



BUSINESS RETENTION & STRATEGIC GROWTH

- Announced a strategic partnership with The Chamber of Commerce Grand Haven, Spring Lake, Ferrysburg to enhance economic development efforts in Northwest Ottawa County.
- Released the West Michigan Advanced Energy Storage Ecosystem Report in collaboration with our regional economic development partners. The report illustrates how the Lakeshore region is poised to lead in advanced energy technology development and production.
- Launched new research efforts to track the unique needs of each local unit of government.
- Supported Port Sheldon Township as it develops its economic resiliency plan for the retirement of the Consumer's Energy J.H. Campbell facility.
- As West Michigan faces one of the tightest industrial real estate markets in the nation, making it challenging for successful businesses to expand locally, our team worked diligently to expand the region's industrial capacity. In collaboration with landowners, real estate brokers, and developers, we identified suitable locations for industrial development and deployed grant funding to four sites—two in Allegan County and two in Ottawa County.

STRATEGIC INITIATIVES

- Commissioned the Frost Research Center at Hope College to conduct an Allegan and Ottawa County Emerging Worker Survey to better understand the wants and needs of our emerging and diverse workforce. We received 216 responses allowing for a detailed, insightful analysis with results to be shared February 2025. Research and response to opportunities are ongoing.
- Administered funding for three Revitalization and Placemaking projects in Allegan and Ottawa Counties: Fennville Downtown Amphitheater, City of Allegan's Mahan Park improvements, and City of Holland Community Ice Skating Park. Continue to collaborate with economic development partners to secure additional funding in 2025 for eligible revitalization and placemaking projects.

ENTREPRENEURSHIP

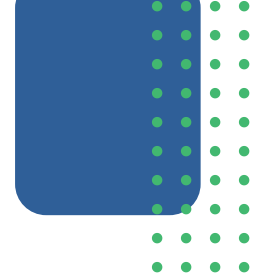
- Completed construction on the \$10.5 million Next Center project. We moved our headquarters to the location alongside dozens of SURGE entrepreneur members. The 20,000-square-foot building is more than just a workspace—it is a space for new ideas and innovation. It is also a showcase for world-class furnishings from local manufacturers including MillerKnoll, Haworth, ROL, and Light Corporation.
- Hosted the SURGE Summit, a new technology conference and extension of Grand Rapids Tech Week. The event showcased our region's entrepreneurship and innovation leadership.
- **ENTREPRENEURSHIP SPOTLIGHT:** Jolt Energy Storage Technologies raised \$4M in its Series A round to advance the development and scaling of its organic flow battery. The innovative, all-organic design offers a sustainable alternative to traditional energy storage by eliminating reliance on mined metals and reducing environmental and supply chain risks. This is one of many Lakeshore region entrepreneurship success stories in 2024.

OUR IMPACT IN NUMBERS

- **16** business expansion projects
- **551** new and retained jobs
- **\$243.9M** invested by private sector
- **\$44.7M** leveraged for business growth
- **299** primary employers engaged
- **67** startups supported
- **37** government and nonprofit boards served by Lakeshore Advantage team

In 2024, for every \$1 invested in Lakeshore Advantage, \$107 was returned to our communities through private investment.

2024 LAKESHORE REGION BUSINESS EXPANSIONS



COMPANY	INDUSTRY	LOCATION	PRIVATE INVESTMENT (million)	JOBS (new & retained)
ALS Environmental	R + D Technology	Holland Charter Twp	\$ 6.5	85
ATC Drivetrain	Advanced Energy Storage	City of Holland	\$ 1.0	72
Budget Branders	Packaging Mfg	City of Holland	\$ 0.6	7
Davon Manufacturing Co. Inc.	Metal Product Mfg	Zeeland Charter Twp	\$ 1.4	20
Fabricated Components & Assemblies, Inc.	Metal Product Mfg	City of Allegan	\$ 1.1	5
Inontime	Logistics & Transportation	Zeeland Charter Twp	\$ 1.2	10
LG Energy Solution	Advanced Energy Storage	City of Holland	\$ 82.0	0
LT Precision	Machinery Mfg	City of Holland	\$ 43.2	70
Natron Energy	Advanced Energy Storage	City of Holland	\$ 40.0	100
PDS Plastics	Plastics & Rubber Mfg	Salem Township	\$ 3.0	19
Perrigo	Pharmaceutical Mfg	City of Holland	\$ 18.6	30
Porter Corp.	Building & Construction	Holland Charter Twp	\$ 2.3	65
Profielnorm USA	Metal Product Mfg	City of Plainwell	\$ 13.5	30
Quest Car Care Products	Consumer Goods	Zeeland Charter Twp	\$ 17.0	5
Scott Aerator Company, LLC	Machine Mfg	Olive Township	\$ 0.4	20
Uniform Color Company	Automotive Mfg	City of Holland	\$ 12.1	13
			\$243.9M	551

IN THE SPOTLIGHT

Lakeshore Advantage worked successfully to attract hg medical to the region. The manufacturer of highly complex orthopedic implants cut the ribbon in September 2024 on a world-class manufacturing operation in the former Johnson Controls, Inc. facility in Holland, bringing nearly 200 good-paying jobs and significantly impacting West Michigan's growing life sciences and medical devices sector.

