



Where Muskegon Comes Alive!

Muskegon Main Street News

News and events from the Muskegon Main Street Program

<http://downtownmuskegon.org>

Volume 4, Issue 1

Spring 2005

Downtown Events

- April 1-2, 8:00 p.m.
West Shore Symphony-
Classical IV-Beethoven
& Blue Jeans at the
Frauenthal Theater
- April 7, 12:15 p.m.
Brown Bag Lunch Film.
"The Emperor of Sign"
presented at the Mus-
kegon Museum of Art
- April 14, 5:30 p.m.
Opening Reception of
"Always Remember:
The Holocaust, 60
Years Later" at the
Muskegon Museum of
Art
- April 15-16, 8:00 p.m.
West Shore Symphony-
Pops II-A Salute to Ar-
thur Fiedler at the
Frauenthal Theater
- May 4, 7:30 p.m., Mus-
kegon Community Con-
certs Muskegon at the
Frauenthal

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Main Street Resources flow to Muskegon

Muskegon received a State of Michigan Main Street designation in June of 2004, entitling Muskegon to a full package of technical assistance projects made available through the Michigan Economic Development Corporation (MEDC).

The first of these was a visit from a national **Main Street Resource Team** to survey the current situation of the Muskegon Main Street program and give suggestions about possible future directions. Four nationally recognized Main Street consultants made up the team and were in Muskegon from February 1 - 4. During that time Resource Team members met with local business owners, City officials, and the general public, in an effort to understand the environment the Muskegon Main Street is operating in.

The consultants ended their visit with a public meeting at which they made some of their recommendations public. Key among those were using the Main Street organization as the central point of contact for information and activities related to downtown Muskegon, concentrating downtown revitalization activities in a smaller area, ending references to the "old mall", seeing West Western Avenue as a top commercial priority, and the continuation of incentives until the market is well developed.

The second resource that will prove of benefit was the start of a **Downtown Market Study** currently being undertaken by the Downtown Professionals Network of Batavia, Ill. The Market Study process began February 16 and 17 with a site visit by the DPN staff to complete an initial survey of the downtown retail climate, which led to the preliminary report.

The final report will be informed by face to face and telephone surveys being completed the first two weeks of April, and is scheduled to be delivered at a public meeting June 22.



Downtown Spring Clean-up Day

DATE: Friday, May 20th

TIME: 9:00 am—2:00 pm

PLACE: Meet at Hackley Park

Join us as downtown nonprofits and businesses help get the downtown off to a positive start to the summer season. Activities will include weeding, trash pickup, painting and other clean-up activities. Lunch and Refreshments will be provided.



If you would like to pitch in, please contact John Lee @ 724-3180.

For more information on the Muskegon Main Street program, contact John Lee at (231) 724-3180.

2004 Main Street Holiday Film Festival a Hit!

Over 1,000 people came to Downtown Muskegon's Frauenthal Theater for the second annual Main Street Holiday Movie Festival, sponsored by Sappi Fine Paper. Event goers were treated to time-honored Christmas classics like Frosty the Snowman, Jingle All The Way, Miracle on 34th Street, Rudolph the Red Nose Reindeer, A Christmas Story, and It's a Wonderful Life.

In the spirit of the season, Main Street Holiday Movie Festival attendees donated over 1,500 canned and boxed food items to the Veterans Affairs and Loaves & Fishes. With the success of the 2004 event, we look forward to the 2005 Main Street Holiday Movie Festival next holiday season!

A very special thanks to all of the
Main Street Holiday Movie Festival sponsors!

SAPPI
Annis Water Resources Institute
ArtWorks Muskegon: Artists Lofts & Work Space
City of Muskegon Department of Community and
Neighborhood Services
Consumers Energy
Strategic Insurance Services
State Representative, David Farhat

Muskegon Main Street thanks also go out to . . .

Verizon	Neighborhood Investment Corporation
Muskegon Fury	Frauenthal Center for the Performing Arts
YMCA	City Café
Hackley Library	Coastline Deli
West Shore Symphony	...and all our volunteers!

For co-operation with the Muskegon Main Street Market Study through donations of meeting space, equipment, and time.



Muskegon Main Street Members

Bessie's Alterations
Catholic Social Services
City Café
Coastline Deli
Details & Design by Mary Kaye
Frauenthal Center for the Performing Arts
Glamazon
Gundersen & Zuker Optometry
H2ML, Inc.
Hackley Public Library
Holiday Inn Muskegon Harbor
Muskegon County Museum
Muskegon Summer Celebration
Radiology Muskegon
State Representative David Farhat
The Muskegon Chronicle
Waterstone Insurance Agency

If your business or organization would like to become a Main Street member contact John Lee at 231.724.3180

Muskegon Main Street Supporters

Community Foundation for Muskegon County
Local Initiatives Support Corporation
Neighborhood Investment Corporation
City of Muskegon
Muskegon Area Chamber of Commerce
Muskegon Area First
Michigan Economic Development Corporation