



# West Michigan

The Right Place for Business

Life Sciences Philanthropy

Sustainability Advanced Manufacturing

Business Clusters Population

Lifestyle Entertainment Infrastructure

Culture Innovation Workforce



# Welcome to West Michigan

Located between Chicago and Detroit in western Michigan, Grand Rapids is the state's second-largest city, and the urban center of a growing region of more than 1 million people. More than 90 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, and BISSELL, West Michigan has become a world-class center for advanced manufacturing and life science innovation.



## A World of Workers

Companies from around the world have chosen West Michigan not only for its proximity to major markets and affordable commercial space, but also for its highly qualified workforce. A combination of outstanding jobs, educational opportunities, health care, and affordable housing are just a few of the reasons why West Michigan attracts young professionals from around the globe.



### ALTERNATIVE ENERGY

West Michigan offers over 700 world-class manufacturers, 600,000 highly skilled professionals and an infrastructure to provide global supply chain solutions for high-quality wind turbine component manufacturing. No other region in the U.S. offers more manufacturing and supply chain expertise focused on high-precision wind turbine component production.



### AGRIBUSINESS

Contributing more than \$1.5 billion to the regional economy, West Michigan's agricultural and food processing clusters are among the top 25 percent of their U.S. peers in terms of overall production. Surrounded by 20 percent of the world's fresh water, West Michigan's food processing companies have the resources and support they need to grow and succeed.



### ADVANCED MANUFACTURING

One of the nation's largest and most extensive manufacturing sectors, West Michigan is home to industry leaders in applied technology, sustainable practices and industrial design. The region has some of the nation's largest industry concentrations in metals, plastics, biopharmaceuticals, medical devices, production technology, automotive, office furniture and food processing.



### LIFE SCIENCES

The Van Andel Research Institute is an independent, world-class medical research institute that has gained worldwide recognition for basic and translational research into the genetic and molecular origins of cancer and other diseases. It is the central organization in our growing life sciences industry that includes nearly 200 firms specializing in medical devices, biotechnology, nutraceuticals, and bioinformatics.

# Working in West Michigan

Building on our strong traditions of entrepreneurship, innovation, and community involvement, West Michigan is a thriving, vibrant, and progressive region.

Jobs by Industry		
Trade, Transportation, and Utilities	127,688	17.9%
Manufacturing	108,937	15.3%
Education and Health Services	106,564	14.9%
Professional and Business Services	98,950	13.9%
Government	58,766	8.2%
Leisure & Hospitality	58,016	8.1%
Financial Activities	58,007	8.1%
Construction	36,235	5.1%
Other Services	35,712	5.0%
Agriculture, Natural Resources and Mining	17,137	2.4%
Information	7,753	1.1%



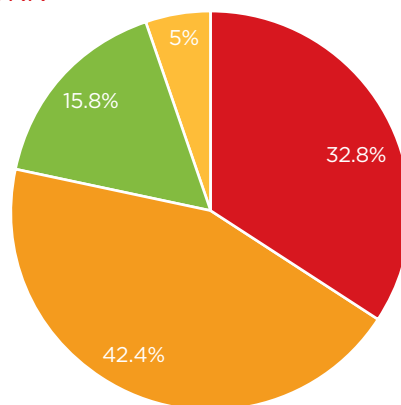
## Employment By Class of Worker

For-Profit Private Workers	74.8%
Non-Profit Private Workers	8.8%
Government Workers	9.3%
Self-Employed Workers	10.4%



## TRAVEL TIME TO WORK

- Less than 15 minutes
- 15-29 minutes
- 30-44 minutes
- 45-59 minutes



## NATIONAL RANKINGS INDUSTRY CLUSTER

th

Automotive

th

Biopharmaceuticals

th

Metal Manufacturing

th

Plastics

COMBINED STATISTICAL AREA  
(Compared to 124 CSAs)

n

Total Population

Median Age of Population

th

Number of Households

th

Total Employment



Top Employers in West Michigan	Employees
Spectrum Health	16,600
Meijer Inc.	7,725
Axios Incorporated	7,372
Spartan Stores, Inc.	4,258
Amway Corporation	4,000
Mercy General Health Partners	3,653
Grand Rapids Public Schools	3,297
Steelcase Inc.	3,227
Perrigo Co.	3,200
Walmart	3,131
Herman Miller Inc.	3,100
Grand Valley State University	3,091
Gentex Corporation	2,759
Saint Mary's Health Care	2,672
Magna International Inc.	2,500



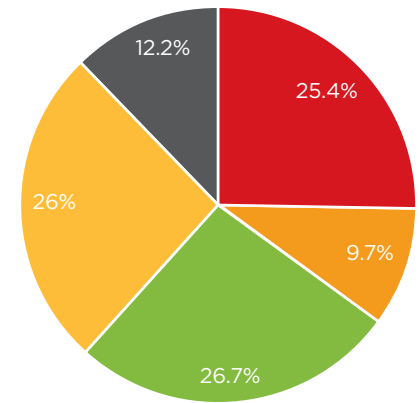
Income	
Average household income	\$60,191
Median household income	\$48,681
Per Capita income	\$22,496



Educational Attainment (25 years and older)	
High school graduate	31.7%
Associate/Bachelor's degree	48.7%
Graduate or professional degree	8.0%



College & University Enrollment	
Grand Valley State University	24,408
Grand Rapids Community College	15,174
Baker College	5,197
Muskegon Community College	4,747
Calvin College	4,092
Davenport University - Western Region	3,415
Hope College	3,230
Cornerstone University & Seminary	2,600



### AGES

- 0 to 17
- 18 to 24
- 25 to 44
- 45 to 64
- 65+

Population

Median Age

Households

Civilian Labor Force

Gross Regional Product  
(Grand Rapids CSA)



## Quality of Life

Live and work in West Michigan. A growing economy, outstanding healthcare, low cost of living, award-winning schools, and diverse cultural options are just a few reasons why people choose 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 and 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. From the Grand Rapids Art Museum, the first LEED-certified art museum in the world, to the countless new buildings that have been designed using green principles, our communities are leading the Green Wave.



### WORKING TOGETHER

West Michigan businesses know the value of collaboration. Companies from many industries, or from the same industry have been working together to elevate competitiveness for more than a quarter century. From engineering user groups, to entrepreneurial roundtables, West Michigan uses an extensive network of programs to connect companies and entrepreneurs with potential 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. We also have a vibrant performing arts community, anchored by three well-regarded regional theatres and several other more specialized companies bringing productions to inspire audiences virtually every weekend. 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, and rivers and trails, our region offers an unparalleled variety of seasonal outdoor activities. And more than 1.5 million people attend museums, galleries, theatres, sporting events, and live performances every year. Before and after, they dine in gourmet, ethnic, and casual restaurants and populate the varied nightclubs, neighborhood pubs, and wine bars located in downtown Grand Rapids and in virtually every community in the region.



### 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  
Grand Rapids is the sixth most popular fishing city in the U.S.

### SNOW

Nine ski resorts  
Hundreds of miles of snowmobile trails

### MUSEUMS

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

### ARTS AND CULTURE

ArtPrize®  
Grand Rapids Ballet  
Grand Rapids Civic Theatre  
Grand Rapids Symphony  
Opera Grand Rapids  
Blue Lakes Fine Arts Camp

### OTHER ATTRACTIONS

Frederik Meijer Gardens & Sculpture Park  
John Ball Zoo  
Michigan's Adventure Amusement Park  
Van Andel Arena (12,000 capacity)

### DIVERSITY

More than 40 languages are spoken in West Michigan  
Students in the region represent 53 countries of origin

### TRANSPORTATION

#### Gerald R. Ford International Airport

Nearly 80 million lbs. of air cargo in 2010  
Over 2 million passengers per year  
8 passenger airlines including:  
Air Canada, AirTran Airways,  
Allegiant Air, American Airlines,  
Continental Airlines, Delta Air Lines,  
Frontier Airlines, United Airlines

### RAILROADS

**Passenger** - Amtrak  
**Freight** - CSX, Grand Elk RR,  
Grand Rapids Eastern, Marquette Rail,  
Michigan Shore RR, Mid-Michigan

### AVERAGE TEMPERATURES

January, 21.8°F  
July, 71.6°F

### ANNUAL PRECIPITATION

37.1 inches of rain  
71.9 inches of snow

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