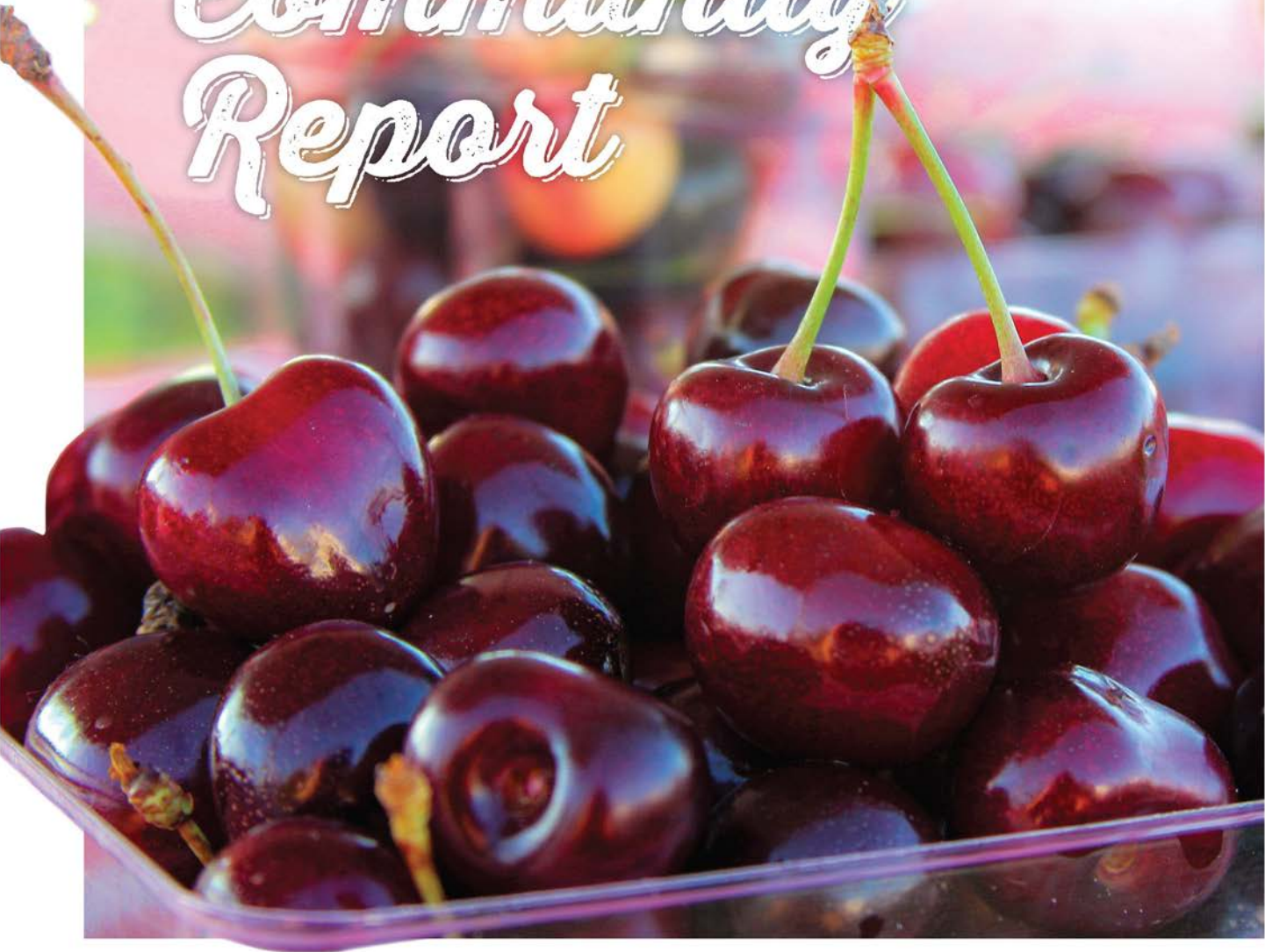


FESTIVAL FOUNDATION

*Community
Report*





Continuing Your Traditions

AIRSHOW RELATED EVENTS GAVE
\$15,000.00
TO AVIATION SCHOLARSHIPS!

A Note From Kat



In reflecting on 2023 and moving into 2024, the words that come to mind are to believe in possibilities. In the last 97 years, the National Cherry Festival has strived to be a beacon of possibilities in the way that we celebrate cherries and champion the Grand Traverse Region. We believe this community deserves all the credit for what it has to offer. Our reflection, not unlike many organizations, presents challenges and opportunities along with successes. As the organization grew, so did the thought that our organization had the potential to provide and create more opportunities and garner greater support for the community that supports us. The Festival Foundation was formed with the commitment of many wonderful people who started thinking beyond the cherry and into what makes the Grand Traverse Region so great. Surrounding the flagship event of the National Cherry Festival, other community staples such as the Leapin' Leprechaun 5K, CherryT Ball Drop, and Iceman Cometh Challenge soon became part of the Festival Foundation. Our family of events and festivities showcase the incredible community we live in, from highlighting and supporting trail systems to displaying a rolling storybook of our community through a parade. As we move into 2024, The Festival Foundation believes in the same possibilities those cherry growers did almost 100 years ago, that the celebration of their favorite fruit could become an economic driver, visitor's destination, community pillar, and most importantly, the Cherry Capital of the World. Now, it is our job to continue believing in this community's traditions by supporting its future through the Festival Foundation.

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Cherry on to 2024!

Kat Paye,
CEO of The Festival Foundation

Our United Mission

Founded by growers in 1926, our mission is to celebrate and promote cherries, community involvement, and the Grand Traverse Region. Preserving your traditions with that cherry on top is the one thing our events have in common. Whether they are the main attraction, the sweet taste of victory at the finish line or the glowing light beginning each new year, supporting our local cherry economy is the heart of what we do.



A Growing Staff to Support Your Traditions



Economic Impact Report

NATIONAL CHERRY FESTIVAL HIGHLIGHTS

- In 2022, the Grand Valley State University conducted an economic impact study and found that the total economic impact of the National Cherry Festival was **33.4 million dollars which supported over 320 local jobs.**
- Over 73% of the annual visitors to the National Cherry Festival visited from outside of Grand Traverse County representing 30 states and 10 countries. **The median age of attendees is 47 with an average household income of \$75,000 or greater.**
- **97% of attendees were somewhat likely or very likely to return to the Traverse City area, with 89% of visitors likely to recommend the National Cherry Festival to friends.**
- Local visitors to the National Cherry Festival made up an estimated 27% of all visitors and contributed over \$7 million in direct spending within the Traverse City Region.
- **In addition, the festival's operational spending (does not include visitor spending) contributes \$3.4 million to the area and supports 18 jobs in the community.**



\$33.4 MILLION

SPENT IN THE AREA BY VISITORS

*Marching Forward While
Growing Our Economic Impact*



Economic Impact Report

ICEMAN HIGHLIGHTS

- In 2022, the Grand Valley State University conducted an economic impact study and found that the total economic impact of the Iceman Cometh Challenge was **6.7 million dollars which supported over 57 local jobs**
- Over 88% of the annual visitors to the Iceman Cometh Challenge visited from outside of Grand Traverse County representing 36 states and 4 countries.
- 50% of Iceman visitors are between the ages of 40-55 with the majority having a **household income of \$100,000 and greater.**
- Over 16,500 visitors were part of the Iceman Cometh Challenge. (This includes the 5,000 riders that participate each year.)

\$6.7 MILLION
SPENT IN THE AREA BY VISITORS



Our Impressive Volunteer Family

We're proud of the culture we've developed within our volunteer community. They are the soul of the festival. In addition to our volunteers, our staff gives countless hours of time to benefit our community, friends and neighbors in the Grand Traverse area.

VOLUNTEER STATS



- Number of Volunteers: 2,700
- Volunteer Hours: 10,500
- Green Team Members: 12 Community Share Teams!



- Number of Volunteers: 330
- Volunteer Hours: 1,320



- Number of Volunteers: 25
- Volunteer Hours: 100



- Number of Volunteers: 62
- Volunteer Hours: 248

Staff Volunteer Opportunities

- Project Feed the Kids
- Toys for Tots
- Downtown Movie Night
- Turkey Trot



"Our family has enjoyed the events of the National Cherry Festival since 1976 when Tracie first moved to the area at age 9. When the opportunity arose some 20 years ago to be a volunteer event director, to step into an open position cooking in the food court, we jumped in with excitement to actually be an active part of this amazing festival. Fast forward to our two daughters growing up in the festival and now, as a family, volunteer as Event and Assistant Event directors providing delicious meals to the acts coming to the Bayside Music Stage and to those holding the VIP tickets at The Deck concert seating. We take our work vacations to volunteer 8+ days for the festival and work very long days serving and showing home town hospitality that keeps people coming back for more. We are proud that our daughters have run to be the National Cherry Queen and will continue to participate in that program as well. The National Cherry Festival is a well run festival and we are happy to call it 'family.'"

***The Hardy Family
(John, Tracie, Jessica & Julia)***

Giving Back to the Community That Gives to Us

OVER \$170,490.09 DONATED

2023 DONATIONS

- Scholarships – \$23,800.00
- Community Share (NCF) – \$30,824.94
- Community Share- Iceman – \$23,050.00
- LL5K Donation – \$5,300.00
- Iceman Donations – \$43,140.00
- NCF Donations – \$19,409.15
- Festival of Race Boosters – \$8,470
- CherryT Ball Drop – \$16,496

\$81,729.15

DONATED BY THE NATIONAL CHERRY FESTIVAL

\$170,490.09

DONATED IN TOTAL TO THE COMMUNITY



A Resource to the Community

WE LOANED OUT EQUIPMENT TO SUPPORT THESE NEIGHBORS AND FRIENDS:

- Toys for Tots
- Farm Land 5K
- MoMitt Endurance
- Trinity Lutheran
- Zombie Run 5K
- Veterans For Peace
- Grand Traverse Distillery
- Pit Spitters
- Ragnar Run
- Grand Traverse Commons
- Grand Traverse County Metro Fire



Continuing Your Trail Biking Traditions

& GETTING YOUTH INTO THE SPORT!

- Our Iceman riders are amazingly generous! They directly donated **\$20,345.23** to cover registrations for the Sno-Cone. This half pint version of the Iceman is the entry for many into their first taste of trail riding.
- The Festival Foundation contributed a large sum in addition to the riders' donations. \$12,000 went to Hagan's Hangout with the remaining amounts distributed to Misca, League of Michigan Bicyclists, NMMBA, Norte and Dirt Dawgs. **We want to support our fellow bikers for many years to come by both improving trails and also encouraging more youngsters into riding.**

\$43,140.00

DONATED TO OUR BIKING COMMUNITY.

1299 REGISTRATIONS DONATED
BY RIDERS FOR THE
SNO-CONE (SINCE 2021)



*Nurturing Adventure,
Confidence & Health in Kids*



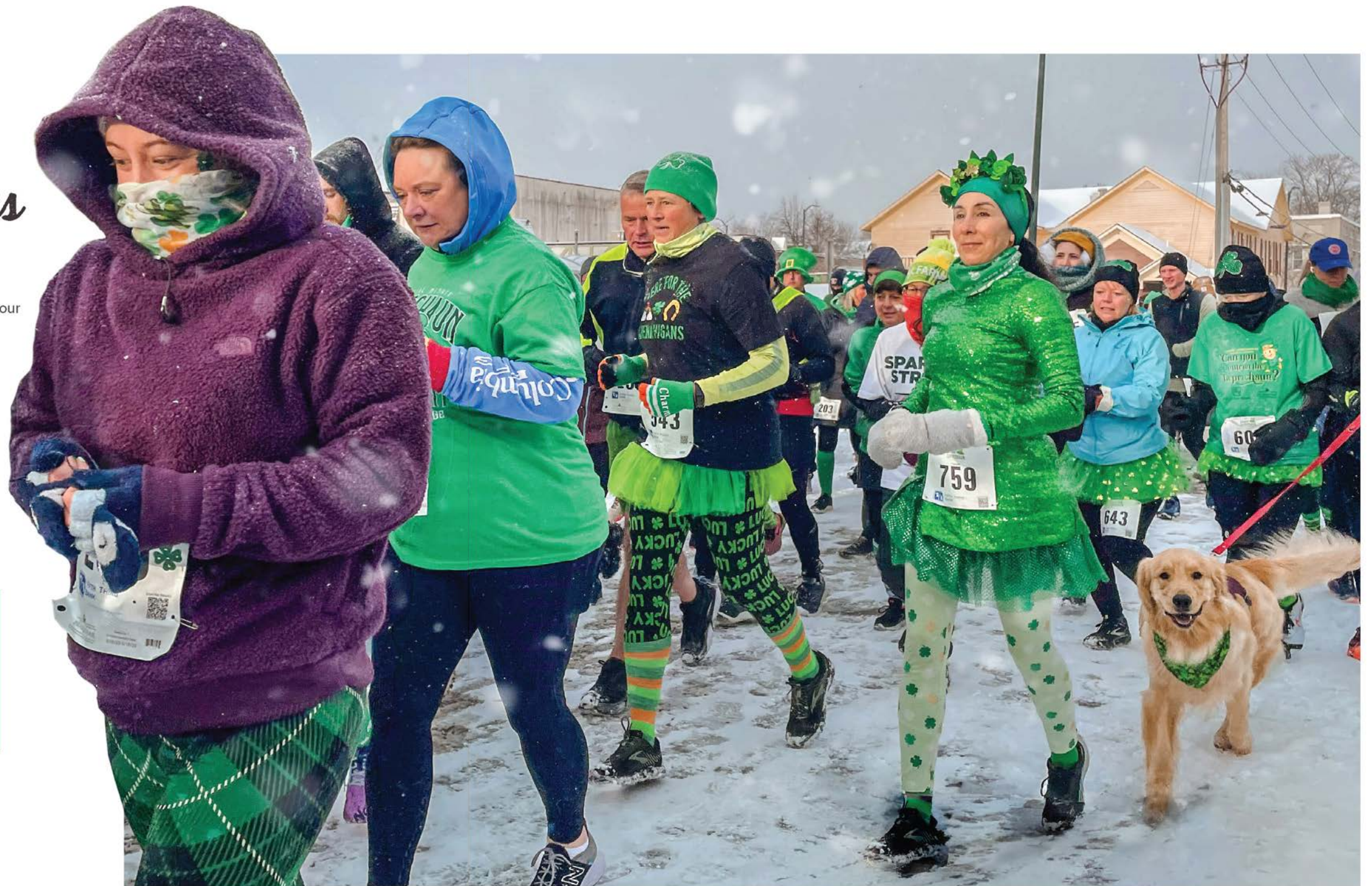
Continuing Your St. Paddy's Running Traditions

WITH A VERY SNOWY FOOT RACE!

- The snowy, blustery morning of the 2023 race did not dissuade our enthusiastic running community from hitting the road with us!
- This year was a new route for runners and hosted at Brady's.
- Proceeds were donated in the amount of \$5,300 to Munson Family Birth and Children's Center
- We hope to continue this healthy kick-off to St. Patrick's Day for many years to come and carry on our tradition of donating proceeds to support children's health.

\$5,300.00

**DONATED TO MUNSON FAMILY BIRTH
AND CHILDREN'S CENTER**



Continuing Your New Year's Eve Traditions

WITH A CHERRY ON TOP!

- Each year, our town gathers together on Front Street to ring the new year in the way the Cherry Capital ought to...with a giant glowing cherry descending onto the city!
- Funds raised at the event are donated to fight food insecurity in our region. At our 2022-23 celebration we raised \$16,496 for Food Rescue a program of Goodwill Northern MI.

\$127,000+

DONATED TO FOOD INSECURITY OVER
THE LAST 14 YEARS

\$16,496.00

DONATED TO FOOD RESCUE IN 2022-23



All Hands On The Cherry

OUR STAFF, VOLUNTEERS AND CONTRACTORS
HAD A HAND IN BUILDING OUR ICONIC, GLOWING
CHERRY. IT'S MADE UP OF 13,000 RED LIGHTS AND
6 STRANDS OF GREEN LED LIGHTS FOR THE LEAVES.



*Reaching New Audiences
With Cherries*

National Cherry Festival Website Stats



WEBSITE FACTS & FIGURES

- Number of users: 352K
- Page views: 1.372 Million
- Mobile vs Desktop vs Tablet: 61% / 37% / 2%
- Average time on site: 1.25 minutes per page

Top Five Countries

US | CANADA | SOUTH AFRICA
UK | CHINA

Top Ten States

MICHIGAN
VIRGINIA
OHIO
ILLINOIS
FLORIDA
GEORGIA
NEW YORK
INDIANA
TEXAS
CALIFORNIA

Top Ten Cities

ASHBURN
CHICAGO
TRAVERSE CITY
DETROIT
GARFIELD TOWNSHIP
COLUMBUS
NEW YORK
ATLANTA
GRAND RAPIDS
DALLAS



Sceman Cometh Challenge Website Stats



WEBSITE FACTS & FIGURES

- Number of users: 80k
- Page views: 278K
- Mobile vs Desktop vs Tablet: 64% / 35% / 1%
- Average time on site: 1.5 minutes per page

Top Five Countries

US | CANADA | PHILIPPINES
UK | GERMANY

Top Ten States

MICHIGAN
VIRGINIA
OHIO
GEORGIA
ILLINOIS
NEW YORK
INDIANA
FLORIDA
NORTH CAROLINA
PENNSYLVANIA

Top Ten Cities

ASHBURN
CHICAGO
GRAND RAPIDS
DETROIT
TRAVERSE CITY
GARFIELD TOWNSHIP
ATLANTA
NEW YORK
COLUMBUS
ANN ARBOR

Our Social Community

SOCIAL FOLLOWERS CONTINUE TO GROW YEAR OVER YEAR ACROSS ALL PLATFORMS!

Our top-notch, award-winning social media team takes great pride in serving our community with information that solves any question they may ask!

NATIONAL CHERRY FESTIVAL

- Facebook: 84,964
- Instagram: 13,419

ICEMAN

- Facebook: 13,271
- Instagram: 6,753

CHERRY BALL DROP

- Facebook: 6,279

LL5K

- Facebook: 773



Top Social Posts

SATURDAY JULY 1, 2023		
7:30 AM	Somebody's Famous Hotdog	Old Town Parking Deck
8:00 AM	Balansa Bike Race Registration	Marine Clubhouse
8:00 AM	Very Cherry Popping Pancake Breakfast	Open Space Park
8:00 AM	Zumba By The Bay	Open Space Park
9:00 AM	Balansa Bike Race	Marine Clubhouse
9:00 AM	Bevande Beach Individual Tournament - 1st Place: Alex & J. Wilson's	West End Beach, Individual Courts
10:30 AM	Kids Movie Matinee	State Theatre
10:30 AM	Opening Ceremonies	Open Space Park
12:00 PM	Brunch	Clubs Park
12:30 PM	Football at the Park	Rock Stone Field
1:00 PM	Air Show	West Grand Inverness Bay
1:00 PM	Flies, Bees & BBQ	Haggerty Conference Centre
1:00 PM	Flight Deck	Open Space Park
1:00 PM	Indigo View Air Show	Hotel Indigo
1:00 PM	The Flight Path at Delmar	Delmar Inverness City
4:00 PM	Adult Cherry Pie Spat Contest	Open Space Park
6:00 PM	Here Come the Wommes & Loth All Stars!	Bevande Music Stage

DAY 1 OF FESTIVAL SCHEDULE
 ❤️ 79.5K Reached

CONCERT ANNOUNCEMENTS
 ❤️ 76.2K Reached

QUEEN ANNOUNCEMENT REEL
 ❤️ 47.4K Reached

RACE START
 ❤️ 14.4K Reached

REGISTRATION OPEN
 ❤️ 13.8K Reached

PRO WINNER
 ❤️ 13K Reached



Media Coverage

Our PR team proudly shares our Michigan stories locally, nationally and even around the world!

TOP MENTIONS:

• Finding Festivals with Haylie Robinson on PBS

• Hosted multiple travel writers from the UK writing for House of CoCo Magazine, Yorkshire Times, Lancashire Times, OK! Magazine UK Edition & The Jewish Chronicle

"Crystal clear waters and ginormous sand dunes may draw visitors to Traverse City, but it is the tight knit community that makes this destination standout. The National Cherry Festival has warmed my heart."

-Haylie Robinson

Awards

FROM IFEA (INTERNATIONAL FESTIVAL & EVENTS ASSOCIATION)

Our team puts their hearts and souls into the work we do and it shows! The recognition we receive underscores the exceptional effort, quality and innovation that go into each of our events.

GOLD

- Best Facebook Site (NCF)
- Best Emergency Preparedness and Risk Management Plan (NCF)

SILVER

- Best Event Program: Glacier Gazette (Iceman)
- Best Event Website (NCF)
- Best Green Program (NCF)

BRONZE

- Best Promotional Photo (NCF)
- Best Festival/Event Merchandise (Iceman's Eat, Sleep, Ride hoodie)





Join the Growers Program... Continue Your Traditions

We take pride in preserving your traditions. That is why we created The Festival Foundation Grower's Program, to weave the fabric of giving back into another tradition. **"Whether you can donate \$5 a month or \$500 a month, this program is meant for you. It allows you to give at whatever level you feel comfortable at,"** said Kat Paye, Executive Director. The Festival Foundation wants to remind you that we appreciate and recognize all giving, so donations accumulate towards donor levels in the Founder's Circle.

In addition to being able to donate monthly, donors can also choose where their money is allocated; the General fund, the President's fund and the Scholarship fund.



**SCAN TO DONATE
AND JOIN OUR
GROWERS!**



***“The Growers Program
offers an additional way
that folks passionate about
the work of the Festival
Foundation can give back,
and insure longevity and
success of wonderful
community events.”***

***Mike Meindertma,
Festival Foundation Board President***



Continue Your Traditions!

WWW.THEFESTIVALFOUNDATION.ORG