

Downtown Muskegon 2021: Persistent Progress



**Downtown Muskegon Annual Meeting
Frauenthal Center January 20, 2022**

Despite a pandemic that continues to create public health uncertainty and economic disruption, Downtown Muskegon has continued progressing in the past two years through development, events, a social district and greater recognition as the Lakeshore's premiere urban center to live, work, play and stay.



2021 Downtown Visitors by the Numbers

- 1.94 million visitors to Western Avenue
- 415,000 unique visitors
- On average, 4.72 visits per visitor
- An average of 3 hours and 15 minutes spent per visit

Numbers according to [Placer.ai](https://www.placer.ai/)/City of Muskegon



Muskegon Visual History



POST LUMBER



1950s



HOTEL DEMO

Muskegon Visual History



MUSKEGON MALL



MALL DEMO



TODAY

IMAGINE MUSKEGON



Downtown Muskegon Today



Consolidation of Downtown Agencies

Downtown Development Authority: Took over the marketing, promotion, events and streetscape work of the Downtown Business Improvement District in 2021.

Revenues:

- Property Tax Capture: \$310,278
- BID Income: \$17,000
- **Total: \$327,287**

Expenditures:

- Manager's salary-benefits: \$95,500
- Streetscape: \$15,000
- Downtown Parks: \$9,000
- Marketing-promotions: \$32,000
- Misc. operating-office: \$9,000
- Mercy Health Arena debt payment: \$130,000
- Contingency: \$19,778
- **Total: \$310,278**

Estimated fund balance 12.31.2022: \$126,263



Consolidation of Downtown Agencies

Downtown Business Improvement District: Reduced its footprint, renewed for another three years and narrowed its work plan to sidewalk snow removal, summer landscaping and support of downtown management.

Revenues:

- Special assessments: \$114,888

Expenditures:

- Snow removal: \$65,000
- Landscaping: \$30,000
- Administration: \$17,000
- Contingency: \$2,888
- **Total: \$114,888**

Estimated fund balance 12.31.2022: \$83,537



Convention Center Opens

- The decades-long wait for a downtown convention center ended in 2021 with the VanDyk Mortgage Convention Center.



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Downtown Development

- The uncertainty of two significant buildings left vacant in the heart of downtown was solved with the aggressive support of local business leaders.
- New ownership of the former Huntington Bank Building and the historic Hackley Administration Building shows great promise for downtown Muskegon.

Huntington Bank Building

- The former Huntington Bank Building at First and Muskegon Streets was vacated in 2020.
- Acquired by Core Development and John Essex for the Core Realty office and the residential redevelopment in the upper floors.



Hackley Administration Building

- The historic Hackley Administration Building was vacated by the Muskegon Public Schools in 2020. Brad and Kathleen Playford's non-profit Reset Ventures acquired it in 2021.
- After stabilizing the historic structure, Reset Ventures plans to create the Hackley Center as a mixed-use building and, with the help of the city, improve the grounds as Hackley Square – a complement to the adjacent Hackley Park.



Downtown Retail

- Retailing was changing prior to COVID-19 but is now under a major transformation affecting the nation, state and our community. Digital sales continue to disrupt traditional bricks and mortar retailing.
- Downtown Muskegon is well situated to take advantage of the changing retail sector. There is no better example than the success of the Muskegon's Cheese Lady, now franchised across the state.

New Businesses in 2021



**Coldwell Banker
Woodland-Schmidt**



Occidental Eats



No Name Saloon



Minty Vintage

Vacant Opportunities



758 Pine (the former Front Porch)



1147 Third (the former Vally Vietnamese Market)



878 Jefferson (the former Y-Knot Embroidery)

***Contact the DDA through the City of Muskegon's Planning Department,
231-724-6702 for more information on the available storefronts.***

Midtown Update - 1095 Third

- The former Catholic Social Services Building of West Michigan that is owned by the city, is being sold to Suburban Properties LLC in hopes of creating 47 residential units in the existing building, eight two-story townhouses along Houston and a mixed-use building at Third and Muskegon.



Midtown Update – 1144 Third

- The former Mattson Oldsmobile dealership property is privately owned and was the subject of an extensive RFQ process by the Michigan Economic Development Corp. and the city. Three credible commercial/mixed-income residential submissions were received at the end of 2021 with hopes of completing a development deal in 2022.

DEVELOPMENT VISION



1	LIVE/WORK
2	ROWHOUSES
3	BUILDING REHAB
4	FLATS
5	MIXED AFFORDABLE

Affordable Housing Downtown



Ten21 Apartments

73-unit apartment building at Apple and Jefferson for working families.



Samaritas Senior Housing

53-unit affordable housing at Spring and Webster developed by Samaritas and Pinnacle Construction Group. Expected occupancy 2022.

The Leonard Moves Toward Completion

- The 24-unit apartment and commercial building being constructed by Muskegon's Clifford Buck Construction in the heart of downtown at Second and W. Western is being developed by Sweetwater Development and Corey Leonard.
- It will be home to Leonard's BigSigns.com offices, Rake Beer Project & Rolling Stone Wood Fired Pizzas, along with another food and beverage establishment.



Yes, Something is Happening with the old AmeriBank Building

- The structure at 880 First, owned by the city, is planned to be redeveloped by Ferguson Development of Lansing and Muskegon's Brianna T. Scott.
- Plans are for expansion of the building for upscale apartments with future phases including a parking structure and further residential units. Expect work in 2022.



Major Expansion of the Muskegon Museum of Art

- The MMA has raised \$11 million to nearly double the exhibit space at the downtown art museum.
- The expansion will allow for a greater display of the extensive permanent collection and provide for larger traveling exhibits.



Muskegon Lake Waterfront Development - East

- **Harbor 31** – The historic Continental Motors site will receive a multi-phase, mixed-use \$110 million redevelopment beginning with Viridian Shores, 15 single-family waterfront homes and 16 duplex units.



Muskegon Lake Waterfront Development - West

- **Adelaide Pointe** – A multi-phase maritime and residential development at the former Michigan Steel Foundry site at the end of Western Avenue. The \$240 million plan has 270 boat slips, mass timber waterfront condos, marine services, a commercial center and waterfront public access.



Downtown Muskegon Social District

- Completed its first year in September
- 2021 served an estimated 123,000 drinks from 17 establishments
- 62% of sales were during the major summer events



Social District 2022

- Stickers will be sold at 75-cents each all year to put on establishment branded cups.
- The wind signs are giving way to permanent signs and sidewalk markings.
- In Lansing, HB 5090 removes a five-year sunset on social districts and would allow for non-profit beer tents without shutting down the district.



Potentially Coming to the Social District in 2022

- Motu Lakeshore Wine Bar at Eight and Western
- Carlisle's at the Mercy Health Arena
- New beer garden-food truck park at Fourth and Western
- Pigeon Hill new tap room at 441 Western
- Rake Beer Project-Rolling Stone Pizza in The Leonard + another establishment to be announced



The Social Sandbox

- Created at the corner of Second and Western in the Social District with material contributions from the DDA and BID.
- Became a popular gathering space with live music thanks to Burl & Sprig and their sponsors.



Major Events Returned in 2021



Taste of Muskegon



Lakeshore Art Festival



**WeDiscover Muskegon /
Fourth of July Fireworks**

Major Events Returned in 2021



Rebel Road and Bike Time



Unity Christian Music Festival



Parties in the Park

Major Events Returned in 2021

- Lakeshore Art Festival and Taste of Muskegon were financially backed by the DDA with both doing better than break even.
- Both events were produced by the City Clerk's Office event team.



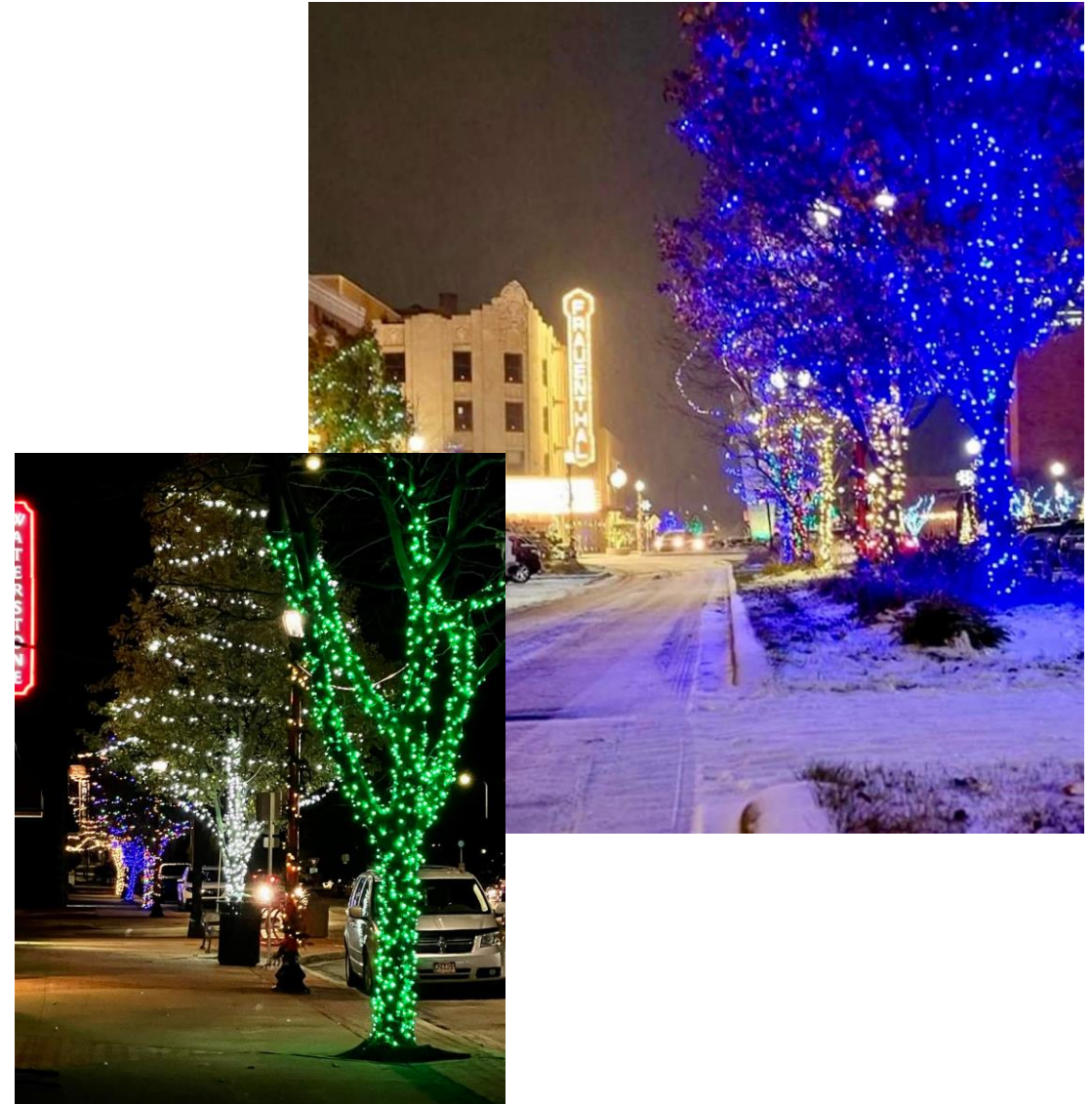
Early 2022 Events on the Horizon

- **February 19** – JCI Greater Muskegon Snowfest
- **March 12**
 - St. Patrick's Day Parade
 - Shamrockin' in Your Shanty
 - Michigan Makers Market at the VanDyk Mortgage Convention Center
- **April 22 & 23** – Muskegon Lakeshore Home, Garden + Boat Show at the VanDyk Mortgage Convention Center



Downtown GLOWed this Holiday Season

- Thanks to Terry Puffer, the Puffer Five Star Real Estate Team and a number of generous contributors, Muskegon GLOW was a huge upgrade of downtown holiday lights.
- 2021 was just the beginning of the ever-expanding downtown holiday light displays.



Just as Downtown Muskegon powered through the Great Recession in 2008, downtown continues adapting and innovating in the age of COVID.

2021 generated persistent progress in the historic transformation of Downtown Muskegon, so will 2022.



Thank you for supporting Downtown Muskegon!

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