



**LAKESHORE  
ADVANTAGE**

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Strategic Initiatives*

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## Introduction

- Non-profit established in **2003**
- Led by **19-member** board of directors
- Growing **15-member** team
- Focused solely on current and future primary employers in **Allegan & Ottawa counties**

# LAKESHORE ADVANTAGE CORE FOCUS



Grow



Plan



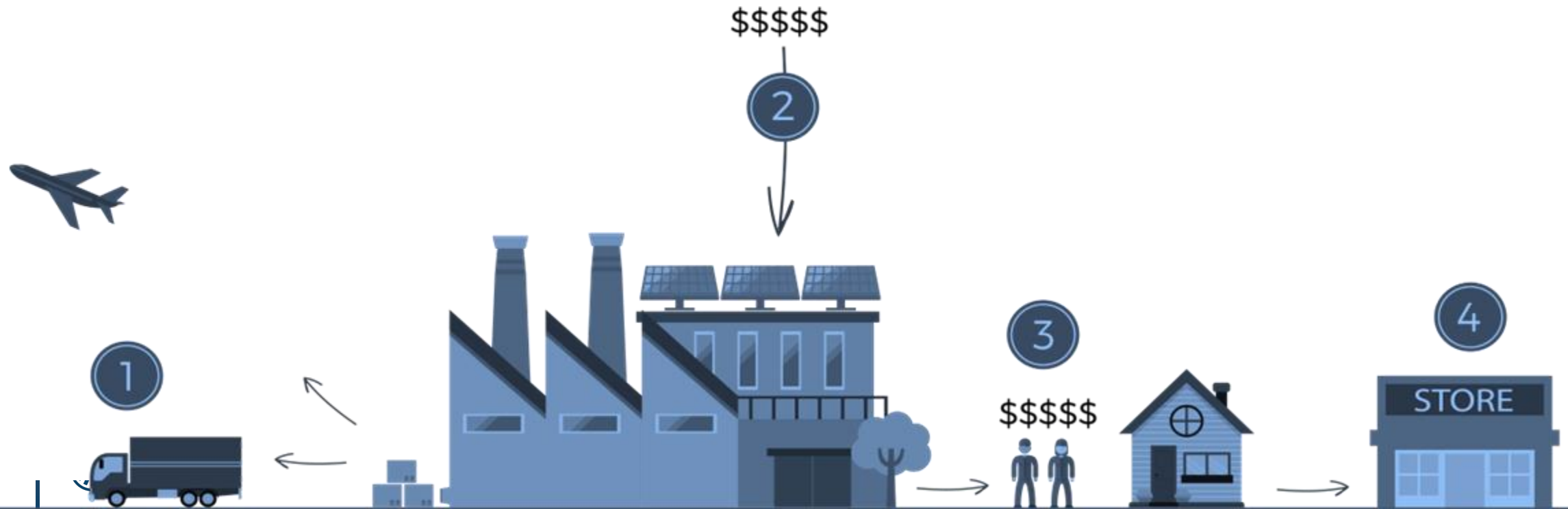
Solve

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

# Maintain A Robust Primary Business Base

Primary employers generate  
Gross Domestic Product (GDP) for our region.

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





# ACTIVITY UPDATE

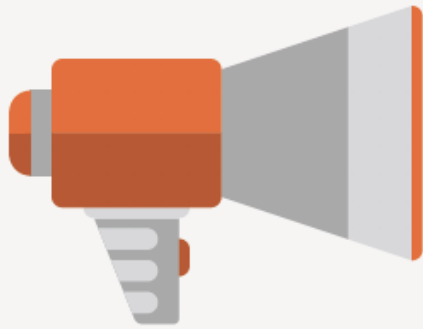
## 2023 Successful Projects & Achievements

Lakeshore Advantage recently released their annual success and achievements report which celebrates substantial business expansion, job creation, and investment in West Michigan's Lakeshore Region.

Full report available at [www.lakeshoreadvantage.com](http://www.lakeshoreadvantage.com)

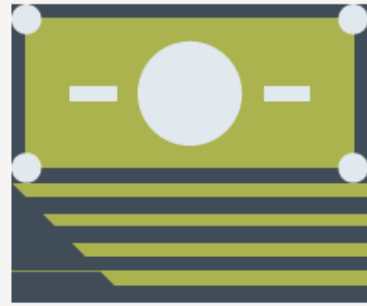


# 2023 SUCCESSFUL PROJECTS



**26**

Successful projects  
(5 in Allegan Co.)



**\$3.2 Billion**

in private investment  
(\$3.1 Billion in Allegan Co.)



**1,091**

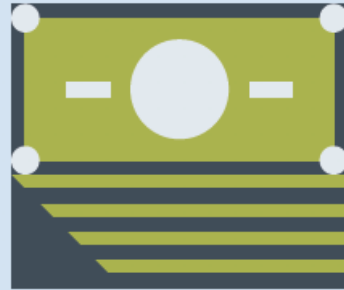
New or Retained jobs  
(399 in Allegan Co.)

# PROJECT PIPELINE



**23**

projects in  
the pipeline  
(10 in Allegan Co.)



**\$1.2B**

in new  
potential  
investment  
(\$1.1B in Allegan Co.)



**765**

potential new  
or retained jobs  
(511 in Allegan Co.)



# 2023 MILESTONES & METRICS

Item	Achieved?	Notes
Seat on Lakeshore Advantage Board	<input checked="" type="checkbox"/>	Rob Sarro
Allegan EDC Board Administration	<input checked="" type="checkbox"/>	4 meetings annually
Primary employer annual outreach plan	<input checked="" type="checkbox"/>	320 significant interactions with 78 Allegan County employers
Annual Business Intelligence Report	<input checked="" type="checkbox"/>	51 Business Intelligence Interviews conducted with Allegan County employers
Attraction on lead submissions, research requests, and site tours	<input checked="" type="checkbox"/>	Ongoing - 15 responses to requests in 2023
Commercial real estate agent outreach and education	<input checked="" type="checkbox"/>	Ongoing (Ex: 2023 Developer Day)
Vacant site and building tours as needed for expanding employers	<input checked="" type="checkbox"/>	Ongoing

Item	Achieved?	Notes
Primary entrepreneur education for high tech/high growth primary employers	<input checked="" type="checkbox"/>	70 startups navigated, \$16M leveraged
Lakeshore Advantage website includes primary employer resources and tools	<input checked="" type="checkbox"/>	New site launched! <a href="http://www.lakeshoreadvantage.com">www.lakeshoreadvantage.com</a>
Digital communications and social media platforms promote Allegan County employer news	<input checked="" type="checkbox"/>	Ongoing
Investor engagement event	<input checked="" type="checkbox"/>	<b>Economic Development 101</b> , Perrigo <b>Developer Day &amp; VIP Happy Hour</b> , Gun Lake Casino

# Our NEXT 3 Years



An ignited startup ecosystem



Industrial sites and buildings available for business expansion



Ample support for growing primary businesses



Know the needs of those who fill in-demand positions



Private and public investment in long-term economic health of the region





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01

# An Ignited Startup Ecosystem





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70

STARTUPS

\$16M

CAPITAL

**SURGE**

POWERED BY LAKESHORE ADVANTAGE



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02

Accelerate  
Growing Industry  
Clusters



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Food Processing &  
Agribusiness

Smart  
Manufacturing

Advanced Energy  
Storage



FEATURED POSTS



PRESS RELEASES

# West Michigan poised for growth in advanced energy storage sector

New report details West Michigan's role and opportunities in energy storage technology development and production...

[READ MORE](#)



# **LT Precision establishes North American headquarters in Allegan County**

- **Supplier of battery cooling plates for electric vehicle manufacturers**
- **70 new jobs**
- **\$43.2 million Investment**



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03

Increase Major  
Industrial Sites and  
Buildings



# Industrial Site Readiness Efforts

- Top barrier to growth for existing employers
- Focused on addressing future needs of existing employers
- Regional collaborative effort with potential support from MEDC grants
- Potential developments in Dorr and Plainwell under consideration for grant funding.



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04

Attracting and  
Retaining Emerging  
Workers



# Talent Initiatives

- HR Advisory Council
- Allegan County Workgroups: Broadband, Housing Stock, Regional Childcare
- Elevate training resources
- Support vibrant downtowns - Revitalization & Placemaking Grants
  - City of Fennville - \$112,500
  - City of Allegan - \$160,000





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05

An Invested  
Business  
Community

# Continue to Maintain Our Foundation



**60%**  
Private Sector



**40%**  
Public Sector +  
Contracts & Grants

Every **\$1** invested in Lakeshore Advantage in 2023 returned  
**\$1,800** dollars in private investment.

**THANK YOU**

Questions?