



## Internal Memo

June 18, 2020

TO: Mayor and City Council

FROM: Mark C. Meyers, City Administrator 

SUBJECT: Lakeshore Chamber of Commerce Membership

Pursuant to Council Member Morgenstern's request, Lakeshore Chamber of Commerce President Cindy Larsen will present on Chamber membership at the June 23, 2020 work session. As Mayor Nelund indicated at this week's council meeting the City of Norton Shores has been a member of the Chamber by virtue of its membership in Muskegon Area First (MAF). Recently, with the transformation of the organization from a mostly publicly funded entity to a private-public model and with the Muskegon County Wastewater System now paying the MAF dues on behalf of its 14-member cities and townships, Norton Shores no longer has to pay. However, the Chamber has determined that membership in MAF no longer qualifies for membership in the Chamber. They are requesting the City join at a cost of \$1,250 per year.

Staff has questions regarding how the \$1,250 figure is determined. There is also a question of value in membership. This compares with the City's membership with MAF who provides economic development services, especially related to manufacturing. Services include scheduling retention visits and assisting companies with tax incentives, job training, employment selection and recruitment. Also, as City Council is aware, recently MAF applied for MEDC grants on the City's behalf to acquire additional industrial property.

Should City Council have any questions prior to the work session please contact me or Director of Administrative Services, Anthony Chandler.

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**MUSKEGON LAKESHORE**  
CHAMBER OF COMMERCE



**CHAMBER  
MEMBER  
KIT**

**2020**

# MEET YOUR TEAM

## DEAR MEMBER,

You are part of one of Michigan's most highly regarded chambers of commerce with **1,250 local member businesses**.

Your Chamber membership **offers you benefits** that meet the needs of your business. I encourage you to attend our events, participate in programs and take advantage of our virtual benefits. 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 seeing you at the next Chamber event. Please feel free to contact our staff with your ideas or questions at 231-722-3751.

Sincerely,

**Cindy Larsen**  
President  
*Change Agent*



Muskegon Lakeshore Chamber of Commerce



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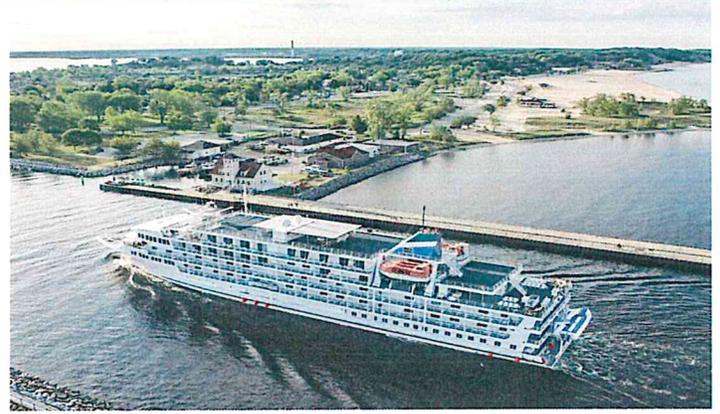
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# MISSION, VISION & INITIATIVES



## VISION STATEMENT

The best source for **business success**.

## MISSION STATEMENT

To **sustain** an environment for **business success** through community leadership, promotion, inclusive 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

- Charles Hackley organized your Chamber to **attract manufacturing** to Muskegon
- Worked to develop Pere Marquette Park
- Helped establish the Muskegon Country Club
- Advocated for **Business US-31** connection from downtown to US Interstate 96
- Organized the first **United Way** of the Lakeshore
- Started The Greater Muskegon Jaycees & the Women's Division
- Formed the **Muskegon County Convention & Visitors Bureau**
- Lobbied to build the Muskegon Innovation Hub
- Advocated for a new **Muskegon Area Career Tech Center**
- First to break ground on a **new Downtown**
- Reinvented the Silent Observer – Crime Stopping Program
- Acquired and reinvented the **Lakeshore Art Festival**
- Created a new awards program, the Future 15, which acknowledges 15 emerging leaders under the age of 40
- Relocated the Downtown Muskegon **Farmers Market**
- Launched the **"Watch Muskegon"** county-wide image campaign.
- Attracted passenger **cruise ships** to the Muskegon Lakeshore

# MEMBER BENEFITS

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!**

## DISCOUNTED OFFICE SUPPLIES



Save money with Integrity Business Solutions. They offer Chamber members discounts on hundreds of office supplies. Free next day delivery! Visit [e-integritybiz.com](http://e-integritybiz.com) or give them a call at 231-799-9799.

## GET EXCLUSIVE 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).

## YOUR SOURCE FOR EMPLOYEE RETENTION



These local gift certificates are accepted at over 70 businesses! Use them to reward your employees for work anniversaries, holiday gifts etc! You may also consider signing on as a participating merchant (only available to Chamber members). Learn more at [muskegon.org/community-cash](http://muskegon.org/community-cash).

## BUSINESS HEALTH INSURANCE



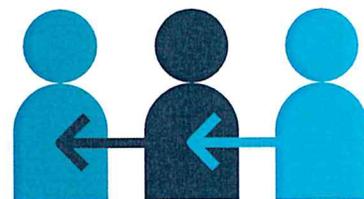
You can design a plan to give your employees the security of health insurance through Blue Cross Blue Shield of Michigan while balancing the needs of your business. From health and dental plans to prescription coverage and vision care, you can get the plan you need.

## WORKERS COMPENSATION



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.

## BUSINESS REFERRALS



Receive business referrals from your Chamber during meetings, presentations, over the phone, via email and through the online directory. View your listing at [web.muskegon.org/search](http://web.muskegon.org/search).

# MEMBER BENEFITS

## ALL ABOUT OUR MEMBERS



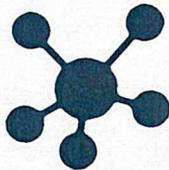
We refer our members during meetings, presentations, over the phone, via email, through our printed pieces and virtual referrals through the online business directory. You can view your referral report at any time by entering the member portal at [muskegon.org/membership](http://muskegon.org/membership).

## SHOWCASE & ADD CREDIBILITY



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 marketing campaigns. For more information, email [marketing@muskegon.org](mailto:marketing@muskegon.org).

## TRAINING & NETWORKING



Connect and learn at Chamber events! We offer free and low-cost training seminars on a variety of topics to help you grow your business. Each month, we host a variety of events. The following pages contain more information on Chamber events. The full calendar is available at [muskegon.org](http://muskegon.org).

## 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/advocacy-center](http://muskegon.org/advocacy-center) to learn more.

## MEMBER CONNECT FACEBOOK GROUP



A Chamber membership includes access to a private Facebook group exclusively for Chamber members. This is a FREE way to promote your organization to other members. To join, go to Facebook and search "MLCC Member Connect".

## BUSINESS COUNSELING & RESOURCES



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

Looking for more information on **member benefits**?

Go to [muskegon.org](http://muskegon.org), or contact our Membership Team at 231-722-3751 or [mlcc@muskegon.org](mailto:mlcc@muskegon.org).

# CHAMBER EVENTS



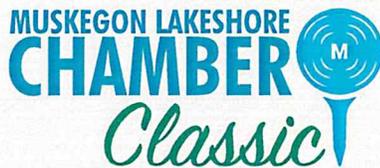
These breakfast events cover “hot topics” concerning Muskegon County. With over 250 business and community leaders in attendance, this is an event not to miss!



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.



The Chamber Classic is the Lakeshore’s largest business golf outing and is a premier opportunity for promotion and networking!



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



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.



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



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



The Future 15 is a special STIR networking event recognizing outstanding and upcoming young professionals in the Lakeshore region.



The Muskegon STAR! program 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.



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



This festival features a unique blend of fine art, craft, music, children’s activities, food and fun in historic Downtown Muskegon.



This business to consumer show features 50+ home builders, landscapers, furnishers, financiers, realtors and more! Unique elements include DIY seminars, special discounts, prize giveaways and more.



The biggest networking party of the year! Unwind and enjoy the holiday season.

# CHAMBER INITIATIVES

## INFORMING THE COMMUNITY



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

## REALTORS® PROMOTING MUSKEGON



A group of dedicated professionals who have extensive knowledge about the natural resources, amenities and benefits of moving to the Muskegon Lakeshore.

## LAKESHORE'S CRIME STOPPER



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

## 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.

## COMMUNITY TOURS



Are you trying to recruit executive or skilled talent from outside the area? Your Chamber offers customized community tours upon request. For more info, contact our Membership Team at [mlcc@muskegon.org](mailto:mlcc@muskegon.org).

## WATCH MUSKEGON

The Watch Muskegon logo is a dark teal rectangular box with the text "WATCH MUSKEGON" in white, where "WATCH" is in blue, "MUSKEGON" is in white, and "ON" is in yellow.

There's momentum building and positive things are happening in Muskegon County! It's time people took notice! Over the next few years the Chamber will allocate resources and staff time to projects that promote Muskegon as a premier waterfront community.

Looking for more information on **member benefits**?

Go to [muskegon.org](http://muskegon.org), or contact our Membership Team at 231-722-3751 or [mlcc@muskegon.org](mailto:mlcc@muskegon.org).

# NEW MEMBER CHECKLIST

Get the **most** out of your membership!



## E-PUBLICATIONS

Make sure you are receiving all our monthly e-publications: E-news, E-vents, Watch Muskegon Market Report, etc.



## BUSINESS DIRECTORY

Make sure your company information is correct in our online business directory!



## MEMBER PLAQUE

Chamber membership adds credibility. Is your member plaque displayed?



## PROMOTE YOUR BUSINESS

Bring us brochures and promotional items! Our lobby sees thousands of visitors, and we are always in need of member swag!



## MEET THE CHAMBER

Attend a Chamber Orientation and learn to navigate your membership, meet the staff, and connect with other businesses.



## SOCIAL MEDIA

Add your social media sites to your online business directory listing! Login at [muskegon.org/membership](https://muskegon.org/membership).



## GET CONNECTED

Have you connected with the Chamber and fellow members on Facebook, Twitter, Instagram and LinkedIn?



## LOGIN TO THE MEMBER PORTAL

Visit [muskegon.org/membership](https://muskegon.org/membership) and click on MEMBER LOGIN to view your online account.



## MEMBER BADGE

Add the membership decal to your company's website! To download, go to [muskegon.org/membership](https://muskegon.org/membership) and click on MEMBER BENEFITS



## IN THE NEWS

Send all press releases and company updates to [marketing@muskegon.org](mailto:marketing@muskegon.org) for inclusion in our online and mobile newsrooms.



## ATTEND AN EVENT

Visit our online Calendar for upcoming events and add your own to maximize exposure.



## MEMBER CONNECT

Have you joined the MLCC Member Connect Facebook Group? Promote your organization to other Chamber members!

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