



The maintenance of a partnership between the Allendale Area Chamber of Commerce and the Allendale Charter Township DDA is imperative to achieve wide communication, support current initiatives, and market effectively to retain and attract current and future business in Allendale, celebrating and supporting the economic growth in our economic corridor.

Chamber missions vary, but they all tend to focus on building communities to which residents, visitors and investors are attracted and promoting those communities. The mission of the Allendale Area Chamber of Commerce is to serve our members [and Allendale Businesses] by advocating for business growth through leadership, collaboration, and strategic partnerships. Through a continued partnership, we can work together to foster a connected community that engages our current residents while welcoming our future citizens and supporting business growth.

The Allendale Area Chamber of Commerce proposes the following opportunities and agrees to provide the following services through chamber resources and defined by the value estimated below working to support and promote the vitality of Allendale for current and future businesses where residents want to live, work and play.

SECTION I Investment: \$48,300

Annual Communication, Marketing and branding initiatives including Allendale Announcer support.
Approximate Allendale Announcer costs related to pages specifically supporting DDA initiatives and marketing: \$10,000.

SECTION II Investment: \$8,740

Annual Information Distribution, Social Media, and Website Hosting

SECTION III Investment: \$10,000

Community Event Support and Partnership

SECTION IV Investment: \$7,960

Strategic Planning with DDA Focus

Time value of Executive Director salary across all at \$20,000

Total Time value of Graphic Designer & Marketing salary at \$9,000

Total Proposed Contract Investment for 2024: \$75,000

Requested from AACC for providing the above described is \$75,000 per year as a 3-year contract, specific details of the contract related to themes, Announcer needs, and DDA focus to be evaluated annually in November. Contract to be evaluated for renewal in November of 2026. Implementation and development of services to begin January 1, 2024. Website improvement target completion date April 30, 2024. *Fee includes print costs, postage, web hosting, maintenance, content creation, administrative costs, and staff time. **Specifics of contract and needs of the DDA and Chamber on allocation of funds to be defined annually as part of the agreement through a collaborative meeting by November 1 of corresponding years (2024, 2025, & 2026).***

SECTION I Investment: \$48,300.00

Annual Communication and Branding Initiatives including Allendale Announcer Support

Communication, Marketing and Branding:

- Brand 2024's *The Announcer: An Allendale and Surrounding Area Publication to represent the marketing around Celebrating of Allendale's 175th Anniversary.*
- Include the design and implementation of a 175th anniversary logo collaboration between the chamber and the township (design to be complete with input by township by the Allendale Chamber and our resources for use by both the Chamber and the Township). Logo to be completed January 2024. – Completed as of January 2024.
- Feature DDA businesses or locally relevant covers on the six print and six digital editions of The Announcer including the **175th anniversary logo visibly displayed with the title** (including but not limited to business photos, community event photos, scenery, etc. at the discretion of the chamber and its graphic designer).
- Include a 175th Anniversary Celebration Page on the chamber website to continue to promote all programming media, and communication around the 175th anniversary celebration.
- Design and host "Local Gear" shop on Chamber website for purchase (to include designed logo) and annually thereafter also locally themed and branded for Allendale, Chamber with DDA support to subsidize per shirt cost to limit cost to residents/employers/customers.
- With cooperation of local businesses in mind, a goal to focus on implementing historical pieces, writing and articles, within the Allendale Announcer focusing on businesses with greater history in Allendale.

Allendale Announcer Specific:

- Monthly Calendar in both digital and print versions of area events and activities.
- Allow events and activities that are hosted within the 49401 area by non-AACC member businesses or organizations to be posted on the AACC website, Announcer Calendar, and weekly social media advertisements.
- **Provide regular updates to the community through *The Announcer* (both print and digital version) and the AACC social media channels regarding news and information pertaining to the DDA area.**
- Reserve Allendale Township full page article for sharing any important information.
- Full page article reserved for specific large community events organized or supported by the Township and DDA: (i.e. Allendale Township's 4th of July Celebration in the Park & Fireworks, Holiday Lights Display down Lake Michigan Drive, and more when applicable and as necessary).
- Reserved 25 printed copies (minimum) of the Allendale Announcer to be delivered to the Allendale Township Office in February, April, June, August, October, and December, and any "special editions" drafted within the contract's timeframe.

SECTION II Investment: \$8,740.00

Annual Information Distribution, Social Media, and Website Hosting

Information Distribution, Social Media and Website Specific:

- Maintain a **COMMUNITY** tab for relevant information within the 49401-zip code and maintain content.
 - Including the Allendale Township page in the *The Announcer* reserved monthly as a full page ad
- Provide additional and relevant business information and FAQ through the **RESOURCE** tab on the AACC website, link to both DDA website on chamber website and specific link to DDA minutes and Agendas.
- Utilize chamber platforms, biweekly business newsletter, Allendale Announcer, Social Media platforms, and Chamber Events to community goals, objectives, and efforts of the Allendale Township Development Authority for vitality and visibility to retain and attract business.
- *See hosting of local Allendale gear page on chamber website as mentioned above in 175th Anniversary.*
- Open invitation to Allendale Township Staff and representatives to provide township specific updates and what's coming in Allendale at all Chamber events and networking opportunities.
- Continue to host the DDA Business Improvement Grant Information and regular relevant information both on chamber website and through regular Chamber E-News.
- Opportunity to collaborate on a "local business townhall" (when needed) annually where the chamber organizes the opportunity for township and local officials to hear from and collaborate with businesses.

SECTION III Investment: \$10,000

Community Event Support and Partnership

Community Events/Resource Specific:

The Chamber will facilitate meetings as needed for DDA, Township, Chamber, Rotary and relevant local leaders and event planners to ensure continuity and coordination of events, campaigns, programs and activities.

- 2 Tickets (for township staff or DDA board representatives) to all Allendale Chamber of Commerce events; including but not limited to: Rise & Grind Coffee & Networking, Business After Hours Networking, Lunch & Learn Series, Educational Seminars, and Annual Allendale Business and Member Celebration.
- Continued Coordination and funding of Allendale 4th of July Flyover by chamber or it's representative members.
- Shared recognition as a sponsor to free community-based activities or campaigns to bring together community and business (minimum of 2 per year) organized and managed by AACC utilizing chamber website and resources for promotion and execution of the event.
 - 1 of which the activities will include the Annual Best of Allendale Business Awards - Allendale Business Celebration and community campaign, awards available to all Businesses in the Allendale area and Allendale Chamber of Commerce Members to promote and celebrate local business.
- Enhancement and collaboration to market and promote the DDA Sponsored M-45 Holiday Lights Display through business involvement on both North and South sides of M-45 to attract visitors to Allendale.

SECTION IV Investment: \$7,500.00

Strategic Planning with DDA Focus

Strategic Planning with DDA Focus

- Executive Director planning, meeting, and research which focuses on working directly to promote the goals and projects of the DDA to attract and retain business in Allendale.
- Cost of resources needed for meetings, print, postage, technology (administrative expenses)

Requested from the Allendale Charter Township and the Downtown Development Authority:

- Creation or addition to the digital landing page of the Allendale Announcer and Community Event Calendar on Township website for residents to have easy access when visiting the Allendale Charter Township website.
- Participation in quarterly leadership meetings facilitated by the Allendale Charter Township
- Collaboration between Chamber Staff and Township event's personnel for marketing, branding, and best practices for events where both organizations are concerned.
- Chamber Updates provided by the chamber for DDA Meetings as sent or requested.
- Continued maintenance of membership to the Allendale Chamber of Commerce by Allendale Charter Township.