

BUSINESS RESOURCE GUIDE 2025

Created by the Michigan
Small Business
Development Center
West Michigan Region



**Michigan
SBDC**

Harmony Brewing Company - Grand Rapids, MI

In memory of Michigan SBDC Business Growth Consultant, Brooks Kindel

KENT COUNTY AND SURROUNDING AREAS

JUNE 2025

START AND GROW YOUR SMALL BUSINESS

Expert, no-cost business advice at any stage. Because owning a small business isn't a job - it's a calling.



One-on-One Business Consulting

Our team provides support through the full life cycle of your business: whether it's start, scale, or sell. Your Michigan SBDC business consultant will meet you where you are and help you reach your goals through personal business consulting, available at no cost to you.

Business Education

Learn from our experienced team of small business experts, wherever, whenever. Our business education resource center is full of live events and on-demand content to help you start and grow your business, on your own schedule.

**Get Started at michigansbdc.org
or 833.522.0025**



Funded in part through a cooperative agreement with the U.S. Small Business Administration.

MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER

FROM THE DIRECTOR



Greetings!

The West Michigan Region of the Michigan Small Business Development Center (Michigan SBDC) is pleased to release our 2025 Business Resource Guide which contains a listing of 80 Entrepreneurial Support Organizations (ESOs) and Financing Institutions serving Kent County and surrounding areas. In addition to those that operate locally, many of the organizations listed have a regional or statewide footprint.

For quick referencing, we have included a category page to help you navigate the guide. Each listing includes a description of the organization, website address, and a contact person along with their email address and phone number. Keep this information handy to connect with the individuals that can best help you.

We realize that there is a lot of uncertainty in the business community at this time so please share this guide with as many entrepreneurs and business owners as possible. Our mission is to help Michigan small businesses succeed and having a valuable resource guide such as this can help you and others build relationships with the right agency and the right person.

All information in this guide has been verified by the Michigan SBDC as of the date of publication and will be updated at least once a year. It is available to download at www.michigansbdc.org/resourcefair.

In addition to this guide, we have also co-developed a Business Resource Guide for Montcalm/Ionia Counties and will be developing a lakeshore revision later this year. Inquiries about the resource guides can be made at sbdc@gvsu.edu.

Best regards,

A handwritten signature in black ink, appearing to read "Ed Garner". The signature is fluid and cursive.

Ed Garner



Funded in part through a cooperative agreement with the U.S. Small Business Administration.

MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER

CATEGORY DESCRIPTIONS

While we have categorized businesses into the following sections to provide guidance on the types of services they offer, we acknowledge that each business may have a wider scope of services beyond those listed. We encourage you to delve deeper into each business profile to gain a comprehensive understanding of their offerings.

BUSINESS SUPPORT AND DEVELOPMENT SERVICES

Explore organizations that assist with contracting opportunities, workforce initiatives, business designations & rankings, promotion of local purchasing, and general business needs. Some may have programs or services targeted towards specific industries or locations and provide guidance on regulatory requirements, business compliance, and legal considerations to help businesses operate smoothly.

CHAMBERS OF COMMERCE & ASSOCIATIONS

Access business membership associations dedicated to fostering a strong local economy. Chambers of Commerce and other similar associations work to expand the influence, access, and information required to encourage business growth and community leadership. Through events, programs, membership benefits, and advocacy, they offer the resources and insights needed to develop strong leaders, engage a diverse workforce, foster a welcoming community, and advance a vibrant business environment.

ECONOMIC DEVELOPMENT

Engage with initiatives focused on driving local economic growth, attracting investment, and generating employment opportunities to cultivate a thriving business environment.

ENTREPRENEURIAL SUPPORT SERVICES

Connect with agencies that provide a large range of resources at any stage of business. Services may include help with starting a business, growing or improving business operations, buying or selling a business, co-working space, accessing capital, market research, or training on a variety of business topics. Organizations may provide a variety of workshops, seminars, and online resources tailored to equip entrepreneurs and business owners with the knowledge and skills necessary for success.

FINANCIAL ASSISTANCE AND FUNDING

Navigate the landscape of financing options available to small businesses, including grants, loans, and investment opportunities, to fuel your business's financial growth and stability.

FOOD, AGRICULTURE, AND EXPORTING

Explore resources and opportunities within the food, agriculture, and exporting industries, offering support with market research, strategic planning, and international trade endeavors.

TECHNOLOGY, INNOVATION, AND ENERGY

Embrace cutting-edge technologies and foster innovation within your business with support, tools, and resources to streamline operations, enhance efficiency, and maintain competitiveness in today's dynamic marketplace. Explore energy solutions that can help reduce costs, improve sustainability, and optimize energy usage through available programs and incentives.

2025 RESOURCE PARTNERS BY CATEGORY

BUSINESS SUPPORT & DEVELOPMENT SERVICES

Arts Marketplace
AQUME Foundation
Better Business Bureau
City of Grand Rapids Economic Development Office
First Children's Finance
FranNet
Grand Rapids Center for Community Transformation
Grand Rapids Public Library
GVSU Family-Owned Business Institute
GVSU Inclusion and Equity Institute
Hello West Michigan
Kconnect
Kent District Library
Michigan Center for Employee Ownership
Michigan Minority Supplier Development Council
People First Economy
Urban League of West Michigan
U.S. Patent and Trademark Office
West Michigan West Michigan Public Purchasing Alliance
West Michigan Works!

CHAMBERS OF COMMERCE & ASSOCIATIONS

Family Business Alliance
Grand Rapids Chamber of Commerce
Hispanic Center of Western Michigan
Michigan Inventors Coalition
Michigan Manufacturers Association
Rockford Chamber of Commerce
Small Business Association of Michigan
South Kent Chamber of Commerce
West Michigan Asian American Association
West Michigan Hispanic Chamber of Commerce

ECONOMIC DEVELOPMENT

Downtown Grand Rapids Inc.
Michigan Economic Development Corporation
The Right Place

ENTREPRENEURIAL SUPPORT SERVICES

Grand Rapids Area Black Businesses
GVSU Center for Entrepreneurship & Innovation
Michigan Small Business Development Center
Muskegon Innovation Hub
SCORE Grand Rapids
Spring GR
Start Garden
SURGE
VetBiz Central
West Michigan APEX Accelerator

FINANCIAL ASSISTANCE AND FUNDING

Adventure Credit Union
Arbor Financial Credit Union
Choice One Bank
Comerica Bank
Commercial Bank
Consumers Credit Union
Fifth Third Bank
Great Lakes Commercial Finance
Grow
Horizon Bank
Huntington Bank
Lake Michigan Credit Union
Lake Trust Credit Union
Mercantile Bank
Michigan First Credit Union
Michigan Women Forward
Northern Initiatives
Old National Bank
Opportunity Resource Fund
PNC Bank
Rende Progress Capital
SBA Michigan District Office
United Bank
West Michigan Community Bank

FOOD, AGRICULTURE, AND EXPORTING

Downtown Market Incubator Kitchen - Grand Rapids
MSU Product Center
Michigan Department of Agriculture
& Rural Development
U.S. Commercial Service
Van Andel Global Trade Center

HR, LEGAL AND REGULATORY COMPLIANCE

American Society of Employers (ASE)
The Employers' Association

TECHNOLOGY, INNOVATION, AND ENERGY

Centropolis Accelerator
Grand River Makerspace
Michigan Manufacturing Technology Center
MSU Research Foundation - Spartan Innovations
Franklin Energy
SEEL - Solutions for Energy Efficient Logistics

2025 RESOURCE PARTNERS ALPHABATIZED

Adventure Credit Union	Michigan Manufacturers Association
Arbor Financial Credit Union	Michigan Manufacturing Technology Center
Arts Marketplace	Michigan Minority Supplier Development Council
Aqume Foundation	Michigan Small Business Development Center
ASE West Michigan	Michigan Women Forward
Better Business Bureau	MSU Product Center
Centrepolis Accelerator	MSU Research Foundation-Spartan Innovations
City of Grand Rapids Economic Development	Muskegon Innovation Hub
Choice One Bank	Northern Initiatives
Comerica Bank	Old National Bank
Commercial Bank	Opportunity Resource Fund
Consumers Credit Union	People First Economy
Downtown Grand Rapids Inc.	PNC Bank
Downtown Market Incubator Kitchen	Rende Progress Capital
Family Business Alliance	Rockford Chamber of Commerce
Fifth Third Bank	SBA Michigan District Office
First Children's Finance	SCORE Grand Rapids
Franklin Energy	SEEL - Solutions for Energy Efficient Logistics
FranNet	Small Business Association of Michigan
Grand Rapids Area Black Businesses	South Kent Chamber of Commerce
Grand Rapids Chamber of Commerce	SpringGR
Grand Rapids Center for Community Transformation	Start Garden
Grand Rapids Public Library	SURGE
Grand River Makerspace	The Employers' Association
Great Lakes Commercial Finance	The Right Place
Grow	United Bank
GVSU Center for Entrepreneurship & Innovation	Urban League of West Michigan
GVSU Family-Owned Business Institute	U.S. Commercial Service
IGVSU Inclusion and Equity Institute	U.S. Patent and Trademark Office
Hello West Michigan	Van Andel Global Trade Center
Hispanic Center of Western Michigan	VetBizCentral
Horizon Bank	West Michigan APEX Accelerator
Huntington Bank	West Michigan Asian American Association
K- Connect	West Michigan Hispanic Chamber of Commerce
Kent District Library	West Michigan Community Bank
Lake Michigan Credit Union	West Michigan Public Purchasing Alliance
Lake Trust Credit Union	West Michigan Works!
Mercantile Bank	
Michigan Center for Employee Ownership	
Michigan Department of Agriculture & Rural Development	
Michigan Economic Development Corporation	
Michigan First Credit Union	
Michigan Inventors Coalition	



Adventure Credit Union

Nick Lemke

AVP of Commercial Lending

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Adventure Credit Union is a trusted financial guide for people and businesses in the Greater Grand Rapids and Lansing communities. Being locally owned and operated gives us insight into the financial decisions families and small businesses face every day. Our team is dedicated to helping small and medium-sized businesses grow by meeting all of their banking needs. We offer working capital lines of credit and other flexible financing options. As well as, business accounts, affordable treasury management services, and much more. Come discover the difference that a local banking relationship can make for your business!

www.adventurecu.org



Arbor Financial Credit Union

Scott Petersen

Senior Commercial Lender

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Arbor Financial Credit Union is committed to helping small businesses thrive by offering tailored financial solutions designed for growth and success. Our comprehensive business services include SBA loans and commercial lending, business checking and savings accounts, merchant services for seamless payment processing, and expert financial guidance to support cash flow management and long-term planning. Whether you're launching a startup or expanding an established business, Arbor provides the tools and resources needed to navigate financial challenges and achieve your goals.

<https://www.arborfcu.org/business-banking>



Arts Marketplace

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Fostering space for undercapitalized entrepreneurs and makers to gain visibility, scale and success in the heart of downtown Grand Rapids.

<https://artsmarketplacegr.com/>



Aqume Foundation

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Founded in 2021, AQUME Foundation is a Black-led foundation established as a systemic level response to the glaring national disparities in wealth and resources between white and BIPOC communities. As a result, we focus on economic justice by providing opportunities for the BIPOC community to learn about and establish intergenerational wealth through philanthropy, estate planning, workshops, and networking while integrating our core values of equity, financial investment, accountability, and community transformation.

www.aqumefoundation.org



ASE West Michigan

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American Society of Employers (ASE) is your trusted partner for Everything HR. ASE is a non-profit, membership organization – everything we do is based on the needs of members and to help our member organizations THRIVE. ASE strengthens organizations' HR departments by offering member benefits and discounted services that span the entire employee lifecycle, including recruitment, development, and retention, while minimizing compliance risk. We provide our members guidance through new and changing legislation and workplace issues. We are the primary source for state-wide wage and salary and employee benefit data.

www.aseonline.org



Better Business Bureau Foundation

Wendell Gafford
Director of Business Relations
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Serving 80 of Michigan's 83 counties, Better Business Bureau (BBB) of Michigan offers resources to support, educate, and empower businesses and consumers, helping them thrive in today's ever-changing marketplace. In addition to Accreditation, BBB provides verified business profiles, customer reviews, dispute resolution services, free presentations on fraud prevention and business growth, and more. Visit BBB.org/mi, email info@mi.bbb.org or call (517) 837-2162 for more information.

www.bbb.org



Center for Entrepreneurship & Innovation

Shorouq Almallah
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The Richard M. and Helen DeVos Center for Entrepreneurship & Innovation (CEI), is committed to supporting and enriching the entrepreneurial community by providing an essential hub where entrepreneurs can connect to resources, mentorship, networking opportunities, regional and national conferences, workshops, high-tech incubation facilities, and access to capital. CEI hosts two programs for the West MI entrepreneurial community, LendGR and Michigan Veteran Entrepreneur-Lab (MVE-Lab).
<https://www.gvsu.edu/cei/>



Centrepolis Accelerator

Michael Folster
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The Centrepolis Accelerator at Lawrence Technological University (LTU) is a catalyst for the growth of Michigan's advanced manufacturing and hardware innovation sectors. We provide crucial resources, including funding, expert guidance, and key business development services, to empower small businesses and entrepreneurs in these industries. Our unique programs, such as the Michigan Mobility Prototype Grand Program and the Defense Hardtech Accelerator (DHA) Program, offer targeted support to companies developing cutting-edge technologies for mobility, electrification, and defense sectors. With a focus on accelerating product development, testing, and manufacturing readiness, we help small businesses thrive and succeed in today's competitive landscape.
<https://www.centrepolisaccelerator.com/>



Office of Equity
and Engagement

CITY OF GRAND RAPIDS

City of Grand Rapids

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Brandon Davis
Director
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Our team is dedicated to building a strong, vibrant business community in Grand Rapids, and we're here to help you every step of the way. If you are looking to grow your business, we have the tools and resources you need to succeed. Connect with us today or check our website to see how we can help you achieve your goals.

www.GrowGR.org



Choice One Bank

Cindy Achterhoff
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ChoiceOne Bank is known for our community commitment, innovative strategies, and personal approach to customer relationships. Our mission is to provide superior service, quality advice, and show utmost respect to everyone we meet.

We believe in guiding small businesses because we know they are the strength and backbone of our communities. When you partner with us, we will ensure that your business is not only set you up for the present day's operations but also prepared for the challenges of the future. ChoiceOne is a Preferred SBA Lender and recipient of the SBA Michigan District 504 Third Party Lender of the Year Award.

<https://www.choicene.bank>



Comerica Bank

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With 175 years of experience, Comerica Bank is committed to supporting the growth and success of small businesses. As the Leading Bank for Business, we prioritize long-term relationships and provide comprehensive financial solutions tailored to your needs. Our dedication to entrepreneurs and small businesses is at the core of everything we do. Get ready to Raise Your Expectations® of what a bank can offer for your business.

<https://www.comerica.com>



Commercial Bank

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Commercial Bank was founded in 1893, our employees are involved in a variety of community organizations, and as a bank, we are committed to investing in our communities. Commercial Bank offers a variety of loan options including: longer term fixed financing with NO balloons, equipment lines of credit, as well as demand lines of credit. We are also one of Michigan's top MEDC Capital Access lenders which may be a great option for newer/start-up businesses. With Commercial Bank, you can expect fast, accurate and reliable service. We take pride in being a locally owned and operated community bank that fosters strong connections with our customers and communities.

www.commercial-bank.com/



Consumers Credit Union

Sandy Bloem
Commercial Loan Officer
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Headquartered in Kalamazoo, Michigan, Consumers Credit Union is a full-service financial institution and a leader in digital banking technology, mortgages and business lending. Consumers has more than \$2.2 billion in assets. Locally owned since 1951, Consumers serves more than 134,000 individuals and businesses through 27 offices located in Kalamazoo, Battle Creek, Grand Rapids, Coldwater, Lansing and up the Lakeshore, with member access to 30,000+ free CO-OP Network ATMs nationwide.

At Consumers, we are proud to offer a wide range of services and products to support your business needs. Our business checking accounts come with low or no monthly fees, online and mobile banking, debit cards, and check imaging, making it easy for you to manage your finances. We also provide competitive business savings accounts with attractive dividend rates. Whether you need term loans, lines of credit, commercial real estate loans, or equipment financing, our business loan options have got you covered. Federally insured by NCUA

www.consumerscu.org



Downtown Grand Rapids Inc.

Tim Kelly
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Downtown Grand Rapids Inc. provides various services to support the economic development, marketing, planning, public space management, safety and cleanliness of Downtown Grand Rapids. We support Downtown businesses directly with grants and other programs. We collaborate with developers to encourage investment and growth in the area and assist with planning and implementation of development projects. We promote Downtown Grand Rapids through marketing and promotional campaigns, and manage and maintain public spaces such as parks, plazas, and streetscapes. We also produce and support inclusive events year-round to create a welcoming and vibrant Downtown for all.

<https://downtowngr.org/>



Downtown Market Incubator Kitchen

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The Downtown Market Education Foundation helps food businesses tackle startup obstacles by providing 24/7 kitchen space and 1-on-1 strategic support. Budding entrepreneurs benefit from our free, on-site guidance in food licensing, marketing information, product development, free Culinary Conversations events and much more. At the Incubator Kitchen, entrepreneurs are able to get licensed, launch, scale, and grow with no membership fees, no monthly minimums, and full sales retentions. All services are 100% free! www.downtownmarketgr.com/education-foundation



Family Business Alliance

Mary Cline
Membership Engagement Manager
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Family Business Alliance is a non-profit organization of nearly 180 family business organizations in West Michigan. We provide these organizations the opportunity to create connections, navigate governance, and elevate leadership. We offer events, peer forums, programs and resources, to assist West Michigan family businesses achieve multi-generational success.
www.fbagr.org



Fifth Third Bank

Victor Holt
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Fifth Third's local decision-making and comprehensive financial expertise, combined with the tailored support of Michigan SBDC, empowers entrepreneurs with the tools, guidance, and resources they need to grow. Together, we provide personal and business banking solutions along with the strategic planning that helps Michigan's small businesses thrive.

<https://www.53.com/>



First Children's Finance

First Children's Finance

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First Children's Finance is a nonprofit organization that provides financial services, technical assistance, and training to early care and education (ECE) businesses and organizations across the United States. Their services are aimed at supporting the growth and success of ECE businesses and organizations by providing financing, financial management support, business planning assistance, technical assistance, and training and workshops.

<https://www.firstchildrensfinance.org/>



Franklin Energy

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Franklin Energy is a leading energy efficiency and grid optimization company that provides innovative solutions to utilities, businesses, and homeowners. With a focus on sustainability and cost savings, Franklin Energy offers a comprehensive range of services aimed at reducing energy consumption and improving overall efficiency. We design and implement customized energy efficiency programs, providing expert guidance and support to help clients maximize energy savings. Franklin Energy also offers advanced technology solutions, such as smart thermostats and energy management systems, to optimize energy usage and reduce carbon footprints. Through our expertise in energy efficiency and our commitment to a cleaner, more sustainable future, Franklin Energy helps clients achieve their energy goals while making a positive impact on the environment.

<https://www.franklinenergy.com/>



FranNet

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At FranNet we provide free services to assist aspiring entrepreneurs in identifying and researching franchise opportunities that may be a good fit for them based on transferable skills & budget. We start our process with a comprehensive assessment tool and work with you to create the outline of your ideal opportunity. Once matched with franchises to research that meet your criteria, we provide ongoing guidance and resources to maximize your research, including funding options. If you are a current business owner looking to expand your reach through franchising, we can offer guidance and resources to you in franchising your business as well. If you'd like to determine if you'd be a match for franchise ownership, please complete our free entrepreneurial readiness assessment at www.frannet.com/bbetser/cq

<https://frannet.com/welcome/?consultant-email=bbetser@frannet.com>



Grand Rapids Area Black Business

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Administrative Coordinator

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Grand Rapids Area Black Businesses (GRABB) is an institution that provides a platform that propels Black entrepreneurship forward with the purpose of creating wealth for our community through economic and business development. GRABB works to expand opportunities for Black businesses in the Metro Grand Rapids area by assisting them with acquiring four forms of capital (Human, Social, Intellectual and Financial) and creating awareness for Black businesses. GRABB is empowering the Black business community that is leading to meaningful and beneficial economic growth and sustainability.

<https://grabblocal.com/>



Grand Rapids Center for Community Transformation

Justin Beene

Founder

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The Grand Rapids Center for Community Transformation believes in unhindered access to opportunity, creating a city for everyone—a place of ideas, enterprise, and vitality. To solve today's social problems, we harness the tools and methods of business, uniting neighborhood voices, entrepreneurial spirit, and innovation through partnerships with business, government, education, and community. We create pathways for career development, support business growth, and increase contracts with BIPOC entrepreneurs, fostering a multiplying effect in the community. Our diverse avenues for attracting capital enable us to scale investment, support businesses, and spread impactful ideas to benefit the community.

<https://www.grcct.com/>



Grand Rapids Chamber

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Each year, the Grand Rapids Chamber helps entrepreneurs grow their businesses, professionals lead their organizations, and community leaders expand their reach in support of a vibrant business environment and a thriving local economy that benefits everyone. We're here to provide you with the confidence, connections, credibility, and resources you need—from raising your brand visibility and gaining business advice to talent attraction and retention, from job creation to building a diverse workforce, from relentless advocacy to creating a welcoming, magnetic Grand Rapids community. Together, we're driving a dynamic, top-of-mind region.

www.grandrapids.org



GRAND RAPIDS PUBLIC LIBRARY

Grand Rapids Public Library

Steven Assarian
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At the Grand Rapids Public Library Small Business Resource Center (SBRC) we take your success seriously. Since its establishment in 2009, thousands of patrons have received SBRC assistance and gone on to build successful businesses, find lucrative grant funding, and obtain new jobs. We've built an arsenal of proprietary research tools that give entrepreneurs, grant seekers, and job hunters free access to valuable information, along with the expert help to make that information useful and actionable. The GRPL SBRC is funded thanks to a generous grant from the Grand Rapids Public Library Foundation Titche Family Fund

www.grpl.org/sbrc



Grand River Makerspace

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We are a community makerspace that can help people bring their ideas to life. Be it prototyping, small batch manufacturing or promotional materials such as sticker and banners

www.grandrivermakerspace.org



Great Lakes Commercial Finance

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Great Lakes Commercial Finance (GLCF) is a non-profit lender that provides access to capital for small businesses that are purchasing or refinancing commercial real estate and/or machinery and equipment. We are licensed by the U.S. Small Business Administration (SBA) as a Certified Development Company (CDC) to offer the SBA 504 Loan Program throughout the entire state of Michigan.

Some of the benefits of using the program include: As little as a 10% down payment vs. 20% if done conventionally – 10, 20, and 25 years terms – Low-interest rates locked in for the term of the loan.

www.glcf.org



Grow
Elevating
Entrepreneurs.

Grow

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Grow is a Community Development Financial Institution that provides responsible and accessible loans (up to \$50,000) that expand economic opportunities for small business owners at every stage of their business. We strive to provide capital and knowledge that is informed through curiosity and authentic relationships. It's not just about business loans, it's about community impact. We're here to help. Get funded, gain skills, and grow your business.

www.growbusiness.org



Family Owned Business Institute

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The Family Owned Business Institute's (FOBI) mission is to champion and serve family-owned businesses through scholarship, education and advocacy. FOBI creates opportunities for those studying family businesses through our Scholar in Residence Program, FOBI Research Grant, and Family Business Course.

<https://www.gvsu.edu/fobi/>



Inclusion and Equity Institute

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The GVSU Inclusion and Equity Institute furthers the inclusion and equity goals of people, organizations and communities - locally, regionally and nationally. Our process involves working alongside partners to cultivate rich learning environments and meaningful outcomes, grounded in agency and action. Our facilitators are practitioners, academics, community leaders and advocates who are passionate and committed.
<https://www.gvsu.edu/inclusion/>



Hello West Michigan

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Hello West Michigan is a regional talent attraction organization that promotes West Michigan as a great place to live and work. Through programs and resources, we connect new relocatees to employers and the community. We support and enhance companies' talent attraction strategy with an array of member benefits and resources. Programs cover the talent spectrum, from interns to executives. Our website, hellowestmichigan.com, is open to the public and can be referred to newcomers, transplants, and boomerangs at any time.
<https://hellowestmichigan.com/>



Hispanic Center of Western Michigan

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Founded in 1978, the goal of the Hispanic Center is to provide unmet social services to the Hispanic Community in Greater West Michigan.

Located in the heart of the Roosevelt Park, the largest Latino neighborhood in Grand Rapids, the Hispanic Center is able to directly serve more than 30,000 individuals annually. Not limited to Grand Rapids, we seek to address the needs of Latinos in West Michigan. The staff is largely bilingual and multi-cultural. We understand our Latino neighbors, connect with them, and work to achieve self-sufficiency together.

<https://hispanic-center.org/>



Beyond

Horizon Bank

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At Horizon, we believe that time and resources are more than donations—they're investments in the communities we serve. Built on a foundation of listening, respect, and inclusion, we create meaningful impact by embracing diversity and fostering growth. Whether supporting local initiatives or empowering careers, we are committed to taking purposeful action that reflects our values and strengthens the fabric of our community.

<https://www.horizonbank.com/>



Huntington Bank

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Huntington Bank is dedicated to providing tailored banking and financial solutions for businesses. Led by local relationship managers, we offer customized services to help your business capitalize on growth opportunities, mitigate risks, and enhance efficiency. Our offerings include deposits and liquidity management, receivables and payables solutions, capital markets services, credit and lending options, business insurance, online banking tools, and advisory capabilities through Capstone Partners.

<https://www.huntington.com/>



K Connect

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KConnect is a collaborative network in Kent County focused on ensuring every child's path to economic prosperity through quality education and community support. With a dedicated backbone team, we operate through three workgroups:

Core Workgroups: Target equitable outcomes from prenatal to career.

Cross-Cutting Workgroups: Expertise in data, equity, community engagement, and policy.

Foundational Workgroup: Focuses on home and family stability, meeting basic needs for educational success.

<https://k-connect.org/>



Kent District Library

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Kent District library has 20 branches and a bookmobile throughout all of Kent county. Businesses in the Kent county service area can obtain an institution card. The card allows access to a plethora of books, business resources, proprietary research tools, hot spots, beyond books, and digital resource offerings. Study and meeting rooms are available in most of KDL's locations.

kdl.org/freesources



Lake Michigan Credit Union

Deana Baker
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Lake Michigan Credit Union (LMCU) is committed to prioritizing the needs of its members, offering competitive rates and personalized financial solutions tailored to support small businesses. With a community-driven approach and dedication to supporting local businesses and neighborhoods, LMCU fosters growth and prosperity within our communities, making them better places to live and work for everyone. Empowering businesses to thrive and succeed, LMCU stands out as a member-centric institution in today's dynamic marketplace.

lmcu.org



Lake Trust Credit Union

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Lake Trust Credit Union strives to support its members, team members and communities in their journey toward financial wellbeing. Lake Trust understands that harnessing the power in all of us is key to building stronger communities and helping Michiganders reach their goals. Lake Trust currently serves nearly 200,000 members—including both individuals and business owners—and has branches in more than 20 cities, towns and villages throughout the state. Lake Trust is a Community Development Financial Institution (CDFI) which provides a platform to reinvest in underserved neighborhoods and create more opportunities that promote vibrant communities and financial security. That includes Lake Trust's Micro Business Loan Program, which expands access to capital for Michigan-based small businesses.

www.laketrust.org



Mercantile Bank

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Mercantile Bank provides financial products and services in a professional and personalized manner. Our innovative products and services make banking easier for businesses and consumers. We provide a high level of service, a knowledgeable staff, and are committed to strengthening the diverse communities we serve. Our services and solutions are designed to empower businesses to achieve their financial goals. From commercial and business banking to treasury and Human Capital Management tools, our local teams offer unparalleled service. With a hands-on approach to community engagement, Mercantile employees are here to help support local economies, youth, families, and individuals.

www.mercbank.com



Michigan Center for Employee Ownership

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The Michigan Center for Employee Ownership (MICEO) is a nonprofit organization that helps business owners explore and develop their ownership exit strategy from their company. MICEO helps educate the business owner on their exit options, including a sale to the employees. MICEO provides a high level of information on these options, helps assess what options might be the best fit for the organizations, and assists in outlining the next step forward in the process. MICEO can provide referrals to qualified professionals to help the business owner develop and execute their selected exit strategy.

www.miceo.org



Michigan Department of Agriculture & Rural Development

Jodi Gruner
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Our mission is to deliver expertise and leadership to support economic development in Michigan's food and agriculture industries. We help Michigan businesses navigate the licensing process and offer exporting assistance, regional business development information, grant funding support and research and educational materials. Our team is personally invested in the success of food, ag and forest product businesses and are committed to supporting the unique solutions that will help them thrive.

www.michigan.gov/mdard



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

Michigan Economic Development Corporation

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Chris Cook
Managing Director
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The Michigan Economic Development Corporation (MEDC) plays a pivotal role in driving economic growth and fostering business development in the state of Michigan. As a public-private partnership, the MEDC offers a comprehensive suite of services and resources to support businesses at various stages. They provide assistance with site selection, access to capital, and business attraction strategies to help companies establish and expand their operations in Michigan. The MEDC also offers programs and grants to support innovation, entrepreneurship, and workforce development. By collaborating with local communities, businesses, and educational institutions, the MEDC aims to create a business-friendly environment that attracts investment, spurs job creation, and promotes overall economic prosperity throughout the state of Michigan.

www.michiganbusiness.org



Michigan First Credit Union

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With nearly 100 years of service, Michigan First Credit Union proudly supports our small business community by offering competitive products for basic business banking needs. Our team of experts is available to ensure all your financial needs are covered with reliable and innovative solutions. Our hands-on approach delivers personalized service and dedicated support, helping businesses grow and thrive. At Michigan First, we believe in building strong relationships and providing the tools and guidance needed for long-term success. <https://michiganfirst.com/>



Michigan Inventors Coalition

Joe Finkler
President
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With nearly 100 years of service, Michigan First Credit Union proudly supports our small business community by offering competitive products for basic business banking needs. Our team of experts is available to ensure all your financial needs are covered with reliable and innovative solutions. Our hands-on approach delivers personalized service and dedicated support, helping businesses grow and thrive. At Michigan First, we believe in building strong relationships and providing the tools and guidance needed for long-term success. <https://michiganfirst.com/>



Michigan Manufacturers Association

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Since 1902, MMA has a proven track record and unwavering commitment to serve Michigan manufacturers through relentless legislative advocacy, resources to address the talent crisis, vital industry information, significant cost savings and more. As MMA members, manufacturers can tap into a professional network and resources to help grow their businesses, address challenges and create a sense of unity with other manufacturers. Visit mimfg.org for more information.
mimfg.org



Michigan Manufacturing Technology Center - West

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Offering personalized consulting services to West Michigan manufacturers, we develop more effective business leaders, drive product and process innovation, promote company-wide operational excellence, and foster creative strategies for business growth and greater profitability. The Center-West is a small, dynamic team with a vast network of partners and subcontractors. This far-reaching structure allows our team to respond quickly to the changing needs of West Michigan's manufacturing community. We are equipped to connect you with any of our partner organizations, providing a clear path to the answers and services you need most.

www.thecenterwest.org



Michigan Minority Supplier Development Council

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Jon Covington
Senior Business Development
Consultant
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The Michigan Minority Supplier Development Council (MMSDC) is a non-profit organization committed to driving economic growth within minority communities. The MMSDC advances this mission by facilitating over \$36 billion annually in economic output each year. The MMSDC is one of 23 affiliates of the National Minority Supplier Development Council (NMSDC), a nonprofit corporate membership organization that advances business opportunities for its certified Asian, Black, Hispanic, and Native American business enterprises and connects them to its corporate members.

<https://minoritysupplier.org>



Michigan Small Business Development Center

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The Michigan Small Business Development Center (Michigan SBDC) enhances Michigan's economic wellbeing by providing no-cost consulting, training, and market research for new ventures, existing small businesses and advanced technology companies. With ten offices across the state, we provide entrepreneurs and business owners with convenient access to our free consulting and training throughout Michigan. We are committed to fostering and sustaining a culture of inclusion through equitable outreach and service to Michigan's diverse business community.
<https://michigansbdc.org/>



Michigan Women Forward

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MWF is a certified community development financial institution (CDFI) whose mission is to expand economic opportunity for women and entrepreneurs of color, by providing access to capital and business resources. MWF celebrates outstanding Michigan Women by honoring their leadership contributions to the community, economy and our State. MWF's vision is to create an inclusive economy for the State of Michigan where women and people of color can create viable businesses that build long-term sustainable wealth.
<https://miwf.org/>



Product Center
Food • Ag • Bio
MICHIGAN STATE UNIVERSITY

Michigan State University Product Center

Kendra Wills
Innovation Counselor
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The Michigan State University Product Center helps Michigan entrepreneurs and businesses to develop and launch new product and service ideas into the food, ag and bioenergy markets. Whether you are a budding entrepreneur or operate a well-established company, the Product Center is your key to the front door of Michigan State University's vast and varied technical expertise, research and outreach services. At the Product Center, we facilitate innovation by customizing services to each client. From business planning to market analysis and research, and from scientific support to technical services, we deliver what entrepreneurs need directly or from our statewide network of university, business and governmental partners. Our team of experts analyzes the level of service each client needs, taking some from concept development to launch and helping others with specialized issues such as packaging, labeling or nutritional analysis.

<https://www.canr.msu.edu/productcenter/>



MICHIGAN STATE
UNIVERSITY
**RESEARCH
FOUNDATION**

Michigan State University Research Foundation

Heather Liskiewtz
Program Coordinator
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marketing@msufoundation.org

Michigan State University Research Foundation was established in 1973 as an independent nonprofit committed to the commercialization of cutting-edge technologies invented by MSU faculty, staff, and students. Today, the MSU Research Foundation is focused on enhancing research, encouraging innovation and entrepreneurship, and facilitating economic growth at MSU and in communities across the state. Key programs and services include business accelerators, entrepreneurs-in-residence, coaching and mentoring, early-stage funding, market assessment, and business accelerator fund.

<https://www.msufoundation.org>



Muskegon Innovation Hub (GVSU)

Linda Ray
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The Muskegon Innovation Hub (the Hub) is located in one of the state's first SmartZones. Our mission is to serve as a business innovation nerve center that provides guidance, funding, networking, and a synergistic work environment to help businesses and entrepreneurs achieve their goals. We are a key partner in the region's innovation ecosystem, supporting startup businesses, entrepreneurs, and corporate innovation teams.

Our services include Business Incubation, Coworking Spaces, and Funding Assistance.

www.gvsu.edu/mihub



Northern Initiatives

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Northern Initiatives is a nonprofit Community Development Financial Institution (CDFI) that provides loans and business services to small businesses in Michigan. Their services include small business loans, business services, technical assistance, a Women's Business Center, and community development partnerships. Northern Initiatives aims to promote economic development in Michigan and help small businesses succeed by providing specialized support, coaching, training, and access to financing and other resources.

<https://northerninitiatives.org/>



Old National Bank

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Old National Bank is committed to being a trusted partner by investing time, care, and expertise to help clients and communities thrive. Their vision is to be the bank of choice—supporting client dreams, community well-being, and employee growth—while staying true to core values: Integrity, Inclusion, Excellence, Collaboration, Optimism, and Agility.

<https://www.oldnational.com/>



Opportunity Resource Fund

Alexis Hill

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OppFun is a nonprofit 501(c)(3) community development financial institution serving the entire State of Michigan. We are a catalyst for positive change, be it funding affordable housing, enabling job creation, supporting small businesses, providing affordable mortgages, or funding the development of great commercial spaces. Our mission is to provide loans to create equitable, economic and sustainable opportunities throughout Michigan - one person, one job, one home at a time. Opportunity Fund aims to help small businesses access financing and improve their operations.

<https://oppfund.org/>



People First Economy

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At People First Economy, we build tools and support networks working towards a stakeholder economy where people and environmental wellbeing are essential. Our statewide networks help develop stronger economies grounded in local business ownership and build a community of practice where organizations have the tools to create social and environmental impacts. We advocate for sustainable policies and engage with the broader community to build equitable and resilient economic systems.

<https://www.peoplefirsteconomy.org/>



PNC Bank

Anne Harpe

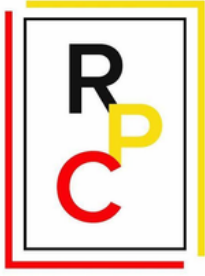
Community Development Officer

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PNC Bank's mission is to support its customers, communities, employees, and shareholders by providing exceptional financial services and fostering strong relationships. The bank aims to deliver quality products, meaningful advice, and convenient access tailored to meet the needs of individuals, families, businesses, and government entities.

<https://www.pnc.com/en/personal-banking.html>



Rende Progress Capital

Elisa Starnes

Associate Partner for Lending Opportunity

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Rende Progress Capital (RPC) is a new Loan Fund and emerging Community Development Financial Institution (CDFI) committed to economic equity by providing capital to Excluded Entrepreneurs of Color. CDFI's are financial institutions dedicated to providing socially responsible and affordable lending to disinvested entrepreneurs. We provide loans determined by racial equity factors, the mission of the borrower's business and their ability to repay loans within an established time frame. We also make equitable investments in businesses led by Excluded Entrepreneurs of Color to reach their full potential and dreams.

<https://www.rendeprogresscapital.com>



Rockford Chamber of Commerce

Megan Dean

Executive Director

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The Rockford Chamber of Commerce and its member businesses create a successful, profitable and positive business environment that strengthens and enhances the quality of life in the Rockford Area. The Chamber supports and advocates the growth of member businesses through member programs and collaboration with government, school and community organizations.

<https://www.rockfordmichamber.com/>



U.S. Small Business
Administration

U.S. Small Business Administration

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The U.S. Small Business Administration (SBA) is a government agency dedicated to providing support and resources to small businesses across the United States. With a mission to aid in the establishment, growth, and success of small enterprises, the SBA offers a wide range of services. They provide access to capital through loans and grants, facilitating funding opportunities for small businesses. Additionally, the SBA offers counseling, training, and mentorship programs to help entrepreneurs develop their business skills and navigate challenges effectively. The agency also assists with government contracting opportunities, providing resources for businesses interested in working with federal agencies.

<https://www.sba.gov/>



SCORE Grand Rapids

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SCORE's mission is to foster vibrant small business communities through mentoring and education. We aim to give every person the support they need to thrive as a small business owner. SCORE mentoring is a free service, offered to any aspiring entrepreneur or established owners of U.S. based businesses. SCORE mentors can guide you through Planning & Starting Your Business, Managing and Growing Your Business, and also Transitioning and Exiting Your Business. Partnering with you one-to-one, SCORE mentors support your success by providing experienced advice, consulting on best practices, and educating you on small business topics.

<https://www.score.org/grandrapids>



Solutions for Energy Efficient Logistics

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SEEL, LLC is a nationally certified minority business enterprise (MBE) service-disabled, veteran-owned (DVBE) energy management services company that offers workforce development (including training), contact center, rebate processing, and justice, equity, diversity, and inclusion programming support.

SEEL offers turnkey services for utility programs with seasoned staff. We support program goals with a suite of energy management services. As an agile company, SEEL has an unmatched ability to engage diverse customers in all communities with a special emphasis on urban and rural communities. SEEL provides a comprehensive, turn-key approach to drive customer participation and exceed program goals. SEEL leverages its proven experience in implementing cost-effective programs and our past successes in achieving high customer satisfaction levels.

<https://www.seelllc.com/>



Small Business Association of Michigan

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Winston Larson

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The Small Business Association of Michigan serves over 32,000 small businesses across Michigan. Our mission is the Success of Michigan's Small Businesses, which we do by: advocating for small business, bringing business owners together to share knowledge, creating collaboration and partnerships, and delivering group buying power. When small businesses band together through the Small Business Association of Michigan, they achieve more than they could on their own.

<https://www.sbam.org/>



South Kent Chamber

Megan Green
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At the heart of our vibrant community, the South Kent County Area Chamber of Commerce is dedicated to Building Our Businesses to Build Our Communities. We take pride in fostering growth, collaboration, and prosperity for businesses in Wyoming, Kentwood, and the surrounding areas.

As a dynamic chamber, we understand that a thriving business community is the cornerstone of a flourishing society. That's why we're dedicated to delivering a comprehensive suite of services. From providing invaluable networking opportunities to offering leadership and advocacy for our members, enhancing businesses, and acting as a beacon of support and opportunity, our commitment is unwavering. With a focus on leadership and a keen eye on economic growth, we cultivate connections, foster collaboration, and uphold our local businesses and community alike.

www.southkent.org



SpringGR

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SpringGR is a business accelerator that provides a range of training, coaching, and support services for entrepreneurs, whether it is getting an idea off the ground or growing the business to scale. SpringGR's trainings includes an Idea Lab, Core Business Training, Kitchen Incubator Program, and a scaling program called The 250 Project. Services provided to graduates of the training courses include business roundtables, volunteer business mentors, a scope of legal services, continued learning opportunities, networking events, and more.

www.springggr.com



START GARDEN

Start Garden

Laurie Supsinski

Director

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Start Garden is an innovative company that empowers entrepreneurs and startup ventures to bring their ideas to life. We create opportunities for entrepreneurs working toward their first \$1,000,000 in revenue. We do that through our platforms such as 5x5 Night and the Start Garden 100 which award over \$500,000 directly to entrepreneurs annually. We have a 16,000 square foot incubator space for entrepreneurs to build, work, learn and connect. We share our networks because who you know matters and our diverse, shared leadership team ensures that no matter who you are, opportunities at Start Garden arrive on a level playing field. Our goal is to help aspiring entrepreneurs navigate the challenges of starting a business and turn their visions into successful ventures. With Start Garden, the path to entrepreneurship becomes more accessible, allowing creative minds to flourish and contribute to the growth of the startup ecosystem.

<https://startgarden.com/>



SURGE Powered by Lakeshore Advantage

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SURGE is a business incubator and startup hub that provides product and technology startups with the tools and resources needed to launch and grow successful companies. From concept to commercialization, our membership includes access to customized programs, a network of seasoned mentors, and a community of like-minded innovators. Located in the heart of beautiful downtown Holland, The SURGE Center is a startup hub that offers open coworking, conference rooms and community space. And there are restaurants, pubs, and coffee shops just steps away.

<https://lakeshoreadvantage.com/surge/>



The Employers' Association

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The Employers' Association is a not-for-profit association that provides practical Human Resource Solutions to the local business community. We help hundreds of companies maximize employee productivity and minimize employer liability while seeking operational excellence through practical human resources and management advice, training, benchmark information, networking, and organization development services.

www.teagr.org



The Right Place Inc.

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The Right Place is Greater Grand Rapids' leading economic development organization, offering comprehensive business assistance services to growing companies. We can assist businesses with state and local incentives, site location searches, local supply chain and partner opportunities, business research, manufacturing and operational improvement, as well as access to local talent.

<https://www.rightplace.org/>



United Bank

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United Bank is locally owned and operated, serving West Michigan since 1887. As an advocate for local businesses, families and our local economy, United Bank provides real solutions for all your financial needs including home loans, commercial lending, insurance, and management.

www.unitedbank4U.com



Urban League of West Michigan

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The Urban League of West Michigan's Center for Entrepreneur Success & Business Development is dedicated to supporting the growth and development of entrepreneurs while fostering job creation through sustainable businesses. Its areas of focus include ESO ecosystem navigation, one-on-one coaching, technical assistance, two-fold matchmaking, and preparation for and access to capital through the Capital Access Fund of West Michigan.

<https://www.grurbanleague.org/>



U.S. Commercial Service - Grand Rapids Office

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The U.S. Commercial Service has a global network of experienced trade professionals located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional international markets, we offer the expertise you need to connect with lucrative opportunities and increase your bottom line. As the U.S. government, we can open doors that no one else can. With trade experts in more than 80 countries, we can provide you with on-the-ground knowledge and results.

<https://trade.gov/>

**UNITED STATES
PATENT AND TRADEMARK OFFICE**



U.S. Patent and Trademark Office (Detroit)

Derris H. Banks
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As the first United States Patent and Trademark Office's regional outreach office (opened July 2012), our goal is to promote innovation and stimulate the economy by connecting entrepreneurs to government resources, supporting students and teachers through our STEM education programs including professional development for teachers, gathering feedback from regional stakeholders, educating the public about intellectual property, and recruiting diverse talent from the region.

<https://www.uspto.gov/about-us/uspto-locations/midwest>



Van Andel Global Trade Center

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The Van Andel Global Trade Center (VAGTC) is a prominent institution dedicated to the advancement of international business growth and trade education. Founded by and located at Grand Valley State University, VAGTC offers a wide range of services to businesses aiming to expand their global reach. They provide comprehensive market research, strategic planning, and tailored consulting services to help companies navigate the complexities of international trade. VAGTC also offers technical and cultural training programs and workshops to enhance the knowledge and skills of professionals involved in global business.

<https://www.gvsu.edu/vagtc>



VetBiz Central

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VetBizCentral Assist Military Member and Spouses with FREE Services to start, manage, and growing their Business through One on One Counseling, Feasibility, Market and Industry Research, Business Plan Development, Preparing for Financing, Launching Business and assistance with preparing to obtain the Veteran Owned Small Business Certification.

<https://vetbiz.com/>



West Michigan APEX Accelerator

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Our mission is to enhance national defense and economic development in the State of Michigan by assisting Michigan businesses in obtaining and performing on federal, state and local government contracts; The West Michigan APEX Accelerator provides government contracting assistance to all business types in a 13-county service area that includes: Allegan, Barry, Ionia, Kent, Lake, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola, and Ottawa.

www.westmiapex.org



West Michigan Asian American Association

Minnie Morey
Executive Director
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The West Michigan Asian American Association (WMAAA) is a Michigan nonprofit dedicated to fostering a vibrant Asian American community in West Michigan. We focus on healthcare, education, and civic engagement. Our bilingual interpreters assist Asian business owners in connecting with community resources. Our programs include scholarships, networking events, cultural presentations, healthcare awareness initiatives, patient navigation, and more.

<https://www.wm-aaa.org/>



West Michigan Hispanic Chamber of Commerce

Gabriela Hill

Bilingual Membership & Service Coordinator

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Adibe Garces

Associate Director of Business Development

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The West Michigan Hispanic Chamber of Commerce (WMHCC) is a dynamic organization dedicated to promoting economic development and empowering the Hispanic business community in West Michigan. With a strong focus on advocacy, networking, and education, WMHCC provides a wide range of services and resources to support Hispanic-owned businesses. They offer networking events, workshops, and educational programs to foster professional growth and business success. WMHCC also advocates for policies that promote diversity, equity, and inclusion within the business community. By connecting entrepreneurs, professionals, and organizations, WMHCC plays a vital role in creating a vibrant and inclusive business environment that drives economic prosperity for the Hispanic community and the region as a whole.

<https://westmihcc.org>



West Michigan Community Bank

Kay Fiske

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WHERE RELATIONSHIPS MATTER

Whether you're just getting started, expanding, or running an established business, it's important to have a bank you can rely on with confidence. West Michigan Community Bank stands behind you to provide products, services and solutions that meet the unique challenges of your business – all delivered with the responsive, personalized service you deserve.

<https://laketrust.org/>



West Michigan Public Purchasing Alliance

Cori Derengowski

Buyer

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The West Michigan Public Purchasing Alliance (WMPPA) is comprised of procurement professionals representing government, public, and non-profit institutions as well as business service agencies. The mission of the West Michigan Public Purchasing Alliance is to ensure fairness, inclusiveness, and equal opportunity for all businesses to sell their goods and services. Alliance member goals include providing educational opportunities, building alliances with local business support resources, fostering a healthy business community, and providing a support platform for our members.

<https://westmippa.org/>



West Michigan Works!

Olivia Blomstrom

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West Michigan Works! is part of the statewide Michigan Works! system and the workforce development agency in West Michigan that provides workforce solutions.

We serve the employers and job seekers of Allegan, Barry, Ionia, Kent, Montcalm, Muskegon and Ottawa counties by creating workforce solutions. We partner with employers, educators, economic developers, and community organizations to create a qualified workforce that meets our region's current and future talent needs and fuels our shared economic future.

<https://www.westmiworks.org>

MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER
West Michigan Region

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