



The Enterprise Group of Jackson, Inc.

ECONOMIC DEVELOPMENT SUCCESS STORY



THE ENTERPRISE
GROUP OF
JACKSON, INC.

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Dawn Food Products, Inc.

Dawn Food Products, Inc., an international manufacturer of baking products and equipment, has 14 manufacturing and 19 distribution centers in North America. Having started in 1920, Dawn was originally a thriving bakery in Jackson, Michigan. Dawn was famous for their donuts - so famous, that even our competitors would ask for the prepared mix. Demand for our mixes became so large, they closed the bakery and opened the nation's first mix company.

The industry has seen many mergers and acquisitions by foreign companies, and sometimes it gets difficult keeping track of it all. Dawn is so pleased to say that they are still American-owned and operated-still based in Jackson, Michigan where they began 80 years ago...and still growing!

The Enterprise Group of Jackson, Inc. worked with Dawn to assist them with possible site locations and also assisted Leoni Township in creating an Industrial Development District for future tax incentives. The Michigan Economic Growth Authority approved an incentive package for Dawn Food Products, Inc. to assist them in consolidating its world headquarters operation to the former Jacobson's Warehouse at 3333 Sargent Road in Leoni Township. Jacobson's Warehouse had been sitting idle for almost 2 years and will give Dawn Food Products extraordinary visibility. Dawn Food Products had their Press Conference on June 30, 2004 where a ribbon cutting ceremony was held with Governor Jennifer Granholm.

Results:

110 new jobs in the community
29 relocated jobs into the community
\$12,00,000 investment