ECONOMIC DEVELOPMENT

Allegan County is the 7th fastest growing county in the state.

- 4 successful projects
- 158 jobs created/retained
- $12.8M private investment
- $2M business support funds leveraged
- 134 meaningful company touchpoints
- 86 one-on-one interactions
- 36% retention visits
- 48 visits

WORKFORCE DEVELOPMENT

- 1,117 students
- 10 schools
- 27 participating manufacturers
- 68 tours
- $714,965 awarded
- 13 companies received funds
- 7.5% of total Region 4 funding
- ~ 750 students
- 23 participating employers

ORGANIZATION DEVELOPMENT

- 9 new investors in our work
- 95% of 2019 contract milestones and metrics achieved
- WestMi.org website launched

2019 COLLABORATIONS, PROJECT ANNOUNCEMENTS AND EVENTS

- JAN: Rich Currie receives Visionary Award @ Annual Meeting
- FEB: Kaidi establishes first U.S. manufacturing facility in Holland
- FEB: Perrigo expands in Holland
- MARCH: Pure Michigan Agriculture Summit
- APRIL: MRCC Union Hall and Apprentice Training Center opens
- APRIL: Koops expands in Holland
- MAY: Perrigo acquires Ranir
- JUNE: 5x5 Night idea pitch competition @ Gentex
- JULY: Hudsonville Ice Cream expands in Holland
- AUG: Allegan City Hall Open House
- SEP: 2019 Economic Update Reveal @ Perrigo
- SEP: SURGE Boostcamp launches w/ 9 startups
- OCT: Discover Manufacturing
- OCT: Allegan County Leadership Summit
- OCT: Gun Lake Casino Announces $100m expansion
- NOV: Elected Officials Reception in Zeeland
ACTIVITY UPDATE
LAKE SHORE ADVANTAGE SERVICE AREA • FIRST QUARTER 2020

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

2020 SUCCESSES TO DATE
- 3 Successful projects
- $20 million in private investment
- 87 new or retained jobs

CURRENT PROJECT PIPELINE
- 31 projects in the pipeline
- 8 projects close to announcement
- $110 million in new potential investment
- 579 potential new or retained jobs

COMMUNITY ENGAGEMENT
Lakeshore Advantage Annual Meeting 1/30/2020
- 2019 success stories were shared that demonstrate how connections with our stakeholders are crucial to economic success.
- Dick Haworth, chairman emeritus, Haworth, and Jim Brooks, chairman, Brooks Capital Management received the 2020 Lakeshore Advantage Visionary Award for their decades of community work.

Take the Survey by 3/31
Future Search 2020
Voices in Action:
Thriving Together
FutureSearch2020.com

HIGHLIGHTS
1 2019 Successful Projects in Review
Visit our 2019 Successful Projects Portfolio highlighting 21 successful projects resulting in 1,000 new or retained jobs and $127M in private investment. Read Amanda Murray’s blog to get a more detailed overview of these projects.
LakeshoreAdvantage.com/news

2 Allegan County Real Estate Spotlight
MiBiz examined commercial development opportunities and challenges throughout the county. Access to broadband and increasing residents’ educational attainment were mentioned as ways to increase economic development countywide. Cheri Schulz, ACEDC board member, was interviewed for her perspective on the local real estate market.

3 Upcoming Career Expo Employer Opportunities
- 2020 Senior Expo
4/14/2020, 8-11:30am @ Hope College DeVos Fieldhouse
CALL FOR EMPLOYERS OPEN THROUGH 3/15. See LakeshoreAdvantage.com/news for employer exhibitor application. 2,000 OAISD students are expected to attend.
- 2020 Student Job Fair/Decision Day
4/14/2020, 8:30-11:30am @ Allegan High School

ITEMS OF NOTE
- Lakeshore Advantage Appoints Three Board Members:
  - Scott Lubbers, Fifth Third Bank
  - Jeff Stutz, Herman Miller
  - Sandra Trammel, Holland Hospital
- Grand Rapids Business Journal’s 50 Most Influential Women include Lakeshore Advantage president Jennifer Owens and three board members: Jane Clark, Holly Johnson and Jennifer Remondino.

- Now Accepting Great Collaboration Stories. Through a partnership with Issue Media Group, we are proactively pitching ideas for news articles that highlight positive impact on our economy or community. Email ideas to emily.staley@lakeshoreadvantage.com.

- Miss the Lakeshore Advantage Annual Meeting?
- Watch video on our website or YouTube Channel
- See pictures on Facebook
- Download 2019 Projects and Achievements from our website
More info at LakeshoreAdvantage.com/events

UPCOMING EVENTS
- “So You’re Expanding” Investor Series Breakfast
3/12/2020, 7:30-9am @ City Flats Hotel, Holland
- Michigan Food & Agriculture Summit
3/17/2020, 8:30-3:30pm @ Lansing Center, Lansing
- Entrepreneurial Support Organization Showcase
3/18/2020, 5-7pm @ Herrick District Library, Holland
- 2020 Senior Expo
4/14/2020, 8-11:30am @ Hope College DeVos Fieldhouse
- 2020 Student Job Fair/Decision Day
4/14/2020, 8:30-11:30am @ Allegan High School

More info at LakeshoreAdvantage.com/events

This report is provided to Lakeshore Advantage investors as a quarterly update on activities and initiatives that support primary employers in our region.
<table>
<thead>
<tr>
<th>COMPANY</th>
<th>INDUSTRY</th>
<th>LOCATION</th>
<th>PRIVATE INVESTMENT</th>
<th>NEW &amp; RETAINED JOBS</th>
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**Totals** $127,458,456 1,000

*Information not available at the time of publication*
## ACHIEVEMENTS

### 2019

#### MAINTAIN ROBUST BUSINESS BASE

- 246 primary employers served
- 21 projects supported
- 1,000 jobs created
- $127M in private investment
- $12M in business support funds leveraged
- 59 startup companies assisted

#### TACKLE TALENT CHALLENGES

- 116 employers engaged in career readiness activities
- 4,301 students educated in local career opportunities

#### LOOK FORWARD TO ENSURE LONG TERM ECONOMIC SUCCESS

- $1.8M raised for economic catalyst fund
- Completed national benchmarking efforts and identified best practices

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**For every $1 invested in Lakeshore Advantage, primary employers returned $82 in investment.**