

Forging a Path:

Lakeshore Companies Thrive

BUSINESS INTELLIGENCE REPORT



LAKESHORE
ADVANTAGE
BUSINESS SERVICES GROUP

The Lakeshore Advantage
Business Intelligence Report
is designed to inform
our community about our
greatest economic asset:
EXISTING BUSINESSES

Each year, the Lakeshore Advantage team visits more than 200 Holland-Zeeland area CEO's, business owners and top managers, leading to more than 80 projects supporting their growth. During the course of the visits, Lakeshore Advantage conducts a formal business opinion survey developed by a nationally recognized organization and used by over 600 economic development groups across North America. The data for this edition of the *Business Intelligence Report* was collected from January 1, 2013 through June 30, 2013.

An Inside Look into the Lakeshore Region

Lakeshore area companies continue to lead the Midwest and U.S. on a variety of metrics. The Business Intelligence Report highlights changing trends, focusing on employment needs, global competition, and emerging opportunities.

LEADING ON A GLOBAL LEVEL

Lakeshore Companies Continue to Grow

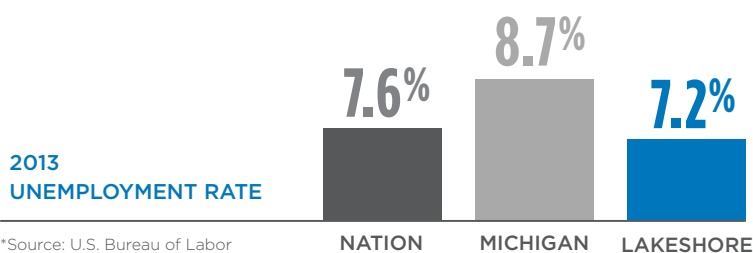
For companies with international sales, the Lakeshore leads both the Midwest and Nation in sales growth; 62 percent of Lakeshore companies report an increase in international sales, while both the Midwest and nation report only 21 percent growth for the same category. The number of Lakeshore area companies reporting an increase in international sales grew 2.5 times between 2010 and 2013.



INTERNATIONAL SALES GROWTH

2013 Employment

The U.S. Bureau of Labor Statistics reports the unemployment rate for Ottawa County was 7.2 percent as of June 2013 compared to 8.7 percent in Michigan and 7.6 percent in the U.S.



*Source: U.S. Bureau of Labor Statistics. Employment rate as of June 2013

Unfilled Positions

EMPLOYMENT IS EXPECTED TO GROW IN THE LAKESHORE REGION

Since January 2013, twenty-eight percent of regional companies have indicated an increase in the number of unfilled positions, illustrating demand for new hires. According to indeed.com on July 30th, 2013, there are 895 full-time and 228 part-time jobs available within a 15-mile radius of Holland-Zeeland.

Exports as Share of Total Output

The Brookings Institution recently published *Michigan's Urban and Metropolitan Strategy*, further validating our findings. Their data show the Holland-Grand Haven Metropolitan Statistical Area ranks second among Michigan regions for exports as a share of total output.

UNITED STATES

EXPORTS **11.4%**
As Shared of Total Output

ALL METRO AREAS

EXPORTS **10.1%**
As Shared of Total Output

HOLLAND-GRAND HAVEN

EXPORTS **19.3%**
As Shared of Total Output

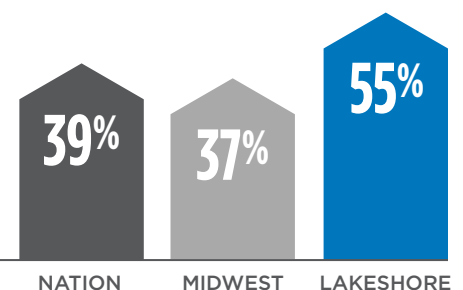
*Source: *Michigan's Urban and Metropolitan Strategy*, Brookings Institute, 2012.

Employee Training Investment

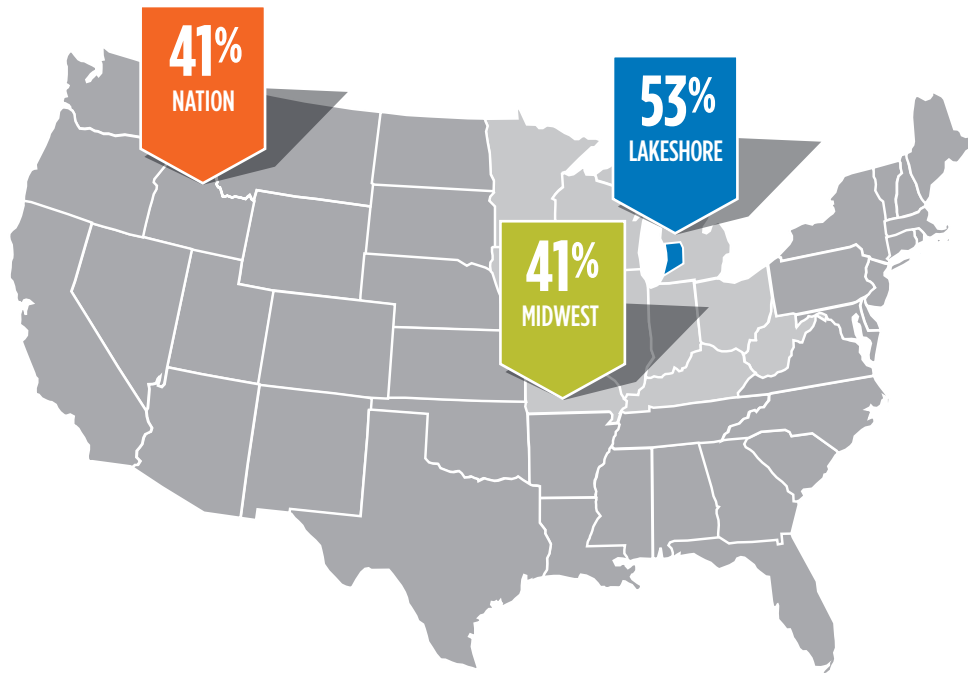
THE EMPLOYEE TRAINING SPEND FOR THE LAKESHORE REGION EXCEEDS BOTH THE MIDWEST AND THE NATION

To date, 55 percent of Lakeshore companies indicated an increase investment in training for employees. Comparatively, only 39 percent of companies in the nation and 37 percent in the Midwest have increased their investment in employee training this year.

2013 INVESTMENT IN TRAINING



Business Intelligence Report Breakdown



Lakeshore Leading the Way in US Companies that Compete on a Global Scale.

Not only are international sales increasing among companies within the region, our area is more heavily concentrated with companies who compete on a global scale.

MOVING FORWARD

Opportunity Lies Ahead for the Lakeshore Region

1

FuturePREP Connections

The FuturePREP Connections program is a coordinated business-education partnership involving students from 6th grade through graduation, providing young people early exposure to a variety of exciting career opportunities in our community. In the 2013-14 school year more than 6,000 students from 7 area school districts will participate. For more information contact Christine Powers at 616.772.5226 x203.

2

STEP Program

Lakeshore Advantage held a State Trade Export Program (STEP) training session in early spring. Twenty-two area companies have participated in the STEP program, which provides grants to companies seeking to start or expand their export sales. Another training will be held this fall. Contact Bruce Cisler at 616.772.5226 x220

3

Developing Talent

Talent development registered as a top priority for Lakeshore Advantage at a recent Board of Directors planning conference. Working with our partners, talent development and attraction will be an even higher priority in the year ahead.



DEDICATED TEAM

Proven Advantage

Our team has extensive experience in all facets of business operations, and is available to help you. Whether you are looking to expand, need assistance with workforce recruitment, or are looking to find resources to purchase new equipment, our team tailors solutions specific to your company. Contact any of the professionals in the Business Services Group today to set an appointment.

RANDY THELEN

President
randy.thelen@lakeshoreadvantage.com

BRUCE ADAIR

Vice President Business Services
bruce.adair@lakeshoreadvantage.com

CHRISTINE POWERS

Director Business Services
christine.powers@lakeshoreadvantage.com

BRUCE CISLER

Director Business Services
bruce.cisler@lakeshoreadvantage.com

Managing Editor, Bruce Adair.

Research Associate Intern, Anna Kaufmann.

© Lakeshore Advantage Business Intelligence Report, 2013.

Excerpts may be used, provided that full and clear credit is given to Lakeshore Advantage with appropriate and specific direction to the original content.

201 W. Washington Ave. Loft 410
Zeeland, Michigan 49464

616.772.5226 / LakeshoreAdvantage.com