SALES & BUSINESS GROWTH

Two of the most important measures of economic vitality: our region outpaces the US Midwest significantly in sales and business growth.

RESEARCH & DEVELOPMENT

Our region’s innovative spirit and continuous striving for improvement are evident in our companies’ R&D investment, which is higher than that of companies in the US Midwest.

BARRIERS TO GROWTH

We were early to assess the talent challenges that could restrict growth opportunities. Talent continues to be a very real barrier to growth.

COMMUNITY STRENGTHS

Business climate, quality of life and employee work ethic outpace the US Midwest in advantages of our community that attract and retain employees.

TOTAL COMPANY SALES

INCREASING 75% STABLE 18% DECREASING 6%

LAKESHORE US MIDWEST

COMPANIES WITH INTERNATIONAL SALES

LAKESHORE US MIDWEST

EXPANSION PLANS

in the next three years

75% Yes 50% Yes 25% Yes

Anticipated Private Investment $288 million

LAKESHORE US MIDWEST

82% of LakeShore companies responded that they introduced new products, services or capabilities in the last 5 years. Of LakeShore companies responding that they introduced new products, services or capabilities in the last 2 years.

LAKESHORE US MIDWEST

82% of LakeShore companies invested in R&D.

PRIMARY BARRIERS

Types of talent currently in high demand

LAKESHORE

US MIDWEST

R&D investment yields new products, services and capabilities which opens opportunities for new sales growth, expansions and new businesses.

BARRIERS TO GROWTH

In the region

LAKESHORE

US MIDWEST

55%

37%

TOP PROJECTED WEST MICHIGAN JOBS IN 2024*

Computer-Controlled Machine Tool Operators Numerical Tool & Process Control Programmers Machinists Food Processing Workers, All Other Cabinetmakers and Bench Carpenters

SELECTED RISK

TALENT 2

Skill and wage gap, critical gapping, talent challenges and workforces needing custom and small runs, bringing new food products to market in a scalable way.

When interns experience our unique corporate culture and develop an appreciation for our dynamic community, we’re better able to recruit and retain graduates with the aptitudes that make great employees and engaged citizens.

PETE PALAZZOLO, OWNER OF PALAZZOLO’S ARTISAN DAIRY - FENNVILLE, MI

COMMUNITY STRENGTHS

as a place to do business

The West Michigan Lakeshore Region is home to:

The best small city to start a business #2 happiest, healthiest place to live: Grand Rapids, MI #2 happiest seaside town in the US One of the best places to raise a family

#1 happiest, healthiest place to live: Grand Rapids, MI #1 happiest seaside town in the US USA Today #1 Best cities for young professionals Best college value Forbes 2017

THE WEST MICHIGAN REGION WILL GROW 7.5% BY 2024*

"Source: Talent 2025"

CRAIG FEDERIGI, DIRECTOR OF MARKETING AT GENTEX - ZEELAND, MI

TOTAL PRODUCTION OCCUPATIONS IN THE WEST MICHIGAN REGION
Year over year, the Business Intelligence Report provides the most comprehensive look at our region’s economic growth through the lens of primary employers.

This report is the analysis of 117 one-on-one interviews with top company decision makers, conducted this year by economic development professionals in Allegan, Ottawa and Muskegon Counties. It is the first ever West Michigan Lakeshore Region Business Intelligence Report. The expanded geographical footprint allows comparison between our region’s primary employers and others in the US Midwest.

The analysis of the interviews tells a compelling story of our region – one of economic vitality. The chapters of this story uncover trends, expansion opportunities and challenges present now and around the corner. The information helps us assist our primary employers, the base of our region’s economic vitality, and position them for growth.

West Michigan Lakeshore Region Employer Expansion Plans

Seventy-five percent of companies responded they had plans to expand in the next three years. Of those who plan to expand, about 40% additional detail as illustrated below:

### Anticipated Private Investment

<table>
<thead>
<tr>
<th>Muskegon County</th>
<th>$32.3m</th>
<th>283 jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Haven, Spring Lake, Ferrysburg</td>
<td>$77.6m</td>
<td>225 jobs</td>
</tr>
<tr>
<td>Lakeshore Advantage Service Area</td>
<td>$86.1m</td>
<td>1,263 jobs</td>
</tr>
<tr>
<td>Allegan County</td>
<td>$62.1m</td>
<td>135 jobs</td>
</tr>
</tbody>
</table>

### Anticipated New Jobs

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</table>

The US Midwest includes the following 11 states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio and Wisconsin.

Retaining competitive, growth-minded employers who increase the wealth and success of their employees to build strong communities.

Empowering our future workforce with the education they need to be successful.

Supporting entrepreneurs and start-ups to develop solutions and create new jobs.

Broadcasting the success of the Lakeshore to the world to attract top-tier talent and new organizations to our community.

Bringing the public, private and nonprofit sectors together to build a better future.

The Lakeshore Region Outpaces the US Midwest as a Place where Companies Thrive

The West Michigan Lakeshore Region continues to experience significant sales growth comparing favorably to the US Midwest region on both overall and international sales. 75% of Lakeshore businesses are planning to expand in the next three years, and of those respondents who shared growth estimates, private investment of $258 million and 1,906 new jobs is anticipated. Our region’s employers continue to invest heavily in R&D with 82% of businesses expecting to release new products or services in the next two years. Employers in our community identify more positively in their attitude toward business climate, quality of life and employee work ethic than employers in the US Midwest as a whole.

Challenges

Of companies experiencing barriers to growth, 49% identified talent availability as the primary barrier. It’s notable that housing availability has also recently been identified as a potential barrier. In these cases, the US Midwest is faring a little better than our region.

The Lakeshore Advantage

Report analysis provided by

LAKESHORE ADVANTAGE

www.lakeshoreadvantage.com

Business leaders grow companies. We give them an advantage.