

**2025**  
**EDITION**



**BARRY COUNTY  
CHAMBER & EDA**  
INVESTMENT GUIDE



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## INTRODUCTION

As we continue to navigate the complexities of the post-pandemic era, we still find ourselves confronted with a multitude of challenges—supply chain disruptions, workforce shortages, childcare gaps, housing constraints, limited broadband access, rising costs, political uncertainties, environmental concerns, and more. Yet, it’s humbling to witness the resilience and innovation that have characterized our community during these unprecedented times. We are honored to play a part, however small, in this transformative journey.

At the Barry County Chamber and Economic Development Alliance, our mission remains steadfast: to support our community and business owners in every conceivable way. Over the past four years, we have spearheaded initiatives aimed at addressing critical needs, and as we step into 2025, our commitment is stronger than ever.

Our housing committee has been diligently crafting strategies, from establishing a Barry County land bank to collaborating with developers across the county to bolster our housing inventory. We have completed a comprehensive housing study to identify housing types, locations, and price points crucial for our communities.

Simultaneously, our Broadband committee has been working with providers to identify and fill gaps in access, while applying for grants and communicating with elected officials about the needs in our area. We are striving for universal high-speed internet coverage across the county by 2030.

Our childcare committee is dedicated to expanding capacity, aiming to reintegrate more parents into the workforce.

Our tourism council has undergone a revamp, presenting Barry County's natural assets through an enhanced website, a fresh logo, promotional materials, and an extended outreach to attract visitors from various regions. We are also offering Barry County merchandise at various local retailers.

Our Manufacturer’s Council continues to cater specifically to the needs of our thriving manufacturing sector.

We are collaborating with consultants to conduct corridor studies and targeted industry analyses on Woodland, Nashville, and Delton, with the goal of identifying the types of businesses and amenities each community desires, and then working with them to identify funding sources to bring those aspirations to fruition.

Workforce development, community development, and business promotion remain at the forefront of all we do.

In addition to these ongoing efforts, we are thrilled to announce that Barry County has achieved certification as a Certified Bioeconomy. This prestigious designation positions our region as a leader in sustainable practices and economic growth, drawing in new investments and opening doors to cutting-edge industries. The benefits are far-reaching: from attracting green businesses and fostering innovation to creating well-paying jobs and enhancing our environmental stewardship. This certification is a testament to our community's dedication to building a vibrant and sustainable future.

Moreover, our investment in Placer.ai, an innovative technology, allows us to leverage a myriad of data points to guide our decision-making processes—informing infrastructure projects, housing initiatives, business types, and much more.

Your support is integral to our pursuit of excellence. Investing in our endeavors will propel Barry County to new heights. Without your backing, accomplishing these ambitious goals would not be possible.

On behalf of the Barry County Chamber and Economic Development Alliance Board, staff, and volunteers, we extend our gratitude for your consideration. Should you require any assistance or wish to learn more about our programs, please do not hesitate to reach out.

Thank you for being an integral part of our community's journey towards a brighter future.

**Jennifer Heinzman**  
President and CEO  
*Barry County Chamber & Economic Development Alliance*

## LEGISLATIVE & ECONOMIC DEVELOPMENT AGENDA - 2025

The Barry County Chamber and Economic Development Alliance will not endorse individual candidates running for public office but will advocate for legislation that affects the Barry County business community based on the 5 elements of a vibrant economy:

### THE 5 ELEMENTS OF A VIBRANT ECONOMY

1. A competitive business climate
  - o A place to do business that is affordable, predictable, and provides incentives for growth
  - o A place where small businesses are encouraged to start, thrive, and grow
  - o A smart regulatory approach that balances the need for regulation and the need for private sector job growth
2. A robust private sector environment that works in partnership with the public sector to spur innovation and produce collective problem-solving.
3. Strategic process for recruiting new employees to locate in Barry County and strengthening existing businesses.
4. Enhanced global-trade opportunities.
5. Up-to-date transportation, public services, and communications infrastructure.

### CREATING A VIBRANT AND SUSTAINABLE ECONOMY

BCCEDA will support both the Executive and Legislative branches of County and State Government in creating a vibrant economy.

- **Support** adequate resources for the economic development efforts in the County including:
  - o Creating a strategy to attract new business sectors and direct investment in those businesses.
  - o Defining success in Economic Development through agreed upon federal data and metrics.
  - o Aggregating accurate data.
- **Support** legislation to lower the costs associated with doing business in Barry County and in Michigan.
- **Support** legislation to reduce the tax burden on businesses, particularly small and startup businesses.
- **Support** legislation creating strategic tax credit programs for high-tech, cutting edge, high-wage, and other industries which the State is looking to attract.
- **Support** initiatives geared towards attracting and training the next generation of the workforce to Barry County.
- **Oppose** legislation and policies that will constrict private sector growth and development.

### SPECIFIC LEGISLATIVE GOALS FOR 2025:

#### *Education*

- **Support** workforce development efforts to maintain and enhance the pipeline of highly trained, skilled workers in Barry County by supporting education programs and facilities in the County.

#### *Land Use*

- **Support** implementation of the **Hastings Master Plan**, the **Nashville Master Plan**, the **Middleville Master Plan**, the **Delton Master Plan**, the **Barry County Master Plan**, and the **Barry County Parks and Rec Master Plan**.

#### *Infrastructure*

- **Support** increased capacity on M-37.
- **Support** a State-County partnership to fund infrastructure and roadways.
- **Support** trail system improvements.
- **Support** initiatives aimed at significantly accelerating adoption of internet broadband access by customers, businesses, schools, and government enterprises.

#### *Health and Well-being*

- **Support** initiatives that expand access to insurance and care in Michigan.
- **Support** initiatives that align with the Blue Zones mission in promoting healthier communities.

The BCCEDA looks forward to being part of the partnership between the private and public sector in implementing these suggested changes and finding common ground to create a vibrant and sustainable economy in Barry County, Michigan.

# WHY INVEST?

In the heart of Barry County lies a dynamic force, a collaborative endeavor that transcends boundaries and unites diverse stakeholders: The Barry County Chamber and Economic Development Alliance, a beacon of progress and prosperity, continues to pioneer initiatives, champion partnerships, and drive impactful change as it forges ahead into 2025.

Established as a powerful public-private partnership, BCCEDA stands tall as a testament to what can be achieved through collective action. Its network spans a diverse cross-section of stakeholders encompassing businesses, industries, our governmental bodies, regional and state partners, non-profit organizations, and beyond. This inclusive approach underpins our mission to transform Barry County into a thriving hub of opportunity and growth.

At the core of our mission lies a comprehensive scope of work strategically aligned to elevate the area's prosperity. From proactive retention and expansion support to nurturing entrepreneurship, fostering workforce development, and fortifying municipal capacities, BCCEDA's multifaceted endeavors encompass:

## **1. Proactive Retention and Expansion Support**

BCCEDA remains committed to bolstering existing businesses while fostering an environment conducive to their growth and sustainability.

## **2. Business Attraction Activities**

Strategic efforts are underway to attract new businesses and industries, enriching the economic landscape of Barry County.

## **3. Workforce Development Initiatives**

Investing in the county's human capital through tailored programs, training, and resources to meet the demands of a rapidly evolving job market.

## **4. Municipal Capacity-Building**

Strengthening the administrative and governance capabilities of local units, empowering them to better serve their communities.

## **5. Residential Development Exploration**

Deliberate exploration of residential development avenues to cater to the diverse housing needs of the county's residents.

## **6. Entrepreneurial Development and Support**

Cultivating an ecosystem conducive to innovation, supporting budding entrepreneurs, and nurturing a culture of enterprise.

## **7. Infrastructure Support**

Advocating for and investing in robust infrastructure, laying the groundwork for sustainable growth.

## **8. Public Relations and Advocacy**

Advocating for policies and practices that promote economic vitality and amplify the voice of Barry County on regional and state platforms.

## **9. Strategic Collaboration**

Fostering partnerships and alliances to maximize collective impact and drive meaningful change.

BCCEDA's tireless efforts, fueled by a progressive approach, strive to harmonize economic growth with the preservation of Barry County's cherished rural quality of life. Every day, our initiatives make significant strides, leaving indelible positive imprints across the communities we serve.

Moving forward into 2025, the BCCEDA remains steadfast in "moving the needle" across our priority impact areas. Our unwavering focus includes, but is not limited to:

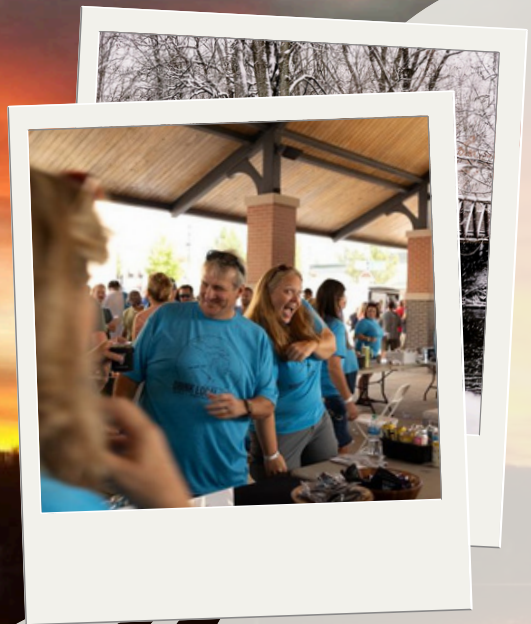
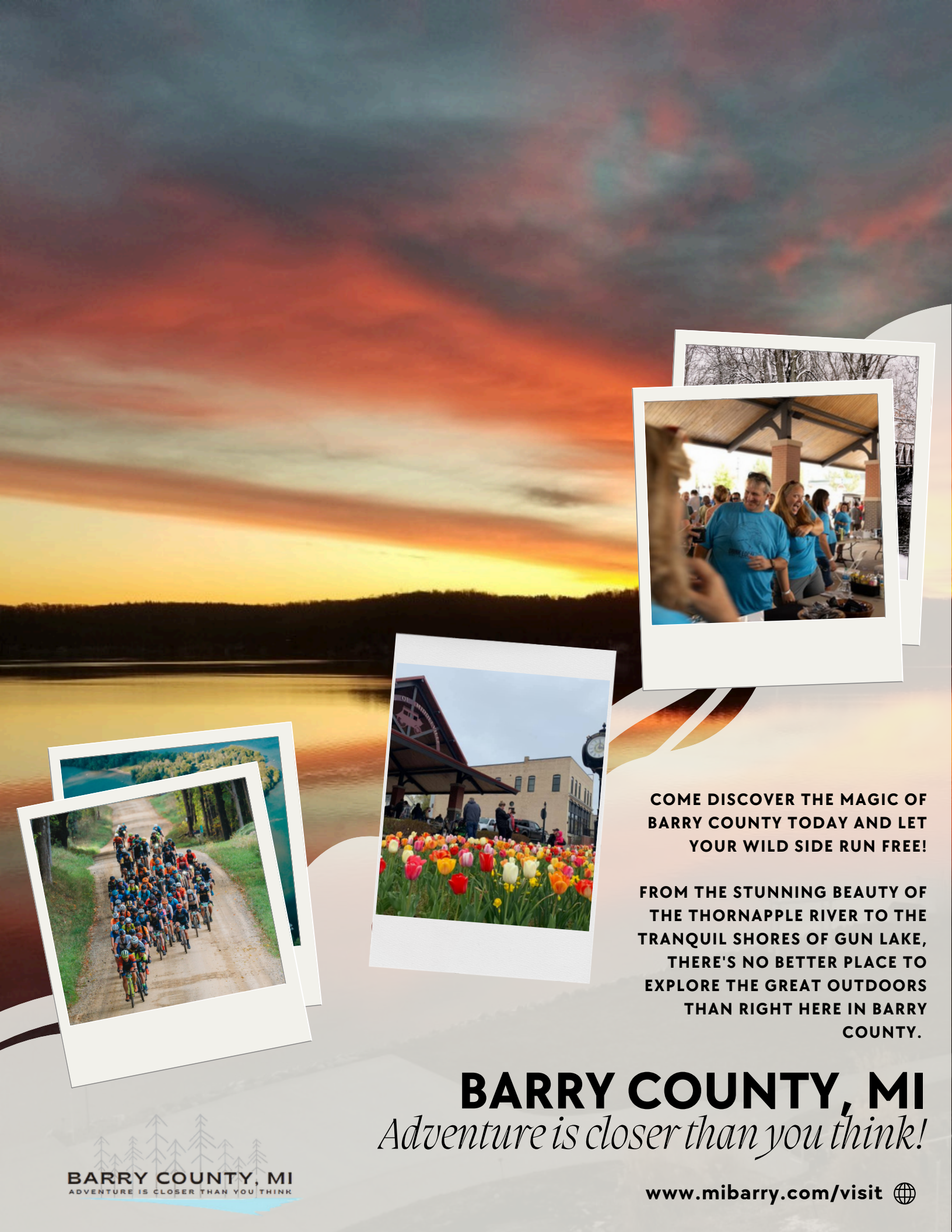
Our key focus areas are workforce development, community development, and economic prosperity. By partnering with us, you help shape the future of Barry County in areas such as Broadband, transportation, energy, housing, childcare, entrepreneurialism, infrastructure, and education.

- **Supporting Local Initiatives**
- **Advancing Broadband Accessibility**
- **Enhancing Educational Opportunities**
- **Facilitating Childcare Solutions**
- **Embracing Technological Advancements**
- **Improving Transportation Infrastructure**
- **Boosting Tourism Initiatives**
- **Fostering Engaged Networks**
- **Promoting Placemaking Strategies**
- **Nurturing Entrepreneurialism**
- **Championing Diversity, Inclusion, and Equity**
- **Addressing Housing Challenges**
- **Sustaining Agriculture and Environmental Conservation**
- **Engaging in Legislative Advocacy**
- **Investing in Critical Infrastructure**
- **Strengthening Workforce Development**
- **Continuing Business Attraction, Retention, and Expansion Efforts**

In essence, the Barry County Chamber and Economic Development Alliance stands as a testament to the power of collaboration, innovation, and unwavering commitment. As we continue to pave the way for a prosperous future, BCCEDA remains resolute in our dedication to driving positive change and fostering inclusive growth throughout Barry County in the year 2025 and beyond.

## Why Communities Invest in Economic Development





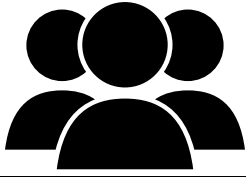
**COME DISCOVER THE MAGIC OF BARRY COUNTY TODAY AND LET YOUR WILD SIDE RUN FREE!**

**FROM THE STUNNING BEAUTY OF THE THORNAPPLE RIVER TO THE TRANQUIL SHORES OF GUN LAKE, THERE'S NO BETTER PLACE TO EXPLORE THE GREAT OUTDOORS THAN RIGHT HERE IN BARRY COUNTY.**

# **BARRY COUNTY, MI**

*Adventure is closer than you think!*

# EVENTS SPONSORSHIP PACKAGES



## GOLD TIER

Included in Keystone Partner Investment Package

- Chamber Open Eagle Sponsor.....\$1500
- BrewFest Brewmaster Sponsor.....\$1000
- Business Expo Algonquin Sponsor.....\$1000
- Logo, Company Name, Link, & Full Footer Banner Ad on Chamber/EDA Website.....\$1200
- 1/2 Page Ad in Community Guide (5,000 distributed throughout Michigan )..\$550
- ATHENA Ruby Sponsor.....\$500
- Economic Summit Controller Sponsor.....\$500
- 2 e-Blasts.....\$150
- Chamber Annual Dinner Inspiration Sponsor.....\$300
- Roth Prestige Sponsor.....\$100
- Enhanced Website Listing.....\$100
- Career Exposure Tour Sponsor.....\$100
- Placer Enhanced Package.....\$250

**TOTAL VALUE.....\$7,250**  
**YOUR INVESTMENT.....\$5,000**



## SILVER TIER

Included in Cornerstone Partner Investment Package

- Business Expo Thornapple Sponsor.....\$750
- Chamber Open Birdie Sponsor.....\$600
- Logo & Company Name on Chamber/EDA Website.....\$600
- Economic Summit Controller Sponsor.....\$500
- BrewFest Hops & Barley Sponsor....\$500
- 1/4 Page Ad in Community Guide (5,000 distributed throughout Michigan )..\$325
- Chamber Annual Dinner Innovation Sponsor.....\$200
- 1 e-Blast & 1 eNews.....\$125
- Roth Prestige Sponsor.....\$100
- ATHENA Crystal Sponsor.....\$100
- Enhanced Website Listing.....\$100
- Career Exposure Tour Sponsor.....\$100
- Placer Standard Package.....\$100

**TOTAL VALUE.....\$4,100**  
**YOUR INVESTMENT.....\$3,000**



## BRONZE TIER

Included in Capstone Partner Investment Package

- Business Expo Cloverdale Sponsor.....\$500
- Company Name on Website.....\$500
- Chamber Open Big Hole Sponsor.....\$300
- Economic Summit Assessor Sponsor.....\$300
- BrewFest Flight Sponsor.....\$250
- 1/8 Page Ad in Community Guide....\$175
- Chamber Annual Dinner Impact Sponsor.....\$175
- ATHENA Crystal Sponsor .....\$100
- Roth Prestige Sponsor .....\$100
- Enhanced Website Listing.....\$100
- Placer Standard Package.....\$100

**TOTAL VALUE.....\$2,600**  
**YOUR INVESTMENT.....\$1,500**



# EDA INVESTMENT PACKAGES



## KEYSTONE PARTNER

Includes all benefits listed in Gold Tier

- Events Sponsorship Package.....\$7,250
- Gold Placer Package.....\$5000
- A Banner Ad on the Chamber/EDA Website.....\$1200
- Your Company Logo, Link, and Special Recognition on each page of the Chamber/Alliance Website.....\$1200
- An Additional Full-Page Advertorial in the Annual Community Guide.....\$800
- 1 (3 minute) Business Promotional Video.....\$300
- Your Company Logo and Recognition in the Investor's Guide and in Other Printed and Electronic Marketing Materials Throughout the Year.....\$300
- 12 Tickets to the Annual Economic Summit.....\$240

**TOTAL VALUE.....\$16,290**  
**YOUR INVESTMENT.....\$15,000**



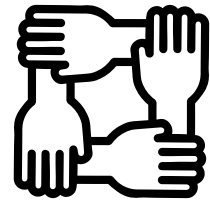
## CORNERSTONE PARTNER

Gold Placer Package.....\$5000

Includes all benefits listed in Silver Tier

- Events Sponsorship Package.....\$4,100
- Your Company Logo, Link, and Special Recognition on each page of the Chamber/Alliance Website.....\$1200
- An Additional Half-Page Advertorial in the Annual Community Guide.....\$550
- Your Company Logo and Recognition in the Investor's Guide and in Other Printed and Electronic Marketing Materials Throughout the Year.....\$300
- 1 (90 second) Business Promotional Video.....\$250
- 8 Tickets to the Annual Economic Summit.....\$160

**TOTAL VALUE.....\$11,560**  
**YOUR INVESTMENT.....\$10,000**



## CAPSTONE PARTNER

Includes all benefits listed in Bronze Tier

- Events Sponsorship Package.....\$2,600
- Silver Placer Package.....\$2500
- Your Company Logo, Link, and Special Recognition on each page of the Chamber/Alliance Website.....\$1200
- An Additional Quarter-Page Advertorial in the Annual Community Guide.....\$325
- Your Company Logo and Recognition in the Investor's Guide and in Other Printed and Electronic Marketing Materials Throughout the Year.....\$300
- 4 Tickets to the Annual Economic Summit.....\$80

**TOTAL VALUE.....\$7,005**  
**YOUR INVESTMENT.....\$5,000**

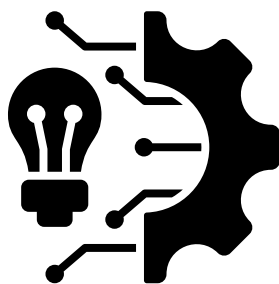
Make a tangible impact on community development by investing in a partnership with the Economic Development Alliance. The Barry County Chamber & Economic Development Alliance serves as a vital role in the County's economy by providing tools and services aimed at job creation and attracting, growing, and retaining businesses and talented employees. We collaborate with a diverse cross-section of stakeholders including businesses, industry, local units of government, regional and state partners, non-profit organizations, and others, to accomplish our mission. Investing in the Barry County Chamber & EDA means supporting a comprehensive scope of work strategically aligned toward building prosperity in our area. Please consider investing in our efforts to make Barry County the best it can be! We will customize packages to meet your unique business needs.



## COMMUNITY BUILDER

Bronze Placer Package.....\$1250  
 Your Company Logo, Link, and Special Recognition on each page of the Chamber/Alliance Website.....\$1200  
 Your Company Logo and Recognition in the Investor's Guide and in Other Printed and Electronic Marketing Materials Throughout the Year.....\$300  
 An Eighth-Page Ad in the Annual Community Guide.....\$175  
 4 Tickets to the Annual Economic Summit.....\$80

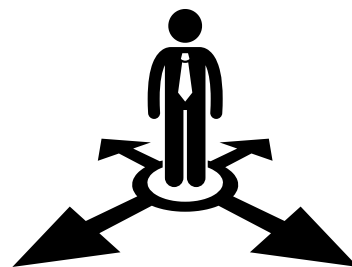
**TOTAL VALUE.....\$3,005**  
**YOUR INVESTMENT.....\$2,500**



## EMERGING LEADER

Bronze Placer Package.....\$1250  
 Your Company Logo and Recognition in the Investor's Guide and in Other Printed and Electronic Marketing Materials Throughout the Year.....\$300  
 Enhanced Website Listing.....\$100  
 2 Tickets to the Annual Economic Summit.....\$40

**TOTAL VALUE.....\$1,690**  
**YOUR INVESTMENT.....\$1,000**

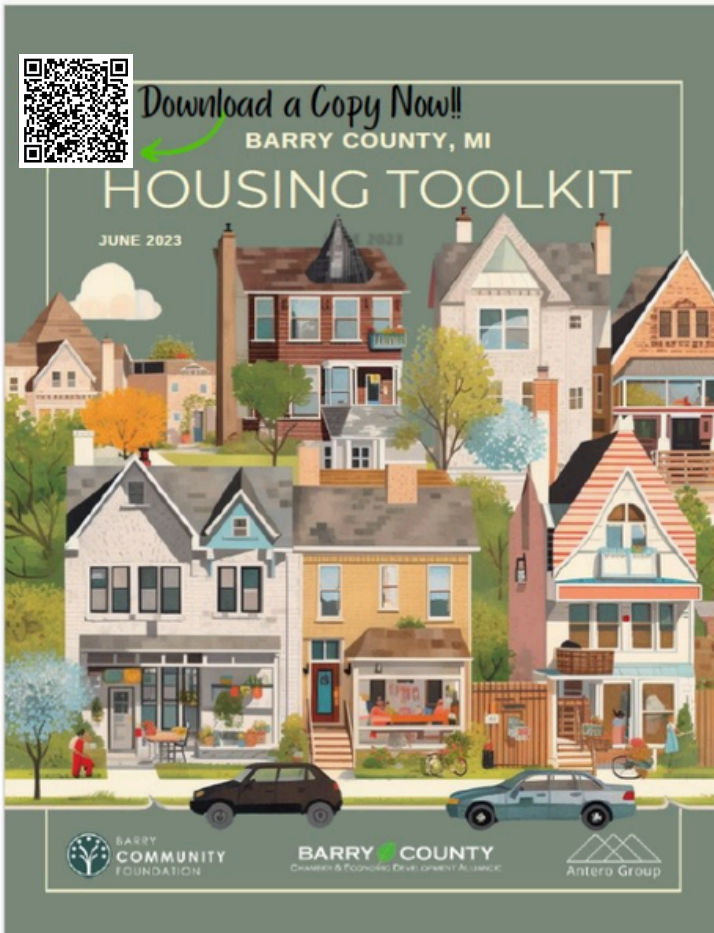


## PATHFINDER

Your name in the Investor's Guide and in Other Printed Marketing Materials Throughout the Year.....\$300  
 Enhanced Placer Package.....\$250  
 Enhanced Website Listing.....\$100  
 2 Tickets to the Annual Economic Summit.....\$40

**TOTAL VALUE.....\$690**  
**YOUR INVESTMENT.....\$500**

These four manuals are loaded with useful information on Barry County, MI; please use them and let us know if you have any questions.




Download a Copy Now!!  
BARRY COUNTY, MI  
**HOUSING TOOLKIT**  
JUNE 2023

**BARRY COUNTY**  
CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE


**BARRY COUNTY**  
CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE

Antero Group



Download a Copy Now!

**Barry County**  
**Development Manual**  
Applications, maps, and incentives for development in  
Barry County, Michigan



**BARRY COUNTY**  
CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE

**BARRY COUNTY  
DEVELOPMENT PORTFOLIO**



GET INFORMATION ON AVAILABLE PROPERTIES HERE

**BARRY COUNTY**  
CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE

Barry County, MI

**BROADBAND FEASIBILITY  
ANALYSIS REPORT**



**BARRY COUNTY**  
CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE



# How Placer.ai Works

OBSERVE. ANALYZE. PRESENT.

## 01 Observe

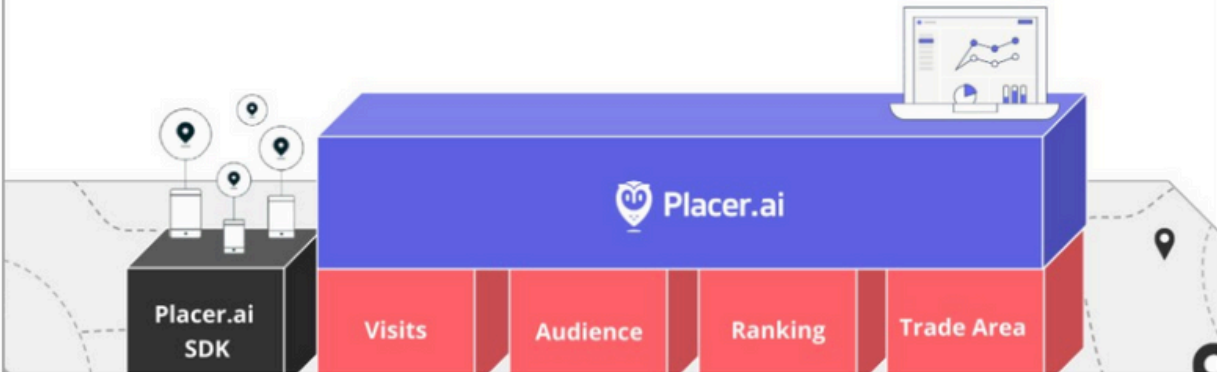
Anonymized location data from tens of millions of mobile devices used as a core panel

## 02 Analyze

Machine learning provides accurate estimations on physical market activity across the U.S.

## 03 Present

A wealth of detailed reports containing critical insights into how people and places interact.



Placer.ai—The Barry County Chamber and Economic Development Alliance now has access to this state-of-the-art technology.

This program has the capacity to change economic development as we know it. Using this platform, we can easily produce leakage reports, traffic reports, site selection assessments, competitive benchmarking, identify untapped audiences, out-of-shop behaviors, and event impacts.

This program allows us to make data-driven decisions on infrastructure project locations, recreational facility sites, trail improvements, housing initiatives, the placement of childcare facilities, assessments of which types of businesses will fare best in our communities, which products & services people are leaving Barry County to acquire, and so much more.

If you want this sort of data for your business, please reach out for more information.

## Barry County Trade Area:



# BCCEDA PLACER.AI MARKET REPORTS

Detailed pricing for each of our reporting options, with no hidden fees! Reports can be customized and individual packages can be created to meet your needs and your budget! An individualized service agreement will be developed for each partner.

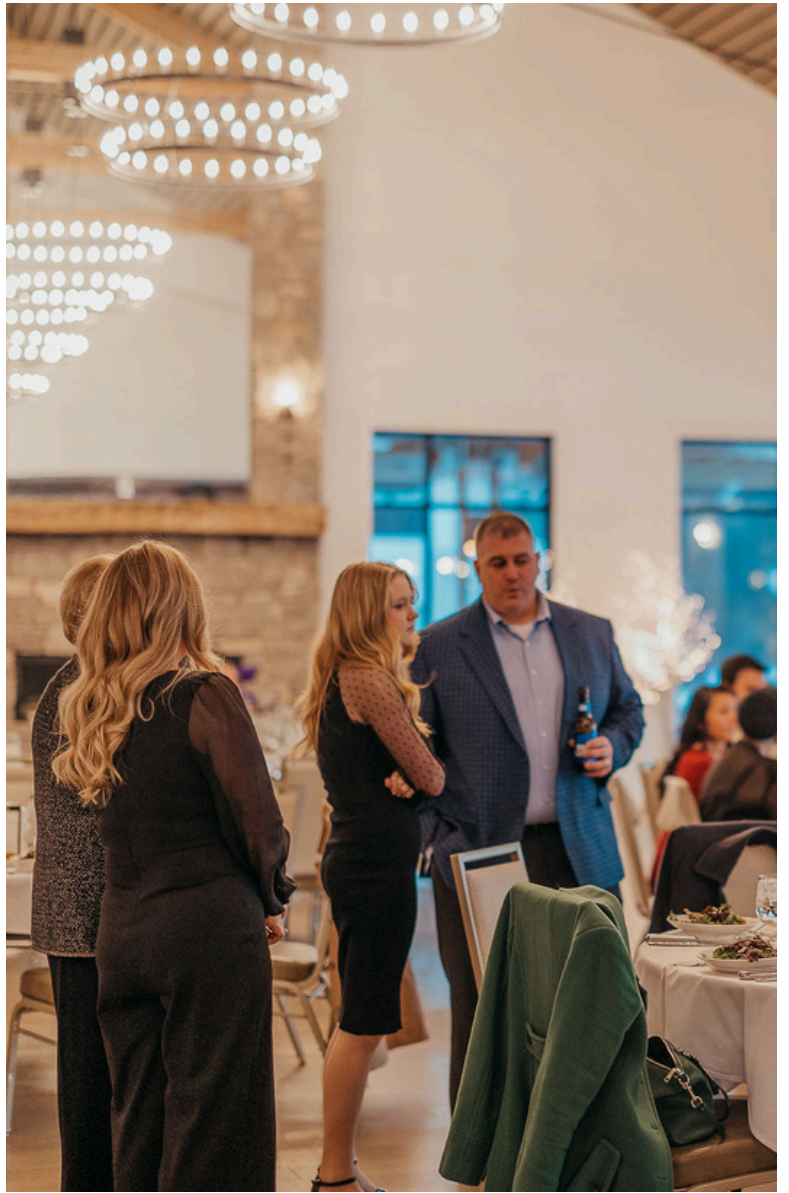
Customized support will also be provided for each partner to ensure that you get the most relevant information in the format you need.

Contact Nichole or Jennifer for more information or to request a demonstration.

<b>A LA CARTE</b>	<b>A LA CARTE</b>	<b>ANNUAL</b>	<b>ANNUAL</b>	<b>ANNUAL</b>
<b>\$100</b> Per Basic Report	<b>\$250</b> Per Placer Xtra Report	<b>\$1,250</b>	<b>\$2,500</b>	<b>\$5,000</b>
<input checked="" type="checkbox"/> Market Report	<input checked="" type="checkbox"/> Routes Report	<input checked="" type="checkbox"/> 4 Basic Reports	<input checked="" type="checkbox"/> 6 Basic Reports	<input checked="" type="checkbox"/> 12 Basic Reports
<input checked="" type="checkbox"/> Visitors By Origin	<input checked="" type="checkbox"/> Residential Retail Leakage	<input checked="" type="checkbox"/> 4 Xtra Reports	<input checked="" type="checkbox"/> 6 Xtra Reports	<input checked="" type="checkbox"/> 12 Xtra Reports
<input checked="" type="checkbox"/> Trade Area Analysis	<input checked="" type="checkbox"/> Workforce Trade Area Profile	<input checked="" type="checkbox"/> Monthly Market Report	<input checked="" type="checkbox"/> Monthly Market Report	<input checked="" type="checkbox"/> Monthly Market Report
<input checked="" type="checkbox"/> Void Analysis	<input checked="" type="checkbox"/> Trade Area Demographic Profile	<input checked="" type="checkbox"/> Placer AI Intern Support	<input checked="" type="checkbox"/> Placer Intern Support	<input checked="" type="checkbox"/> Placer AI Intern Support
<b>Standard</b>	<b>Enhanced</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>

Get insights into any place! Placer AI offers unprecedented visibility into consumer foot-traffic, with applications for retail, commercial, hospitality, finance, and municipalities. Market segmentation, void analyses, market leakage reports, and "best fit" reports can be generated quickly, accurately, and at a fraction of the time and cost of a consultant-led study.





## ANNUAL CHAMBER & EDA EVENTS

The Barry County Chamber & EDA hosts a series of special programs and events that are meant to enhance our membership and our community. These programs offer our members an opportunity to get to know each other face-to-face, to develop relationships, and create business connectivity.

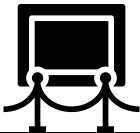
# BARRY COUNTY CHAMBER EXPO



Join us on **Saturday, April 19** for our 4th Annual Barry County Chamber Expo! The Barry County Chamber & EDA put together this event to give Barry County businesses the opportunity to showcase and highlight the goods and services they provide to the community. Bring a friend, grab some food, play some games, and walk around the Expo exploring all of the great businesses that help put Barry County on the map. Young or old, this event will have something for everybody!



## SPONSORSHIP OPPORTUNITIES



### ALGONQUIN SPONSOR

(Included in Gold Tier)

Members Only  
Cost - \$1,000

- Premium logo recognition on all media
- Double booth at the event which includes premium booth location
- Banner provided by your company displayed at event
- Radio Advertisement
- Verbal recognition of company name during event
- E-Blast to Chamber Members
- Recognition in Expo Video created after event



### THORNAPPLE SPONSOR

(Included in Silver Tier)

Members Only  
Cost - \$750

- Premium logo recognition on all media
- Single booth at the event which includes premium booth location
- Radio Advertisement
- Verbal recognition of company name during event



### CLOVERDALE SPONSOR

(Included in Bronze Tier)

Members Only  
Cost - \$500

- Premium logo recognition on some media
- Single booth at the event
- Verbal recognition of company name during event

# CHAMBER ANNUAL GOLF OUTING



The Barry County Chamber & EDA invites you to promote your business by sponsoring our Annual Chamber Open. The Golf Outing is the Chamber's largest fundraiser, with proceeds used to sustain Chamber services that are vital to all members and Barry County communities. The Chamber Open kicks off on **Friday, May 30** with a shotgun start at 8:30 am, drinks, and games! After 18 rounds with colleagues, all 144 golfers meet at the Clubhouse for lunch, prizes, drinks and more!



## SPONSORSHIP OPPORTUNITIES

### EAGLE SPONSOR

(Included in Gold Tier)

Members Only  
Cost - \$1500

- Your logo on brochure & registration form
- Your business promoted in a press release & emails
- Your business promoted on all printed materials & social media
- Table at the green to promote your business
- Golf & carts for 4-person team
- Lunch for 4
- Your business name on a sign at registration site
- Business promotion in Chamber Open Highlight video



### BIRDIE SPONSOR

(Included in Silver Tier)

Members Only  
Cost - \$600

- Your business listed on brochure & registration form
- Your business promoted on all printed materials & social media
- Table at the green to promote your business
- Golf & carts for 4-person team
- Lunch for 4
- Your business name on a sign at registration site



### BIG HOLE SPONSOR

(Included in Bronze Tier)

Members Only  
Cost - \$300

- Table at green to promote your business
- Your business name on sign at the event hole
- Your business listed on all printed materials
- Promotion of the event at the luncheon



### HOLE SPONSOR

\$250 (Members)  
\$350 (Non-Members)

- Table at green to promote your business
- Your business listed on all printed materials
- Your business name on a sign at the green



### TEE SPONSOR

\$100 (Members)  
\$150 (Non-Members)

- Your business name on a sign at the tee box
- Business name included in some promotional marketing



# BARRY COUNTY BREWFEST



Launched in 2016, the Barry County BrewFest features breweries from across the state and is West Michigan's 'Freshest' craft beer fest! We call a different Barry County location "home" each summer - and this year we're back in Nashville! Hundreds of residents and visitors enjoy great craft beer from over 20 breweries, awesome food, killer music...what's not to love?

See you on **August 16, 2025!**



## SPONSORSHIP OPPORTUNITIES



### BREWMASTER SPONSOR

(Included in Gold Tier)

Members Only  
Cost - \$1,000

- Logo on all print advertising
- Logo on back of event t-shirts
- Prominent promotion of company in social media marketing
- Company banner (that you provide) placed in prominent location at event
- Inclusion on primary sponsor banner at entrance to event
- Logo on tasting cards given to all attendees
- Logo & link to company website on BrewFest website
- 6 Admission passes to event
- Business promotion in BrewFest highlight video



### HOPS & BARLEY SPONSOR

(Included in Silver Tier)

Members Only  
Cost - \$500

- Company name on all print advertising
- Company name on back of event t-shirts
- Group promotion of company in social media marketing
- Company banner (that you provide) on security fence at event
- Inclusion on primary sponsor banner at entrance to event
- Company name & link to company website on BrewFest website
- 4 Admission passes to event



### GROWLER SPONSOR

Members Only  
Cost - \$250

- Group promotion of company in social media marketing
- Company banner (that you provide) on security fence at event
- Inclusion on primary sponsor banner at entrance to event
- Company name on BrewFest website
- 2 Admission passes to event



### FLIGHT SPONSOR

(Included in Bronze Tier)

Members Only  
Cost - \$150

- Group promotion of company in social media marketing
- Inclusion on primary sponsor banner at entrance to event
- Company name on BrewFest website
- 1 Admission pass to event

# BARRY COUNTY ECONOMIC SUMMIT



Join us in November for an informative and inspiring afternoon focusing on all things Economic Development in Barry County! The Barry County Chamber & EDA presents brief snapshots of current and upcoming activities of the EDA, including business retention & expansion, capacity-building throughout the county, and workforce development. The event features inspiring and informative speakers to present a well-rounded, accurate view of the state of Barry County's economy. Join us on **November 5, 2025!**



## SPONSORSHIP OPPORTUNITIES



### AUDITOR SPONSOR

Members Only  
Cost - \$1,000

- Company name featured on Summit program & printed materials
- Admission tickets for 4 individuals
- Recognition at the Summit and in chamber communications & on the chamber website
- Business promotion in Economic Summit highlight video



### CONTROLLER SPONSOR

(Included in Gold & Silver Tier)

Members Only  
Cost - \$500

- Company name featured on Summit program & printed materials
- Admission tickets for 2 individuals
- Recognition at the Summit
- Recognition in chamber communications & on chamber website



### ASSESSOR SPONSOR

(Included in Bronze Tier)

Members Only  
Cost - \$300

- Recognition at the Summit
- Recognition in chamber communications & on chamber website

## BATTLE OF THE BULBS

Bring some holiday cheer to your neighborhood by decorating the outside of either your business or home! ALL businesses or residences within Barry County are invited to participate. Email a photo or video to the Barry County Chamber & EDA to participate in our virtual Facebook competition. This post is boosted for a week-long competition, and the winners are determined by "likes" given on Facebook.

This virtual competition will take place

**December 8-December 14!**

## ANNUAL DINNER & AWARDS CEREMONY

The Chamber Annual Dinner & Awards Ceremony is held annually in January and celebrates the achievements of our members. Organizations are recognized for their: new business, expansions, major re-designs, excellent customer service, impact on the community, and entrepreneurial spirit. With nearly 200 guests in attendance each year, this is an event you don't want to miss.

## THIRSTY THURSDAY-NETWORKING EVENT

NEW THIS YEAR! Join us for a vibrant and engaging networking opportunity designed for professionals, entrepreneurs, and community members across Barry County. Set in various local hotspots throughout the summer, this event will offer the perfect blend of socializing and business development in a relaxed, informal setting.

## CAREER EXPOSURE TOURS

The Barry County Career Exposure tours bring hundreds of students from five Barry County high schools to several different sites throughout the county to introduce students to various careers available in their hometowns. From manufacturing production, healthcare, engineering, and finance, to IT. The connections made between students and local career opportunities are awesome!

## LEARNING OPPORTUNITIES

Stay tuned for an exciting array of learning opportunities that will be available throughout the year. We're offering a variety of formats, including insightful webinars, dynamic Business Team Collaboratives, and a series of engaging events hosted throughout the Barry County community. Each of these opportunities is designed to enhance your knowledge, foster professional growth, and connect you with valuable resources. Our goal is to spotlight and elevate the wealth of resources at your disposal, helping you stay informed and engaged with all the exciting developments and opportunities in our local area.

# ATHENA

## ATHENA INTERNATIONAL AWARD

The Barry County Chamber & EDA is proud to award the internationally recognized ATHENA Leadership award. The ATHENA Award is presented annually to an individual who is recognized for professional excellence, for providing valuable service to their community, and for actively assisting women in their attainment of professional excellence and leadership skills. The ATHENA Award highlights what Recipients have accomplished in addition to paving a path for future successes.

In addition to the ATHENA Award, the BCCEDA ATHENA program also hosts two events throughout the year: the Spring Luncheon and Fall Social. Keep an eye out - there are exciting changes planned for both the Spring Luncheon and Fall Social for 2025! These events provide valuable opportunities to empower female leaders through networking, relationship building, and celebration! The ATHENA Leadership Award is given during the Chamber Annual Dinner and Awards Celebration in January.

### EMERALD SPONSOR (Cost \$1,000)

- Corporate logo & name printed on event program
- Written & verbal recognition at ATHENA events, in press releases, and in chamber ads
- Near front seating at the chamber Annual Dinner
- Recognition at ATHENA networking events

### RUBY SPONSOR (Cost \$500) Included in Gold Tier

- Corporate name listed in event program
- Written & verbal recognition from the podium
- Recognition in press releases, chamber eNews mailings, and on the chamber's website
- Recognition at ATHENA networking events

### CRYSTAL SPONSOR (Cost \$100) Included in Silver Tier

- Corporate name listed in event program
- Written & verbal recognition from the podium
- Recognition in press releases, chamber eNews mailings, and on the chamber's website
- Recognition at ATHENA networking events



2023 Young Professional Honoree -  
Rebekah Condon



2023 ATHENA Leadership Honoree -  
Sheryl Lewis-Blake



ATHENA  
INTERNATIONAL

# ROTH

## ROTH AWARD FOR OUTSTANDING BUSINESS PROFESSIONALS

Established in 2015, the Chamber ROTH Award recognizes outstanding business professionals that, throughout their careers, have proven to be responsive to the needs in their communities, create opportunity, teach and lead others, and are a herald of business in Barry County. The ROTH Award is presented annually during the Chamber/EDA Annual Dinner Awards Celebration in January.

### SIGNATURE SPONSOR (Cost \$500)

- Company name & logo included on all ROTH event programs
- Recognition at chamber Annual Dinner Awards Ceremony
- Recognition on chamber website

### PRESTIGE SPONSOR (Cost \$100)

Included in Gold & Silver Tiers

- Company name included on all ROTH event programs
- Recognition at chamber Annual Dinner Awards Ceremony
- Recognition on chamber website



2023 ROTH Award Honoree - Tom Watson



# 2026 CHAMBER COMMUNITY GUIDE

Maximize your membership exposure by advertising in the Chamber/EDA Community Guide. In an effort to better support our members, we produce this guide each year. This publication gives members an avenue to promote their organization and gain additional value from their membership. Copies of the directory will be distributed through our municipal partners, MDOT Welcome Centers throughout Michigan, schools, state parks, the chamber/EDA office, at various chamber events, and via local businesses. The Community Guide is geared towards existing residents, visitors, new community members, new businesses, and investors in Barry County!

As a paid member, you will automatically receive two listings in the Directory: all members will be listed alphabetically as well as categorically. Advertising and listings in the Community Guide are exclusive to member businesses and organizations.

If you would like to purchase ad space in the Community Guide, please indicate which ad size you are interested in on the Investment form on page 25 of this Investment Guide. Please note, the tiered sponsorship packages include a directory ad as well!

AD SIZE	AD DIMENSIONS	COST	TOTAL
Business Card Size	2" by 1.75", can be horizontal or vertical	\$150	
1/8 Page	3.33" by 2.25", can be horizontal or vertical	\$250	
1/4 Page	<u>3.33" by 4.5", can be horizontal or vertical</u>	\$400	
1/2 Page	7" wide by 4.5" high	\$600	
Full Page	8.5" wide by 11" high	\$900	
Inside Back Cover (one available)	8.5" wide by 11" high	\$1,200	
Inside Front Cover (one available)	8.5" wide by 11" high	\$1,200	
Outside Back Cover (one available)	8.5" wide by 11" high	\$1,700	
2-page Middle Inset (one available)	17" wide by 11" high	\$2,000	
Secondary Listing	Listing in Directory under secondary category listing	\$100 each	
<b>Community Guide Total:</b>			



# A LA CARTE SPONSORSHIPS

EVENT	SPONSORSHIP TYPE	AMOUNT	TOTAL
Annual Dinner	Inspiration Sponsor	\$300	
	Innovation Sponsor	\$200	
	Impact Sponsor	\$175	
Career Exposure Tours	Primary Sponsor	\$100	

## ENEWS ADVERTISING

eNews Sponsorship	7" wide by 3" high	\$25	
eBlast Mailing (limit 3 per year)	8.5" wide by 11" high	\$75	

## WEBSITE ADVERTISING

Facebook Boosted Post	8.5" wide by 11" high, jpeg image	\$75	
Enhanced listing on Chamber/EDA Website	Includes 1,500 word company description, hours of operation, results summary, driving directions, and 8 bullet points about your company	\$100	
Full Footer Banner on Chamber/EDA Website	A company advertisement, created by you, that expands the width of our website.	\$1200 annually	
		Subtotal:	
		Total from pg. 23:	
		A La Carte Grand Total:	



# YOUR 2025 INVESTMENT

Company Name:		
Contact Person:		
Billing Address:		
City:	Zip Code:	
Phone:	Email:	
Payment Method:	<input type="checkbox"/> I have enclosed a check <input type="checkbox"/> Credit Card: _____ Exp. Date: _____ CVS: _____ <input type="checkbox"/> Invoice Me	
Authorization Signature:		

PROMOTIONAL EVENT SPONSORSHIP PACKAGES		
PACKAGE NAME	INVESTMENT AMOUNT	TOTAL
Gold Tier Package	\$5,000	
Silver Tier Package	\$3,000	
Bronze Tier Package	\$1,500	
Chamber Packages Subtotal:		

COMMUNITY BUILDING INVESTMENT PACKAGES		
PACKAGE NAME	INVESTMENT AMOUNT	TOTAL
Keystone Partner	\$15,000 & Up	
Cornerstone Partner	\$10,000	
Capstone Partner	\$5,000	
Community Builder	\$2,500	
Emerging Leader	\$1,000	
Pathfinder	\$500	
EDA Packages Subtotal:		

TOTAL INVESTMENT	
Community Guide Subtotal (enter from page 22):	
A La Carte Subtotal (enter from page 24):	
<b>TOTAL 2025 INVESTMENT:</b>	

# 2025 GOVERNANCE BOARD

**Dave Solmes - Chair**

DEWEY'S AUTO BODY

**Rob Raney - At-Large**

HIGHPOINT COMMUNITY BANK

**Catherine Getty - At-Large**

BLUE ZONES ACTIVATE

**Greg Moore - Vice Chair & E.D.A.B Chair**

CONSUMERS ENERGY

**Jamie Smith - At-Large**

LAKE TRUST

**Emily Gary - At-Large**

WEST MICHIGAN WORKS!

**Bob Byington - Treasurer/Secretary**

DEPOT LAW OFFICES

**Dave Hatfield - At-Large**

CONSULTANT

**Dave Jackson - Voting Ex-Officio**

BARRY COUNTY COMMISIONER

**Jennifer Heinzman - President**

BARRY COUNTY CHAMBER & EDA

**Eric Zuzga - Non-Voting**

BARRY COUNTY ADMINISTRATOR

## BARRY BOOSTERS

## ECONOMIC DEVELOPMENT ADVISORY BOARD

**Korin Ayers**

**Patricia Doezema**

**Deb Hatfield**

**Sara Lien Edelman**

**Rob Raney**

**Ann Ulberg**

**Christa Wetzel**

**Lyn Briel**

**Amanda Wurm**

**Lani Forbes**

**Kara Scoby**

**Becky Mead**

**Stacy Schilz**

**Greg Moore - Chair**

**Fred Jacobs**

**Dave Solmes**

**Eric Zuzga**

**David Hatfield**

**Dave Jackson**

**Dan King**

**Jacob Maas**

**Jim McManus**

**Nichole Lyke**

**Bernie Jore**

**Benjamin Clark**

**Chelsey Foster**

**Craig Stolsonburg**

**Mike Myers**

**Marcus Martin**

**Matt Dunham**

**Christa Wetzel**

**Ken Fischang**

## CHAMBER & EDA STAFF



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**THANK YOU TO OUR**  
2024 CORPORATE SPONSORS



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