

**City Commission Ad Hoc Committee
2014 Cherry Festival**



**9:00 AM
March 26, 2014
Second Floor Commission Chambers
400 Boardman Avenue
Traverse City, MI 49684
Posted and Published: 3-20-14**

If you are planning to attend the meeting and you have a disability requiring any special assistance at the meeting, please notify the City Clerk, immediately.

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Benjamin C. Marentette, CMC, City Clerk
400 Boardman Avenue
Traverse City, MI 49684
(231) 922-4480
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Web: www.traversecitymi.gov

Agenda

1. Consideration of approving the minutes of the February 11, 2014, meeting.
2. Discussion regarding follow-up items from the meeting of February 11, 2014.
3. Discussion regarding the costs associated with the National Cherry Festival.
4. Discussion regarding the duration of the festival.
5. Next steps.
6. Public Comment.
7. Adjournment.

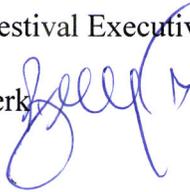
Memorandum

The City of Traverse City



TO: City Commission Ad Hoc Committee Regarding 2014 National Cherry Festival:
Commissioner Jeanine Easterday, Chairwoman
Commissioner Ross Richardson
Commissioner Tim Werner

COPY: Jered Ottenwess, City Manager
Trevor Tkach, National Cherry Festival Executive Director

FROM: Benjamin C. Marentette, City Clerk 

DATE: Thursday, March 20, 2014

SUBJECT: 2014 NATIONAL CHERRY FESTIVAL

As requested, a follow-up meeting has been scheduled to discuss the 2014 National Cherry Festival event. Attached is a report prepared by the National Cherry Festival for the ad hoc committee. The following items are on the agenda:

1. *Consideration of approving the minutes of the February 11, 2014, meeting.*

Attached are the minutes for your review and approval.

2. *Discussion regarding follow-up items from the meeting of February 11, 2014.*

- A. As requested by the committee, attached is an updated agreement which no longer requests to allow smoking at the Open Space; it has also been updated to update the names of parks requested (i.e. Mini Park rather than 'Triangle Park'.)
- B. With respect to Item 3(g) in the agreement for use of Mini Park for VIP parade viewing July 10 through 12, the Festival indicated they need use of the entire park, which includes encumbering the TART Trail adjacent to the park, in order to fully set up their bleachers. The Festival can speak to this at the meeting, if desired by the committee. This means TART Trail access would be closed off at Franklin and Front Street; trail users/pedestrians would access the TART Trail to the east of the Real Estate One office on Front Street, and travel under Grandview Parkway beneath Murchie Bridge. Directional signage would be placed.
- C. With respect to the closure of Marina Drive from June 30- July 15, we discussed this with Festival representatives; Marina Dockmaster Barry Smith indicated marina slip holders have been fine with this closure – and accessing the Marina using the service drive to the west. For public safety reasons (equipment moving around, etc.), it's advantageous to have Marina Drive closed during the Festival, including set up / take

down.

- D. Trash management plans – we are in the process of developing trash management plans with the Festival and will update the committee following those discussions – the trash management plan will be incorporated into the agreement.

3. Discussion regarding the costs associated with the National Cherry Festival.

The committee indicated it would like to discuss the costs associated with the National Cherry Festival. As requested, the following is a 10-year historical recap of the provisions of the agreements with the Festival with respect to the costs to be paid by the Festival:

- 2003-2007 Festivals - Festival agreed to reimburse city for all incremental costs; if Festival incurred monetary loss in the given year, the Festival would make a partial payment of 30% of the total due by December 31 and the balance by June 30 of the following year.
- 2008 Festival - Festival agreed to reimburse city for incremental costs up to \$40,000. Actual costs were \$51,341.35.
- 2009 & 10 Festival - Festival agreed to reimburse city for incremental costs up to \$40,000 with deferred payments (\$8,000 due September 30 in given year; and \$8,000 due March 31 and \$16,000 due June 30 of following year). For 2009, actual costs were \$44,921.50; and for 2010, actual costs were \$55,930.41.
- 2011 Festival - Festival agreed to reimburse city for incremental costs up to \$45,000 with deferred payments (\$10,000 due September 30, 2011; \$10,000 due December 31, 2011; \$10,000 due March 31, 2012; and \$15,000 due June 30, 2012). Actual costs were \$56,604.99.
- 2012 Festival - Festival agreed to reimburse city for incremental costs up to \$45,000, with a prepaid payment of \$20,000 on February 22, 2012; remaining balance paid by deferred payments (\$10,000 due September 30, 2012; and \$15,000 due December 31, 2012) Actual costs were: \$47,166.53.
- 2013 Festival - Festival agreed to reimburse city for incremental costs up to \$45,000. Actual costs were \$38,208.97.

4. *Discussion regarding the duration of the festival.*

As you are aware, the Festival has requested permission this year to sell food, non-alcoholic beverages and merchandise starting one day early – Friday, July 4. As requested, this item has been placed on the agenda to discuss the duration of the Festival.

5. *Next steps.*

What are the next steps from here?

K:\tcclerk\committees boards\ad hoc committees\national cherry festival 2014\memo meeting march 2014

**City Commission Ad Hoc Committee
2014 Cherry Festival
Minutes
Meeting of February 11, 2014**

A meeting of the City Commission Ad Hoc Committee: 2014 Cherry Festival was called to order on Tuesday, February 11, 2014 at 1:16 p.m. in the Second Floor Commission Chambers, 400 Boardman Avenue, Traverse City, Michigan.

The following Commissioners were present, constituting a quorum: Commissioner Richardson, Commissioner Howe, and Commissioner Easterday.

The following Commissioners were absent: None.

Staff in attendance: Jered Ottenwess and Benjamin C. Marentette

1. The first item being: "Consideration of selecting a secretary for the duration of the committee."

By consensus, Commission Richardson was selected secretary for the duration of the committee.

2. Next item being: "Develop key issues to be addressed by committee."

By consensus the following key issues should be address; TART Trail Access, closing of Marina Drive starting June 30th, and remove the allowing of smoking.

3. Next item being, "Public Comment."

Adrienne Rossi, gave general comments.

The meeting was declared adjourned at 2:55 p.m.

Commissioner Richardson,
Recording Secretary

December 12, 2013

Mayor Michael Estes
City Commissioners
City of Traverse City
400 Boardman Avenue
Traverse City, MI 49684

RE: 2014 National Cherry Festival – City of Traverse City Agreement

Dear Mayor Estes and City Commissioners:

On behalf of the Board of Governors of the National Cherry Festival, I want to formally request the use and participation of various City facilities and personnel for the 2014 National Cherry Festival (hereinafter called NCF), which will occur June 29 through July 15.

This letter describes the terms and conditions of the agreement between the City and the NCF for the provision of services and use of City facilities for the 2014 Festival. The terms are as follows:

Parks – June 29 - July 15, 2014

The City grants the NCF the use of the following City-owned properties on the following designated dates and times:

1. Open Space Park- June 29 - July 15, 2014

- a. All quadrants in Open Space Park on Grandview Parkway.
- b. Clinch Park.
- c. Lot RB
- d. Grass area between the old Marina entrance and Marina Drive; Marina Drive from the Parkway north to the old Marina entrance for NCF use Monday, June 29 through Tuesday, July 15.
- e. Parking along the west side of the upper portion of the Open Space Park shall be limited to storage and emergency vehicles.
- f. NCF agrees to work with the TART Trail Authority regarding usage and signage of the TART Trail during the times the NCF has control of City properties.

2. Volleyball Courts - July 5-6 and July 10, 2014

- a. Volleyball courts for Festival events and activities for scheduled days only. The NCF will provide porta-jons as necessary at West End Beach.

3. City Parks- June 29 - July 12, 2014

- a. The NCF request authority to sell food, non-alcoholic beverages and merchandise at the City Parks listed in this document from Friday July 4 through July 12, please note this is a day earlier than 2013. All approved NCF vendors to wear NCF vendor ID card at all times.
- b. NCF requests authority to sell beer, wine and other alcoholic beverages in the Open Space Park. Areas designated for sale and consumption of alcohol will be secured according to Michigan Liquor Control guidelines.
- c. NCF requests use of the following parks for the Car Show on Sunday, July 6 from 6:00 a.m. to 4:00 p.m.
 - i. Lay Park
 - ii. Hannah Park
- d. F&M Park for Children's Events June 30 through July 12 (9:00 a.m. to 9:00 p.m.)
- e. Use of Hannah Park (Sixth and Union Streets) for Heritage Picnic on July 8
- f. Use of Sunset Park on Friday, July 11, 2014 from 10:30 a.m. – 1:00 p.m. for Prince & Princess Awards Picnic
- g. Mini Park (Vietnam Veterans Memorial) at corner of Front Street and Grandview Parkway for VIP parade viewing from July 10 through 12. Access will be by ticket only as controlled by the NCF. The area will be snow-fenced off, with signs at Wellington Street access and bike path, directing walkers to bayside of Parkway to prevent pedestrian crossing of Parkway at light for public safety reasons.
- h. Senior Center Beach for Sand Sculpture on July 6 at 6:00 p.m. July 11 at 9:00 a.m.

Parking and Streets- July 2 - July 7, 2014

1. At the City's request, and with its assistance and supervision, the NCF agrees to prohibit buses from entering the City Marina parking lot area for public safety reasons for the period covering June 30 through July 13. Shuttle bus service pick-up and drop-off will be off Garland Street.
 - a. Shuttle services to the MSU Horticultural Station from July 5 through July 12 may use a pick-up/drop-off location on Union Street or Garland Street as mutually agreed upon by the City and the NCF.
 - b. Shuttle services for people with disabilities may use a drop-off location within the Open Space and Marina area that will be coordinated to accommodate the following events:
 - i. Saturday, July 5 – Air Show
 - ii. Sunday, July 6 – Air Show
 - iii. Wednesday, July 9 – Special Kid's Day

2. **Clinch Park Marina- June 30 - July 6, 2014**

- a. Use of Marina Drive from Grandview Parkway to the West Marina Parking Lot June 30 – July 15
 - b. Use of the east half or “island portion” of the City Marina boat launch parking lot for National Cherry Festival Air Show, July 4 through July 6th, with access beginning on July 2nd at 6:00 p.m. Special seating for handicapped and seniors will be provided. Tent placement will be done so that no tent spikes are placed in the parking lot asphalt surface. *The west half of the boat launch parking lot (36 spaces) will be available for partial marina use, the NCF requests 10 spaces for air show parking for announcers and crew.* During the practice Air Show performance on Friday, July 4, the NCF will provide seating to people with disabilities as an alternative to attending the Air Show on the designated Festival Air Show days.
3. Use of Parking Lots B and T for NCF vending, parking and carnival from Wednesday, July 2nd beginning at 12:01 a.m. through Sunday, July 12 to be utilized as follows:
- a. Lot B - All but 30 spaces on East end for City use
 - b. Lot T - All spaces
 - c. The NCF agrees to submit claims to their insurer for any repairs needed as a result of damage from the use of Lots T and B.
4. Use of Parking Lot Z from Friday, July 4 beginning at 12:01 a.m. through Sunday July 13.
5. Use of following streets and lots on Sunday, July 6th, 6:00 a.m. to 11:00 p.m. for Arts and Crafts Fair and the Car Show: Union Street from Grandview Parkway to Front Street, Front Street to State Street, and State Street to Ninth Street. Lake Street between Cass and Union Streets (with an emergency lane kept open at all times). Lot J for Car Show.
6. Union Street from Grandview Parkway to the North Union Street Bridge from July 4 through July 12. An emergency access lane through July 12 will be provided at all times.
7. Street closings July 10 and 12 for Festival of Races and parades (see Attachments A, B and C for details). Porta-jons to be placed within the downtown area and parade route from July 4 through July 12. The NCF will coordinate with both the DDA and City Police regarding the location of porta-jons along the parade route and throughout downtown.
8. The NCF is authorized to place overhead signs/banners across Front Street at the State Theatre on July 2nd between 12:01 am and 5:00 am, this banner will be on display from July 3rd-12th

Fire Department – July 4 - July 12, 2014

1. Events, times and locations will be discussed with the Fire Department Representatives, but will include:
 - a. Air Shows
 - b. Parades
 - c. Fireworks

Police Department – July 4 – July 12, 2014

Events, times and locations will be discussed with Police Department Representatives.

Waiver Request – July 4 - July 12, 2014

By signature of this agreement, the following variances are hereby granted:

1. The NCF requests a variance to the Traverse City Code of Ordinances to allow for unleashed dogs participating in scheduled Festival events within the Open Space Park area (dates, times, and specific locations to be mutually agreed upon as soon as they are available).
2. The NCF requests a variance Chapter 652 of the Traverse City Code of Ordinance such to allow the permissible sound levels contained in the ordinance from 7 a.m. to 10 p.m. to extend to 11 p.m."
3. The NCF (or its designees) requests that it be allowed to sell Festival Commemorative Pins within the City from April 1 through July 12, 2014.
4. The NCF will be charging an entrance fee for certain Entertainment venues on city property.

Miscellaneous - July 4 - July 12, 2014

1. Trash Pick-Up will be handled by the NCF in conjunction with the City of Traverse City.
2. Parades – No Parking Signs and Cones
 - a. The Festival will pick up, from the City Warehouse, their "No Parking" cone signs for Front, Union and Seventh Streets on Wednesday, July 10 for the Junior Royale Parade. The Festival will be responsible for placing the cones and picking them up on Thursday, July 10.
 - b. The Festival will place the "No Parking" cone signs for Front and Union Streets on Saturday, July 12 for the Cherry Royale Parade and Festival of Races. The signs will be returned, by the NCF, to the City Warehouse.
3. Barricades
 - a. Barricades will be placed by NCF at Marina Drive/Grandview Parkway and the Marina boat launch and parking lot beginning July 2. All-week barricades will be set by NCF from July 4 through July 12 per agreed-upon list.
 - b. All barricades will be in place for the parades by Thursday, July 10, for street closings (to be determined by Police).

4. Snow Fencing

- a. To be placed along Grandview Parkway between street and parking lots from Park Street to Union Street (City to install).

5. TC Boom Boom Club (TCBBC)

- a. The National Cherry Festival will open the Food Court, Cherry Farm Market, Beer Tent and Midway from 12:00pm to 11:00pm on July 4th. A portion of proceeds from that day will benefit the TC Boom Boom Club.
- b. The TCBBC VIP event will be held in the Open Space on the 4th of July. TCBBC and NCF will work jointly on municipal requirements in regard to the fireworks show.

The NCF agrees to carry general liability insurance in the amount of \$1 million per occurrence naming the City of Traverse City as additional insured. Such insurance shall be secured from a company licensed to conduct business in the State of Michigan. Additionally, if the NCF will serve liquor it shall carry liquor liability insurance in the amount of \$1 million per occurrence naming the City of Traverse City as additional insured. Certificates of Insurance evidencing this insurance shall be provided to the City Clerk and shall contain a statement that ten (10) days written notice will be provided to the City Clerk of Traverse City prior to cancellation of any of the aforementioned insurance coverage. The pyrotechnics company in charge of the fireworks display shall submit insurance in amounts and coverage's determined by the City Clerk.

City Services to be capped at \$45,000 as with previous years.

I want to thank you and all the employees of the City for your continued support of the National Cherry Festival. There is no question that without your help this unique and economically valuable 87 year tradition would not continue. If you have any questions regarding this document, please do not hesitate to contact me.

Sincerely,

Trevor Tkach
Executive Director
National Cherry Festival

The City of Traverse City and the National Cherry Festival agree to the terms and conditions of this agreement as recited above. Further, the National Cherry Festival agrees to the permit conditions issued by the City of Traverse City, which are incorporated into this agreement by reference.

City of Traverse City

National Cherry Festival

Michael Estes, Mayor

Trevor Tkach, Executive Director

Benjamin Marentette, City Clerk

Approved as to substance:

Jered Ottenwess, City Manager

Approved as to form:

Lauren Tribble-Laucht, City Attorney

National Cherry Festival

"The mission of the NCF is to celebrate and promote cherries, community involvement, and the Grand Traverse region."



NCF Motto: "Generations of fun!"



Core Values

- Striving for excellence in everything we do.
- Respecting the history and heritage of both the Grand Traverse region and the Cherry Industry.
- Practicing teamwork with passion, commitment, and enthusiasm.
- Building open and honest relationships.
- Pursuing growth and learning.
- Promoting volunteerism and community support.
- Demonstrating environmentally sound practices.
- Embracing and delivering change.
- Communicating clear and consistent information.
- Inspiring Community, Creativity, Passion, Optimism and FUN!



Vision Statement

The National Cherry Festival will:

- Be recognized worldwide as a premier community celebration.
- Be respected as a vital civic organization that provides significant economic benefits throughout the Northern Michigan region and beyond.
- Create a diversified portfolio of quality events and programs that is financially sustainable.

2014



NCF Corporate Sponsorship Program

City of Traverse City and National Cherry Festival Ad Hoc Committee Report:

Uniquely distinct from the rest of northern Michigan's civic and special events options, the National Cherry Festival (NCF) has always been Traverse City's signature community celebration.

For many years the NCF was used as a dominant marketing and public relations medium to attract attention and interest from tourists and businesses to the region. This practice continues today. Similarly, though less understood by the public, the NCF's corporate sponsorship program is a unique business value proposition in comparison to other regional event 'sponsorship' offerings.

The NCF's sponsorship program is a corporate, experiential marketing/PR play, and not a contribution-based business model. It doesn't sell "levels," as is common practice for most events in the area. All event sponsorships are specifically tailored to meet pre-determined objectives, which are mutually developed and produced by the festival and the sponsoring company. As sponsor-partners, the two seek to align sponsor investment with programming or events that target specific demographic or psychographic groups. The NCF becomes a trusted extension of the sponsor's overall marketing and public relations effort, while demonstrating their corporate social responsibility and community stewardship.

Because the NCF sponsorship program works for companies, over the span of 25 years that the program has existed, we have maintained an impressive 85% renewal rate – very low attrition – all due to the effectiveness of the medium. For the community and visitors alike, the program's approximately annual \$500,000 cash and \$400,000 in-kind revenue stream translates into free admission (no gate fee), and free events, including air shows, parades, car shows, kids' activities, contests, health and green initiatives, Open Space Park attractions, and the list goes on.



NCF Corporate Sponsorship

Continued, page 2



As we state in our sponsorship program overview materials for corporate prospects, festivals and special events are among the most successful mediums available to help create powerful and memorable branding and activation experiences, as well as encourage beneficial media coverage, effect positive economic impact, and enhance the quality of life for host communities and the extended markets they reach. Partnering with trusted legacy properties like the NCF helps the sponsor shape customer perceptions and attitudes about their company by aligning them with a signature civic event that consumers are already proud of and passionate about.

The nearly 2,000 Ambassadors, Event Directors and Corporate Team and Community Share volunteers who plan and produce the NCF represent a total community-wide commitment and a loyal affinity group. The eight-day festival showcases the beautiful Grand Traverse area, truly a world apart, and our prized, extremely healthful super-fruit, **the cherry!**

The key take-away to the success of the program is that it is designed as a marketing and promotional investment, as opposed to a donation or contribution.

That said, the NCF does offer a way for area businesses that would not derive sufficient return on investment from sponsorship deliverables, to donate to the success of the festival and demonstrate their community involvement through the festival's Corporate Membership Program (CMP). The CMP, like many other similarly-designed event platforms in our region, is a tiered contribution model (levels), where the benefits are the same for all companies in that level. Others who choose to donate to the festival can explore the 501(c)3 Cherry Festival Foundation.

The City of Traverse City is and has always been considered as and positioned as a sponsor, our host city and key partner of the NCF. The benefits derived by the City through this association are both subjective (revolving around community pride and related values), and objective (primarily economic impact trickle-down).

NCF Corporate Sponsorship

Continued, page 3



Example of NCF cash sponsors at \$10,000 and above investment annually:

- Blue Cross Blue Shield MI – health initiative and music stage sponsor
- Cherry industry
- DTE Energy – Cherry Royale Parade title sponsor and ‘green initiative’ sponsor
- Grand Traverse Resort & Casinos – Heritage Day and car show sponsor
- Meijer – Festival of Races title sponsor
- Northern Michigan Toyota Dealers – Air Shows presenting sponsor
- Priority Health – kid’s activities sponsor
- Touchstone Energy – Junior Royale Parade title sponsor
- Verizon Wireless – exclusive wireless sponsor
- Wicksall Distributing – music stage/music acts

Examples of deliverables and how NCF sponsorships are leveraged by sponsors:

While festival sponsor-partners receive a number of stock benefits like sponsor/VIP areas at select events; mention in media and marketing materials and media interviews; company banner placements; website and social media attachments, the critical or key benefits revolve around leveraging and unique-to-company cross-promotional activation. This dominant activation benefit – a clear validation of the value of our experiential marketing platform - can best be explained by example:

CASE STUDY - DTE ENERGY: As title sponsor of the Cherry Royale Parade, DTE has used the festival’s media, PR and marketing platform to leverage its investment in the community for over twelve years. DTE’s partnership with the NCF and its co-created theme, “Rooted in Your Community,” have produced numerous benefits improving the quality of life for all in the region including: the Children’s Garden and beautification efforts in Hull Park and the Boardman Lake Trail; partnering with Northwestern Michigan College to create the DTE Energy Freshwater Institute for Teachers to ensure future generations understand and protect our environment; working with Habitat for Humanity Grand Traverse Region to build a house for a local family—the first LEED-

NCF Corporate Sponsorship

Continued, page 4



certified energy efficient home Habitat has constructed; partnering with NMC to place a solar-powered data buoy in West Grand Traverse Bay; and most recently, contributing to waterscape improvements in the old Clinch Park zoo area.

CASE STUDY – VERIZON WIRELESS (VZW):

Verizon Wireless is the festival's official wireless partner. VZW enjoys business category exclusivity and attributes much of its regional market-share dominance to its sponsorship investment. For example, when VZW planned the rollout of 4G service in northern Michigan, it partnered with the NCF to plan and host an indoor store reception party, effectively leveraging their relationship to ensure success.

CASE STUDY – MEIJER:

When the TC Meijer store planned its expansion and renovation project several years ago, it partnered with the NCF on its related branding and awareness campaign to gain endorsement and shared loyalty, and then installed historical picture depictions on the interior walls celebrating the community.

CASE STUDY – ART VAN FURNITURE (AVF):

As sponsor of the festival's volunteer Ambassador Program for ten years, AVF leveraged its tie to the region's largest volunteer group, enjoying a unique link to the community and a constant, visible reminder of their commitment to the northwest Michigan region they serve. AVF has hosted the NCF's annual volunteer sign-up party in their store, which of course, generated incrementally increased store traffic and sales.

CASE STUDY – AREA FAMILY-OWNED GROCERY STORES:

Longtime family-owned Tom's Food Markets and Oleson's Food Stores partner with others every year to sponsor the festival's Special Kids Day, a program of free activities for mentally and physically challenged kids in the Open Space Park on Wednesday of festival week. As festival sponsor-partners, these companies leverage a two-week long in-store cherry-themed display of products, supported by a festival-produced traditional media TV campaign and trip giveaway sweepstakes, to drive store traffic and help produce one of the busiest grocery sales periods of the year.

NCF Corporate Sponsorship

Continued, page 5



In-kind sponsorship story:

In addition to nearly \$500,000 of cash sponsorship investment annually, the NCF develops expense-relieving in-kind sponsorships of over \$400,000 per year. While the bulk of this is media/marketing trade-related, we also barter for operations-related services, like fencing, bottled water, website services, lodging, prizes, product for re-sale, bike-medics, etc.

In closing....

In the early 1990's, a Dallas, Texas-based magazine with international circulation featured a four-page article complete with beautiful color pictures on the National Cherry Festival and Traverse City. The introduction went like this:

Do you remember the sights, sounds and smells of a summer celebration in your hometown when you were a kid? It might have been a traveling carnival, a parade or a festival to honor the 4th of July or a local seasonal specialty. But whatever it was, it probably had music and fireworks and hot butter popcorn and cotton candy and snow cones and games of skill and rides on the midway and marching bands and floats pulled by trucks and pie-eating contests and clean blue skies and warm sunshine and crowds of smiling faces and no worries and no crime.

Thought you'd never again experience that wonderful sensory overload the way you did as a child? Although Joseph Conrad wrote that "in plucking the fruit of memory one runs the risk of spoiling the bloom," there's a place you can go where plucking the fruit is as sweet as a childhood memory: the National Cherry Festival in Traverse City, Michigan. This is old-fashioned, small town Americana at its best!

Reflecting on these thoughts should be part of Traverse City's mantra and embrace of the NCF. Just my opinion....

Respectively submitted by Chuck O'Connor, National Cherry Festival Director of Corporate Partnerships for 23 years.

Coast-to-Coast 2013 Exposure

Driving economic impact by way of festival attendance & TC awareness

A sampling of 2013 National Cherry Festival and City of Traverse City media exposure:

USA Today - Jan. 10

Wall Street Journal, Memorial Day Summer Fest Best Edition - third consecutive year (46 million readers)

National Geographic 'Drives of a Lifetime' book - second reprint distributed nationally

NY Times said on May 27 - "The cherry crop feeds a \$300 million-a-year industry with wide economic importance across the northern reaches of the state. The 87-year-old National Cherry Festival in Traverse City, for example, attracts 500,000 visitors every July."

Cooking Light Magazine - full TWO page feature with identifying map of the city/region - Distribution 540,000 June 2013

Country Woman Magazine - naming Traverse City as a 'Bayside Entertainment Destination'

Runners World Magazine - online editorial featuring Traverse City as a "Runners Paradise" by way of the Festival of Races event

Midwest Living Magazine - names the NCF to the 'Best of the Midwest' series for 16 years

Dallas Morning News

Miami Herald

Pittsburgh Tribune-Review

Chicago Sun Times

Chicago Tribune

Detroit Free Press

Detroit News

Twincities.com

Akron Beacon Journal



Coast-to-Coast 2013 Exposure

Driving economic impact by way of festival attendance & TC awareness



OVER 300 PRINT AND ONLINE EDITORIAL FEATURES CALLING OUT TRAVERSE CITY AND THE NATIONAL CHERRY FESTIVAL IN 2013!

Electronic program **highlights over 30 hours** of feature material

130+ live and taped features on midwest and national network television and radio

Over \$12 million in print and electronic exposure value surrounding the 2013 National Cherry Festival, cherry industry, and the Cherry Capital of the World – Traverse City, Michigan!

GLOBALLY!

Community Partners

The National Cherry Festival assists other organizations in the community by providing equipment, resources, manpower and expertise to help support their causes:



Alzheimer's Memory Walk

Bayside Music Festival

Benzie Bike Tour

Camunity

Downtown Development Authority

Father Fred

Relay for Life

TC Boom Boom Club

TC Film Festival

Westside Community Church

Community Share Program

In 2013 the National Cherry Festival had over 100 local groups that benefited from our Community Share program or received donations from the festival for their organization. We contributed over \$35,000 through the program. The NCF also uses specific events to help other charities raise money for their causes. In 2013 the proceeds from ticket sales for the Fourth of July concert were donated to the Boom Boom Club and the Carter's Kids Fun Run donated over \$3,000 to the Carter's Kids organization.



A list of Community Share Goups:

Un-Cats Feline Rescue	Grand Traverse Area Veterans Coalition	Cherry Knoll Elementary
Schuss Mt. Volunteer Ski Patrol	Northern Regional Bleeding Disorder Ctr	Parade Float Reimbursement
Traverse City Junior Golf Association	Boy Scout Troop 105	Traverse Heights Elementary
Boy Scout Troop 88	Kingsley Boys Cross Country	Blair Elementary
Cherry Capital Guardians Sea Cadets	Kingsley Girls Cross Country	Holy Angels
Kingsley Baptist Church	TC Central Boys Soccer	Silver Lake Elementary
AAUW	TC Central Downhill Ski Team	Pathfinder
TC Central Pom Squad	TC Central Pom Team	Traverse City Christian Schools
TCC Robotics	TC Central Nordic XC-ski Team	Mill Creek Elementary
Father Fred Foundation	Young Life	Willow Hill
Trinity Lutheran German Fest Committee	VASA Ski Club	International School At Bertha Vos
TBCC	TCC Student Senate	Old Mission Peninsula School
Phi Theta Kappa Honor Society	Bay Reps Hockey Association	Traverse Bay Christian School
Kingsley Debate Team	Trinity Lutheran School	The Children's House
Boardman River Clean Sweep	North American VASA	Trinity Lutheran
HANDDS to the Rescue	The Presbyterian Church of Traverse City	June McGrath
K-Town Striders	Kingsley Cross Country	TCAPS Montessori
Lake Ann United Methodist Church	Young Life	Central Grade School
Traverse City West Cheer Team	Traverse City Police Reserve	Lakeland Elementary
GTACS Band Boosters	Disability Network of Northern Michigan	Interlochen Community School
Osceola County Rabbit & Cavy Quiz Bowl	Child and Family Services	NMC Foundation
Boy Scout Troop 27	MEA - Retired	HANDDS to the Rescue
Cherryland Humane Society	Thomas Judd Care Center	Traverse City French Club
Grand Traverse Rugby Club, Inc.	USNSCC-Cherry Capital Guardians Squadron	Goodwill Industries of N Michigan, Inc.
Boy Scout Troop 30	Eastern Elementary	Father Fred Foundation
BrickWays	Glen Lake Elementary	Women's Resource Center
Grand Traverse Fruit Growers	Grand Traverse Academy	Child and Family Services
Almira Twp Veterans Memorial Committee	Courtade Elementary	TC Caring Community BBQ
Civil Air Patrol, TC Composite Squadron	Long Lake Elementary	
Bay Winds Pony Club	Buckley Elementary	

Earnings and Revenue

Retained Earnings

(This represents change in equity, not cash)

2000 \$(138,557.00)

2001 \$(83,043.00)

2002 \$82,545.00

2003 \$(4,094.00)

2004 \$(69,068.00)

2005 \$20,258.00

2006 \$22,672.00

2007 \$(144,540.00)

2008 \$(14,476.00)

2009 \$42,161.00

2010 \$66,744.00

2011 \$74,344.00

2012 \$89,166.00

Total= \$(55,888.00)

Average= \$(4,299.08)



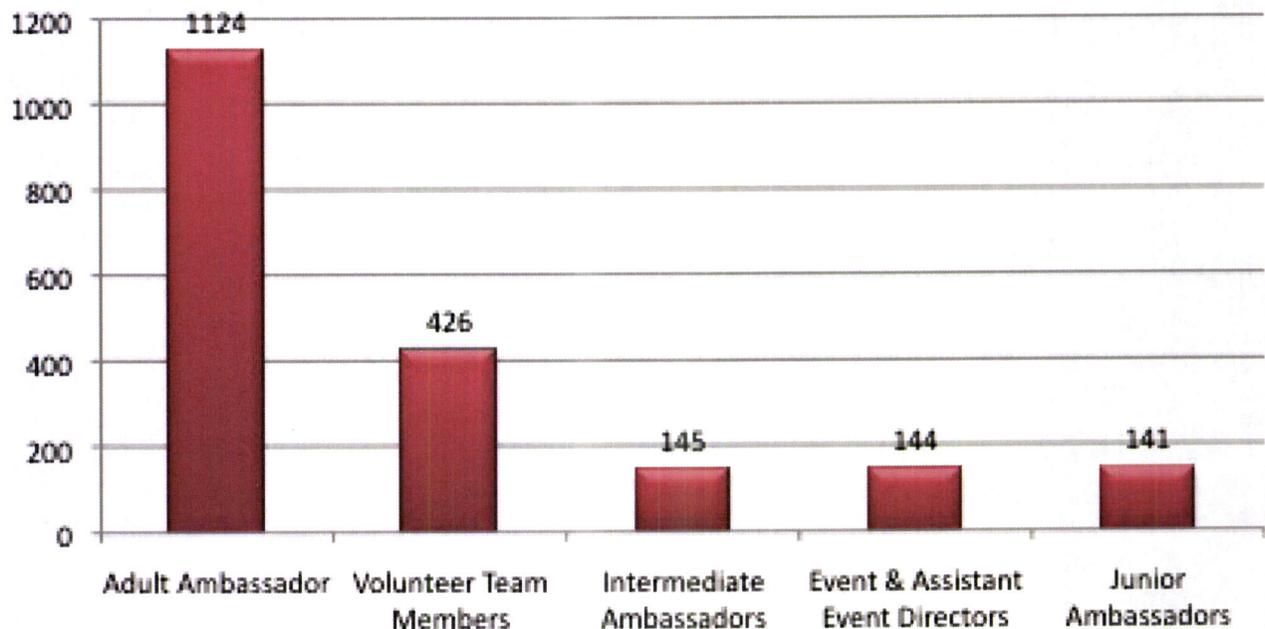
Volunteer Stats

Over 1,900 volunteers in 2013
(See breakdown in chart below)

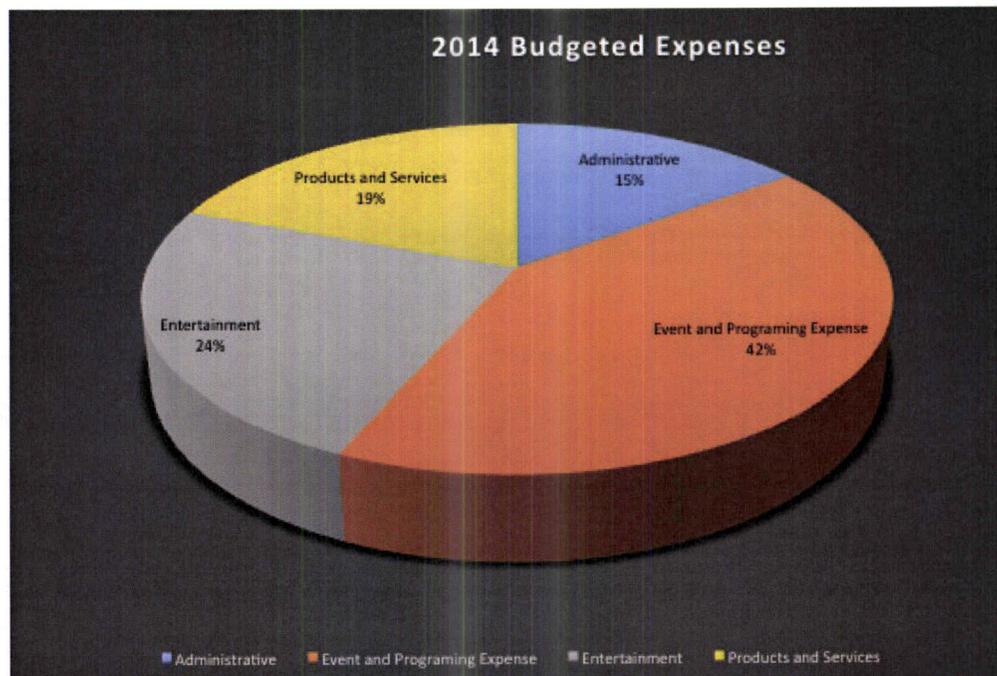
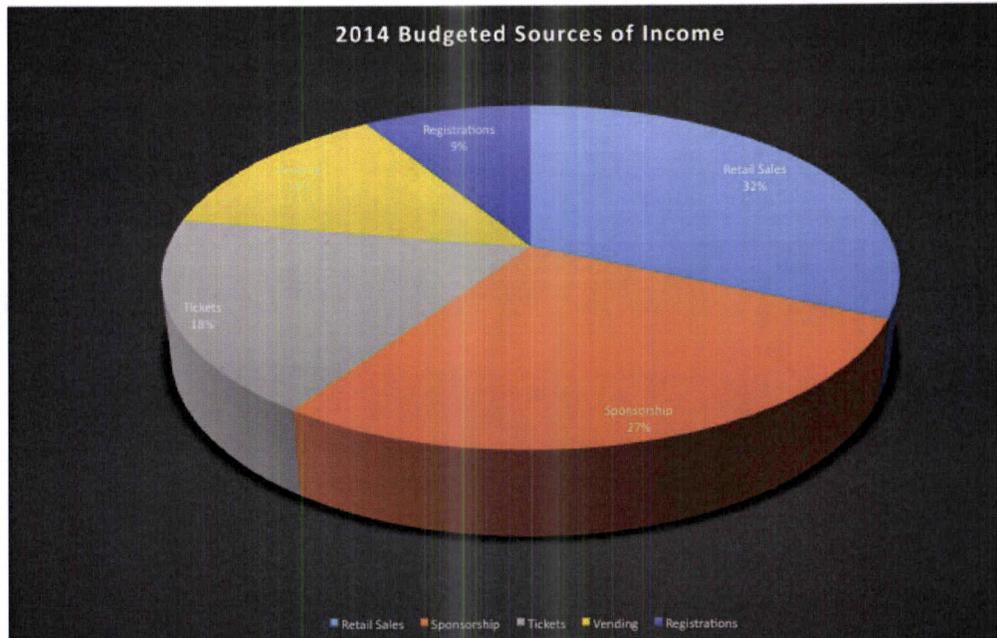
Total Hours:
Over 20,000 volunteers hours



2013 National Cherry Festival Ambassadors

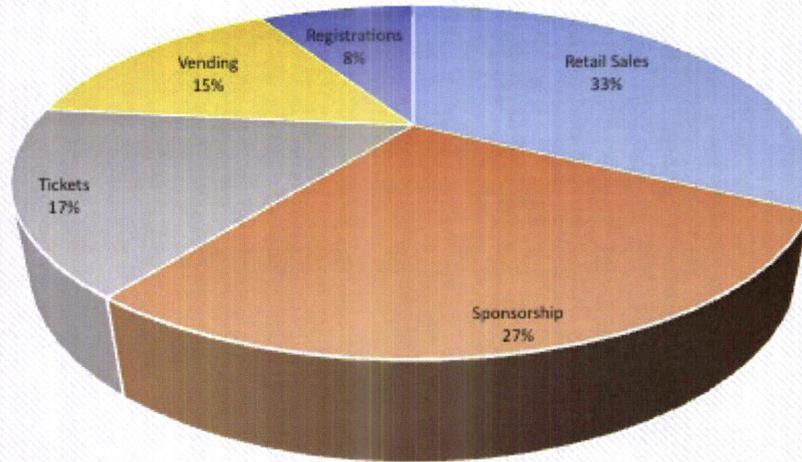


2014 Revenue & Expenses

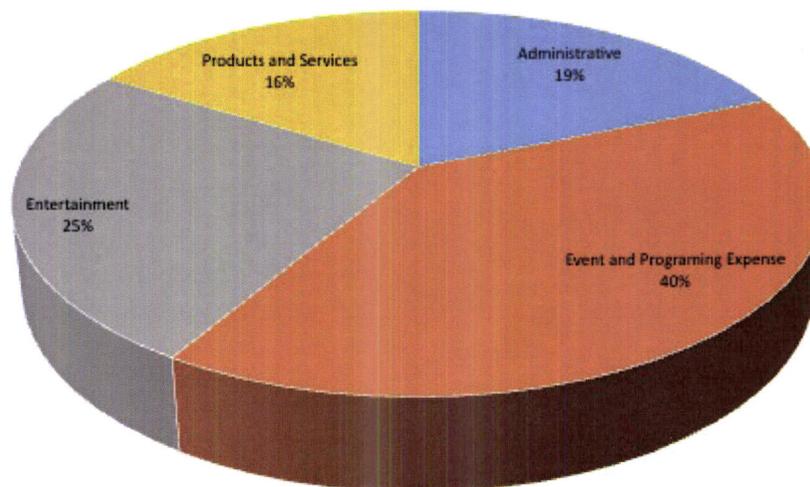


2013 Revenue & Expenses

2013 Budgeted Sources of Income



2013 Budgeted Expenses



■ Administrative ■ Event and Programing Expense ■ Entertainment ■ Products and Services