



2022 EDITION

BARRY COUNTY CHAMBER & EDA INVESTMENT GUIDE

GET ENGAGED TO MAXIMIZE
YOUR IMPACT!

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Introduction

Throughout the pandemic, the Barry County Chamber and Economic Development Alliance staff has worked tirelessly, assisting business owners through the crises. Over the past 2 years, we have assisted with the drafting of documents, applying for grants and loans, marketing, selling online, providing information, connecting resources, and anything else our members and the community asked of us. We take great pride in how well our community has fared through these unprecedented times and are humbled to be able to play a small part in it.

As we learn to live safely with the virus, we have tried to “get back to normal” as much as possible. We held several in-person events this year, we increased the number of educational opportunities for our members, we added a job-fair, a Manufacturer’s Forum, several Business Team Collaborative meetings, attended conferences, and held 15 ribbon cuttings, amongst many other activities.

We continue to work toward connecting the entire County with high-speed internet, assisting with the housing shortage, assisting with the lack of childcare, increasing tourism through trails and recreation, assisting townships and the County with the allocation of ARPA funds and other Federal grants, and the list goes on and on. In 2022 we will establish committees to delve into the creation of business incubators, impending business disruptions, create a Business and Community Expo, and form a Tourism Council.

Please consider investing in our efforts to make Barry County the best it can be! The opportunities detailed in this investment guide will have both immediate and long-term benefits for your business and your community. We are working on issues that will affect you, your family, and future generations. Great communities don’t happen by accident—it requires a significant amount of time, effort, and energy across a cross-section of community stakeholders.

Besides infrastructure and programmatic efforts, the marketing and promotion of our businesses has become more important than ever in our current climate. Now that the Chamber and the Economic Development Alliance have merged, our member’s benefits have doubled in most instances. We have expanded our reach, making your marketing dollars go even further. Please take a look and let us know if you are interested in any of the investment or partnership opportunities included in this guide, or if you would prefer a custom package designed for your specific needs. Our goal is to provide the largest return on your investment possible.

Please consider investing in our efforts to make Barry County the best it can be!

On behalf of the Barry County Chamber and Economic Development Alliance Board of Directors, staff, and volunteers, thank you for your consideration! As always, if there is anything we can do for you, please do not hesitate to ask.

Jennifer Heinzman, President

Your business is our business, and your success is our success... it’s literally our job.



Why Economic Development Matters

Economic development is attracting and growing businesses, creating and retaining jobs, and making our community a better place to live.

Attracting and growing businesses strengthens our economy providing locally-produced goods and services. Strong businesses pay taxes that go for vital services such as schools, roads, fire, and police. Businesses also provide good jobs that put money in people's pockets and allow for a higher quality of life.

Economic development has a lasting impact on a community. Job providers purchase goods and services they need to operate, and their workers purchase goods and services they need to live. Money changes hands many times as it flows through the local economy and creates overall prosperity enjoyed by all citizens.

Economic development has a major impact on the places where we live, work, and play. Putting vacant or abandoned buildings and land back into productive use is a major function of economic development. This helps keep businesses located in communities where sewer, water, and other services are already present.

Economic development retains and attracts talented people. Communities that provide quality jobs and great places to live and work are a magnet for folks of all ages. As a result, these places have a strong future.

Economic development also fosters the entrepreneurial spirit that resides in our creative and ambitious citizens. By providing access to ideas, investment and expert advice new companies can be created to help assure Michigan's economy stays innovative and diverse.

Why Invest?

As a public / private partnership, the Barry County Chamber and Economic Development Alliance collaborates with a diverse cross-section of stakeholders including businesses, industry, local units of government, regional and state partners, non-profit organizations, and others, to accomplish our mission. Partnering with the Barry County Chamber and Economic Development Alliance means supporting a comprehensive scope of work strategically aligned toward building prosperity in our area, including:

- Proactive retention and expansion support
- Business attraction activities
- Workforce development initiatives
- Municipal capacity-building,
- Residential development exploration
- Entrepreneurial development and support
- Infrastructure support

Our key focus areas are workforce development, community development, and economic prosperity. By partnering with us, you help shape the future of Barry County in areas such as Broadband, transportation, energy, housing, childcare, entrepreneurialism, infrastructure, and education.

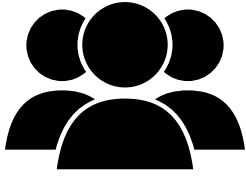
Each and every day, the Barry County Chamber and Economic Development Alliance strives to utilize a progressive approach to create an environment for the retention and expansion of business and industry in Barry County, consistent with the preservation of our rural quality of life. Our organizations' scope of work is far-reaching and having substantial positive impacts in the communities we serve. From job-creating development projects to talent attraction efforts, to convening decision-makers around key topics, you will find we're "moving the needle" on all of our priority impact areas:

- Supporting local
- Broadband accessibility
- Education
- Childcare
- Advancing technologies
- Transportation
- Tourism
- Engaged networks
- Placemaking
- Entrepreneurialism
- Diversity, inclusion, and equity
- Housing
- Agriculture / Environment
- Legislative advocacy
- Infrastructure
- Workforce development
- Business attraction, retention, and expansion

Why Communities Invest in Economic Development



PROMOTIONAL EVENTS SPONSORSHIP



GOLD TIER

Included in Keystone Partner Investment Package

Chamber Open Eagle Sponsor.....\$1500
 BrewFest Brewmaster Sponsor.....\$1000
 Business Expo Algonquin
 Sponsor.....\$1000
 Logo, Company Name, & Link on
 Chamber Website.....\$750
 1/2 Page Ad in Community Guide (5,000
 distributed throughout Michigan ...\$550
 ATHENA Ruby Sponsor.....\$500
 Economic Summit Controller
 Sponsor.....\$500
 Administrative Professionals Luncheon
 Sponsor.....\$150
 2 e-Blasts.....\$150
 Chamber Annual Dinner Sponsor....\$150
 Roth Prestige Sponsor.....\$100
 Enhanced Website Listing.....\$100
 Career Exposure Tour Sponsor.....\$100

TOTAL VALUE.....\$6,550
YOUR INVESTMENT.....\$5,000



SILVER TIER

Included in Cornerstone Partner Investment Package

Business Expo Thornapple
 Sponsor.....\$750
 Chamber Open Birdie Sponsor.....\$600
 Economic Summit Controller
 Sponsor.....\$500
 BrewFest Hops & Barley Sponsor....\$500
 Company Name & Logo on Chamber
 Website.....\$500
 1/4 Page Ad in Community Guide (5,000
 distributed throughout Michigan ...\$325
 3 e-Blasts.....\$225
 Administrative Professionals Luncheon
 Sponsor.....\$150
 Chamber Annual Dinner Sponsor....\$150
 Roth Prestige Sponsor.....\$100
 ATHENA Crystal
 Sponsor.....\$100
 Enhanced Website Listing.....\$100
 Career Exposure Tour Sponsor.....\$100

TOTAL VALUE.....\$4,000
YOUR INVESTMENT.....\$3,000



BRONZE TIER

Included in Capstone Partner Investment Package

Business Expo Cloverdale
 Sponsor.....\$500
 Company Name & Logo on Chamber
 Website.....\$500
 Chamber Open Big Hole
 Sponsor.....\$300
 Economic Summit Assessor
 Sponsor.....\$300
 1/8 Page Ad in Community Guide (5,000
 distributed throughout Michigan ...\$175
 Chamber Annual Dinner Sponsor....\$150
 Enhanced Website Listing.....\$100

TOTAL VALUE.....\$2,025
YOUR INVESTMENT.....\$1,500

COMMUNITY BUILDING INVESTMENT OPPORTUNITIES

The Barry County Chamber and Economic Development Alliance serves a vital role in the County's economy by providing tools and services aimed at job creation and attracting, growing, and retaining businesses and talented employees. We collaborate with a diverse cross-section of stakeholders including businesses, industry, local units of government, regional and state partners, non-profit organizations, and others, to accomplish our mission. Investing in the Barry County Chamber and Economic Development Alliance means supporting a comprehensive scope of work strategically aligned toward building prosperity in our area. Please consider investing in our efforts to make Barry County the best it can be! We will customize packages to meet your unique business needs.

Keystone Partner—Annual Investment: \$15,000 and UP (please call for customizable packages over \$15,000)

Besides making a tangible impact on community development, your partnership includes:

- All the benefits listed in the Gold tier events sponsorship package (\$6,550 Value),
- 1 (3-minute) Business Promotional Video
- A banner ad on the Chamber / EDA website,
- An additional full-page advertorial in the annual community guide (5,000 copies distributed throughout Michigan),
- Your company logo, link, and special recognition on each page of the Chamber/Alliance website,
- Your company logo and recognition in the Investor's Guide and in other printed marketing materials throughout the year,
- 12 tickets to the annual Economic Summit

Cornerstone Partner—Annual Investment: \$10,000

Besides making a tangible impact on community development, your partnership includes:

- All the benefits listed in the Silver tier events sponsorship package (\$4,000 Value),
- 1 (90-second) Business Promotional Video
- An additional A half-page advertorial in the annual community guide (5,000 copies distributed throughout Michigan),
- Your company logo, link, and special recognition on each page of the Chamber/Alliance website,
- Your company logo and recognition in the Investor's Guide and in other printed marketing materials throughout the year,
- 8 tickets to the annual Economic Summit

Capstone Partner—Annual Investment: \$5,000

Besides making a tangible impact on community development, your partnership includes:

- All the benefits listed in the Bronze tier events sponsorship package (\$2,025 Value),
- An additional quarter-page advertorial in the annual community guide (5,000 copies distributed throughout Michigan),
- Your company logo, link, and special recognition on each page of the Chamber/Alliance website,
- Your company logo and recognition in the Investor's Guide and in other printed marketing materials throughout the year,
- 4 tickets to the annual Economic Summit

Community Builder—Annual Investment: \$2,500

Besides making a tangible impact on community development, your partnership includes:

- A 1/8-page ad in the annual Community Guide (5,000 copies distributed throughout Michigan),
- Your company logo, link, and special recognition on each page of the Chamber/Alliance website,
- Your company logo and recognition in the Investor's Guide and in other printed marketing materials throughout the year,
- 4 tickets to the annual Economic Summit

Emerging Leader—Annual Investment: \$1,000

Besides making a tangible impact on community development, your partnership includes:

- Your company logo and recognition in the Investor's Guide and in other printed marketing materials, wherever investors are listed, throughout the year,
- 2 tickets to the annual Economic Summit

Pathfinder—Annual Investment: \$500

Besides making a tangible impact on community development, your partnership includes:

- Your company name listed on written marketing materials, wherever investors are listed, throughout the year
- 2 tickets to the annual Economic Summit

Thank you for Investing in Barry County!



ANNUAL CHAMBER & EDA EVENTS

The Barry County Chamber & EDA hosts a series of special programs and events that are meant to enhance our membership and our community. These programs offer our members an opportunity to get to know each other face-to-face, to develop relationships, and create business connectivity.

CHAMBER ANNUAL GOLF OUTING



The Barry County Chamber & EDA invites you to promote your business by sponsoring our Annual Chamber Open. The Golf Outing is the Chamber's largest fundraiser, with proceeds used to sustain Chamber services that are vital to all members and Barry County communities. The Chamber Open kicks off on June 3 with a shotgun start at 8:30 am, drinks, and games! After 18 rounds with colleagues, all 144 golfers meet at the Clubhouse for lunch, prizes, drinks and more!



*Chamber
Open*

SPONSORSHIP OPPORTUNITIES

EAGLE SPONSOR

(Included in Gold Tier)

Members Only
Cost - \$1500

- Your logo on brochure & registration form
- Your business promoted in a press release & emails
- Your business promoted on all printed materials & social media
- Table at the green to promote your business
- Golf & carts for 4-person team
- Lunch for 4
- Your business name on a sign at registration site
- Business promotion in Chamber Open Highlight video



BIRDIE SPONSOR

(Included in Silver Tier)

Members Only
Cost - \$600

- Your business listed on brochure & registration form
- Your business promoted on all printed materials & social media
- Table at the green to promote your business
- Golf & carts for 4-person team
- Lunch for 4
- Your business name on a sign at registration site



BIG HOLE SPONSOR

(Included in Bronze Tier)

Members Only
Cost - \$300

- Table at green to promote your business
- Your business name on sign at the event hole
- Your business listed on all printed materials
- Promotion of the event at the luncheon



HOLE SPONSOR

\$250 (Members)
\$350 (Non-Members)

- Table at green to promote your business
- Your business listed on all printed materials
- Your business name on a sign at the green



TEE SPONSOR

\$100 (Members)
\$150 (Non-Members)

- Your business name on a sign at the tee box
- Business name included in some promotional marketing

BARRY COUNTY BREWFEST



Launched in 2016, the Barry County BrewFest features breweries from across the state and is West Michigan's 'Freshest' craft beer fest! We call a different Barry County location "home" each summer - and this year we're in Gun Lake! Hundreds of residents and visitors enjoy great craft beer from over 20 breweries, awesome food, killer music...what's not to love? See you on August 13, 2022!



SPONSORSHIP OPPORTUNITIES



BREWMASTER SPONSOR

(Included in Gold Tier)

Members Only
Cost - \$1,000

- Logo on all print advertising
- Logo on back of event t-shirts
- Prominent promotion of company in social media marketing
- Company banner (that you provide) placed in prominent location at event
- Inclusion on primary sponsor banner at entrance to event
- Logo on tasting cards given to all attendees
- Logo & link to company website on BrewFest website
- 6 Admission passes to event
- Business promotion in BrewFest highlight video



HOPS & BARLEY SPONSOR

(Included in Silver Tier)

Members Only
Cost - \$500

- Company name on all print advertising
- Company name on back of event t-shirts
- Group promotion of company in social media marketing
- Company banner (that you provide) on security fence at event
- Inclusion on primary sponsor banner at entrance to event
- Company name & link to company website on BrewFest website
- 4 Admission passes to event



GROWLER SPONSOR

Members Only
Cost - \$250

- Group promotion of company in social media marketing
- Company banner (that you provide) on security fence at event
- Inclusion on primary sponsor banner at entrance to event
- Company name on BrewFest website
- 2 Admission passes to event



FLIGHT SPONSOR

(Included in Bronze Tier)

Members Only
Cost - \$150

- Group promotion of company in social media marketing
- Inclusion on primary sponsor banner at entrance to event
- Company name on BrewFest website
- 1 Admission passes to event

BARRY COUNTY ECONOMIC SUMMIT



Signature Sponsor: **Consumers Energy**
Count on Us



Join us in November for an informative and inspiring afternoon focusing on all things Economic Development in Barry County! The Barry County Chamber & EDA presents brief snapshots of current and upcoming activities of the EDA, including business retention & expansion, capacity-building throughout the county, and workforce development. The event features inspiring and informative speakers to present a well-rounded, accurate view of the state of Barry County's economy. Join us on November 2, 2022!



SPONSORSHIP OPPORTUNITIES



AUDITOR SPONSOR

Members Only
Cost - \$1,000

- Company name featured on Summit program & printed materials
- Admission tickets for 4 individuals
- Recognition at the Summit and in chamber communications & on the chamber website
- Business promotion in Economic Summit highlight video



CONTROLLER SPONSOR

(Included in Gold & Silver Tier)

Members Only
Cost - \$500

- Company name featured on Summit program & printed materials
- Admission tickets for 2 individuals
- Recognition at the Summit
- Recognition in chamber communications & on chamber website



ASSESSOR SPONSOR

(Included in Bronze Tier)

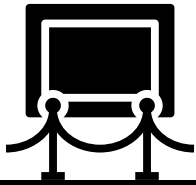
Members Only
Cost - \$300

- Recognition at the Summit
- Recognition in chamber communications & on chamber website

BARRY COUNTY CHAMBER EXPO

Join us April 30, 2022 for our 1st Annual Barry County Chamber Expo! The Barry County Chamber & EDA put together this event to give Barry County businesses the opportunity to showcase and highlight the goods and services they provide to the community. Bring a friend, grab some food, play some games, and walk around the Expo exploring all of the great businesses that help to put Barry County on the map. Young or old, this event will have something for everybody!

SPONSORSHIP OPPORTUNITIES



ALGONQUIN SPONSOR

(Included in Gold Tier)

Members Only
Cost - \$1,000

- Premium logo recognition on all media
- Double booth at the event which includes premium booth location
- Banner provided by your company displayed at event
- Radio Advertisement
- Verbal recognition of company name during event
- E-Blast to Chamber Members
- Recognition in Expo Video created after event



THORNAPPLE SPONSOR

(Included in Silver Tier)

Members Only
Cost - \$750

- Premium logo recognition on all media
- Single booth at the event which includes premium booth location
- Radio Advertisement
- Verbal recognition of company name during event



CLOVERDALE SPONSOR

(Included in Bronze Tier)

Members Only
Cost - \$500

- Premium logo recognition on some media
- Single booth at the event
- Verbal recognition of company name during event

BATTLE OF THE BULBS

Bring some holiday cheer to your neighborhood by decorating the outside of either your business or home! ALL businesses or residences within Barry County are invited to participate. Email a photo or video to the Barry County Chamber & EDA to participate in our virtual Facebook competition. This post is boosted for a week-long competition, and the winners are determined by "likes" given on Facebook/ This virtual competition will take place December 12-December 18!

ANNUAL DINNER & AWARDS CEREMONY

The Chamber Annual Dinner & Awards Ceremony is held annually in January and celebrates the achievements of our members. Organizations are recognized for their: new business, expansions, major re-designs, excellent customer service, impact on the community, and entrepreneurial spirit. With nearly 250 guests in attendance in 2020, this is an event you don't want to miss. Join us January 15, 2022!

ADMINISTRATIVE PROFESSIONALS LUNCHEON

Launched in 2017, our inaugural event had over 75 attendees and grew to well over 100 guests in 2019, while 2020 went virtual. Join us on April 27, 2022 for the Administrative Professionals Luncheon. This Luncheon is a great way for employers to show their appreciation for their administrative staff members on Administrative Professionals Day. This event features a tasty meal, giveaways, a motivational speaker, and more surprises!

CAREER EXPOSURE TOURS

The Barry County Career Exposure tours bring hundreds of students from five Barry County high schools to several different sites throughout the county to introduce students to various careers available in their hometowns. From manufacturing production to healthcare, engineering to finance and IT. The connections made between students and local career opportunities are awesome!

EDUCATIONAL/NETWORKING OPPORTUNITIES

LUNCH & LEARN SERIES

Join us for our Virtual Lunch & Learn series as we feature a new speaker & topic each quarter. Grab some lunch and tune in through Zoom as we feature an expert in any given topic. We hope to "see" you there!

BUSINESS TEAM COLLABORATIVE

This quarterly workshop is designed for the Business Teams and Associations throughout Barry County to network, share, & brainstorm with the Chamber and Economic Development Alliance, and each other about how to support and grow our county as a whole. These workshops are held and hosted by local business teams throughout Barry County.

BUSINESS AFTER HOURS

Chamber After Hours Business Mixers, formerly Business After Hours, are a great way for our members to network with each other! Held quarterly, Business Mixers are hosted at various member businesses and organizations throughout Barry County!

ATHENA

ATHENA INTERNATIONAL AWARD

The ATHENA program recognizes exemplary individuals who inspire women to fulfill their potential. Each year, the Barry County Chamber & Economic Development Alliance recognizes two ATHENA Award recipients: the Young Professional & ATHENA Leader. ATHENA leaders live authentically, learn constantly, advocate fiercely, act courageously, foster collaboration, build relationships, give back and celebrate. This award is presented during the Chamber/EDA Annual Dinner & Awards Celebration in January.

EMERALD SPONSOR (Cost \$1,000)

- Corporate logo & name printed on event program
- Written & verbal recognition at ATHENA events, in press releases, and in chamber ads
- Premier seating at the chamber Annual Dinner
- Recognized sponsor of ATHENA Young Professional Recipient to attend the International Leadership Summit

RUBY SPONSOR (Cost \$500) Included in Gold Tier

- Corporate name listed in event program
- Written & verbal recognition from the podium
- Recognition in press releases, chamber eNews mailings, and on the chamber's website
- Recognized sponsor of the ATHENA Leadership Luncheon

CRYSTAL SPONSOR (Cost \$100) Included in Silver Tier

- Corporate name listed in event program
- Written & verbal recognition from the podium
- Recognition in press releases, chamber eNews mailings, and on the chamber's website



2019 Young Professional Honoree - Emily Welker



2019 ATHENA Leadership Honoree - Carol Svihl



ATHENA
INTERNATIONAL

ROTH

ROTH AWARD FOR OUTSTANDING BUSINESS PROFESSIONALS

Established in 2015, the Chamber ROTH Award recognizes outstanding business professionals that, throughout their careers, have proven to be responsive to the needs in their communities, create opportunity, teach and lead others, and are a herald of business in Barry County. The ROTH Award is presented annually during the Chamber/EDA Annual Dinner Awards Celebration in January.

SIGNATURE SPONSOR (Cost \$500)

- Company name & logo included on all ROTH event programs
- Recognition at chamber Annual Dinner Awards Ceremony
- Recognition on chamber website

PRESTIGE SPONSOR (Cost \$100)

Included in Gold & Silver Tiers

- Company name included on all ROTH event programs
- Recognition at chamber Annual Dinner Awards Ceremony
- Recognition on chamber website



2019 ROTH Award Honoree - Larry & Earlene Baum



2022 CHAMBER COMMUNITY GUIDE

Maximize your membership exposure by advertising in the Chamber/EDA Community Guide. In an effort to better support our members, we produce this guide each year. This publication gives members an avenue to promote their organization and gain additional value from their membership. Copies of the directory will be distributed through our municipal partners, MDOT Welcome Centers throughout Michigan, schools, state parks, the chamber/EDA office, at various chamber events, and via local businesses. The Community Guide is geared towards existing residents, visitors, new community members, new businesses, and investors in Barry County!

As a paid member, you will automatically receive two listings in the Directory: all members will be listed alphabetically as well as categorically. Advertising and listings in the Community Guide are exclusive to member businesses and organizations.

If you would like to purchase ad space in the Community Guide, please indicate which ad size you are interested in on the A La Carte form on pages 17-18 of the Sponsorship Package. Please note, the tiered sponsorship packages include a directory ad as well!

AD SIZE	AD DIMENSIONS	COST	TOTAL
Business Card Size	2" by 1.75", can be horizontal or vertical	\$100	
1/8 Page	3.33" by 2.25", can be horizontal or vertical	\$175	
1/4 Page	3.33" by 4.5", can be horizontal or vertical	\$325	
1/2 Page	7" wide by 4.5" high	\$550	
Full Page	8.5" wide by 11" high	\$800	
Inside Back Cover (one available)	8.5" wide by 11" high	\$1,000	
Inside Front Cover (one available)	8.5" wide by 11" high	\$1,000	
Outside Back Cover (one available)	8.5" wide by 11" high	\$1,500	
2-page Middle Inset (one available)	17" wide by 11" high	\$1,750	
Secondary Listing	Listing in Directory under secondary category listing	\$50 each	
Quarter-Page Advertorial	Limit to 350 words and two images	\$400	
Eighth-Page Advertorial	Limit to 150 words and one image	\$225	
Community Guide Total:			

A LA CARTE SPONSORSHIPS

EVENT	SPONSORSHIP TYPE	AMOUNT	TOTAL
Chamber Open	Eagle Sponsor	\$1,500	
	Birdie Sponsor	\$600	
	Big Hole Sponsor	\$300	
	Hole Sponsor	\$250	
	Tee Sponsor	\$100	
Business Expo	Algonquin Sponsor	\$1,000	
	Thornapple Sponsor	\$750	
	Cloverdale Sponsor	\$500	
Barry County BrewFest	Brewmaster Sponsor	\$1,000	
	Hops & Barley Sponsor	\$500	
	Growler Sponsor	\$250	
	Flight Sponsor	\$150	
ATHENA Leadership Program	Diamond Sponsor	\$1,500	
	Emerald Sponsor	\$1,000	
	Ruby Sponsor	\$500	
	Crystal Sponsor	\$100	
ROTH Award	Signature Sponsor	\$500	
	Prestige Sponsor	\$100	
Barry County Economic Summit	Event Sponsor	\$2,500	
	Auditor Sponsor	\$1,000	
	Controller Sponsor	\$500	
	Assessor Sponsor	\$300	
		Total:	

A LA CARTE SPONSORSHIPS

EVENT	SPONSORSHIP TYPE	AMOUNT	TOTAL
Administrative Professionals Luncheon	Primary Sponsor	\$500	
	Secondary Sponsor	\$350	
	Tertiary Sponsor	\$200	
	Support Sponsor	\$75	
Career Exposure Tours	Primary Sponsor	\$100	

ENEWS ADVERTISING

eNews Sponsorship	7" wide by 3" high	\$25	
eBlast Mailing (limit 3 per year)	8.5" wide by 11" high	\$75	

WEBSITE ADVERTISING

Facebook Boosted Post	8.5" wide by 11" high, jpeg image	\$75	
Enhanced listing on Chamber website	Includes 1,500 word company description, hours of operation, results summary, driving directions, and 8 bullet points about your company	\$100	
		Subtotal:	
		Total from pg. 17:	
		A La Carte Grand Total:	

YOUR 2022 INVESTMENT

Company Name:		
Contact Person:		
Billing Address:		
City:	Zip Code:	
Phone:	Email:	
Payment Method:	<input type="checkbox"/> I have enclosed a check <input type="checkbox"/> Credit Card: _____ Exp. Date: _____ CVS: _____ <input type="checkbox"/> Invoice Me	
Authorization Signature:		

PROMOTIONAL EVENT SPONSORSHIP PACKAGES		
PACKAGE NAME	INVESTMENT AMOUNT	TOTAL
Gold Tier Package	\$5,000	
Silver Tier Package	\$3,000	
Bronze Tier Package	\$1,500	
Chamber Packages Subtotal:		

COMMUNITY BUILDING INVESTMENT PACKAGES		
PACKAGE NAME	INVESTMENT AMOUNT	TOTAL
Keystone Partner	\$15,000 & Up	
Cornerstone Partner	\$10,000	
Capstone Partner	\$5,000	
Community Builder	\$2,500	
Emerging Leader	\$1,000	
Pathfinder	\$500	
EDA Packages Subtotal:		

TOTAL INVESTMENT	
Community Guide Subtotal (enter from page 16):	
A La Carte Subtotal (enter from page 18):	
TOTAL 2022 INVESTMENT:	

2022 GOVERNANCE BOARD

Brandon Strong - Chair

BARRY COUNTY CHRISTIAN SCHOOL

Linda Maupin - At-Large

FAMILY SUPPORT CENTER

David Solmes - Vice Chair

DEWEY'S AUTO BODY

Dave Hatfield - At-Large

CONSULTANT

Bob Byington - Treasurer

DEPOT LAW OFFICES

Dave Jackson - Voting Ex-Officio

BARRY COUNTY COMMISIONER

Rob Ranes - M.S.A.B Chair

HIGHPOINT COMMUNITY BANK

Lyndy Bolthouse - At-Large

HASTINGS ACE HARDWARE

Greg Moore - E.D.A.B Chair

CONSUMERS ENERGY

Peter Kattula - At-Large

BRADFORD WHITE

Jamie Smith - At-Large

LAKE TRUST

Michael Brown - Ex-Officio

BARRY COUNTY ADMINISTRATOR

Jennifer Heinzman - President

BARRY COUNTY CHAMBER & EDA

MEMBER SERVICES ADVISORY BOARD

Rob Ranes - Chair
Lyndy Bolthouse
Deb Button
Lynn Denton
Ashley Fueri
Ashly Goldsworthy
Fred Jacobs
Linda Maupin
Kimberly Rodriguez
Carl Schoessel
Lyn Briel
Deb Hatfield
Bob Byington
Pat Doezema

ECONOMIC DEVELOPMENT ADVISORY BOARD

Greg Moore - Chair
Jim James
Janine Dalman
Fred Jacobs
Dan King
Bernie Jore
Mark Kolanowski
Jacob Maas
Brian Urquhart
Chelsey Foster
Dave Jackson
Michael Brown
Ryan Clegg
Dave Hatfield
Jim McManus
Sara Whisler
David Solmes

2022 CHAMBER & EDA STAFF



Jennifer Heinzman

PRESIDENT

JENNIFER@MIBARRY.COM



Kim Martin

BUSINESS MANAGER

KIM@MIBARRY.COM



Aleshia Blauvelt

MARKETING COORDINATOR

ALESHIA@MIBARRY.COM



Nichole Lyke

ECONOMIC DEVELOPMENT COORDINATOR

NICHOLE@MIBARRY.COM

Interested in increasing your benefits? Call the office to move to a higher tier.

BARRY COUNTY

CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE

	Community Leader	Community Partner	Business Builder	Business Partner	Business Advocate	Non-Profit Organization	Individual Member
Business Rate	\$1,050	\$575	\$375	\$265	\$215	\$150	\$75
Member Benefits							
Receive Chamber e-news	✓	✓	✓	✓	✓	✓	✓
Networking Opportunity Invites	✓	✓	✓	✓	✓	✓	✓
Professional Development Opportunity Invites	✓	✓	✓	✓	✓	✓	✓
No-Cost brochure and business card display in office	✓	✓	✓	✓	✓	✓	
Listing in Community Guide	✓	✓	✓	✓	✓	✓	
Opportunity to advertise in Community Guide	✓	✓	✓	✓	✓	✓	
Listing on Chamber website linked to your business site	✓	✓	✓	✓	✓	✓	
Exclusive referrals	✓	✓	✓	✓	✓	✓	
Exclusive Event Sponsorship Opportunities	✓	✓	✓	✓	✓	✓	
Ribbon Cutting Promotion in Print and social Media	✓	✓	✓	✓	✓	✓	
Exclusive E-Blast Promotion (Cost involved)	✓	✓	✓	✓	✓	✓	
Member-to-Member Discount Program	✓	✓	✓	✓	✓	✓	
Bulk Mail Discount	✓	✓	✓	✓	✓	✓	
Discounts on Event Participation	✓	✓	✓	✓	✓	✓	
Free SBAM membership	✓	✓	✓	✓	✓	✓	
Insurance Policy Discount	✓	✓	✓	✓	✓	✓	
20% Davenport Tuition discount	✓	✓	✓	✓	✓	✓	
Up to 80% discount on office supplies	✓	✓	✓	✓	✓	✓	
Exclusive group rates for health, dental & vision	✓	✓	✓	✓	✓	✓	
Exclusive online & print advertisements	✓	✓	✓	✓	✓		
Barry Bucks Participation	✓	✓	✓	✓			
Barry Bucks Business listing on promotional materials	✓	✓	✓	✓			
Member Spotlight in e-News	✓	✓	✓				
Free membership list with contact information (for bulk mailings) / no email addresses given	✓	✓	✓				
Business Fitness Checkup	✓	✓					
Exclusive Promotion Opportunities on Website	✓	✓					
Free Certificates of Origin	✓	✓					
Free Ad in Chamber e-news	✓						
Host Business Mixer Free of Charge	✓						
2 Tickets to Annual Chamber Dinner Celebration	✓						
2 Tickets to Annual Economic Summit	✓						
1 Free (3-Minute) Business Promotional Video	✓						
Corporate Investment Opportunities Available							
Gold Tier	\$5,000	*Valued at \$6,550 worth of sponsorship and advertising opportunities					
Silver Tier	\$3,000	*Valued at \$4,000 worth of sponsorship and advertising opportunities					
Bronze tier	\$1,500	*Valued at \$2,025 worth of sponsorship and advertising opportunities					
* See Sponosr Package Guide for more information							
Additional Sponsorship Opportunities:							
ATHENA / ROTH Awards	Chamber Golf Outing			Economic Summit			
Business and Community Expo	Barry County Brewfest			Administrative Professionals Luncheon			

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Andrew R. Cove, AAMS®
Financial Advisor
421 W. Woodlawn Avenue
Hastings, MI 49058
269-945-3553



EDA PARTNERS



**Edward Jones - Financial
Advisor: Kevin S Beck**

BARRY COUNTY

CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE

Calendar of Events 2022

January

15 - Annual Award Dinner
20 - Lunch & Learn

February

3 - Business Team Collaborative
24 - Emerge Networking

March

10 - Manufacturing Forum
17 - Lunch & Learn
25 - Reverse Job Fair

April

23 - Business & Community Expo
27 - Administrative Luncheon

May

5 - ATHENA Spring Social
12 - Business After Hours

June

3 - Golf Outing
16 - Lunch & Learn

July

14 - Member Appreciation Picnic
21 - Emerge Networking

August

13 - BrewFest
26-28 - Summerfest

September

8 - Manufacturing Forum
15 - Lunch & Learn
30 - ATHENA Fall Luncheon

October

3-7 - Manufacturing Week
13 - Business Team Collaborative
27 - Business After Hours

November

2 - Economic Summit
23 - ReThink West Michigan
26 - Small Business Saturday

December

12-18 - Battle of the Bulbs

(* - Virtual Event)