



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*	Jobs	%	Avg. Earnings
Agriculture, Forestry, Fishing and Hunting	17,983	2.4%	\$41,701
Mining, Quarrying, and Oil and Gas Extraction	1,721	.2%	\$86,834
Utilities	2,096	.3%	\$96,980
Construction	35,331	4.7%	\$56,906
Manufacturing	124,461	16.4%	\$69,555
Wholesale Trade	28,529	3.8%	\$64,051
Retail Trade	74,615	9.8%	\$31,160
Transportation and Warehousing	18,515	2.4%	\$59,473
Information	7,974	1.0%	\$60,573
Finance and Insurance	36,267	4.8%	\$68,668
Real Estate and Rental and Leasing	28,763	3.8%	\$35,194
Professional, Scientific, and Technical Services	37,307	4.9%	\$66,064
Management of Companies and Enterprises	5,869	.8%	\$98,459
Admin., Support, Waste Mgt. and Remediation Services	64,340	8.5%	\$28,857
Educational Services	24,755	3.3%	\$35,421
Health Care and Social Assistance	86,097	11.3%	\$52,133
Arts, Entertainment, and Recreation	14,676	1.9%	\$19,539
Accommodation and Food Services	45,135	5.9%	\$15,165
Other Services (except Public Administration)	42,204	5.6%	\$30,020
Government	62,804	8.3%	\$59,806

Data Source: Economic Modeling Specialists, Inc. (EMSI)

22

Publicly Traded Companies

89

International Companies

METROPOLITAN EXPORTS
(Compared to Largest 100 MSAs)

\$5.4B

Exports Value
Rank-52nd (2010)

15.3%

Exports Share of GRP
Rank-8th (2010)

16.1%

Export Growth Rate by Value
Rank-4th (2009-2010)

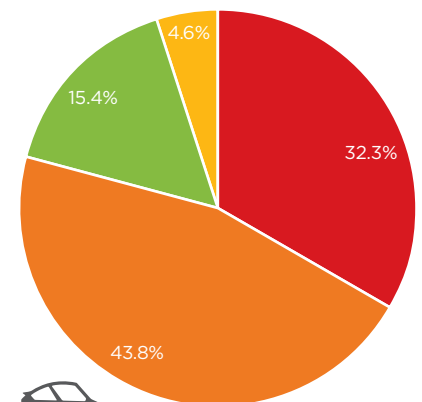
Data Source: Brookings - Metropolitan Policy Program, Export Nation 2012



Top Employers in West Michigan*	Employees
Spectrum Health	16,600
Axios Incorporated	8,000
Meijer Inc.	7,725
Spartan Stores, inc.	4,258
Amway Corporation	4,000
Johnson Controls Inc. (Auto Experience)	3,900
Mercy General Health Partners	3,653
Grand Rapids Public Schools	3,297
Steelcase Inc.	3,227
Perrigo Company	3,200
Wal-Mart Stores Inc.	3,131
Herman Miller Inc.	3,100
Grand Valley State University	3,091
Gentex Corporation	2,759
Fifth Third Bank	2,729

West Michigan Data - July 2012

*Data is reflective of the Grand Rapids Combined Statistical Area (CSA) which includes Allegan, Barry, Ionia, Kent, Muskegon, Newaygo, and Ottawa Counties.



TRAVEL TIME TO WORK

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



Income

Average household income	\$62,438
Median household income	\$49,253
Per Capita income	\$23,609
Average Earnings	\$50,311

Data Source: U.S. Census, America Community Survey 2006-2010, 5-Year Estimate



Educational Attainment (25 years and older)

High school graduate	31.5%
Associate/Bachelor's degree	48.7%
Graduate or professional degree	7.9%

Data Source: Economic Modeling Specialists, Inc. (EMSI)



Top 10 Degree Completions

Business Administration & Management, General	1,157
Medical/Clinical Assistant	937
Liberal Arts and Sciences/Liberal Studies	813
Registered Nursing/Registered Nurse	686
Accounting	592
Psychology, General	465
Business/Commerce, General	435
Cosmetology/Cosmetologist, General	405
Marketing/Marketing Management, General	379
Education, General	377

Data Source: Economic Modeling Specialists, Inc. (EMSI)



Languages Spoken

Speak only English	91.8%
Speak a language other than English	8.2%
Spanish	5.1%
Other Indo-European languages	1.5%
Asian and Pacific Island languages	1.3%

COMBINED STATISTICAL AREA (Compared to 131 CSAs)

1,343,686

Population
Rank - 35th

35

Median Age
Rank - 37th

491,749

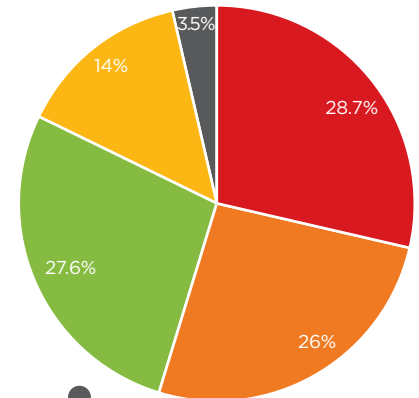
Households
Rank - 34th

611,214

Civilian Labor Force
Rank - 38th

\$48B

Gross Regional Product



AGES

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

Data Source: U.S. Census, America Community Survey 2006-2010, 5-Year Estimate



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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