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Watch Muskegon Campaign Making an Impact

MUSKEGON, MI – Muskegon’s image as a great place to live, work, and play has improved according to an independent research firm. The Watch Muskegon mid-campaign results were presented to the community during the Muskegon Lakeshore Chamber of Commerce’s Business for Breakfast event. Avenue ISR, an independent research firm, conducted a perception survey to determine the effectiveness of the Watch Muskegon Campaign in improving the perception of Muskegon County. Survey results indicated that the Watch Muskegon Campaign has made a positive impact on the image of Muskegon, both locally and throughout West Michigan.

The survey revealed that within the Muskegon community 95% of respondents were familiar with the Watch Muskegon Campaign and that 38% of respondents throughout West Michigan recall seeing or hearing the campaign messaging. In addition, residents of Muskegon County and its surrounding counties are more likely to see Muskegon as a place to live, work, and play compared to before the campaign launched.

“We are thrilled to see that the campaign is moving the needle and positively affecting the overall perception of Muskegon County both locally and regionally,” says Carla Flanders, Director of Watch Muskegon. The survey also identified some of Muskegon County’s greatest assets which are its natural amenities, cultural amenities and diversity.

During the presentation, Muskegon Lakeshore Chamber of Commerce’s President, Cindy Larsen, adds that there is still room for further improvement. “We need to get to the point where Muskegon’s image is cemented. Ongoing funding is needed, as well as help from the general public. For the next stage of this campaign, we are challenging you to take 100 photos of Muskegon and post them on social media using the hashtag #ThisIsMuskegon during the month of July for the chance to win big,” says Larsen.

The Watch Muskegon Campaign is in its last year of the initial campaign. However, due to the commitment of its stakeholders, the campaign is expected to continue for another 3 years. For more information, visit watchmuskegon.com.

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ABOUT THE CHAMBER

The Muskegon Lakeshore Chamber of Commerce is the premier business membership organization on the lakeshore representing approximately 1,200 businesses and organizations. The Muskegon Chamber represents businesses of every size and type all over West Michigan. The Chamber is celebrating more than 120 years in operation working to sustain an environment for business success through community leadership, promotion, inclusive business advocacy and valued member services. The Muskegon Chamber is a four-time award winning Chamber, being named Chamber of the Year for the State of Michigan in 2006, 2010, 2012 and 2015 by the Michigan Association of Chamber Professionals.