

ECONOMIC DEVELOPMENT STRATEGY WORKSHEET

In order to create an effective economic development strategy, a community must first identify its strengths and weaknesses. Please help us identify the challenges Muskegon faces and the opportunities it holds.

CHALLENGES
Lower than average educational attainment
Lower than average workforce participation rate
Lack of affordable retail space on/around Western Ave
Generational poverty in core neighborhoods
Disinvestment in many commercial corridors
Environmental cleanup needed at some redevelopment sites

List any other challenges you see with improving the local economy

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OPPORTUNITIES
Natural resources
Available lakefront property
Newly-acquired industrial land
Strong industrial base
Deep water port
Available residential lots with all necessary infrastructure

List any other opportunities Muskegon has for improving the local economy

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Please return worksheet by June 24. Email to planning@shorelinecity.com or mail/drop off at 933 Terrace St, Planning Department (second floor). This worksheet will also be available at www.shorelinecity.com

ECONOMIC DEVELOPMENT GOALS (DRAFT)

GOAL 1: Provide a diverse supply of housing options that focuses on infill development.

GOAL 2: Invest in placemaking opportunities that capitalize on community assets.

GOAL 3: Create viable commercial corridors and neighborhood commercial/social nodes.

GOAL 4: Utilize our natural resources to develop a strong blue economy.

GOAL 5: Become a leader of high-tech manufacturing in a variety of industrial sectors.

GOAL 6: Become a regional destination for patient services and wellness programs with ongoing investments in state-of-the art medical facilities.

List any other economic development goals that we should focus on

List any action steps to take to achieve these goals

ECONOMIC DEVELOPMENT GOALS – ACTION STEPS & MEASUREABLE OUTCOMES

GOAL 1: Provide a diverse supply of housing options that focuses on infill development.

ACTION STEP 1: Continue to incentivize the redevelopment of vacant, city-owned land.

MEASURABLE OUTCOME: Infill development incentives are modified as needed to address current market conditions.

ACTION STEP 2: Provide more housing options to fit the needs of all different sizes and income ranges of families.

MEASURABLE OUTCOME: Zoning amendments are made to allow for more housing types for people to choose from.

List any other action steps that can be taken to accomplish this goal

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GOAL 2: Invest in placemaking opportunities that capitalize on community assets.

ACTION STEP 1: Encourage small-scale retail development through zoning amendments and economic incentives.

MEASURABLE OUTCOME: Zoning ordinance amended to offer incentives for smaller store fronts (i.e. parking allotments, height restrictions). Tax abatement policy amended to include incentives for smaller retail spaces (ie extended years abated for spaces under 800 sf).

ACTION STEP 2: Promote walkability through infill development; pedestrian-focused, ground-level activities and micro-transit to bridge long distances.

MEASURABLE OUTCOME: New infill development with active ground floor uses. Successful bike/scooter rentals available throughout downtown and the lakeshore. Expansion of the people mover tram route.

List any other action steps that can be taken to accomplish this goal

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GOAL 3: Create viable commercial corridors and neighborhood commercial/social nodes.

ACTION STEP 1: Assist business owners in formalizing official business associations.

MEASURABLE OUTCOME: More formal business associations will be created. Businesses will be provided information on how to create funding mechanisms such as Business Improvement Districts (BIDs) and Corridor Improvement Authorities (CIAs).

ACTION STEP 2: Develop corridor improvement plans for active business districts and encourage the formation of business district associations.

MEASURABLE OUTCOME: Corridor Improvement Plans will be developed for separate business districts. These may include suggested zoning amendments, design guidelines, public improvements – especially in terms of street design and walkability and potential funding options, including BIDs, TIFs, Association dues, and philanthropical donations.

List any other action steps that can be taken to accomplish this goal

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GOAL 4: Utilize our natural resources to develop a strong blue economy.

ACTION STEP 1: Develop a strategy to provide more hotels and lodging options within the city limits.

MEASURABLE OUTCOME: An increase in hotel options at different price points, located throughout the city.

ACTION STEP 2: Consolidate maritime museums and activities.

MEASURABLE OUTCOME: All maritime museums and activities are consolidated in one general location.

ACTION STEP 3: Locate all port-related operations to the east end of Muskegon Lake.

List any other action steps that can be taken to accomplish this goal

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GOAL 5: Become a leader of high-tech manufacturing in a variety of industrial sectors.

ACTION STEP 1: Improve workforce training efforts.

MEASURABLE OUTCOME: More training opportunities exist for local businesses and more local residents are being hired by high-skilled manufacturers.

ACTION STEP 2: Identify opportunities to attract highly-skilled employees to take live in the city.

MEASURABLE OUTCOME: More out of town workers relocate to Muskegon. Certain industries will have constructed new housing for temporary and out of town workers.

ACTION STEP 3: Attract new industries with good paying jobs with the newly acquired 64-acres in the Port City Industrial Park.

MEASURABLE OUTCOME: Create Request for Proposals and target specific industries that will complement our existing workforce.

List any other action steps that can be taken to accomplish this goal

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GOAL 6: Become a regional destination for patient services and wellness programs with ongoing investments in state-of-the art medical facilities.

ACTION STEP 1: Identify future land use needs of the healthcare system to ensure the potential for future growth.

MEASURABLE OUTCOME: Additional land for the healthcare industry is identified in the future land use map .

ACTION STEP 2: Form a partnership with the regional healthcare system to identify opportunities for housing employees within the city.

MEASURABLE OUTCOME: A program is created that will assist healthcare workers in finding housing within the city. Opportunities exist to develop cluster housing developments for healthcare workers.

List any other action steps that can be taken to accomplish this goal

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