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Home < <https://livability.com> > MI < <https://livability.com/mi/> > Muskegon < <https://livability.com/mi/muskegon/> > Uncategorized < <https://livability.com/mi/muskegon/uncategorized/5-reasons-to-move-to-muskegon-mi/> > 5 Reasons to Move to Muskegon, MI

5 Reasons to Move to Muskegon, MI

Explore five reasons why the Muskegon Lakeshore region should be your next destination.

By Kelly Rogers on October 1, 2024



Jeff Adkins

Muskegon, MI, is a great place to put down roots.

Situated along the picturesque shores of Lake Michigan, the [Muskegon Lakeshore](https://livability.com/muskegon-lakeshore/) region is a vibrant community bursting with life and warmth. With a blend of cultural richness, natural beauty, community spirit and business opportunities, Muskegon is a compelling place to move.

In This Article

1. Amazing Arts Scene

2. Lake Living

3. Community Events

4. Delightful Downtown

5. Business Friendly

<https://traveltips.org/>, a stunning venue with an ornate stage and gorgeous outdoor marquee, hosts a variety of performances, including the beloved annual “Nutcracker” ballet by the [West Michigan Youth Ballet](https://wmyb.org/) < <https://wmyb.org/>> . And don’t miss the [Buster Keaton Film Festival](https://www.visitmuskegon.org/event/buster-keaton-film-fest/4327/) < <https://www.visitmuskegon.org/event/buster-keaton-film-fest/4327/>> , a cinematic celebration that adds a touch of nostalgia to the city’s artistic landscape.

2. Lake Living

Living on the lake is a guaranteed ticket to a lifestyle that celebrates the beauty of nature, the thrill of adventures and the serene moments that come from living by the water’s edge. Granted, the aesthetics are incredible – those Lake Michigan sunrises and sunsets are hard to beat. But the “lake life” culture is just as much a draw as the beautiful views, encompassing everything from water sports to beachside bars and restaurants with fellow residents who have embraced a more laid-back way of life.



Nathan Lambrecht

Situated on Lake Michigan, Muskegon sunsets are hard to beat.

3. Community Events

The Muskegon Lakeshore region knows how to celebrate, and its calendar is filled with events that bring the community together. From the [Michigan Irish Music Festival](https://michiganirish.org/) < <https://michiganirish.org/>> to the [Taste of Muskegon](https://www.tasteofmuskegon.org/) < <https://www.tasteofmuskegon.org/>> , these festivals run the gamut. The [Lakeshore Art Festival](https://lakeshoreartfestival.org/) < <https://lakeshoreartfestival.org/>> showcases the creativity of local artists, while the [Burning Foot Beer Festival](https://burningfoot.beer/) < <https://burningfoot.beer/>> , Michigan’s only barefoot beer festival on the beach, adds a unique and flavorful twist to the festivities.

4. Delightful Downtown

[Downtown Muskegon](https://downtownmuskegon.org/) < <https://downtownmuskegon.org/>> comprises a rich blend of boutiques, breweries and other attractions. Whether you’re exploring the year-round farmers market with its 150 vendors, trying your hand at ax throwing, or sampling craft brews at the local breweries and distilleries, there’s always something to do. The [Lakeside](https://muskegon-mi.gov/explore-lakeside) < <https://muskegon-mi.gov/explore-lakeside>>



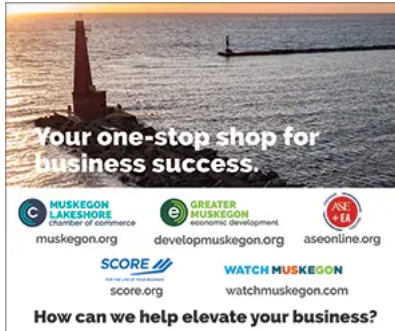
Muskegon is a great place to work, especially for small businesses and entrepreneurs. With organizations like the [Muskegon Lakeshore Chamber of Commerce](https://www.muskegon.org/) < <https://www.muskegon.org/>> , the [Muskegon Angels](https://muskegonangels.com/) < <https://muskegonangels.com/>> , the [Muskegon Inventors Network](https://www.minventors.com/) < <https://www.minventors.com/>> and the [Michigan Small Business Development Center](https://michigansbdc.org/) < <https://michigansbdc.org/>> , there's unparalleled support here. [The Food, Agriculture, Research and Manufacturing \(FARM\)](https://www.westmichfoodprocessingassn.com/farm) < <https://www.westmichfoodprocessingassn.com/farm>> accelerator offers industrial spaces for innovators, while the Muskegon Innovation Hub provides hands-on assistance and resources. All of these, combined with the dreams and ideas of local residents, make for a thriving entrepreneurial ecosystem.

Get to Know the Muskegon Lakeshore

Want to learn more about living and working in Muskegon? Check out the latest edition of [Livability Muskegon Lakeshore, Michigan](https://livability.com/muskegon-lakeshore/) < <https://livability.com/muskegon-lakeshore/>> .



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