

2023 to 2025 Advocacy Priorities

It is the chamber's role to advocate, champion and support community efforts that positively impact area businesses. *Strong businesses build strong communities.*

The Muskegon Lakeshore Chamber surveys members to determine priorities that support the growth and sustainability of local businesses, large and small. With the input and consideration of the chamber government affairs committee, the following are the areas of focus for 2023-2025.

- 1. Support vibrant business neighborhoods** – Small businesses are the heart of any local economy. Community support is provided by government, residents and non-profit agencies. Here are the top advocacy issues.
 - Champion buy local, buy small efforts
 - Support Muskegon Heights Business Association
 - Advocate for workforce transportation
 - Support county neighborhood and industry sector business groups
 - Support and advocate for a reduction in the number of homeless individuals
 - Build relationships with local municipal officials

- 2. Develop, attract and retain talent** - Educators must increase student reading, STEM and soft skills to guarantee the next generation is work and life ready. Communities must be prepared to support schools and families in this effort. Here are the top advocacy issues.
 - Advocate for quality education, efficient and effective local schools
 - Advocate for workforce training incentives and business/education partnerships
 - Support career education, internships and co-op work programs
 - Advocate for workforce housing development
 - Support Childcare development
 - Champion Watch Muskegon Image Campaign

- 3. Create a vibrant business and industry climate** - Sustainable businesses are dependent on government to provide infrastructure and affordable services. Governments are dependent on businesses to provide the tax base to support their operations. Here are the top advocacy issues.
 - Advocate for roads, water, wastewater, broadband funding
 - Advocate for fair business regulations, fees and taxes
 - Promote Business Friendly Government
 - Work regionally on state issues and federal issues
 - Build relationships with elected officials
 - Promote business friendly candidates

- 4. Sustain a vibrant tourism hospitality community** – Muskegon is in a unique global position to grow an industry sector that has quality of life benefits. Government plays a vital role. Here are the top advocacy issues.
 - Champion Outdoor initiatives
 - Advocate for cruise ship dock space, port infrastructure, and blue economy services
 - Champion safety and beautification efforts
 - Grant Funding for Muskegon Luge Adventure Park
 - Educate on community assets (Muskegon Star)
 - Advocate for public access and sustainable waterfront development