



Pure Waters. Pure Trails. Pure North.

MEMBERSHIP INFORMATION PACKET

MISSION STATEMENT

The Indian River Resort Region Chamber of Commerce is organized for the purpose of encouraging economic development, while promoting and preserving our natural resources; fostering integrity, good faith, and equitable principles in business.

Who We Are

The Indian River Resort Region Chamber of Commerce is located in a convenient high profile area serving both visitors and residents. We are open year round with an Executive Director and an assistant to handle all requests for information in a knowledgeable and enthusiastic manner. The Chamber often serves as the first point of contact for persons or corporations interested in establishing a business or relocating to the Indian River area.

The Chamber focuses on business development as a way of growing a stronger community. Through a cooperative program with the Cheboygan and Indian River Chambers, the Michigan Small Business Technology Development Center (SBTDC) offers business consultation services. The purpose of the SBTDC is to identify existing and emerging business in Cheboygan County and to provide them with the essential leadership skills to plan for and respond to future economic opportunities and challenges.

We also work within our business community to provide educational programs and guest speakers to help our members grow. The Chamber helped develop, establish and support a low interest rate program on storefront renovation/improvement loans for the area. By providing a unified voice for our members on issues covering business at the township, county, and state levels, we are able to keep business viable in our town.

We pride ourselves on offering affordable cooperative advertising opportunities to our members. This advertising is distributed through mailings, the local chamber, welcome centers, other chambers, local events, area businesses, and through the Chamber membership Directory and Vacation Planner. Advertising opportunities are also available through sponsorships of our community events, including the annual Summerfest and the Christmas Craft Show.

We continue to bolster our community and make it a place where businesses can thrive. The Chamber has a working arrangement with the Indian River Tourist Bureau to promote visits to our area. We play an active role with the Downtown Development Authority to stabilize and expand property values and to encourage job creations and retention through economic growth.

See what the Indian River Resort Region Chamber of Commerce can do for you!

Frequently Asked Questions

Is the Indian River Resort Region Chamber for you?

Yes! According to Tim Parker of the Intuit Small Business Blog, chambers “remain one of the best ways to network with other entrepreneurs in virtually any community.” Here are some of the most commonly asked questions about Chamber membership and how we can work for you.

What is the Chamber of Commerce?

A Chamber is a group of business people focusing on the betterment of the community. By strengthening the business community this group plays a key role in strengthening the overall community. Each Chamber develops a set of goals and objectives specific to its community, addressing the concerns and issues that pertain to its membership.

Who belongs to the Chamber?

Chamber members are anyone committed to growth and prosperity of our community and preservation of our precious natural resources. Our members range from home-based businesses to larger corporations and retail operations to non-profits and individuals. Chamber members may be located in Indian River or do business in the Indian River area. This group joins together to address the needs of all members.

How will the Indian River Resort Region Chamber of Commerce benefit me?

As a member of the Chamber you will have the opportunity to:

- Enhance your business image of professionalism, integrity, and credibility.
- Extend your network of business contacts and prospective client base.
- Develop a non-competitive playing field with similar businesses.
- Receive referrals from other members and from the Chamber office.
- Market your products and services through advertising and promotions.
- Increase business community visibility through Chamber activities and programs.
- Expand your opportunities for personal and professional development.
- Help guide the future of the business community, including Chamber development.

What activities are available and how will they benefit me?

The Chamber has different activities and committees available with which you can become involved. Activities include networking events, seminars, keynote speakers, and social events such as committee meeting involvement. Activities and events are structured to not only develop business contacts, but to help you become more successful in your business.

Benefits of Membership

Business Exposure

The Chamber office features five brochure racks and two business card racks to display promotional material. The racks are maintained by the Chamber office and you will be notified when your supply is running low. Promotional literature is used for visitors as well as mailing in response to specific inquiries. Your business will also be featured in the Member Directory on our website featuring a descriptive listing and a link to your own website.

E-Blasts and Social Media

The Chamber sends out a weekly E-Newsletter as well as a “Weekend Events” guide. These newsletters inform our members of upcoming events, Chamber functions, new members, creative promotional ideas, advertising opportunities, and updates from the Chamber Board meetings. The Chamber will also share your events and promotions with their more than 2000 social media followers to maximize your exposure.

Business Referrals

The Chamber fields thousands of calls a year about our community. While many calls are for accommodations, we answer inquiries for all types of specific businesses and services.

Networking Opportunities

Being involved with the Chamber and our events gives you ample opportunities to interact with other area businesses to swap secrets to the trade and share information on your business. You will also meet decision makers of our community and have the chance to become one yourself.

Other Benefits

Through the years the Chamber has provided both its membership and the community a set of services that no other agency is in a position to deliver. In addition to the services described above membership also includes the following:

- Vacation Planner & Membership Directory Listing
- Annual Promotional Events
- Business consultation with the Michigan Small Business Technology Development Center and Northern Lakes Economic Alliance (NLEA)
- Affordable Advertising Opportunities
- National and State-Wide Affiliations
- Bulk Mailing
- Chamber Network Discounts

Membership Dues Structure

Primary Business Member - \$250.00 per year

- Business members located in Indian River or in the surrounding area that do not already have a Chamber membership.
- Primary members are able to serve on the Board of Directors and committees.
- Featured in the Vacation Planner and Membership Directory and the Chamber office.
- Business Promotion and community event sponsorship opportunities.

Secondary Business Member - \$125.00 per year

- Business members located in the Indian River or surrounding area that already have a business with an IRCC membership and are adding a second business.
- Able to serve on the Board of Directors and committees.
- Featured in the Vacation Planner and Membership Directory and the Chamber office.
- Business Promotion and community event sponsorship opportunities.

Dual Membership - \$100.00 per year

- Business members who are currently in good standing with their hometown Chamber of Commerce.
- Able to serve on the Board of Directors and committees.
- Featured in the Vacation Planner and Membership Directory and the Chamber office.
- Business Promotion and community event sponsorship opportunities.

Associate Membership - \$85.00 per year

- Non-profit organizations or individuals looking to promote their cause and make a difference in the community.
- Able to serve on committees.
- Featured in the Vacation Planner and Membership Directory and the Chamber office.
- Promotion and community event sponsorship opportunities.

Premium Associate Membership - \$250.00 per year

- Non-profit organizations or individuals looking to promote their cause and make a difference in the community.
- Able to serve on the Board of Directors and committees.
- Featured in the Vacation Planner and Membership Directory and the Chamber office.
- Promotion and community event sponsorship opportunities.

Our membership dues are paid annually on September 1st. If you join midyear your dues will be prorated to match the September billing cycle.