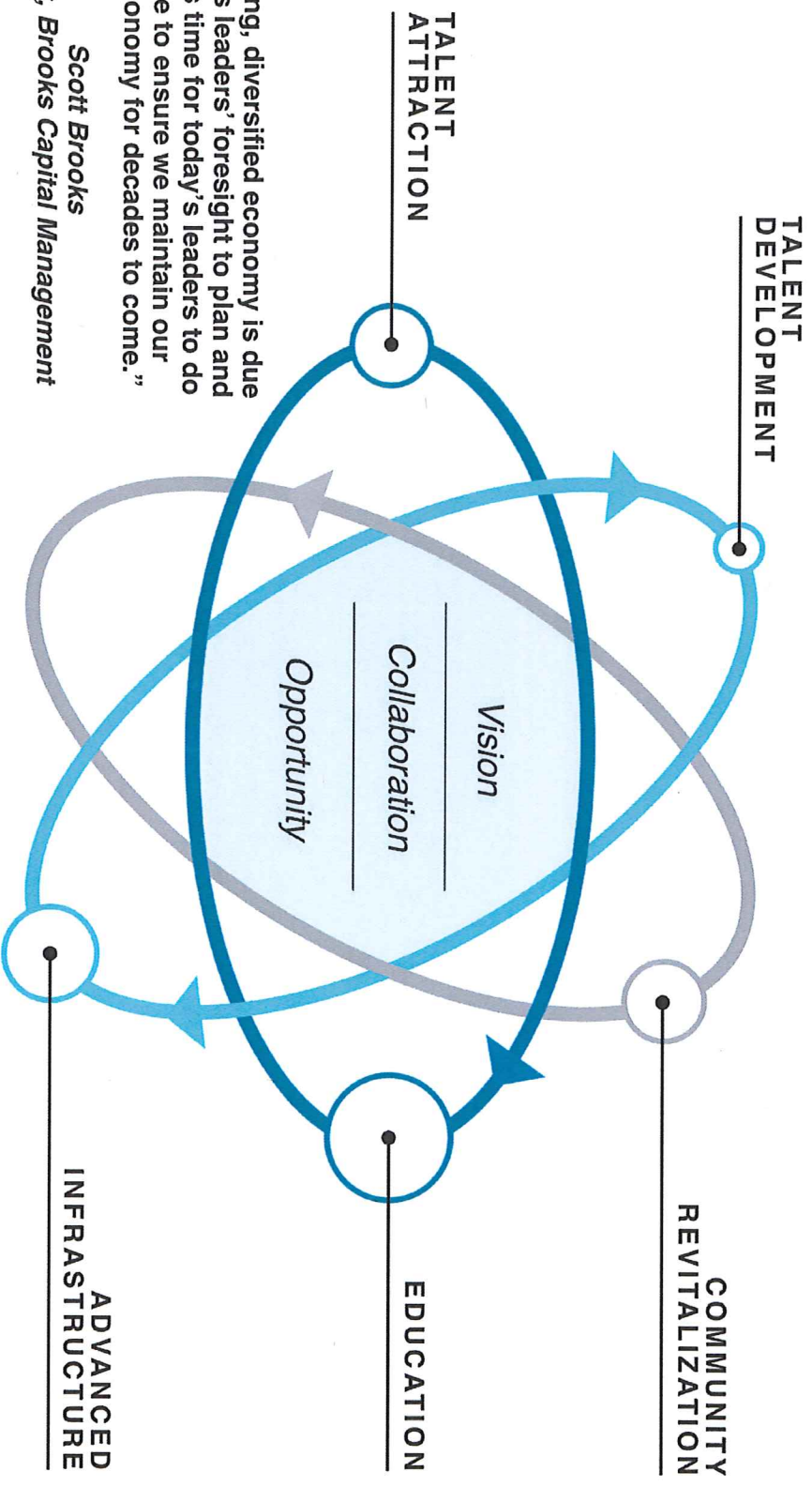


NOW FOR THE Next

CATALYST FOR A HEALTHY ECONOMY



“Our thriving, diversified economy is due to previous leaders’ foresight to plan and invest. It is time for today’s leaders to do the same to ensure we maintain our vibrant economy for decades to come.”

*Scott Brooks
President, Brooks Capital Management*

THE NEW FUND

This **\$2 million** economic growth fund provides a catalytic capital pool to act quickly on opportunities that will positively impact our community’s economic vitality.

HOW THE FUND WILL BE USED

- Continue Lakeshore Advantage anchor investment¹
- Catalytic project development in key opportunity areas
- As critical dollars to initiate or complete catalytic growth projects

These economic steps forward would not have been possible without a dedicated economic growth fund.

2018 +

What's Next?

- 85% of jobs that will exist in 2030 have not yet been invented.²
- There will be as many as 811,000 job openings in Michigan in fields already facing shortages by 2024 that pay an average annual \$60K salary.³
- Some urban planners believe that in 15 years autonomous vehicles will have erased the need for up to 90% of parking lots.⁴

2014

Small businesses have created 62% of all net new private-sector jobs.

Holland SmartZone was established to accelerate early-stage high-tech, high-growth companies.

- 70+ entrepreneurs navigated
- \$126K awarded to startups through Business Accelerator Fund grants
- Navigation services have led to \$1.5M follow-on funding for startups

2009

The Great Recession drives unemployment in our region to 12.5%.

Through the **New North Center for Design**, area business leaders went back to school to focus on design thinking, creative process and innovation.

- 18 cohorts
- 170 graduates
- 250 companies impacted

2008

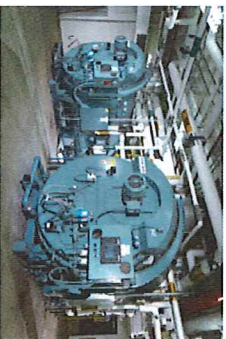
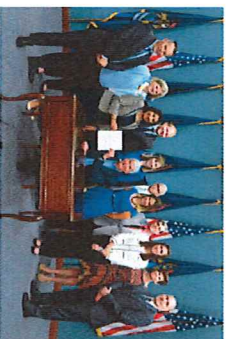
Pfizer closes its doors in Holland.

The **MSU Bioeconomy Institute** becomes a pivotal research institution.

- Anchor company Trident Labs
- Thriving chemistry internship program
- Spinoff company Jolt Energy Storage Technologies

“The environment was created decades ago that made our community such a great place to work and live. My sense of responsibility to give back is really born out of that.”

Scott Spoelhof
Managing Director,
Bayside Capital Management



Lakeshore Advantage ensures current and future generations have good paying jobs in a vibrant economy.



WEST MICHIGAN'S
BUSINESS ADVANTAGE

LAKESHOREADVANTAGE.COM

¹Lakeshore Advantage has received \$50k annually for operations support from the \$1.3M Holland Economic Development Corporation (HEDCOR) Fund established in 2008.

²Institute for the Future Report, Dell Technologies

³Michigan Bureau of Market Information and Strategic Initiatives

⁴University of California Berkeley

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Your attention is needed NOW to be ready for what's NEXT.

!

Contact Information

Name _____

Address _____

City _____ State _____ Zip _____

Email _____

Home phone _____ Work phone _____

Yes, I want to be a leader in our community's economic development by supporting the *Now for the Next* Campaign with a gift of:

\$100,000 \$25,000 Other \$ _____
\$50,000 \$10,000

How can we thank you for this gift when we publicly list supporters of the campaign?
(Ex: John and Jane Smith, Acme Co., Anonymous, The Acme Family Foundation etc.)

Please thank: _____

Commitment Details

- My gift is enclosed
- My gift will be paid by Dec. 31, 2018
- My gift will be made in annual installments as noted below:

<u>Year</u>	<u>Payment Amount</u>
2018	_____
2019	_____
2020	_____

Commitment Signature _____ Date _____

**Please make checks payable to the Community Foundation of the Holland/Zeeland Area and include "Now for the Next" in the memo line.*

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