

# Flourish Downtown Muskegon 2024 DDA Annual Report



DOWNTOWN MUSKEGON ANNUAL MEETING  
THE BLOCK FEBRUARY 27, 2025



# THE BLOCK



## FOR THE MUSICALLY CURIOUS

### UPCOMING EVENTS:



360 W Western Ave,  
Muskegon, MI, 49440  
231.726.3231

**Concerts begin at 7:30pm**

**Tony Monaco Trio**  
**Organ Jazz**

Mar 14

**Bayberry String Quartet**  
**Classical Chamber**

Apr 26

**Inbal Segev**  
**Classical Cello**

May 10

**Tessa Lark**  
**Classical Violin | Stradgrass**

May 31

Andy Buelow, President/ CEO

#### ADDRESS

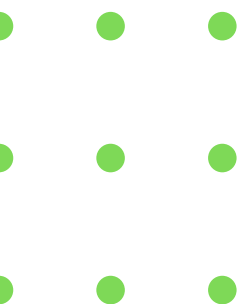
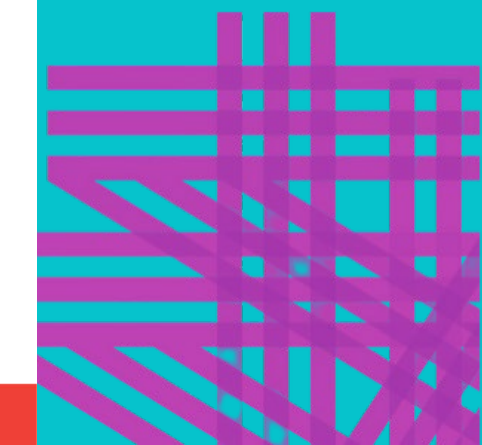
360 W. Western Ave, 2nd floor  
Muskegon, MI 49440

p: 231.726.3231

f. 231.457.4033

e: [info@theblockwestmichigan.org](mailto:info@theblockwestmichigan.org)

**WESTMICHIGANSYMPHONY.ORG**

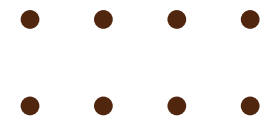
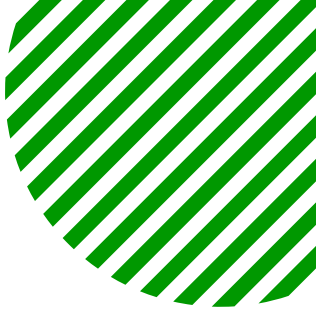




## Thank You Downtown Development Authority/ Brownfield Redevelopment Authority Board Members

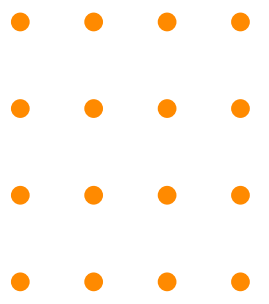
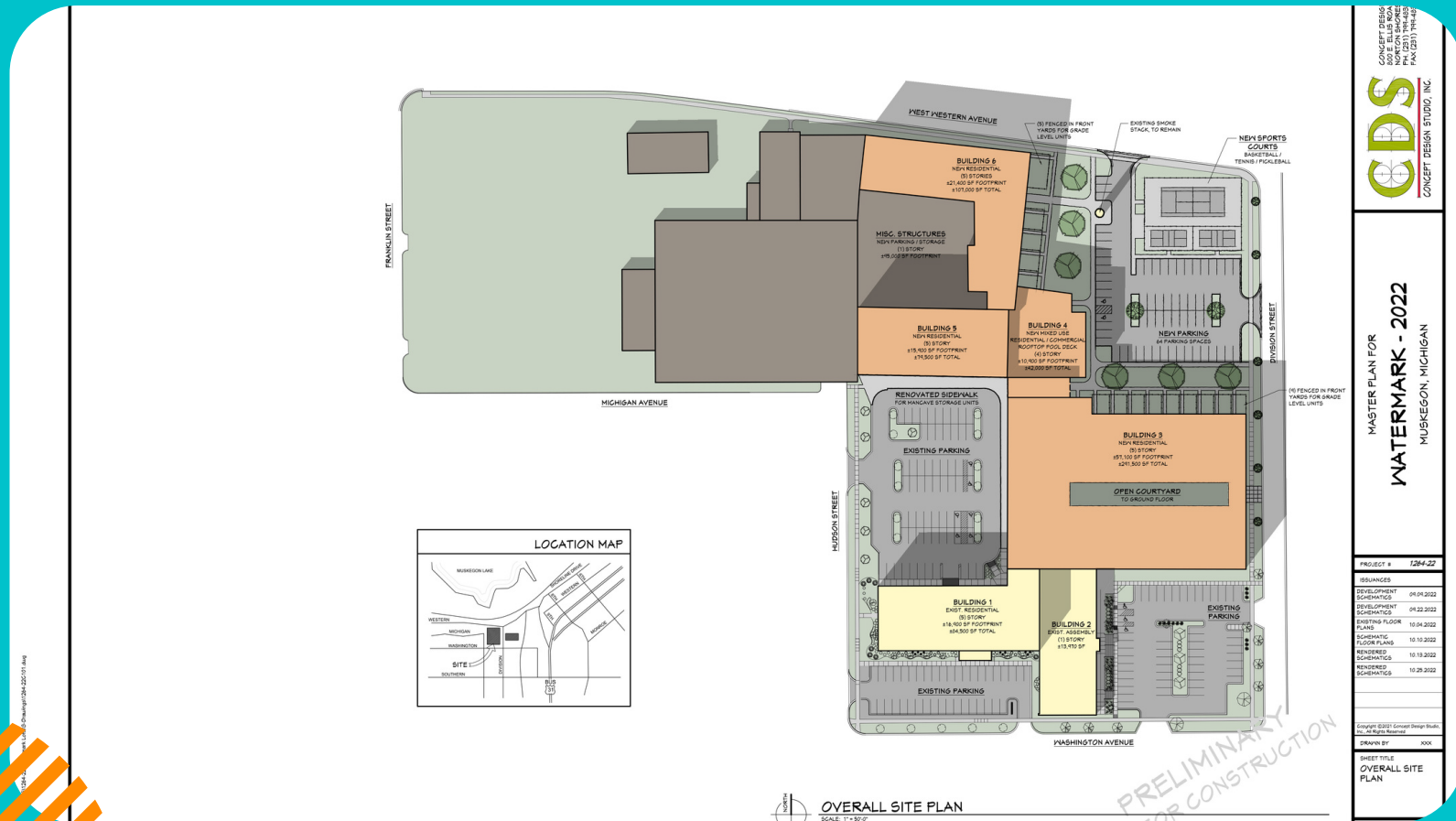
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- Martha Bottomley - Chair
- Jay Wallace Jr.
- Michael Kleaveland
- Sherri Black
- Kiel Reid
- Heidi Sytsema
- Kaja Thornton - Hunter
- Brad Hastings
- Jeanette R Moore
- Andrew Boyd
- Bob Tarrant
- Jonathan Seyferth

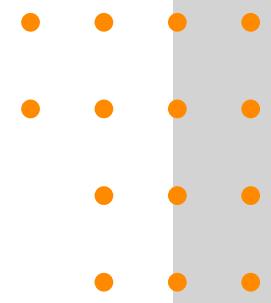


# New Developments 2024

On-going book-end, mixed use Muskegon Lake developments



# On the east ... Harbor 31 Redevelopment

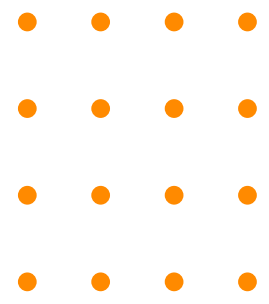


NORTH ELEVATION

11.22.23  
  
BY WESTIN  
**ELEMENT HOTEL**  
HARBOR 31 MUSKEGON, MICHIGAN

  
**HENRICKSON**  
ARCHITECTURE + PLANNING

Element Hotel  
by Marriot



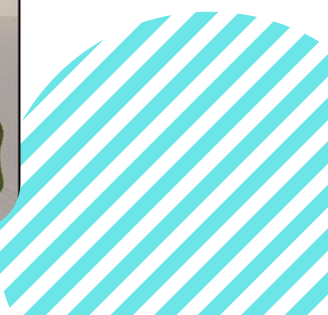
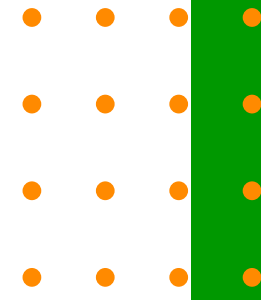
## Viridian Shores



## Trilogy



# On the west ... Adelaide Pointe



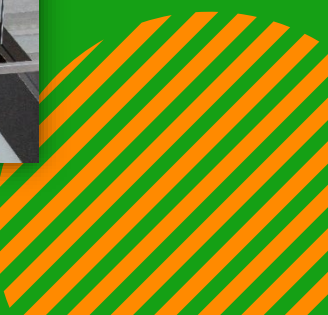
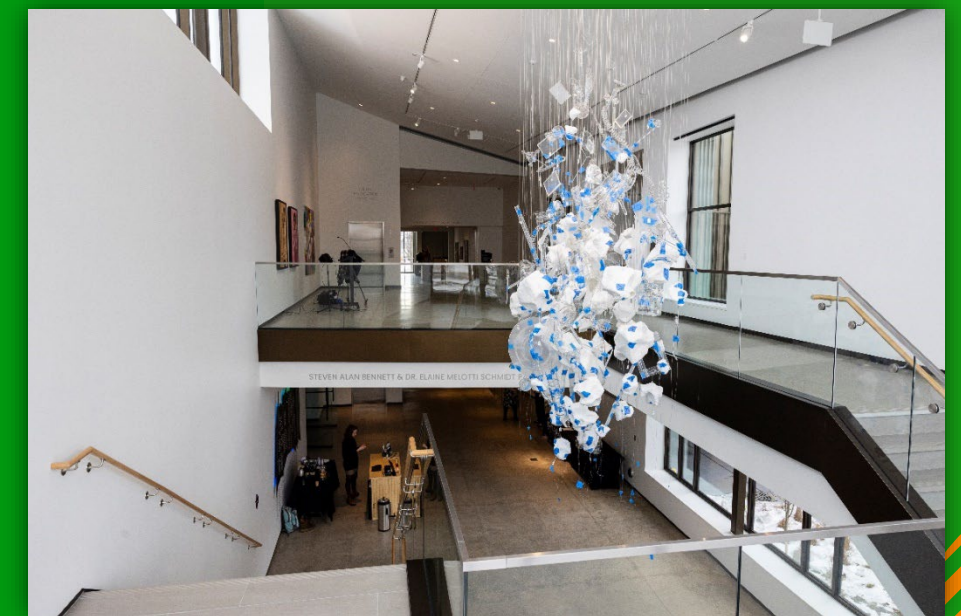
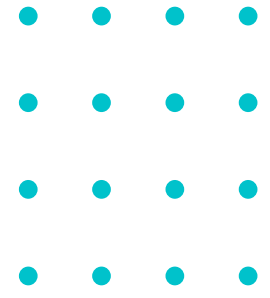
# The Shaw Walker Redevelopment Project



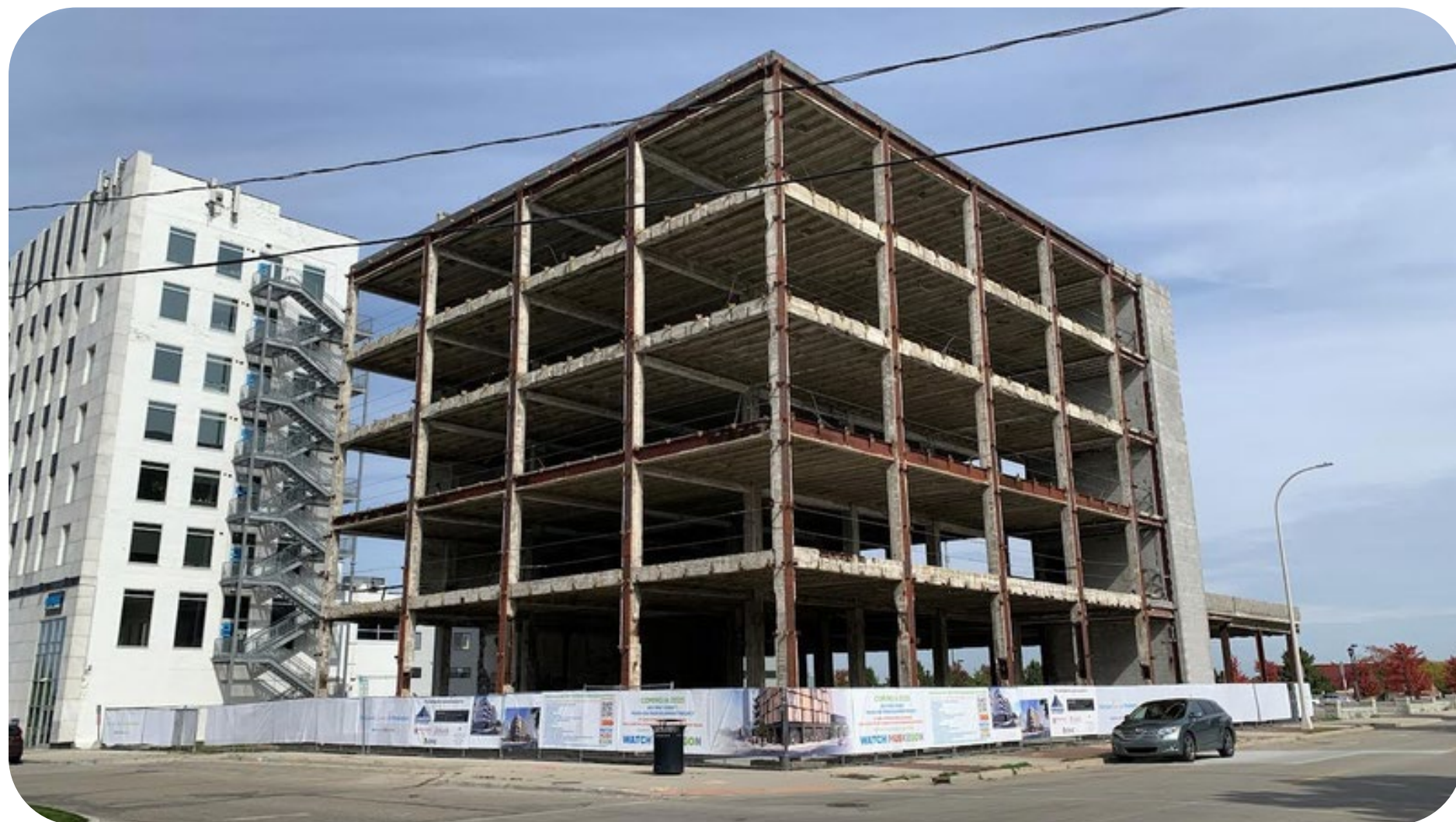
Boys & Girls Club of  
The Muskegon  
Lakeshore and Neil  
Fitness Center



# Muskegon Museum of Art



# 880 First Demolition





# Hackley Castle

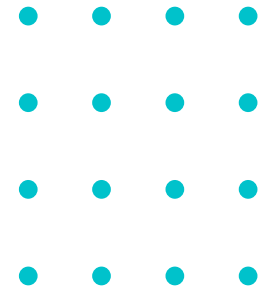




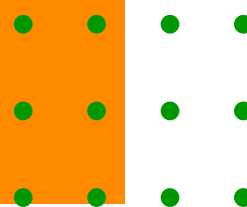
# Lumberman's Vault



# Muskegon Midtown



# Lofts of Muskegon



# New Businesses Downtown

## Lumberman's Vault



## Vintage Redefined



- Puerto Vallarta Mexican Grill and Bar

- The Corner:
  - Broadway Bootcamp
  - Play Muskegon
  - Little Miss Green Thumb
  - Alchemy Salon

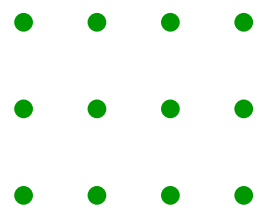
- Lumberman's Vault:
  - Liquid Assets Cocktail and Wine Bar
  - Soul Filled Enterprises
  - Casa Cabos Authentic Mexican Bar & Grill
  - Up Leaf Asian Fusion Restaurant
  - The Press
  - The Foundry Grill (coming soon)

- Vintage Redefined
- Art's Rentals
- Dana Glamzi Interior Design, LLC



The Corner





# Convention Center

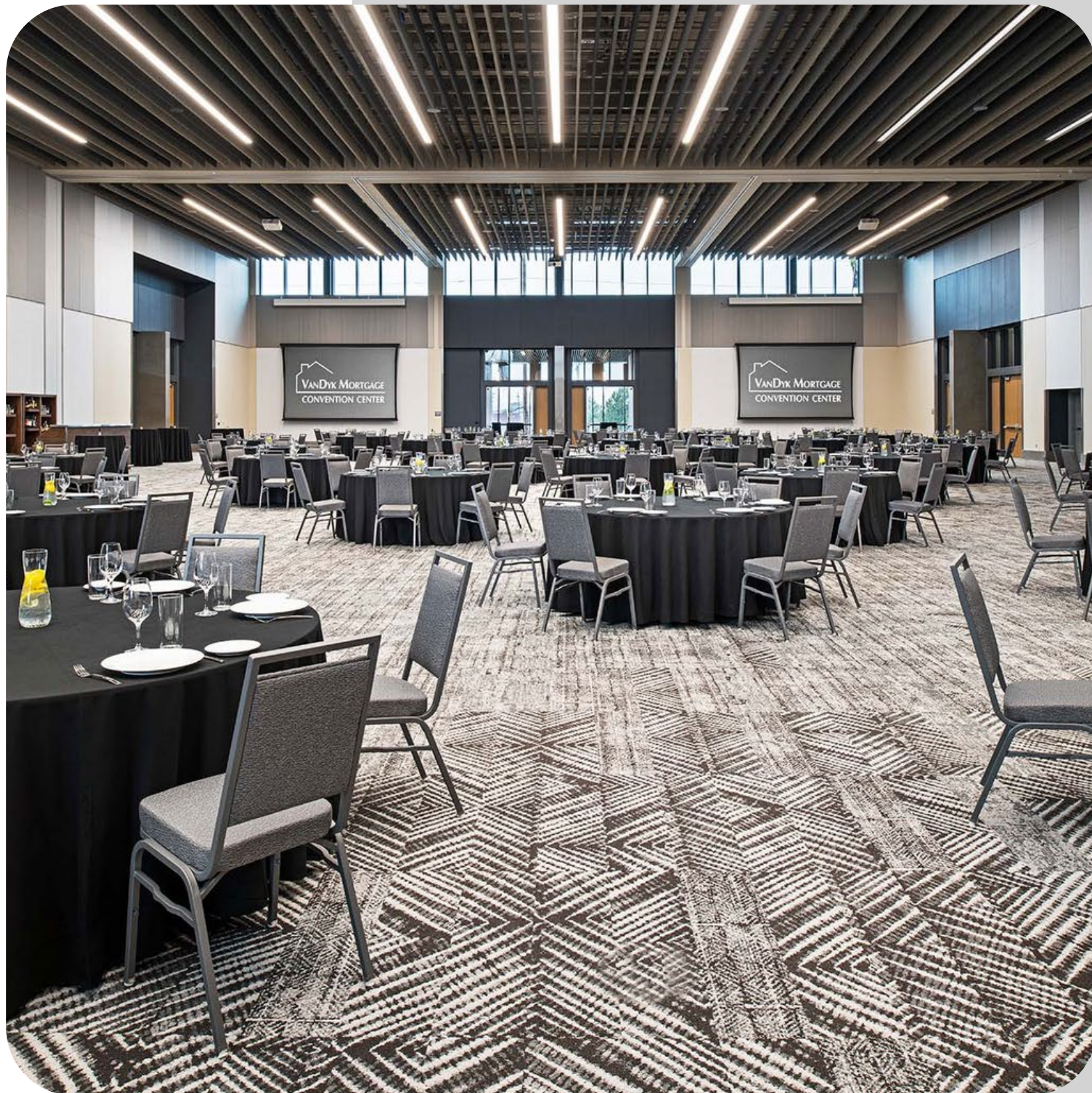
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## Key Convention Center 2024 Groups:

- Michigan Makers Market
- American Legion

## Expected Events in 2025:

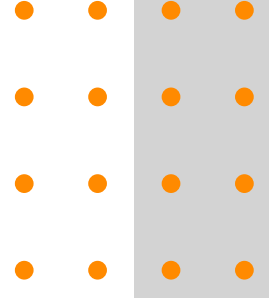
- Dancing with the Local Stars
- Barbershop Harmony



# Key event dates for 2024:

- Parties in The Park: May 31- Aug. 23
- Muskegon Pride Festival: June 1
- Taste of Muskegon: June 7-8
- Juneteenth Parade: June 19
- Lakeshore Art Festival: June 29-30
- Fourth of July fireworks: July 4
- Rebel Road/Bike Time: July 17-21
- Unity: Aug. 7-10
- Michigan Irish Music Festival: Sept. 12-15
- Festive First Days: Nov. 30
- Cookie Crawl: Dec. 14
- NYE Ball Drop: Dec. 31





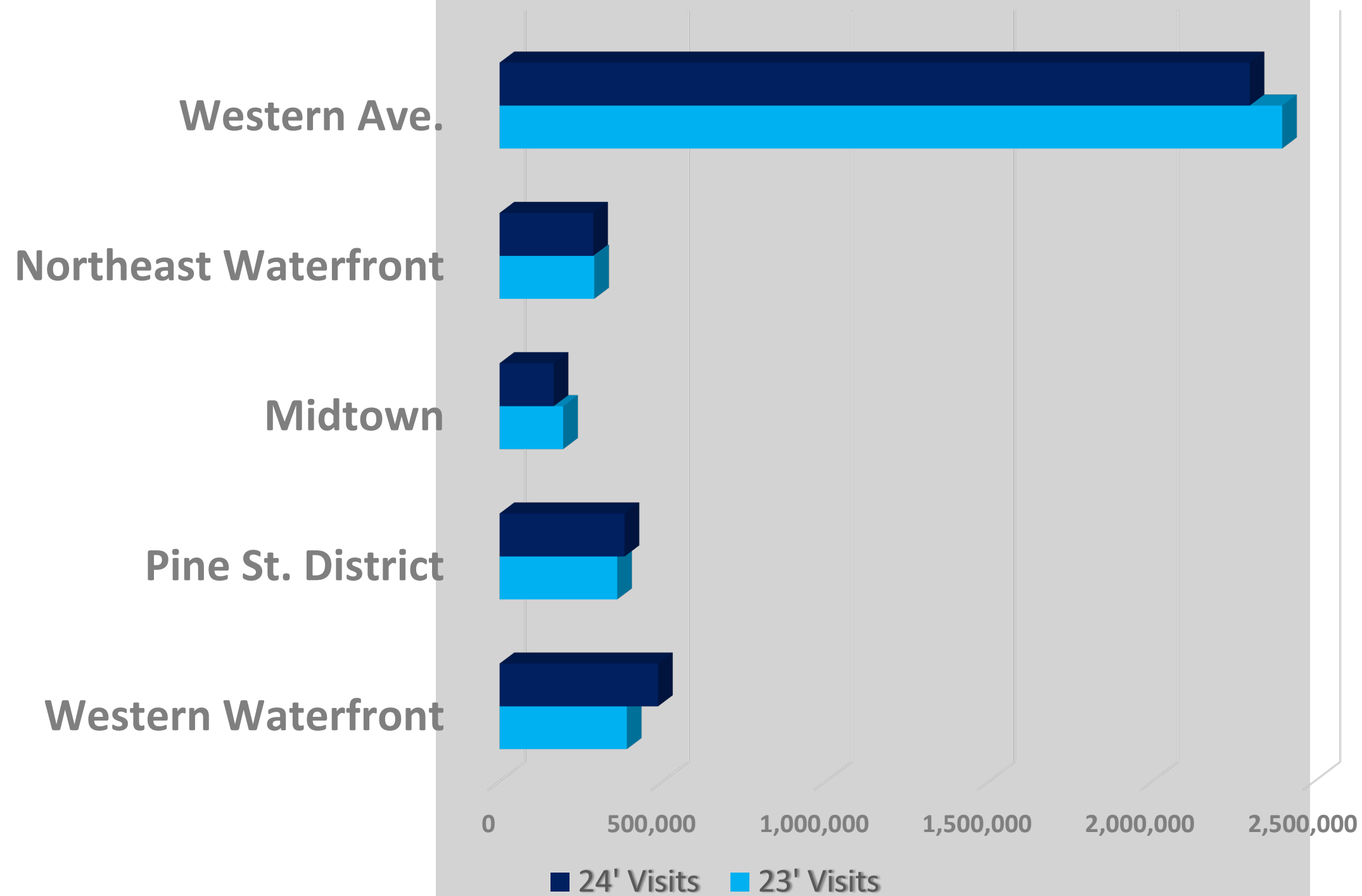
# Downtown Social District



Stickers sold 2023: estimated  
Stickers sold 2024: estimated



## Downtown Visits

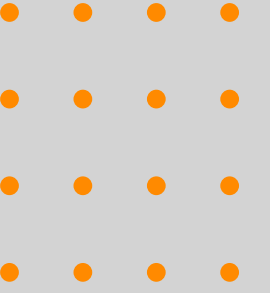
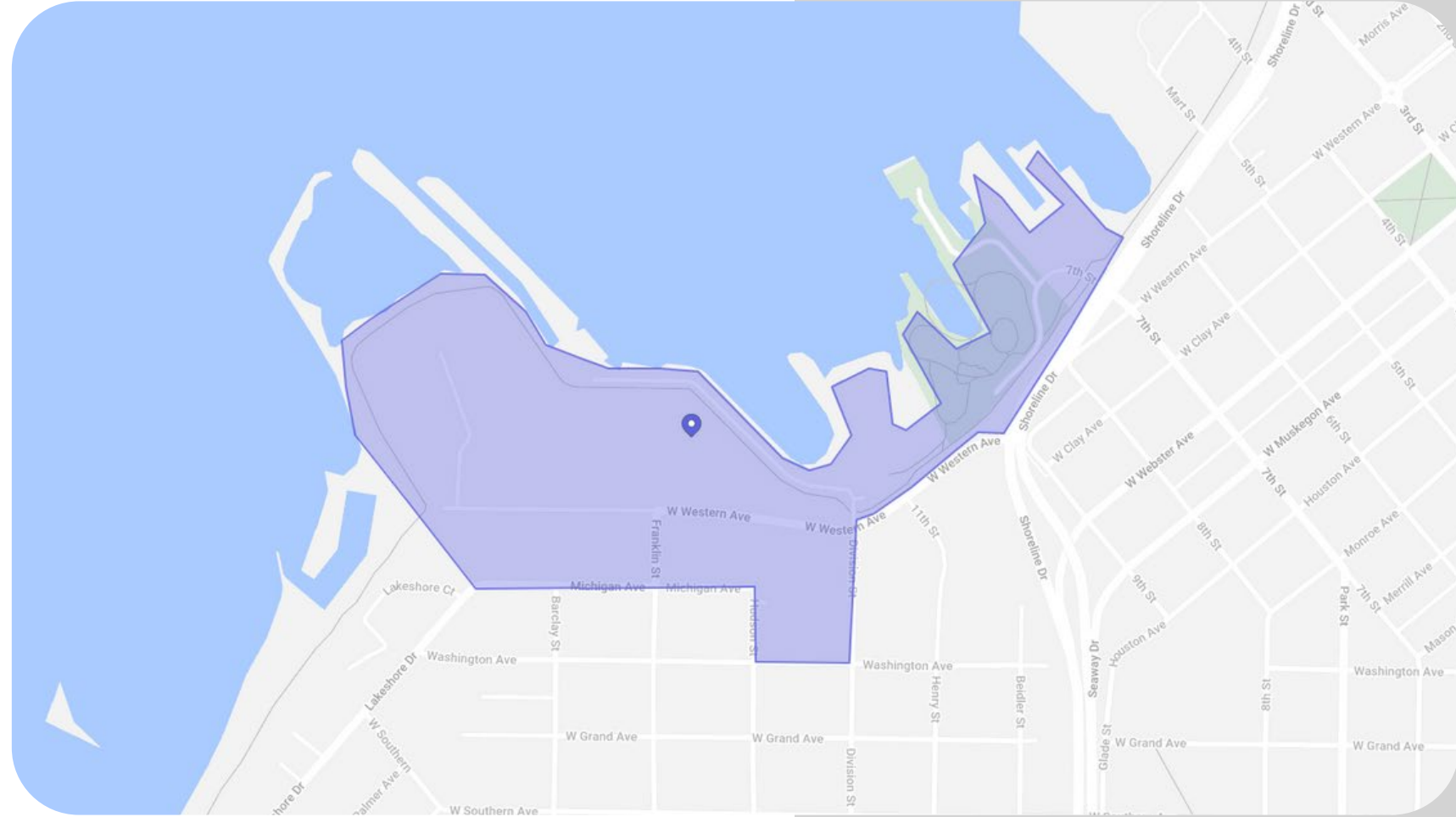


2024 Downtown  
Visits by the  
Numbers

Based on Placer data from  
2023-2024, the number of  
visits from downtown  
have increased by 14,100  
visits.

# Western Waterfront

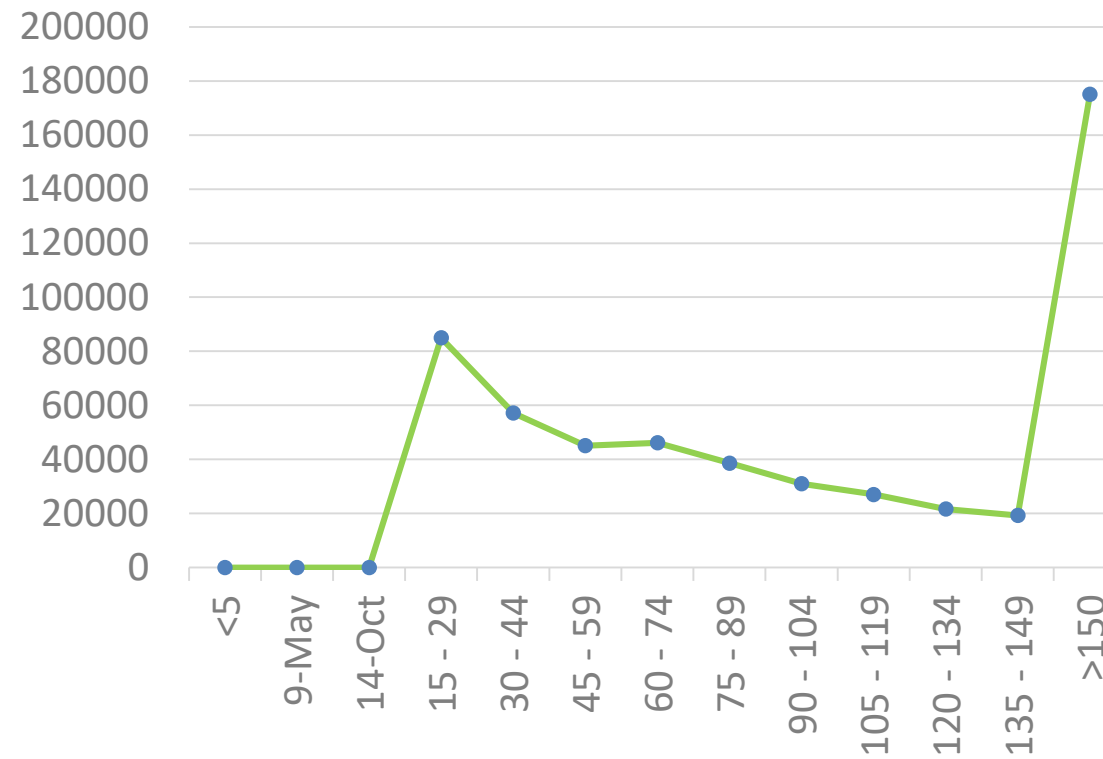
VISITS 2024  
• 485.5K



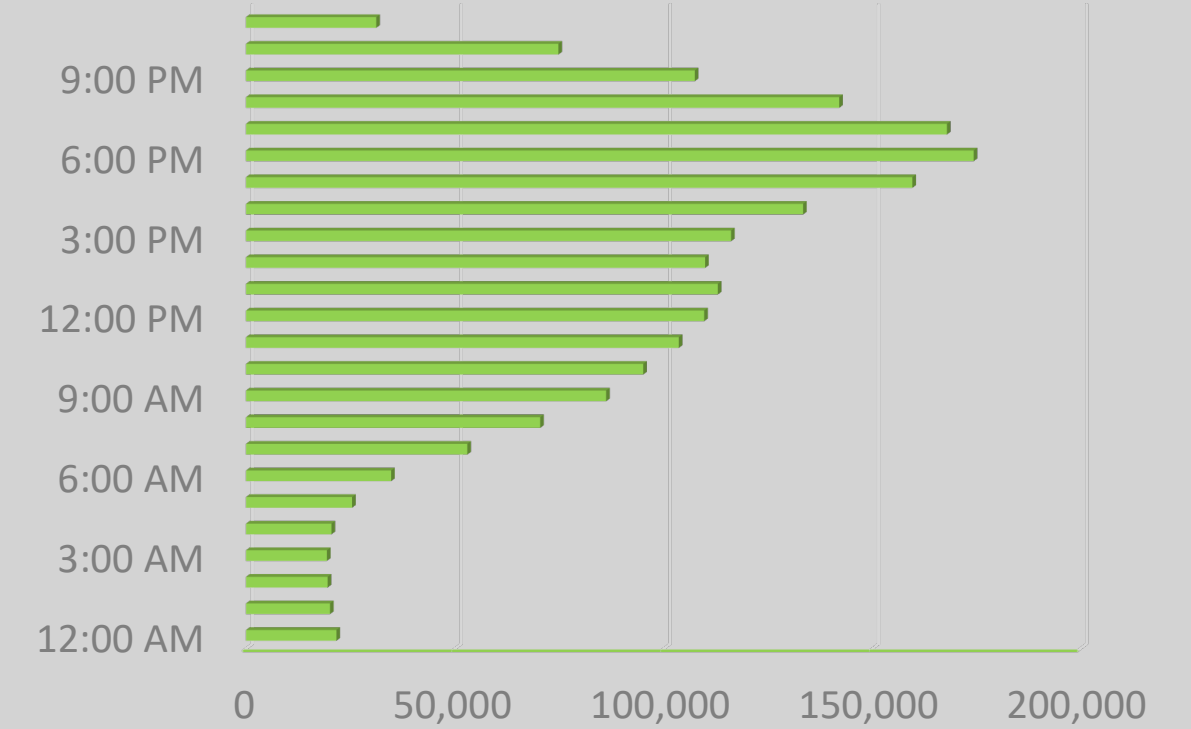
## Total Visits



## Duration of Vists

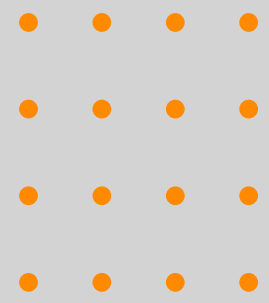


## Hourly Visits

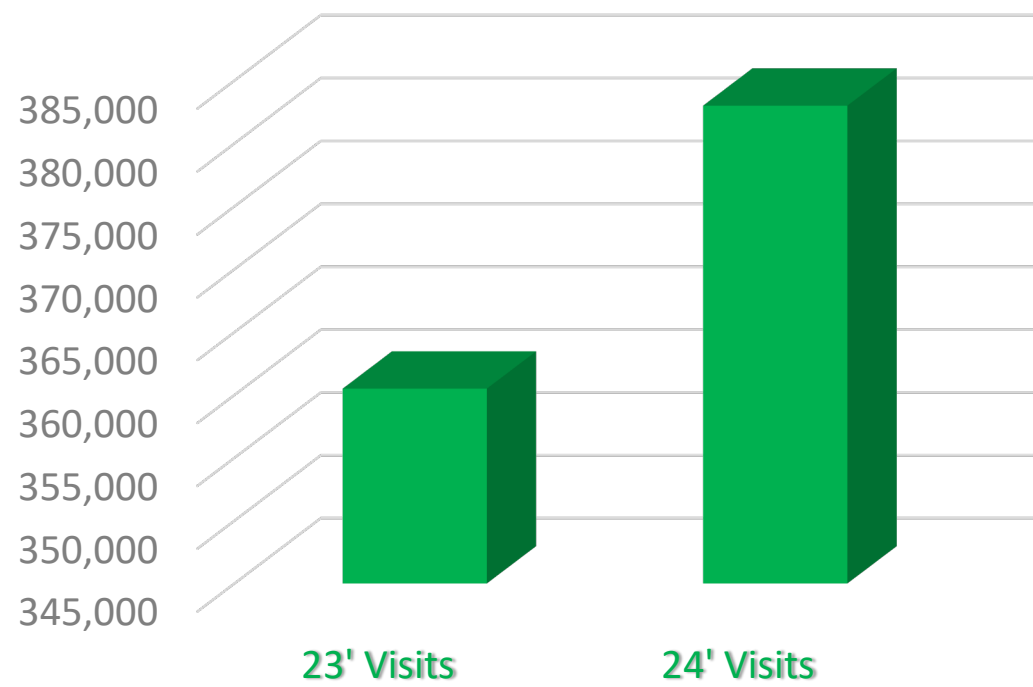


# Pine St. District

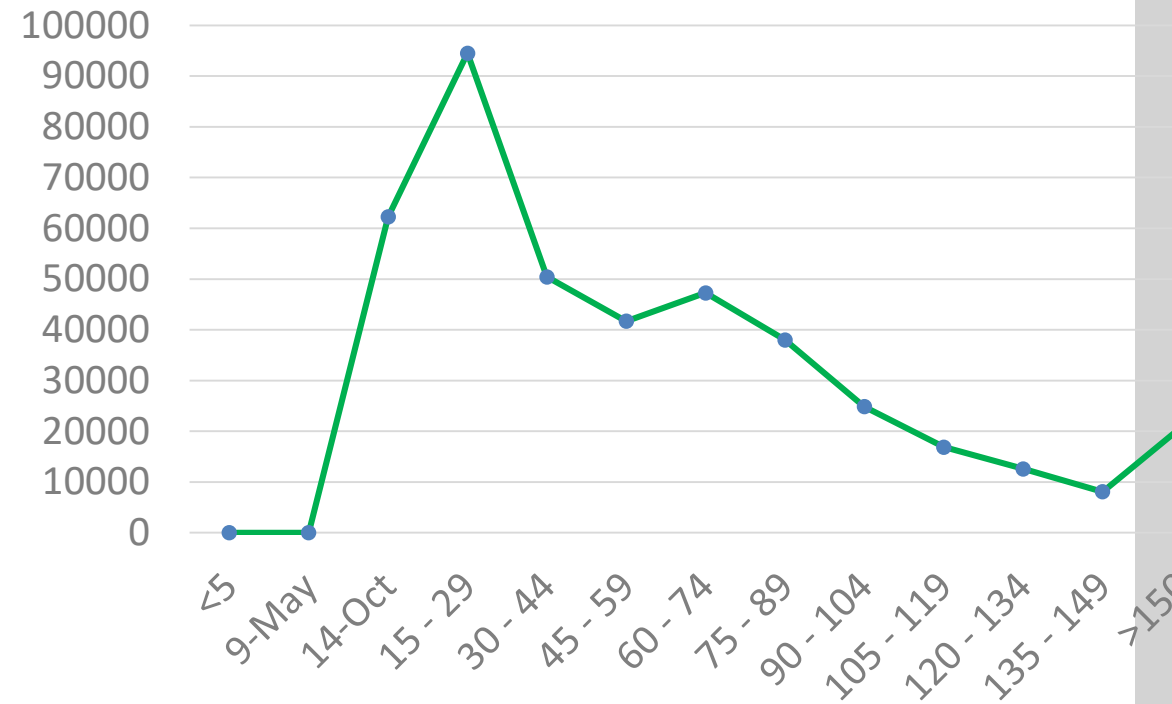
VISITS 2024  
• 383K



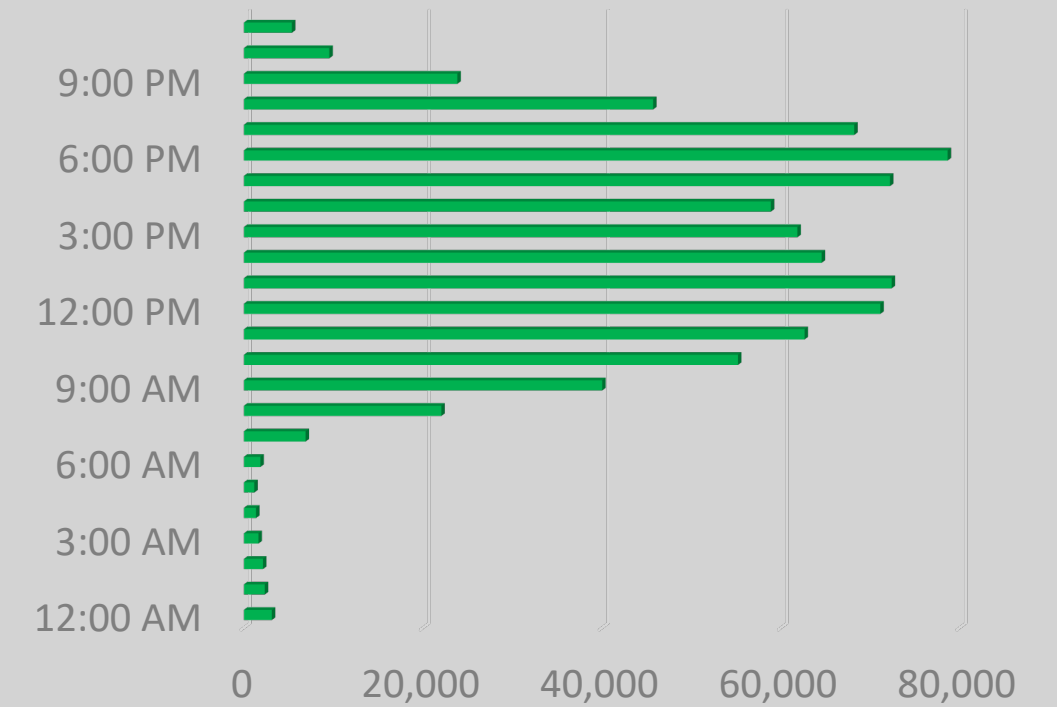
## Total Visits



## Duration of Visits



## Hourly Visits

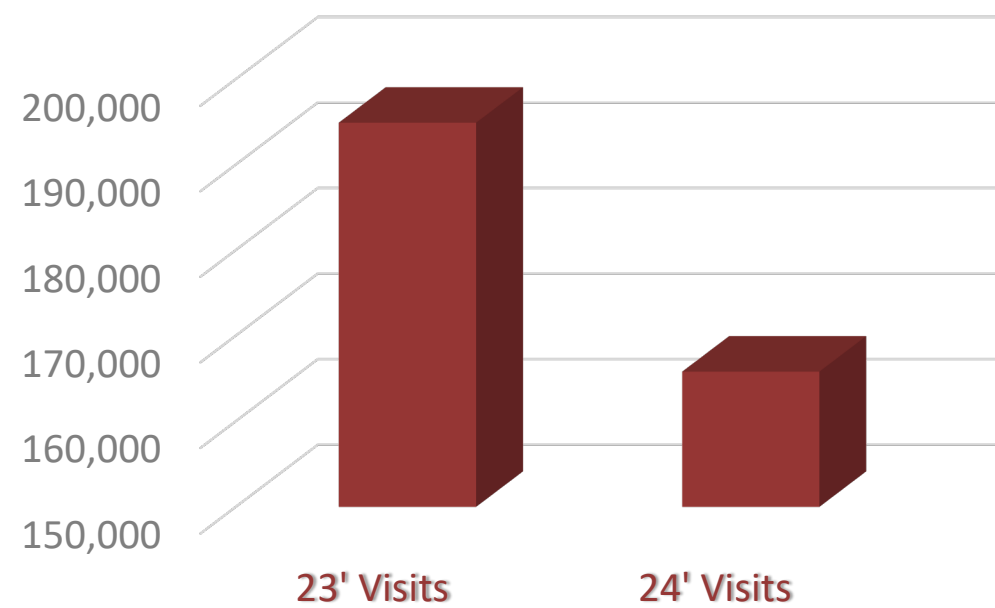


# Midtown

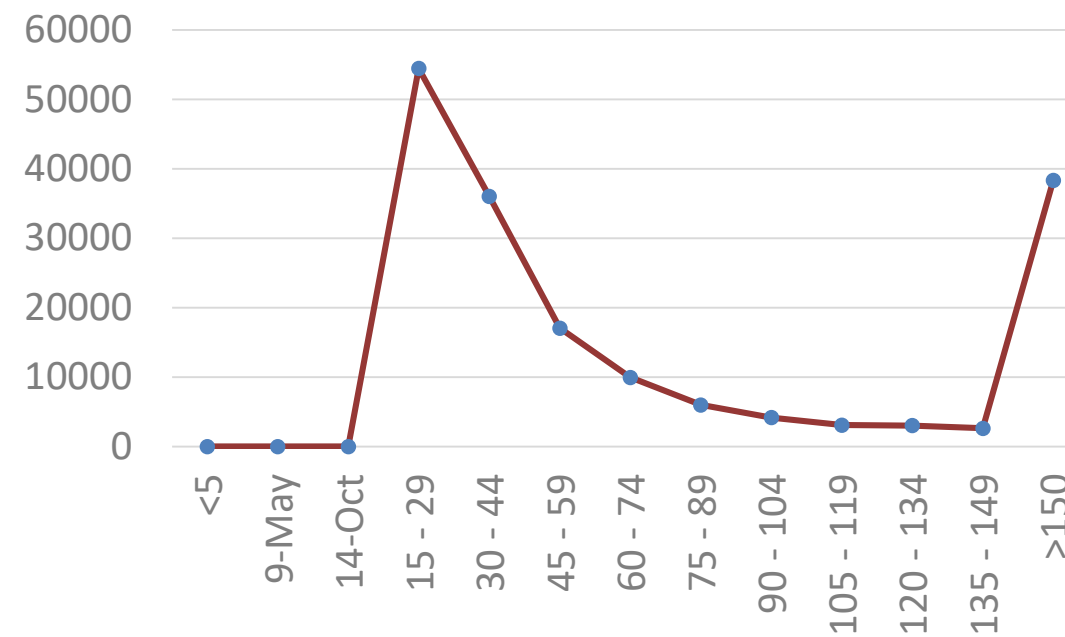
VISITS 2024  
• 165.8K



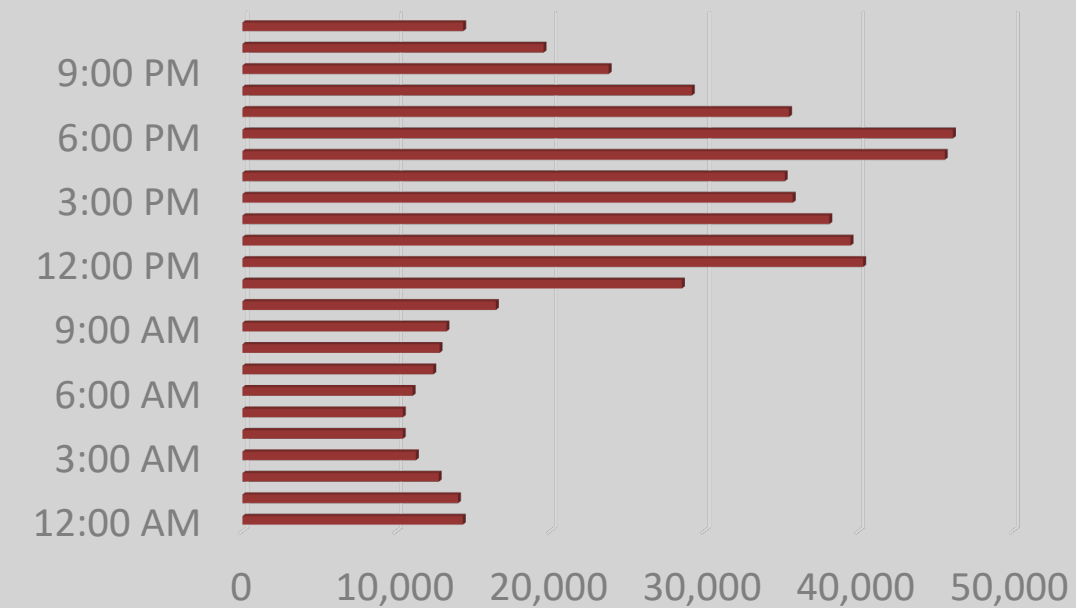
## Total Visits



## Duration of Vists



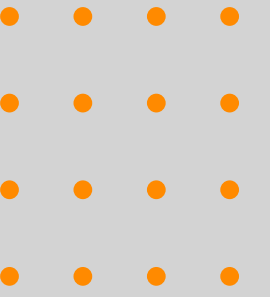
## Hourly Visits



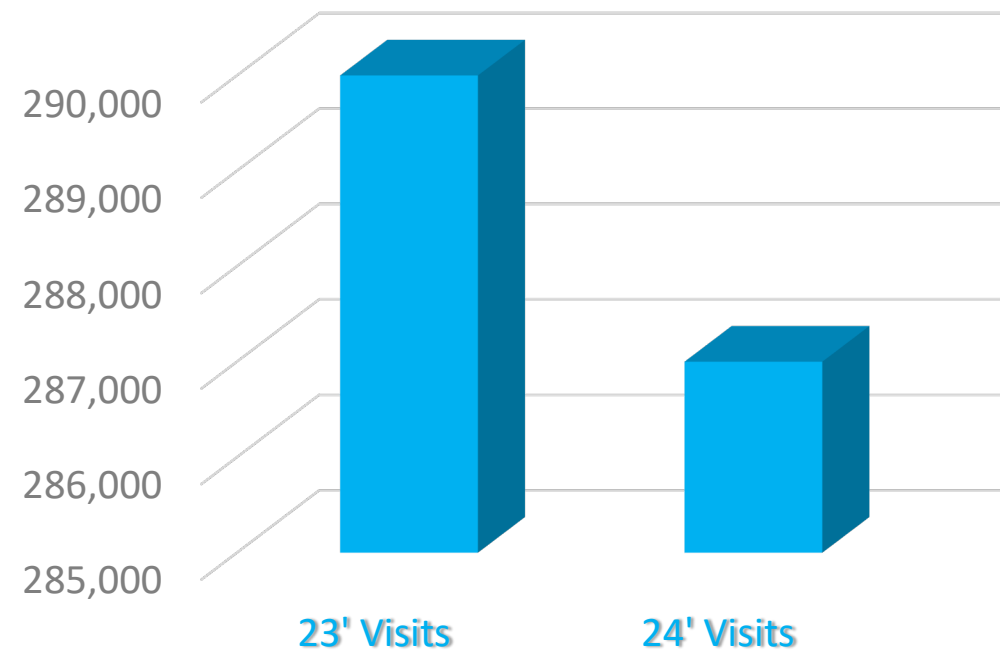
# Northeast Waterfront

VISITS 2024

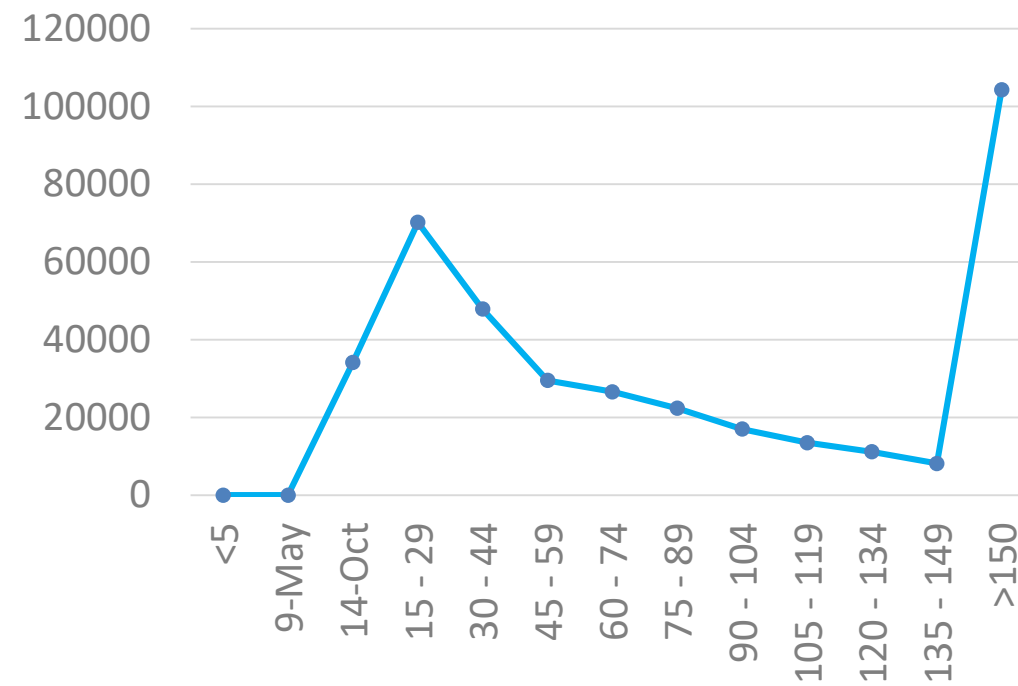
• 287K



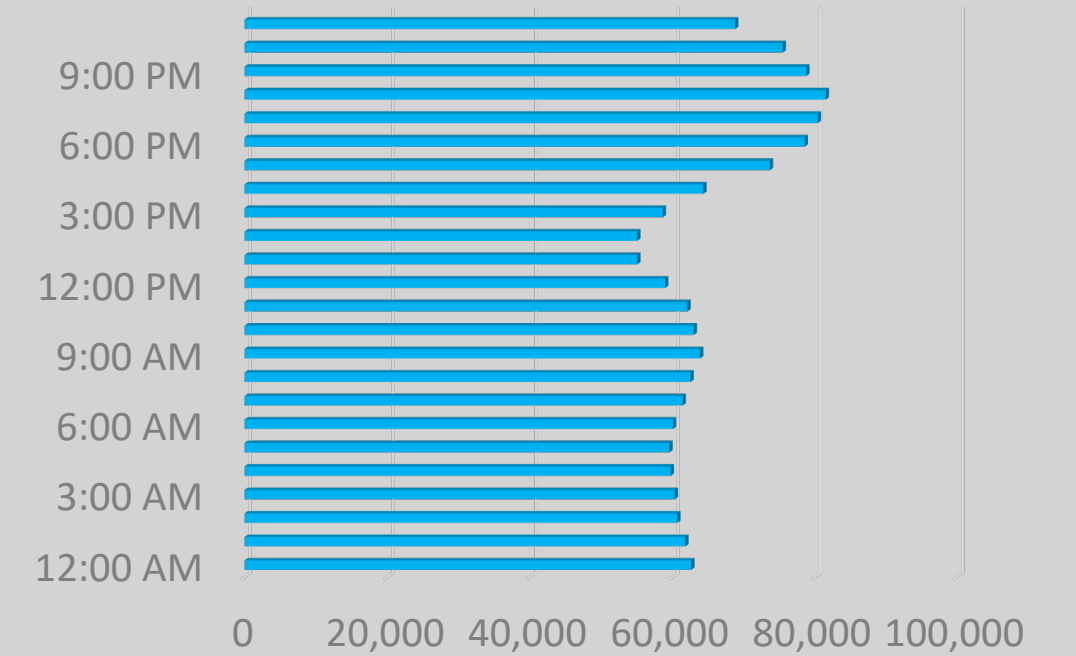
## Total Visits



## Duration of Visits

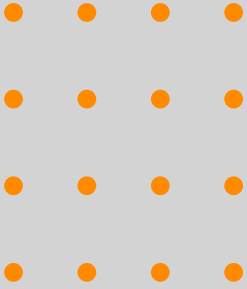
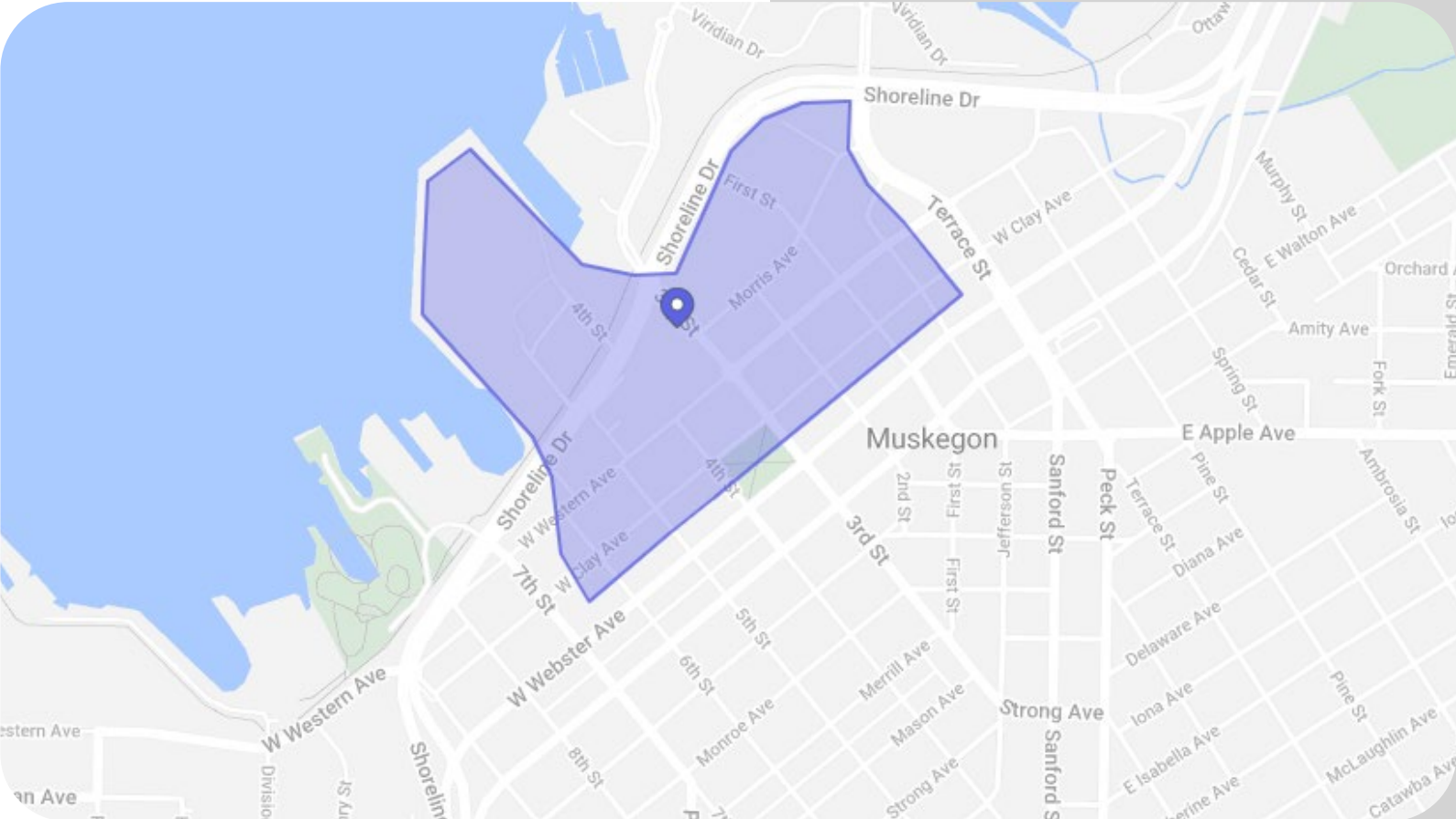


## Hourly Visits

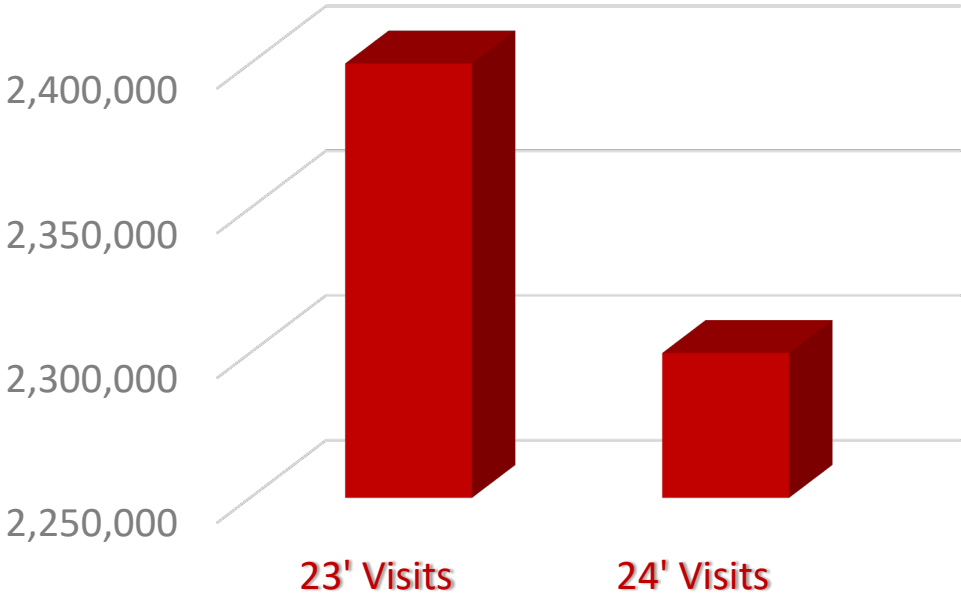


# Western Ave

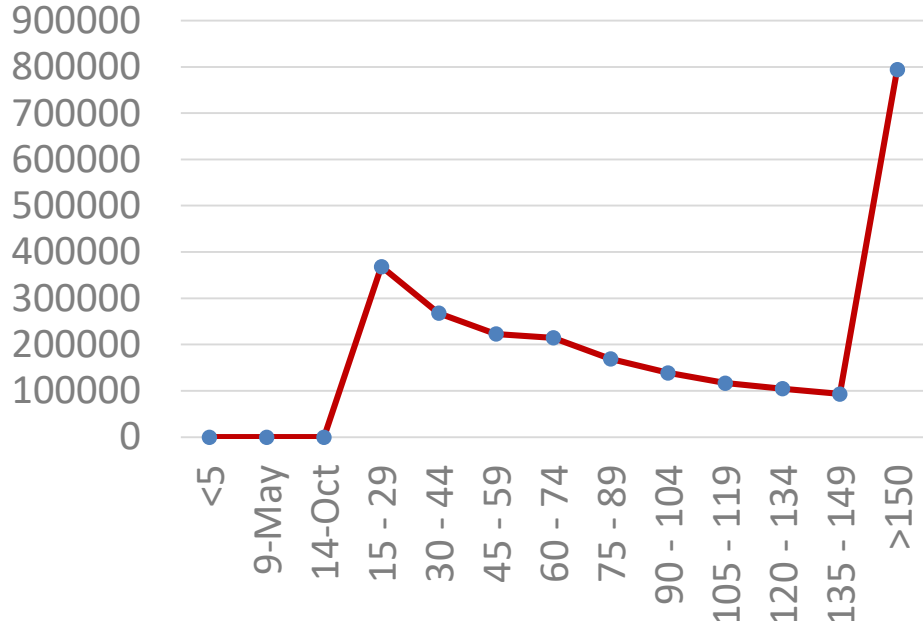
VISITS 2024  
• 2.3M



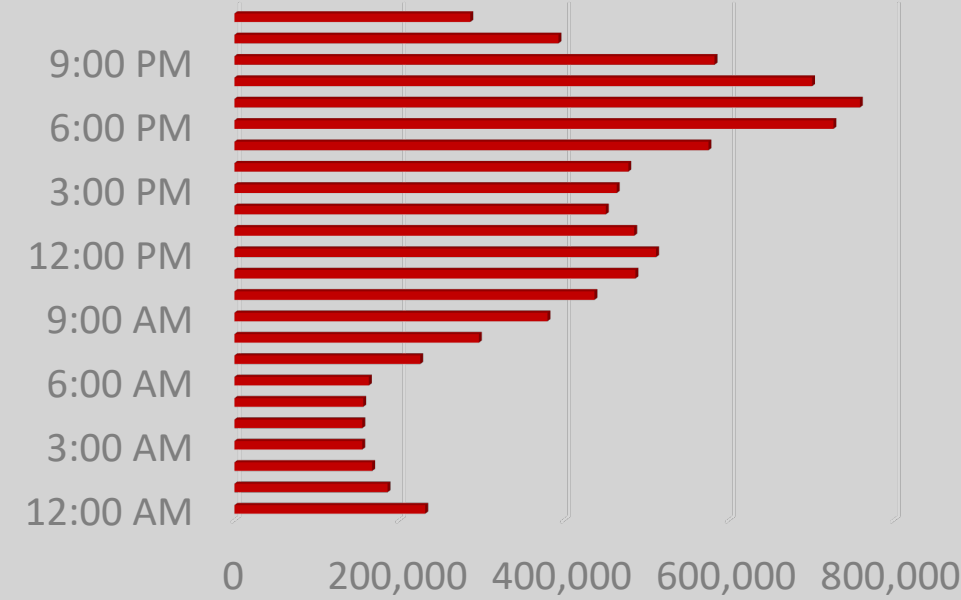
### Total Visits



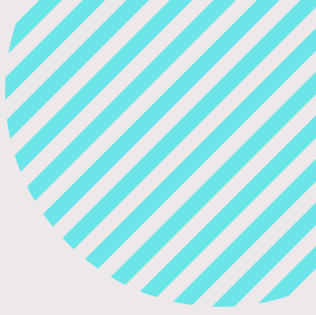
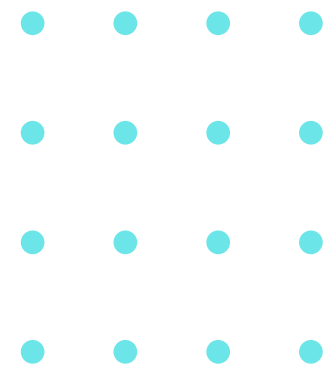
### Duration of Visits



### Hourly Visits



Source: Placer



# Downtown Development Authority 2024

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2023-24 Revised Budget  
Fund balance as of January 31, 2025:  
\$96,091.27

## Revenues:

Tax increments: \$504,000  
Interest income: \$1,300  
Total revenues: \$505,300

## Expenses:

Trinity Health Arena bond payment:  
\$130,000  
Salaries/benefits: \$116,124.69  
Streetscape/decorations: \$25,000

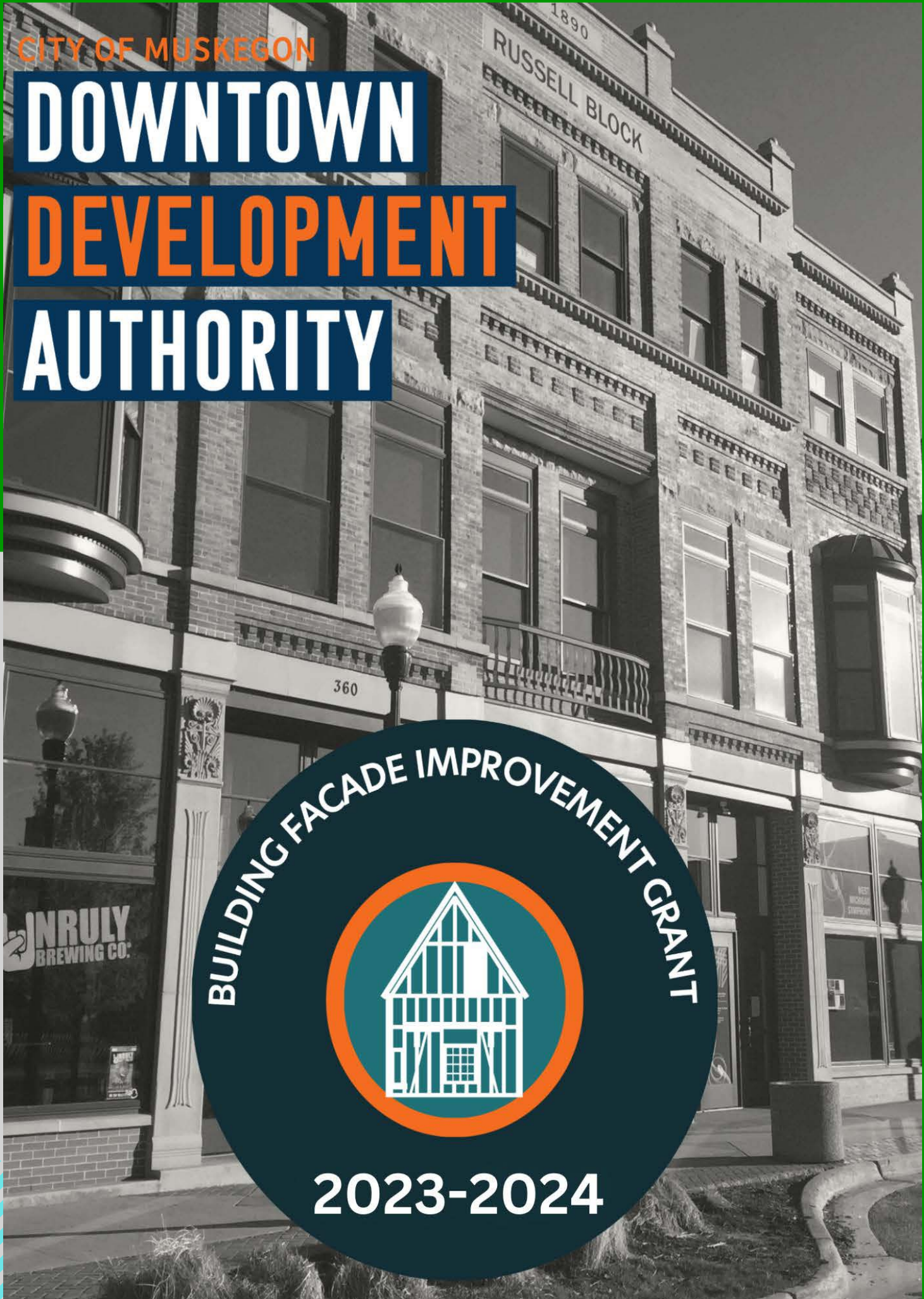
Façade program: \$154,394.96  
Downtown parks: \$5,000  
Landscaping: \$40,896  
Snow Removal: \$32,719.29  
Marketing/promotion: \$14,000  
Blight: \$50,000  
Office/ Misc. Operating: \$14,000  
Chalet: \$2,400  
Property Appraisal: \$5,000  
**Total expenses: \$576,534.94**

Estimated fund balance June 30,  
2024: **\$233,939.22**



CITY OF MUSKEGON

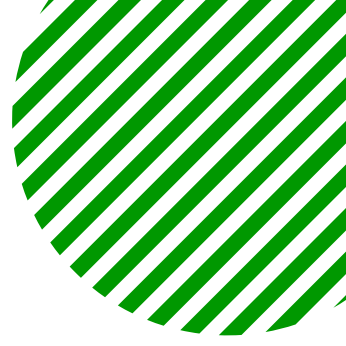
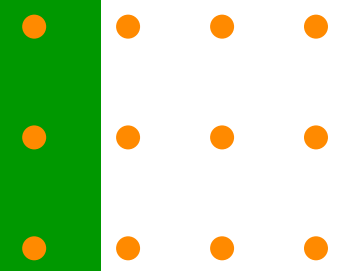
# DOWNTOWN DEVELOPMENT AUTHORITY



## DDA Facade Program 2023-24:

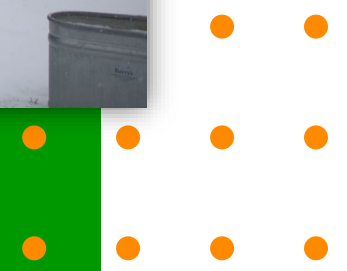
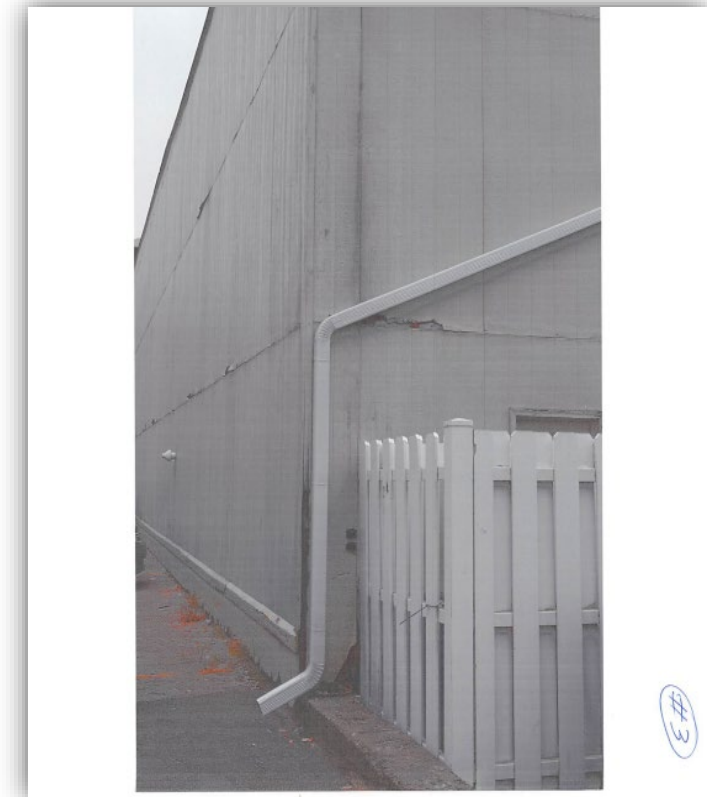
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Facade grants for DDA  
commercial properties and  
businesses up to \$25,000.





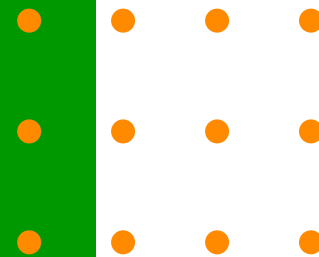
# Drs. Gundersen and Zuker, PLLC 442 W. Western Ave.





# The Leonard 292 W. Western Ave.

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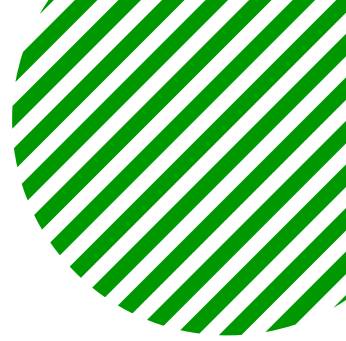


# Puerto Vallarta Mexican Grill and Bar, LLC

292 W. Western Ave.

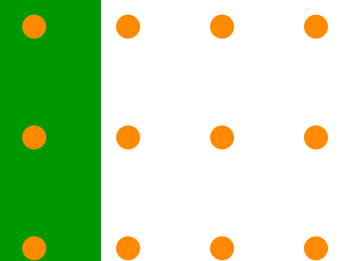
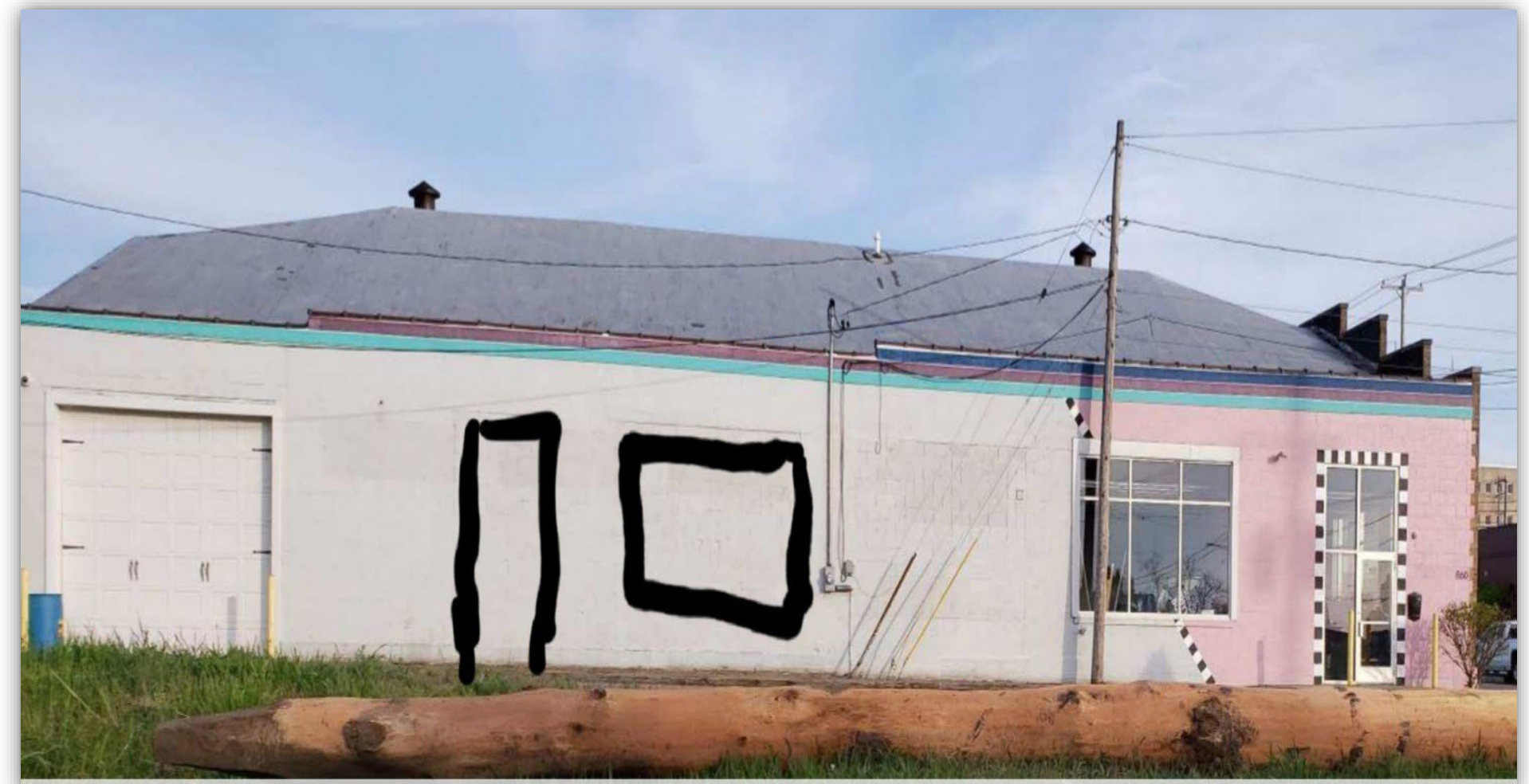
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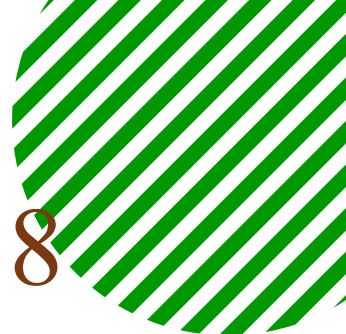




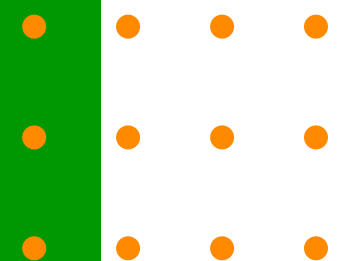
# 860 Pine St.

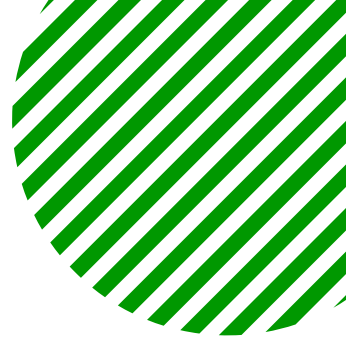
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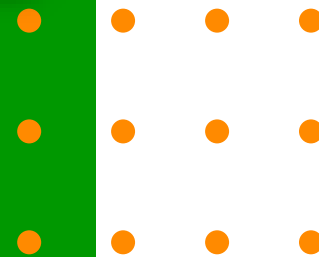
# Fraternal Order of Eagles 668 621 Western Ave.





# The Corner

280 W. Muskegon Ave.

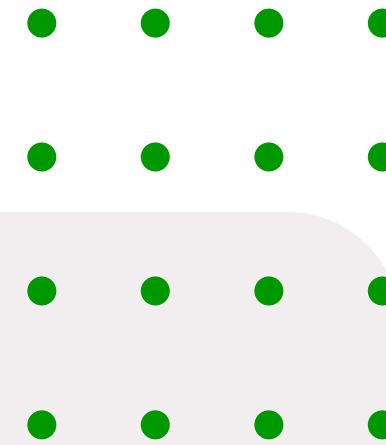




# Future Funding for Downtown

- **Brownfield Fund Capture** : Terrace Point and Betten sites will begin capturing funds for the Brownfield Local Revolving Fund .
- **Entrepreneurial Support** : The DDA is interested in utilizing funds to support entrepreneurs and business incubators .  
Redevelopment
- **Opportunities** : Exploring downtown sites for potential redevelopment projects .
- **Budgetary Surplus** : The DDA has a surplus to cover immediate landscaping and snow removal services downtown .





# Thank you!

Thank you all for making 2024 a flourishing year!

Contessa Alexander

DDA/BRA Staff Liaison



231-724-4141



[Contessa.alexander@shorelinecity.com](mailto:Contessa.alexander@shorelinecity.com)

