

# Muskegon Lakeshore Image Campaign Stakeholder Agreement

Image Campaign Stakeholders agree to the following statements:

We believe positive community pride attracts new residents, tourists, students, businesses and capital investment to the community.

We believe that sharing positive community knowledge effectively with visitors, employees, and residents will have a positive impact on their Muskegon experience.

We believe that making a good impression through beautification of our property and facilities and providing quality products and good customer service will have a positive impact on the overall image of the community and region.

We believe that Muskegon Lakeshore is a great place to live, learn, work and play.

Members of our company/organization have reviewed the 14 Point Image Improvement Plan Summary and agree to participate in the plan by contributing resources to this effort.

**Please check all areas of interest:**

- Community Beautification
- Image Marketing Campaign
- Community-Wide Wayfinding System
- Muskegon STAR Customer Service Training Program
- Financial Contribution
- Other: \_\_\_\_\_

Company/Organization Name:

\_\_\_\_\_

Name of Official Company/Organization Representative:

\_\_\_\_\_

Email Address:

\_\_\_\_\_

Signature:

\_\_\_\_\_

Date Signed:

\_\_\_\_\_

Return to: Muskegon Lakeshore Chamber of Commerce  
380 West Western, Suite 202  
Muskegon MI 49440  
Email: [mlcc@muskegon.org](mailto:mlcc@muskegon.org)  
Fax to: 231-728-7251  
[www.muskegon.org](http://www.muskegon.org)

**WATCH MUSKEGON**