

Regional Economic Update

Grand Valley State University
Leadership Team

Presented by:

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The Right Place, Inc.





**PEOPLE. PLACE.
PROSPERITY.**

We drive sustainable economic growth and shared prosperity for all in the region.



20-22 Strategic Plan Goals

GOAL

3,400

New & Retained Jobs

RESULT: 3,677 Jobs

108%

GOAL

\$184M

New & Retained Payroll

RESULT: \$195M

106%

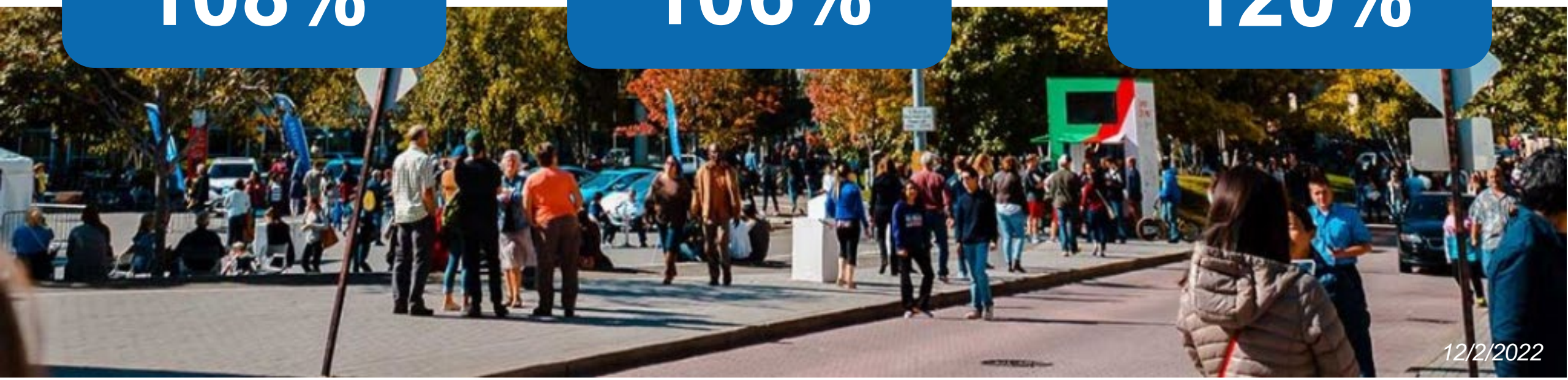
GOAL

\$500M

New Capital Investment

RESULT: \$598M

120%



AMPLIFYING ECONOMIC DEVELOPMENT ACROSS THE REGION

8-County Collaborative:
Mason, Lake, Oceana, Newaygo,
Mecosta, Kent, Montcalm & Ionia



An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. The city features various buildings, including a prominent white classical-style building in the foreground and several modern glass skyscrapers. A river or canal winds through the city. A semi-transparent blue rounded rectangle is overlaid on the left side of the image. In the center of this rectangle, the text "Regional OUTLOOK & TRENDS" is written in white. Below the text is a white line-art graphic of a city skyline with a bridge and water.

Regional OUTLOOK & TRENDS

WHERE ARE THE GRADS GOING?

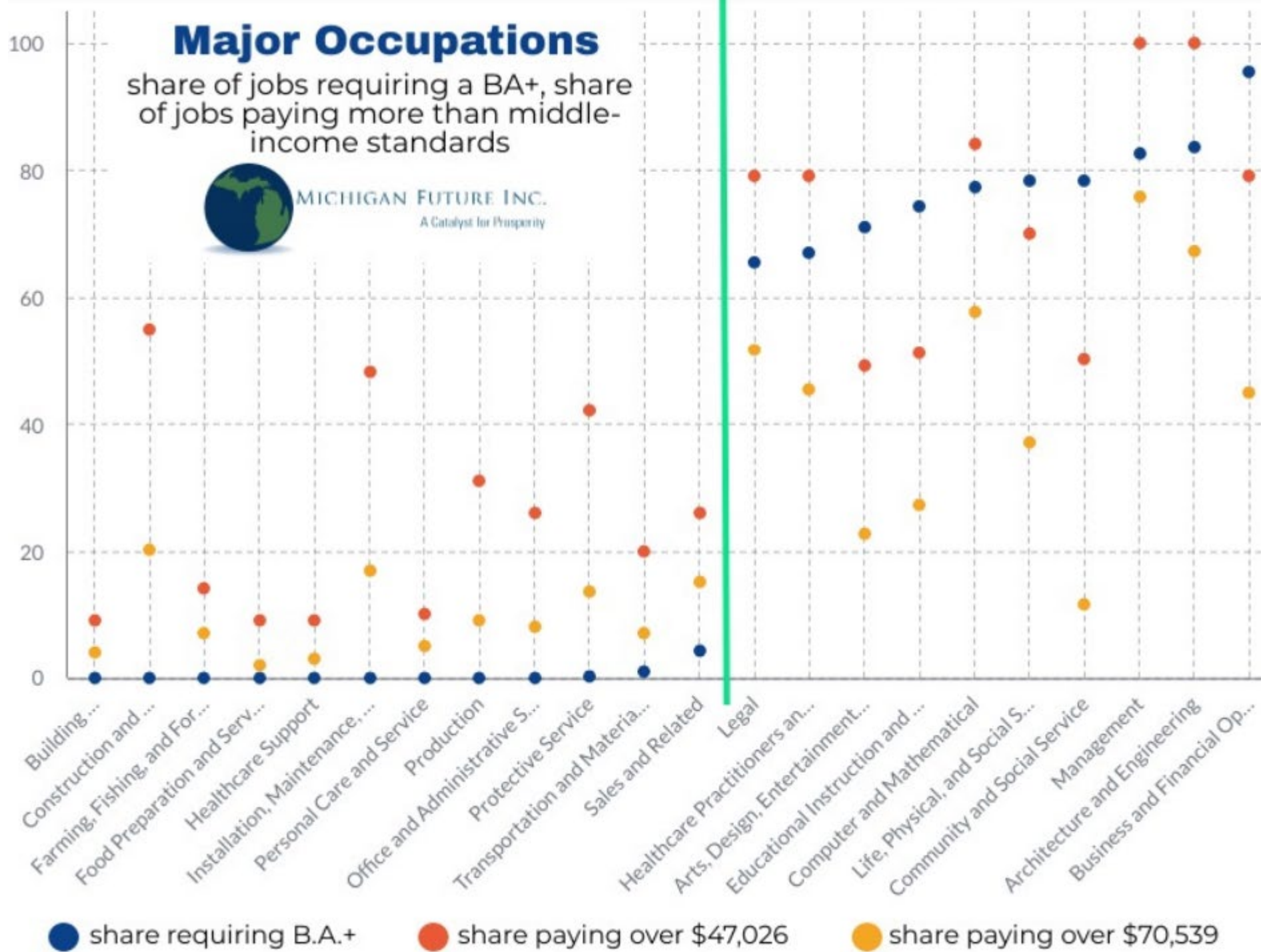
RANK	STATE	+/- GRADS
1	District of Columbia	302.7%
2	Colorado	40.5%
3	New York	38.8%
4	Washington	34.9%
5	California	24.6%
6	Illinois	20%
7	Georgia	14.5%
8	Texas	10.4%
9	Minnesota	7.8%
10	Massachusetts	3.8%
19	Michigan	-13.7%

Winners and losers of brain drain

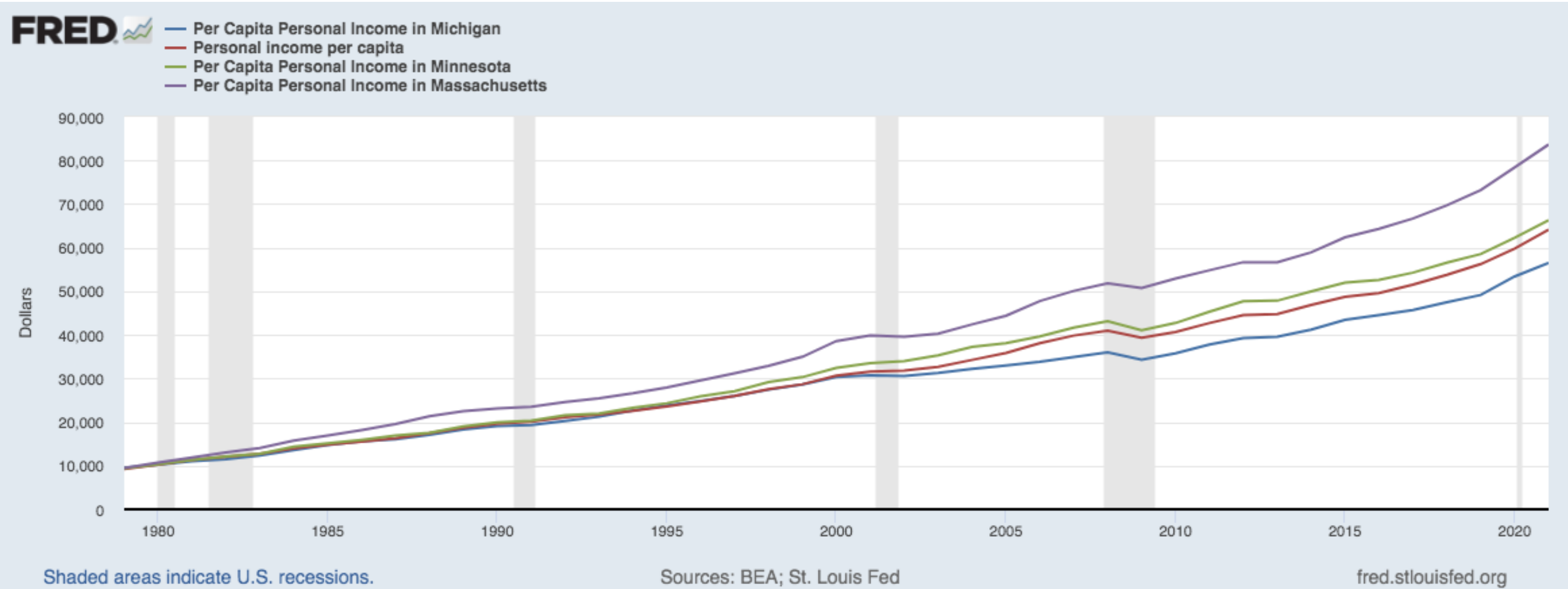
- Michigan ranks 19th in the nation at -13.7%
- Minnesota (9th) and Illinois (5th) lead the Midwest
- Half of US states are experiencing brain drain of >20%
- The top 10 states have gains
- The bottom 40 have losses



TWO-TIER LABOR MARKET



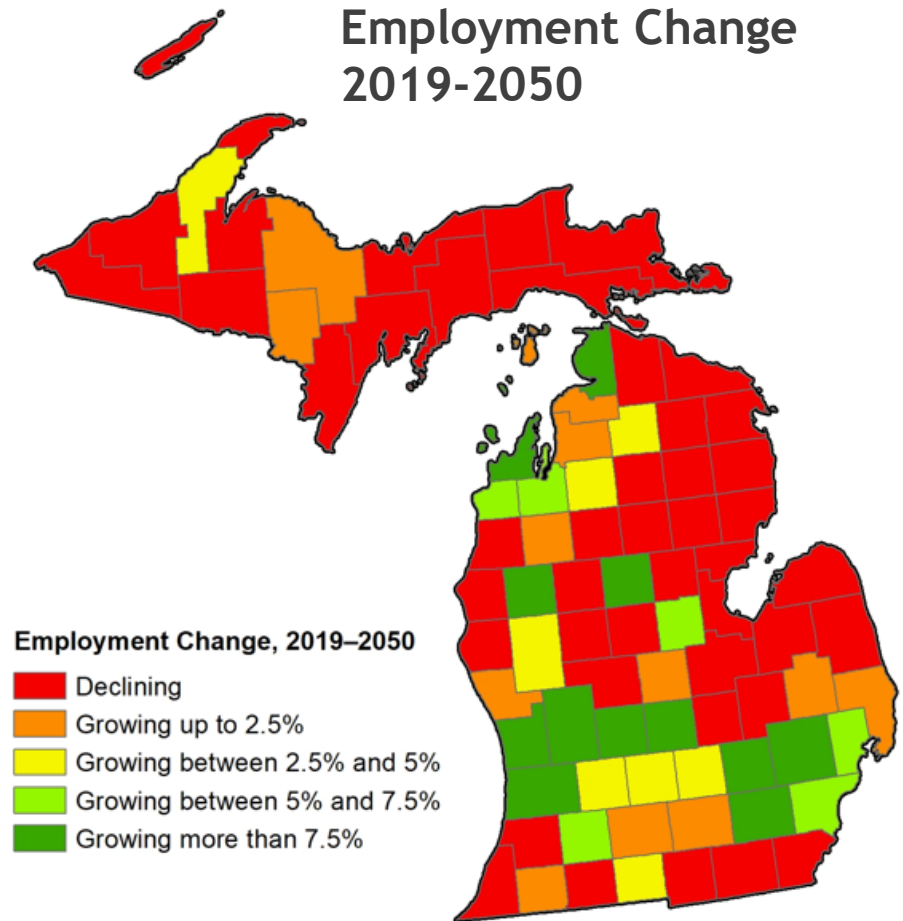
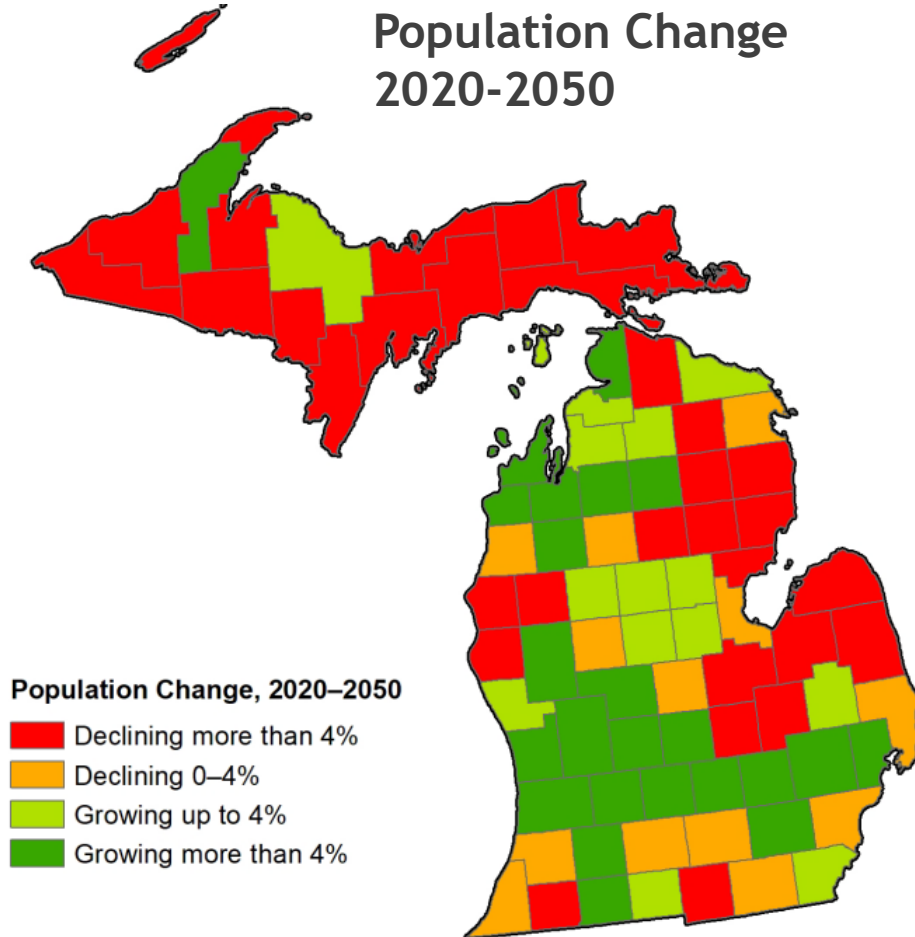
INCOME CHANGES OVER TIME





Leading Michigan

Our benchmarking must go beyond the state





Peer & Aspirational Metros

- Ann Arbor, MI
- Birmingham, AL
- Chattanooga, TN
- Colorado Springs, CO
- Columbus, OH
- Des Moines, IA
- Detroit, MI
- Greensboro, NC
- Greenville, SC
- Indianapolis, IN
- Jacksonville, FL
- Kalamazoo, MI
- Knoxville, TN
- Lansing, MI
- Louisville, KY
- Milwaukee, WI
- Oklahoma City, OK
- Raleigh, NC
- Salt Lake City, UT

How do we compare?

Youth Population

Rank	Benchmark Metro	Age 25-34 as share of total population, 2021
1	Salt Lake City, UT	16.2%
2	Colorado Springs, CO	15.9%
3	Columbus, OH	15.3%
4	Grand Rapids, MI	14.5%
5	Des Moines, IA	14.4%
6	Indianapolis, IN	14.3%
7	Oklahoma City, OK	14.3%
8	Raleigh, NC	14.2%
9	Ann Arbor, MI	14.1%
10	Jacksonville, FL	14.0%
11	Louisville, KY	13.8%
12	Milwaukee, WI	13.7%
13	Detroit, MI	13.7%
14	Kalamazoo, MI	13.7%
15	Chattanooga, TN	13.6%
16	Birmingham, AL	13.5%
17	Lansing, MI	13.4%
18	Greenville, SC	13.2%
19	Greensboro, NC	13.0%
20	Knoxville, TN	12.9%

Census Bureau, Population Estimates

GRP Growth

Rank	Benchmark Metro	Gross regional product growth, 2015-2020
1	Salt Lake City, UT	31.1%
2	Jacksonville, FL	28.2%
3	Raleigh, NC	27.3%
4	Colorado Springs, CO	22.9%
5	Knoxville, TN	17.8%
6	Greenville, SC	17.8%
7	Columbus, OH	17.6%
8	Indianapolis, IN	17.4%
9	Ann Arbor, MI	17.1%
10	Des Moines, IA	16.5%
11	Kalamazoo, MI	16.2%
12	Chattanooga, TN	15.4%
13	Lansing, MI	13.8%
14	Louisville, KY	12.4%
15	Grand Rapids, MI	12.0%
16	Birmingham, AL	11.4%
17	Milwaukee, WI	8.6%
18	Detroit, MI	5.6%
19	Greensboro, NC	4.5%
20	Oklahoma City, OK	1.5%

BEA



How do we compare?

Population Growth

Cost of Living

Rank	Benchmark Metro	Population growth, 2016-2021
1	Raleigh, NC	11.1%
2	Jacksonville, FL	11.0%
3	Des Moines, IA	7.2%
4	Colorado Springs, CO	7.1%
5	Salt Lake City, UT	6.6%
6	Greenville, SC	6.4%
7	Indianapolis, IN	6.0%
8	Knoxville, TN	5.7%
9	Oklahoma City, OK	5.0%
10	Columbus, OH	4.8%
11	Grand Rapids, MI	3.5%
12	Birmingham, AL	2.9%
13	Chattanooga, TN	2.9%
14	Greensboro, NC	2.7%
15	Louisville, KY	2.6%
16	Detroit, MI	1.1%
17	Ann Arbor, MI	0.9%
18	Kalamazoo, MI	-0.1%
19	Milwaukee, WI	-0.6%
20	Lansing, MI	-0.9%

Census Bureau, Population Estimates

Rank	Benchmark Metro	Cost of living index, 2021
1	Grand Rapids, MI	91.9
2	Lansing, MI	92.0
3	Chattanooga, TN	93.2
4	Kalamazoo, MI	93.2
5	Knoxville, TN	93.3
6	Oklahoma City, OK	93.4
7	Greensboro, NC	93.6
8	Birmingham, AL	94.5
9	Columbus, OH	94.9
10	Detroit, MI	96.5
11	Louisville, KY	97.1
12	Raleigh, NC	97.1
13	Indianapolis, IN	98.1
14	Des Moines, IA	98.5
15	Greenville, SC	99.3
16	Ann Arbor, MI	100.4
17	Jacksonville, FL	104.1
18	Salt Lake City, UT	104.4
19	Colorado Springs, CO	107.4
20	Milwaukee, WI	107.4

Lightcast



How do we compare?

Labor Force Participation

Rank	Benchmark Metro	Labor force participation (age 16+), June 2022
1	Salt Lake City, UT	72.6%
2	Des Moines, IA	69.9%
3	Grand Rapids, MI	67.7%
4	Indianapolis, IN	67.4%
5	Columbus, OH	66.8%
6	Milwaukee, WI	66.3%
7	Louisville, KY	65.8%
8	Raleigh, NC	65.4%
9	Colorado Springs, CO	64.5%
10	Jacksonville, FL	64.3%
11	Ann Arbor, MI	64.2%
12	Oklahoma City, OK	63.5%
13	Kalamazoo, MI	63.0%
14	Birmingham, AL	62.6%
15	Lansing, MI	61.8%
16	Detroit, MI	60.6%
17	Chattanooga, TN	60.3%
18	Knoxville, TN	60.2%
19	Greensboro, NC	58.5%
20	Greenville, SC	58.3%

Tech Workers

Rank	Benchmark Metro	Tech workers as share of total employment, 2021
1	Raleigh, NC	14.7%
2	Colorado Springs, CO	12.9%
3	Ann Arbor, MI	12.1%
4	Detroit, MI	11.5%
5	Salt Lake City, UT	11.1%
6	Milwaukee, WI	7.8%
7	Knoxville, TN	7.4%
8	Columbus, OH	7.3%
9	Des Moines, IA	7.1%
10	Indianapolis, IN	6.7%
11	Greenville, SC	6.6%
12	Grand Rapids, MI	6.5%
13	Birmingham, AL	5.8%
14	Jacksonville, FL	5.8%
15	Lansing, MI	5.7%
16	Louisville, KY	5.7%
17	Greensboro, NC	5.2%
18	Oklahoma City, OK	5.0%
19	Kalamazoo, MI	4.0%
20	Chattanooga, TN	4.0%



REGIONAL BUSINESS OUTLOOK

550 COMPANIES VISITED

70%

Increasing
Sales



56%

Planning
Expansions



43%

Increasing
Training





Focus INDUSTRIES

FOCUS AREAS

Advanced Manufacturing



Health Sciences



Technology



REGIONAL MANUFACTURING

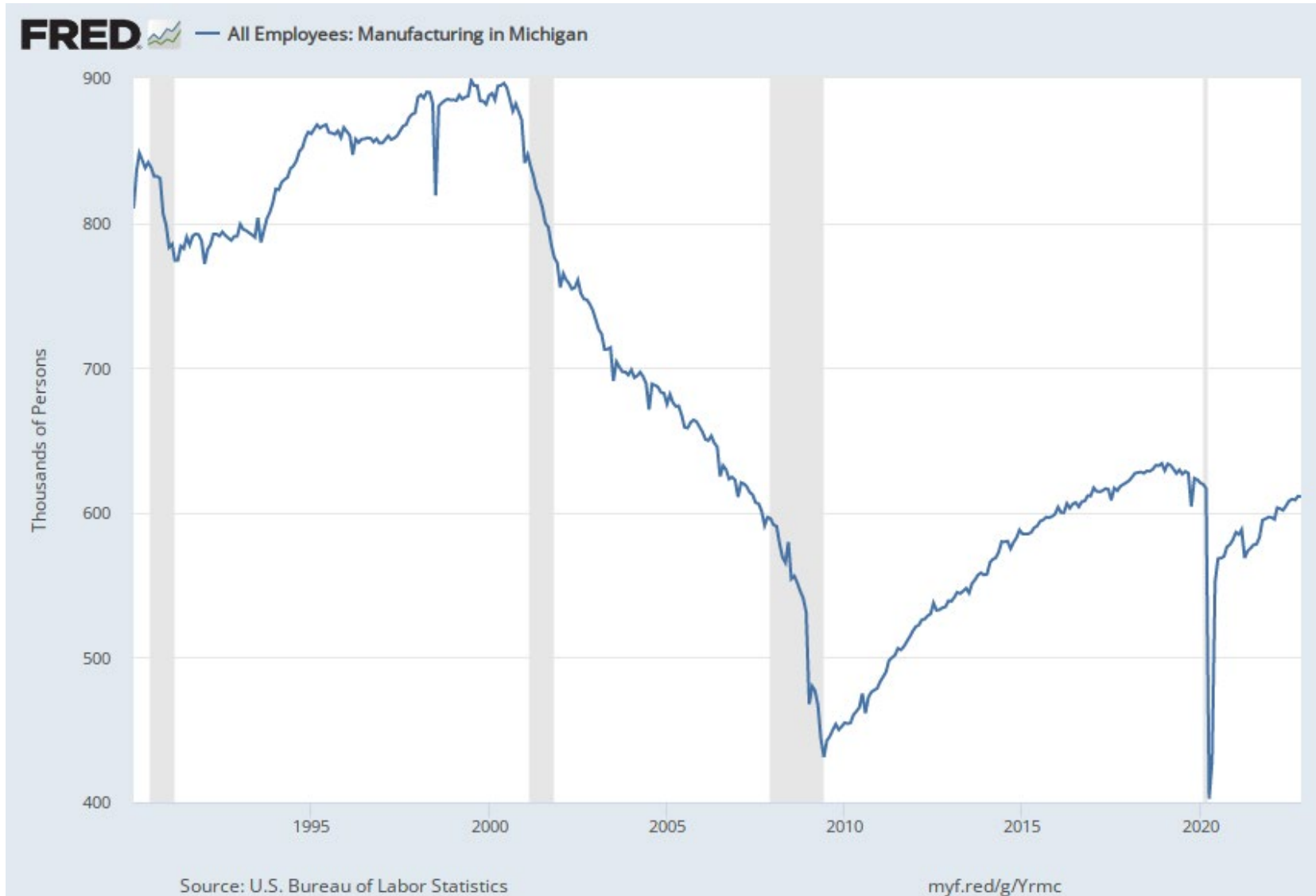


- Manufacturing remains a key component of our economy at 20% of the region's jobs
- Since 2019, manufacturing sector jobs have contracted -4.5%
- We are a world class advanced manufacturing center, but we must continue to push towards the manufacturing jobs of the future



MANUFACTURING TRENDS

Manufacturing jobs in Michigan have declined the past 30+ years



HEALTH SCIENCE GROWTH



- **\$2B** in investments the past 20 years
- A 10-year **job growth rate of 19%**
- **60,522** Health Science Jobs
- **433** health science establishments
- **50** medical device manufacturers
- **4,000+** degrees granted annually



TECH SECTOR GROWTH

GRAND RAPIDS' POOL OF TECH JOBS IS GROWING

+3.9%

Increase in tech jobs between 2019-2022



TOP SKILLS

SAP APPLICATIONS
SQL
OPERATING SYSTEMS



35,600

Tech jobs in 2022 in Greater Grand Rapids





REGIONAL TECH SURVEY RESULTS

3,200

Tech workers
hired in next
5 years

78%

Tech is “highly
important” to
strategy

72%

Increasing tech
hiring in next 5
years

69%

Increasing
tech training
budget



TOP 4 TECH TALENT NEEDS

Operations

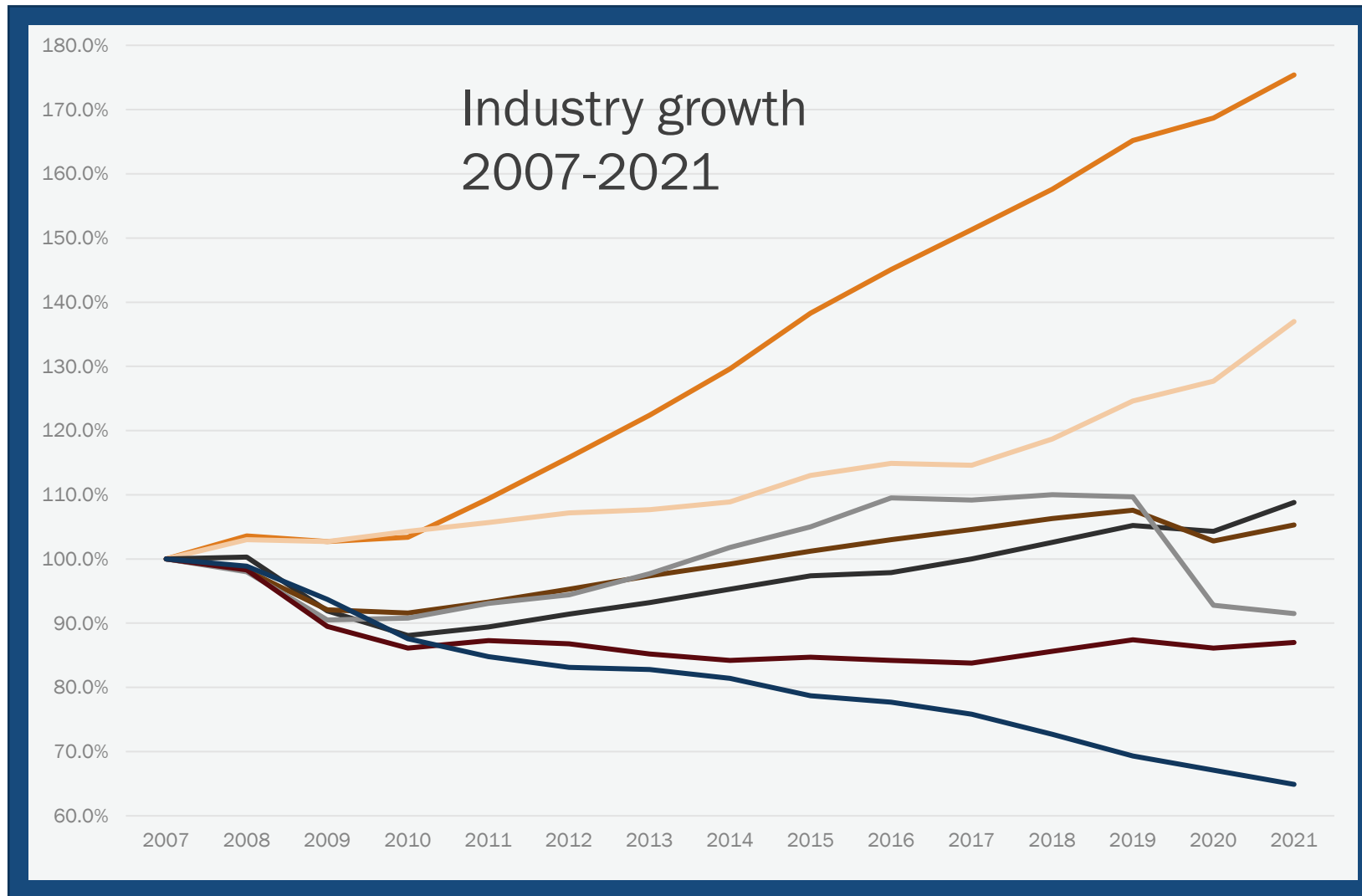
Cybersecurity

**Product
Development**

**Customer
Support**

WHY TECH?

Tech includes some of the world's fastest growing industries



GREATER GRAND RAPIDS TECH STRATEGY

10

YEAR
PLAN

20,000

NEW TECH
JOBS

10%

REGIONAL
EMPLOYMENT



TALENT INITIATIVES

Developing

East Kentwood Public Schools partnership
Cyber rotational co-op programs

Educating

Talent Learning Lab Webinar Series, GVSU Blue Dot,
and 3T @ GVSU

Reskilling

Strategic partners and talent grants

Attracting

Talent Diversity Council and Hello West Michigan





ECOSYSTEM INITIATIVES

Launch Tech Events

Tech Week GR, Founders Meet up, Technology Council Networking Hour

Grow Incubators

NSF regional innovation proposal

Support Entrepreneurs

Connect established companies with startups
Tech peer mentorship program

GROWTH INITIATIVES

Connecting Businesses & Tech

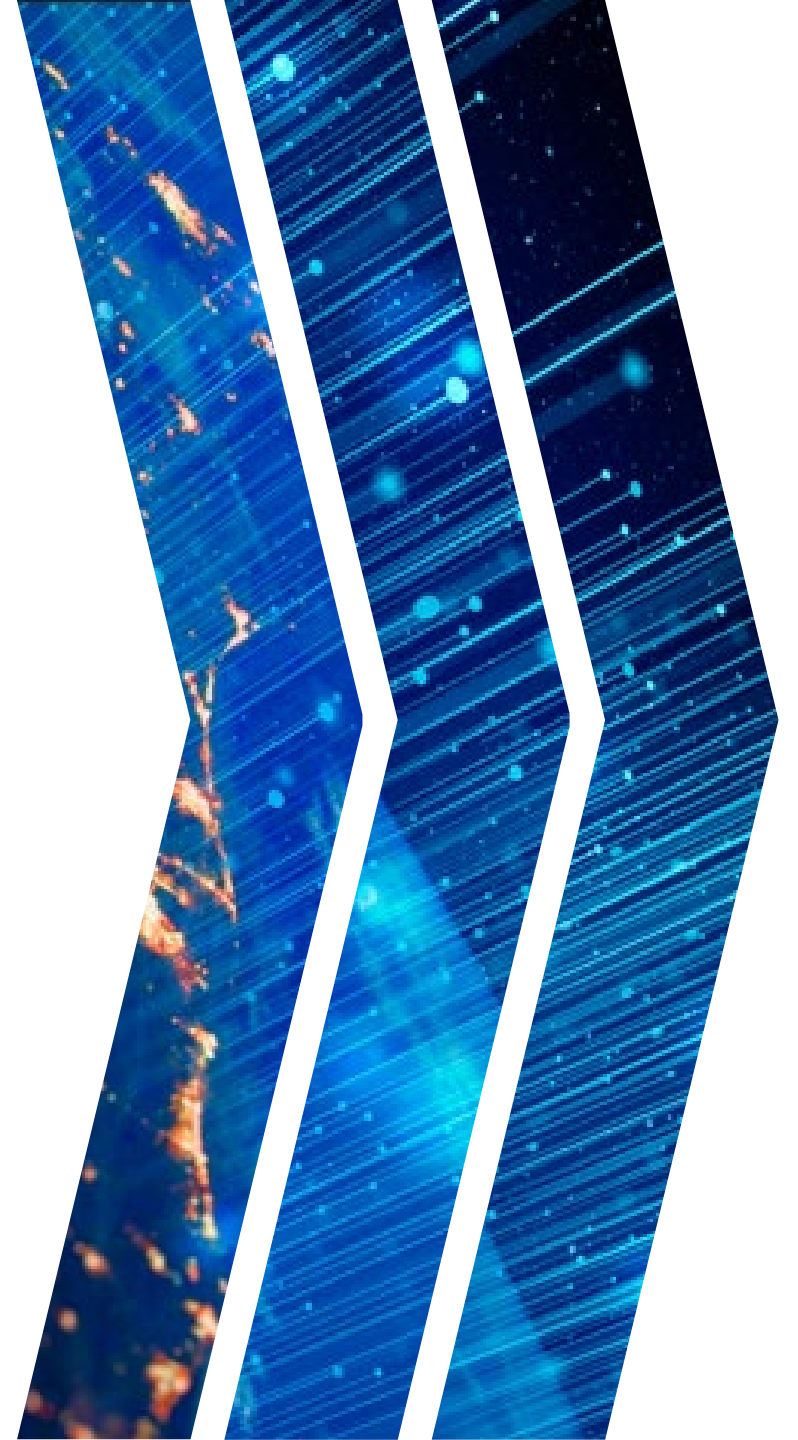
Access Business Directory/Capabilities Matrix

Attracting & Growing Existing Tech

Tech trade shows, Developing tech attraction best practices

Market Tech Hub

Market in Silicon Valley and internationally



Q&A

Randy Thelen
President & CEO
The Right Place, Inc.

