

# TAKING IT OUTDOORS

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## WHAT?

“Taking it Outdoors” is an initiative of the Muskegon Lakeshore Chamber of Commerce and numerous public and private partners. The goal is to bring recognition to this important growth sector of our economy. This recognition will spur additional investments, create more jobs in the sector and make Muskegon County the best place to live, work and play.



## WHY?

The Lake Michigan coastline, many lakes and rivers, acres of forest and farmland have been the motivation for numerous business start-ups and entrepreneurial success. From recreational tourism, local attractions, service industry, manufacturing and agriculture, there are hundreds of businesses and organizations related to the great outdoors in Muskegon County, with unlimited potential.

## FUTURE

Please join your Chamber in celebrating, supporting and promoting area businesses by “Taking it Outdoors”. Keep an eye out for specialty events, promotions and more, all related to the outdoors.



# GET OUTDOORS!

**Beach Clean Ups:** Organize an employee or non-profit group beach clean-up as a way to give back to the community and build relationships.

**Tree Plantings:** Plant trees on your property or in a local park. The process can be a great team building activity and enhance pride in your organization and community.

**Walking Meetings:** Encourage your staff to hold meetings while walking to a location or simply taking a stroll outdoors.

**Picnics:** Hold meetings, take breaks or get to know people by organizing picnic events.

**DUNEiversity:** Check out Muskegon's newest team building and retreat opportunities located at Muskegon State Park.  
[duneiversity.com](http://duneiversity.com)

**Outdoor Photography:** Host an outdoor photography contest for your employees or organization.

**Hiking:** Create hiking challenges to build team momentum and generate healthy competition.

**Office or Community Garden:** Plant a garden of vegetables or flowers at your place of business or in the community in which you work.

**Kayaking:** Kayak the Muskegon or White River to create lasting memories.

**Outdoor Sports Events:** Get active with beach volleyball, baseball and more! Let your group choose the challenge and make it fun.

**Walking Tours:** Sign up for a walking tour of downtown, a nature preserve or wilderness trail.

Please send photos and a description of your group outdoor event or project to [jpelham@muskegon.org](mailto:jpelham@muskegon.org). We would like to share your images on our social media platforms and promotions.

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