

ANNUAL INVESTOR UPDATE

Allegan County



LAKESHORE
ADVANTAGE



AGENDA

Organizational Overview

Key Focus

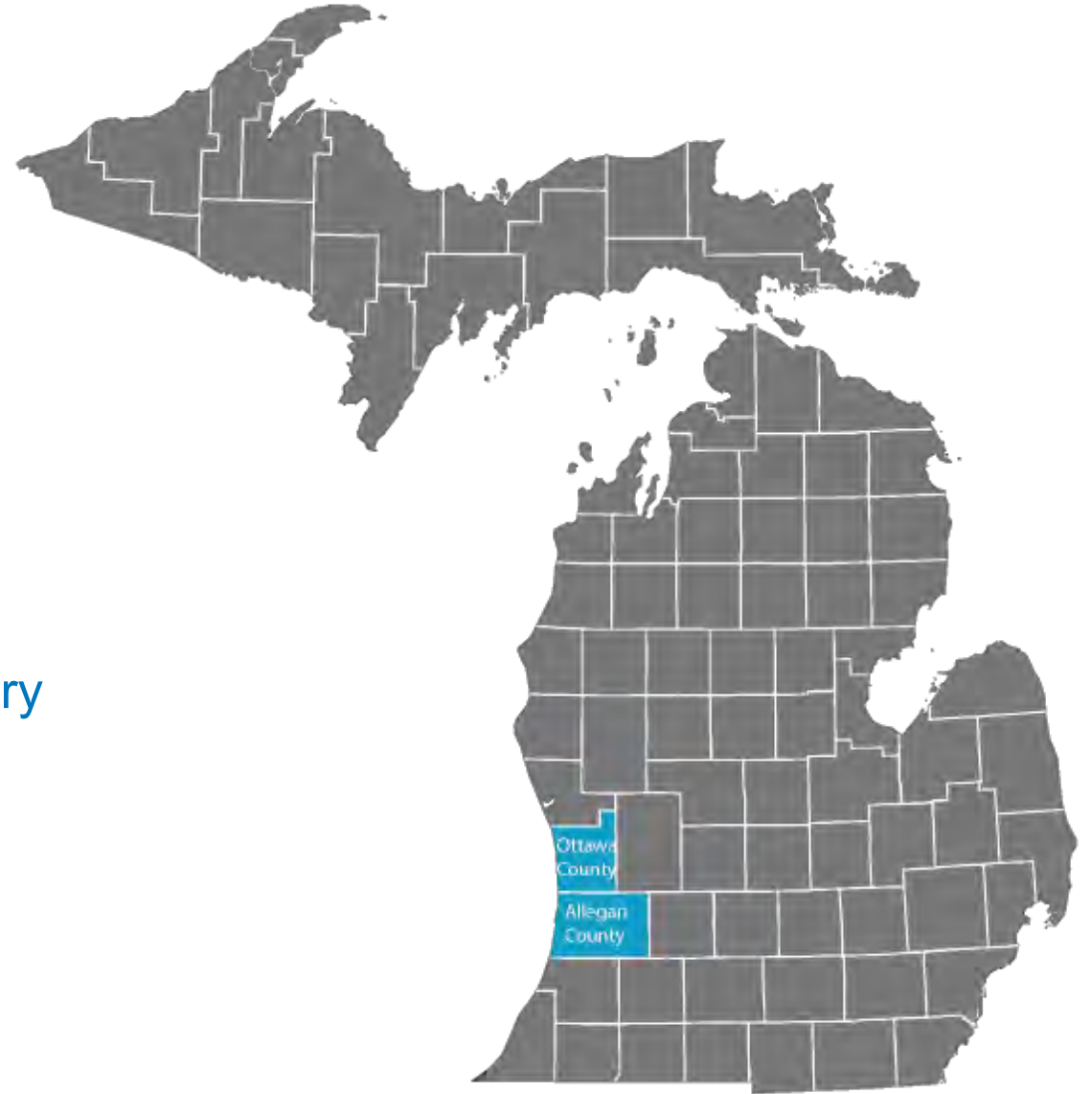
Industry Trends

Upcoming Events



Introduction

- Non-profit established in 2003
- Led by 19-member board of directors
- Growing 10-member team
- Focused solely on current and future primary employers in Allegan & Ottawa counties



LAKESHORE ADVANTAGE CORE FOCUS



Grow



Plan



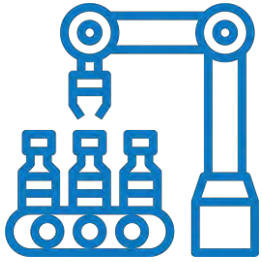
Solve

The Lakeshore Region's GPS—We grow, plan, and solve for a bright economic future.

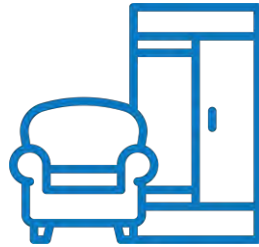


GROW

Top Industries in Our Region



Automation



Furniture and Related Product Manufacturing



Fabricated Metal Product Manufacturing



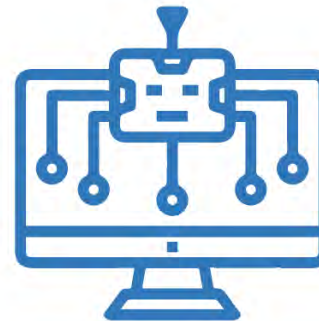
Agribusiness



Aerospace



Food Manufacturing



Computer and Electronic Product Manufacturing

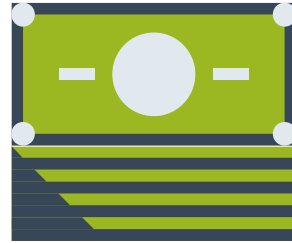


Advanced Energy Storage

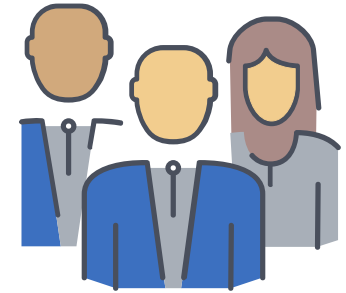
2022 Growth



33 business expansion projects



\$2.3 billion private investment



More than 3,000 new/retained jobs

ALLEGAN COUNTY 2022

17 business expansion projects

\$551 million private investment

2124 new/retained jobs

Act as An Extended Member of Your Team



24

Primary Employers
Allegan County



364

Unique Interactions
in Allegan County



Exceptional Growth

\$436M *in Leveraged Funds*

33 *Successful Projects*



Looking Forward: Project Pipeline

22 total projects in
pipeline

4 projects in Allegan
County



PLAN



Buzzing Center of Innovation





Smart Manufacturing



 **LAKESHORE
ADVANTAGE**

 **Thursday, March 23rd**
8:00 AM - 9:30 AM

 **GRCC Lakeshore Campus**
in Holland, MI

TALENT LEARNING SERIES
Understanding the True ROI of Smart Manufacturing

Sponsored By:

 **DISHER**
Making a Positive Difference®

 **MISSION**
DESIGN & AUTOMATION



Supporting Partnerships



**Allegan & Ottawa
Regional Childcare
Coalition Planning Grant**

**Allegan County Broadband
Committee
Affordable Housing
Assessment**





SOLVE

(Solve) Barriers to Growth

69%

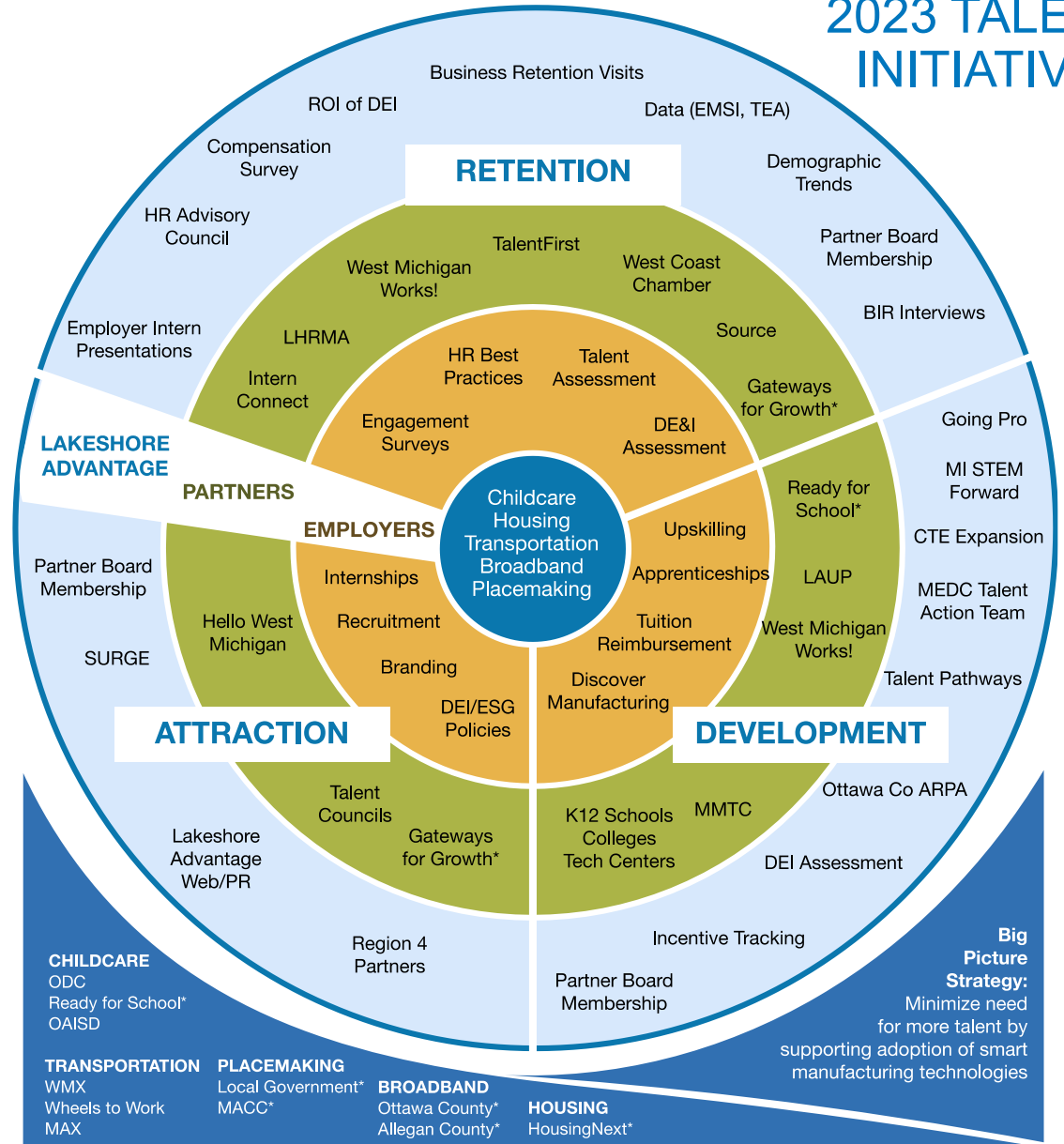
of companies interviewed reported recruitment problems in 2022 compared to **75%** in 2021.



UNDERSTANDING ARRAY OF TALEN RESOURCES

- Filling gaps
- Extending best practices

2023 TALENT INITIATIVES



Retention

Best Practices



HR Advisory Council

Talent First



Aggregating Info



Wage Survey

Development

Lakeshore Advantage



Connect to training funds

ACATEC



Patient Care & EKG Certification Equipment

Talent Pathways Pilot



trans-matic

Attraction

Lakeshore
Advantage



Intern Education

Hello West
Michigan



Marketing

Employers



Non-Traditional
Workforce

Non-Traditional Workforce

Opportunity: Align recruiting and retention strategies to meet priorities of the increasing number of non-traditional workers.

Traditional Workforce

- Compensation
- Titles
- Career & Advancement Opportunities

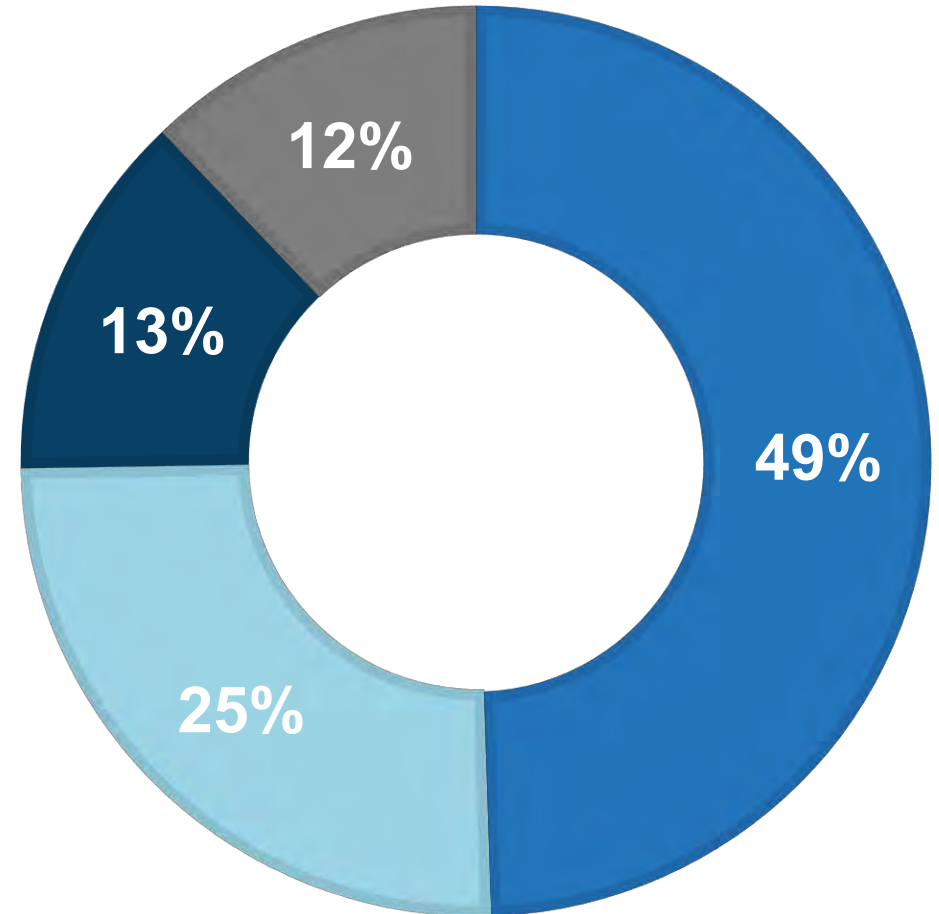
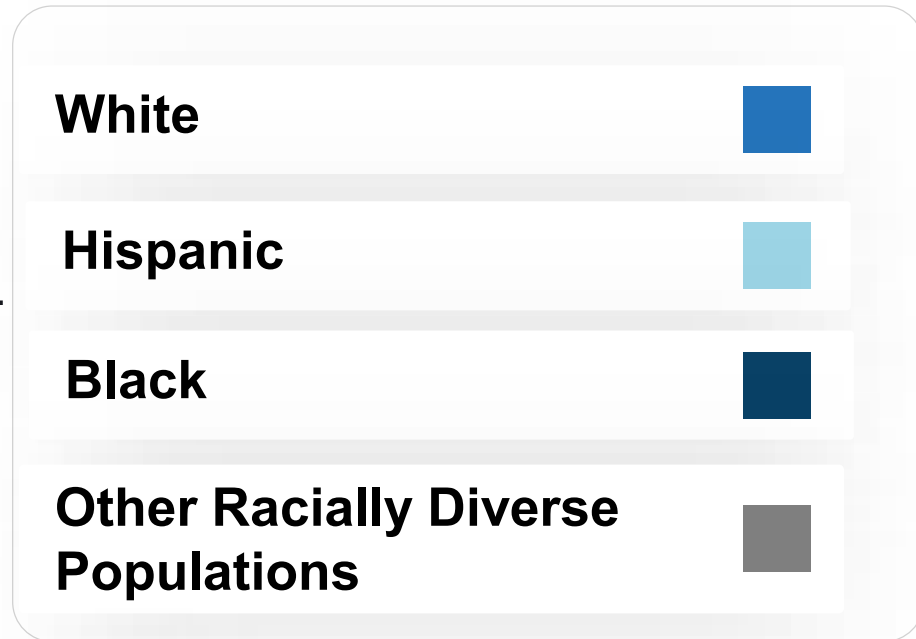
Non-Traditional Workforce

- Workplace flexibility
- Compensation
- Meaningfulness of work
- Support for health & well-being

- 
- Part-time workers
 - Retirees
 - Caregivers
 - Students
 - Contractors
 - Gig economy workers

National Demographic Shifts

U.S. Population Ethnicity Projections - 2045



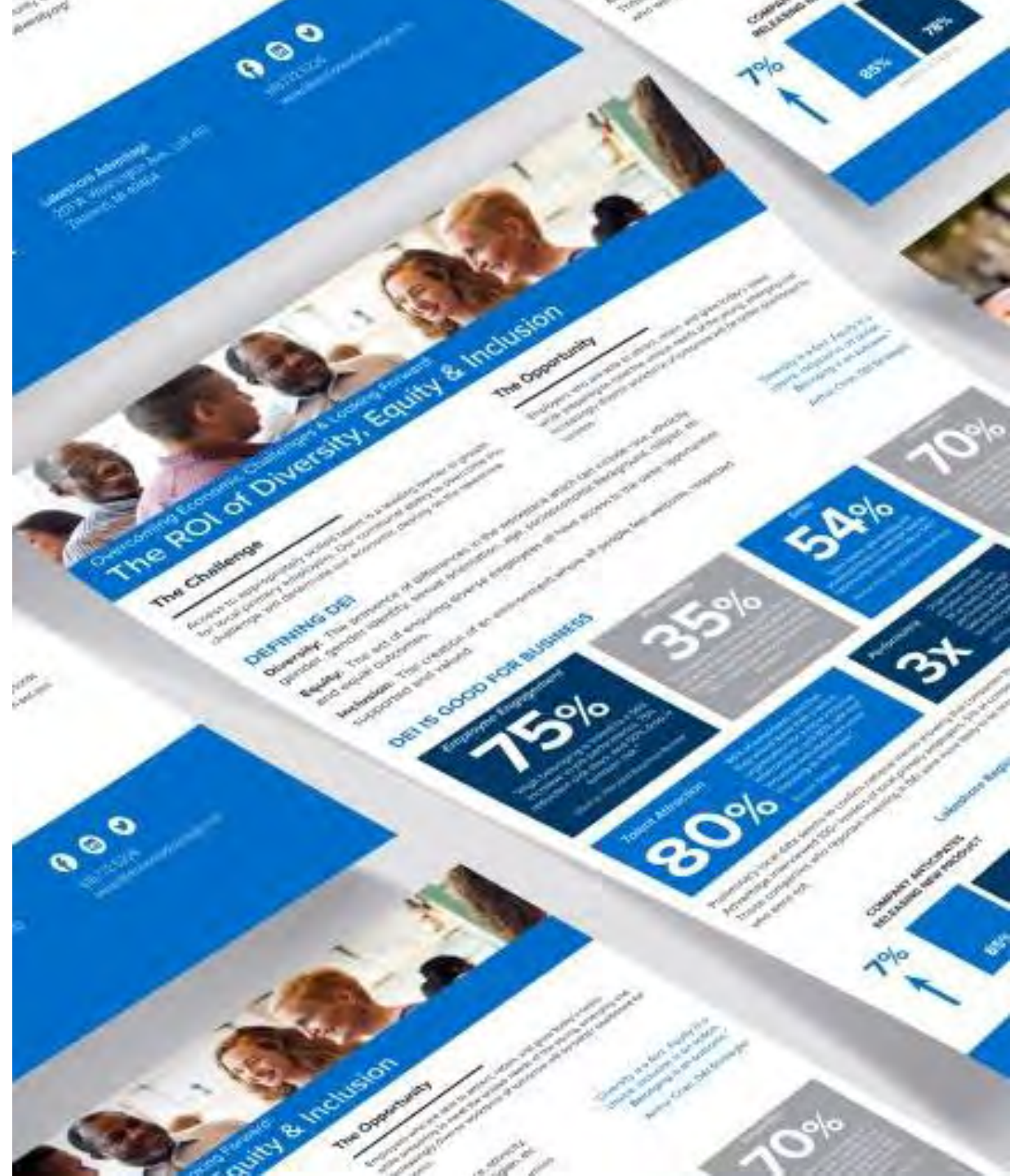
New statistics project that the nation will become “minority white” in 2045.



Emerging Workforce

ROI of DEI

Helping employers understand the business case for leaning into diversity, equity and inclusion best practices.

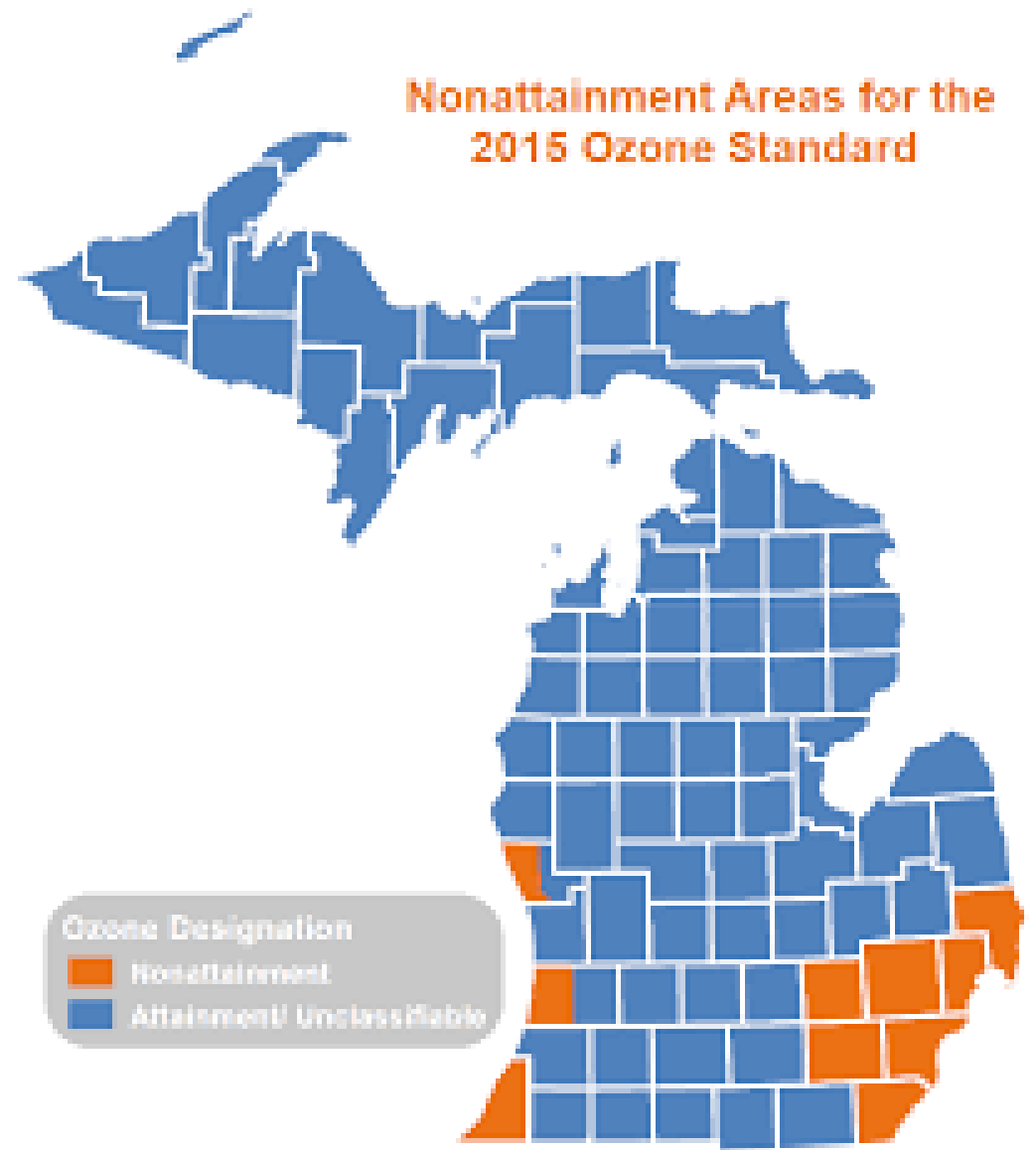


WATCH LIST & INDUSTRY TRENDS



Non-attainment Zones

More Information
Coming Soon!





60%

of respondents are expanding in the next 3 years compared to 69% in 2021

Average dollar amount of expansion: **\$8M**

Average number of new jobs: **19**

Average square footage: **53K sq. ft.**

A snapshot of our regional economy

91% reported total company sales were increasing or stable compared to 83% in 2021



97% reported market share was increasing or stable compared to 95% in 2021

82% were introducing new products, services, and/or capabilities compared to 87% in 2021



Recent Impact Reports

EXPANSION PROJECTS 2022
WE SERVE BUSINESS LEADERS AT CURRENT OR FUTURE OTTAWA AND ALLEGAN COUNTY PRIMARY EMPLOYERS

Company	Industry	Location	Private Investment	New & Retained Jobs
By-Pac International Corporation	Chemical Manufacturing	City of Holland	\$1,262,000	4
Classic Transportation & Warehousing	Warehousing & Storage	Leighton Township	\$8,484,335	10
Coastal Container	Paper Manufacturing	City of Holland	\$25,000,000	156
Cold-Link Logistics	Logistics & Transportation	City of Holland	\$31,360,000	55
DeWyn Metal Solutions	Fabricated Metal Product Manufacturing	Wright Township	\$800,000	225
Electric Steel	Speculative Development	City of Holland	\$312,986	0
Ficores	Medical Device Manufacturing	Holland Charter Township	\$1,200,000	14
Isiako, LLC	Food Processing	City of Coopersville	\$140,000,000	165
Forged By Design	Furniture & Related Products Manufacturing	City of Holland	\$2,270,256	18
Guntex	Automotive Manufacturing	City of Zeeland/Zeeland Charter Township	\$200,000,000	500
Helix CNC	Primary Metal Manufacturing	Holland Charter Township	\$194,833	3
Hortech	Animal & Crop Production	Crookery Township	\$6,639,840	70
Hudsonville Creamery & Ice Cream Company	Food Processing	City of Holland	\$65,703,004	76
Hyperion Automation	Advanced Manufacturing & Automation	City of Holland	\$1,505,201	23
Impact Fab	Fabricated Metal Product Manufacturing	Holland Charter Township	\$4,612,546	15
JR Automation	Advanced Manufacturing & Automation	City of Holland	\$15,000,000	140
KNTe	Apparel Manufacturing	City of Holland	\$432,645	3
Keops	Advanced Manufacturing & Automation	City of Holland	\$2,351,052	35
Lakeshore Industrial Properties	Speculative Development	City of Holland	\$4,936,565	0
Lakeside Aggregate	Building & Construction	Crookery Township	\$4,045,511	35
LG Energy Solution	Battery/Electric Vehicle Production	City of Holland	\$1700,000,000	1200
Metal Flow Corporation	Fabricated Metal Product Manufacturing	Holland Charter Township	\$6,995,486	227
MFP Automation Engineering	Advanced Manufacturing & Automation	Jamstown Charter Township	\$824,013	5
Potts Masonry	Speculative Development	Holland Charter Township	\$134,944	0
Power Manufacturing	Fabricated Metal Product Manufacturing	City of Holland	\$3,784,669	39
RT Baldwin	Furniture & Related Products Manufacturing	Jamstown Charter Township	\$2,676,139	10
Sprinkles Donuts	Food Processing	Jamstown Charter Township	\$606,998	10
Strategic Label	Printing & Related Support Services	City of Holland	\$931,837	15
Symbioke	Furniture & Related Products Manufacturing	City of Zeeland	\$2,500,000	7
Tommy Car Wash Systems	Machinery Manufacturing	City of Holland	\$35,303,586	305
Trigon Steel Components	Fabricated Metal Product Manufacturing	City of Holland	\$197,642	42
Walkers Gardens	Animal & Crop Production	Zeeland Charter Township	\$9,150,000	55
West Michigan Plastics	Automotive Manufacturing	City of Holland	\$823,662	21
Total			\$2,384,135,080	3,352



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INDUSTRY TRENDS REPORT

METHODOLOGY
Lakeshore Advantage and partnering organizations interview over 120 local executives each year to understand growth opportunities and obstacles to growth in Allegan and Ottawa counties. This report includes the analysis of interview responses collected during 2022 and additional data to show key points about the economic health of area employers and the region as a place to do business.

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UPCOMING EVENTS

Destination NEXT 20th Anniversary Celebration

May 24 at 5p - Haworth Conference Center, City of Holland

Economic Development 101

June 7 at 11:30a - Perrigo, City of Allegan

Continue to Maintain Our Foundation



60%
Private Sector



40%
Public Sector +
Contracts & Grants

Every **\$1** invested in Lakeshore Advantage in 2022 returned **\$1,297** dollars in private investment.

FINANCIAL PARTNERSHIP



**LAKESHORE
ADVANTAGE**





THANK YOU

Jennifer Owens, President

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Lakeshoreadvantage.com

