

Friends of the Felt Estate Report for the Year April 1, 2020 – March 31, 2021

Dear Laketown Township Board and Residents:

2020 was a year full of crisis management at the Felt Estate – as I am sure it was for any entity in the event industry. With rental events being most of our revenue, 2020 was a tough year financially for the estate. One-third of our events were cancelled; one-third were postponed to 2021 (hurting this year's bottom line because they consumed many good dates where we host new rentals); one-third were held but in an abbreviated form – fewer people, shorter events, etc.

Naturally, because so many events were cancelled or postponed and our revenue was drastically decreased, many good projects were put on hold until we recover. That will probably be true through this year as well until we regain our footing.

We did qualify for PPP funding in both rounds and that protected our employees' jobs and income.

Many people in West Michigan understood our difficulties and were unfailingly generous. One volunteer came in one day and put a \$1000 check on my desk. She said, "I know you've had a tough year. I hope this helps." Adversity can often bring out the best in people.

We learned a great deal in 2020. First and foremost: love never fails. The weddings that were held, whether with 25 attendees or 100, were as important and beautiful as any lavish event because those weddings were laser focused on the true reason for the occasion: a celebration of love. Second, we can weather any storm if we work together. Third, my crew at the Felt is superb at creative thinking, quickly adapting to new regulations, and thinking outside of the proverbial box to allow people to continue to enjoy the estate safely, even in a year of COVID-19. I give a huge shout-out to my assistant Tammy; our facilities technician, Brett; our rental coordinators Derrick and Holden, and my incredibly supportive Friends of the Felt Estate Board: Ken Freestone, Wendy Elms, and alternates Lorma Freestone, and Gary Dewey. I could not do what I do without all of you.

And, always, I thank the Township Board, Al Meshkin, the Township staff, and all the members of the community who so faithfully support our work.

Life remains a restoration project.

Sincerely,

Patty Meyer  
Director, Felt Estate