

FY 2020/2021

# ANNUAL REPORT





# Driving economic prosperity 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 prosperity 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, government contracting and other opportunities that are available to businesses ready to achieve the next level.

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

**We know business. We know growth. And we also know that when businesses expand, 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 the 13-county Region 3, which includes Muskegon County. PTAC works with manufacturers in this region that are interested in doing business with local, state, and federal governments.

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



## FARM Accelerating the Food Processing Industry

The 8,000 square foot Food, Agriculture, Research, Manufacturing (FARM) food processing business accelerator opened in March, 2020 when GMED signed a one-year lease to manage FARM for the Community Foundation for Muskegon County. Two businesses have located at FARM - Lively Up Kombucha and Kaja's Flavor Packs. Each required the space and support services to accelerate production to meet sales growth. Educational programming at FARM will also get underway this spring. The focus will be to expose K-12 students to STEM careers using food as a hook. Muskegon Community College students in the food and agricultural program will also use FARM as a laboratory.



# New Investments & Growth

Our 2020/2021 fiscal year saw many new investments and expansions in a number of sectors, including adhesives, food, plastics, machining and scientific testing.

## At A Glance



## Sample Projects

**SEAL BOND**  
**\$11.5M** capital investment  
**55** new jobs

**LIVELY UP KOMBUCHA**  
**\$65,000** capital investment  
**4** jobs

**WESCO**  
**\$14.4M** capital investment  
**10** new jobs

**PRECISION MANUFACTURING**  
**\$1.1M** capital investment  
**30** new jobs

**TRACE ANALYTICAL**  
**\$1.5M** capital investment  
**18** new jobs



# How We Assisted Local Business

Greater Muskegon Economic Development, along with FARM and MAF's PTAC helped facilitate local economic growth by connecting clients with valuable resources and through business counseling services.

**Retention Visits**



**Active Projects**



**Local, State & Federal Grant Awards for Local Projects**



## 2020/2021 Year in Review

### GREATER MUSKEGON ECONOMIC DEVELOPMENT

**\$1 = \$53** ROI

**6** PROJECTS

#### PER PROJECT AVERAGE

**27** NEW/RETAINED JOBS

**\$4.8M** NEW CAPITAL INVESTMENT

**50%** ADVANCED MANUFACTURING

**33%** FOOD PROCESSING/AGRICULTURE

**17%** SCIENTIFIC

#### MAF'S PTAC

**\$1=\$1,335** ROI

**\$355.9M** CONTRACT AWARDS

**6,367** JOBS CREATED/RETAINED

**1,001** COUNSELING HOURS

**241** CLIENTS ASSISTED

**16** EVENTS

# Board & Staff

## 2020/2021 BOARD OF DIRECTORS

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Muskegon Area Intermediate School District

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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

**Contessa Hood**, Economic Development Coordinator

**Marie Chabotte**, Finance Director

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

**Pamela Poort**, Director

**Kelsey Rhoda**, Procurement Counselor

**Nichole Smith**, Procurement Counselor

**Eleanor Wilson**, Procurement Counselor

