



2023 Annual Highlights



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 celebrated the 10th anniversary of the Future 15 program. Over 150 young professionals have been recognized throughout the last decade for their work and volunteerism in our community.

Your Chamber supported a number of community project this year including the countywide housing study, public art projects, waterfront development planning and talent recruitment efforts.

Developing community leaders continues to be a priority with the organization of the Muskegon In Focus leadership training program. This year 28 local leaders participated.

COMMUNITY PROMOTION



Partnered with local news and media for interviews and articles promoting the Muskegon County area.

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

Over \$135,000 in Lakeshore Community Cash was sold to promote shopping local and supporting small businesses. Since the program's inception in 2014, over \$1 million has been sold!



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

Established new Watch Muskegon promotion and efforts to attract investment and talent to the area.

WATCH MUSKEGON.

INCLUSIVE BUSINESS ADVOCACY



As a result of redistricting, Chamber Leadership spent time getting to know and connecting with the lakeshore's new elected officials. State Senators and Representatives spoke directly to members at the Annual Economic Summit.



This year the Government Affairs Committee and Board established long term priorities for the Chamber to include:

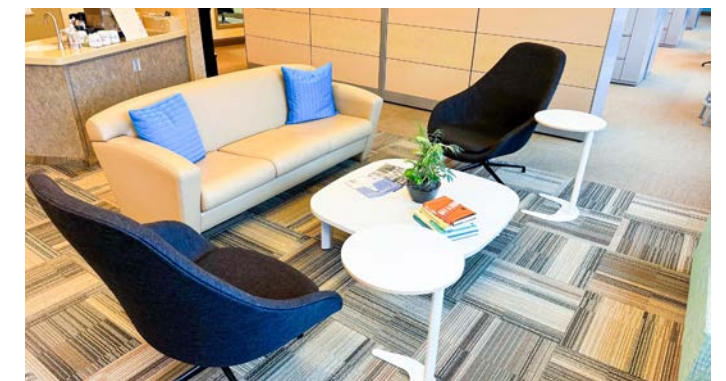
- Develop, attract, and retain talent
- Create a vibrant business and industry climate
- Sustain a vibrant tourism, hospitality community
- Support vibrant business neighborhoods

VALUED MEMBER SERVICES

A new Chamber member benefit, in partnership with the Michigan Chamber of Commerce, has helped members save thousands of dollars on their utility bills!

Your Chamber strategically selected event locations throughout the county to best serve and highlight the entire Lakeshore Business Community.

Redesigned Chamber office to create a more collaborative and inclusive space for Chamber members to utilize for business and networking purposes.



BY THE NUMBERS

1142

Total Chamber Members

61

New Chamber Members

141,000

Livability Magazine Views

60

Chamber Events

235,000

Website Visitors

3204

Event Attendees

\$135,000

Lakeshore Community Cash Sold

26

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
Rachel Gorman, Chief Operating Officer
Marie Chabotte, HR & Finance Director
Linden Peterson, Director of Events
Martha Samuel, Workspace Development Manager
Kelly Stone, Marketing & Communications Coordinator



Board of Directors

Anna Duggins, Parmenter Law
Jonathan Wilson, DTE Energy
Joel Kamp, Pigeon Hill Brewing Co.
Aaron Maike, Baker College
Gary Allore, Trinity Health Muskegon
Shawn Buckner, Meijer
Paula Kendra, Kendra Consulting
Cathy Nye, Howmet Aerospace
David Ramos, Ramos and Sons Auto Body Shop
Jack Russell, Rolar Products
Sharlene Shindeldecker, Transnation Title Agency
John Swanson, Swanson Pickle Co.
RandiLynn Talsma, Blended Furniture
Kaja Thornton Hunter, Overcoming Barriers
Jay Wallace, Jr., Edward Jones Investments
Marla Schneider, Greater Muskegon Economic Development



WATCH MUSKEGON