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PRESS RELEASE

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Trailblazing Into the Future: Chamber Announces Move to The Next Center

Holland, MI – The Michigan West Coast Chamber of Commerce is proud to announce the purchase of the third floor of The Next Center in downtown Holland, marking a major milestone in the organization's commitment to innovation, growth, and community impact. This move is more than a change of address; it's a strategic investment in the future of the Chamber, its members, and the West Michigan community.

"This is a bold move that reflects the momentum we're feeling across our entire business community," said Jodi Owczarski, President & CEO of the Michigan West Coast Chamber of Commerce. "This new space gives us the opportunity to dream bigger, connect deeper, and create even more impact for our members and the community. It's an intentional step forward that reflects who we are and where we're going—and we're just getting started."

The decision to relocate is deeply rooted in the Chamber's commitment to its members. The new space will feature expanded gathering areas, flexible meeting rooms, and adaptable workspaces designed with member needs in mind. These updates will not only enhance Chamber programming but also provide a dynamic venue for collaboration and connection.

The move also provides a dedicated home for the Chamber Career Center, an initiative launched to connect business and education. With a physical presence, this space will become a hub where students and young adults can access career exploration programming, workforce readiness tools, and impactful resources.

The move strengthens the Chamber's ongoing collaboration with Lakeshore Advantage, who are already located in The Next Center. The shared space is designed to foster synergy, collaboration, and strategic alignment between the organizations.

"We're thrilled to welcome the West Coast Chamber to the third floor of the Next Center. From the beginning, our vision for this space was to create a hub where business support partners could collaborate in advancing our region's economic vibrancy. The Next Center was designed to bring together organizations that champion business success, and having the Chamber in the building enhances the opportunities for connection and impact for our region's business community," Jennifer Owens, President of Lakeshore Advantage said. "While we remain distinct organizations with different roles, this move reflects our shared commitment to helping create a vibrant economy for current and future generations—together."

The Chamber expects to move into the new space by early 2026 and looks forward to celebrating this milestone with its members and community partners. Ongoing updates will be shared through the Chamber's website, weekly eNews, and social media channels.

About the Michigan West Coast Chamber of Commerce:



The Michigan West Coast Chamber of Commerce serves over 1,200 member businesses and their 80,000 employees in the Holland and Zeeland areas. As a Catalyst, Convener, and Champion, the Chamber connects member businesses to the resources they need to be successful. The Chamber has been recognized with the U.S. Chamber's prestigious Five Star Accreditation. Less than 1% of chambers in the country receive this distinction. Learn more by visiting www.westcoastchamber.org.

About Lakeshore Advantage:

Lakeshore Advantage is the economic development organization serving Allegan and Ottawa Counties in West Michigan. Since 2003, it has supported the growth of primary employers—ranging from startups to global corporations—by solving economic challenges and fostering long-term regional prosperity. Last year, Lakeshore Advantage facilitated \$243.9 million in private sector investments, helped businesses secure \$44.7 million in support funds, and helped create or retain over 550 jobs. Learn more at www.lakeshoreadvantage.com.

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