



Advancing the West Michigan Economy



“We’re grateful to The Right Place for their assistance and support as we move through the process of developing and implementing our plans for expansion. We’re looking forward to continue this great relationship as we plant deeper roots here in Michigan.”

*Robert Woudstra, CEO, Farmers Insurance Group*

## In Business. For Business.

Serving West Michigan since 1985, The Right Place, Inc. is West Michigan’s regional non-profit economic development organization.

Our mission is to promote regional wealth creation and economic growth while strengthening the global competitiveness of area businesses and attracting new companies and talent to West Michigan.

Staffed by a team with more than 150 years of combined experience, we are a single source of services, information and support for companies that want to grow in West Michigan. Our work is evidenced by billions in new capital investment, and thousands of new and retained jobs in West Michigan. The Right Place plays a vital role in transforming West Michigan’s economy and building a thriving global center for future business and innovation.

# Strategic Plan 2009-2013

The Right Place's five-year strategic plan, developed in conjunction with independent consultants Ernst & Young, is based on global market research into the projected five-year economic outlook, and extensive interviews and focus groups with external and internal regional stakeholders. The resulting 2009-2013 Strategic Plan established these priorities for the continued growth and development of West Michigan's economy.

## Lead West Michigan business development efforts

- Develop and implement comprehensive strategies to retain and expand existing regional businesses.
- Develop and implement comprehensive strategies to attract new businesses from national and international markets.
- Create and manage innovative programs that promote sustainable land and building use critical to regional economic growth.

## Identify and develop emerging growth opportunities

- Develop and implement strategies to support growth in the following targeted industries:
  - **Life sciences** with special emphasis on medical devices and biotechnology
  - **Alternative and renewable energy** sources and suppliers of solar, wind and biomass power
  - **Agribusiness and Food Processing**
  - **Advanced manufacturing**
  - **Aerospace and defense**
- Develop strategies for new sources of investment capital for startups and expanding firms.
- Support the development and attraction of engineering, scientific and technical talent needed to support these industries.

## Strengthen the global competitiveness and innovation of our existing regional manufacturers

- Develop and implement innovative products and services to support best-in-class manufacturing efforts, increasing operational productivity and profitability.
- Support the commercialization of regional, national and international intellectual property to drive growth opportunities for area manufacturers.

## 2009-2013 Goals

**\$500**  
MILLION  
Capital  
Investment

**5,000**  
New/Retained  
Jobs

**\$175**  
MILLION  
New/Retained  
Payroll

**7,500**  
Companies  
Assisted

“The knowledge and assistance provided by The Right Place was instrumental in helping Attwood choose to expand operations right here in Michigan versus our other facility in Georgia. We’re confident that West Michigan region has the resources, workforce, and infrastructure that will enable Attwood to continue growing and expanding as a leader in marine parts and accessories.”

*Chris Drees, President, Attwood Corporation*

## Services and Support

### **Business Development:** Business Retention, Expansion, and Attraction

The Right Place’s Business Development Group is your single source for services, information and support for companies that want to grow in West Michigan. Each year, the team meets with more than 1,000 West Michigan companies, providing the strategic services you need to succeed.

Our work, strengthening and building the connections between area business leaders, government agencies, educational and finance institutions, and other community stakeholders is vital to the long-term growth of the region’s economy.



Our Business Development Group works to:

- Create and facilitate business and regional collaborations
- Identify local supply chain opportunities
- Provide guidance on financial assistance and incentives programs at the local, state and federal levels
- Provide confidential site location searches
- Provide custom business development project research services
- Assist with federal, state and local government relations
- Conduct tours of the West Michigan region and business community
- Host business networking and educational events and private meetings
- Provide international business development and attraction services to the region



## Manufacturing and Innovation



### **MMTC-West: Manufacturing Services**

For over 20 years, the MMTC-West has delivered objective, high-quality manufacturing and technical support to small and medium-sized manufacturers.

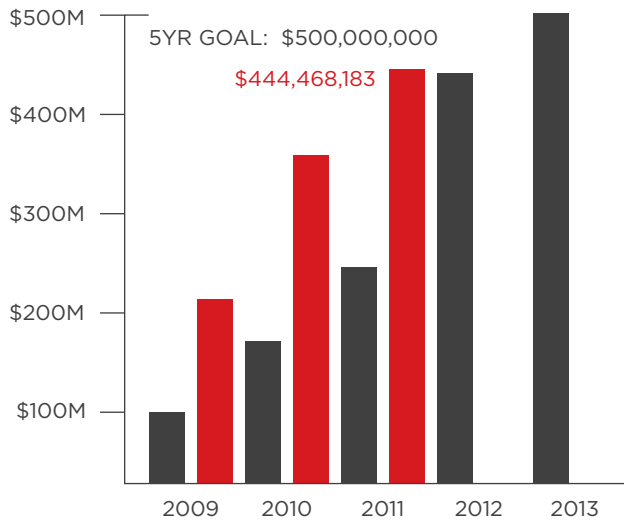
One of five Michigan regional offices, MMTC-West is an integral part of Michigan's statewide manufacturing strategy. We provide a vast array of proven services and solutions, including government grant-based funding for strategic manufacturing programs. We work cost effectively and without bias, providing flexible and affordable assistance for your specific company.

## **INNOVATION WEST MICHIGAN** AN INITIATIVE OF THE RIGHT PLACE

### **Innovation West Michigan: Innovation Services**

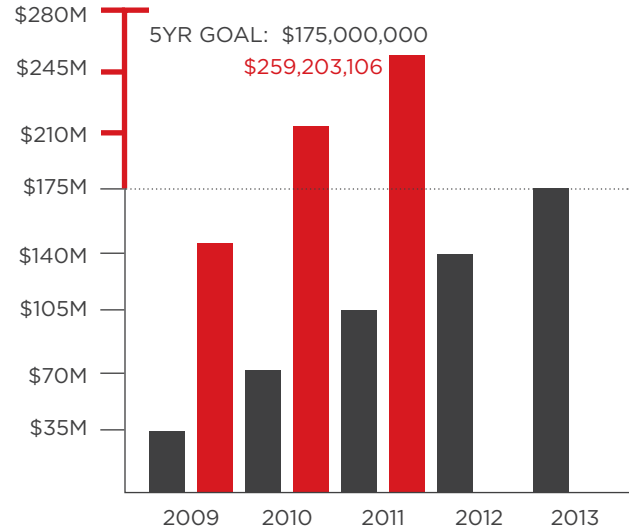
Innovation West Michigan is the region's central hub for connecting companies with new ideas, methods, and resources for business growth. With so many services and groups dedicated to innovation, our team guides business to the right resources for their specific needs – clarifying and streamlining what can be an expensive, confusing and time-intensive process. Innovation West Michigan's network of resources work together to assist businesses in our 13-county region search for new products and technologies and find the resources they need to bring them to market.

# Right Place Results (2009-2013)



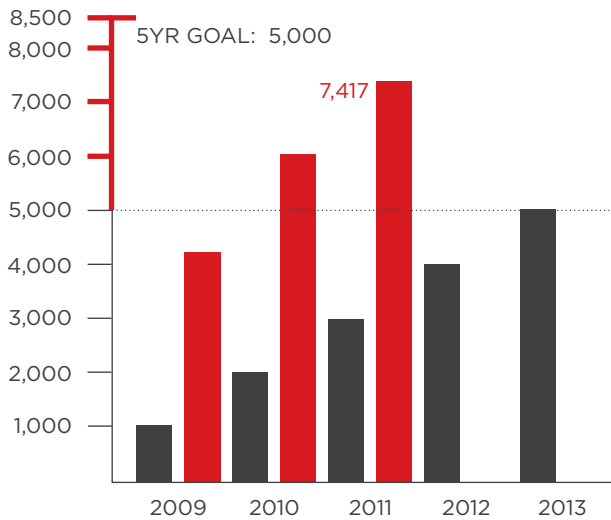
**CAPITAL INVESTMENT**

**\$444,468,183**



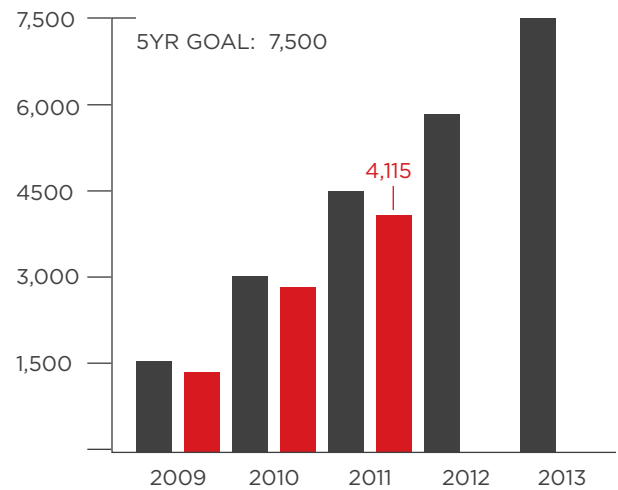
**NEW PAYROLL**

**\$259,203,106**



**CREATED/RETAINED JOBS**

**7,417**



**COMPANIES ASSISTED**

**4,115**

# Invest in West Michigan. Invest in The Right Place.

Since 1985, The Right Place has provided the strategic leadership, initiatives and assistance needed to support regional economic growth.

We provide the long-term services, resources and information West Michigan businesses need to remain prosperous, agile and growing through changing economies and shifting markets. However, we cannot do this work alone. We rely on our investors and strategic partners to advance West Michigan's economy.

## Why Should I Invest?

Your investment has a direct impact on our ability to secure jobs and generate wealth for West Michigan. With your help, we'll continue to provide the kind of economic leadership that ensures West Michigan continues to lead the state in economic growth and vitality.

Throughout our history, The Right Place has directly cultivated over \$2 billion in capital investment and over 30,000 jobs.

As a result of our last 5-year strategic plan (2004-2008), we turned your \$5.5 million in investment in The Right Place into more than \$700 million in new capital investment and payroll in West Michigan, including:

- \$467 million in new capital investment
- \$228 million in new payroll
- 8,366 new and retained jobs
- 2,332 companies assisted

No other single entity has done more to advance West Michigan's economy. It's an extraordinary record of success. And one we plan to continue as we implement our current, 5-year economic development plan. However, we cannot do it alone; we need your invested support. The future success of our efforts to support West Michigan companies and the surrounding region depends on a fully funded organization.

Over the next five years (2009-2013) we are fulfilling a strategy and action plan to do more than ever to grow West Michigan's economy. To date, we have already leveraged your growing investment of over \$8 million to support more than:

- \$444 million in new capital investment
- \$259 million in new payroll
- 7,417 new and retained jobs
- 4,115 companies

**You can be part of this growth and defining the future of West Michigan.**

## Mission

The mission of The Right Place, Inc. is to promote wealth creation and economic growth in the areas of quality employment, productivity and innovation in West Michigan by developing jobs through leading business retention, expansion and attraction efforts.

## Value

Building on over 25 years of knowledge and experience understanding the opportunities and challenges affecting the West Michigan economy, The Right Place, Inc. develops and implements comprehensive strategies to retain, expand and attract businesses vital to the region's long-term health. These strategies include: marketing the region globally, connecting area businesses to national and international resources, identifying emerging growth opportunities, and strengthening the global competitiveness and innovation of area firms. Through these and other activities, The Right Place is fostering an environment of sustainable economic growth, high-quality employment and wealth creation for the West Michigan economy.

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