The mission of the Muskegon Lakeshore Chamber of Commerce is to sustain an environment for business success through community leadership, promotion, inclusive business advocacy, and valued member services.
COMMUNITY LEADERSHIP

Your Chamber continued to provide leadership training through the Muskegon STAR! program and Muskegon in Focus. These programs help prepare participants to be leaders in our community.

Brought back cruise ships to the Port of Muskegon with 17 stops, international visitors and a $600,000 economic impact to the Muskegon Lakeshore community.

Supported public access to waterfronts, trailhead development, and public/private investment through the Taking It Outdoors Committee.

INCLUSIVE BUSINESS ADVOCACY

Your Chamber educated the community on Michigan’s redistricting and candidates in the 2022 mid-term election through our Meet the Candidates webpage and in person events.

Supported state legislative issues on housing, talent attraction, and fair business practices with EGLE.

Hosted CEO of Michigan Economic Development Corporation, Quentin L. Messer Jr. at our annual Economic Summit to speak to our members and bridge business and government.

BY THE NUMBERS

1201 Total Chamber Members
80 New Chamber Members
60 Networking Events

3700 Event Attendees
33 Chamber Ambassadors
89% Investment Retention
COMMUNITY PROMOTION

Your Chamber revitalized the Watch Muskegon campaign and launched an campaign to highlight community assets that attract people to come live and work in Muskegon County.

Continued to work with Livability Media to produce a print and online publication to promote the Muskegon Lakeshore as the best place to live and work nationally.

Over $170,000 in Lakeshore Community Cash was sold to promote shopping local and supporting small businesses.

265,000 Website Visitors

264,000 Livability Magazine Views

2800 Cruise Ship Passengers

Promoted high-achieving members through the Business Excellence Awards, ATHENA on the Lakeshore, Future 15 and Ambassador of the Year Awards.

Watch Muskegon promotion and beautification efforts continued to attract investment and talent to the area.

VALUED MEMBER SERVICES

Your Chamber rolled out 4 new member benefits including DEI training, utility cost-savings, Grow with Google partnership and discounted membership at the Muskegon Museum of Art.

Added a LEADS based networking event, Coffee Connect - focused on generating leads or new sales opportunities. Coffee Connect sold out for all 6 events in 2022!

980 Chamber Member Visits

20 Member Celebrations
CHAMBER LEADERSHIP

The heart of the Chamber is the work of the board, staff, and volunteer committees. Thank you to all for a memorable year!

Cindy Larsen, President
Tamara Jackson-Gatewood, Director of Membership
Emily Morgenstern, Director of Marketing & Advocacy
Marie Chabotte, HR & Finance Director
Linden Peterson, Director of Events
Kelly Stone, Marketing & Communications Coordinator
Pati Webster, Executive Assistant
Morgan Carroll, Advocacy and Manufacturing Manager

Shawn Buckner, Meijer
Anna Duggins, Parmenter Law
Randy Filbrandt, H&S Companies
Jonathan Wilson, DTE Energy
Dave Hazekamp, Hazekamp Premier Foods
Gary Allore, Trinity Health Muskegon
Jay Wallace, Jr., Edward Jones Investments
John Swanson, Swanson Pickle Co.
Paula Kendra, Kendra Consulting
David Ramos, Ramos and Sons Auto Body Shop
Jack Russell, Rolar Products
Kaja Thornton Hunter, Overcoming Barriers
Cathy Nye, Howmet Aerospace
Aaron Maike, Baker College
Marla Schneider, Greater Muskegon Economic Development
RandiLynn Talsma, Blended Furniture

Chamber Staff
Board of Directors