

# WEST MICHIGAN OVERVIEW

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GREATER GRAND RAPIDS  
MICHIGAN



# WELCOME TO WEST MICHIGAN

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

Located between Chicago and Detroit, West Michigan 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, Herman Miller, Haworth, BISSELL, Wolverine Worldwide, and more.

There is an energy pulsating from West Michigan 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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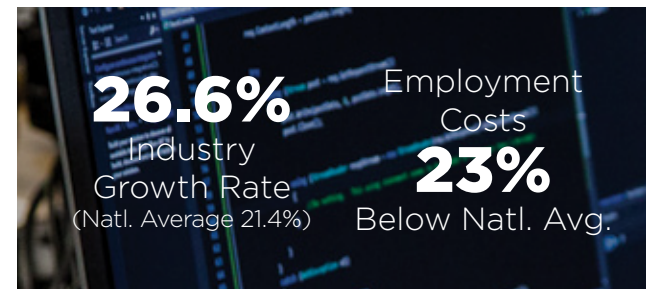
## GROW, INNOVATE, AND SUCCEED IN WEST MICHIGAN

Since its introduction as the Furniture City in 1876, West Michigan 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 Grand Rapids region.

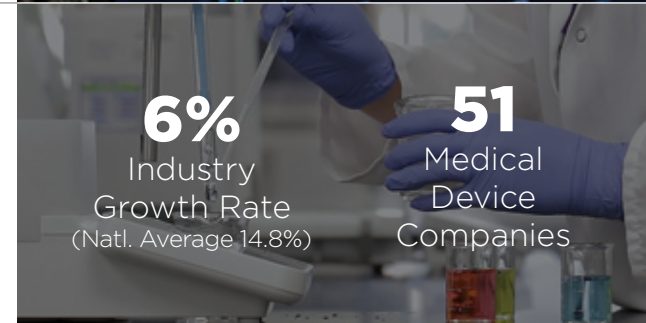
### INFORMATION TECHNOLOGY AND COMMUNICATIONS

West Michigan's 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

West Michigan 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.



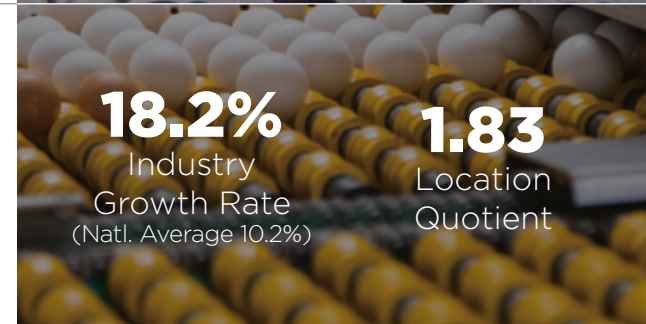
### ADVANCED MANUFACTURING

West Michigan 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.



### FOOD PROCESSING AND AGRIBUSINESS

Abundant natural resources combined with one of the most agriculturally diverse regions in the country has created a recipe for success in West Michigan. With over \$1.5 billion in economic impact, this industry is an economic powerhouse.



# WEST MICHIGAN MAJOR CONSUMER BRANDS

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**Amway**

**BENTELER**   
Automotive

**BISSELL**

**Cargill**

**Coca-Cola**

  
**FARMERS**  
INSURANCE



GE Aviation

**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

## 13-COUNTY REGION POPULATION DATA

**1,628,323**

POPULATION

**41.3**

MEDIAN AGE

**596,007**

HOUSEHOLDS

**824,270**

LABOR FORCE

**94,471**

COLLEGE ENROLLMENT

**DATA SOURCES:** Economic Modeling Specialists International (EMSI), US Census Bureau American Community Survey (ACS), Bureau of Labor Statistics Local Area Unemployment Statistics

## COLLEGES & UNIVERSITIES

## ENROLLMENT

Grand Valley State University	23,178
Grand Rapids Community College	19,410
Ferris State University	14,232
Davenport University - Western Region	6,097
Muskegon Community College	5,540
Calvin College	2,627
Baker College	9,681
Hope College	3,143
Cornerstone University	1,954
Aquinas College	1,578
Montcalm Community College	1,963
Western Michigan University - Grand Rapids	900
Kendall College of Art and Design	823
Michigan State University - West	320
Other Area Colleges and Universities	3,025

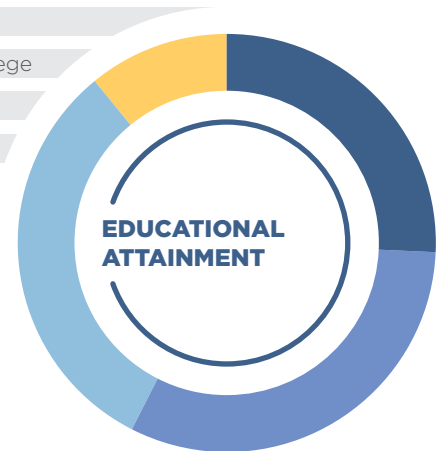
**Total**

**94,471**

**DATA SOURCE:** The Right Place, Inc.

**#1** Top States for Auto Manufacturing Jobs - Michigan  
Bureau of Labor Statistics

<b>29%</b>	Bachelor's or Higher
<b>32%</b>	Associate/Some College
<b>30%</b>	High School Diploma
<b>9%</b>	Other



## STEM DEGREE COMPLETIONS (2019)

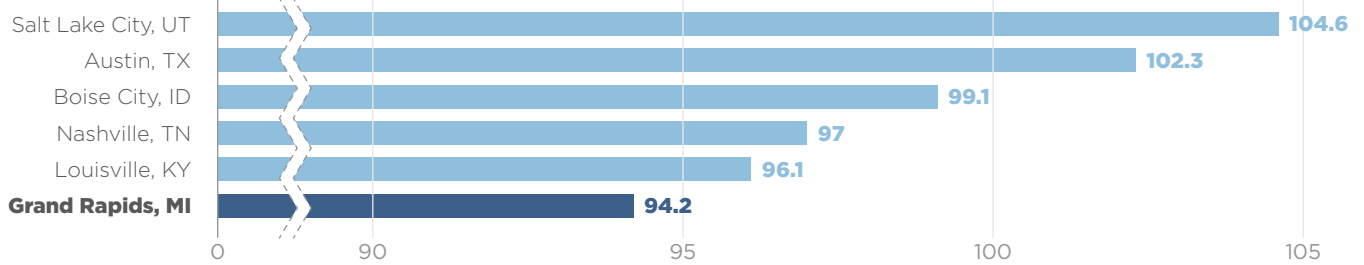
## COMPLETIONS

Science (including Healthcare)	5,262
Technology	765
Engineering	1,287
Mathematics	177

**DATA SOURCE:** EMSI Education Program Table (applicable groups)

**DATA SOURCE:** EMSI

## COST OF LIVING INDEX



DATA SOURCE: Council for Community and Economic Research Q4 2020 Data

## RACE & ETHNICITY

### POPULATION

### PERCENT

White, Non-Hispanic	1,306,504	80.2%
Hispanic	119,600	7.3%
Black, Non-Hispanic	102,809	6.3%
Asian, Non-Hispanic	35,784	2.2%
Two or More Races, Non-Hispanic	34,711	2.1%
American Indian or Alaskan Native, Non-Hispanic	7,381	0.5%
Native Hawaiian or Pacific Islander, Non-Hispanic	474	0.03%

DATA SOURCE: EMSI

## #1 Mid-Sized Metro for Economic Growth Potential – Grand Rapids Business Facilities Magazine

## LANGUAGES SPOKEN

## POPULATION

English Only	1,187,491
Spanish	73,360
Other and unspecified languages	459
Other Indo-European languages	1,772
Vietnamese	5,511
German or other West Germanic languages	2,675
Russian, Polish, or other Slavic languages	4,967
Chinese (incl. Mandarin, Cantonese )	3,219
Arabic	2,202
French, Haitian, or Cajun	2,120
Tagalog (incl. Filipino)	1,421
Korean	1,175

DATA SOURCE: US Census 2019 ACS 5 Year

**\$62,926**

GRAND RAPIDS CSA\*

\*CSA includes Grand Rapids & Muskegon metro areas

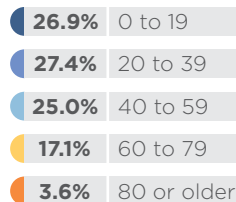
**MEDIAN HOUSEHOLD INCOME**

**\$65,712**  
NATIONAL

DATA SOURCE:  
US Census ACS 2019 1 year

## POPULATION AGE

**MEDIAN AGE\*** **36.5**



\*FOR GRAND RAPIDS, KENTWOOD, & MUSKEGON CSA

DATA SOURCE: US Census 2019 ACS 5 Year

TOP INDUSTRIES	JOBS	PERCENT
Manufacturing	149,213	20%
Health Care and Social Assistance	98,020	13%
Government	73,594	10%
Retail Trade	72,422	9%
Admin, Support, Waste Mgt., & Remediation Services	63,846	8%
Accommodation and Food Services	48,967	6%
Construction	40,929	5%
Other Services (except Public Administration)	35,924	5%
Wholesale Trade	33,692	4%
Professional, Scientific, and Technical Services	29,763	4%
Finance and Insurance	24,723	3%
Educational Services	23,446	3%
Transportation and Warehousing	20,289	3%
Agriculture, Forestry, Fishing and Hunting	17,380	2%
Real Estate and Rental and Leasing	8,011	1%
Arts, Entertainment, and Recreation	7,928	1%
Information	6,565	1%
Management of Companies and Enterprises	6,280	1%
Utilities	2,423	0.32%
Unclassified Industry	1,293	0.17%

DATA SOURCE: EMSI 2020

TOP EMPLOYERS	INDUSTRY	EMPLOYEES
Spectrum Health	Healthcare	25,000
Meijer, Inc.	Grocery	10,340
Mercy Health Saint Mary's	Healthcare	8,500
Gentex Corporation	Manufacturing	5,800
Gordon Food Service Inc	Food Distribution	5,000
Amway	Manufacturing	3,791
Herman Miller, Inc.	Manufacturing	3,621
Perrigo	Manufacturing	3,500
Steelcase, Inc.	Manufacturing	3,500
Farmers Insurance Group	Insurance	3,500
Grand Valley State University	Education	3,306
Lacks Enterprises Inc	Manufacturing	3,000
Grand Rapids Public Schools	Education	2,800
Arconic, Inc.	Manufacturing	2,350
Hope Network	Healthcare	2,162
Metro Health Hospital	Healthcare	2,100
Roskam Baking Co.	Manufacturing	2,090
Fifth Third Bank, West Michigan	Finance	2,062
Haworth Inc.	Manufacturing	2,000
SpartanNash	Grocery	2,000

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 West Michigan 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:** Census Bureau Table: B08303 & Census Reporter Grand Rapids, Kentwood, Muskegon, CSA

**NON-STOP FLIGHTS AVAILABLE TO:**

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- 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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Life in West Michigan never fails to impress. From the bustling urban city of Grand Rapids, to charming small towns - the region truly has a community for everyone. The strong economy and low cost of living make this an ideal place to start 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

**Top Destinations for Millennials - Grand Rapids**  
National Association of Realtors

**Old Mill  
Brewpub & Grill**



## #7

**Fastest Growing Economy in the U.S. - Grand Rapids**  
Forbes and Headlight Data

**Silver Lake  
Dunes**





Van Andel Arena



John Ball Zoo

**TOP 20**  
"Superstar" Cities in  
the US - Grand Rapids  
Reuters



Frederick Meijer  
Gardens

**#1**  
Best Cities for First-  
Time Homebuyers -  
Grand Rapids  
SmartAsset



Rosa Parks Circle



White Pine Trail

**#3** Top Cities Where U.S. Manufacturing  
is Thriving - Grand Rapids  
AdvisorSmith

"Grand Rapids and it's 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*

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