

THE IONIA AREA CHAMBER OF COMMERCE



WE SERVE TO HELP OUR MEMBERS AND COMMUNITY THRIVE

Who are We?

The Chamber of Commerce has the responsibility of enriching the economic wellbeing of its community, preserving the business system and promoting business growth and development. The Chamber of Commerce is a dynamic organization comprised of people devoted to the betterment of their area.

It is primarily an organization of business and professional members who have joined together to work for collaborative solutions for commercial and business challenges.

There is a distinct need for an organized group such as the Chamber of Commerce. There are many problems and opportunities which an individual alone, cannot overcome. The Chamber provides a forum and united front for collaboration and the combination of time and resources, so that important accomplishments can be achieved.

In brief, the Chamber of Commerce is an institution in which volunteer manpower works effectively to make the community a better place in which to live and work. It is the community's "department of progress."

The Ionia Area Chamber of Commerce has served Ionia County for more than 75 years. It is the ONLY staffed Chamber in the County and the foremost champion for businesses in the county.

Get to know your Chamber at www.ioniachamber.org

STAFF



KAT REED
EXECUTIVE DIRECTOR



What's Our Job?

As employees of the Ionia Area Chamber of Commerce, we serve in jobs covering most of the disciplines found in other small businesses - communications, finance, marketing, customer service, sales, event planning and more. Additional responsibilities include supporting business and professional development, championing for our business community, providing educational opportunities, serving as an information hub for the community and visitors, encouraging local spending tourism, the list goes on and on...

In general, we tend to focus on four primary goals: Promoting a vibrant local economy; Developing business relationships; Serving as a champion for our Members; and Promoting our great community.

Businesses join our organization by paying annual dues and are, in turn, listed in our directories, linked to our website, referred to inquiring parties, offered business-related educational, networking and promotional opportunities throughout the year, amongst many other benefits.

The Chamber of Commerce seeks to equip business owners with tools that help them thrive. We partner with organizations offering tools and resources that pertain to businesses, including the Michigan Chamber of Commerce, the Small Business Development Center, the Small Business Association of Michigan (SBAM), and more. SBAM provides all Chamber members with a slew of additional benefits; the Chamber pays the SBAM membership for each of our regular members. SBAM also provides speakers and email communications that update our members on a variety of issues.

A common misconception is that the Chamber is a governmental entity, but we are actually a 501 (C)(6) non-profit organization and while we work closely with various municipalities, business teams, Ionia County and the State, we are not charged with public service tasks. Our role is primarily business development, retention, promotion, and advocacy.

The Ionia Area Chamber of Commerce is a catalyst...a common vehicle through which the mutual interests of all segments of the business community work together for the common good of the total community.

If you would like more information about the function of the Chamber or available resources, please contact us and as always, if there is anything we can do for you, please do not hesitate to ask!



MEMBERSHIP BENEFITS

Why should you join
the Chamber of Commerce?



NETWORKING & RELATIONSHIPS

Know someone who knows someone...who knows someone. Join a network of 300 businesses and organizations and thousands of people. With nearly 100 events on our calendar each year, we provide endless opportunities for you to make new contacts and expand your network.



GROWTH & DEVELOPMENT

Our priority is to give our members a competitive edge. We offer legislative, networking, and educational events, advertising and promotional opportunities, and can provide solutions to start and grow a business, attract & retain employees, & aid in finding legal & HR legal solutions.



VISIBILITY

Members can reach hundreds of potential customers through their business listing alone, included in our membership directory - printed & online. Promoting Chamber members is our mission, which is why we offer many ways for your business to get noticed.



TOOLS & RESOURCES

The Member Information Center is our online portal that gives members access to add company news, events, job, deals to our website, as well as update their company profile. Members may also receive free mailing labels (1/year). Additional tools and resources are available to members through our partnership with the Small Business Association of Michigan.



COMMUNITY

Businesses and their employees are very much a part of the local economy. By creating a community connection, you are showing your customers and employees that your business or organization cares about the growth and advancements of the area and cultivates pride for the Ionia area. Committee service is a great way to have an impact in your community.



DISCOUNTS & SAVINGS

Members receive discounted or free event registration and promotional opportunities as well as opportunities to save on business expenses (insurance, merchant services, shipping & office supplies, etc.), tools for talent attraction & retention, and HR & Legal resources.



CREDIBILITY

Reputation is important, and being an active member of the Chamber of Commerce helps to strengthen yours. Did you know that the average consumer is 44% more likely to think highly of your business and 63% more likely to purchase your product or service when you are a Chamber Member?



INFORMATION & SUPPORT

We provide valuable information TO YOU about the community and business opportunities and share information ABOUT YOU to the community leveraging a balance of our relationships, email, social media, newspaper, radio, television, print, & more.

JOIN

Apply in person at 439 W. Main St, Ionia, MI or online at
www.ioniachamber.org/member/newmemberapp

Business Referrals - The Chamber receives countless inquiries via mail, email, phone and walk-in visits and always refers our members first.

Chamber Website - Our site includes a searchable directory, calendar of community and Chamber events, member-to-member discounts, community deals, member news, job postings and direct links to member websites. You can keep your site updated by adding your events, videos, discounts, links and more.

Community Cash - Community Cash can be purchased in \$5, \$10, \$20, & \$25 denominations. They may be customized to reflect the name of the person receiving the certificate, the name of the giver, or brief message, and redeemed at a member businesses. Merchant sign up fee is waived for Chamber members (\$100) and member participants receive 100% reimbursement (92% non-member)

Electronic Newsletter - This is sent out to all members, their employees, and interested community members each month. It serves as an information source, keeping readers up to date on area happenings, events and general area information; members are encouraged to include their upcoming events.

Discover Ionia County Guide - Member information is listed in an annual publication that is distributed through the year to our members, visitors, community members, Michigan rest areas, and at various events, expos, in our office and mailed by request. Additional advertising opportunities available.

Information - As the community information hub, the Chamber houses business promotional materials as well as community and regional information. Members are encouraged to display their promotions and business cards in the office and at Chamber events.

Discounts - Members receive discounted or free event registration and promotional opportunities as well as opportunities to save on business expenses and tools for employee attraction & retention through SBAM.

Educational Opportunities - The Chamber holds events and programs such as Lunch & Learns, Educational Speakers, Legislative Updaes, and partner webinars to help further the success of your business.

Membership List - Current membership list is available to members via email free of charge (email addresses are not available). Alternatively, members may pick up a set of printed mailing labels.

SCORE - (Senior Corp of Retired Executives) connects future and current small business owners to mentors, free of charge, which can assist you with your success in a variety of areas.

SBAM - As a member of the Small Business Association of Michigan we are able to combine forces to increase the buying and political power of our memberships to save you time and money, and further help your business succeed. The Chamber pays the dues for each of our members (excluding individual members) to join SBAM, which allows them to take advantage of many more benefits (\$195 value).

Advocacy - The Chamber serves as the primary business champion for our members with local, regional, State and Federal entities. Members are informed of issues that may affect their business and are kept apprise of impending changes in legislation. Legislative Update offered monthly, with the exception of July & December.

Networking Opportunities - Wake Up Shake Up Breakfast, Business After Hours, Community Expo, Annual Chamber Dinner & Awards Celebration, Annual Golf Classic, Autumn Celebration, Hometown Holiday, ribbon cuttings and more. The Chamber offers additional networking and "focus" groups, such as the Ionia Area Chamber Ambassadors and Aging Well Ionia County. Members receive discounted vendor rates for all applicable events.

Promotional Opportunities - Members are offered promotional and sponsorship opportunities first and are encouraged to promote themselves at Chamber functions. Members may host networking events and/or educational sessions at their place of business.

Additional Opportunities - If you need any service not listed here, please ask. We will be happy to help or find someone who can.