



For Immediate Release

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West Michigan Community Bank Opens New Regional Center

Hudsonville, Michigan, August 4, 2020 – In a move to meet increased demand for its highly personalized service, West Michigan Community Bank announced today it has opened a new retail and commercial lending center in the Cascade area of Grand Rapids Township.

The new facility, which is located at 4797 Cascade Road SE, will mark the community bank's seventh location. West Michigan Community Bank will host a ribbon-cutting ceremony on Thursday, Aug. 20 with representatives from the Grand Rapids Chamber of Commerce.

The new 8,000-square-foot center, which will house approximately 15 staff members, will feature a retail branch on the first floor to provide everyday banking needs, including retail lending. The second floor will serve as a commercial lending center, with room for up to five commercial bankers and their support staff. The facility is situated on a lot that features plentiful free parking.

Construction began last summer. Design plans were modified this spring to address the need for physical distancing in light of COVID-19.

"We're grateful to be able to celebrate this new investment, which represents our commitment to becoming the premier community banking franchise in West Michigan," said President and CEO Philip Koning. "With our focus on building relationships and providing products and customer service that exceed expectations, we've enjoyed great success and are looking forward to continuing that momentum."

"We're dedicated to ensuring the new location will be a great economic asset for the community, providing prudent fiscal stewardship, responsiveness and willingness to always lend a helping hand for the success of our customers. We have built in new measures to ensure our team and customers can feel comfortable and secure each time they walk through the door."

To help safeguard customers and staff from the spread of COVID-19, the bank has implemented a number of new safety measures including limiting the total number of guests allowed in branches, requiring face coverings and asking people to respect social distancing of at least six feet apart from others. Guests are asked to utilize alternative banking options if they're experiencing cold or flu-like symptoms, fever, cough or shortness of breath.

The bank also encourages customers to schedule appointments for loans and wealth management to ensure staff is available. Additionally, online tools provide access to accounts 24-7.

West Michigan Community Bank offers a complete slate of retail and commercial services, including:

- Personal banking, including checking and savings accounts, CDs, IRAs and health savings accounts
- Business banking, featuring commercial loans, cash management services, credit and debit cards, retirement plan services and others tailored to business and municipal needs
- Retail loans, including mortgages, consumer, home equity, and a full slate of consumer loan products
- Wealth management services, including trust and estate planning, private banking, asset management, brokerage, insurance planning and more

Based in Hudsonville, West Michigan Community Bank began in 1976 as the Bank of Hudsonville. It has grown and expanded over the years and now has more than 100 team members working at seven existing branches in Hudsonville, Grand Rapids Township, Holland, Jenison, Zeeland and downtown Grand Rapids.

Koning says the bank's commitment to building relationships is a key reason for its continued success.

"Relationships are everything," Koning explained. "We actively listen to customers' needs and keep their best interests in mind in order to offer personalized service and a quality community bank experience. We are excited to welcome the community to our new facility."

David Bareman of DLB Architects served as the principal architect on the project, which features a warm, contemporary design. First Companies served as the general contractor.

About West Michigan Community Bank

Headquartered in Hudsonville, Michigan, West Michigan Community Bank is committed to serving our customers and communities through a strong work ethic, prudent fiscal stewardship and the willingness to always lend a helping hand. Serving both individual and commercial customers, we believe relationships matter. We offer a full suite of banking services, including personal, business, loans and wealth management. Learn more at www.wmcb.com or by following us on [Facebook](#).

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