


# GREATER GRAND RAPIDS OVERVIEW

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GREATER GRAND RAPIDS  
MICHIGAN



# WELCOME TO GREATER GRAND RAPIDS

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HOME TO ONE  
OF THE FASTEST  
GROWING ECONOMIES  
IN THE U.S.

Located between Chicago and Detroit, Greater Grand Rapids is a growing region of more than 1.5 million people and counting. At its core is the thriving and vibrant city of Grand Rapids, the second largest city in the state.

With a strong business climate and exceptionally high quality of life, it is no surprise businesses and talent are flocking to the region. More than 130 international companies are located here, as well as four of Forbes Largest Private Companies. The region is home to the global headquarters of industry leaders like Amway, Steelcase, MillerKnoll, Haworth, BISSELL, Wolverine Worldwide, and more.

There is an energy pulsating from Greater Grand Rapids that is felt throughout the Midwest. Our business and community leaders have set in motion an unprecedented level of growth and investment, cementing our place as a world-class center for advanced manufacturing, life science and medical devices, food processing, and technology.

“West Michigan was the ideal location for our cybersecurity research lab. The region’s low cost of doing business, combined with its talented pool of technology workers will make our company more competitive.”

**Brian DeMuth | CEO | GRIMM**



**LEGEND**

— HIGHWAY

— RAILROAD

■ WEST MICHIGAN REGION



# TOP INDUSTRY CLUSTERS

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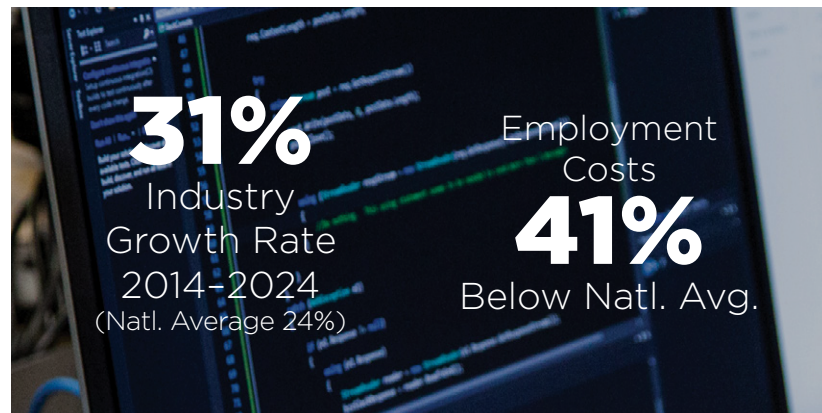
## GROW, INNOVATE, AND SUCCEED IN WEST MICHIGAN

Since its introduction as the Furniture City in 1876, Greater Grand Rapids has been a leading center for quality, technical expertise, and innovation. The economy has since diversified beyond its furniture beginnings, and is now a center for manufacturing excellence, life science discovery, and technological innovation.

The following industries are driving the growth of the Greater Grand Rapids region.

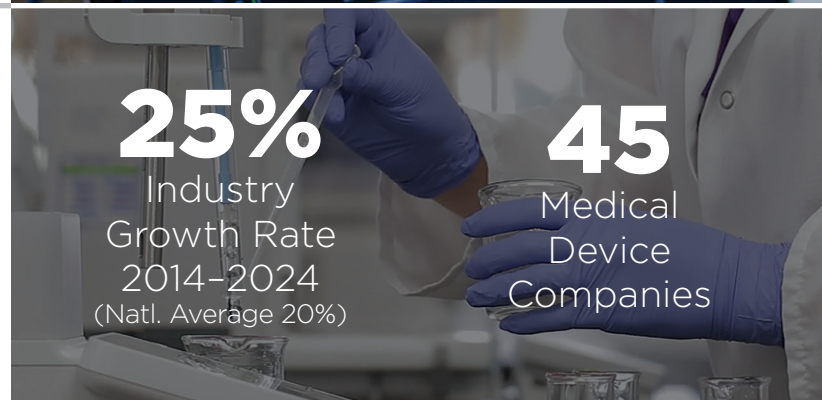
### INFORMATION TECHNOLOGY AND COMMUNICATIONS

Greater Grand Rapids' growing tech industry is powered by some of the best talent in the nation. From cybersecurity to custom software development, this industry is solving the future's most pressing challenges.



### LIFE SCIENCES AND MEDICAL DEVICES

Greater Grand Rapids is home to some of the most advanced healthcare, research, and education facilities in the Midwest. This collaborative environment is driving innovation and shaping the future of medical device technology and manufacturing.



### ADVANCED MANUFACTURING

Greater Grand Rapids is home to one of the nation's largest and most diverse manufacturing sectors. We are national leaders in plastics, biopharmaceuticals, medical devices, production technology, automotive, office furniture, aerospace, and more. If you can dream it, we can make it.



# GREATER GRAND RAPIDS MAJOR CONSUMER BRANDS

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**Amway**

**BENTELER**   
Automotive

**BISSELL**

**Cargill**

**Coca-Cola**

  
**FARMERS**  
INSURANCE

 GE Aviation

**GENTEX**  
CORPORATION

HAWORTH

MillerKnoll

**Kellogg's**

 LG Chem

 **MAGNA**

**meijer**

 **Gerber** Nestlé

**Perrigo**

 **SpartanNash**

**Steelcase**

**TIARA**  
YACHTS

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

# GREATER GRAND RAPIDS BY THE NUMBERS

## 13-COUNTY REGION POPULATION DATA

**1,653,809**

POPULATION

**40.6**

MEDIAN AGE

**614,115**

HOUSEHOLDS

**868,077**

LABOR FORCE

**64,555**

COLLEGE ENROLLMENT

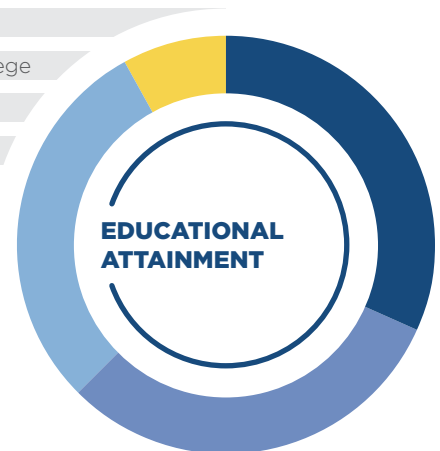
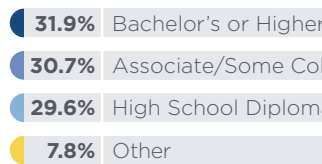
**DATA SOURCES:**  
Lightcast (2024), US Census Bureau (2023)

## COLLEGES & UNIVERSITIES

## ENROLLMENT

Grand Valley State University	22,269
Grand Rapids Community College	12,142
Ferris State University	9,918
Davenport University - Western Region	4,848
Muskegon Community College	3,518
Hope College	3,368
Calvin College	3,364
Cornerstone University	1,735
Montcalm Community College	1,587
Aquinas College	1,295
Kendall College of Art and Design	511
<b>Total</b>	<b>64,555</b>

**DATA SOURCE:** IPEDS(Fall 2024)



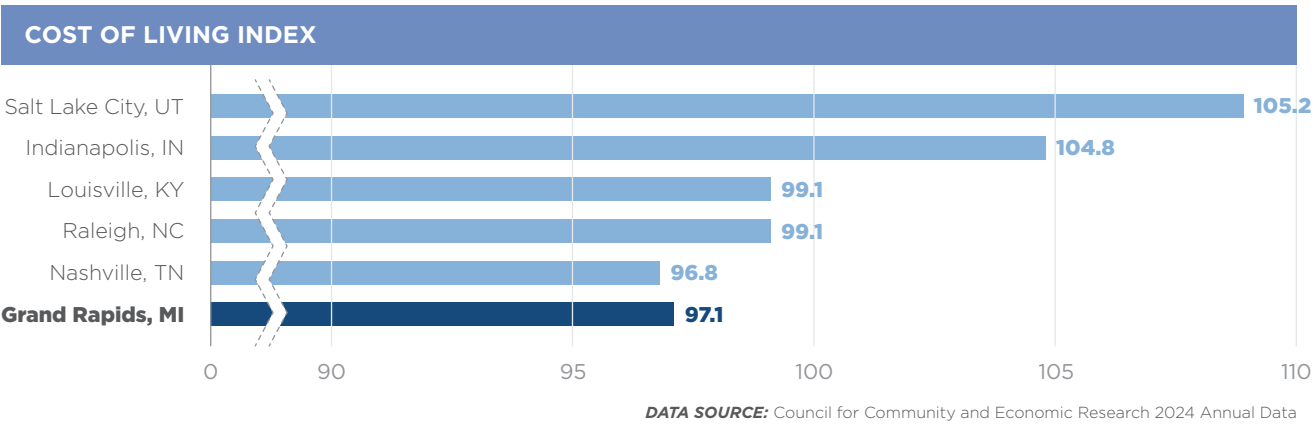
**DATA SOURCE:** Lightcast (2024)

## STEM DEGREE COMPLETIONS (2023)

## COMPLETIONS

Science (including Healthcare)	4,662
Technology	686
Engineering	1,151
Mathematics	169

**DATA SOURCE:** Lightcast (2023)



RACE & ETHNICITY	POPULATION	PERCENT
White, Non-Hispanic	1,309,404	79.18%
Hispanic	154,206	9.32%
Black, Non-Hispanic	107,540	6.50%
Two or More Races, Non-Hispanic	39,107	2.36%
Asian, Non-Hispanic	35,685	2.16%
American Indian or Alaskan Native, Non-Hispanic	7,354	0.44%
Native Hawaiian or Pacific Islander, Non-Hispanic	512	0.04%

DATA SOURCE: Lightcast (2024)

**#1** Best Manufacturing Hubs (Large)  
Grand Rapids-Kentwood - **Business Facilities**

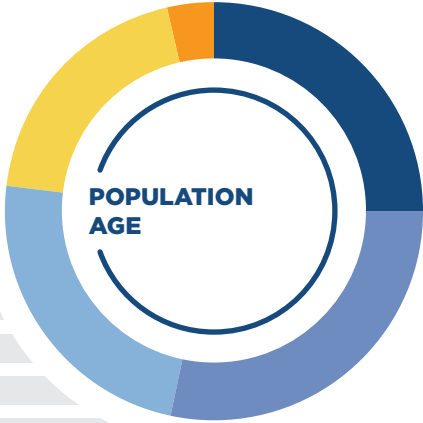
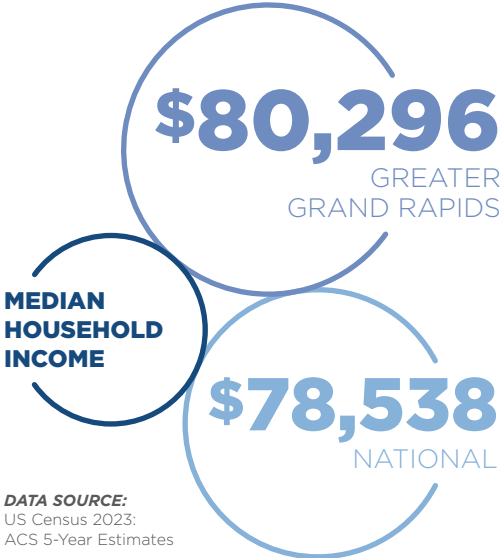
LANGUAGES SPOKEN	POPULATION
English Only	1,405,345
Spanish	74,497
Indo-European languages	23,750
Asian and Pacific Island languages	17,465

DATA SOURCE: US Census 2019 ACS 5 Year



\*FOR GRAND RAPIDS, KENTWOOD, & MUSKEGON CSA

**#3** Best Business Climate (Mid-Sized)  
**Business Facilities**



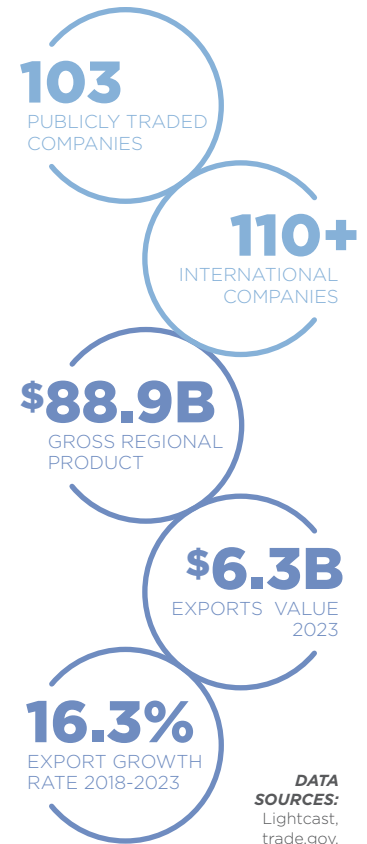
DATA SOURCE: Lightcast (2024), US Census 2023: ACS 5-Year Estimates

TOP INDUSTRIES	JOBS	PERCENT
Manufacturing	152,830	18.4%
Health Care and Social Assistance	105,607	12.7%
Government	78,057	9.4%
Retail Trade	75,615	9.1%
Admin, Support, Waste Mgt., & Remediation Services	67,372	8.1%
Accommodation and Food Services	61,827	7.4%
Construction	47,177	5.7%
Other Services (except Public Administration)	42,173	5.1%
Wholesale Trade	38,628	4.7%
Professional, Scientific, and Technical Services	33,961	4.1%
Educational Services	25,749	3.1%
Finance and Insurance	24,578	3.0%
Transportation and Warehousing	21,810	2.6%
Agriculture, Forestry, Fishing and Hunting	18,070	2.2%
Arts, Entertainment, and Recreation	11,140	1.3%
Real Estate and Rental and Leasing	9,475	1.1%
Information	6,860	0.8%
Management of Companies and Enterprises	6,159	0.7%
Utilities	2,473	0.3%
Mining, Quarrying, and Oil and Gas Extraction	503	0.1%

DATA SOURCE: Lightcast (2024)

TOP EMPLOYERS	INDUSTRY	EMPLOYEES
Corewell Health	Healthcare	25,000
Trinity Health Grand Rapids	Healthcare	8,500
Meritage Hospitality Group Inc	Restaurant	7,000
Gordon Food Service Inc	Logistics	5,000
Meijer, Inc.	Retail	5,000
Gentex Corporation	Manufacturing	4,500
MillerKnoll	Manufacturing	4,000
Perrigo - HQ	Manufacturing	3,500
Perrigo	Manufacturing	3,500
Farmers Insurance Group	Insurance	3,500
Steelcase, Inc.	Manufacturing	3,400
Grand Valley State University	Education	3,300
University of Michigan Health-West	Healthcare	3,000
Howmet	Manufacturing	2,800
Grand Rapids Public Schools	Education	2,800
Amazon	Logistics	2,600
SpartanNash	Retail	2,500
TCF Bank	Finance	2,500
Hope Network	Healthcare	2,100
Roskam Foods	Manufacturing	2,100

DATA SOURCE: The Right Place, Inc.



### MICHIGAN TAX INFORMATION

**NO**  
PERSONAL  
PROPERTY TAX

**NO**  
INVENTORY TAX

**6%**  
CORPORATE  
INCOME TAX

**4.25%**  
PERSONAL  
INCOME TAX

DATA SOURCE: State of MI



# INFRASTRUCTURE

## AIR TRAVEL

Air service at Gerald R. Ford International Airport is provided by six airlines serving 31 major market destinations with 140 daily nonstop flights. It has current international connections through Detroit, Chicago, and other US destinations. A US Customs federal inspection station (FIS) terminal is currently under construction and will soon allow for processing of international flights and passengers.

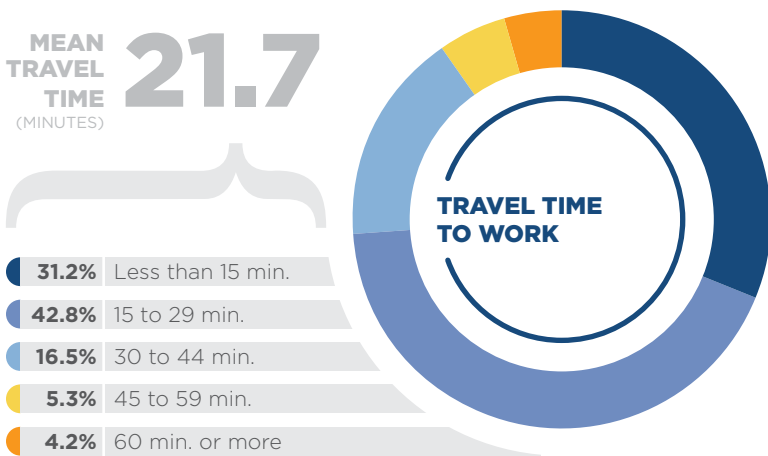
## RAILROADS

As the country's 12th largest rail system, Michigan is well served by regional hubs in Grand Rapids. Current Class 1 railroads include:

- **Canadian National/Grand Elk Railroad**
- **Norfolk Southern Railway**
- **CSX Transportation**
- **Canadian Pacific Railway/Soo Line**

## DEEP WATER PORTS

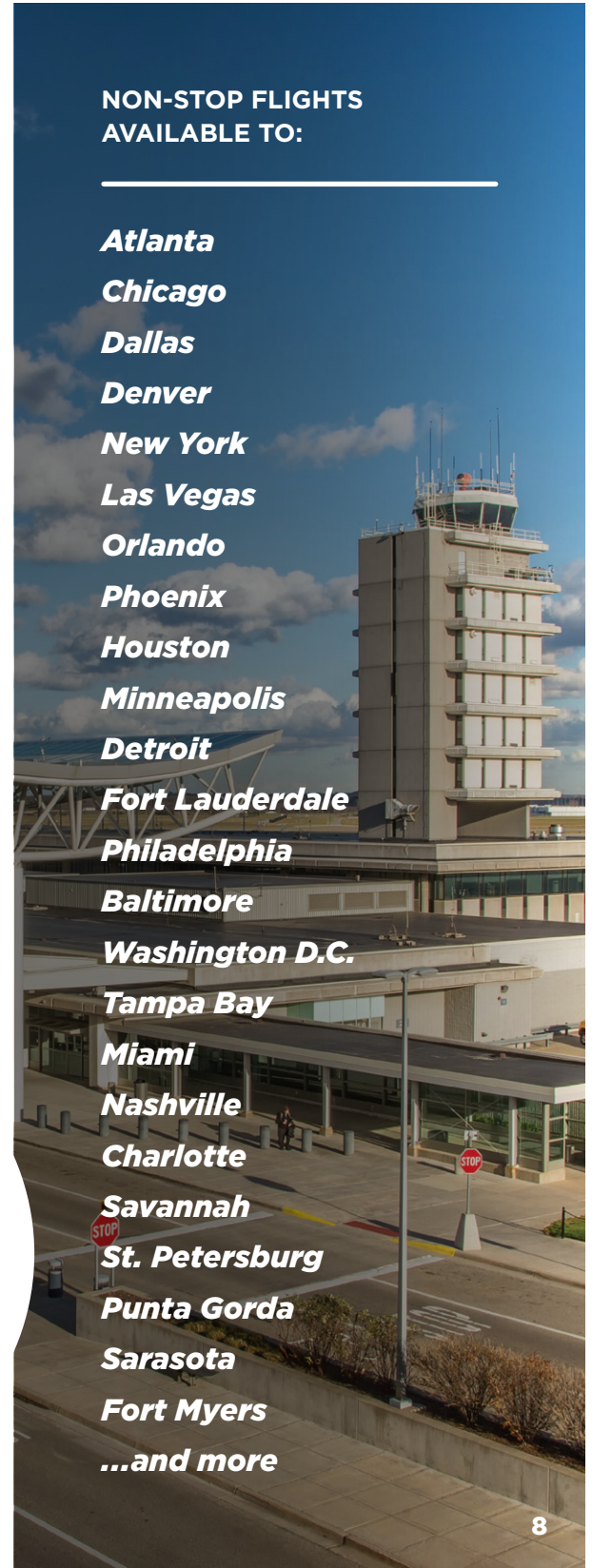
The Great Lakes can be reached via the St. Lawrence Seaway and the U.S. Inland Waterway system of rivers. When connected, the complete system offers a marine highway through the heartland of the United States, providing access to population centers and manufacturing sites from the Gulf of Mexico to the Atlantic Coast. The port sites on the shores of Greater Grand Rapids are positioned to connect Michigan highway and railroad infrastructure to this marine system, making these ports ideal candidates for manufacturing and food processing.



DATA SOURCE: US Census 2023: ACS 5-Year Estimates

## NON-STOP FLIGHTS AVAILABLE TO:

- Atlanta**
- Chicago**
- Dallas**
- Denver**
- New York**
- Las Vegas**
- Orlando**
- Phoenix**
- Houston**
- Minneapolis**
- Detroit**
- Fort Lauderdale**
- Philadelphia**
- Baltimore**
- Washington D.C.**
- Tampa Bay**
- Miami**
- Nashville**
- Charlotte**
- Savannah**
- St. Petersburg**
- Punta Gorda**
- Sarasota**
- Fort Myers**
- ...and more**



# LOW COST OF LIVING, HIGH QUALITY OF LIFE

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The Greater Grand Rapids region offers an impressive quality of life. Whether you're drawn to the vibrant city atmosphere or charming small towns, this area has a community for everyone. With a robust economy and affordable living, it's the perfect place to build a career and raise a family.

No matter where you live in the region, you're just a quick drive from gorgeous white sand beaches, premier hiking and biking opportunities, and the thriving cultural and arts scene in Downtown Grand Rapids.

Blue waters, pristine beaches, craft breweries, delicious eateries, miles of trails, top-notch museums, charming shops, and professional sports will keep you busy throughout the four seasons.

## #2

**10 Most Beautiful & Affordable Cities to Live in the U.S.**

Travel + Leisure

**Old Mill  
Brewpub & Grill**



## #1

**Best Historic Small Town - Ludington**

USA Today

10Best Readers' Choice Awards

**Silver Lake  
Dunes**



**ArtPrize**





Van Andel Arena



John Ball Zoo



Frederick Meijer Gardens



#8  
America's Best Towns  
to Visit in 2024  
CNN Travel



TOP 20  
Hottest Job Markets  
Wall Street Journal



White Pine Trail



Rosa Parks Circle



#1  
LinkedIn's Cities on the Rise:  
Best Locations to Grow Your Career  
LinkedIn



“Grand Rapids and its healthy business environment have been integral to BISSELL operations for over 140 years. We continue to see employment growth in this community. The decision to continue our investment here made sense and we thank The Right Place for their partnership.”

Mark Bissell | Chairman & CEO | BISSELL



Kirk Park,  
Lake Michigan



ACCREDITED  
ECONOMIC  
DEVELOPMENT  
ORGANIZATION  
*International Economic Development Council*

## THE RIGHT PLACE, INC.

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125 Ottawa Avenue NW, Suite 450  
Grand Rapids, MI 49503

• 616.771.0325

**f** 616.771.0555

**e** [info@rightplace.org](mailto:info@rightplace.org)

**w** [rightplace.org](http://rightplace.org)



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