

# MUSKEGON AREA GROWTH INDICATORS



## Muskegon Area First

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## **Muskegon . . .The Best Place for Your Business**

Muskegon is part of one of the fastest growing regions in the Country. The Grand Rapids-Muskegon-Holland Metropolitan Statistical Area (MSA) is the major driver of growth in West Michigan. Due to its close proximity to Lake Michigan, a pro-business focus by local and county government, a strong commitment to economic development, and splendid quality of life, Muskegon is catching the eye of business leaders who are looking for the ideal site to locate their companies. These facts about the area illustrate why the Muskegon area is such an attractive place to be:

- According to *Site Selection* magazine's 2001 annual nationwide survey, the Grand Rapids-Muskegon-Holland MSA grabbed the No.7 spot in the country with 223 new and expanded facilities.
- Grand Rapids-Muskegon-Holland MSA ranks **No. 3** in the ***World Knowledge Competitiveness Index***. Published by Robert Huggins Associates, the 2004 Index of 129 world regions is a benchmark of the knowledge capacity, capability, and sustainability of a region.
- Grand Rapids-Muskegon-Holland MSA took the no. 5 ranking in Business Facilities 2005 index of hot locations to locate a headquarters. This ranking regime takes into account momentum in attracting headquarters and regional population growth.
- West Michigan leads in Wireless! Amongst US cities and regions with the greatest wireless Internet accessibility, our region placed in the top 100 according to Intel's Most Unwired Cities 2003 survey. As a wireless leader in the country, businesses and residents have greater freedom to access information and entertainment on notebook PCs via wireless Internet connections.
- With West Michigan's diverse industrial sector and excellent intergovernmental cooperation, the area has ranked in the top 30 out of 315 metropolitan communities in *Industry Week's* World Class Community annual survey for five consecutive years.
- Amongst major labor markets of 500,000 or more workers, the West Michigan area ranks No. 1 in manufacturing employment share according to U.S. Bureau of Labor Statistics 2001 data. Over 25.8% of all area workers are employed in the manufacturing sector.
- The Muskegon-Grand Rapids-Holland area finished 13<sup>th</sup> in a national ranking of the 50 best large metropolitan areas for starting and growing a business. The survey produced annually by Cognetics Inc., a Waltham, Massachusetts-based economics research firm, compares the business climates in communities by analyzing significant new business starts and looking at the growth rate of young businesses. West Michigan, supposedly part of the *Midwest Rust Belt*, fared better than a number of high-tech hotbeds including Seattle, San Francisco, and Boston. This survey was published in the December 2000 issue of *Inc.* Magazine. In 1999, West Michigan ranked as the 15<sup>th</sup> best place out of the 50 large metros.
- West Michigan is a fun place to be! *Places Rated Almanac* ranked the area No. 3 in the fun and recreation category. Residents embrace every form of family entertainment during every season of the year. The Winter Sports Complex provides fun in the snow with a lighted ice rink, groomed cross country trails, and one of only four luge runs in the country. Spring brings the Trillium Festival at Hoffmaster State Park and leads to summer's abundant water sports: boating, swimming, sailing, fishing, and many more. Finally, the fall provides a splendid background of colors for a variety of activities including golf on one of the dozen-plus courses in the area and sunbathing on the many miles of beaches.
- Muskegon is home to Michigan's Adventure, the only large-scale amusement park in Michigan, as well as Great Lakes Downs, the State's only thoroughbred horse racing track. Summer Celebration brings ten straight days of concerts to Muskegon each summer. The hockey team, Muskegon Fury, dominates LC Walker Arena during the winter months. Nearby, Double JJ Resort provides year round recreation with golf, horseback riding, dog sleds, sleigh rides and much more.
- Muskegon has become a cultural hub for West Michigan. The Muskegon Museum of Art has the third best art collection in the Midwest, and the County Museum provides insight into the area's history. The former residences of Muskegon's lumber barons, Charles H. Hackley and Thomas Hume, proudly display the glory of the Victorian ages, as does the Fire Barn Museum. The West Shore Symphony and Muskegon Civic Theater

bring the stage of The Frauenthal Center for the Performing Arts to life. The Great Lakes Naval Memorial and Museum allows visitors to step back in time and tour the USS Silversides, a surviving World War II submarine, and the USS LST 393 and USCGC McLane ships.

## AREA DEMOGRAPHIC UPDATE

### MUSKEGON COUNTY

	1990 Census	2000 Census	2001 Estimate	1990-2001 % Change	2006 Projection
Total Population	158,983	170,200	171,053	7.6%	174,688
Total Households	57,798	62,807	63,874	10.5%	65,822
Total Families	42,199	44,576	45,213	7.1%	45,926
Avg. Household Size	2.66	2.6	2.59		2.57
Avg. Household Income	\$30,721	\$47,975	\$48,777	58.8%	N/A
Median Household Income	\$25,614	\$36,988	\$37,912	48%	N/A
Per Capita Income	\$11,312	\$18,222	\$18,569	64.2%	N/A
Median Age	28.9	34.92	35		N/A
Housing Units	61,962	68,556	68,583	10.6%	70,700

Source: U.S. Census, Claritas

### MUSKEGON-GRAND RAPIDS-HOLLAND MSA<sup>1</sup>

	1990 Claritas	2000 Claritas	2003 Claritas	1990-2003 % Change	2008 Projection
Total Population	937,891	1,088,514	1,124,211	19.9%	1,183,566
Total Households	333,911	396,047	412,309	23.5%	439,929
Total Families	245,075	278,186	286,704	17.0%	300,730
Avg. Household Income	\$37,932	\$56,541	\$63,714	68.0%	\$73,073
Median Household Income	\$31,795	\$46,221	\$51,167	60.9%	\$58,050
Per Capita Income	\$13,671	\$20,901	\$23,657	73.0%	\$27,437
Median Age	31.1	33.2	34.0		34.9
Housing Units	357,679	422,704	440,021	23.0%	469,507

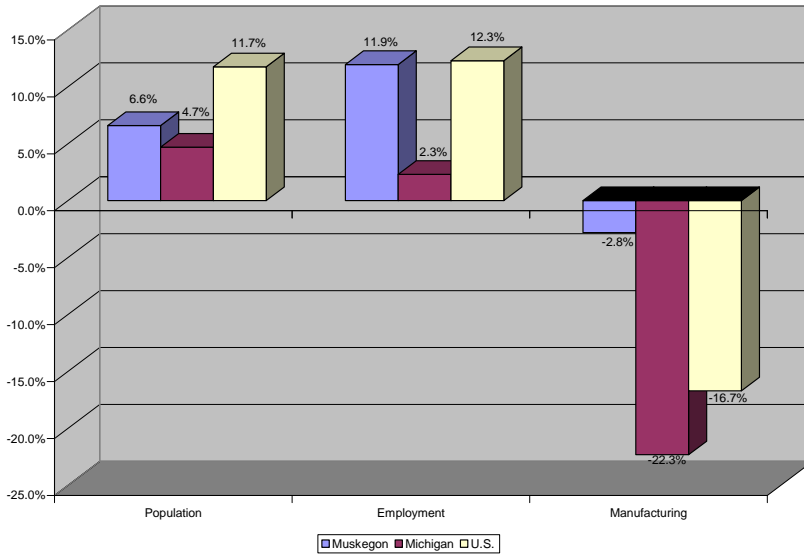
Source: Claritas

<sup>1</sup>Grand Rapids-Muskegon-Holland Metropolitan Statistical Area = Kent, Ottawa, Muskegon and Allegan Counties

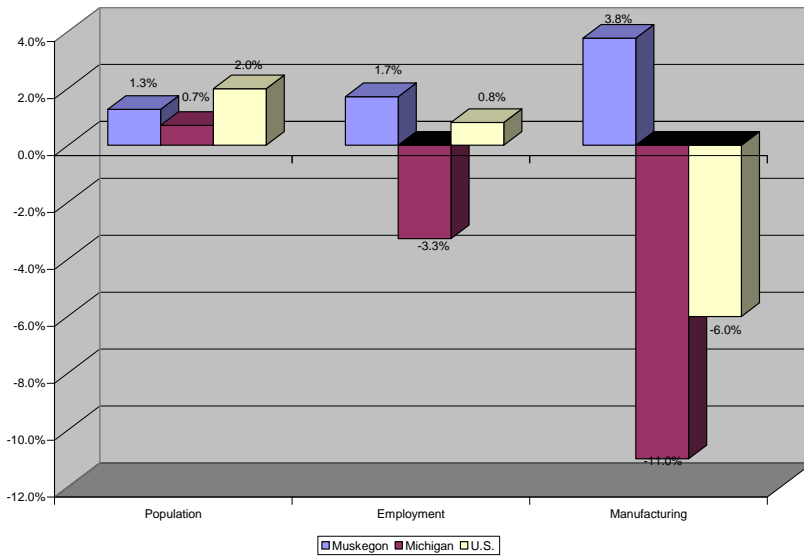
## Growth is Everywhere!

- Since 1995 the population of Muskegon County has grown from 163,620 people to 174,401 in 2004. This is a 6.6% increase as compared to a 4.7% increase in the population of Michigan and an 11.7% increase in all of the U.S.
- Growth in Employment in Muskegon County has been very strong with an 11.9% increase in the number of wage and salary employment between 1995 and 2004. This growth more than triples the 2.3% growth in employment for the State of Michigan as a whole and is consistent with the 12.3% increase in the U.S.
- While manufacturing has been struggling across the country and state, Muskegon has begun a turnaround with a 3.8% increase in manufacturing employment since 2002.
- In a study by the Upjohn Institute comparing West Michigan to other US manufacturing-focused communities, the regional manufacturers excel at doing more with less, a tribute to lean manufacturing practices.

### % Change from 1995 to 2002



### % Change from 2002 to 2004



Source: U.S. Census Bureau, U.S. Bureau of Labor Statistics (not seasonally adjusted)

## Muskegon-Norton Shores MSA

Measure	2005 Q1	2004 Q1	% Change 04 to Q5
Total nonfarm employment	66,750	65,230	2.3%
Goods-producing	16,100	15,650	2.9%
Construction and mining	2,440	2,250	8.4%
Manufacturing	13,670	13,390	2.1%
Durable goods	12,200	11,090	10.0%
Nondurable goods	1,470	2,300	-36.1%
Private service providing	41,200	39,940	3.2%
Transportation and utilities	1,300	1,300	0.0%
Wholesale trade	1,420	1,430	-0.7%
Retail trade	11,110	10,600	4.8%
Information	900	930	-3.2%
Financial activities	1,910	1,950	-2.1%
Professional and business services	4,100	3,790	8.2%
Educational and health services	10,190	10,100	0.9%
Leisure and hospitality	7,720	7,270	6.2%
Other services	2,540	2,580	-1.6%
Government	9,460	9,650	-2.0%
Federal	400	400	0.0%
State	1,080	1,380	-21.7%
Local	7,970	7,870	1.3%
Number unemployed	6,830	7,810	-12.5%
Unemployment rate (%)	7.5	9.4	

Source: W.E. Upjohn Institute for Employment Research. Data seasonally adjusted.

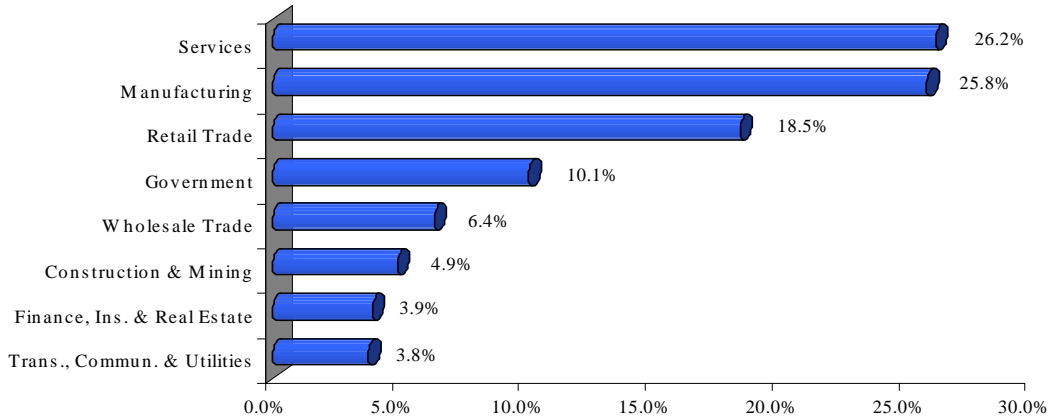
## Knowledge-Based, Entrepreneurial Community

- ◆ The Grand Rapids-Muskegon-Holland metropolitan area has been identified as one of the leading knowledge-based communities in the world by Robert Huggins Associates, a research agency in the United Kingdom that studies international and regional competitiveness. The “World Knowledge Competitiveness Index 2004” survey is the first composite and relative measure of the knowledge economies of the globe’s best performing regions. According to the index, U.S. regions accounted for 49 of the top 90 of the world’s most competitive region. The Grand Rapids region ranked very high in several key categories:

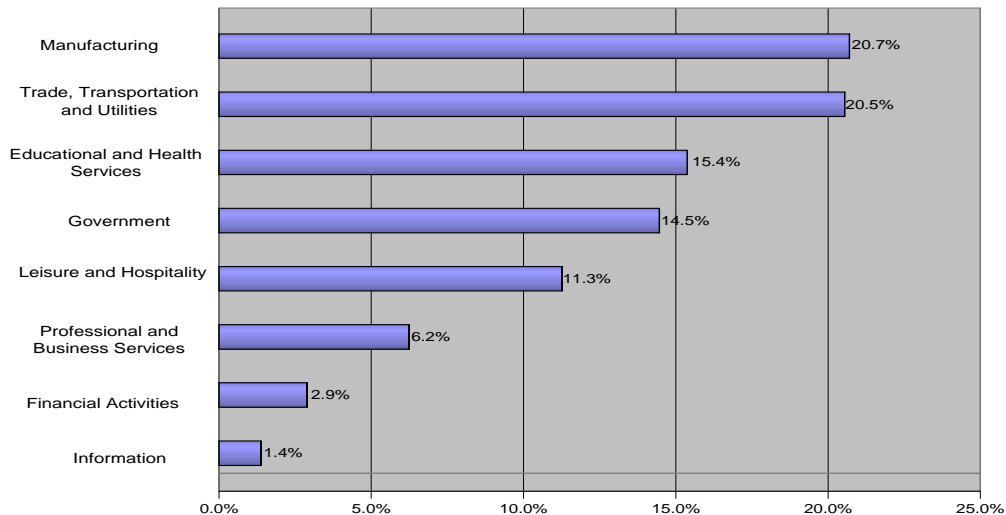
Rank	Index Category
# 3	World Knowledge Competitive Index—Overall ranking
# 3	Regional Ratio of Knowledge Intensity—Overall ranking
# 1	Research and Development Expenditure by Business Per Capita
# 1	Private Equity Investment Per Capita
# 6	Economic Activity
# 7	Investment in Primary and Secondary Education Per Capita
# 8	Employment in the Biotechnology and Chemicals Sectors
# 10	Employment in Automotive and Mechanical Engineering Sectors

- ◆ In the past 10 years, job growth in the area has been at 28.6%, creating 129,808 new jobs, compared to 15.7% for Michigan and 20.8% for the United States.

### Grand Rapids-Muskegon-Holland MSA Wage & Salary Employment – 2003



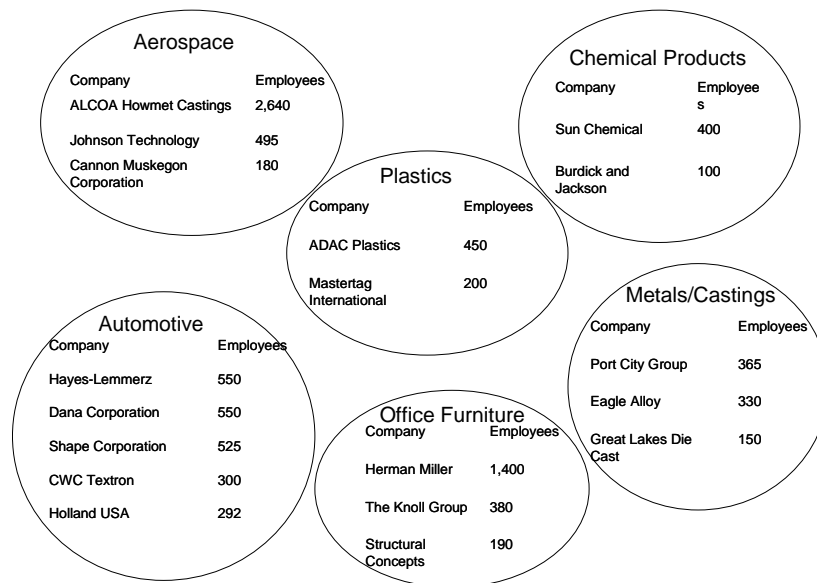
### Muskegon-Norton Shores MSA Wage & Salary Employment – 2004



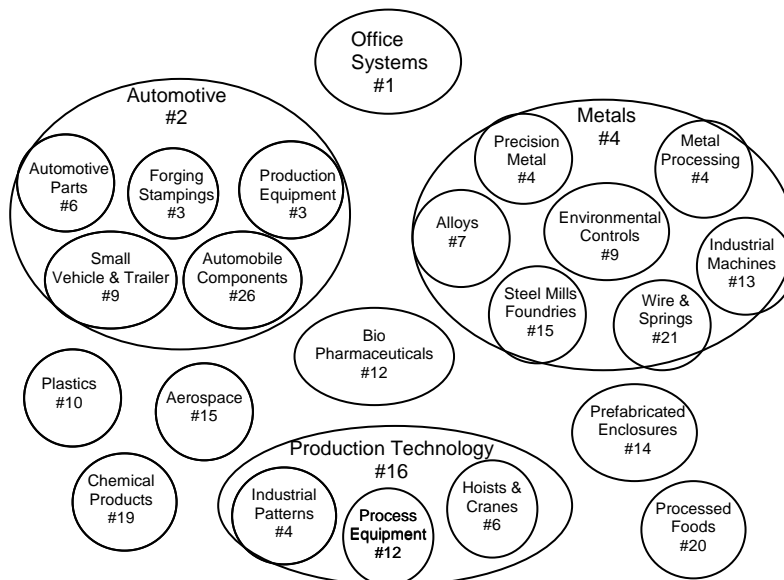
Source: Michigan Department of Labor and Economic Growth – Labor Market Information

# Competitive Clusters

- ◆ West Michigan leads the nation in many manufacturing sectors. In the *Clusters of Innovation Project* conducted by the Institute for Strategy and Competitiveness at the Harvard Business School, geographic interconnected companies, specialized suppliers, service providers and associated institutions across the country were mapped, identifying regional clusters. The chart below highlights our competitive strengths.
  
- ◆ Amongst major labor markets of 500,000 or more workers, Grand Rapids-Muskegon-Holland metropolitan area ranks **No. 1** in manufacturing employment share according to U.S. Bureau of Labor Statistics 2001 data. Woods & Poole Economics Inc. predicts that for the next 25 years West Michigan will continue to rank in the top 10 metropolitan manufacturing employment concentration areas.
  
- ◆ As the global economy has evolved, West Michigan area manufacturers have leveraged their core competencies by not only becoming “adopters” of technology, but by becoming “producers” as well. The benefits of local companies embracing world-class practices are innovations, reduction in manufacturing costs, faster cycle times, working capital reductions, better quality, less waste and efficiencies in overall supply chain management.
  
- ◆ Within Muskegon County the core business areas are aerospace, chemical products, automotive, plastics, office furniture and metals & castings. The diagram below shows these core areas along with some of the companies that represent that business sector:



**West Michigan Clusters  
U.S. Rankings**



## Research, Innovation, and Design

*West Michigan products and people impact everyone's daily life—from home to work to play.*

Approximately **2,300 manufacturing** establishments operate in the West Michigan. These companies possess a high level of engineering and manufacturing know-how, intellectual property, product design, and productive workers.

**Office Systems:** West Michigan is the **Office Furniture Capital** of the world. More importantly, companies such as Steelcase, Herman Miller, Haworth and Knoll are leaders in their knowledge of working, healing, and living environments. They help transform ways people work into more productive, creative environments.

**Automotive:** In addition to being **#2 in the Automotive Supplier** cluster ranking by the Harvard Business School, local automotive suppliers have been awarded the prestigious *Automotive News Pace Award 10 times*. This award is presented annually to companies that have demonstrated a commitment to value-driven innovation in product, technology, process and management practices.

Other than the Detroit area, no other community can boast about winning so often. Pace winners include Benteler, Gentex, Johnson Controls, Rapid Design, and Shape Corporation.

**Alternative Energy:** Grand Valley State University's 40,000-square-foot **Michigan Alternative and Renewable Energy Center (MAREC)** is a research and business incubator dedicated to the research and development of renewable energy. Located in Muskegon, the facility will be completely self-sufficient, producing its own electricity, hot water, heating, and air conditioning.

Current research projects at MAREC include advanced chemical abatement technology that destroys hazardous chemicals emitted during the production of LED (light-emitting diodes) and fuel cell technologies.

**Life Sciences:** The region ranks **#12** in the nation in **Biopharmaceuticals** in large part due to the Van Andel Research Institute, a \$200 million world-class-medical research focusing on molecular oncology, Alticor, J B Laboratories, Perrigo, Pfizer, Welch Laboratories, and Zeeland Chemicals.

As the western link to the Michigan Life Sciences Corridor, Grand Rapids, in conjunction with the Van Andel Research Institute and Grand Valley State University, recently launched the **West Michigan Science and Technology Initiative**. The Institute will serve as a **hub for technology and product development** assistance in the Grand Rapids area as well as provide incubator space for biotechnology companies.

**Sustainable Development:** In an increasingly environmentally conscious world, Greater Grand Rapids area businesses are embracing Sustainable Business practices that eliminate waste and toxic materials and create recyclable products. Companies such as Steelcase, Herman Miller, Haworth, and Cascade Engineering are leaders in Sustainable Business practices.

The Sustainable Business Degree from Aquinas College is one of the first of its kind in the United States.

### INNOVATORS

- **Office Furniture Capital** of the world.
- **#2 Automotive Supplier** cluster in country.
- **Electrochromics Automotive Mirror Capital** of the world. Automatic dimming mirrors and lights are becoming standard features on luxury and mid-size cars.
- **Life Sciences:** Ranks #12 in the nation.

**Van Andel Research Institute**, launched only 3 years ago, ranks **#3** in the Midwest in obtaining research dollars.

- **Sustainable Development and Green Buildings.** One of the nation's leaders in **Sustainable Development**. Ranks #7 in the U.S. in registered Green Building projects.
- **Design Center:** Nearly 90% of the **world's furniture designers** hail from Grand Rapids-based Kendall College of Art and Design.

#### ◆ **Fortune 1000 Companies:**

Spartan Stores #673

Steelcase #672

Universal Forest Products #651

Herman Miller #992

#### ◆ **Forbes Largest Private Companies:**

Meijer # 9

Alticor # 19

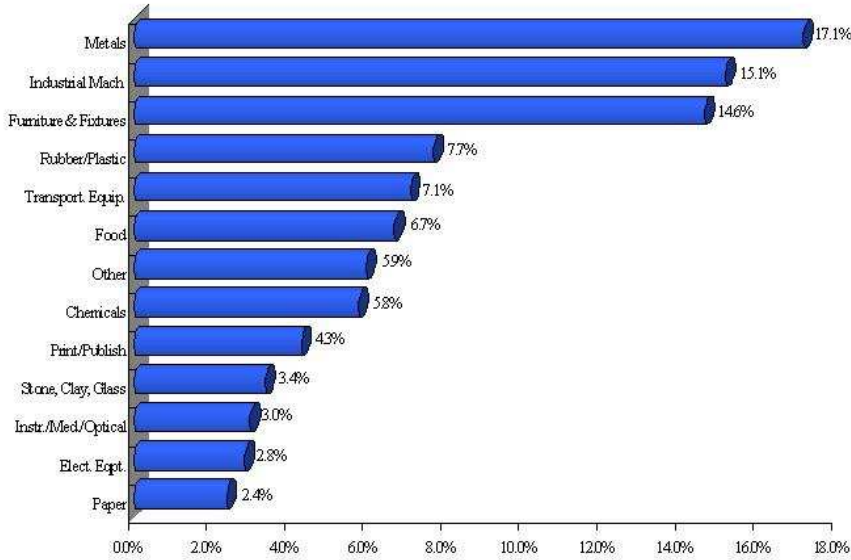
Gordon FoodService # 48

Haworth #225

For five consecutive years, the area ranked in the **top 30** of 315 metropolitan communities in *Industry Week's* World Class Community annual survey due to outstanding performances by the impressively diversified industrial sector and cooperation between government, educational institutions and business.

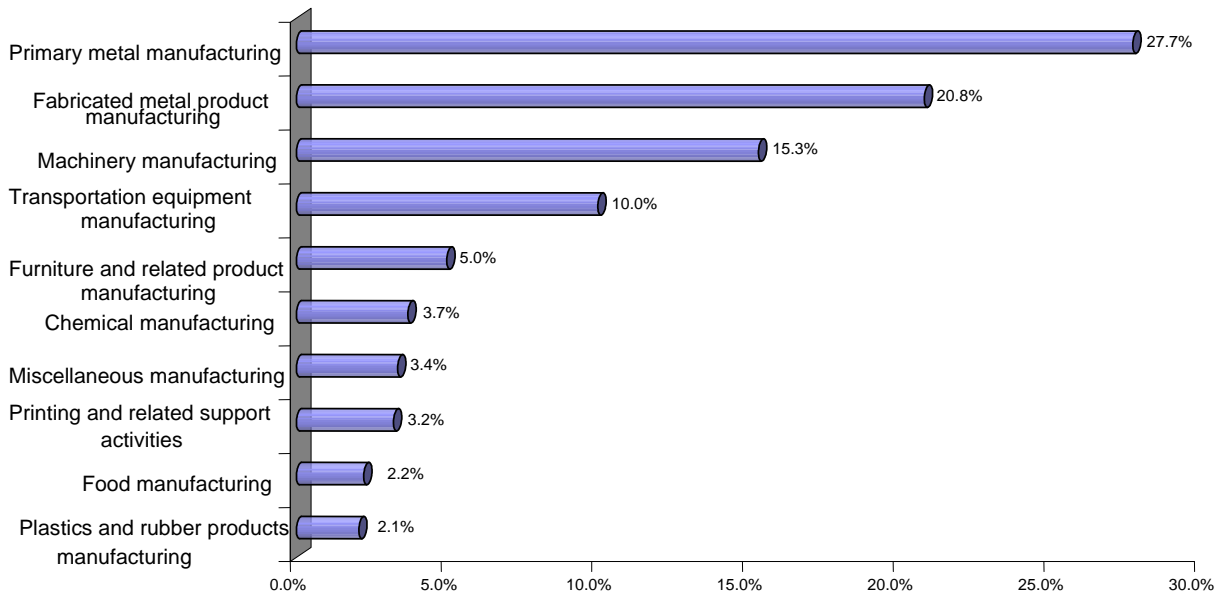
From 1992 to 2002, manufacturing employment in the greater Grand Rapids area grew 14.5%, creating 19,124 new jobs. This compares to a 0.8% increase in Michigan and a 7.6% decline in the United States.

### Grand Rapids-Muskegon-Holland MSA Manufacturing Employment 2002



Source: Michigan Department of Career Development, Employment Services Agency.

### Muskegon County Manufacturing Employment 2004

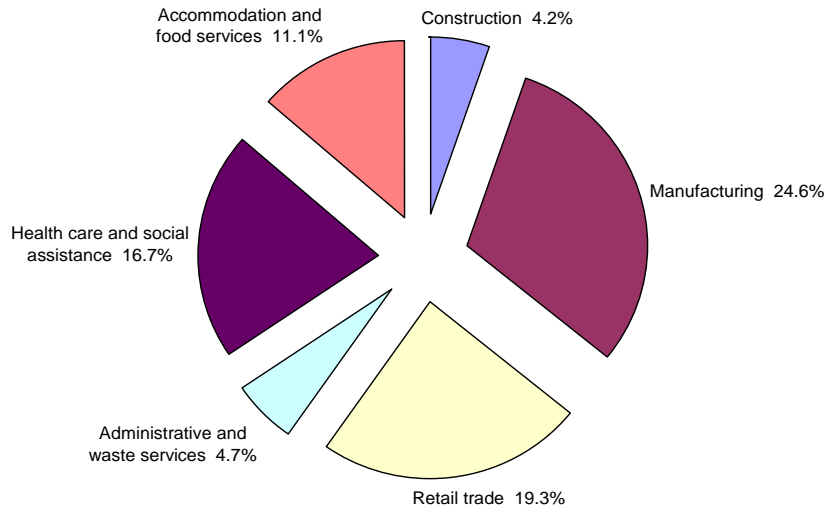


Source: Michigan Department of Labor and Economic Growth – Labor Market Information

## Manufacturing Payroll

- ◆ Manufacturing continues to have a positive economic impact in the Muskegon area. Manufacturers account for 24.6% of the total employment in Muskegon County and bring in 36.4% of county-wide payroll while only accounting for 10.1% of all establishments with payroll.

### Muskegon County Employment by Industry 2004



### Muskegon County Payroll, Employment & Establishments – 2004

Industry Sector	Payroll	Establishments	Employees	Average Payroll Per Establishment
Total, All Industries	\$1,753,833,871	3,271	55,208	\$536,176.66
Agriculture, forestry, fishing and hunting	\$9,198,844	31	433	\$296,736.90
Construction	\$83,570,847	396	2,335	\$211,037.49
Manufacturing	\$639,220,927	331	13,593	\$1,931,181.05
Wholesale trade	\$54,600,740	133	1,268	\$410,531.88
Retail trade	\$230,020,011	555	10,674	\$414,450.47
Transportation and warehousing	\$32,363,266	77	925	\$420,302.16
Information	\$46,000,320	46	943	\$1,000,006.96
Finance and insurance	\$43,926,081	162	1,082	\$271,148.65
Real estate and rental and leasing	\$18,310,877	110	739	\$166,462.52
Professional and technical services	\$56,993,279	237	1,251	\$240,477.97
Management of companies and enterprises	\$13,238,325	9	130	\$1,470,925.00
Administrative and waste services	\$45,770,822	151	2,611	\$303,118.03
Educational services	\$12,171,900	28	698	\$434,710.71
Health care and social assistance	\$333,774,124	320	9,218	\$1,043,044.14
Arts, entertainment, and recreation	\$16,138,151	66	1,089	\$244,517.44
Accommodation and food services	\$62,265,329	303	6,106	\$205,496.14
Other services, except public administration	\$32,020,024	312	1,737	\$102,628.28

Source: Michigan Department of Labor and Economic Growth – Labor Market Information

## MUSKEGON-GRAND RAPIDS-HOLLAND MSA STATISTICS

### Population

	1990	2004	1990-2004 % Change
Muskegon	159,340	174,401	8.64%
Michigan	9,320,462	10,112,620	7.83%
United States	249,464,396	293,655,404	15.05%

Source: U.S. Census Bureau

### Employment Data Total Wage & Salary Employment by Place of Work

	1990	2004	1990-2004 % Change
Muskegon	56,100	65,700	14.61%
Michigan	3,969,700	4,390,800	9.59%
United States	109,487,000	131,480,000	16.73%

Source: U.S. Bureau of Labor Statistics, not seasonally adjusted

### Manufacturing Employment

	1990	2004	1990-2004 % Change
Muskegon	15,700	13,600	-15.44%
Michigan	837,600	695,800	-20.38%
United States	17,695,000	14,329,000	-23.49%

Source: U.S. Bureau of Labor Statistics, not seasonally adjusted

## MUSKEGON-GRAND RAPIDS-HOLLAND MSA WAGE AND HOURS

### Selected Labor Market Indicators

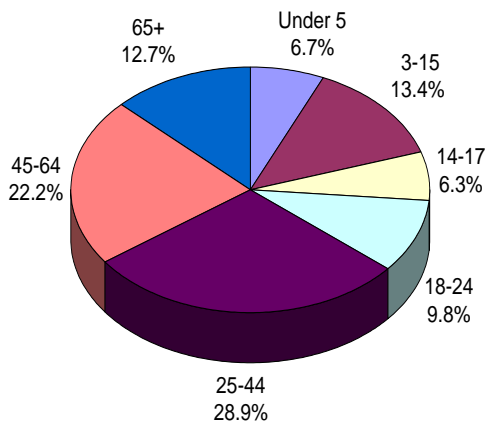
Labor market area	Average for All Production Occupations		
	Weekly hours	May 2004 Hourly earnings	Weekly earnings
Grand Rapids-Muskegon-Holland MSA	39.8	\$15.02	\$597.80
Michigan	42.11	\$17.23	\$725.56
United States	40.41	\$14.08	\$568.97

SOURCE: U.S. Bureau of Labor Statistics.

## Young, Creative Community

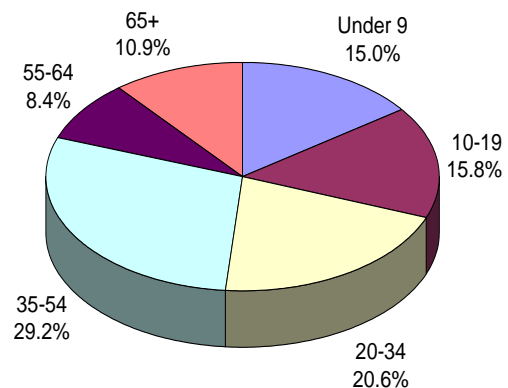
- ◆ West Michigan continues to attract young people to high tech and traditional jobs, as well as to a growing number of entrepreneurial opportunities.
- ◆ Over 52% of the population is under the age of 35, compared to 49% for the U.S.
- ◆ Vibrant central cities, small neighborhoods, low cost-of-living, a wide variety of entertainment venues and downtown loft apartments act as magnets, attracting young people from across the country to West Michigan.
- ◆ Thanks to a growing number of creative workers, amongst communities with populations over 1 million, our region placed in the **top 50** Creative Class rankings conducted by Richard Florida, author of the *Rise of the Creative Class*.
- ◆ Working in science and engineering, health care, finance, business, architecture and design, education, arts, music and entertainment, these creative individuals produce new ideas, technology and creative content for a living.
- ◆ Creative centers like ours are likely to show increases in area employment and population and will likely be the economic winners in years to come.
- ◆ Most education attainment categories are higher in the region than the national averages.

**Muskegon County Age Breakdown  
2003**



Source: U.S Census Bureau

**West Michigan Age Breakdown  
2003**



Source: Claritas

**West Michigan Educational Attainment  
Persons 25 and older**

<b>Education Attainment</b>	<b>Number</b>	<b>Percent</b>	<b>U.S. Percent</b>
Less than 9 <sup>th</sup> grade	32,558	4.5	15.0
9 <sup>th</sup> to 12 grade, no diploma	70,799	10.6	7.5
High school graduate (includes equivalency)	208,238	31.1	28.6
Some college, no degree	153,185	22.9	21.0
Associate degree	51,194	7.6	6.3
Bachelor's degree	104,526	15.6	15.5
Graduate or professional degree	48,831	7.3	8.9

**Muskegon County Educational Attainment  
Persons 25 and older**

<b>Education Attainment</b>	<b>Number</b>	<b>Percent</b>	<b>U.S. Percent</b>
Less than 9 <sup>th</sup> grade	5,193	4.7	7.5
9 <sup>th</sup> to 12 grade, no diploma	13,417	12.2	12.1
High school graduate (includes equivalency)	39,108	35.4	28.6
Some college, no degree	27,777	25.2	21.0
Associate degree	9,440	8.6	6.3
Bachelor's degree	10,408	9.4	15.5
Graduate or professional degree	4,955	4.5	8.9

Note: Percents may not add to 100 due to rounding.

Source: U.S Census Bureau, 2004 data

## Muskegon – Grand Rapids – Holland MSA Statistics

	1994	2000	2001	2002	2003	2004
<b>Civilian Labor Force (Place of Residence)</b>	<b>541,600</b>	<b>621,100</b>	<b>622,900</b>	<b>607,100</b>	<b>622,125</b>	<b>606,850</b>
Employment	517,200	601,700	591,600	568,100	576,133	563,300
Unemployment	24,300	19,500	31,300	39,000	45,950	43,600
Unemployment Rate (Percent)	4.5	3.1	5.0	6.4	7.0	7.2
<b>Total Nonfarm Employment (Place of Work)</b>	<b>497,000</b>	<b>591,700</b>	<b>584,500</b>	<b>574,100</b>	<b>568,300</b>	<b>552,200</b>
Construction	20,600	28,500	28,300	27,700	26,500	24,100
<b>Manufacturing</b>	<b>143,800</b>	<b>166,800</b>	<b>149,500</b>	<b>137,100</b>	<b>132,000</b>	<b>126,700</b>
Durable Goods	100,400	122,100	109,100	99,500	94,800	92,100
Fabricated Metal	14,700	18,600	16,000	15,500	15,000	15,400
Machinery	14,800	17,900	15,800	14,600	14,200	13,700
Computer and Electronic Products			6,000	5,900	5,800	5,900
Transportation Equipment	26,900	32,900	28,300	26,600	25,900	25,200
Motor Vehicle Parts	26,200	30,700	23,400	22,100	20,700	21,500
Motor Vehicle Gasoline Engine & Engine Parts			5,100	4,500	3,800	3,300
Motor Vehicle Metal Stamping	7,400	8,300	7,400	7,600	8,100	7,900
Furniture and Related Products	24,200	27,800	25,800	20,800	18,700	16,200
Office Furniture (including Fixtures)	22,100	25,600	23,800	18,900	17,100	15,200
Non-Durable Goods	43,400	44,800	40,400	37,600	37,200	34,700
Food			10,800	10,300	10,100	8,900
Paper			4,000	3,900	3,800	3,800
Plastics and Rubber Products	7,200	10,000	9,200	8,600	8,400	8,900
<b>Wholesale Trade</b>	<b>26,700</b>	<b>32,800</b>	<b>30,400</b>	<b>29,600</b>	<b>30,400</b>	<b>29,300</b>
<b>Retail Trade</b>	<b>61,100</b>	<b>70,300</b>	<b>68,700</b>	<b>67,000</b>	<b>66,800</b>	<b>63,000</b>
Food and Beverage Stores			10,500	9,800	8,500	8,800
General Merchandise Stores	14,900	17,700	16,900	17,000	16,400	14,800
<b>Transportation Warehousing and Utilities</b>	<b>101,600</b>	<b>117,500</b>	<b>113,700</b>	<b>111,300</b>	<b>111,600</b>	<b>106,300</b>
<b>Information</b>	<b>6,600</b>	<b>8,400</b>	<b>8,500</b>	<b>8,700</b>	<b>8,200</b>	<b>8,000</b>
<b>Financial Activities</b>	<b>20,100</b>	<b>25,000</b>	<b>24,400</b>	<b>24,400</b>	<b>23,200</b>	<b>22,300</b>
<b>Professional and Business Services</b>	<b>48,100</b>	<b>67,500</b>	<b>65,000</b>	<b>65,800</b>	<b>65,400</b>	<b>63,200</b>
Professional, Scientific & Technical Services	14,900	19,900	20,100	20,300	20,500	19,400
Administrative & Support Services	25,400	38,900	35,900	36,800	36,900	35,200
Employment Services	16,800	26,900	23,100	23,100	21,000	23,400
Temporary Help Services	14,200	16,100	13,800	13,300	12,500	14,200
<b>Educational and Health Services</b>	<b>44,800</b>	<b>51,700</b>	<b>66,400</b>	<b>70,400</b>	<b>73,000</b>	<b>74,700</b>
Educational Services	7,200	9,700	14,500	17,000	19,100	19,800
Elementary and Secondary Schools, Private	3,300	4,500	4,400	4,800	5,200	6,500
Health Care and Social Assistance			51,900	53,400	53,900	54,900
Ambulatory Health Care Services	14,000	17,200	17,400	18,100	18,700	19,100
Hospitals			18,000	19,000	19,400	19,500
Nursing and Residential Care Facilities			11,000	11,000	11,000	11,400
<b>Leisure and Hospitality</b>	<b>41,200</b>	<b>47,400</b>	<b>46,700</b>	<b>45,600</b>	<b>43,100</b>	<b>45,600</b>
Food Services and Drinking Places	32,400	37,500	37,000	37,000	37,200	37,700
<b>Other Services</b>	<b>18,700</b>	<b>21,700</b>	<b>23,600</b>	<b>23,900</b>	<b>24,900</b>	<b>22,900</b>
<b>Government</b>	<b>51,100</b>	<b>56,900</b>	<b>58,000</b>	<b>58,700</b>	<b>59,900</b>	<b>58,200</b>
Federal Government	3,700	4,500	4,200	4,200	4,400	4,100
State Government	6,000	6,900	7,400	7,200	7,200	6,300
Local Government	41,400	45,500	46,400	47,300	48,400	47,800
Local Government Educational Services	25,700	29,800	29,800	30,600	31,600	32,700

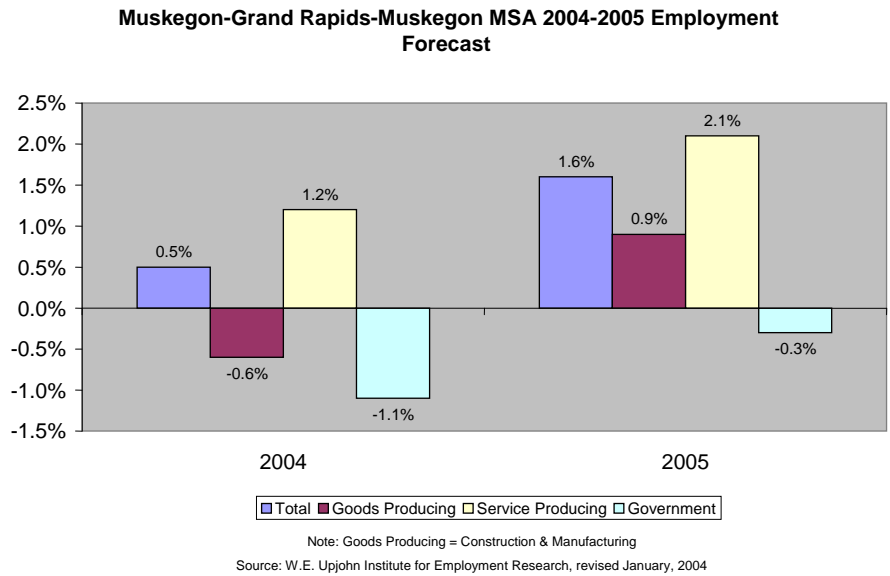
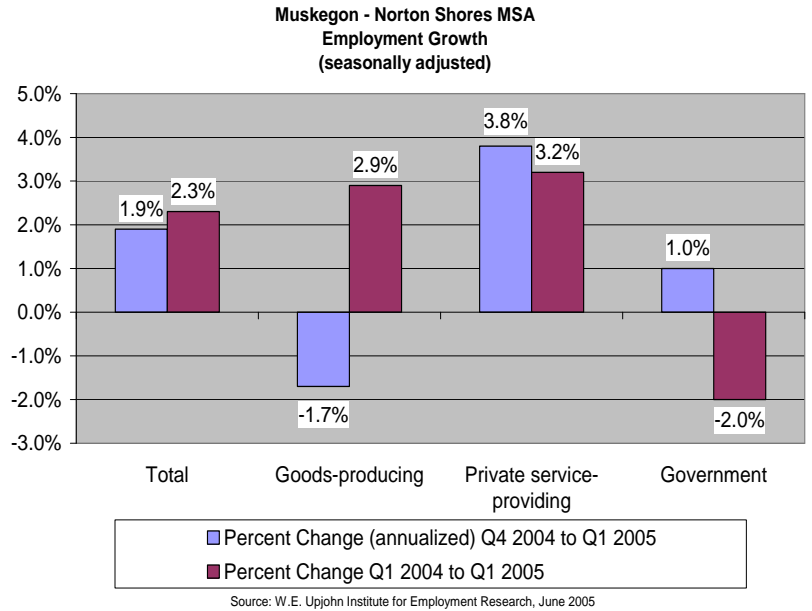
## Muskegon County Statistics

	1990 Avg.	2002 Avg.	2003 Avg.	2004 Avg.	2005 June	2005 YTD avg.
Total Nonfarm Employment	56,100	64,500	65,100	65,700	66,700	65,800
Total Private	47,500	55,000	55,200	56,200	57,300	56,000
Goods Producing	18,200	15,900	15,300	1,600	16,200	15,900
Service-Providing	37,800	48,600	49,800	49,700	50,500	49,800
Private Service Providing	29,300	39,200	39,900	40,200	41,100	40,100
Natural Resources and Mining	2,500	2,600	2,400	2,400	2,600	2,300
Manufacturing	15,700	13,300	13,000	13,600	13,600	13,600
Durable Goods	12,700	11,200	10,800	11,600	12,400	12,200
Transportation Equipment	5,100	3,500	2,500	1,400	1,700	1,700
Trade, Transportation and Utilities	10,500	13,700	13,800	13,500	13,600	13,500
Wholesale Trade	1,100	1,900	1,600	1,400	1,400	1,400
Retail Trade	8,400	10,400	10,900	10,800	10,800	10,800
Transportation Warehousing	1,100	1,400	1,300	1,300	1,400	1,300
Information	1,300	1,100	1,000	900	900	900
Financial Activities	1,500	2,200	2,000	1,900	1,900	1,900
Professional and Business Services	2,200	3,400	3,700	4,100	4,200	4,100
Educational and Health Services	6,200	8,900	9,800	10,100	10,100	10,200
Leisure and Hospitality	5,300	7,000	7,200	7,400	8,100	7,300
Accommodation and Food Services	4,700	6,000	6,100	6,200	6,600	6,200
Food Services and Drinking	4,000	5,300	5,600	5,600	6,100	5,700
Other Services	2,200	2,800	2,600	2,600	2,600	2,600
Government	8,600	9,400	9,900	9,500	10,100	9,800
Federal Government	400	400	400	400	400	400
State Government	1,500	1,200	1,400	1,200	1,200	1,100
Local Government	6,700	7,800	8,100	7,900	7,800	8,200
Local Government Education	4,700	5,400	5,600	5,400	5,300	5,800

SOURCE: Michigan Department of Career Development, Employment Services Agency

# EMPLOYMENT FORECAST

- ◆ **Employment** in Muskegon County rose 0.5% during the first quarter of 2005. This increase was due in most part the 0.9% increase in the **service-providing** sector, along with a 0.2% increase in **government** employment. This was offset by the 0.4% decrease in **goods-producing** employment and the 0.4% decrease in **manufacturing** employment. **Goods Producing** employment
- ◆ The projections for 2005 were a 1.6% total growth of employment with 0.9% increase in goods producing, 2.1% increase in service producing and -0.3% decrease in government employment. The current growth in the service producing industry is consistent with the previous projection, but the other industries are behind. This will be offset a little by the increase in government employment.
- ◆ Unemployment in Muskegon County dropped from 8.7% to 7.5% in the first quarter of 2005.



## WEST MICHIGAN INDICATORS

### COST OF LIVING—2005

	All Costs
Muskegon, MI	93.8
Grand Rapids, MI	97.8
Holland, MI	97.8
Detroit, MI	90.6
Chicago, IL	119.4
Cleveland, OH	107.2
Indianapolis, IN	96.7
United States	100.0

Source: MSN House and Home

### Median House Value – 2005

	Median House Value
Muskegon, MI	\$77,800
Grand Rapids, MI	\$100,200
Holland, MI	\$102,000
Detroit, MI	\$71,100
Chicago, IL	\$158,200
Cleveland, OH	\$111,600
Indianapolis, IN	\$104,800
United States	\$134,100

Sources: MSN House and Home

### Retail Sales (\$000s) 2003

	RETAIL SALES	MOTOR VEHICLE	GENERAL MERCHAN- DISE	BUILDING MATERIALS	EATING & DRINK
West Michigan	\$13,657,109	\$3,627,121	\$2,381,078	\$1,579,226	\$1,174,284
U.S. Ranking	58	56	44	46	64

Sources: Survey of Buying Power, 2003

### UNEMPLOYMENT—2004

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Muskegon County	9.1%	8.5%	9.3%	7.3%	8.0%	8.1%	8.9%	7.1%	6.9%	6.6%	7.3%	7.5%
Michigan	7.7%	7.3%	7.9%	6.3%	6.8%	7.3%	7.9%	6.6%	6.6%	6.6%	7.0%	7.1%
United States	6.3%	6.0%	6.0%	5.4%	5.3%	5.8%	5.7%	5.4%	5.1%	5.1%	5.2%	5.1%

### UNEMPLOYMENT—2005

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Muskegon County	8.1%	8.0%	7.5%	6.7%	7.4%							
Michigan	7.9%	8.0%	7.6%	6.7%	6.9%							
United States	5.7%	5.8%	5.4%	4.9%	5.2%							

SOURCE: Michigan Department of Career Development, Employment Services Agency; U.S. Bureau of Labor Statistics. Data base on place of residence. Not seasonally adjusted.

## Best Places to Live, Work, and Play

*Places Rated Almanac* ranked the area **No. 3** in the fun and recreation category.

Residents embrace every form of family entertainment including golfing, boating, sailing, fishing, hunting, camping, snow skiing, snow boarding, skate parks, and biking.

### RECREATION, SPORTS, ENTERTAINMENT

#### Golf:

The highest percentage of golfers per capita in the U.S.!

#### Water:

No more than 20 minutes from a lake or river.

In the state, 3,200 miles of shoreline, 11,000 inland lakes, 115 lighthouses and beacons, and trout and salmon fishing meccas.

#### Biking:

250 miles of rail trails in West Michigan.

#### Snow:

In Michigan, 5,600 miles of snowmobile trails and dozens of downhill ski resorts.

#### Sports Teams and Events:

Muskegon Fury Hockey  
Michigan Mayhem Basketball  
Grand Rapids Rampage Arena Football  
Griffins International Hockey League  
Fifth Third River Bank Run  
White Caps Class A Minor League (Detroit Tigers affiliated baseball)

#### Museums:

Muskegon County Museum  
Muskegon Museum of Art  
Coopersville Farm Museum  
Dutch Village  
Gerald R. Ford Museum  
Grand Rapids Art Museum  
Grand Rapids Children's Museum  
Public Museum of Grand Rapids  
Urban Institute of Contemporary Arts

#### Dance and Music:

West Shore Symphony Orchestra  
Blue Lakes Fine Arts Music Camp  
Grand Rapids Ballet Company  
Grand Rapids Symphony  
Grand River Folk Arts Society  
Opera Grand Rapids  
St. Cecilia Music Society

#### Theater:

Frauenthal Theatre  
Actors' Theatre  
Broadway Theatre Guild  
Community Circle Theatre (one of largest in U.S.)  
Grand Rapids Civic Theatre  
Heritage Theatre Group  
Howmet Playhouse  
Jewish Theater Grand Rapids  
Master Arts Theatre  
Spectrum Theatre

#### Other Attractions:

Michigan's Adventure  
Lake Michigan beaches  
John Ball Park Zoo  
Frederik Meijer Botanical Gardens  
Skate parks (8 in the metropolitan area)

### TRANSPORTATION

#### Air:

Muskegon County Airport  
Gerald R. Ford International Airport  
Tulip City Airport

#### Bus:

Greyhound

#### Railroad:

Amtrak passenger service

Norfolk Southern, CSX, Grand Rapids Eastern, and Mid-Michigan, Michigan Shoreline

#### Climate:

Average temperatures:

January, 22.4° F

July, 71.4° F

Annual precipitation:

37.13" of rain

71.9" of snow.

## POPULATION PROJECTIONS FOR WEST MICHIGAN



County	1980	1990	2000	2005	2010	2015	2020	2025
<b>Allegan</b>	81,950	90,980	106,120	115,490	126,830	137,420	148,260	159,470
<b>Barry</b>	46,050	50,140	56,930	61,020	65,120	69,410	73,810	78,380
<b>Berrien</b>	171,300	161,420	162,640	162,250	162,530	163,240	164,200	165,470
<b>Branch</b>	40,210	41,610	45,860	47,380	49,400	51,550	53,780	56,130
<b>Calhoun</b>	141,740	136,320	138,120	139,400	140,940	142,810	144,930	147,360
<b>Cass</b>	49,650	49,520	51,170	53,130	55,330	57,660	60,120	62,720
<b>Eaton</b>	88,550	93,180	103,900	111,410	119,530	128,030	136,820	146,000
<b>Ionia</b>	52,050	56,970	61,700	63,820	65,870	68,090	70,410	72,920
<b>Kalamazoo</b>	212,690	223,950	238,840	243,990	254,040	257,610	265,170	273,300
<b>Kent</b>	445,350	502,860	576,171	610,980	648,510	687,660	728,150	770,320
<b>Mecosta</b>	37,070	37,420	40,660	42,350	43,960	46,670	47,470	49,380
<b>Montcalm</b>	47,890	53,240	61,440	64,780	68,390	72,170	76,080	80,190
<b>Muskegon</b>	157,880	159,380	170,580	175,360	180,110	185,310	190,850	196,810
<b>Newaygo</b>	35,080	38,410	48,030	51,590	54,890	58,330	61,880	65,600
<b>Oceana</b>	22,050	22,580	26,970	28,780	30,590	32,440	34,370	36,390
<b>Ottawa</b>	158,200	189,180	239,570	261,100	282,630	304,860	327,730	351,390
<b>Saint Joseph</b>	56,470	58,930	62,540	64,050	66,310	68,770	71,340	74,080
<b>Van Buren</b>	67,050	70,300	76,370	79,200	82,020	85,040	88,200	91,590

Source: Woods & Poole Economics, Inc., 2003

## LARGEST MANUFACTURERS IN THE MUSKEGON AREA

<u>Business/Organization</u>	<u>Muskegon Area Employees</u>	<u>Product</u>
Howmet Corporation	2,640	Aircraft & Aerospace Products
Herman Miller	1,400	Office Furniture
L3 Communications	580	Defense Vehicle Systems
GHSP	580	Motor Vehicle Parts and Accessories
Sappi Fine Paper	570	Paper Products
Hayes Lemmerz International	550	Motor Vehicle Parts and Accessories
Dana Corporation	550	Motor Vehicle Parts
Shape Corp.	525	Motor Vehicle Parts and Accessories
Johnson Technology, Inc.	495	Aircraft Engines
ADAC Plastics	450	Plastic Products
Sun Chemical	400	Industrial Organic Chemicals
Knoll, Inc.	380	Office Furniture
Port City Group	365	Aluminum Die Castings
Lift-Tech International	340	Hoists, Cranes & Monorails
Brunswick Indoor Recreation Group	335	Recreation Products/Bowling and Billiards
Eagle Alloy	330	Steel Foundry
Alcoa Automotive Casting Center	310	Aluminum Die-Castings
Holland USA	292	Truck suspensions and brakes
The Muskegon Chronicle	260	Newspaper Publications
ACEMCO	250	Motor Vehicle Parts and Accessories
Hilite International	250	Motor Vehicle Parts and Accessories
Textron Automotive	250	Motor Vehicle Parts and Accessories
Master Tag International	200	Horticultural Printing
Structural Concepts	190	Display Cases
Cannon-Muskegon	180	Specialty Alloys

\*Employment figures are approximate  
Source: Muskegon Area Chamber of Commerce, 2005

## LARGEST NON-MANUFACTURERS IN THE MUSKEGON AREA

<u>Business/Organization</u>	<u>Muskegon Area Employees</u>	<u>Product/Service</u>
Employees within Muskegon Area Intermediate School District – Muskegon County	4, 410	County Education System
Mercy General Health Partners	2,400	Hospital/Health Care Services
Hackley Health	1,500	Hospital/Health Care Services
County of Muskegon	1,300	County Government
Meijers Inc.	1,100	Department Stores
Michigan's Adventure	600	Amusement Park
Plumb's Valu-Rite Food	396	Grocery Stores
Newkirk Electric Assoc.	350	Electrical Contractors
Yale Lift-Tech	332	Real Estate/Construction
City of Muskegon	300	City Government
Younkers	300	Department Stores
Michigan Dept. of Corrections	275	Correctional Facilities
Muskegon Community College	275	Education and Training
Verizon Communications	240	Telecommunications/Media
Wesco, Inc.	235	Corporate Headquarters/Stores
US Post Office	223	Mail Service
Pioneer Resources	170	Non-Profit/Social Services
Muskegon Family YMCA	150	Fitness Centers
Reid Tool Supply Co	150	Industrial Wholesaler
Sears Store	150	Department Stores
Consumer's Energy	125	Energy Services
National City Bank	100	Banking
Sam's Club	100	Members-Only Warehouse
Sunset Waste Service	100	Waste Management
Comerica Bank	100	Banking

\*Employment figures are approximate  
Source: Muskegon Area Chamber of Commerce, 2005