



Jenna Swartz

meet MUSKEGONMI

Visit Muskegon - Muskegon County Convention & Visitors Bureau
Meeting Planner Guide

Convention & Event Services

Planning and organizing an event of any size can take a lot of coordination. Our professional planning team is ready to lead you through the process and make you an event hero. We can make it simple for you to arrange transportation, registration and lodging for your group. From start to finish, we are here to help ensure a successful and unforgettable Muskegon event. Here are some of the services we provide:

PROGRAM PLANNING

- Referrals to local convention service suppliers
- Site visit coordination
- Venue suggestions
- Planning toolkit
- Welcome programs/kits
- Official greeting/welcome
- Transportation
- Tour/itinerary plans

PROMOTION SERVICES

- Broadcast emarketing
- Image library
- Social media resources
- Promotional items and brochures
- Mobile deals
- Local media list
- Promotional video



Se4sons at the Muskegon Country Club



Bernadette Benkert, Sales Executive

With over 20 years of planning experience and a life-long resident of West Michigan, Bernadette knows the special places that will make your next meeting or event a success!

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800-250-9283



Watermark 920

Modern meeting and event space of 10,000 sq. ft. in a restored factory setting, with capacity of up to 360 in rounds or a variety of meeting configurations. State-of-the-art A/V available.



Frauenthal Center

Beautifully restored 1927 theater seating 1,726, with full stage, sound and lighting systems, perfect for guest speakers. Concessions and catering available. Numerous meeting and breakout rooms accommodating 20-275 are also available in the attached Hilt Building.



Century Club Ballroom

The Century Club was built by Muskegon's most prominent business leaders in 1891 and became the Century Club in 1901. This historic building, which was restored in 2007, has an ornate façade that has survived the decades. The ballroom is 3,000 sq. ft. and comfortably seats up to 250 guests.

Meeting Facilities

Muskegon County offers a variety of conference hotels, unique meeting venues, and complimentary convention services to make your next meeting, seminar, training session, or corporate event a success!

- Holiday Inn & Conference Center
- Shoreline Inn & Conference Center
- Comfort Inn - Muskegon
- L.C. Walker Arena
- Muskegon Community College
- Baker College
- Century Club Ballroom
- Frauenthal Center
- Fricano Event Center
- Fruitport Golf Club & Banquet Center
- The Lakeshore Event Center
- Platinum Room
- WaterMark 920
- GVSU - Muskegon Innovation Hub
- Muskegon Country Club
- Greater Muskegon Women's Club

Above are our larger facilities; however, we have additional lodging properties and banquet options.



Holiday Inn & Conference Center

Full-service hotel with 201 guest rooms and 10,000 sq. ft. of versatile, divisible meeting space seating up to 400 for banquets, 500 theater-style. Directly across the street from the Frauenthal Center.



Shoreline Inn & Conference Center

Named to the Choice Hotel's Ascend Collection in October 2011 and situated on the shores of Muskegon Lake, the 140-room Shoreline Inn & Conference Center offers 4,100 sq. ft. of versatile space for meetings and events from 25 to 300. The full-service facility includes the Lake House Waterfront Grille and a 114-slip marina.



Muskegon Museum of Art

The Muskegon Museum of Art's auditorium accommodates 200 and is equipped with state-of-the-art A/V, perfect for speakers and presentations. Classrooms available for breakout events. The accredited museum displays artwork by Curry, Bonnard, Hopper, Johnson, and many more.



GVSU - Muskegon Innovation Hub

The seminar hall at the Muskegon Innovation Hub (LEED Gold Accreditation) contains a stage made of fast-grown bamboo and a sound system with microphone connectivity. Perfect for presentations and large gatherings with seating for over 100 people. The seminar hall and classrooms are available for rent by the hour or day.



L.C. Walker Arena

Seats between 5,000-6,000 depending on the event and can accommodate 96 – 10' x 10' booths. Full concessions and catering available.



Fricano Event Center

The event center is a 10,000 sq. ft. nostalgic banquet facility that can comfortably seat up to 500 guests. Offering exquisite views of Muskegon Lake and an outdoor terrace for guests, this open floor plan center is a historic landmark in downtown Muskegon.



Greater Muskegon's Woman's Club

Founded in 1890, the Muskegon Woman's Club has been dedicated to the intellectual "improvement and development" of women. Their beautiful, historic clubhouse with large ballroom can accommodate up to 150 people. Audio equipment available. Parlor and Tea Room available for smaller meetings.



Hilt Building

A private conference room is located within the Frauenthal Center. The Bettye Clark-Cannon Gallery is a large attractive balcony space overlooking the Hilt Lobby (Capacity 160). Johnson Hall/Munroe Bergmann are two large areas great for meetings, conferences, seminars and presentations. These rooms can be rented separately or together, depending on the size of your event (capacity 150/300).



Se4sons at the Muskegon Country Club

Se4sons upscale atmosphere boasts beautiful lakeshore views, grand windows, an abundance of natural light, and an exquisite menu. Both the banquet center and separate conference rooms can accommodate any size event, ranging from 10 to 400, in a variety of seating configurations.



Verdoni's Event Center

Verdoni's newly renovated facility, operated by Harris Hospitality, can accommodate 250 in the 3,300 sq. ft. open floor layout. Two outdoor patios, portable bars, and an on-site kitchen with custom menus is also available.

Area Attractions

Muskegon is conveniently located an hour and a half from Lansing and three hours from Detroit. We have a regional airport for the jet-setters in the group as well. We offer great facilities, cutting-edge cuisine or comfort food, breweries, entertainment, first-rate lodging options, and FREE parking; what more could you ask for?

Our lakeside community takes great pride in our beautiful, diverse and affordable facilities for conventions, meetings and seminars. From the historic Frauenthal Center and Century Club downtown, to the variety of hotel properties and unique contemporary venues like the Verdoni's Event Center or WaterMark 920, you will find the ideal site for your meeting or convention needs.

The Muskegon area is located on the west coast of Michigan. Easy access - just an hour and a half drive from Lansing and a three-hour drive from Detroit.



Farmers Market

A new farmers market and pavilion is the latest addition to the downtown area. Stop in on Thursdays or Saturdays for local produce, fruits and products.



Yoga on Deck

Experience this donation-based yoga class held aboard the deck of the USS LST 393 landing ship. All proceeds benefit the Kids' Food Basket, McLaughlin Grows, and the USS LST 393 Veterans Museum.



Hockey & Events

L.C. Walker Arena is the official home of the Muskegon Lumberjacks, the Muskegon Ironmen (arena football), and the Muskegon Risers (indoor soccer). Concessions offer a wide selection of food and beverages for fans.





Craft Beer

Craft beer is brewing in Muskegon. The taprooms of Unruly Brewing Company, Pigeon Hill Brewing Company, and Fetch Brewing Company offer a fun urban atmosphere.



Dining

Muskegon offers a wide variety of culinary adventures. Tantalize your taste buds at the Hearthstone Bistro or Se4sons Gastropub. Take in waterfront dining downtown at the Lake House Grille or Dockers Fish House and The Deck at Pere Marquette beach.



Winter Activities

Feel like an Olympian at the Muskegon Winter Sports Complex as you slide down one of only four luge tracks in the United States. Great corporate team building opportunities with miles of cross-country skiing, ice rinks and skate rental, and of course the luge for all those brave enough to scream like a 10-year-old girl.



Amusement Parks

Michigan's Adventure is the state's largest amusement and water park. Thrill seekers can experience Michigan's longest and fastest wooden roller coaster, Shivering Timbers, or barrel roll and loop their way around the inverted roller coaster, Thunderhawk.



Festivals & Live Music

Muskegon County is known for its annual music festivals, held at Heritage Landing on Muskegon Lake. Experience the Michigan Irish Music Festival, Unity Christian Music Festival, the Shoreline Jazz Festival, and many more. For a more casual atmosphere, check out the Watermark 920 or Unruly Brewing for a range of live music events.



Golf

Muskegon County boasts over 15 golf courses. Lush greens and rolling fairways can be found at Stonegate Golf Club and Lincoln Golf Club.



Shoreline Inn & Conference Center



Muskegon
COUNTY 800-250-9283
www.visitmuskegon.org

   

WATCH MUSKEGON