

Southern Wayne County Regional Chamber
SWCRC.com

Grosse Ile Parkway Bridge
From Elizabeth Park - Trenton

Downriver
& Southern Wayne County

SWCRC Advocacy Priorities Agenda 2026-2027

Thriving Together

#ItsHappeningDownriver

DESTINATION DOWNRIVER DETROIT

Allen Park | Belleville | Brownstown | Ecorse | Flat Rock | Gibraltar | Grosse Ile | Huron | Lincoln Park | Melvindale
River Rouge | Riverview | Rockwood | Romulus | Southgate | Sumpter | Taylor | Trenton | Van Buren | Woodhaven | Wyandotte

Southern Wayne County Regional Chamber
SWCRC.com

Thriving Together
#ItsHappeningDownriver

Meet the Chamber Team



Ronald J. Hinrichs
President/CEO



Monique Reister
Senior Director
Membership Engagement



Kate Currie
Senior Manager
Signature Programs & Communications



Mia Dean-Adame
Executive Assistant
Membership Engagement & Programs



Mackenzie Lane
Program Manager
Regional Workforce Talent Initiative

The Southern Wayne County Regional Chamber provides member businesses and organizations across 21 municipalities with opportunities and resources to engage and network with key decision-makers, enhancing financial growth, professional development, and the ability to contribute to a thriving community environment. Our membership is diverse, including small businesses, large corporations, nonprofit organizations, manufacturing companies, real estate developers, healthcare organizations, retail establishments, business service providers, restaurants, hotels, municipalities, government officials and much more.

The SWCRC's mission is to provide opportunities for engagement that will empower every member to achieve success.

It is our vision to be the unifying body for the Southern Wayne County business community, bringing people and organizations together to have a positive, lasting impact on our region.

The SWCRC is one of the most influential networks in local affairs and regional economic development. We are a professional organization that provides resources such as business networking groups, operational savings programs, small business and nonprofit workshops, monthly networking events, signature business events, and advocacy for policy that enhances economic development and job growth in our region.

Contact: (734) 284-6000 | info@swcrc.com | www.SWCRC.com

Thriving Together
#ItsHappeningDownriver

Allen Park | Belleville | Brownstown | Ecorse | Flat Rock | Gibraltar | Grosse Ile | Huron | Lincoln Park | Melvindale
River Rouge | Riverview | Rockwood | Romulus | Southgate | Sumpter | Taylor | Trenton | Van Buren | Woodhaven | Wyandotte

Southern Wayne County Regional Chamber

Advocacy Priorities
2026-2027

Communities Served

The Southern Wayne County Regional Chamber serves as the regional chamber of commerce for the communities of Allen Park, Belleville, Brownstown, Ecorse, Flat Rock, Gibraltar, Grosse Ile, Huron Township & New Boston, Lincoln Park, Melvindale, River Rouge, Riverview, Rockwood, Romulus, Southgate, Sumpter Township, Taylor, Trenton, Van Buren Township, Woodhaven, and Wyandotte.

Strategic Priorities:

Lead Business Advocacy
- To be the most influential business voice for our communities
- To convene leaders and influencers to act on matters of regional importance

Add Membership Value
- To continue to add value for all businesses and nonprofit organizations in our region
- To increase opportunities for engagement among members

Support Small Business
- To be the primary resource for small business growth in the region
- To establish partnerships with key organizations, generating new opportunities and resources for small businesses.

Strategic Priority Commitments:

Lead Business Advocacy: The Southern Wayne County Regional Chamber of Commerce has a long-standing legacy of advocacy for the twenty-one municipalities it supports and maintains strong relationships with elected officials at all levels of government. It is a priority for the Chamber to continue its reputation for being a convener of leaders on issues of regional importance and to bring diverse groups together to create a positive impact on the region. This will be accomplished by fostering important relationships, participating in the Chamber Federation, and representing membership interests with government officials.

Add Membership Value: As the needs of area businesses change over time, the Chamber commits to adding to its membership value proposition and increasing opportunities for engagement with businesses/ nonprofit organizations of all sizes and types. This will be achieved through intentional efforts to match member value with the individual business needs, improving communication with all members to demonstrate value, and to increase engagement with emerging businesses.

Support Small Business: The success of a local economy is due largely to the activity of small business. Through strategic partnerships, the Chamber is a primary resource for starting and growing small businesses in the region and works to provide programs and activities that help the small business community thrive.

Advocacy Priority Areas	Goals
Lead Business Advocacy	Convene leaders and provide influence on matters of importance in Southern Wayne County and the Downriver region.
	Host monthly Forums providing opportunities for engagement with key decision-makers and industry leaders. Provide opportunities for regional business and nonprofit leaders to engage officials on a state and federal level.
	In partnership with the SWCRC Public Policy Committee, engage and educate elected officials and leaders on matters important to our regional employers and workforce.
Economic & Community Development Empower Economic Development, and Brownfield Development within the Southern Wayne County region	Support and drive legislation that empowers local authorities like the Downriver Community Conference, and municipal government to engage in economic development programs and activities that attract developers and employers to our community.
	Oppose legislation that takes resources and control unnecessarily away from local authorities.
	Support programs and legislation that provides economic development programs and resources such as infrastructure development and economic tools to provide opportunities for development in our region.
	Support efforts that empower our communities with updated critical infrastructure, including roads/bridges, pipelines/ utilities, and broadband.
Education and Talent Attraction Attract talent and empower our workforce with education and training to effectively serve our region.	Support programs and legislation that provides funding for talent attraction activities, including but not limited to Destination Downriver and Pure Michigan.
	Support programs and legislation that provides funding for student-centric education, workplace training programs such as apprenticeship/internship opportunities, and educational resources including the Southern Wayne County Regional Workforce Talent Initiative, regional business forums, the Going PRO Talent Fund, Michigan Works!, and programs specific to the skilled trades and vocational education.
Economic Competitiveness Ensuring our region remains economically competitive, and an environment prime for entrepreneurship, and business/workforce development.	Champion policies that support growth and development opportunity for small businesses and non-profit organizations.
	Oppose efforts that increase unreasonable taxes and/or unnecessary regulatory burdens on small businesses, preventing opportunity for growth and workforce development in our region.
	Support the right of employers of all sizes to manage their workplaces free of undue interference and oppose government overreach via unreasonable regulations or enforcement guidance.

Advocacy Priority Areas	Goals
Empower Local Municipalities Ensuring a strong tax base for local communities, and empowering our businesses and residents with the services they rely on.	Support efforts that engage local municipalities with the tools needed to provide essential services relied upon by our members for the success of operations, and the safety/ well-being of the workforce and our region.
	Support the development of resources needed to ensure a strong regional and local tax base in our communities, and the financial success of municipalities into the future. Including but no limited to TIFA, DDA, Brownfield Redevelopment and other resources.
Healthcare Supporting quality, affordable, and equitable healthcare for all employers, workers, and residents in our region.	Support efforts that empower employers with the tools needed to provide workers with cost-effective and quality healthcare programs.

Southern Wayne County Regional Chamber
SWCRC.com

Thriving Together

#ItsHappeningDownriver