



LAKESHORE
ADVANTAGE

ACEDC 2025 Q1 Update

Prepared for January 15, 2025 Meeting

Our Core Focus

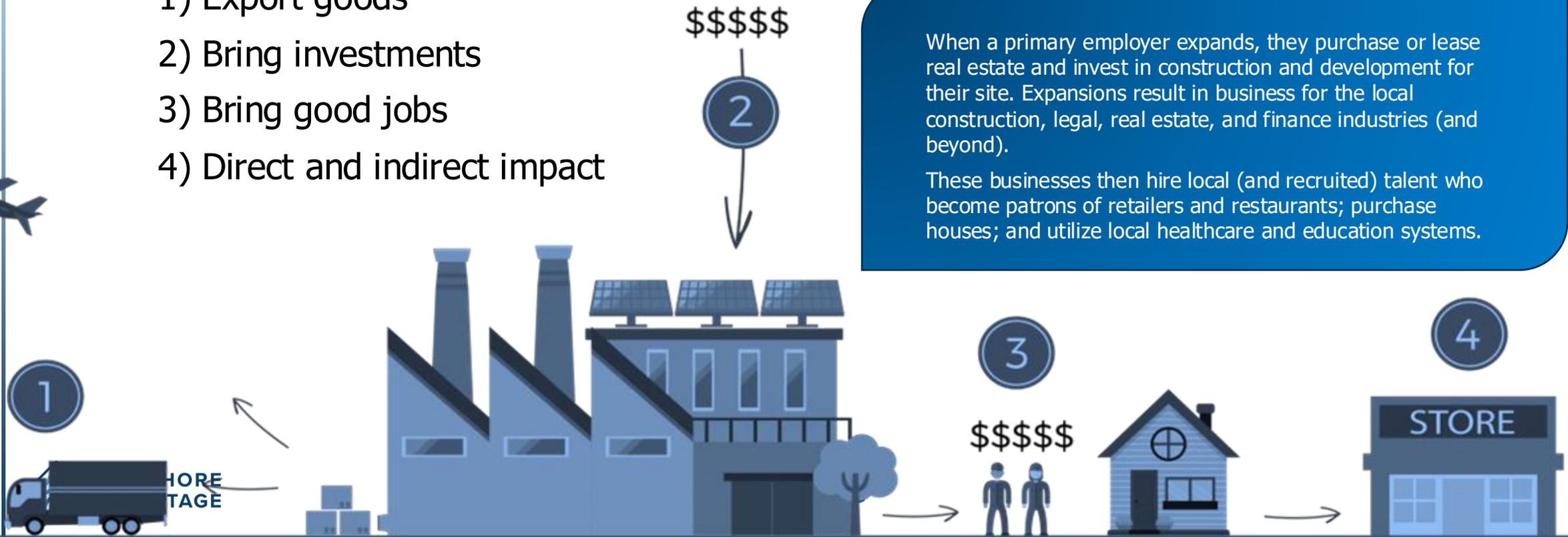
Businesses that export goods and services outside the region—from startups to global corporations

Economic Foundation

- 1) Export goods
- 2) Bring investments
- 3) Bring good jobs
- 4) Direct and indirect impact

When a primary employer expands, they purchase or lease real estate and invest in construction and development for their site. Expansions result in business for the local construction, legal, real estate, and finance industries (and beyond).

These businesses then hire local (and recruited) talent who become patrons of retailers and restaurants; purchase houses; and utilize local healthcare and education systems.





Grow our primary business base at all stages of development.



Plan to ensure long term economic health.



Solve economic challenges and identify opportunities.

2024 SUCCESSES



17

successful
Projects
(9 in Allegan Co.)



551

new/retained
jobs
(339 in Allegan Co.)



\$249.9M

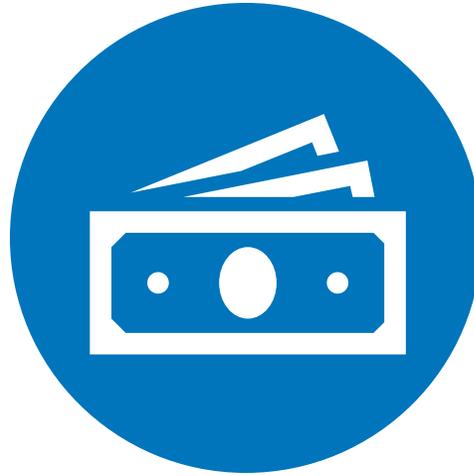
private
investment
(\$214.5M in Allegan Co.)

2025 PROJECT PIPELINE



21

projects in
pipeline
(5 in Allegan Co.)



\$4.2B

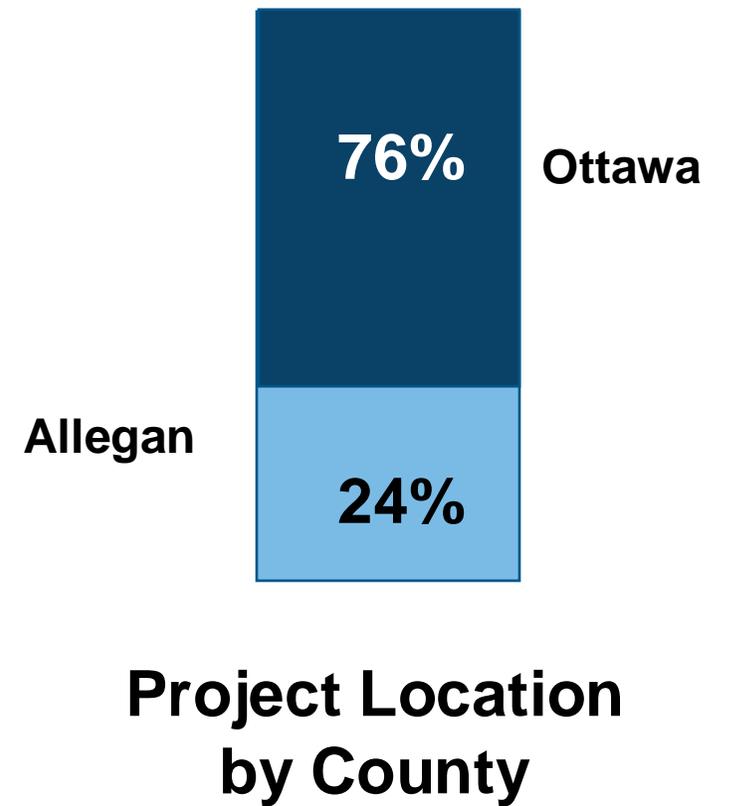
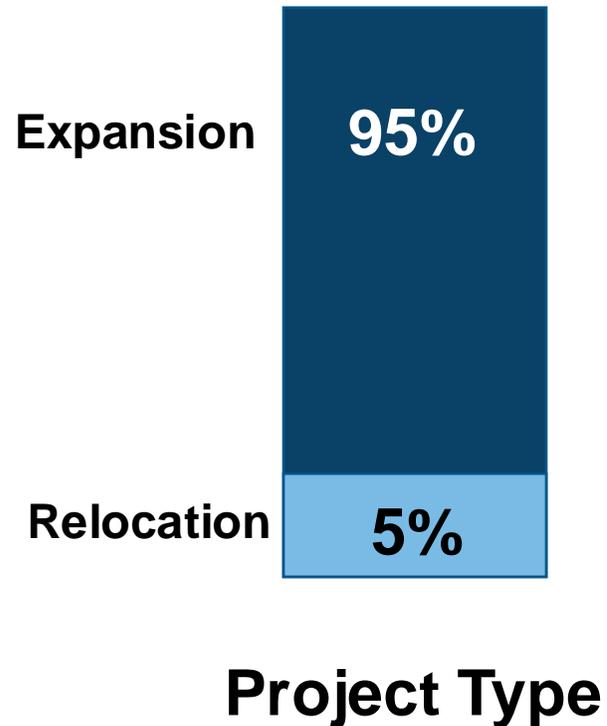
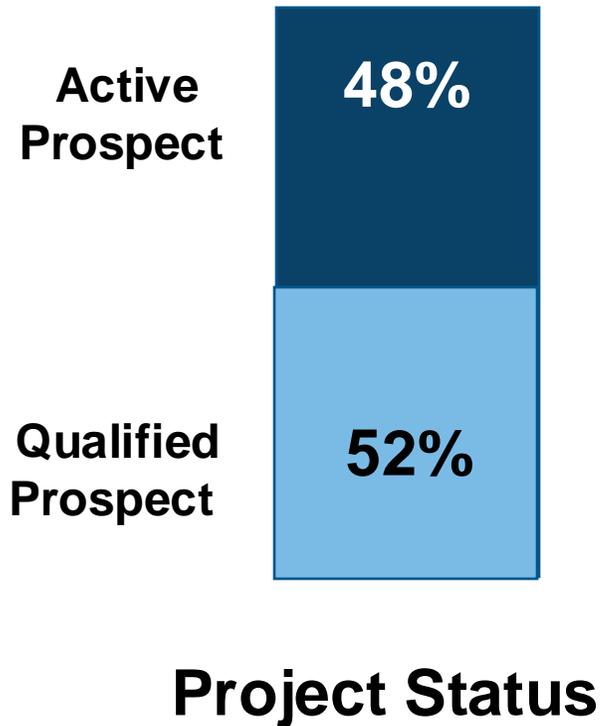
private
investment
(\$1.1B in Allegan Co.)



684

potential
new jobs
(120 in Allegan Co.)

BY THE NUMBERS



2025 GOALS



The Next Center is activated with startups, investor partners, education leaders and employers. Success is third floor tenant secured, fully occupied second floor, regular events and programs held that foster further collaboration.



Secure additional funding for development of shovel-ready sites in partnership with developers and local governments. Success is expanding developer partnerships by establishing a Developer Advisory Board, Developer related events/gatherings and alignment of growth opportunities with community priorities.



Develop a comprehensive industry cluster roadmap and action plan. Success is roadmap creation, implementation and measurable growth benchmarks identified.



Share feedback and implement key strategies based on insight from our emerging worker survey. Success is hiring a dedicated director of talent, establishing talent attraction/retention success metrics, creating an Emerging Worker Advisory Board and beginning to develop a targeted marketing strategy.



Secure \$2.3M in new revenue commitments over the next five years. Success is revised investor level/benefits, revised private sector investor funding formula, developing additional fee-for-service opportunities, and celebrating successful growth campaign with our stakeholders.

RAP REGIONAL SUBGRANT UPDATE

- Received nearly 30 applications from across the region, totaling \$7.2 million in grant requests
- A review panel of 7 economic development professionals evaluated all applications
- After a thorough review and scoring process, 8 projects were selected to proceed with the full application



UPCOMING EVENTS

Annual Meeting

THE PINNACLE CENTER
Hudsonville, MI

Thursday, February 20, 2024
3:00 - 5:00 pm

● Presenting Sponsor:



The logo for Pioneer Construction, featuring the word "Pioneer" in a white serif font above the word "CONSTRUCTION" in a white sans-serif font, both on a red square background.



www.lakeshoreadvantage.com for more info and registration



ACEDC BOARD MEETING



THANK YOU

