

# CITY OF MUSKEGON

## LAKE SIDE BID/CIA MEETING

**April 7, 2026 @ 9:00 AM**

**CITY OF MUSKEGON, ROOM 204**

**933 TERRACE STREET, MUSKEGON, MI 49440**

- CALL TO ORDER:**
- ROLL CALL:**
- APPROVAL OF MINUTES:**
  - A. **3-3-26 Meeting Minutes** Economic Development
- NEW BUSINESS:**
  - A. **February Financial Report - BID** Economic Development
  - B. **February Financial Report - CIA** Economic Development
  - C. **CIA Facade Improvement Grant Application — Marine Tap Room**  
Economic Development
  - D. **CIA Facade Improvement Grant Application — Sitting Pretty Pet Spa**  
Economic Development
  - E. **Livability Magazine Advertisement** Economic Development
  - F. **Small Business Week Happy Hour** Economic Development
- OLD BUSINESS:**
- 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](http://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](mailto:clerk@shorelinecity.com)

# CITY OF MUSKEGON

## LAKESIDE BID/CIA MEETING

**March 3, 2026 @ 9:00 AM**

**CITY OF MUSKEGON, ROOM 204**

**933 TERRACE STREET, MUSKEGON, MI 49440**

### MINUTES

#### CALL TO ORDER

M. Flermoen called the meeting to order at 9:01 and roll was taken.

#### ROLL CALL

M. Flermoen called the meeting to order at 9:01 and roll was taken.

MEMBERS PRESENT: Melanie Lyonnais, Carol Castle, Louise Hopson, Mark Flermoen, Margaret Smith, Dick Ghezzi, Ed Bodman

MEMBERS EXCUSED: Jerome Johnson

STAFF PRESENT: I. Gonzalez, W. Webster

OTHERS PRESENT:

#### APPROVAL OF MINUTES

##### **A. 2-3-26 Meeting Minutes Economic Development**

A motion to approve 2-3-26 Meeting Minutes was made by J. Seyferth with the spelling correction of M. Lyonnais name, supported by M. Smith, and approved by all.

#### OLD BUSINESS

##### **A. Lakeshore Drive Landscaping Economic Development**

Barry's total bid for furnishing and maintaining 20 corridor planters is **\$6,525**. Base pricing includes large pots at \$25 each, with an estimated \$3,000 upgrade cost for higher-tier planter options. Staff has confirmed with Barry's that pricing is **not contingent on bulk purchasing**. Clarification regarding which planter units would require upgraded pricing was discussed, the terracotta pots have no additional

upcharge.

Initially, \$2,000 was budgeted within the BID budget for landscaping. Upon further review, staff recommends allocating this expense through the CIA, as the project aligns with corridor enhancement priorities. Given that the BID expires in January 2027, continued landscaping expenses beyond that timeframe would be funded through the CIA.

Per board direction, the landscaping expense has been added to the CIA budget. The estimated CIA year-end fund balance would adjust from approximately **\$71,000 to just over \$64,500.**

**Motion by M. Smith to move forward with the Barry's Greenhouse bid to do the planters along Lakeshore Drive, second by L. Hopson**

**ROLL VOTE: Ayes: M. Lyonnais, C. Castle, M. Smith, E. Bodman, L. Hopson, M. Flermoen, D. Ghezzi, J. Seyferth**

**Nays: None**

**Motion Passes**

**NEW BUSINESS**

**A. Attendance Expectations for 2026 Economic Development**

The Community Relations Committee has established attendance guidelines, and staff has attached a copy for reference. The board may review these guidelines and discuss expectations moving forward.

C. Castle made a motion to amend the bylaws to reflect monthly meetings and automatic recommendation to CDC for replacement after 4 absences.

**ROLL VOTE: Ayes: M. Lyonnais, C. Castle, M. Smith, E. Bodman, L. Hopson, M. Flermoen, D. Ghezzi, J. Seyferth**

**Nays: None**

**MOTION PASSES**

**B. Vice Chair Appointment Economic Development**

With the City Manager resuming his seat on the Lakeside BID/CIA Board, the former Vice Chair (Sarah) is no longer serving in that role. The Board will need to elect a new Vice Chair.

L. Hopson motioned to nominate M. Smith as Vice Chair. Supported by M.

Lyonnais.

**ROLL VOTE: Ayes: M. Lyonnais, C. Castle, M. Smith, E. Bodman, L. Hopson, M. Flermoen, D. Ghezzi, J. Seyferth**  
**Nays: None**

***MOTION PASSES***

**ANY OTHER BUSINESS**

Sign Ordinance - L. Hopson inquired about the moratorium sign ordinance for Lakeside - Discussion only

Pedestrian Friendly District Signage - M. Smith inquired about permanent business listings showing events, businesses, etc throughout the business district.  
I. Gonzalez to do further research - Discussion only.

**PUBLIC COMMENT**

No Public Comment

**ADJOURNMENT**

There being no further business, the meeting was adjourned at 10:01.

Respectfully Submitted,

Ann Marie Meisch, MMC City Clerk



## Agenda Item Review Form

### Muskegon Lakeside BID/CIA

<b>Commission Meeting Date:</b> April 7, 2026	<b>Title:</b> February Financial Report - BID															
<b>Submitted by:</b> Isabela Gonzalez, Development Analyst	<b>Department:</b> Economic Development															
<b>Brief Summary:</b> Staff is asking the Lakeside BID/CIA to review and accept the BID financial report as of February 28, 2026.																
<b>Detailed Summary &amp; Background:</b> February financial activity for the Lakeside Business Improvement District included interest earned on investments in the amount of \$3.54.																
<b>Goal/Action Item:</b>																
<b>Is this a repeat item?:</b> <b>Explain what change has been made to justify bringing it back to Commission:</b>																
<b>Amount Requested:</b> N/A	<b>Budgeted Item:</b> <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;"><input checked="" type="checkbox"/></td> </tr> </table>	Yes	No	N/A	<input checked="" type="checkbox"/>											
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<b>Fund(s) or Account(s):</b> N/A	<b>Budget Amendment Needed:</b> <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;"><input checked="" type="checkbox"/></td> </tr> </table>	Yes	No	N/A	<input checked="" type="checkbox"/>											
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<b>Recommended Motion:</b> I move to accept the BID February Financial Report.																
<b>Approvals:</b> <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"/>		<b>Name the Policy/Ordinance Followed:</b>
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"/>															

LAKESIDE BID FINANCIAL FOR 02/28/2026

Revenues	2025 ACTUAL	2026 BUDGET	28-Feb-26
Special Assessments	\$ 22,448.23	\$ 22,060.41	\$ -
Interest Income	\$ 64.54	\$ 70.00	\$ 3.54
Grant (MML Foundation)	\$ -		
Lakeside District Assoc. (split cost Christmas)	\$ -		
Lakeside Neighborhood Assoc.	\$ -	\$ -	
Fall Festival	\$ 200.00	\$ -	
Transfer from General fund for Snow Removal	\$ 3,920.00	\$ 3,266.00	
Intended CIA Transfer	\$ 11,500.00	\$ 15,000.00	
<b>Total</b>	<b>\$ 38,132.77</b>	<b>\$ 40,396.41</b>	<b>\$ 3.54</b>

Expenses	2025 ACTUAL	2026 BUDGET	28-Feb-26
Landscaping	\$ -	\$ 2,000.00	
Holiday Decorations	\$ -	\$ 750.00	
Snow Removal	\$ 23,000.00	\$ 23,000.00	
Transfer to DDA	\$ -	\$ -	
Fall Festival Expenses/Events	\$ 7,679.00	\$ 8,500.00	
Advertising	\$ 5,158.70	\$ 5,500.00	
<b>Total Expenses</b>	<b>\$ 35,837.70</b>	<b>\$ 39,750.00</b>	<b>\$ -</b>

<b>Net Rev/Expenses</b>	<b>\$ 2,295.07</b>	<b>\$ 646.41</b>	<b>\$ 3.54</b>
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<b>Fund Balance at Beginning of Year</b>	<b>\$ 13.87</b>		<b>\$ 2,308.94</b>
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<b>Fund Balance at End of Year</b>	<b>\$ 2,308.94</b>		<b>\$ 2,312.48</b>
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## Agenda Item Review Form

### Muskegon Lakeside BID/CIA

<b>Commission Meeting Date:</b> April 7, 2026	<b>Title:</b> February Financial Report - CIA															
<b>Submitted by:</b> Isabela Gonzalez, Development Analyst	<b>Department:</b> Economic Development															
<b>Brief Summary:</b> Staff is asking the Lakeside BID/CIA to review and accept the BID financial report as of February 28, 2026.																
<b>Detailed Summary &amp; Background:</b> February financial activity for the Lakeside CIA included interest earned on investments in the amount of \$20.31.																
<b><u>Goal/Action Item:</u></b>																
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<b>Recommended Motion:</b> I move to accept the CIA February Financial Report.																
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## Agenda Item Review Form


### Muskegon Lakeside BID/CIA

<b>Commission Meeting Date:</b> April 7, 2026	<b>Title:</b> CIA Facade Improvement Grant Application — Marine Tap Room					
<b>Submitted by:</b> Isabela Gonzalez, Development Analyst	<b>Department:</b> Economic Development					
<b>Brief Summary:</b> Request for \$2,500 in façade improvement grant funding for replacement of an exterior awning.						
<b>Detailed Summary &amp; Background:</b>  Marine Tap Room has submitted a façade improvement grant application requesting funding assistance for the replacement of an existing exterior awning. The proposed project is an eligible expense under the program guidelines, as it is an exterior improvement that enhances the building's appearance and overall streetscape.  The total project cost is \$6,150.60, and the applicant is requesting the maximum reimbursable grant amount of \$2,500. The property is located within the Lakeside business district and appears to meet program eligibility requirements.  The Lakeside CIA Board will review and consider this request for funding.						
<b><u>Goal/Action Item:</u></b>						
<b>Is this a repeat item?:</b> <b>Explain what change has been made to justify bringing it back to Commission:</b>						
<b>Amount Requested:</b> \$2,500	<b>Budgeted Item:</b> <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;">N/A</td> </tr> </table>	Yes	<input checked="" type="checkbox"/>	No	N/A	
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Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A		
<b>Recommended Motion:</b> I move to approve the façade improvement grant application for Marine Tap Room for the replacement of an exterior awning, in the amount of \$2,500.						
<b>Approvals:</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Immediate Division Head</td> <td style="width: 30%; text-align: center;"><input checked="" type="checkbox"/></td> </tr> </table>	Immediate Division Head	<input checked="" type="checkbox"/>	<b>Name the Policy/Ordinance Followed:</b> Lakeside CIA Facade Improvement Grant Guidelines			
Immediate Division Head	<input checked="" type="checkbox"/>					

Information Technology		
Other Division Heads		
Communication		
Legal Review		

# City of Muskegon – Lakeside CIA

## 2026-27 Façade Improvement Grant Program Application

<b>Applicant Name</b>	<b>Business Address</b>
<i>Mike Kordecki / Marina Top Room</i>	<i>1983 Lakeshore Dr.</i>
<b>Email</b>	<b>Phone</b>
<i>rugcleaner@mrn.com</i>	<i>704-577-7358</i>
<b>Project Address</b>	<b>Parcel Number</b>
<i>1983 Lakeshore Dr.</i>	<i>24-205-635-0001-00</i>
<b>Requested Amount</b>	<b>Total Façade Project Cost</b>
<i>\$2,500</i>	<i>\$6150.60</i>
<b>Statement of Intent/Need for Funding:</b>	
<i>Replacement awning fabric for frame over patio. Awning protects customers and musicians from the sun and elements.</i>	
<b>Description of Project-Attach: Photos, Project Plans &amp; 2 Competitive Bids:</b>	
<i>Awning frame/structure still in place. Order new awning material and install.</i>	
<b>Project Timeline/Estimated Completion Date:</b>	
<i>Lead time 6-8 weeks. Completion by May 15, 2026.</i>	
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.	
<b>Applicant Signature:</b>	

Please email application to: [economicdevelopment@shorelinecity.com](mailto:economicdevelopment@shorelinecity.com)

For more information:

Contact Isabela Gonzalez, Staff Liaison, Lakeside BID/CIA

[Isabela.Gonzalez@shorelinecity.com](mailto:Isabela.Gonzalez@shorelinecity.com)

231-724-4141



<b>Quote</b>	PROP010533
<b>Date</b>	1/9/2026

**Bill To:**  
 Marine Tap Room  
 1983 Lakeshore Dr  
 Muskegon, MI 49441

**Ship To**  
 Marine Tap Room  
 1983 Lakeshore Dr  
 Muskegon, MI 49441

<b>Phone 1</b>	<b>Phone 2</b>	<b>Fax</b>
(231) 755-5581		

<b>Purchase Order No.</b>	<b>Customer ID</b>	<b>Sales ID</b>	<b>Prices Good For 30 Days from Date of Quote</b>
	7555581	CMC	

Qty	Description	Cost	Total
1	Recover One (1) Lace-on Canopy Structure Canopy Dim: 4' Height x 15' Projection x 16' Wide Fabric: Standard Sunbrella; Color: TBD Valance: Scalloped Attachment: Lace-on to existing framework	5,260.00	5,260.00
1	INSTALLATION - Labor - Custom fitting canopy - Installing after fabricated	575.00	575.00
1	Please Note: - Current lead time is 6-8 weeks upon receiving half down deposit and signed proposal. Lead time may vary depending on fabric selection as some options are on backorder. - Muskegon Awning to verify attachment points and final measurements prior to fabrication. 1/7/2026  Contact: Chris Nass 231-206-4072	0.00	0.00

Please sign and return to the address below.  
 A 50% deposit is due upon order and the balance is due upon completion.

Customer Signature \_\_\_\_\_

Acceptance of Proposal - The above prices, specifications, and conditions are satisfactory and are hereby accepted. Payment will be made as outlined above.

<b>Subtotal</b>	\$5,835.00
<b>Sales Tax (6.0%)</b>	\$315.60
<b>Total</b>	<b>\$6,150.60</b>

MI Canvas & Upholstery  
 16506 144th Ave  
 Spring Lake, MI 49456 USA  
 +16168466220  
 micanvasandupholstery@gmail.com



# Estimate

**ADDRESS**

Chriss  
 Marine tap room

**ESTIMATE #** 2179

**DATE** 02/20/2026

DATE	DESCRIPTION	QTY	RATE	AMOUNT
	<b>Labor</b> New awning	16	95.00	1,520.00
	<b>Material</b> Grommets	75	1.00	75.00T
	<b>Material</b> Serge Ferrari	27	78.50	2,119.50T
	<b>Material</b> Keder welt Tongue	7	4.49	31.43T

Note: This is an estimate only. We may need to add additional labor, material and freight charges to the final invoice. If extra materials are required, we will notify you.

<b>SUBTOTAL</b>	3,745.93
<b>TAX</b>	133.56
<b>TOTAL</b>	<b>\$3,879.49</b>

We also require a 50% deposit on all jobs once estimate is approved. We require this before ordering materials and beginning work.

Thank you for your business. We appreciate it!

Accepted By

Accepted Date

Please Note - All labor is warranted for 90 days unless otherwise specified.  
 Once Job is completed after 14 days there will be an additional \$75 fee for every 10 days project is left at MI Canvas & Upholstery.  
 Any item not picked up within 90 days from completion will be offered for public sale to cover cost and storage.  
**ALL ESTIMATES ARE VAILD FOR 30 Days!!**



## Agenda Item Review Form

### Muskegon Lakeside BID/CIA

<b>Commission Meeting Date:</b> April 7, 2026	<b>Title:</b> CIA Façade Improvement Grant Application — Sitting Pretty Pet Spa				
<b>Submitted by:</b> Isabela Gonzalez, Development Analyst	<b>Department:</b> Economic Development				
<b>Brief Summary:</b> Request for \$1384.98 in façade grant funding for a new awning and vinyl signage.					
<b>Detailed Summary &amp; Background:</b>  Sitting Pretty Pet Spa has submitted a façade improvement grant application requesting funding assistance for the installation of a new exterior awning and updated vinyl graphic signage. The proposed project is an eligible expense under the program guidelines, as it is an exterior improvement that enhances the building's appearance and overall streetscape.  The total project cost is \$2,769.96, and the applicant is requesting reimbursement \$1,384.98. The property is located within the Lakeside business district and appears to meet program eligibility requirements.  The Lakeside CIA Board will review and consider this request for funding.					
<b><u>Goal/Action Item:</u></b>					
<b>Is this a repeat item?:</b> <b>Explain what change has been made to justify bringing it back to Commission:</b>					
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Yes	<input checked="" type="checkbox"/>	No	N/A		
<b>Recommended Motion:</b> I move to approve the façade improvement grant application for Sitting Pretty Pet Spa in the amount of \$1,384.98.					
<b>Approvals:</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Immediate Division Head</td> <td style="width: 30%; text-align: center;"><input checked="" type="checkbox"/></td> </tr> </table>	Immediate Division Head	<input checked="" type="checkbox"/>	<b><u>Name the Policy/Ordinance Followed:</u></b>		
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Information Technology		
Other Division Heads		
Communication		
Legal Review		



Port City Signs  
 771 Access Hwy  
 Muskegon, MI 49442

# ESTIMATE

Date	Estimate #
2/20/2026	6695

**Name / Address**

SITTING PRETTY PET SPA  
 1891 LAKESHORE DRIVE  
 MUSKEGON, MI 49441

**Ship To**

INSTALLATION AT:  
 SITTING PRETTY PET SPA  
 1891 LAKESHORE DRIVE  
 MUSKEGON, MI 49441

Terms	Rep
50%DEPOSIT/DOR	SZ

Item	Description	Qty	Rate	Total
CUSTOM	48.5"W X 36"H NONLIT SIGN PANEL 6MM ACM W/ 247 GLOSS LAMINATE FULL COLOR, DOUBLE SIDED "SITTING PRETTY PET SPA..."	1	454.65	454.65T
DESIGN	DESIGN CHARGES ARE APPROXIMATE; SET-UP OF CUSTOMER SUPPLIED LOGO NOTE: LOGO FILE SHOULD BE A VECTOR FORMAT .PDF, IF POSSIBLE OR ADDITIONAL CHARGES WILL APPLY IF RECREATION IS REQUIRED.	0.5	85.00	42.50
CUSTOM	PAINTED ANGLE FRAMING SYSTEM	1	25.00	25.00T
CUSTOM	PAINT SUPPLIES	1	50.00	50.00T
INSTALLATION	PAINTING OF EXISTING POSTS & INSTALLATION OF ABOVE NONLIT SIGN PANEL	1	187.50	187.50
	Sales Tax		6.00%	31.78

Estimate is valid for 30 days from today's date. To submit order, sign & reply back with approval.

**Total** \$791.43

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

\*Pricing does not include any shipping costs.

Ph: 877.773.6750 \* E-mail: info@portcitysigns1.com

**All Signs LLC..DBA  
Muskegon Fence Company**  
1005 W. Laketon Avenue  
Muskegon, MI 49441 US  
+12317555540  
allsigns4michigan@yahoo.  
com  
allsignsmichigan.com



# Estimate

**ADDRESS**  
Sitting Pretty

**SHIP TO**  
Sitting Pretty

**ESTIMATE #** 3793  
**DATE** 02/17/2026

ITEM	DESCRIPTION	QTY	RATE	AMOUNT
<b>Vinyl print</b>	VINYL GRAPHIC PRINT	2	135.00	270.00T
<b>Install</b>	Install	2	65.00	130.00
SUBTOTAL				400.00
TAX				16.20
<b>TOTAL</b>				<b>\$416.20</b>

Accepted By

Accepted Date

1.5% interest will be charged for late payments after 30 days. All customers are responsible of obeying city/township regulations for EMC digital signs. All customers are responsible for power supply to EMC and sign

# MUSKEGON

## AWNING & FABRICATION

Commercial • Residential • Industrial • Marine

# Proposal

Quote	PROP010647
Date	2/19/2026

**Bill To:**  
 Sitting Pretty - Muskegon  
 Sara Thompson  
 1895 Lakeshore Dr.  
 Muskegon, MI 49441

**Ship To**  
 Sitting Pretty - Muskegon  
 1895 Lakeshore Dr.  
 Muskegon, MI 49441

Phone 1	Phone 2	Fax
(231) 893-2500		

Purchase Order No.	Customer ID	Sales ID	
		CMC	Prices Good For 30 Days from Date of Quote

Qty	Description	Cost	Total
1	Recover One (1) Elongated Bubble Style Door/Window Awning Approx. Dim: TBD Height x TBD Projection x 108" Wide Fabric: Standard Sunbrella Colors: TBD	1,796.00	1,796.00T
1	INSTALLATION - Labor - Take down and reinstall	450.00	450.00
	Please Note: - Current lead time is 3-5 weeks upon receiving half down deposit and signed proposal. Lead time may vary depending on fabric selection as some options are on backorder. - Pricing based on framework being in good condition. Additional cost for repairs on frame, if needed and possible. - Pricing based on customer supplied dimensions.	0.00	0.00
	Contact: Sarah (231) 893-2500		

Please sign and return to the address below.  
 A 50% deposit is due upon order and the balance is due upon completion.

Customer Signature \_\_\_\_\_


Acceptance of Proposal - The above prices, specifications, and conditions are satisfactory and are hereby accepted. Payment will be made as outlined above.

<b>Subtotal</b>	\$2,246.00
<b>Sales Tax (6.0%)</b>	\$107.76
<b>Total</b>	<b>\$2,353.76</b>

2333 Henry St - Muskegon, MI 49441  
 800-968-3686 231-759-0911 Fx. 231-759-3200




**City of Muskegon – Lakeside CIA**  
 2026-27 Façade Improvement Grant Program Application

<b>Applicant Name</b>	<b>Business Address</b>
Sitting Pretty Pet Spa - Megan Arey	1891 Lakeshore drive
<b>Email</b>	<b>Phone</b>
pampered@sittingprettypetspa.com	906 630 8323
<b>Project Address</b>	<b>Parcel Number</b>
same	
<b>Requested Amount</b>	<b>Total Façade Project Cost</b>
<del>1384.98</del> \$1384.98	2769.96
<b>Statement of Intent/Need for Funding:</b>	
① Replace vinyl graphic print on front sign ② replace awning above front door	
<b>Description of Project-Attach: Photos, Project Plans &amp; 2 Competitive Bids:</b>	
<b>Project Timeline/Estimated Completion Date:</b>	
Complete by mid summer	
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.	
<b>Applicant Signature:</b> 	

Please email application to: [economicdevelopment@shorelinecity.com](mailto:economicdevelopment@shorelinecity.com)


For more information:  
 Contact Isabela Gonzalez, Staff Liaison, Lakeside BID/CIA  
[Isabela.Gonzalez@shorelinecity.com](mailto:Isabela.Gonzalez@shorelinecity.com)  
 231-724-4141



*Sitting Pretty*

PET SPA

1891 Lakeshore Dr.  
(231) 759-2156



*Sitting Pretty*

PET SPA

1891 Lakeshore Dr.  
(231) 759-2156



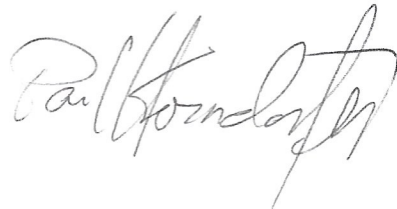
Isabela Gonzalez  
City of Muskegon  
933 Terrace Street  
Muskegon, MI 49440

Dear Isabela:

I am the owner of the property at 1891 Lakeshore Drive, leased from me by Sitting Pretty Pet Spa and Boutique. I understand they have applied for Lakeside CIA Facade Improvement Grant asking for matching funds to repair and/or replace the awning over the front door and their sign installed in the front yard. I give my permission for either or both of these projects.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Korndorfer". The signature is written in a cursive style with a large, stylized initial "P".

Paul Korndorfer

Owner, 1891 Lakeshore Drive



## Agenda Item Review Form

### Muskegon Lakeside BID/CIA

<b>Commission Meeting Date:</b> April 7, 2026	<b>Title:</b> Livability Magazine Advertisement				
<b>Submitted by:</b> Isabela Gonzalez, Development Analyst	<b>Department:</b> Economic Development				
<b>Brief Summary:</b> Discussion of participation in a shared full-page advertisement highlighting "Summer Saturdays in Muskegon," with a cost of approximately \$1,400 split among partners.					
<b>Detailed Summary &amp; Background:</b> <p>The City's Communications Department has invited the Lakeside BID/CIA to participate in a shared full-page advertisement in the Chamber's Livability Magazine. The proposed concept is a "Summer Saturdays in Muskegon" feature, highlighting local districts and activities.</p> <p>Current partners include the Downtown Development Authority (DDA), the City, and the Farmers Market. The total cost of the advertisement would be split evenly among participating entities, with Lakeside's portion estimated at \$1,400.</p> <p>The Board is asked to consider whether to participate in this collaborative marketing opportunity. The BID has budgeted \$5,500 for marketing efforts this year.</p>					
<b><u>Goal/Action Item:</u></b>					
<b>Is this a repeat item?:</b> <b>Explain what change has been made to justify bringing it back to Commission:</b>					
<b>Amount Requested:</b> \$1,400	<b>Budgeted Item:</b> <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	█		
<b>Fund(s) or Account(s):</b>	<b>Budget Amendment Needed:</b> <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	█		
<b>Recommended Motion:</b> I move to approve participation in the Livability Magazine advertisement in the amount of \$1,400					
<b>Approvals:</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%; padding: 5px;">Immediate Division Head</td> <td style="width: 20%; text-align: center;">█</td> </tr> </table>	Immediate Division Head	█	<b><u>Name the Policy/Ordinance Followed:</u></b>		
Immediate Division Head	█				

Information Technology		
Other Division Heads		
Communication		
Legal Review		

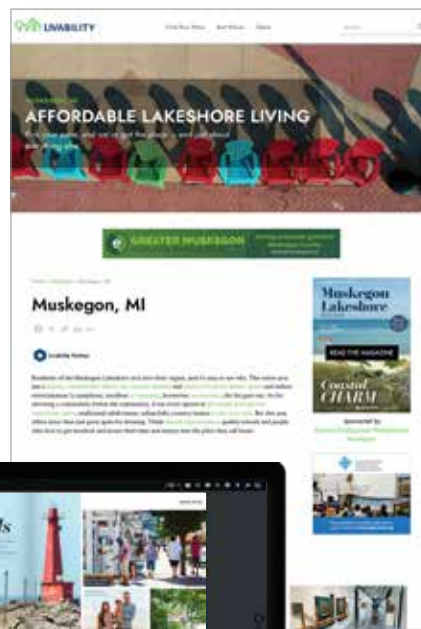


# Muskegon Lakeshore

## MICHIGAN

LIVABILITY.COM/MI/MUSKEGON

MEDIA KIT 2026



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



SPONSORED BY THE MUSKEGON LAKESHORE CHAMBER OF COMMERCE



*“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.

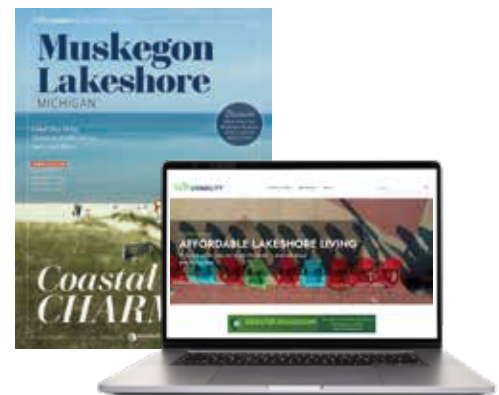
Help us reinforce your brand to local business owners, community members, newcomers and visitors in the Muskegon Lakeshore area!

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

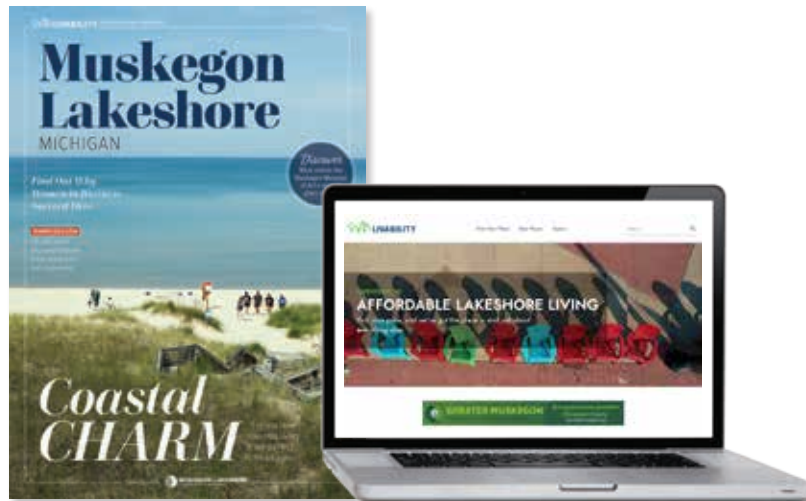
- We distribute our research findings via periodic white paper releases throughout the year.
- Livability Media is a leader in the talent attraction space, producing content driven by the key interests of top prospects for relocation. Learn more with our targeted research on where Americans are living 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



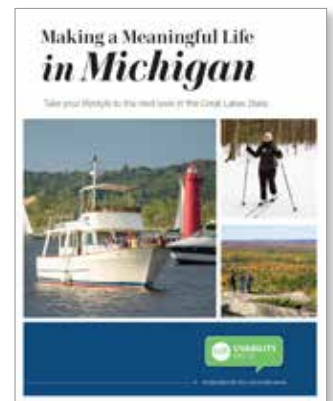
## Premium

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

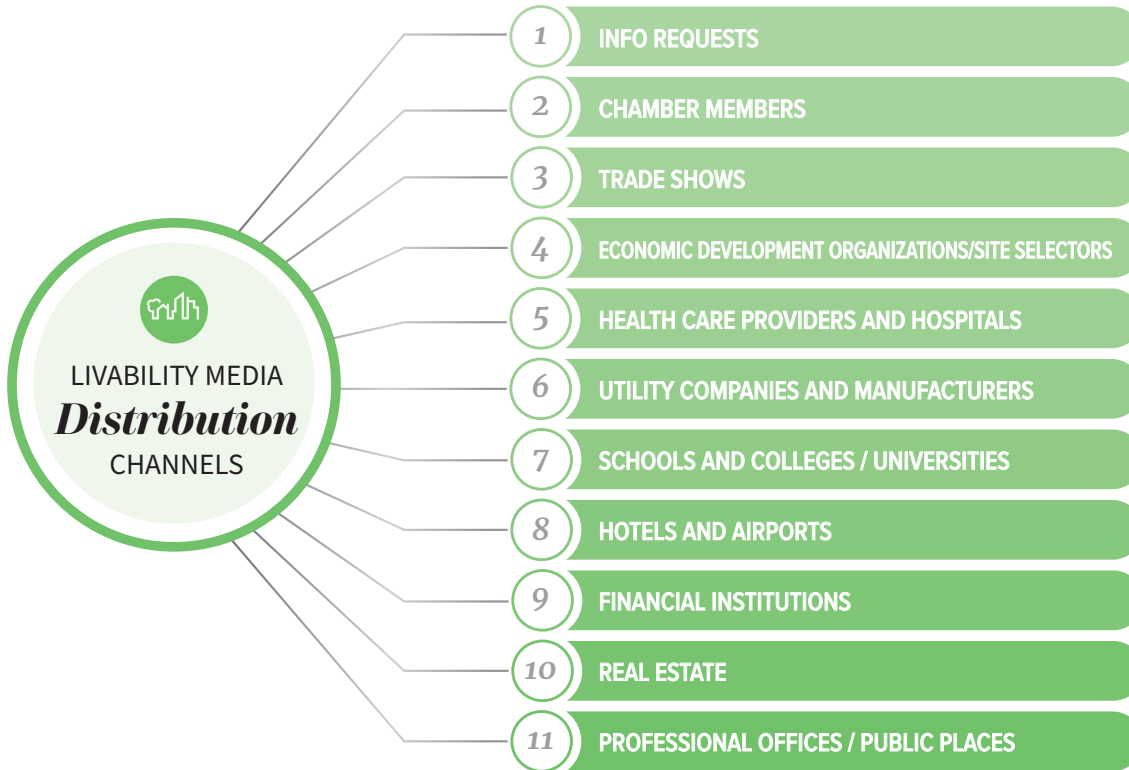
## RESEARCH GUIDES OUR CONTENT DEVELOPMENT

- ▶ Download the latest surveys at [livabilitymedia.com/white-papers](http://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](http://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.

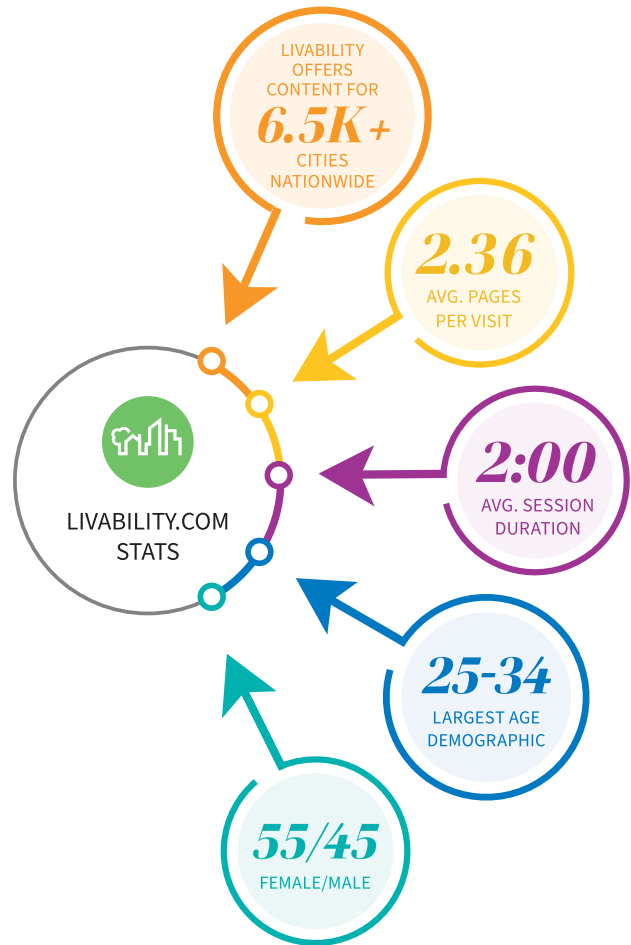
**Distribute copies as an ambassador** and inspire others to see why you are proud to live and work in this community – and perhaps attract professional colleagues, friends or family who live outside our borders.

# 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](http://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.**

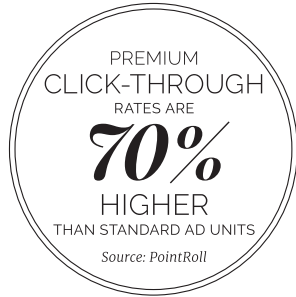
## PREMIUM STATEWIDE EXPOSURE

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.

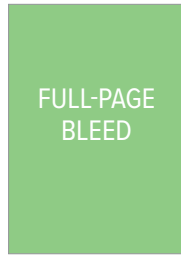
# PRODUCT SPECIFICATIONS

## 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)



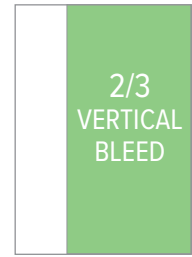
FULL-PAGE  
BLEED

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



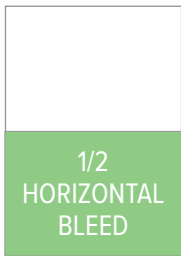
FEATURE  
JUMP

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)



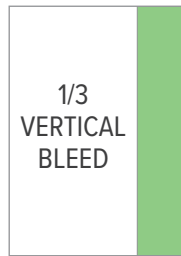
2/3  
VERTICAL  
BLEED

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



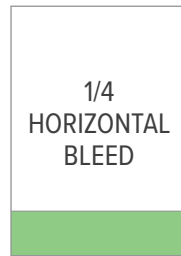
1/2  
HORIZONTAL  
BLEED

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



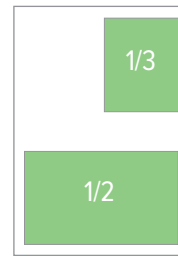
1/3  
VERTICAL  
BLEED

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



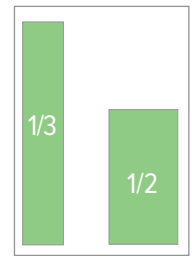
1/4  
HORIZONTAL  
BLEED

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



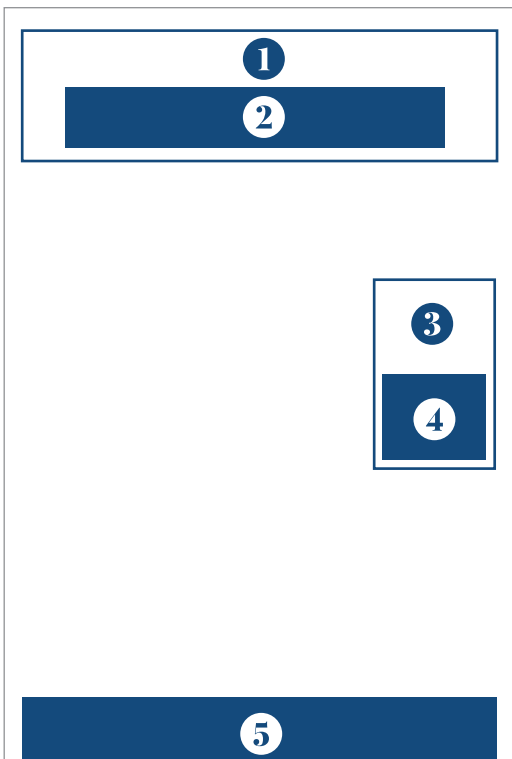
1/3  
1/2

1/3 HORIZONTAL  
4.125"w x 4.625"h  
1/2 HORIZONTAL  
6.5"w x 4.625"h



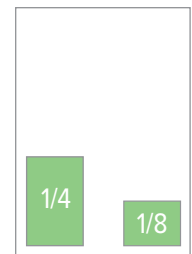
1/3  
1/2

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



1/8 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](mailto:ads@livmedia.com)  
Visit our Ad Resource Center at [livabilitymedia.com/advertising](http://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](mailto:ads@livabilitymedia.com) or visit our Ad Resource Center at [livabilitymedia.com/advertising](http://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](mailto: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

Office: 615-771-0080  
[ads@jnl.com](mailto:ads@jnl.com)  
6550 Carothers Pkwy, Suite 420  
Franklin, TN 37067  
[www.livabilitymedia.com](http://www.livabilitymedia.com)



[sales@livmedia.com](mailto:sales@livmedia.com) • 615-850-0300

6550 Carothers Parkway, Suite 420, Franklin, TN 37067

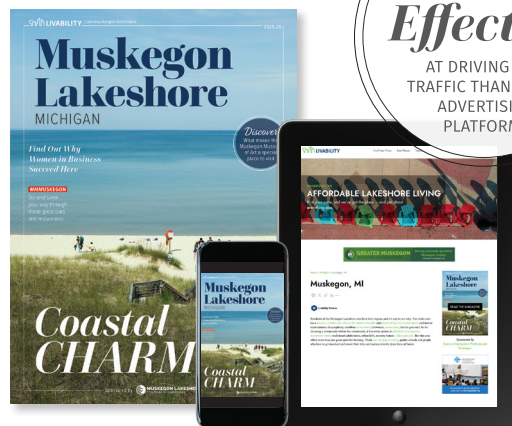
**VOL. 8, FREQUENCY: ANNUAL**

## 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



**LIVABILITY  
MEDIA**

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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](http://livabilitymedia.com/advertising).

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

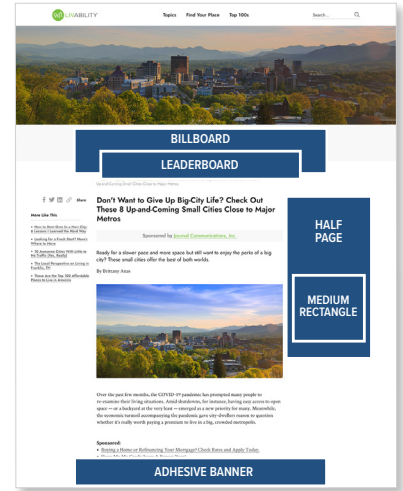


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## ONLINE SIZES

- 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.



## Agenda Item Review Form

### Muskegon Lakeside BID/CIA

<b>Commission Meeting Date:</b> April 7, 2026	<b>Title:</b> Small Business Week Happy Hour						
<b>Submitted by:</b> Isabela Gonzalez, Development Analyst	<b>Department:</b> Economic Development						
<b>Brief Summary:</b> Consideration of sponsorship for Small Business Week happy hour event.							
<b>Detailed Summary &amp; Background:</b>  In recognition of Small Business Week (May 4–7), staff is proposing a small business happy hour event to be held on May 6 from 5:30 PM to 7:00 PM at Wonderland Distilling in Lakeside.  Staff has coordinated with Wonderland, who have offered to host the event in their main restaurant space, with use of the barrel room included. They have also offered a \$1 discount on drinks for attendees and \$100 off a trio dip platter. The platter would cost \$200 total.  Staff is requesting consideration of sponsorship from the BID to cover the cost of the appetizer for the event. The Lakeside BID logo would also be included on event marketing materials.							
<b><u>Goal/Action Item:</u></b>							
<b>Is this a repeat item?:</b> <b>Explain what change has been made to justify bringing it back to Commission:</b>							
<b>Amount Requested:</b> \$200	<b>Budgeted Item:</b> <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			
<b>Fund(s) or Account(s):</b>	<b>Budget Amendment Needed:</b> <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			
<b>Recommended Motion:</b> I move to approve sponsorship of the Small Business Week happy hour appetizer in the amount of \$200.							
<b>Approvals:</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Immediate Division Head</td> <td style="width: 30%;"></td> </tr> <tr> <td>Information</td> <td></td> </tr> </table>	Immediate Division Head		Information		<b><u>Name the Policy/Ordinance Followed:</u></b>		
Immediate Division Head							
Information							

Technology		
Other Division Heads		
Communication		
Legal Review		