



By joining the Silver Lake Sand Dunes Area Chamber of Commerce, you are not only support our community, but also gain access to valuable resources that directly benefit your business.

Chamber Events: Community Easter Egg Hunt, High School Summer Job Fair, Business After Hours/Brochure Swap annual networking, Silver Lake “Thunder Over the Dunes” Fireworks, and Hart’s Home for the Holidays Christmas Parade.

Promotions: Distribution of 40,000 area Visitor Guides and 35,000 Area maps in Oceana County, visitor centers from St. Joe to Ludington, the SS Badger, Grand Rapids and Muskegon Airport, and MDOT Welcome Centers throughout the state.

ThinkDunes.com: One of the top tourism destination websites in the Midwest *thinkdunes.com* promotes member businesses throughout Oceana County. In 2025, thinkdunes.com attracted **over a quarter of a million users** who explored **over one million page views** total, with over **150,000 visits specifically to member business profiles**.

Area Events Calendar: The Chamber produces the Silver Lake-Hart-Pentwater area event calendar displayed at businesses, high traffic areas, and social media. We also ensure all Oceana events are promoted on social media.

Social Media Channels: ThinkDunes, ThinkCommunity, and SLSD Apple BBQ Festival all showcase member businesses directly to potential visitors. Unlike paid ads, these posts generate authentic reach and engagement by tapping into an active audience.

- **Massive Reach:** Recent member posts averaged **20,000–40,000 views each**, putting local businesses in front of tens of thousands of travelers and locals planning their trips.
- **Proven Engagement:** Posts consistently earn **100–200+ interactions** (likes, comments, shares, and saves), showing that people don’t just scroll past, they engage and share.
- **Driving Customers:** Some highlight posts generated **over 300 direct clicks** to member websites, turning online visibility into **real-world sales and bookings**.
- **Diverse Spotlights:** From lodging and restaurants to attractions and events, organic Chamber posts capture the variety of what Oceana County offers, proving that **all members can benefit**, not just one sector.

Partnerships/Sponsorships: The Chamber supports area civic and non-profit organizations such as Oceana College Access Network, Community Foundation, Oceana County Economic Alliance, Hart Historic District, Hart Rotary, Hart Economic & Redevelopment Team, Oceana County Fair, and United Way of Oceana County.

On behalf of the Board of Directors and our membership, we thank you for helping strengthen our community and your business through the Chamber of Commerce.

Board of Directors:

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Sherry Waller
Board
West Shore Bank-Hart

Scott Beal
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Director@thinkdunes.com
231-873-2247

Kaitlyn Yonker
Marketing Manager
Kaitlyn@thinkdunes.com
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MEMBERSHIP APPLICATION

New Member 12-month Membership Year Starts Date of payment

MEMBER INFORMATION:

Business Name: _____

Owner's Name: _____

Mailing Address: _____

Physical Address: _____

Phone No: _____ Fax: _____

Website: _____

Email:

Social Media (Circle): Facebook, Twitter, Instagram

Open all year _____ Seasonal _____

Main Company Representative (If different than Owner):

Name: _____ Title: _____ Phone: _____

Alternate Representative:

Name: _____ Title: _____ Phone: _____

Business Category and Description:

Amount Enclosed: _____

Signature: _____ **Date:** _____