



The Journey to Becoming a Trailblazing Chamber

Presented by:

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Colleen Schipsi, IOM, VP of Operations



Michigan West Coast Chamber of Commerce

- Location: Holland, MI
- Members: 1,200
- Staff Members: 7
- 5-star Accredited
- Run on EOS ®



Your Team

- 1 – 2
- 3 – 10
- 11 – 20
- 20 +

Your Role

- Membership & Marketing
- Programs
- Ops / Finance / HR
- CEO



OUR CORE VALUES

It's All About You
We help our members thrive and our community prosper.

Contagious Energy with a Positive Attitude
We inspire everyone with our friendly and optimistic outlook.

Deliver Remarkable Experiences
We go above and beyond in all we do.

Learn, Innovate, Share
We improve and grow each day.

Think Big, Be Great
We envision and shape a bold future.



Be A Trailblazer

We envision and shape a bold future.

10-Year Target™

We are a **trailblazing** organization that creates a tidal wave of positive impact.





What You Can Expect Today

- Membership & Marketing
- Programs
- Culture
- Trailblaze with Us



- welcome social post
- personalized outreach
- automated email: membership marketing resources

- attend maximize your membership
- email intro to ambassador mentor
- automated email: make money through your membership

- membership team evaluates engagement
- personalized outreach if needed
- automated email: "celebrating year one"



- welcome email/phone call
- connect on social
- discovery meeting
- add to automated journey

- welcome: west coast way magazine
- new member list shared with ambassador team
- automated email: support local through your membership

- personalized outreach

- renewal email



	Name	Task Priority	Task Type
↑	Follow New Member on Social Media	Normal	New Member Journey
↑	Evaluate Engagement - 9 Month Check In	Normal	New Member Journey
↑	Welcome Phone Call (Optional)	Normal	New Member Journey
↑	More Info Tab	Normal	New Member Journey
↑	New Member Check In	Normal	New Member Journey

↑	6 Month New Member Outreach	Normal	New Member Journey
↑	Add to Automated New Member Journey Group (and any groups)	Normal	New Member Journey
↑	Confirm New Member Photo Plan	Normal	New Member Journey
↑	Send Your New Member Journey Starts Here Email	Normal	New Member Journey
↑	New Member Setup	Normal	New Member Journey



Name*

New Member Setup

Task Priority*

Normal

Description

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Add new member to photo schedule: [New Member Social Post](#)

Add to Revenue Tracking: [2022-23 Revenue Tracking](#)

Standardize Naming

- , LLC/PLLC/PLC
- , Inc. or Incorporated
- Corp. or Corporation

Name

Confirm Membership is activated

Is Complete

Double check no duplicated contacts (individual & business), merge

Confirm directory listing is activated (web content tab)

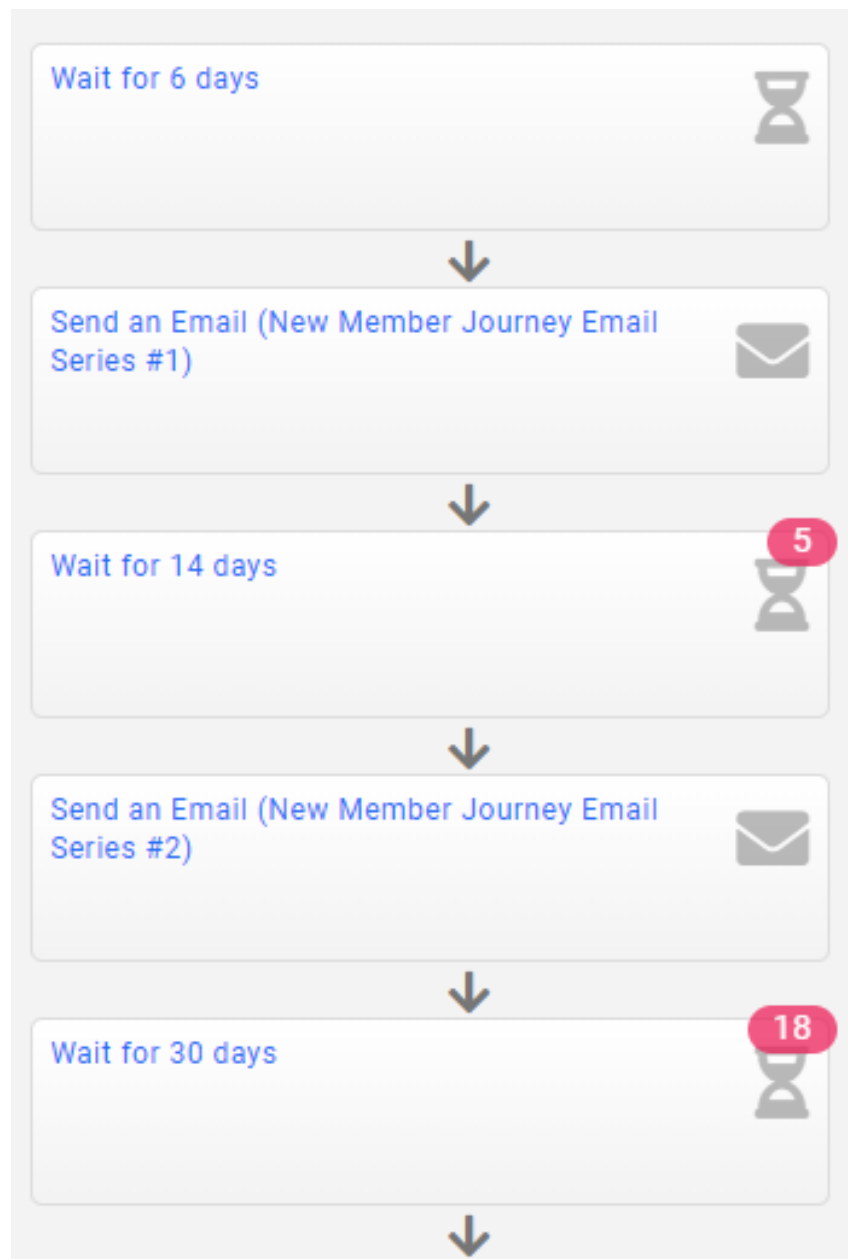
Set primary rep and individual user settings (individual contact)

Set billing preferences based on application and add an billing cont:

Send staff an email with new member information (LinkedIn, Facebc

Add appropriate tags (Hispano Network, WCC Prospect)





Hi {{ CFirstName }},

As a member of the West Coast Chamber, you have access to several cost saving benefits. Learn more about [ways you can save here](#), and watch the short video below about our Accident Fund Workers' Compensation Insurance Discount Program.



Please reach out if you have questions about [maximizing your membership](#). We're always happy to help!

Your Chamber Team





LISTENING TOUR OVERVIEW

It's All About You! Member feedback is the heartbeat of the West Coast Chamber. We exist to serve our business community as a catalyst for growth, a convener of leaders and influencers, and a champion for a thriving community. Actively listening and responding to the Holland/Zeeland business community has always been our priority, but when our long-term Chamber President & CEO Jane Clark retired and Jodi Owczarski transitioned into the leadership role in September 2022, we knew it was a crucial time to pause and listen to the voices of our members. Not only that, but we were also coming out of a haze of uncertainty after a worldwide pandemic. We knew that a part of re-imagining the future would be to have a pulse on the challenges and successes of our membership. So, we did just that. Our entire team engaged in the process of reaching out to every single member. Together we actively listened, responded, and tracked the data along the way. We enjoyed all of the conversations and feedback provided through emails, surveys, and in-person meetings. Thank you to all of those who participated. We truly appreciate and welcome your open and honest feedback, not only during the Listening Tour, but always.

1,200
Member
Businesses

65,000
Employees
Represented

100%
Members
Contacted

22%
Members
Responded

MEMBER HIGHLIGHTS



We were overwhelmed by the inspiring things happening in our community. Many organizations are celebrating milestone anniversaries from one year in business all the way up to a 100-year anniversary. Organizations reported record breaking sales, mergers and acquisitions, new locations, growth into new markets, renovations and expansions, successful leadership transitions, and numerous awards. In addition, many organizations shared they are implementing new employee benefit programs such as providing benefits for part-time employees, launching healthcare plans, and offering enhanced development and training programs. It was so inspiring hearing all of these remarkable stories!

MEMBER CHALLENGES



Although there are challenges, it is clear we are a resilient and ambitious community. Although supply chain challenges were noted, it comes as no surprise that talent is the greatest concern. A few talent related issues such as housing and childcare were also mentioned. The takeaway is that the talent challenge is not going away any time soon and that instead organizations are getting creative with hiring, retention, automation, partnerships, and processes for delivering their products and services. Many also noted a desire to continue improving their diversity, equity and inclusion efforts, as they see this as a way to attract and retain employees.



LISTENING TOUR STATISTICS



NEXT STEPS

At the West Coast Chamber, we envision a bold future for our community. We're taking your feedback to heart and will be using this data as we map out our next fiscal year. We have also implemented a few changes along the way based on your responses. For example, we modified our DEI focus to an inclusivity focus. The goal is to foster a culture of belonging within the business community. We also heard that talent needs to be a priority, so we are leaning into this in a variety of ways. We're working hard to put West Michigan on the map for positive stories, such as growing Community Impact Day – we had over 950 volunteers in 2023 and tons of positive media mentions. We are the first Chamber in the nation to launch this program and we'll be making it even bigger next year while teaching other Chambers how to replicate it in their own communities. We're putting a big focus on being a convener between the education and business sectors by giving educators access to our facility, partnering with the Ottawa Area ISD to launch a program similar to West Coast Leadership for students, and highlighting happenings in education in our magazine and weekly eNews. Be sure to check out our Annual Report later this year for a more detailed recap of what was accomplished throughout this past year. Your insight and feedback will always be the driving force for West Coast Chamber's areas of focus, so please contact us anytime with your comments and ideas. Let's continue to trailblaze forward together.



Impact:
\$25,000
Savings



Impact:
\$100,000+
Savings

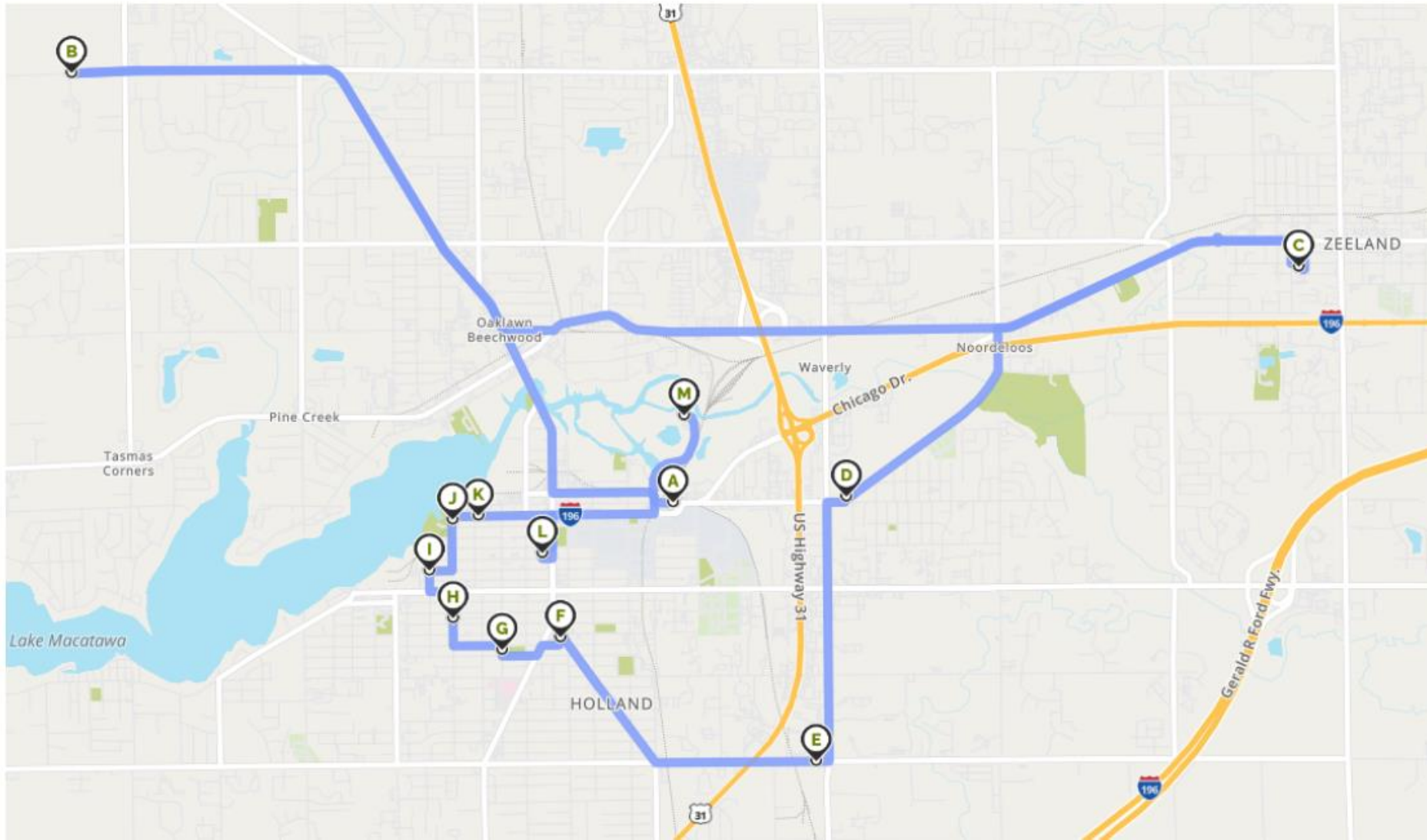


Proposed Chamber & Media Coverage Tour

● Jodi & Marcus Stop
Delacruz Photos - Katia

● B-Roll / Media Coverage Stop
Chamber Photos - Michelle

● Program Sponsor Presence
LG Energy Solution



START - Chamber ●

B - Ben's Hope ●

C - City On A Hill ●

D - CAH Food Club ● ●

E - Appledorn Living ● ●

F - Evergreen Commons

G - Moran Park ● ●

H - Boys & Girls Club ●

I - Momentum Center

J - Kollen Park ● ● ●

K - Cappon House ●

L - Herrick Library ●

END - Windmill Island ● ● ●



Community Impact Day Post Event Report

Program Year	2021/2022	2022/2023
Date	5/11/2022	5/17/2023
Location	Various Non Profits	Various Non Profits
Registered (Goal is 100)	179 Volunteer Sign Ups / 140 Celebration Party Registrations	950 Volunteer Sign Ups / 374 Celebration Party Registrations
Attendance	230 Volunteers / 140 for After Party	Well over 400 for the After Party
% of No Shows		
Number of Nonprofits involved	24	60
NPS Score (Goal is 70)	Volunteers: 88 / NonProfits: 100	Volunteers: 92 / NonProfits: 95
Sponsors	Fifth Third Bank	LG Energy Solutions
Ticket Price	No Cost	No Cost
Cost Per Person	\$ 19.02	\$ 16.94
Sponsorship Revenue	\$ 3,500.00	\$ 23,400.00
Registration Revenue	\$ -	\$ -
Total Revenue	\$ 3,500.00	\$ 23,400.00
Total Expenses	\$ 4,374.50	\$ 16,092.28
Net Revenue	\$ (874.50)	\$ 7,307.72
Budget Net Revenue Goal	\$ 1,000.00	\$ 5,000.00



<p>Event Planner Notes:</p>	<p>Good turnout this year! Volunteers had a blast and the After Party was great.</p> <p>StrEATS Taco was an awesome option for food, no one really played yard games except the cornhole.</p> <p>The booze cart was not great - it was too hot in there.</p>	<p>THE BEST CID YET!</p> <p>We increased communication with volunteers and nonprofits and it went very well. SUG is a headache but unavoidable at this point.</p> <p>The community support we have behind this program is phenomenal - people want this. They show up to volunteer, they put the dollars behind it, and they CARE.</p> <p>We had awesome media coverage with WOOD TV, so lets try to get FOX out here next year too.</p> <p>After Party was great at Windmill but we might have outgrown that space too! Maybe Civic Center is the right way to go?</p>
<p>Volunteer Likes & Opportunities:</p>	<p>Likes: Great way to give back to community, sign up genius went well, want more time, T-SHIRTS!</p> <p>Opportunities: back up opportunities for when they finish a task, the nonprofits were kind of hands off with volunteers</p>	<p>Likes: LOVED volunteering with their teams so we need larger projects, After Party was a lot of fun, T-Shirts are a hit</p> <p>Opportunities: Want more food trucks and seating at the After Party, T-Shirt Delivery?</p>
<p>NonProfit Likes & Opportunities:</p>	<p>Likes: Great exposure and great help.</p> <p>Opportunities: MORE COMMUNICATION to them and volunteers</p>	<p>Likes: Great level of communication, loved having larger groups, encourage more of them to attend the After Party</p> <p>Opportunities: want their volunteer contact info but we would have allow them to opt in via the SUG</p>





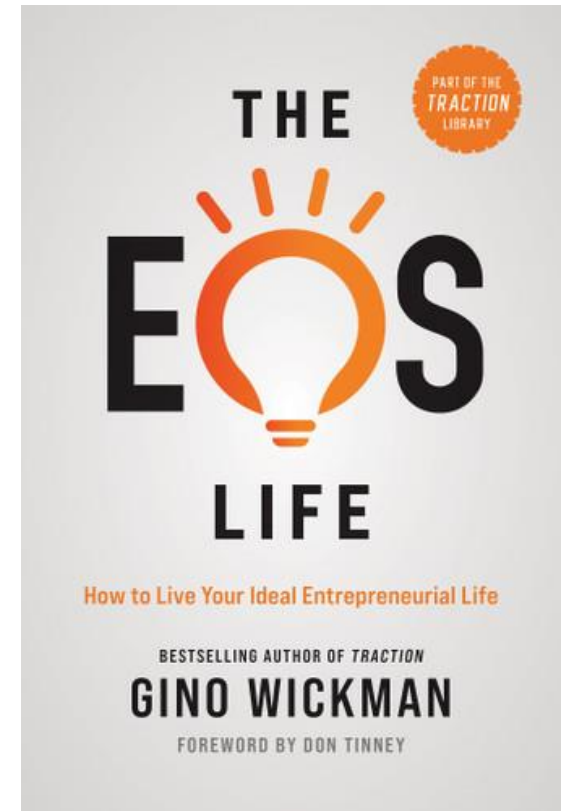
Trailblazing Culture

A healthy culture is one where people believe the best **IN** one another, want the best **FOR** one another and they expect the best **FROM** one another! When we have all three, we're moving towards a Remarkable culture!

- Dr. Randy Ross



- Are you Doing What You Love?
- With the People that You Love?
- Are you Making a Huge Difference?
- Are you Compensated Appropriately?
- Do you Have Time for Other Passions?



Delegate & Elevate™

Love/Great

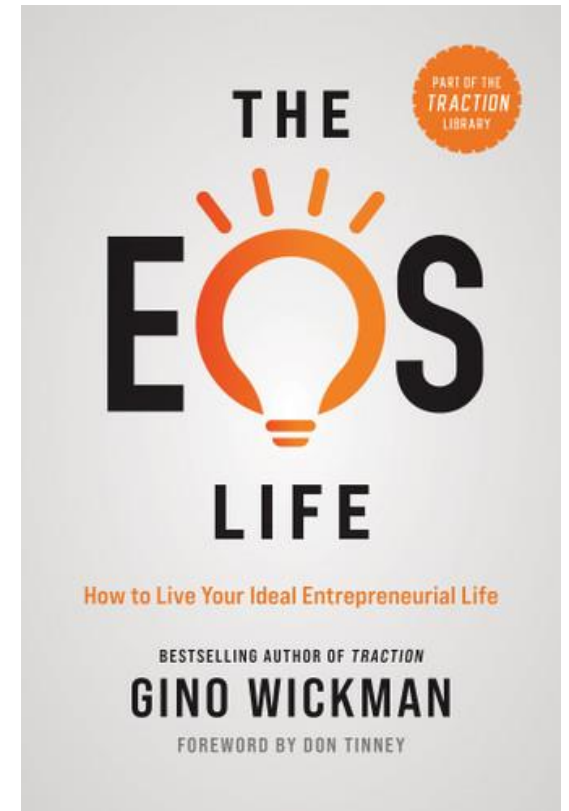
Like/Good

Don't Like/Good

Don't Like/Bad



- Are you Doing What You Love?
- With the People that You Love?
- Are you Making a Huge Difference?
- Are you Compensated Appropriately?
- Do you Have Time for Other Passions?



Trailblaze with Us!





MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



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