

Press Release  
For Immediate Release  
March 3, 2026

Contact:  
Carla Flanders  
616-893-5459

[carla@cmfmarketing.org](mailto:carla@cmfmarketing.org)



## **Muskegon Arts and Culture Coalition Contribute Nearly \$50 Million to Local Economy**

MUSKEGON, MI – The Muskegon Arts and Culture Coalition (MACC) is a collaborative network of leading arts and cultural organizations dedicated to strengthening the region’s economy, enhancing quality of life, and attracting and retaining talent throughout Muskegon County.

Newly compiled 2024 data highlights the Coalition’s measurable impact across the region. Participating organizations reported a combined total attendance of 579,096, including libraries, museums, theaters, concerts, and cultural programs. ***These activities generated a total estimated economic impact of nearly \$50 million reinforcing the arts and culture sector as a key contributor to Muskegon County’s local economy.***

In addition to economic contributions, MACC organizations collectively employ 787 full-time and part-time staff, demonstrating the sector’s role as a significant local employer. Educational engagement also remains a central focus, with over 60,000 students (age 18 and under) participating in arts, cultural, literacy, and educational experiences in 2024.

Through strategic collaboration, shared advocacy, and community-focused programming, MACC represents a unified voice for the county’s vibrant arts and culture sector. Its member organizations work collectively to support tourism, education, workforce development, and economic growth while ensuring that arts and culture remain accessible to residents of all ages.

Across the year, MACC organizations presented an impressive 2,934 exhibits, shows, concerts, plays, literacy activities, and related programs, providing consistent opportunities for community enrichment and lifelong learning.

“The Muskegon Arts and Culture Coalition showcases the collective strength of our cultural institutions,” commented Carla Flanders, MACC Director and owner of CMF Marketing & Events. “Together, we are driving economic activity, supporting jobs, engaging youth, and creating meaningful cultural experiences that make Muskegon County a vibrant place to live, work, and play.”

All economic impact figures are conservative estimates based on information provided directly by MACC organizations and put together by Visit Muskegon. These numbers reflect both direct organizational spending and the broader ripple effect created through visitor activity that supports local businesses, restaurants, and hospitality venues.

Survey participants in the MACC 2024 impact report include:

- Arts Council of White Lake
- Blue Lake Fine Arts Camp and Concerts
- Frauenthal Center
- Hackley Public Library
- Lakeshore Museum Center
- Muskegon Area District Libraries
- Muskegon Civic Theatre
- Muskegon Community College Arts
- Muskegon Museum of Art
- The Playhouse at White Lake
- USS Silversides Submarine Museum
- West Michigan Symphony

Collectively, these organizations preserve local history, inspire creativity, provide educational programming, and foster community connection across generations. MACC also serves as a resource for regional leaders, businesses, and policymakers by illustrating how closely arts and cultural institutions are tied to economic development, talent attraction, and community well-being.

“Residents are the main beneficiaries of Muskegon County’s robust arts and cultural scene with the programming and local jobs they offer, but these organizations also attract thousands of daytime and overnight visitors, providing significant spending in

Muskegon County and throughout West Michigan,” said Bob Lukens, Director of Visit Muskegon, the countywide destination marketing organization.

As Muskegon County continues to grow as a destination for arts and culture, MACC remains committed to collaboration, accessibility, and sustained impact for future generations.

While these numbers reflect the 2024 data, MACC is already working on collecting information for 2025 to continue measuring and showcasing the growing impact of the arts and culture sector.

**About Muskegon Arts & Culture Coalition:**

For more information about the Muskegon Arts & Culture Coalition click [HERE](#). Please also visit our [website](#), [Facebook](#) or [LinkedIn](#) page.

###