

Annual Investor Update



Allegan County

May 22, 2025



**LAKESHORE
ADVANTAGE**



G.P.S.

LAKESHORE ADVANTAGE **CORE FOCUS**

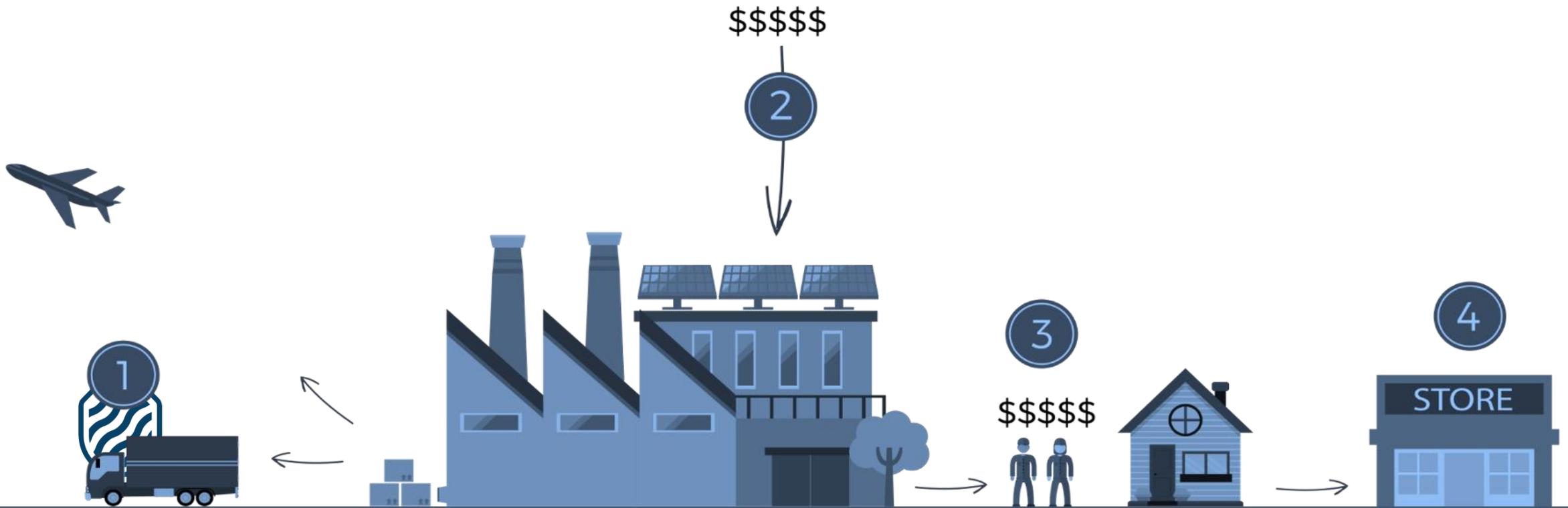


The Lakeshore Region's GPS—We grow, plan, and solve for a bright economic future.



Maintain A Robust Primary Business Base

Primary employers generate
Gross Domestic Product (GDP) for our region.
These employers form the very core of the region's economic vitality.



POWERING OUR FUTURE

The Next Lakeshore Generation



POWERING PRIMARY EMPLOYERS AND COMMUNITIES

- Support the stability and growth of existing employers
- Top destination for new or expanding businesses in key industry clusters



An Extended Member of Your Team



228

**PRIMARY
EMPLOYERS**



477

**UNIQUE
INTERACTIONS**

across Allegan County



Successful Projects

16

(8 in Allegan County)

New/Retained Jobs

551

(269 in in Allegan County)

Private Investment

\$243.9M

(\$171.3M in Allegan County)

Rhino Seed

CASE STUDY

- Industry Cluster:
Agribusiness/Food
Processing
- 13,800 sq. ft expansion
- 22 new/retained jobs



RHINO SEED

YOU CAN BET YOUR GRASS ON IT.



480 ACRES

FIVE PROJECTS APPROVED



STRATEGIC SITE READINESS PROGRAM (SSRP)





PROJECT PIPELINE

●●●●
16

7 in Allegan County



PRIVATE INVESTMENT

●●●●
\$2.2B

\$1.1B in Allegan County



POTENTIAL NEW JOBS

●●●●
324

149 in Allegan County

POWERING THE NEXT GENERATION OF EMPLOYERS

- Build a dynamic startup ecosystem
- Engaging students and our major corporations





The NEXT CENTER



67

START-UPS



SURGE

POWERED BY LAKESHORE ADVANTAGE



\$2.7M

CAPITAL



POWERING OUR FUTURE WORKFORCE

- Growing the next generation of high-demand and emerging workers
- Accelerate attraction, retention, and growth in our talent pipeline



2024 Emerging Worker Survey

- Surveyed 200+ 18 – 34-year-olds
- Living/working in Allegan + Ottawa Counties
- Working in top In-demand positions and industries



Likes



- Access to Lake Michigan
- Outdoor recreation
- Living close to family
- Sense of safety

Dislikes



- Cost of living/low pay
- Lack of inclusivity/diversity
- Lack of job/career advancement opportunities

Initiatives



West MI Childcare Coalition

Published regional childcare plan for Ottawa and Allegan Counties.

[View Plan](#)



Economic Indicators and Comparative Communities Study
Contracting with Robey Analytics on updated metrics for 2030 and 2035

Initiatives



**RAP 3.0 Regional
Subgrant**
Saugatuck Township – Town
Center



**Regional Outdoor Recreation
Asset Mapping Project**
New initiative funded through a
regional MEDC grant

2024 MILESTONES & METRICS

Item	Achieved?	Notes
Seat on Lakeshore Advantage Board	<input checked="" type="checkbox"/>	Rob Sarro
Allegan EDC Board Administration		Transferred administration to Allegan County upon request of county staff. Participate in quarterly meetings and provide report.
Primary employer annual outreach plan	<input checked="" type="checkbox"/>	320 significant interactions with 86 Allegan County employers
Annual Business Intelligence Report	<input checked="" type="checkbox"/>	57 Business Intelligence Interviews conducted with Allegan County employers
Attraction on lead submissions, research requests, and site tours	<input checked="" type="checkbox"/>	Ongoing
Commercial real estate agent outreach and education	<input checked="" type="checkbox"/>	Ongoing (Ex: 2025 Developer Day)
Vacant site and building tours as needed for expanding employers	<input checked="" type="checkbox"/>	Ongoing

Item	Achieved?	Notes
Primary entrepreneur education for high tech/high growth primary employers	<input checked="" type="checkbox"/>	67 startups navigated, \$2.7M leveraged
Lakeshore Advantage website includes primary employer resources and tools	<input checked="" type="checkbox"/>	Ongoing
Digital communications and social media platforms promote Allegan County employer news	<input checked="" type="checkbox"/>	Ongoing
Investor engagement event	<input checked="" type="checkbox"/>	Elected Officials Reception , Saugatuck Center for the Arts

Upcoming Events



Annual Fellows Gathering
June 12
The Next Center



Economic Development for Government Officials

June 18,, 11:30a-1:00p
Allegan County Offices
3255 122nd Ave., Allegan



**Developer Day 2025:
Housing & Industrial
Development Opportunities**

August 7
Allegan & Ottawa County
Bus Tour and Networking



THANK YOU

JENNIFER OWENS

Jennifer.Owens@lakeshoreadvantage.com

616.772.5226 ext 203

lakeshoreadvantage.com

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The Next Lakeshore Generation



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