

THE MUSKEGON



**A NEW CORNERSTONE
FOR A NEW DOWNTOWN**
Muskegon, Michigan



THE MARKET MOVES TO FRONT AND CENTER

Today's farmer's markets play an important role in the quality of communities. Accessible, pedestrian-friendly markets attract residents and out of town visitors alike, creating centers for community interaction and opportunities for dense populations to access fresh, healthy food.

Farmer's markets are incubators for small business, and when strategically located, they are often catalysts for new commercial and residential development in surrounding neighborhoods.

Although the existing Muskegon Farmer's Market draws thousands of people each week, the accessibility and visibility of the current location is limited. The facility itself is also in need of significant upgrades. The proposed market highlighted in this brochure will be located on Market Street, in the heart of Muskegon's downtown renaissance and conveniently located near restaurants, shops, an historic theater, museums, homes and businesses. The design incorporates a number of features that will allow the Muskegon Farmer's Market to stand out among Michigan markets, ensuring it will continue to be one of the community's favorite experiences for generations to come.



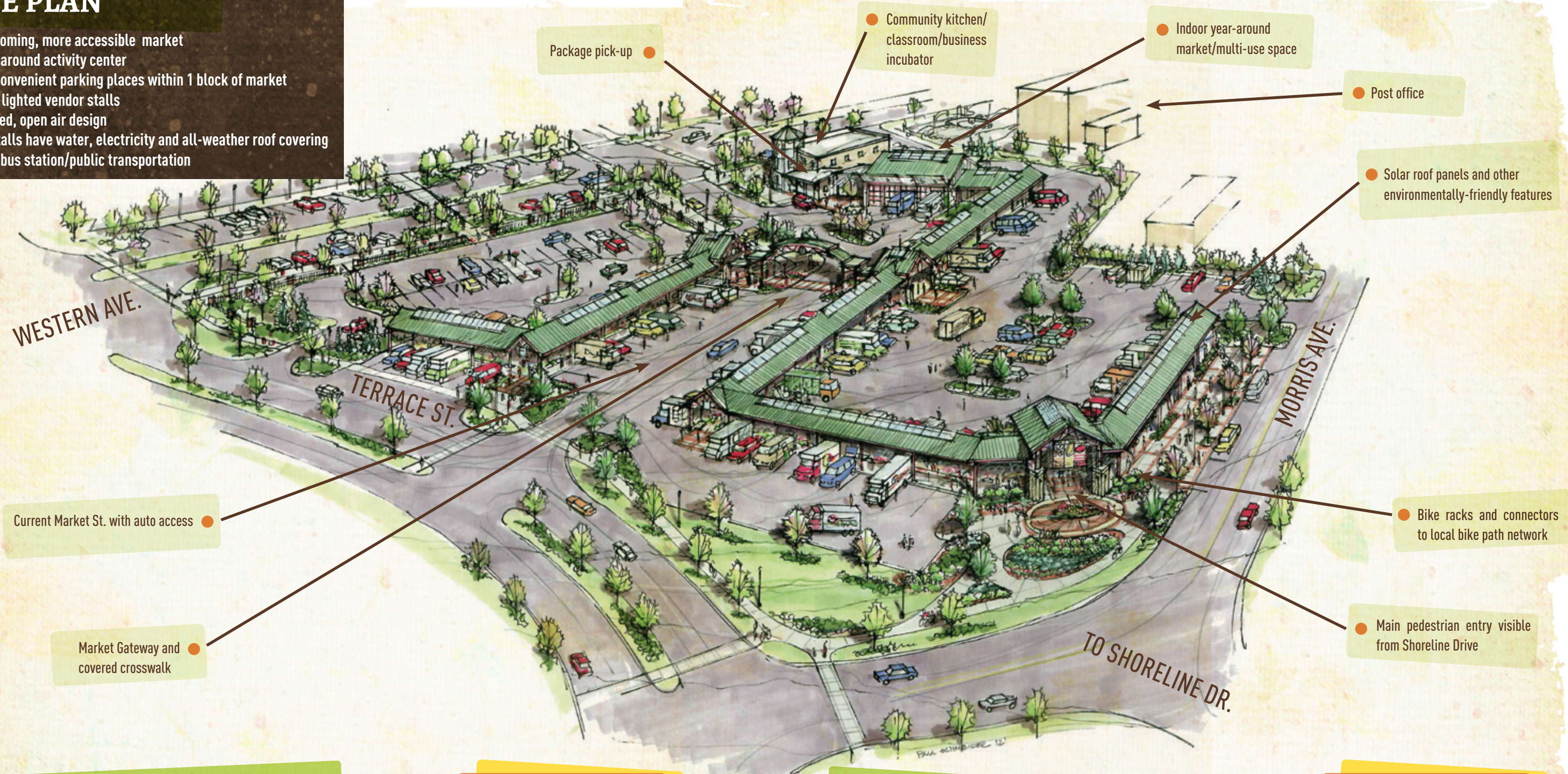
FEATURES OF THE NEW MUSKEGON FARMER'S MARKET INCLUDE:

- A colorful, low-maintenance structure with vented roofs and display stalls
- 400 convenient parking places within one block of market
- Improved accessibility from several streets on market perimeter
- An indoor market venue
- Community kitchen
- Water and electricity for vendors
- Larger stalls for large vendors
- Public restrooms and welcome center
- Package pick-up area
- Lighting for early morning and evening events
- A versatile design to accommodate arts and craft shows, flea markets, car shows, or other events



THE PLAN

- Welcoming, more accessible market
- Year-around activity center
- 400 convenient parking places within 1 block of market
- 130+ lighted vendor stalls
- 2-sided, open air design
- All stalls have water, electricity and all-weather roof covering
- Near bus station/public transportation



THE BUDGET

Land Acquisition.....	\$1,000,000
Land Preparation/Infrastructure.....	\$300,000
Vendor Display Stalls.....	\$700,000
Restrooms/Welcome Center.....	\$250,000
Community Kitchen/Classroom/Business Incubator.....	\$800,000
Indoor Market.....	\$500,000
Lighting/Landscaping/Paving.....	\$250,000
TOTAL	\$3,800,000



THE TIMELINE

- Capital Campaign / Fundraising..... 2013
- Market Construction..... Winter 2013/Spring 2014
- Grand Opening..... May, 2014



MUSKEGON FARMER'S MARKET CAPITAL CAMPAIGN - CABINET

We believe a new market will bring vibrancy back to our community and attract visitors and businesses to our beautiful city.

Chuck Johnson, Chair

Steve Olsen, Co-chair

T. Bruce Fox

Tom Godfrey

Amy Heisser

Larry Hines

Cindy Larsen

Chris McGuigan

Steve Novak

Mike Olthoff

Jon Swanson

Gary Verplank

Paul C. Johnson Foundation

Northern Machine Tool

Comerica Bank

Fifth Third Bank

Alcoa Howmet

Hines Corporation

Muskegon Lakeshore Chamber of Commerce

Community Foundation for Muskegon County

T4 Group

Nichols Paper & Supply

Swanson Pickle Company

Shape Corp.



Muskegon Farmer's Market Capital Campaign
c/o Community Foundation for Muskegon County
425 W. Western Avenue, Muskegon, MI 49440
231.722.4538

Yes, I (we) support Downtown Muskegon and the campaign for the Muskegon Farmer's Market

Name: _____

Address: _____

Phone: _____

Email: _____

Please accept my (our) gift of:

___ Amount \$ _____

___ Buy a Stall: \$3,000

___ Buy a Brick: \$250

The Community Foundation for Muskegon County is a 501(c)3 not-for-profit.
Your contribution is tax deductible to the full extent of federal and state tax laws.

_____ I would like to pay my contribution in multiple payments (for contributions of \$5,000 or more)

_____ Cash or check enclosed
(make checks payable to Community Foundation for Muskegon County with notation "Farmer's Market Campaign")

_____ Please invoice me

Please return this form to:
Community Foundation for Muskegon County
425 W. Western Avenue
Muskegon, MI 49440

