



2020 Stakeholder Report: A Year of Challenge and Change



Our mission is to allocate our resources in support of development, promotions, and events toward creating a thriving downtown and its waterfront where all people can live, work, play and stay – February 2019

DDA Plan – May 2019

Short-term strategies:

- Downtown marketing
- Connecting downtown to the waterfront
- Wayfinding signage
- Financial incentives to businesses
- Lighting/Streetscaping



DDA Plan – May 2019

Long-term strategies:

Promoting and developing

- Living
- Retail business attraction
- Entertainment
- Recreation
- Connecting downtown to the waterfront
- Expand bikeshare program



DDA 2020-21 Budget and Priorities

Revenues:		Expenditures	
BID	\$110,000	Mercy Health Arena	\$215,000
TIF	\$489,958	Muskegon County debt	\$134,072
TOTAL	\$599,958	Salaries	\$98,800
		Contractual	
		Services(snow/landscaping)	\$110,000
		Events/promotion	\$10,000
		Downtown parks	\$9,000
		Office rent	\$6,000
		Post COVID marketing	\$15,000
		Supplies	\$1,500
		Total	\$599,372
		Fund Balance	\$586



Downtown and COVID Small Business Assistance

- City COVID Relief (gift cards) in which 27 downtown restaurants and establishments received \$121,000 of the \$190,000 of total purchases.
- In two rounds of state Michigan Economic Development Corp. small business emergency COVID grants, 19 downtown businesses received \$181,000 in direct support from the \$1.2 million granted across the county.



Downtown Summer Like No Other

- Loss of all downtown events
- Hosted only a fraction of the typical 1.5 million people who annually come to downtown events and destinations
- Only the Muskegon Farmers Market has had a “normal” summer
- Thus, our downtown businesses and destinations have been significantly harmed by COVID-19 since mid-March.
- Many have survived to this point, some have even thrived in the COVID era, but this is going to be a difficult winter.
- Businesses have closed and more will close but encouragingly new and existing businesses continue exploring the downtown as a great place to establish themselves.



Assistance to Downtown Establishments

- To allow for downtown restaurants and establishments to open in late spring, the city provided more than 100 picnic tables for safer outside dining and closed down portions of Western Avenue to allow for patrons to enjoy downtown.
- The city supported the temporary extension of outside service areas for downtown establishments permitted through the Michigan Liquor Control Commission.



Downtown Muskegon Social District

Walk a beer downtown Western Avenue: Pre-COVID Goals

- Create permanent street festival atmosphere
- Family-friendly gathering for locals
- Provide cool street vibe for visitors and tourists
- Support downtown eating and drinking establishments
- Activity to support downtown retail, markets and destination



Downtown Muskegon Social District

WELCOME TO THE

Downtown Muskegon Social District



The Downtown Muskegon Social District provides common areas in the downtown in which alcoholic beverages **from participating establishments** can be carried and consumed. Downtown establishments in conjunction with the City of Muskegon have created this district to provide a year-round, festival atmosphere in Downtown Muskegon.

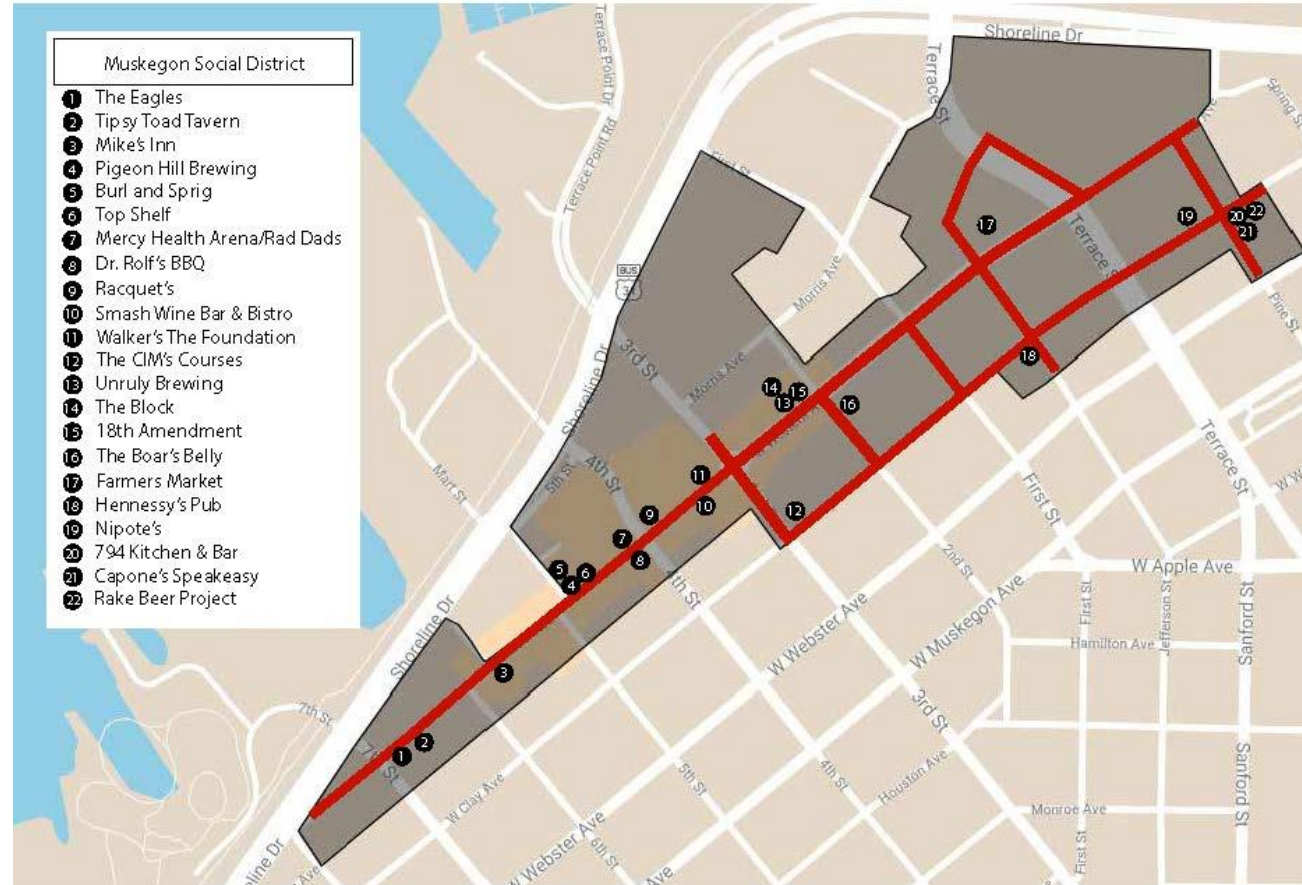
The Downtown Muskegon Social District
operates year round, seven days a week
from 11 AM - 11 PM

ALCOHOL RULES

- Those 21 years and older can purchase an alcoholic beverage in a designated cup from a participating establishment and carry and consume in the district's common areas.
- DMSD alcoholic beverages may not be taken outside of common area boundaries marked by sidewalk signs.
- Alcoholic beverages purchased at one establishment cannot be taken into any other establishment.
- DMSD cups are not reusable.
- Outside alcoholic beverages may not be brought into the common areas.
- Drink responsibly and have fun.



Downtown Muskegon Social District



Downtown Project Updates

- Progress has not ended because of the pandemic.
- Despite COVID-19, the economy and uncertainty, Muskegon and its downtown continues to generate investor and developer interest.
- We are poised to take off from where we left off when COVID hit.
- The historic transformation of Downtown Muskegon is and will continue.



Downtown Muskegon County Convention Center

- Spectacular facility with views north over Muskegon Lake and a new arena/convention center public plaza and entrance to the south.
- On track to open at the end of the first quarter of 2021
- Will be tested early with conventions and business gatherings stalled by COVID but will gain its footing and become a game changer for downtown, the Muskegon community and Lakeshore region



Downtown Projects Continued. . .

- Harbor 31
- Pine Street/Smaritas
- Ten21 Jefferson
- 880 First (AmeriBank)
- 1144 Third (Mattson Olds)
- 1205 Eighth
- Foundry Square
- The Leonard
- Lakeview Lofts II
- Terrace Point Landing
- Third Street Wharf
- MCC Fitness Center
- Hartshorn Village
- Watermark Center
- Western Waterfront (Kirksey-Makary properties)





Questions, Comments, Concerns

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October 2020