



Muskegon Main Street News

News and Events for Muskegon Main Street Members

<http://downtownmuskegon.org>

Where Muskegon Comes Alive!

Main Street Notes

Promo committee meetings

- Apr 8, May 13, June 10

Design committee meetings

- Apr 15, May 20, June 17

ER committee meetings

- Apr 24, May 22, June 26

Board Meetings

- Apr 9, May 7, June 4

Annual Meeting

- Sept 25 @ 4:30 pm

Muskegon Main Street strives to involve its members in the direction of the organization and encourages member organizations to be represented on committees, or the board. The four strategically aligned committees include Promotions, Design, Economic Restructuring, and Organization. In addition, we try to be transparent about our activities and all are welcome to investigate our work plans and annual reports as found on our website.

Muskegon Main Street Board

Cathy Brubaker-Clarke
Tim Burgess
Ed Garner
Chris McGuigan
Gene Fethke
Cindy Larsen
Maris Myers
Tasha Oakes
Tom Schaub
Clara Shepherd
Larry Spataro
Russ Strong
Steve Vaughan, chair
Steve Wisneski

Volume 6, Issue 2

Spring 2008

New Direction for Muskegon Main Street Newsletter

Past editions of the Main Street newsletter have been widely focused on general downtown Muskegon news. Due to the emergence of the Downtown Muskegon E-News which highlights general downtown Muskegon news every two weeks in an email format which anyone can sign up for on the downtownmuskegon.org website, it seems wise to transition this newsletter to be more geared to the growing number of members of Muskegon Main Street to inform them of Main Street activities and ways members can interact with Muskegon Main Street. We hope this change in perspective will be beneficial to readers of this newsletter. Feel free to contact Dan at drinsema-sybenga@muskegon.org with any feedback.

Promotions Committee update

With the goal of promoting downtown Muskegon the committee has been busy preparing for the coming busy summer season. This winter the committee unveiled the Downtown Clippies, a video contest to create video content showing downtown Muskegon. In addition, a revision of the downtown brochure was completed. Planning for the committee to hold an Oktoberfest on October 18 is ongoing, as well as the unveiling of the wireless Internet service that is up and running. A meeting for business owners about summer events will be May 8, 4 pm

Design Committee update

Over the winter the Design Committee and the Main Street board approved façade grants for the old National City Bank building and Jilly's Gallery. Improvements will be completed in the next number of months. All downtown businesses are being invited to participate in the Main Street cleanup planned for May 16 between 9-2. Any group that would like to help is welcome to and should contact Dan at drinsema-sybenga@muskegon.org. Work to create the most beautiful downtown planters in the state is underway and those will be planted on June 6.

Economic Restructuring update

Work to grow and attract businesses to downtown continues. Main Street has continued to coordinate with property owners, developers, and tenants to create more foot traffic in the downtown area. A key issue is bringing tenants to buildings being developed on the former Muskegon Mall site. With two buildings scheduled to be complete this summer and with existing building owners looking for tenants the next six months will be critical to determine the absorption rate. With a lot of interest being expressed, and deals being completed, it looks as though 2008 will be a real watershed year for new business downtown Muskegon.

Organization committee, Board report

Muskegon Main Street is proud to report significant growth in the number of business members, comparing our 2006 and 2007 campaigns. To date, since the beginning of the membership year in October 2007 46 businesses have joined as business members with an additional 3 businesses joining at higher membership levels including ADAC Automotive as a major supporter. Muskegon Main Street reached another milestone when it filed its 990 in March 2008, due to a growth in 2007 revenues in large part thanks to the Taste of Muskegon. However, with major Community Foundation support ending in October the board continues to investigate funding solutions and updates on this situation will be provided as appropriate. Of course anyone is welcome to see the past budgets of the organization as they are presented as part of our Annual Reports available on the downtownmuskegon.org website.

Taste of Muskegon on Tap

Begun in 2007, the Taste of Muskegon is Muskegon Main Street's signature event, that also serves as an important revenue generator. An event as large as the Taste requires a great deal of planning and the Taste committee literally began work on the 2008 event as soon as the 2007 event wrapped up. This year's event will take place June 21 & 22 and will be bigger and better than last years event with an increased number of food vendors, as well as new features as the Food Cooking Expo Stage and a Beer & Wine School. Help from Muskegon Main Street members in terms of volunteers on the day of the event would be deeply appreciated. If you, or folks in your organization, are available to take a three hour volunteer slot be sure to contact us.



Report on Downtown Muskegon website

A benefit of all Muskegon Main Street members is a presence on the downtown Muskegon website. To demonstrate the value of this benefit please consider the following statistics for 2007. Over the year there were more than 128,000 visits to the website. 1,159 of those visits were people who were looking for "Muskegon webcam" and who were exposed to downtown Muskegon. People keying in particular business, or organization names also found results on the downtown website. 106 queries for the Amazon Apartments ended up at downtownmuskegon.org, as did 151 queries for the Topsy Toad. After landing on our page visitors could easily find the website, phone number, and address for the business they were looking for. With many innovative features such as a webcam, interactive polling, a blog, integrated video etc you'll want to make sure your organization is represented correctly and prominently.



Main Street Business Members

297 Clay Condominium Association
 American Red Cross
 Anesthesia Associates of Muskegon, P.L.C.
 Annis Water Resources Institute
 Bosma Architects
 The Cheese Lady
 City Cafe
 Clay Avenue Station
 Coastline Deli
 Creative Benefit Systems, Inc.
 Details & Design
 Drs. Gundersen & Zuker
 Fifth Third Bank
 Fricano's Muskegon Lake
 Glamazon Artistic Hair Culture
 Hackley Public Library
 Hair-itage Salon & Day Spa
 HGA Non-Profit Homes, Inc
 Hooker DeJong Architects & Engineers
 Huntington Bank
 Jerviss-Fethke Insurance
 Jilly's Gallery
 LST 393 Museum & Gift Shop
 Missing Piece Design Clay Studio
 Muskegon Construction Company
 Muskegon Convention & Visitors Bureau
 Muskegon County Museum
 Muskegon Fury Hockey
 Muskegon Heritage Association
 Muskegon Museum of Art
 Muskegon Post Office
 Muskegon Railroad Historical Society
 Muskegon Summer Celebration
 National City Bank
 Port City Construction and Development Services
 Port City Princess
 Qonverge
 Radiology Muskegon
 Sun, Wind & Rain
 True North Architecture, P.C.
 United Way of the Lakeshore
 Waddell & Reed
 Waterstone Insurance Agency
 Weber Lumber Co.
 West Michigan Dock & Market
 Westshore Symohony Orchestra

Main Street Benefactors

Muskegon Area First
 ADAC Automotive
 Consumers Energy
 Sidock Group
 Community Foundation for
 Muskegon County
 City of Muskegon
 Muskegon Area Chamber of Commerce



Thanks to all our supporters listed above. To learn how your business/organization can support Main Street visit downtownmuskegon.org and find our easy-to-submit PDF to become a member.