



# 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 referrals
- Tour/itinerary referrals

### PROMOTION SERVICES

- Local convention notice
- Image library
- Promotional items and brochures
- Promotional video use
- Convention micro-site



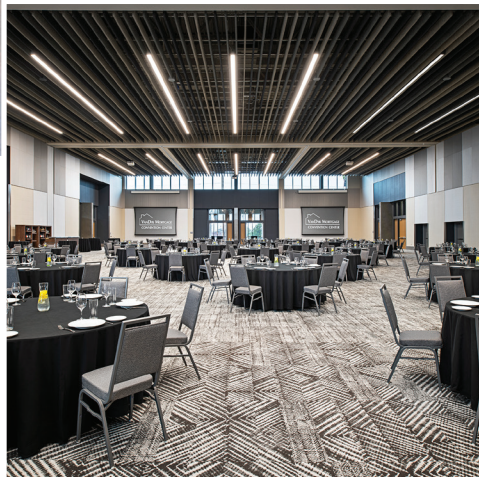
**Amber Mae Petersen**, Sales Executive  
A West Michigan native, Amber Mae knows the special places that will make your next meeting or event a success. Contact Amber to set up a site visit!

**[ambermae@visitmuskegon.org](mailto:ambermae@visitmuskegon.org)**  
**Direct: 231-402-1721**  
**800-250-9283**





# VanDyk Mortgage Convention Center



## Space

VMCC features 37,700 square feet of total meeting space; a 16,550 square foot, clear span ballroom; and up to 13 breakout rooms.



## Amenities

VMCC offers on-site food and beverage, audio visual, WI-FI enabled high speed internet, and an abundance of complimentary parking.



## Location

VMCC is located in the heart of Downtown Muskegon, just across from Muskegon Lake. VMCC is part of the Downtown Muskegon Social District, and surrounded by many local restaurants, breweries and boutique shop.



## Additional Meeting Venues

Muskegon County offers a variety of hotels, unique meeting venues, and complimentary convention services to make your next event a success!

- Barclay Place
- The Barrel Room at Wonderland Distillery
- Bella Maria's Event Center
- The Block
- Delta by Marriott Muskegon
- Century Club Ballroom
- Fricano Event Center
- Greater Muskegon Women's Club
- Muskegon County Club
- Shoreline Inn & Conference Center

See all Muskegon County event venues at [www.visitmuskegon.org](http://www.visitmuskegon.org), or scan the QR code below.

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### Delta by Marriott Muskegon

Full-service hotel with 200 guest rooms and adjoining to the VanDyk Mortgage Convention Center. Directly across the street from the Frauenthal Center and adjoining to the VanDyk Mortgage Convention Center.



### Muskegon Country Club

The event space at the Muskegon Country Club features an upscale atmosphere, boasts beautiful lakeshore views, grand windows, an abundance of natural light, and an exquisite menu.



### Shoreline Inn & Conference Center

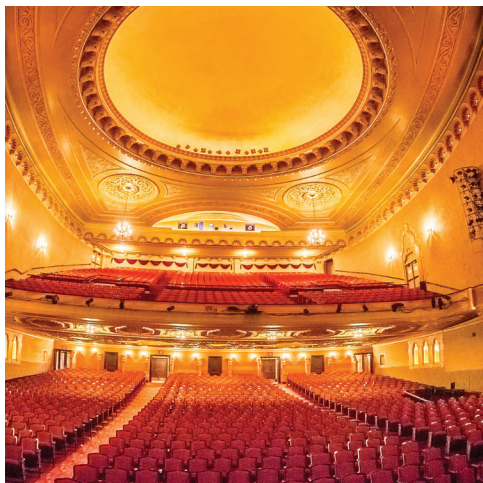
Situated on the shores of Muskegon Lake, the 140-room Shoreline Inn & Conference Center offers 4,100 sq. ft. of versatile space for meetings and events from 25 to 300. The full-service facility includes the Lake House Waterfront Grille and a 114-slip marina.



### Barclay Place

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.





### 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.



### Hackley Hume Historic Site

Located within the City Barn between the Hackley and Hume historic homes, this meet space will have your group immersed in the life of an 1890 lumber baron.



### 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.



### USS LST 393

USS LST 393 is a unique and historic facility ready to host your next social, corporate, or special event. Nestled at the foot of downtown Muskegon on beautiful Muskegon Lake, LST 393 provides an outstanding backdrop for your next event.

## Unique Meeting Venues

Muskegon County offers a variety of unique meeting venues, creating immersive experiences for your next event.

- Frauenthal Center
- Hackley & Hume Historic Site
- Muskegon Farmer's Market
- Muskegon Heritage Museum of Business & Industry
- Muskegon Museum of Art
- Muskegon Museum of History & Science
- Muskegon Luge Adventure Sports Park
- Trinity Health Arena
- USS LST 393
- USS Silversides Submarine

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## Area Attractions

Muskegon is conveniently located an hour and a half from Lansing and three hours from Detroit. Our regional airport offers multiple flights daily to and from Chicago O'Hare International. Muskegon offers great facilities, locally inspired dining, craft beverages, festivals and events, and so much more.

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 brand new VanDyk Mortgage Convention Center, 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.

### Social Districts

Muskegon County has three social districts; designated areas that allow patrons to purchase an alcoholic beverage in a specially marked to-go cup. The beverage can then travel outdoors within the perimeters of the social district.



### Museums

Victorian houses, steam engines, world class art, and a life sized mastodon. What do these all have in common? You can see them right here at Muskegon's museums!



### 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







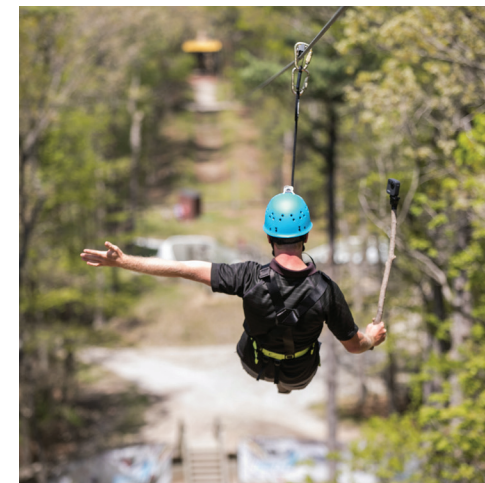
### Craft Beer & Cocktails

Craft beer and cocktails are brewing in Muskegon. Breweries such as Unruly, Pigeon Hill, and Fetch Brewing Company offer a fun urban atmosphere.



### Dining

Muskegon offers a wide variety of culinary adventures. Tantalize your taste buds at Capone's Speakeasy or the Hearthstone Bistro. Take in the beauty of Muskegon Lake from the Lake Bluff Grille at Muskegon County Club or catch a tune and a summer sunset overlooking Lake Michigan at The Deck. .



### Muskegon Luge Adventure Sports Park

Feel like an Olympian at the Muskegon Luge Adventure Sports Park as you slide down one of only four luge tracks in the United States. Great corporate team building opportunities are available with a mega dual zip line, hiking trails, miles of cross-country skiing, ice rinks and skate rentals.



### Michigan's Adventure

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 & Events

Muskegon County is known for many of its annual events. Experience Burning Foot Beer Festival on the shores of Lake Michigan, the Michigan Irish Music Festival, Unity Christian Music Festival or the Lakeshore Art Festival!



### Golf

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





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