


Muskegon **Downtown**


Muskegon Main Street Annual Report October 2007 – Sept 2008



September 25, 2008 Muskegon Main Street Annual Report

Muskegon **Downtown**

- **What is Muskegon Main Street?**
 - Mission
 - Muskegon Main Street program will work to ensure that Muskegon's Main Street area is a friendly, fun and profitable place to work, do business, shop and visit.
- **Muskegon Main Street basics**
 - Administered through Muskegon Area First
 - Full time Main Street Manager, part time support
 - nonprofit 501(c)3 status
 - Boundaries on W. Western and Third St (see next slide)
- **Main Street serves as downtown Muskegon "one stop shop" for incentives, information, promotion, and opportunities.**



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- **Main Street Approach from the National Trust**
 - The Main Street Four-Point Approach™ is a comprehensive, community driven strategy that is tailored to meet local needs and opportunities.
 - Four distinct areas — Design, Economic Restructuring, Promotion, and Organization — combined to address all of the commercial district's needs.
 - Underlying premise is to encourage economic development within the context of historic preservation in ways appropriate to today's marketplace.



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- **Main Street Boundaries**



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Muskegon **Downtown**

- **Main Street Boundaries**



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- **Partnerships**
 - National Trust for Historic Preservation
 - The NTHP's Main Street Initiative which has achieved downtown reinvestment of over \$23.3 billion since 1977.
 - MSHDA/Michigan Main Street Program
 - Now 13 local Main street programs.
- **Major Sponsors**
 - Muskegon Area First
 - Community Foundation for Muskegon County



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- Sponsors
 - City of Muskegon
 - Muskegon Area Chamber of Commerce
 - ADAC Automotive
- Supporters
 - Consumers Energy, Sidock Group
- Business Members
 - 297 Clay Condominium Association
 - American Red Cross
 - Aesthetics Associates of Muskegon, P.L.C.
 - Annis Water Resources Institute
 - Bronze Architects
 - The Cheese Lady
 - City Cafe
 - Clay Avenue Station
 - Coastline Deli
 - Creative Benefits Systems, Inc.
 - Details & Design
 - Drs. Sanderson & Zuker
 - Fifth Third Bank
 - Fricano's
 - Glamazon
 - Hackley Public Library
 - Hair-itage Salon & Day Spa
 - HGA Non-Profit Homes, Inc.
 - Hooker Dubing Architects & Engineers
 - Huntington Bank
 - Jervis-Parkes Insurance
 - Jilly's Gallery
 - LST 393 Museum & Gift Shop
 - Missing Piece Design Clay Studio
 - Muskegon Chronicle
 - Muskegon Construction Company
 - Muskegon Convention & Visitors Bureau
 - Muskegon County Museum
 - Muskegon Fory Hockey
 - Muskegon Heritage Association
 - Muskegon Museum of Art
 - Muskegon Post Office
 - Muskegon Railroad Historical Society
 - Muskegon Summer Celebration
 - National City Bank
 - Pier City Construction and Development Services
 - Port City Princess
 - Converge
 - Radiology Muskegon
 - Sun, Wind & Rain
 - True North Architecture, P.C.
 - United Way of the Lakeshore
 - Woodell & Reed
 - Waterstone Insurance Agency
 - Weber Lumber Co.
 - West Michigan Dock & Market
 - Westshore Symphony Orchestra

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- Muskegon Main Street 2008 Report
 - 2008 budget

Expenditures	Amount	Source	Income
Manager Salary	40,000	City of Muskegon	10,000
Manager Benefits	15,330	Local Community Groups/Foundations	
Additional Staff Salary	2,500	Community Foundation	25,000
General admin and office	4,600	Muskegon Area First	14,930
Travel	3,500	Chamber of Commerce	5,000
Promotions Comm expenses (events)	50,400	Private Contributions	
Design Comm expenses	5,000	Business members	4,000
Economic Restructuring Comm	500	Promotions Comm income (events)	57,900
Cool Cities distributions	90,000	Design Comm income	5,000
Total	211,830	Cool Cities Grant income	90,000
		TOTAL:	211,830

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- Muskegon Main Street Work Plan
 - Document that outlines work for the four committees



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- Muskegon Main Street Promotions Committee
 - 2008 Accomplishments
 - downtownmuskegon.org website administration
 - 115,484 visitors between Oct 07 and Sept 08
 - Added photo gallery
 - Added videos page



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- Muskegon Main Street Promotions Committee
 - 2008 Accomplishments
 - Maintenance of Downtown Muskegon Webcam
 - Attracted 15,650 visitors over year
 - Sponsored by



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- Muskegon Main Street Promotions Committee
 - 2008 Accomplishments
 - Publication of 2nd Annual Downtown Brochure
 - 15,000 copies



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- **Muskegon Main Street Promotions Committee**
 - 2008 Accomplishments
 - **Downtown E-News**
 - Bi-weekly email newsletter featuring a behind the scenes interview with a downtown mover and shaker, as well as upcoming downtown events, and recent news stories
 - 550+ subscribers, added 100 over last year



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Muskegon Downtown

- **Muskegon Main Street Promotions Committee**
 - 2008 Accomplishments
 - **Downtown Muskegon Clippies**
 - Video contest that spurred over 500 views of downtown user created videos



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- **Muskegon Main Street Promotions Committee**
 - 2008 Accomplishments
 - **Downtown Photos Social Networking**
 - Created group with 13 members and 244 pictures



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- **Muskegon Main Street Promotions Committee**
 - 2008 Accomplishments
 - **Media coordination**
 - Over 89 stories in
 - » Business Review Deals of the Year section
 - » Muskegon Chronicle
 - » MI Biz
 - » Grand Rapids Biz Journal
 - » Rapid Growth
 - » WZZM
 - » Fox 17
 - » Great Lakes IT Report



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- **Muskegon Main Street Promotions Committee**
 - 2008 Accomplishments
 - **Special Events**
 - **Holiday Movie Festival**

- Happy Feet - Sponsored by the GVSU Annis Water Resources Institute
- Santa Claus 3 - sponsored by Manpower
- The Polar Express - sponsored by Consumers Energy
- Miracle on 34th Street - sponsored by Parmenter O'Toole - Attorneys at Law
- Home Alone - sponsored by Waterstone Insurance
- A Christmas Story - sponsored by The Tipsy Toad



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- **Muskegon Main Street Taste of Musk. Comm.**
 - 2008 Accomplishments
 - **2nd Annual Taste of Muskegon/SummerFest**
 - » Second event brought 26 restaurants and 18,000 people downtown



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- **Muskegon Main Street Design Committee**
 - 2008 Accomplishments
 - Façade Grants
 - Awarded grants to Jilly's Gallery, Mia & Grace, Details and Design



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- **Muskegon Main Street Design Committee**
 - 2008 Accomplishments
 - Adopt a planter
 - Partnered with MSU Extension – Master Gardeners



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- **Muskegon Main Street Design Committee**
 - 2008 Accomplishments
 - Directional signs
 - Two directional signs
 - City of Muskegon project with funding from LaSalle Bank



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- **Muskegon Main Street Design Committee**
 - 2008 Accomplishments
 - Spring Cleanup/Greening
 - 140 volunteers
 - Mulching, mowing, weeding
 - Lunch provided by G & L and Plumbs



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- **Muskegon Main Street Design Committee**
 - 2008 Accomplishments
 - Participation in City of Muskegon Master Plan update





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- **Muskegon Main Street Economic Restructuring Committee**
 - 2008 Accomplishments
 - Targeted mailing and follow-up
 - Over 50 potential Muskegon downtown investors



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- **Muskegon Main Street Economic Restructuring Committee**
 - 2008 Accomplishments
 - Business Attraction and Retention efforts
 - Assisted numerous new businesses in opening/locating downtown
 - Tacqueria Aguilar, Mia & Grace, Jilly's Gallery, Muskegon Athletic Club, Firestorm's Mystical Emporium, Carmen's Café, Relevant, River's Edge, Employer's Association, Northwestern Mutual, Waddell & Reed, The Cheese Lady, Sidock Group, Grips n' Gears
 - Over 300 enquires and requests for information handled by MS manager



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- **Muskegon Main Street Economic Restructuring Committee**
 - 2008 Accomplishments
 - Business Attraction and Retention efforts
 - Major investments completed
 - » Renaissance Place
 - » Chamber building
 - » Sidock Group
 - » Periman Parking Lot
 - Major developments under construction
 - » Baker College Culinary Arts School
 - » Heritage Square Townhomes
 - » Nat City Bank Building
 - Progress on announced projects
 - » County Transit facility
 - » High Point Flats
 - » Unit 7 Project
 - » Russell Block Strolling Market
 - » WaterMark Film Studio
 - » Harbor 31



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- **Muskegon Main Street Organization Committee**
 - 2008 Accomplishments
 - 2007/08 funding, 2008/09 funding
 - Oversight of volunteer program
 - Nominating committee
 - Filed 990
 - Separation of Muskegon Main Street accounting w/in Muskegon Area First
 - Revised Vision Statement

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- **Muskegon Main Street Organization Committee**
 - Revised Vision Statement
 - Muskegon Main Street envisions an attractive, vibrant and profitable downtown, teeming with positive economic, social and cultural activity 365 days-a-year. Muskegon Main Street's Vision Statement is:
 - In 2018, Downtown Muskegon is universally accessible, has enviable public transit options for a city its size, is pedestrian friendly, and provides a warm environment where all are welcome. Its historic commercial buildings and facades have been repaired and fully utilized, and sustainable, appropriate infill development has occurred creating a vibrant street wall, full of commercial activity. Downtown Muskegon has well maintained streetscape amenities and the decorative concrete and wrought iron fixture streetscape has been extended to take in the entire downtown district. Public gathering places have been completed and boast child friendly and cultural amenities.
 - In 2018 downtown Muskegon is an event capital with its institutions operating at full capacity and with many top quality festivals, ethnic celebrations, special events, retail promotions and marketing activities. Muskegon Main Street sets the standard for downtown promotional activities with high quality, innovative marketing practices and materials that sell downtown Muskegon.
 - In 2018, downtown Muskegon has a diverse retail business base with more specialty shops, high traffic service businesses, restaurants and outdoor cafes, many of them destination businesses, attracting people from all walks of life. Retail businesses are located up and down Western Avenue, have consistent store hours and are open seven days a week. Most upper floors of downtown Muskegon commercial buildings are being used as apartments, offices for healthcare and other professional services, location-neutral businesses and additional retail space. This economic development is spurred by a new convention/trade show facility, educational institution facilities, a movie theater, and the move of the farmer's market into the downtown area.
 - In 2018, downtown Muskegon has an award-winning, accredited Main Street organization that serves as a model for other communities. It is stably funded, fully-staffed and has a full and active complement of volunteer corps. The community has worked cooperatively and collaboratively in achieving this new vision for downtown Muskegon.

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- **Additional Main Street News**
 - Main Street joins other organization in new office



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- **Additional Main Street News**
 - Muskegon Takes home two Downtown Awards



Gary Post, Century Club Development, LLC
Category - Façade Restoration, Large Cities

Dan Rinsema-Sybenga, Muskegon Main Street
Category - Main Street Manager of the Year



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- **Additional Main Street News**
 - Public Art Progress



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- **Additional Main Street News**
 - Alternative Energy hits Main Street



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- **Additional Main Street News**
 - Public Space concepts unveiled, work begins



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- **Additional Main Street News**
 - Annual Survey of 63 businesses (up from 54)
 - 51% of respondents directly in Main Street district, remainder in greater downtown
 - 41% stated that their downtown businesses had improved
 - Average rent for those reporting is \$8.81/sq ft/year
 - Amount invested for those reporting is \$10,561,000
 - 98.2% satisfied, or very satisfied with location

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- **Additional Main Street News**
 - Annual Survey of 63 businesses reporting says
 - 88% state downtown events positively affect their business
 - 62.7% state there is adequate downtown parking
 - 19% support, 35% against a downtown casino
 - Impact of Great Lakes Downs casino, 35% positive, 18% negative, 45% no impact
 - 66% support move of farmer's market "more" downtown
 - General direction of downtown – 91% positive

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