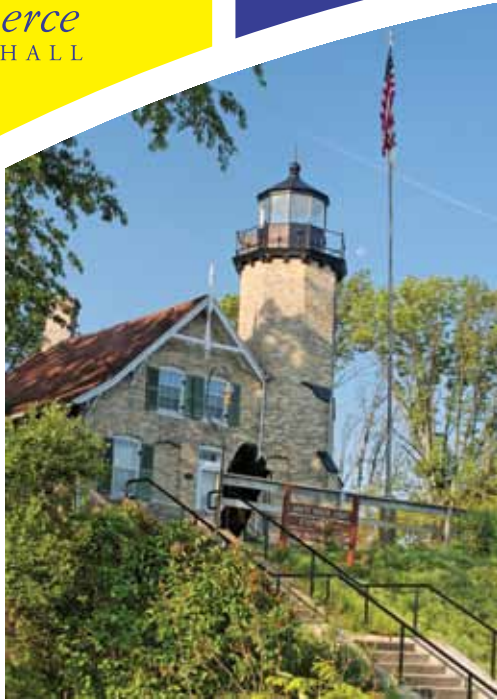




**WHITE LAKE AREA**  
*Chamber of Commerce*  
MONTAGUE ♦ WHITEHALL



*Proudly serving the heart of West Michigan!*





## *Our Mission*

To serve and advance the business interests of members and to strengthen the economic climate of Montague, Whitehall and surrounding areas through networking opportunities, education and advocacy. We are committed to progress and prosperity.

## *Our Vision*

To be the best resource for sustainable business growth, networking opportunities and tourism in the Montague, Whitehall and surrounding areas by integrating government, business and community.

## *Chamber Events*

- Winter Sports
- January Slide
- Spring Fundraiser
- White Lake Nature Walks
- Legislative Luncheon
- Chamber Golf Classic
- Arts & Crafts Festivals
- Fourth of July Parade
- Maritime Festival
- Labor Day Community Walk
- Fall Fest
- Pumpkinfest
- Depot-to-Depot Color Tour
- Chamber Annual Dinner
- Holiday Walk
- Holiday Events
- Christmas Parade

**All these events bring locals and visitors to the community!**

*Enjoy the Journey . . .*

*Embrace the Destination . . .*

*Explore the Heart of West Michigan!*



## *Our Chamber – By the Numbers*

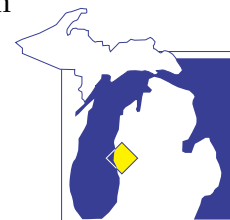
- 75,592 – Average annual hits on Chamber website
- 4,611 – Average number of visitors annually to Chamber office
- 3,733 – Average number of phone calls annually to Chamber office
- 30 – Average number of new Chamber members each year

## *Our Core Services*

- Serve as a White Lake area business advocate to elected and government officials
- Sponsor monthly events including dinners, meetings, seminars and Business After Hours to foster member networking and communication
- Refer thousands of tourism and business inquiries to members. Provides business card and brochure racks and an informational kiosk for member promotion in the office
- Maintain a comprehensive website: [www.whitelake.org](http://www.whitelake.org)
- Maintain a Social Media presence through Facebook, Twitter, LinkedIn
- Provide consistent e-blast updates for events and e-newsletter to members and the community

## *Additional Services*

- Priority Health Insurance
- Tuition discounts at Baker College
- Fax and copy machine service
- Literature distribution from the welcome center
- Discounted internet site development
- Hyperlinks to the White Lake Area website
- Opportunity to have your own page on the White Lake website
- Free SCORE business counseling
- Participation in the White Lake Area Gift Certificate program
- Various advertising and sponsorship opportunities
- Newsletter insert opportunities
- Ribbon cutting and Celebration services
- Beautification project to downtown Montague & Whitehall
- Open 7 days/week in the summer and provides year-round services



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## TEN GREAT REASONS TO BE A WHITE LAKE AREA CHAMBER MEMBER...

1. Grow your business through networking opportunities.
2. Get business referrals.
3. Save money with affordable Chamber programs.
4. Free business counseling services.
5. Link your business to the Chamber's website.
6. Marketing tips, public relations ideas & training.
7. Promote & buy local through Gift Certificate program.
8. Familiarity builds member-to-member business.
9. Keep updated on the White Lake Area with newsletters & email blasts.
10. Increased revenue – it pays to be a member!

