



# 2022 Annual Report



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.

**265,000**

**Website Visitors**

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.

**264,000**

**Livability Magazine Views**

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

**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.

**WATCH MUSKEGON**

## 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!



## Chamber Staff

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

## Board of Directors

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



**WATCH MUSKEGON**

