



WHITE LAKE AREA
CHAMBER + VISITORS BUREAU

Montague • Whitehall
MICHIGAN

White Lake Area Chamber of Commerce Member Benefits

Our Mission

To serve and advance the business interests of members and to strengthen the economic climate of Montague, Whitehall, and surrounding areas through networking opportunities, education, and advocacy. We are committed to progress and prosperity.

Our Vision

To be the best resource for sustainable business growth, networking opportunities, and tourism in the Montague, Whitehall, and surrounding areas by integrating government, business, and community.

Our Commitment to Work for You

The Chamber serves as a White Lake Area business advocate, providing information to elected officials, as well as providing information to members concerning local, state, and national political and business issues.

The Chamber is a vital link to area attractions, recreation, art, and culture, by referring thousands of tourism and business inquiries to community members and visitors each year. We do this through providing business cards, brochure racks, maintaining an active social media and web presence (where we promote members), providing a community calendar (where members can add their events to), through weekly eblasts notifying the community of upcoming events in our area, and through events where members can participate and/or sponsor.

The Chamber maintains a comprehensive website, www.whitelake.org, where each member has a page with their contact information, address, and information pertaining to what the business does and provides. This is something Chamber staff puts together and maintains, however, each member also has access to make changes themselves if they wish.

Connect Community, Create Commerce



Chamber Member Benefits

Benefits that every Chamber member receives:

- Year-Round Service (our Chamber is open all four seasons!).
- Your own page on the White Lake Area Chamber of Commerce website (www.whitelake.org).
- New member announcement on the WLACC Facebook page.
- Members only eblasts.
- Social media sharing—if your business is on social media, we will share your special posts on our Chamber page.
- Referrals from the Chamber to visitors, community members, and other businesses through:
 - Word of mouth (when people call or stop into the Chamber).
 - Website.
 - Publications the Chamber pays to participate in or creates, such as Michigan Trails Magazine, West Michigan Tourist Association (WMTA), Shoreline Guide North & South, Pure Michigan, DNR web pages, Savor White Lake Dining Guide, Here's What's Happening in the White Lake Area weekly eblast, etc.
- Google—The Chamber pays to have a strong Google presence to pull our website and business websites to the top of searches.



Additional Benefits

Benefits that Chamber members have available to them and are encouraged to utilize.

- Literature distribution in our Visitors Bureau (ie: business cards, rack cards, posters for upcoming events at your business, etc.).
- Access to add your own events to our community calendar, with a chance to be featured in our weekly eblasts, *Here's What's Happening in the White Lake Area* which go out every Monday to over 2,000 people.
- Participate in White Lake Area Gift Certificate Program. This program does not cost businesses anything, as each gift certificate is turned in and deposited like a regular check.
- Sponsorship opportunities. Each year the Chamber publishes a brochure of all sponsorship opportunities, and each current sponsor will always be given the first right of refusal to keep their sponsorship each year if they chose.
- Networking opportunities, such as Leads Group, networking events, potential after-hours networking events, etc.
- Ribbon cutting, grand opening, and celebration ceremonies:
 - WLACC creates invite for social media + eblast.
 - Gain exposure for your business before the event through our promotion of it, and after the event through pictures we take and share.
 - Invite the community to your business to learn more about what you do or your products.
 - Event invitation is added to our community calendar and sent out to all members in an eblast, as well as shared on our social media pages.
 - WLACC brings the big scissors and the ribbon
- Ability to participate in Leads Group.
- WLACC Member plaque or decal.
- A liaison to township, city, and state entities.
- Free registration for parades (4th of July and Christmas).
- Discounts—WLACC members can offer special discounts to other WLACC members, and members can take advantage of special discounts provided.
- Opportunities to advertise in Chamber publications:
 - Visitors Guide
 - Area Map
 - Newsletter
- Free SCORE Business Counseling

2022 White Lake Area Chamber of Commerce Events

Events provide opportunity for sponsorships, community participation, ways for businesses and teams to attend for team building or exposure, and more.

**A detailed list of all 2023 events will be available January 2023*

Spoons & Tunes

Soup-tasting fundraiser

Trash Bash

Community-wide clean up

Business Expo

Free community event for business & organization to be represented

Feet on the Street

Kick off summer in the area with live music, food trucks, and business participation

Arts & Crafts Festival

Over 75 juried exhibitors, live music, food court, activities, and more

4th of July Parade

Over 75 parade entries—free for members to participate in

White Lake History Cruises

Three cruises in partnership with the Aquastar

Annual Chamber Golf Classic

WLACC fundraiser with a day of golf, drinks, and dinner

Labor Day Community Walk

The community, along with area leaders, walk across the White River Bridge

Depot to Depot

October fall color tour in partnership with Visit Muskegon

Pumpkinfest

Fall festival with arts & crafts, pumpkin-themed activities, food trucks, and more

Chamber Annual Dinner

Annual awards dinner, celebrating business accomplishments throughout the year

Holiday Walk

Tree-lighting, Santa, carriage rides, business discounts and hours, and more.

Christmas Parade

Over 60 parade entries—free for members to participate in

Next Steps for New Members

Joining the WLACC means we are now partnering together with you to help your business any way we can. Here are some next step ideas for you and your business to take with us.

First 30 Days

- Login to your www.whitelake.org member account. This is where you can submit changes to your business listing and add events to our community calendar.
- Like us Facebook and Instagram! We will make a welcome post about your business, and that's a great post for you to share to your business page.
- Get business cards and/or rack card information to the WLACC so that it can be available when we send referrals.

First 60 Days

- Let us check in with you! We'd love to schedule a visit with you at your business or at our Chamber where we can check in and see how business is going, and also see how the WLACC can help you.
- Consider networking and sponsorship opportunities. Look at joining our LEADS Group, if applicable, and look at upcoming WLACC events that you can participate in to get your business name out there. For sponsorship opportunities, we have options ranging from \$50-\$1200, and all are great ways to be promoted as a sponsor.

First 120 Days

- Share your personal experience with the WLACC with another business or even on your business social media page. As a small business ourselves, referrals help us grow and help us continue to be able to work with others to help them grow as well.



Member to Member Discounts

If you join the WLACC and would like to offer a discount to other members, please let us know and we can include that on this list. For details of each discount or benefit, visit www.whitelake.org/chamber-resources.

Connor Rake Productions

Exclusive content package for WLACC members.

Image Pro

10% discount on all orders for WLACC members.

Luna Floral & Design

10% off all grab-n-go floral arrangements.

Frequently Asked Questions

- ***I don't have time to participate in things...is the WLACC for me?***
Yes! Your membership to the WLACC can take up as much or as little time as you want. As a member, you already receive automatic benefits that we provide that won't take up any of your time (see Chamber Member Benefits). In many of our sponsorship cases, you provide us the resources of a sponsorship and the WLACC takes care of the rest, meaning you won't have to put any time into it.
- ***My business is doing great and I don't need to network, so is the WLACC membership worth it?***
Given the mission and the vision of the WLACC, membership dues help the WLACC accomplish those things and help our area continue to connect community and create commerce. A business that is already successful and doesn't need to network or get their name out there can benefit by being a part of our growing commitment to the community and businesses, and also use it as a way to give back to the community that has helped them be successful.
- ***Are the Chamber and the government connected? I don't like to associate my business with politics.***
The Chamber of Commerce is not a government entity. The WLACC is a liaison to help speak for the business community to government officials at a local, state, and national level, as well as getting government policies and announcements out to the business community.
- ***How do I contact WLACC to add member to member benefits?***
All current and new members may contact us at: info@whitelake.org