



Community Report

-2018 EDITION-



— LEARN MORE AT —
www.CherryFestival.org



Community Report

Our Mission: To celebrate and promote cherries, community involvement, and the Grand Traverse Region.



Over
21,000 LBS.
of Fresh Cherries Sold



1,853
Cherry Pies Sold

And one mega cherry crumb pie was cut at opening ceremonies!



107
Free Events

204 **1,928**
People Spit Cherry Pits *Went on the Orchard Tour*

450 KIDS
*Learned How to Make
Cherry Pie*

SOCIAL MEDIA STATS

1.7+ Million Website Views

71,105 Page Likes

7,518 Followers

8,074 Followers

VOLUNTEER STATS



— OVER —
2,400
VOLUNTEERS



— AND OVER —
45,000
HOURS VOLUNTEERED

And long-time volunteer, Peter Garthe, was the Parade Marshal for the Consumers Energy Heritage Parade presented by Hagerty.

★ ★ ★ *Top Media Mentions* ★ ★ ★



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We Continue to Waste Less!

93% OF WASTE DIVERTED FROM LANDFILLS!



71,760 LBS.

of waste was composted or recycled

113 METRIC TONS OF MTCO₂E

prevented from entering the atmosphere

— GIVING BACK TO THE — *Community*

As always, supporting our community through financial gifts was a huge part of our work throughout the year.

\$58,444

GIVEN AS DONATIONS

\$21,500

AWARDED IN SCHOLARSHIPS

\$79,944 TOTAL GIVEN AWAY

— LENDING A HAND IN THE — *Community*

These are just a handful of organizations we volunteered for, lent equipment to or operationally supported during the year! We sure do keep ourselves busy!

- UP NORTH PRIDE
- LIGHT PARADE
- TART TRAIL
- ZOMBIE RUN
- FILM FESTIVAL
- NORTHWEST MICHIGAN FAIR
- FATHER FRED
- ICEMAN
- TURKEY TROT
- 20 FATHOMS
- LEELANAU STREET SALE
- SUTTONS BAY WINE FESTIVAL
- TRAVERSE CITY WINE FESTIVAL
- NMC BARBEQUE

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Awards:

IFEA

GOLD

Best Emergency Management

SILVER

Best Event Promotional Festival

Best Green Program

Best Event to Benefit a Cause

BRONZE

Best Miscellaneous

*Back in
2020!*

**U.S. NAVY
BLUE ANGELS
AIR SHOW
OF THE YEAR!**

**U.S. COAST
GUARD
AIR STATION
TRAVERSE CITY
CHERRY WINGS
AWARD**

NEW EVENTS AT THE 2018 FESTIVAL:

- + *Cherryland Band Classic*
- + *Very Cherry Flying Pancake Breakfast*
(Same great event and now proceeds go to the Kevin Copeland Memorial Scholarship!)
- + *Great American Duck Race! (Only 2018)*
- + *Swing Dancing*



Hope to see You This Year!

JUNE 29 - JULY 6, 2019

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