

To our Downtown Muskegon neighbors:

The City of Muskegon in conjunction with downtown stakeholders is proposing to renew the Business Improvement District (BID) assessment for three more years, starting in January of 2021. The BID board -- appointed by the Muskegon City Commission of BID assessment paying property owners -- is recommending this renewal as the district has served the downtown well since 2016.

Funds from the BID assessments from 2016-2020 have enabled us to pay for many items which improved our downtown business district: snow removal from downtown sidewalks; downtown landscaping and maintenance including flowers in 72 planters; the printing of 20,000 downtown map brochures; management of the downtown website and social media platforms; the launch of the popular "First Friday" events, including the street performers and the "touch the trucks" events; upgrading of Holidays in the City and the community Christmas Tree lighting; the purchase and installation of new downtown map signs at the Johnson Traffic Circle, Muskegon Farmer's Market, and the Union Depot/CVB; annual downtown Christmas decorations and assisting in the purchase of the new community Christmas tree; assisting with downtown business development and economic development projects; creating and promoting the Western Market chalets; and the overall marketing and promotion of Muskegon's ever-improving downtown.

Downtown Muskegon has never looked so good, created such a positive buzz for our community or created so much economic development through new construction and historic restoration. This is not the time to back off on supporting downtown but instead continuing much needed services to support continued growth. We are asking you to help keep this momentum going by supporting the BID district for 2021-2023 at the same special assessment rate as 2018-2020.

Please review the enclosed letter for details, including your proposed assessment amount. The BID Board has proposed a significant reduction in the district footprint to better align with downtown benefits, no changes in assessment rates and a reduced budget and work plan to reflect the smaller district. The 2018-2020 BID documents, including the Benefit Analysis Summary, can be viewed in the Clerk's Office on the first floor at City Hall, or on the City's website at www.shorelinecity.com.

Sincerely,

Dave Alexander

Dave Alexander
City of Muskegon Business Development Manager/BID manager