

2025-2026 Annual Report

Membership

Dear Members,

The 2025-2026 year was marked by growth, engagement, and meaningful impact. Strong membership confidence, increased participation, and expanded partnerships reflect the collective commitment of our members, volunteers, board, and staff. Together, we strengthened connections across business, education, and community sectors, reinforcing the Chamber's role as a trusted partner in building a vibrant, thriving region.

I extend a special thank you to our Chamber team for the countless hours, dedication, and passion they bring to this work every day. Their commitment drives the quality, consistency, and impact of everything we do. I am also deeply grateful to our Board of Directors for their vision, leadership, and guidance, which continue to shape the Chamber's direction and ensure we remain focused on serving our members and strengthening our community.

Mark Allen, President & CEO

Staff:
Mark Allen
President & CEO
Kathy Betts
Director of Finance
Hanna Crouch
Membership Coordinator
Heather Solomon
Director of Membership & Sales
April Tripp
Director of Programs & Events
Megan Tobin
Marketing Coordinator

Retention
Rate:
83%

New
Members:
111

Current Member
Count:
599

Top 10 Member Categories

- | | |
|--------------------------------------|------------------------|
| 1. Contractors & Construction | 6. Nonprofits |
| 2. Real Estate/Mortgage/Apts/Housing | 7. Manufacturing |
| 3. Restaurants/Bar | 8. Insurance |
| 4. Healthcare | 9. Consultants |
| 5. Retail | 10. Financial Services |

Events & Programs

Total Number of Events:	70	LEADS Meetings:	832
Total Number of Attendees:	3,819	LEADS Members:	58
Networking Events:	43	Roundtable Meetings:	48
Educational Workshops:	13	Roundtable Members:	80
Economic Development Events:	8	Conference Room Reservations:	184
Community Events:	3	Leadership Connect Graduates:	28
Ribbon Cuttings:	13	Community Impact Day Projects:	14
Ambassadors:	20	Community Impact Day Volunteers:	115

Marketing & Communications

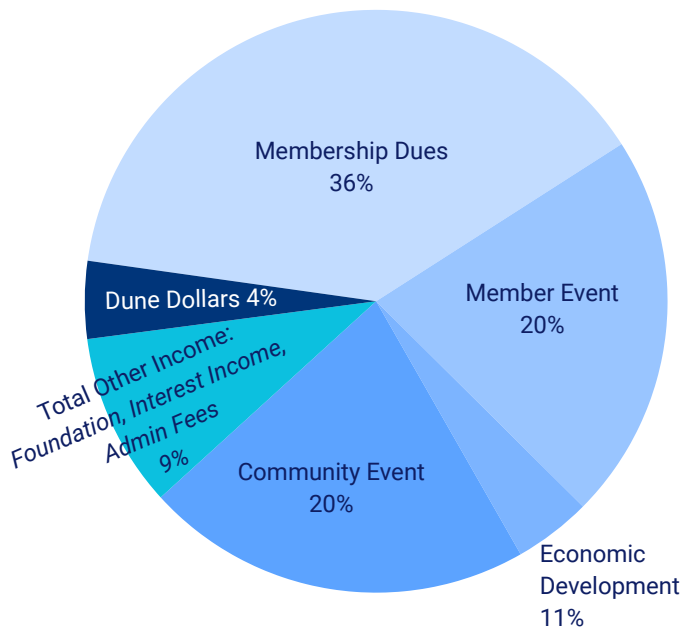


Website Referrals: **1,699,679**
Average Daily Referrals: **4,305**
Social Media Followers: **11,715**

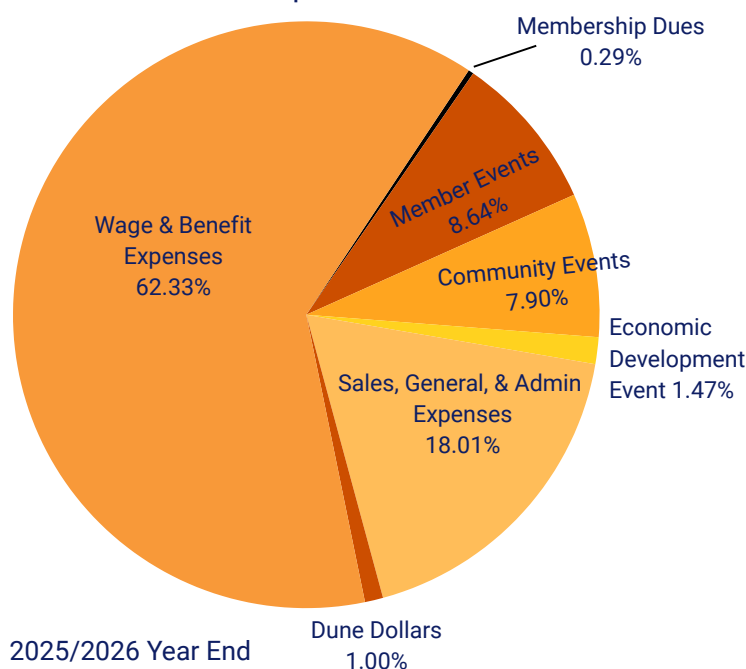


Subscribers: **3,013**
Average open rate: **42%**

Revenue



Expenses



2025/2026 Year End
Net Operating Margin: **8%**
2025/2026 Non-Dues
Revenue Diversification: **64%**

Member Impact Statement

'The Chamber has been an invaluable partner in helping Dunewood Technology Solutions grow into a People's Choice IT company in West Michigan. Through networking events, business resources, and community connections, the Chamber has facilitated meaningful relationships with local businesses. Their support has allowed us to showcase our expertise, build trust, and strengthen our presence. This partnership has been instrumental in positioning Dunewood as a trusted provider of technology solutions for the West Michigan business community.'

-Kirby Chittenden, Creative Director
Dunewood Technology Solutions

The Northwest Ottawa Chamber Foundation

The Northwest Ottawa Chamber Foundation believes a thriving community is built through intentional investment in people, partnerships, and opportunities. Our work focuses on strengthening long-term economic vitality by preparing businesses, workforce, and future leaders for a changing landscape.

This past year, we expanded workforce development through programs like **Business Education Partnerships**, **Boomerang**, and **Youth Leadership** in partnership with **GHAPS** and **OAISD**. **Leadership Connect** also deepened local engagement with a new community-focused experience, while the launch of **Community Impact Volunteer Day** marked a strong step forward in fostering civic involvement and service.



Dune Dollars:
\$258,907 in circulation
Dune Dollar Merchants:
50



2025 - 2026 Board of Directors:

Pete Klahorst, Chair, Shape Corp. | **Cara Galbavi**, Past Chair, Cara Galbavi Law
Shelby Bytwerk, MillerKnoll, Inc. | **Bill Cargo**, Grand Haven Charter Township
Kevin Green, Spring Lake Country Club | **Rick Huisman**, Huisman Flowers
Dave Jerovsek, CS Erickson | **Erica Layton**, Tri-Cities Historical Museum
Bret Lewis, Community Member | **Pete Oleszczuk**, Westwind Construction
Chris Peel, Greenridge Realty | **Morgan Rescorla**, Best Financial Credit Union
Julie Sanford, Studio JSD | **Brady Selner**, Village of Spring Lake
Scott Zylstra, Automatic Spring Products Corp. | **Mark Allen**, Secretary, Chamber of Commerce