

Thank You for another Year!



A MESSAGE FROM OUR PRESIDENT

The Ionia Area Chamber of Commerce continues to be the largest and the most successful Chamber in Ionia County. We strive to move our organization forward with sustained success, growth and improved services for our membership. The sum and diversity of all members makes your Chamber the single most powerful voice for the business community. No other group can further the interests of your enterprise and the business community like the Chamber of Commerce.

You will read about the accomplishments of this past year in the pages of this Annual Report thanks to our incredible staff, generous group of Board of Directors members and our wonderful membership. Each year we continue to add initiatives to promote and advance your business interests by providing opportunities for networking, visibility and credibility, celebrating success, championing your business interests, and supporting the economic growth of our community. The creativity that has been required in the last two years because of the Pandemic has been inspiring. Our committee chairs, staff and all of our volunteers are to be commended. Thank you for all your time and effort. It is greatly appreciated.

On behalf of the Board of Directors, I would like to thank all of our members for their commitment to the Chamber. We encourage every member business and their employees to participate in Chamber events, programs and volunteer opportunities. The participation of each and every business is appreciated and essential to the continued success of this organization. I am very proud to have served a ninth and final year as President of the Ionia Area Chamber of Commerce Board of Directors and look forward to my continued participation in this great organization as Past-President and Member of the Board of Directors. I am grateful for having the opportunity to serve our members and to experience the extraordinary community that is Ionia County.

Sincerely,

Steve O'Mara

Steve O'Mara, President
Ionia Area Chamber of Commerce

2021 BY THE NUMBERS



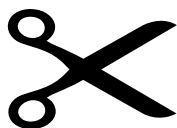
291 TOTAL MEMBERS



39 NEW MEMBERS



91% RETENTION RATE



20 RIBBON CUTTINGS



17 CHAMBER EVENTS



800+ MEMBER ATTENDEES



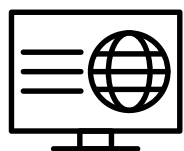
42% EMAIL OPEN RATE



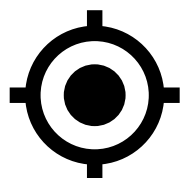
9% EMAIL CLICK RATE



+283 SUBSCRIBERS (1,294 TOTAL)



+39% WEBSITE USERS



21,070 MEMBER PAGE HITS



45,159 MEMBER SEARCH HITS



SOCIAL MEDIA REACH

95,001 (+89%)



SOCIAL MEDIA PAGE LIKES

3,032 (+16%)



SOCIAL MEDIA PAGE FOLLOWERS

3,428 (+30%)

FISCAL YEAR 2021

REVENUE

50% MEMBERSHIP
31% FUNDRAISING
6% MEMBER SERVICES
13% OTHER

EXPENSES

72% ADMINISTRATION
18% FUNDRAISING
4% MEMBER SERVICES
6% OTHER

2021 LEADERSHIP

EXECUTIVE TEAM

Steve O'Mara, President
Edward Jones Investments

Becky Wagner, Vice-President
All Seasons Insurance Agency

Janice Gustafson, Treasurer
Independent Bank

Karlee Bailey
Brick Street Studio

Ashley Brownell
Michigan One Community Credit Union

Thomas Chadwick
The Law Offices of Duff, Chadwick & Associates

Lisa Coe
Five Star Real Estate

David Cook
D.O.C. Odds & Ends Consignment

Precia Garland
City of Ionia

John Krueger
Ionia Lock & Key & The Main St. Office

Robert Lake II
Lake Funeral Homes

Robert Lake III
Ionia Jaycees

Barb Montgomery
Lucky Dog Grooming Salon
President of Chamber Ambassadors

Heather Poland-Sizemore
The Jewel Box of Ionia

Linda Reetz
Sparrow Ionia Hospital

Mike Rockafellow

Abby Stalker
West Michigan Works!

Laurie Tjalsma
Sparrow Ionia Hospital

Travis Alden/Ryan Wilson
Ionia County Economic Alliance

KEY HIGHLIGHTS

Community Cash

In partnership with the Consumer's Energy "Our Town" dollar-for-dollar match program, we've infused over \$30,000 in to the hands of consumers to spend at local businesses this year with Community Cash Gift Certificates!

Community Day Showcase

The Chamber partnered with the School of Missionary Aviation Technology in June to offer local businesses and organizations the opportunity to exhibit their products and services at the school's "Community Day" event. This annual event hosts a 5k race, airplane fly-in, pancake breakfast, kid zone, airplane rides and more. Our vendors made the best of a somewhat stormy day and successfully connected with each other and new audiences. The committee has discussed a few modifications for next year, but overall felt that the showcase has great potential to grow.

Golf Classic

The Annual Golf Classic was held at Candlestone Golf Resort with over 140 golfers and volunteers. Golfers enjoyed a sunny day of golf with carts, coffee and pastries, dinner, 50/50, free swag, raffles and TONS of prizes. The weather was in the nineties... the warmest in many years, maybe ever! In addition, there were numerous on-course contests including a putting contest to win a Blackstone Grill! On hole #17, golfers could donate between \$1-\$20 for a 'free drive' by Mercantile Bank and purchase lunch on the turn from Walker, Fluke and Sheldon; each of these activities raised an additional \$500 for the Chamber! Thank you to this year's title sponsor, Portland Federal Credit Union, and so many other sponsors and donors who supported this event.

The Sizzlin' Summer Tailgate

Over 125 attendees joined the Chamber staff and volunteer leaders for a celebration of our Members in August. We decided to strip back the "red carpet" award program and opted for a casual setting on the lawn of our host and Presenting Sponsor, Michigan One Community Credit Union. Attendees enjoyed a wide variety of food and bar options, 50/50, music, and networking while strolling through decorated booths or just lounging around. We had a contest for 'Best Decorated' booth and sponsor table, which was so much fun and helped to create a festive backdrop for the event. Scott McNeal, Co-founder of Gus Macker Basketball, joined us to "Fire Up" the crowd with a quick address before our Ambassadors tunneled through a hand-painted "team banner" with pom-poms. You can see all of the pictures from the event on our Facebook page, they are worth a peek. There are a lot of ideas circulating about how to move forward with this event in 2022, stay tuned!

Flavors of Ionia County

With the support of Herbruck's Poultry Ranch, the Chamber was able to launch a first of its kind promotion highlighting the food and beverage industry. We offered two ways to participate. Monthly limo party-bus tours were offered, starting in September, to sample the menus at local establishments through-out Ionia County. The Chamber also published 1,000 coupon books packed with over \$200 in local restaurant savings to be used through August 2022. This promotion is still active and more information can be found on the Chamber's website. We'd like to give a very special shout-out to our participating restaurants, sponsors and customers!

MIPitch / Tri-Chamber After Hours

Ionia Chamber Members attended an After-Hours networking event with the Greenville and Belding Area Chambers of Commerce for a new type of experience in Ionia and Montcalm County. The Inaugural MIPitch Business Pitch Contest presented by Ionia and Montcalm Economic Alliances and The Right Place took place in September and awarded a total of \$11,000 to local entrepreneurs; including: Jessica Deshane – iDrive Academy - \$5,000 prize, Cari Scholtens – Drk Chocolates - \$3,000 prize, Deb Brimmer – Studio 55 - \$1,500 prize, Kim Williams – T.R.A.I.N. 24/7 - \$1,000 prize, Isaac Blough – Kingdom Woodworks - \$500 prize. Keep an eye out for these up and coming businesses!

Wake Up Shake Up

Our monthly morning networking events re-launched in the fall with a new format and sponsor options. There are a few opportunities remaining to sponsor one of these events in 2022. Contact us for more information.

Legislative Update

After polling legislators, elected officials and local leaders which serve our County, we re-launched the Legislative Update event in September with a new start time of 9 AM. The event resumes in January.

Bringing the Community Back Together

After a year with out two of our community's favorite holiday events, it was great to be able to host the Autumn Celebration and Hometown Holiday Celebration in downtown Ionia. Both events looked a little different than usual but were an enormous success. So many of you were able to participate in one way or another, thank you for helping make these events magical and thank you to our Sponsors!

Countless rewarding moments connecting with you!

MEMBERSHIP HAS BENEFITS!

PROMOTION & PUBLICITY

- Member directory listing and landing page on Chamber website
- Exclusive opportunity to place promotional materials in the Chamber lobby
- Directory listing in 3,000 copies of the Discover Ionia County publication (spring)
- List your job openings, news, deals/promotions and upcoming events on the Chamber website
- Sponsor or participate in one of our annual or monthly events to grow awareness of your brand, gain access to new markets and maintain visibility
- Host a Ribbon Cutting to celebrate new business, new senior management, major expansion or renovation, relocation, or second location
- Ask about additional exclusive marketing and advertising opportunities!

CONNECTIONS

- Get connected to people and resources to thrive including government, local leaders, business owners, customers and so much more... the people you know will help you grow!
- Check out one of our free-to-attend monthly networking or legislative update events
- Build relationships beyond networking - gain associates, advocates and friends!

RESOURCES

- Digital Mailing List (limit 1 per year) for your use of bulk mailings (no emails provided)
- Free or discounted registration to Chamber events for Members and their employees
- Our Members also receive a membership to the Small Business Association of Michigan, providing additional resources including Insurance Programs, HR & Compliance Services, Tools for Operations and Employee Development and more!

GROWTH & DEVELOPMENT

- Business Education Series & Library
- Get involved and develop your skill set by serving on a committee or task force that interests you
- Interested in developing your leadership skills? Learn more about openings on our Board of Directors
- 20% discount on Tuition at Davenport University for Member employees and immediate family (S.B.A.M. Benefit)
- We are available to meet with you and help resolve your business concerns; schedule a one-on-one!

COMMUNITY IMPACT

- Getting involved in the community is one of the most valuable returns on your investment. By creating a community connection, you are showing your customers and employees that your business cares about the growth and advancements of the area and cultivates pride for our area
- Stand out as an active member of your community by volunteering for or sponsoring a community event or initiative

CREDIBILITY

- We refer your business to other Chamber Members, community members and visitors
- 7 out of 10 consumers believe that when a business is active in the local chamber it demonstrates effective business strategy
- The average consumer is 44% more likely to think highly of your business and 63% more likely to purchase your product or service when you are a Chamber Member!

2021 NEW MEMBERS

Abbey's Gab'N Shack (Belding)
ACI - The Family Company (Ionia)
Amanda Ondersma - Greenridge Realty, Inc (Ionia)
Belding Beatnik Bazaar (Belding)
C&R Homestyle Cafe (Lake Odessa)
Charles R. Barker Jr DO Family Practice (Belding)
ConfluxCity Brewing Company (Portland)
Consume Cannabis Co. (Ionia)
Courageous Coffee (Portland)
Easton Craft (Ionia)
Fabiano's River House Grill (Portland)
Farm to Table Brookwood Farms (Portland)
Grand Event Rentals (Ionia)
Heart Beat Music (Ionia)
Ionia Outdoors (Ionia)
Ionia Quick Lube (Ionia)
IUE CWA Local 436 - Ventra (Ionia)
M 50 Auto & Truck LLC (Lake Odessa)
Market Square Plaza (Ionia)
Michigan Farmhouse Pizza (Clarksville)
Morrison Lake Mini Storage (Lake Odessa)
New Oriental Star Chinese Restaurant (Ionia)
NovaCare Rehabilitation (Ionia)
Olivera's Restaurant (Portland)
Podoll Law PLLC (Clarksville)
Portland Party Store (Portland)
Skin City Spa & Tanning Studio (Belding)
St Johns Episcopal Church (Ionia)
Superior Hauling, LLC
The Port/Modern Craft Winery (Portland)
The Whimsical Den (Ionia)
Tree Vistas LLC (Ionia)
Tropical Smoothie Cafe (Ionia)
Viki's Pasty Shop (Saranac)
Vinyl N More (Belding)
Workbox Staffing (Ionia)
Your House of Pizza (Belding)

2021 TOP INVESTORS



THANK YOU TO ALL OF OUR PROGRAM AND EVENT SPONSORS



...and SO many more!

2021 TOP ENGAGEMENT



YOUR CHAMBER COMMITTEES & GROUPS AT WORK!

Serving on a committee is a great way to have influence and stay involved with your Chamber and community! Our committees are essential to our success and we encourage your participation.

Interested in serving on a committee, looking to get involved in a new area of the Chamber, or would simply like more information about a committee or group? If so, please contact the Chamber at 616-527-2560 to learn more about how you can get involved!

Committees and task forces will be formed or dissolved as necessary to better serve our Members and accomplish our Strategic Goals. This is a current list of Chamber Committees under consideration (subject to change) to be finalized early in 2022:

STANDING COMMITTEES

Strategic Planning Committee

Governance Committee

Finance Committee

Membership Committee

Marketing Committee

Professional Development and Education Committee

Workforce Development Committee

Legislative Relations Committee

EVENT COMMITTEES

Expo Event Committee

Golf Classic Committee

Tailgate Event Committee

Christmas in Ionia County Committee

Autumn Celebration Committee

Annual Member Celebration Committee

Flavors of Ionia County Committee

GROUPS

Ambassadors

The Chamber President, with the advice and counsel from the Executive Committee and Board of Directors, determines all committees and groups for the Ionia Area Chamber of Commerce. The President assigns all chairpersons and assists the chairpersons with the selection of committee members. At least one member of any committee will be a member of the Board of Directors. The President and Chamber staff will serve as ex-officio members on all committees. All committee members will be in good standing at the Chamber.