

# WHAT DID THE CHAMBER DO IN 2017?

At the heart of the local economy and the backbone of virtually every great community across America, you'll find a chamber of commerce celebrating and promoting the diversity and uniqueness of their community. Those efforts result in business attraction, job creation, improved education, beautification and more. Here are some of the ways the Allendale Area Chamber of Commerce worked on behalf of the Allendale area in 2017.

## KEEPING BUSINESS MEMBERS TOP OF MIND

- Emailed 28 eNewsletters
- Celebrated 5 ribbon cuttings
- Tracked 2,840 website hits
- Produced 12 issues of The Announcer 78,000 copies distributed
- Published 2 issues of AI & Dales Holiday Gift Giving Guide
- Made 210 FB Posts
- Got 70 new FB Likes
- Referred Member Business 3,600 times to GVSU Freshman
- Distributed 500+ Community Profile/ Business Directories
- Gave 37 Best of Allendale Awards
- Welcomed 25 New Members

## GROWING STRONG BUSINESSES

- Put on 3 Member Luncheons
- Hosted 6 Coffee & Networking Events
- Partied at 1 Business After Hours Holiday Kick Off
- Facilitated 5 Summer School Seminars
- Placed "Jobs Available in Allendale" ad in the Advance
- Sent out 1 Membership Survey
- Partnered to Host 4 Connected Woman Chamber Luncheons
- Formed 1 Leads Networking Group
- Received 1 Acentek Foundation Grant to Foster Economic Strength

## BUSINESSES LEADING THE COMMUNITY

- Granted 1 Scholarship
- Held 2 Bus Service Expansion Meetings
- Convened 1 Housing Roundtable Meeting
- Facilitated 2 Manufacturing Roundtable Meetings
- Represented Business on 5 Community Boards
- Coordinated Allendale 4th of July Welcome Home to Vietnam Vets
- Hosted Ingrual Christmas Tree Lighting
- Helped launch M-45 Gear to Support Trail System

## INTERNAL ENHANCEMENTS TO BETTER SERVE BUSINESSES

- Chamber Board Met 6 Times
- Opened New Chamber Office & Suites
- Updated Payment Processing System
- Attended 4 Professional Development Conference/Meetings
- Held 1 Board Training
- Worked with 2 GVSU Interns
- Brought in Book Keeper assistance