

DRP SUCCESS STORY

Partnership in Action: Niagara Bottling's Investment in the Detroit Region

Niagara Bottling's search for its first Michigan manufacturing facility brought a complex set of requirements. The company needed a site with the infrastructure, workforce and logistics capabilities to support a large-scale manufacturing operation, along with room to grow.

After an extensive regional search, Niagara Bottling selected Shelby Township for a new 500,000-square-foot advanced manufacturing facility. The project marked the company's first manufacturing investment in Michigan, bringing more than \$100 million in capital investment and creating more than 60 new jobs in the Detroit Region.

THE IMPACT

What began as a complex search for the right location became Niagara Bottling's first manufacturing investment in Michigan and a significant addition to the Detroit Region's manufacturing base.



\$100M+
CAPITAL INVESTMENT



500K SF
ADVANCED
MANUFACTURING
FACILITY



60+
NEW JOBS

We appreciate the Detroit region's strong legacy of manufacturing, and highly attractive combination of location, infrastructure, logistics, and workforce. Niagara looks forward to having a positive and lasting impact in the Detroit region, while maintaining our company's leadership in the areas of manufacturing, innovation, supply chain and overall environmental stewardship."

— **BRIAN HESS,**
EXECUTIVE VICE PRESIDENT, NIAGARA BOTTLING

NAVIGATING A COMPLEX SITE SEARCH

Niagara Bottling's search required more than identifying available industrial property. The Detroit Regional Partnership served as the company's regional point of contact, helping evaluate locations against the infrastructure and operational requirements of the project.

Over nearly two years, DRP evaluated dozens of sites across the Detroit Region and coordinated with commercial real estate professionals, engineers, utilities and site development experts. As the search narrowed, the team helped identify potential constraints, validate infrastructure capacity and provide Niagara Bottling with the information needed to move forward with the current Shelby Township location.

BRINGING THE RIGHT PARTNERS TO THE TABLE

Once Shelby Township emerged as the preferred location, the focus shifted to addressing the significant infrastructure needs required to move the project forward.

DRP brought together Shelby Township, Macomb County, MEDC, Great Lakes Water Authority, utility providers, municipal engineering teams and private-sector experts to coordinate around the project's water, sewer and electrical requirements. With multiple organizations involved, DRP helped connect decision-makers, align timelines and work through challenges as they emerged.

That coordinated regional effort gave Niagara Bottling greater certainty as it prepared to make one of the Detroit Region's more infrastructure-intensive manufacturing investments.

MOVING FROM DECISION TO DEVELOPMENT

DRP remained engaged as Niagara Bottling moved from site selection into development, providing a consistent connection between the company and the regional partners supporting the investment. The team helped coordinate project needs, navigate permitting and development approvals, and connect Niagara Bottling with state and local resources supporting critical infrastructure improvements.

That support continued as the company prepared for operations, including connections to workforce development and talent resources. The result was more than a successful site selection: Niagara Bottling gained a network of regional partners to support its investment, hiring and continued growth in the Detroit Region.

