What is the Muskegon Business Resource Team (BRT)?

The Muskegon BRT is a client focused business collaborative created to offer responsive business solutions to entrepreneurs and businesses.

Flexible solutions for your business needs

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 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.

- Encouraging innovation and entrepreneurial development by providing access to coaching, start-up financing, and collaborative work space to accelerate growth.

- 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. 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.