

REGION

WEST MICHIGAN OVERVIEW



**THE
RIGHT PLACE**

Advancing the West Michigan Economy

WELCOME TO WEST MICHIGAN

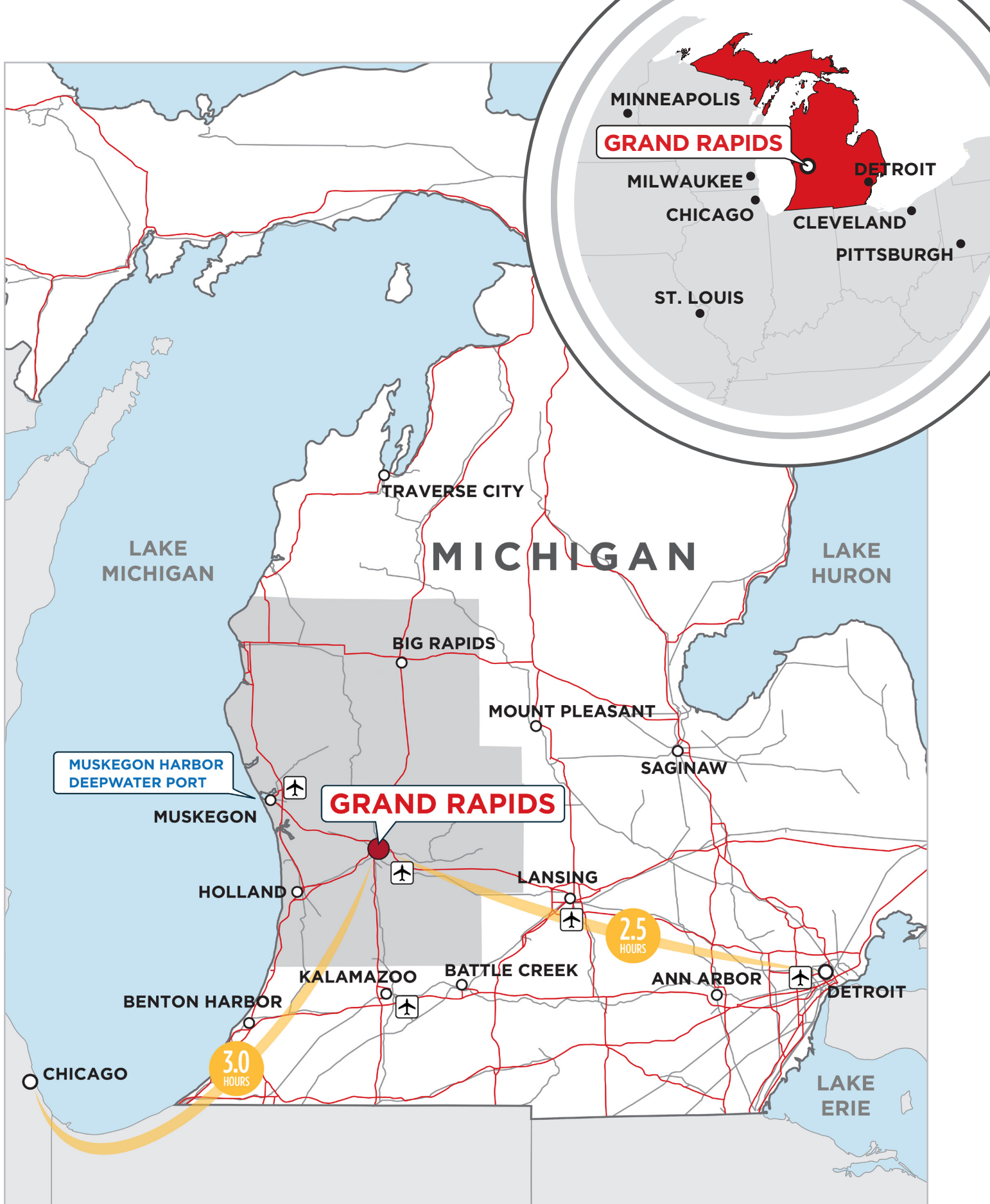


THE HEART OF MICHIGAN'S GROWTH STORY

Located between Chicago and Detroit, West Michigan is a growing region of more than 1 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 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.



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**

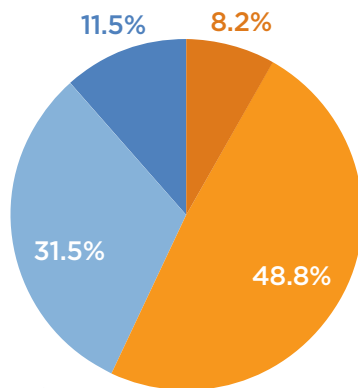
Steelcase

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	25,094
Grand Rapids Community College	15,719
Ferris State University	14,146
Muskegon Community College	4,875
Calvin College	3,993
Davenport University - Western Region	3,990
Baker College	3,557
Hope College	3,433
Cornerstone University	2,200
Montcalm Community College	2,200
Aquinas College	1,845
Western Michigan University - Grand Rapids	1,500
Kendall College of Art and Design	1,438
Other Area Colleges and Universities	3,409
Total	87,399

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

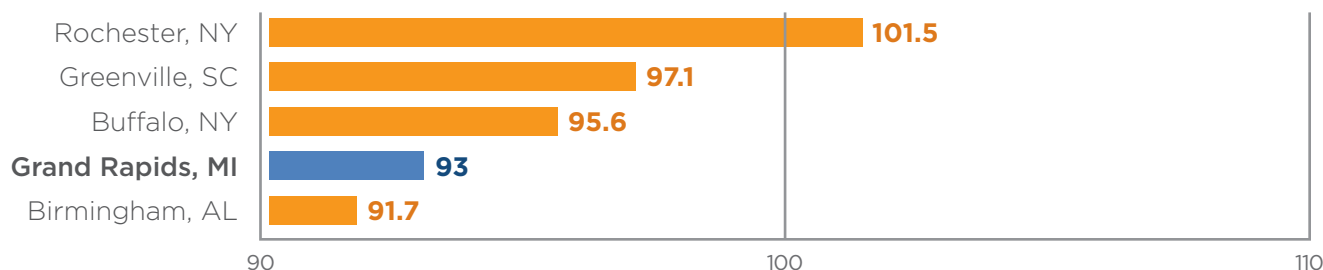


STEM Degree Completions	2015 Jobs	2013 Completions
Science (Life & Physical)	3,698	4,483
Technology	13,042	4,201
Engineering	17,591	1,055
Mathematics	351	970
Health Sciences	39,812	4,644

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



COST OF LIVING INDEX



PEOPLE



INCOME

AVERAGE HOUSEHOLD INCOME	\$67,142
NATIONAL AVERAGE	\$73,487
MEDIAN HOUSEHOLD INCOME	\$52,108
NATIONAL AVERAGE	\$53,046
PER CAPITA INCOME	\$25,263
NATIONAL AVERAGE	\$28,155
AVERAGE EARNINGS*	\$49,448
NATIONAL AVERAGE	\$58,867

Data Source: U.S. Census 2013 used MSA of Gr-Wyoming for local data
 *Data source: Economic Modeling Specialists International (EMSI) / www.economicmodeling.com



Diversity	Population	%
White, Non-Hispanic	1,258,146	81.7%
White, Hispanic	103,160	6.7%
Black, Non-Hispanic	96,160	6.2%
Two or More Races, Non-Hispanic	29,903	1.9%
Asian, Non-Hispanic	26,430	1.7%
Black, Hispanic	7,114	0.5%
American Indian or Alaskan Native, Non-Hispanic	6,957	0.5%
Two or More Races, Hispanic	5,491	0.4%
American Indian or Alaskan Native, Hispanic	4,568	0.3%
Asian, Hispanic	973	0.1%
Total	1,539,802	

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



Languages Spoken	Population
Speak only English	1,187,681
Spanish	67,373
Vietnamese	5,855
German	3,649
Serbo-Croatian	2,835
Chinese	2,431
French	2,273
African languages	1,908
Arabic	1,626
Korean	1,285
Polish	1,029
Mon-Khmer, Cambodian	951

Data Source: U.S. Census Bureau
 Geographical Region: 2013 Combined Statistical Area

13-COUNTY REGION

1,539,802
POPULATION

35.9
MEDIAN AGE

546,316
HOUSEHOLDS

791,008
CIVILIAN LABOR FORCE

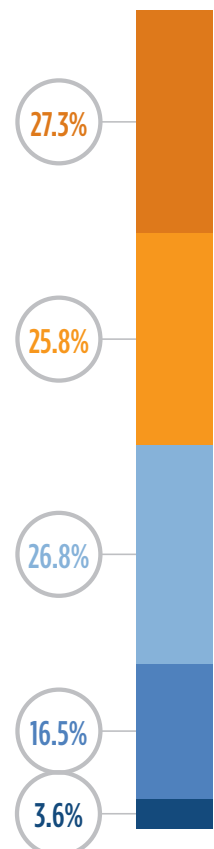
87,421
COLLEGE ENROLLMENT

Data sources: Economic Modeling Specialists International (EMSI) / www.economicmodeling.com, US Census Bureau, & www.milmi.org



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



Industries by Jobs	Jobs	%	Avg. Earnings
Manufacturing	140,686	19%	\$69,464
Health Care and Social Assistance	87,472	12%	\$54,897
Government	74,317	10%	\$62,878
Retail Trade	71,435	10%	\$32,116
Admin, Support, Waste Mgt. and Remediation Services	68,529	9%	\$28,657
Accommodation and Food Services	53,228	7%	\$16,890
Construction	35,129	5%	\$51,517
Other Services (except Public Administration)	34,704	5%	\$25,757
Wholesale Trade	29,806	4%	\$65,021
Professional, Scientific, and Technical Services	26,112	4%	\$63,805
Finance and Insurance	23,447	3%	\$70,735
Educational Services	22,497	3%	\$34,555
Crop and Animal Production	17,591	2%	\$29,353
Transportation and Warehousing	17,579	2%	\$57,626
Arts, Entertainment, and Recreation	11,166	2%	\$19,800
Arts, Entertainment, and Recreation	6,727	1%	\$61,279

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



Top Employers in West Michigan	Industry	Employees
Spectrum Health	Healthcare	21,800
Meijer Inc.	Grocery	10,343
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	3,801
Perrigo Company	Pharmaceuticals	3,800
Herman Miller Inc.	Manufacturing	3,621
Steelcase Inc.	Manufacturing	3,500
Gordon Food Service	Food Distribution	2,544
Fifth Third Bank	Finance	2,278
Haworth Inc.	Manufacturing	2,000



RIGHT-TO-WORK STATUS

Today, the State of Michigan is officially a "Right-to-Work" state, enacted by the state legislature in 2012. 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

23
PUBLICLY TRADED
COMPANIES

130+
INTERNATIONAL
COMPANIES

\$65.1B
GROSS REGIONAL
PRODUCT

\$7.7B
EXPORTS VALUE

1.9%
EXPORT GROWTH
RATE BY VALUE

Data Sources: Economic Modeling Specialists International (EMSI) / www.economicmodeling.com, Brookings Institute, & Factiva

INFRASTRUCTURE



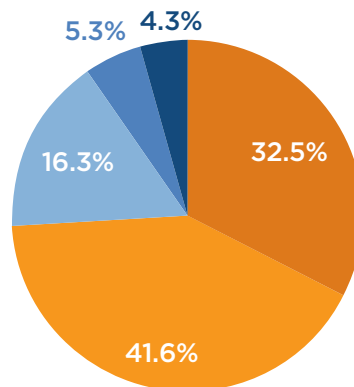
AIR TRAVEL

- 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
- 6 passenger airlines
 - **Delta Air Lines**
 - **Southwest Airlines**
 - **American Airlines/American Eagle**
 - **United Airlines**
 - **Allegiant Airlines**
 - **US AIRWAYS**
- 120 daily scheduled nonstop flights
- An estimated 6,400 travelers pass through GRR each day
- 2.3M passengers traveled through GRR in 2014
- 75K Takeoffs & Landings in 2014 (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
- 82M lbs of air cargo in 2014
- 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 2015

Unless otherwise stated, data is reflective of the MEDC Region 4 which includes Allegan, Barry, Ionia, Kent, Lake, Mason, Mecosta, Montcalm, Muskegon, Nawaygo, 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

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**

2014

- Grand Rapids MSA ranked #3 for economic performance by **The Manhattan Institute**
- Ranked 4th as America's Smartest Cities Report by **Forbes**
- Grand Rapids ranked in Top 25 among Best Performing Cities in America Study by **Milken Institute**
- Ranked 2nd in Top 5 U.S. Cities for Advanced Manufacturing by **Change the Equation**
- Ranked 3rd in Top 5 Cities for New Engineering Jobs by **Change the Equation**
- 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**

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®
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.

125 Ottawa Avenue NW, Suite 450

Grand Rapids, MI 49503

p 616.771.0325

f 616.771.0555

e info@rightplace.org

www.rightplace.org



facebook.com/TheRightPlaceGrandRapids



twitter.com/TheRightPlaceGR



linkedin.com/company/the-right-place