

# DUNE DOLLARS

GRAND HAVEN, SPRING LAKE, FERRYSBURG  
CHAMBER OF COMMERCE  
GRAND HAVEN, MI - CONVERTED 2017

68  
participating  
merchants

5-10  
staff size

1899  
established

16,400  
population

76.96  
square  
miles



## AREA & CHAMBER DETAILS

THE TRI-CITIES CHAMBER OF COMMERCE IS LOCATED ON THE EASTERN SHORE OF LAKE MICHIGAN - A REGION KNOWN FOR ITS SANDY BEACHES, BOATING, FISHING, BIKING & HIKING. THIS HAS BEEN THE "GO TO PLACE" FOR BUSINESSES IN WEST MICHIGAN SINCE 1899.



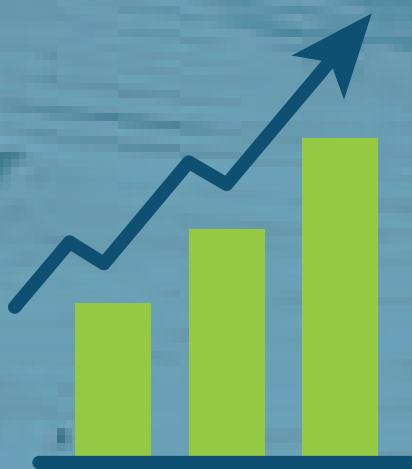
\$661,000

DOLLARS KEPT WITHIN  
THE COMMUNITY



## TOP REDEEMERS:

- 1 - GROCERY STORE
- 2 - OUTDOOR SPORTING GOODS STORE
- 3- RESTAURANT



## 2017 VS 2020

2017 - \$97,700 SOLD  
2020 - \$198,800 SOLD

## TRANSITION FROM PAPER

GRAND HAVEN, FERRYSBURG & SPRING LAKE HAD A LONG STANDING PAPER CURRENCY PROGRAM. THE CHAMBER DECIDED TO CONVERT TO ELECTRONIC IN HOPES OF REACHING A WIDER BREADTH OF CUSTOMERS. THEIR PROGRAM HAS DOUBLED IN SALES IN 3 YEARS!

## TOP PURCHASERS:

GENERAL PUBLIC  
EMPLOYERS  
SCHOOLS