

SILVER LAKE SAND DUNES AREA CHAMBER OF COMMERCE

MISSION ~ PURPOSE ~ BENEFITS

MISSION STATEMENT: The Silver Lake Sand Dunes Area Chamber of Commerce promotes the economic growth to benefit businesses and the communities of Hart, Mears, and Silver Lake areas.

VISION: Members view the Chamber of Commerce as an effective organization in advancing economic and community development. The majority of businesses and non-profits are members. Our members support our mission and community with us.

BENEFITS: Member benefits are given to members in good standing with the Chamber of Commerce. If you need more information on these benefits please contact the Chamber of Commerce Director. The benefits are listed below, with bold headings.

MARKETING OPPORTUNITIES

Partnerships

Create and maintain partnerships with key businesses or organizations to assist with reaching our mission and obtaining our purpose.

Silver Lake Sand Dunes - Hart Visitor Bureau Partnership - Our partnership goal is joint promotion of Silver Lake and Hart Areas.

- Shares the expenses of the Visitor Center, www.ThinkDunes.com website, Visitor Bureau's Vacation Guides mailings, and Partnerships with Pure Michigan.
- Complimentary Member listing in Vacation Guide
- Opportunity to advertise in the Silver Lake Sand Dunes Area Vacation Guide (exclusive to Chamber Members only)
- Discounted advertising opportunities available in the Silver Lake Sand Dunes-Hart In-Room Guest Services Directory.
- Area Marketing for Silver Lake Sand Dunes and Hart Area (e.g., billboards, radio, print advertising)
- Professional Area Event Calendars emphasizing large attractions
- Visitor Bureau Marketing Representative manages all of the Think Dunes social media.
- 8 Annual e-Newsletters: The Visitor Bureau will maintain distribution lists of visitors interested in the area and distributed 8 e-newsletters annually containing information about news/events/and attractions offered in the area. Members are offered exclusive advertising opportunities in each of the e-Newsletters.
- Included in the Beachtown (www.beachtowns.org) marketing of eight beach towns along the West Michigan shoreline. Each waterfront community offers something unique and interesting. They market us as a vacation getaway with a wide range of lodging, dining and shopping experiences!
- Included in the West Michigan Pike 100 year celebration (www.beachtowns.org/wmp) marketing.

Michigan Great Outdoors Partnership – Our partnership goal is joint promotion of 5 Counties – Lake, Manistee, Mason, Newaygo & Oceana

- Shared expense with Silver Lake Sand Dunes – Hart Visitors Bureau to be a part of MGO
- MGO website (www.michigangreatoutdoors.org) and 5 County Marketing (i.e., billboards, etc.)

Pure Michigan Partnership

- The Silver Lake Sand Dunes Area website (www.thinkdunes.com) has historically been within the top 3 to 5 highest hits on Pure Michigan website.
- Provides Silver Lake Sand Dunes Area Page with business links, videos, and calendar of events

Hart Main Street Partnership – Our partnership goal is joint promotion of Hart Downtown

- Chamber provides financial assistance to support operational expenses.
- Chamber Director participates on Hart Main Street Promotions Committee and shares resources and talent to help promote downtown Hart.

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- Hart Main Street Manager participates on our Marketing & Website Committee to ensure downtown Hart is represented.
- Provides a full page ad in the Silver Lake Sand Dunes – Hart In-Room Guest Services Directory in 2012 to make visitors aware of the events going on in downtown Hart.
- Contributed financial assistance toward launching www.hartmainstreet.org.
- Hart Main Street training opportunities available to Chamber Members.

Community Contributions

- Provides donation to support July 2nd Fireworks in Hart
- Provides donation to support July 4th Fireworks in Silver Lake
- Complimentary Home Page Banner Ad for the National Asparagus Festival
- Complimentary Home Page Banner Ad for the Apple & BBQ Cook-Off Festival
- Provides donation to support Hart Historic District Summer Concerts.

Joint promotion of Calendar of Events with Pentwater Chamber of Commerce

- Shares expense of designing/printing of Area Event Calendar
- Receives Pentwater Chamber of Commerce benefits for Silver Lake Sand Dunes Area Chamber of Commerce Organization

Website Links & Listings

The Website (www.thinkdunes.com) provides an excellent web presence for your business or organization. We are linked to Pure Michigan, Beachtowns, Michigan Great Outdoor and other village and area websites. This website provides your business page/listing/links, area events, email registration, e-postcards as well as access to our entire membership base! Every member is listed in our Online Business Directory by business name, business category and contact information.

Members view exactly how the Think Dunes website benefits them by having the ability to view the amount of visitors that have looked at their listing and clicked through to their website. Members also have the ability to update listing 24/7 (e.g., description, links, photos, contact information).

Monthly Member Newsletter

Members receive monthly updates on the area and Chamber of Commerce activities and topics which benefit our members.

Visitor's Center

Our Center has excellent phone and walk-in support for visitors. Members' brochures are on display. Our center is staffed with Volunteers from May – September and is focused on referring potential business to our members. In 2011, there were 1671 Walk-ins and 1475 Phone Calls.

Referrals & Business Exposures

The Chamber receives thousands of inquiries each year (i.e., online, phone, in person) and we seize every opportunity to refer potential customers to our Chamber Members only.

Official Chamber Logo

Members receive the right to use our official Silver Lake Sand Dunes Area Chamber of Commerce logo on their website and publications. The use of the logo lends credibility your business. Members receive a membership sticker to display in their place of business.

New Business Contacts

Members gain access to hundreds of prospective customers. Business to Business opportunities abound for businesses who become involved in the Chamber's variety of special events. Make new business contacts by networking at Chamber events. This helps you meet potential customers, clients and vendors. The Chamber provides great opportunities to get to know new people — and expand your prospect base.

NETWORKING & EVENT EXPOSURE

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Events & Festivals

The Chamber organizes the Annual Golf Outing, which is a fund raiser and networking opportunity for members of the chamber. The Chamber also hosts the Annual Christmas Parade. The event committee plans the events annually. If you would like to participate on this committee and potentially add more events, please contact us.

Networking

Members receive opportunities for networking with other business and community leaders through the Silver Lake Sand Dunes Area Chamber sponsored events such as: Business After Hours and membership luncheons/breakfasts.

Chamber Committees Involvement

Members are given opportunities to serve on the Silver Lake Sand Dunes Area Chamber of Commerce Committees. Being a committee member allows members to meet fellow business leaders, help improve economic development and quality of life, promote tourism, build relationships with fellow members, expand their business opportunities, and more! You can take an active role in your community's development by being a member of the Silver Lake Sand Dunes Area Chamber of Commerce.

Member-to-Member Benefits

Member to member discounts are available. Please contact us with your member to member discount.

COMMUNITY SUPPORT

Commitment to Community

The Silver Lake Sand Dunes Area Chamber of Commerce is committed to community and economic development, the success of businesses, and the improvement of the quality of life for you, and all those who live or work in and around our area. The Chamber invests in a healthy economy by assisting businesses that are relocating here or expanding their business; it means more jobs — and more customers for you. Your investment in the Chamber helps to market Oceana County and promote quality growth.

Legislative Advocacy

We are the "Voice of Hart, Mears, and Silver Lake Businesses" day in and day out – at City, Township, Village Hall, the State Capital or wherever we are needed to be an advocate for our businesses, our community and quality of life. Legislative Action – You receive a voice in the Cities in the Chamber's service area, Oceana County and beyond. The Chamber provides this voice through open lines of communication with those elected to lead us on all levels.

Insurance

As a Chamber member business, group insurance programs are available to you. Call the office for a list of area insurance agents you can speak to about this program.

Fun and Fellowship

Yes, the Chamber is a business organization, but we also like to have fun. You will, too!