

Rotary

Benzie Sunrise Club



2022-23 Members

- Mary Wixson
- Tim Griffen
- Paul Danes
- Kelly Tomaszewski
- Carol Burns
- Terry Taylor
- Angela Quinn

2023-24 Members

- Bruce Rowland
- Gordon Krater
- Warren Richter

2024-25 Members

- Greta Cowart

2022-23 Sponsors

- Phyllis Kladder
- David Oellerich
- David Oellerich
- Michelle Russell
- Phyllis Kladder
- Kim Simon
- Chris MacInnes

2023-24 Sponsors

- Kim Simon
- Kim Simon
- Bruce Gerhart

2024-25 Sponsors

- David Oellerich



MEET THE
Women of Benzie



Wednesday, August 21
6:00 – 7:00
Lynn & Perin Mercantile

Snacks + Sips + \$100 Charity Drawing



THANK YOU TO OUR BENZIE COUNTY SPONSORS

PLATINUM SPONSOR



GERHART
BRUCE & VAL



LAMBERT
PHIL

GOLD SPONSOR



SILVER SPONSORS



Gerhart Forestry LLC
Honor, MI
(231)714-4005



BRONZE SPONSORS



Bowerman, Ford, Clulo &
Luyt, P.C.
ATTORNEYS & COUNSELORS AT LAW



PATRON SPONSORS



Sponsors
\$17,525

The Results

Operational Financials

Revenues: **\$18,992.40**

Expenses: **\$13,799.90**

Net: **\$5,212.50**

Ridership

Event	2023	2024
63-Mile Tour	111/ 42%	95/ 44%
46-Mile Tour	91/ 35%	71/ 33%
28-Mile Tour	60/ 23%	49/ 23%
Total	262	217

Ridership - 2023 vs 2024

Gender 2023		Gender 2024	
Male	61%	Male	66%
Female	39%	Female	34%

Age Group	% of Riders
Under 30	14.9%
30-49	11.3%
50-64	36.87%
65+	36.87%

Marketing Campaign

Email Blast Past Riders

League of Michigan Bicyclists' magazine

Facebook Posts & Ads

Crystal Mountain's Newsletters & Social Media

Emails sent to Michigan bike clubs



Things That Went Well

- Registration & Coastal Cycle's Support
- Good feedback on routes – well marked
 - 62-mile, beautiful views
 - 46-mile, cool along the lake
- Benzie County CERT support at major crossings
- Lots of food at rest stops – L'Chayim sandwiches & Cherry Hut pies a hit
- Lodge tent for lunch
- Social media – Carol's postings
- Sponsorship drive – \$17,525, we beat our goal!



Changes to Improve Next Year's Event

On-line Registration

- Auto populated confirmation with start time & lunch closing time

Routes

- 28-mile go through Kaleva

Food Stops

- Less food needed with addition of L'Chayim sandwiches
- More protein

Day of Events

- Start times – have person on PA announcing
- Have Coastal Cycles at Crystal Mtn at 6:00am
- Lunch – taco bar
- Music – Crystal Mtn's "muzak"

Volunteer List

Registration	Road Marking	Food Stops	Ride Support
Kim Simon	Barb Skurdall & Ann Strehle	Warren & Kathy Richter	Bruce Gerhart
Phyllis Kladder	Terry Taylor	Jan Wynne	Barb Skurdall
Phil Lambert	Phil Lambert	Paul Danes & Julie Tebo	Terry Taylor
Dave Wynne	Pat Kiely	Bruce & Phyllis Rowland	Bruce Wildie
Carol Burns	John Ester	Tim Griffin	Pat Kiely
Connie Simon	Bruce & Val Gerhart	Kelly Tomaszewski	Angie Quinn
Betsy Taylor	Carol & Paul Burns	Interactors Mya Main & Elsa Carter	David Oellerich
	Bruce Wildie	Gary Gordon	Carol & Paul Burns
	Larry Ross	Tom Bishop	
	Chris MacInnes	Linda Wood	
	Gary Gordon		

2025 – Our 17th Year

May 31, 2025

Wish to join the leadership team?
Planning will begin in November

