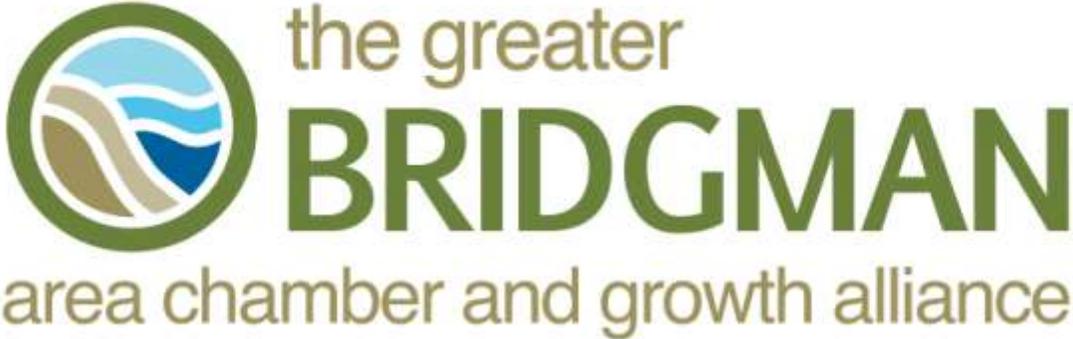


BRIDGMAN
BUSINESS
DEVELOPMENT



WHO WE ARE

- The CGA! (Greater Bridgman Area Chamber & Growth Alliance)
- 2014 merger - Bridgman-Lake Economic Growth Alliance & Chamber
- 501c3 – accept grants, don't lobby
- Economic / community development
- Chamber of Commerce Administration – 142 members
- 12-member board – 4 Lake, 4 Bridgman, 4 general members

WHAT IS ECONOMIC DEVELOPMENT?

“Economic Development is the process by which a community creates, retains, and reinvests wealth and improves the quality of life.”

-David Dodson

ELEMENTS OF ECONOMIC DEVELOPMENT

- Job creation
- Private investment
- Public service
- Public safety
- Quality education
- Recreation
- Culture
- Logistics
- Infrastructure
- People

WHAT WE DO

- Business Retention (primarily manufacturing)
- Business Expansion
- Business Attraction (site database)
- Small Business Support
- Commercial/Retail Development

WHAT WE DO

- Business Networking and Educational Events
- Ribbon Cuttings, Groundbreakings, etc.
- Promotion – tourism, business, community
- Fundraisers – Weko Beach Festivals
- Holiday Village – December 16th

TOOLS OF THE TRADE

- Business and Visitors Guide
- PR & Marketing (Facebook)
- Wayfinding – kiosks and signs
- Supertour 360
- Placemaking -



TOOLS OF THE TRADE

- Membership Online Directory
- Member Information Center
- Grants and Tax Abatements
- Relationships

OUR PARTNERS

- Local Government
- MI Economic Development Corp
- Southwest Michigan First
- Berrien County
- Indiana Michigan Power

OUR PARTNERS

- Kinexus (Michigan Works)
- Sister Organizations
- Southwest Michigan Tourist Council
- Anyone who moves the needle

WHAT IS THE NEEDLE?

White/Blue Collar	46/53
Home Ownership	79%
Commute	20 min
Median Age	46
Median Household Income	\$40,197
Earning >\$100k	23%

WAGES BY ALL OCCUPATIONS*

Median Hourly	\$15.64
Average Hourly	\$20.52
Median Annual	\$32,530
Average Annual	\$42,690

* (Niles-Benton Harbor MSA)

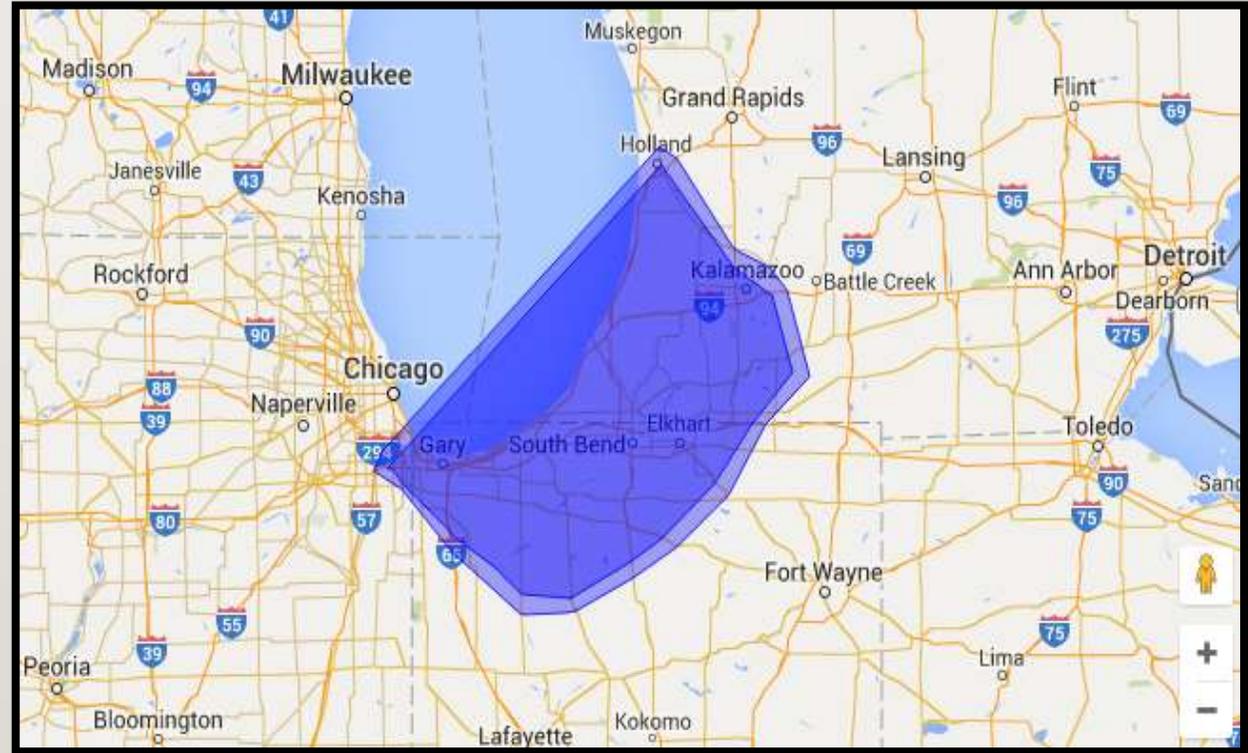
TOP 10 EMPLOYERS

DC Cook Plant	1,200
Westwoods of Bridgman	101
Bridgman Public Schools	100
Eagle Technologies	80
Woodland Terrace	65
Hardings Friendly Market	61
Pratt Industries	60
Great Lakes Metal Stamping	54
Siemens Ford	50
Kruger Plastic Products	45

LOCATION

A one-hour drive connects you in three States:

- Holland and Kalamazoo
- Elkhart, South Bend, Gary
- South Chicagoland



WITHIN A 600-MILE RADIUS

- 54% of nation's manufacturing
- 48% of all retail sales
- >78% of US population within two days by truck
- > 100M people w/in overnight delivery capability

TALENT

Andrews University	Berrien Springs
Lake Michigan College	Benton Harbor / Niles
Southwestern Michigan College	Niles
University of Notre Dame	Notre Dame
Western Michigan University	Benton Harbor

*25,000+ students within a one-hour radius

WORKFORCE

	Bridgman	25-mile radius
Population	5,189	398,417
Labor Force	1,471	194,803
≥Bachelor's Degree	26.46	25.74
Households	3,514	182,586
Unemployment (Berrien 3.6)	3.9	4.73
Employees	3,674	227,089
# of Businesses	238	17,175

LOGISTICS

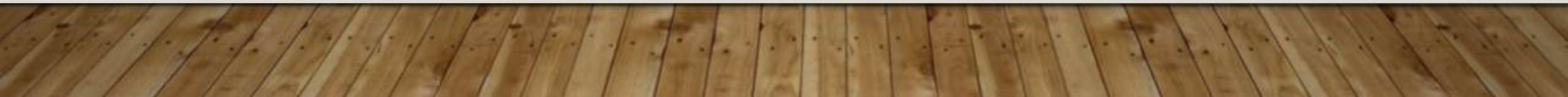
Roads

I-94 1 min/.5 miles
US 31 18 min/12 miles
I-80/90 30 min/27 miles

Airports

Southwest Michigan Regional 23 min/18 miles
South Bend International 40 min/30 miles
Midway/O'Hare International 1.5 hr/86/107 miles
Detroit Metropolitan 2.5 hr/184 miles

Rail



BEACH TOWN TOURISM

Weko Beach

Annual Visitors - 300,000

Annual Campers - 105,000

Festivals –9,000+ visitors

Warren Dunes

Annual Visitors - 1,750,000

Annual Campers - 600,000

TRAFFIC COUNTS

- Red Arrow Highway South of Lake Street 9,532 ADT
- Lake Street East of Red Arrow Highway 14,835 ADT
- I-31 Business Loop (Berrien Springs) 14,000 AADT
- I-94 @ exit 16 43,300 AADT

RECENT PROJECT

- Site visits now occur after 80% of decision is made - communities never know if they are under consideration...
- Haymarket Brewery and Taproom
 - Attraction
 - Site Database
 - Purchasing Coordination
 - Cost Cutting Assistance – tax abatements
 - Public Relations – demolition parties, ribbon cutting

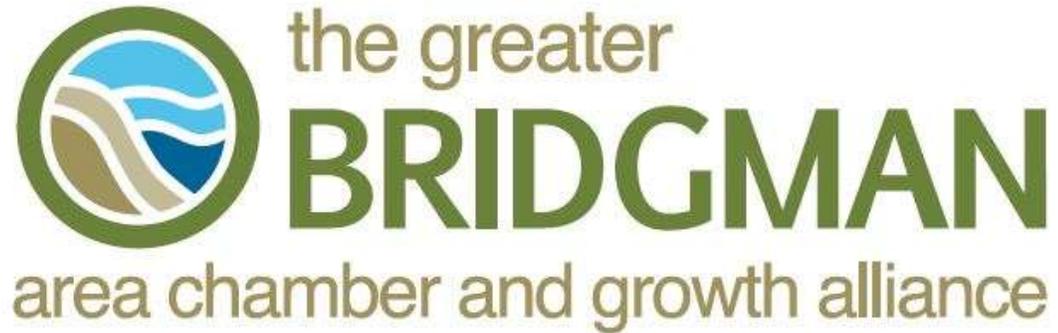
HOTEL STUDY

- 65-85 rooms
- Breakfast dining area
- Indoor pool
- Fitness room
- Lobby workstation
- Sundries counter
- Guest laundry room
- Vending areas

OPPORTUNITIES / CHALLENGES

- Fielding Prospects – bakeries, coffee shops, retail, restaurant
- Buildings and Buildable land

THE END!



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