To: Northport Village Council
Date: 11-19-24
Subject: **Northport Visitor Center 2025 Funding Request**

Dear Village Council Members,

We're writing to request $1,200 to support the Northport Visitor Center in 2025.

About the Visitor Center

The Visitor Center is a volunteer operation that provides information about many places and events in Leelanau Township, Northport and Omena. We are not a "pay-for-placement" facility. The agreement between the Village and DNR over use of the building does not allow commercial activity. The facility must be used to promote outdoor activity. The DNR included visitor information centers in this provision.

Literature

In 2008 thru 2012, over 14,000 pieces of literature were distributed each season, then:

2013 - 15,861	2017 - 14,444	2020 - 12,025 (COVID delayed our opening 4 wks.)
2014 - 16,913	2018 - 16,076	2021 - 16,714 (Plus 3,142 NOCOC Visitor Guides)
2015 - 16,689	2019 - 16,966	2022 - 13,061 (Plus 5,145 NOCOC Visitor Guides)
2016 - 18,511		2023 - 13,030 (No NOCOC Visitor Guides this year)
		2024 - 12,854 (No NOCOC Visitor guides this year)

We distribute two types of literature: Visitor Center self-printed and general/free literature. The most popular printed item is the custom designed Township Map. This map guides visitors to many "out of the way" places in the Township. We also print ten brochures, i.e., *Beaches and Vistas*, *Hiking and Biking*, *Boating and Fishing*, *Birding/Biking/Hiking*, etc., which focus on the Township. Some brochures focus on visitor services, local farm markets, art galleries, restaurants and shops. We self-printed approximately 7,360 color pages of Township/Village focused literature in 2024.

Website

The Visitor Center website, northportvisitorcenter.org has pdf files of printed literature with links to the Northport Omena Calendar and important sites.

Budget

2008 - The Visitor Center was the first project executed by "Future by Design." The $1900 startup cost was funded by the Leelanau Township Foundation.

2009 - The Village funded $1,800 and the Chamber of Commerce $1,000.

2010 - The Village and Township each funded $1,500.

2011 through 2024 - The Village and Township each budgeted $1,200 every year.

2025 - We are asking the Township and Village for $1,200 each. Literature is continuously updated. Funds will purchase laser toner cartridges, paper for printing, dry erase markers, etc.

Sincerely, Patty Noftz

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