from the landfill since the program began in 2016.**



Wendy Fought, Josh Brubacher and Lindsey Walker standing in front of Mt. Brushmore.

Through a grant from the State of Michigan and The Recycling Partnership, we were able to accomplish educational projects that we have been dreaming of for years. The campaign was focused on educating the public on what is truly recyclable. It was called “Other Plastics Don’t Belong.” Some of our deliverables for this grant were:

- Website overhaul (emmetrecycling.org)
- A new recycling guide
- Multifamily educational pieces, including tote bags
- An audit of our incoming recyclables
- 2 rounds of postcards to all residents
- Social media ads
- A virtual tour of our processing facility video
- Newly painted bins with new labels
- New graphics for our educational materials
- Trail cameras for surveillance at drop sites
- Signs for drop sites
- Refrigerator magnet
- Recycling game on our website (2021 only)
- Quick Start Guide



Image: recycling staff and volunteers during our recycling audit

STATE OF NEED

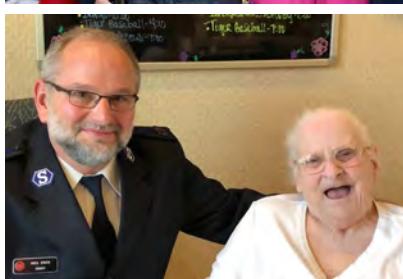
THE SALVATION ARMY OF PETOSKEY— MEETING HUMAN NEEDS IN HIS NAME

2020 brought the pandemic and the need to adapt priority services to ensure The Salvation Army of Petoskey could continue meeting the needs of those they serve until things could “return to normal” in 2021. By 2021 it became apparent that there isn’t a quick end in sight and The Salvation Army began tailoring their programs and services for a more permanent change by balancing much needed human interaction with appropriate safety protocols.

Philanthropically, 2020 brought a tremendous outpouring of sympathy and record breaking support due to the pandemic; however, over-all giving was down \$35,000 in 2021. Unfortunately, the peak of the pandemic fallout has not yet been reached as the amount of Financial Aid has nearly doubled from a prior pandemic average of \$336,000 to \$650,000 in 2021.

The Salvation Army is incredibly blessed to live in such a compassionate and generous community and truly appreciates those who donate financially and those who give their time to help care for neighbors in need. Thank you!

OVERVIEW OF NEEDS PROVIDED IN 2021



Feeding The Hungry

Pantry: provided food for 2100 households which fed over 5800 neighbors

Groceries: distributed additional \$12,000 in groceries per month

Warm Prepared Meals: distributed 17,000 + mostly via delivery to seniors, mobility impaired, shelters and sober-living facilities

Hope For Families

Pathway of Hope: (helps families break the cycle of poverty and improve their quality of life through intensive case management, wrap-around services, referrals to partner agencies and financial assistance): Graduated 6 families, Enrolled 4 more families, In process of enrolling another family

Bible Adventure Corps (a safe place for children to go daily after school): provided 22 enrolled children with scholarships for the 2021-2022 school year

Spreading Holiday Cheer

Toys: distributed over 7700 toys to local children

Holiday Food Vouchers: supplied \$19,000 in vouchers to Oleson's Food Stores to qualifying households

Senior Fellowship: distributed 705 gift bags to adult foster care homes, assisted living facilities, nursing homes and senior housing complexes.

Meeting Needs Year Round

Family Thrift Store: Provided over 3,300 clothing, furniture and household items

Emergency Financial Assistance Program: provided more than \$650,000 in financial aid for individuals and families who were experiencing a financial emergency to providers of heat, rent, electricity, auto repair and much more

The Salvation Army, an international movement, is an evangelical part of the Universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination. To donate or to learn more about The Salvation Army of Petoskey's programs or services, please visit www.SAPetoskey.org.

State of Women's Resource Center of Northern Michigan

Gail Kloss, Executive Director



Since 1977, Women's Resource Center of Northern Michigan (WRCNM) has remained committed to the equality, justice and well-being of women. Although the pandemic created additional challenges, WRCNM continues to support the health and safety of survivors as they manage their own healing journey, their children's well-being, household schedules/finances, gaining/maintaining employment, navigating systems and dealing with the physical and emotional trauma of abuse and assault.

Last year, hundreds of people found support via WRCNM's **Domestic Abuse and Sexual Assault Program, Children's Advocacy Center and Counseling Services** on their journey of hope and healing. Survivors utilized the 24-hour help and information line, Safe Home, advocacy and therapy programs (individually and in support groups during in-person/virtual meetings with WRCNM Advocates and Therapists) and Transitional Supportive Housing (to begin to live securely on their own).

WRCNM's **Educational and Employment Services** (EES) assisted individuals with college admissions, financial aid/assistance, academic/GED advising, resume development, job search support, job/interview clothing, resources/referrals and scholarships totalling \$65,620. The program also provided support to children displaced due to domestic abuse, enabling them to participate in extracurricular activities that would otherwise be unaffordable.

Children's Learning Center (CLC) and **WRCNM Preschool** remained open during the 20-21 school year providing support to families. CLC maintained a 5-star rating through Great Start to Quality. Through the Great Start Collaborative, \$5,939 in childcare assistance was provided to families. CLC was awarded a \$26,500 grant from the Child Care Relief Fund to support operational costs and tuition reimbursements for enrolled families. **Community Playgroups** continued to connect and engage with families via weekly virtual story time, a private Facebook group and a Playgroup Text Club offering resources and parenting tips. Playgroup partnered with other local groups to offer family activity bags, a diaper program, drive-thru baby showers, book bags and a 'Talking is Teaching' campaign for new parents.

WRCNM's **Violence Prevention Program** continued to work with schools, the community college, businesses and organizations on ways to prevent violence before it happens. Staff participated in speaking engagements, held virtual film screenings/panel discussions and men's group roundtables to build awareness and engage community members.

Gold Mine Resale Shops continued to offer quality, affordable goods for the community throughout the pandemic. Since Gold Mine store proceeds account for 25-30% of the agency's income, ongoing donations of furniture and goods from community members are essential to support critical WRCNM services. In addition to funding these vital services, the stores provided nearly \$3,000 in store vouchers for those facing challenging situations this year.

Women's Resource Center of Northern Michigan was here to help 24/7. During the past year:

346 women experiencing domestic abuse reached out for WRCNM supportive services

145 survivors reached out for sexual assault services (130 women, 15 men)

767 individuals reached out via the 24-hour help and information line

1,630 nights of safe housing provided to women and their family members at the Safe Home

16,661 nights of Transitional Supportive Housing were provided to survivors and their family members

150 individuals were supported with college, job training, advising and career search assistance

\$65,620 in educational scholarships facilitated on behalf of EES program participants; 20 graduated in spring 2021

90 children and their families utilized Children's Advocacy services

229 individuals reached out for counseling services with Master's level therapists on their healing journey

100% of those utilizing counseling and advocacy services reported feeling more *hopeful*



Looking forward to 2022 and beyond, WRCNM will continue providing specialized services to adult and child survivors of abuse and assault; meeting them where they are and walking with them on their journey of healing, hope and empowerment. WRCNM's myriad services, helping community members flourish, grow and thrive will continue in the 5-county service area of Antrim, Charlevoix, Cheboygan, Emmet and Otsego counties. *WRCNM is here to help.*

STATE OF THE LITTLE TRAVERSE BAY HUMANE SOCIETY

Danielle Blasko, Executive Director



Little Traverse Bay Humane Society had an amazing year in 2021. The organization rescued 520 animals in total, surpassing the number of dogs and cats we took in in 2020. It was our best fundraising year to date, raising essential lifesaving funds to provide nutritious food, warm shelter, and medical care to every animal.

This year has already been full of activity as we recently assisted in the seizure and placement of 164 dogs rescued from a horrendous overbreeding situation in Grand Traverse County. We took in 44 of these dogs and provided them with everything needed before going into their forever homes including extensive medical treatment. We are happy to report that 42 of the 44 dogs have found loving homes.

We'll continue to increase our capacity to save lives this year with the implementation of an intake facility on our campus. This will allow us to take in more animals from at-risk situations and help place them in new homes. This summer, we'll also open the doors to our new daycare center which will increase the quality of daycare services to our clients.

We hope to save even more lives in 2022 and have another great year rescuing animals in need! We are thankful for the support of our generous community and donors for helping us achieve this.

Jessica Evans

Communication and Marketing Coordinator
Little Traverse Bay Humane Society

231-622-6357

www.ltbhs.com





Northwest Michigan
Habitat
for Humanity®

Northwest Michigan Habitat for Humanity thanks the community for its support and sets aggressive building goals for the future

Safe, decent, and affordable housing is the foundation for building stronger futures for families, our community, and our local economy. Unfortunately, the need for affordable housing in our area is a well-known and complex issue that is only getting worse. For many reasons, including drastically increasing construction and land costs, the need continues to far outpace the housing market's ability to respond.

In an effort to combat the growing housing issues facing our community, NM Habitat in Petoskey launched a new housing initiative in 2020 utilizing modular style homes. This has allowed our affiliate to increase our building capacity and build more homes per year while maintaining our safety and energy efficiency standards. This new initiative allowed our affiliate to complete and sell five homes in 2021, and maintain the affordability of these homes even as construction costs skyrocketed.

What a Difference a Home Makes!

With average area rent payments exceeding \$1,200 per month, much of a renter's household income is tied up in housing costs. That is, if they are able to find a vacant apartment. This is forcing our workforce to leave the area. For less than the cost of rent, Program Partners own their home and build equity. Having an affordable mortgage allows households to focus on building their savings, bettering their health and lifestyle, and advancing their careers or education. In the last two years alone, our affiliate has sold homes to partners who work in healthcare, construction, education, manufacturing, and hospitality. These families are integral to our workforce and our economy, and now have a solid foundation from which they can work towards their next goal.

Looking Ahead

As we move forward, utilizing modular style housing will allow our organization to continue to grow. We currently have three home builds underway throughout Emmet and Charlevoix counties, and we will break ground on an additional 12 homes this year in Alanson. These homes represent the beginning of the largest housing development in our organization's 30-year history. The Foundations for Our Future campaign will boldly respond to the housing crisis by raising the capital needed to construct 42 homes in our communities by 2025. By building and selling these homes we will replenish the funds we need to reinvest into our housing programs, creating a sustainable way for our organization to permanently increase our building capacity through 2025 and beyond.

We are currently accepting applications for our Homeownership Program, and interested applicants are encouraged to apply! We are also accepting applications for our Repair Program, which provides a no-to-low interest loan to homeowners so they can get large scale repairs done at an affordable price. For more information visit our website, and follow us on Facebook!

Northwest Michigan Habitat for Humanity - 1840 M-119, Unit 1, Petoskey MI 49770 - 231-348-6926 - www.northwestmihabitat.org

Each Habitat Household...

- Purchases their home at the appraised value with an affordable mortgage and potential down payment assistance grants
- Receives homeownership and financial education services
- Generates property tax revenue that supports our schools, fire, EMS, police services, and our parks, etc.
- Invests in the local economy by shopping and obtaining services close to home
- Supports local employers by providing a pool of skilled people to choose from
- Preserves long-term housing affordability by agreeing to giving NM Habitat the first option to repurchase the home if they ever choose to sell



Left: The Coonrod Family cuts the ribbon to their front door during their Home Dedication in Oden in Summer of 2021
Right: The Thomas Family in their new home, built in partnership with the Pellston High School Trade Students.

