

A Comprehensive Economic  
Development Strategy  
for the  
Southwest Michigan Region

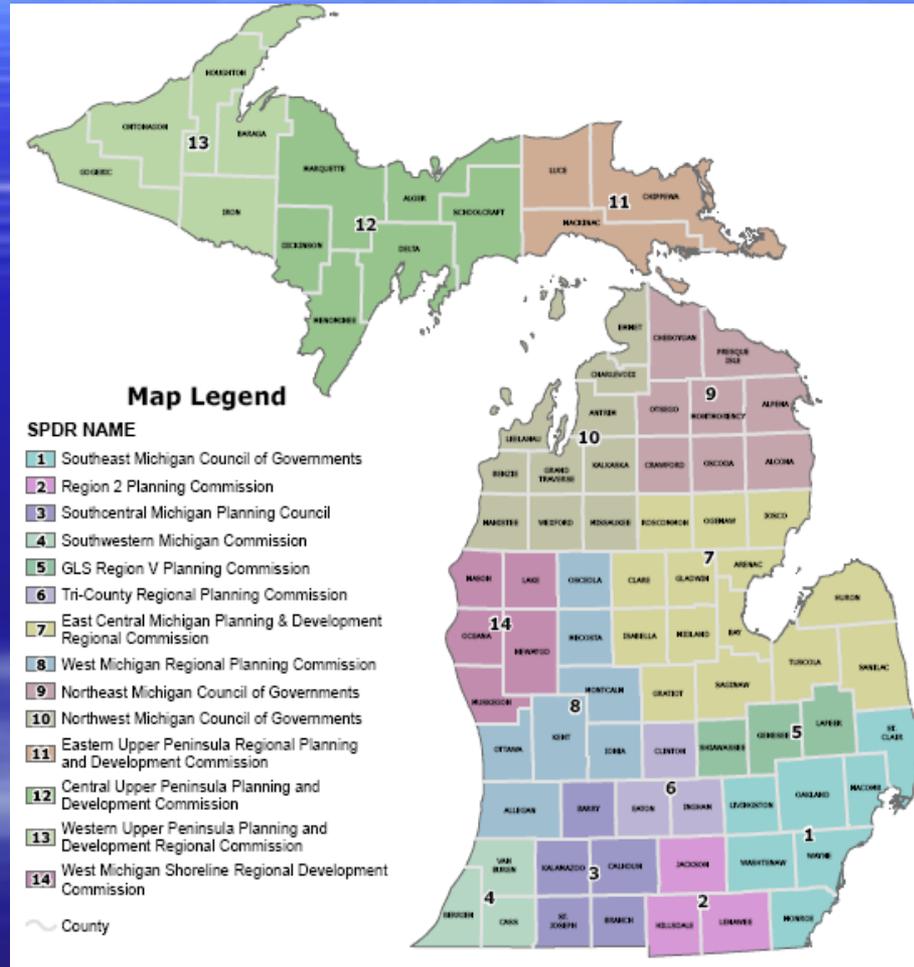
“CEDS 2008-2013”

# Strategy Committee Overview

Economic Development Districts (EDDs) are designated by the Economic Development Administration (EDA), a branch of the Department of Commerce.



# Strategy Committee Overview



# Strategy Committee Overview



# Strategy Committee Overview

The EDA requires EDDs to develop a Comprehensive Economic Development Strategy (CEDS) and cultivate an ongoing input process ensuring relevance and validity.



# Strategy Committee Overview

What else can EDDs do?



# Strategy Committee Overview

The CEDS strategy should guide, coordinate, and focus local practitioners as they pursue economic development.



# Strategy Committee Overview

## The CEDS document:

- Brings together and emphasizes the importance of public and private sector partnerships
- Analyzes the regional economy
- Creates an economic roadmap to diversify and strengthen regional economies
- Establishes regional goals and objectives
- Identifies investment priorities and funding sources
- Develops and guides implementation of a regional plan of action



# Strategy Committee Overview

Desired end result of our meetings...

Relevant CEDS and True Regional Identity



# Strategy Committee Overview

What is our Regional Identity?

Who are we?

What is our quality of life like?

How can we make it better?

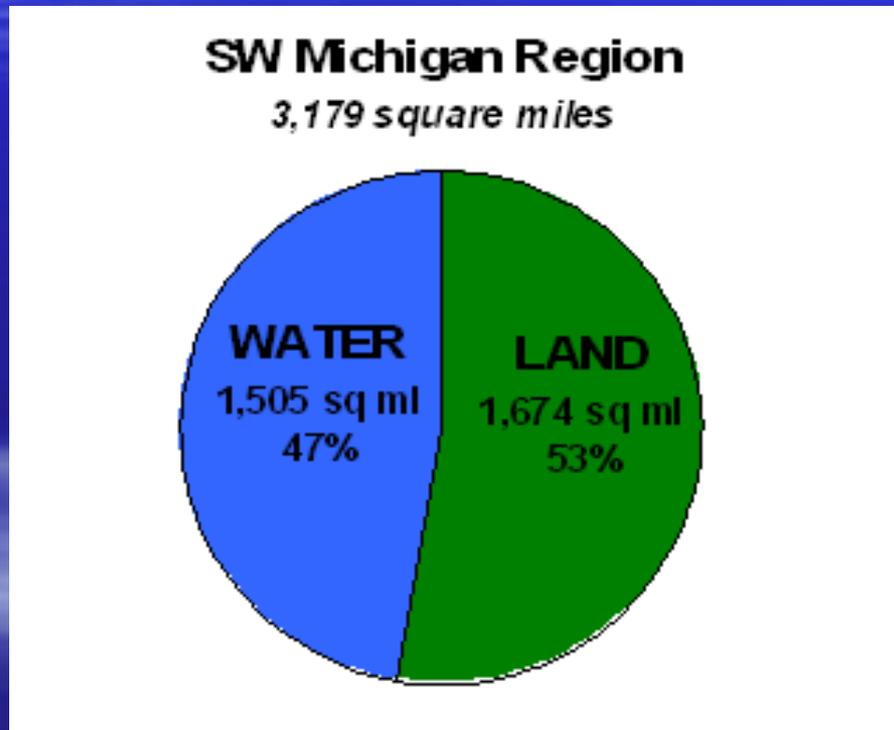
How do we make our money?

How could we make more?



# Regional Data

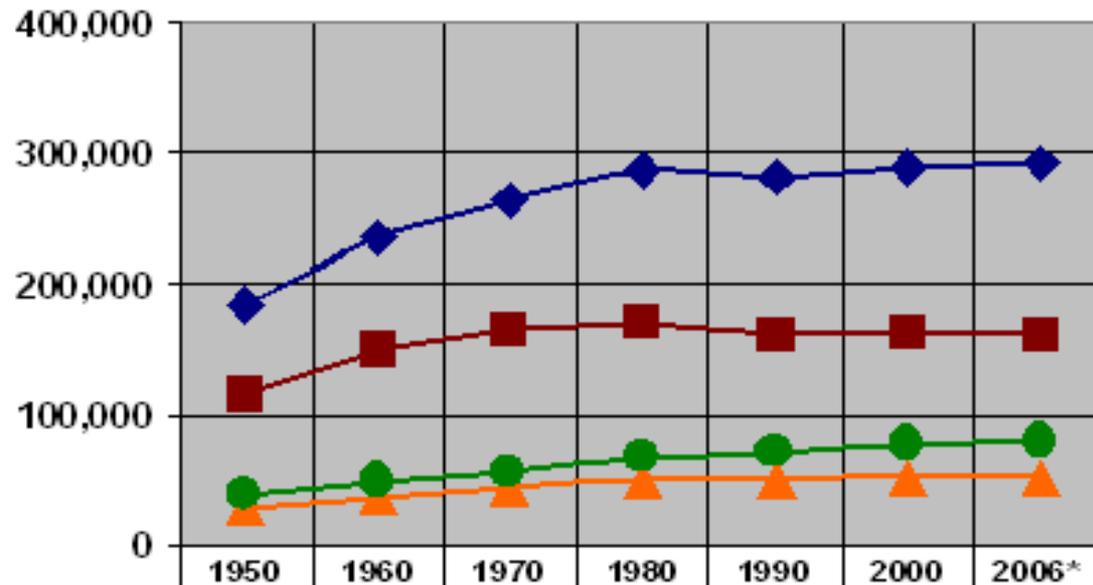
How big is our area?



# Regional Data

## Population Trends 1950-2006

*U.S. Census Bureau*

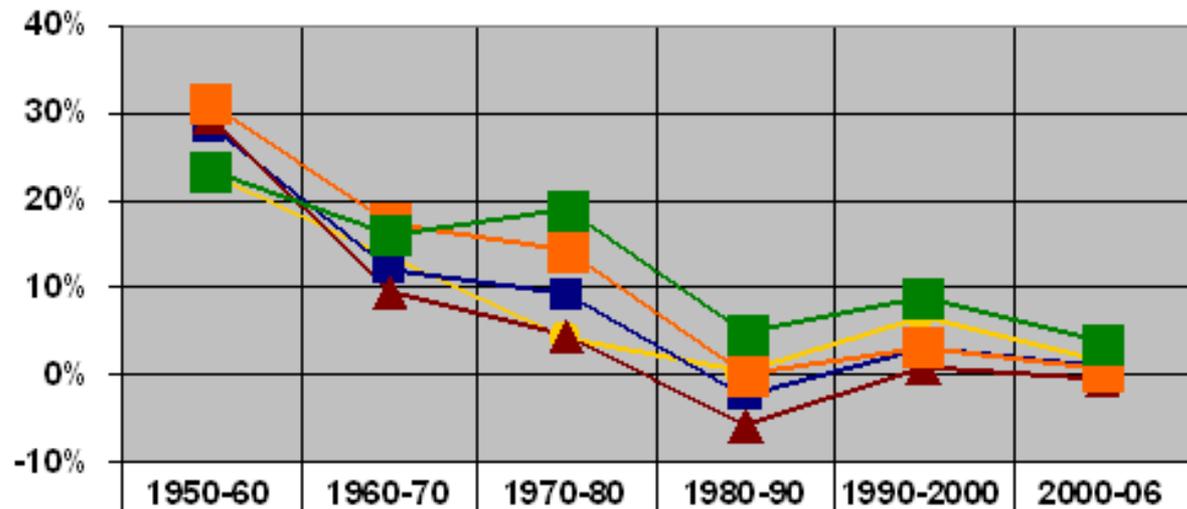


◆ Southwest Michigan	183,071	235,192	263,425	287,589	280,915	289,820	292,052
■ Berrien County	115,702	149,865	163,940	171,276	161,378	162,453	161,705
▲ Cass County	28,185	36,935	43,312	49,499	49,477	51,104	51,329
● Van Buren County	39,184	48,395	56,173	66,814	70,060	76,263	79,018



# Regional Data

**Population Trends 1950-2006**  
*Percent of Change*



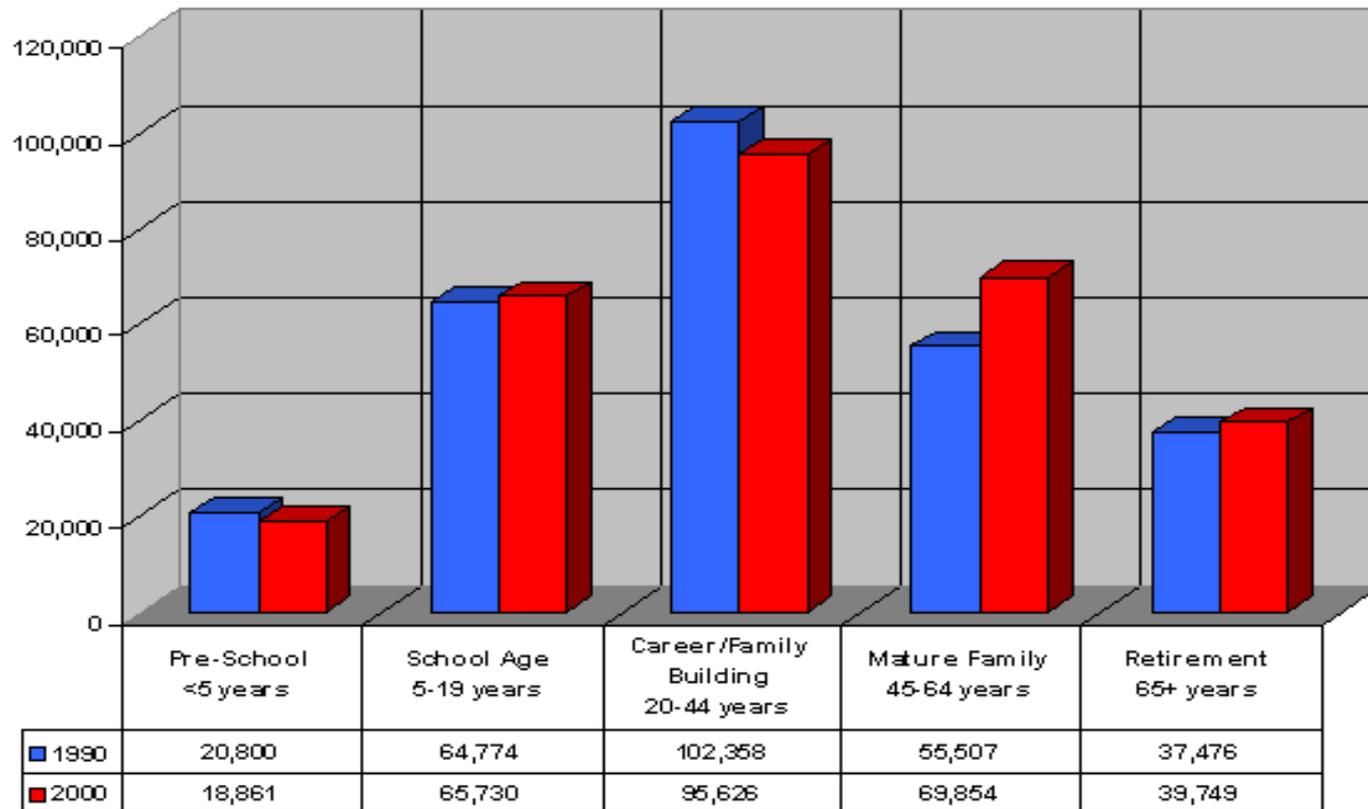
—●— State of Michigan	23%	14%	4%	0%	7%	2%
—■— Southwest Michigan	28%	12%	9%	-2%	3%	1%
—▲— Berrien County	30%	9%	4%	-6%	1%	0%
—■— Cass County	31%	17%	14%	0%	3%	0%
—■— Van Buren County	24%	16%	19%	5%	9%	4%



# Regional Data

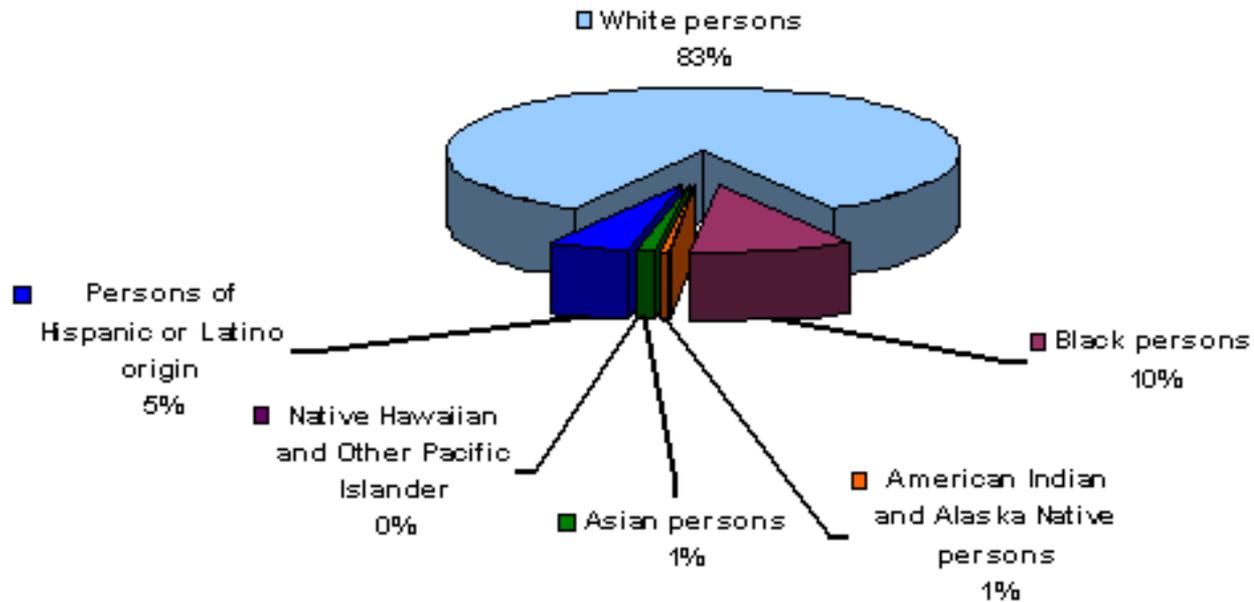
## Regional Population Trends 1990-2000

*Age Cohorts*



# Regional Data

**SWMichigan Region Ethnic Distribution**  
*2006 Estimates*



# Regional Data

## How do we compare with others?

### **SW Michigan Region**

**Total Population: 292,052**

Berrien, Cass, Van Buren Counties

### **Ingham County**

**Total Population: 276,898**

City of East Lansing

City of Lansing

City of Leslie

City of Mason

### **Ottawa County**

**Total Population: 257,671**

City of Coopersville

City of Ferrysburg

City of Grand Haven

City of Holland

City of Hudsonville

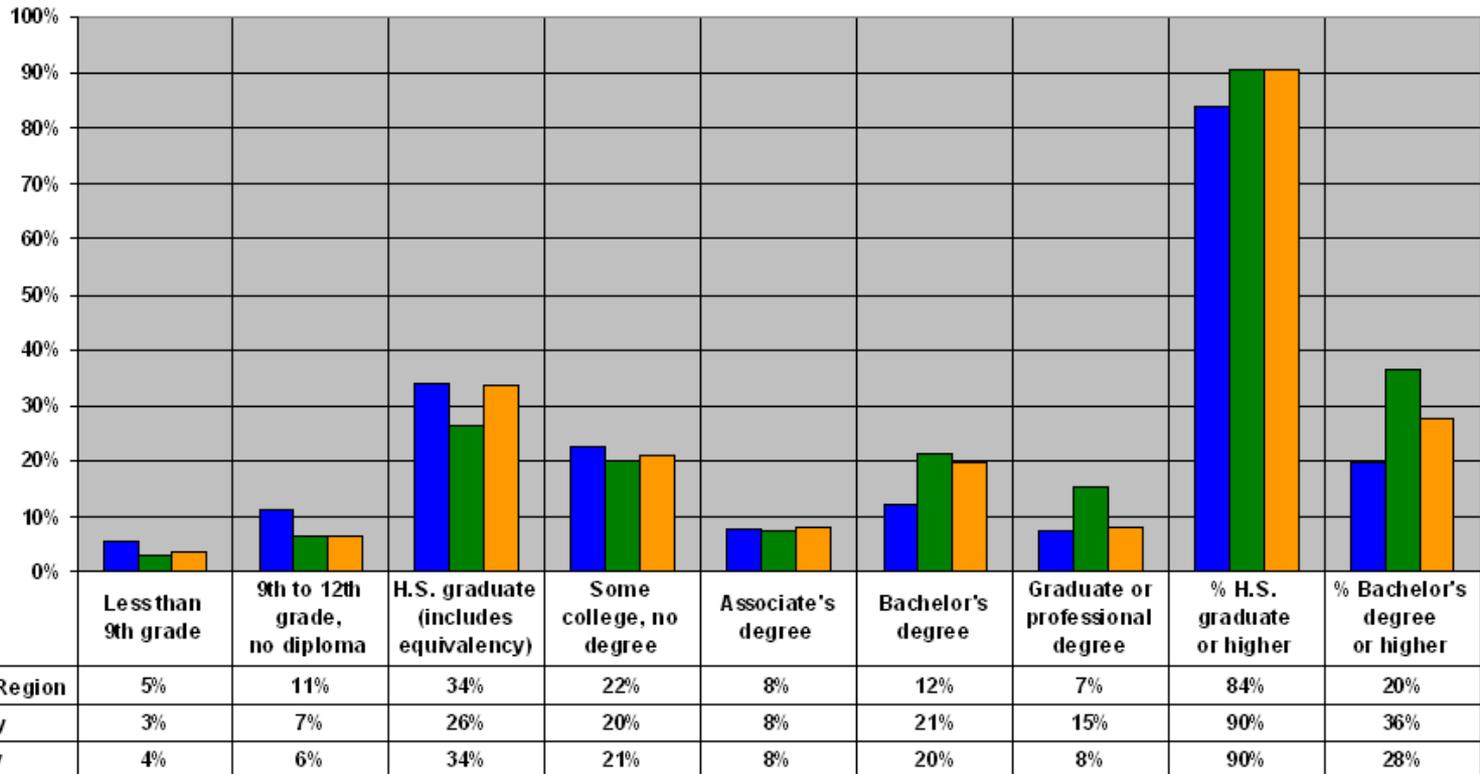
City of Spring Lake

City of Zeeland



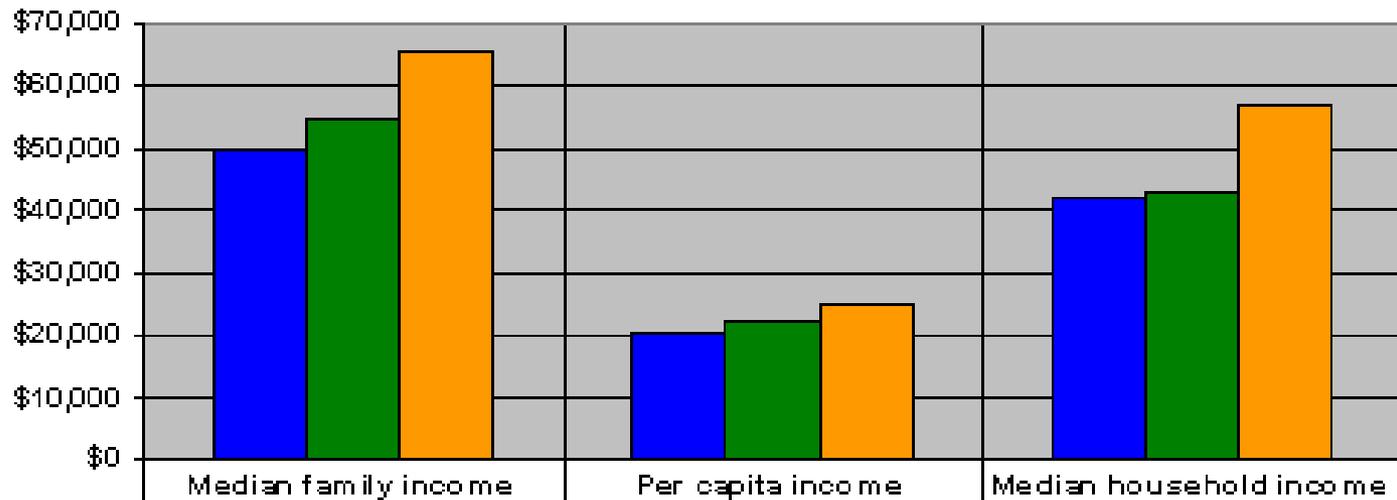
# Regional Data

**Educational Attainment Comparisons  
2006 Estimates**



# Regional Data

**Selected Income Comparisons**  
*2006 Estimates*

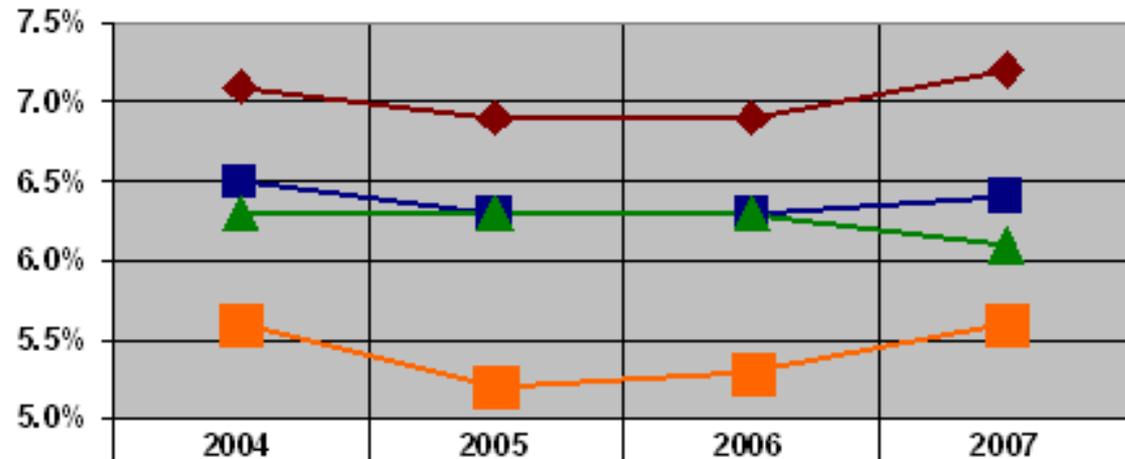


■ SW Michigan Region	\$50,062	\$20,673	\$41,833
■ Ingham County	\$54,575	\$22,240	\$43,135
■ Ottawa County	\$65,542	\$24,601	\$56,576



# Regional Data

**Unemployment Trends**  
2004-2007



◆ Michigan	7.1%	6.9%	6.9%	7.2%
■ SW Michigan Region	6.5%	6.3%	6.3%	6.4%
▲ Ingham County	6.3%	6.3%	6.3%	6.1%
■ Ottawa County	5.6%	5.2%	5.3%	5.6%



# Regional Data

## Tourism Spending – 2000 Ranked by Total Spending (\$millions)

County by Ranking	Motel	Camp	Seasonal Home	Visit F&R	Daytrips	Total
(1) Wayne	\$941	\$2	\$11	\$523	\$208	\$1,684
(2) Oakland	\$495	\$18	\$16	\$303	\$118	\$949
(3) Kent	\$217	\$5	\$7	\$146	\$78	\$453
(4) Macomb	\$117	\$1	\$5	\$200	\$54	\$377
(5) Washtenaw	\$170	\$4	\$5	\$82	\$57	\$317
<b>SW Michigan Region</b>	<b>\$79</b>	<b>\$20</b>	<b>\$53</b>	<b>\$74</b>	<b>\$23</b>	<b>\$249</b>
(6) Ingham	\$112	\$4	\$2	\$71	\$47	\$236
(13) Ottawa	\$29	\$10	\$9	\$60	\$20	\$128



# Regional Data

## 2002 Census of Agriculture *Selected Categories*

	# of Farms	Land in farms (acres)	Market Value of Ag Products (\$1,000)	Total income Farm-related Products (gross in \$1,000)
Berrien	1,093	174,009	96,716	4,430
Cass	808	189,127	64,272	3,696
Van Buren County	1,160	176,260	96,724	2,323
<b>SW Michigan Region</b>	<b>3,061</b>	<b>539,396</b>	<b>257,712</b>	<b>10,449</b>
Ingham County	1,018	185,291	51,346	4,640
Ottawa County	1,291	165,484	277,503	3,833



# Regional Data

Rank	Hogs & Pigs	Apples	Blueberries	Grapes	Tart Cherries	Asparagus
1	Cass		Van Buren	Berrien		
2		Berrien		Van Buren		
3		Van Buren				Van Buren
4			Berrien			
5					Van Buren	



# Regional Data

Regional Identity?



# Regional Identity

We're Definitely Agriculture...



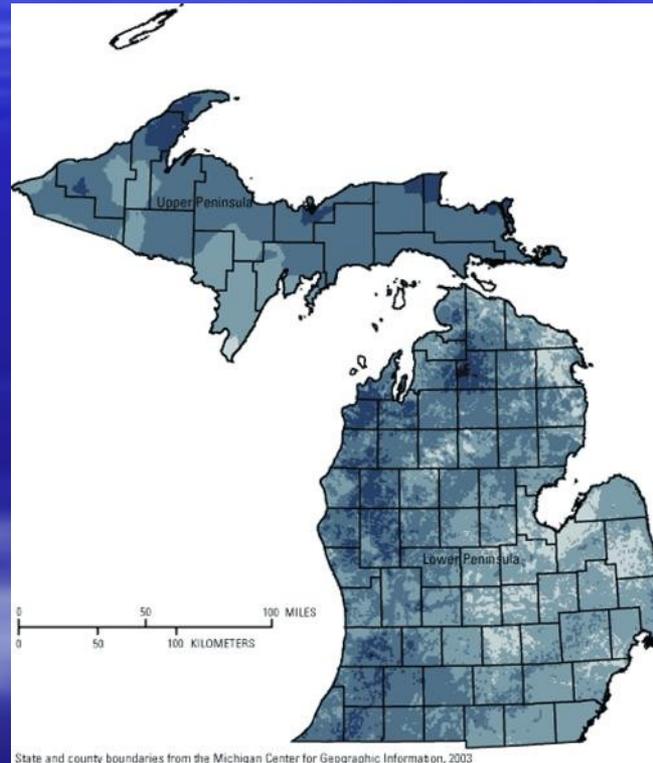
# Regional Identity

And Tourism...



# Regional Identity

One  
Answer  
Could  
Be...



Water!



# Regional Identity

???



# Wrap-Up

## Challenges:

- Population Trend – regionally slow
- Educational Attainment – not where it could be
- Unemployment – increasing, on par with State, far ahead of Nation



# Wrap-Up

## Opportunities:

- Strong and diversifying agricultural production
- Strong tourism (*gas prices positive or negative?*)
- Strong (*but slowing*) second home market (Good news/bad news for struggling housing market and aging infrastructure)
- Several new, large investments - scattered, not isolated. (Four Winds, MPI research, etc.)



# Teamwork

What is the most important piece of a puzzle?

What are some of the puzzle pieces of our economic picture?



# Teamwork

All opinions, all angles, all suggestions are worth noting and considering.

Decisions are data-based allowing ample room for opinion and conjecture.



# Contact Information

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# Homework

- Review SWOT Analysis

