Muskegon Downtown Development Authority approved mission statement February 2019:

<u>"Our mission is to allocate our</u> <u>resources in support of</u> <u>development, promotions, and</u> <u>events toward creating a</u> <u>thriving downtown and its</u> <u>waterfront where all people can</u> <u>live, work, play and stay."</u>