

2018

Investor Guide



LAKESHORE
ADVANTAGE

2017 IN NUMBERS



Every dollar invested in Lakeshore Advantage returned **\$74 in private investment** to the community.



57 companies attained \$2.4 million in Skilled Trades Training Fund grants to upgrade the skills of new and existing employees.



18 announced business growth projects resulted in over **\$90M in private investment and 650+ new jobs.**



Met with **over 300 local business leaders** to listen to successes and challenges, and create valuable connections for growth.



Supported **49 business expansion projects** in our project pipeline in 2017.

SURGE

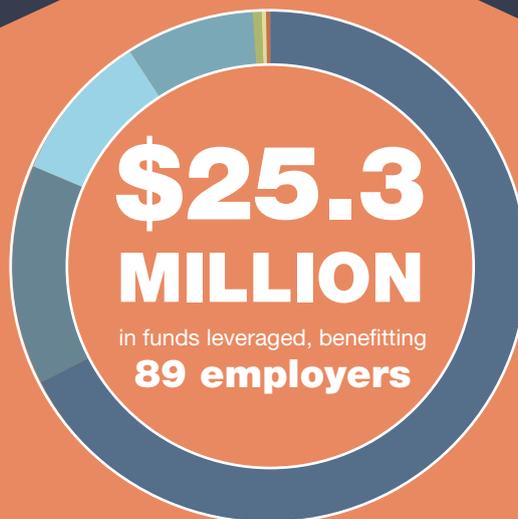
Launched SURGE, a one-stop resource for entrepreneurs who need a powerful boost, an electric push forward to achieve their next milestones.

• **53 entrepreneurs served**

• **\$61K in Business Accelerator Funds** leveraged for **5 startups**



• The Entrepreneurial Support Network provided **\$29K in in-kind services** to complete **6 projects** for startup companies.



- **\$17.1M** in PA 198 Tax Abatements
- **\$3.49M** Michigan Economic Development Corporation State Funds
- **\$2.4M** in Skilled Trades Training Fund Grants
- **\$2M** State Appropriations for Zeeland Interchange
- **\$100K** in Pre-Seed Startup Funding
- **\$92K** in Michigan State Trade Expansion Program (MI-STEP) Grants
- **\$61K** in Business Accelerator Funds



Michigan Smart Coast

- **210 summer interns** attended educational and networking events.
- Extended Michigan Smart Coast brand to **5 partners.**



Educated **over 300 teachers** on regional strengths and in-demand careers.



LAKESHORE ADVANTAGE

Started by forward-thinking business and community leaders in 2003, Lakeshore Advantage works to ensure current and future generations have good paying jobs in a vibrant economy. We do this by focusing on three core areas:



Maintain a robust primary business base at all stages of development



Tackle talent challenges to overcome barriers to growth



Look forward to ensure long term economic health

FORWARD THINKING FOR OUR COMMUNITY

As we look forward to ensure long term economic health, these points describe our three-year vision of the West Michigan Lakeshore economy:

- Our economic indicators show that we are outperforming our peers and making strides toward competing successfully with our benchmark communities.
- Collaboration between employers, schools, nonprofits and public sector leaders has resulted in a significant increase in our skilled trades professional talent pipeline.
- West Michigan has a robust and interconnected startup community that competes for top technical talent.



WHO WE SERVE: Primary employers, from startups to grownups

INVEST FOR THE FUTURE

Our business community culture is driven by innovation. We problem solve. We are a place where dreamers meet doers. The entrepreneurial spirit that started our world-class corporations lives in the individuals who do business here everyday.

People who invest in Lakeshore Advantage care about our community's economic future. **About 60% of our funding comes from approximately 100 private sector investors. The remaining funding is made up of grants and contract for services with public sector partners.** Our business leaders are adept at analyzing risk, planning for the future and understanding a good investment when they see it.



IMPACT INVESTMENT

We recognize the hard work of economic development is shared by every business owner, government leader and employee in our community. It's our region's deeply held values of hard work, team work, innovation and smart investment that have helped us grow and prosper. These values will provide the foundation for future success.

Lakeshore Advantage has earned the trust of over 110 private and public investors who support economic development. Expanding our menu of services to the business community requires continued and new investment. With an **ROI of \$74 in private investment for every \$1 entrusted to us in 2017**, you can be sure your investment will help to generate economic vitality dividends for our community.

Investor Levels

Cornerstone*	\$50,000+
Trailblazer*	\$30,000+
Mentor*	\$20,000+
Advisor*	\$10,000+
Leader	\$5,000+
Emerging Leader	\$2,500+

* Investors at Advisor level and above are considered **Lakeshore Fellows**.

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MAJOR EXPANSIONS

2017 MAJOR COMPANY AND PROJECT EXPANSIONS

Project	Location	Private Investment	Jobs Created
Gentex	Zeeland Charter Twp	\$36,634,000	250
LG Chem	City of Holland	\$18,991,000	250
HTC Logistics	City of Hudsonville	\$7,156,000	17
Plascore	City of Zeeland	\$6,000,000	12
GNS America	Holland Charter Twp	\$3,100,000	30
Davon Manufacturing	Zeeland Charter Twp	\$2,275,000	21
Apex Spring and Stamping	Tallmadge Charter Twp	\$2,244,000	8
Zeeland Farm Services, Inc.	Zeeland Charter Twp	\$2,200,000	2
Trigon Steel	City of Holland	\$1,894,000	22
Conveyor Concepts	City of Coopersville	\$1,892,000	8
Sure-loc/Wolverine Tools	City of Holland	\$1,887,000	6
Walters Gardens	Zeeland Charter Twp	\$1,493,000	2
ITC	City of Hudsonville	\$1,335,000	20
Permaloc	Olive Township	\$1,126,000	10
Constructive Sheet Metal	Allendale Charter Twp	\$1,065,000	12
JIMDI Plastics	Allendale Charter Twp	\$586,000	5
MDOK Apartments/CDBG	City of Zeeland	\$384,000	N/A
Apex Controls	City of Hudsonville	\$206,000	7

These projects represent over **\$90 million** in private investment and **650+ new jobs**.



**LAKESHORE
ADVANTAGE**

West Michigan's Business Advantage

What economic development means to our region:



Retaining competitive, growing employers in the area who increase the wealth and success of their employees to **build strong communities.**



Empowering our future workforce with the education they need to be successful.



Supporting entrepreneurs and start-ups to **bring dreams to life and create jobs.**



Sharing the success of the lakeshore with the world to **attract top-tier talent and new organizations** to our region.



Bringing the public, private and nonprofit sectors together to **build a vibrant future.**



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201 W. Washington Ave Loft 410, Zeeland, MI 49464
616.772.5226 • lakeshoreadvantage.com

