

REGION

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 1.5 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.



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.



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

With over \$1.5 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.



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.

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**

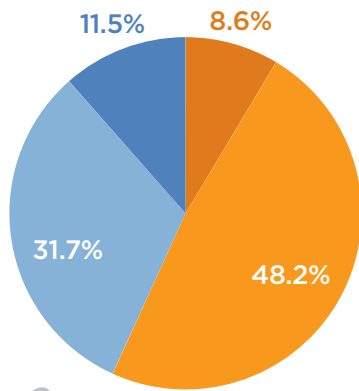
Steelcase

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

Data source: Economic Modeling Specialists International (EMSI) / www.economicmodeling.com

Colleges and Universities Enrollment

Colleges and Universities	Enrollment
Grand Valley State University	25,325
Ferris State University	14,187
Grand Rapids Community College	13,014
Davenport University - Western Region	7,767
Muskegon Community College	4,506
Calvin College	3,990
Baker College	3,481
Hope College	3,407
Cornerstone University	2,447
Aquinas College	1,800
Montcalm Community College	1,685
Western Michigan University - Grand Rapids	1,500
Kendall College of Art and Design	1,214
Other Area Colleges and Universities	2,930
Total	87,253

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



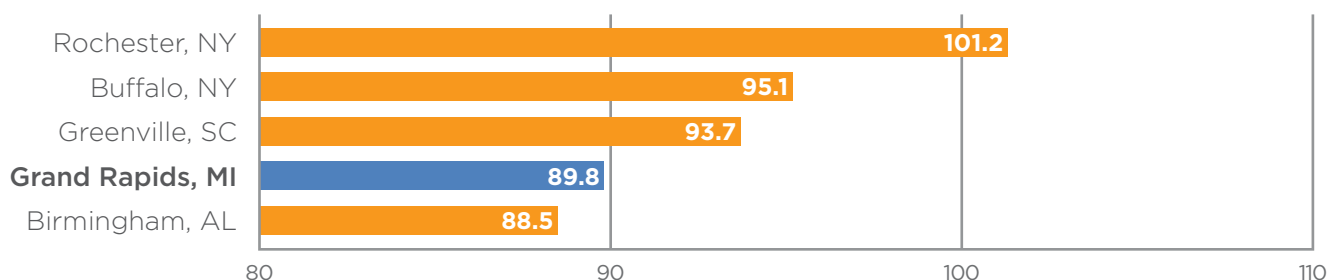
STEM Degree Completions 2016 Jobs 2015 Completions

STEM Degree Completions	2016 Jobs	2015 Completions
Science (Life & Physical)	4,412	4,134
Technology	12,032	4,197
Engineering	19,511	1,090
Mathematics	432	895
Health Sciences	39,417	5,712

Data source: Economic Modeling Specialists International (EMSI) / www.economicmodeling.com



COST OF LIVING INDEX



PEOPLE



INCOME

AVERAGE HOUSEHOLD INCOME*	\$57,290
NATIONAL AVERAGE*	\$75,558
MEDIAN HOUSEHOLD INCOME*	\$51,000
NATIONAL AVERAGE*	\$53,889
PER CAPITA INCOME*	\$41,730
NATIONAL AVERAGE**	\$42,620
AVERAGE EARNINGS†	\$43,970
NATIONAL AVERAGE†	\$52,900

* Data Source: American Community Survey (ACS)

**Data source: Bureau of Economic Analysis

†Data source: Bureau of Labor Statistics

13-COUNTY REGION

1,580,023

POPULATION

36

MEDIAN AGE

572,848

HOUSEHOLDS

819,443

CIVILIAN LABOR FORCE

87,253

COLLEGE ENROLLMENT

Data sources: US Census Bureau and Local Area Unemployment Statistics



Diversity	Population	%
White, Non-Hispanic	1,281,175	81.1%
White, Hispanic	109,081	6.9%
Black, Non-Hispanic	100,776	6.4%
Two or More Races, Non-Hispanic	31,345	2.0%
Asian, Non-Hispanic	30,621	1.9%
Black, Hispanic	7,596	0.5%
American Indian or Alaskan Native, Non-Hispanic	7,207	0.5%
Two or More Races, Hispanic	5,722	0.4%
American Indian or Alaskan Native, Hispanic	4,568	0.3%
Asian, Hispanic	1,035	0.1%

Data source: Economic Modeling Specialists International (EMSI) / www.economicmodeling.com



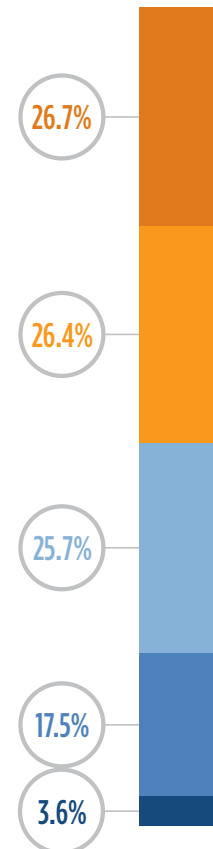
Languages Spoken	Population
Speak only English	1,205,180
Spanish or Spanish Creole	68,901
Serbo-Croatian	4,260
Chinese	3,442
German	3,280
Dutch	3,119
French (incl. Patois, Cajun)	2,406
Other Indic languages	1,874
Arabic	1,769
Korean	1,157
Hindi	1,046

Data Source: U.S. Census Bureau
Geographical Region: West Michigan Area



AGE

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



Data source: Economic Modeling Specialists International (EMSI) / www.economicmodeling.com

BUSINESS



RIGHT-TO-WORK STATUS

Today, the State of Michigan is officially a “Right-to-Work” state. Michigan workers now have expanded options when deciding whether or not to join a union.



Jobs by Industry	Jobs	Percent
Manufacturing	151,814	20%
Health Care and Social Assistance	92,802	12%
Retail Trade	75,803	10%
Government	74,584	10%
Admin, Support, Waste Mgt. and Remediation Services	72,521	9%
Accommodation and Food Services	55,792	7%
Construction	37,054	5%
Other Services (except Public Administration)	34,709	4%
Wholesale Trade	33,673	4%
Professional, Scientific, and Technical Services	27,700	4%
Educational Services (Private)	23,462	3%
Finance and Insurance	22,271	3%
Crop and Animal Production	18,807	2%
Transportation and Warehousing	17,992	2%
Arts, Entertainment, and Recreation	9,440	1%
Real Estate and Rental and Leasing	7,863	1%

Data source: Economic Modeling Specialists International (EMSI) / www.economicmodeling.com



Top Employers in West Michigan	Industry	Employees
Spectrum Health	Healthcare	25,000
Meijer (all counties combined)	Grocery	10,343
Mercy Health	Healthcare	8,500
Amway Corporation	Retail/Distribution	4,000
Gentex Corporation	Manufacturing	3,900
Perrigo Company	Pharmaceuticals	3,800
Herman Miller Inc.	Manufacturing	3,621
Steelcase Inc.	Manufacturing	3,500
Grand Valley State University	Education	3,306
Lacks Enterprises, Inc.	Manufacturing	2,900
Grand Rapids Public Schools	Education	2,800
Farmers Insurance Group	Insurance	2,700
SpartanNash	Grocery	2,585
Gordon Food Service	Food Distribution	2,544
Metro Health Hospital	Healthcare	2,400
Alcoa Howmet Corp.	Manufacturing	2,350
Fifth Third Bank	Finance	2,278
Priority Health	Insurance	2,250
Holland Community Hospital	Healthcare	2,100
Haworth Inc.	Manufacturing	2,000



COMPETITIVE BUSINESS TAXES

6%

CORPORATE INCOME TAX

4.25%

PERSONAL INCOME TAX

Data Source: State of MI

28

PUBLICLY TRADED COMPANIES

130

INTERNATIONAL COMPANIES

\$72.4B

GROSS REGIONAL PRODUCT

\$8.0B

EXPORTS VALUE

2.8%

EXPORT GROWTH RATE BY VALUE

Data Sources: Economic Modeling Specialists International (EMSI) / www.economicmodeling.com, Brookings Institute, Factiva, and The Right Place, Inc.

INFRASTRUCTURE



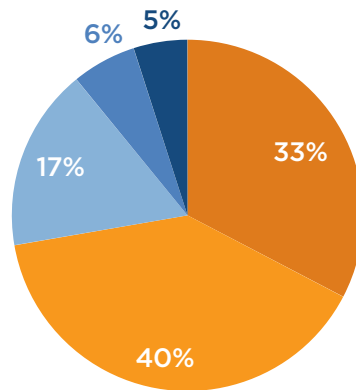
AIR TRAVEL

- 2016 - GRR the best airport in North America in the world (by size) by the Airports Council International
- 5 passenger airlines
 - **Allegiant Airlines**
 - **American Airlines/American Eagle**
 - **Delta Airlines**
 - **Frontier Airlines**
 - **Southwest Airlines**
 - **United Airlines**
- 120+ daily scheduled nonstop flights
- An estimated 7,270 travelers pass through GRR each day
- 2.7M passengers traveled through GRR in 2016
- 81K Takeoffs & Landings in 2016 (more than 200/day)
- 82nd busiest commercial airport in nation
- 2nd busiest commercial airport in MI
- 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 - July 2017

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
Dallas	Denver
Detroit	Fort Lauderdale
Fort Myers	Houston
Las Vegas	Minneapolis
New York	Orlando
Philadelphia	Phoenix
Punta Gorda	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 International (EMSI) / www.economicmodeling.com

GRAND RAPIDS RANKINGS

2017

- #1 – Fastest Growing US Economy – Grand Rapids, **HeadlightData.com**
- #19 – Best Cities in the US – Grand Rapids, **USNews.com**
- Grand Rapids named the 2nd best place to be a Millennial, **Trulia.com**
- #3 – Big Cities with the Healthiest Housing Markets – Grand Rapids, **SmartAsset.com**
- #4 – “Housing Markets to Watch 2017” – Grand Rapids, **Trulia.com**
- #5 – Best Large Cities to Start a Business – Grand Rapids, **WalletHub.com**

2016

- Ranked 3rd in 2016 Leading Locations Report from **Area Development Magazine**
- Grand Rapids ranked 7th “Best Place to Live in the U.S for Quality of Life” in 2016 by **News and World Report**
- #2 – Best large city to start a business by **Wallethub.com**
- Grand Rapids ranked one of Top 20 best places to live in the U.S. by **U.S. News and World Report**
- Grand Rapids the best city in the U.S. to invest in housing by **Forbes**
- Ford Airport ranked #1 airport in North America by **Airports Council International (ACI)**
- Michigan ranks No. 6 in nation for major new corporate facilities by **Site Selection Magazine**
- #2 Best place to own a home by **porch.com**
- Grand Rapids’ Zoo School named among 14 most innovative in America by **Tech Insider**
- Top 10 US Supply Chain Schools of 2016 – MSU, Western, & Michigan by **U.S. News and World Report**
- The Right Place ranked one of the best economic development organizations in the nation by **Global Trade Magazine**

2015

- Ranked #1 city to raise a family out of 100 largest metros by **Forbes**
- Named 2nd Best U.S. city to find a job by **Forbes**
- Ranked #3 city in the nation for economic growth by **The Detroit Free Press**
- Spectrum Health ranked in the top 50 for 10 specialties by **U.S. News and World Report**
- #1 place to visit in “Top 15 places to visit in the U.S. for 2015” by **Groupon**
- First place in the U.S. Conference of Mayors/USA Funds 2015 National Education Pathways with a Purpose Awards Program by **SYS-Con Media**
- Ranked 3rd in Cities Leading A U.S. Manufacturing Revival by **Forbes**
- Ranked 3rd in 2015 Leading Locations Report from **Area Development Magazine**

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)
Grand Rapids Drive (NBA)

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®
Broadway Grand Rapids
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 Right Place is the economic development organization that drives current and long-term economic prosperity in West Michigan.

VALUE

Building on three decades 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 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.

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