



# 2024 Member Kit



# Meet Your Team

## Dear Member,

You are part of one of Michigan's most highly regarded chambers of commerce with more than 1,200+ local member businesses.

Your Chamber membership offers you benefits that meet the needs of your business. Whether you are a large or small business, we provide exclusive savings, promotion, and access. Community leadership, promotion, inclusive business advocacy and valued member services are now at your fingertips.

Thank you for joining the Muskegon Lakeshore

Chamber of Commerce, I look forward to learning more about you and your business. Please feel free to contact our staff with your ideas or questions at [231-722-3751](tel:231-722-3751).

Sincerely,

**Cindy Larsen**  
**PRESIDENT**  
Muskegon Lakeshore  
Chamber of Commerce



## CHAMBER STAFF

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## CHAMBER BOARD

**Jonathan Wilson**  
**CHAIR**  
DTE Energy

**Shawn Buckner**  
Meijer

**Jeff Cave**  
Orthopedic Associates of  
Muskegon

**Alex Fonseca**  
Fresh Coat Painters

**Aaron Maike**  
**VICE CHAIR**  
Baker College

**Paula Kendra**  
Kendra Consulting

**Cathy Nye**  
Howmet Aerospace

**David Ramos**  
Ramos & Sons Auto Body

**Joel Kamp**  
**TREASURER**  
Pigeon Hill Brewing Co.

**Jack Russell**  
Rolar Products

**Sharlene Shineldecker**  
Transnation Title Agency

**Randi Lynn Talsma**  
Blended Furniture Market

**Aaron Maike**  
**SECRETARY**  
Baker College

**Kaja Thornton-Hunter**  
Overcoming Barriers, Inc.

**Nancy Westgate**  
Wesco

**Marla Schneider**  
Greater Muskegon Economic  
Development

# Vision, Mission & Initiatives

## VISION STATEMENT

**The best source for business success.**

## MISSION STATEMENT

**To sustain an environment for inclusive business success through community leadership, promotion, business advocacy and valued member services.**

## MISSION DEFINED

**Community Leadership** - Your Chamber takes a long-term view of community growth and prosperity by encouraging innovative regional solutions for economic development on Michigan's West Coast.

**Community Promotion** - Your Chamber promotes the area as the best place in Michigan to live, work and play.

**Valued Member Services** - Your Chamber offers quality business information, member referrals, cost-saving benefits, networking opportunities and affordable training.

**Inclusive Business Advocacy** - Your Chamber provides the voice of all businesses for all quality enterprises: multicultural, large and small, local, regional and global. Your Chamber works to influence government and other local institutions to provide the best inclusive business climate possible for business growth and development.

## Important Chamber Projects That Changed Muskegon

- Advocated for statewide "Social District" law
- Attracted passenger cruise ships to the Muskegon Lakeshore
- Launched the "[Watch Muskegon](#)" county-wide popular image campaign and Watch Muskegon 2.0
- Relocated the Downtown Muskegon Farmers Market
- Created a new awards program, the Future 15, which acknowledges 15 emerging leaders under the age of 40
- Reinvented the Silent Observer – Crime Stopping Program
- First to break ground on a new Downtown Building
- Advocated for a new Muskegon Area Career Tech Center
- Lobbied to build the Muskegon Innovation Hub
- Formed the Muskegon County Convention & Visitors Bureau
- Started The Greater Muskegon Jaycees & the Women's Division



- Organized the first United Way of the Lakeshore
- Advocated for Business US-31 connection from downtown to US Interstate 96
- Helped establish the Muskegon Country Club
- Worked to develop Pere Marquette Park
- Charles Hackley organized your Chamber to attract manufacturing to Muskegon

# Exclusive Savings

As a member of the Muskegon Lakeshore Chamber of Commerce, you have access to exclusive savings with businesses we have partnered with! Here are some of our most popular savings opportunities:



## Workers Compensation Discounts

Participate in one of the most comprehensive and rewarding workers compensation plans in Michigan. You can qualify for an automatic 5% premium reduction and have the potential to earn a cash dividend. For more info, call the Chamber at 231-722-3751.



## Affordable DEI Training

In partnership Muskegon Community College, members receive a complimentary virtual consultation on Diversity, Equity, and Inclusion best practices! This benefit also includes 10% off the training rate for DEI services provided by MCC. For more information, please contact: the office of DEI at MCC at [mccdei@muskegoncc.edu](mailto:mccdei@muskegoncc.edu)



## Marketing Tool Savings

Enjoy exclusive savings on Constant Contact's entire suite of online tools. Chamber members receive 25% off for a year or 20% off for six months! Call 1-855-797-4708 or email them at [coach@constantcontact.com](mailto:coach@constantcontact.com).

## Certificate of Origin

Local manufacturers receive significant discount on the Certificate of Origin Stamp required for exporting products. Contact Martha Samuel at [msamuel@muskegon.org](mailto:msamuel@muskegon.org) for more information.



## Business Health Insurance

Design a plan to give your employees the security of health insurance through Blue Cross Blue Shield of Michigan while balancing the needs of your business. From health and dental plans to prescription coverage and vision care, you can get the plan you need.



## Save on Utility Bills!

In partnership with the Michigan Chamber, members can receive a free analysis of your utility billing to investigate errors, overpayments or opportunities for future savings! This program is ideal for members who spend \$50,000 or more annually on utility bills. Findings often lead to significant savings. No obligation. You decide what you want to activate. For more information contact: David Brownback, [dbrownback@michamber.com](mailto:dbrownback@michamber.com)



## Membership Discounts

In partnership with the Muskegon Museum of Art, chamber members receive 50% off a \$150 art museum corporate membership. This includes 2 free daily admission passes, invites to special events and discounts for purchases and more! This benefit also includes free admission to 1,000 museums nationwide! To sign up: contact Kelli Hepler, [khepler@muskegonartmuseum.org](mailto:khepler@muskegonartmuseum.org)



## MACC Meeting Space

As a chamber benefit the Muskegon Arts and Culture Coalition will supply free meeting space to chamber members. Please note, space and availability may vary. Contact the chamber for more details. Participating locations include: Frauenthal Center, Hackley Library, Hackley & Hume Historic Site, Heritage Museum of Business and Industry, Muskegon Museum of History & Science, Muskegon Area District Library, Muskegon Community College, Muskegon Museum of Art, West Michigan Symphony/The Block.

# Exclusive Access

As a member of the Muskegon Lakeshore Chamber of Commerce, you have access to over 20 benefits to help grow your business and save money! Here are some of our most popular benefits:



## Your Next Private Meeting or Retreat

Need a break from the office or a place to hold your next retreat? As a Chamber member, you have access to utilize our training room, board room, or committee room whenever you need it and it is available. To learn more email Martha Samuel at [msamuel@muskegon.org](mailto:msamuel@muskegon.org) or call 231-722-3751.



## Buy Local Program

Only chamber members can be merchants in the popular Lakeshore Community Cash gift certificate program. Bring new customers to your door by participating in the program. (For retail, restaurants, attractions, and consumer services only.)



## Additional Services from Google

The Muskegon Lakeshore Chamber of Commerce is a Grow with Google partner, allowing you to utilize their tools and services to grow your business, increase your digital presence, and broaden your knowledge of digital skills. To utilize Grow with Google, email [tjackson@muskegon.org](mailto:tjackson@muskegon.org)

**WATCH MUSKEGON**

## Talent Attraction & Retention

Your chamber has a comprehensive talent campaign for you to use as an add-on to your own efforts. This includes free promotion on our website as a Now Hiring" business in our online directory.



## Your Business Advocate

Membership includes a wealth of advocacy benefits and resources including face time with elected officials, research and issue support, action alerts, business friendly voting guides and more. Visit [muskegon.org/membership/advocacy](http://muskegon.org/membership/advocacy) to learn more.



## Networking to Make New Contacts

All chamber-hosted events allow you to network to grow your business relationships while learning important news and information. Look for training opportunities throughout the year including marketing, business start-up 101, finance and more! See the full calendar at [muskegon.org](http://muskegon.org).

## Affordable Training

Throughout the year, the chamber and chamber partners facilitate events to help you improve your business. Topics include marketing, finance, operations, and human resources best practices.



## Coupons

Members can offer or receive coupons on the chamber website business directory as a free way to promote products or services.

## One Stop Shop for Business Counseling & Resources

SCORE counselors, the Business Resource Team, and Greater Muskegon Economic Development are here to help you develop and expand your business. Learn more at [muskegon.org/business-resources](http://muskegon.org/business-resources).





# Exclusive Promotions

Communicate with over 1,250 business decision makers throughout the Lakeshore! Whether you have a budget or not, we can help you GET YOUR MESSAGE out through free, affordable, and targeted digital display campaigns.

## Free Advertising



### Your Business Listing Online

Add keywords, your website, social networks, and a business description to your listing. In addition, your business will be personally referred by Chamber staff and other Chamber members!



### Share Your News

Send us news releases regarding announcements, new hires, a new location, expansions, awards, recognition or other news, and we will include it in the News Room on our website. Email news releases to [marketing@muskegon.org](mailto:marketing@muskegon.org).



### Share Your Events

Post your upcoming events (virtual too!) free of charge on our online Community Calendar, one of the most utilized business and social calendars on the Muskegon Lakeshore!



### Market Your Business on Social

Like and Follow the Chamber's social media pages

**Facebook:** @MuskegonLakeshoreChamber

Join the **MLCC Member Connect Facebook Group**. This page was created specifically for members ONLY! Promote your business in a private, professional setting.

**Instagram:** [muskegon\\_lakeshore\\_chamber](#)

**LinkedIn:** [muskegon-lakeshore-chamber-of-commerce](#)



### Display Your Brochures

Bring your brochures and business cards to showcase in the Muskegon Lakeshore Chamber Welcome Center. Thousands of visitors come to the Chamber office each year, make sure to capitalize this business and tourist audience.



### Showcase Your Swag

Promote your business by distributing your company's promotional products. These items will be included in new member bags, golfer goodie bags and other programs throughout the year.

## Looking for more information on member benefits?

Visit [muskegon.org](http://muskegon.org) | Call the Chamber Membership team at 231-722-3751 |

Email [mlcc@muskegon.org](mailto:mlcc@muskegon.org).

# Exclusive Promotions

## Affordable Advertising



### Website Advertising

Attract visitors to your website by placing a banner ad on muskegon.org. Over 5 million people turn to the Chamber website for business and community information, annually. There are several ad placements available.

**Three Months:** \$300

**Six Months:** \$500

**Twelve Months:** \$1,000



### Chamber Blog Sponsorship

Market your services and expertise out to the business community by writing a sponsored article for our blog page.

This sponsorship includes:

- Logo displayed on webpage for two weeks
- Social media post featuring blog post
- Blog post shared with chamber members in E-News

**Two-week sponsorship:** \$30



### Email Newsletter Advertising

Reach the Muskegon Lakeshore business community by placing a banner ad in one of our email publications: The Chamber Insider E-News, E-Vents Newsletter, Tourism Talk or Mighty Manufacturing News.

#### Header Ad

**Single Issue:** \$250 **Two issues:** \$450 **Six Issues:** \$1,350

#### Mid-publication Ad

**Single Issue:** \$200 **Two issues:** \$350 **Six Issues:** \$1,000

#### Footer Ad

**Single Issue:** \$125 **Two issues:** \$225 **Six Issues:** \$650



### Boosted Social Posts

We can boost a post on the Chamber Facebook and LinkedIn pages and target our followers and their friends, or whoever is your target market. This is a great way to get your message to the business community and beyond. The average boosted post reaches an estimated 7,000 - 10,000 people. Give us a graphic, video, or event and we will take care of the rest!

**One post:** \$100 **Three posts:** \$250



### Member Celebrations

Whether you're opened a new location, won an award, are celebrating a milestone, or would just like to throw a party - we can help you promote your business! Celebration kits are available to purchase through the chamber to maximize the publicity of your event. Contact Director of Events, Linden Peterson, lpeterson@muskegon.org to schedule your event!

**Fast Track Package:** \$125

**Grand Celebration Package:** \$250



### Media List

The Chamber keeps an up-to-date local and regional business media list that is available for purchase to help you promote your event, new hire, award, etc.

**Media List (in Excel):** \$60

# Chamber Events



These breakfast events cover "hot topics" concerning Muskegon County. With over 250 business and community leaders in attendance, this is an event not to miss!



This luncheon training series includes presentations on best practices in various topics including social media, technology, management and more.



Networking is the focus at these events! Sip on a beverage over conversation at one of our member business locations.



Travel to different member businesses on the Muskegon Lakeshore and network and build connections with fellow business professionals.



An inclusive program designed to empower and educate local business leaders dedicated to growth and economic development. LTB is an advanced series, providing a sequence of planned experiences to enhance the knowledge and critical thinking skills of emerging and established business leaders.



Celebrate the spirit of excellence by joining us to recognize locally-owned businesses and organizations.



The Lakeshore's largest business golf outing and a premier opportunity for promotion and networking!



Attracting talent to Muskegon! Interns of area businesses are invited to this community orientation and networking event.



Key decision makers are invited to attend this presentation, geared toward learning what is happening economically and how local efforts play into larger countywide and regional decisions.



Two awards are presented annually to recognize outstanding lakeshore women who excel in their professions, give back and help to raise other women leaders.



A special Business After Hours networking event recognizing outstanding and upcoming young professionals in the Lakeshore region.



Get to know the Chamber staff, network with other business owners and get tips for maximizing your membership experience.



The biggest networking party of the year! Unwind and enjoy the holiday season with your fellow Muskegon business leaders.



Business professionals and residents alike are encouraged to take this one-time class. It provides information and resources that increase community knowledge and enhance customer service experiences.



This leadership program helps professionals to network, expand their circle of relationships and inspire others in our community.

## Discover more events!

Visit [muskegon.org](http://muskegon.org) for our full calendar.



# Chamber Initiatives



## Informing The Community

The Muskegon STAR! provides individuals the tools to excel at customer interaction and enhance the overall experience for tourists, guests, friends and fellow employees.



## Keeping Cash Local

Lakeshore Community Cash is a gift certificate program that keeps money in our community and offers Muskegon residents and businesses an easy platform for gift giving.



## Taking it Outdoors

The goal is to bring recognition to this important growth sector of our economy. This recognition will spur additional investments, create more jobs in the sector and make Muskegon County the best place to live, work and play.



## Community Leadership

Muskegon in Focus brings a diverse group of professionals together in a community-awareness program, committed to enhancing and connecting leaders from the area as they learn what makes Muskegon a great place to live, work, and play.



## Lakeshore's Crime Stopper

This high-tech crime prevention program brings business, education and law enforcement leaders together to solve and prevent crimes.



## Watch Muskegon

In 2014 Watch Muskegon, a campaign focused on promoting Muskegon County as a great place to live, work, play and learn was launched. After six successful years, we are reinventing the campaign to further promote the great assets that the Muskegon Lakeshore has to offer.

## MEMBERSHIP INVESTMENT

All memberships include the following:

- Company name, logo, and social links in our on-line business directory—250,000 visitors annually!
- Business advocacy with legislative updates and alerts
- Access to 60+ networking events annually—1250+ business decision-makers
- Targeted programming for DEI, Manufacturing, Non-profit, & Tourism Members
- Discounts on business services and products
- Opportunity to post events and company news online and in social media
- A subscription to monthly chamber e-news updates and invites
- Complimentary Muskegon Lakeshore Livability magazine
- Certificate of Origin processing
- Muskegon Lakeshore Chamber membership decal
- Opportunities for ribbon-cutting and celebration ceremonies
- Member pricing for all events
- Access to business resource experts, training, and business planning services

Please choose one of the following investment levels:

### Basic Business—\$375

These businesses are new or sole proprietors that are looking to make connections through networking and marketing. Benefit from affordable training programs and cost-saving products and services. These businesses typically employ one or two people.

### Entrepreneur—\$850

Entrepreneurs hold our community's future in their hands! They stay connected by attending events, taking advantage of business resources on the chamber website and learning the latest in business trends at affordable training programs. Entrepreneur employment numbers vary. Joining benefits include:  
+ Includes three representatives to receive member communications; additional category listing

### Leadership Membership—\$2,500

There are a few organizations in every community that support their chamber with strong leadership. They enjoy the benefits of membership, go the extra mile to support advocacy for the business community. Professional networking and learning from their peers are of great interest. These high-powered community leaders participate at the Leadership Membership Level to showcase their commitment to the Muskegon Lakeshore, actively engage in legislative issues and to support the Chamber's mission of improving the economic climate and quality of life in West Michigan.  
+ One Fast Pass for the Business for Breakfast Series  
+ Up to five representatives to receive member communications  
+ One Category  
+ Ask about your 4th custom benefit

### Small Growing Business—\$550

Small businesses stabilize and support our local economy! They are growing and looking to the future with optimism. They want to build business with referrals, professional contacts, website exposure and up-to-the minute business resources and information. This group may employ up to 25. Additional joining benefit:  
+ Includes two representatives to receive member communications

### Established Business—\$1,500

With experience in their respective industries, established business members want information on the latest business trends. By building a professional network and client base, they network and enjoy web exposure. They get involved and support economic development and advocacy efforts. Employee numbers are up to or near 50 people. Joining benefits include:  
+ Includes up to four representatives to receive member communications  
+ Additional category listing  
+ Ask about your 3rd custom benefit

### Foundation Membership—\$5,000

Foundation Membership Chamber members are proven business and community leaders. This group develops the vision and strategies to make Muskegon a great place to invest, work, live and play. It is an opportunity to show commitment as good corporate citizens and actively engage in the issues important to business and the region. The Chamber values commitment and applauds efforts to strengthen our region with leadership. Their contributions provide the financial foundation required to sustain this award-winning chamber over time.  
+ Special invites to VIP events  
+ Two Fast Passes for Business for Breakfast Series  
+ Additional Category Listing  
+ Up to 10 representatives to receive member communications  
+ Ask about your custom benefit

*Gig investment level available for startup, seasonal, part-time, virtual/freelance businesses at \$250.00 (limited benefits)*