

Advocacy & Communications

**HUDSONVILLE
HAS IT.**

When festivals and events went away, Chamber sponsors repurposed their funds into a community marketing campaign.

Hudsonville Has It was created to increase pride and awareness of the amazing Hudsonville community!

We grew our social networks!

Chamber Facebook
followers increased by

4.50%

to a total of 3,644.

Instagram followers
increased by

40.67%

to a total of 799.

Hudsonville Has It launched a
new facebook page.

364

individuals followed
Hudsonville Has It.

15,632 business directory searches were completed .

Member Development

We hosted workshops and trainings on a variety of topics including effective communication, the enneagram, and non profit administration.



The TEAM Conference was hosted virtually. Business professionals from all over the country spoke on economics, brain science of motivation, mindfulness, equity, and naval leadership.

**Genuine
relationships
were built and
strengthened.**





This Year at the Chamber...

2020 Annual Report



The Vision

To have an engaged and informed membership contributing to a vibrant community and positive quality of life.

The Mission

The Chamber exists to foster business growth and professional development through relationship building, advocacy, and promotion to benefit the community.

Core Values

Integrity.
Quality.
Leadership.
Collaboration.
Innovation.

Engagement

ATTEND

13%

attended at least 6 events

VOCALIZE

35%

vocalized their opinions

VOLUNTEER

14%

volunteered their time

INVEST

56%

sponsored or advertised



Events & Promotions



Hud\$onBill

26 businesses signed up to participate in the HudsonBill community currency.

Over \$18,000 of HudsonBill were sold after the program launched in September. The program encourages residents to shop local and explore all Hudsonville has to offer!



Leadership & Governance

We hosted the first-ever virtual Chamber Awards Ceremony!

Brynne Obbink, a local Hudsonville student received the NEXT award for her business, Piece of Cake. Adam Locker was awarded the Chamber Champion. 317 Coffee was awarded the Spark Award. Kris Keegstra was awarded the Leadership Award. Farmhaus Cider Co was awarded the Business Excellence Award.

Strategic Planning occurred in November to create a clear vision, mission, and benchmarks through 2023.

Career Connections brought 24 business professionals from different industries to Hudsonville Public Schools to speak with students about different professions.

Committees

Chamber members poured into a number of initiatives this year through their commitments to the work of the following committees:

- Communications & Marketing
- Diversity, Equity, Inclusion, and Belonging
 - Ambassadors
- TEAM Conference Planning Committee

Thank you for sharing your expertise!



Finance

The Hudsonville Area Chamber of Commerce has an operating budget of \$185,599. Of that, \$66,000 comes from membership dues.

The largest expenses for 2020 were staffing, networking events, and the community marketing campaign.

The Chamber employs a part-time director and three-quarter time event planner.

Despite a challenging year for many of our local businesses, support for the Chamber has not wavered. We are so appreciative of each and every one of our members, and the investment you pour into the Chamber and our community!