



Where Muskegon Comes Alive!

# Muskegon Main Street News

News and events from the Muskegon Main Street Program

<http://downtownmuskegon.org>

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Winter 2006

## Downtown Events

- Jan 15 - Bridal Expo at the Frauenthal
- Jan 26 - Opening of "Through A Crack" at the Art Museum
- Jan 29 - Broadway "Junior" at Frauenthal
- Jan 31 - Feb 5 - Jaycee's Snowfest
- Feb 9 - Latin Fever Party at the Art Museum
- Feb 15 - St. Petersburg Ballet at the Frauenthal
- Feb 24,25 - WSSO Beethoven in Blue Jeans
- March 2 - Westwind Brass at the Frauenthal
- March 3,4 - Shrine Circus at Walker Arena
- March 5 - Oscar Party at the Frauenthal

Complete event listings at [downtownmuskegon.org](http://downtownmuskegon.org)

## Muskegon Main Street Advisory Board

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## Main Street Holiday Movies draw a crowd downtown

The 3rd Annual Main Street Holiday Film Festival, presented by Sappi Fine Paper, played to its largest crowds ever, topping over 1,800 viewers in attendance. By far, the most popular draw was the *Polar Express* which caused lines out the doors of the historic Frauenthal Theater. While it only required one can of food to drop a dollar off of the \$2 admission price, many patrons brought entire grocery bags of cans which were donated to the Veteran's and Every Woman's Place food pantries. In all, over 2,000 cans were collected for these agencies. Dave Eling of the Veteran's Food Bank noted, "The cans were just what we needed over the holiday season."



The festival would not have been possible were it not for the cooperation of the Frauenthal Center for the Performing Arts, Sappi Fine Paper, Little Caesar's, Access Health, the Muskegon Chronicle, Muskegon Commerce Bank, State Representative David Farhat, Strategic Insurance, and Consumer's Energy.

## Two downtown buildings benefit from façade grants

Facelifts on the WaterStone Insurance Agency, and the Neighborhood Investment Corporation, took place recently thanks, in part, to façade grants administered by Muskegon Main Street. WaterStone received \$5,000 for their improvements which included tuck pointing, repainting of brick, as well as repainting of wood trim on the façade of the building. Neighborhood Investment Corporation received \$4,000 for the installation of new transom windows.



Main Street façade grants are available for property owners looking to improve buildings along Third Street and Western Avenue in downtown Muskegon. They are overseen by the Muskegon Main Street Design committee. The grant funds are made available to Muskegon Main Street by the Community Foundation for Muskegon County, which passes on funds received from the Michigan State Housing Development Authority Commercial Economic Development Fund.

## Two businesses make plans for Western Avenue

Over the course of the fall two new businesses firmed up plans to open along Western Avenue in downtown Muskegon. By the end of January an athletic shoe and clothing store will open at 559 W. Western across from the Amazon Apartments. The business will be opened by Joe Lalonde, who is continuing his online store presence while maintaining a physical location. "The visibility is great and the incentives really sealed the deal," said Lalonde.



Plans for the another new business, the Topsy Toad tavern, also progressed over the fall with Ed Pizunski and partners, purchasing 609 W. Western and beginning the process of refurbishing the building, previously owned by the local chapter of the Fraternal Order of Eagles. The partners hope to have the tavern open in time for Summer Celebration and are considering a roof-top patio with a spectacular view of Heritage Landing.

## Downtown webcam well received

A webcam set up by Muskegon Main Street and a variety of sponsors has been viewed 4,105 times since it was launched in coordination with the groundbreaking of Western Avenue on August 31st. The camera, which can be controlled by the viewer, allows visitors to track progress on the Western Avenue construction project. The first phase is expected to be completed by Summer 2006. In addition, during the winter months the webcam makes for a great way to track the weather and road conditions in downtown Muskegon. The camera has been used by people across the world, including investors who are impressed by their ability to get a live look at their possible future investment. The webcam is available at [downtownmuskegon.org](http://downtownmuskegon.org).



## Christmas trees line downtown Muskegon

Downtown businesses and merchants got into the holiday spirit by decorating the street side planters with Christmas trees decked out with red ribbons. Some merchants, including Details and Design by Mary Kaye, added their own decorating flavor to the trees which line Western Avenue and Third St. The effort was coordinated by Main Street manager Dan Rinsema-Sybenga, with local businesses helping to plant and decorate, as well helping to cover the cost of the materials. Look for change next year as streetscape improvements are set for Western Avenue.



## Muskegon Main Street Business Members

*Muskegon Summer Celebration  
Holiday Inn Muskegon Harbor  
Details & Design by Mary Kaye  
Muskegon County Museum  
Hackley Public Library  
Catholic Social Services  
The Frauenthal Center  
Radiology Muskegon  
Drs. Gundersen & Zuker  
Neighborhood Investment Corporation  
Coastline Deli  
Muskegon Museum of Art  
St. Pauls Episcopal Church  
Consumers Energy  
Strategic Enterprises  
Muskegon Community Health Project  
and Lakeshore Lung  
United Way of Muskegon County  
Muskegon Heritage Association  
Waterstone Insurance Agency  
Michigan Mayhem  
Watermark Center  
Representative David Farhat  
Muskegon Fury Hockey  
Racquets Downtown Grill  
Westshore Occupational Health Center  
Hackley-Holt House Bed and Breakfast  
Missing Piece Design Clay Studio  
Muralistic Custom Wall Murals*

*If your business or organization would like to become a MainStreet member contact us. Individual memberships are also available.*

## Muskegon Main Street Supporters

*Community Foundation for  
Muskegon County  
Muskegon Construction Company  
City of Muskegon  
Muskegon Area Chamber  
of Commerce  
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