

ANNUAL REPORT 2020



LEADERSHIP



ROB CLEVELAND
President



CHRIS FRANK
Vice President,
External Affairs



STEPHANIE SCOTT-SIMS
Vice President,
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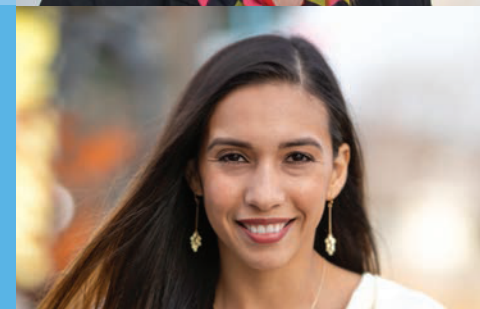
WOMEN'S BUSINESS CENTER



BRANDON CAMPBELL
Director



KRISTEN PATZER
Manager



GIOVANA TOVAR
Microloan Manager

BUSINESS DEVELOPMENT



CATHY TILLEY
Manager



ZACH VAUGHN
Project Manager,
Physical and Business Development



CAMERON ISOM
Associate

EXTERNAL AFFAIRS



JESSICA BOYD
Marketing &
Research Coordinator
MARKETING



MISSY HOLDEN
Director
FIRST CHOICE



KYLE SMITH
Community Immersion Specialist
FIRST CHOICE



THANK YOU, INVESTORS

Since the pandemic started, the Alliance helped more than 475 Berrien County businesses. We pushed out over \$1.7 Million in grants and loans which played a significant role in the survival of those businesses. Additionally, we created a rent assistance program (RAMPP) with the Berrien Community Foundation and Southwestern Michigan Tourist Council.

None of this could happen without the solid support of our investors. The Alliance team worked tirelessly throughout 2020 to help businesses of all sizes and industries. The investment you make in economic development is the reason we were able to help so many entrepreneurs and businesses... and the reason we are here to help in 2021. There are many exciting things happening and we cannot do it without you.

Thank you so much!
The Cornerstone Alliance Team

WHY COMMUNITIES INVEST

Each investment in Cornerstone Alliance helps create jobs, attract new business, and expand existing business in Michigan's Great Southwest.

Benefits of investing in Cornerstone Alliance include:

- Being in the know
- Opportunity to be involved
- Networking opportunities

CONTACT US

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FOLLOW US



COVID-19 ASSISTANCE

Since the beginning of the coronavirus pandemic, Cornerstone Alliance has assisted over **475 businesses** in Berrien County, facilitating more than **300 loans and grants**, totaling more than **\$1.7 million**.

RENT AND MORTGAGE PAYMENT PROGRAM (RAMPP)

63 Businesses Approved for Loans

\$95K+

Loans Awarded Businesses throughout Berrien County

498 Jobs Impacted



WOMEN'S BUSINESS CENTER

Virtual Programming

CORNERSTONE ALLIANCE 2020 RESULTS

Capital Investment

\$1,145,445



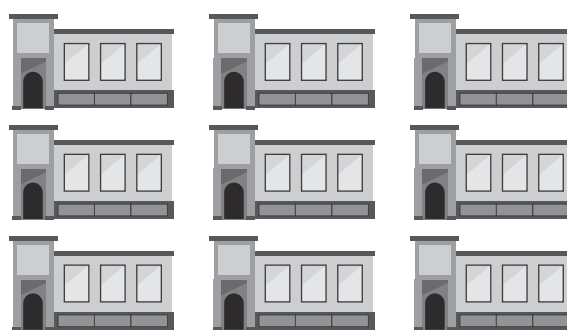
65 Project LEADS

3 NEW EXPANSION PROJECTS



FOCUSED ON LOCAL SMALL BUSINESS

9 NEW BUSINESS STARTS



HARBOR CENTER PROGRESS



NEW HARBOR INFRASTRUCTURE



MOVE TO MICHIGAN

SUCCESS



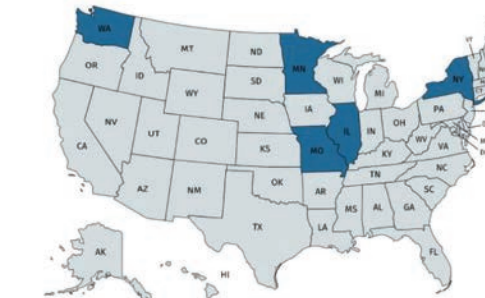
Move to Michigan encourages and incentivizes remote workers to move to Southwest Michigan.

PHASE 1 RESULTS

23 recipients of this program will bring **\$1.34 MILLION** IN LOCAL SPENDING



EMPLOYERS



MEDIA RELATIONS

- **5,248,907** media impressions
- **9,122** website users
- **846** submitted interest forms

NEWS COVERAGE AND VARIOUS INTERVIEWS FEATURED THROUGH CRAIN'S CHICAGO BUSINESS, WGN RADIO, AND MORE

