

# VanDyk Mortgage Convention Center

A Partnership of:

VanDyk Mortgage Corporation  
Delta Hotels by Marriott Muskegon Downtown  
The City of Muskegon  
Muskegon County



**MUSKEGON**



West Michigan's Shoreline City  
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*Muskegon*  
COUNTY

## PRESS RELEASE AND INTRODUCTION TO VANDYK MORTGAGE CONVENTION CENTER

For Immediate Release

December 4, 2020

The City of Muskegon is excited to announce the naming rights sponsorship for the new Downtown Muskegon Convention Center with VanDyk Mortgage Corporation. Thanks to the generous investment by VanDyk Mortgage Corporation, the convention center will be named the **VanDyk Mortgage Convention Center**.



### DETAILS

The 10-year-commitment by VanDyk Mortgage will generate \$1,500,000 in new revenue to complete the construction of the \$22 Million facility. The investment will help ensure that the VanDyk Mortgage Convention Center is finished as a world-class meeting and event space. The strategic partnership will also include the opening of VanDyk Mortgage's Muskegon Lakeshore new customer service office in downtown Muskegon, and their Muskegon Lakeshore team will expand into the convention center's Shoreline Drive office space.

### FACILITIES

The VanDyk Mortgage Convention Center is the State of Michigan's newest state-of-the-art meeting space, offering more than 33,000 square feet of multifunctional event space, up to 13 individual breakout spaces, and extensive pre-function space – both indoor and outdoor.

The VanDyk Mortgage Convention Center is connected to and serviced by the Delta Hotels by Marriott Muskegon Downtown. This hotel features 200 newly renovated guest rooms, complimentary on-site covered parking, heated swimming pools and spa, complimentary wireless internet, full service restaurant and bar. The Delta experienced a \$9 Million renovation in 2018, including a new American Brasserie, Proudly Serving Starbucks Coffee, and upgrades to its private rooms and event spaces. The Delta is the Lake Michigan shoreline's premier business hotel.



The VanDyk Mortgage Convention Center is also connected to the newly-renovated Mercy Health Arena. The Arena is home to professional-level ice hockey, indoor soccer, and indoor football, as well as numerous youth hockey tournaments and showcases each year.



Event organizers and attendees are encouraged to maximize the activities and benefits of all three connected facilities. The synergy of these facilities will allow for a wide variety of scope and size of events. Professional association meetings and conventions, continuing education events, sports showcase events and tournaments, expeditions, concerts, and private gatherings of many sizes will find the VanDyk Mortgage Convention Center and its partner facilities to be the best mix of luxury, location, service, and affordability in the Michigan market.

#### OTHER SPONSORSHIP OPPORTUNITIES

This partnership allows for the City of Muskegon to identify and engage additional partners that wish to honor corporate or philanthropic investments in Muskegon. Other available partnerships will include naming and branding opportunities on the facility's main ballroom, various meeting spaces, and other prominent features of the convention center. Interested parties are encouraged to contact the Muskegon City Manager's office.

#### CONTACTS

*Additional questions and comments can be submitted as follows:*

*Frank Peterson, Muskegon City Manager: 231-724-6724*

*Bob Lukens, Director, Muskegon County Convention and Visitors Bureau: 231-724-3100*

*Jon Rooks, President, Parkland Properties: 616-450-4600*

*Mario Flores, Muskegon Lakeshore Branch Manager, VanDyk Mortgage: 231-332-6505*

## RELEVANT QUOTES



Tom VanDyk, President, VanDyk Mortgage Corporation:

*Our company has had a presence in Muskegon for many years. We're excited to reinvest in this great downtown area, as we commit to many more years of service to the region. Our strategic investment in the VanDyk Mortgage Convention Center will have a positive impact throughout our business and the community that we treasure dearly. VanDyk Mortgage Corporation is a committed leader in the effort to Watch Muskegon Go!*



Mario Flores, VanDyk Mortgage Corporation

*I'm excited to expand my office into downtown Muskegon. Many of our real estate partners are making impactful investments in the community, and I am enthusiastic to see our company doing the same. The VanDyk Mortgage Convention Center will provide an opportunity for us to collectively show off our city and our business. I'm looking forward to greeting visitors, residents, and customers alike from our new mortgage office in the VanDyk Mortgage Convention Center.*



Frank Peterson, Muskegon City Manager:

*I'm excited to see a partnership with the VanDyk Mortgage. Tom VanDyk and Mario Flores have been amazing advocates and investors into the activities at Mercy Health Arena, and I'm encouraged to see them expanding that investment into the new convention center. This is a great example of a company that has benefits from the county's hot housing market investing some of it back into the community to help improve the quality of life for everyone.*



Mark Eisenbarth, Muskegon County Administrator:

*It is exciting to see the building nearing completion and generating additional partners like VanDyk Mortgage. This investment will help ensure that the convention center is completed as planned, despite a number of setbacks throughout the construction process. We look forward to the convention center opening this spring and increasing our visitors to Muskegon County.*



Jon Rooks, Parkland Properties:

*We have made significant investments in our hotel in preparation for building downtown Muskegon as a year-round world class destination. The summers are filled with families and leisure travelers. This partnership will help ensure that our new influx of business and convention travelers have a world-class experience in downtown Muskegon. We're excited to be a part of the momentum here.*