

REGION

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# WEST MICHIGAN OVERVIEW



**THE  
RIGHT PLACE**

Advancing the West Michigan Economy

# WELCOME TO WEST MICHIGAN

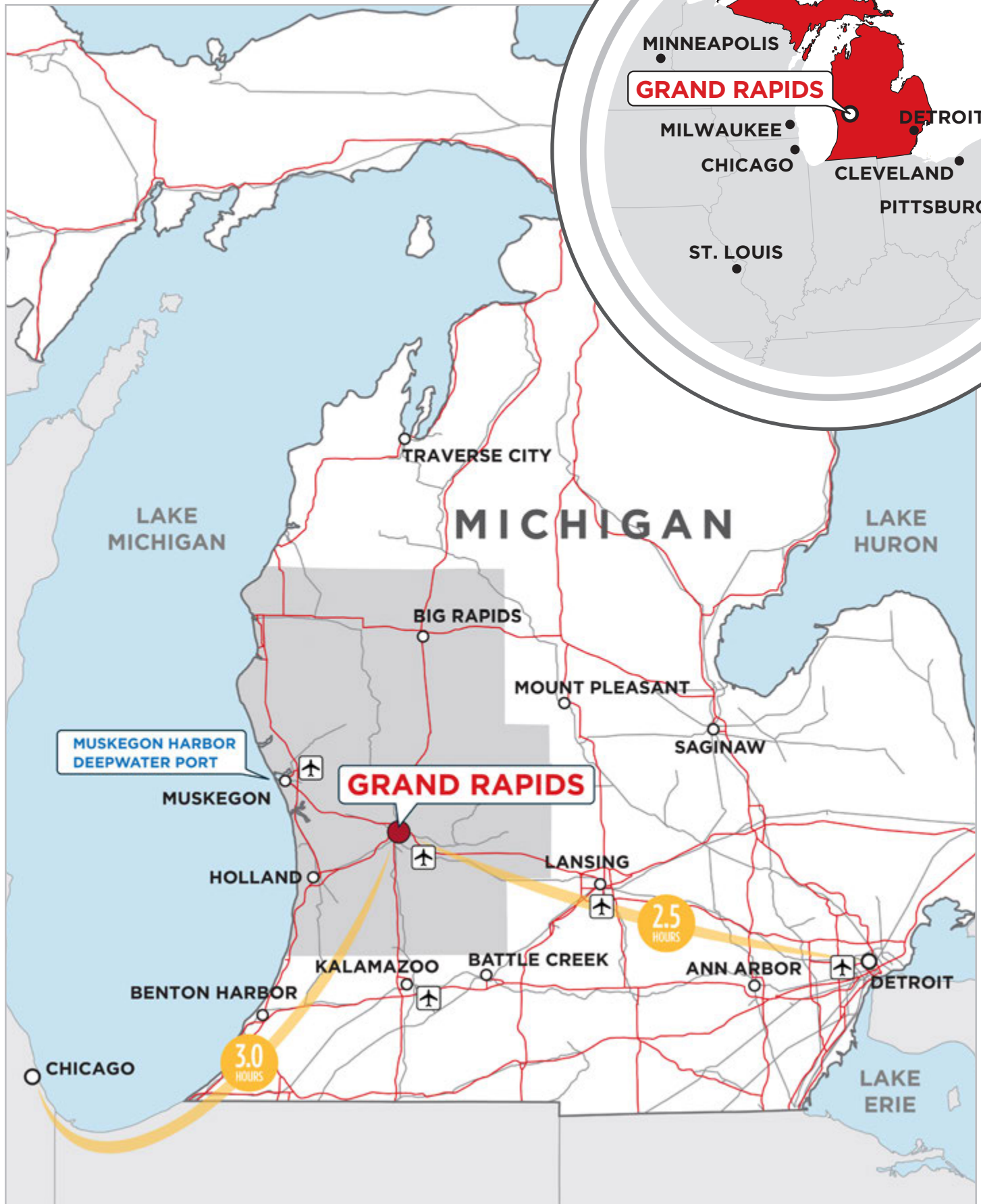


## THE HEART OF MICHIGAN'S GROWTH STORY

Located between Chicago and Detroit, West Michigan is a growing region of more than 1 million people. At its core is the city of Grand Rapids, the state's second-largest city.

There is an energy pulsating from West Michigan that is felt throughout the state. Our business and community leaders have set in motion an unprecedented level of growth and investment throughout the region that has made West Michigan a destination for business success.

More than 130 international companies are located here as well as four of Forbes Largest Private Companies. The global headquarters for such companies as Amway, Steelcase, Herman Miller, Haworth, Wolverine Worldwide, and BISSELL, West Michigan has become a world-class center for advanced manufacturing and life science innovation.



**LEGEND**

 HIGHWAY

 RAILROAD

 WEST MICHIGAN REGION

# STRATEGIC INDUSTRY CLUSTERS



## **SMART MANUFACTURING: Where Product Ideas Come to Life**

West Michigan is home to one of the nation's largest and most diverse manufacturing sectors. Home to industry leaders in applied technology, sustainable practices and industrial design, our region has some of the nation's largest industry concentrations in metals, plastics, biopharmaceuticals, medical devices, production technology, automotive, office furniture and food processing. If you can dream it, we can make it.

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## **AGRI-BUSINESS: Feeding the U.S. for Over 150 Years**

Although today, Michigan is more known for autos than asparagus, West Michigan still produces some of the most diverse crops and food products in the nation. Our region's agri-business industry has grown to \$1.5 billion annual market value placing it firmly in the top 25 percent of U.S. peer regions in terms of overall production. Overall, the food processing industry has grown 18% over the past 10 years.

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## **LIFE SCIENCES: Shaping the Future of Medical Device Technology and Healthcare**

With over \$1 billion in life science investment along Medical Mile's research and patient care facilities, West Michigan is changing the face of collaborative care. Our region also hosts the highest concentration of medical device manufacturers in the state. As one of the fastest growing medical clusters in the Midwest, the region now employs over 40% of Michigan's medical device professionals.

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## **INFORMATION TECHNOLOGY: Building Apps and Saving Lives**

As the entrepreneurial hub of Michigan, West Michigan's IT and software development industry is one of the fastest growing sectors in the state. From full-service, large-scale managed IT solutions to custom software, online and app development, West Michigan's growing tech industry is powered by some of the best tech talent in the state. Whether it's a pure digital solution or developing integrated technology products, our region's tech companies have the knowledge and resources to make it happen.

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## **COMMERCIAL DESIGN: Designing the Way You Work and Play**

For decades, West Michigan has trained and hosted some of the best commercial design talent in the U.S. Today, commercial design is part of the DNA of West Michigan. From the region's design roots in fine furniture for the home, to today's leading designers of office furniture, footwear, and homecare products, West Michigan is setting many global commercial and industrial design trends.

# WEST MICHIGAN

# MAJOR CONSUMER BRANDS

**Amway**

**BENTELER**   
Automotive

**BISSELL**

**Cargill**

**Coca-Cola**

  
**FARMERS**  
INSURANCE

**GE**

**GENTEX**  
CORPORATION

**HAWORTH**

 **Herman Miller**

**Kellogg's**

  
**LG Chem**

 **MAGNA**

**meijer**

 **Gerber** Nestlé

**Perrigo**

 **SpartanNash**

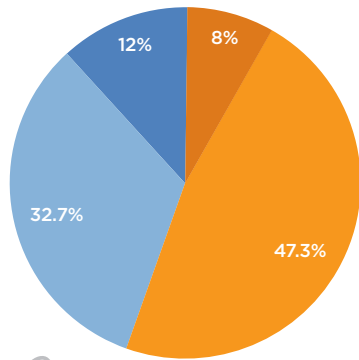
**Steelcase**

**Tiara**  
YACHTS

**WOLVERINE** | **W**  
worldwide

# WEST MICHIGAN BY THE NUMBERS

## WORKFORCE



### EDUCATIONAL ATTAINMENT

- Graduate or professional degree
- Associate/Bachelor's degree
- High school graduate
- Other



### Colleges and Universities Enrollment

Grand Valley State University	24,447
Grand Rapids Community College	16,613
Ferris State University	14,707
Muskegon Community College	4,875
Calvin College	4,034
Davenport University - Western Region	3,990
Baker College	3,557
Hope College	3,388
Aquinas College	2,300
Montcalm Community College	1,787
Western Michigan University - Grand Rapids	1,480
Kendall College of Art and Design	1,450
Cornerstone University	1,384
Other Area Colleges and Universities	3,409
<b>Total</b>	<b>87,421</b>

Data Source: National Center for Education Statistics & The Right Place, Inc.

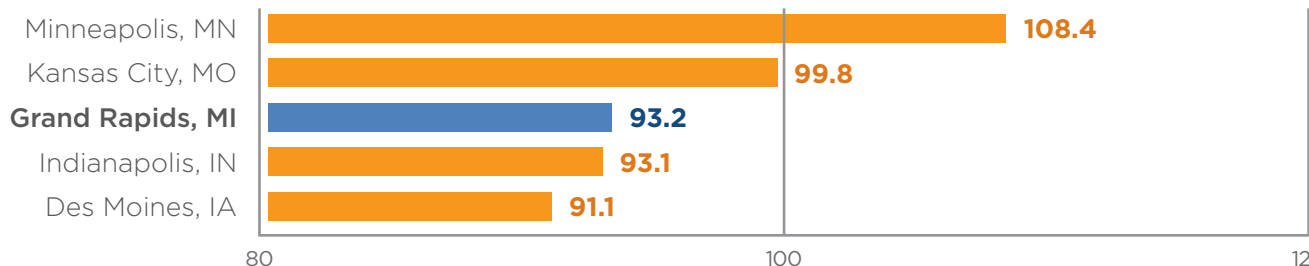
### STEM Degree Completions 2014 Jobs 2012 Completions

Science (Life & Physical)	17,046	2,979
Technology	15,886	1,795
Engineering	20,525	323
Mathematics	5,793	188
Health Sciences	41,426	4,799

Data Source: Economic Modeling Specialists International (EMSI)



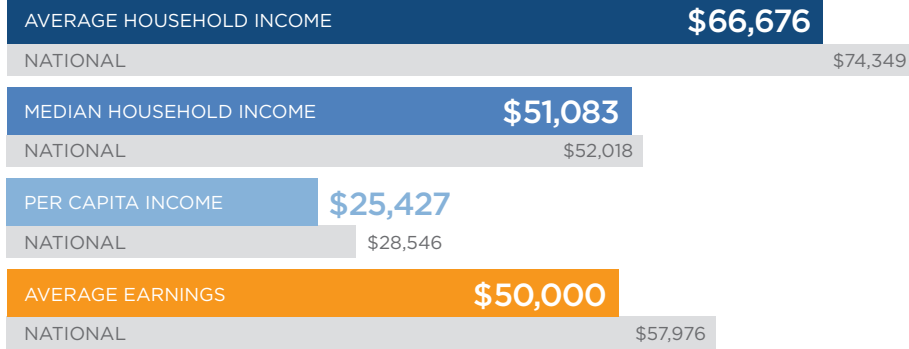
### COST OF LIVING INDEX



# PEOPLE



## INCOME



Data Source: DemographicsNOW & Economic Modeling Specialists International (EMSI)  
Geographical Region: Grand Rapids - Wyoming Metropolitan Statistical Area and U.S. National Average



Diversity	Population	%
White, Non-Hispanic	1,251,122	81.5%
White, Hispanic	102,391	6.7%
Black, Non-Hispanic	97,506	6.4%
Two or More Races, Non-Hispanic	30,146	2.0%
Asian, Non-Hispanic	25,822	1.7%
Black, Hispanic	7,440	0.5%
American Indian or Alaskan Native, Non-Hispanic	6,913	0.4%
Two or More Races, Hispanic	5,694	0.4%
American Indian or Alaskan Native, Hispanic	4,706	0.3%
Asian, Hispanic	1,025	0.1%
<b>Total</b>	<b>1,533,608</b>	

Data Source: Economic Modeling Specialists International (EMSI)



Languages Spoken	Population
Speak only English	1,126,680
Spanish	67,488
Vietnamese	4,831
German	3,746
Serbo-Croatian	2,962
Chinese	2,355
French	2,276
African languages	1,735
Arabic	1,376
Korean	1,223
Mon-Khmer, Cambodian	1,150
Polish	1,016

Data Source: U.S. Census Bureau  
Geographical Region: 2010 Combined Statistical Area

## 13-COUNTY REGION

**1,533,608**

POPULATION

**35**

MEDIAN AGE

**546,750**

HOUSEHOLDS

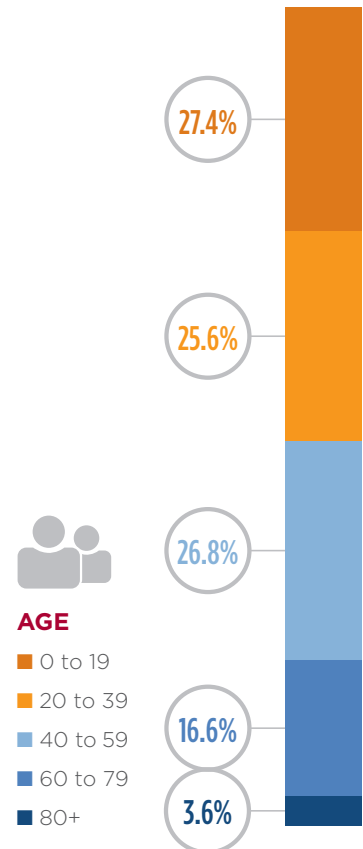
**716,660**

CIVILIAN LABOR FORCE

**87,421**

COLLEGE ENROLLMENT

Data Source: US Census Bureau & Georgia State University



## AGE

- 0 to 19
- 20 to 39
- 40 to 59
- 60 to 79
- 80+

Data Source: Economic Modeling Specialists International (EMSI)

# BUSINESS



Industries by Jobs	Jobs	%	Avg. Earnings
Manufacturing	139,009	20%	\$68,132
Health Care and Social Assistance	85,614	12%	\$54,323
Government	73,725	11%	\$62,351
Retail Trade	70,152	10%	\$32,439
Admin, Support, Waste Mgt. and Remediation Services	59,144	9%	\$29,312
Accommodation and Food Services	54,522	8%	\$16,589
Other Services (except Public Administration)	29,631	4%	\$65,835
Wholesale Trade	29,118	4%	\$27,831
Construction	25,869	4%	\$60,017
Professional, Scientific, and Technical Services	22,614	3%	\$65,835
Finance and Insurance	22,299	3%	\$70,122
Educational Services (Private)	20,351	3%	\$33,804
Transportation and Warehousing	15,307	2%	\$57,679
Agriculture, Forestry, Fishing and Hunting	11,619	2%	\$30,934
Arts, Entertainment, and Recreation	8,068	1%	\$21,455
Information	6,559	1%	\$63,304

Data source: Economic Modeling Specialists International (EMSI)



Top Employers in West Michigan	Industry	Employees
Spectrum Health	Healthcare	21,300
Meijer Inc.	Grocery	7,700
Mercy Health Saint Mary's	Healthcare	6,600
SpartanNash	Grocery	4,176
Amway Corporation	Retail/Distribution	4,000
Grand Rapids Public Schools	Education	4,000
Gentex Corporation	Manufacturing	3,900
Axios Incorporated	Human Resources	3,728
Perrigo Company	Pharmaceuticals	3,500
Herman Miller Inc.	Manufacturing	3,300
Steelcase Inc.	Manufacturing	3,200
Haworth Inc.	Manufacturing	2,900
Fifth Third Bank	Finance	2,450
Gordon Food Service	Food Distribution	2,172



## RIGHT-TO-WORK STATUS

In 2012, Governor Rick Snyder signed legislation enacting new "freedom-to-work" laws in Michigan. The legislation gives Michigan workers expanded options when deciding whether or not to join a union.



## COMPETITIVE BUSINESS TAXES

6%

CORPORATE INCOME TAX

4.25%

PERSONAL INCOME TAX



Data Source: Brookings Institute



# INFRASTRUCTURE



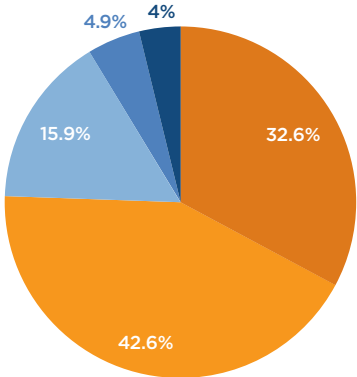
## AIR TRAVEL

- 2013 - Gerald R. Ford International Airport is ranked one of the top 5 best airports in the world (by size) by the Airports Council International
- 5 passenger airlines
  - **Delta Air Lines**
  - **Southwest Airlines**
  - **American Airlines/American Eagle**
  - **United Airlines**
  - **Allegiant Airlines**
- 120 daily scheduled nonstop flights
- An estimated 6,250 travelers pass through GRR each day
- 2.2M passengers traveled through GRR in 2013
- 75K Takeoffs & Landings in 2013 (more than 200/day)
- 82nd busiest commercial airport in nation
- 2nd busiest commercial airport in MI
- 222,500 lbs of air cargo pass through GRR each day
- 80M lbs of air cargo in 2013
- Nearly 8,000 public parking spaces in parking garage
- 1,500 people work at the airport (most employed by airlines)
- \$500M annual economic activity generated by GRR



## TRAVEL TIME TO WORK

- Less than 15 minutes
- 15-29 minutes
- 30-44 minutes
- 45-59 minutes
- 60 minutes or more



### West Michigan Data - August 2014

Unless otherwise stated, data is reflective of the MEDC Region 4 which includes Allegan, Barry, Ionia, Kent, Lake, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola, and Ottawa Counties.

## MAJOR DESTINATIONS

Atlanta	Baltimore
Charlotte	Chicago
Cincinnati	Cleveland
Dallas	Denver
Detroit	Fort Lauderdale
Fort Myers	Houston
Las Vegas	Minneapolis
New York	Orlando
Philadelphia	Phoenix
St. Louis	St. Petersburg
Tampa	Washington DC



## RAILROADS

Passenger: Amtrak

Freight: CSX, Grand Elk RR, Grand Rapids Eastern, Marquette Rail, Michigan Shore RR, Mid-Michigan

Data Source: Economic Modeling Specialists, Inc. (EMSI)

# GRAND RAPIDS RANKINGS

## 2014

- Grand Rapids MSA ranked #3 for economic performance by **The Manhattan Institute**
- Named one of 50 States, 50 Spots for 2014 by **CNN**
- Named one of the 10 Best Places to visit in the U.S. by **Amtrak**
- Ranked 9th Top 10 cities with affordable Health Care by **Livability.com**
- Ranked 9th as America's 10 Most Exciting Mid-Sized Cities by **MOVOTO Blog movotoblog.com**
- Ranked 3rd for best mid-size cities for jobs in 2014 by **Forbes**
- Named one of the Most Underrated places in the US by **Global Yodel**

## 2013

- Ranked 7th as the Happiest Cities to Work In Right Now by **Forbes.com**
- Named one of the top 15 U.S Cities Emerging Downtowns by **Forbes.com**
- Named one of the 10 best Cities to find employment right now by **Forbes.com**
- Named one of nine "Great Places You've ( Maybe) Never Heard of" by **Mother Earth News**
- Named one of the 5 Most Beer-Friendly Cities in America by **Details.com**
- Ranks as second most 'secure' metro in U.S. by **Farmers Insurance**
- Grand Rapids and the Gold Coast named #1 top US destination in 2014 by **Lonely Planet**
- Named in Holiday Travel: 9 Places to Eat, Drink and Be Merry by **ZAGAT.com**
- Named one of 14 Destination For Your 2014 Travel Bucket List by **Huffington Post**

## 2012

- Named one of 8 North American Cities Experiencing an Artistic Boom by **GoodWorldwide.com**
- Best City for Children and Families according to **Forbes.com**
- Best Place to Retire- according to **Where to Retire Magazine**
- Top 5 City for growing manufacturing according to **Composites Manufacturing Blog**
- Tied to win the title of "Beer City USA" with Asheville, North Carolina by **Examiner.com**
- Ranked #7 on the list of America's Top Cities for Moms by **The Daily Beast.com**
- Ranked #10 of The Best Mid-Size Cities for Jobs by **Forbes.com**
- One of the best places to invest by **Fox Business**
- "Best Places to Buy in 2012" (housing) by **Zillow Blog**
- Mayor George K. Heartwell was announced as the nation's top winner in the large city category in the 2012 Mayors' Climate Protection Awards, an initiative sponsored by **The U.S. Conference of Mayors (USCM) and Walmart**
- Named one of top 10 Best Vacation Cities for Beer Lovers by **www.thestreet.com**
- Named 10th in Midsized Cities Rankings - 2012 Best Cities for Job Growth by **newgeography.com**
- Ranked 9th in 10 most affordable cities for home buying by **CNN Money**

# QUALITY OF LIFE

Live and work in West Michigan. Our region has a vibrant, big-city feel in Grand Rapids while retaining smaller-city charm in its neighborhoods, boutique shopping areas, and tree-lined streets—all combined in a virtual playground of arts, culture and natural beauty.



## GOING GREEN

West Michigan has gone green — in a big way. A full 11 percent of all LEED-certified buildings can be found in the Grand Rapids area, more than any other city in the nation.



## WORKING TOGETHER

West Michigan businesses know the value of collaboration. From manufacturers councils, to entrepreneurial roundtables, businesses use an extensive network of programs to connect companies and entrepreneurs with mentors and peers.



## ARTS AND CULTURE

In addition to traditional museums with substantial collections, West Michigan has a lively underground fine arts scene, with galleries in downtown Grand Rapids and several other communities. Grand Rapids also hosts ArtPrize® — a unique, open art competition that gives away the world's largest art prize.



## ENTERTAINMENT

West Michigan people know how to have fun. With the scenic Lake Michigan beaches, plenty of wooded parks, smaller lakes, rivers and trails, our region offers an unparalleled variety of seasonal outdoor activities. And more than 1.5 million people take advantage of museums, galleries, theatres, sporting events, and live performances every year.

## SPORTS TEAMS

Grand Rapids Griffins (IHL)  
West Michigan Whitecaps (MLB)

## GOLF

Rated eighth best golf region in the U.S.

## BIKING TRAILS

288 miles of bike trails in West Michigan

## WATER

18 world-class beaches  
Hundreds of inland lakes

## MUSEUMS

Gerald R. Ford Presidential Museum  
Grand Rapids Art Museum  
Grand Rapids Public Museum  
Grand Rapids Children's Museum

## ARTS AND CULTURE

ArtPrize®  
Frederik Meijer Gardens & Sculpture Park  
Grand Rapids Ballet  
Grand Rapids Civic Theatre  
Grand Rapids Symphony  
John Ball Zoo  
Opera Grand Rapids  
Van Andel Arena (12,000 capacity)

## MISSION

The mission of The Right Place, Inc. is to promote wealth creation and economic growth in the areas of quality employment, productivity, and innovation in West Michigan by developing jobs through leading business retention, expansion, and attraction efforts.

## VALUE

Building on more than 25 years of knowledge and experience in understanding the opportunities and challenges affecting the West Michigan economy, The Right Place, Inc. develops and implements comprehensive strategies to retain, expand, and attract businesses vital to the region's long-term health. These strategies include marketing the region globally, connecting area businesses to national and international resources, identifying emerging growth opportunities, and strengthening the global competitiveness and innovation of area firms. Through these and other activities, The Right Place is fostering an environment of sustainable economic growth, high quality employment, and wealth creation for the West Michigan economy.

THE RIGHT PLACE, INC.

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