



2021 Chamber Overview

Chamber Staff



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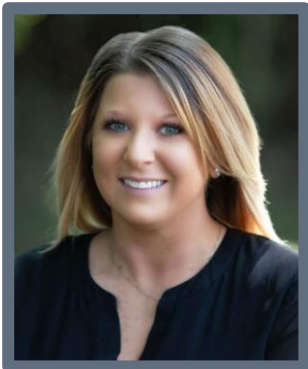
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What is a Chamber of Commerce?

A Chamber of Commerce exist as a business network serving a certain geographical location to further the interest of the involved businesses or organizations. Most hold a 501c6 nonprofit status.

What a Chamber is not:

- Not a government agency
- Not a political action committee
- Not a tourism bureau
- Not the Better Business Bureau
- Not a lobbyist group, although some add this



Who is the Michigan City Chamber of Commerce?

- ❖ Vision Statement: The Michigan City Chamber of Commerce will be a strong membership driven organization by providing value to all businesses through strategic partnerships.
- ❖ Mission Statement: The Michigan City Chamber of Commerce serves to be a resource to its members, businesses, and the community to promote economic growth in the Michigan City area.
- ❖ Values Statement: The Michigan City Chamber of Commerce believes in fostering an inclusive business environment to promote a thriving community.



Chamber Value

Mission Statement: The Michigan City Chamber of Commerce serves to be a resource to its members, businesses, and the community to promote economic growth in the Michigan City area.

Connect, Grow, Thrive: 2020 – 2022 Action Plan

Membership:

The Chamber makes a commitment to providing our members the resources, partners, and networks to connect, grow, and thrive. The Chamber works to provide value for its members through new programming, promotional opportunities, and celebration of member achievements.

Community:

The Chamber makes a commitment to engage with community partners on projects and developments that work to enhance the quality of life in the Michigan City area, provide value for its members, and showcase the community in a positive way in order to attract talent and visitors to the area.

Organization:

The Chamber Board of Directors and Staff make a commitment to learn from Chamber Industry experts to put in place processes, policies, and programs that strengthen the Chamber and establish it as “Must Belong” business organization.

Chamber Board of Directors

- Made up of 15 Directors
- Board Directors are nominated by the membership
- Directors serve 3-year terms, no more than two consecutive terms
- Executive Committee is made up Chair, Vice Chair, Past Chair, Treasurer, and Secretary

- Two Ex-Officio Directors
 - Sit at Board Meetings but no voting privileges
 - Reserved for educational partners

Current Board Roster

<https://mcachamber.com/board-of-directors/>



Committees & Programs

Lakefront Career Network (LCN)



Mission

To make the Michigan City area an attractive place for young professionals to live, work, and play through relationship building, skill enhancement, community enhancement and career advancement opportunities.

Vision

To make Michigan City an attractive place for young people to engage in professional, personal and civic development.

- Spotlight Organization
- Professional Development
- Networking

Current Committee Roster

<https://mcachamber.com/about-lcn/>



Committees & Programs

Chamber Ambassador Committee

The mission of the Chamber Ambassadors is to promote the role of the Michigan City Chamber of Commerce in the community by welcoming new members, encouraging current members to maximize their membership and aid in maintaining and increasing the retention rate of new and existing members through reinforcing the Chamber benefits.

Ambassadors assist in the following areas:

- Member Engagement, Mentorship, and Retention
- New Member Outreach and Recruitment
- Member Promotion



Committees & Programs

La Porte County Manufacturing Forum

The La Porte County Manufacturing Forum will exist to bring together industry leaders and decision makers to learn from one another, work toward solutions for common problems, and be a stronger voice for the manufacturing sector in La Porte County.

Small Business Council

The Small Business Council serves to strengthen relationships with and among small business owners to foster growth in our small business community.

- Foster mentorships
- Influence the Chamber's small business programming
- Foster an entrepreneurial spirit in our community, specifically with our youth
- Provide resources and professional development with a focus on Minority and Women Owned (MWO) Small Business

Owned (MWO) Small Business

- Create MWO Sub-Committee



Committees & Programs

Michigan City Chamber of Commerce Education Foundation Fund (CEFF)

The CEFF is “dedicated to the enhancement of the local educational environment through efforts to achieve a high-quality education in the Michigan City area.” The fund is held at the Unity Foundation of La Porte County and was started in 2003 to enhance the quality of public education through programs not funded through tax dollars.

[Learn more, or DONATE](#)

Other Initiatives of the Chamber:

- Advocacy for Business and Community
- Workforce Development and Training
- Quality of Life promotion
- Visitor Hub
- Economic Development



Chamber Events

Annual Events for 2021

June:	Annual Member Event
September:	Annual Golf Outing
August:	New Teacher Program
October:	Inspiring Women Program

Ongoing:

Coffee Connections, 1st Tuesday of each month – Member to Member Networking

Ribbon Cuttings, as requested

Business After Hours, as requested

Pop Up/Happy Hours, 4-6 times per year

Workshops/Professional Development, 4-6 times per year

Call to Action Meetings, as needed

Boards, Committees, Affinity Groups meet on a monthly basis



Member Benefits

- **Credibility**
- **Referrals**
- **Advocacy**
- **Savings**
- **Member Directory Listing**
- **Networking**
- **Be “In the Know”**
- **Business Promotion**
- **Marketing Opportunities**
- **Sponsorship Opportunities**
- **Professional Development**
- **Business Resources**
- **Mentorship**
- **Community Involvement**
- **Strength in Numbers**
- **Workforce Development**

Member Savings

Office Supply Discounts

Save on in-store and online purchases with Office Depot Advantage Program.

Bulk Mail Permit

Use of the Chamber's USPS bulk mail Permit for discounted postage. Member pays postage but no permit fee. (200 piece minimum)



Member Benefits

Online Features

www.MichiganCityChamber.com

- **Member Directory**
- **Member News**
- **Member Job & Volunteer Posting**
- **Member Promotions**
- **Community Event Calendar**
- **Resources**

- **Chamber Events**
- **Chamber News**
- **More About the Chamber**



Marketing & Sponsorship

2021 Sponsorship Packages

In addition to annual membership dues, Sponsorship Packages are an additional investment that raises the visibility of a member business during Michigan City Chamber of Commerce events and programs. A premier and gold level are available as well as *a la Carte* options.

2021 Premier Sponsorship – Cost \$5,000 (Package Value \$8,750)

Premier level sponsors are the top investors of the Michigan City Chamber of Commerce. Premier sponsors receive Exclusive enhancements and a variety of opportunities for marketing exposure with a diverse audience. More details [here](#)

2021 Gold Sponsorship – Cost \$3,000 (Package Value \$5,000)

Gold level sponsors are strong supporters of the Michigan City Chamber of Commerce. Gold sponsors receive additional marketing exposure and event participation. More details [here](#)



Marketing & Sponsorship

a la carte options:

Online Directory Category Ad - \$75/month or \$200/quarter

Your ad at top of desired business category

Online Directory Enhancement - \$100/year

Includes logo, map link, social media links, longer business description

Custom E-Blast - \$150/blast

Reach over 600 qualified subscribers

Member Address Labels - \$50

Self-adhesive member address labels

Additional sponsorship opportunities are available for each event we coordinate during the year. Those sponsorship descriptions will be shared with members as the events are being planned.





We are here for you!

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