

Your Muskegon BRT Partners



Muskegon Community College

M E D C

MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



EMPLOYERS ASSOCIATION
OF WEST MICHIGAN



DOWNTOWN MUSKEGON NOW



Muskegon Area First



Grand Rapids Opportunities for Women



Michigan Manufacturing
Technology Center-West



FOR THE LIFE OF YOUR BUSINESS



WHITE LAKE AREA
CHAMBER + VISITORS BUREAU
Montague • Whitehall
MICHIGAN



POWERED BY
MUSKEGON AREA FIRST



START
GARDEN

Contact us:
Muskegon Area First or
Lakeshore Chamber of Commerce
231-722-3751



Your connection to
Knowledge
Networking
Resources
Success

WHO SHOULD USE THE BRT?

Whether a business is in the idea, start-up, sustaining or expansion stage the BRT has resources to help. The BRT partners work with businesses in most industries.

HOW CAN THE BRT HELP BUSINESSES?

- Advocacy & Public Policy
- Business Expansion Support
- Manufacturing Technical Support
- Market Research
- Business Planning, Strategy Development & Mentoring
- Workforce Development & Training
- Financial/Capital Resources
- Product Development
- Import & Export Assistance
- Internship Programs & Services
- Marketing
- Meeting Space
- Entrepreneurial Development
- Networking Events
- Business Incubation & Support
- Selling to the Government
- Human Resource Management & Related Issues
- Governmental Regulations

What is the Muskegon Business Resource Team (BRT)?

THE MUSKEGON BRT IS A BUSINESS OUTREACH PROGRAM

comprised of several local, regional, and state organizations who educate local businesses as to various programming, incentives, and services available to help them stay and grow in Muskegon County. The BRT is a one-stop source assisting companies with their business concerns and connecting them to applicable resources.



WHAT ARE THE GOALS OF THE BRT?

The BRT is very supportive of business in Muskegon County and seeks to continuously improve the county's business climate. The BRT goals include:

- **Listening to business concerns and connecting** them to services that will help address concerns. For example, partners can help with workforce issues, facility or product expansion plans, zoning or other governmental compliance issues, and more.
- **Communicating information** that will be helpful to local business.
- **Seeking the input of businesses** on the level of satisfaction of doing business in Muskegon County and respective municipalities.
- Helping identify ways to **improve the business climate** in Muskegon County.

IS THERE A FEE?

There is no fee to meet with the BRT. There may be additional services provided at a cost.

flexible solutions for your business needs

Services and costs would be detailed by the BRT partner prior to engagement in any such work.

HOW WILL THE BUSINESS' INFORMATION BE USED?

Information obtained will be used confidentially for the purposes of connecting the appropriate resources to the business. For example, if a company is interested in business succession planning, a referral to the appropriate BRT partner would be made. The company would be connected only with the BRT partner specific to the business need.

WILL THE BUSINESS BE COMMITTED TO USING THE RESOURCES OFFERED?

A business is under no obligation to use any services a result meeting with a BRT partner. It is completely the business' decision whether or not to work with a BRT partner.

FLEXIBLE SOLUTIONS

BRT partners provide assistance in various areas affecting business development. The BRT can help local businesses remain sustainable and competitive.

I AM INTERESTED. HOW DO I GET STARTED?

There are 3 ways to begin:

- Call Muskegon Area First or the Muskegon Lakeshore Chamber of Commerce at 231-722-3751, Monday-Friday and ask for the Business Resource Team.
- Obtain a referral during a meeting with a BRT Partner in which additional needs are discussed.
- Schedule a meeting during a BRT networking event.

The logo for 'WATCH MUSKEGON' features the word 'WATCH' in blue, 'MUSK' in orange, and 'EGON' in green, all in a bold, sans-serif font. The letters are stacked vertically.