

2023

Successful Projects & Achievements

Lakeshore Advantage

Lakeshore Advantage is the economic GPS for Allegan and Ottawa counties—we Grow, Plan, and Solve for a bright economic future.

Lakeshore Advantage programs are focused on supporting businesses that export goods and services outside the region and bring good jobs and wealth in. These companies are considered primary employers and range in size from startup to global corporations.

Our Why

Growing a vibrant economy where current and future generations want to live and work.

Our 10-Year Target

West Michigan's lakeshore region is a business and talent magnet.

Return on Investment

In 2023, for every \$1 invested in Lakeshore Advantage, \$1,800 was returned as an investment to our communities.

3-Year Strategic Focus Areas (2021 - 2023)

1

Investing in Innovation and the Startup Ecosystem

2

Strengthening Our Business Base

3

Advocating for Talent Best Practices

4

Increasing Smart Manufacturing Adoption

In addition to our core focus areas, Lakeshore Advantage plays a supporting role in overcoming economic challenges including:

- Housing
- Childcare
- Transportation
- Career Awareness and Readiness
- Access to Broadband



Lakeshore Advantage
201 W. Washington Ave., Loft 410
Zeeland, MI 49464



p: 616.772.5226
w: www.lakeshoreadvantage.com

By the Numbers

285 PRIMARY EMPLOYERS SUPPORTED WITH RETENTION AND EXPANSION SERVICES

26 BUSINESS EXPANSION PROJECTS ANNOUNCED

1,091 JOBS CREATED OR RETAINED

\$3.2B IN PRIVATE INVESTMENT MADE

\$634.3M IN BUSINESS SUPPORT FUNDS LEVERAGED

73 STARTUP COMPANIES ASSISTED

\$16.6M IN CAPITAL RAISED BY STARTUPS

34 BUSINESS INCUBATOR MEMBERS

36 PUBLIC, NON-PROFIT, STATE, AND REGIONAL BOARDS AND COMMITTEES WITH LAKESHORE ADVANTAGE STAFF SERVING AS MEMBERS TO REPRESENT OUR BUSINESS COMMUNITY



1

INVESTING IN INNOVATION AND THE STARTUP ECOSYSTEM

Lakeshore Advantage is establishing a buzzing innovation center with robust programming and access to strategic capital for startups.

- Broke ground on the Next Center—the lakeshore’s hub for innovation and entrepreneurship. Secured nearly \$10M in funding for this new regional asset.
- Introduced new tools, educational programming, and events to support SURGE entrepreneurs.

2

STRENGTHENING OUR BUSINESS BASE

Lakeshore Advantage is driving regional collaboration to shore up strong business expansion and attraction efforts.

- Hosted tech-focused learning events (e.g. Artificial Intelligence Talks and Chief Technology Officer Round Tables)
- Helped leverage more than \$600M in funding support for growing primary employers.
- Collaborated to identify high priority sites for potential future industrial development.

2023 Achievements



- Supported economic resiliency planning and future use of J.H. Campbell Plant transition—a nearly 2,000-acre redevelopment project.
- Hosted Developer Day for the construction industry, touring nine sites across seven communities.

- Hosted talent learning events and HR Advisory Council to share cutting-edge research and best practices to retain and attract talent.
- Facilitated discussions between local employers and educators to understand workforce training and education needs.
- Helped area employers secure \$5.5M in workforce training grants.

3

ADVOCATING FOR TALENT BEST PRACTICES

Lakeshore Advantage is amplifying and strengthening efforts to attract and retain an emerging and diverse workforce.

- Created report, “Return on Investment of Diversity, Equity and Inclusion Best Practices,” based on area employer and national benchmarks.
- Extended regional talent tools and resources to Human Resources leaders (e.g. Talent First’s Diversity and Inclusion Benchmarking Survey, Discover Manufacturing Tours, etc.).
- Collaborated to secure \$6.1M for revitalization and placemaking projects across West Michigan to create world-class communities.

4

INCREASING SMART MANUFACTURING ADOPTION

Implementing smart technologies is fuel for maintaining a competitive business and a driver of good jobs. Lakeshore Advantage worked to uncover barriers and facilitate avenues of support for the adoption of smart manufacturing technologies for our region’s employers.

- Presented research on local manufacturers’ readiness for smart technologies.
- Guided businesses to smart technology implementation resources. \$175,000 awarded to seven employers in the region from the MEDC Industry 4.0 Technology Implementation Grant.
- Hosted educational opportunities on costs, returns, and more considerations for implementing smart technologies.

2023

Successful Projects

Industry	Company	Location	Private Investment	New & Retained Jobs
Advanced Energy Storage	ATC Drivetrain	City of Holland	\$7,900,000	65
	LG Energy Solution	City of Holland	\$3,000,000,000	0
	LG Energy Solution	City of Holland	\$77,719,709	155
Building & Construction	Advanced Architectural Products	City of Allegan	\$915,000	10
	Fabric Building Covers USA	City of Hudsonville	\$623,000	18
	Lakeshore Industrial Properties	City of Holland	\$5,000,000	0
Chemical Manufacturing	By-Pas International Corporation	Zeeland Charter Township	\$1,176,888	20
Electrical Equipment/ Component Manufacturing	ITC Incorporated	City of Hudsonville	\$1,335,027	0
Fabricated Metal Product Manufacturing	DeWys Metal Solutions	Wright Township	\$3,400,000	80
	Proto Tec	City of Zeeland	\$1,000,000	9
Food Processing	Kent Quality Foods	Jamestown Charter Township	\$7,805,538	2
	Maui Greens	Georgetown Charter Township	\$2,066,798	10
	Total Food Package	Spring Lake Township	\$564,689	23
	West Michigan Beef Company	City of Hudsonville	\$34,920,000	60
Furniture & Related Product Manufacturing	InnerSpace Healthcare	Wright Township	\$4,584,106	130
Logistics & Transportation	Cold-Link Logistics	City of Holland	\$23,357,239	75
	CORE X Hutt	City of Hudsonville	\$7,115,508	0
	RM Trucking	Zeeland Charter Township	\$4,745,050	8
Medical Equipment Manufacturing	hg medical	City of Holland	\$41,008,441	180
Plastics & Rubber Products Manufacturing	Liberty Plastics	Holland Charter Township	\$2,959,272	30
Smart Manufacturing	Altron Automation	City of Hudsonville	\$894,968	0
	Apex Controls	City of Hudsonville	\$1,000,000	90
	Apex Controls	City of Hudsonville	\$205,500	0
	Koops	City of Holland	\$3,007,000	24
Transportation Equipment Manufacturing	Walinga USA	Leighton Township	\$5,880,000	71
Wood Product Manufacturing	Zordan Industries	Holland Charter Township	\$1,626,019	31

Total **\$3,240,199,833** **1,091**