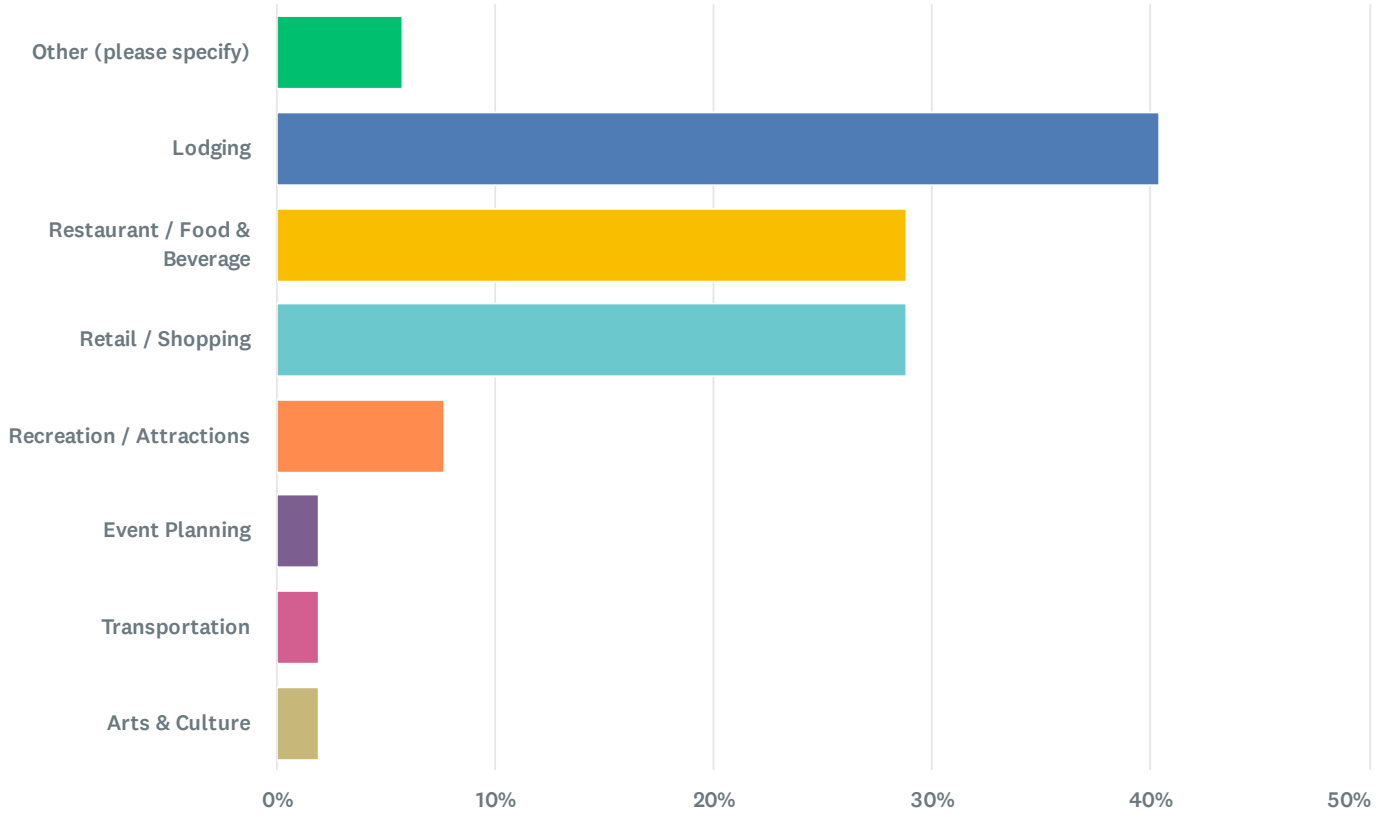


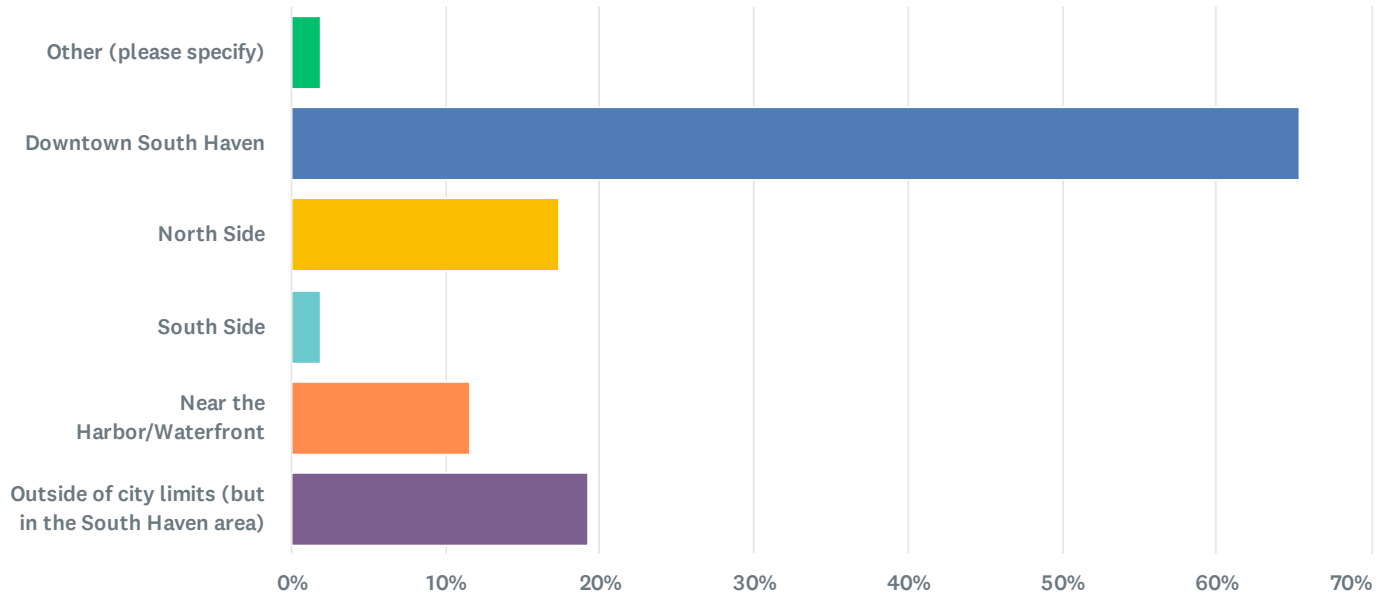
Q1 52 responses

What type of business do you operate?



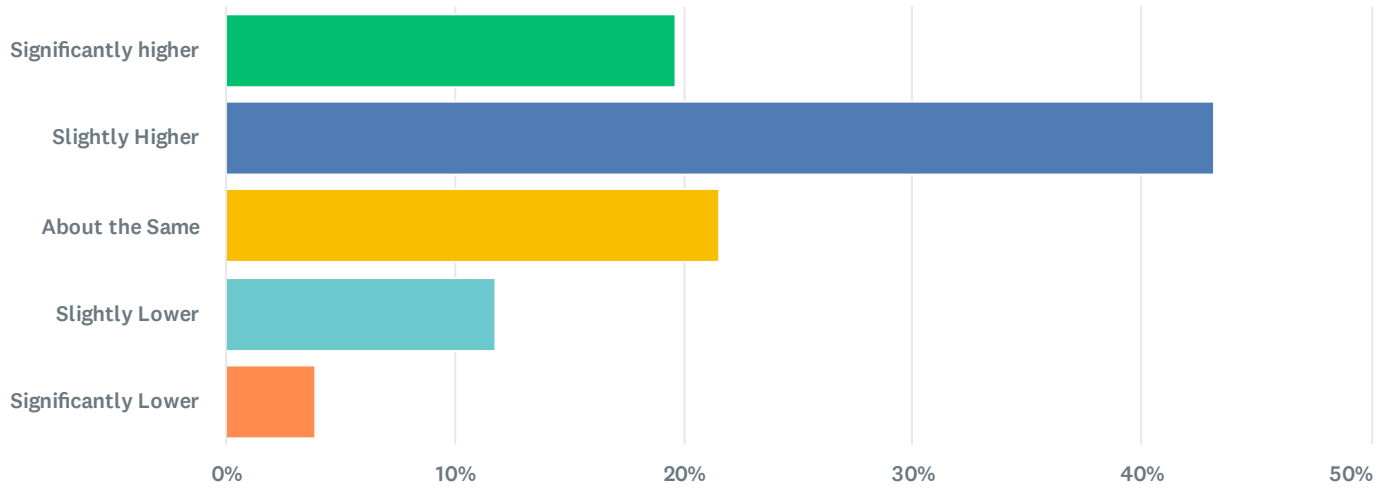
Q2 52 responses

Where is your business located? Check all that apply



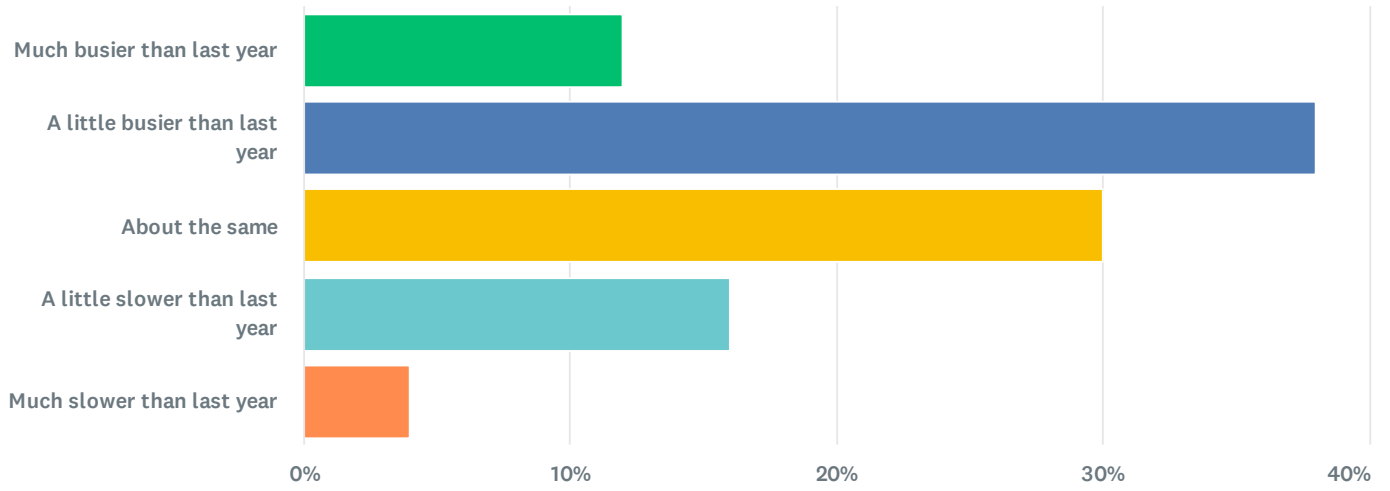
Q3 51 responses

How did your summer revenue compare to last summer?



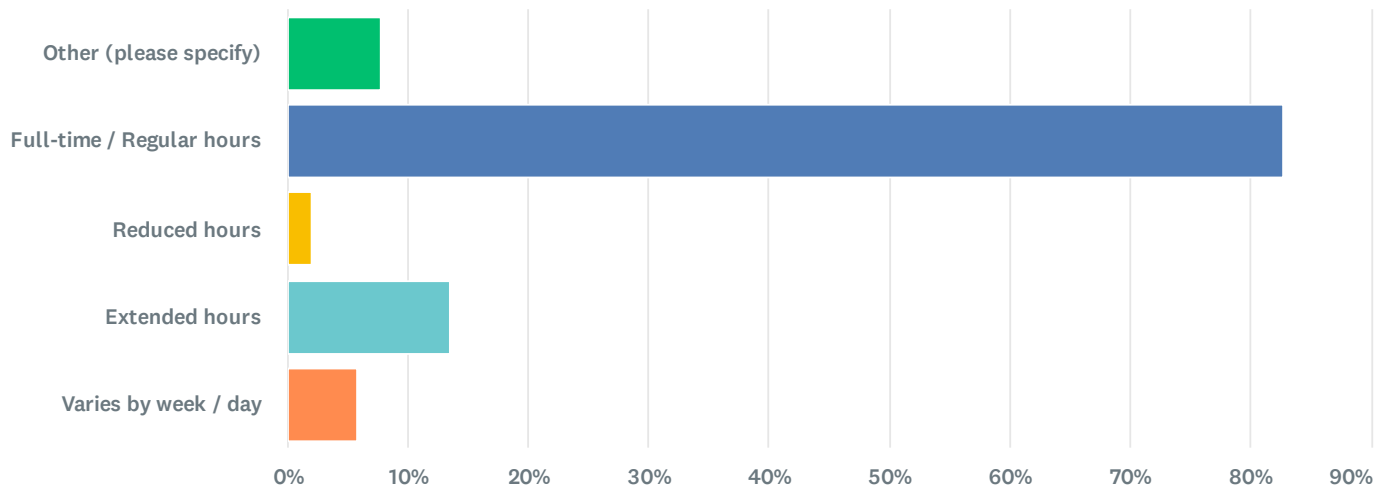
Q4 50 responses

How would you describe your summer foot traffic or customer volume?



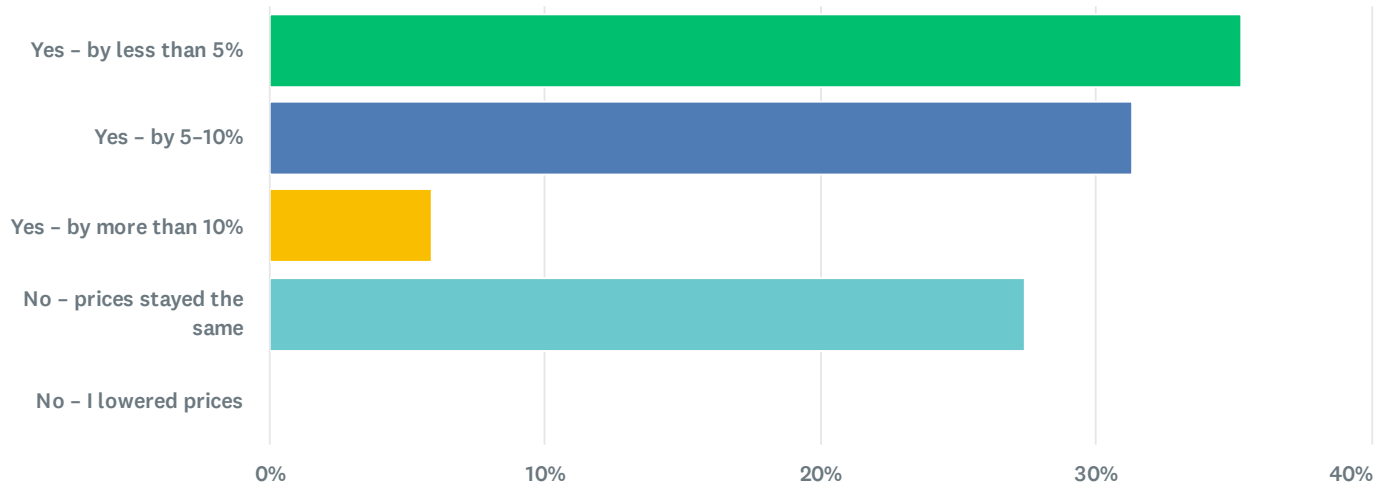
Q5 52 responses

What were your typical hours of operation this summer?



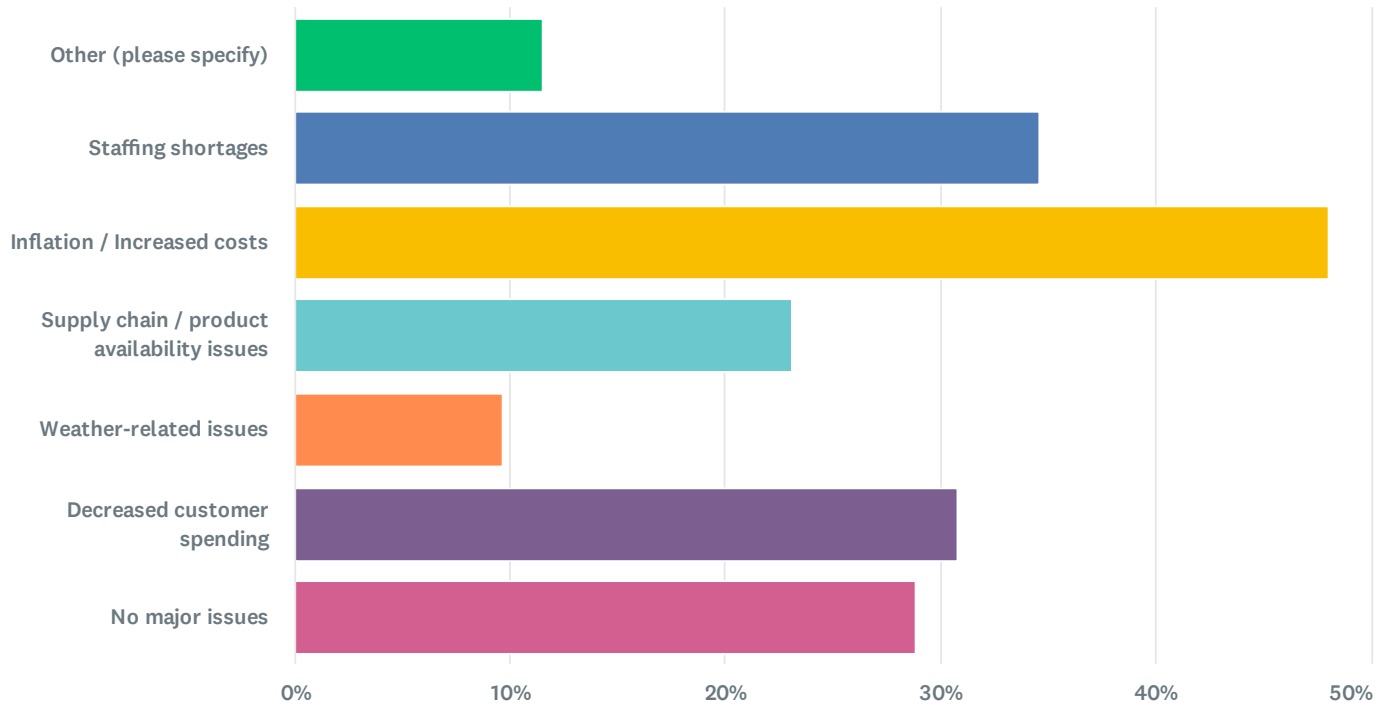
Q6 51 responses

Did you increase your pricing this summer compared to last year?



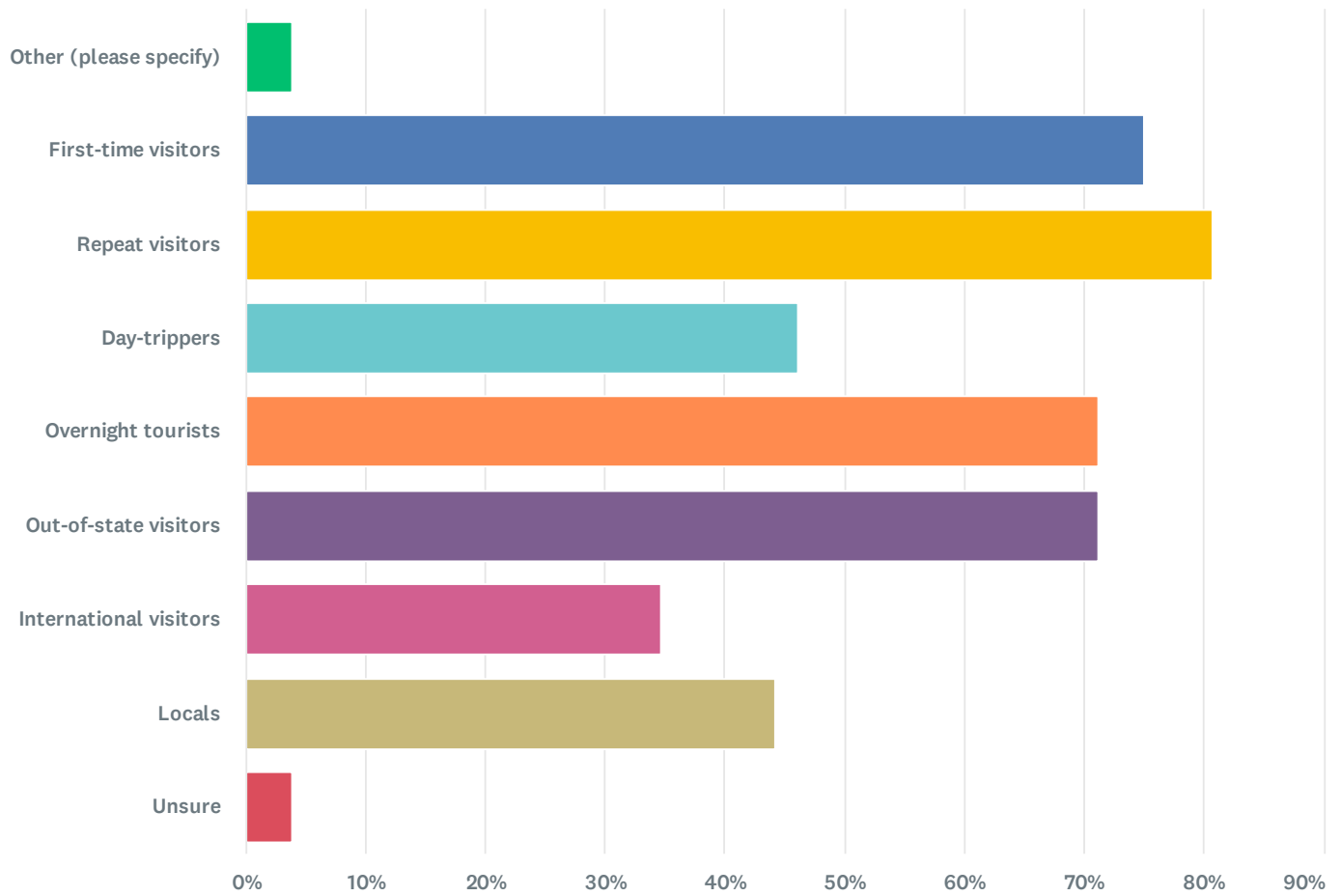
Q7 52 responses

What major challenges did your business face this summer, if any? Check all that apply.



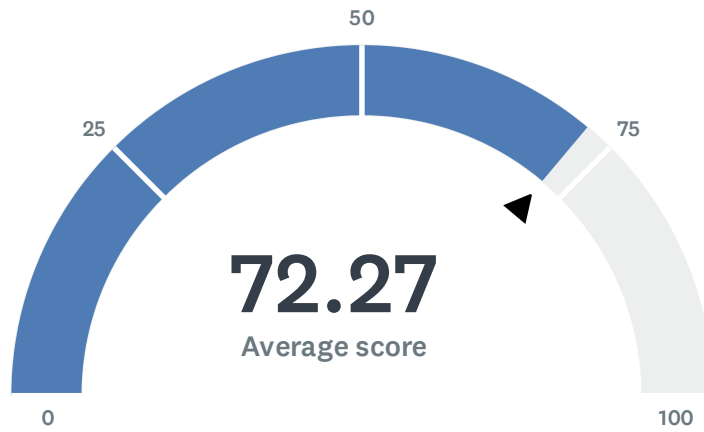
Q8 52 responses

What type of guests/customers did you mostly serve? Check all that apply.



Q9 52 responses

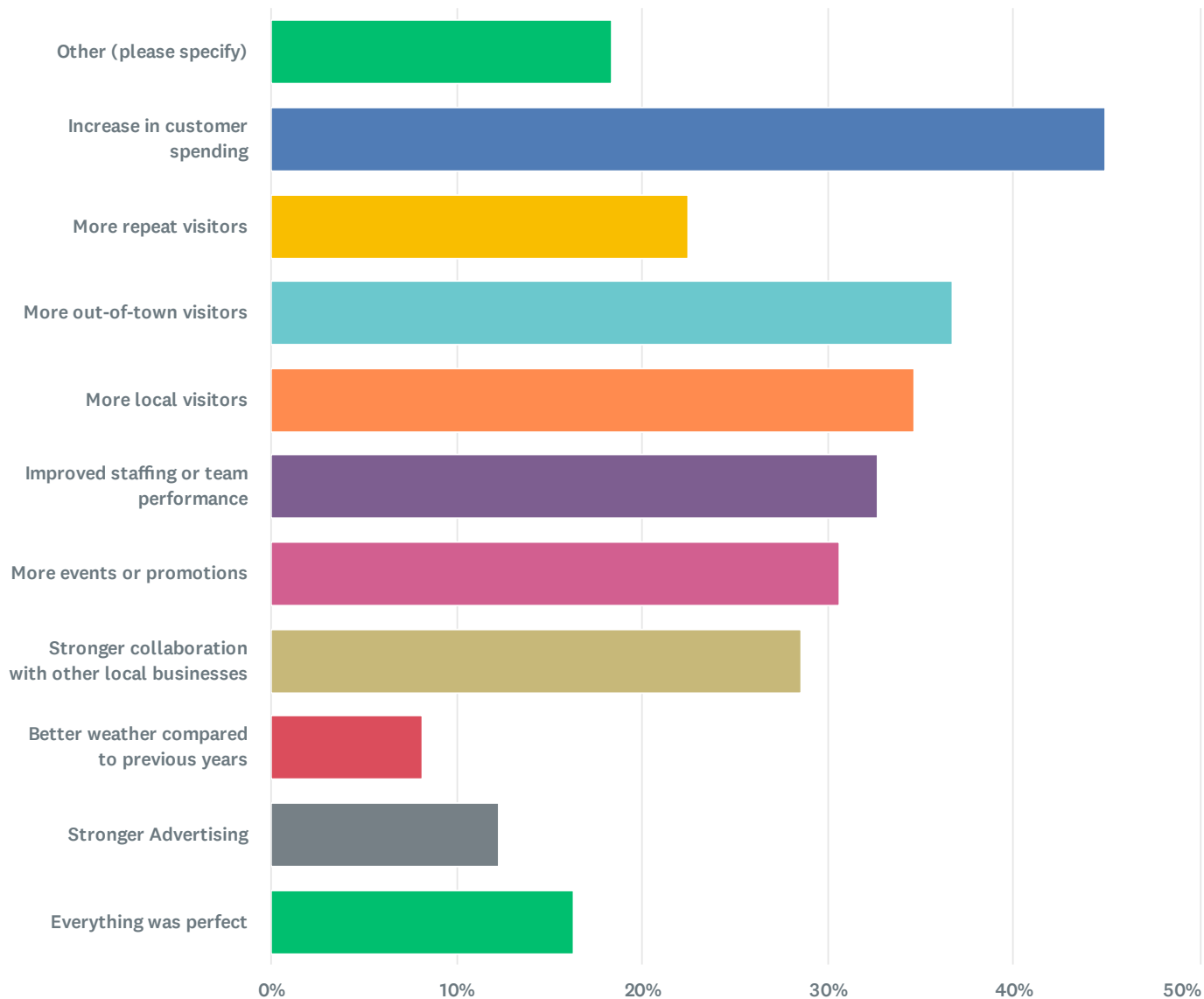
Slide the scale to rate your overall 2025 summer season from 0 to 100.



Basic statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
0.00	100.00	74.50	72.27	19.95

Q10 49 responses

What would have helped make your summer more successful? Check all that apply.



Q11 Any specific success stories or standout moments from this summer you'd like to share?

Answered: 10 Skipped: 42

#	RESPONSES	DATE
1	The Shoe collective has bet sales numbers for 2024 before summer started. We are looking at a 400% increase in sales along with being close to the largest Ecommerce store in South Haven that we know of.	9/17/2025 10:25 AM
2	City Council aggressiveness towards tourism and STR regulation.	9/16/2025 10:44 AM
3	Clementine's faced quite a few challenges heading into this summer season, new POS system, new kitchen display screens and a new waitlist system. What I am most proud of is that even with all the changes and BOH staff issues this team rallied around each other and got the job done!!	9/16/2025 9:32 AM
4	We continue to rise as a destination shopping venue. Our recent spotlight in Atlanta (GA) Monthly was a surprising and fun article that spotlighted our uniqueness and growth.	9/16/2025 9:12 AM
5	Overall, sales were similar to 2024 but costs were certainly higher this year.	9/16/2025 9:10 AM
6	More people found out about the shop now that golden brown bakery is closed. Lots of great feed back from customers on the products we offer and our atmosphere.	9/16/2025 8:44 AM
7	This summer has been one of the most successful and inspiring in recent memory at the Michigan Maritime Museum. A few standout highlights include: Record On-Water Attendance – Our fleet, led by the tall ship Friends Good Will, welcomed thousands of guests aboard and sailing experiences that sold out consistently throughout the summer. Many families shared that sailing on the ship was the highlight of their visit to South Haven. Community Impact Through Education – Our education programs reached more schools and families than ever before, including hands-on knot-tying lessons, maritime crafts, and special programming for youth groups. One memorable moment came when a visiting student told us it was “the best field trip ever” because they got to actually steer a boat on the Black River. Major Campus Milestones – We saw the near-completion of the new Commercial Fishing Building at Bosgraaf Point, which has already generated enthusiasm from donors, volunteers, and guests eager to see the exhibit open. This project has become a rallying point for our community. Special Events and Partnerships – Our Rock the Boat fundraiser brought in record attendance and support, and we successfully launched the Sweetwater Film Showcase, connecting maritime stories with the broader arts community. Both events created memorable evenings that showcased the museum’s role as a cultural hub. Each of these moments reflects the power of maritime history to connect people—to each other, to South Haven, and to the Great Lakes.	9/16/2025 7:54 AM
8	More than doubled our wine sales!	9/15/2025 10:35 PM
9	Moving one store from center street to Phoenix street made our sales double. Center street needs help with a huge vacant lot on the north end and no anchor on the south end.	9/15/2025 8:05 PM
10	Seemed just a lot quieter	9/15/2025 5:41 PM

Q12 Any additional feedback or observations you'd like to share so we can better understand the summer tourism season?

Answered: 18 Skipped: 34

#	RESPONSES	DATE
1	As the summer gets shorter every year. If we had an event every week to draw people it could be beneficial. Maybe focused more on week days over weekends. Midweek street party of sorts.	9/22/2025 12:15 PM
2	Most guests said they were pleased with their experience in South Haven and the surrounding environs.	9/18/2025 7:55 AM
3	I think treating summer as tourism season doesnt help how much fall is also a big tourism season. We do half our revenue in summer but we we the other have throughout the year with fall being the second biggest.	9/17/2025 10:25 AM
4	Very little economic down turn in tourism season. Off season has gotten worse.	9/17/2025 10:20 AM
5	The type of shopper is changing. There used to be more second home owners that came multiple weekends a year. We were able to develop relationships with them and they were true shoppers. The type of shopper has changed. There is a greater desire for souvenir type items. The shift started years ago and has nothing to do with tariffs. Stores have had to change their merchandise selection to lower margin items.	9/16/2025 10:55 AM
6	Downtown South Haven thrives when our community is vibrant, diverse, and welcoming. Short-term rentals (STRs) have long been part of that ecosystem, fueling restaurants, shops, cafés, and attractions with consistent foot traffic and spending from visitors who choose our town for its unique charm. The City Council's current push to slash the number of STRs from over 900 to fewer than 300 poses a serious threat—not only to homeowners, but to every small business that depends on steady tourism dollars to survive. By treating STRs as the problem instead of part of the solution, the Council risks undermining the very economic base that allows downtown businesses to operate year-round. What is most concerning is that Council leadership continues to ignore the real root causes of middle-class decline in South Haven: High property taxes that push families and workers out. Lack of affordable housing initiatives or meaningful tax relief. Failure to attract or incentivize small businesses that could create long-term stability. Instead of addressing these systemic issues, the Council has chosen to scapegoat STRs—while doing little to actually ease the burden on local families or business owners. As downtown businesses, we must be clear: reducing STRs is not a solution. It is a short-sighted policy that will cut off vital revenue, reduce customer traffic, and ultimately make South Haven less competitive against other lakefront towns. If the Council is truly serious about helping the middle class, it must shift its focus to tax reform, housing initiatives, and small business development—not dismantling one of the few proven drivers of our local economy.	9/16/2025 10:44 AM
7	parking continues to be a problem, especially for those employees working 3-8pm	9/16/2025 9:44 AM
8	I think we really should address parking in the future. As I read customer reviews, it is something that keeps popping up from time to time.	9/16/2025 9:32 AM
9	More amenities for tourists, more parking, more festivals, make Phoenix St a pedestrian street, a la Grand Haven, allow outdoor pot use in the social district, extend the farmers market, extend an overt welcome to visitors through city efforts, promote residential development from the freeway eastward, and extend a message of love and kindness. Become more gay/lesbian/trans friendly. Reduce overt police vehicle presence downtown, but let's see more officers walking the beat and talking/helping with owners and tourists downtown. Promote programs in the city and local middle and high schools on how stealing from your community hurts your community. Understand that City ordinances and anti business practices will have a very bad effect on everyone's long term income.	9/16/2025 9:12 AM
10	Many people have become incredibly self centered which makes it hard in a very small town that cannot accommodate as a many people that come to visit. Tourist want things and they	9/16/2025 8:44 AM

South Haven Summer Season Business Survey

want them NOW! It was half amazing customers who are so incredibly kind then the other half were the complete opposite and incredibly rude(putting it nicely). Many complained about not having more breakfast options for eating at, which I find funny that most have rented a house that they could have easily made breakfast at.(I know people don't want to do that when they are on vacation). Many staff at other restaurants that I talked with felt burnt out by the end of July which isn't good. I worry we are loosing workers due to the cost of living in the area. I could write a book on my thoughts this isn't the place for that If you have any other questions please feel free to contact me. Thank you! Abby

11	I'd like to explore more winter festivals to keep tourism high all year. Making SH a destination for holiday lights would be amazing!	9/16/2025 8:17 AM
12	One of the clearest observations from this summer was just how strong South Haven's tourism season continues to be, with demand outpacing even our optimistic expectations. We consistently saw full parking lots, packed downtown sidewalks, and record numbers of guests on our campus and vessels. A few key takeaways we noted: Visitor Patterns – Families and multigenerational groups were a strong presence, and we also saw a noticeable increase in younger adults traveling in small groups who were seeking hands-on, experiential activities. Extended Stays – Many guests told us they were spending two or more days in South Haven rather than just making a quick stop, which reinforces the value of offering layered experiences like on-water adventures, museum exhibits, and downtown dining. Spending Trends – Guests were willing to spend on quality experiences, both in terms of admission and in the gift shop. The response to our expanded merchandise and specialty items was very positive. Capacity Challenges – The only downside was that at peak times, demand exceeded what we could provide, particularly with sailing and boat rides selling out. This is a good challenge to have, but it points to the importance of managing capacity and exploring ways to grow access. Overall, this summer underscored that South Haven remains a highly desirable destination. Visitors are not just coming for the beach—they are eager to discover cultural, historical, and educational experiences, and the Michigan Maritime Museum is a central part of that story.	9/16/2025 7:54 AM
13	Spring weather was bad, inflation, tariffs made it very hard, very unpredictable business conditions this year.	9/15/2025 8:05 PM
14	Work on affordable housing. Finding staff is a challenge. Maybe partner with the high school with summer work programs.	9/15/2025 7:09 PM
15	Local politics and the STR rules constantly changing is a real problem. Visitors feel it and business' do too. Parking cops are giving people a bad taste of south haven.	9/15/2025 5:41 PM
16	Events do not add to our business, often they take away from it!	9/15/2025 5:37 PM
17	More music in public areas, yoga(not at 9 am, breakfast for us), wine tatings	9/15/2025 5:31 PM
18	Would love better collaboration and partnership with local business as we have some of the best available lodging along with a 14 passenger bus for transportation.	9/15/2025 5:30 PM