

Muskegon **Downtown**

Muskegon Main Street Annual Report October 2008 – Sept 2009



September 17, 2009 Muskegon Main Street Annual Report

Muskegon **Downtown**

- What is Muskegon Main Street?
 - Mission
 - Muskegon Main Street has a mission to create a vibrant 24-hour downtown that is economically stable and is the focal point for arts, history & culture, events, shopping, dining, and services in the entire Muskegon area. Also the downtown will attract a rich variety of age groups, diverse ethnic and cultural representation and will accommodate people of all income and social levels.
- 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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Muskegon **Downtown**


- 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 15 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
- Supporters
 - High Point Flats, Muskegon Chronicle, Baker College, Gunderson & Zuker, Consumers Energy, Sidock Group
- Business Members
 - ALT Property Management
 - American Red Cross
 - Anesthesia Associates of Muskegon, P.L.C.
 - Annis Water Resources Institute
 - The Cheese Lady
 - City Avenue Station
 - Creative Benefit Systems, Inc.
 - Details & Design
 - First Congregational Church
 - Fricke's Muskegon Lake
 - Glamazon
 - Hackley Public Library
 - Hair-Stage Salon & Day Spa
 - Heiman Company
 - Hooker DeJong Architects & Engineers
 - Jarvis-Potkins Insurance
 - Jill's Gallery
 - Mia & Grace Bakery/Bistro
 - Tanya Bond Clay Art Studio
 - Muskegon Construction Company
 - Muskegon Convention & Visitors Bureau
 - Muskegon County Museum
 - Muskegon Family Foods
 - Muskegon Heritage Association
 - Muskegon Museum of Art
 - Muskegon Post Office
 - Muskegon Railroad Historical Society
 - Muskegon Summer Celebration
 - National City Bank
 - Northwestern Mutual Financial Network
 - Port City Construction and Development Services
 - Port City Princess
 - Gonerree
 - Radiology Muskegon
 - Sun, Wind & Rain
 - True North Architecture, P.C.
 - US-21 BID
 - United Way of the Lakeshore
 - Woodell & Reed
 - Winberg Construction
 - Waterstone Insurance Agency

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- Muskegon Main Street 2009 Report
 - 2009/2010 budget

Expenditures	Amount	Source	Income
Manager Salary	43,000	City of Muskegon	5,800
Manager Benefits	18,000	Local Community Groups/Foundations	
Additional Staff Salary	2,500	Community Foundation	5,000
General admin and office	11,182	Muskegon Area First (DMDC)	22,607
Travel	3,500	Chamber of Commerce	5,000
Promotions Comm expenses (events)	86,000	Private Contributions	
Design Comm expenses	5,000	Business members	30,775
Total	169,182	Promotions Comm income (events)	95,000
		Design Comm income	5,000
		TOTAL:	169,182

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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
 - Thanks to our members
 - Jen Cross
 - Chip Vanderwier
 - Jill Foreman
 - Michelle Tremmel
 - Don Kalisz
 - Jason Piasecki

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- Muskegon Main Street Promotions Committee
 - 2009 Accomplishments
 - downtownmuskegon.org website administration
 - 90,280 visitors between Oct 08 and Aug 09



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- Muskegon Main Street Promotions Committee
 - 2009 Accomplishments
 - downtownmuskegon.org website enhancements
 - Commercial and Residential property maps



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- **Muskegon Main Street Promotions Committee**
 - 2009 Accomplishments
 - Downtown Social Networking
 - Facebook – created fan page, 942 fans
 - Twitter
 - Flickr
 - YouTube



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- **Muskegon Main Street Promotions Committee**
 - 2009 Accomplishments
 - Maintenance of Downtown Muskegon Webcam
 - New webcam
 - Attracted 15,650 visitors over year
 - Sponsored by




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- **Muskegon Main Street Promotions Committee**
 - 2009 Accomplishments
 - Publication of 2nd Annual Downtown Brochure
 - 20,000 copies, up from 15,000



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- **Muskegon Main Street Promotions Committee**
 - 2009 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
 - 700+ subscribers, added 100 over last year
 - Also reaches Facebook fans, Twitter



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- **Muskegon Main Street Promotions Committee**
 - 2009 Accomplishments
 - Media coordination
 - Over 95 stories in
 - » Muskegon Chronicle
 - » MI Biz
 - » Grand Rapids Biz Journal
 - » Rapid Growth
 - » WZZM 13
 - » Fox 17
 - » MML Review



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- **Muskegon Main Street Promotions Committee**
 - 2009 Accomplishments
 - Special Events
 - Sappi Holiday Movie Festival
 - Toy Story - Sponsored by the Consumers Energy
 - Muppets Christmas Carol - sponsored by Heritage Square Townhomes
 - It's a Wonderful Life - sponsored by GVSU Annis Water Resources Institute
 - The Polar Express - sponsored by Fifth Third Bank



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- **Muskegon Main Street Taste of Muskegon Committee**
 - Thanks to our members
 - Brent Mullen
 - Allen Serio
 - Nick Predko
 - Flo Predko
 - Bill Hendon
 - Jen Cross
 - Bridget Chester
 - Danielle Dumochelle
 - Bryan Chapman

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- **Muskegon Main Street Taste of Musk. Comm.**
 - 2009 Accomplishments
 - 3rd Annual Taste of Muskegon/
 - Second event brought 23 restaurants and 20,000 people downtown
 - County 150th B-Day Cake, Cole's Guinness World Record



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- **Muskegon Main Street Design Committee**
 - Thanks to our members
 - Terry MacAllister
 - Bill Wright
 - Karen Wynne
 - Andy Wible
 - Lonna Anguilm
 - Denise Chirco

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- **Muskegon Main Street Design Committee**
 - 2009 Accomplishments
 - Façade Grants
 - Awarded grants to Radiology Muskegon, Muskegon Athletic Club, Frauenthal Center



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- **Muskegon Main Street Design Committee**
 - 2009 Accomplishments
 - Adopt a planter
 - Partnered with MSU Extension – Master Gardeners



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- **Muskegon Main Street Design Committee**
 - 2009 Accomplishments
 - Spring Cleanup/Greening May 15, 2009
 - 150+ volunteers
 - Mulching, mowing, weeding
 - Lunch provided by G & L and Plumbs



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- **Muskegon Main Street Design Committee**
 - 2009 Accomplishments
 - Summer Maintenance Volunteer Coordination
 - 4 cleanup days with Volunteer Muskegon, MOKA, and Alcoa



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- **Muskegon Main Street Design Committee**
 - 2009 Accomplishments
 - Holiday Decorating Day with Alcoa



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- **Muskegon Main Street Economic Restructuring Committee**
 - Thanks to our members
 - Lynette Griffith
 - Mike Franzak
 - John Riegler
 - Melvin Lars
 - Kris Drake
 - Eileen McCormick

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- **Muskegon Main Street Economic Restructuring Committee**
 - 2009 Accomplishments
 - Retail Merchandising training provided by MSHDA
 - Made downtown retailers aware of display and inventory practices to improve sales



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- **Muskegon Main Street Economic Restructuring Committee**
 - 2009 Accomplishments
 - Downtown Muskegon Realtor Tour



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- **Muskegon Main Street Economic Restructuring Committee**
 - 2009 Accomplishments
 - Russell Market Entrepreneur Meeting



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- **Muskegon Main Street Economic Restructuring Committee**
 - 2009 Accomplishments
 - Starting Block visit in order to create synergy with downtown Muskegon businesses, farmer's market



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- **Muskegon Main Street Economic Restructuring Committee**
 - 2009 Accomplishments
 - Worked with over 100 prospects looking at opening businesses downtown Muskegon



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- **Muskegon Main Street Economic Restructuring Committee**
 - 2009 Accomplishments
 - Business Attraction and Retention efforts
 - Assisted numerous new businesses in opening/locating downtown
 - Muskegon Athletic Club, Subway, LaBrae's Shoes, Culinary Institute of Michigan, Earthly Kneads, Skeetown Live, Fricano's Event Center



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- **Muskegon Main Street Economic Restructuring Committee**
 - 2009 Accomplishments
 - Business Attraction and Retention efforts
 - Major investments completed
 - > Culinary Institute of Michigan
 - Major developments under construction
 - > Baker College Culinary Arts School
 - > Heritage Square Townhomes
 - > Nat City Bank Building
 - > High Point Flats
 - Progress on announced projects
 - > Russell Block Strolling Market
 - > WaterMark Film Studio
 - > Harbor 31



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- **Muskegon Main Street Economic Restructuring Committee**
 - 2009 Accomplishments



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- **Muskegon Main Street Organization Committee**
 - 2009 Accomplishments
 - PSD investigation
 - 2008/09 funding, 2009/10 funding
 - Oversight of volunteer program
 - Filed 990
 - Revised Mission Statement

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- **Additional Main Street News**
 - Third St Promenade completed



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- **Additional Main Street News**
 - Shoreline Inn, Terrace Point Marina, and former Rafferty's under new ownership



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- **Downtown Muskegon Statistics**
 - Annual Survey of 51 business/property owners
 - 41% stated that their downtown businesses had improved
 - “New construction, new businesses opening, and the improved maintenance of the district is making a positive impact”
 - Average rent for those reporting is \$8.81/sq ft/year
 - Amount invested for those reporting is \$1,385,800
 - 86% satisfied, or very satisfied with location
 - General direction of downtown – 91% positive
 - Recent Investment Total – \$196.5 million

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- **Additional Main Street News**
 - Annual Survey of 51 businesses reporting says
 - 88% state downtown events positively affect their business
 - 71%, up from 66% support move of farmer's market “more” downtown
 - Positive highlights – Culinary Institute, new businesses
 - Negative highlights – poor economy, unsatisfactory maintenance

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