Who is Lakeshore Advantage?

The Lakeshore region's economic GPS—we grow, plan, and solve for a bright economic future.

Our Mission is to grow a vibrant regional economy for West Michigan's Allegan and Ottawa Counties, where current and future generations want to live and work.

Our Vision is for the Lakeshore region to be a business and talent magnet.

Over the last ten years, Lakeshore has assisted over 185 business expansion projects resulting in 8,200+ new and retained jobs, and $6.97B in private investment.



OUR FOCUS

We support businesses that export goods and services beyond our region, from high-growth startups to global corporations. These include manufacturers and technology companies—industries that drive regional prosperity.

Legacy Industries

- Automotive manufacturing
- Aerospace
- Furniture and related product manufacturing
- Pharmaceutical manufacturing
- Fabricated metal product manufacturing

Emerging Industry Clusters

- Advanced energy storage (AES)
- Agribusiness and food processing
- Automation

OUR SERVICES

- **GROW: Business Retention & Expansion:** Supporting existing businesses with resources and connections for continued success.
- **PLAN: Entrepreneurial Development & Startup Support:** Helping innovators launch and scale high-growth ventures.
- **SOLVE: Strategic Initiatives & Long-Term Planning:** Driving major infrastructure improvements, supporting talent retention and workforce housing, and enhancing community vibrancy.

More than 140 companies and organizations invest annually in Lakeshore Advantage to advance the region's economy—join the network.

THE VALUE OF PARTNERING

Influence & Advocacy

Our staff serve on 40+ public and nonprofit boards, bringing the business voice to key decisions across our communities. Lakeshore Advantage is led by a board of respected regional leaders who bring broad industry expertise and deep commitment to the region.

Specialized Expertise

We are a 17-person economic development team with a proven track record of success in retaining and growing our region's economic foundation.

Regional Promotion

We highlight our region as a premier destination for careers, business investment, and quality of life. Our success leads to growth potential for businesses in all industries.

Intentional Growth

We foster strategic business expansion aligned with each community's unique needs.

OUR IMPACT

Learn more about Lakeshore Advantage:

LAKESHORE ADVANTAGE

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