



ARTS, CULTURE & YOU!

Building Business Through Powerful Community of Arts and Culture



ARTS AND CULTURE IN MUSKEGON COUNTY GENERATE AN ECONOMIC IMPACT OF

\$70 MILLION ANNUALLY

The vibrant arts and culture scene in Muskegon County elevates our quality of life, strengthens our economy, unites our community, and makes Muskegon an unequalled lakeshore destination for relocation, visitors, and residents alike.



Museums / Libraries

15 indoor and outdoor museums and 14 libraries to explore throughout Muskegon County.



Public Art

Over 60 pieces of art are on display in public spaces along the lakeshore.



Performing Arts

A rich array of opportunities including theatrical productions, symphonies, concerts, etc.



Great Outdoors

26 miles of sandy Lake Michigan beaches, acres of trails, and numerous parks, all filled with nature's canvas.



Festivals & Events

Home to many music festivals, art fairs, open air markets, and so much more.



Historic Homes

Many Victorian and painted lady homes adorn the area, as well as flourishing gardens.

**ARTS AND CULTURE BUILDS COMMUNITY.
ARTS AND CULTURE BUILDS BUSINESS.**

Not only does Muskegon County draw visitors from all over the world, but an increasing number of people are also packing their bags and calling the lakeshore home. Complement your recruiting efforts and retain your employees as they immerse themselves in our impressive culture!



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AS AN EMPLOYER,

Leverage Arts & Culture for Attracting and Retaining Top Talent

What You Can Do...

Muskegon Arts & Culture Organizations Collectively Employ 150 Full Time Staff.



ENGAGE

Share local arts and culture information with potential candidates and new hires. Have information on hand and connect them with the best local resources.



LEVERAGE

Make a commitment as a company to support arts and cultural organizations. Hold a business meeting or social event at an arts and culture venue. Schedule an executive retreat, board meeting, or training.



GET INVOLVED

Share opportunities with current staff. Provide ticket giveaways, invite them to a show, or take them on a tour of our public art. Arrange a company night at a local museum or theatre.

Here's How:

- Contact a local arts and culture entity today to schedule a tour.
- Book your next board retreat at a local museum or library.
- Purchase tickets to an event and give them to staff or customers as a perk.

WHAT IS THE MUSKEGON ARTS & CULTURE COALITION?

The coalition is comprised of local arts and culture leaders working together to promote and celebrate the county's dynamic arts and culture community.

Collectively, the coalition employs hundreds of residents, generates millions of dollars of annual economic activity, and acts as a catalyst for attraction and retention. Our "small-town" feel with "big-time" arts and culture, coupled with an exceptional cost of living and diverse residential options, is what attracts new residents and retains our current community members.

We invite you to join us on the journey by celebrating and engaging with Muskegon County's arts and culture!

"THE VALUE OF ARTS AND CULTURE IN OUR COMMUNITY GOES FAR BEYOND AESTHETICS. IT'S A DRIVING FORCE FOR ATTRACTION AND RETENTION IN THIS HIGHLY COMPETITIVE BUSINESS ENVIRONMENT."

-RACHEL GORMAN, MUSKEGON LAKESHORE CHAMBER OF COMMERCE



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