

OUR MISSION:

*To Celebrate
AND*

**PROMOTE CHERRIES,
COMMUNITY INVOLVEMENT**

AND THE

Grand Traverse Region



250 E. FRONT ST., STE. 301
TRAVERSE CITY, MI 49684

CHERRYFESTIVAL.ORG



SOCIAL MEDIA STATS



1.8+ Million Website Views



67,147 Page Likes



6,716 Followers



7,877 Followers



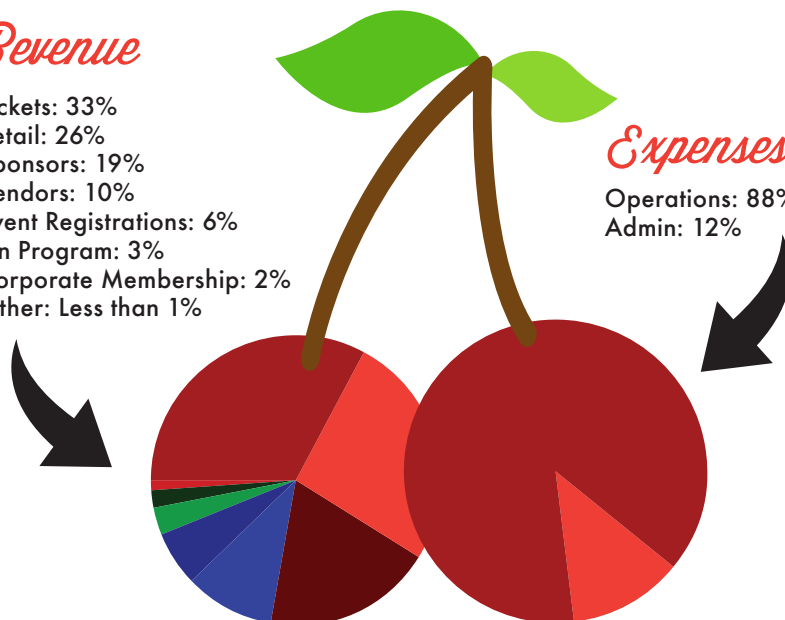
35,746 Subscribers

Revenue

Tickets: 33%
Retail: 26%
Sponsors: 19%
Vendors: 10%
Event Registrations: 6%
Pin Program: 3%
Corporate Membership: 2%
Other: Less than 1%

Expenses

Operations: 88%
Admin: 12%



2.25 TONS



Cherry Festival waste was composted

69,240 LBS.

RECYCLED BY AMERICAN WASTE



92.5% OF WASTE DIVERTED FROM LANDFILLS



120

Free Events



Nearly

20,000 LBS.

of fresh cherries sold



OVER 100

DIFFERENT TYPES OF

\$\$ Cherry Products \$\$

SOLD EACH YEAR!



OVER

2,000

VOLUNTEERS



AND OVER

45,000

HOURS VOLUNTEERED

\$15,500



in Awarded Scholarships

\$47,325



GIVEN AWAY AS DONATIONS



\$62,825

TOTAL GIVEN AWAY IN

Donations & Scholarships

★ ★ ★ VISIT CHERRYFESTIVAL.ORG ★ ★ ★