

CITY OF MUSKEGON

DOWNTOWN DEVELOPMENT AUTHORITY/BROWNFIELD REDEVELOPMENT AUTHORITY MEETING

March 17, 2026 @ 10:30 AM

CONFERENCE ROOM 204

933 TERRACE STREET, MUSKEGON, MI 49440

AGENDA

- CALL TO ORDER:**
- APPROVAL OF MINUTES:**
 - I. January 13, 2026 DDA/BRA Meeting Minutes Economic Development
- ROLL CALL:**
- PUBLIC COMMENT ON AGENDA ITEMS:**
- PUBLIC HEARINGS:**
- NEW BUSINESS:**
 - I. DDA: Acceptance of Financial Report for January 31, 2026 Economic Development
 - II. DDA: Acceptance of Financial Report for February 28, 2026 Economic Development
 - III. DDA: Western Market Workshop Approval by Stingray Advisory Group Economic Development
 - IV. Livability Muskegon Lakeshore Magazine Proposal Economic Development
- ANY OTHER BUSINESS:**
 - I. Strategic Planning Session — DISCUSSION ONLY Economic Development
- 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

CITY OF MUSKEGON

DOWNTOWN DEVELOPMENT AUTHORITY/BROWNFIELD REDEVELOPMENT AUTHORITY MEETING

January 13, 2026 @ 10:30 AM

CONFERENCE ROOM 204

933 TERRACE STREET, MUSKEGON, MI 49440

MINUTES

AGENDA

CALL TO ORDER

The DDA/BRA Meeting of the City of Muskegon was held at City Hall, 933 Terrace Street, Muskegon, Michigan by M. Bottomley at 10:30 AM, Tuesday, January 13, 2026.

APPROVAL OF MINUTES

I. December 9, 2025 Meeting Minutes Economic Development

A motion to December 9, 2025 Meeting Minutes was made by B. Hastings, supported by J. Moore, and approved with all voting aye.

ROLL CALL

MEMBERS PRESENT: Martha Bottomley, Kiel Reid, Bob Tarrant, Sherri Black, Joann Dornbos, Heidi Sytsema, James Curtis, Andrew Boyd, Brad Hastings, Jeanette Moore

MEMBERS ABSENT: Michael Kleaveland

MEMBERS EXCUSED: Kaja Thornton, Jonathan Seyferth

STAFF PRESENT: J. Hines, W. Webster, S. Romine

OTHERS PRESENT: Aaron King, Muskegon Pediatrics for the purchase of the Century Club

PUBLIC COMMENT ON AGENDA ITEMS

No public comments were received

PUBLIC HEARINGS

NEW BUSINESS

I. Approval of 2026 Meeting Dates Economic Development

DDA/BRA must approve the meeting dates for the 2026 calendar year. Please note that the March meeting is recommended for the 3rd Tuesday in March (March 17) as the staff liaison, Jocelyn Hines, will be away at a conference.

Our meetings take place every 2nd Tuesday of every month (as needed) at 10:30am in Conference Room 204 in the City of Muskegon Hall.

A motion to approve the 2026 Meeting Dates for the Downtown Development Authority/Brownfield Development Authority was made by K. Reid, supported by J. Dornbos.

Motion by K. Reid, second by J. Dornbos, to approve the 2026 Meeting Dates for the Downtown Development Authority/Brownfield Development Authority.

**ROLL VOTE: Ayes: B. Tarrant, K. Reid, H. Sytsema, J. Curtis, A. Boyd, M. Bottomley, B. Hastings, J. Dornbos, S. Black, J. Moore
Nays: None**

MOTION PASSES

II. DDA Agenda Item: Acceptance of Financial Report for December 31, 2025 Economic Development

City staff is requesting the approval of the financial report for December 31, 2025. The current projected fund balance is \$454,964.56, no unexpected changes to the budget. Significant December revenue was \$39,469.06 for the Local Community Stabilization Act Authority distribution, cookie crawl

reimbursement, and Lakeshore Art Festival software reimbursement. Significant December expenses were Barry's Greenhouse expenses, GLOW lighting event expenses, and snow plowing expenses.

Motion by B. Hastings, second by J. Moore, to approve the December 31, 2025 financial report as presented.

**ROLL VOTE: Ayes: B. Tarrant, K. Reid, H. Sytsema, J. Curtis, A. Boyd, M. Bottomley, B. Hastings, J. Dornbos, S. Black, J. Moore
Nays: None**

MOTION PASSES

ANY OTHER BUSINESS

1. Aaron King was present to introduce himself and that he and his wife are in the process of purchasing the Century Club. Their plans are to become Muskegon Pediatrics while keeping the ballroom and lower level as some type of retail TBD. Major renovation on the interior plans will take place but will keep the historic significance.

I. Civic Plus Tutorial Economic Development

II. A brief tutorial will be provided regarding CivicPlus, our new meeting software. CivicPlus is where you will access all meeting documents.

ADJOURNMENT

There being no further business, the meeting was adjourned at 11:34

Respectfully Submitted,

Ann Marie Meisch, MMC City Clerk



Agenda Item Review Form

Muskegon Downtown Development Authority/Brownfield Redevelopment Authority

Commission Meeting Date: March 17, 2026	Title: DDA: Acceptance of Financial Report for January 31, 2026															
Submitted by: Jocelyn Hines, Development Analyst	Department: Economic Development															
Brief Summary: City staff is requesting the approval of the financial report for January 31, 2026																
Detailed Summary & Background: City staff is requesting approval of the financial report for the period ending January 31, 2026. The current projected fund balance is \$454,964.56. Significant January expenses were staffing, snow removal, facade grant, and holiday lights.																
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 approve the January 31, 2026, financial report as presented.																
Approvals: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Immediate Division Head</td> <td style="width: 15%;"></td> <td style="width: 15%;"></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																
Information Technology																
Other Division Heads																
Communication																
Legal Review																

DDA FOR CITY OF MUSKEGON

Balance As of 01/31/2026

GL Number	Description	YTD Balance 01/31/2025	25-26 Amended Budget	YTD Balance 01/31/2026	Activity For 01/31/2026
Fund: 394 DOWNTOWN DEVELOPMENT AUTH DS					
Account Category: Assets					
Department: 000					
394-000-001	CASH IN BANK	216,651.21		300,557.42	(47,699.28)
Total Department 000:		216,651.21		300,557.42	(47,699.28)
Assets		216,651.21		300,557.42	(47,699.28)
Account Category: Liabilities					
Department: 000					
394-000-202	ACCOUNTS PAYABLE	858.52		11,218.40	(14,979.35)
Total Department 000:		858.52		11,218.40	(14,979.35)
Liabilities		858.52		11,218.40	(14,979.35)
Account Category: Fund Equity					
Department: 000					
394-000-399	FUND BALANCE UNRESERVED	460,986.12		454,964.56	0.00
Total Department 000:		460,986.12		454,964.56	0.00
Fund Equity		460,986.12		454,964.56	0.00
Account Category: Revenues					
Department: 000					
394-000-402	PROPERTY TAX	0.00	537,000.00	0.00	0.00
394-000-428	REIMBURSEMENT STATE	0.00	0.00	39,469.06	0.00
394-000-540	STATE GRANTS	12,000.00	0.00	0.00	0.00
394-000-569	STATE GRANTS OTHER	0.00	0.00	1,957.93	0.00
394-000-613	EVENT REVENUE	11,210.00	100,000.00	11,188.71	3,827.12
394-000-665-004970	INTEREST INCOME	1,062.29	1,300.00	702.38	0.00
394-000-679-004847	SPONSORSHIP REVENUE - MUSK ART FAIR	1,000.00	12,000.00	12,000.00	4,500.00
394-000-699-200000	OP. TRANS FROM SPECIAL REVENUE	600.00	0.00	0.00	0.00
Total Department 000:		25,872.29	650,300.00	65,318.08	8,327.12
Revenues		25,872.29	650,300.00	65,318.08	8,327.12
Account Category: Expenditures					
Department: 703 DOWNTOWN MUSKEGON BID					
394-703-702	BUDGETED SALARIES & BENEFITS	0.00	138,284.00	0.00	0.00
394-703-703	SALARY PERMANENT	44,017.51	0.00	39,289.81	4,226.71
394-703-707	OVERTIME	865.73	0.00	1,884.23	1,178.55
394-703-708	VACATION PAY	1,747.69	0.00	2,645.80	1,288.88
394-703-710	PERSONAL & OTHER LEAVE	0.00	0.00	468.93	0.00
394-703-711	HOLIDAY PAY	2,973.56	0.00	2,588.04	1,298.55
394-703-712	RETIREE HEALTHCARE - GENERAL	1,479.88	0.00	1,405.42	220.90
394-703-714	MERS RETIREMENT SYSTEM	4,546.85	0.00	4,287.00	700.45
394-703-717	HEALTH INSURANCE	12,864.48	0.00	1,370.37	395.84
394-703-718	LIFE INSURANCE	208.25	0.00	183.10	26.63
394-703-719	DENTAL INSURANCE	619.40	0.00	305.76	51.13
394-703-721	DISABILITY INSURANCE	185.36	0.00	163.59	23.97
394-703-722	SOCIAL SECURITY	3,736.16	0.00	3,614.55	595.78
394-703-723	WORKERS' COMPENSATION	358.51	0.00	333.86	60.33
394-703-724	UNEMPLOYMENT	5.36	0.00	4.64	4.64
394-703-727	BUDGETED SUPPLIES	4,460.00	0.00	3,129.40	3,129.40
394-703-801	CONTRACTUAL SERVICES	18,374.83	100,000.00	28,447.28	1,188.00
394-703-850	TELEPHONE	164.90	0.00	(112.05)	(18.38)
394-703-861	CONFERENCE, TRAINING AND TRAVEL	0.00	0.00	450.00	0.00
394-703-944	VEHICLE RENTAL	0.00	0.00	4,409.15	568.45
Total Department 703:		96,608.47	238,284.00	94,868.88	14,939.83
Department: 778 LAKESHORE ART FESTIVAL					
394-778-749	MISCELLANEOUS MATERIAL & SUPPLIES	714.99	2,000.00	2,665.52	200.00
394-778-801	CONTRACTUAL SERVICES	8,675.38	20,000.00	9,892.86	258.90
394-778-850	TELEPHONE	412.03	700.00	68.71	0.00
394-778-903	ADVERTISING	5,080.30	7,000.00	7,752.53	813.32
Total Department 778:		14,882.70	29,700.00	20,379.62	1,272.22
Department: 780 TASTE OF MUSKEGON					
394-780-801	CONTRACTUAL SERVICES	25,115.20	0.00	0.00	0.00
Total Department 780:		25,115.20	0.00	0.00	0.00
Department: 808 FARMERS & FLEA MARKET					
394-808-801	CONTRACTUAL SERVICES	1,023.00	0.00	0.00	0.00
Total Department 808:		1,023.00	0.00	0.00	0.00

DDA FOR CITY OF MUSKEGON

Balance As of 01/31/2026

GL Number	Description	YTD Balance 01/31/2025	25-26 Amended Budget	YTD Balance 01/31/2026	Activity For 01/31/2026
Fund: 394 DOWNTOWN DEVELOPMENT AUTH DS					
Account Category: Expenditures					
Department: 809 EVENTS					
394-809-749	MISCELLANEOUS MATERIAL & SUPPLIES	2,346.74	0.00	0.00	0.00
Total Department 809:		2,346.74	0.00	0.00	0.00
Department: 906 DEBT SERVICE					
394-906-801	CONTRACTUAL SERVICES	131,089.61	145,000.00	115,695.12	24,835.00
394-906-995-400000	OPER. TRANS TO CAPITAL PROJECT	0.00	130,000.00	0.00	0.00
Total Department 906:		131,089.61	275,000.00	115,695.12	24,835.00
Expenditures		271,065.72	542,984.00	230,943.62	41,047.05



Agenda Item Review Form

Muskegon Downtown Development Authority/Brownfield Redevelopment Authority

Commission Meeting Date: March 17, 2026	Title: DDA: Acceptance of Financial Report for February 28, 2026												
Submitted by: Jocelyn Hines, Development Analyst	Department: Economic Development												
Brief Summary: City staff is requesting the approval of the financial report for February 28, 2026.													
Detailed Summary & Background: City staff is requesting approval of the financial report for the period ending February 28, 2026. The current projected fund balance is \$454,964.56. Our Treasurer informed me that the total property tax capture will be \$519,000, as opposed to \$537,000 due to property tax adjustments being made during Board of Review. Significant February expenses were staffing and a facade grant.													
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%; text-align: center;">█</td> </tr> </table>	Yes	No	N/A	█								
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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: I move to approve the February 28, 2026 financial report as presented.													
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> </table>	Immediate Division Head			Information Technology			Other Division Heads			Communication			Name the Policy/Ordinance Followed:
Immediate Division Head													
Information Technology													
Other Division Heads													
Communication													

Legal Review		
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DDA FOR CITY OF MUSKEGON

Balance As of 02/28/2026

GL Number	Description	YTD Balance 02/28/2025	25-26 Amended Budget	YTD Balance 02/28/2026	Activity For 02/28/2026
Fund: 394 DOWNTOWN DEVELOPMENT AUTH DS					
Account Category: Assets					
Department: 000					
394-000-001	CASH IN BANK	201,746.94		239,206.20	(61,351.22)
Total Department 000:		201,746.94		239,206.20	(61,351.22)
Assets		201,746.94		239,206.20	(61,351.22)
Account Category: Liabilities					
Department: 000					
394-000-202	ACCOUNTS PAYABLE	15,202.58		247.50	(10,970.90)
Total Department 000:		15,202.58		247.50	(10,970.90)
Liabilities		15,202.58		247.50	(10,970.90)
Account Category: Fund Equity					
Department: 000					
394-000-399	FUND BALANCE UNRESERVED	460,986.12		454,964.56	0.00
Total Department 000:		460,986.12		454,964.56	0.00
Fund Equity		460,986.12		454,964.56	0.00
Account Category: Revenues					
Department: 000					
394-000-402	PROPERTY TAX	0.00	537,000.00	0.00	0.00
394-000-428	REIMBURSEMENT STATE	0.00	0.00	39,469.06	0.00
394-000-540	STATE GRANTS	12,000.00	0.00	0.00	0.00
394-000-569	STATE GRANTS OTHER	0.00	0.00	1,957.93	0.00
394-000-613	EVENT REVENUE	18,142.30	100,000.00	11,188.71	0.00
394-000-665-004970	INTEREST INCOME	1,149.44	1,300.00	702.38	0.00
394-000-679-004847	SPONSORSHIP REVENUE - MUSK ART FAIR	6,500.00	12,000.00	16,500.00	4,500.00
394-000-699-200000	OP. TRANS FROM SPECIAL REVENUE	600.00	0.00	0.00	0.00
Total Department 000:		38,391.74	650,300.00	69,818.08	4,500.00
Revenues		38,391.74	650,300.00	69,818.08	4,500.00
Account Category: Expenditures					
Department: 703 DOWNTOWN MUSKEGON BID					
394-703-702	BUDGETED SALARIES & BENEFITS	0.00	138,284.00	0.00	0.00
394-703-703	SALARY PERMANENT	52,375.02	0.00	53,863.37	14,573.56
394-703-707	OVERTIME	2,108.25	0.00	2,473.51	589.28
394-703-708	VACATION PAY	2,397.62	0.00	2,780.90	135.10
394-703-710	PERSONAL & OTHER LEAVE	72.21	0.00	1,413.45	944.52
394-703-711	HOLIDAY PAY	3,334.63	0.00	3,476.50	888.46
394-703-712	RETIREE HEALTHCARE - GENERAL	1,756.39	0.00	1,697.16	291.74
394-703-714	MERS RETIREMENT SYSTEM	5,464.38	0.00	5,241.88	954.88
394-703-717	HEALTH INSURANCE	15,379.88	0.00	4,412.89	3,042.52
394-703-718	LIFE INSURANCE	242.57	0.00	239.05	55.95
394-703-719	DENTAL INSURANCE	751.39	0.00	373.17	67.41
394-703-721	DISABILITY INSURANCE	220.54	0.00	218.10	54.51
394-703-722	SOCIAL SECURITY	4,517.46	0.00	4,420.67	806.12
394-703-723	WORKERS' COMPENSATION	522.87	0.00	515.63	181.77
394-703-724	UNEMPLOYMENT	9.36	0.00	5.77	1.13
394-703-727	BUDGETED SUPPLIES	4,460.00	0.00	3,129.40	0.00
394-703-801	CONTRACTUAL SERVICES	25,536.67	100,000.00	29,585.78	1,138.50
394-703-850	TELEPHONE	185.47	0.00	61.42	173.47
394-703-861	CONFERENCE, TRAINING AND TRAVEL	0.00	0.00	450.00	0.00
394-703-944	VEHICLE RENTAL	0.00	0.00	7,229.69	2,820.54
Total Department 703:		119,334.71	238,284.00	121,588.34	26,719.46
Department: 778 LAKESHORE ART FESTIVAL					
394-778-749	MISCELLANEOUS MATERIAL & SUPPLIES	1,070.57	2,000.00	3,163.38	497.86
394-778-801	CONTRACTUAL SERVICES	10,903.38	20,000.00	10,017.31	124.45
394-778-850	TELEPHONE	549.71	700.00	68.71	0.00
394-778-903	ADVERTISING	6,400.58	7,000.00	8,210.75	458.22
Total Department 778:		18,924.24	29,700.00	21,460.15	1,080.53
Department: 780 TASTE OF MUSKEGON					
394-780-801	CONTRACTUAL SERVICES	25,115.20	0.00	0.00	0.00
Total Department 780:		25,115.20	0.00	0.00	0.00
Department: 808 FARMERS & FLEA MARKET					
394-808-801	CONTRACTUAL SERVICES	1,023.00	0.00	0.00	0.00
Total Department 808:		1,023.00	0.00	0.00	0.00

DDA FOR CITY OF MUSKEGON

Balance As of 02/28/2026

GL Number	Description	YTD Balance 02/28/2025	25-26 Amended Budget	YTD Balance 02/28/2026	Activity For 02/28/2026
Fund: 394 DOWNTOWN DEVELOPMENT AUTH DS					
Account Category: Expenditures					
Department: 809 EVENTS					
394-809-749	MISCELLANEOUS MATERIAL & SUPPLIES	2,346.74	0.00	0.00	0.00
Total Department 809:		2,346.74	0.00	0.00	0.00
Department: 906 DEBT SERVICE					
394-906-801	CONTRACTUAL SERVICES	146,089.61	145,000.00	142,775.45	27,080.33
394-906-995-400000	OPER. TRANS TO CAPITAL PROJECT	0.00	130,000.00	0.00	0.00
Total Department 906:		146,089.61	275,000.00	142,775.45	27,080.33
Expenditures		312,833.50	542,984.00	285,823.94	54,880.32



Agenda Item Review Form

Muskegon Downtown Development Authority/Brownfield Redevelopment Authority

Commission Meeting Date: March 17, 2026	Title: DDA: Western Market Workshop Approval by Stingray Advisory Group
Submitted by: Jocelyn Hines, Development Analyst	Department: Economic Development
Brief Summary: City staff is seeking approval of the invoice with StingRay Advisory Group to provide business workshops for our chalet vendors.	
Detailed Summary & Background: Last year, StingRay Advisory Group facilitated three workshops for our Chalet vendors covering a variety of topics, including: <ul style="list-style-type: none"> • Transitioning to a Brick-and-Mortar Location • Marketing Tips and Leveraging Analytics • Understanding Your Financials <p>The workshops were attended by an average of seven (7) Chalet vendors. While we did not conduct a formal pre- and post-survey, several vendors shared positive feedback and indicated that the sessions provided valuable information to help them grow their businesses.</p> <p>In this year's budget, we have allocated funding to host three additional workshops with StingRay Advisory Group, focusing on pricing strategies, market research, and competitor analysis. Northern Initiatives also conducts a business skills needs assessment with each Chalet vendor. Once completed, we will share this information with StingRay Advisory Group, which may provide an opportunity to adjust workshop topics to better meet vendor needs.</p> <p>This year, we also plan to conduct both pre- and post-workshop surveys to gather more structured feedback from participants and provide more comprehensive reporting to the DDA Board.</p>	
Goal/Action Item: 2027 Goal 2: Economic Development Housing and Business - Improved customer service and streamlined business development processes	
Is this a repeat item?: Explain what change has been made to justify bringing it back to Commission:	
Amount Requested:	Budgeted Item:

\$7,000	<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;"><input checked="" type="checkbox"/></td> <td style="width: 25%; text-align: center;">No</td> <td style="width: 25%; text-align: center;"><input type="checkbox"/></td> <td style="width: 25%; text-align: center;">N/A</td> <td style="width: 25%; text-align: center;"><input type="checkbox"/></td> <td style="width: 25%; text-align: center;"><input type="checkbox"/></td> </tr> </table>	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>	<input type="checkbox"/>								
Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>	<input type="checkbox"/>										
Fund(s) or Account(s): 394-906-801	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;"><input type="checkbox"/></td> <td style="width: 25%; text-align: center;">No</td> <td style="width: 25%; text-align: center;"><input checked="" type="checkbox"/></td> <td style="width: 25%; text-align: center;">N/A</td> <td style="width: 25%; text-align: center;"><input type="checkbox"/></td> <td style="width: 25%; text-align: center;"><input type="checkbox"/></td> </tr> </table>	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>	<input type="checkbox"/>								
Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>	<input type="checkbox"/>										
Recommended Motion: I move to approve the invoice from StingRay Advisory Group in the amount of \$7,000 for Western Market chalet vendor workshops.																
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;"><input checked="" type="checkbox"/></td> <td style="width: 20%;"></td> </tr> <tr> <td>Information Technology</td> <td style="text-align: center;"><input type="checkbox"/></td> <td></td> </tr> <tr> <td>Other Division Heads</td> <td style="text-align: center;"><input type="checkbox"/></td> <td></td> </tr> <tr> <td>Communication</td> <td style="text-align: center;"><input type="checkbox"/></td> <td></td> </tr> <tr> <td>Legal Review</td> <td style="text-align: center;"><input type="checkbox"/></td> <td></td> </tr> </table>	Immediate Division Head	<input checked="" type="checkbox"/>		Information Technology	<input type="checkbox"/>		Other Division Heads	<input type="checkbox"/>		Communication	<input type="checkbox"/>		Legal Review	<input type="checkbox"/>		Name the Policy/Ordinance Followed:
Immediate Division Head	<input checked="" type="checkbox"/>															
Information Technology	<input type="checkbox"/>															
Other Division Heads	<input type="checkbox"/>															
Communication	<input type="checkbox"/>															
Legal Review	<input type="checkbox"/>															

Stingray Advisory Group LLC

PO Box 1063
Muskegon, MI 49443 US
leandra@stingrayadvisorygroup.com
www.stingrayadvisorygroup.com



Invoice

ADDRESS: City of Muskegon
933 Terrace Street
Muskegon, Michigan 49440

DATE: 03/05/2026

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Speaking Engagement/Training	2026 Western Market Chalet Vendor Support Providing: *Creation and facilitation of three (3) workshops *Allocated Q & A time within each workshop *Creation and provision of a complementary resource, such as a guide, calculator, checklist, etc. to accompany each session *Access to a private, virtual community from July - October 2026, moderated by Stingray Advisory Group to provide additional support to all Chalet vendors *A debrief session with City team members to be scheduled after the final workshop	1	7,000.00	7,000.00
TOTAL					\$7,000.00

Payments can be made by US Mail or with a credit or debit card online. Please mail checks payable to Stingray Advisory Group to PO Box 1063 Muskegon, MI 49443. Returned checks subject to a \$35 fee. Late payments subject to a service charge of 7% annual interest.

Thank you for your business! We look forward to working with you again soon.
Page 1 of 1



Agenda Item Review Form

Muskegon Downtown Development Authority/Brownfield Redevelopment Authority

Commission Meeting Date: March 17, 2026	Title: Livability Muskegon Lakeshore Magazine Proposal
Submitted by: Jocelyn Hines, Development Analyst	Department: Economic Development
Brief Summary: The Community Engagement Team is requesting the DDA consider contributing up to \$1,400 to partner on a shared advertisement in the <i>Livability Muskegon Lakeshore Magazine</i> to help promote Muskegon and the downtown district.	
Detailed Summary & Background: The Community Engagement Team is requesting the DDA's consideration to partner with the Lakeside BID/CIA, Muskegon Farmers Market, Western Market, and their respective teams to participate in a shared advertisement in the <i>Livability Muskegon Lakeshore Magazine</i> . The proposed DDA contribution would be up to \$1,400 toward the total package cost of \$6,960. The advertising package includes: <ul style="list-style-type: none"> • A premium full-page advertisement facing the table of contents • An online leaderboard advertisement • First right of refusal for next year's publication • 100 complimentary copies of the magazine According to analytics from last year's edition, the publication achieved significant reach: <ul style="list-style-type: none"> • 23,300 views of the Livability Muskegon website and related articles • 20,000 average annual page views of the digital magazine • 356,000+ impressions through social media promotion of Livability Muskegon content The primary traffic sources for the publication were Muskegon, Norton Shores, Detroit, Grand Rapids, and Chicago. Participation in this partnership would provide additional visibility for Muskegon's downtown district while aligning with other local partners promoting the Muskegon Lakeshore region.	
Goal/Action Item:	

2027 Goal 1: Destination Community & Quality of Life

Is this a repeat item?:

Explain what change has been made to justify bringing it back to Commission:

Amount Requested:

\$1,400

Budgeted Item:

Yes		No	<input checked="" type="checkbox"/>	N/A		
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Fund(s) or Account(s):

394-703-801

Budget Amendment Needed:

Yes		No	<input checked="" type="checkbox"/>	N/A		
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Recommended Motion:

I move to approve/disapprove up to \$1,400 for the Livability Muskegon Lakeshore Magazine

Approvals:

Immediate Division Head		
Information Technology		
Other Division Heads	<input checked="" type="checkbox"/>	
Communication		
Legal Review		

Name the Policy/Ordinance Followed:



The City of Friendly People



The City of Muskegon Heights is a community on the rise! We celebrate diversity and inclusion through all four seasons here in our little corner of West Michigan, and with our close proximity to Lake Michigan, outdoor sports, and world class arts and entertainment there is always something fun to do! Conveniently located at the intersection of two federal highways, Muskegon Heights is within easy distance of the hottest job centers in West Michigan including Grand Rapids, Holland and our own Muskegon metro area! New housing opportunities starting in the \$80,000 range are always available, and we would love to make you our neighbor in Muskegon Heights, "The City of Friendly People!"

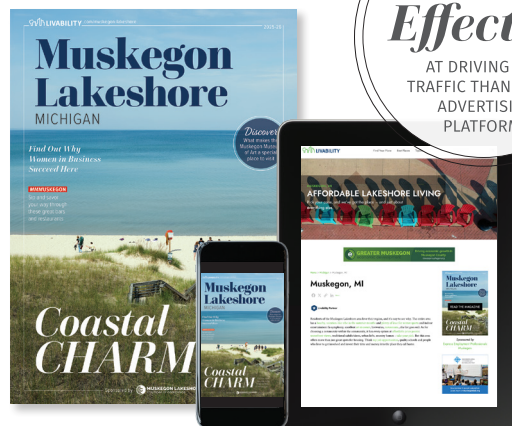
VOL. 8, FREQUENCY: ANNUAL

PREMIUM INTEGRATED RATES

ANNUAL RATES	NET
Four Full Pages (Consecutive, Two 2-Page Spreads) with Leaderboard	\$19,100
Gatefold (Front, Back, Interior) with Medium Rectangle	\$15,385
Two-Page Spread (Opening, Center) with Leaderboard	\$11,670
Feature Jump Sponsor with Leaderboard	\$9,130
Back Cover - Full Page with Medium Rectangle	\$8,200
Inside Front Cover - Full Page with Medium Rectangle	\$7,950
Inside Back Cover - Full Page with Medium Rectangle.....	\$7,705
Page One - Full Page with Leaderboard	\$7,210
Facing Inside Back Cover - Full Page with Leaderboard	\$6,960
Table of Contents 1, Table of Contents 2 - Full Page with Leaderboard	\$6,960
Facing Online TOC – Full Page with Leaderboard	\$6,960
Following Online TOC – 1/3V Bleed with Medium Rectangle	\$4,510

GENERAL INTEGRATED RATES

ANNUAL RATES	NET
Two-Page Spread with Medium Rectangle.....	\$10,180
Full Page with Medium Rectangle	\$6,215
Two-Thirds Vertical Bleed with Leaderboard	\$5,685
Half-Page Vertical with Leaderboard.....	\$4,945
Half-Page Horizontal with Leaderboard.....	\$4,200
Third-Page Vertical with Medium Rectangle.....	\$3,705
Third-Page Horizontal with Medium Rectangle	\$3,705
Quarter-Page Vertical with Leaderboard	\$2,960
Eighth-Page Horizontal with Medium Rectangle	\$2,220
Additional Advertiser Listing	\$200



CONTENT PLACEMENT SPONSOR

Full Page - with Medium Rectangle	\$6,960
Choose from: Upfront Article 1, Upfront Article 2, Upfront Article 3, Quality of Life, Business Climate (3), Health & Wellness, Talent, Community Profile, Economic Profile	
1/2H Bleed - with Leaderboard	\$4,650
Choose from: Quality of Life, Business Climate, Health & Wellness, Talent	
1/4H Bleed - with Medium Rectangle	\$3,195
Choose from: Community Profile, Economic Profile	

BRAND STORIES

2 Full Page Spread with Online Homepage Display Ad	\$13,155
Full Page with Online Homepage Display Ad	\$9,190

SPONSORED CONTENT SECTION

Choice of Full or Digest Size	8-Page	16-Page
Print	✓	✓
Stand-Alone Digital Magazine	✓	✓
Online Medium Rectangle Display Ad	✓	✓
1,000 Overrun Copies	✓	✓
Marketing Landing Page	✓	✓
Digital Content with Promotion	✓	✓
	\$24,700	\$38,700
Brochure Paper/Stock Upgrade		
2,500 Overrun Copies	+\$2,500	+\$4,405



6550 Carothers Pkwy, Suite 420,
Franklin, TN 37067
sales@livmedia.com
615-850-0300

Livability Media

DISTRIBUTION CHANNELS

- 1 INFO REQUESTS
- 2 CHAMBER MEMBERS
- 3 TRADE SHOWS
- 4 ECONOMIC DEVELOPMENT ORGANIZATIONS/SITE SELECTORS
- 5 HEALTH CARE PROVIDERS AND HOSPITALS
- 6 UTILITY COMPANIES AND MANUFACTURERS
- 7 SCHOOLS AND COLLEGES / UNIVERSITIES
- 8 HOTELS AND AIRPORTS
- 9 FINANCIAL INSTITUTIONS
- 10 REAL ESTATE
- 11 PROFESSIONAL OFFICES / PUBLIC PLACES

Reserve your MAGAZINE TODAY!

- Complimentary copies will be provided to you for marketing your business.
- Additional copies are available to advertisers for the cost of shipping and handling.

Magazines	10	25	50	100	200	300	300+
Shipping & Handling	\$15	\$25	\$45	\$60	\$86	\$105	\$1.50 each + S & H

ADDITIONAL INFORMATION & PAYMENT TERMS

Submitted online display ads may be updated throughout the year at \$50 per submission.

Find additional information regarding submission of print and online materials on the Digital Submission Guidelines form or online at livabilitymedia.com/advertising.

Payment is required with contract. <http://livability.com/payment>



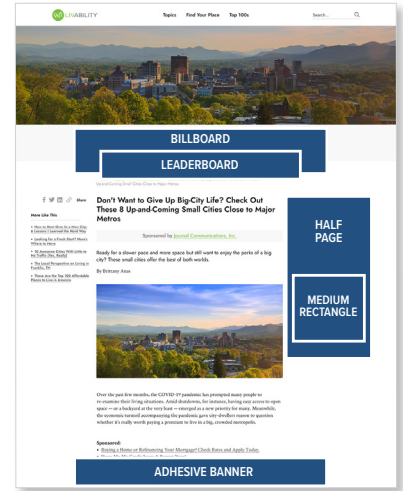
LIVABILITY
MEDIA

6550 Carothers Pkwy, Suite 420,
Franklin, TN 37067

sales@livmedia.com
615-850-0300

ONLINE SIZES

- 1 BILLBOARD
- 2 LEADERBOARD
- 3 HALF-PAGE
- 4 MEDIUM RECTANGLE
- 5 ADHESIVE BANNER



STANDARD ONLINE DISPLAY ADS

CITY/REGIONAL PAGES

Billboard.....	\$2,400
Half Page.....	\$2,400
Leaderboard	\$1,200
Medium Rectangle.....	\$1,200
Adhesive Banner.....	\$2,500

RUN OF STATE

Billboard.....	\$4,800
Half Page.....	\$4,800
Leaderboard	\$2,400
Medium Rectangle.....	\$2,400
Adhesive Banner.....	\$5,000

CATEGORY SPONSORSHIP\$5,000

Choice of: Experiences & Adventures • Food Scenes
Healthy Places • Affordable Places to Live • Where to Live Now
Education, Careers & Opportunity • Love Where You Live

- Site Sponsor Recognition ✓
- Half Page (Adhesive) ✓
- Half Page (General Rotation) ✓

DIGITAL MAGAZINE SPONSORSHIP\$5,000

- Billboard ✓
- Adhesive Banner ✓
- Site Sponsor Recognition ✓

DIGITAL BRAND STORY\$4,000

- Included in ENewsletter \$500
- Web Brand Story PDF File \$250

VIDEO SPONSORSHIP\$7,500

Be the exclusive sponsor of your community's Livability video. Your logo will be featured at the beginning and end of the video, and also be recognized on the site as the sponsor.

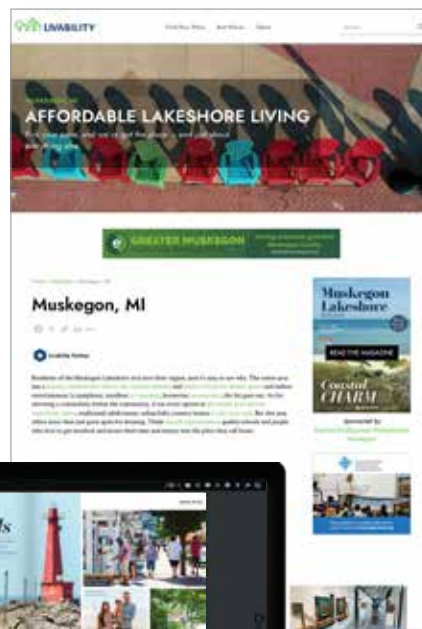


Muskegon Lakeshore

MICHIGAN

LIVABILITY.COM/MI/MUSKEGON

MEDIA KIT 2026



Leverage Livability.com to attract talent, tourism and investment.





“Livability magazine—both in print and online—continues to be one of our strongest platforms for highlighting the Muskegon Lakeshore! Engaging storytelling helps attract new residents, talent, and visitors while reinforcing the momentum we’re building as a community. By investing in this publication, Chamber Members help elevate our region’s profile and demonstrate the exceptional quality of life and opportunity found only in Muskegon.”

– Rachel Gorman, President and CEO, Muskegon Lakeshore Chamber of Commerce

The Muskegon Lakeshore area thrives when businesses, families and professionals choose to invest in our community, and we are committed to sharing our unique attractions and enviable quality of life with those searching for them. That’s why the Muskegon Lakeshore Chamber of Commerce has once again partnered with Livability Media to create a powerful marketing campaign that positions our community as a premier destination to live, work, visit and do business.

Livability Media specializes in connecting people with communities. Their curated digital and print campaigns capture the heart and soul of vibrant communities like ours, reaching the very people our community aims to attract. Through captivating stories and stunning visuals, their team of content creators showcases the exceptional lifestyle, amenities and economic advantages our community offers.

Through a multiyear print and digital program:

- The Muskegon Lakeshore area is featured prominently on **Livability.com**, a national website **attracting millions of visitors annually**.
- Key audiences receive a high-quality print publication and access to the interactive digital magazine, **Livability Muskegon Lakeshore, Michigan**.
- **Targeted social media campaigns** generate interest in Muskegon’s incredible amenities, career opportunities and business climate.

Our Livability Media representative, **Ben Thevenet**, will be in touch to discuss how Livability can help your business thrive in the Muskegon Lakeshore area. Please feel free to contact him at **bthevenet@livmedia.com** or at **615-771-5552** to schedule an in-person or Zoom meeting.

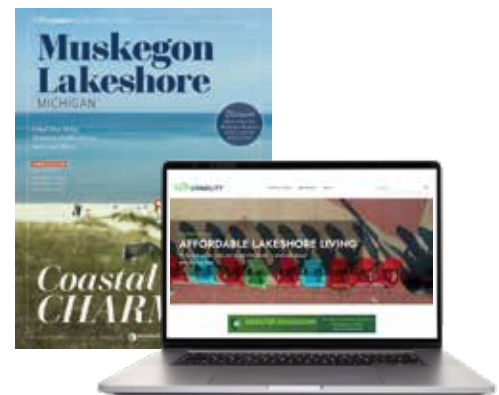
Help us reinforce your brand to local business owners, community members, newcomers and visitors in the Muskegon Lakeshore area!

A handwritten signature in blue ink that reads 'Rachel Gorman'.

RACHEL GORMAN

President and CEO

Muskegon Lakeshore Chamber of Commerce



LIVMEDIA.COM | LIVABILITY.COM | (615) 850-0300

Livability MEDIA

For 30 years, Livability has worked with hundreds of communities developing content marketing programs showcasing why they are a great place to live. Today, we are one of the leading online resources used for researching communities. We serve as trusted partners to cities, businesses and economic development organizations nationally.



ANNUAL TOP 100 BEST PLACES TO LIVE

Our annual Top 100 Best Places to Live list has made Livability a recognized brand and industry leader in the talent attraction space. Each year, Livability’s editor-in-chief collaborates with leading data experts to select criteria and weigh more than 40 data points to rank more than 2,000 cities in our quest to determine the best places to live in the U.S. The list attracts millions of page views annually from visitors nationwide and has been cited by CNBC, MarketWatch, realtor.com and countless local media outlets coast to coast.

As seen on:



CUSTOM RESEARCH

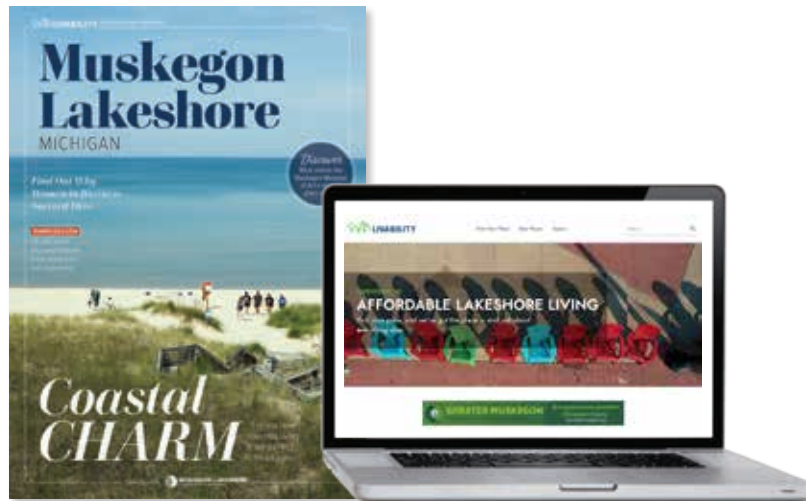
- We distribute our research findings via periodic white paper releases throughout the year.
- Livability Media is a leader in the talent attraction space, producing content driven by the key interests of top prospects for relocation. Learn more with our targeted research on where Americans are living and what motivates them when it comes to moving.
- We partner with Ipsos, a leading international market research firm, to study relocation habits and glean relevant, data-driven knowledge to inform our work.



PODCAST

Listen to Inside America’s Best Cities with host Amanda Ellis, editor-in-chief of Livability.com, as she delves into talent attraction and economic development topics, explores some of America’s hidden gems and highlights the people behind the scenes who make an impact on communities and their livability.

Your **INTEGRATED** MARKETING PROGRAM



Print

HIGH-QUALITY PRINT MAGAZINE

- Mirrors national business and lifestyle publications in design and content to create a credible, outbound marketing vehicle
- Allows the region to be more effective at promoting key industries and talent attraction
- Reflects changes in reader habits with more visuals, more graphics and more engaging editorial content

Most consumers begin their search for relocation and travel information online. Content that can reach and engage the right target audience through both inbound search and outbound promotion is vital.



Online

NATIONAL EXPOSURE ONLINE

- Your advertising program includes prominent presence within your city pages of Livability.com, which features articles, photos and graphics that showcase what's great about living in the Muskegon Lakeshore area. The content is cross-promoted throughout the full website, including the homepage, article categories and your state page.
- Content about your community, including your advertisement, featured on Livability.com.
- Brand association with a nationally recognized website that spotlights communities and their innovative companies, entrepreneurs and quality of life.
- Responsive design that provides an optimal viewing and interactive experience.





Digital

INTERACTIVE DIGITAL MAGAZINE

- Allows users instant access to your content whenever and wherever
- Contains links throughout that direct readers to more information about content and advertisers
- An effective, easy-to-share tool for talent recruitment and tourism
- Interactive ad index that clicks through to your print advertisement



Display

ONLINE DISPLAY ADS

Display ads will link to your website, expanding reach and branding opportunities. One of these display ads is included in your integrated media package.

- Billboard
- Half-Page
- Medium Rectangle
- Leaderboard



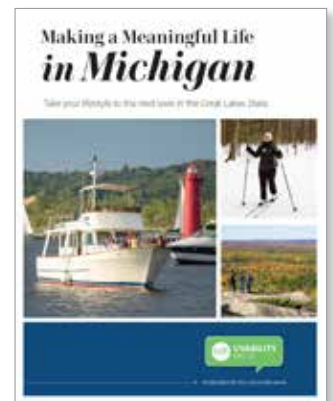
Premium

SPONSORED CONTENT AND BRAND STORIES

- Custom content products in both print and digital formats
- Content, photography and editing services overseen by in-house editorial team
- High-quality marketing tool that includes overrun copies
- Stand-alone digital format with a unique URL, optimized for paid promotion efforts

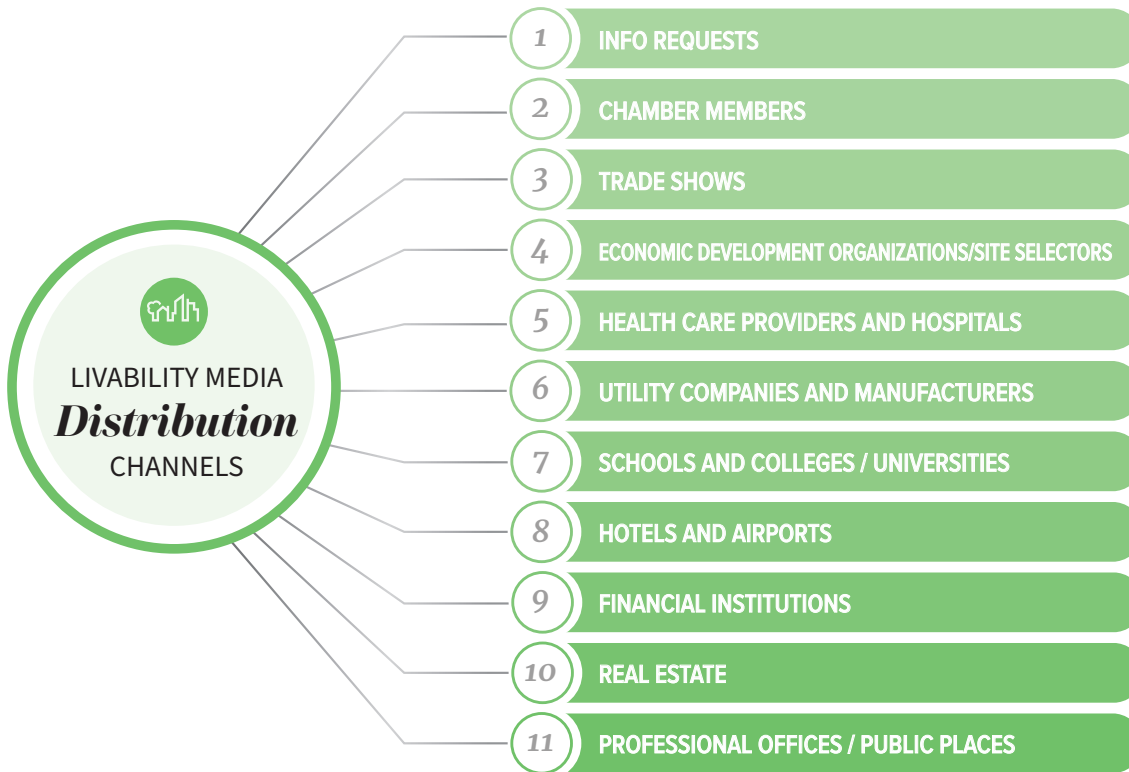
RESEARCH GUIDES OUR CONTENT DEVELOPMENT

- ▶ Download the latest surveys at livabilitymedia.com/white-papers



THE POWER *of* PRINT DISTRIBUTION

Livability Media publishing programs include highly targeted print distribution campaigns.



Relocation Reach

A key publication focus is to attract newcomers, visitors and qualified talent to your community, showing them what's great about living and working here. The Muskegon Lakeshore Chamber of Commerce utilizes this publication as a recruitment tool, inserting copies into mailed packets, emailing the digital edition, and making copies available at expos and conferences.

Do You Want Copies

FOR YOUR OWN RECRUITMENT USAGE?

▼ **Two additional ways you can help promote your community and organization.**

1. ADD A LINK TO YOUR WEBSITE

Does your website have a section explaining why your community is such a great place to live and work?

Add a URL link that connects to the city and state pages on livability.com to give your prospects added insight into our community.

2. SHARE WITH TALENTED PEOPLE ALREADY HERE BY DISTRIBUTING MAGAZINES

Community pride and personal connection are key elements in talent attraction – and talent retention.

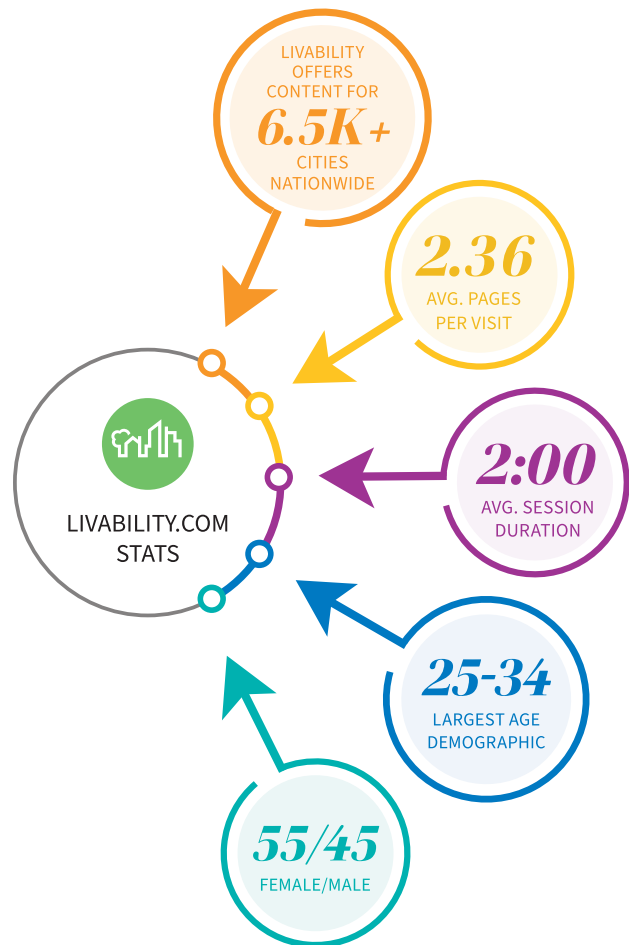
Distribute copies as an ambassador and inspire others to see why you are proud to live and work in this community – and perhaps attract professional colleagues, friends or family who live outside our borders.

Digital Marketing

TO A NATIONAL AUDIENCE

Livability.com is telling the story of the Muskegon Lakeshore area, expanding a national audience in new and different ways with relevant content about the benefits of living in and doing business in Muskegon.

- Original content
- Data-driven lists and rankings
- Focus on economic development, talent recruitment and quality of life



Exposure on Livability.com offers a wide variety of digital content touch points reinforcing the Muskegon Lakeshore area's status as a great place to live and do business. The Livability audience is young, educated and affluent. Livability offers wide opportunities to trigger their interest year-round through quality content and effective content promotion.



ANNUAL TOP 100 BEST PLACES TO LIVE

Where are the best cities in America to create a life you love, even if you're an average earner? Our list's big differentiator is affordability. We take it seriously: Only cities with a median home value of \$500,000 or less have a shot at making our best places list.

► Visit livability.com to see who's on the list this year.

Content Marketing PREMIUMS

Showcase your brand and extend your reach in print, online and via social media. Content marketing is a way for you to engage your audience by giving them legitimate information they want while positioning you and your brand as a trusted resource.

SPONSORED CONTENT

This is not your grandfather's brochure. It's a state-of-the-art magazine-within-a-magazine – about your business or a particular aspect of your business. It will reach your audience in print, online and via social media – capitalizing on the content marketing trend that has been embraced by large and small brands everywhere. Our sponsored content program uses the power of engaging editorial, photography and illustration to capture reader attention and give you multiple ways to reach them.



BRAND STORIES

So you'd like to see a story about your business? Well, there's a way to make that happen. A Livability Media Brand Story specialist will collaborate with you on an article idea to interest the audience you want to reach. Then a Livability writer will research and write the article and a Livability designer will format it in the overall tone and style of all other Livability articles.

Brand Stories are written in a style that's not overly promotional or self-serving. Today's readers don't have time for that and millennials in particular are wired to sniff out and reject obvious sales pitches.

Digital PREMIUMS



Expand your reach and brand through additional online opportunities. Ask your sales representative for more information.

ONLINE CATEGORY SPONSORSHIP

This opportunity includes recognition with a custom sponsor text ad on the city landing page, plus one exclusive ad unit on all articles within your chosen category. Your ad will also rotate throughout the city section as general placement. **Choose one of the following categories: Experiences & Adventures • Food Scenes • Healthy Places • Affordable Places to Live • Where to Live Now • Education, Careers & Opportunity • Love Where You Live.**

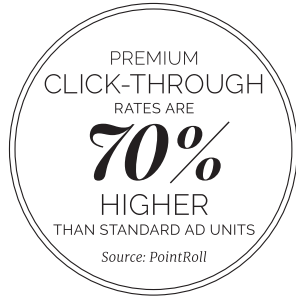
PREMIUM STATEWIDE EXPOSURE

These positions display on your state page, statewide articles and selected city pages, reaching visitors who search for information about various locations within the state.

PREMIUM DISPLAY AD SIZES

Upgrade your standard leaderboard or medium rectangle display ad to a premium display ad size for greater impact:

- Billboard: Fills top-of-page horizontal position
- Half-Page: Fills dominant vertical position



ADHESIVE BANNER SPONSORSHIP

The Adhesive Banner display ad is positioned across the bottom of the page and visible as the user scrolls. One of five positions available, ads will rotate on city landing and article pages.

DIGITAL MAGAZINE SPONSORSHIP

This opportunity includes a Billboard or Leaderboard, a bottom Adhesive Banner and site recognition as the digital magazine sponsor linking directly to your website. One standard or premium sponsorship is available per digital magazine.



VIDEO SPONSORSHIP

Be the exclusive sponsor of your community's Livability video. Your logo will be featured at the beginning and end of the video, and also be recognized on the site as the sponsor.

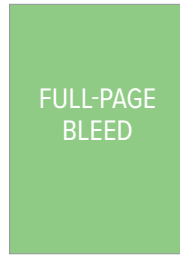
PRODUCT SPECIFICATIONS

Print Sizes



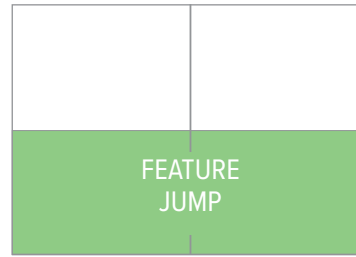
TWO-PAGE
SPREAD

Bleed size: 16"w x 11.125"h
Trim: 15.75"w x 10.875"h
Live area: 15.25"w x 10.375"h
(.25" on each side of the gutter)



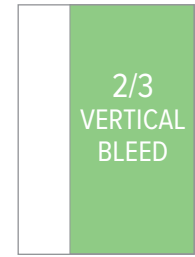
FULL-PAGE
BLEED

Bleed size: 8.125"w x 11.125"h
Trim: 7.875"w x 10.875"h
Live area: 7.375"w x 10.375"h



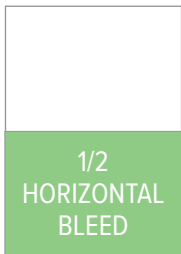
FEATURE
JUMP

Bleed size: 16"w x 5.625"h
(left/right side & bottom)
Trim: 15.75"w x 5.5"h
Live area: 15.25"w x 5.25"h
(.25" on each side of the gutter)



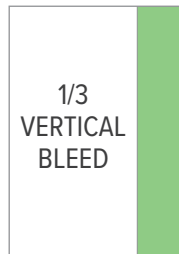
2/3
VERTICAL
BLEED

Bleed size: 5.28"w x 11.125"h
Trim: 5.03"w x 10.875"h
Live area: 4.53"w x 10.375"h



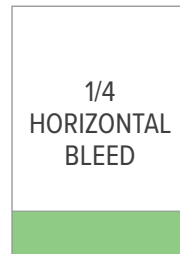
1/2
HORIZONTAL
BLEED

Bleed size: 8.125"w x 5.625"h
(left/right side & bottom)
Trim: 7.875"w x 5.5"h
Live area: 7.375"w x 5.25"h



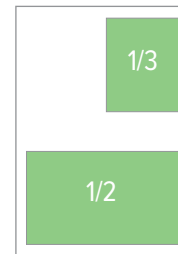
1/3
VERTICAL
BLEED

Bleed size: 3.06"w x 11.125"h
Trim: 2.81"w x 10.875"h
Live area: 2.31"w x 10.375"h



1/4
HORIZONTAL
BLEED

Bleed size: 8.125"w x 3.125"h
(left/right side & bottom)
Trim: 7.875"w x 3"h
Live area: 7.375"w x 2.75"h

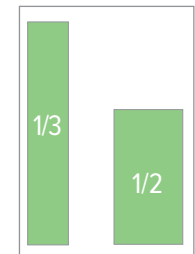


1/3

1/2

1/3 HORIZONTAL
4.125"w x 4.625"h

1/2 HORIZONTAL
6.5"w x 4.625"h

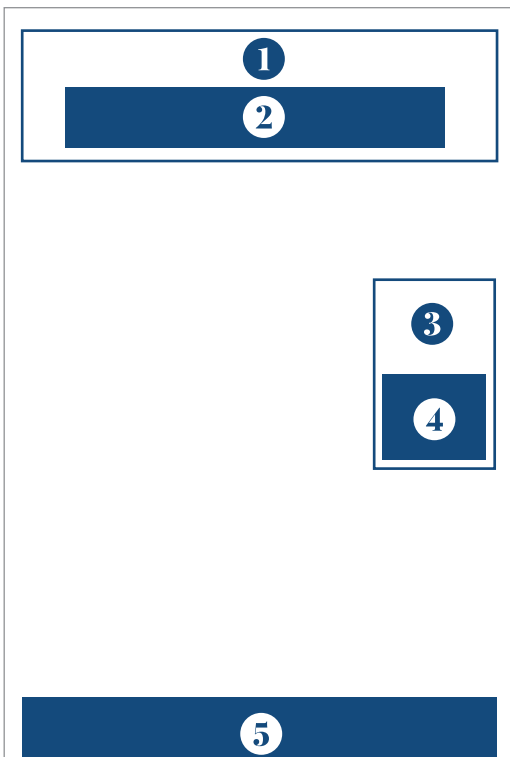


1/3

1/2

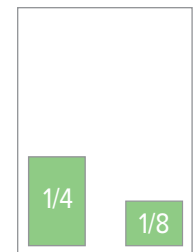
1/3 VERTICAL
1.937"w x 9.375"h

1/2 VERTICAL
4.125"w x 6.5"h



Online Sizes

- 1 **BILLBOARD**
Desktop/Tablet: 970 pixels wide x 250 pixels high
Mobile: 320 pixels wide x 50 pixels high
- 2 **LEADERBOARD**
Desktop/Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high
- 3 **HALF-PAGE**
Desktop/Tablet: 300 pixels wide x 600 pixels high
Mobile: 300 pixels wide x 250 pixels high
- 4 **MEDIUM RECTANGLE**
Desktop/Tablet/Mobile: 300 pixels wide x 250 pixels high
- 5 **ADHESIVE BANNER**
Desktop/Tablet: 970 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high



1/4

1/8

1/8 HORIZONTAL
3.16"w x 2.225"h

1/4 VERTICAL
3.167"w x 4.625"h

QUESTIONS?

Contact your sales rep or email ads@livmedia.com
Visit our Ad Resource Center at livabilitymedia.com/advertising.

DIGITAL SUBMISSION GUIDELINES

Submit materials or print-ready ads via FTP, email or disk/USB drive as noted below.

For questions or more information, contact Livability Media via email at ads@livabilitymedia.com or visit our Ad Resource Center at livabilitymedia.com/advertising.

VIA FTP: [HTTP://FTP.JNL.COM/LOGIN](http://FTP.JNL.COM/LOGIN)

Username: ads
Password: client

Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

VIA EMAIL: ADS@LIVMEDIA.COM

Include business name, magazine name and ad size in your email message. Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.

Ads Produced by Livability Media

Basic typesetting and layout are included in rate. Custom production will be subject to additional charges.

A color PDF proof will be sent for approval prior to publication.

Supplied files, photo/logo scans, images and artwork must be:

- Scanned/created at 300 dpi or higher to size. (Photos or logos from websites cannot be accepted due to low print quality.)
- Set up as grayscale or CMYK.
- Saved as high-resolution TIFF, JPEG, EPS or PDF files.

Print-Ready Submitted Ads

- Print ad must be submitted as a high-resolution (300 dpi) PDF (PDF/X-1a).
- The publisher is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.
- For aesthetic purposes, any ads submitted without a defined border [on a white background] will have a thin rule added by the publisher to define the perimeter. A proof of the ad with the modification will be sent for reference.
- If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.
- Any extra charges incurred by the publisher due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

Rich Media/Animated Online Ads

- Formats: HTML5 or animated GIF or agency script
- Visit <https://www.livabilitymedia.com/html5> for more information on how to set up your HTML5 ad. Note its html file must be named index.html.
- 300 dpi resolution preferred
- GIF Files: No larger than 200KB
- No Flash allowed
- Max Length: 15 sec
- Max Rotation: 3
- Linking URL provided separately. Must be https (not http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 impressions-counting or click-counting pixel, or code embedded in HTML5 script

Static Online Ads

- Formats: JPEG image, PNG image, static GIF image or agency script
- 300 dpi resolution preferred
- Agency script must use https (not http)
- No larger than 200KB
- Click-through link must be https (not http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 impressions-counting or click-counting pixel

PROOFING POLICY

We do not provide a proof for ads we do not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission to the publisher.



ADVERTISING OPERATIONS

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Agenda Item Review Form

Muskegon Downtown Development Authority/Brownfield Redevelopment Authority

Commission Meeting Date: March 17, 2026	Title: Strategic Planning Session — DISCUSSION ONLY									
Submitted by: Jocelyn Hines, Development Analyst	Department: Economic Development									
Brief Summary: City staff is asking the DDA/BRA to consider engaging a consultant to host a strategic planning session with the board.										
Detailed Summary & Background: As we begin preparing for the 2026–2027 budget discussions, staff recommends that the Board consider engaging a consultant to facilitate a strategic planning session. A consultant could help the Board identify clear goals, set expectations, and evaluate staffing needs and support. Additionally, a consultant could assist with updating the DDA's decades-old Tax Increment Financing (TIF) Plan.										
Goal/Action Item: 2027 Goal 4: Financial Infrastructure										
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: DISCUSSION ONLY										
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;">█</td> <td style="width: 20%;"></td> </tr> <tr> <td>Information Technology</td> <td style="text-align: center;">█</td> <td></td> </tr> <tr> <td>Other Division Heads</td> <td style="text-align: center;">█</td> <td></td> </tr> </table>	Immediate Division Head	█		Information Technology	█		Other Division Heads	█		Name the Policy/Ordinance Followed:
Immediate Division Head	█									
Information Technology	█									
Other Division Heads	█									

Communication			
Legal Review			