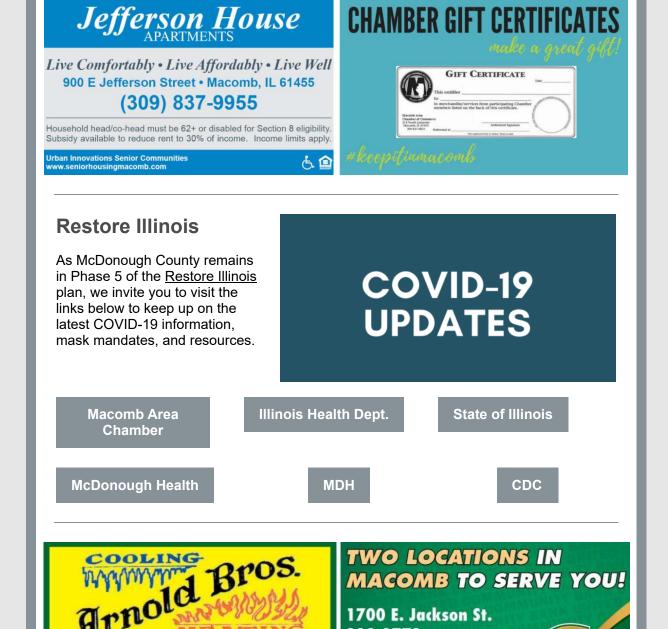
SEPTEMBER 2021 NEWSLETTER



OUR MISSION: TO PROMOTE THE DEVELOPMENT AND GROWTH OF THE MACOMB AREA. OUR VISION: TO SERVE AS A CATALYST FOR THE BUSINESS, PROFESSIONAL AND EDUCATIONAL COMMUNITY'S COLLECTIVE EFFORTS TO ENHANCE THE ECONOMIC CLIMATE AND QUALITY OF LIFE FOR ALL OUR CITIZENS.

THE MACOMB AREA CHAMBER OF COMMERCE





Executive Director Letter

365 DAYS OF INDOOR COMFORT

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Macomb, IL

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800-870-5013

Hello Chamber Members,

After Hours 309-837-2631

Brian Waller

Brian Kinman

The Downtown Block Party was a HUGE success, and I could not be prouder of how it came together. There was a great mix of community members of all ages, Western students, and Spoon River College students. It was a joy to see everyone come together in Chandler Park and have a great time. The dunk tank was a big hit, and I am incredibly thankful to Curt Oldfield, Rob Jeter, John "JB" Biernbaum, Brian Kinman, and Nick Stoneking for



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volunteering to take the plunge. We were able to raise \$327 in less than two hours for the CT Vivian Mural project! I am also thankful to Kristin Terry at Downtown Development for co-planning this event with me, as well as to Western Illinois University and Spoon River College for their tremendous support and participation! We handed out around 400 Shop/Support Local t-shirts and I have been seeing them around town every day since!

Thank you to our many sponsors! Finally, I hope if your business set up that night that you had a good experience as well. I welcome any feedback you may have, as there is always room for improvement next year!

Switching gears, Macomb Business Academy starts up again this Thursday! We have a great group of 23 students who will develop their leadership skills and establish connections with community leaders. Look for weekly photos and updates on the Chamber social media pages! MBA is a program designed to develop leadership potential within the community to meet the demands of tomorrow. It identifies emerging leaders within the Macomb area and provides a broad view of civic leadership through direct contact with the leaders and institutions shaping the community. We are not accepting any more applicants for the 2021 session, but we will be back next year! A big thank you to MidAmerica National Bank for sponsoring MBA this year!

With the new mask mandate in place, the Chamber will be following all CDC and state guidelines for events and meetings. Masks are required when indoors, social distancing is encouraged, and we will always have hand sanitizer and disposable masks available. Please get vaccinated and continue to wear your mask so we can get past this once and for all.

As always, contact me at any time by emailing <u>lauren@macombareachamber.com</u> or calling the Chamber office at (309) 837-4855. I always welcome your questions, comments, and concerns.

Wishing you all a wonderful September and start of Fall!

Lauren

Email Lauren



309.833.4577



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Marketing Director Letter

Welcome to September! Summer is officially over; the kids are back in school, college campuses are open, and all of those much-needed vacations are now warm memories. So now what?

Now we do that thing you have put off doing all Summer, or maybe even all year (or two or three). Now we take a good, hard look at your business and at your job. We take a good, hard look at how you are getting the right information to the right people. We take a good, hard look at how and if you are staying

WGEM MARKETING HELP DESK

Macomb Area Chamber of Commerce has partnered with WGEM to help local businesses with their marketing needs.

Michelle Nelson, Marketing Consultant, will be available as a FREE resource to help plan and brainstorm your marketing tactics.



Aichelle Nelson, MBA Aarketing Expert

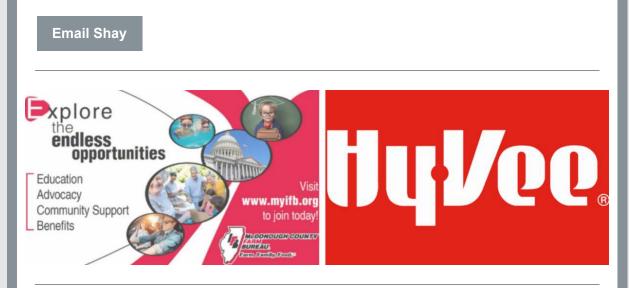
Jimmy Johns lunch will be provided on 9/7. Stop by Chamber office, grab a free sandwich, meet Michelle and set up your free consultation



Answer your marketing questions | Marketing Plan Creation | Promotion Brainstorming | Tech Troubleshooting | & MORE current with the latest trends. We take a good, hard look at your branding and determine if it's time to liven it up. We take a good, hard look at what works and what doesn't when it comes to getting people in your door. Now we take a long, hard look at how to freshen it all up and make it more modern.

And we get that change is hard and scary, but we also know that it can be incredibly rewarding in the long run. So how do you get started in the world of marketing? Let's take a baby step together and get you hooked up with local marketing professionals for FREE. The Macomb Area Chamber has partnered with WGEM to bring you the WGEM Marketing Help Desk starting Sept 7. we will have Michelle Nelson, professional Marketing Consultant on hand on the first Tuesday of each month to help you tackle individualized marketing needs for your business. And maybe you don't even know what you need, that's okay too; show up and we'll get it figured out together. No shame, no intimidation - just a chance to learn a something new.

Per usual, if you need to reach me with any marketing or member needs, hit up <u>shay@macombareachamber.com</u> or call the office at (309) 837-4855. Let's make it a great month!



The City of Macomb

The City of Macomb is actively working with several local agencies and state authorities to provide the clearest and most upto-date information, events, and municipal developments for all citizens. For more information, visit their website.



Small-town living. Community driven.

The City of Macomb continues to routinely share community updates on a variety of topics via a series of videos which can be viewed via the City of Macomb on YouTube.

City of Macomb Website

City of Macomb - YouTube

Downtown Macomb continues with improvements The City of Macomb is currently moving forward with Phase II of their Downtown Revitalization Project, which features updates to sidewalks, lighting, and landscaping, The estimated date of completion for the entire project is December 2021.





2021 Macomb Downtown Block Party: The Macomb Downtown Block Party was a huge success! It was great to see town and gown come together in Downtown Macomb on August 27. Thank you to the City of Macomb, Downtown Macomb, Western Illinois University, and Spoon River College for partnering to put on such a great event. Thank you to the WIU Visual Production Center for taking so many great photos and thank you to all of the community members, local businesses, and Chamber staff who contributed their time and talents to make provide a fun time for all ages.

Block Party Photos



We wish to offer a sincere thank you to all of the generous sponsors for the 2021 Shop Local t-shirt, which was handed out to over 400 people at the Downtown Block Party. If you would like one of your own, they are available free of charge in our office.



Community Meet & Greet with New WIU Minority Employees

Wednesday, Sept. 8 • 5-7 p.m. • Macomb City Hall

Remarks

- WIU President Guiyou Huang
- Macomb Mayor Michael Inman
- Macomb Police Chief Jerel Jones
- Introduction of new WIU minority employees and families
- C.T. Vivian Scholars

Snacks provided by Boss Food Truck Pastor Allen & Andrea Henderson, owners



Young Professionals of Macomb

Hello Chamber Members,

We are excited to announce we will be restarting **Young Professionals of Macomb**! Young Professionals of Macomb is a program created to provide professionals within their 20s through 40s opportunities to: **network**, **share ideas** and get tips on ways to **advance themselves in their professions**.









DEVELOP



ENGAGE

YOUNG Professionals

THE MACOMB AREA CHAMBER OF COMMERCE

Open to young professionals and college students in the Macomb Area 🔌 🛛 What We Offer 🤳

- Networking Opportunities Educational
- Knowledge-Based Professional Development
- Community Awareness and Volunteer
- Opportunities Recruitment and Retention
- Resources Linkage to other young professionals

Macomb Area Chamber of Commerce For more information: pcf@macombareachamber.com 309.837.4855 www.macombareachamber.com

In preparation for this resurgence we are asking former members and interested members to complete a <u>Google Form</u> that will allow us to provide the most beneficial, enjoyable and informative programming to you all!

We also would like to introduce our newest team member: Kiana Reid! Kiana is a Community Economic Development Graduate Student studying at Western Illinois University and will be working as our Peace Corps Fellow throughout this ongoing school year. Among her duties with MACC this year is to assist the effort in revitalizing the Young Professionals of Macomb. If you have any questions regarding YPM please reach out to Kiana at <u>pcf@macombareachamber.com</u>.

Kiana

August Business After Hours - WIU Admissions



Ribbon Cuttings



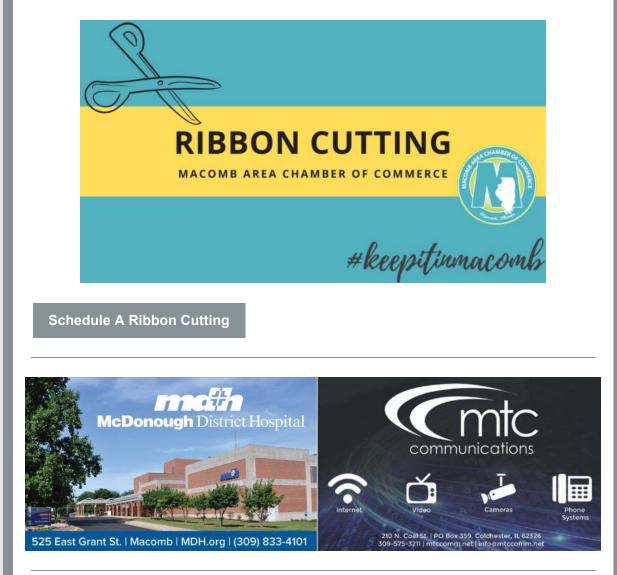
309 Wild Daisies Boutique: The Ambassador Committee of the Macomb Area Chamber of Commerce held a ribbon cutting on August 6 to celebrate the grand opening of the recently relocated Wild Daisies Boutique at 114 N. Side Square in Downtown Macomb. Owner, Emily Harding pairs her love of fashion with "the best country chic outfits at an affordable price." The store features women's clothing, accessories, and home décor. Hours are Tuesday-Friday 10 am-5 pm, Saturday 10 am-3pm, Closed Sunday/Monday. Online shopping and shipping options are available at their website below or follow them on Facebook/Instagram for more information.

309 Wild Daisies



Springdale Farmhouse: The Ambassador Committee of the Macomb Area Chamber of Commerce held a ribbon cutting on August 25 for Springdale Farmhouse at 902 East Jackson Street in Macomb; a new retail business and new Chamber member as of early August 2021. Owner, Amy Bowman stocks the store with a variety of home decor, gift items, and accessories. Store hours are Tuesday-Saturday 9 am-5 pm, Closed Sunday and Monday. For more information: Follow them on Facebook.

Springdale Farmhouse



Calendar of Events

Welcome to a new month! Local events are starting to make a comeback this Summer. You will find a full range of Chamber member events on our monthly calendar. As a FREE member benefit, we invite you to send your events to



us and we will include them on our website calendar. Whether virtual or in person, we want to help get the word out about the new ways you are helping us all #keepitnmacomb!

Submit Your Events

September Calendar



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Member Renewals

Thank you to our members who have continued their yearltinvestment with the Macomb Area Chamber of Commerce within the last



month. Your support of the local business community is critical, now more than ever, as we look forward to working with you to serve as a platform that provides opportunities for growth and development for your organization and the Macomb area.













New Members



Join the Chamber





YOUR TECHNOLOGY PARTNER For Business Success

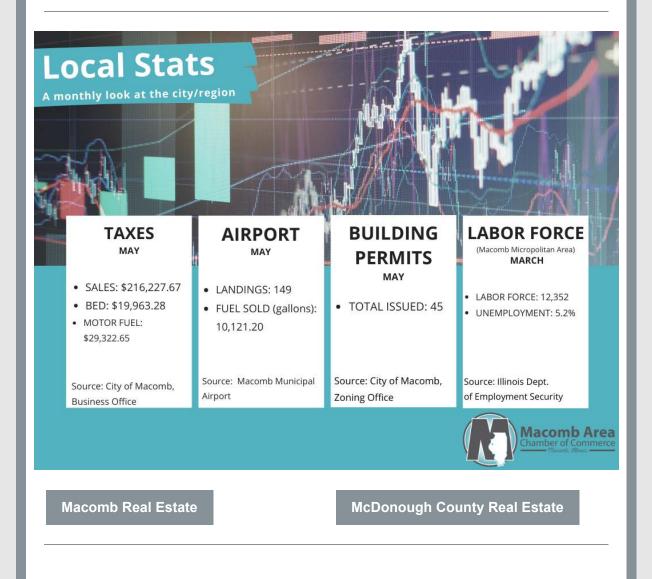
Job Postings

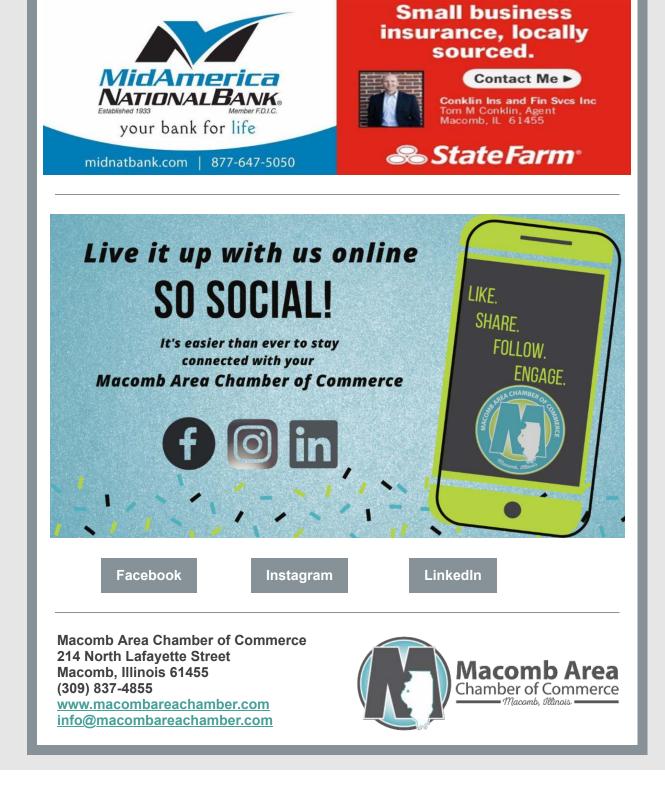
With several industries and career opportunities in our region, the Job Postings section on the Macomb Area Chamber website has become a onestop shop for posting and finding



quality positions and ideal candidates right in the immediate area. You can find job openings, training programs, and and more on our website below.







Macomb Area Chamber of Commerce | 214 N. Lafayette St., Macomb, IL 61455 www.macombareachamber.com

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