

Community Choice Credit Union opens new member center August 31 in popular Muskegon retail district

Muskegon, Mich., August 29, 2023 – Community Choice Credit Union is opening a brand-new member center highlighting an open-floor concept offering numerous amenities and member accessibility choices in a thriving part of Muskegon near Harvey Street starting on Thursday, August 31.

The new, 3,066 square-foot Muskegon–Harvey Street member center located at 1624 Independence Drive, Unit 1, features state-of-the-art technologies and services such as a self-service coin counting machine and side-by-side interaction at convenient service pods. The member center is convenient for Fruitport Township residents and will also include drive-up interactive teller machines (ITMs) in the near future.

With these and other features available, Community Choice team members and financial counselors can conveniently support members' needs. Members have access to a free coffee bar and informal lounge area while waiting for an appointment. This new member center further cements Community Choice's growing presence throughout the Lakeshore Region and West Michigan.

Community Choice is building upon its already significant presence in West Michigan with this new location, supporting existing member centers in Holland, Michigan Center, Muskegon and Norton Shores. The new Muskegon-Harvey Street member center will replace an existing location on Estes Street in Norton Shores, which will close on Wednesday, August 30.

Muskegon–Harvey Street Member Center Manager Courtney Porrett worked in the credit union industry for 12 years, including the last six with Community Choice following a merger. All Estes Street team members will be moving to similar roles at the member center ensuring members will continue to see familiar faces and work with experienced professionals.

"We have numerous members who live or work nearby, and this member center is not only in a centralized location but offers many new conveniences," Porrett says. "We're excited to have this opportunity to provide even more comprehensive service and better access to our members in such a vibrant area!"

Community Choice purchased the property in 2022, and broke ground that fall. The location includes more than 5,000 additional square feet of leasable space for one or more additional businesses that want to have presence in Muskegon adjacent to a burgeoning group of popular retail stores and restaurants.

The new location offers several features unique not just to existing Community Choice member centers, but most financial institutions in and around the Lakeshore region. In addition to the features mentioned above, the Muskegon-Harvey Street member center offers:

- Ample space for discussing personal and business transactions or to sit down and discuss financial advice or advanced account services
- 24-hour drive-up ATM
- Drive-up window service
- Coin counter machine for member use free of charge

- 24-hour deposit drop box on the building's exterior, ideal for businesses in need of after-hours service

More information will be provided in the weeks ahead on an official grand opening, which will be held by early November, and any ribbon-cutting activities. The Muskegon–Harvey Street member center will host member events and activities at various points throughout the year. Learn more by visiting www.communitychoice.com.