The Right Place
2021 Economic Outlook for West Michigan
ALMOST FOUR DECADES OF IMPACT
SINCE 1985

47,000
New/Retained Jobs

$5.1B
Capital Investment

- Thousands of company assists
- Infrastructure improvements
- Countless business connections
- Industry councils
- Manufacturer training
- Dozens of industry events
STRATEGIC PLAN 2020-2022

- **3,400** New/Retained Jobs
- **2,900** Job Seeker/Talent Assists
- **$184 MILLION** New/Retained Payroll
- **$500 MILLION** New Capital Investment
- **$26.35/HOUR** Average Wages

STRATEGY STATEMENTS

- Business Retention, Expansion, and Attraction
- Economic Inclusion
- Regionalism
- Talent Growth & Attraction
- Strategic Foundations
- Thought Leadership
- Business Intelligence
## STRATEGIC PLAN METRICS
### 2020 PROGRESS

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>New and Retained Jobs</td>
<td>953</td>
</tr>
<tr>
<td>New and Retained Payroll</td>
<td>$43M</td>
</tr>
<tr>
<td>Talent Assists</td>
<td>994</td>
</tr>
<tr>
<td>New Capital Investment</td>
<td>$105.6M</td>
</tr>
<tr>
<td>Average Hourly Wage</td>
<td>$21.60</td>
</tr>
</tbody>
</table>
RESPONDING TO THE PANDEMIC

Regional Supply Chain Connections

COVID-19 Communication

Launch of PPE Directory

4,700+ Business Assists
SMALL BUSINESS GRANTS

$10M+ Distributed to 1,200+ Companies

"Thanks to this grant I will be able to pay off debt, restructure our website for ecommerce, hire a team, purchase equipment, and get the business up and running again."

- Jerica Buchanan
  The Vegan Cheesecake Company

"Mainly, it gave us a little bit of peace of mind in a stressful, scary, and challenging period of time. And for that, we are truly grateful."

- Danielle Camp
  Just Like Home Adult Center
BUSINESS SUCCESS
Perrigo North American Corporate HQ

170 New Jobs

$44.7M Investment
BUSINESS SUCCESS
Packaging Compliance Labs

27 New Jobs
$2.57M Investment
BUSINESS SUCCESS
Gerber Expansion

50 New Jobs
$36M Investment
The Right Place
2021 Economic Outlook for West Michigan