



Where Muskegon Comes Alive!

# Muskegon Main Street News

News and Events for Muskegon Main Street Members & Friends

<http://downtownmuskegon.org>

## Main Street Notes

### Upcoming Events

- Taste of Muskegon  
June 20,21
- Muskegon Summer Celebration  
June 25 - July 5
- Muskegon Bike Time  
July 17-19
- Irish Fest  
Sept 18-20

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 at [downtownmuskegon.org](http://downtownmuskegon.org)

### Muskegon Main Street Board

Cathy Brubaker-Clarke  
 Tim Burgess  
 Ed Garner, Treasurer  
 Bob Garretson  
 Gene Fethke  
 Dawn Johnson  
 Brenda Moore  
 Maris Myers, Secretary  
 Tasha Oakes  
 Tom Schaub  
 Clara Shepherd  
 Filis Slater  
 Larry Spataro, Vice President  
 Steve Vaughan, President

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## Future of Muskegon Main Street

As many members and friends of Muskegon Main Street know, Muskegon Main Street is looking at a dramatic change in our funding sources for the fiscal year beginning October 2009. A third of our budget, in years past, has come from local grant support, but this grant support will not be available next fiscal year. A number of possibilities to replace this funding have been investigated, including a proposal to create a Principal Shopping District (PSD), that would have included a city-collected assessment on each property in the district. Based on your response and economic realities, this effort is not being pursued at this time. Rather, Muskegon Main Street listened to feedback we received through the PSD process and is planning to pursue a new, voluntary, membership structure that will bring increased revenue to the organization. Starting Oct 1 memberships, which will include enhanced benefits, in Muskegon Main Street will be available at a variety of levels; \$135-\$499, \$500-\$999, \$1,000-\$2,499 level, and \$2,500 plus. Muskegon Main Street is confident that this is the best way to move forward at this time and looks forward to your support. We will to keep you posted on this endeavor.

## Downtown Business Alliance Summer Events Meeting

Muskegon Main Street hosted a meeting May 7 on the second floor of the old National City Bank building, above the Muskegon Athletic Club to brief members of the downtown community on the upcoming summer events. Summer is always an exciting time in downtown Muskegon and 2009 will be no different with an almost unchanged event line up from 2008, which brought in a record number of visitors. Those present were briefed on street closings and heard from event organizers concerning how their operations would be affected.



## Spring Cleanup a Success!

For the 7th year in a row, Muskegon Main Street organized its Downtown Muskegon Cleanup, and had record attendance with 180 volunteers. Participants picked up trash, weeded, spread mulch and in general spruced up downtown Muskegon on May 15 between 9 a.m. and 2 p.m. Volunteers enjoyed a tasty lunch at Hackley Park thanks to the generosity of G & L Chili Dogs and Plumb's Valu-Rite. Also thanks to many groups that participated including MOKA, Goodwill, Pioneer Resources, and Volunteer Muskegon.



## New businesses coming downtown Muskegon

In spite of the economy, new businesses are continuing to rebuild downtown Muskegon. Recently GNS Subway, owners of numerous Muskegon area Subway restaurants, announced plans to open a Subway in the Hines Building by early summer. GNS had long been considering a downtown location and is confident the location will be a good one given the strong surrounding population density and presence of downtown employees. Also, plans for a new Tapas (Spanish style appetizer dining) restaurant were announced for the first floor of the Sidock building. Andy Buck, a principal in the Muskegon Athletic Club, is behind this restaurant and believes the location, across from the Frauenthal Theater and with premier outdoor seating overlooking the recently installed Richard Hunt sculpture, will be a hit.



## New Downtown Muskegon brochure available

For the third year, Muskegon Main Street has produced a tri-fold brochure geared towards downtown Muskegon visitors. Due to increased recognition and demand, 15,000 copies of the 2008 edition ran out last December. This year 20,000 copies were printed and almost all been distributed to locations where they will be available to downtown visitors. If your business, or organization, would like some brochures so you can make them available to visitors, contact Dan at 742-3180, or email at [drinsema-sybenga@muskegon.org](mailto:drinsema-sybenga@muskegon.org).



## Retail Merchandising Workshop

A service of Michigan Main Street at MSHDA, Scott Day of Urban Development Services, provided retail merchandising consultant services to over 10 downtown Muskegon businesses. On the evening of April 27, Muskegon Main Street hosted an evening training where Mr. Day gave an overview of retailing best practices in terms of inventory control, as well as visual merchandising, including floor planning. The next day Mr. Day actually visited 5 downtown retailers and spent an hour with each retailer observing their current techniques and making recommendations on how to improve their practices to increase sales. All who participated found the exercise to be extremely worthwhile and came away with practical, low cost suggestions for improvement.



## Main Street Business Members

*ALT Property Management*  
*American Red Cross*  
*Anesthesia Associates of Muskegon, P.L.C.*  
*Annis Water Resources Institute*  
*The Cheese Lady*  
*Clay Avenue Station*  
*Creative Benefit Systems, Inc.*  
*Details & Design*  
*Fifth Third Bank*  
*First Congregational Church*  
*Fricano's Muskegon Lake*  
*Glamazon*  
*Hackley Public Library*  
*Hair-itage Salon & Day Spa*  
*Hinman Company*  
*Hooker DeJong Architects & Engineers*  
*Jerviss-Fethke Insurance*  
*Jilly's Gallery*  
*Mia & Grace Bakery:Bistro*  
*Tonya Rund 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*  
*Qonverge*  
*Radiology Muskegon*  
*Sun, Wind & Rain*  
*True North Architecture, P.C.*  
*US-31 BBQ*  
*United Way of the Lakeshore*  
*Waddell & Reed*  
*Winberg Construction*  
*Waterstone Insurance Agency*

## Main Street Benefactors

*Muskegon Area First*  
*Baker College*  
*Consumers Energy*  
*Sidock Group*  
*Gundersen & Zuker Family Vision*  
*Community Foundation for Muskegon*  
*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 [downtown-muskegon.org](http://downtown-muskegon.org) and find our easy-to-submit PDF to become a member.*

