

CITY OF MUSKEGON

LAKE SIDE BID/CIA MEETING

February 3, 2026 @ 9:00 AM

CITY OF MUSKEGON, ROOM 204

933 TERRACE STREET, MUSKEGON, MI 49440

- CALL TO ORDER:**
- ROLL CALL:**
- APPROVAL OF MINUTES:**
 - A. **December 17, 2025 Minutes** Economic Development
- NEW BUSINESS:**
 - A. **December Financial Report - BID** Economic Development
 - B. **December Financial Report - CIA** Economic Development
 - C. **Lakeshore Dr Landscaping Bids** Economic Development
 - D. **2025 Holidays in Lakeside Placer.ai Report** Economic Development
- OLD BUSINESS:**
 - A. **Lakeside CIA Facade Improvement Grant** Economic Development
- ANY OTHER BUSINESS:**
- PUBLIC COMMENT:**
- ADJOURNMENT:**

AMERICAN DISABILITY ACT POLICY FOR ACCESS TO OPEN MEETINGS OF THE CITY OF MUSKEGON AND ANY OF ITS COMMITTEES OR SUBCOMMITTEES

To give comment on a live-streamed meeting the city will provide a call-in telephone number to the public to be able to call and give comment. For a public meeting that is not live-streamed, and which a citizen would like to watch and give comment, they must contact the City Clerk's Office with at least a two-business day notice. The participant will then receive a zoom link which will allow them to watch live and give comment. Contact information is below. For more details, please visit: www.shorelinecity.com

The City of Muskegon will provide necessary reasonable auxiliary aids and services, such

as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities who want to attend the meeting with twenty-four (24) hours' notice to the City of Muskegon. Individuals with disabilities requiring auxiliary aids or services should contact the City of Muskegon by writing or by calling the following:

Ann Marie Meisch, MMC. City Clerk. 933 Terrace St. Muskegon, MI 49440. (231)724-6705.
clerk@shorelinecity.com

**LAKESIDE BUSINESS IMPROVEMENT DISTRICT-
CORRIDOR IMPROVEMENT AUTHORITY**
REGULAR BOARD MEETING December 17, 2025 MEETING MINUTES

Meeting called to order at 9:01 am by M. Flermoen

I. ROLL CALL

MEMBERS PRESENT: M. Lyonnais, M. Smith, L. Hopson, M. Flermoen, C. Castle, E. Bodman, S. Wilson

MEMBERS ABSENT: D. Ghezzi

OTHERS PRESENT: I. Gonzalez, J. Hines, W. Webster

II. Approval of minutes – November 19, 2025 M. Smith made a motion to approve from November 19, 2025. Supported by M. Lyonnais. All in favor.

III. Public Comments – None

IV. Bid Agenda Items

A. BID Financial Statement as of 11-30-25 - As of November 30, 2025, the fund balance is \$3,172.19. Posted expenses include: Fall Fest haybales, Special Events fee, and Shoreline Insurance. To note, a transfer to the Communications account was duplicated but was reversed. The account is nearly whole, with an upcoming second payment for snow removal requiring a transfer from the CIA. S. Wilson made a motion to approve the Lakeside Business Improvement District financial statement. Supported by M. Smith. Roll call was taken:

Aye: M. Lyonnais, M. Smith, L. Hopson, M. Flermoen, C. Castle, E. Bodman, S. Wilson

Nay: None

B. Placer AI report – The Placer AI report did not include foot traffic for the business within the district. An updated report was presented to the board for review. Discussion only

C. Lakeside Façade Improvement Grant Program - Last month, staff presented three potential ways for Lakeside to support businesses within the district. The board expressed interest in creating a facade improvement program modeled after the DDA's program. Staff has drafted a preliminary version of a Lakeside facade improvement grant for the board to review. Staff is seeking direction on logistics, funding levels, and whether the program should be administered under the CIA, given that the BID expires in January 2027.

D. BID Budget 2026 Draft – Review of the 2026 Lakeside Bid Budget and includes the 2025 revenue and expenses. L. Hopson motioned to approve the drafted BID budget for 2026. Supported by E. Bodman. Roll call was taken:

Aye: M. Lyonnais, M. Smith, L. Hopson, M. Flermoen, C. Castle, E. Bodman, S. Wilson

Nay: None

E. 2026 Meeting Dates - At the board chair's direction, staff reviewed the City Manager's availability for attending Lakeside BID/CIA meetings. Staff confirmed that 9 AM on Tuesdays works for the City Manager, which would shift our regular meeting dates beginning in 2026. With that change, the next meeting would fall on January 6, 2026, only two weeks after the upcoming meeting. Staff is not anticipating a large January agenda, so the board may wish to discuss whether a meeting is needed. Meeting dates are traditionally approved at the first meeting of the year, and staff has prepared a draft 2026 schedule for when the board is ready to review it. L. Hopson motioned to approve the 2026 meeting dates and canceling January. E. Bodman supported. Roll call was taken:

Aye: M. Lyonnais, M. Smith, L. Hopson, M. Flermoen, C. Castle, E. Bodman, S. Wilson

Nay: None

- V. CIA Agenda Items – Isabela Gonzalez
- A. As of October 31, 2025, the fund balance is \$60,170.46. Interest income amounted to \$50.11. With the upcoming snow removal and second payment due by December 31, a transfer from the CIA account of \$11,500 will float the BID account until special assessments in the spring. M. Smith motioned to approve the Lakeside Corridor Improvement Authority financial statement as of November 30, 2025 and initiate the transfer from CIA to the BID in the amount of \$11,500. Supported by L. Hopson. Roll call was taken:
Aye: M. Lyonnais, M. Smith, L. Hopson, M. Flermoen, C. Castle, E. Bodman, S. Wilson
Nay: None
- B. CIA Budget 2026 - The additional Façade Grant expense of the CIA is contingent upon the earlier BID Façade Grant agenda item and approval of the CIA being the responsible party. M. Smith made a motion to approve the drafted CIA Budget for 2026 L. Hopson supported. Roll call was taken:
Aye: M. Lyonnais, M. Smith, L. Hopson, M. Flermoen, C. Castle, E. Bodman, S. Wilson
Nay: None
- VI. Other Business – 1937 Lakeshore Drive Development Plans – I. Gonzalez shared the future plans and designs with members. Discussion Only

Adjourn 10:17



Agenda Item Review Form

Muskegon Lakeside BID/CIA

Commission Meeting Date: February 3, 2026	Title: December Financial Report - BID															
Submitted by: Isabela Gonzalez, Development Analyst	Department: Economic Development															
Brief Summary: Staff is asking the Lakeside BID/CIA to review and accept the BID financial report as of December 31, 2025.																
Detailed Summary & Background: December financial activity for the Lakeside Business Improvement District included payment of the second snow removal installment in the amount of \$11,500. Prior to this payment, staff initiated a \$11,500 transfer from the Lakeside Corridor Improvement Authority (CIA) account to the BID account to ensure sufficient funds were available.																
Goal/Action Item:																
Is this a repeat item?: Explain what change has been made to justify bringing it back to Commission:																
Amount Requested: N/A	Budgeted Item: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;">Yes</td> <td style="width: 25%;"></td> <td style="width: 25%;">No</td> <td style="width: 25%;"></td> <td style="width: 25%;">N/A</td> <td style="width: 25%;"></td> </tr> </table>	Yes		No		N/A										
Yes		No		N/A												
Fund(s) or Account(s): N/A	Budget Amendment Needed: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;">Yes</td> <td style="width: 25%;"></td> <td style="width: 25%;">No</td> <td style="width: 25%;"></td> <td style="width: 25%;">N/A</td> <td style="width: 25%;"></td> </tr> </table>	Yes		No		N/A										
Yes		No		N/A												
Recommended Motion: I move to accept the Lakeside Business Improvement District financial report as of December 31, 2025.																
Approvals: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Immediate Division Head</td> <td style="width: 10%;"></td> <td style="width: 20%;"></td> </tr> <tr> <td>Information Technology</td> <td></td> <td></td> </tr> <tr> <td>Other Division Heads</td> <td></td> <td></td> </tr> <tr> <td>Communication</td> <td></td> <td></td> </tr> <tr> <td>Legal Review</td> <td></td> <td></td> </tr> </table>	Immediate Division Head			Information Technology			Other Division Heads			Communication			Legal Review			Name the Policy/Ordinance Followed:
Immediate Division Head																
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LAKESIDE BID FINANCIAL FOR 12/31/2025

Revenues	2024 ACTUAL	2025 BUDGET	31-Dec-25
Special Assessments	\$ 22,239.23	\$ 21,645.23	\$ 22,448.23
Interest Income	\$ 69.66	\$ 150.82	\$ 58.86
Grant (MML Foundation)	\$ -		\$ -
Lakeside District Assoc. (split cost Christmas)	\$ -		\$ -
Lakeside Neighborhood Assoc.	\$ -	\$ -	\$ -
Fall Festival	\$ 800.00	\$ -	\$ 200.00
Transfer from General fund for Snow Removal	\$ -	\$ 3,266.00	\$ 3,920.00
Intended CIA Transfer	\$ 6,374.17	\$ 15,212.94	\$ 11,500.00
Total	\$ 29,483.06	\$ 40,274.99	\$ 38,127.09

Expenses	2024 ACTUAL	2025 BUDGET	31-Dec-25
Landscaping	\$ -	\$ 1,000.00	\$ -
Holiday Decorations	\$ 3,297.36	\$ 1,000.00	\$ -
Snow Removal	\$ 23,000.00	\$ 23,000.00	\$ 23,000.00
Transfer to DDA	\$ 600.00	\$ -	\$ -
Fall Festival Expenses/Events	\$ 3,497.99	\$ 12,000.00	\$ 7,679.00
Advertising	\$ 7,156.30	\$ 6,279.00	\$ 5,158.70
Total Expenses	\$ 37,551.65	\$ 43,279.00	\$ 35,837.70

Net Rev/Expenses	\$ (8,068.59)	\$ (3,004.01)	\$ 2,289.39
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Fund Balance at Beginning of Year	\$ 8,082.46		\$ 13.87
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Fund Balance at End of Year	\$ 13.87		\$ 2,303.26
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Agenda Item Review Form

Muskegon Lakeside BID/CIA

Commission Meeting Date: February 3, 2026	Title: December Financial Report - CIA															
Submitted by: Isabela Gonzalez, Development Analyst	Department: Economic Development															
Brief Summary: Staff is asking the Lakeside BID/CIA to review and accept the CIA financial report as of December 31, 2025.																
Detailed Summary & Background: Staff completed a \$11,500 transfer from the Lakeside Corridor Improvement Authority (CIA) account to the BID account for snow removal. The total interest earned for the year was \$187.18.																
Goal/Action Item:																
Is this a repeat item?: Explain what change has been made to justify bringing it back to Commission:																
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GL ACTIVITY REPORT FOR CITY OF MUSKEGON

From 01/01/2025 to 12/31/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
01/01/2025			231-000-001 CASH IN BANK			BEG. BALANCE	23,424.35
01/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011096	9.76		23,434.11
02/28/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011147	9.76		23,443.87
03/06/2025	GJ	JE	TAX CAPTURE FOR LAKESIDE CIA	0000010956	36,584.00		60,027.87
03/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011233	17.39		60,045.26
04/30/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011494	25.02		60,070.28
05/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011506	25.03		60,095.31
06/30/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011535	25.04		60,120.35
07/01/2025			25-26 Fiscal Year Begin				60,120.35
08/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011818	25.05		60,145.40
09/30/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011857	25.06		60,170.46
10/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011877	25.07		60,195.53
12/17/2025	GJ	JE	RECORD TRANSFER LAKESIDE BID SNOW REM	0000011927		11,500.00	48,695.53
12/31/2025			END BALANCE		36,771.18	11,500.00	48,695.53
01/01/2025			231-000-399 FUND BALANCE UNRESERVED			BEG. BALANCE	(29,750.24)
07/01/2025			25-26 Fiscal Year Begin				(60,120.35)
12/31/2025			END BALANCE				(60,120.35)
01/01/2025			231-000-402 PROPERTY TAX			BEG. BALANCE	0.00
03/06/2025	GJ	JE	TAX CAPTURE FOR LAKESIDE CIA	0000010956		36,584.00	(36,584.00)
07/01/2025			25-26 Fiscal Year Begin				0.00
12/31/2025			END BALANCE			36,584.00	0.00
01/01/2025			231-000-665-004970 INCOME TAX-PENALTY & INTEREST			BEG. BALANCE	(48.28)
01/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011096		9.76	(58.04)
02/28/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011147		9.76	(67.80)
03/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011233		17.39	(85.19)
04/30/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011494		25.02	(110.21)
05/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011506		25.03	(135.24)
06/30/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011535		25.04	(160.28)
07/01/2025			25-26 Fiscal Year Begin				0.00
08/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011818		25.05	(25.05)
09/30/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011857		25.06	(50.11)
10/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011877		25.07	(75.18)
12/31/2025			END BALANCE			187.18	(75.18)
01/01/2025			231-717-801 BUDGETED CONTRACTUAL SERVICES			BEG. BALANCE	0.00
07/01/2025			25-26 Fiscal Year Begin				0.00
12/31/2025			END BALANCE				0.00
01/01/2025			231-717-995 BUDGETED OTHER FINANCING USES			BEG. BALANCE	0.00
07/01/2025			25-26 Fiscal Year Begin				0.00
12/31/2025			END BALANCE				0.00
01/01/2025			231-717-995-200000 BUDGETED OTHER FINANCING USES			BEG. BALANCE	6,374.17
12/17/2025	GJ	JE	RECORD TRANSFER LAKESIDE BID SNOW REM	0000011927		11,500.00	11,500.00
12/31/2025			END BALANCE			11,500.00	11,500.00
01/01/2025			286-000-001 CASH IN BANK			BEG. BALANCE	13.87
01/15/2025	GJ	JE	RECORD TRANSFER LAKESIDE BID SNOW REM	0000010797	3,920.00		3,933.87
01/17/2025	CD	CHK	SUMMARY CD 01/17/2025			225.00	3,708.87
01/24/2025	CD	CHK	SUMMARY CD 01/24/2025			375.00	3,333.87
01/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011096	0.70		3,334.57
02/28/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011147	1.39		3,335.96
03/28/2025	CD	CHK	SUMMARY CD 03/28/2025			1,100.00	2,235.96
03/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011233	1.16		2,237.12
04/02/2025	GJ	JE	TO POST LAKESIDE BID COLLECTIONS	0000011077	16,645.47		18,882.59
04/30/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011494	4.40		18,886.99
05/15/2025	CR	RCPT	CASH IN BANK		792.00		19,678.99
05/30/2025	CD	CHK	SUMMARY CD 05/30/2025			200.00	19,478.99
05/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011506	7.99		19,486.98
06/06/2025	CD	CHK	SUMMARY CD 06/06/2025			895.00	18,591.98
06/13/2025	CD	CHK	SUMMARY CD 06/13/2025			683.70	17,908.28
06/20/2025	CD	CHK	SUMMARY CD 06/20/2025			200.00	17,708.28
06/30/2025	GJ	JE	DIST OF FUNDS FROM 2024 SETTLEMENT	0000011370	4,702.76		22,411.04
06/30/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011535	8.73		22,419.77
07/01/2025			25-26 Fiscal Year Begin				22,419.77
07/29/2025	CR	RCPT	CASH IN BANK		308.00		22,727.77
07/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011800	9.41		22,737.18
08/19/2025	CRD	RCPT	CASH IN BANK	0100972808	200.00		22,937.18

GL ACTIVITY REPORT FOR CITY OF MUSKEGON

From 01/01/2025 to 12/31/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
08/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011818	9.52		22,946.70
09/16/2025	GJ	JE	RECORD LAKESIDE DISTRICT COPIES	0000011687		50.00	22,896.70
09/30/2025	GJ	JE	DONATION FROM BID TO COMMUNICATIONS	0000011728		300.00	22,596.70
09/30/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011857	9.49		22,606.19
09/30/2025	GJ	JE	REVERSE MANUAL JE: 0000011728	0000011862	300.00		22,906.19
10/10/2025	CD	CHK	SUMMARY CD 10/10/2025			675.00	22,231.19
10/24/2025	CD	CHK	SUMMARY CD 10/24/2025			4,200.00	18,031.19
10/31/2025	CD	CHK	SUMMARY CD 10/31/2025			11,800.00	6,231.19
10/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011877	6.07		6,237.26
11/12/2025	GJ	JE	RECORD SPECIAL EVENTS FEE	0000011809		1,940.00	4,297.26
11/14/2025	CD	CHK	SUMMARY CD 11/14/2025			499.00	3,798.26
11/28/2025	CD	CHK	SUMMARY CD 11/28/2025			620.00	3,178.26
12/17/2025	GJ	JE	RECORD TRANSFER LAKESIDE BID SNOW REM	0000011927	11,500.00		14,678.26
12/31/2025				END BALANCE	38,427.09	23,762.70	14,678.26
01/01/2025			286-000-018 ACCOUNTS RECEIVABLE			BEG. BALANCE	0.00
07/01/2025			25-26 Fiscal Year Begin				0.00
12/31/2025				END BALANCE			0.00
01/01/2025			286-000-202 ACCOUNTS PAYABLE			BEG. BALANCE	0.00
01/07/2025	AP	INV	MY SOCIAL NETWORK LLC	0663		375.00	(375.00)
01/14/2025	AP	INV	LOUISE HOPSON	4TH QTR MEDIA		225.00	(600.00)
01/17/2025	CD	CHK	SUMMARY CD 01/17/2025		225.00		(375.00)
01/24/2025	CD	CHK	SUMMARY CD 01/24/2025		375.00		0.00
03/10/2025	AP	INV	GABRIELLE ANNE MILLER	1A		1,100.00	(1,100.00)
03/28/2025	CD	CHK	SUMMARY CD 03/28/2025		1,100.00		0.00
05/10/2025	AP	INV	MUSKEGON AXE THROWING	7B3644D7-0002		200.00	(200.00)
05/21/2025	AP	INV	MUSKEGON AXE THROWING	7B3644D7-002		200.00	(400.00)
05/30/2025	CD	CHK	SUMMARY CD 05/30/2025		200.00		(200.00)
06/03/2025	AP	INV	CARIBOU SERVICES, INC	I53507		895.00	(1,095.00)
06/03/2025	AP	INV	LAWSON PRINTERS, INC.	102944		683.70	(1,778.70)
06/06/2025	CD	CHK	SUMMARY CD 06/06/2025		895.00		(883.70)
06/13/2025	CD	CHK	SUMMARY CD 06/13/2025		683.70		(200.00)
06/20/2025	CD	CHK	SUMMARY CD 06/20/2025		200.00		0.00
07/01/2025			25-26 Fiscal Year Begin				0.00
08/02/2025	AP	INV	JEFF FRANKLIN	KP100425		1,200.00	(1,200.00)
10/06/2025	AP	INV	SHORELINE SHUTTLE LLC	TRAM		675.00	(1,875.00)
10/10/2025	CD	CHK	SUMMARY CD 10/10/2025		675.00		(1,200.00)
10/14/2025	AP	INV	WEST BEND MUTUAL INSURANCE COMPANY	C193884		499.00	(1,699.00)
10/16/2025	AP	INV	LAMAR COMPANIES	117577928		3,000.00	(4,699.00)
10/24/2025	CD	CHK	SUMMARY CD 10/24/2025		4,200.00		(499.00)
10/27/2025	AP	INV	ELITE INTEGRATED PEST MANAGEMENT	2676		11,500.00	(11,999.00)
10/28/2025	AP	INV	EARLE PRESS PRINTING	244966		300.00	(12,299.00)
10/31/2025	CD	CHK	SUMMARY CD 10/31/2025		11,800.00		(499.00)
11/14/2025	CD	CHK	SUMMARY CD 11/14/2025		499.00		0.00
11/19/2025	AP	INV	MARK FLERMOEN	11192025		620.00	(620.00)
11/28/2025	CD	CHK	SUMMARY CD 11/28/2025		620.00		0.00
12/10/2025	AP	INV	ELITE INTEGRATED PEST MANAGEMENT	2678		11,500.00	(11,500.00)
12/10/2025	AP	INV	HOOR MEDIA LLC	12-25-I08727		875.00	(12,375.00)
12/31/2025				END BALANCE	21,472.70	33,847.70	(12,375.00)
01/01/2025			286-000-399 FUND BALANCE UNRESERVED			BEG. BALANCE	(21,491.17)
07/01/2025			25-26 Fiscal Year Begin				(22,419.77)
12/31/2025				END BALANCE			(22,419.77)
01/01/2025			286-000-451 SPECIAL ASSESSMENTS			BEG. BALANCE	(594.00)
04/02/2025	GJ	JE	TO POST LAKESIDE BID COLLECTIONS	0000011077		16,645.47	(17,239.47)
05/15/2025	CR	RCPT	SPECIAL ASSESSMENTS			792.00	(18,031.47)
06/30/2025	GJ	JE	DIST OF FUNDS FROM 2024 SETTLEMENT	0000011370		4,702.76	(22,734.23)
07/01/2025			25-26 Fiscal Year Begin				0.00
07/29/2025	CR	RCPT	SPECIAL ASSESSMENTS			308.00	(308.00)
12/31/2025				END BALANCE		22,448.23	(308.00)
01/01/2025			286-000-665-004970 INTEREST INCOME			BEG. BALANCE	(40.27)
01/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011096		0.70	(40.97)
02/28/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011147		1.39	(42.36)
03/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011233		1.16	(43.52)
04/30/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011494		4.40	(47.92)
05/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011506		7.99	(55.91)
06/30/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011535		8.73	(64.64)
07/01/2025			25-26 Fiscal Year Begin				0.00
07/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011800		9.41	(9.41)
08/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011818		9.52	(18.93)

GL ACTIVITY REPORT FOR CITY OF MUSKEGON

From 01/01/2025 to 12/31/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
09/30/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011857		9.49	(28.42)
10/31/2025	GJ	JE	INTEREST ON INVESTMENTS	0000011877		6.07	(34.49)
12/31/2025				END BALANCE		58.86	(34.49)
01/01/2025			286-000-684 MISC. & SUNDRY		BEG. BALANCE		(800.00)
07/01/2025			25-26 Fiscal Year Begin				0.00
12/31/2025				END BALANCE			0.00
01/01/2025			286-000-699 OPERATING TRANSFERS IN		BEG. BALANCE		0.00
07/01/2025			25-26 Fiscal Year Begin				0.00
12/31/2025				END BALANCE			0.00
01/01/2025			286-000-699-100000 OPERATING TRANSFERS IN		BEG. BALANCE		0.00
01/15/2025	GJ	JE	RECORD TRANSFER LAKESIDE BID SNOW REM	0000010797		3,920.00	(3,920.00)
07/01/2025			25-26 Fiscal Year Begin				0.00
12/31/2025				END BALANCE		3,920.00	0.00
01/01/2025			286-000-699-200000 OPERATING TRANSFERS IN		BEG. BALANCE		(6,374.17)
12/17/2025	GJ	JE	RECORD TRANSFER LAKESIDE BID SNOW REM	0000011927		11,500.00	(11,500.00)
12/31/2025				END BALANCE		11,500.00	(11,500.00)
01/01/2025			286-000-699-500000 OP. TRANS FROM ENTERPRISE FUND		BEG. BALANCE		0.00
07/01/2025			25-26 Fiscal Year Begin				0.00
12/31/2025				END BALANCE			0.00
01/01/2025			286-704-801 CONTRACTUAL SERVICES		BEG. BALANCE		28,685.74
01/07/2025	AP	INV	MY SOCIAL NETWORK LLC	0663	375.00		29,060.74
01/14/2025	AP	INV	LOUISE HOPSON	4TH QTR MEDIA	225.00		29,285.74
03/10/2025	AP	INV	GABRIELLE ANNE MILLER	1A	1,100.00		30,385.74
05/10/2025	AP	INV	MUSKEGON AXE THROWING	7B3644D7-0002	200.00		30,585.74
05/21/2025	AP	INV	MUSKEGON AXE THROWING	7B3644D7-002	200.00		30,785.74
06/03/2025	AP	INV	CARIBOU SERVICES, INC	I53507	895.00		31,680.74
06/03/2025	AP	INV	LAWSON PRINTERS, INC.	102944	683.70		32,364.44
07/01/2025			25-26 Fiscal Year Begin				0.00
08/02/2025	AP	INV	JEFF FRANKLIN	KP100425	1,200.00		1,200.00
08/19/2025	CRD	RCPT	CONTRACTUAL SERVICES	0100972808		200.00	1,000.00
09/16/2025	GJ	JE	COPIES FOR LAKESIDE DISTRICT FALL FES	0000011687	50.00		1,050.00
09/30/2025	GJ	JE	COPIES FOR LAKESIDE DISTRICT FALL FES	0000011728	300.00		1,350.00
09/30/2025	GJ	JE	COPIES FOR LAKESIDE DISTRICT FALL FES	0000011862		300.00	1,050.00
10/06/2025	AP	INV	SHORELINE SHUTTLE LLC	TRAM	675.00		1,725.00
10/14/2025	AP	INV	WEST BEND MUTUAL INSURANCE COMPANY	C193884	499.00		2,224.00
10/16/2025	AP	INV	LAMAR COMPANIES	117577928	3,000.00		5,224.00
10/27/2025	AP	INV	ELITE INTEGRATED PEST MANAGEMENT	2676	11,500.00		16,724.00
10/28/2025	AP	INV	EARLE PRESS PRINTING	244966	300.00		17,024.00
11/12/2025	GJ	JE	RECORD SPECIAL EVENTS FEE	0000011809	1,940.00		18,964.00
11/19/2025	AP	INV	MARK FLERMOEN	11192025	620.00		19,584.00
12/10/2025	AP	INV	ELITE INTEGRATED PEST MANAGEMENT	2678	11,500.00		31,084.00
12/10/2025	AP	INV	hour media llc	12-25-I08727	875.00		31,959.00
12/31/2025				END BALANCE	36,137.70	500.00	31,959.00
01/01/2025			286-704-995 BUDGETED OTHER FINANCING USES		BEG. BALANCE		0.00
07/01/2025			25-26 Fiscal Year Begin				0.00
12/31/2025				END BALANCE			0.00
01/01/2025			286-704-995-200000 BUDGETED OTHER FINANCING USES		BEG. BALANCE		600.00
07/01/2025			25-26 Fiscal Year Begin				0.00
12/31/2025				END BALANCE			0.00
01/01/2025			286-906-965 BAD DEBTS		BEG. BALANCE		0.00
07/01/2025			25-26 Fiscal Year Begin				0.00
12/31/2025				END BALANCE			0.00
Grand Total					144,308.67	144,308.67	0.00

LAKESIDE CIA FINANCIAL FOR 12/31/2025

Revenues	2024 ACTUAL	2025 BUDGET	31-Dec-25
Special Assessments	\$ 22,198.00	\$ 37,103.00	\$ 36,584.00
Interest Income	\$ 97.88	\$ 75.00	\$ 187.18
Total	\$ 22,295.88	\$ 37,178.00	\$ 36,771.18

Expenses	2024 ACTUAL	2025 BUDGET	31-Dec-25
Landscaping	\$ -	\$ -	\$ -
Holiday Decorations	\$ -	\$ -	\$ -
Snow Removal	\$ -	\$ -	\$ -
Contingency	\$ -	\$ -	\$ -
Transfer to Lakeside BID	\$ 6,374.17	\$ 15,213.00	\$ 11,500.00
Advertising	\$ -	\$ -	\$ -
Total Expenses	\$ 6,374.17	\$ 15,213.00	\$ 11,500.00

Net Rev/Expenses	\$ 15,921.71	\$ 21,965.00	\$ 25,271.18
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Fund Balance at Beginning of Year	\$ 7,502.64		\$ 23,424.35
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Fund Balance at End of Year	\$ 23,424.35		\$ 48,695.53
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Agenda Item Review Form

Muskegon Lakeside BID/CIA

Commission Meeting Date: February 3, 2026	Title: Lakeshore Dr Landscaping Bids				
Submitted by: Isabela Gonzalez, Development Analyst	Department: Economic Development				
Brief Summary: Staff received two bids for the Lakeshore Drive Landscaping RFP and is seeking the board's direction on next steps.					
Detailed Summary & Background: At the request of the Lakeside Board and Chair, staff explored landscaping enhancement options for the Lakeshore Drive corridor. A Request for Proposals (RFP) for the installation and maintenance of 20 corridor planters was issued in December. Staff received responses in January from Advantage Landscaping & Turf Management and Barry's Greenhouses and Landscaping. The bids are being presented for board review and direction on next steps. Barry's base pricing includes large pots at \$25 each, with an estimated \$3,000 upgrade cost for higher-tier planter options. Barry's total bid for furnishing and maintaining 20 planters is \$6,525. Staff is currently seeking clarification on which planter units would require the upgrade. Advantage's proposal includes 38-inch extra-large planters at \$850 per pot, with seasonal planting and watering services at \$1,700 per planter. Advantage's total bid for 20 planters is \$51,000.					
<u>Goal/Action Item:</u>					
Is this a repeat item?: Explain what change has been made to justify bringing it back to Commission:					
Amount Requested: N/A	Budgeted Item: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; text-align: center;">Yes</td> <td style="width: 25%; text-align: center;">No</td> <td style="width: 25%; text-align: center;">N/A</td> <td style="width: 25%; text-align: center;">█</td> </tr> </table>	Yes	No	N/A	█
Yes	No	N/A	█		
Fund(s) or Account(s): N/A	Budget Amendment Needed: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; text-align: center;">Yes</td> <td style="width: 25%; text-align: center;">No</td> <td style="width: 25%; text-align: center;">N/A</td> <td style="width: 25%; text-align: center;">█</td> </tr> </table>	Yes	No	N/A	█
Yes	No	N/A	█		
Recommended Motion: N/A					
Approvals: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Immediate Division</td> <td style="width: 20%; text-align: center;">█</td> </tr> </table>	Immediate Division	█	<u>Name the Policy/Ordinance Followed:</u>		
Immediate Division	█				

Head		
Information Technology		
Other Division Heads		
Communication		
Legal Review		



Lakeside Business Improvement District & Corridor Improvement Authority Request for Quotes (RFQ)

Project Name: Lakeshore Drive Landscaping
Posted: Tuesday, December 9th 2025
Date Proposal Due: Thursday, January 8th 2025 2:00PM
Issuing Office:
City of Muskegon c/o
Lakeside BID & CIA
933 Terrace St
Muskegon, MI 49440
231-724-4141

Introduction

The City of Muskegon’s Economic Development Department on behalf of the Lakeside Business Improvement District and Corridor Improvement Authority is seeking quotes from qualified landscaping vendors for seasonal decorative planters along Lakeshore Drive within the Lakeside Business District. [A map](#) is linked and attached with the locations of the planters pinned.

The BID/CIA is exploring options and gathering cost information. While there are roughly 20 potential planter locations identified, the final number purchased may be significantly lower depending on pricing, durability, and available budget. Submission of a quote does not guarantee award, and the BID/CIA may choose to scale the project up, scale it down, or not move forward.

Scope of Quote

Vendors are asked to provide a comprehensive quote that includes:

1. Planter Options
 - a. Images of proposed planter models
 - b. Material, size, and color options
 - c. Unit pricing
 - d. Notes of durability for year-round outdoor exposure
 - e. Suitability for remaining outdoors during winter months
2. Planting Options
 - a. Recommended plant species for the summer season (Memorial Day – Labor Day)
 - b. Cost per fully planted planter
 - c. Optional perennial or low-maintenance layouts
3. Installation
 - a. Delivery timeline
 - b. Cost per planter for installation
 - c. Any site preparation requirements
 - d. Recommendations for placement, longevity, irrigation considerations, and long-term care
4. Seasonal Maintenance (Summer Season Only)
 - a. Watering schedule and frequency
 - b. Dead plant replacement and cost

Non-Permanent / Removable Planter Options (Snowplow Consideration)

Lakeshore Drive sidewalks are regularly snowplowed during the winter. The BID/CIA may need to temporarily remove or relocate planters to prevent damage. Vendors are encouraged to propose:

- Non-permanent, movable, or modular planter options
- Notes on ease of seasonal relocation
- Any labor or equipment needed for removal
- Cost differences between permanent and non-permanent models

Please clearly label whether each planter option is permanent or removable.

Vendor Requirements

Quotes must include:

- Business name, address, primary contact
- Examples/photos of similar work
- Proposed timeline
- Insurance documentation
- Any warranties on materials or installation
- Itemized cost breakdown
- Total project estimate

Lakeside BID/CIA Planter Map

1 view

Last edit was 5 minutes ago

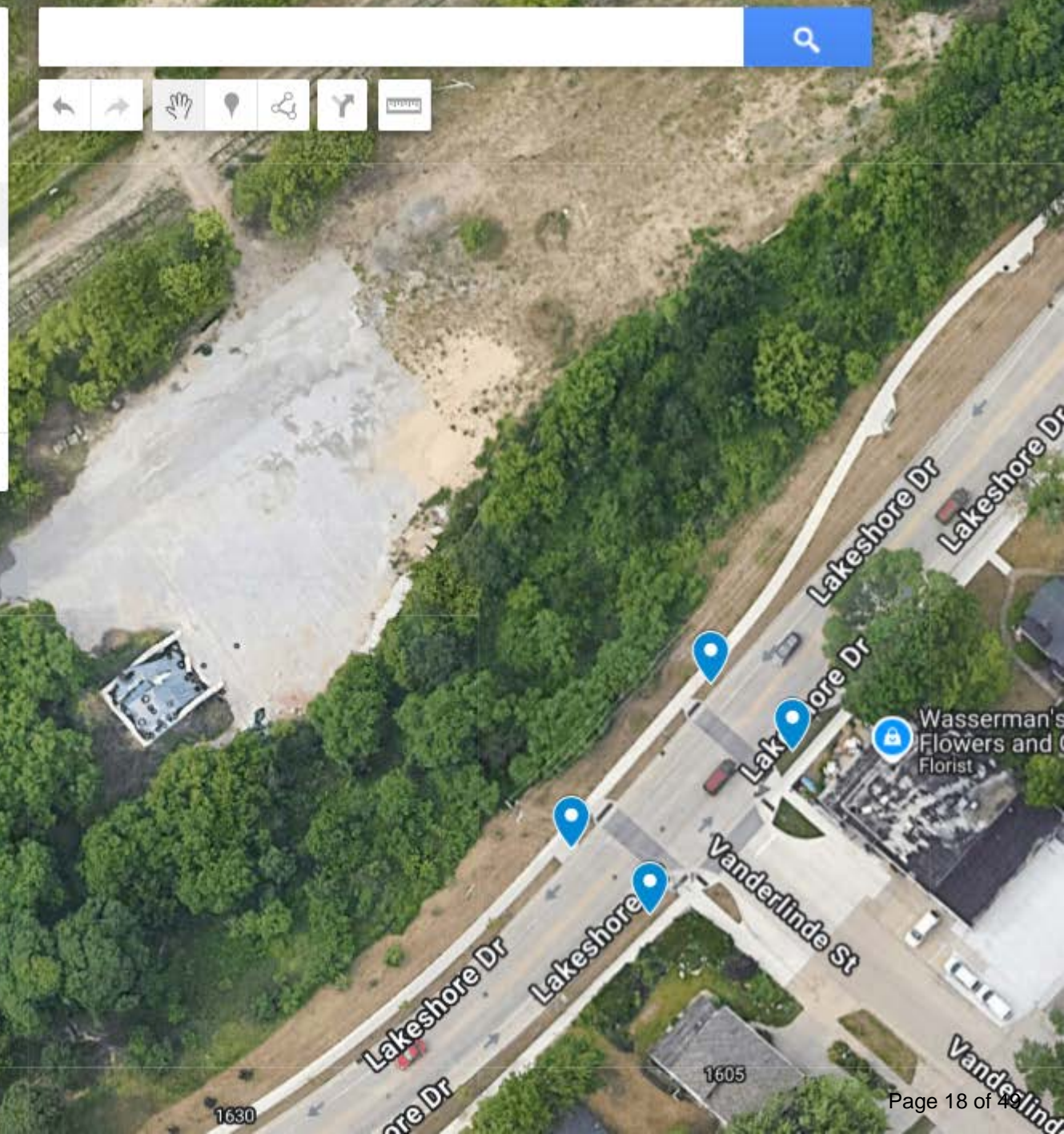
Add layer Share Preview

Planter

Uniform style

All items (20)

Base map



Lakeside BID/CIA Planter Map

1 view
Last edit was 5 minutes ago

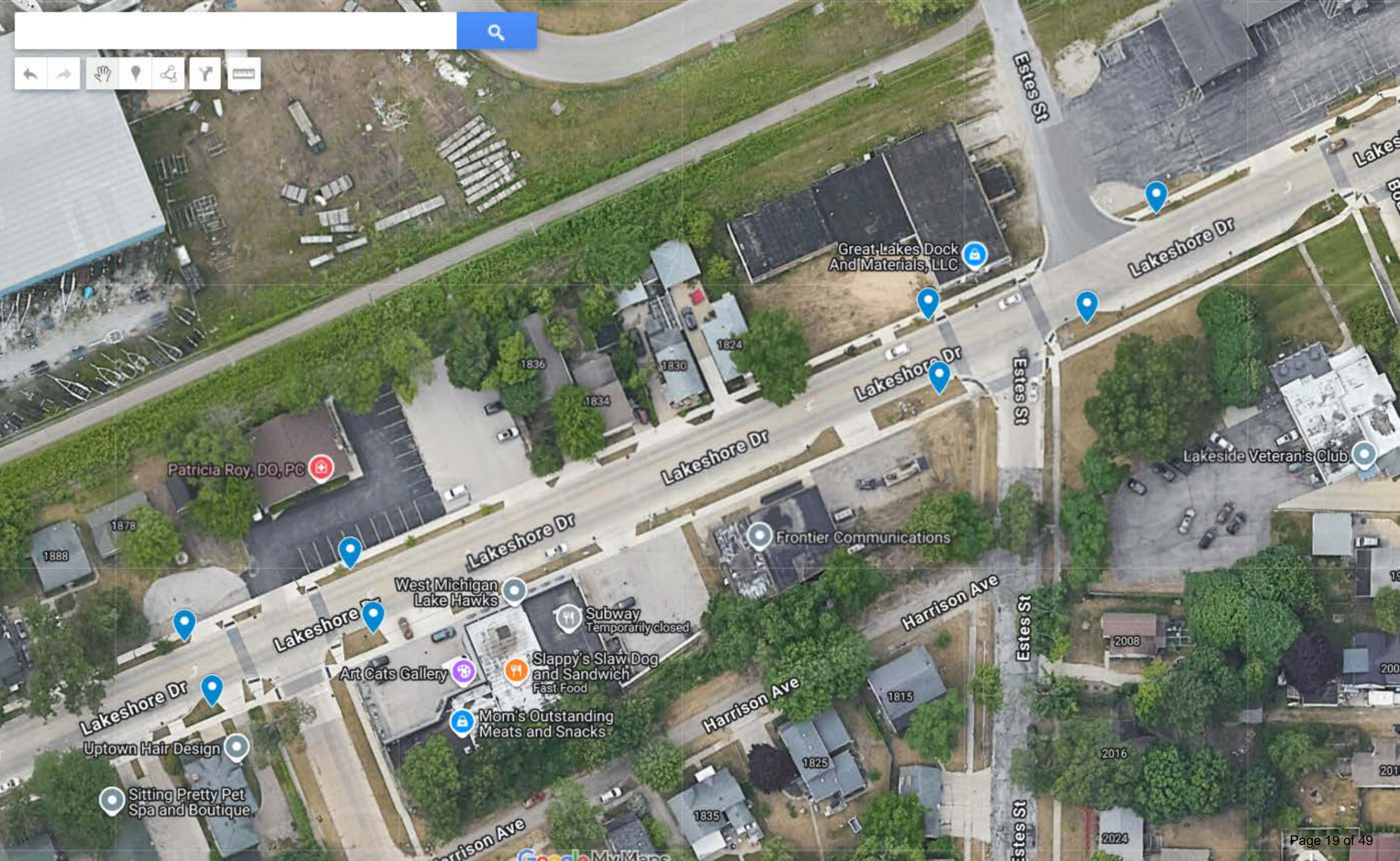
Add layer
 Share
 Preview

Planter

Uniform style

All items (20)

Base map



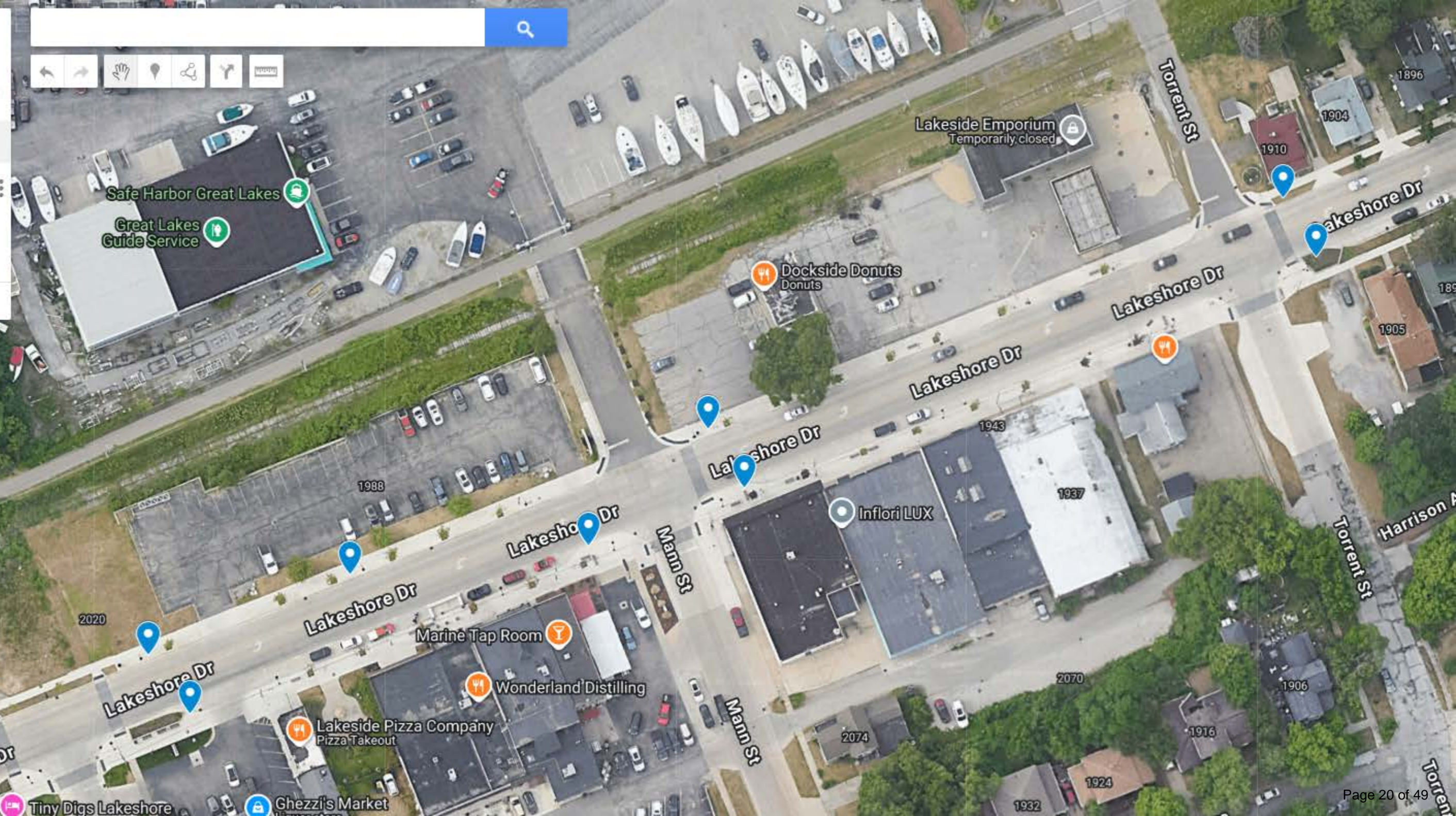
Lakeside BID/CIA Planter Map

1 view
Last edit was 10 minutes ago

Add layer Share Preview

- Planter
- Uniform style
- All items (20)

Base map



Date: January 14, 2026

Advantage Landscape and Turf Management
PO Box 1483
Holland, MI 49422



(616)886-6734

advantagelandscape1@gmail.com
www.advantagelandscape1.com

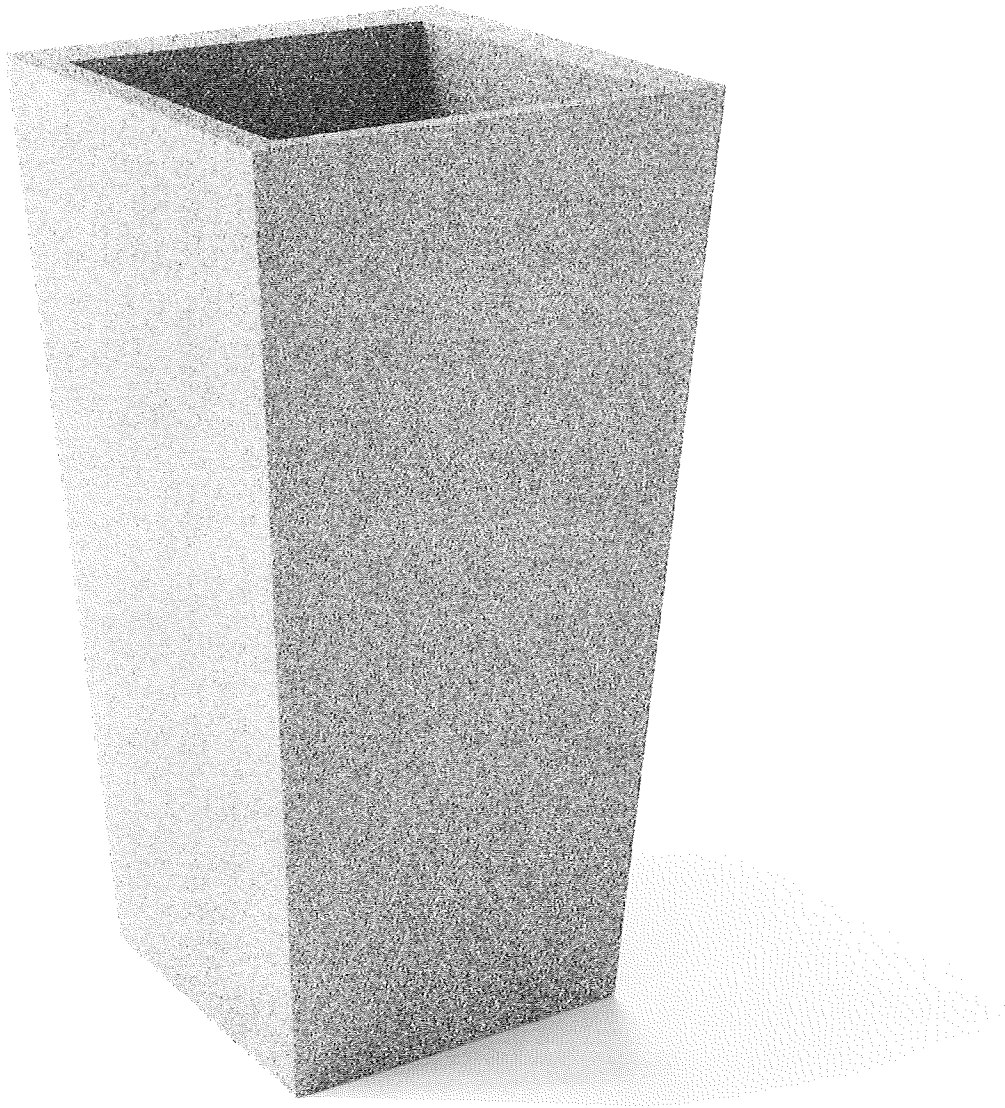
City of Muskegon c/o
Lakeside BID & CIA
933 Terrace St
Muskegon, MI 49440
231-724-4141

LANDSCAPE ESTIMATE

<p>Creation of flower pots, filled with Miracle-GRO potting soil, annual flowers, and shredded hardwood bark. Each planter will have 1 Ornamental grass, and a mix of Marigolds, Petunias, and Salvia. <i>(Plant recommendations based on Full Sun growing conditions. Other options available upon request.)</i> Price includes weekly watering service for the approximate 23 week growing season and includes liquid fertilizer applications twice per month during the growing season.</p> <p>Planters would be planted in mid-May 2026, weather permitting.</p> <p>Price does not include pots. Listed Price is Per Pot.</p> <p><i>Please note: Plant warranty requires the presence of an automated irrigation system in proper working order. As there is no irrigation system present, all warranty of plants would be considered null and void.</i></p> <p>TERMS are 50% down to secure a place on project schedule with the balance due on completion work.</p>	\$1,700.00
<p>Dead plant replacement cost: Pricing is per pot and is available upon request.</p>	\$400.00
<p>Extra Large Planters (Permanent Planter) - Hospitality Pedestal XL in Grey/Granite 38" H x 22" TOD (Top Outside Diameter) x 15" BOD (Bottom Outside Diameter) LLDPE, Linear Low-Density Polyethylene. Embedded with UV Inhibitors to protect against sun fade. Weight 40lbs empty/ 250lbs loaded. PRICING PER PLANTER. PRICE DOES NOT INCLUDE ANY PLANTING MATERIALS.</p>	\$850.00

Accepted By

Accepted Date
Page 21 of 49









CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

11/04/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER CapSure Insurance Group Inc 250 E. 8th Street Suite 230 Holland MI 49423	CONTACT NAME: Rob Ter Horst PHONE (A/C, No, Ext): (844) 774-7873 E-MAIL ADDRESS: rob@capsureins.com	FAX (A/C, No):
	INSURER(S) AFFORDING COVERAGE	
	INSURER A : INCLINE CAS CO	NAIC # 11090
INSURED Advantage Landscape, LLC dba Advantage Landscape & Turf management 1066 South Shore Dr Holland MI 49423	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER:	y	y	CP7002891	08/01/2025	08/01/2026	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 200,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY	y	y	CA7001175	08/01/2025	08/01/2026	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10000	y	y	UM7001325	08/01/2025	08/01/2026	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000 PR/COMP OPS AGG \$ 1,000,000
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	WC7000909	03/12/2025	03/12/2026	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

Insureds Copy

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

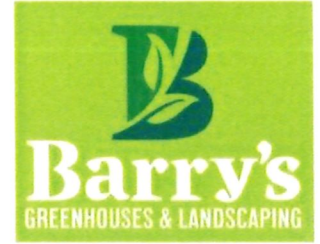
AUTHORIZED REPRESENTATIVE

Rob Ter Horst

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Barry's Greenhouses & Landscaping

3000 Whitehall Rd
 Muskegon, MI 49445 USA
 (231) 740-4651
 sales@wheelfishgroup.com
 www.barrysgreenhouses.com



Estimate

ADDRESS
 Isabela Gonzalez
 City of Muskegon c/o Lakeside
 933 Terrace Street
 Muskegon, MI 49440

SHIP TO
 Isabela Gonzalez
 City of Muskegon c/o Lakeside
 933 Terrace Street
 Muskegon, MI 49440

ESTIMATE 1286
 DATE 12/12/2025
 EXPIRATION 02/15/2026
 DATE

DATE	PRODUCT/SERVICE	DESCRIPTION	QTY	RATE	AMOUNT
	Planters Large	30" Planters - Delivered before Memorial Day & pick up after Labor Day. Watered as need throughout season. Plant material will be full and flowering at time of placement, with continuous flowering throughout the season.	20	0.00	0.00
	Large Pot 30"	Large Pot 30"	20	25.00	500.00
	Plant material	Plant material - Canna (center), Supertunia (around the outside); dead plant material replacement during season @ no charge	20	50.00	1,000.00
	Plant material	Plant material - Optional; Red Fountain Grass (center), alternating Purple Salvia & Verbena (around the outside) - price would be the same as above plant material	1	0.00	0.00
	Garden Soil	Garden Soil	20	25.00	500.00
	Fertilizer Application	Fertilizer	20	25.00	500.00
					Subtotal: 2,500.00
	Water Truck	Water Truck - once a week with fertilizer	15	135.00	2,025.00
	delivery & pick up	Delivery & Pick up	2	1,000.00	2,000.00
					Subtotal: 4,025.00
	Large Pot 30"	Large Pot 30" - Upgrade \$3,000.00 (\$150.00 per pot)	20	0.00	0.00

Thank you for the business
 Primary Contact:
 Matt Carlton
 231-740-4651

SUBTOTAL	6,525.00
TAX	0.00



Lakeside Business Improvement District & Corridor
Improvement Authority Request for Quotes (RFQ)

Project Name: Lakeshore Drive Landscaping
Posted: Thursday, December 11th 2025
Date Proposal Due: Thursday, January 15th 2025 2:00PM

Issuing Office:

City of Muskegon c/o
Lakeside BID & CIA
933 Terrace St
Muskegon, MI 49440
231-724-4141

- Any labor or equipment needed for removal
- Cost differences between permanent and non-permanent models

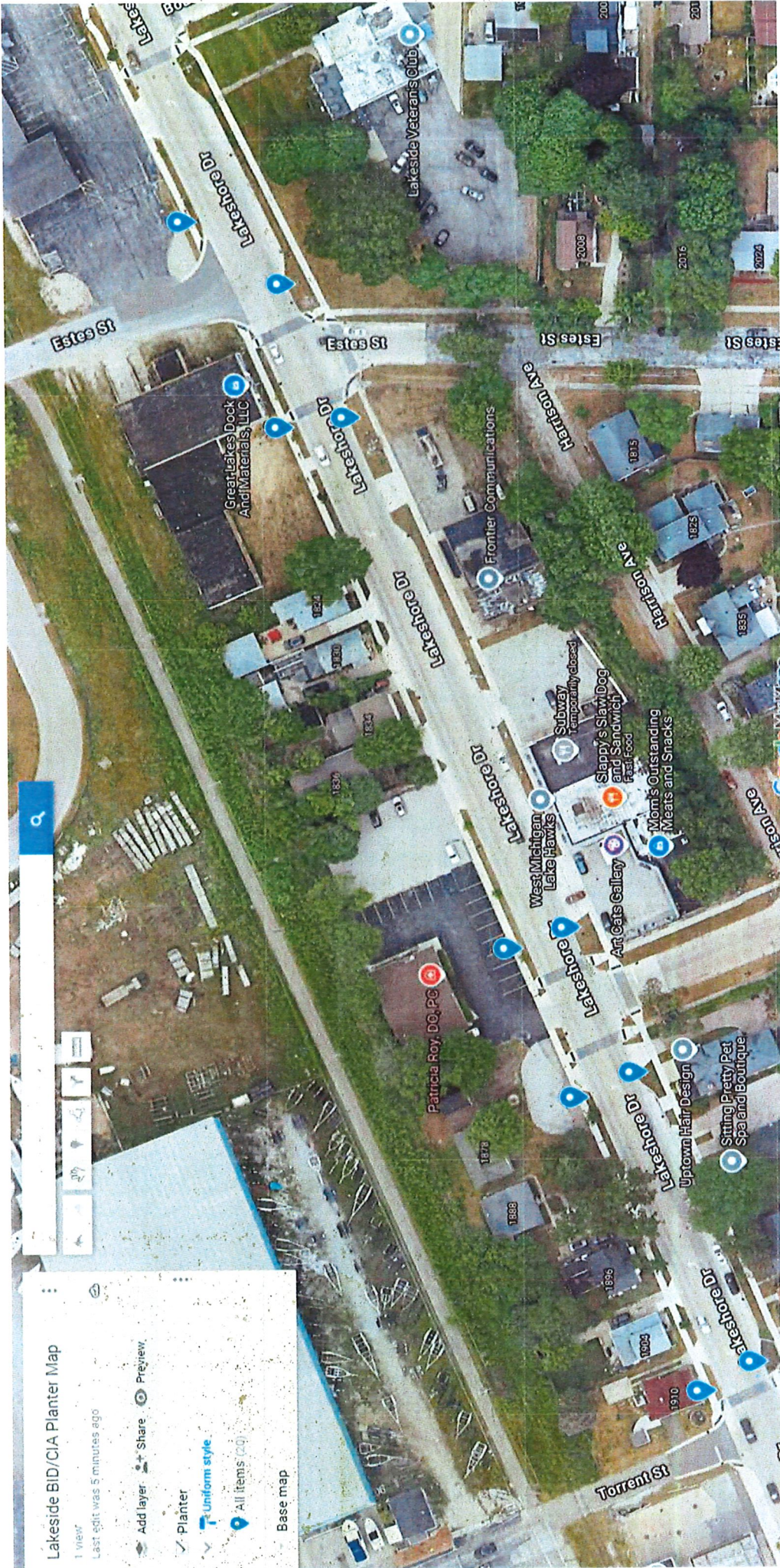
Please clearly label whether each planter option is permanent or removable.

Vendor Requirements

Quotes must include:

- Business name, address, primary contact
- Examples/photos of similar work
- Proposed timeline
- Insurance documentation
- Any warranties on materials or installation
- Itemized cost breakdown
- Total project bid

The City of Muskegon and the Lakeside BID/CIA reserve the right to accept or reject any or all proposals at their sole discretion.





CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
12/23/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

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PRODUCER Diebold Insurance Agency 817 W Houghton Ave PO Box 188 West Branch MI 48661	CONTACT NAME: Jodi Mayhew PHONE (A/C, No, Ext): (989) 345-0200 E-MAIL ADDRESS: jodi@dieboldinsurance.com	FAX (A/C, No): (989) 345-0232
	INSURER(S) AFFORDING COVERAGE INSURER A: West Bend Mutual Insurance Company	
INSURED 3000 Whitehall, LLC, DBA: Barry's Greenhouse & Flower Shop 700 Terrace Pointe Dr Ste 200 Muskegon MI 49440	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	
	INSURER G:	

COVERAGES **CERTIFICATE NUMBER:** 25-26 **REVISION NUMBER:**

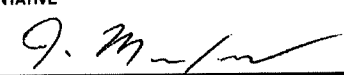
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS												
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			C190662	10/01/2025	10/01/2026	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 Plus Pak - Liability \$												
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			C190662	10/01/2025	10/01/2026	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ PIP-Basic \$												
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			C190662	10/01/2025	10/01/2026	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ \$												
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	C197288	10/01/2025	10/01/2026	<table border="1"> <tr> <td>PER STATUTE</td> <td>OTH-ER</td> <td></td> </tr> <tr> <td>E.L. EACH ACCIDENT</td> <td></td> <td>\$ 500,000</td> </tr> <tr> <td>E.L. DISEASE - EA EMPLOYEE</td> <td></td> <td>\$ 500,000</td> </tr> <tr> <td>E.L. DISEASE - POLICY LIMIT</td> <td></td> <td>\$ 500,000</td> </tr> </table>	PER STATUTE	OTH-ER		E.L. EACH ACCIDENT		\$ 500,000	E.L. DISEASE - EA EMPLOYEE		\$ 500,000	E.L. DISEASE - POLICY LIMIT		\$ 500,000
PER STATUTE	OTH-ER																		
E.L. EACH ACCIDENT		\$ 500,000																	
E.L. DISEASE - EA EMPLOYEE		\$ 500,000																	
E.L. DISEASE - POLICY LIMIT		\$ 500,000																	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

CANCELLATION

City of Muskegon C/O Lakeside BID & CIA 933 Terrace Street Muskegon MI 49440	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 
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Agenda Item Review Form

Muskegon Lakeside BID/CIA

Commission Meeting Date: February 3, 2026	Title: 2025 Holidays in Lakeside Placer.ai Report															
Submitted by: Isabela Gonzalez, Development Analyst	Department: Economic Development															
Brief Summary: Staff has prepared a Placer.ai report for the Holidays in Lakeside 2025 event.																
Detailed Summary & Background:																
Goal/Action Item:																
Is this a repeat item?: Explain what change has been made to justify bringing it back to Commission:																
Amount Requested: N/A	Budgeted Item: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; text-align: center;">Yes</td> <td style="width: 25%; text-align: center;">No</td> <td style="width: 25%; text-align: center;">N/A</td> <td style="width: 25%; background-color: black;"></td> </tr> </table>	Yes	No	N/A												
Yes	No	N/A														
Fund(s) or Account(s): N/A	Budget Amendment Needed: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; text-align: center;">Yes</td> <td style="width: 25%; text-align: center;">No</td> <td style="width: 25%; text-align: center;">N/A</td> <td style="width: 25%; background-color: black;"></td> </tr> </table>	Yes	No	N/A												
Yes	No	N/A														
Recommended Motion: N/A																
Approvals: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Immediate Division Head</td> <td style="width: 10%; text-align: center;">X</td> <td style="width: 20%;"></td> </tr> <tr> <td>Information Technology</td> <td></td> <td></td> </tr> <tr> <td>Other Division Heads</td> <td></td> <td></td> </tr> <tr> <td>Communication</td> <td></td> <td></td> </tr> <tr> <td>Legal Review</td> <td></td> <td></td> </tr> </table>	Immediate Division Head	X		Information Technology			Other Division Heads			Communication			Legal Review			Name the Policy/Ordinance Followed:
Immediate Division Head	X															
Information Technology																
Other Division Heads																
Communication																
Legal Review																

Holidays in Lakeside 2025

Dec 6 - Dec 6, 2025

Property:



Lakeshore Fall Fest 2025

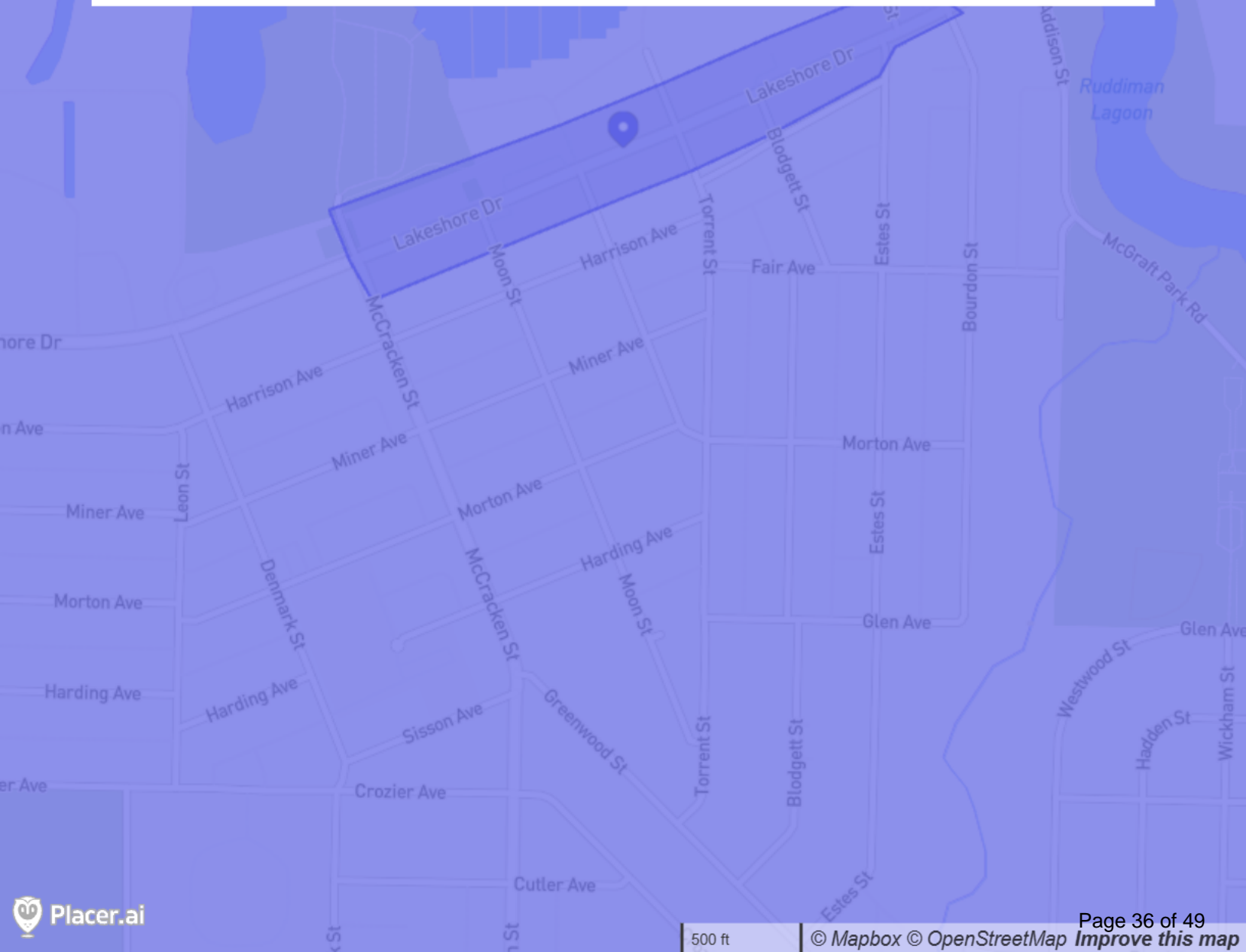
1963 Lakeshore Drive, Muskegon, MI 49442

Applied Filters:

Length of Stay: All Visits | Time of Day: 10am - 6pm



Scan to view on placer.ai platform





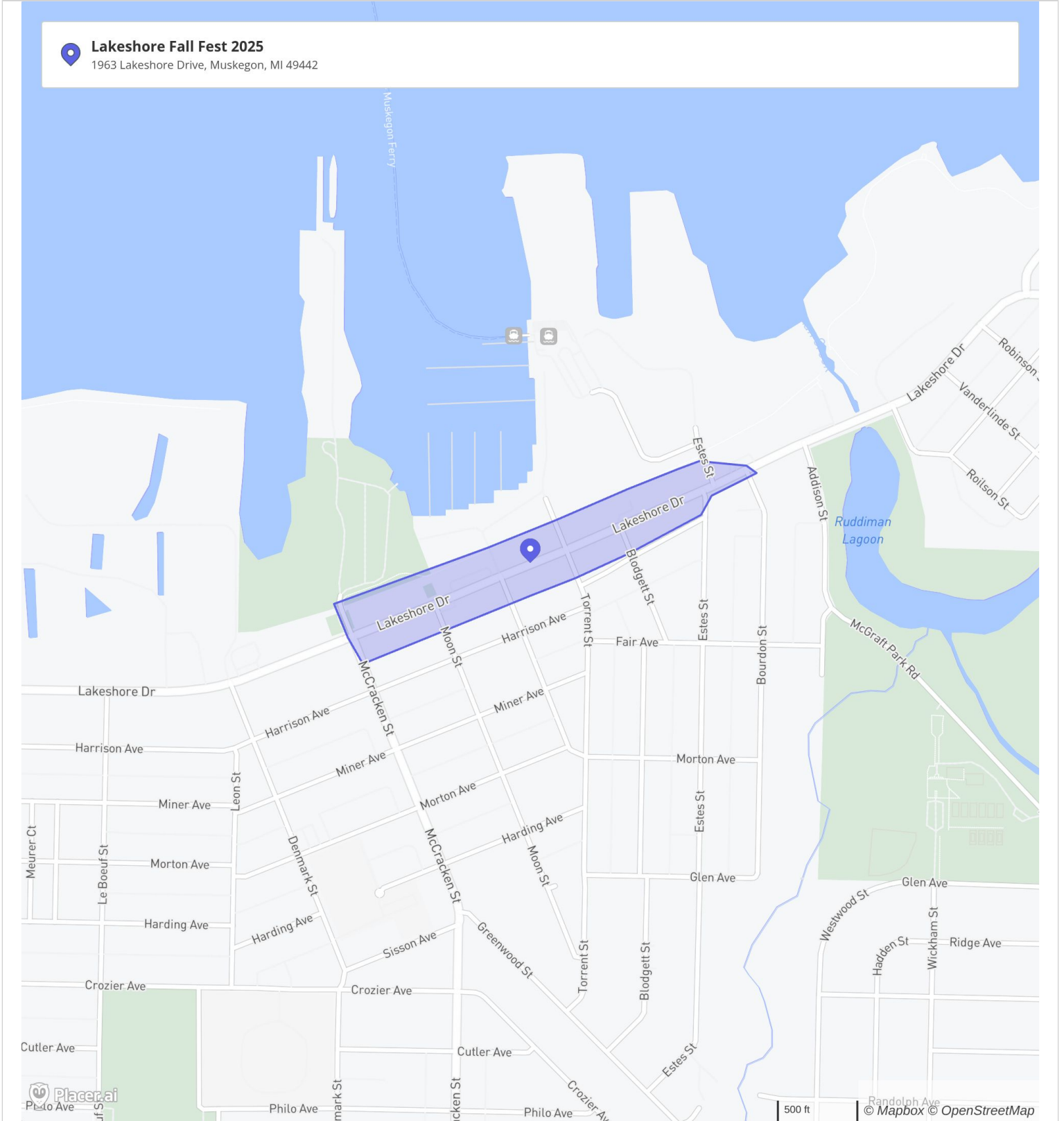
Holidays in Lakeside 2025

Dec 6 - Dec 6, 2025



Lakeshore Fall Fest 2025

1963 Lakeshore Drive, Muskegon, MI 49442





Metrics

Lakeshore Fall Fest 2025

Lakeshore Drive, Muskegon, MI

Visits	803	Avg. Dwell Time	77 Min
Visits / sq ft	0	Panel Visits	74
Size - sq ft	767.5K	Visits YoY	+93.5%
Visitors	803	Visits Yo2Y	+50%
Visit Frequency	--	Visits Yo3Y	+25.1%

Dec 6th, 2025

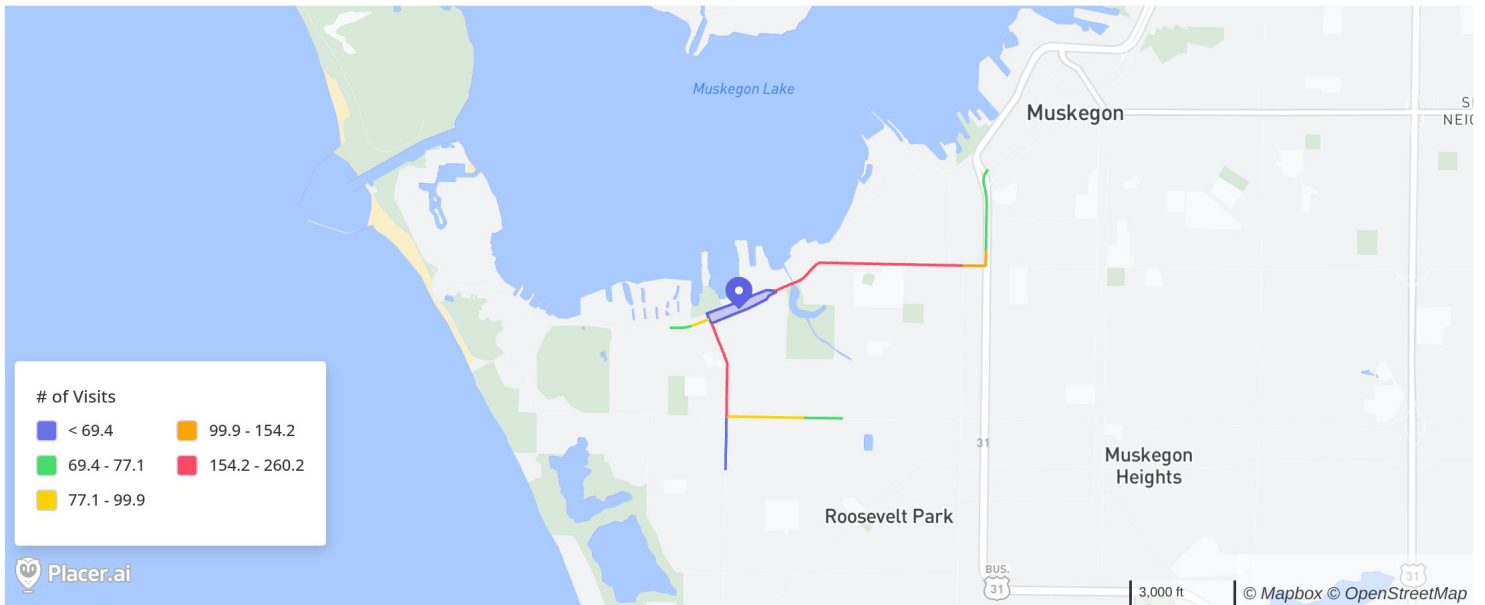
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

Lakeshore Fall Fest 2025

Lakeshore Drive, Muskegon, MI



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

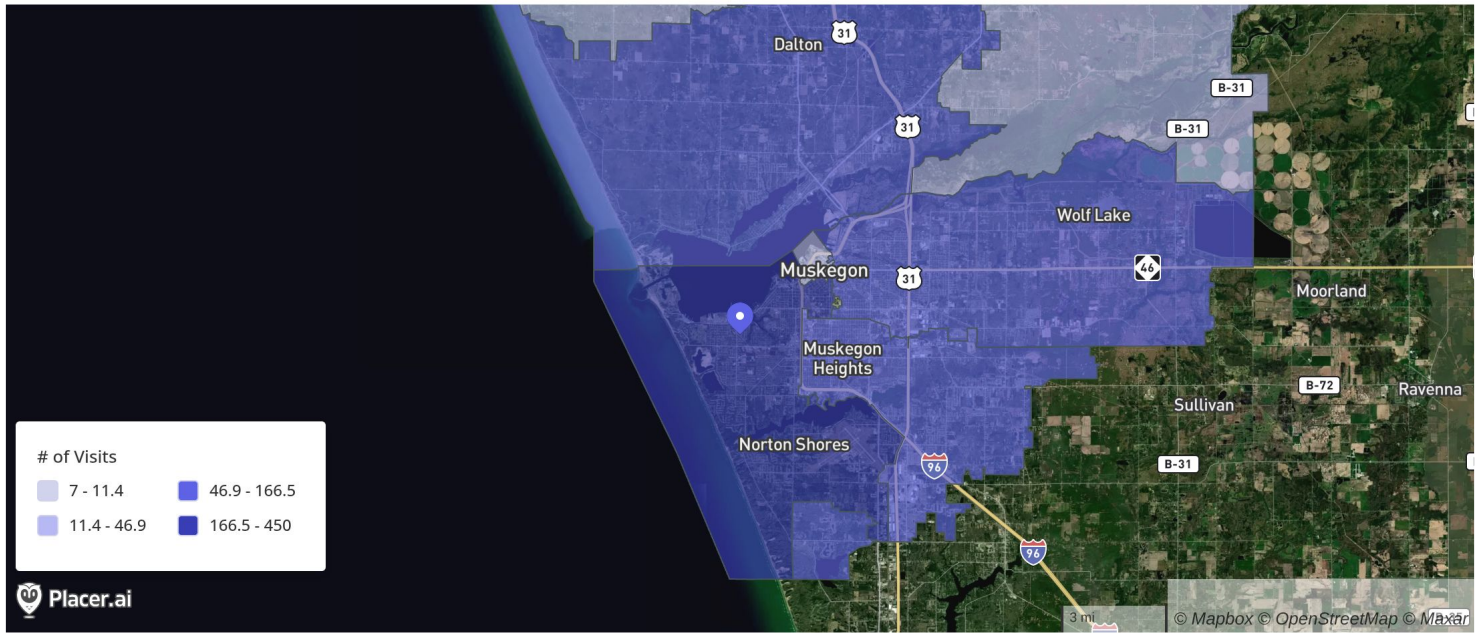
Journey Direction: To Property | Dec 6th, 2025

Data provided by Placer Labs Inc. (www.placer.ai)





Visitors By Origin



Zip Code	Visits (% of Total)
49441 Norton Shores, MI	450 (56%)
49442 Muskegon, MI	73 (9.1%)
49445 North Muskegon, MI	69 (8.6%)
49444 Norton Shores, MI	68 (8.5%)
49461 Whitehall, MI	38 (4.7%)
49440 Muskegon, MI	26 (3.2%)
49418 Grandville, MI	23 (2.9%)



Holidays in Lakeside 2025

Dec 6 - Dec 6, 2025



Zip Code	Visits (% of Total)
49457 Twin Lake, MI	12 (1.5%)
49455 Shelby, MI	10 (1.3%)
49425 Holton, MI	10 (1.2%)

Dec 6th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

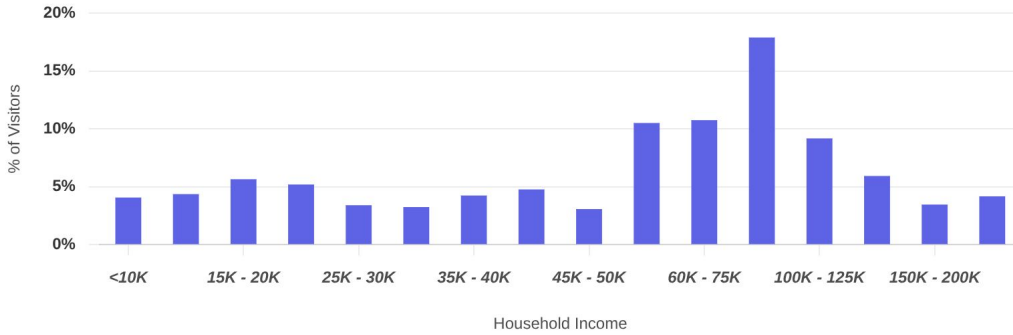




Household Income

Lakeshore Fall Fest 2025

Lakeshore Drive, Muskegon, MI



Average Income	75K
Median Income	62K

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

Dec 6th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity

Lakeshore Fall Fest 2025

Lakeshore Drive, Muskegon, MI



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

Dec 6th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





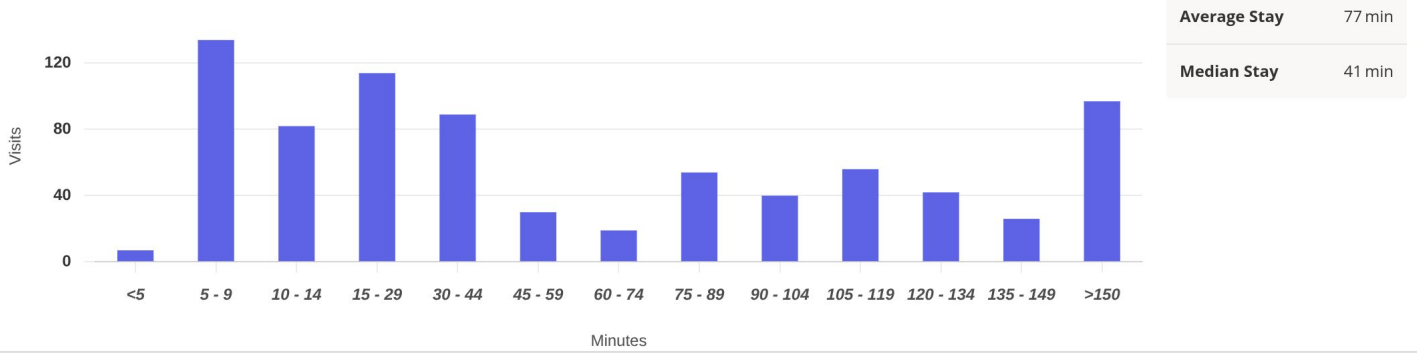
Holidays in Lakeside 2025

Dec 6 - Dec 6, 2025



Visit Duration

Lakeshore Fall Fest 2025
Lakeshore Drive, Muskegon, MI

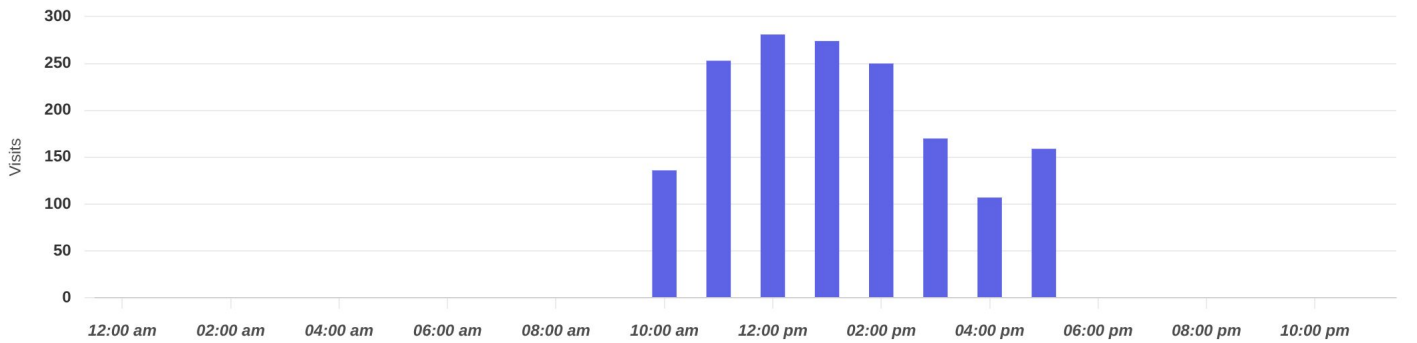


Visits | Dec 6th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits

Lakeshore Fall Fest 2025
Lakeshore Drive, Muskegon, MI



Visits | Dec 6th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



CITY OF MUSKEGON

LAKE SIDE

CORRIDOR

IMPROVEMENT

AUTHORITY

FACADE IMPROVEMENT GRANT
2026 - 2027

City of Muskegon – Lakeside CIA

2026-27 Façade Improvement Grant Program Guidelines

Goal:

To upgrade the look and function of commercial buildings within the Lakeside Corridor Improvement Authority (CIA) by encouraging tenant businesses or building owners to make exterior improvements. Such improvements will enhance the individual property's value; and uplift the block in which the property is located and the overall district.

Available Funding:

The Lakeside CIA has budgeted \$10,000 for the 2026-27 fiscal year, to be available to applicants on a first-come, first-serve basis. The number of grants will be limited by the budgeted amount.

Terms:

The Building Façade Improvement Grants are for up to \$2,500, with an applicant match of one to one. Thus, a \$1,000 grant would need to have the applicant propose a project of at least \$2,000. This is a reimbursement-oriented program to ensure that proposed work is done appropriately and consistent with the character of the Lakeside business district.

Eligibility:

- Applicant must be a business or commercial building owner located within the Lakeside business district. Leaseholder businesses must receive the written permission of the building owner.
- The building must be an existing commercial structure at the sidewalk level, but can be mixed-use on the floors above. Grants can assist redevelopment, remodeling or renovations to existing commercial buildings but are not for new buildings.
- All city taxes and other city accounts must be current.
- All work must be done in compliance with all city regulations and ordinances, including obtaining necessary building permits and the approval of the Historic District Commission when applicable.
- All work must be done by a licensed contractor.
- All changes in access to a building must strictly comply with the federal Americans with Disabilities Act.
- Applications for façade grant funding will not be considered for the same property and/or business within three (3) years of a previous award.
- Work receiving grant funding must not begin until a grant is awarded and work must be completed in 12 months. The applicant can request a 6-month extension in writing if the project is not completed within 12 months of the approval date.

Eligible Costs:

The Lakeside CIA board will have the final decision on the eligibility of any items receiving grant funding. Improvements must be to the exterior of the building and may include:

Exterior walls, windows, doors, exterior brick staining, cleaning or tuck-pointing of masonry or stone, ADA improvements to exits and entrances, awnings, decorative signs improving the aesthetics of the building, landscaping, exterior lighting for safety and aesthetics and unique exterior architectural features.

Exterior Brick Staining:

This item is eligible only if there is noticeable paint deterioration present. Proof must be provided with your application.

Ineligible Costs:

Among other items, grants are not available for:

Property acquisition, site plans, building fees, appraisal or attorney fees, business equipment taxed as personal property, wages associated with the project paid the applicant or applicant's relatives, parking lots (Although parking lot improvements are encouraged, they are not grant eligible.)

Application Process:

- Provide a brief statement of intent demonstrating the need for financial assistance; how the project will improve the building, its block and the district; and a commitment to future property maintenance.
- Provide a description of the proposed project, submitting photos of the existing building and if available drawings of the improvement.
- Provide detailed cost estimates with at least two competitive quotes from licensed contractors and their suppliers.
- Provide a timeline for commencing the project and its completion.
- Provide evidence of financial ability to complete the project with the understanding that the grant funds will only be disbursed upon completion of the project.

Review/Approval Process:

Applications received in the City of Muskegon's Development Services Division Office (Muskegon City Hall, 933 Terrace St, Room 202) will be reviewed by city staff. Grants must receive final approval by the Lakeside CIA board.

All reviews will consider the grant program goals, along with the long-term economic development benefits to the Lakeside business district and the enhancement of the architectural appeal of the applicant building. Changes in project scope or design must be Lakeside CIA approved for final reimbursement. If approved, City staff will request an update on each project after 6 months of the approval date.

Project Reimbursement:

Upon completion of the project, grant recipient must submit final invoices marked as paid along with copies of grant recipient proof of payment to the contractors and/or suppliers.

Program Authority:

The Lakeside CIA board has final decisions on all matters related to the Building Façade Improvement Grant Program. Any decision by the Lakeside CIA board is final.

City of Muskegon – Lakeside CIA

2026-27 Façade Improvement Grant Program Application

Applicant Name	Business Address
Email	Phone
Project Address	Parcel Number
Requested Amount	Total Façade Project Cost
Statement of Intent/Need for Funding:	
Description of Project-Attach: Photos, Project Plans & 2 Competitive Bids:	
Project Timeline/Estimated Completion Date:	
By signing the grant application, if awarded, applicant commits to future property maintenance and certifies the ability to fund the project to completion before grant funds reimbursements are made.	
Applicant Signature:	

Please email application to: economicdevelopment@shorelinecity.com

For more information:

Contact Isabela Gonzalez, Staff Liaison, Lakeside BID/CIA

Isabela.Gonzalez@shorelinecity.com

231-724-4141

Lakeside CIA Map

All assessable parcels abutting or accessed by Lakeshore Drive from Clifford Street eastward to Robinson Street.



Assessable Parcels

LAKESIDE CIA

See map on first page for approximate visual of parcels.

Parcel	Address
24-035-200-0001-00	1654 LAKESHORE DR
24-205-529-0001-00	1577 LAKESHORE DR
24-205-529-0002-00	1583 LAKESHORE DR
24-205-529-0003-00	1587 LAKESHORE DR
24-205-529-0004-00	1595 LAKESHORE DR
24-205-530-0001-00	1605 LAKESHORE DR
24-205-530-0002-00	1615 LAKESHORE DR
24-205-530-0003-00	1621 LAKESHORE DR
24-205-530-0003-10	1623 LAKESHORE DR
24-205-530-0004-00	1629 LAKESHORE DR
24-205-530-0005-00	1637 LAKESHORE DR
24-205-531-0001-00	1915 FRISBIE ST
24-205-585-0001-00	1490 LAKESHORE DR
24-205-596-0001-00	1812 LAKESHORE DR
24-205-596-0001-10	1824 LAKESHORE DR
24-205-596-0001-20	1830 LAKESHORE DR
24-205-596-0002-00	1836 LAKESHORE DR
24-205-596-0002-10	1864 LAKESHORE DR
24-205-596-0002-30	1878 LAKESHORE DR
24-205-596-0002-40	1888 LAKESHORE DR
24-205-596-0003-00	1896 LAKESHORE DR
24-205-596-0003-10	1904 LAKESHORE DR
24-205-596-0003-20	1910 LAKESHORE DR
24-205-596-0004-00	1930 LAKESHORE DR
24-205-596-0004-20	1950 LAKESHORE DR
24-205-596-0005-00	1988 LAKESHORE DR
24-205-596-0007-00	2020 LAKESHORE DR
24-205-596-0008-00	1920 LAKESHORE DR
24-205-597-0001-00	2034 LAKESHORE DR
24-205-597-0004-00	2054 LAKESHORE DR
24-205-597-0005-00	2080 LAKESHORE DR
24-205-597-0008-00	2090 LAKESHORE DR
24-205-597-0010-00	2116 LAKESHORE DR
24-205-597-0011-00	2124 LAKESHORE DR
24-205-597-0011-10	2130 LAKESHORE DR
24-205-597-0012-00	2136 LAKESHORE DR

Parcel	Address
24-205-597-0013-00	2144 LAKESHORE DR
24-205-597-0014-00	2152 LAKESHORE DR
24-205-597-0015-00	2160 LAKESHORE DR
24-205-597-0017-00	2182 LAKESHORE DR
24-205-609-0001-00	1682 LAKESHORE DR
24-205-609-0002-00	1700 LAKESHORE DR
24-205-609-0005-00	1716 LAKESHORE DR
24-205-609-0006-00	1724 LAKESHORE DR
24-205-609-0007-00	1732 LAKESHORE DR
24-205-609-0008-00	1742 LAKESHORE DR
24-205-609-0009-00	1748 LAKESHORE DR
24-205-609-0010-00	1756 LAKESHORE DR
24-205-609-0013-00	1786 LAKESHORE DR
24-205-610-0001-00	1705 LAKESHORE DR
24-205-611-0021-00	1763 LAKESHORE DR
24-205-611-0021-40	1737 LAKESHORE DR
24-205-622-0021-00	1777 LAKESHORE DR
24-205-624-0001-00	1831 LAKESHORE DR
24-205-624-0003-00	1845 LAKESHORE DR
24-205-625-0001-00	1883 LAKESHORE DR
24-205-625-0002-00	1891 LAKESHORE DR
24-205-625-0003-00	1899 LAKESHORE DR
24-205-625-0004-00	1905 LAKESHORE DR
24-205-627-0001-00	1927 LAKESHORE DR
24-205-627-0002-00	1937 LAKESHORE DR
24-205-627-0003-00	1945 LAKESHORE DR
24-205-627-0004-00	1953 LAKESHORE DR
24-205-627-0005-00	1965 LAKESHORE DR
24-205-635-0001-00	1983 LAKESHORE DR
24-205-635-0002-00	1991 LAKESHORE DR
24-205-635-0006-00	2009 LAKESHORE DR
24-205-635-0007-00	2017 LAKESHORE DR
24-205-636-0001-00	2033 LAKESHORE DR
24-205-636-0002-00	2043 LAKESHORE DR
24-205-636-0003-00	2055 LAKESHORE DR
24-205-636-0004-00	2063 LAKESHORE DR

Assessable Parcels

LAKESIDE CIA

See map on first page for approximate visual of parcels.

Parcel	Address
24-205-636-0005-00	2075 LAKESHORE DR
24-205-636-0007-00	2085 LAKESHORE DR
24-205-641-0001-00	2111 LAKESHORE DR
24-205-641-0001-10	2117 LAKESHORE DR
24-205-641-0001-50	2123 LAKESHORE DR
24-205-641-0002-00	2125 LAKESHORE DR
24-205-641-0002-10	2133 LAKESHORE DR
24-205-641-0005-00	2187 LAKESHORE DR
24-205-658-0001-00	2205 LAKESHORE DR
24-205-658-0001-10	2211 LAKESHORE DR
24-205-658-0002-00	2223 LAKESHORE DR
24-205-658-0003-00	2235 LAKESHORE DR
24-205-658-0004-00	2245 LAKESHORE DR
24-205-664-0001-00	2311 LAKESHORE DR
24-205-664-0009-00	2333 LAKESHORE DR
24-205-664-0011-00	2341 LAKESHORE DR
24-205-664-0015-00	2355 LAKESHORE DR
24-205-664-0018-00	2363 LAKESHORE DR
24-205-664-0020-00	2371 LAKESHORE DR
24-205-677-0001-00	2425 LAKESHORE DR
24-205-677-0004-00	2441 LAKESHORE DR
24-205-677-0005-00	2445 LAKESHORE DR
24-205-678-0001-00	2471 LAKESHORE DR
24-205-678-0001-02	2465 LAKESHORE DR
24-490-000-0001-00	2143 LAKESHORE DR
24-490-000-0002-00	2155 LAKESHORE DR
24-490-000-0003-00	2159 LAKESHORE DR
24-490-000-0004-00	2167 LAKESHORE DR
24-490-000-0005-00	2173 LAKESHORE DR
24-540-001-0001-00	2275 LAKESHORE DR
24-540-001-0006-00	2257 LAKESHORE DR