



the greater
BRIDGMAN
area chamber and growth alliance

2018 ANNUAL REPORT



ACKNOWLEDGEMENTS

This report was made possible with the support of the Board of Directors of the Greater Bridgman Area Chamber of Commerce and Growth Alliance and the generous contributions from the

City of Bridgman and Lake Charter Township

2018 Board of Directors

Georgia Gipson, President	General Membership
Brett Boyd, Vice President	General Membership
Pat Heyn, Secretary	Lake Charter Township
Bob Clark, Treasurer	Lake Charter Township
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Gretchen Evans	City of Bridgman
Tim Kading,	City of Bridgman
Beth McNeil	City of Bridgman
Shane Peters	Lake Charter Township
Charlie Stein	General Membership
Jim Stine	Lake Charter Township

Staff

Peg Stine

Bookkeeper

MEMBERSHIP PROFILE

- 150 Members
- 138 Active Base / 12 Reciprocal
- 6 New Members

- Teri Sue Freehling
- Sensational Spas
- The Clotheshorse
- Nathan Thomas Orthodontics
- Sand Pirate Art Gallery
- Monogram Inn & Suites

Cornerstone Chamber of Commerce Affiliation – In May of 2018 the CGA was given notice that Executive Director Calli Berg had accepted a position in her home state of Wisconsin. At that time, Cornerstone Chamber of Commerce offered assistance to the CGA with administrative and member services. In the months that followed, the CGA board unanimously decided to formally affiliate with the Cornerstone Chamber of Commerce. The partnership creates a strong regional based chamber, offers additional member benefits through Cornerstone Chamber, and exposes the Greater Bridgman area to a larger audience in the community.

PROJECTS, PROGRAMS, PEOPLE, AND PLACES

Hotel – The Summer/Fall of 2018 brought the opening of a new AirBNB style hotel to the downtown Bridgman area, courtesy of Marty Mason and the Monogram Inn & Suites. Not only does the addition of the Monogram Centre as a whole vastly improve the look and feel of the Lake St. & Red Arrow Hwy corner, but it gives guest a unique and increasingly popular way to experience Bridgman. With opportunities to expand business in their lower level rental space, the Monogram Centre is home to multiple current and new businesses including Fusion Gallery, Hummingbird Fashions, The Early Bird Eatery, The Clotheshorse, Rochefort's the New Generation, Klippers Family Salon, and Knots Therapeutic Massage.

Additionally, the CGA continues to seek a prospect for an additional hotel in our area. Contacts have been made and continue to be made with developers in this industry. With the assets of our area and increasing visitors and interest in our area, we are hopeful this important part of our community will come to fruition soon. Potential sites have been defined and are being actively marketed.

Trail Planning – As interest and support of non-motorized pathways continues in Berrien County, we received exciting news this past year that the Berrien County Parks Department is proposing a large linear park connecting the County Park system. The linear park will be specifically for a non-motorized trail. The first phase of the park project would be from Bridgman to Browntown Rd. allowing safe access for thousands of Warren Dunes State Park visitors to our communities. The proposal is to then have the trail continue south to New Buffalo. The health and economic impact of a trailway would be huge! Several meetings (Chikaming Township September 26th and the Berrien County Master Plan input January 16th) have been held to receive public input which has mostly all been favorable. A future meeting to regarding trails is the Berrien County Non-Motorized Summit being held at Andrews University Howard Performing Arts Center on February 6th from 7:00 pm - 9:00 pm. We are hopeful plans will continue to progress on this very important initiative for our area.

Scholarships – The CGA awarded two \$ 500 scholarships to deserving students in 2018. In an effort continue to support our community with these types of programs, the CGA also donated to the Queens Breakfast held early each year.

Involvements and Partnerships– the CGA participates on regional teams on many programs and initiatives and partners for collaboration, project management, and information and resource sharing.

- American Electric Power / Indiana Michigan Power
- Berrien County Community Development
- Blossomtime Queen’s Breakfast at Weko Beach
- Bridgman Public Library Strategic Planning
- Chamber Directors of Berrien County
- City of Bridgman Master Planning/Zoning Rewrite Processes
- Community Economic Development Strategies Committee

- Cornerstone Alliance
- Cornerstone Chamber Chief Elected Officials Council
- Cornerstone Chamber Networking Group
- Corridor Improvement Authority, City of Bridgman
- Economic Development Corporation of Berrien County
- Harbor Country Chamber of Commerce
- Kinexus/Michigan Works
- Landbank Authority of Berrien County
- Michigan Economic Developers Association
- Michigan Economic Development Corporation
- Michigan Manufacturing Technology Center
- Michigan Small Business Development Center
- Miss Michigan Outstanding Teen Open House
- Procurement Technical Assistance Center
- Real Estate Developer Community Tour
- Redevelopment Readiness Communities Best Practices
- Shoreline Hotel Association Annual Meeting
- Small Scale Development Seminar
- Southwest Michigan First
- Southwest Michigan Planning Commission
- Southwest Michigan Tourist Council
- Strategic Leadership Council - Best Practices Committee
- TwinCats – Berrien County Transportation Planning

Events – The CGA, through assistance with the Cornerstone Chamber, facilitated several events for membership or open to the public.

- Annual Meeting
- JLN Studio Ribbon Cutting
- Visitors Guide Kickoff Party
- The Sand Pirate Public Art Ribbon Cutting
- Monogram Inn & Suites Open House
- Makers Trail Festival
- Lake Township Disc Golf Ribbon Cutting
- Monogram Centre Ribbon Cutting
- Fall Trade Fair
- Small Town Grounds Ribbon Cutting
- Holiday Village

PR & MARKETING

Social Media – We continue to use Facebook as our top social media tool, increasing our total number of page likes to 1,214 as of the end of 2018. In 2018 we posted 110 times, reaching 144,930 individuals and earning 5,200 interactions and 804 ticket link clicks.

Print – To remain diversified in our message, we also invested in several print marketing opportunities including advertising in the Miss Michigan Program Book and the Southwest Michigan Symphony Orchestra Mendel Center Mainstage Program Book and continued our partnership with the Bridgman Community Buzz (facilitated by Bridgman Public Schools), contributing articles to the quarterly publication. We also enjoyed wide-spread press release coverage and event follow-up coverage from various media including the Harbor Country News, Moody on the Market, the radio stations of Midwest Family Broadcasting, ABC57, and the Herald Palladium.

Visitor Centers – This year, Cornerstone Chamber of Commerce joined our group of visitor centers that includes Bridgman City Hall lobby, Lake Charter Township, Weko Beach House, and the BP Amoco. All centers are stocked with CGA member marketing materials and community information.

Brochure Swap – The CGA continues to take advantage of membership with the Southwestern Michigan Tourist Council to participate in the annual brochure swap, held each spring as an opportunity to share marketing materials with other member organization and bring back materials to stock our visitor centers.

ECONOMIC AND COMMUNITY DEVELOPMENT

Attraction – The CGA maintains a site database with details on building and land sites that are for sale or lease. This database is used to respond to prospects and entice new development in the greater Bridgman area. Several buildings and land sites experienced changes in ownership and redevelopment that provides more opportunities for entrepreneurs to find desirable high-traffic locations (downtown), more industrial sites to

present to prospects (manufacturing), and more greenfields and brownfields suitable for hotel development.

The greater Bridgman area continued to enjoy a surge in interest in 2018 and we fielded many entrepreneurial/small business-related prospects of assorted interests. The CGA also received many opportunities through the Michigan Economic Development Corporation to submit proposals for confidential manufacturing projects.

Retention and Expansion – the CGA actively works with area businesses in many capacities, from small business development to partnering on projects or events, with the goal of mitigating challenges that affect business health and providing tools to help companies grow.

WAYFINDING

Bus Transportation – the CGA continues to be one of the few organizations/municipalities in Berrien County to hold an annual transportation contract with Berrien Bus. This year, we supported the City of Bridgman’s third season of offering a summer Saturday from Memorial Day to Labor Day weekends, running a shuttle between Warren Dunes, Weko Beach, and several stops throughout the greater Bridgman area.

Visitors Guide – 10,000 copies were printed in 2018 and were distributed through our visitor centers, placed with advertisers, area businesses, other chambers and business associations, and shared through Warren Dunes, the New Buffalo Welcome Center, and the Southwest Michigan Tourist Council and their member businesses. Guides continue to be used as an attraction tool and the more advertisers we have, the better first impression we make.

A LETTER FROM SARAH SPOONHOLTZ

Let me start by saying, I am so excited to be part of the Greater Bridgman CGA and Cornerstone Chamber of Commerce family! I look forward to getting to know you and your business so that together, we can continue to help your business, as well as the Greater Bridgman Area prosper and grow. Additionally, I will be working with you to increase your visibility throughout Michigan's Great Southwest, assist you and your employees with networking opportunities, and advocate for your business in Lansing.

A little about me, I was born and raised on a small farm here in Southwest Michigan, and joined the Cornerstone Chamber after 16 years in the Media industry. While in radio I discovered my passion for non-profits; prior roles include past Board Chair for 100 Women Strong, a member of the Executive Committee for the American Heart Association's Go Red for Women Luncheon in St. Joseph, as well as involvement with St. Jude Children's Research Hospital. Additionally, I'm finishing my BA in Professional Communications, focusing on Marketing at Siena Heights University, where I am on target to graduate in December of 2019. When not working or studying, you'll catch me enjoying baseball, football, or just simply relaxing with family and friends somewhere in Southwest Michigan.

If you ever have questions or concerns about the new Affiliation between the Greater Bridgman CGA and the Cornerstone Chamber, how to best use your ChamberMaster Member Zone login, hosting or attending one of our Networking events, or any questions about your current membership, please do not hesitate to ask! My job is to help you be successful! You are always welcome to email or call me: sspoonholtz@cornerstonechamber.com, 269-932-4042 or director@lake2grapes.com, 269-465-4413.

The warm welcome that I've already received during the interim time means more to me than words can ever express; I look forward to further getting to know all of you and your staff!

JOIN US FOR THESE UPCOMING EVENTS:

February 14th, 2019

Business Recognition Breakfast Awards Ceremony

April 11th, 2019

The Ritz-Carlton Leadership Center
Customer Service Seminars

June 8th, 2019

2nd Annual Makers Trail Festival
Weko Beach

July 9th, 2019

59th Annual Chamber Golf Outing & Steak Fry
Harbor Shores Golf Club

October 8th, 2019

Fall Trade Fair
Grand Upton Hall

Visit CornerstoneChamber.com for the full list of upcoming Chamber and Member events!

St. Joseph Coloma Watervliet
Benton Harbor Eau Claire Sodus
Baroda Eau Claire Niles
New Troy **Regional** Berrien Springs
Stevensville Bridgman Buchanan
New Buffalo Sawyer Three Oaks

We are Southwest Michigan's Regional Chamber

PICTURE GALLERY





MAKERS TRAIL FESTIVAL
SOUTHWEST MICHIGAN BEER, WINE & SPIRITS
JUNE 9, 2018 | WEKO BEACH
TICKETS AT MAKERSTRAILFESTIVAL.ORG
AND HARDINGS IN BRIDGMAN



Lake Township Park
SAND RIDGE
Disc Golf Course Overview Map

Welcome to Lake Township Park Sand Ridge Disc Golf Course. This course is a 9-hole disc golf course. The course is located on the east side of the park, near the 18th hole. The course is designed for both beginners and experienced players. The course is surrounded by trees and is a beautiful setting for a day of disc golf.

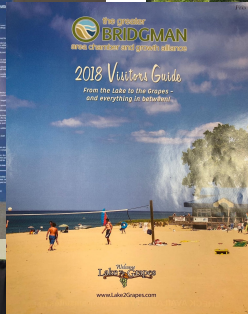
DISC GOLF COURSE

HOLE # HOLE NAME
1. HOLE #1 (180 YARDS)
2. HOLE #2 (220 YARDS)
3. HOLE #3 (250 YARDS)
4. HOLE #4 (280 YARDS)
5. HOLE #5 (300 YARDS)
6. HOLE #6 (320 YARDS)
7. HOLE #7 (350 YARDS)
8. HOLE #8 (380 YARDS)
9. HOLE #9 (400 YARDS)

TRAILHEADS

TRAILHEAD #1
TRAILHEAD #2
TRAILHEAD #3
TRAILHEAD #4

TRAILHEAD #1 (180 YARDS)
TRAILHEAD #2 (220 YARDS)
TRAILHEAD #3 (250 YARDS)
TRAILHEAD #4 (280 YARDS)



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MICHIGAN AREA
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From the lake to the grapes and everything in between!

Visit Bridgman
www.visitbridgman.com

