

FY 2019/2020

# ANNUAL REPORT



# Driving economic growth along the Muskegon Lakeshore.

Greater Muskegon Economic Development has had one clear goal since 1999: to build a stronger Muskegon area economy by supporting business growth and expansion, and driving economic growth along the Lakeshore.

**Whether you're looking to expand, grow, or relocate, our expert staff of mentors, counselors, and advisors are here to help...**

We are a one-stop powerhouse of experience and in-depth knowledge. Whether you're looking to expand, grow, or relocate, our expert staff of mentors, counselors, and advisors are here to help navigate the sometimes complicated and technical world of programs, initiatives, incentives, and other opportunities that are available to businesses poised for growth.

We're invested in the Muskegon area. We may be biased, but we believe that our rich history of industry and manufacturing, along with our available infrastructure and proximity to transportation channels, affordable housing, skilled labor and endless year-around recreation make the Muskegon area exceptionally positioned to support prolonged business growth. More importantly, we're invested in our community and the people in it. Yes, we're in the business of business growth, but we're in that business because we know it ultimately leads to bigger opportunities and a better quality of life for the people who live here.

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**We know business. We know growth. And we also know that when businesses grow, our community becomes stronger with opportunity, and that benefits us all.**



## Our Partners



### Government Contracting Assistance

Muskegon Area First's PTAC is a procurement technical assistance center that provides support to local companies in a 13-county region, including Muskegon County, interested in doing business with local, state, and federal governments.

FOR MORE INFORMATION VISIT:  
[ptacregion3.org](http://ptacregion3.org)



### Connecting Agriculture & Food Processing Industries

The West Michigan Food Processing Association (WMFPA), promotes synergy between the local agriculture and food processing industries. They target food processors to expand in the region, and recently enhanced their ability to support start-up and small business growth through the construction of an 8,000 sq. ft. food processing and technology incubator on the campus of Muskegon Community College.

FOR MORE INFORMATION VISIT:  
[westmichfoodprocessingassn.com](http://westmichfoodprocessingassn.com)



# New Investments & Growth

Our 2019/2020 fiscal year brought in many new investments and expansions in the industries of advanced manufacturing, medical device manufacturing, food processing and agribusiness, and more in Muskegon County.

## At A Glance



## Sample Projects

### HILITE INTERNATIONAL

**\$10.8M capital investment**  
**108 new jobs**

### KL OUTDOOR

**\$22M capital investment**  
**120 new jobs**

### FARM

**\$4M capital investment** in new 8,000 sq. ft. food processing incubator

### SMART VISION LIGHTS

**\$3.8M capital investment** in 30,000 sq. ft. expansion  
**12 new jobs**

### EARTHTRONICS

**\$3.1M capital investment** in 42,000 sq. ft. expansion  
**11 new jobs**



# How We Assisted Local Business

Greater Muskegon Economic Development, along with partners MAF's PTAC and the West Michigan Food Processing Association, helped facilitate local economic growth by connecting clients with valuable resources and through business counseling services.

Retention Visits



Active Projects



State Awards Announced



## 2019/2020 Year in Review

### GREATER MUSKEGON ECONOMIC DEVELOPMENT

**\$1 = \$301 ROI**

**13 PROJECTS**

#### PER PROJECT AVERAGE

**\$102,615** NEW PAYROLL

**41** NEW/RETAINED JOBS

**\$7.3M** NEW CAPITAL INVESTMENT

**15%** FOOD PROCESSING/AGRICULTURE

**7%** AUTOMOTIVE

**7%** PLASTICS MANUFACTURING

**23%** ADVANCED MANUFACTURING

**15%** MANUFACTURING/OFFICE SPACE

**7%** FURNITURE MANUFACTURING

#### MAF'S PTAC

**\$1=\$1,121** ROI

**\$392.3M** GOV CONTRACT AWARDS

**8,337** JOBS CREATED/RETAINED

**1,567** COUNSELING HOURS

**340** ACTIVE CLIENTS

**18** EVENTS

# Board & Staff

## 2019/2020 BOARD OF DIRECTORS

**Michael Olthoff**, Chair  
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**Richard Houtteman**, Secretary  
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**Cindy Larsen**  
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Webb Chemical Service Corp

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Muskegon Area Intermediate School District

**Stephen Olsen**  
Northern Machine Tool

**Katie Wierengo**  
Spark Business Consulting

## GREATER MUSKEGON ECONOMIC DEVELOPMENT STAFF

**Jim Edmonson**, President/CEO

**Morgan Carroll**, Director of Business Development

**Cathy Brubaker-Clarke**, Community Development Specialist

**Marie Chabotte**, Finance Director

## MAF'S PROCUREMENT TECHNICAL ASSISTANCE (PTAC) STAFF

**Pamela Poort**, Director

**Kelsey Rhoda**, Procurement Counselor

**Eleanor Wilson**, Procurement Counselor

## WMFPA STAFF

**Mary Gerencer**, Executive Director

