



Cornerstone
ALLIANCE

2025

STRATEGIC ACTION PLAN

ECONOMIC DEVELOPMENT OF BERRIEN COUNTY

GoMichigan.com

A VISION FOR BERRIEN COUNTY

FOUR STRATEGIC PRIORITIES



1. ECONOMIC DEVELOPMENT

*Fostering business **retention, expansion** and **attraction** efforts throughout Berrien County.*

KEY INITIATIVES

- ▶ Strengthen local businesses through retention and expansion visits connecting primary employers with resources to drive growth and job creation.
- ▶ Lead roundtables and speaker panels to address critical industry trends and foster peer to peer connections.
- ▶ Drive business attraction within target industry sectors by aligning outreach efforts with site readiness activities.

MEASURABLES

- Primary employer visits conducted
- Business intelligence data collection
- Jobs created and retained
- Total capital investment

GOAL

Support existing businesses and attract new companies through strategic outreach and site selection efforts.



2. COMMUNITY DEVELOPMENT

*Strengthening community vibrancy through **redevelopment** and **placemaking** to amplify Berrien County as a destination for talent.*

KEY INITIATIVES

- ▶ Catalyze waterfront and riverfront development to improve livability and well-being.
- ▶ Drive redevelopment and placemaking initiatives that enhance our communities.
- ▶ Expand assistance to municipalities to strengthen development readiness and facilitate access to funding sources.

MEASURABLES

- Redevelopment Ready Communities (RRC) established
- Municipal project assistance
- Educate municipalities on establishing incentives and tools for development
- Total capital investment

GOAL

Drive community development, placemaking, and redevelopment throughout Berrien County.

Cornerstone Alliance is committed to driving economic growth, fostering vibrant communities, and enhancing development opportunities throughout Berrien County.



3. SITES & ASSETS DEVELOPMENT

Improving and enhancing **site readiness** to support economic development and redevelopment projects.

KEY INITIATIVES

- ▶ Identify high-potential industrial, commercial, and residential properties for development.
- ▶ Address gaps in site infrastructure and establish a Sites & Assets Committee to evaluate sites and advise on decision making.
- ▶ Accelerate site-readiness through strategic partnerships.

MEASURABLES

- New industrial assets identified
- Grant opportunities secured for site improvements
- Site marketing package developed to attract businesses
- Industrial site readiness projects executed

GOAL

Enhance available industrial sites and secure assets to support expansion, redevelopment, and placemaking.



4. HOUSING RESOURCE DEVELOPMENT

Activating **housing development** through strategic partnerships.

KEY INITIATIVES

- ▶ Commission a county-wide housing market study.
- ▶ Launch a dedicated housing resource within Cornerstone Alliance.
- ▶ Assist municipalities with zoning, development, identifying incentives, and financing.

MEASURABLES

- County-wide housing market analysis completed
- Contract agreements secured to support housing initiatives
- Housing resource established within Cornerstone Alliance
- Developer Day for housing hosted

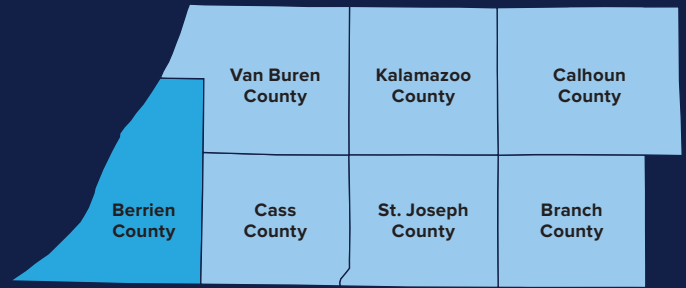
GOAL

Advance housing development by educating municipalities, engaging developers, and identifying financing opportunities for workforce housing.

MEANINGFUL ECONOMIC PROGRESS THRIVES ON STRONG PARTNERSHIPS

By collaborating with municipalities and key organizations, we will unlock opportunities that benefit Berrien County and Southwest Michigan. Our strategy aligns local and regional efforts, enhancing economic growth and maximizing investment impact. Through focused collaboration, we will create a unified, transparent network of resources that empowers our community and investors.

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