



**MIDLAND  
BUSINESS  
ALLIANCE**

***MEMBERSHIP***



# WHO WE ARE

Looking to grow your business in Midland? The Midland Business Alliance (MBA) is your partner for success. As the voice of over 750 members and more than 3,000 businesses across industries, we're committed to helping you thrive. From advocacy and workforce development to business attraction and infrastructure, we're focused on what matters to you. Members gain access to over 60 events annually—including our popular WakeUp! Midland program—bringing together more than 5,000 attendees each year for networking, collaboration, and growth. Join the MBA and connect with a powerful community that's driving Midland forward.



# CHECKLIST

## NEW MEMBER

- Complete application and apply payment
- Log in to member profile on website
- Schedule ribbon cutting ceremony
- Register for upcoming events in member profile
- Explore available partnership + sponsorship opportunities
- Add upcoming events to your calendar

## CURRENT MEMBER

- Keep member profile up-to-date (payments, employees, contact info)
- Post jobs, deals, and events in membership portal
- Consider joining committees or groups
- Explore available partnership + sponsorship opportunities

*Scan for member application and rates.*



**The MBA staff is available to help!**

**For more information, please call us or send an email.**



**MBA@MBAMI.ORG**



**(989) 839-9522**

# PROGRAMS AND INITIATIVES



MIDLAND  
BUSINESS  
ALLIANCE

LEADERSHIP

Leadership Midland is a catalyst for empowering current and future leaders in our local community. Leadership Midland's primary focus is on preparing the next generation of Midland's leadership to actively engage in community development. Look for applications in the spring.



M'PROS

Midland Young Professionals (MYPros) aims to attract and retain young talent through networking opportunities, personal and professional development, community involvement, and fostering investment in Midland's future. If you are between the ages of 20 - 40 and work, live or play in Midland, you are eligible to join!



Midland Area  
**FARMERS  
MARKET**

The Midland Area Farmers Market focuses on offering high-quality, locally grown foods, plants, flowers, and agribusiness products. It aims to connect residents and visitors with local farmers while ensuring a pleasant shopping experience. Runs May through November, and is always welcoming volunteers.



MIDLAND  
BUSINESS  
ALLIANCE

AMBASSADORS

MBA Ambassadors work with local business owners to share ideas, tackle challenges, and support MBA events. More information on becoming an ambassador is available online.





The Midland Business Alliance Sales Lead Roundtable is designed to help members grow their businesses through a structured referral network. Our program fosters professional development, encourages collaboration, and provides valuable insights about the local business community.



Housing Forward was created in response to Midland County's community-identified need for expanded workforce housing options. This initiative supports developing solutions to increase housing availability across the community.



The MBA advocates for Midland's 3,100 businesses by promoting pro-business policies and maintaining strong relationships with policymakers. A key focus since 2021 has been addressing Midland's legacy flooding challenges through coordinated efforts across all levels of government.



Rad Talents aims to attract, acquire, equip, develop, retain, and sustain a diverse and skilled workforce to address the current and future needs of our employer community and promote the growth of Midland County's population.



# EVENTS



The MBA organizes a diverse range of events every month, catering to various audience sizes and price ranges.



## WAKEUP! MIDLAND



300+

WakeUp! Midland provides a monthly morning networking opportunity featuring engaging programming and discussions about pressing community issues.



## BUSINESS AFTER HOURS



50-70

Business After Hours offers a monthly casual evening event to relax and connect with other professionals. Best of all, this event is free for members to attend.



## PROFESSIONAL DEVELOPMENT



20-30

The MBA hosts professional development sessions throughout the year, focused on helping participants grow and become better equipped in the workplace.





## ADVOCACY EVENTS



20-40

The MBA hosts “Issues & Answers” events and an annual Legislative Conference to keep businesses informed about public policy and connected with elected officials at all levels.



## MYPROS EVENTS



20-70

MYPros hosts two monthly social events at local businesses and restaurants, along with quarterly educational luncheons. MYPros offers both free and paid opportunities to connect and learn.



## SIGNATURE EVENTS!



200- 500

Each year, we host signature events like our Annual Meeting, State of the City, State of the Business Community, and the Great Lakes Bay Regional Chamber Summit, attracting guests from across the region to provide unique access to industry leaders.





**MIDLAND  
BUSINESS  
ALLIANCE**

# CONNECT WITH US!

**Providing a diverse range of opportunities and events, the MBA serves as your go-to resource for business, advocacy, and economic development in Midland. If you have any questions, please scan the QR code to visit our website and reach out to our staff via email for further inquiries regarding your membership.**



**MBAMI.ORG**

**300 RODD ST., MIDLAND, MI, 48640 | (989) 839-9522**

**MBA@MBAMI.ORG**