



2020

Annual Report

Oceana
County
Economic
Development



OCEANA COUNTY
ECONOMIC ALLIANCE

To our investors and partners

Since forming a partnership in 2018, The Right Place and the Oceana County Economic Alliance have collaborated to drive job creation, investment, and economic prosperity in Oceana County. While 2020 disrupted the world and posed several unprecedented challenges for our community, the Alliance pivoted to meet the new needs of local businesses.

In 2020, the Alliance facilitated 526 business assists in Oceana County 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 459% from business assists in 2019, emphasizing the need for economic development resources, especially in times of difficulty.

In April, and again in August, the Alliance distributed critical grant dollars from the Michigan Economic Development Corporation (MEDC). With the help of a local volunteer committee, the Alliance reviewed applications from area businesses and distributed \$220,663 to 89 small businesses in Oceana County, and two businesses were approved for \$50,000 loans each.

526

Business Assists

(Compared to 94 in 2019)

\$220,663

**Grant Dollars
Awarded**

\$28.2M

**in New Capital
Investment**

While the volume of traditional economic development work was greatly outweighed by the pandemic response, Oceana County still saw success in this area. The Alliance and The Right Place worked closely with community and state partners to assist Oceana County's largest employer, Peterson Farms, with a \$22 million expansion of its Shelby facility. With an additional 35,536 square feet of production space, Peterson Farms will bring new product lines and add 54 jobs to its operations.

It is in challenging times such as these that we recognize the true value of having a collaborative business community with a strong economic foundation. While the past year has not been easy, our communities have shown a resilience and spirit of determination that will continue to 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 Oceana County Economic Alliance to provide professional economic development services to Oceana 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 Oceana County Economic Alliance 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.



Gayle Forner, President

Oceana County Economic Alliance
Board of Directors



Jodi Nichols

Business Development Coordinator
Lake & Oceana County
The Right Place, Inc.

Small Business Relief and Restart Grants

Over the course of the year the Oceana County Economic Alliance worked with the help of a local volunteer committee to distribute Small Business Relief and Small Business Restart Grant dollars from the Michigan Economic Development Corporation (MEDC) to local businesses impacted by the COVID-19 pandemic. In Oceana County, \$220,663 in grant funds were distributed to 89 small businesses in the community. In addition, two Oceana County businesses were approved to receive \$50,000 each as part of the Small Business Relief loan program.

City of Hart gets 50 new jobs and a \$5.6M investment

Helping companies and municipalities understand and utilize economic development tools available to them is a primary function of The Oceana County Economic Alliance. In 2020, the Alliance led the City of Hart and Gray and Company through an Industrial Facilities Tax Exemption approval by Michigan's Treasury office. The exemption certificate provided a twelve-year abatement on the increased property value resulting from the company's \$5.6M expansion to accommodate a new glaze fruit line brought to the Hart facility from Florida. The expansion is scheduled to be completed in early 2021 and has already added over 50 new jobs at the Polk Road facility.

Peterson Farms Expands Shelby Operations

The Oceana County Economic Alliance and The Right Place worked closely with community and state partners to assist Oceana County's largest employer, Peterson Farms, with a \$22 million expansion of its Shelby facility. With an additional 35,536 square feet of production space, Peterson Farms will bring new product lines and add 54 jobs to its operations, and procure more than 115 million additional pounds of fruit from growers in Oceana County and across the state of Michigan. The expansion was supported by a \$1M Community Development Block Grant awarded to Oceana County through the MEDC and Michigan Strategic Fund and administered by Oceana County Economic Alliance, \$3M in New Market Tax Credits from Michigan Community Capital and Michigan Strategic Fund and a \$135,000 grant from Michigan Department of Agriculture and Rural Development.

2020 Annual Results

108

New and Retained Jobs

\$2.8M

New and Retained Payroll

\$28.2M

Capital Investment

3

Total Projects

526

Business Assists

34

Companies Served

66 for a total of \$227,751

Indirect Monetized Assists



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- Consumers Energy
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- Shelby State Bank
- Silver Lake Sand Dunes Area Chamber of Commerce
- Village of Shelby

Annual Report Sponsors



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Contact

Jodi Nichols
231.742.3328
nicholsj@rightplace.org
www.rightplace.org/oceana



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