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MAEDA celebrates key milestone of Ford project in Marshall, employment of hundreds of local residents

BlueOval Battery Park Michigan helping to boost local economy with new small businesses, new housing construction

MARSHALL, Mich. — The **Marshall Area Economic Development Alliance** (MAEDA) is applauding **Ford** as its **BlueOval Battery Park Michigan** in Marshall makes history as the first automaker to deliver LFP prismatic batteries in the United States for mainstream automotive use.

The Ford project, first announced in early 2023, now employs more than 700 southwest Michigan residents, and it will eventually have 1,700 employees.

BlueOval Battery Park Michigan has helped boost the local economy, which is seeing new businesses open and the construction of dozens of homes with hundreds more planned over the next few years. More than 1,300 new housing units have been proposed or completed since Ford first announced the project.

"Ford's success in Marshall is important not just to our community, but to the entire region and state," said **Amanda Lankerd**, CEO of MAEDA. "Many of the people working at BlueOval Battery Park Michigan come from Marshall and surrounding communities, including Albion and Battle Creek. This investment is creating opportunities for people to build careers, raise families, and put down roots right here in the communities they call home. That kind of opportunity is what makes this investment so meaningful for our region and its future."

With completion of BlueOval Battery Park Michigan, Ford will pay an estimated $5 million annually in local property taxes to various taxing authorities. Of that amount, the City of Marshall will see more than $2 million annually in new tax revenue. Marshall Township will receive more than $383,000 annually compared to the approximately $21,000 in annual revenue the Township received from the property prior to the construction of the Ford facility.

“Since the Ford project was announced, new hotels have opened their doors, new homes are being built and small businesses are opening,” said **Mike Lounds**, president of MAEDA’s executive board and owner of three local small businesses. “BlueOval Battery Park Michigan is an incredible catalyst for investment and revitalization at levels our community has not seen in many years. We are looking forward to building on this success for years to come."



An aerial photo of the Marshall Area Jobs, Opportunity and Recreation (MAJOR) Campus, which is home to Ford’s BlueOval Battery Park Michigan.

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