

TEXAS CITY-LA MARQUE
CHAMBER OF COMMERCE

2021 BUSINESS PLAN

Growth | Opportunity | Leadership | Networking



2021 Board of Directors

Ron Assad

Gallant Industrial

Ramiro Barba

Port of Texas City

Georgia Meyer Barzilay

Karat Creations Jewelry

Kevin Bogard

Marathon Petroleum

Jon Branson

City of Texas City

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Chapman's Front
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Gartner Coatings

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Trey Industries

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Texas First Bank

Andy Venables

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2021 Executive Committee

Georgia Meyer Barzilay

Chair of the Board

Ron Assad

Chair Elect

Gail Figueroa

Treasurer

Ramiro Barba

Secretary

Shannon Doyle Osborn

Vice Chair

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Vice Chair

Dr. Warren Nichols

Vice Chair

Rusty Plackemeier

Immediate Past Chair

Contents

Free to members! Benefits included with membership	Page 5
Boost your visibility! Sponsorship opportunities	Pages 6-20
Connect and grow! Network-building opportunities	Page 21-22
Chamber staff contact information	Page 24

A Message from Chamber Leaders



Members of the Texas City-La Marque Chamber of Commerce have a key leadership position in influencing the economic growth, prosperity and overall well-being of our cities.

By participating and serving as an active member, you and your business can be exposed to innumerable opportunities for growth.

From marketing and networking opportunities to exclusive membership benefits, there are a multitude of ways to get the most of your membership.

I encourage you to engage and get involved. Together, we can accomplish goals and build a productive future!

Page Michel

Chamber President

page@texascitychamber.com



This 2021 Business Plan is an overview of many of the programs and events that the

Texas City-La Marque Chamber of Commerce is involved in. Thank you to those of you who are making these efforts thrive.

There is always room for a new face and new energy in whatever is being undertaken at the Chamber, and I hope that somewhere in this material you find a place that serves your need or interest.

Georgia Meyer Banzilay
2021 Chairman of the Board



**Texas City-La Marque
Chamber Of Commerce**
9702 E.F. Lowry Expressway
Texas City, Texas 77591
409-935-1408

What exactly does the Chamber do?

Thanks to more than 50 years of history and 800 members, the Texas City-La Marque Chamber of Commerce is strong and growing. It has earned four-star accreditation from the U.S. Chamber, putting it among the top 3 percent of all chambers in America.

The Chamber works with businesses of all sizes to: increase their business reputations, offer exclusive networking opportunities, provide business guidance and education programs, and serve as the “voice of business” to local, state and federal governments.

Every year, the Board of Directors approves a Program of Work that includes all of the activities in the Business Plan, along with the priorities below.

2021 Chamber Priorities

Pandemic Recovery Assistance

- Assist members with post-pandemic business recovery efforts by providing valuable marketing options and access to needed services.
- Help members build their business networks by convening committees and councils for them to expand their contacts and gain market awareness.

Government Affairs

- Develop the legislative policy statements for the Chamber board and list of top priorities to deliver to the 2021 session.
- Establish dynamic working relationships with local elected officials and civic leaders in Texas City and La Marque.

Leadership Development

- Hold a successful year for the Leadership Mainland program in a

post-pandemic environment.

- Build awareness among all members about the Chamber’s leadership program and its value to their current and future workforce.
- Develop intentional plans to cultivate members from diverse businesses and backgrounds and encourage engagement in Chamber programs and events.

Organizational Excellence

- Focus on member services and engagement.
- Initiate long-range strategic planning process with Chamber board.
- Hold successful events that are meaningful for members and the community.
- Review and update policies and procedures manuals.
- Evaluate building and property needs — short term and long term.

Membership Value and Benefits

This business plan contains details on all of the planned events and programs that are available to Chamber members only. There are many promotions and marketing options available to Chamber members that are included with annual dues.

Free to members! Benefits included with membership:

- 2021 Community Guide and Business Directory listing
- www.TCLMchamber.com Online Business Directory listing and link
- Referrals to visitors, callers and online inquiries
- Business cards and brochures displayed at the Chamber
- Social media exposure
- “Hot Deals” online and printed coupons
- Post your events on the online calendar
- Online job postings
- TCLMGiftCards.com program
- Ribbon cuttings and grand opening ceremonies
- Chamber Express newsletter “Member Profiles”
- Chamber weekly e-blasts to thousands of readers
- Eligible to attend networking events
- Eligible to serve on committees and task forces

The following pages showcase Sponsorship Opportunities in 2021. By choosing to sponsor an event or program, you can ensure that your name gets out in front of thousands of local business owners and managers, elected officials and civic leaders. This will boost awareness of your business...and your bottom line.

Annual Banquet

March 25, Doyle Convention Center

The Texas City-La Marque Chamber holds an annual Membership Banquet and Awards Gala at the Charles T. Doyle Convention Center. Hundreds of members and community leaders attend. It's a time to reflect on the past year and recognize outstanding businesses and volunteers. All members are invited to enjoy a great program, delicious dinner, drinks and entertainment.

Platinum Sponsor: \$3,000

Reserved seating for 24 guests with premium placement, publicity and VIP perks.

Gold Sponsor: \$2,500

Reserved seating for 16 guests with premium placement, publicity and VIP perks.

Silver Sponsor: \$1,500

Reserved seating for 8 guests with VIP perks.



Leadership Mainland

Sessions are held from February to December

Leadership Mainland is a year-long program that helps train, educate and motivate key employees for future leadership roles within their businesses and the community. Sessions focus on team building, communication styles, state and county government, law and justice, industry, economic development, tourism and education.

Program Sponsor: \$2,500

Support transportation costs, shirts and supplies for participants. Receive recognition in publicity and Leadership Mainland printed materials.



Galveston County Legislative Task Force

For Galveston County Day at the Capitol in 2021, the Advocacy Committee is working with the Galveston County Legislative task force, which is comprised of eight chambers of commerce and city/county leaders, to promote important issues affecting our local area and businesses.

Legislative Partner

Sponsor: \$1,000

Includes company name on materials produced for legislative efforts.



2021 Business Plan | www.TCLMchamber.com | 9

Industrial Trade Show

July 20, Doyle Convention Center

The petrochemical industry is the heartbeat of the business community in Texas City and La Marque. This annual trade show is attended by site managers and representatives of all local industrial plants. The trade show provides great opportunities for businesses to connect and form new vendor relationships.

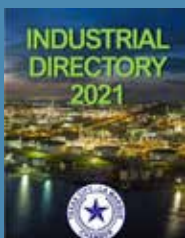
Corporate Sponsor: \$4,000

Headline recognition on all publicity and printed materials. Includes one 20x10 booth at the Trade Show.

**Limit of 2 Corporate Sponsors.*

10x10 Booth: \$1,500

20x10 Booth: \$3,000



2021 INDUSTRIAL DIRECTORY

This new, online directory promotes local industrial business categories. There are display ad options, and rates are available upon request. Published prior to the trade show.

Health & Lifestyle Expo

Nov. 18, Doyle Convention Center

At this expo, attendees will visit with companies that promote healthy living, nutrition, exercise, and lifestyle on the mainland in Galveston County — such as real estate, finance, home protection, fashion, entertainment and much more. It's a key event for all Chamber member businesses after the Industrial Trade Show.

Presenting Sponsor: \$4,000

Headline recognition, reserved seating for 16 guests at luncheon and one expo booth size 20x10.

Gold Sponsor: \$2,000

Reserved seating for 16 guests at luncheon, one expo booth size 20x10.

Silver Sponsor: \$1,000

Reserved seating for 8 guests at luncheon, one expo booth size 10x10.

Bronze Sponsor: \$500

Reserved seating for 8 guests at the luncheon.



Shrimp Boil and Dance

Aug. 20, Nessler Park

Young, old and everyone in between agree, the Shrimp Boil is a time to relax and visit with friends and neighbors, both old and new. The Shrimp Boil is a favorite tradition of the community and has been held for more than 40 years. It draws a crowd of about 1,200 people each year!

Presenting Sponsor: \$5,000

Recognition in publicity, on T-shirts, signage and emcee recognition at event. Includes 25 tickets.

Gold Sponsor: \$2,500

Recognition in publicity, on T-shirts and signage at event. Includes 15 tickets.

Silver Sponsor: \$1,500

Recognition in publicity and signage at event. Includes 10 tickets.



Jimmy Hayley Golf Classic

Sept. 29-30, Bayou Golf Course

This two-day tournament hosts more than 500 golfers, two dozen hospitality tents and more than 100 volunteers to create a regionally renowned networking event. Co-hosted by 70 sponsors, this is the Chamber's largest fundraiser and proceeds support the Chamber's mission to lead business development and community improvement projects.

Champion Sponsor: \$15,000+

Tour Sponsor: \$7,500

Masters Sponsor: \$5,000

Eagle Sponsor: \$1,500

Birdie Sponsor: \$1,000

Hospitality Tent Sponsor: \$2,000

Premium Placement Sign

Sponsors: \$175-\$500

Sponsors are recognized in advertising, publicity, print and online promotions. Full details available upon request.



Bayou Fest in La Marque

Oct. 16, Highland Bayou Park

With attendance around 20,000 people, this music and family entertainment event features a kids' fishing tournament, arts and crafts vendors, children's activities, barbecue cook-off and live music by acclaimed artists, such as Kevin Fowler, Mark Chesnutt, Johnny Lee and the Bellamy Brothers.

This event serves not only the local community, but also it draws lots of tourists to the area and boosts the local economy.

Gold Sponsor: \$5,000

Includes all events.

Silver Sponsor: \$2,500

Includes choice of three select events.

Bronze Sponsor: \$1,500

Includes one event.

Sponsors are recognized in online promotions, on signage at the event and on T-shirts.



'It's 5 O'Clock Somewhere' Online Auction

Nov. 11-18

The annual Chamber auction is a big promotional opportunity for members. Many have donated items for years and know the value of the exposure. Chamber members and friends look forward to bidding on the wide range of amazing items that are put up for auction. The online platform makes it easy for everyone everywhere to be involved.

Gold Sponsor: \$2,000

Silver Sponsor: \$1,000

Bronze Sponsor: \$500

Auction Item Donor

(minimum \$100 value)

Recognition in publicity, on website and online promotions.



Business Luncheons

Five luncheon events in 2021

Chamber of commerce business luncheons are valuable for corporate networking and for meeting prospective new clients. Topics and speakers are informative and engaging and provide vital updates to businesses and civic leaders.

March 3	State of the County and Cities
April 27	State of Industry
June 9	Emergency and Hurricane Preparedness
July TBA	Legislative Update
Sept. 15	Women in Leadership Awards

Presenting Sponsor: \$2,000

Reserved seating for 8 people with premium placement. Recognition in program and in publicity. Signage and emcee recognition at event.

Luncheon Sponsor: \$1,000

Reserved seating for 8 people. Recognition in publicity. Signage at event.

Spotlight Sponsor: \$500

Have a display table at event and provide your promotional items to guests. Includes 2 luncheon tickets.

Centerpiece Sponsor:

Details upon request.

Sponsorships are per event.



New Teacher Reception

August date TBA

Encouraging and supporting a system of education aimed at excellence in the public and private schools and college by awarding scholarships to students from Texas City High School, La Marque High School and College of the Mainland.

Presenting Sponsor: \$1,000

Lunch Sponsor: \$500

Recognition in publicity, online promotions and on signage at event.



Women in Business

Monthly events

Network with the Women in Business to meet valuable contacts and gather valuable ideas. Building internal women's networking groups and acknowledging gender issues within a company can propel awareness, improve the working environment and boost employee confidence.

Event Sponsor: \$500

Sponsor recognition in advertising, invitations, fliers, programs and signage at the event. Includes presentation time with the crowd (5 minutes) and table-top display space.

See event dates online.



Young Professionals Network

Monthly events

Young Professionals of the Mainland provides resources and programming to a diverse group of professionals looking to advance their careers in various industries. The goal is to increase job retention, education and networking as well as to offer career support to individuals ages 21 to 45.

Event Sponsor: \$500

Sponsor recognition in advertising, invitations, fliers, programs and signage at the event. Includes presentation time with the crowd (5 minutes) and table-top display space.

See event dates online.



Sponsorship Opportunities

With sponsorship totals at the following amounts, businesses are promoted as top sponsors for 12 months through additional promotions that are both valuable and high-impact.

Want to generate high-impact exposure for your company this year? Support local Chamber programs and events in 2021 by joining this growing list of top sponsors.

Top Sponsor Levels

Community Champion

\$30,000+

Chairman's Circle

\$20,000+

President's Council

\$10,000+

Partners

\$8,500+

Thanks to these Top Sponsors for supporting Chamber programs and events in 2021



**Sponsor list as of printing deadline for this booklet.*

Network Building for Members

WOMEN IN BUSINESS

Co-Chairs: Caytlyn Stanley and Page Michel

This group of influential and diverse women enjoy building their social and business networks, and they are dedicated to the advancement and empowerment of other women. Monthly events are held in a variety of locations around the community. New members are always welcome.

YOUNG PROFESSIONALS NETWORK

Co-Chairs: Cathie Woitena, John Snow, Braxton Skipper

This group was created to engage young workers ages 21 to 45 in Texas City, La Marque and surrounding areas to help them make business connections, enhance their career paths and introduce them to community involvement.

GOLDEN DIVISION

Co-Chairs: John Amato and Dom Orozco

This division is made up of retirees who put their years of experience and expertise to use through volunteer service with the Chamber and community. Social meetings are held monthly to allow members to stay active, informed and involved.

ADVOCACY COMMITTEE

Chair: Chris DeVries

The Chamber Advocacy Committee maintains rapport with legislative bodies on the local, state and national levels. A task force develops legislative policy statements and the committee produces Top legislative priorities for the Chamber board's approval before Galveston County Day at the Capitol.

EDUCATION AND WORKFORCE DEVELOPMENT

This group supports a system of education aimed at excellence in the public and private schools and college by awarding scholarships to students from Texas City High School, La Marque High School and College of the Mainland.

Network Building for Members

DIVERSITY AND INCLUSION COMMITTEE

Chamber Board Liaison: April Jones

An initiative is being launched to survey local minority- and women- owned business enterprises to provide leadership development opportunities and provide matching grants for first-year Chamber membership dues.

CHAMBER CHAMPIONS

Chair: Kelly Johns

These volunteers act as the face of the Chamber in the community by referring new members, attending events and welcoming new businesses at ribbon cuttings and groundbreakings. They enjoy the rewards of making new contacts and strengthening business relationships.

HOSPITALITY ALLIANCE

This group is dedicated to getting professionals in the hospitality and tourism industries to network together to exchange ideas, offer mentoring, promote events and showcase their businesses in the community.

NONPROFIT COUNCIL

This council is active on Facebook, keeping nonprofit leaders informed and empowered to create a positive environment that best supports business owners in advancing their missions.

EVENT VOLUNTEERS

For the Industrial Trade Show, Shrimp Boil, Golf Tournament, Bayou Fest, Health and Lifestyle Expo and more — additional committees form to plan and implement events. Members are invited to get involved by communicating their specific interests.



Legacy of Leadership

More than 50 years of volunteer leaders have led this Chamber to accomplish remarkable goals to promote this community and local economy. Here is a list of past Chairmen of the Board of Directors:

1969	Joe A. Hoover	1996	Phil Roberts
1970	J. W. Arrington, Sr.	1997	Georgia Meyer
1971	J. F. Luhning	1998	Kitty Potter
1972	Joe F. Hoover	1999	Sally Briggs
1973	R. J. Fosdick	2000	Bill Mathis
1974	Harvey Prichard	2001	Tomy Hamon
1975	Doug Hoover	2002	Frances Levissee
1976	Bill Martin	2003	Tommy Lambright
1977	Bill Wilson	2004	Tommy Clark
1978	Jack Lindsey	2005	Dean Alexander
1979	B. J. Childs	2006	Richard De Vries
1980	Dale Laine, Sr.	2007	David Moss
1981	Charles Herbeck	2008	Fred Newhouse
1982	Jim Taylor	2009	Alan Hutchins
1983	George Bostick	2010	Neil Geary
1984	T. G. Fitzgerald	2011	Shawn Bailey
1985	Dwight Spurlock	2012	Mark Ciavaglia
1986	Julia Oliver	2013	Peggy Davenport
1987	Jimmy Rasmussen	2014	Chris DeVries
1988	Don Wooldridge	2015	Connie Bradley
1989	Emken Linton	2016	Kirk Broiles
1990	Ralph Holm	2017	Jay Carnes
1991	Gary Meyer	2018	Pete Dunn, Jr.
1992	Dave Gullede	2019	Sergio Matute
1993	Ron Plackemeier	2020	Rusty Plackemeier
1994	Walt Crowder		
1995	Gene Menn		

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to keep up with chamber news and events!



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TCLMchamber.com



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Jordan Kleinecke
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For more information about any opportunities in this Business Plan, contact Chamber President Page Michel at 409-935-1408 or *president@texascitychamber.com*.

