



MEMBER-FOCUSED Create. Connect. Grow.



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WHY DOES THE CHAMBER MATTER?

WE FUEL PROFESSIONAL AND BUSINESS GROWTH.

HERE'S HOW.

Today's Grand Rapids Area Chamber helps move the needle on your business. We believe in a thriving and prosperous West Michigan for all. Our members have instant access to resources that help them work smarter, compete better and grow faster. We do the research, provide the opportunities, and build connections that empower business people like you to achieve the next level of ability.

Powerful learning.

From classrooms to consulting to personal connections, we open doors for anyone who wants to start, grow, manage or sell a business. The Chamber is your go-to resource for anything business.

Launchpad for success.

Grand Rapids is thriving, and members say the Chamber is one of the reasons why. We encourage entrepreneurs and business people to succeed. We also acknowledge achievement through awards, grand opening celebrations and more.

Liaison to government.

We synthesize community aspirations around issues like education, healthcare, diversity and environment. When you're a member, your voice gets heard at local and state levels on the issues that matter to you.



"THE CHAMBER CHANGED THE TRAJECTORY OF MY BUSINESS. THROUGH THE EXPOSURE AND SKILLS I GAINED THERE, I TOOK MY BUSINESS TO A WHOLE NEW LEVEL." (GRAND RAPIDS CHAMBER MEMBER)



WHERE ARE WE GOING?

TO A PLACE DESIGNED AROUND YOUR NEEDS.

Our members want transformational knowledge, and we have a plan to deliver it in our new location. We have developed a people-intensive, learning-focused plan with exciting new programming to engage our members.

We'll be delivering that plan in our new home. Welcome to 250 Monroe. This building will be the epicenter of learning and interaction for our more than 2,500 members.

YOU'LL FIND US AT 250 MONROE.



11,000 sq. ft., 8,000 of which will be dedicated to member services

Centralized downtown location

Plenty of parking

A large, flexible educational and social space

Designed for interaction at all levels, from one-on-one to groups

A downtown "home base" for members

Café, meeting rooms and casual seating for concentrating or collaborating

NO MATTER WHAT YOU'RE LOOKING FOR, YOU CAN FIND IT HERE:

Workshops and forums

Training

Connections to people and resources

Meeting space

Networking opportunities



WHAT'S IN IT FOR ME?

WHATEVER YOU DECIDE TO MAKE OF IT.

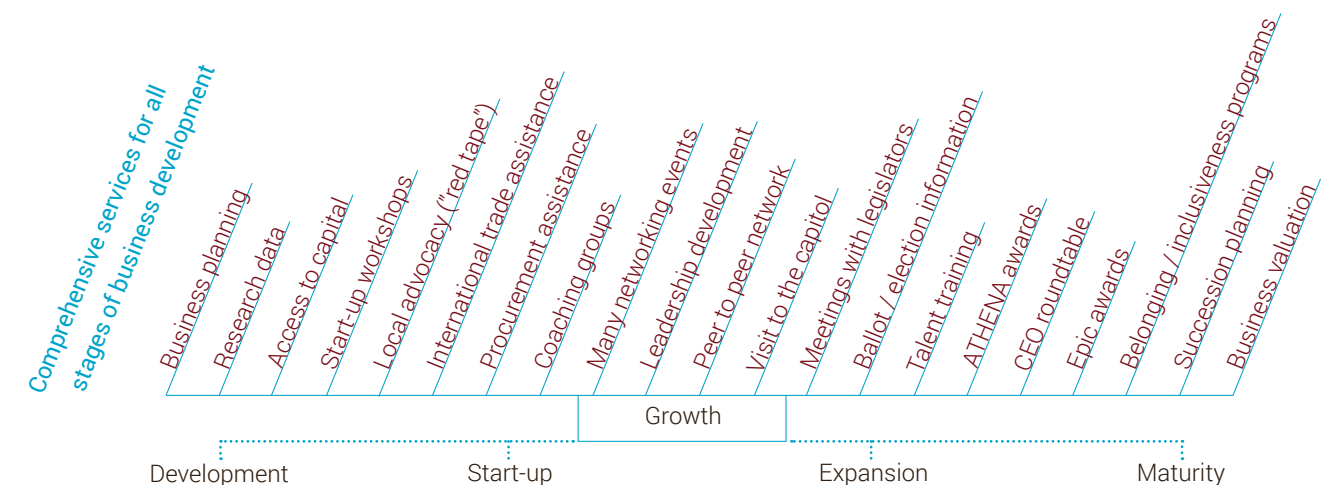
THE ROI DEPENDS ON YOU.

You can choose many doorways to access our services. You may be looking for education. You might be seeking networking opportunities. Perhaps you need some leverage with local or state government. You might be thinking about starting a business, working to accelerate your business growth, developing your professional acumen, focusing on long-term strategic issues, or contemplating a succession plan. Whatever you need, you can find it at the Chamber. The Chamber has professional, experienced resources that are rooted in West Michigan's culture and connected to the pulse of this region.

WHAT'S IT WORTH TO:

- join a CEO Roundtable of your peers?
- cultivate a thriving business community, not only for your business but also for those other organizations upon which you depend?
- gain exposure to members throughout the state who want to do business in West Michigan?
- have a pipeline to capital?
- help with talent development and retention?
- have a voice on important legal or regulatory issues?

You have an unlimited potential for return on your Chamber investment.



Campaign Co-Chairs

KEEP THE REGION GROWING

“EVERY BUSINESS HAS A VESTED INTEREST IN SUPPORTING THE CONTINUED GROWTH OF THIS REGION. THE CHAMBER IS ESSENTIAL TO THAT GROWTH.” (JOAN BUDDEN, CEO, PRIORITY HEALTH)



FORM STRATEGIC PARTNERSHIPS

“WHEN YOU INVEST IN THE CHAMBER, YOU GAIN A COMMUNITY OF BUSINESS PEERS WHO CAN HELP YOU NAVIGATE THE GLOBAL MARKETPLACE.” (BOB ROTH, PRESIDENT/CEO, ROMAN MANUFACTURING)



HOW CAN YOU
GET INVOLVED?

INVEST IN THE FUTURE.

ARE YOU SEEKING TO GROW? LOOKING TO LEAD? CHALLENGING YOURSELF AND YOUR TEAM TO HAVE AN IMPACT?

You can make all of that happen, and more, when you as a member also invest in the Chamber's new space. Join forces with your peers to make the new Chamber better, stronger, and even more relevant to the West Michigan business community.

Sponsorships

You can make your support visible and your leadership clear. Put your name on the future...literally...by sponsoring a space at 250 Monroe. It's an investment in yourself, your business, and the future.

- Receive exclusive five-year placement
- Share your company's journey through individualized signage
- Enjoy advance reservations of meeting space
- Position your company as a leader to other members and visitors

VISIBLE SUPPORT = TANGIBLE OUTCOMES



“MANAGEMENT IS DOING THINGS RIGHT. LEADERSHIP IS DOING THE RIGHT THINGS.” (PETER DRUCKER)