ACTIVITY UPDATE
ALLEGAN COUNTY • FIRST QUARTER 2019

This report is provided to Lakeshore Advantage investors as a quarterly update on activities and initiatives that support primary employers in our region.

2018 ALLEGAN COUNTY SUCCESSES

9 Successful projects
$16.4+ million in private investment
130+ new jobs

CURRENT PROJECT PIPELINE

35 projects in the pipeline
7 projects close to announcement
$282 million in new potential investment
1,778 potential new jobs

COMMUNITY ENGAGEMENT

Lakeshore Advantage Annual Meeting: 1/18/2019
» We shared 2018 successes and a picture of our future, one where current and future generations want to live and work in our vibrant economy.
» Rich Currie, welding instructor of 30 years with the Allegan Tech Center, received the Visionary Award, $500 for him and $1,000 for his school to continue in-demand career awareness efforts.

HIGHLIGHTS

1 Pure Michigan Agricultural Summit
Lakeshore Advantage exhibited at the Pure Michigan Agricultural Summit and promoted opportunities to attend this summit to Allegan County businesses.

The Summit, held March 19th at the Kalamazoo Radisson, was an opportunity for companies with purchasing needs to meet with local suppliers and for local suppliers to make local supplier connections in the industry. The goal of the summit is to make local supplier connections in the industry.

2 Chamber of Commerce Engagement
Lakeshore Advantage recently became Wayland Chamber and Oscego-Plainwell Chamber members, and will soon be Fenville Chamber members. Chamber membership shows commitment and business support to communities. We work with chamber partners to collaborate on economic development and business attraction efforts.

3 Exciting Times Ahead for Allegan
Read Greg King’s blog to gain his perspective on what he is seeing in Allegan County, available in the News & Blogs section of our website.

BY THE NUMBERS

PROJECT TYPE

Project Location

PROJECT STATUS

21% of Going PRO Region 4 awards were made to Allegan and Ottawa Counties. Region 4 is a 13-county region.

MI Total: $29,458,110
Region 4: $9,940,010
Ottawa and Allegan Counties: $2,107,305

ITEMS OF NOTE

In 2018, every $1 invested in Lakeshore Advantage returned $168 in private investment to the community.

MAYOR’S ROUNDTABLE
City of Holland, 2/25/2019

» 70 student leaders
» 9 employers
» Mini-focus groups to gain talent insights
» Haworth, LG Chem, Trans-Matic

GOING PRO AWARDS

PROJECT TYPE

PROJECT LOCATION

PROJECT STATUS

UPCOMING EVENTS

» LAKESHORE SENIOR CAREER EXPO
4/9/2019, 8:30am-11:30am @ Hope, DeVos Field House

» CLEVELAND COMPARATIVE COMMUNITY TOUR
4/24/2019 - 4/26/2019

» STARTUP TO GROWNUP INVESTOR EVENT
5/3/2019, 3:00pm-5:00pm @ Treehuis, Holland

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WEST MICHIGAN’S BUSINESS ADVANTAGE
Investor Update
Allegan County

Lakeshore Advantage

Non-profit local economic development org founded in 2003

Our team
• 12 employees
• Strategic direction from 20-member board

Extended team
• 130 public and private investors
We Serve Primary Employers, from Startups to Grown Ups

Primary employers export goods and services and bring wealth back into the community.

These employers form the very core of our region’s economic vitality.

Lakeshore Advantage Core Focus

1. Maintain a robust primary business base at all stages of development.
2. Tackle talent challenges to overcome barriers to growth.
3. Look forward to ensure long term economic health.

Our Purpose

Ensuring current and future generations want to live and work in our vibrant economy.
Maintain a robust primary business base at all stages of development.

2018 Successes and Expansions

2018 Successes

Allegan County

In 2018

9 projects

$16.4+ million private investment

130+ new jobs
Expansion
$900k investment
Allegan & Trowbridge Twps.

Tackle talent challenges to overcome barriers to growth.
Going PRO Talent Fund
Upskilling the local workforce

$680k for training employees working in Allegan County

Celebrating k-12 education visionaries who positively impact in-demand careers

Visionary Award
2019 Recipient Rich Currie

Welding instructor for 30+ years
Look forward to ensure long term economic health.

Indianapolis, IN
October 2018

Greenville, SC
November 2018

Nashville, TN
March 2019

Cleveland, OH
April 2019

Visit, Explore, Learn, Implement
Learn from the Competition

Holland - Greenville, SC - Mexico

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Thank you