

I-69 Thumb Region

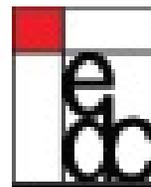
A SEVEN COUNTY
MICHIGAN PARTNERSHIP

Regional Overview

January 21, 2015

I-69 Thumb Region

Economic Development Partners





Regional Priorities

Education



Economic
Development



Infrastructure



Tourism

Regional
Collaboration

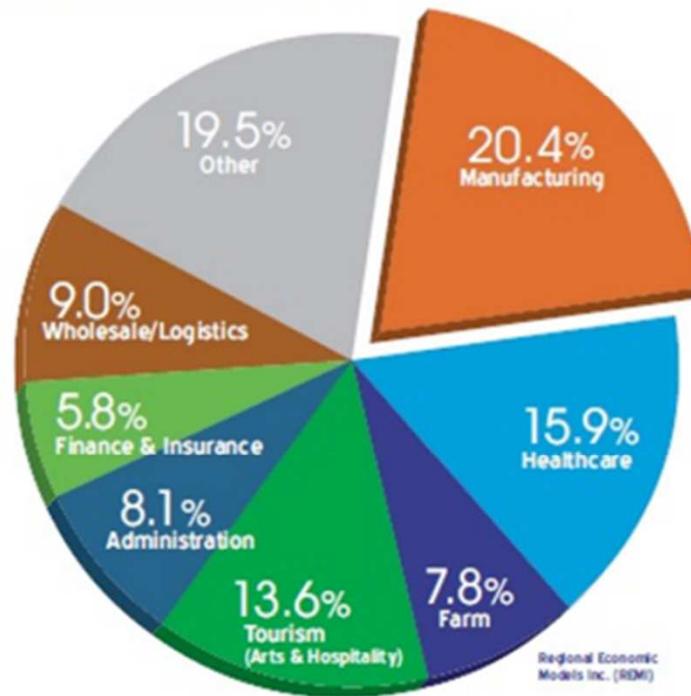


Quality
of Life



By the Numbers: Economic Landscape

Export Industries



Employment

Period covering 2009-2013



Bureau of Labor Statistics's Census of Employment and Wages

Unemployment

*As of September 2014



Bureau of Labor Statistics





Major Exporters



2014 WAGE & BENEFIT

SURVEY HIGHLIGHTS

Majority of employers are growing





Forecasted Freight Growth

Freight Growth by 2030

↑ 35% in volume
↑ 63% in value

Transportation Equipment, Food, Farm Products,
Consumer Items, Electrical Equipment





Trade-Related Strengths

Agriculture – #1 County Rankings in Michigan

DAIRY, WHEAT, DRY BEANS, SOY BEANS, SUGAR BEETS,
ORGANIC FARMS, CATTLE, LIVESTOCK MARKETS,
FERTILIZER & PESTICIDE PRODUCTION & STORAGE

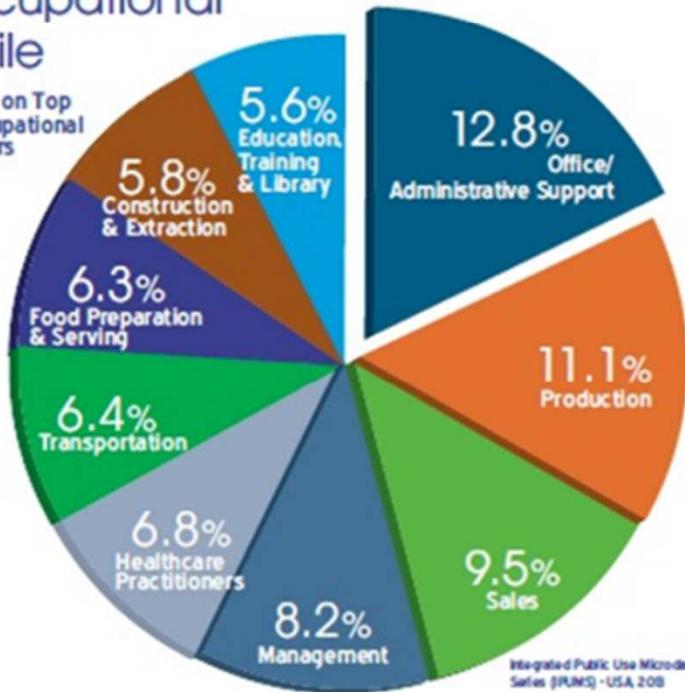




By the Numbers: Labor and Talent

Occupational Profile

*Based on Top 9 Occupational Clusters



Integrated Public Use Microdata Series (IPUMS) - USA 2012

Education Levels



24% Jobs requiring B.A. or higher

Bureau of Labor Statistics Census of Employment & Wages (CEW), 2012

18.2% Population with a B.A.

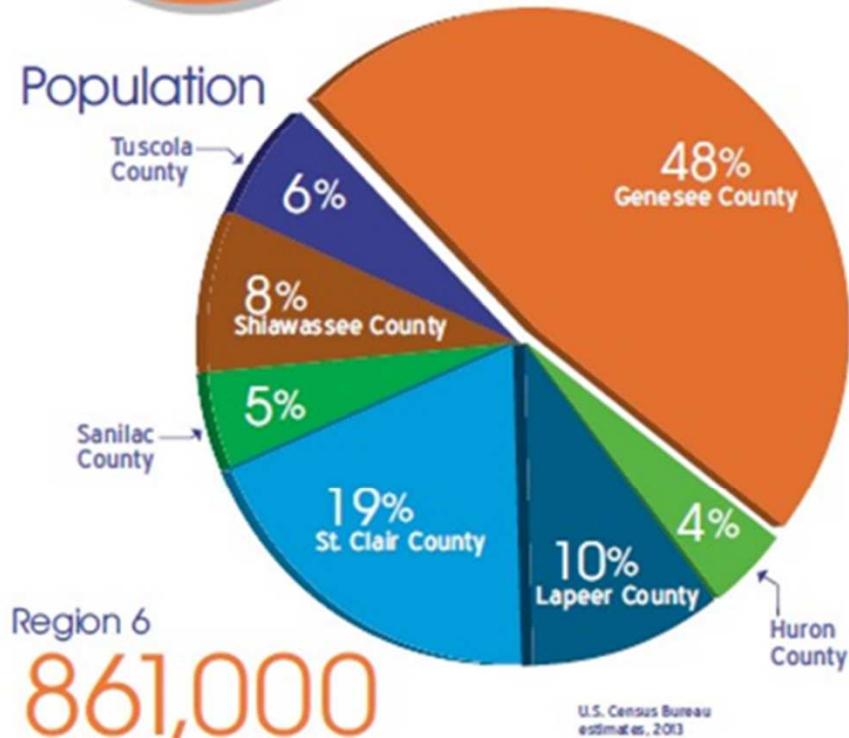
U.S. Census Bureau Quality Workforce Indicators (QWI), 2012





By the Numbers: Demographics

Population



Region 6
861,000
Total Population in 2013

Land Distribution

93% 
of Land in Region 6 is Rural

60%
of Population in Region 6 Resides in Urban Areas

U.S. Census Bureau 2013





By the Numbers: Quality of Life

Cost of Living/
Consumer Price Index
*Benchmarked at 100



200+ Miles of Great Lakes Shoreline



10 Colleges & Universities

93,700+ Acres of Parks



Sperling's Best Places, 2013

Michigan Department of Natural Resources & Region 6
county and city Departments of Parks and Recreation





Strategies

Agribusiness Development

Support local firms – marketing and talent

Attract new firms – value-add processing

Promote sites and infrastructure assets – new facilities

Increase awareness of strengths and opportunities





Regional/State Comparisons

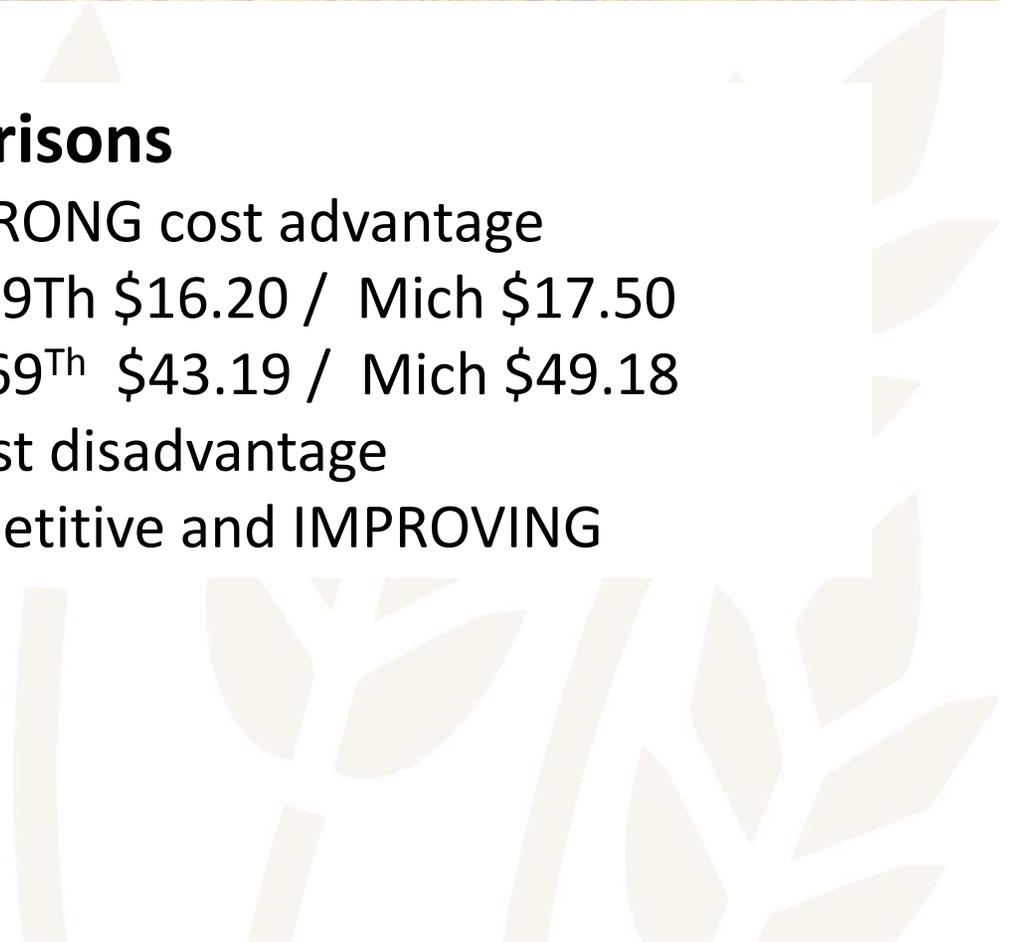
MI Labor costs – STRONG cost advantage

Unskilled I-69th \$16.20 / Mich \$17.50

Skilled I-69th \$43.19 / Mich \$49.18

MI utility costs – cost disadvantage

MI tax costs – competitive and IMPROVING





Strategies

Agribusiness Opportunities

- Target companies that fit different economic assets
- Focus on meeting the needs of existing agribusiness
- Increase collaboration with MEDC and MDARD
- Devote resources to both craft and industry businesses





Strategies

Agribusiness Attraction Targets

Production of:

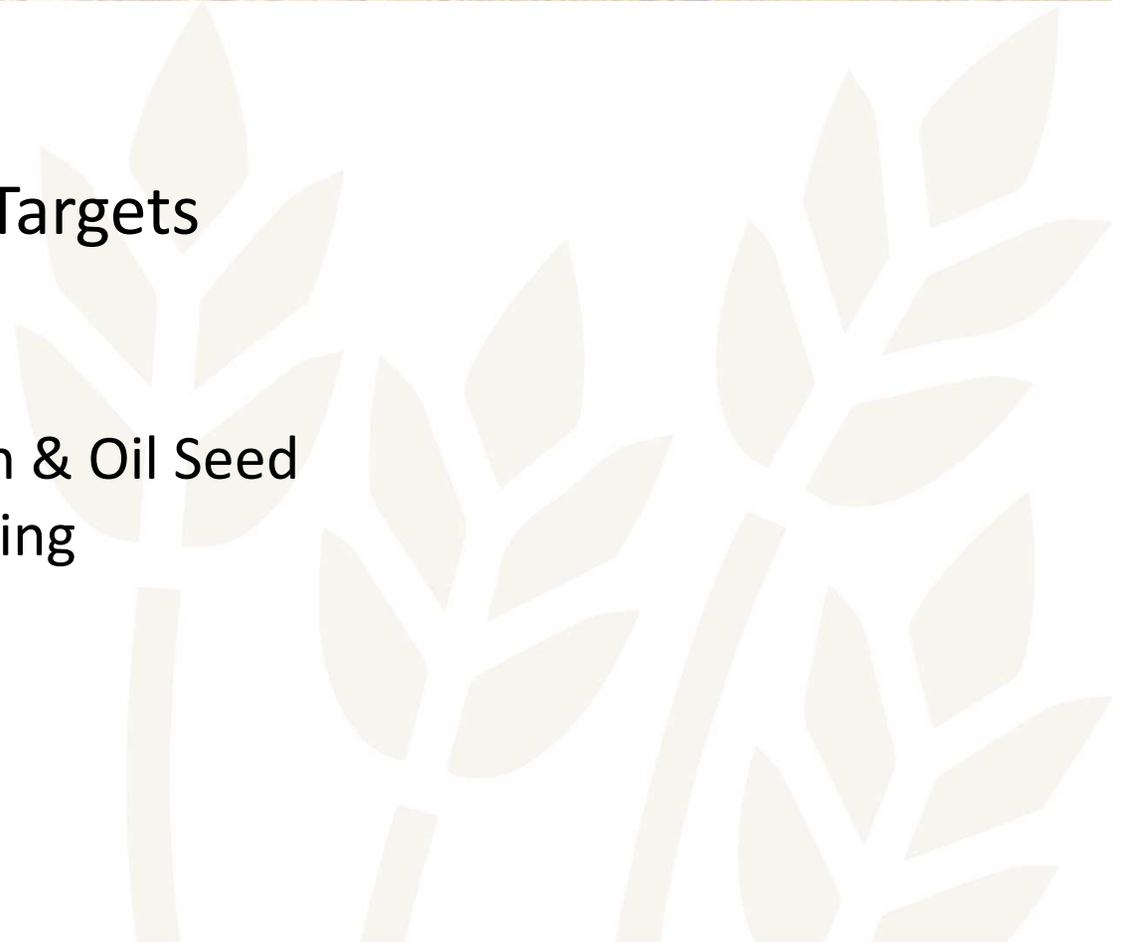
Animal Feed

Milling - Grain & Oil Seed

Dairy Processing

Bakeries

Beverage





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