

Pentwater Chamber of Commerce Benefits

Website Links & Listings

The Pentwater Chamber Website provides a web presence for your business. We are linked to Pure Michigan and other village and area websites. This website provides your business page/listing/links, news, our Pentwater and area events, community calendar, email registration, as well as access to our entire membership base! Every member is listed in our Online Business Directory by business name, business category and contact information.

- Your business page has 2-3 paragraphs of text and up to 4 pictures. There is also an optional Logo for each member.
- The Chamber has the ability to update your information periodically should changes be needed.
- The Chamber will continue to assess this tool. We may add additional services to our site for additional fees.
- You have the ability to add more information, pictures, events, ads to your webpage on our website.

Advertising: Publicity & Exposure

Through promotion in the Chamber newsletter, advertising in newspapers, radio, magazines, email and Visitor Center, you will gain exposure to more than 200 chamber business members, as well as the community and visitors. Market your products and services by taking advantage of the Chamber's low-cost marketing opportunities. You'll reach hundreds of business owners and visitors, eager to learn more about your products and services. Plenty of advertising and sponsorship opportunities exist through the Chamber's events, programs, Website, and publications. You are also encouraged to display your business brochure or business card within our Visitor Center as we have many visitors stop in each day.

Visitors and Buyers Guide

The 25,000 Guides are distributed throughout the year. All members are listed by name with address and short description in categories. Members are given the opportunity to purchase additional advertisement in the guide for an additional fee.

Weekly / Monthly Updates

The Chamber will maintain distribution lists of members, visitors, and special interest groups (i.e., Events, Newsletter, Fishing, Farmer Market Participants) for people who benefit/enjoy receiving event information and updates from the Pentwater Chamber of Commerce.

Social Media

The Chamber participates in Social Media (i.e., Instagram, Facebook Page, Twitter, YouTube) to communicate with members and Pentwater Visitors and Residents. In Facebook, we will like and support the events and pages you create. This benefit will grow as our members start to participate in Social Media with us.

Visitor's Center

Our Center has excellent foot traffic based on our location in downtown Pentwater. Over 5,000 people are welcomed to Pentwater by our Visitor Center volunteers. Only members' brochures are on display. Our center is staffed with Volunteers from mid May – mid-October. They are focused on referring potential business to our members.

Pure Michigan

We partner with Silver Lake Sand Dunes Area Chamber of Commerce on Pure Michigan promotions.

Exclusive Referrals

The Chamber receives thousands of inquiries each year (i.e., online, phone, in person) and we seize every opportunity to only refer potential customers to our Chamber Members. We do not make referrals to organizations that are not Chamber Members.

Events & Festivals

The Chamber organizes and hosts events & Festivals that bring thousands of people to town each year, growing business for the area. These events bring 1000s of visitors and local residents to Pentwater.

Official Chamber Logo

Members receive the right to use our official Pentwater Chamber of Commerce logo on their website and publications. The use of the logo lends credibility your business. Members receive a membership sticker to display in their place of business.

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New Business Contacts

Members gain access to hundreds of prospective customers. Business to Business opportunities abound for businesses who become involved in the Chamber's variety of special events. Make new business contacts by networking at Chamber events. This helps you meet potential customers, clients and vendors. The Chamber provides great opportunities to get to know new people — and expand your prospect base.

Networking

Members receive opportunities for networking with other business and community leaders through the Pentwater Chamber sponsored events such as: Business After Hours, Semi Annual meetings, and membership luncheons/breakfasts.

Chamber Committees Involvement

Members are given opportunities to serve on the Pentwater Chamber of Commerce Committees. Being a committee member allows members to meet fellow business leaders, help improve economic development and quality of life, promote tourism, build relationships with fellow members, expand your business opportunities, and more! You can take an active role in your community's development by being a member of the Pentwater Chamber of Commerce.

Commitment to Community

The Pentwater Chamber of Commerce is committed to community and economic development, the success of businesses, and the improvement of the quality of life for you, and all those who live or work in and around Pentwater. The Pentwater Chamber invests in a healthy economy by assisting businesses that are relocating here or expanding their business, it means more jobs — and more customers for you. Your investment in the Chamber helps to market Oceana County and promote quality growth. It takes all of us working together and promoting each other to build a strong community.

Member-2-Member Discounts

Member to member discounts are available. Visit the service tab on our website under "Member to Member Discount" for more information. To add your businesses discount, please contact the Chamber of Commerce.

Legislative Advocacy

We are the "Voice of Pentwater Business" day in and day out – at Village Hall, the State Capital or wherever we are needed to be an advocate for our businesses, our community and quality of life. Legislative Action – You receive a voice in the Cities in the Chamber's service area, Oceana County and beyond. The Chamber provides this voice through open lines of communication with those elected to lead us on all levels.

Insurance

As a Chamber member business, group insurance programs are available to you. Call the office for a list of area insurance agents you can speak to about this program.

Celebration Kit

Save staff time and let us help you celebrate your special occasion. Kit includes: use of giant scissors, ribbon for cutting, sample press release, invitation sent to members via e-mail.

Fun and Fellowship

Yes, the Chamber is a business organization, but we also like to have fun. You will, too! Call or email today to learn more about the Chamber and how you can get involved. 231-869-4150 or travelinfo@pentwater.org