

Parades ★ Air Shows ★ Concerts ★ Races ★ Food ★ Rides ★ Fun for the Family



2015 *Community Report*

OVER 150 EVENTS

& most are free family fun!

2,100 VOLUNTEERS

We couldn't do it without them!

INFINITE MEMORIES

*Have a magical moment
with us next year!*

WWW. CHERRYFESTIVAL.ORG

★ ★ ★ Oh, and as always, there will be cherries! ★ ★ ★



A Letter From Trevor

Any year when we can celebrate the agricultural heritage of Northern Michigan is a good year. And 2015 was no exception. Thousands of community members came together to plan, produce, and celebrate the National Cherry Festival. They worked to “preserve the tradition” passed down for generations. Thank you to everyone who had a hand in making 2015 so successful.

The 2015 Community Report is an opportunity for all of us to reflect on our collective Festival experience. The Report showcases highlights from the 2015 Festival including the return of the U.S. Air Force Thunderbirds after a 25-year hiatus, more than 45,000 hours of volunteer support, donations and scholarships exceeding \$50,000 and much more. Further, the following pages deliver findings from a festival-goer survey conducted by Grand Valley State University and insights from a community “Listening Tour” conducted in Traverse City this fall.

This summer will mark 90 years of celebrating our coveted fruit, the cherry. Despite having the bar set high, I am confident that the 2016 Festival will exceed the successes of 2015. This year we will welcome back the U.S. Navy Blue Angels for three magnificent demonstrations over West Grand Traverse Bay including a special 4th of July appearance. Also returning after nearly a decade is the Heritage Parade: A Tuesday night tradition cherished by locals for its connection to our agricultural roots.

The good the Festival has done and the good it has yet to do is all thanks to the generosity of the people in the Grand Traverse region – it’s all thanks to you! Thank you for being such a vibrant and caring community.

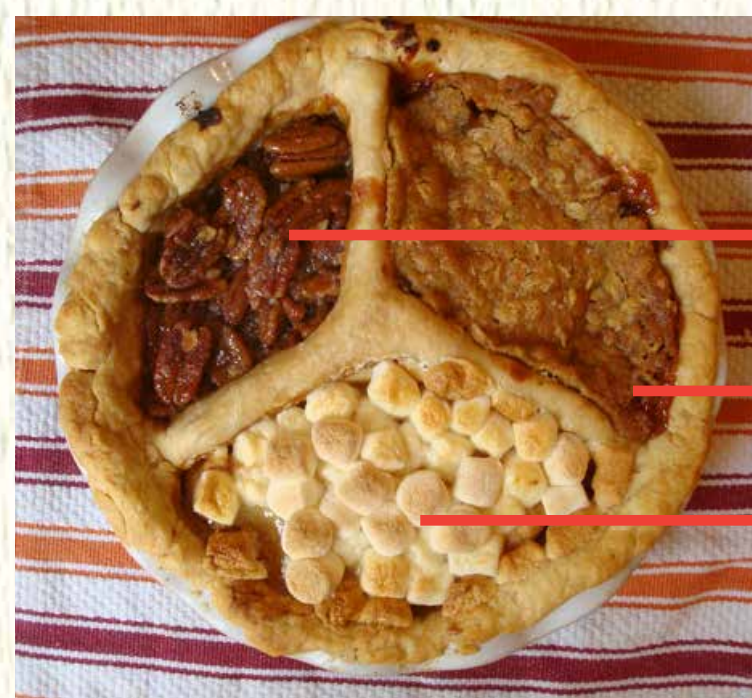
Trevor Tkach
EXECUTIVE DIRECTOR



Motto: Generations of Fun

THE MISSION OF THE NATIONAL CHERRY FESTIVAL IS TO CELEBRATE AND PROMOTE CHERRIES, COMMUNITY INVOLVEMENT, AND THE GRAND TRAVERSE REGION.

At the National Cherry Festival, we take the celebration of cherries very seriously. It isn’t just because of their health benefits and overall tasty nature. This super fruit fuels more than our people. It powers our local economy in Traverse City, MI. Our festival is a celebration of farmers, laborers, neighbors and anyone that comes together because of cherries. We’re proud to include you in our cherry community.



We Endeavor to Be...

A National Festival that’s Personal & Local

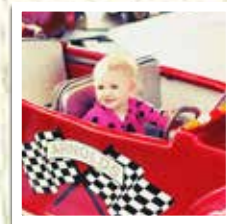
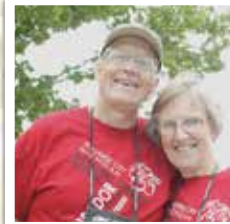
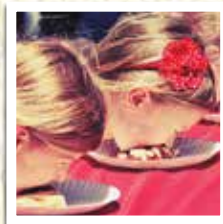
Prepared for a Rainy Day

Volunteer City, USA



Grand Valley State University Research on The National Cherry Festival

The National Cherry Festival (NCF) conducted a two year study to learn more about the NCF General Visitor (GV) and their experience at the NCF and in Traverse City. In 2014, benchmark data was received regarding their experience. Data gathered in 2015 further evaluated the reliability of 2014 findings, the consistency in the delivery of the visitor experience, and the impact of operational changes made by NCF from 2014 to 2015.



RESEARCH OBJECTIVES: Specifically, at the end of the 2015 study, NCF would learn...

1. A demographic and geographic profile of visitors.
2. Visitor travel behaviors.
3. The importance placed on visitor attributes/experience.
4. The satisfaction placed on visitor experiences.
5. The differences between local and out of town visitors.
6. Visitor spending patterns at the NCF and in TC during the festival.
7. The differences between first time and returning visitors.
8. Existing differences between types of visitors and festival satisfaction.
(age, gender, length of visit, family status, etc.)



METHODOLOGY

In both 2014 and 2015, the sample population included emails generated each day at the festival gathered through research volunteers greeting guests, and asking for an email address to forward a survey link via Survey Monkey to them. In 2015, an incentive of a NCF water bottle was given for each individual participating. Email addresses were transferred to an Excel document from the hand written emails provided. Each individual wrote his/her own email address, indicating their voluntary participation in the survey research. Subsequently, email addresses obtained from the Festival of Races, Bayside Concert Series, and NCF Ambassadors were also asked about their festival experience. Each was emailed a letter from Trevor Tkach with a link to a corresponding Survey Monkey questionnaire on two occasions. They were emailed the first request approximately one week after the festival experience, and the second request to non-respondents was sent approximately another week after the first request. Respondents were asked questions regarding their festival experience, travel behaviors, and demographic/geographic background, and if applicable, about their own festival experience (as a visitor).

SURVEY RESULTS ARE IN!

94%

OVERALL
SATISFACTION
WITH THE FESTIVAL

95%

WOULD
RECOMMEND
THE NATIONAL
CHERRY FESTIVAL

85%

VISITED
DOWNTOWN
BUSINESSES!

A+

THE NATIONAL
CHERRY FESTIVAL
POSITIVELY
IMPACTED
VISITOR'S
EXPERIENCE:

When asked "what type of influence did the NCF have on your perception of the Traverse City area", respondents indicated a positive increase of 11% over 2014 findings. More specifically, 85% of respondents indicated that their visit to NCF positively influenced or somewhat positively influenced their perception of the TC area.



CONCERT ATTENDEES SPENT MORE IN TC

MONEY ON THE MIND

In general, those who attended concerts also spent more money on lodging, meals, shopping and transportation outside of the Festival grounds.

\$ ECONOMIC IMPACT \$

TOP 4 WAYS VISITORS SPEND MONEY IN TRAVERSE CITY OUTSIDE OF NCF

1

LODGING

2

MEALS

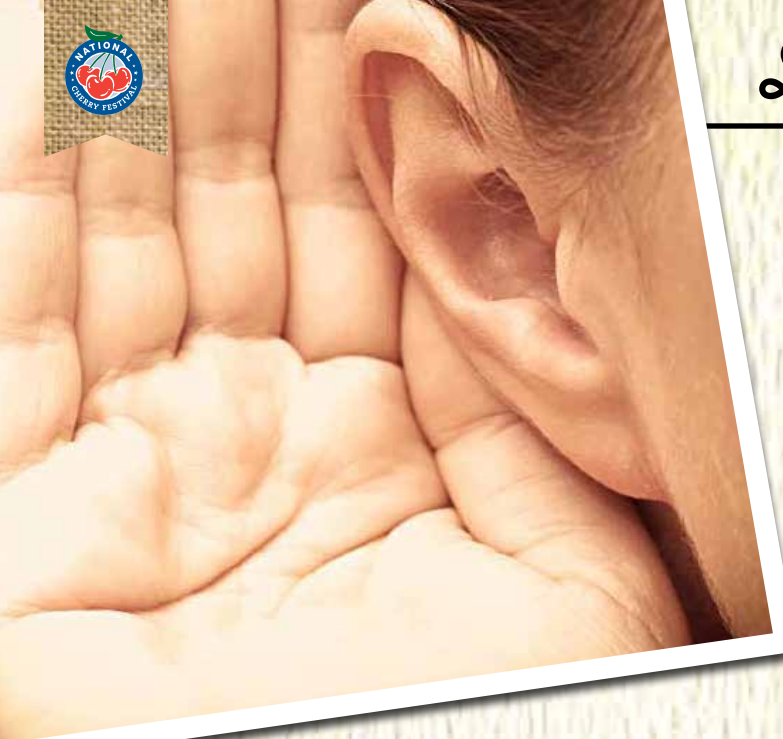
3

RETAIL

4

TRANSPORT





Listening Tour Results

After the 2015 celebration, The National Cherry Festival conducted a listening tour to get feedback from the community on how the Festival was received.

Festival officials heard attendees thoughts about how the 89th annual event went and what they'd like to see at the 90-year celebration.

Tour dates were September 16 and September 30 and took place at Central High School and Central Elementary.

Some great discussions were had over various aspects of the Festival, but one topic came up repeatedly and that was to bring back the Heritage Parade.



The GVSU Survey Concludes Locals Want the Heritage Parade

In the open answer section of the Grand Valley State University study subjects shared what traditions festival goers preferred. When local attendees (not out-of-town guests) were asked what traditions to bring back, these were the top-ranked responses:

1. Heritage Parade
2. Air Shows
3. No Changes Needed

Back By Popular Demand: Heritage Parade

YOU ASKED FOR IT AND NOW IT'S BACK FOR THE 90TH CELEBRATION! National Cherry Festival officials announced that the Festival will bring back the popular Heritage Parade this next year. "We heard loud and clear during our fall Listening Tour that folks really want to celebrate the heritage of the region with the return of the Heritage Parade. And now, with the new sponsorship from Consumers Energy we are able to do just that," said Trevor Tkach, Festival Executive Director. The sponsorship by Michigan's largest energy provider will ensure the parade will take place for at least the next three years, through 2018.

2015 National Media Spotlight

The National Cherry Festival is one of the Nation's most 'All American' festivals celebrating Independence Day and paired perfectly with the region's most prized fruit – the Cherry. The weather for the eight-day celebration was outstanding and the U.S. Air Force Thunderbirds made an iconic return to the Cherry Capital of the World after 25 years. In fact, the National Cherry Festival earned **AIR SHOW SITE OF THE YEAR FROM THE U.S. A.F. THUNDERBIRDS**. Crowds were dazzled, the 'eight nights of music' concerts was a home run and the foodie events were wildly popular. Now, we've begun working on a grand celebration filled with cherries and tradition – all part of the 90th National Cherry Festival in 2016.

The National Cherry Festival is attended annually by about a half million people. In 2015 we were able to share our love of cherries with countless folks coming to Traverse City to enjoy the festivities by way of a **NATIONAL PURE MICHIGAN SOCIAL MEDIA** partnership and initiatives and through **DOZENS OF NATIONAL BLOGGERS**. Millions were exposed to the Festival by being included in hundreds of media features, from print to digital; radio to television throughout the Country. **EVERY DAY WITH RACHEL RAY** again featured the Festival and the health benefits associated with cherries. And the Festival was included in **MIDWEST LIVING MAGAZINE'S 'BEST OF THE MIDWEST'**. In addition, the National Cherry Festival was also featured in **PEOPLE MAGAZINE** in two weekly editions this year. One issue featured **MARIO BATALLI** showing some love for the National Cherry Festival.

Top Media Mentions:

Midwest Living

CNN

Fodor's

LIVE IN THE D NEW SHOW NEW TIME!

MICHIGAN RUNNER GIRL IN A STATE OF MOTION

People

PURE MICHIGAN Fitness Series

Wake Up With AL Hosted by Al Roker

Detroit Free Press





Extended Green Team Programming



DTE ENERGY DAY

The Energy Optimization team at DTE educates attendees on what they can do to save energy and save money, including signing up for a Home Energy Consultation. There will be games and prizes for kids of all ages including face painting and balloon animals.

The DTE Energy Foundation is proud to support the environmental initiatives that are helping to make the National Cherry Festival greener as they help bring a comprehensive recycling program to the Festival.



**"Trash is the pits!
Please keep our
city clean!"**

- Super Cherry



Giving Back to the Community

IT'S ALL ABOUT OUR LOCAL IMPACT

Youth, non-profit groups, cleaning and the farming industry are just a few of the ways we gave back directly to our community this year. The National Cherry Festival and the Festival Foundation ended up making over \$50k in donations to charitable groups over the course of the year.

- \$4,805.05 (To Carter's Kids)**
- + \$24,621.95 (To the Community Share Volunteers)**
- + \$6,250 (To Booster Volunteers)**
- + \$1,000 (Ali Ward Memorial Scholarship)**
- + \$12,500 (Queen's Program Scholarship)**
- + \$1,000 (To Boardman River Cleanup)**
- + \$4,000 (To Traverse City Boom Boom Club)**
- + \$1,388 (To the Sara Hardy Farmer's Market)**

\$55,565.00
TOTAL DONATIONS & SCHOLARSHIPS

Innovating While Remembering Our Past

FARMER'S MARKET BRUNCH & FARMER'S MARKET PROMOTION
Taste the Local Difference® sponsored the Farmers Market Brunch which ran during the hours of the Sara Hardy Downtown Farmers Market. Brunch options were made adjacent to the market by Roaming Harvest & Blue Heron— featuring fresh local products directly sourced from the farmers at market as well as the local butcher just steps away, Maxbauer Specialty Meat Market. In addition, the first 100 shoppers at the farmers market recieved a \$5 off voucher good at all farm stands.





Volunteers/Ambassadors

Anita Abbott	Scott Blonshine	Bella Carter	Dorothy DeCoeur	Dorothy Fisher	Rich Haebler	Michael Impellizzeri
Tim Achard	Sheila Blonshine	Dominic Carter	Amede DeCruyd	Lee Fisher	TJ Haggai	Tiffany Ingalls
Stephen Adcock	Kristi Bloom	Isaac Carter	Vicki Deffendall	Sara Fisher	Barb Hall	Karen Inkster
Jane Affholder	John Bloom-Edmonds	Jan Carter	Lori Deffrain	Tabitha Fisher	Sheray Hall	Ashley Insana
Janice Agruda	Megan Bloomfield	JoAnne Carter	Jim DeGraaf	Meghan Flaska	Renee Hamilton	Nicky Irish
Kaitlin Aisthorpe	Franny Bluhm	Joanna Carter	Jim DeGraaf	Betsy Fletcher	Matthew Hamminga	Wendy Irvin
Suzie Akey	Ken Bluhm	Melisa Carter	Sarah DeJonge	Susan Flynn	Tina Hamminga	Ethan Israels
Tiffany Albro	Cliff Ann Blunck	Scott Carter	Chris DeMorone	Harlie Hachman	Leora Izait	Leora Izait
John Aldrich	Jennifer Case	Jennifer Case	Sonya Dolgmann	Kathy Jabara	Kathy Jabara	Deb Jackson
Brooklyn Alexander	Katie Bobrowski	Jennifer Casey	Leah Delahanty	Deb Jackson	Emily Jackson	Jake Jackson
Charntia Alexander	Mike Bobrowski	Donna Castor	Mike Delahanty	Emily Jackson	Jake Jackson	Madonna Jackson
Susan Alexander	Ken Bohn	Dawn Centilli	Dan DeLater	Darcy Hanson	Rosemary Jackson	Candace Jacques
Ayah Alghanem	Jo Bohrer	Bob Cercek	Jo Bohrer	Jeremiah Hanson	Richard Jacques	Richard Jacques
Carly Allen	Rose Bohrer	Leslie Cercek	Fred Bolton	Kate Hanson	Tonya Jaeger	Barbara James
Suzanne Allen	Connie Chamberlain	Chuck Chandler	Chuck Chandler	Bob Hardley	Tracie Hardy	Richard Hardy Jr.
Kristie Altonen	Sarah-Beth Bond	Bill Chaney	Joanne DeMeyere	John Hardy	Olivia Harnack	Christy Jarvis
Janine Alwine	Keith Bonomo	Marie Chantal Dales	Diane Dennis	Tracy Hardy	Sydney Frederick	Nicole Jarvis
Warren Ames	Chuck Boos	Alfred Charleston	Susan Dennis	Alison Fox	Jerome Freels	Kevin Jenkins
Marjorie Ames	Linda Borden	Juanita Charleston	Diane Denoyer	Mike Fox	Chris Derks	Mark Jensen
Ron Ames	Mike Borden	Susan Charleston	Elizabeth Denoyer	Jana Franke	Lynda Freeman	Martin Jeschke
Andrea Anderson	Chris Borschtein	Clara Cherry	Eric Denoyers	Jully Frankeberger	Valerie Freeman	Diane Jaynes
Dan Anderson	Duane Borsvold	Kim Childers	Judy DePodesta	Joy Frawley	Dean Frick	Emily Jaynes
Karen Anderson	Linda Bosscher	Susan Childs	Richard Deskovitz	Bradley Frick	Debra Frick	Debra Zezek
Kimberly Anderson	Ed Bottrell	Beth Chiles	Andy Devantier	Annie Froehlich	Stephanie Hasan	Gary Johnson
Linda Anderson	Sue Anderson	Cheryl Bouman	Carson Bourdo	Noah Froehlich	Steve Haskin	Kelli Johnson
Sue Anderson	Catherine Annelin	Kathleen Antaya	Jen Bourdo	Bill Frost	Al Hatch	Kelley Johnson
Tom Antaya	Susan Antoine	JD Antosiak	Sara Boven	Mary Frost	Meredith Hawes	Mariah Johnson
JD Antosiak	Bette Armour	Jack Armour	Lawrence Boyd	Kaylin Fugate	Ben Hawkins	Camille Johnston
Jack Armour	Jack Armour	Brick Armour	Laura Boydston	Julie G	Jody Hawkins	Darlyn Jones
Connie Armstrong	Judy Arnold	Stacy Arnold	Eileen Asam	Mark G.	Mary Hechathorn	Lisa Jones
Stacy Arnold	Peter Aseritis	Candy Ashley	Alan Ashworth	Teri Hedrich	Bernard Heethuis	Mike Jones
Pat Ashworth	Alan Ashworth	Michael Aubin	Jonathan Aylward	Rory Gabriel	Megan Heethuis	Rachel Jones
Carol B	Jordan Babcock	Connie Baugh	Jerry Coates	Aaron Gage	Susan Heethuis	Robert Jones
Jordan Babcock	Caroline Bagley	Amanda Baker	Jackie Baker	Henri Gage	Thomas Heethuis	Haylee Judge
William Baker	Dianne Baker-Hale	Donald Bakke	Kendra Balderach	Richard Doud	Vicki Heethuis	Chuck Judson
Donald Bakke	Donald Bakke	Coryn Briggs	Kathy Brinks	Tim Heger	Judy Heller	Gary Kable
Kendra Balderach	Dan Baldwin	James Barber JR.	Jane Bard	Terri Helton	Jo Henrichs	Dorothy Kahkonen
Dan Baldwin	James Barber JR.	Jane Bard	Linda Barker	Brandon Hendges	Aaron Hendrick	Dylan Kanitz
Jane Bard	Jim Bard	Linda Barker	Vernon Barker	Stacy Hendrickson	Suzanne Hendry	Devin Kanitz
Linda Barker	Brad Barnes	Michael Barnes	Polly Barnes	Wendy Gauthier	Ann-Marie Hengar	Dan Karlskin
Michael Barnes	Misha Barney	Elizabeth Barnum	David Barr	Bella Gave	Santana Gave	Rebecca Kase
Elizabeth Barnum	Amy Barritt	Beckie Barron	Douglas Barron	Rich Duell	Dennis Gavin	Charissa Kassel
Douglas Barron	Richard Barron	Joe Barst	Mary Bartling	Scott Duell	Skylar Duell	Patrick Kawula
Richard Barron	Theresa Barton	Nicole Basch	Lani Bathie	John Dumala	Kerry Durkin	David Kay
Nicole Basch	Samantha Baum	Nathan Bay	Connor Bebb	Amber Dummer	Chris Gennick	Lauren Kay
Nathan Bay	Katie Becker	Krista Becker	Helen Becker	Joseph Eickenroth	Howard Eisenhart	Pat Kay
Katie Becker	Emily Beckwith	Mike Beckwith	Sam Beckwith	Roger Ehle	Robert Ehrenberger	Courtney Kazim
Sam Beckwith	Maggie Beeler	Adam Beers	Jay Beers	Carrie Eisner	Alanna Eitzen	Brandy Keeney
Adam Beers	Tracy Beers	Allison Beers	Jim Begeman	Kimberly Creamer	Sophia Crellin	Lauren Keeney
Jim Begeman	Katherine Belanger	Timothy Belanger	Todd Belanger	Diane Bell	Lena Bellemore	Rosie Belles
Katherine Belanger	Timothy Belanger	Todd Belanger	Diane Bell	Lena Bellemore	Rosie Belles	Kathryn Benjamin
Timothy Belanger	Todd Belanger	Diane Bell	Lena Bellemore	Rosie Belles	Kathryn Benjamin	Bruce Bennett
Todd Belanger	Diane Bell	Lena Bellemore	Rosie Belles	Kathryn Benjamin	Bruce Bennett	Mandee Bennett
Diane Bell	Lena Bellemore	Rosie Belles	Kathryn Benjamin	Bruce Bennett	Mandee Bennett	Marrisa Bennett
Lena Bellemore	Rosie Belles	Kathryn Benjamin	Bruce Bennett	Mandee Bennett	Marrisa Bennett	Debbie Berg
Rosie Belles	Kathryn Benjamin	Bruce Bennett	Mandee Bennett	Marrisa Bennett	Debbie Berg	Angela Berle
Kathryn Benjamin	Bruce Bennett	Mandee Bennett	Marrisa Bennett	Debbie Berg	Angela Berle	Harry Bertschy
Bruce Bennett	Mandee Bennett	Marrisa Bennett	Debbie Berg	Angela Berle	Harry Bertschy	Ryan Bertschy
Mandee Bennett	Marrisa Bennett	Debbie Berg	Angela Berle	Harry Bertschy	Ryan Bertschy	Stephanie Bertschy
Marrisa Bennett	Debbie Berg	Angela Berle	Harry Bertschy	Ryan Bertschy	Stephanie Bertschy	Dave Bessmer
Debbie Berg	Angela Berle	Harry Bertschy	Ryan Bertschy	Stephanie Bertschy	Dave Bessmer	Marlene Bielas
Angela Berle	Harry Bertschy	Ryan Bertschy	Stephanie Bertschy	Dave Bessmer	Marlene Bielas	Audra Bildeaux
Harry Bertschy	Ryan Bertschy	Stephanie Bertschy	Dave Bessmer	Marlene Bielas	Audra Bildeaux	Lisa Bildeaux
Ryan Bertschy	Stephanie Bertschy	Dave Bessmer	Marlene Bielas	Audra Bildeaux	Lisa Bildeaux	Dan Binder
Stephanie Bertschy	Dave Bessmer	Marlene Bielas	Audra Bildeaux	Lisa Bildeaux	Dan Binder	Sandy Black
Dave Bessmer	Marlene Bielas	Audra Bildeaux	Lisa Bildeaux	Dan Binder	Sandy Black	Steve Black
Marlene Bielas	Audra Bildeaux	Lisa Bildeaux	Dan Binder	Sandy Black	Steve Black	Bill Blaida
Audra Bildeaux	Lisa Bildeaux	Dan Binder	Sandy Black	Steve Black	Bill Blaida	Jennifer Blain
Lisa Bildeaux	Dan Binder	Sandy Black	Steve Black	Bill Blaida	Jennifer Blain	Brian Blain
Dan Binder	Sandy Black	Steve Black	Bill Blaida	Jennifer Blain	Brian Blain	Leslie Blair
Sandy Black	Steve Black	Bill Blaida	Jennifer Blain	Brian Blain	Leslie Blair	Angel Blaker
Steve Black	Bill Blaida	Jennifer Blain	Brian Blain	Leslie Blair	Angel Blaker	Deb Blashill
Bill Blaida	Jennifer Blain	Brian Blain	Leslie Blair	Angel Blaker	Deb Blashill	Rick Blodgett
Jennifer Blain	Brian Blain	Leslie Blair	Angel Blaker	Deb Blashill	Rick Blodgett	Megan Blonshine
Brian Blain	Leslie Blair	Angel Blaker	Deb Blashill	Rick Blodgett	Megan Blonshine	
Leslie Blair	Angel Blaker	Deb Blashill	Rick Blodgett	Megan Blonshine		
Angel Blaker	Deb Blashill	Rick Blodgett	Megan Blonshine			
Deb Blashill	Rick Blodgett	Megan Blonshine				
Rick Blodgett	Megan Blonshine					
Megan Blonshine						



COMING
IN JULY
2016!

U.S.A.F. Thunderbirds Took Flight in 2015

A TRADITION OF AIR SHOWS PARTNERING WITH NORTHWEST MICHIGAN COLLEGE, THE U.S. COASTGUARD & CHERRY CAPITAL AIRPORT

The U.S. Air Force Thunderbirds announced at International Council of Air Shows that the National Cherry Festival was voted and named '2015 Air Show Site Of the Year.' We were delighted to have the U.S.A.F. Thunderbirds perform for us in 2015 and can't wait to welcome back the U.S. Navy Blue Angels for 4 days of entertainment!

Concert Highlights FESTIVAL GOERS ENJOYED 8 NIGHTS OF WORLD CLASS ENTERTAINMENT AT THE BAYSIDE MUSIC STAGE

- + "Weird Al" Yankovic
- + Foghat
- + Charlie Daniels Band & Gloriana
- + Toad the Wet Sprocket & Tonic
- + Joan Jett & the BlackHearts
- + Here Come the Mummies
- + Gunner & the Grizzly Boys with Joe Hertler & the Rainbow Seekers
- + Journey Tribute Band



Come Celebrate Our 90th Festival with Us This July!

Innovating While Remembering Our Past LOCAL MUSIC STAGE IN THE FOOD COURT

In 2015 the National Cherry Festival began the Lunchtime Concert Series with Miriam Pico. Nashville music veteran, bassist Andy Evans, joined forces with singer/songwriter Miriam Pico for a concert full of original songs and new versions of cover tunes we all love.





A Glimpse of Royalty



Chelsea Lajko

QUEEN'S PROGRAM
Chelsea Lajko handed off her crown to Danielle Bott at this year's National Cherry Festival!

OUR NEW QUEEN!



Danielle Bott

PRINCE & PRINCESSES

Landen Welton
Atreya Wilson
BLAIR ELEMENTARY

Jack Warren Verhage
Lily Marie Wittbecker
BUCKLEY ELEMENTARY

Daniel Kotsekon
Emma McNeely
CENTRAL ELEMENTARY

Conner Carlisle
Kaylee Hartung
CHERRY KNOLL ELEMENTARY

Oliver Christensen
Ava Bachmann
CHILDREN'S HOUSE

Brody Metdepenningen
Alexandra Baylon
COURTADE ELEMENTARY

Oliver Dobreff
Emma Dykstra
EASTERN ELEMENTARY

Madeline Mead
FOUNDATION CHRISTIAN ACADEMY

Eli Laskey
Sophie De Puy
GLEN LAKE ELEMENTARY

Porter Stevenson
Emma Kirby
GLENN LOOMIS MONTESSORI

Jackson Alejandro
Sadie Hodges
GRAND TRAVERSE ACADEMY

Luke Hagelstein
Anna Walski
HOLY ANGELS

Gage Allen-Bint
Mya Ensign
INTERLOCHEN ELEMENTARY

Adam Schweitzer
Jesalyn Gates
INTERNATIONAL-BERTHA VOS

Andrew Strang
Allison Treacy
KINGSLEY ELEMENTARY

Jackson Schuab
Serenity Dalzell
LAKE ANN SCHOOL

Jayson Miller
Claire Johns
LAKELAND ELEMENTARY

Gabe Ebersole
Ella Johnson
LONG LAKE ELEMENTARY

Vincent Gallo
Sierra Boilore
MILL CREEK ELEMENTARY

Tyler Thomas
Layla Corbit-Fata
OLD MISSION ELEMENTARY

Nathan Sanford
Rowan Myles
PATHFINDER

Jake Banish
Hattie Doriot
SILVER LAKE ELEMENTARY

Isabelle Pedroza
ST. MARY'S HANNAH ELEMENTARY

Kelvin Kloosterman
Dahlia Van Thomme
SUTTONS BAY ELEMENTARY

Landon Beebe
Denae Hadfield
TRAVERSE CITY CHRISTIAN

Keagan McGuire
Aaliyah Bradford
TRAVERSE HEIGHTS

David Krause
Marin Brayton
TRINITY LUTHERAN

Will Turnquist
Nora Blackport
WESTWOODS ELEMENTARY

Tristan Dunn
Harper Nelson
WILLOW HILL ELEMENTARY

Volunteers/Ambassadors (continued...)

Judy LaCross
Daniel Ladd
Antoinette Ladouce
John LaFave
Lynette LaFave
Kris Lagios
Randy Lagios
Alanna Lahey
James Laisure
Susan Laisure
Cris Lake
Gina Lake
Mike Lake
Karen Lambert
Jim Lamie
Cathy Lancaster
Kim Lancewicz
Christine Landry
Emily Landry
Deb Lannen
Chris Lanning
Dustin Lapres
Sherry Lark
Nancy Larson
Joe Laub
Joey Laub
Amanda Lautner
Matt Lautner
Penny Lautner
Sarah Lautner
Gordon Lawrence
Jessica Lawrence
Marilyn Lawrence
Sarah Lawrence
Todd Lawson
Wesley Lawson
Sue Leach
Cecilia Leake
Annika Leary
Nina Leary
Emily Ledford
Kathy Ledford
Kayla Ledford
Danielle Lee
Diane Lee
Marlene Lehn
Mikayla Lehn
Patty Leibenguth
Sue Lelito
Barb Lemcool
Herb Lemcool
Nick Lemcool
Ron Lemcool
Kendra Lengyel
Gary Lesperance
Nicole Lesperance
Patricia Lewallen
Robert Lewallen
Kate Lewis
Krysle Lewis
Stephanie Mikula
Jillian Miles
Ann Miller
Connor Miller
Gerry Miller
Jessica Miller
Kathie Miller
Kevin Miller
Tommy Miller
Theresa Miller
Suzanne Miller Allen
Danny Miller Jr.
Dave Millross
Kathleen Millross
Marry Millross
Susan Miner
Sue Mitchel
Stephanie Mitchell
Kristin Mocere
Dawn Moehn
Daniel Morley
Michelle Morris
Chad Morrison
Janet Mortenson
Kaysin Mortenson
James Mottern
Samir Moubarak
Amy Mueller
Eric Mueller
Kendall Mulder
Heidi Mull
Chet Mullaney
Kaylee Mullens
Steve Mulliner
Connie Munson
Cynthia Murphy
Tom Sanborn
Larry Murphy
Dick Murray
Shirley Murray
Larry Murton
Ann Musser
Andrew Mustard
Betsy Myers
Courtney Myers
Mike Myers
Ed Nadeau
Jo Nadeau
Bob Naftali
Arysa Narmore
Tim Nash
Lee Natzke

Sam Matthews
Vickie Maurer
Terrylynn Mauro
Rachel Mavis
Sarah Mavis
Kelly Maxwell
Debbie May
Megann Mayfield
Cobie Mayhew
Scott Mayhew
Curt Mc
Linda Mc
Mary McCafferty
Kathy McCarthy
Sue McCarthy
Kathryn McCarthy
Deborah McCall
George McConnell
Marion McConnell
Patricia McCoy
Benjamin McCrumb
Mick McDonald
Sherry Lark
Carolyn McDonald
Colleen McDonald
Lori McFarlan
Kendra McGough
Caitlin McGovern
Daniel McGovern
Sara McGuire
Julia McKean
Heather McKitrick
Dawn McLaughlin
Brenda McLellan
Anne McMorro
Peggy McNew
Heidi McNichols
Tyler McQueer
Kelly McQuillan
Debbie Mcsawby
Gaytha McVay
Jim McWilliams
Genero Medlin
McKenzie Meiner
Meghan Meiner
Barb Melichar
Taryn Melfon
Cindy Melville
Tom Meyle
Silas Ormsbee
Tom Menzel
Michelle Mercer
Robert Merchant
Marie Mercier
Julie Merriner
Spencer Michaels
Denise Michels
Dennis Mikko
Randall Mikolowski
Melissa Mikula
Stephanie Mikula
Jillian Miles
Ann Miller
Connor Miller
Gerry Miller
Jessica Miller
Kathie Miller
Kevin Miller
Tommy Miller
Theresa Miller
Suzanne Miller Allen
Danny Miller Jr.
Dave Millross
Kathleen Millross
Marry Millross
Susan Miner
Sue Mitchel
Stephanie Mitchell
Kristin Mocere
Dawn Moehn
Daniel Morley
Michelle Morris
Chad Morrison
Janet Mortenson
Kaysin Mortenson
James Mottern
Samir Moubarak
Amy Mueller
Eric Mueller
Kendall Mulder
Heidi Mull
Chet Mullaney
Kaylee Mullens
Steve Mulliner
Connie Munson
Cynthia Murphy
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SENIORS ACTIVITIES

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GREAT LAKES FIREWORKS
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HARBOUR AIR
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FESTIVAL OF RACES
FASHION SHOW
GROCERS' PROGRAM

MICHELLE'S MIRACLE
PROMOTIONAL

MI CHERRY COMMITTEE
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The National Cherry Festival is presented to our community with the participation of these fine companies. Their investment ensures the success and overall quality of our event. Please join us in thanking these companies by rewarding them with your patronage.

MIKE'S HARD LEMONADE
BAY SIDE MUSIC SHOW

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BAY SIDE MUSIC SHOW

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MOUNTAIN DEW
TEEN ACTIVITIES

MUNSON HEALTH CARE
FIRST AID PROGRAM

NETLINK BUSINESS SOLUTIONS
BAY SIDE MUSIC SHOW

NMC AVIATION
AIR SHOWS

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OUTBACK
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BAY SIDE MUSIC STAGE
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PERFECT FENCE
OPERATIONS

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PRIORITY HEALTH
CHILDRENS EVENTS
KIDS CLUB

RAVEN'S CHILD
QUEENS PROGRAM

SAM ADAMS BOSTON LAGER
BAY SIDE MUSIC SHOW

SAM'S CLUB
AIR SHOWS
GROCERS' PROGRAM

SCHMUCKAL OIL CO.
AIR SHOWS

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STAR TRUCK RENTALS
OPERATIONS

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HOLE-IN-ONE GOLF CONTEST

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OPERATIONS

TOM'S FOOD MARKETS
SPECIAL KIDS DAY
GROCERS' PROGRAM

TOUCHSTONE ENERGY
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AIR SHOWS

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THE FOX RADIO
CAR SHOW

CLASSIC HITS
BAY SIDE MUSIC SHOW

LITE 96
FASHION SHOW
CHERRIES GRAND BUFFETT

WCCW RADIO
BAY SIDE MUSIC SHOW

WKLT RADIO
BAY SIDE MUSIC SHOWS
BEACH VOLLEYBALL
BLUES, BREWS & BBQ
HERITAGE DAY

WKHQ
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CHERRY IDOL
ENTERTAINMENT STAGE
GREAT AMERICAN PICNIC

WTCM RADIO
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AIR SHOWS

THE BOB
HOLE IN ONE GOLF
BAY SIDE MUSIC SHOW
THE BEAR RADIO
BAY SIDE MUSIC SHOW
FESTIVAL OF RACES

ROCK 105.5
CHERRY PIT SPIT

TV 7&4 AND TV 29&8
BAY SIDE MUSIC STAGE
FASHION SHOW

TV 9&10 NEWS AND FOX 32 TV
GREAT AMERICAN PICNIC
BLUES, BREWS & BBQ
CARTER'S KIDS RUN

Z93
BAY SIDE MUSIC SHOW



FARM TO FESTIVAL FOOD TRUCK

Visitors enjoyed local food at the Festival at the Goodwill food truck, sourced by Cherry Capital Foods. Food prepared at the Farm to Festival Food Truck was sourced from local farms and orchards and earned the Taste the Local Difference stamp of approval.



Corporate Membership

\$2500 FRIEND OF THE AIRSHOW

Brownwood Farms
 Celebrations by Design
 Cherry Capital Foods
 Chevron
 Classic Motor Sports
 Forkardt
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 Boon Street Auto Wash
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 Cherry Central Cooperative, Inc
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 Great Lakes Striping and Sealing
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 Padnos Traverse City
 Restoration Services
 Sugar Beach
 Wheelock & Sons
 Windemuller Electric Inc.

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Americas Carpet Barn
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 Bayshore Resort
 Bortz Health Care
 China Fair
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 Votruba Leather Goods
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 West Bay Exploration Company



Innovating While Remembering Our Past

BIKE RACKS AND BIKE VALET SERVICE

At the 2015 celebration, The National Cherry Festival added a slew of bicycle racks at the front entrance to encourage visitors to bike to the Festival. We also partnered with Norte! Youth Cycling to offer valet services.

Positive Impact of the Festival

A FAMILY THAT RUNS TOGETHER

I have so many great memories of running the Festival of Races -- it has become a family tradition for me, my husband Joe, and our three children. We especially love running the 5K together. -HEATHER JOHNSON DUROCHER



Festival of Races Boosters

Boy Scout Troop 105
 Cystic Fibrosis Foundation
 Kingsley Boys Cross Country
 Kingsley Girls Cross Country
 K-Town Striders
 Presbyterian Church - Deacon Board
 TCAPS - Central HS Choirs
 TCC Boys Downhill Ski Team

TCC Boys Soccer
 TCC Booster/Volleyball
 TCC Girls Cross Country Team
 TCC Girls Downhill Ski Team
 TCCHS Pom
 TCC Lady Trojan Golf Team
 TCC Robotics
 TC North Stars Bantam Hockey Team

TC Presby Youth Ministry
 Traverse City Bike Team
 Traverse City Central HS - NHS
 Trojan XC - Ski Athletics
 VASA Ski Club
 Young Life

Community Share Groups

American Association of University Women
 American Legion-AA Elks
 BrickWays
 Boy Scout Troop 88
 Boy Scout Troop 35
 Civil Air Patrol, TC Composite Squadron
 Department of Health & Human Services
 Disability Network of Northern Michigan
 Elk Rapids National Honor Society
 Grand Traverse House of Prayer
 Grand Traverse Industries

GTACS Band Boosters
 HANDDS to the Rescue
 K-Town Striders
 Life 33 Ministries
 Long Lake 4H Club
 New Hope Community Church
 NMC Phi Theta Kappa
 Norte Youth Cycling
 Northstar 00
 Osceola County Rabbit & Cavy Quiz Bowl
 Schuss Mt. Volunteer Ski Patrol

TC Roller Derby
 The Presbyterian Church of Traverse City
 Traverse Area Steelheaders
 Traverse City Bay Runners
 Traverse City Central Cheer Team
 Traverse City Church of Nazarene
 Traverse City Junior Golf Association
 Traverse City Roller Derby
 Un-Cats Feline Rescue
 United Way of NWMI

Volunteer Teams

9&10 News
 Arbors of Traverse
 Bayview Weslean Church
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 Consumers Energy
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 Full Spectrum Eyecare

GT Probate Court
 GT Regional Foundation
 GT Veterinary Clinic
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 Lake Michigan Credit Union
 Merrill Lynch
 New Hope Church
 Prince of Peace Church
 Prout Financial Design
 Reserection Life Church

Restoration Services of TC
 Safelite Autoglass
 State Savings Bank
 TC Beauty College
 Traverse Area District Library
 Traverse City Tourism
 Traverse City West Middle School
 Tru North Landscaping
 Victor Incentives
 YMCA



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Beers, Jay
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Blaker, Angel
Bohrer, Rose
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O'Hara, Anna
Parker, John
Patmore, Steve
Peters, Dorthy
(Dodo)
Phillips, Jan
Pierce, Mike
Pierce, Sharon
Plamondon, Steve
Prusick, Paula

Reed, Sally
Relyea, Kay
Retelle, Don
Rokos, John
Roswell, Bradley
Roush, Heather
Roush, Derek
Sayler, Angela
Schlimme, Pat
Send, Nita
Smith, Matt
Smith, Trey
Smith, Kacy
Smith, Jack
Smith, Gina
Sofonia, Tammy
Spicer, Gail
Stephens, Beth
Telezinski, Sylvia
Tezak, M.J.
Varga, Anne
Volz, Ryan
Wac, Shirl
Walker, Angie
Walter, Matthew
Watzel, Rick
Whiteford, Becky
Williams, Jim
Wilson, Len
Wolf, Stephanie

Board of Governors

David Barr, President
Mike Borden, Past President
Jamie Callahan, President Elect
Dawn Centilli, Board Member
Jeanine Easterday, City Commissioner
Joe Francis, Board Member
Meredith Hawes, Board Member
Ian Hollands, Finance Officer
Kevin Jaeger, Vice President
Chuck Judson, Legal Council
Bekah Lynch, Board Member
Mike Sinnard, Board Member
Jim Williams, Board Member
Justin Wolf, Board Member
Barb Wunsch, Board Member

Cherry Festival Foundation Board

Allison Beers, Past President
CDR Shad Soldano, Coast Guard
Chuck Judson, Legal Counsel
Colleen Paveglio, Secretary
Ian Hollands, Treasurer
Jim Williams, Cherry Festival Board Member
Joe Francis, Cherry Festival Board Member
Kevin Severt, President
Kim St. Mary, Vice President
Marie-Chantal Dalese, Board Member
Warren Call, Board Member
Suzanne Miller Allen, Board Member
Aaron Mansfield, Board Member

Founders Circle Donors

Allison and Adam Beers
Arnold Amusements, Inc.
Brian and Vicki Howard
Chuck and Sue Judson
Herb and Barb Lemcool
Jim and Linda Williams
Jan Warren
Carl and Wilma Lemcool
Lee and Onlee Torrey
In Honor of Sophia, Ava and Lily
Thomas Menzel
The Tkach Family



Meet Our Farmers

For 50 years, Bob & Janet Underwood have been consumed by red tart cherries. Together they have planted, grown, harvested, processed, manufactured & marketed fruit and fruit products in the Cherry Capital of the World, in Traverse City, Michigan. They bought their first farm (203 acres) in 1963 on Old Mission Peninsula.

Mary and Whitney Lyon of Island View Orchards run the longest continuous running cherry farm on the Old Mission Peninsula. The farm has been owned by the same family since 1878.

Innovating While Remembering Our Past

INCORPORATING CHERRY FARM LEGACY INTO THE OPEN SPACE

In 2015 the National Cherry Festival began incorporating farming and heritage related elements in the open space. This included hand-made signs, new wooden structures around the cherry vendors, stenciled cherry crates and lugs, hand-made cherry flags, bales of hay, a historical tractor, locally-made cherry farmer photo opp and a new barn-style stage with local entertainment.



FUN FACTS!

500,000

ANNUAL ATTENDANCE

Over 500,000
(over 8 days!)

90

FIRST FESTIVAL

Held in 1926
(2016 is our 90th Birthday!)

150

PROGRAM

150 events & activities
(85% are FREE!)



AT THE NATIONAL CHERRY FESTIVAL YOU CAN EXPECT:

tart cherries, cherry pie, cherry wine, cherry juice, cherry soda, cherry beer, dried cherries, cherry pits, cherry butter, cherry candy, cherry smoothies, chocolate covered cherries, cherry pancakes, cherry farm market, cherry pie eating contests, cherry farm tours, cherry foodie events, cherry pit spitting, super cherry and um, a lot of cherry related things.



OPERATION OF FESTIVAL

Minimum of 45,000 volunteer hours
are spent each year.

OVER 45,000 HOURS



MARRIED AT THE FESTIVAL

Phil & Patti Lyon were married on the parade route on July 11, 1992. The float, and idea to marry a couple from the farming community, was carefully crafted by the Williams Brothers.



*Sign Up
for Parades!*

Don't forget to check
our site and sign up
to be in one of our
parades!

*** *Come Celebrate* ***

90 YEARS

*** *of* ***

FREE FAMILY FUN

*** *With Us!* ***

JULY 2ND-9TH, 2016

*** *Learn More at* ***

WWW.CHERRYFESTIVAL.ORG