

INVEST

BARRY COUNTY CHAMBER & EDA



**GET ENGAGED TO
MAXIMIZE YOUR IMPACT!**

2024 EDITION

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Sign up for the package that best suits your needs!

INTRODUCTION

As we continue to navigate the complexities of the post-pandemic era, we still find ourselves confronted with a multitude of challenges—supply chain disruptions, workforce shortages, childcare gaps, housing constraints, limited broadband access, rising costs, political uncertainties, environmental concerns, and more. It's humbling to witness the resilience and innovation that have characterized our community during these unprecedented times, and we're honored to play a part, however small, in this transformative journey.

At the Barry County Chamber and Economic Development Alliance, our mission remains steadfast: to support our community and business owners in every conceivable way. Over the past three years, we have spearheaded initiatives aimed at addressing critical needs.

Our housing committee has been diligently crafting strategies, from establishing a Barry County land bank to collaborating with developers across the county to bolster our housing inventory. We have completed a comprehensive housing study to identify housing types, locations, and price points crucial for our communities.

Simultaneously, our Broadband committee has been working with providers to identify and fill gaps in access, while applying for grants and communicating with elected officials about the needs in our area. We are striving for universal high-speed internet coverage across the county by 2030.

Our childcare committee is dedicated to expanding capacity, aiming to reintegrate more parents into the workforce.

Our tourism council has undergone a revamp, presenting Barry County's natural assets through an enhanced website, a fresh logo, promotional materials, and an extended outreach to attract visitors from various regions. We are also offering Barry County merchandise at various local retailers.

Our Manufacturer's Council caters specifically to the needs of our thriving manufacturing sector.

We are collaborating with consultants to conduct corridor studies and targeted industry analyses on Woodland, Nashville, and Delton, with the goal of identifying the types of businesses and amenities each community wants, and then working with them to identify funding sources to bring those desires to fruition.

Workforce development, community development, and business promotion remain at the forefront of all we do.

Moreover, our investment in Placer.ai, an innovative technology, allows us to leverage a myriad of data points to guide our decision-making processes—informing infrastructure projects, housing initiatives, business types, and much more.

Your support is integral to our pursuit of excellence. Investing in our endeavors will propel Barry County to new heights. Without your backing, accomplishing these ambitious goals would not be possible.

On behalf of the Barry County Chamber and Economic Development Alliance Board, staff, and volunteers, we extend our gratitude for your consideration. Should you require any assistance or wish to learn more about our programs, please do not hesitate to reach out.

Thank you for being an integral part of our community's journey towards a brighter future.

Jennifer Heinzman

President and CEO

Barry County Chamber & Economic Development Alliance

LEGISLATIVE & ECONOMIC DEVELOPMENT AGENDA - 2024

The Barry County Chamber and Economic Development Alliance will not endorse individual candidates running for public office but will advocate for legislation that affects the Barry County business community based on the 5 elements of a vibrant economy:

THE 5 ELEMENTS OF A VIBRANT ECONOMY

1. A competitive business climate
 - A place to do business that is affordable, predictable, and provides incentives for growth
 - A place where small businesses are encouraged to start, thrive, and grow
 - A smart regulatory approach that balances the need for regulation and the need for private sector job growth
2. A robust private sector environment that works in partnership with the public sector to spur innovation and produce collective problem-solving.
3. Strategic process for recruiting new employers to locate in Barry County and strengthening existing businesses.
4. Enhanced global-trade opportunities.
5. Up-to-date transportation, public services, and communications infrastructure.

CREATING A VIBRANT AND SUSTAINABLE ECONOMY

BCCEDA will support both the Executive and Legislative branches of County and State Government in creating a vibrant economy.

- **Support** adequate resources for the economic development efforts in the County including:
 - Creating a strategy to attract new business sectors and direct investment in those businesses.
 - Defining success in Economic Development through agreed upon federal data and metrics.
 - Aggregating accurate data.
- **Support** legislation to lower the costs associated with doing business in Barry County and in Michigan.
- **Support** legislation to reduce the tax burden on businesses, particularly small and startup businesses.
- **Support** legislation creating strategic tax credit programs for high-tech, cutting edge, high-wage, and other industries which the State is looking to attract.
- **Support** initiatives geared towards attracting and training the next generation of the workforce to Barry County.
- **Oppose** legislation and policies that will constrict private sector growth and development.

SPECIFIC LEGISLATIVE GOALS FOR 2024:

Education

- **Support** workforce development efforts to maintain and enhance the pipeline of highly trained, skilled workers in Barry County by supporting education programs and facilities in the County.

Land Use

- **Support** implementation of the **Hastings Master Plan**, the **Nashville Master Plan**, the **Middleville Master Plan**, the **Delton Master Plan**, the **Barry County Master Plan**, and the **Barry County Parks and Rec Master Plan**.

Infrastructure

- **Support** increased capacity on M-37.
- **Support** a State-County partnership to fund infrastructure and roadways.
- **Support** trail system improvements.
- **Support** initiatives aimed at significantly accelerating adoption of internet broadband access by customers, businesses, schools, and government enterprises.

Health and Well-being

- **Support** initiatives that expand access to insurance and care in Michigan.
- **Support** initiatives that align with the Blue Zones mission in promoting healthier communities.

The BCCEDA looks forward to being part of the partnership between the private and public sector in implementing these suggested changes and finding common ground to create a vibrant and sustainable economy in Barry County, Michigan.

Economic development is the bedrock of a thriving community, fostering growth, job creation, and enhancing our collective quality of life. It's a powerhouse that attracts and nurtures business, drives employment, and transforms our living environment for the better.

Attracting and nurturing businesses is about cultivating a robust local economy. These businesses become pillars of the community, offering goods and services produced within our community. Moreover, they contribute significantly to our infrastructure through tax revenue, fortifying essential services like schools, roads, and emergency responders, thereby elevating our collective well-being.

Businesses offer meaningful employment, putting money in people's pockets and nurturing a higher standard of living. As these economic gears turn, money circulates throughout the local economy, benefiting everyone. It's the cornerstone of shared prosperity, enriching the lives of citizens across the spectrum.

The ripple effect of economic development transforms the landscape, breathing life into once-forgotten spaces. Reviving vacant buildings and unused land not only renews the urban fabric but also incentivizes businesses to establish roots in communities already equipped with vital services.

Yet, it's not solely about the physical environment; economic development beckons and retains talent. Communities fostering quality jobs and embracing a high standard of living magnetize individuals of all ages. These are the locales that ensure a robust and enduring future, creating a virtuous cycle of growth and progress.

Moreover, economic development nurtures the seeds of entrepreneurship flourishing within our creative and driven citizens. By providing the necessary resources—ideas, investment, and expert guidance—new ventures blossom. These ventures are the lifeblood of a diverse and innovative economy, ensuring Michigan's economic landscape remains resilient and dynamic.

In essence, economic development isn't just about commerce; it's about crafting a thriving ecosystem where businesses, communities, and individuals flourish together. It's the driving force behind progress, nurturing a vibrant and inclusive environment where the promise of tomorrow shines brightly.



Why Economic Development Matters

WHY INVEST?

In the heart of Barry County lies a dynamic force, a collaborative endeavor that transcends boundaries and unites diverse stakeholders: The Barry County Chamber and Economic Development Alliance, a beacon of progress and prosperity, continues to pioneer initiatives, champion partnerships, and drive impactful change as it forges ahead into 2024.

Established as a powerful public-private partnership, BCCEDA stands tall as a testament to what can be achieved through collective action. Its network spans a diverse cross-section of stakeholders encompassing businesses, industries, our governmental bodies, regional and state partners, non-profit organizations, and beyond. This inclusive approach underpins our mission to transform Barry County into a thriving hub of opportunity and growth.

At the core of our mission lies a comprehensive scope of work strategically aligned to elevate the area's prosperity. From proactive retention and expansion support to nurturing entrepreneurship, fostering workforce development, and fortifying municipal capacities, BCCEDA's multifaceted endeavors encompass:

1. Proactive Retention and Expansion Support

BCCEDA remains committed to bolstering existing businesses while fostering an environment conducive to their growth and sustainability.

2. Business Attraction Activities

Strategic efforts are underway to attract new businesses and industries, enriching the economic landscape of Barry County.

3. Workforce Development Initiatives

Investing in the county's human capital through tailored programs, training, and resources to meet the demands of a rapidly evolving job market.

4. Municipal Capacity-Building

Strengthening the administrative and governance capabilities of local units, empowering them to better serve their communities.

5. Residential Development Exploration

Deliberate exploration of residential development avenues to cater to the diverse housing needs of the county's residents.

6. Entrepreneurial Development and Support

Cultivating an ecosystem conducive to innovation, supporting budding entrepreneurs, and nurturing a culture of enterprise.

7. Infrastructure Support

Advocating for and investing in robust infrastructure, laying the groundwork for sustainable growth.

8. Public Relations and Advocacy

Advocating for policies and practices that promote economic vitality and amplify the voice of Barry County on regional and state platforms.

9. Strategic Collaboration

Fostering partnerships and alliances to maximize collective impact and drive meaningful change.

BCCEDA's tireless efforts, fueled by a progressive approach, strive to harmonize economic growth with the preservation of Barry County's cherished rural quality of life. Every day, our initiatives make significant strides, leaving indelible positive imprints across the communities we serve.

Moving forward into 2024, BCCEDA remains steadfast in "moving the needle" across our priority impact areas. Our unwavering focus includes, but is not limited to:

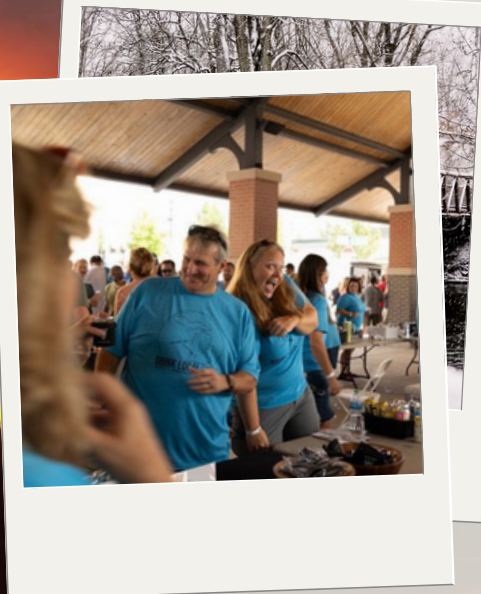
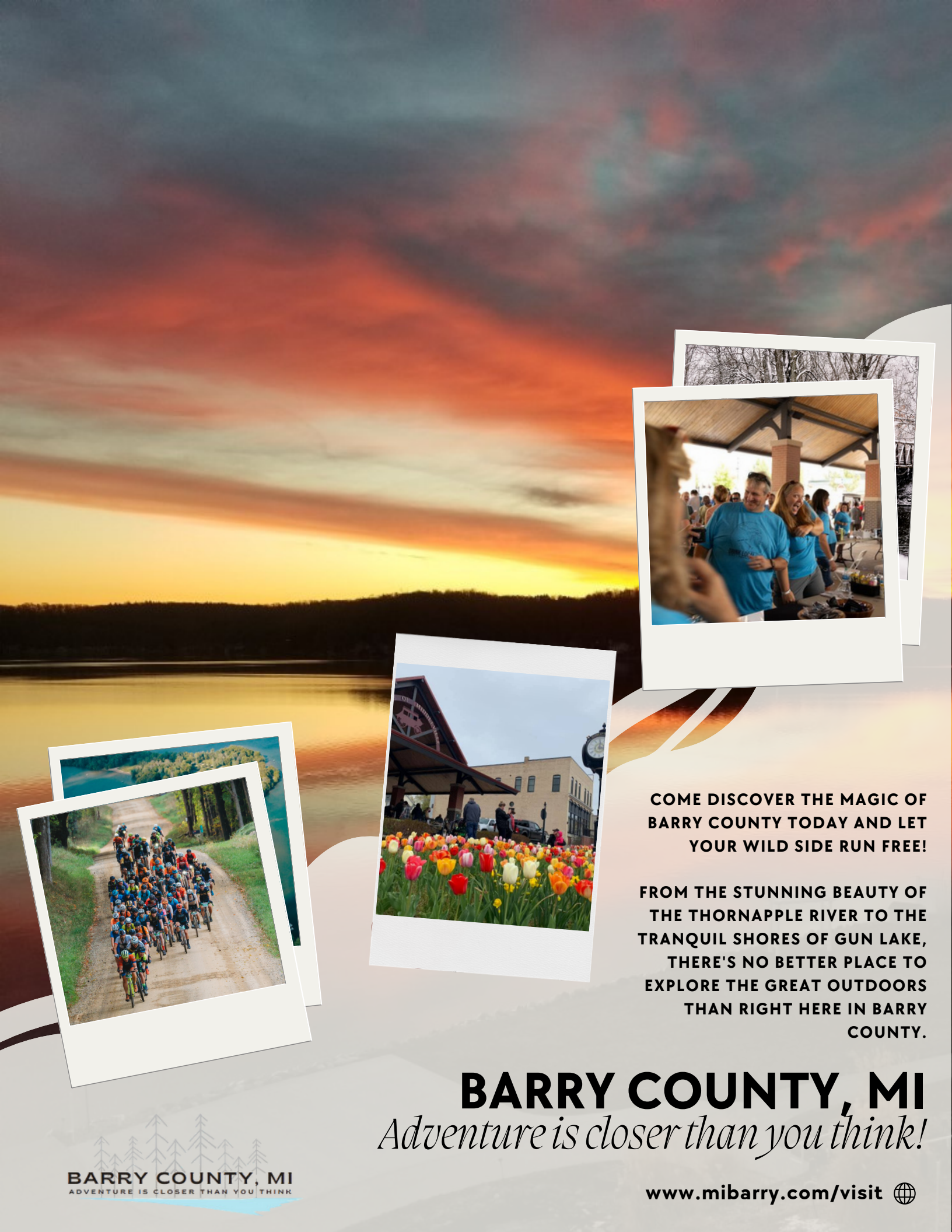
Our key focus areas are workforce development, community development, and economic prosperity. By partnering with us, you help shape the future of Barry County in areas such as Broadband, transportation, energy, housing, childcare, entrepreneurialism, infrastructure, and education.

- **Supporting Local Initiatives**
- **Advancing Broadband Accessibility**
- **Enhancing Educational Opportunities**
- **Facilitating Childcare Solutions**
- **Embracing Technological Advancements**
- **Improving Transportation Infrastructure**
- **Boosting Tourism Initiatives**
- **Fostering Engaged Networks**
- **Promoting Placemaking Strategies**
- **Nurturing Entrepreneurialism**
- **Championing Diversity, Inclusion, and Equity**
- **Addressing Housing Challenges**
- **Sustaining Agriculture and Environmental Conservation**
- **Engaging in Legislative Advocacy**
- **Investing in Critical Infrastructure**
- **Strengthening Workforce Development**
- **Continuing Business Attraction, Retention, and Expansion Efforts**

In essence, the Barry County Chamber and Economic Development Alliance stands as a testament to the power of collaboration, innovation, and unwavering commitment. As we continue to pave the way for a prosperous future, BCCEDA remains resolute in our dedication to driving positive change and fostering inclusive growth throughout Barry County in the year 2024 and beyond.

Why Communities Invest in Economic Development






**COME DISCOVER THE MAGIC OF
BARRY COUNTY TODAY AND LET
YOUR WILD SIDE RUN FREE!**

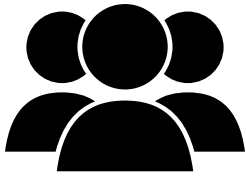
**FROM THE STUNNING BEAUTY OF
THE THORNAPPLE RIVER TO THE
TRANQUIL SHORES OF GUN LAKE,
THERE'S NO BETTER PLACE TO
EXPLORE THE GREAT OUTDOORS
THAN RIGHT HERE IN BARRY
COUNTY.**

BARRY COUNTY, MI
Adventure is closer than you think!

BARRY COUNTY, MI
ADVENTURE IS CLOSER THAN YOU THINK

www.mibarry.com/visit 

EVENTS SPONSORSHIP PACKAGES



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, & Full Footer Banner Ad on Chamber/EDA Website.....	\$1200
1/2 Page Ad in Community Guide (5,000 distributed throughout Michigan)..	\$550
ATHENA Ruby Sponsor.....	\$500
Economic Summit Controller Sponsor.....	\$500
2 e-Blasts.....	\$150
Chamber Annual Dinner Inspiration Sponsor.....	\$300
Roth Prestige Sponsor.....	\$100
Enhanced Website Listing.....	\$100
Career Exposure Tour Sponsor.....	\$100
Placer Enhanced Package.....	\$250

TOTAL VALUE.....\$7,250
YOUR INVESTMENT.....\$5,000



SILVER TIER

Included in Cornerstone Partner Investment Package

Business Expo Thornapple Sponsor.....	\$750
Chamber Open Birdie Sponsor.....	\$600
Logo & Company Name on Chamber/EDA Website.....	\$600
Economic Summit Controller Sponsor.....	\$500
BrewFest Hops & Barley Sponsor....	\$500
1/4 Page Ad in Community Guide (5,000 distributed throughout Michigan)..	\$325
Chamber Annual Dinner Innovation Sponsor.....	\$200
1 e-Blast & 1 eNews.....	\$125
Roth Prestige Sponsor.....	\$100
ATHENA Crystal Sponsor.....	\$100
Enhanced Website Listing.....	\$100
Career Exposure Tour Sponsor.....	\$100
Placer Standard Package.....	\$100

TOTAL VALUE.....\$4,100
YOUR INVESTMENT.....\$3,000



BRONZE TIER

Included in Capstone Partner Investment Package

Business Expo Cloverdale Sponsor.....	\$500
Company Name on Website.....	\$500
Chamber Open Big Hole Sponsor.....	\$300
Economic Summit Assessor Sponsor.....	\$300
BrewFest Flight Sponsor.....	\$250
1/8 Page Ad in Community Guide....	\$175
Chamber Annual Dinner Impact Sponsor.....	\$175
ATHENA Crystal Sponsor	\$100
Roth Prestige Sponsor	\$100
Enhanced Website Listing.....	\$100
Placer Standard Package.....	\$100

TOTAL VALUE.....\$2,600
YOUR INVESTMENT.....\$1,500

EDA INVESTMENT PACKAGES



KEYSTONE PARTNER

Includes all benefits listed in Gold Tier

Events Sponsorship Package.....\$7,250

Gold Placer Package.....\$5000

A Banner Ad on the Chamber/EDA

Website.....\$1200

Your Company Logo, Link, and Special

Recognition on each page of the

Chamber/Alliance Website.....\$1200

An Additional Full-Page Advertorial in

the Annual Community Guide.....\$800

1 (3 minute) Business Promotional

Video.....\$300

Your Company Logo and Recognition in

the Investor's Guide and in Other

Printed and Electronic Marketing

Materials Throughout the Year.....\$300

12 Tickets to the Annual Economic

Summit.....\$240

TOTAL VALUE.....\$16,290
YOUR INVESTMENT.....\$15,000



CORNERSTONE PARTNER

Gold Placer Package.....\$5000

Includes all benefits listed in Silver Tier

Events Sponsorship Package.....\$4,100

Your Company Logo, Link, and Special

Recognition on each page of the

Chamber/Alliance Website.....\$1200

An Additional Half-Page Advertorial in

the Annual Community Guide.....\$550

Your Company Logo and Recognition in

the Investor's Guide and in Other

Printed and Electronic Marketing

Materials Throughout the Year.....\$300

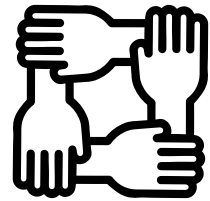
1 (90 second) Business Promotional

Video.....\$250

8 Tickets to the Annual Economic

Summit.....\$160

TOTAL VALUE.....\$11,560
YOUR INVESTMENT.....\$10,000



CAPSTONE PARTNER

Includes all benefits listed in Bronze Tier

Events Sponsorship Package.....\$2,600

Silver Placer Package.....\$2500

Your Company Logo, Link, and Special

Recognition on each page of the

Chamber/Alliance Website.....\$1200

An Additional Quarter-Page Advertorial

in the Annual Community

Guide.....\$325

Your Company Logo and Recognition in

the Investor's Guide and in Other

Printed and Electronic Marketing

Materials Throughout the Year.....\$300

4 Tickets to the Annual Economic

Summit.....\$80

TOTAL VALUE.....\$7,005
YOUR INVESTMENT.....\$5,000

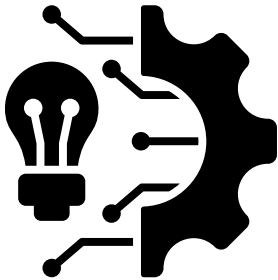
Make a tangible impact on community development by investing in a partnership with the Economic Development Alliance. The Barry County Chamber & Economic Development Alliance serves as a vital role in the County’s economy by providing tools and services aimed at job creation and attracting, growing, 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 & EDA 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.



COMMUNITY BUILDER

Bronze Placer Package.....	\$1250
Your Company Logo, Link, and Special Recognition on each page of the Chamber/Alliance Website.....	\$1200
Your Company Logo and Recognition in the Investor’s Guide and in Other Printed and Electronic Marketing Materials Throughout the Year.....	\$300
An Eighth-Page Ad in the Annual Community Guide.....	\$175
4 Tickets to the Annual Economic Summit.....	\$80

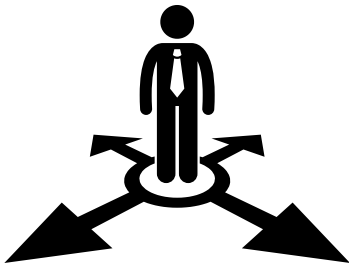
TOTAL VALUE.....\$3,005
YOUR INVESTMENT.....\$2,500



EMERGING LEADER

Bronze Placer Package.....	\$1250
Your Company Logo and Recognition in the Investor’s Guide and in Other Printed and Electronic Marketing Materials Throughout the Year.....	\$300
Enhanced Website Listing.....	\$100
2 Tickets to the Annual Economic Summit.....	\$40

TOTAL VALUE.....\$1,690
YOUR INVESTMENT.....\$1,000

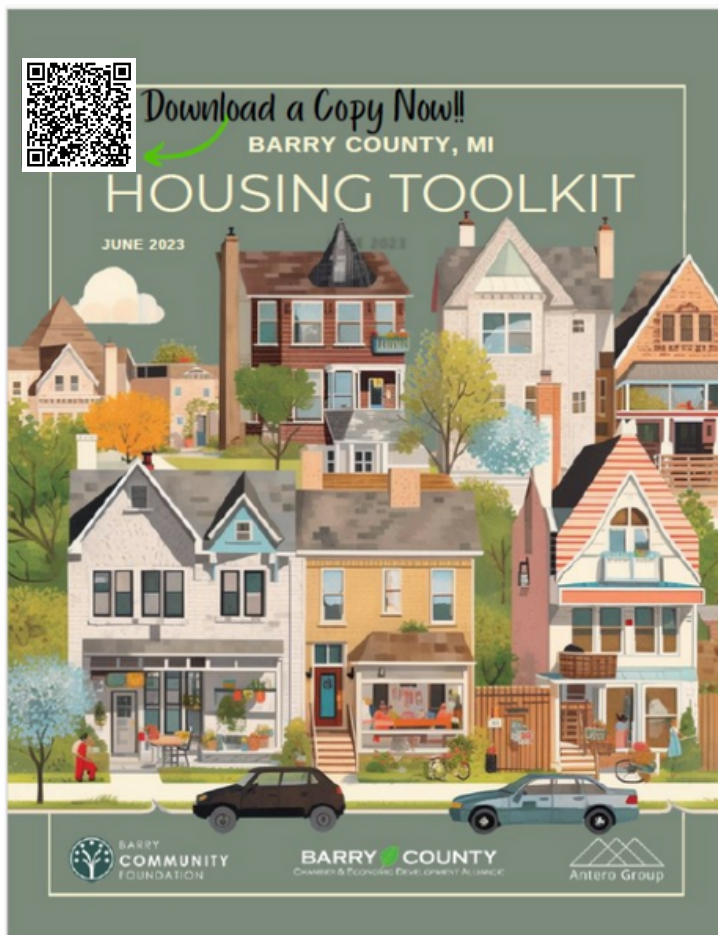


PATHFINDER

Your name in the Investor’s Guide and in Other Printed Marketing Materials Throughout the Year.....	\$300
Enhanced Placer Package.....	\$250
Enhanced Website Listing.....	\$100
2 Tickets to the Annual Economic Summit.....	\$40

TOTAL VALUE.....\$690
YOUR INVESTMENT.....\$500

These four manuals are loaded with useful information on Barry County, MI;
please use them and let us know if you have any questions.



Download a Copy Now!

Barry County

Development Manual

Applications, maps, and incentives for development in
Barry County, Michigan



BARRY COUNTY
CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE

BARRY COUNTY DEVELOPMENT PORTFOLIO



GET INFORMATION ON AVAILABLE PROPERTIES HERE

BARRY COUNTY
CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE

Barry County, MI

BROADBAND FEASIBILITY ANALYSIS REPORT



BARRY COUNTY
CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE



How Placer.ai Works

OBSERVE. ANALYZE. PRESENT.

01 Observe

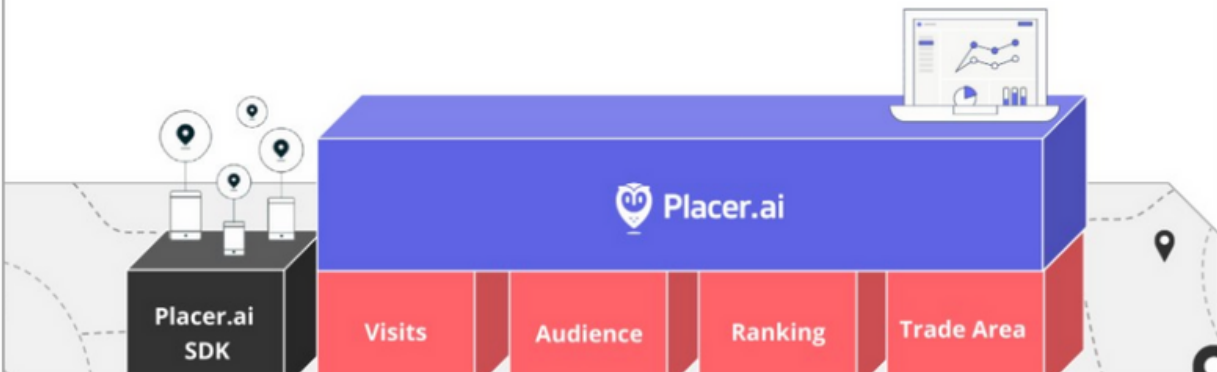
Anonymized location data from tens of millions of mobile devices used as a core panel

02 Analyze

Machine learning provides accurate estimations on physical market activity across the U.S.

03 Present

A wealth of detailed reports containing critical insights into how people and places interact.



Placer.ai—The Barry County Chamber and Economic Development Alliance now has access to this state-of-the-art technology.

This program has the capacity to change economic development as we know it. Using this platform, we can easily produce leakage reports, traffic reports, site selection assessments, competitive benchmarking, identify untapped audiences, out-of-shop behaviors, and event impacts.

This program allows us to make data-driven decisions on infrastructure project locations, recreational facility sites, trail improvements, housing initiatives, the placement of childcare facilities, assessments of which types of businesses will fare best in our communities, which products & services people are leaving Barry County to acquire, and so much more.

If you want this sort of data for your business, please reach out for more information.

Barry County Trade Area:



Discover The Story Behind Any Commercial Location

POWERED BY MOBILE LOCATION DATA

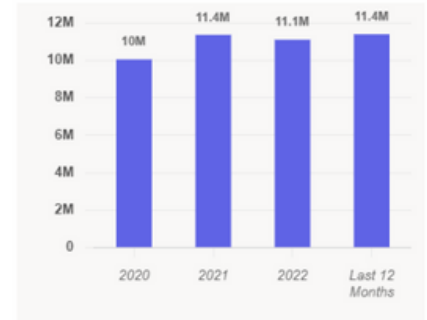
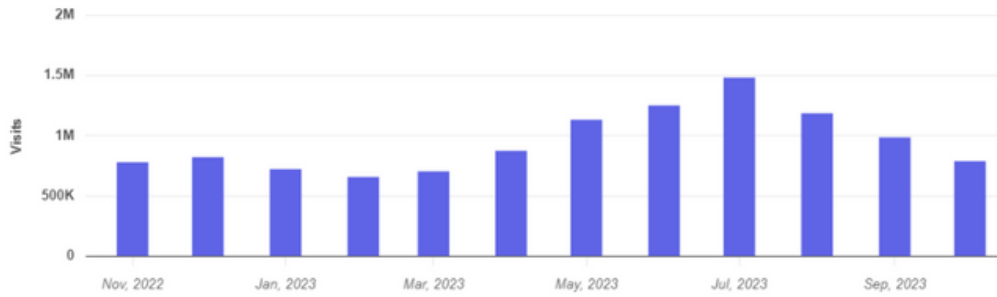
Leading Market Intelligence Platform

Placer.ai is the world's most advanced aggregated foot traffic analytics platform allowing anyone with a stake in the physical world to instantly generate insights into any property for a deeper understanding of the factors that drive success. Placer.ai is the first platform that fully empowers professionals in commercial real estate, retail, finance, economic development and more to truly understand and maximize their offline activities.

Placer.ai

Here are some examples of the type of information we now have readily available:

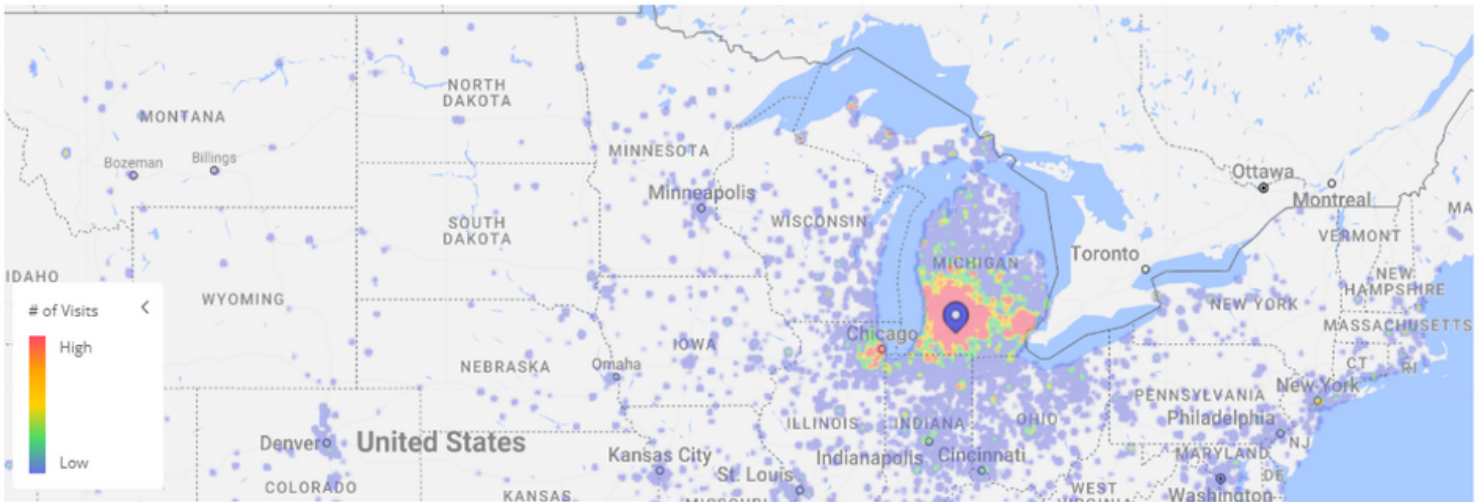
Barry County Visits (November 2022–November 2023):



Visit Trends (November 2022–November 2023):



Where our visitors are coming from:



Zipcode / City	Visits (% of Total)
49316 Caledonia, MI	384.8K (3.5%)
48849 Lake Odessa, MI	338.5K (3.1%)
49348 Wayland, MI	307.7K (2.8%)
49096 Vermontville, MI	280.5K (2.6%)
49017 Battle Creek, MI	251.7K (2.3%)

Zipcode / City	Visits (% of Total)
49080 Plainwell, MI	242.6K (2.2%)
49037 Battle Creek, MI	240.2K (2.2%)
48813 Charlotte, MI	207.2K (1.9%)
49302 Alto, MI	190.2K (1.7%)
49083 Richland, MI	187.2K (1.7%)

BCCEDA PLACER.AI MARKET REPORTS

Detailed pricing for each of our reporting options, with no hidden fees! Reports can be customized and individual packages can be created to meet your needs and your budget! An individualized service agreement will be developed for each partner.

Customized support will also be provided for each partner to ensure that you get the most relevant information in the format you need.

Contact Nichole or Jennifer for more information or to request a demonstration.

A LA CARTE	A LA CARTE	ANNUAL	ANNUAL	ANNUAL
\$100 Per Basic Report	\$250 Per Placer Xtra Report	\$1,250	\$2,500	\$5,000
<input checked="" type="checkbox"/> Market Report	<input checked="" type="checkbox"/> Routes Report	<input checked="" type="checkbox"/> 4 Basic Reports	<input checked="" type="checkbox"/> 6 Basic Reports	<input checked="" type="checkbox"/> 12 Basic Reports
<input checked="" type="checkbox"/> Visitors By Origin	<input checked="" type="checkbox"/> Residential Retail Leakage	<input checked="" type="checkbox"/> 4 Xtra Reports	<input checked="" type="checkbox"/> 6 Xtra Reports	<input checked="" type="checkbox"/> 12 Xtra Reports
<input checked="" type="checkbox"/> Trade Area Analysis	<input checked="" type="checkbox"/> Workforce Trade Area Profile	<input checked="" type="checkbox"/> Monthly Market Report	<input checked="" type="checkbox"/> Monthly Market Report	<input checked="" type="checkbox"/> Monthly Market Report
<input checked="" type="checkbox"/> Void Analysis	<input checked="" type="checkbox"/> Trade Area Demographic Profile	<input checked="" type="checkbox"/> Placer AI Intern Support	<input checked="" type="checkbox"/> Placer Intern Support	<input checked="" type="checkbox"/> Placer AI Intern Support
Standard	Enhanced	Bronze	Silver	Gold

Get insights into any place! Placer AI offers unprecedented visibility into consumer foot-traffic, with applications for retail, commercial, hospitality, finance, and municipalities. Market segmentation, void analyses, market leakage reports, and "best fit" reports can be generated quickly, accurately, and at a fraction of the time and cost of a consultant-led study.





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.

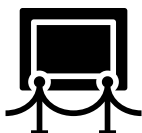
BARRY COUNTY CHAMBER EXPO



Join us April 13, 2024 for our 3rd 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 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

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 Friday, May 31 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 back in Delton! 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 10, 2024!



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



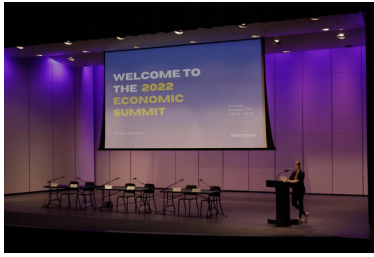
FLIGHT SPONSOR

(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 pass to event

BARRY COUNTY ECONOMIC SUMMIT



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 6, 2024!



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

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 9-December 15!

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 200 guests in attendance each year, this is an event you don't want to miss.

FLOURISH BARRY COUNTY

Launched in 2022, this group meets many times throughout the year at different locations and for different events around Barry County. This group is open to anybody in Barry County that is looking to make friends and "network" in a more casual setting. Give this group a follow on Facebook and be on the lookout for Flourish events throughout 2024!

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, healthcare, engineering, and finance, to IT. The connections made between students and local career opportunities are awesome!

BUSINESS AFTER HOURS

Chamber Business After Hours are a great way for our members to network with each other! Held twice a year, After Hours are hosted at various member businesses and organizations throughout Barry County! Swing by after work to say "Hi" and catch up with old and new friends alike!

LEARNING OPPORTUNITIES

Stay tuned for various learning opportunities available throughout the year. From webinars and Business Team Collaboratives, to different events held around the Barry County community; our goal is to bring awareness to and highlight all that is out there.

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



2022 Young Professional Honoree -
Jillian Foster



2022 ATHENA Leadership Honoree -
Liz Lenz



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



2022 ROTH Award Honoree - David Hatfield



2025 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 Investment form on page 27 of this Investment Guide. 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	\$125	
1/8 Page	3.33" by 2.25", can be horizontal or vertical	\$200	
1/4 Page	<u>3.33" by 4.5", can be horizontal or vertical</u>	\$350	
1/2 Page	7" wide by 4.5" high	\$550	
Full Page	8.5" wide by 11" high	\$850	
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	\$1,800	
Secondary Listing	Listing in Directory under secondary category listing	\$75 each	
Quarter-Page Advertorial	Limit to 350 words and two images	\$400	
Eighth-Page Advertorial	Limit to 150 words and one image	\$300	
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
Annual Dinner	Inspiration Sponsor	\$300	
	Innovation Sponsor	\$200	
	Impact Sponsor	\$175	
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/EDA Website	Includes 1,500 word company description, hours of operation, results summary, driving directions, and 8 bullet points about your company	\$100	
Full Footer Banner on Chamber/EDA Website	A company advertisement, created by you, that expands the width of our website.	\$1200 annually	
Subtotal:			
Total from pg. 25:			
A La Carte Grand Total:			

YOUR 2024 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 24):	
A La Carte Subtotal (enter from page 26):	
TOTAL 2024 INVESTMENT:	

2024 GOVERNANCE BOARD

David Solmes - Chair

DEWEY'S AUTO BODY

Jennifer Heinzman - President & CEO

BARRY COUNTY CHAMBER & EDA

Greg Moore - Vice Chair & E.D.A.B Chair

CONSUMERS ENERGY

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/Secretary

HIGHPOINT COMMUNITY BANK

Catherine Getty - At-Large

BLUE ZONES ACTIVATE

Jamie Smith - At-Large

LAKE TRUST

Michael Brown - Ex-Officio

BARRY COUNTY ADMINISTRATOR

MEMBER SERVICES ADVISORY BOARD

Rob Ranes - Chair

Deb Button

Fred Jacobs

Carl Schoessel

Lyn Briel

Deb Hatfield

Bob Byington

Pat Doezema

Sara Lien Edelman

Stacy Schilz

Korin Ayers

ECONOMIC DEVELOPMENT ADVISORY BOARD

Greg Moore - Chair

Fred Jacobs

Dan King

Bernie Jore

Jacob Maas

Chelsey Foster

Dave Jackson

Michael Brown

Michael Myers

Ryan Clegg

Dave Hatfield

Jim McManus

David Solmes

Craig Stolsonburg

2024 CHAMBER & EDA STAFF



Jennifer Heinzman

PRESIDENT & CEO

JENNIFER@MIBARRY.COM



Kim Martin

BUSINESS MANAGER

KIM@MIBARRY.COM



Aleshia Blauvelt

MARKETING COORDINATOR

ALESHIA@MIBARRY.COM



Nichole Lyke

ECONOMIC DEVELOPMENT DIRECTOR

NICHOLE@MIBARRY.COM

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 \$7,250 worth of sponsorship and advertising opportunities					
Silver Tier	\$3,000	*Valued at \$4,100 worth of sponsorship and advertising opportunities					
Bronze tier	\$1,500	*Valued at \$2,600 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			Annual Awards Banquet			

THANK YOU TO OUR 2023 CORPORATE SPONSORS

CHAMBER SPONSORS



Edward Jones

Andrew R. Cove, CFP® AAMS™
Madison L. Cove
Financial Advisors

421 W. Woodlawn Ave.
Hastings, MI 49058
269-945-3553



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EDA PARTNERS



Consumers Energy

Count on Us®

JAN

20
Annual Dinner
& Awards Ceremony

FEB

23
CareerFest

MARCH

14
Business Team
Collaborative
20
Manufacturing Spring
Forum

APRIL

13
Business & Community
Expo
23
Advanced Care
Planning Workshop

MAY

TBD
ATHENA Spring Social
31
Golf Outing

JUNE

TBD
Flourish Networking
Event

JULY

TBD
Member Appreciation
Celebration

AUG

10
Barry County
BrewFest

SEPT

16
Manufacturing Fall
Forum
16-21
Tech Week

OCT

TBD
Meet the Candidate

NOV

6
Barry County
Economic Summit
4-8
Manufacturing Tours

DEC

9-15
Battle of the Bulbs