



ANNUAL REPORT

FY 2024

developmuskegon.org



Message from the CEO

The expansion of GMED's scope and services has positioned our organization to drive meaningful growth for both our community and our region.

As we reflect on 2024, it is clear that Greater Muskegon Economic Development (GMED) has made meaningful strides in strengthening our community and fostering opportunities for growth and economic prosperity. Over the past couple of years, we have deepened relationships with businesses, municipalities, and regional partners, expanding our work beyond traditional economic development services to address the broader needs of Muskegon County.



Sustainable economic growth is interconnected with improving the quality of life for all residents of Muskegon County.

Our team has collaborated with cities and townships on impactful community development projects, partnered with school systems to prepare students for the workforce through talent development initiatives, and advanced critical site readiness efforts to attract new development. These initiatives reflect our core belief that sustainable

economic growth is interconnected with improving the quality of life for all residents of Muskegon County.

The expansion of GMED's scope and services has positioned our organization to drive meaningful growth for both our community and our region. This report highlights some of the key milestones we've achieved this year, including the redevelopment of Rowan Park, progress on the Broadway Streetscape, the expansions of several businesses, and significant strides in public art and site assessments. These projects—and the partnerships that made them possible—are paving the way for Muskegon County to thrive in the years to come.

Looking ahead, GMED remains steadfast in its commitment to working with partners, investors, businesses, and community stakeholders to deliver transformative results. Together, we will continue to build a stronger, more vibrant Muskegon community.



Marla Schneider
President/CEO
FY 2022 – 2024



Values Statements

Be adaptable

Be what the community needs

Be a dependable partner

Be the convener of collaboration

Do the right thing

3 Key Priorities

Business Retention,
Expansion, and Attraction

Talent & Workforce
Development

Muskegon Heights
Redevelopment

The Portal

Muskegon, MI

Rowan Park



Fruitland Township
ARPA Assistance



Shaw Walker



Broadway Ave.
Muskegon Heights

Community Development Projects

These projects help fund infrastructure, recreation, and community spaces, supporting long-term growth and a greater quality of place for Muskegon County residents.

Rowan Park in Muskegon Heights – In 2024, GMED partnered with the City of Muskegon Heights to advance key development projects. Rowan Park enhancements, funded by **\$948,800** from CMF/DNR/SPARK, **\$250,000** from the Consumers Energy Foundation, and **\$20,000** from the Community Foundation for Muskegon County, include a splash pad, restrooms, walkways, and landscaping, with work set to begin in 2025.

Broadway Ave. in Muskegon Heights – A **\$7.4M** streetscape project for Broadway Avenue is also underway with completed construction drawings as an outcome of public input sessions. **\$500,000** secured through a CPF-HUD Grant initiated by Representative Hillary Scholten. The first phase will be implemented alongside the Rowan Park project in 2025.

Public Art in Muskegon Heights and Muskegon – GMED coordinated with the Muskegon City Public Art Initiative on two public art sculptures: the drum major statue, "Band Together", located in Rowan Park, downtown Muskegon Heights, and "The Portal", located in downtown Muskegon. Funding was secured from the Michigan Arts & Culture Council to assist with the cost of these significant and impressive sculptures, **\$18,000** for "Band Together" and **\$4,000** for The Portal.



Fruitland Township ARPA Assistance – In 2022, Fruitland Township partnered with GMED to provide grant management and project oversight under the American Rescue Plan Act (ARPA). This collaboration aimed to maximize the impact of federal funding within the community.

One of the key initiatives in 2024 involved the development and implementation of **wayfinding signage** to enhance navigation throughout the township. GMED prepared Requests for Proposals (RFPs) for this project, and after a competitive bidding process, the contract was awarded to Port City Signs.

The wayfinding signs, installed during the summer and fall of 2024, now provide clear and attractive directional guidance to public facilities, including parks and other community landmarks. This improvement has significantly **enhanced accessibility** for both residents and visitors, reinforcing Fruitland Township's commitment to fostering a welcoming and navigable community environment.

City as a School Initiative – Launched in 2024 at Muskegon High School, this connects classroom learning with real-world experience through partnerships with local businesses. GMED secured grant funds from the Huntington Bank Foundation and Trinity Health Muskegon to assist with the implementation of this project. Designed to **bridge the gap between education and workforce** demands, the program engages 10th-grade students in hands-on projects that foster career development and problem-solving skills. From creating a protein bar with Kindred Marketing to tackling other dynamic challenges, "City as a School" is **transforming education** and preparing students for future success.



EPA Site Assessments

GMED was awarded a **\$500,000** grant from the U.S. Environmental Protection Agency (USEPA) to conduct environmental site assessments. These funds have been instrumental in identifying past industrial contamination and determining necessary environmental clean-up strategies, enabling redevelopment projects to progress. Partnering with Fishbeck, GMED successfully managed 15 site assessment projects, with highlights detailed below:

Shaw Walker, Muskegon – The 650,000-square-foot former furniture factory located at 920 Washington Avenue was acquired by Jon Rooks of Parkland Properties. GMED allocated **\$110,000** from the EPA grant for an environmental site assessment, paving the way for clean-up plans for this transformative **\$220M** mixed-use redevelopment. The project envisions **557 new housing units**, among other features, revitalizing the historic site.

Sappi Site (Windward Point), Muskegon – Situated on **122 acres** along the shores of Muskegon Lake, this former papermill site is another venture by Jon Rooks and Parkland Properties. GMED provided **\$110,000** in site assessment funding to facilitate the clean-up necessary for this mixed-use development, which will include **housing, a marina, retail spaces**, and **public amenities** designed to benefit the community.

150 Broadway, Muskegon Heights – GMED provided \$10,000 in site assessment funds and. GMED is also working with partners to secure additional site assessment and cleanup funding for the overall project. "The Broadway Collaborative—comprising Hackley Community Care, Lakeshore Flavor, Pathfinders, Access Health, Mahkers Studio and the Muskegon Area District Library—aims to acquire and transform the site to house its partner organizations.



Shaw Walker

2024 Year in Review

Retention Visits

We are strengthening partnerships and supporting growth through retention visits with local businesses.



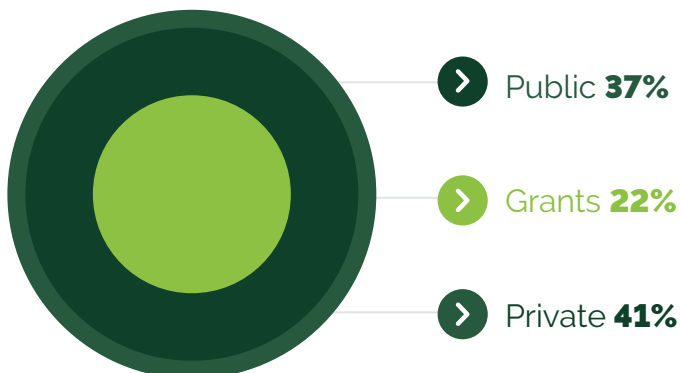
\$75,036,004

in Total Capital Investment

111

New/Retained Jobs

Funding Sources



Project Totals



Project Specifics

MasterTag

- Expansion Project
- Treated Paper Manufacturing
- 20 New/Retained Jobs
- \$26.6 M in Capital Investment
- \$2.2 M Incentive Package
- Montague Township
- 95,170 sq. foot Expansion

Rollon Corp.

- Attraction Project
- Ball and Roller Bearing Manufacturing
- 71 New/Retained Jobs
- \$16.2 M in Capital Investment
- \$2.4 M Incentive Package
- City of Norton Shores
- 147,000 sq. foot New Building

Paramelt BV

- Expansion Project
- Chemical Manufacturing
- 20 New/Retained Jobs
- \$32.3 M in Capital Investment
- \$3.2 M Incentive Package
- City of Norton Shores
- 150,000 sq. ft New Building

2024/2025 GMED Investors

Investors

Catchmark Technologies*
ChoiceOne Bank
Comerica Bank
Community Foundation for Muskegon County
Consumers Energy
Driesenga & Associates
DTE Energy
Equity Group of Michigan
Fishbeck
H&S Companies
Hazekamp's Premier Foods*
Huntington National Bank
Infinity Staffing
ITC Holdings
Journey Construction
Margo Environmental
MKO Holdings

Muskegon Area ISD
Muskegon Community College
Muskegon County
Muskegon Lakeshore Chamber of Commerce
Northern Machine Tool Company*
Parkland Properties of Michigan
Pioneer Construction
Progressive Companies
Rollon Corp.
SEH, Inc.
SmithGroup
Swanson Pickle Company*
Webb Chemical*
Wheelfish Group
Wolverine Building Group

Manufacturers' Roundtable Participants

Catchmark Technologies*
CWC Textron
Dynamic Conveyor
Eagle Alloy
Erdman Machine
GE Aerospace

Hazekamp's Premier Foods*
Forming Technologies
La Colombe
Lakeside Surfaces
Northern Machine Tool Company*
Paramelt BV

Peregrine Wood Products
Rollon Corp.
RSI Manufacturing
Seal Bond
Sun Chemical
Swanson Pickle Company*
Webb Chemical*

Invest Today!

When you invest in GMED, you become a key partner in shaping Muskegon County's future. Your support drives business growth, strengthens the workforce, and fosters community transformation.

Join the visionary leaders investing in Muskegon's future. Together, we're creating a county where businesses succeed, and people thrive.

Contact Greg King, Director of Economic Development,
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Scan the QR code to explore the GMED Investor Guide and discover how your support shapes Muskegon County's future.

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