



Business Support Activities

The Lakeshore Advantage team has worked to support business expansion projects, startup growth, and forward action on long-term strategic growth. Here's that work in numbers so far this year:

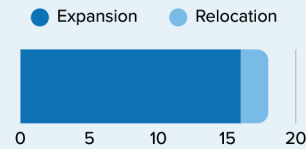
Business Expansions

4
expansions won

630
new and retained jobs

\$654M
private investment

18 additional expansion projects in the pipeline, representing:



346
new jobs

\$369K - \$838M+
private investment projected per project

935
retained jobs

Expansion Spotlight:



Supported by strategic infrastructure improvements, fairlife LLC is investing \$650 million to expand its Coopersville facility. The company is adding 150 jobs and increasing production capacity.

This project strengthens the region's agribusiness cluster, supports local supply chains, and reinforces the Lakeshore as a competitive hub for food production and manufacturing growth. After a year of intensive coordination—dozens of interactions with local, state, and company partners—this project was secured from out-of-state competition.

Entrepreneurship

37 product and tech startups supported

\$1.3M startup capital raised

Talent Development & Workforce Housing

42 HR leaders engaged, sharing best practices

19 workforce housing projects

2 workforce housing education sessions



Business Retention Insights:

Lakeshore Advantage staff interview primary employer executives to understand opportunities and barriers to growth in the region. From October 2025 - March 2026 we interviewed 67 employers.

Here's what they're reporting:

Plans to Expand

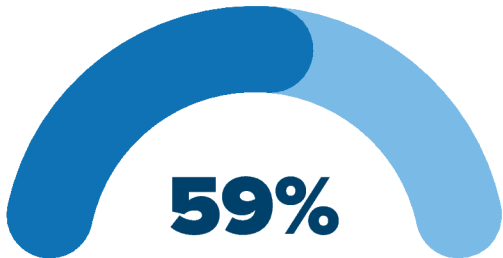


33%

plan to expand in the next three years

consistent with last year, moderate decline compared to prior years

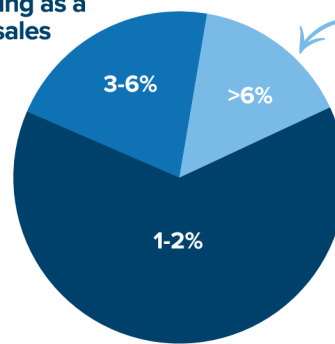
Innovation



59%

introduced new products in the last three years

R&D spending as a percent of sales



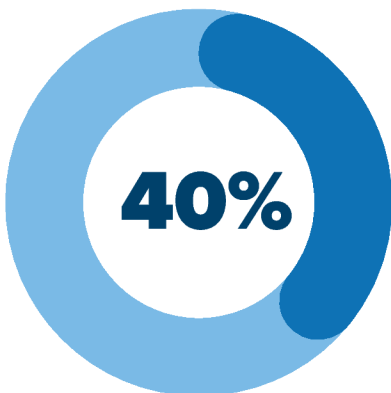
Spending 6% or more of sales is a national best practice

● 64%

● 21%

● 15% of respondents are spending >6% of sales on R&D.

Talent



40%



experiencing recruitment issues

steady compared to last year

Quick Poll:

AI Adoption Trends

68 responses from 62 organizations:

- **87%** of respondents report using AI in at least one core department.
- AI is reshaping hiring for **67.6%** of organizations, most commonly through transforming job roles rather than reducing headcount.