

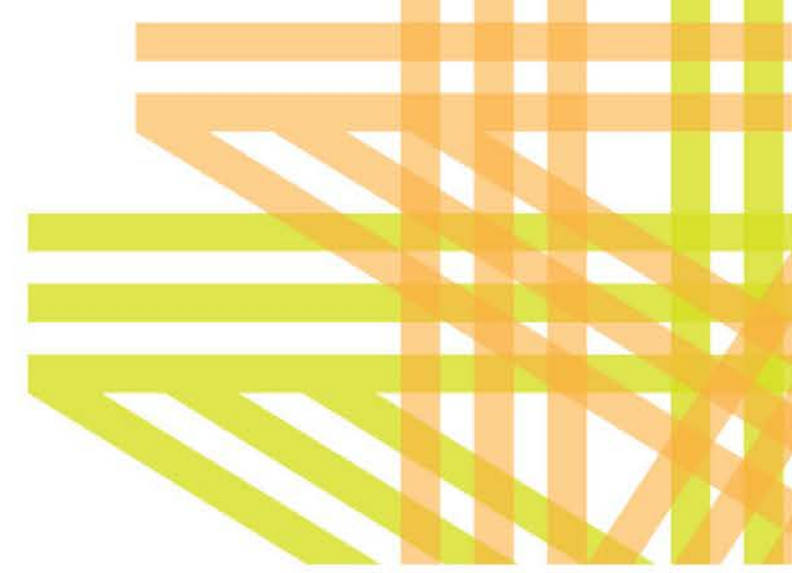


# Revitalize Downtown Muskegon 2.0 2022 Annual Report

DOWNTOWN MUSKEGON ANNUAL MEETING  
THE BLOCK JANUARY 25, 2023

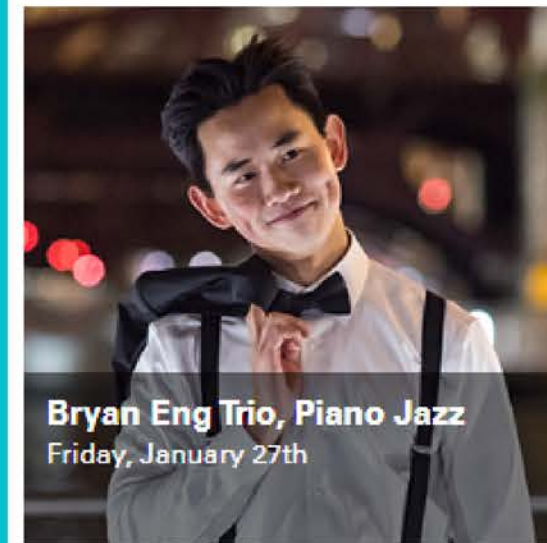


# THE BLOCK

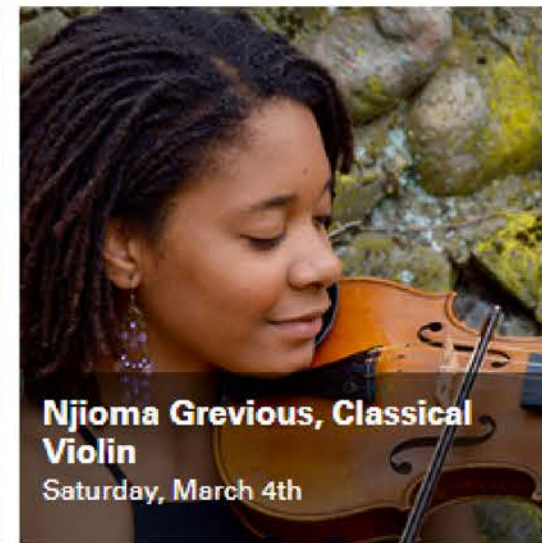


## FOR THE MUSICALLY CURIOUS

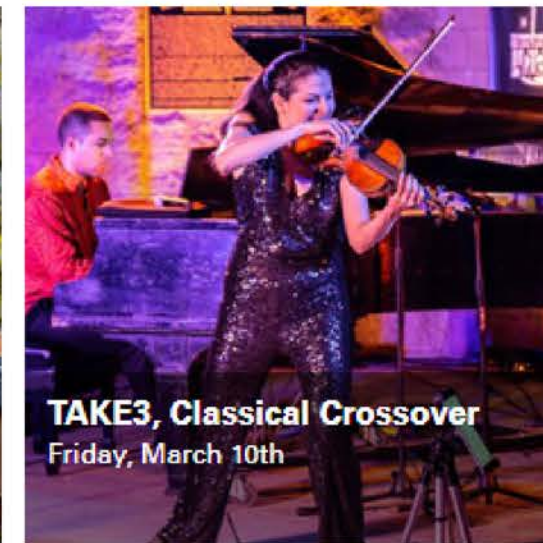
### UPCOMING EVENTS:



**Bryan Eng Trio, Piano Jazz**  
Friday, January 27th



**Njioma Grevious, Classical Violin**  
Saturday, March 4th



**TAKE3, Classical Crossover**  
Friday, March 10th



**WMS Low Brass, Classical Brass Ensemble**  
Saturday, March 25th



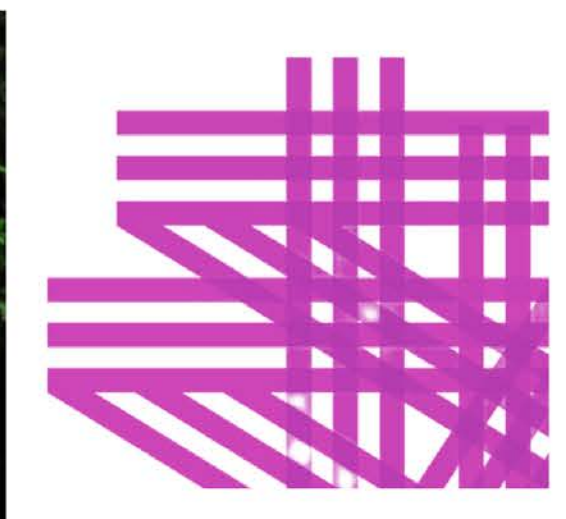
**Michael J Reed Quartet, Straight-Ahead Jazz**  
Friday, April 14th



**Byron Stripling Quartet, A Taste of New Orleans**  
Saturday, April 29th



**Diego Rivera Quartet**  
Saturday, May 13th



**Andy Buelow, President/ CEO**

ADDRESS

360 W. Western Ave, 2nd floor

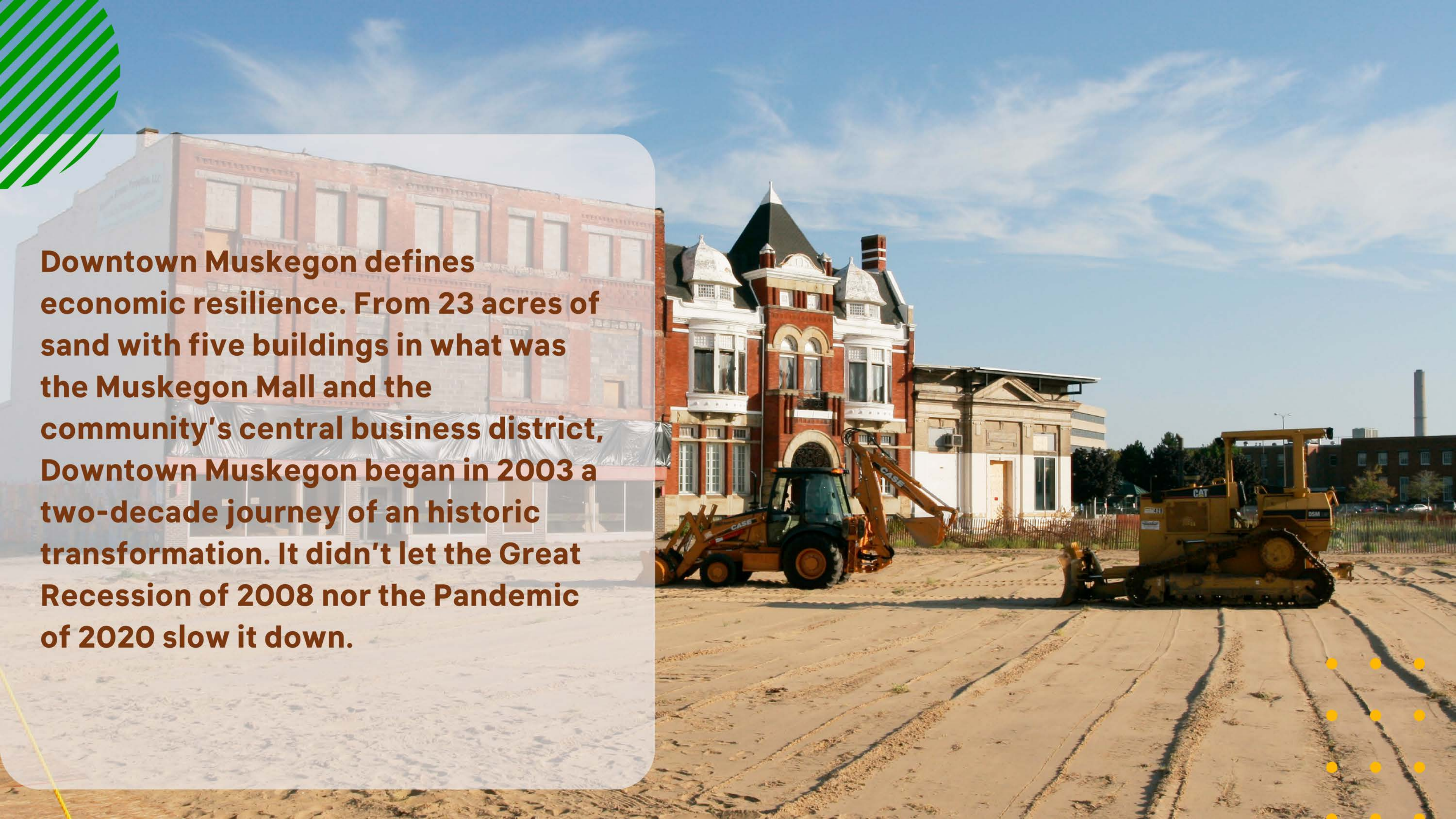
Muskegon, MI 49440

p: 231.726.3231

f. 231.457.4033

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





**Downtown Muskegon defines economic resilience. From 23 acres of sand with five buildings in what was the Muskegon Mall and the community's central business district, Downtown Muskegon began in 2003 a two-decade journey of an historic transformation. It didn't let the Great Recession of 2008 nor the Pandemic of 2020 slow it down.**



Now “post Pandemic,”  
Downtown Muskegon is  
again on fire ...  
Revitalizing 2.0 ... new,  
fresh and forward  
looking.

Edward Jones

# Muskegon Visual History

POST LUMBER



1950'S



HOTEL DEMO



# Muskegon Visual History

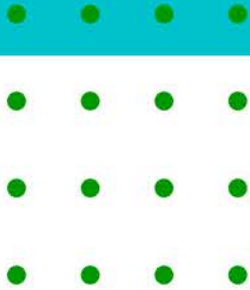
MUSKEGON MALL



MALL DEMO

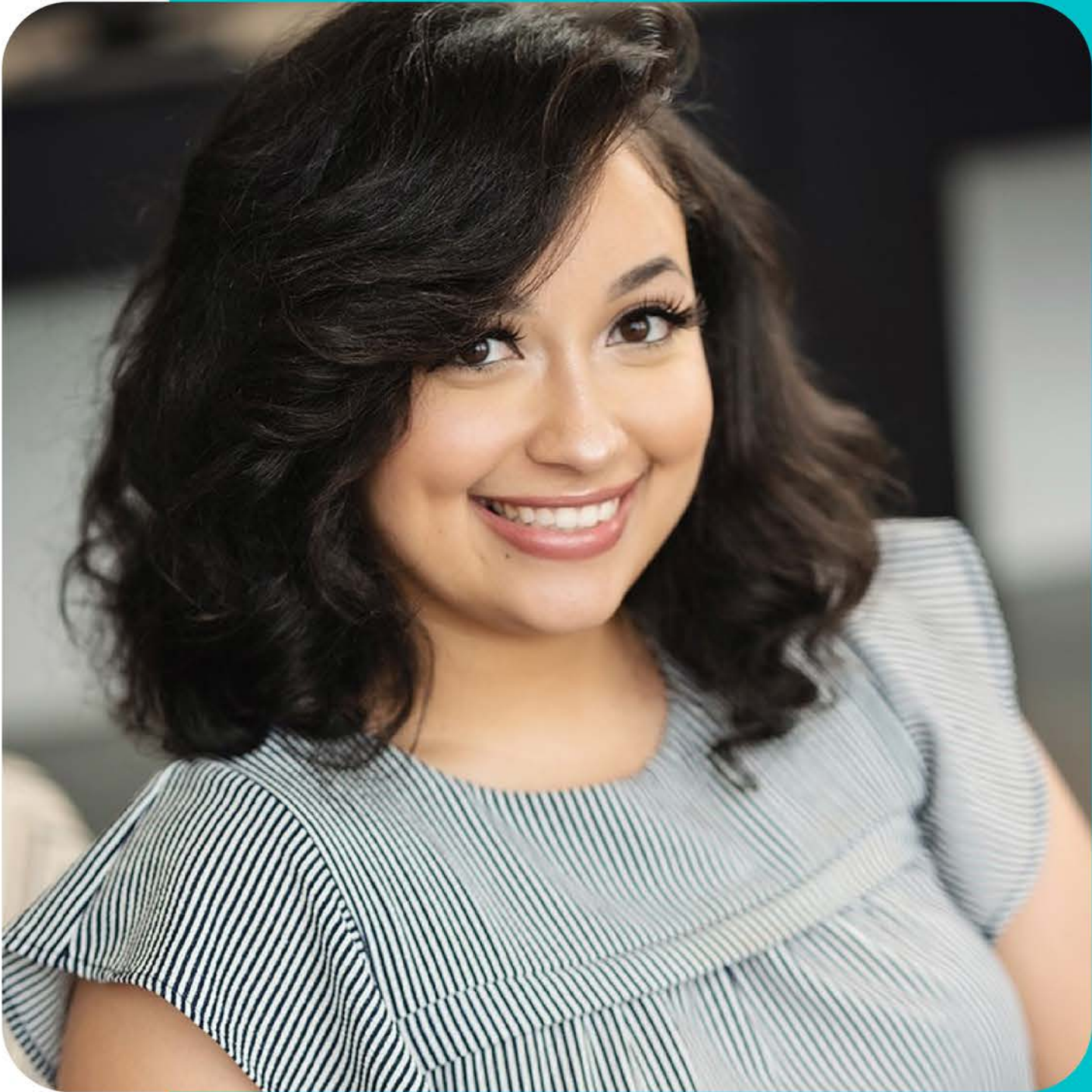


TODAY





# Downtown Muskegon Today

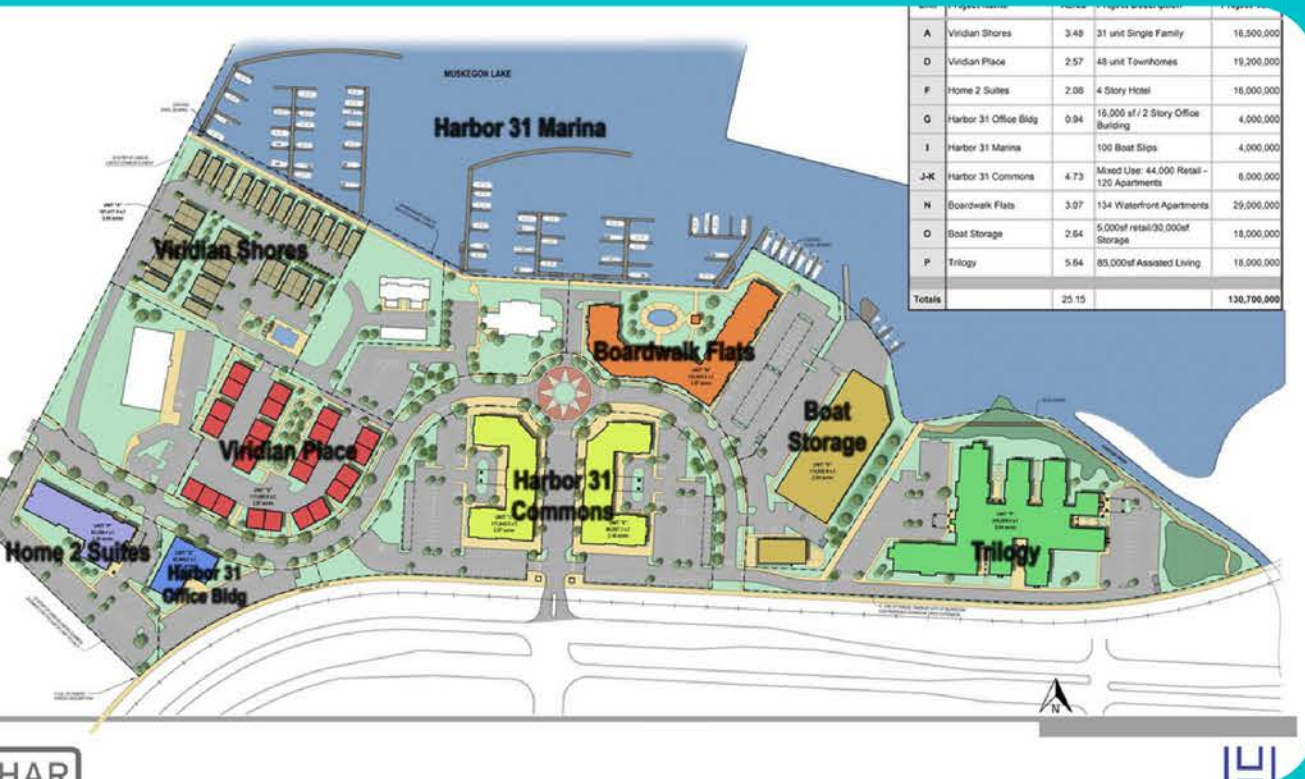


## **WELCOME CONTESSA ALEXANDER DEVELOPMENT ANALYST**

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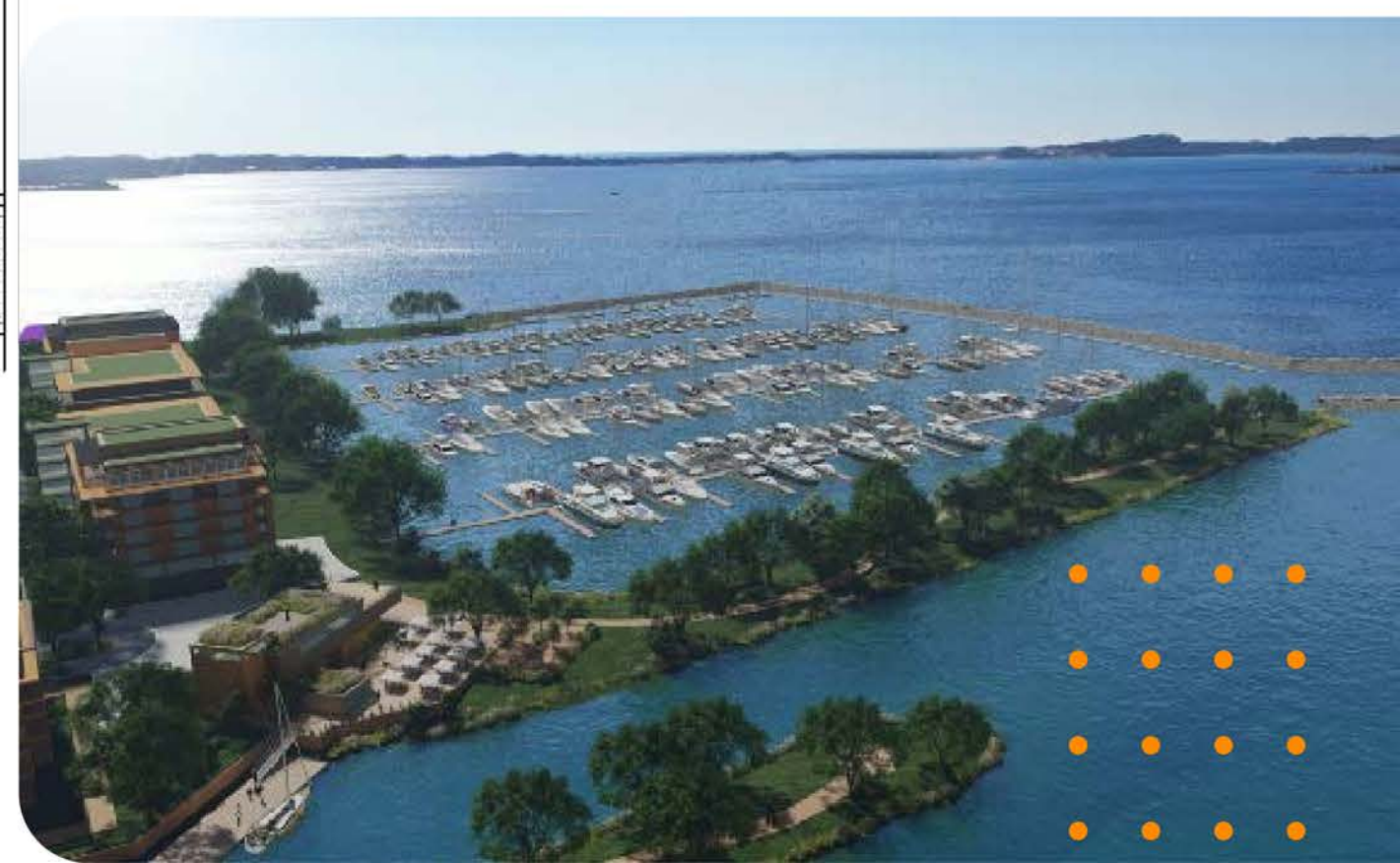
Contessa is transitioning this year into staffing both the DDA and BID, becoming the new Downtown Muskegon manager as Dave Alexander plans for a July 2024 retirement. She comes with former experience working in economic development and looks forward to joining the team!





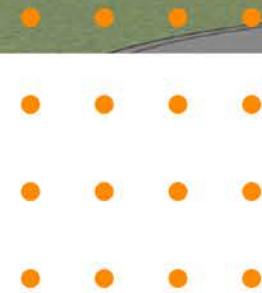
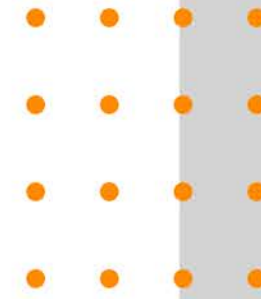
# New Developments 2023

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



# On the east ...

## Harbor 31



### Viridian Shores



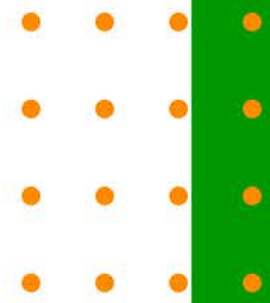
### Trilogy



# On the west ... Adelaide Pointe



# Former Shaw-Walker building (Watermark Center)



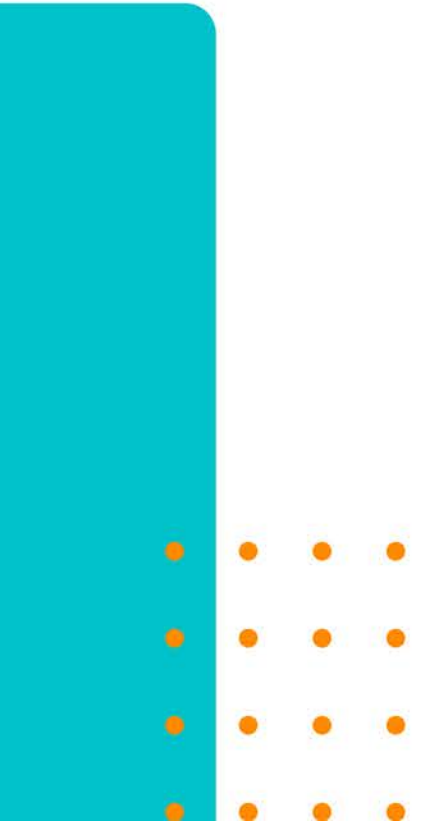
OVERALL SITE PLAN  
SCALE 1" = 50'

PRELIMINARY  
FOR CONSTRUCTION

PROJECT #	1204-22
DATE	08/04/22
DESIGNER	CONCEPT DESIGN STUDIO, INC.
DRAWN BY	XXX
CHECKED BY	XXX
DATE	08/04/22
PROJECT TITLE	OVERALL SITE PLAN

**MASTER PLAN FOR  
WATERMARK - 2022**  
MUSKEGON, MICHIGAN

CONCEPT DESIGN  
300 E ELLIS ROAD  
NORTON SHORE, MI  
PH: (231) 798-4831  
FAX: (231) 798-4837

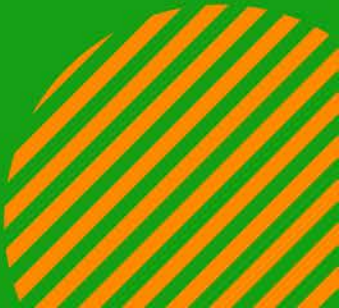
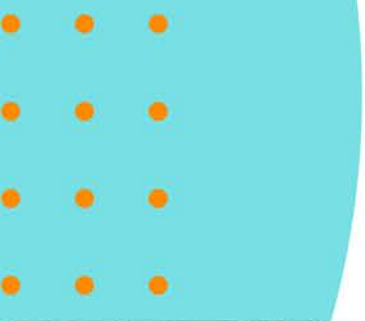


# Boys & Girls Club of The Muskegon Lakeshore

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# Muskegon Museum of Art



# 880 First



Inviting Leasing Office



Furnishings Defining Zones



Textured Wall/ Visual Interest Behind Amenities, Visible From Street



# Lakeview Lofts II and III





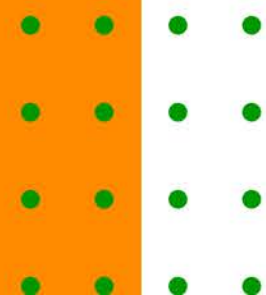


# Hackley Center

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## Three pronged:

1. Save the exterior/structure. This includes fixing the trusses and the third floor leaning wall. It will also include a new roof and likely new windows.
2. Renovate and occupy the interior.
3. The plan today is a hotel experience – up to 40-45 rooms.





## Core Plaza

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The former Huntington Bank is continuing to develop into a lavish core venue for the city.

- "High end" food court concept (5 vendors)
- Full service bar operation
- Drive thru food service
- Outdoor park / entertainment venue and sidewalk seating
- Retail space
- Professional office suites
- "Flat fee" co-working space
- Potential for residential / studio apartments



# Planning Underway...



- New restaurant on 451 W. Western
- Food truck park at Western and Fourth
- Senior housing on Morris Street parking lot and a Mixed-use residential-commercial at
- Double-decker entertainment barge at Heritage Landing
- Second building next to The Leonard

# New Businesses

## Carlisle's



## Socibowl



- Samaritas Apartments
- The Leonard
- Brass Moon Vintage
- Vintage Deluxe
- IndiGrow
- Socibowl

- Carlisle's
- Mid Michigan Community Action
- Route 31 Credit Union (formerly Muskegon Co-Op Federal Credit Union)
- Kindred
- Servicios de Esperanza



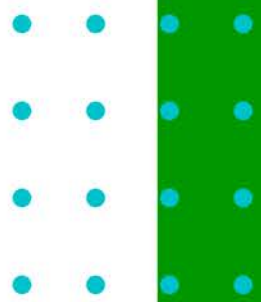
The Leonard

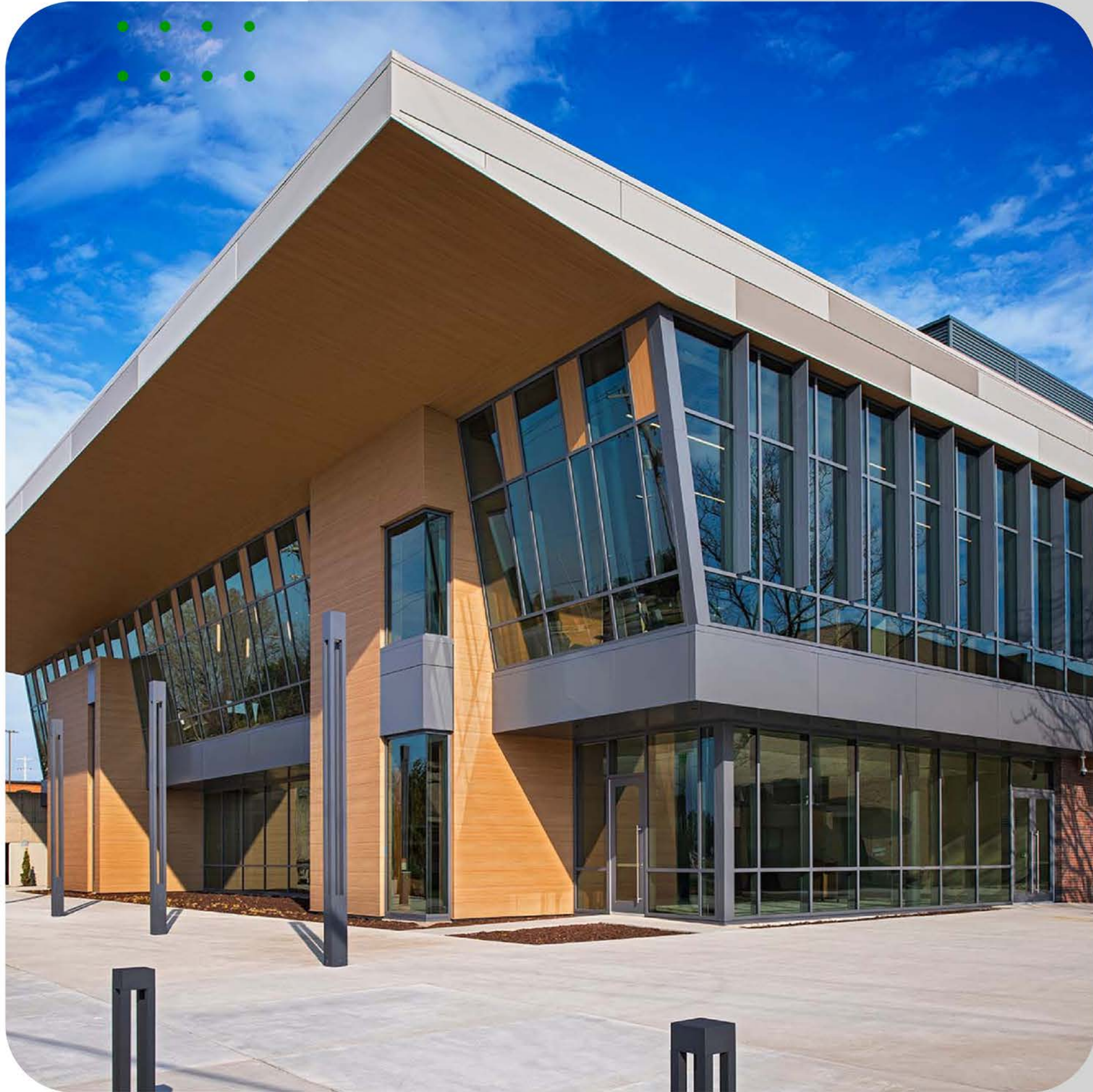


## Pine Street

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2023 will be about the Pine Street District bounded by Terrace, Shoreline Drive, Spring and Apple. Similar to the evolution of Midtown on Third Street or the ongoing transformation of Western Waterfront at the end of West Western Avenue, Pine Street is now poised for significant redevelopment. The Muskegon Planning Department, DDA and Muskegon Lakeshore Chamber of Commerce will be working with Michigan State University's Urban and Planning Department's student practicum to provide a district plan for Pine Street in the first quarter of this year.

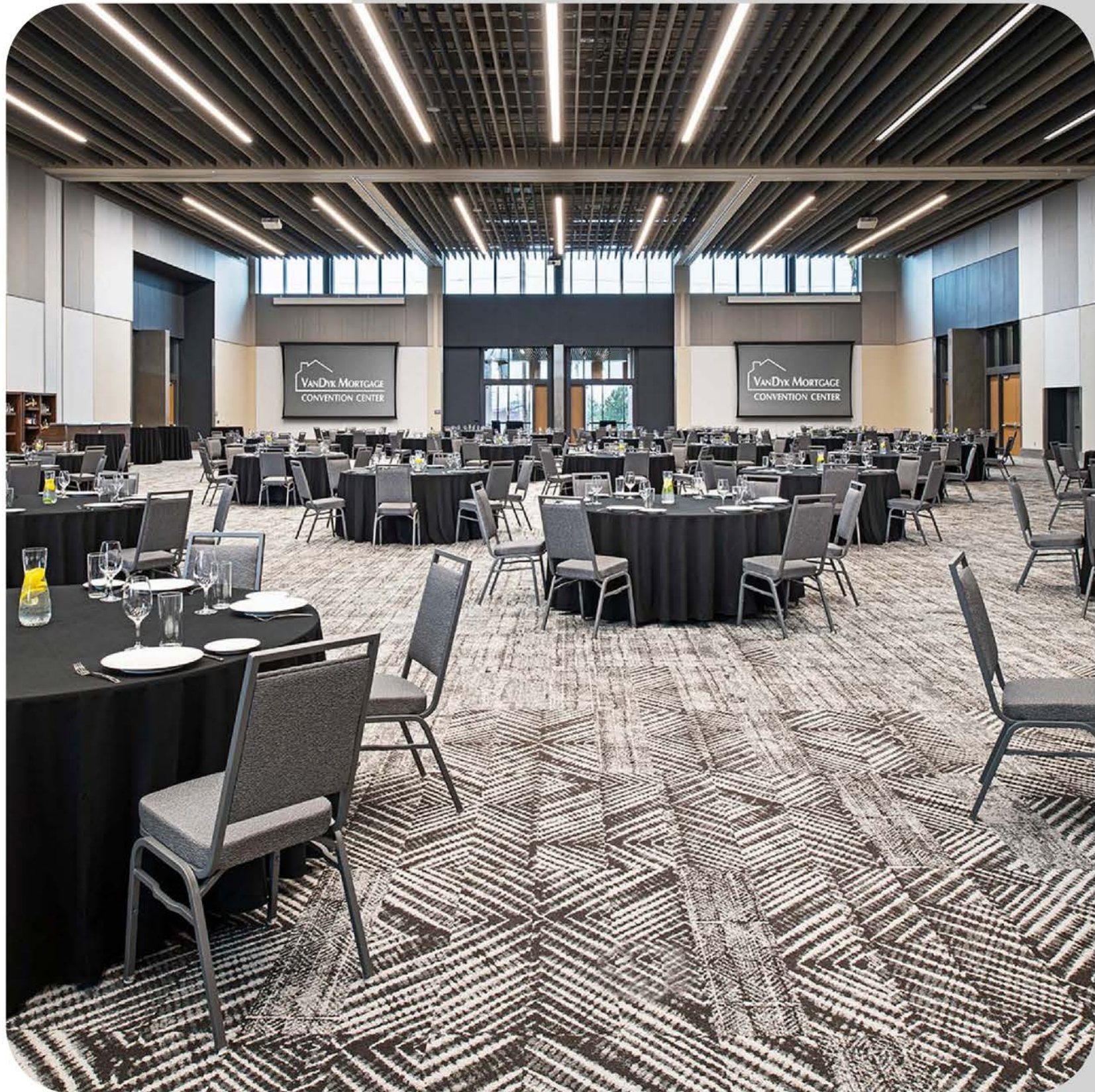
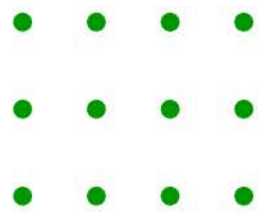




## Convention Center

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Muskegon's VanDyk Mortgage Convention Center had its first full year of operations in 2022, drawing more than 19,000 event attendees for the year. The convention center was a key factor in Muskegon County's record room tax revenues in 2022.



# Convention Center

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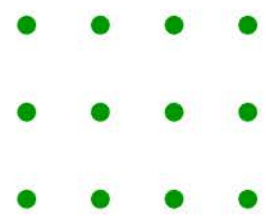
## Key Convention Center 2022 Groups:

- Michigan Makers Market
- Home Garden and Boat Show
- Michigan Great Lakes AOC
- Black Business Expo
- Michigan Municipal League
- American Legion
- Order of Eastern Star
- Great Lakes Beach Association
- Michigan Downtowns Association

## Expected Events in 2023:

- Dancing with the Local Stars
- Michigan State Police data summit
- Lakeshore Living Show
- Michigan Association of County Clerks
- Barbershop Harmony Society
- American Legion
- Michigan Association of Airport Executives
- Lions of Michigan MD11
- Lean Solutions Global Summit





## Key event dates for 2023:

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- St. Patrick's Day: March 17-18
- Taste of Muskegon: June 9-10
- Lakeshore Art Festival: June 24-25
- Fourth of July fireworks: July 4
- Rebel Road/Bike Time: July 19-23
- Unity: Aug. 9-12
- Michigan Irish Music Festival: Sept. 14-17





# Downtown Social District

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As with all downtown in 2022, there were more people than in 2021 but not as much commerce ... the same with the Muskegon Downtown Social District.

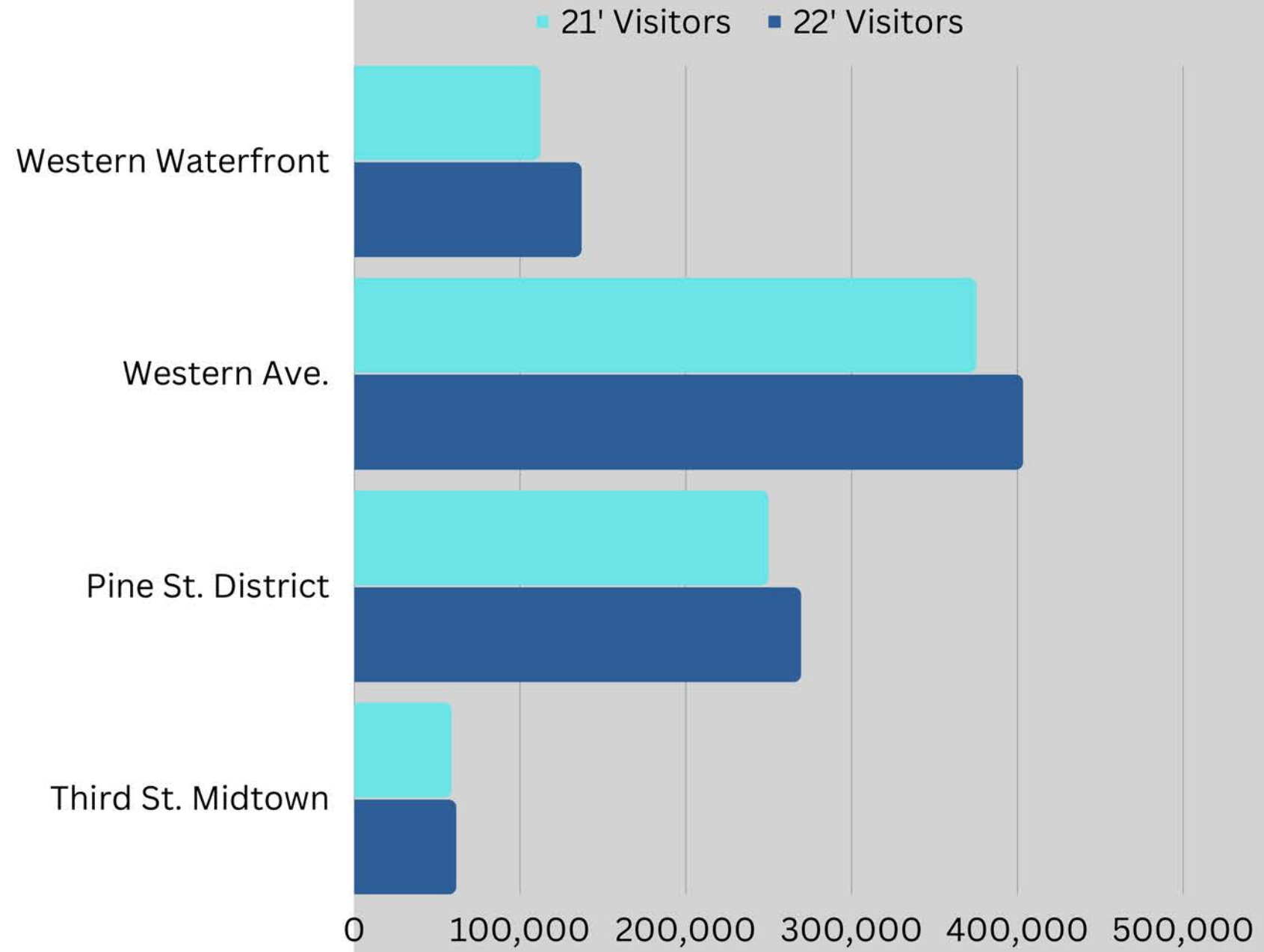
Stickers sold 2021: estimated 132,000  
Stickers sold 2022: estimated 60,600

The numbers reflect:

1. Novelty of the district in 2021
2. Pent up post COVID demand in 2021
3. Higher price of stickers in 2022



# 2022 Downtown Visitors by the Numbers

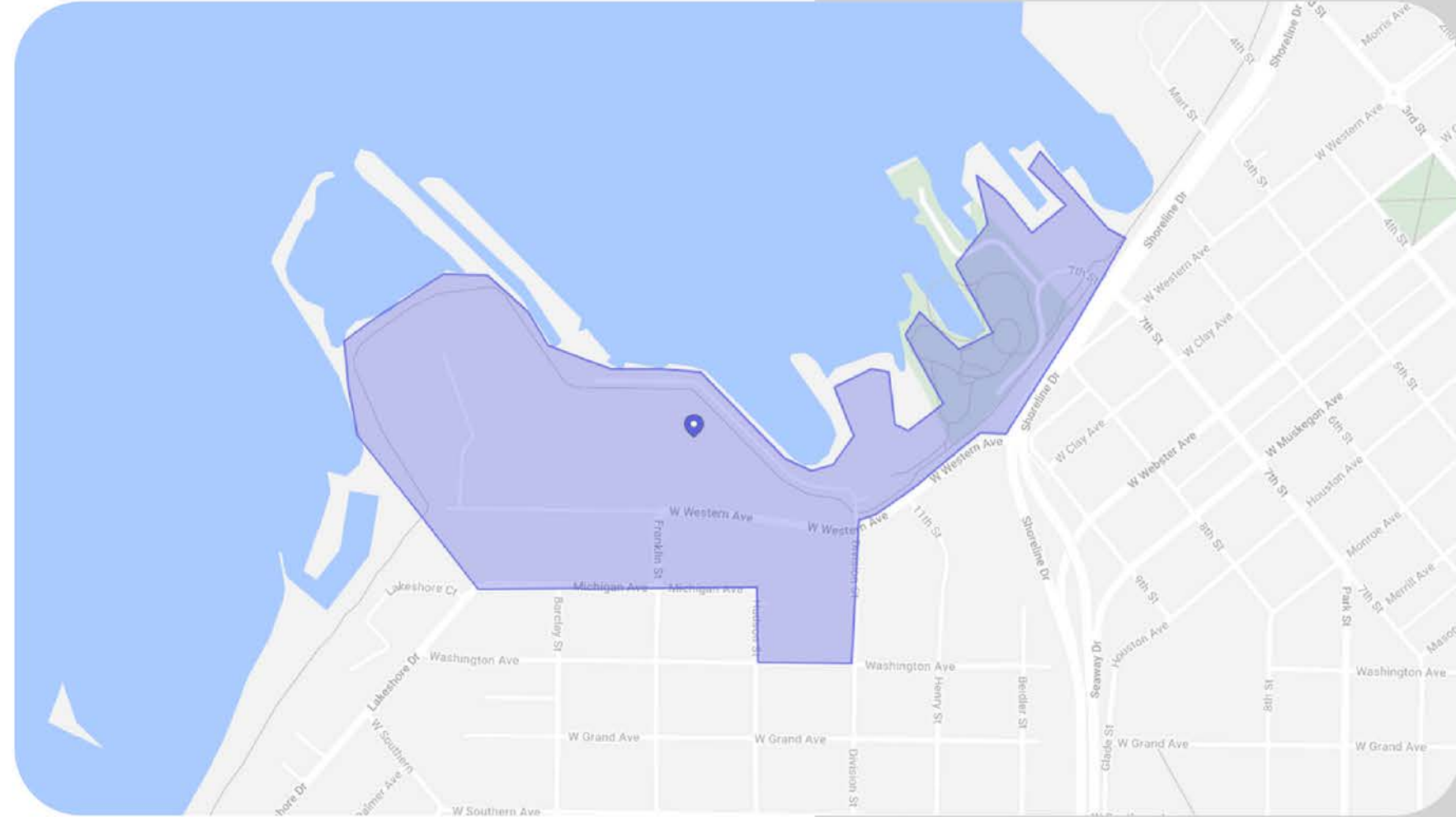


Based on Placer data from 2021-2022, the number of visitors from downtown have increased by 9.4%

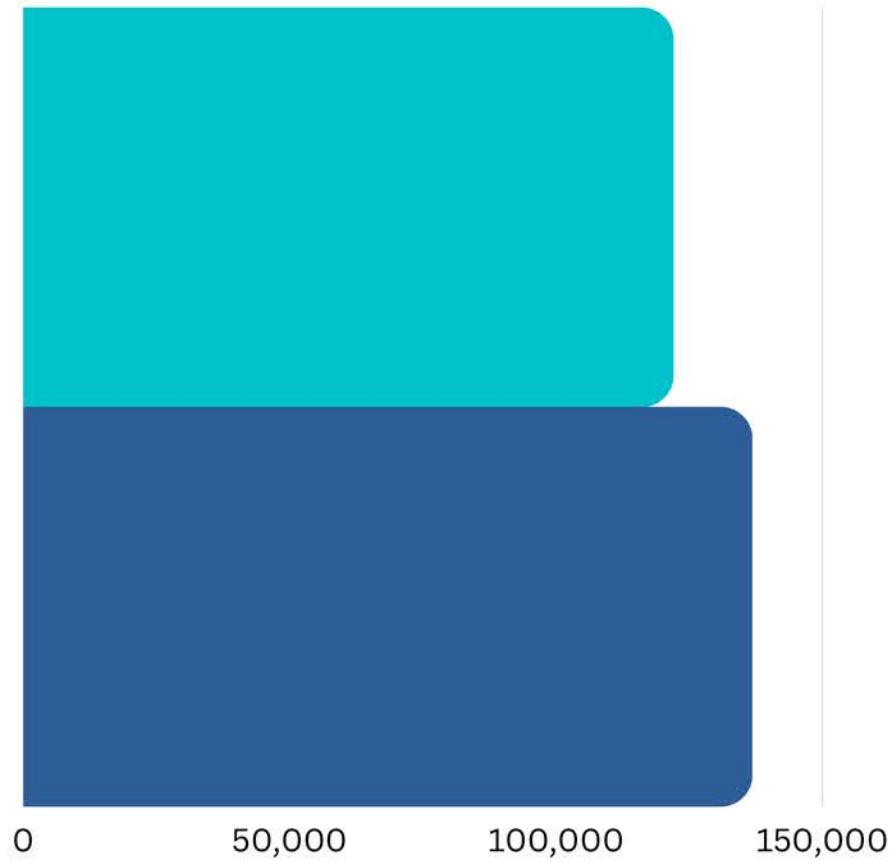
# Western Waterfront

## VISITORS 2022

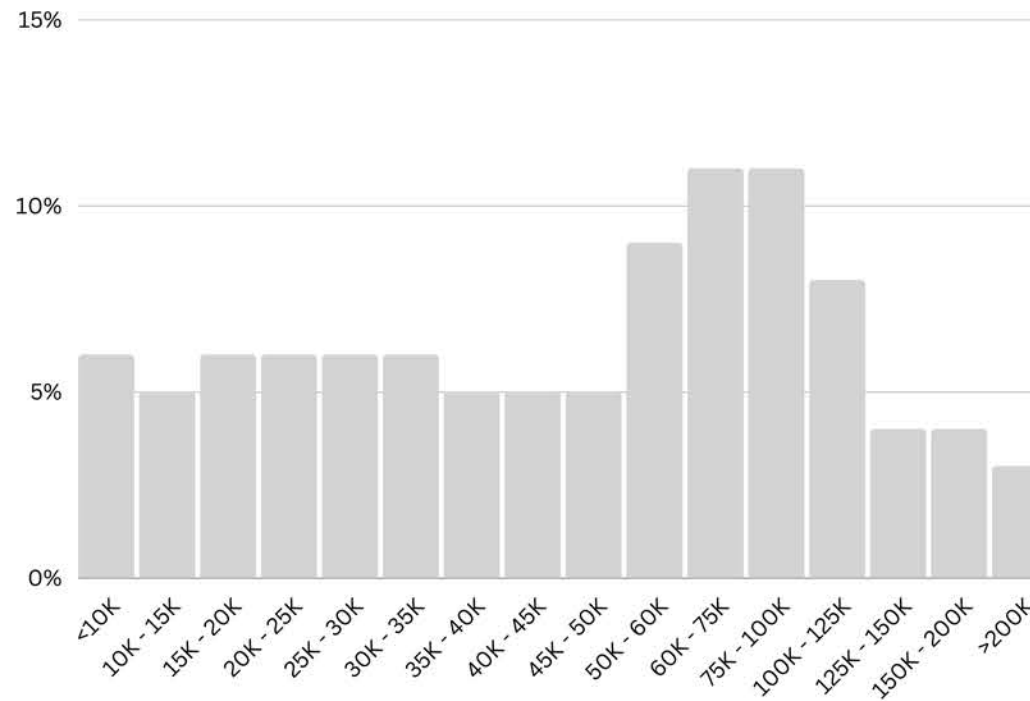
- 136.8K
- TIME SPENT: 180 MIN



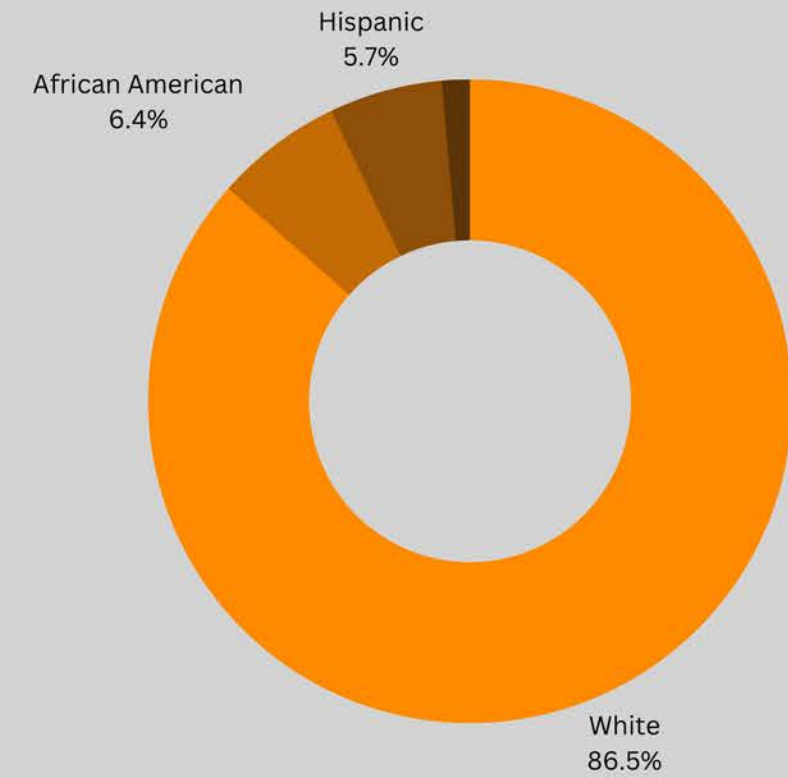
■ 2021 ■ 2022



Visitors



Household Income

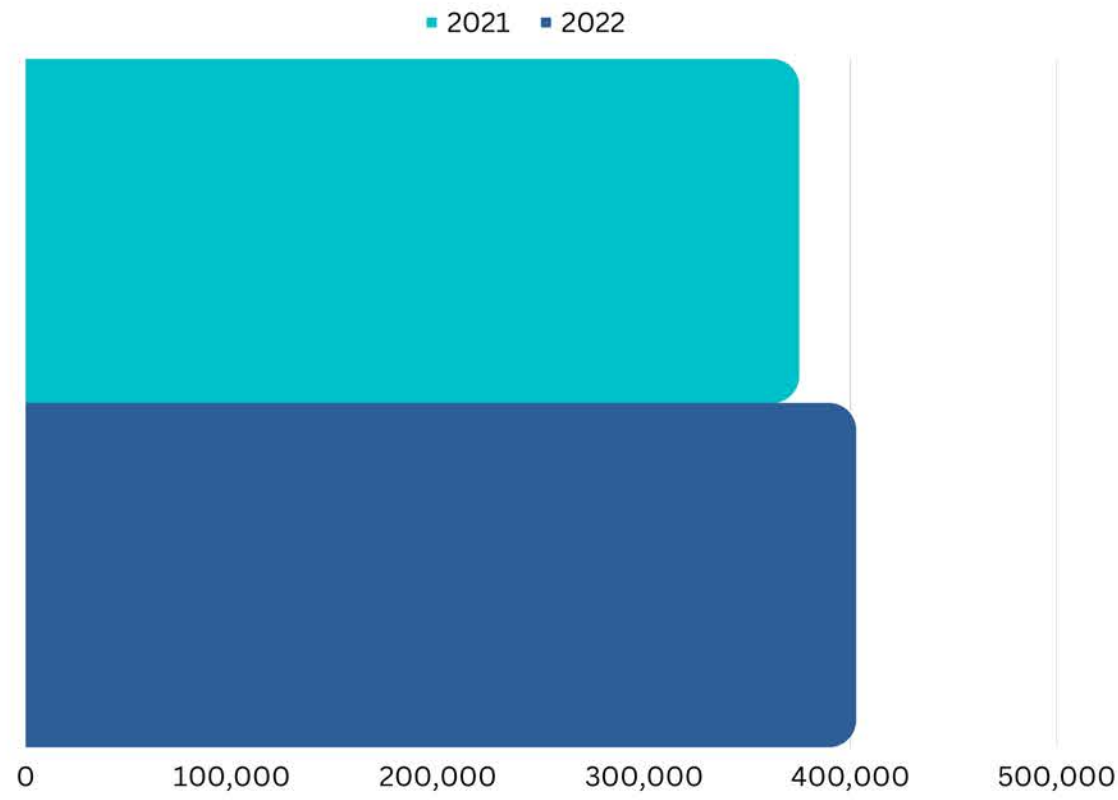
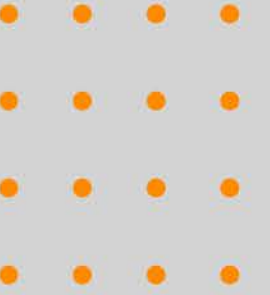
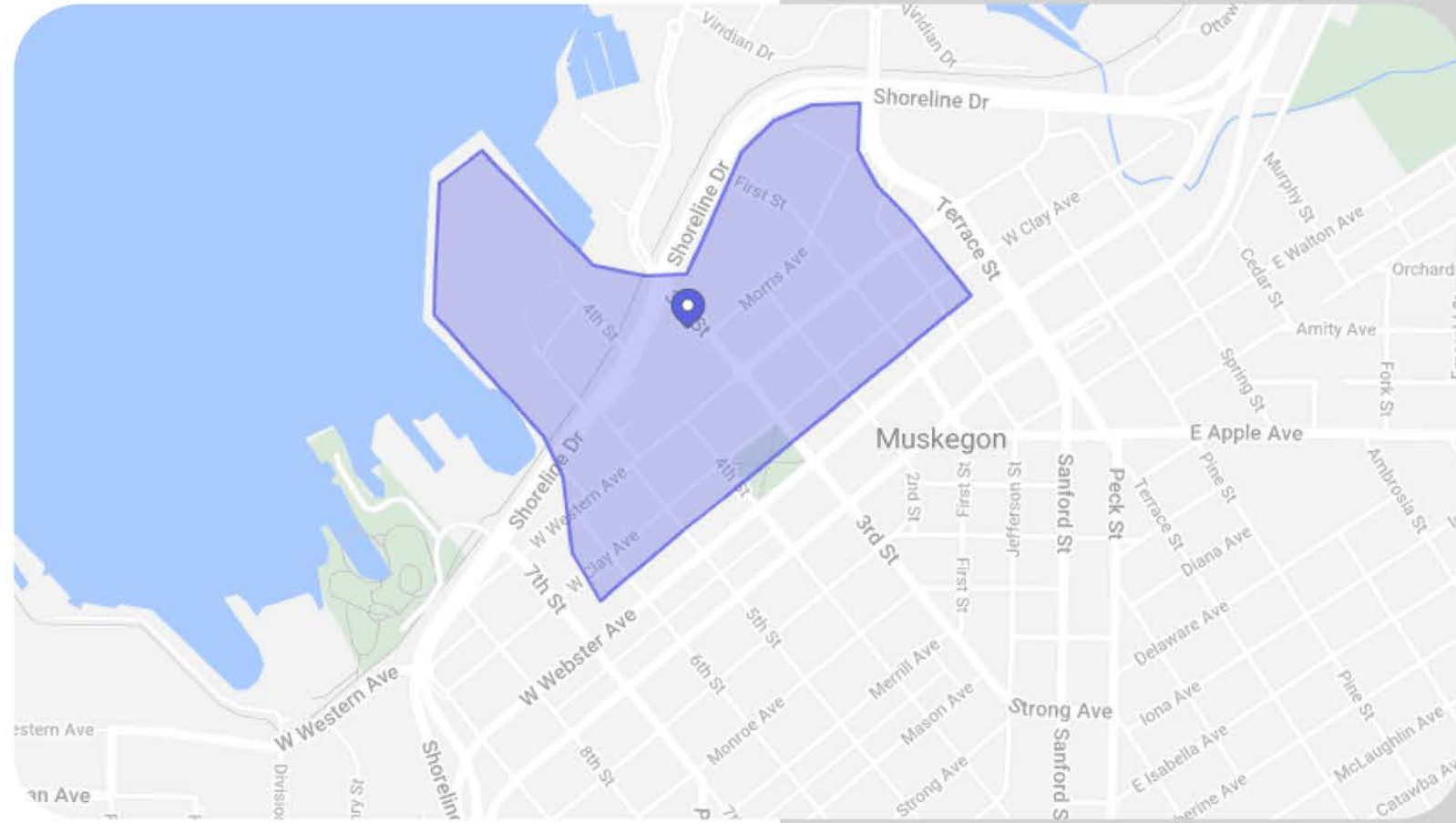


Demographics

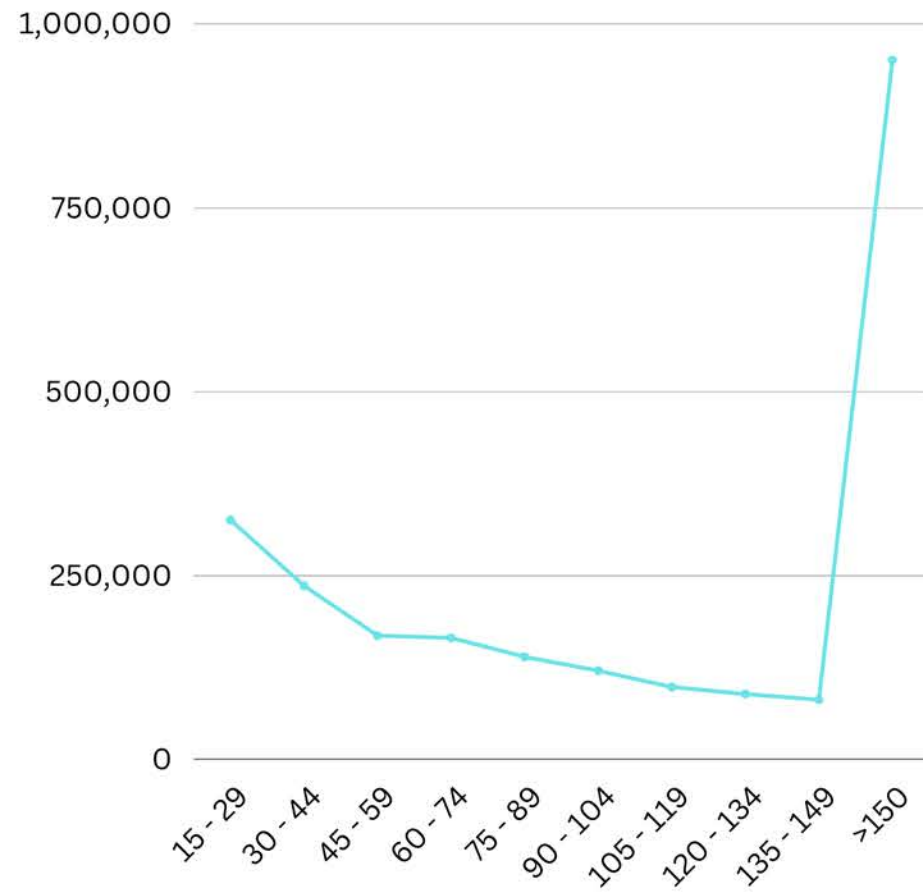
# Western Ave

## VISITORS 2022

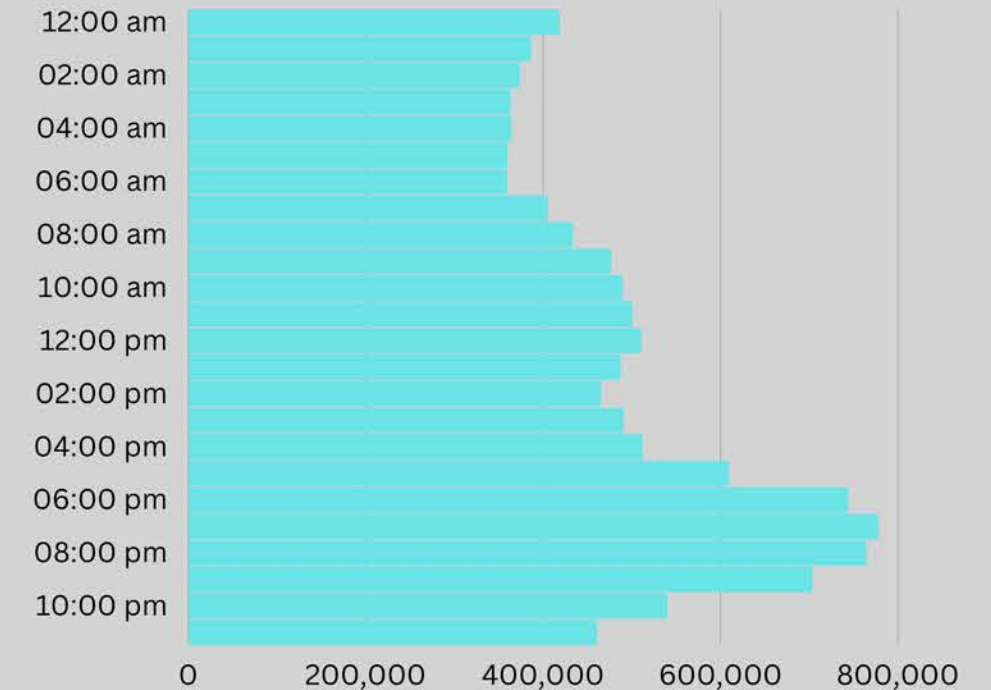
- 402.6K
- TIME SPENT: 243 MIN



Visitors



Length of Stay

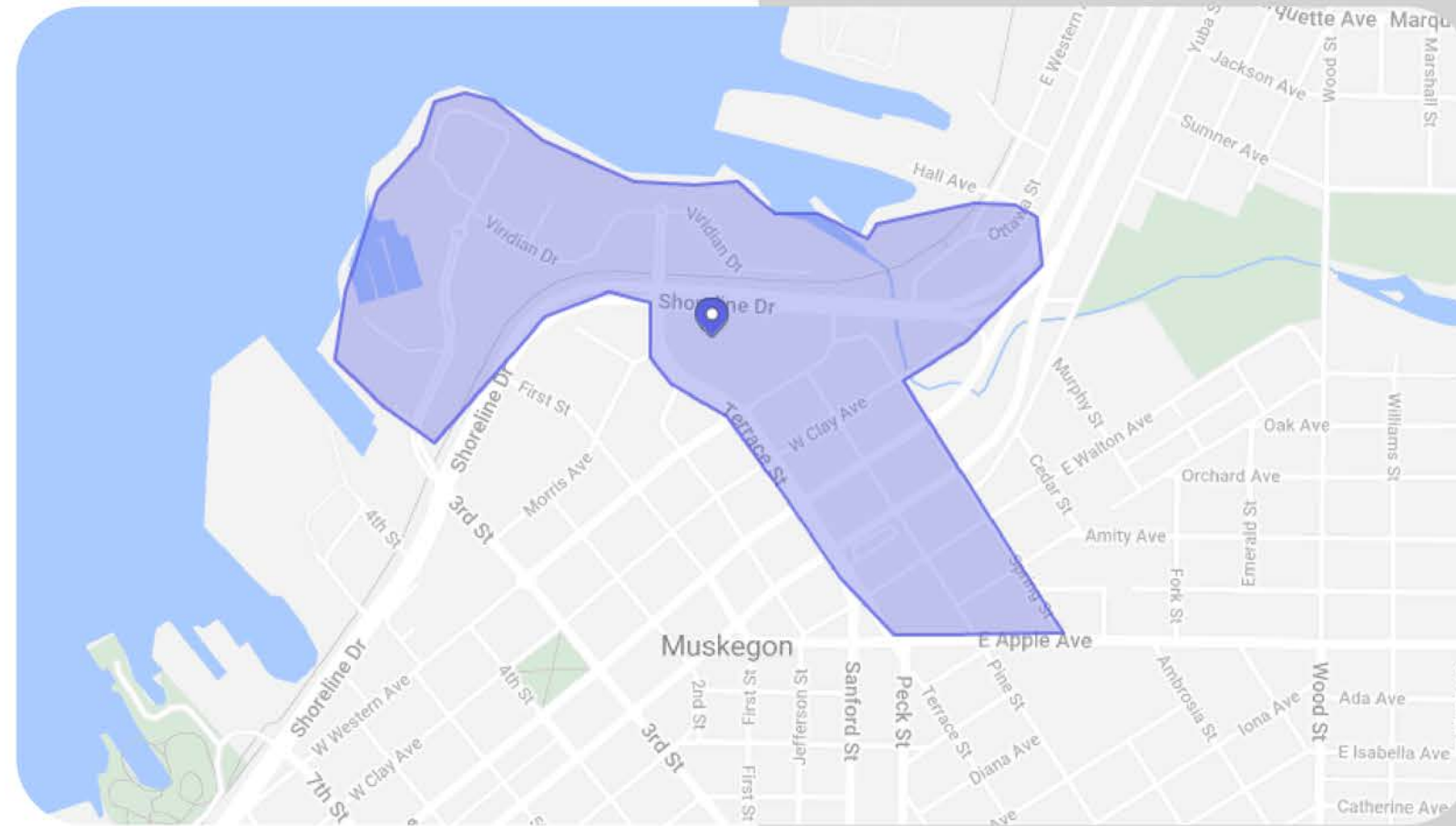


Hourly Visits

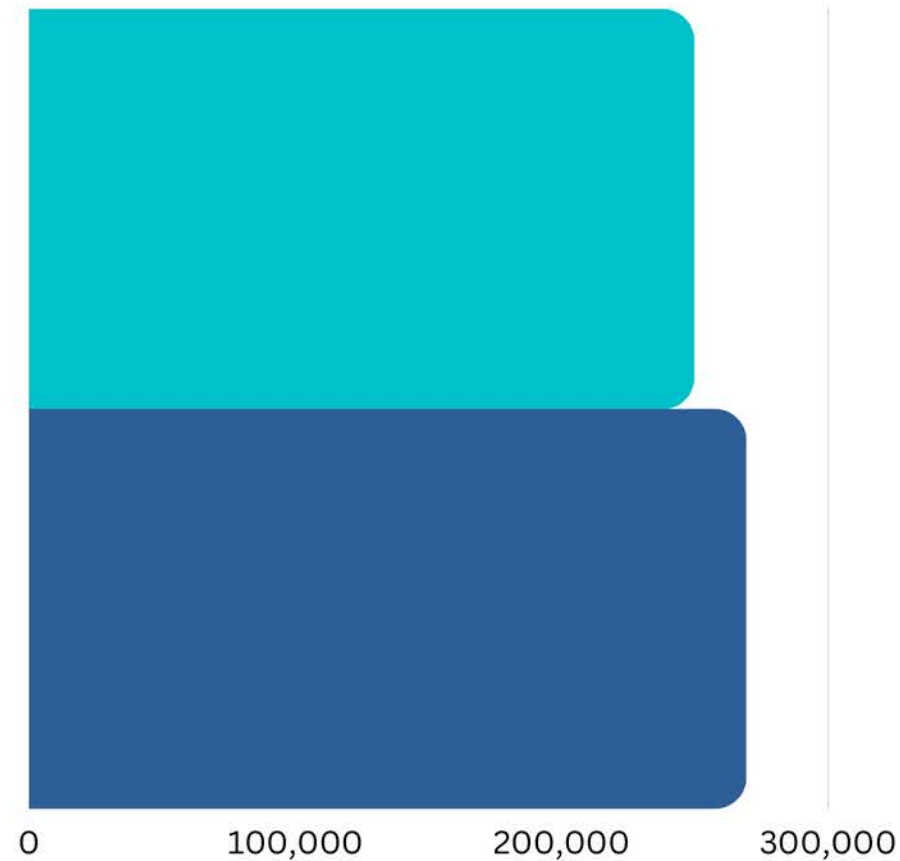
# Pine St. District

## VISITORS 2022

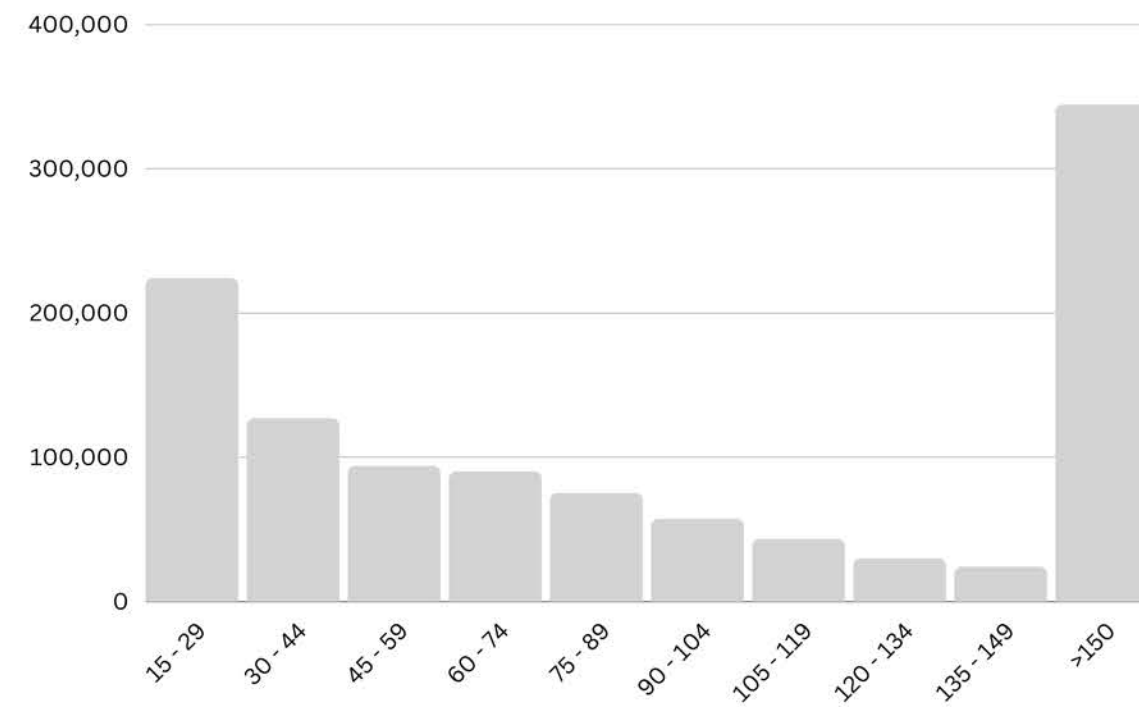
- 269.2K
- TIME SPENT: 234 MIN



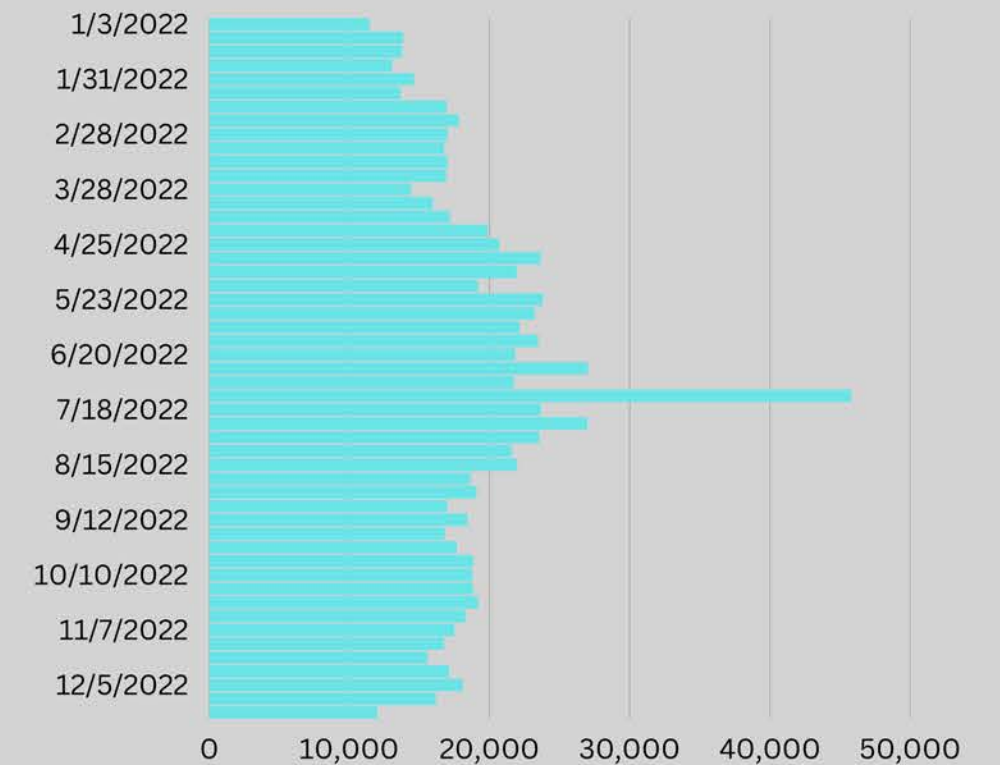
■ 2021 ■ 2022



Visitors



Length of Stay

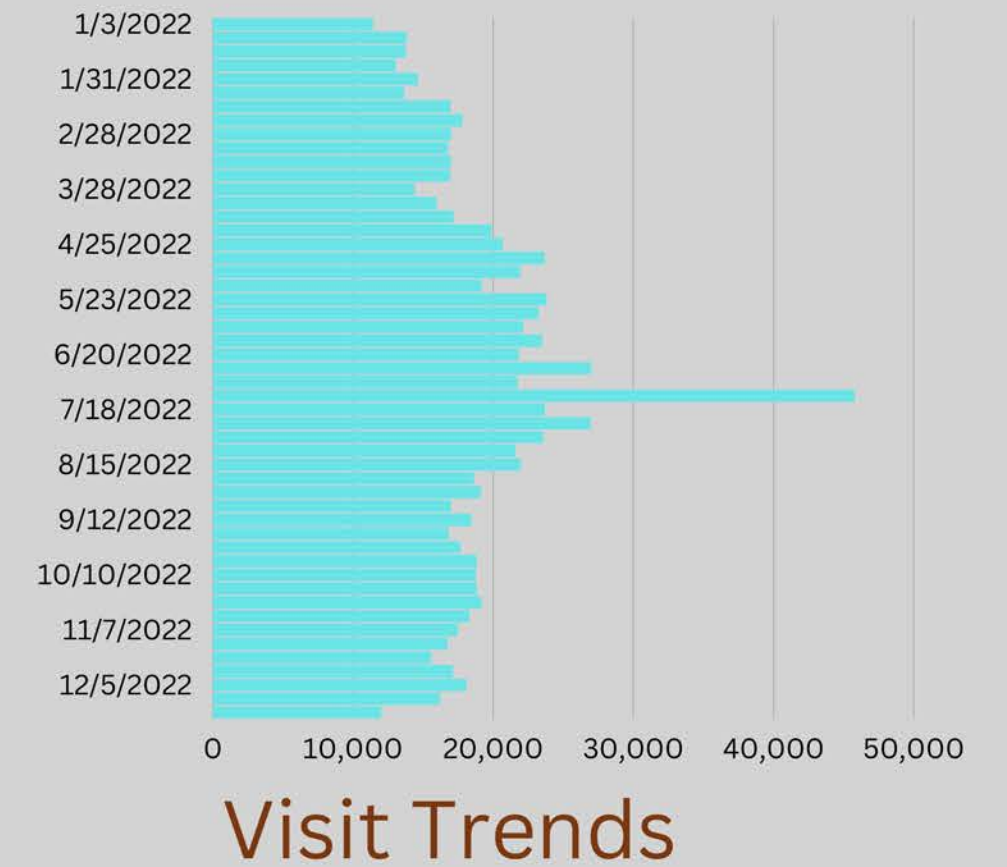
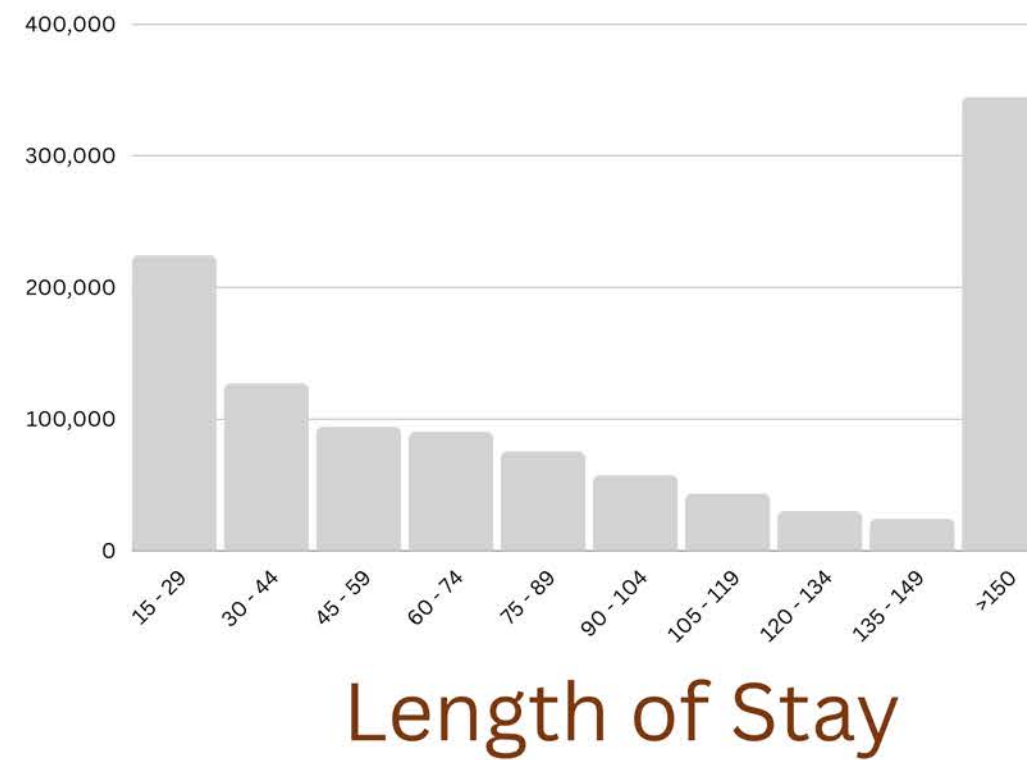
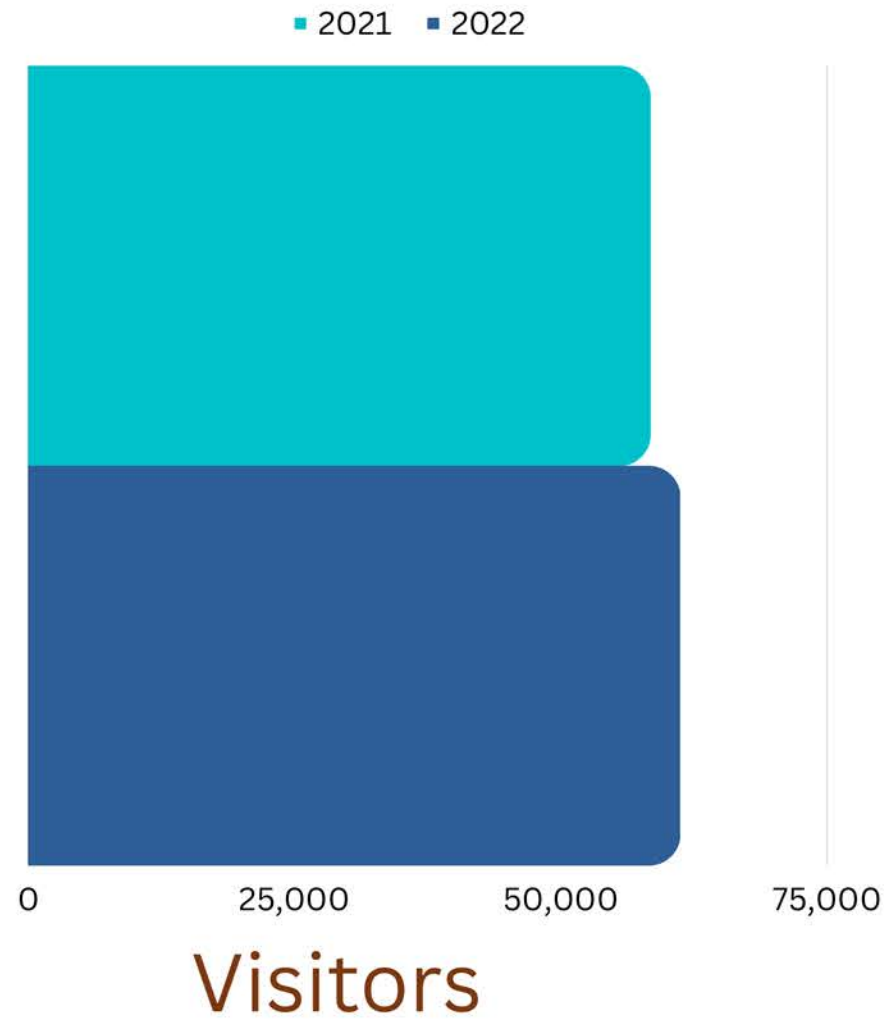


Visit Trends

# Third Street

## VISITORS 2022

- 61.2K
- TIME SPENT: 96 MIN





# Downtown Development Authority 2022

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## 2022-23 Revised Budget

Fund balance as of June 30, 2022:  
\$149,352

### Revenues:

Tax increments: \$401,039  
BID income: \$17,000  
Total revenues: \$418,039

### Expenses:

Trinity Health Arena bond payment:  
\$130,000  
Salaries/benefits: \$98,365  
Streetscape/decorations: \$15,000

Façade program: \$62,500  
Downtown parks: \$9,000  
Marketing/promotion: \$25,000  
Shaw-Walker environmental:  
\$25,000  
Sociabowl façade: \$34,750  
**Total expenses: \$408,615**

Estimated fund balance June 30,  
2023: **\$158,776**



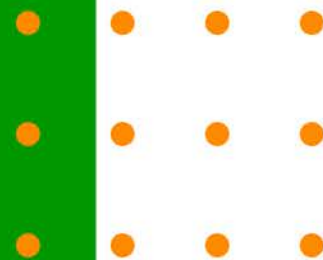


# DDA Facade Program 2022-23:

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Facade grants for DDA commercial properties and businesses up to \$15,000

Contact Dave Alexander  
City of Muskegon  
Business Development Manager







# Muskegon Business Improvement District 2022 and 2023

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Fund balance at beginning of year: \$83,536  
Contingency: \$2,888 ... 0

Special Assessment Revenues: \$114,888

**Total expenses: \$114,888 ... \$134,900**  
Estimated fund balance Dec. 31, 2023: \$69,097

## Expenditures:

Snow removal: \$65,000 ... \$71,500

Landscaping: \$30,000 ... \$46,400

Administration to DDA: \$17,000 ... \$17,000



# Future Funding for Downtown

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- The intention is for the BID to end special assessments as of Dec. 31, 2023
- The BID will likely transfer its final fund balance to the DDA for continuation of downtown services.
- City DPW has quotes from landscaping companies to privatize downtown landscaping services going forward ... the bids are reasonable.
- The DDA has a budgetary surplus to handle immediate landscaping and snow removal services downtown.
- Call for downtown services will only increase so a sustainable downtown services financial plan needs to be created in 2023.

# Future Funding Option for Downtown...



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We need to STUDY downtown paid parking. It is not needed today but should be explored as a future funding option.

A parking study will likely be a final recommendation of the BID board and as downtown manager I would concur.



# Thank you!

Thank you all for making 2022 a successful transition out of the COVID years and pointing us in such a positive direction.

Revitalizing Downtown Muskegon 2.0 is underway. The future is beyond bright

# Comments and Questions

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## Contact:

Dave Alexander

DDA and BID manager

231-215-8827

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

Contessa Alexander

Development Analyst

231-730-9139

[contessa.hood@shorelinecity.org](mailto:contessa.hood@shorelinecity.org)

