



BATTLE CREEK AREA

CHAMBER OF COMMERCE



NEWS RELEASE

Battle Creek Area Chamber of Commerce

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RE: BCACC Applauds Member Growth & Successes through Storytelling of Ribbon Cutting Celebrations & Milestones

Battle Creek, MI – The Battle Creek Area Chamber of Commerce is the best at sharing its members milestones and stories through the Strategic Pillar of Storytelling. One way in which the Chamber does this is through Ribbon Cutting Celebrations highlighting historic anniversaries, grand openings and so much more. “It’s an honor when our members ask us to coordinate a Ribbon Cutting Celebration with them, and even more of an honor that they trust their Chamber to promote and share their success,” said Battle Creek Area Chamber of Commerce President Kara Beer. “Over the past year, we have watched our members adapt to a new way of doing business embracing community progress, successful business strategies, along with the creation of jobs and wealth.”

Today, we are pleased to share with you our members stories and successes through Ribbon Cutting Celebrations to help spread the word of member growth, progress, and well-being:

- November 6, 2020 – **FireCreek Provisioning Center**
Chamber Staff and Ambassadors celebrated the Grand Opening of FireCreek Provisioning Center with Ribbon. FireCreek had a live DJ, free food and a local food truck, games for everyone, and tons of giveaway. They also hosted nine vendors. FireCreek has officially gone RECREATIONAL. *846 E. Columbia Ave., Battle Creek, MI 49014*
- November 18, 2020 – **B2 Outlet Store**
Chamber Staff and Ambassadors celebrated the Grand Opening of B2 Outlet Stores with Ribbon. B2 Outlet Stores is located in the Minges Creek Plaza next to Kume Hibachi Steakhouse. *5420 Beckley Road, Suite H, Battle Creek, MI 49015*
- January 21, 2021 – **Island Heat Tanning**
Chamber Staff and Ambassadors celebrated the Grand Opening of Island Heat Tanning with Ribbon. Although attendees could not attend in person, Chamber members watched LIVE on Facebook and posted messages of support. Island Heat





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Tanning's All New, State of the Art Tanning Salon is NOW OPEN in Battle Creek located in the same shopping center as Hobby Lobby and Secretary of State. Since 2008, Island Heat has been dedicated to providing their guests with a luxurious, yet affordable tanning experience. With unlimited tanning starting at just \$24.99/month, a bit of sunshine and a beautiful tan are within reach! You have got to come try the BEST High Pressure Tanning Unit as well as BEST Spray Tan Unit in the industry exclusively at their salon. With guaranteed flawless, bronze results you will look, and most importantly, feel your best at Island Heat. They look forward to serving you, Battle Creek! *5420 Beckley Road, Suite I, Battle Creek, MI 49015*

In 2020, the Chamber announced four Pillars within its strategic direction which include:

1. **Be a Center of Excellence**
2. **Storytelling**
3. **Community Advocacy**
4. **Organization Excellence**

Ribbon Cutting Celebrations fall within the Chamber's Pillars of **Storytelling** and **Community Advocacy**. Within these Pillars, the Chamber helps members craft their narratives, and serve as a platform and megaphone for member success stories; and provide the information, connections, and services that'll help members deal with the greatest challenges within our community so they can best promote, serve and improve our region.

Has your business grown? Have you recently expanded your footprint or enhanced your portfolio of products and services? If so, contact the Battle Creek Area Chamber of Commerce, or visit battlecreek.org, to obtain a Ribbon Cutting Celebration form allowing us to help share your story and successes. Contact us at 269.962.4076 to learn more about this membership benefit which highlights a significant part of your businesses history.

About the Chamber

The Battle Creek Area Chamber of Commerce connects and empowers Chamber members to have the courage and confidence to be catalytic leaders addressing the communities' greatest issues. We provide catalytic leadership and uniquely engage community stakeholders to advance impactful public policy, build cross-sector partnerships, and create broad-based economic prosperity.

The Chamber has always provided great opportunities to meet community peers establishing a strong network of like-minded professionals while also growing the number of engagement opportunities to help you build and cultivate strong relationships. We're consistently providing





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passionate leaders from various backgrounds opportunities to share industry knowledge and expertise with other community and Chamber members.

Also, the Chamber creates opportunities to have discussions on how to make your business and organization thrive. We're stronger together, and group brainstorming along with establishing a reliable professional network are keys to improving your organization in an ever-changing global economy.

Please feel free to contact a member of our team any time with questions or membership benefits. For general inquiries, call 269.962.4076.

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