



# DOWNTOWN MUSKEGON NOW



Welcome to Michigan's west coast.

Be a part of a premier lakeshore downtown in Muskegon, Michigan. Retail business, mixed-use and residential developments are taking a front seat as the downtown area surges into a new urban development pattern. Several featured developments are in progress in prime locations for retail, office and living.

feel the current »

Downtown Muskegon is located right along the shores of beautiful Muskegon Lake, which feeds into Lake Michigan. The region boasts 26 miles of sugar sand beaches, 60 miles of wilderness trails, Michigan's largest amusement park, world class sailing, boating, fishing and stunning waterfront views.



## DOWNTOWN

**300,000** festival attendees annually

**76,000+** museum visitors in 2011

**1,041** Muskegon Lake Marina Slips

**63,000** annual attendance at the Frauenthal Theater

**600+** campsites across three state parks. All three have Lake Michigan access.

**29,439** Muskegon Airport passengers 2011

**10,000+** college students: Muskegon Community College and Baker College

**FREE** downtown parking

Unique convention & meeting facilities



## DOWNTOWN BUSINESS STATS

| Business Type                              | Total Number | % of Businesses | Total Employees | % of Employees |
|--|--------------|-----------------|-----------------|----------------|
| <b>Retail</b>                              | 49           | 15.8%           | 257             | 7%             |
| <b>Restaurants</b>                         | 15           | 4.7%            | 142             | 3.9%           |
| <b>Service</b>                             | 45           | 46.6%           | 1,374           | 37.5%          |
| <b>Legal</b>                               | 24           | 7.8%            | 156             | 4.3%           |
| <b>Government Branches</b>                 | 37           | 12%             | 733             | 20%            |
| <b>Finance, Insurance, and Real Estate</b> | 44           | 14%             | 351             | 9.6%           |
| <b>Manufacturing</b>                       | 6            | 2%              | 385             | 10.5%          |
| <b>Totals</b>                              | <b>220</b>   |                 | <b>3398</b>     |                |

## TRANSPORTATION

Around downtown is very accessible, with most of the lakeshore area within about a 15 minute drive. The Muskegon Trolley moved nearly 4,300 people in and round downtown last year and the Muskegon Area Transit System is a full service bus line that moves people from the surrounding areas into the city.



Downtown Muskegon is the center and focal point of a lakeshore community spanning over 231 square miles. From Grand Haven to Whitehall and Montague, the Muskegon customer base is over 200,000 people strong.

## more than a city

### MUSKEGON AREA

**2.48** people Average Household size

**3.02** people Average Family Size

**69,135** households

**46,608** families

**67.42%** households are families

**\$105,997** (Projected \$113,897) median home value

**3 hours** to Detroit or Chicago

**45 minutes** to Grand Rapids

**2.5 hour** ferry ride to Milwaukee

**58,926** downtown residential population

**3,660** downtown employees

*Detailed demographic reports available upon request.*



| Meet Muskegon   | 3 mile radius          | 5 mile radius                  | Lakeshore Area         |
|---|------------------------|--------------------------------|------------------------|
| <b>Population</b>                                     | 58,926                 | 103,666                        | 178,058                |
| <b>Avg. Income</b>                                    | \$38,388<br>(\$42,430) | \$45,133<br>(\$49,801)         | \$51,155<br>(\$56,527) |
| <b>Traffic Counts</b><br><i>(In vehicles per day)</i> | US- 31,<br>63,000 vpd  | Apple Ave (M-46)<br>30,000 vpd | Downtown<br>21,000 vpd |
| <b>Median Age</b>                                     | 33.7                   | 37.0                           | 39.0                   |

## Muskegon's future

A great opportunity exists to be a part of Downtown Muskegon. Since 2002, over \$200 million has been invested in the immediate area, with over \$35 million in new proposed and in progress projects. With a strong entrepreneurial and philanthropic ethic, this community is dedicated to fostering a vibrant downtown and strongly supports downtown businesses.



## HERITAGE VILLAGE

Just west of downtown, the history of Muskegon pulses in every corner. With unparalleled architecture spanning several eras, Heritage village is home to many of Muskegon's gems. This district offers living options ranging from apartments in the historic Amazon Knitting Mill, to luxury senior living at Renaissance Place to restored lumber-era mansions. Heritage Village features several restaurants and bars, a winery and is home to the Lakeshore Museum Center and their four distinct historic sites.



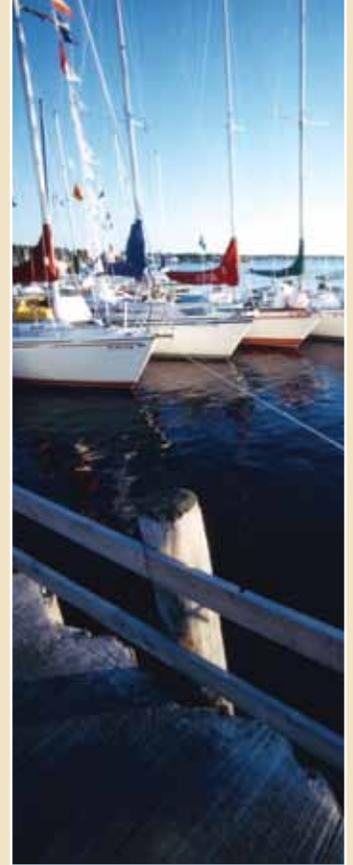
## DOWNTOWN CORE

This district is the town center and hub of activity. You'll find the beautifully restored Frauenthal Center for the Performing Arts, home to the West Michigan Symphony Orchestra and Muskegon Civic Theater. Nearby is the world-class Muskegon Museum of Art, or the L.C. Walker Arena and the fast-paced Muskegon Lumberjacks hockey team.



## EAST END

In downtown's east end you can stroll the award-winning Muskegon Farmer's Market, browsing the 100+ vendors for West Michigan's freshest foods. The East End features a great mix: from a Harley-Davidson dealership and one of the oldest car dealerships in the country to unique retailers selling fresh cheese and wine. You'll also find a hip blues-bar in this emerging downtown district.



## DOWNTOWN WATERFRONT

With over a mile of frontage on beautiful Muskegon Lake, and direct access to Lake Michigan, our downtown waterfront district defines Muskegon. The waterfront is a vital, bustling part of downtown with an active deep-water commercial port, recreational marinas and lakefront restaurants and hotels. Muskegon hosts many annual music festivals and events and is a great area for biking, boating, and fishing charters. The waterfront also is home to two GVSU research facilities, The Annis Water Resources Institute and Michigan Alternative Renewable Energy Center.

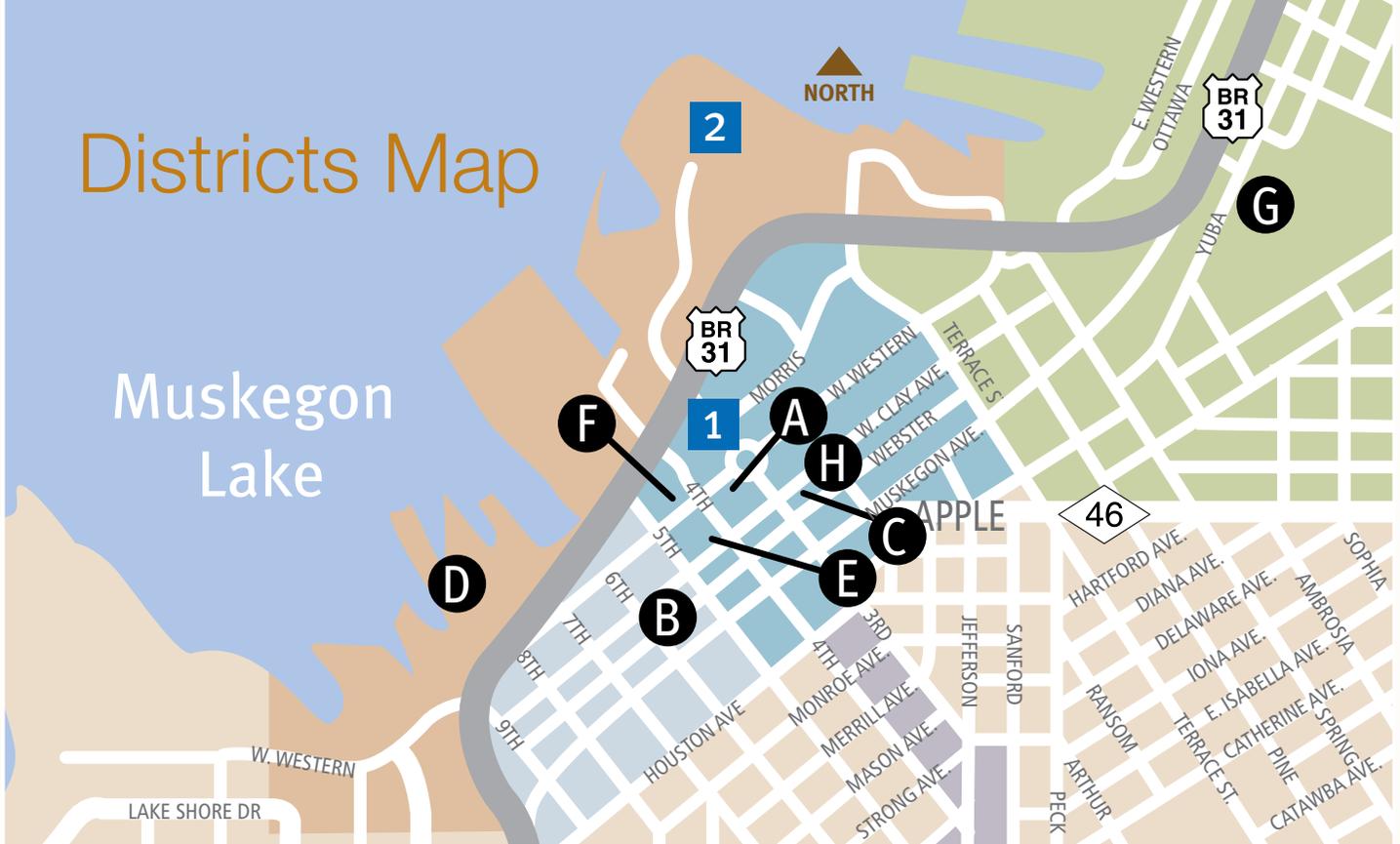


## 3RD STREET DISTRICT

This district is just a few blocks south of the downtown core lies the Third Street commercial corridor. Packed with retailers featuring vintage furniture, women's boutiques, farm-to-table and ethnic restaurants, second floor apartments and professional offices.

# Districts of Distinction

# Districts Map



## Key: District Areas

- Heritage Village
- Downtown Core
- East End
- 3rd Street District
- Downtown Waterfront

## Hotels & Motels

- 1 Holiday Inn Muskegon Harbor
- 2 Shoreline Inn & Conference Center

## Attractions

- A Frauenthal Center for the Performing Arts
- B Hackley & Hume Historic Site
- C Hackley Public Library
- D Heritage Landing (park and festival site)
- E Lakeshore Museum Center
- F LC Walker Arena
- G Muskegon Farmers and Flea Market
- H Muskegon Museum of Art



# retail renaissance

In 2011, over \$498 million was spent on retail items such as groceries, apparel, electronics, pet supplies, sporting goods and more in the Lakeshore area. This money could be going to your downtown retail business. The lakeshore community spent over \$2.7 billion in 2011. Money is moving in Muskegon, make it move in your direction.



ECONOMIC  
DEVELOPMENT  
PARTNERS



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Downtownmuskegon.org

Muskegon  
Lakeshore Chamber  
of Commerce  
231-722-3751  
Muskegon.org

Muskegon Area First  
231-722-3751  
Muskegonareafirst.org

Community  
Foundation for  
Muskegon County  
231.722.4538  
Cffmc.org

City of Muskegon  
(231) 724-6724  
www.muskegon-mi.gov

## our vision...

is to enhance our downtown with a true variety; retail businesses line the streets while offices and residences/condos fill the floors above. All the building facades and landscaping have been restored to a modern and urban feel, making downtown Muskegon a beautiful lakeside destination for festivals and community events. Our community is diverse with a unique natural landscape on the Great Lakes. It is a destination for retail, businesses and culture.