

# MICHIGAN MARKET GUIDE 2012



## MICHIGAN

### Top Industries

- ▶ Health Care
- ▶ Manufacturing
- ▶ Tourism
- ▶ Energy Extraction
- ▶ Farming
- ▶ Education

- ▶ Ranked 4th in high-tech employment in the U.S.
- ▶ Ranked 6th in the nation for making a living
- ▶ The largest freshwater coastline in the world
- ▶ 3rd leading grower of Christmas trees

With more than 20 Fortune 500 companies, a labor force of more than 4.6 million, and an unemployment rate that has improved two percent, Michigan is a state strongly rebounding.

Facing a recession economy Michigan worked hard to lower "brain drain," rebuild the auto industry and create a growth environment for businesses ranging from small entrepreneurial startups to internationally known giants such as Google and Dow Corning. *Newsweek/The Daily Beast* has ranked Michigan number one for job creation due to its high average annual income, steadily improving unemployment rate, and high percentage of employers with expanding workforces. One such growth industry in Michigan is health care. According to the Michigan Health and Hospital Association, the health care industry directly employs more than 546,000 Michigan residents.

Another of Michigan's high-growth industries is agricultural tourism. More than 280 farmers' markets, a wine industry that produces nearly \$790 million of total economic value, a thriving farm-to-table movement, hundreds of u-pick farms, and hundreds of food and beverage themed festivals make Michigan a top foodie destination. Ranked fourth in the nation in grape production, Michigan's 92 wineries attract more than 1 million visitors each year. And Michigan farms produce nearly 250 million pounds of cherries and more than 100 million pounds of blueberries per year.

### MLIVE MEDIA GROUP

Reach. Power. Influence.

#### MOBILE

10.6 Million Page Views  
100,000 App Downloads

#### WEB

3 Million+ Unique Visitors  
70 Million+ Page Views Monthly

#### PRINT

8 Local Newspapers  
1.2 Million Weekly Readers

50+ major awards won in 2011  
500+ local stories delivered each day

For a campaign consultation contact:  
**Steve Westphal, National Accounts Director**  
swestpha@mlive.com | 616.443.8331





# ANN ARBOR



**MLive Media Group reaches 47.7% of all adults every week including 32.1% with a Sunday newspaper.**

Total population	344,791
Median household income	\$59,065
Private businesses	7,932
Retail sales per capita	\$12,795

## Key Business Sectors

- ▶ Technology
- ▶ Health Services
- ▶ Education (collegiate)
- ▶ R&D/ Innovation

## Top Employers

- ▶ University of Michigan
- ▶ C.S. Mott Children's Hospital
- ▶ Google
- ▶ Von Voigtlander Women's Hospital

A population with an average college attendance rate of 79 percent has created a foundation for Ann Arbor's thriving innovation and research and development community.

Known as "Tree Town," Ann Arbor is home to the University of Michigan, the U of M Medical Center and Health System, Google Adwords, and a large, diverse and well-educated population. Each U of M home football game generates almost \$2.2 million, attracting up to 107,501 to "The Big House" stadium and even more for the tailgating celebrations and associated events.

Beyond attracting more than 38,000 national and international college students and their families, Ann Arbor hosts cultural festivals and events year round that attract local, statewide and national visitors. One of the biggest events, the Ann Arbor Arts Fair, draws nearly 500,000 people each year. And the 300 restaurants, more than 30 independent bookstores, art galleries and hundreds of concerts and performing arts events make Ann Arbor a small friendly town with big city sophistication.

Ann Arbor's college-educated population supports a thriving innovation and research and development community. Housed in Ann Arbor are companies such as the EPA Fuel and Emissions Laboratory and Toyota Technical Center.

There are several prevalent industries in the area with the base economy driven by technology (Arbor Networks, MediaSpan, ProQuest, Google Adwords), health/biotechnology (C.S. Mott Children's Hospital, Von Voigtlander Women's Hospital, medical offices, laboratories) and education (University of Michigan). The biggest employer in the area is the University of Michigan – employing about 30,000 total, 12,000 of whom are at the U of M Medical Center, which was named to *U.S. News and World Report's* Best Hospitals List.

# BAY CITY



Bay City is a strategic location with convenient access to ground, water and air transportation, a low cost of living and expansion in local industrial parks and facilities.

The birthplace of Madonna and folklore hero Paul Bunyan, Bay City is as known for maritime fun and history as it is for diverse shopping and dining experiences. The Bay Antique Center is Michigan's largest antique mart, housing more than 100 dealers and attracting thousands of people annually who patronize the dozens of shops and nearly 80 restaurants in the area.

Convenient access to ground, water and air transportation, a low cost of living and expansion in local industrial parks and facilities have made this area attractive to businesses of all sizes and types. The Bay City area houses nine hospitals and medical centers. Three Fortune 500 companies have operations here: Dow Corning Corp., SC Johnson, and General Motors.

## Key Business Sectors

- ▶ Trade Transportation and Utilities
- ▶ Educational and Health Services
- ▶ Government
- ▶ Retail Trade
- ▶ Goods Production

## Top Employers

- ▶ Bay Regional Medical Center
- ▶ Dow Corning Corporation
- ▶ Michigan Sugar Company
- ▶ Delta College

**The MLive Media Group reaches 75.7% of all market adults every week including 66.1% with a Sunday newspaper.**

Total population	107,771
Median household income	\$44,659
Private businesses	2,315
Retail sales per capita	\$12,117





Flint continues to lead the way in advanced production along with a new focus on eco-sciences, with 38 area employers emphasizing the production of alternative energy fuel.

Flint's higher-education community heavily supports these advances in innovation, including the University of Michigan-Flint and Kettering University, which was ranked number one in the country by *U.S. News and World Report* for Industrial and Manufacturing Engineering.

Flint's varied and vibrant culture is showcased in events ranging from car shows to physical fitness and performing arts events and festivals. Back 2 the Bricks, a five-day car show and cruise event, brings in more than 30,000 participants and 300,000 spectators annually. The Flint Institute of Arts, offering a museum, classes, concerts and performing arts events, serves more than 120,000 adults and children annually and has a membership of 3,200 adults and 1,700 students. The FIA also presents programs to 25,000 K-12 students annually. The CRIM Festival of Races is a three-day festival featuring the CRIM10 Mile Road Race, other race events and a sports expo with more than 60 vendors. Nearly 250,000 people from all over

the Great Lakes region come to the Flint area to attend the Michigan Renaissance Festival, the largest in Michigan.

In addition to the multitude of cultural events and production, the Flint area is home to unique retailers, with everything from u-pick farms and antiques to Michigan's largest outlet mall, Birch Run. Birch Run brings in shoppers from all over the Great Lakes region and Canada with more than 145 name-brand stores (Pottery Barn, Coach, Crew) and high-traffic events such as the annual Deer Widows Weekend.

#### Key Business Sectors

- ▶ Educational and Health Services
- ▶ Trade Transportation and Utilities
- ▶ Government
- ▶ Retail Trade

#### Top Employers

- ▶ General Motors
- ▶ Genesys Medical Center
- ▶ McLaren Regional Medical Center
- ▶ Hurley Medical Center
- ▶ Citizens Bank

**The MLive Media Group reaches 72.1% of all Genesee County adults every week including 58.8% with a Sunday newspaper.**

Total population	425,790
Median household income	\$43,483
Private businesses	7,992
Retail sales per capita	\$11,142

# GRAND RAPIDS



Michigan's second largest city is home to some of the world's top companies – Steelcase, Wolverine World Wide, Herman Miller, Alticor, Axios Incorporated, GE Aviation Systems – and boasts a high overall employment rate.

Grand Rapids has been named an All-American City three times as well as one of America's Most Livable Communities by the Partners for Livable Communities. The city has worked hard to ensure that talented people not only come to the area but also stay, with more than two dozen colleges and universities, including the new Michigan State University College of Human Medicine expansion.

Large events attract hundreds of thousands of visitors each year. Art Prize, three weeks of art showcases, artist's panels and community events, culminates in a public vote for the largest prize for art in the world. Art Prize draws more than 1,500 artists from 36 countries and 42 states, with more than 160 participating venues and more than 322,000 attendees. Another large and growing event is the annual LaughFest benefiting Gilda's Club. LaughFest is a 10-day festival of comedy that includes films, live shows, stand-up and improv. Past performers including Betty White, Jim Gaffigan, Bill Cosby and Whoopi Goldberg, have brought in more than 55,000 attendees from all over the United States and Canada. Additionally, Grand Rapids is home to more than 20 live entertainment venues from the 250-capacity Billy's Lounge to the 10,000 seat VanAndel Arena and the world-renown Meijer Gardens & Sculpture Park.

## Key Business Sectors

- ▶ Goods Production
- ▶ Trade, Transportation and Utilities
- ▶ Educational and Health Services
- ▶ Manufacturing
- ▶ Professional and Business Services
- ▶ Health Care and Social Services

## Top Employers

- ▶ Spectrum Health
- ▶ Meijer Inc.
- ▶ Wal-Mart
- ▶ Spartan Stores, Inc.
- ▶ Mercy General Health Partners
- ▶ Alticor, Inc.
- ▶ Herman Miller Inc.
- ▶ Axios Inc.
- ▶ Saint Mary's Health Care

**MLive Media Group reaches 69.2% of all adults every week including 55.4% with a Sunday newspaper.**

	KENT	OTTAWA
Total population	602,622	263,801
Median household income	\$49,532	\$55,095
Private businesses	15,488	5,748
Retail sales per capita	\$13,377	\$9,149



# JACKSON



## Key Business Sectors

- ▶ Trade Transportation and Utilities
- ▶ Educational and Health Services
- ▶ Government
- ▶ Retail Trade
- ▶ Goods Producing
- ▶ Office and Administrative Support

## Top Employers

- ▶ Allegiance Health
- ▶ Consumers Energy
- ▶ MI Department of Corrections
- ▶ Great Lakes Home Health & Hospice
- ▶ Local Government

A highly skilled and productive workforce, a nationally certified Academy for Manufacturing Careers and plenty of quality affordable living options are only a few of the perks surrounding the Jackson business community.

Jackson County's economy continues to evolve to a more diversified mix of high technology manufacturers, imaging and optics and information and business services. There are also a number of incentives offered by Jackson along with the State of Michigan designed to help companies succeed.

Jackson is home to six major health centers including Allegiance Health, the county's main hospital, with more than 3,500 employees. It includes a \$17 million heart center and a \$15 million medical center with a focus on bone, muscle and nerve specialties. Jackson County is also the home of the Michigan International Speedway. Running for more than 43 years, with seating capacity for over 137,000, the MIS hosts hundreds of thousands of fans during its race season.

A newer addition to the area's appeal is the Southeast Michigan Pioneer Wine Trail with five wineries.

**MLive Media Group reaches 46.8% of all adults every week including 58.1% with a Sunday newspaper.**

Total population	160,248
Median household income	\$46,117
Private businesses	3,077
Retail sales per capita	\$10,393

# KALAMAZOO



Kalamazoo was named one of the Top Ten Turnaround Cities in the nation by the Urban Land Institute and hosts one of the lowest unemployment rates in the state.

Kalamazoo is known worldwide for The Kalamazoo Promise. This program, designed to fund all Kalamazoo high-school students throughout four years at any accredited Michigan university, has shown a 90 percent college enrollment rate for eligible students. One such university is Western Michigan University. With an enrollment of 25,000, it has been repeatedly ranked as a top 100 public university.

Kalamazoo is home to more than 14 health and medical centers, with specialties ranging from psychiatry and rehabilitation to cutting-edge cancer treatment. Borgess Health was named one of the 100 Top Hospitals for Cardiovascular Care in the U.S. by Thomson Reuters, as well as one of the 20 Great Workplaces in the world by Gallup. Bronson Methodist Hospital has received the Malcolm Baldrige National Quality Award and was ranked by *Working Mother* magazine as one of the nation's 100 best companies for which to work. Recently the two joined forces to form the West Michigan Cancer Center, a nonsurgical treatment facility offering some of the most advanced cancer treatment in the area.

Beyond a thriving health services industry, Kalamazoo offers a variety of entertainment options. More than 450 restaurants, 20 golf courses, four nearby casinos, concerts featuring local, national and international talents, festivals such as Ribfest and the Gilmore International Keyboard Festival and monthly Art Hops, make Kalamazoo a lively and unique community.

## Key Business Sectors

- ▶ Educational and Health Services
- ▶ Goods Production
- ▶ Manufacturing
- ▶ Professional and Business Services
- ▶ Leisure and Hospitality
- ▶ Trade Transportation and Utilities
- ▶ Government

## Top Employers

- ▶ Borgess Medical Center
- ▶ Western Michigan University
- ▶ Bronson Methodist Hospital
- ▶ Pfizer, Inc.
- ▶ Whirlpool Corp.
- ▶ Perrigo Co.
- ▶ Donso Corp.
- ▶ Stryker Corp.
- ▶ PNC Bank

**MLive Media Group reaches 77.8% of adults every week including 61.2% with a Sunday newspaper.**

Total population	250,331
Median household income	\$44,794
Private businesses	5,651
Retail sales per capita	\$11,481



# MUSKEGON



Long known for its lumber industry, today Muskegon is famous for its 26 miles of beaches, 20 inland lakes and three state parks.

From charter boat fishing for more than 70 species of fish, to camping, tall ship viewing and boat tours, Muskegon's outdoor adventures draw thousands of visitors each year. Muskegon's prime waterfront location makes it an ideal choice for the Lake Express ferry service to Milwaukee, America's first high-speed auto ferry. Lake Express ferry service has been operating for almost eight years, carrying up to 250 passengers between Wisconsin and Michigan up to eight times daily.

People from all over Michigan also come to Muskegon for events like a 10-day summer concert festival and Michigan Irish Festival. The Michigan Irish Festival attracts more than 17,000 Irish and non-Irish visitors each year.

**The MLive Media Group reaches 80.7% of all adults every week including 61.5% with a Sunday newspaper.**

Total population	172,188
Median household income	\$40,670
Private businesses	3,406
Retail sales per capita	\$9,507

Muskegon continues to build skilled talent and economic growth, through Talent 2025, an initiative of the West Michigan Strategic Alliance. The education-centered initiative was created to achieve 30 percent attainment of four-year college degrees or beyond for those 25+ years of age by 2025. Also part of Muskegon's growth initiative is Grand Valley State University's Muskegon campus – home to the Michigan Alternative and Renewable Energy Center and Ann's Water Resources Institute. And some of the finest culinary talent in the country is enrolled at Muskegon's world-renowned Culinary Institute of Michigan, featuring a student run and staffed public restaurant.

## Key Business Sectors

- ▶ Educational and Health Services
- ▶ Manufacturing
- ▶ Retail Trade
- ▶ Trade Transportation and Utilities
- ▶ Goods Production

## Top Employers

- ▶ Mercy Health Partners
- ▶ Alcoa Howmet
- ▶ County of Muskegon
- ▶ Muskegon Public Schools
- ▶ Meijer Inc.



# SAGINAW



Saginaw was ranked as Michigan's third top tourist destination, eighth for cost of living, and 44th for Culture & Leisure on the *Forbes* Best Small Places list.

Saginaw has a reliable infrastructure in road, rail, air and water transportation adding substantially to the success of its business community, which includes global powerhouse companies Dow Chemical and Nexteer Automotive.

The region is home to one of the highest per-capita concentrations of Ph.D. professionals in the United States. A campus-type environment has evolved in the region with more than 24,000 college students in the immediate region and another 10,000-plus students within a half-hour drive. Saginaw Valley State University is recognized for its research in biomaterials and manufacturing and Central Michigan University's recently opened medical school is home to the National Dendrimer and Nanotechnology Center.

Saginaw is home to 591 health care providers, leading in research in the neurosciences, cardiovascular health, and radiation oncology. The Saginaw area provides advanced multi-specialty care providers for nearly one-quarter of Michigan's lower peninsula.

## Key Business Sectors

- ▶ Educational and Health Services
- ▶ Trade Transportation and Utilities
- ▶ Goods Production
- ▶ Government
- ▶ Retail Trade

## Top Employers

- ▶ Covenant HealthCare
- ▶ Nexteer Automotive
- ▶ St. Mary's of Michigan
- ▶ Hemlock Semiconductor Corp.
- ▶ Dow Corning Corp.
- ▶ Morley Companies

The MLive Media Group reaches 67.9% of all adults every week including 55.6% with a Sunday newspaper.

Total population	200,169
Median household income	\$42,954
Private businesses	4,510
Retail sales per capita	\$12,546



## Metropolitan Detroit is the second largest source of architectural and engineering job opportunities in the United States.

Home of Motown, the Detroit Lions, and the Ford Motor Company, Detroit is a city built on strength and determination. Within the last 20 years Detroit experienced a revitalization to its economy and culture. A growing skyline, three casino resort hotels and new downtown stadiums, have added power to Detroit's appeal. Together the MGM Grand Detroit, MotorCity Casino and Greektown Casino add more than \$1 billion to the economy and 7,000-plus jobs.

Approximately 15.9 million people visit metro Detroit each year and spend almost \$4.8 billion while attending events such as the North American International Auto Show, the Motown Winter Blast and the Woodward

Dream Cruise. Detroit natives and visitors alike come to the area daily to experience Detroit's diverse arts community, including the Museum of Contemporary Art Detroit and the internationally known Detroit Institute of Arts, which averages 350,000 visitors annually. In 2011 Detroit's 28 arts-related organizations drew 1 million visitors, had total direct expenditures of more than \$127 million and employed more than 2,600 staff.

Detroit's impressive sports culture and new stadiums have drawn several large sporting events – Super Bowl XL, the NCAA Final Four, MLB's All-Star Game and a World Series – bringing in millions of visitors and hundreds of millions of dollars.

A key driver of the U.S. economy, the 10-county Detroit area has a population of more than 5.3 million, a workforce of 2.6 million and nearly 247,000 businesses. Detroit is also one of the leading health care economies in the U.S., adding more than 360,000 direct and indirect jobs to this field.

Total population	3,748,477
Median household income	\$54,209
Private businesses	29,866
Retail sales per capita	\$11,975

### Key Business Sectors

- ▶ Hospitality and Tourism
- ▶ Automotive
- ▶ Life Sciences
- ▶ Information Technology
- ▶ Advanced Manufacturing
- ▶ Research and Development

### Top Employers

- ▶ Detroit Medical Center
- ▶ Henry Ford Health System
- ▶ U.S. Government
- ▶ Wayne State University
- ▶ State of Michigan
- ▶ Chrysler Group, LLC
- ▶ St. John Health
- ▶ DTE Energy
- ▶ General Motors Corp.
- ▶ Blue Cross Blue Shield of Michigan
- ▶ MGM Grand Detroit Casino
- ▶ MotorCity Casino
- ▶ Compuware Corp.



# LANSING



The capital of Michigan hosts an average of 4.7 million visitors each year.

The Michigan State Capitol Building, famous for its cast iron rotunda, houses the legislative and executive branches of the Michigan state government, the chambers and offices of the Michigan legislature and the Gubernatorial ceremonial offices. Known as “mid-Michigan,” Lansing is both a stop for travelers and a destination. Lansing’s Capital Region International Airport offers non-stop flights to Washington D.C., Chicago, Jamaica, Minneapolis and more.

Lansing’s cultural attractions and festivals run throughout the year providing a variety of exposure opportunities. Among the most popular are the Common Ground Music Festival and the Capitol City Film Festival, which draws thousands of people annually to view Michigan-made and international films. Lansing’s nightlife boasts more than 70 nightspots and restaurants, with offerings ranging from home-cooked comfort food to sushi and cocktails.

The Lansing area is also home to small-town charm and scenic natural landscapes. Nearby Grand Ledge offers views of 300-million-year-old sandstone and quartzite rock ledges rising 60 feet above the Grand River. Shopping for antiques and visiting the Williamston Theatre are popular activities for residents and visitors. East Lansing, home to Michigan State University, has dozens of attractions ranging from an art museum to kayaking on the Cedar to Big Ten football.

Home to two medical schools, one veterinary school, two nursing schools and two law schools, Lansing boasts a large, well-educated population. Thomas M. Cooley Law School is the nation’s largest law school, with almost 4,000 students. And MSU’s performing arts, concerts and sporting events draw hundreds of thousands of visitors annually.

## Key Business Sectors

- ▶ Government
- ▶ Education
- ▶ High-Tech Manufacturing
- ▶ Entertainment and Culture

## Top Employers

- ▶ State of Michigan
- ▶ Michigan State University
- ▶ Sparrow Health System
- ▶ General Motors Co.
- ▶ Lansing Community College
- ▶ Meijer Inc.
- ▶ Peckham, Inc.

Total population	280,895
Median household income	\$45,808
Private businesses	6,321
Retail sales per capita	\$11,328

# TRAVERSE CITY



## Key Business Sectors

- ▶ Agriculture
- ▶ Hospitality and Tourism
- ▶ Healthcare

## Top Employers

- ▶ Munson Medical Center
- ▶ Grand Traverse Resort and Casino
- ▶ Leelanau Sands
- ▶ Crystal Mountain
- ▶ Interlochen Center for the Arts
- ▶ Great Wolf Lodge

*AOL Travel News* named Traverse City one of America's top 10 beach towns, *Bon Appétit* calls it one of the country's Top 5 Foodie Towns and ABC News' *Good Morning America* named Sleeping Bear Dunes the Most Beautiful Place in America.

Traverse City, the largest city in the 21-county Northern Michigan region, is the cherry capital of the world and a top tourist destination statewide and beyond. One hundred eighty miles of shoreline, 200 miles of ski and snowmobiling trails and Sleeping Bear Dunes National Lakeshore create a beautiful year-round outdoor adventure setting.

Traverse City is at the heart of Michigan's foodie-tourism. Award-winning wines, superb farm-to-table and traditional restaurant options, talented artisans and endorsements from noted celebrities like Mario Batali have made it a must-go culinary destination. The annual National Cherry Festival attracts more than 500,000 attendees every year. Named by *USA Today* among the Top Ten Places for Local Wine, the region's unique microclimate creates an ideal grape growing environment on both the Leelanau and Old Mission Peninsulas. With 15 wineries, Traverse City is one of the world's top producers of ice wine, an intense flavored, sweet dessert wine.

The Grand Traverse region also boasts a unique blend of culture, nightlife and family-fun including the Grand Traverse Resort and Casino, Great Wolf Lodge and the Interlochen Center for the Arts. With outdoor concerts featuring local and national acts, galleries highlighting the local arts community, ample shopping options and historic lighthouses, Traverse City functions as a major commercial hub for the seven-county area.

Total population	86,986
Median household income	\$50,647
Private businesses	3,419
Retail sales per capita	\$18,415