

HARBOR SPRINGS AREA CHAMBER OF COMMERCE

MEDIA RELEASE

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HARBOR SPRINGS AREA CHAMBER OF COMMERCE ANNOUNCES NEW WEBSITE

The HSACC's new website was launched Monday, August 5, 2008 after nearly six months of development.

The project began in February when it was determined that the organization required a stronger web presence and one that is more interactive. The site features many new development tools specifically designed to give the user a friendlier and more informative experience while allowing Chamber members the opportunity to better promote their businesses. The new website also provides members with much needed site statistics that will assist in their personal marketing efforts.

Chamber President Jody Ewbank had an active role in the development of the new site along with Mary Ellen Hughes and Sandy Koehler (the HSACC Marketing Committee). Coordinating the project was marketing contractor, Ami Woods, who worked with the developer, Gaslight Media of Petoskey. "There were two groups always in mind throughout this project and those were the Chamber members and our area visitors. The main goals were to better market member businesses while also effectively promoting the area as a tourist destination. We wanted a very powerful tool that will properly represent our beautiful area to the world", said contractor Ami Woods.

Features of the new site include a members only area where business listings can be updated by the member, several direct response areas allowing visitors to communicate directly with members, and enhanced member listings which can include logos, photos, and even files such as menus or special features and promotions.

The new website is the Chamber's primary marketing tool and the committee is happy to be presenting a new face via the Internet.

For additional information on the website or membership information, please visit www.harborspringschamber.com.

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