

2024 Annual Highlights

New 10-Year Vision Statement: *The Muskegon Lakeshore Chamber of Commerce will be a national award-winning Chamber with 1,500 members who is recognized as the driving force for a prosperous business community in Muskegon County.*

Community Leadership

- Convened waterfront stakeholders to explore ways to enhance Muskegon Lake's accessibility and connectivity to downtown, ultimately producing a new waterfront development plan.
- Led a Muskegon delegation to Detroit to tour the Riverfront Walk, meet with regional leaders, and gather insights for waterfront development.
- Celebrated Cindy Larsen's 25-year leadership and welcomed new President & CEO, Rachel Gorman.

Community Promotion

- Advocated for Denver Air Connection servicing Muskegon County Airport and led a Chicago trip to showcase the return of daily jet service.
- Celebrated a decade of Lakeshore Community Cash with over \$1.2 million in certificates sold since its inception.
- Continued to work with Livability Media to produce a print and online community profile with a total reach of 324,300.

Valued Member Services

- Revived the Business Showcase Luncheon, featuring 20 local businesses and 100+ attendees.
- Celebrated and recognized over 40 major milestones for member businesses, aligning with the year's theme of "Positive Energy."

Inclusive Business Advocacy

- Hosted Port Day with national industry leaders to discuss Great Lakes shipping and Muskegon's waterfront.
- Provided rapid response and support following the Michigan Supreme Court's sudden ruling on the Earned Sick Time Act, keeping members informed and advocating for business-friendly solutions.

By the Numbers

89

New Chamber Members

89%

Membership Retention Rate

3,204

Chamber Event Attendees

84%

Membership Investment Retention Rate

240k

Website Page Views

