



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:

January 1 - June 30, 2026

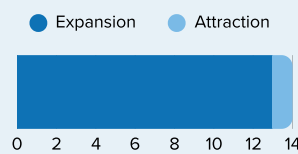
Business Expansions

10
expansions won

788
new and retained jobs

\$667.7M
private investment

14 additional expansion projects in the pipeline, representing:



484
new jobs

745
retained jobs

\$600K - \$838M+
private investment projected per project

Expansion Spotlight:

RoTa Technologies is investing \$1.8 million to build out its Holland operation, with eight new and retained jobs. The company specializes in proprietary and patented equipment and expert services for egg-producing facilities, including vision engineering technology, maintenance and consulting support. Located in the City of Holland in Allegan County, the project brings a growing technology-focused business into active use within the Lakeshore region's strong food production and agribusiness ecosystem. RoTa chose to expand its business in Holland and also has operations on the east side of the state.



Entrepreneurship

44 product and tech startups supported

\$1.5M startup capital raised

Talent Development & Workforce Housing

57 HR leaders engaged, sharing best practices

23 workforce housing projects

7 workforce housing education sessions



Business Retention Snapshot:

The foundation of our business retention program, Lakeshore Advantage staff interview a strategic sampling of our region's 700 primary employer executives to understand opportunities and barriers to growth in the region. From January - June 2026 we interviewed 87 employers.

Here's what they're reporting:

Plans to Expand

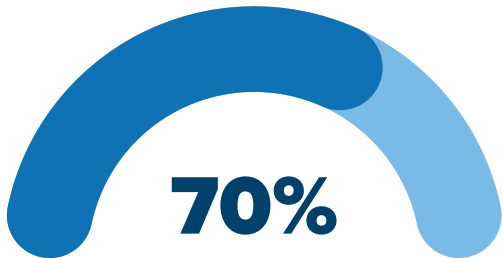


38%

plan to expand in the next three years

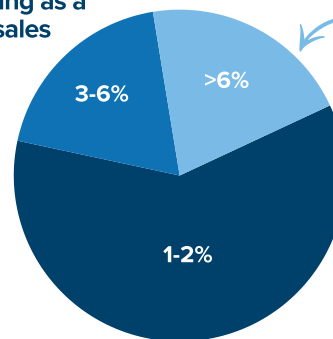
an uptick over the prior period

Innovation



70%
introduced new products
in the last three years

R&D spending as a
percent of sales



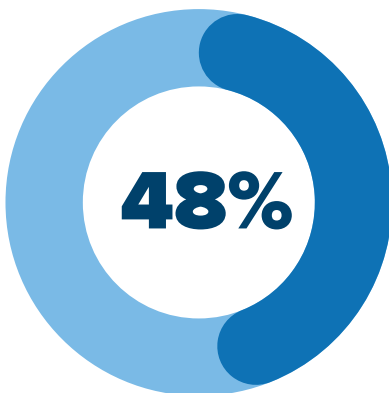
*Spending 6% or more
of sales is a national
best practice*

● 60%

● 19%

● 21% of respondents
are spending >6%
of sales on R&D.

Talent



**experiencing
recruitment issues**

an increase over the prior period

Business Pulse Quick Poll: Housing for Emerging Talent

28 responses from 28 organizations:

- Businesses cited **pressure to increase wages** and **employees commuting long distances** as top impacts of low housing availability for emerging talent.
- **89% indicated an interest in participating with housing partnerships**, with the greatest interest in:
 - Information sharing and homebuyer education for employees
 - Hosting or participating in attainable housing round table discussions
 - Volunteering