For over five years, The Right Place has collaborated with community leaders in Newaygo County to drive job creation, investment, and economic prosperity. While 2020 posed several unprecedented challenges for the community, The Right Place pivoted to meet the new needs of our local businesses.

In Newaygo County, The Right Place facilitated 634 business assists throughout the year. Each assist represents an interaction creating tangible, actionable value for businesses and organizations receiving support. This is an increase of more than 150% from business assists in 2019, emphasizing the need for economic development resources, especially in times of difficulty.

In April, and again in August, The Right Place distributed critical grant dollars from the Michigan Economic Development Corporation (MEDC). We formed a committee of local leaders to review applications from area businesses and distributed $315,640 to 105 small businesses in Newaygo County.

While the volume of traditional economic development work was greatly outweighed by the pandemic response, Newaygo County still saw success in this area. The Right Place worked closely with the MEDC, the City of Fremont and Gerber Products to support the $35 million expansion of Gerber’s Fremont facility, which will add 50 jobs to the community over the next three years.

While the past year has not been easy, it has shone light upon the resilience of the West Michigan community. Now more than ever, collaboration, innovation and a strong economic foundation will be a guiding force as we make our way to a healthy and prosperous recovery.

The need for community support
The Right Place partners with the Newaygo County Economic Development Advisory Committee to provide services to Newaygo County. It is this partnership that has allowed us to pivot and better support our business community’s needs during the hardships of the last year. To keep this partnership active and maintain the availability of economic development resources in our county, the Newaygo County Economic Development Advisory Committee needs your support. We ask that you join our efforts to sustain this regional partnership and work alongside us to create lasting economic prosperity for our community.

To our investors and partners

634
Business Assists
(Compared to 252 in 2019)

$315,640
Grant Dollars Awarded

$36.5M
in New Capital Investment

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Ryan Coffey Hoag, Chair
Newaygo County Economic Development Advisory Committee

Julie Burrell
Business Development Manager
Newaygo County
The Right Place, Inc.
Small Business Relief and Restart Grants

Over the course of the year The Right Place worked to distribute Small Business Relief and Small Business Restart Grant dollars from the Michigan Economic Development Corporation (MEDC) to West Michigan businesses impacted by the COVID-19 pandemic. In Newaygo County, $315,640.85 in grant funds were distributed to 105 small businesses in the community.

Pitch North and Discover Manufacturing Go Virtual

In light of the challenges posed by COVID-19, The Right Place pivoted to a virtual events model, ensuring both Pitch North and Discover Manufacturing could still take place. Pitch North, an entrepreneurial pitch competition open to individuals in Newaygo, Oceana, and Lake Counties, took place virtually in July. The event attracted more attendees than the 2019 in-person event, and more than $9,000 was awarded to five local entrepreneurs.

Discover Manufacturing experienced a similar shift. The event included virtual plant tours and live interviews with staff members from Gerber Products and Riveridge Cider. A record-breaking 15 instructors from five schools participated, with more than 150 students attending virtually. In addition, grant funding for Discover Manufacturing was diverted to create scholarships for 35 Newaygo County students.

Gerber Products Expands Fremont Operations

The Right Place worked closely with the Michigan Economic Development Corporation (MEDC) and the City of Fremont to assist Gerber Products with a sizable expansion at its Fremont facility. Since 1927, Gerber Products has been operating in the Newaygo County community. With a $35 million investment in its current operations, Gerber Products will add 50 jobs over the next three years and several new product lines and programs, further reinforcing the company’s commitment to success in Fremont. The Right Place also connected Michigan Works! West Central and Consumers Energy with Gerber Products, ensuring a well-rounded strategy for the success of its expansion.

2020 Annual Results

<table>
<thead>
<tr>
<th>New and Retained Jobs</th>
<th>New and Retained Payroll</th>
<th>Capital Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>521</td>
<td>$22.6M</td>
<td>$36.5M</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Total Projects</th>
<th>Business Assists</th>
<th>Indirect Monetized Assists</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>634</td>
<td>94, for a total of $323,893</td>
</tr>
</tbody>
</table>
Advisory committee

Ryan Coffey Hoag, Chair
Michigan State University - Extension

John Buckley, Vice Chair
Gerber Federal Credit Union

Jonathan Wilson
DTE Energy

Charles Chandler
Fremont Area Community Foundation, Community & Economic Development Committee

Chris Wren
County of Newaygo

Colleen Lynema
River Country Chamber of Commerce

Dale Twing
County of Newaygo

Del Hirdes
The Southwick Group

Don Farmer
Edgewater Bank, Retired

Gene Ford
Nestle Nutrition, Retired

Gretchen Spedowske
Newaygo County Regional Educational Service Agency

Kelly Wawsczyk
Legends Ranch

Mark Kraus
Hesperia Area Chamber of Commerce

Martin Hall
Ceres Solutions

Rich Houtteman
Consumers Energy

Rolly Reed
H&S Companies

Scott Faulkner
City of Newaygo

Scott Swinehart
Edward Jones

Shelly Keene
Michigan Works! West Central

Stephen Carlson
West Michigan Shoreline Regional Development Commission

Travis Alden
The Right Place, Inc

Investors

- Bridgeton Township
- Bucher Hydraulics
- City of Fremont
- City of Grant
- City of Newaygo
- City of White Cloud & DDA
- Compass Credit Union
- Consumers Energy
- County of Newaygo
- Croton Township
- David M. Byrne, Attorney at Law
- DTE Energy
- Everett Township
- Fremont Area Community Foundation
- Garfield Township
- Gerber Federal Credit Union
- Gerber Life
- Goodwell Township
- H&S Companies
- Mighty Lube Systematic Lubrication
- Newaygo County Regional Educational Service Agency
- White Insurance Agency

Contact

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231.335.1985 or burrellj@rightplace.org
www.rightplace.org/newaygo