



17 S MONROE | ROCKFORD, MI 49341

616-866-2000 | INFO@ROCKFORDMICHAMBER.COM | WWW.ROCKFORDMICHAMBER.COM



Dear Prospective Member,

First and foremost, we would like to extend our thanks for your interest in the Rockford Chamber of Commerce. We are working hard to create an atmosphere that is beneficial to the membership and the business community.

It is the mission of the Chamber to create a successful, profitable and positive business environment therefore we are always updating our resources to bring commerce into the area. We have formed partnerships with the City of Rockford, Rockford Public Schools, SCORE Grand Rapids, Small Business Development Center, and many other organizations to help achieve this mission. We understand that it is important to utilize every avenue we can to help sustain a healthy business community.

It is your membership that not only allows the Chamber to build those connections but also enables us to offer programs that benefit the membership. These programs include the networking opportunities of the Chamber Network Circle, Bi-Monthly Luncheons, and Business After Hours. We also have a wonderful currency program "Rockford Cash" which brings new revenue to our Members.

During 2026, we are looking for more ways to help our local businesses succeed. Our membership covers over 99-square-miles and offers plenty of opportunity for growth and success. The Chamber wants to help establish the Rockford area as *the* place to start or grow a business.

This letter is your invitation to join the Rockford Chamber of Commerce. We want you to experience the benefits your membership will bring to your business.

Thank you for your consideration, and if you have any questions please feel free to stop in the Chamber office or call 616-866-2000. We will happily take the time to meet with you and address any questions you may have.

Sincerely,

Amanda Engstrom

Amanda Engstrom

Events & Membership Coordinator
Rockford Chamber of Commerce

THE ROCKFORD CHAMBER OF COMMERCE SINCERELY APPRECIATES OUR 2025 GOLD CHAMPIONS
Byrne Electrical Specialists, Inc. | Wolverine World Wide, Inc.

17 S Monroe Street • Rockford, Michigan 49341

P: 616-866-2000 • F: 616-866-2141

Email: info@rockfordmichamber.com • Website: www.rockfordmichamber.com



2025 BOARD OF DIRECTORS

Joel Koch, President
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Macatawa Bank

Sandra Stanton
ChiroHealth Rockford

Carl Stites, Director
Stites Family Eyecare

Dr. Steve Matthews
Rockford Public Schools

Thad Beard, Ex-Officio
City of Rockford

STAFF INFORMATION

EXECUTIVE DIRECTOR
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EVENT & MEMBERSHIP COORDINATOR
Amanda Engstrom
membership@rockfordmichamber.com

GENERAL OFFICE INFORMATION

Office Hours:
9:00am - 4:00pm • Monday through Friday

Address:
17 S. Monroe Street • Rockford, MI 49341

Email: info@rockfordmichamber.com
Website: www.rockfordmichamber.com

Phone: (616) 866-2000
Fax: (616) 866-2141





MISSION STATEMENT

The Rockford Chamber of Commerce and its member businesses create a successful, profitable and positive business environment that strengthens and enhances the quality of life in the Rockford Area.

VISION STATEMENT

The Chamber supports and advocates the growth of member businesses through member programs and collaboration with government, school and community organizations.

VALUE STATEMENTS

- We will act as trustworthy and responsible stewards of the Chamber's funds, seeking to direct resources with transparency, wisdom and integrity.
- We will treat all our relationships with honesty, respect and fairness.
- We will be passionate about providing businesses with the tools they need to grow and prosper.
- We will be actively involved in our community because we care, and will be leaders in identifying and addressing issues of business and community concerns.
- We will be open to new ideas and willing to consider change, to create value for our members.
- We will always work as a team and a focus on results are of upmost importance in our relationships with members, strategic partners and the community.



The Rockford Chamber of Commerce is proud to celebrate its **64th** year at building business and community in Rockford. We are taking that history and moving forward with plenty of new opportunities for our membership.

The Chamber staff, along with help from its many committees, is working hard to make membership a benefit. Below are some of the benefits you can enjoy with a Chamber Membership.

A nationwide survey of 2,000 adults nationwide, commissioned by the American Chamber of Commerce Executives with support of Small Business Network, Inc., showed that: **When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it, and they are 63% more likely to purchase goods or services from the company in the future.**

Rogue Review

- Exclusive Chamber newsletter, published quarterly on the Chamber website, emailed to community and Chamber members and posted on social media. Advertising and editorials opportunities are available exclusively to Chamber members.

Quick Hits

- Email blasts that reach over 600 active and connected Chamber members in a direct email program by and for Chamber members. Please provide at least 2 weeks' notice.

Social Media

- The Rockford Chamber of Commerce Facebook page continues to gain followers. We are able to share your upcoming news on this page for additional advertising.

Media Savings

- The Chamber invest thousands of dollars annually on co-advertising and co-marketing contracts including group ads with its members

Start of Summer and Santa Parades

- They're Rockford traditions and they reach thousands. Chamber members get 1 free entry in each parade, a \$100 savings.

Lobby and Welcome Center Marketing

- Place your promotional materials in the Chamber office and/or at the downtown Rockford Welcome Center, at no cost.



Rockford EXPO

- The largest community EXPO in the area. Chamber members save \$150 on priority placement at this annual community event.

Rockford Cash

- A community currency program, certificates that are purchased online and spent at any of the 70+ participating member businesses. There is no cost to join. This drives business and revenue to local businesses.

Networking Opportunities

- Chamber Network Circle
- Chamber Bi-Monthly Luncheons
- Chamber After Hours
- Chamber Third Thirsty Thursday
- Chamber Annual Golf Outing
- Chamber Annual Dinner

Education

- Chamber University (ChamberU)
- S.C.O.R.E.
- Small Business Development Center
- Facebook Training through RCC

Annual Events

- Rockford Community EXPO
- Cinco de Mayo
- Start of Summer Celebration
- Harvest Fest
- Trunk or Treat
- Discover a Rockford Christmas

Perks

- Free* use of Chamber copier and fax *contact office for details
- Free use of Chamber conference room
- New Business Ribbon Cuttings, Groundbreakings, etc.
- Member celebrations & Open Houses
- Chamber Website posting – creates a business directory and promotes your business linked to your website *enhanced listings available to add to your membership
- Website benefits – Enhanced Member Listing, Post your job opportunities, Member-to-Member Discounts, register for events, secure sponsorships and renew your membership!



Apply

Online



MEMBERSHIP APPLICATION

BUSINESS INFORMATION

Business / Organization Name: _____

Date Established: _____ Number of Employees: _____

Physical Address: _____

City: _____ State: _____ Zip code: _____

CONTACT INFORMATION

Main Contact (Used as primary contact for Membership): _____

Main Contact Email: _____

Main Contact Phone: _____ - _____ - _____ Preferred Contact Method: Email Phone

Mailing Address (if different than physical): _____

City: _____ State: _____ Zip code: _____

WEBSITE LISTING INFORMATION

Website Contact (If different than main contact): _____

Website Contact Email: _____

Website Contact Phone Number: _____ - _____ - _____ Do not list physical address on website

Company Description: _____

Company Website (URL): _____

BILLING INFORMATION

Billing Address (If different than above): _____

City: _____ State: _____ Zip code: _____

Billing Contact Name: _____

Billing Contact Email: _____

Billing Contact Phone: _____ - _____ - _____ Preferred Contact Method: Email Phone

BUSINESS CATEGORY (PLEASE SELECT 1)

<input type="checkbox"/> Agriculture	<input type="checkbox"/> Entertainment, Sports & Recreation	<input type="checkbox"/> Meetings, Events & Venues
<input type="checkbox"/> Architecture & Engineering	<input type="checkbox"/> Finance	<input type="checkbox"/> NonProfit & Community Services
<input type="checkbox"/> Arts & Culture	<input type="checkbox"/> Government	<input type="checkbox"/> Personal Services & Care
<input type="checkbox"/> Automotive & Marine	<input type="checkbox"/> Healthcare	<input type="checkbox"/> Pets & Veterinary
<input type="checkbox"/> Business & Professional Services	<input type="checkbox"/> Home & Garden	<input type="checkbox"/> Real Estate, Moving & Storage
<input type="checkbox"/> Cleaning & Maintenance	<input type="checkbox"/> Housing	<input type="checkbox"/> Recycling or Waste Services
<input type="checkbox"/> Computers & Telecommunications	<input type="checkbox"/> Rentals	<input type="checkbox"/> Religions Organizations
<input type="checkbox"/> Contractors & Home Improvement	<input type="checkbox"/> Insurance	<input type="checkbox"/> Restaurants, Food & Beverages
<input type="checkbox"/> Consulting	<input type="checkbox"/> Legal	<input type="checkbox"/> Retail
<input type="checkbox"/> Education	<input type="checkbox"/> Manufacturing, Production & Wholesale	<input type="checkbox"/> Technology & Software
<input type="checkbox"/> Employment	<input type="checkbox"/> Marketing, Media & Advertising	<input type="checkbox"/> Transportation
		<input type="checkbox"/> Travel & Lodging
		<input type="checkbox"/> Utilities & Environment

MEMBERSHIP LEVEL: DESCRIPTIONS ATTACHED

Championship Levels: Gold: \$5,000 Silver: \$2,750 Bronze: \$1,250

Partnership Levels: Premier: \$499 Primary: \$350

New Business: \$199 New Business plus CNC Membership \$294

Multi-Location: \$199 Non-Profit: \$125

Individual/Social Member: \$50

Optional Marketing Upgrade: Enhanced Member Directory Listing: \$50

PAYMENT INFORMATION:

Total: _____

Payment Type: Check Credit Card Please invoice me in 4 equal installments

Card Number: _____ **EXP:** _____ **CVC:** _____

Name on Card: _____

Billing address: _____

By signing this application, I agree to pay the amount specified above as a member of the Rockford Chamber of Commerce. This agreement is valid for the year 2026.

Signature: _____ **Date:** _____



2026 MEMBERSHIP

BENEFITS INCLUDED IN ALL LEVELS OF MEMBERSHIP: Current year membership, business listing on website, participation in networking events including Bi-Monthly Luncheons & After Hours, Office support, Member-to-Member Discounts, Rockford Cash Program, education opportunities, advertising and promotion opportunities, reduced rate for EXPO, event participation at Annual Meeting and the Golf Outing, free parade entries, and promotion materials placed in the Chamber lobby.

TIERED MEMBERSHIP LEVELS

❖ GOLD CHAMPION	\$5,000
Membership: Includes CNC Membership and up to 5 additional multi-locations	(\$12,000+ Value)
Website: Logo placed in footer of every page on website and enhanced member directory listing	
Advertising: Logo on RCC Facebook page & official Chamber correspondences, event recognition at signature Chamber events, company name on event posters, brochures, letterhead & front page of Rogue Review	
Events: Table for 8 at Annual Meeting, 2 free lunches at each Bi-monthly Luncheon*, Free booth at the EXPO in a premier location, Golf Team of 4	
❖ SILVER CHAMPION	\$2,750
Membership: Includes CNC Membership and up to 2 additional multi-locations	(\$6,200+ Value)
Website: Logo on home page of RCC website as featured sponsor and enhanced member directory listing	
Advertising: Recognition on RCC Facebook page annually, event recognition at signature Chamber events	
Events: 4 tickets to the Annual Meeting, 2 free lunches at each Bi-monthly Luncheon*, Free booth at the EXPO in a premier location, Golf team of 4	
❖ BRONZE CHAMPION	\$1,250
Membership: Includes CNC Membership and 1 additional multi-location	(\$5,000+ Value)
Website: Banner ad listing on RCC website and enhanced member directory listing	
Advertising: Recognition on Facebook page annually, event recognition at signature Chamber events	
Events: 2 tickets to the Annual Meeting, 1 free lunch at each Bi-Monthly Luncheon*, 1 Golf Outing entries	
❖ PREMIER PARTNER	\$499
Membership includes CNC Membership, 1 free lunch at each Bi-Monthly Luncheon*	(\$2,500+ Value)
❖ Primary Partner	\$350
	(\$2,300+ Value)

Qualifications for Membership Discounts

❖ New Business Partner: First 2 years of starting your business. Documentation may be requested	\$199
○ New Business Partner with CNC Membership	\$294
❖ Non-Profit Partner: Must have a designation of 501(C). Proof may be requested.	\$125
❖ Multi-Location: For each additional business location of same ownership added to the initial membership. Franchises are not allowed to participate.	\$199
❖ Individual Social Partner: Individual not connected to a business. No voting rights.	\$50

*Does not include State of the Community Luncheon



Chamber Network Circle

Mission Statement: Promote growth of the Chamber Network Circle businesses through building relationships and continuing education of members.

Benefits:

1. Grow your business by helping others succeed
2. Strengthen associate relationships
3. Opportunity to make valuable contacts
4. Professional learning opportunities

This group is available to Premier Level members and above as well as New Business Partners who choose to add it to their membership. CNC meets on the 2nd and 4th Wednesday of each month at the Rockford Community Cabin from 8:30am to 9:45am. Each session of CNC will have 2 presenters promoting their business.

Enhanced Member Directory Listing

With the new Rockford Chamber website, members have the option to build out an enhanced listing in our Member Directory. This feature includes SEO, directory tracking, and an extensive advertising tool for your business.

This is an optional advertising add on that you can add to your membership for \$50 per year. To learn more, or register for this Enhanced Member Directory Listing, please complete the form below or contact the Rockford Chamber of Commerce Office

Business Name: _____

Representative: _____

I would like to upgrade my Membership Directory Listing to be an Enhanced Listing for \$50 in 2026. Going forward, I understand I will need to pay \$50 each year to maintain this enhanced listing.

Signature: _____ **Date:** _____

2025 Calendar of Events

Chamber Events



January

08 Chamber Network Circle
16 Chamber Third Thirsty Thursday – [St. Julian Winery](#)
17 RCC Annual Meeting of the Membership –
Blythefield Country Club
22 Chamber Network Circle

February

03 Bi-Monthly Luncheon – [Corner Bar](#)
05 Chamber Business After Hours - [Quickwater Coffee](#)
12 Chamber Network Circle
20 Chamber Third Thirsty Thursday – [Uccello's](#)
26 Chamber Network Circle

March

08 20th Annual Community EXPO – Rockford High
School
12 Chamber Network Circle
20 Chamber Third Thirsty Thursday – [Bier Distillery](#)
21-22 Spring Shop & Hops - Downtown Rockford
21 RCC Euchre Tournament – Community Cabin
26 Chamber Network Circle
31 Chamber Bi-Monthly Luncheon – [Red's](#)

April

09 Chamber Network Circle
16 Business Builders Breakfast – [Community Cabin](#)
17 Third Thirsty Thursday – [Flo's Wood Fired](#)
23 Chamber Network Circle

May

03 Cinco de Mayo Celebration – Downtown Rockford
07 Chamber Business After Hours – [iChiro Clinics](#)
14 Chamber Network Circle
15 Chamber Third Thirsty Thursday – [Cinco de Mayo](#)
28 Chamber Network Circle

June

02 Chamber Bi-Monthly Luncheon – [Cedar Springs
Brewing Company](#)
05-08 Rockford's Start of Summer Celebration
11 Chamber Network Circle
19 Chamber Third Thirsty Thursday – [The Links at
Bowen Lake](#)
25 Chamber Network Circle

July

09 Chamber Network Circle
17 Chamber Third Thirsty Thursday – [The Score](#)
23 Chamber Network Circle
24 RCC Annual Scholarship Golf Outing – [North Kent
Golf Course](#)
28 Chamber Business After Hours – [F'nK Tacos](#)

August

04 Chamber Bi-Monthly Luncheon – [Bostwick Lake Inn](#)
13 Chamber Network Circle
21 Chamber Third Thirsty Thursday – [RORA](#)
27 Chamber Network Circle

September

03 Chamber Business After Hours – [Macatawa Bank](#)
10 Chamber Network Circle
18 Chamber Third Thirsty Thursday – [TBD](#)
24 Chamber Network Circle
26-28 Rockford's Annual Harvest Fest

October

06 Chamber Bi-Monthly Luncheon – [Archival Brewing](#)
08 Chamber Network Circle
15 Business Builders Breakfast
16 Chamber Third Thirsty Thursday – [TBD](#)
22 Chamber Network Circle
24 Trunk or Treat – Downtown Rockford

November

05 Chamber Business After Hours – [Delight in Designs](#)
12 Chamber Network Circle
14-15 Holiday Open Houses – Downtown Rockford
20 Third Thirsty Thursday – [TBD](#)
21 Holiday Lighting Ceremony
26 Chamber Network Circle

December

01 State of the Community Luncheon - [Rockford High
School](#)
06 Santa Parade
10 Santa Visits at the Pavilion
10 Chamber Network Circle
17 Santa Visits at the Pavilion
19 Live Nativity – Downtown Rockford

***Note:** Dates, times and events are subject to change. To verify times of events,
please visit our website.

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2025 Calendar of Events

Community Events



January

25 Rockford's Got Talent – Rockford High School – *Rockford Area Community Foundation*

February

08 Chocolate Stroll – Downtown Rockford

March

08 19th Annual Community EXPO – Rockford High School – *Rockford Chamber*
21-22 Spring Shop & Hops - Downtown Rockford

April

May

Every Saturday: 8am-1pm - Rockford Farm Market – *City of Rockford*
03 Cinco de Mayo Celebration – Downtown Rockford
16 Relay for Life – North Rockford Middle School – *American Cancer Society*
26 Memorial Day Ceremony – *American Legion*
31 Reading Rocks Festival – Downtown Rockford – Krause Memorial Library

June

Every Saturday: 8am-1pm - Rockford Farm Market – *City of Rockford*
Most Saturdays: 8:30-9:30am - Yoga by the Dam – *Aptitude Fitness + Yoga*
05-08 Rockford's Annual Start of Summer Celebration – Downtown Rockford – *Rockford Chamber*
Tuesday, June 10, 17 & 24: 7-9pm – Rogue River Blues Series – Garden Club Park

July

Every Saturday: 8am-1pm - Rockford Farm Market – *City of Rockford*
Every Tuesday: 7pm-9pm – Rogue River Blues Series – Garden Club Park
Most Saturdays: 8:30-9:30am - Yoga by the Dam – *Aptitude Fitness + Yoga*
31 Sidewalk Sales – Downtown Rockford

August

Every Saturday: 8am-1pm - Rockford Farm Market – *City of Rockford*
Most Saturdays: 8:30-9:30am - Yoga by the Dam – *Aptitude Fitness + Yoga*
01-02 Sidewalk Sales – Downtown Rockford
05 Rogue River Blues Series – Garden Club Park
05 National Night Out – *Rockford Department of Public Safety*
12 Rogue River Blues Series – Garden Club Park
19 Rotary Rocks for Shelter Box – Garden Club Park – *Rockford Rotary Club*
23 Mitchell's Run – Downtown Rockford

September

Every Saturday: 8am-1pm - Rockford Farm Market – *City of Rockford*
06 Art in the Park – Downtown Rockford - *Rogue River Artists Association*
26-28 Rockford's Annual Harvest Fest – Downtown Rockford – *Rockford Chamber*

October

Every Saturday: 8am-1pm - Rockford Farm Market – *City of Rockford*
24 Trunk or Treat – Downtown Rockford – *Rockford Chamber*

November

14-15 Holiday Open Houses – Downtown Rockford
21 Holiday Lighting Ceremony – Garden Club Park – *Rockford Chamber*
29 Small Business Saturday

December

06 Santa Parade – *Rockford Chamber*
10 Santa Visits at the Pavilion – *Rockford Chamber*
17 Santa Visits at the Pavilion - *Rockford Chamber*
19 Live Nativity – Downtown Rockford – *Three Angels Fellowship Church*



***Note:** Dates, times and events are subject to change with the organizer.

*Organizer of events is listed in *italics*

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ROCKFORD CA\$H

Presented by



- Rockford Cash is a local currency program that may be purchased online at www.rockfordcash.com and then spent at any of the participating merchants.
- Give the gift of shopping local! Rockford Cash is the perfect gift for birthdays, holidays, graduations... anytime! Simply buy the certificates online and print them off to give to the recipient, or email the certificates directly to them!
- Show appreciation for your employees or customers by giving Rockford Cash. With over 50 participating businesses, they can choose where they want to spend their certificates!



Rockford Cash drives business and revenue to local businesses by keeping dollars circulating within our own town! Help the Rockford Chamber of Commerce continue to make our community successful by supporting this local currency program. Purchase Rockford Cash 24/7 at RockfordMICHamber.com.

\$0



ROCKFORD CA\$H

Expires: 12/31/1969



ABC123

Cashier: scan using *Merch-Scan* mobile app, or enter code via merchant.conpoto.com portal, and follow on-screen instructions.

\$0

Redeemable at participating merchants. Present at time of payment. One time use only.