

SOUTHWEST MICHIGAN

Growing Southwest Michigan Together.

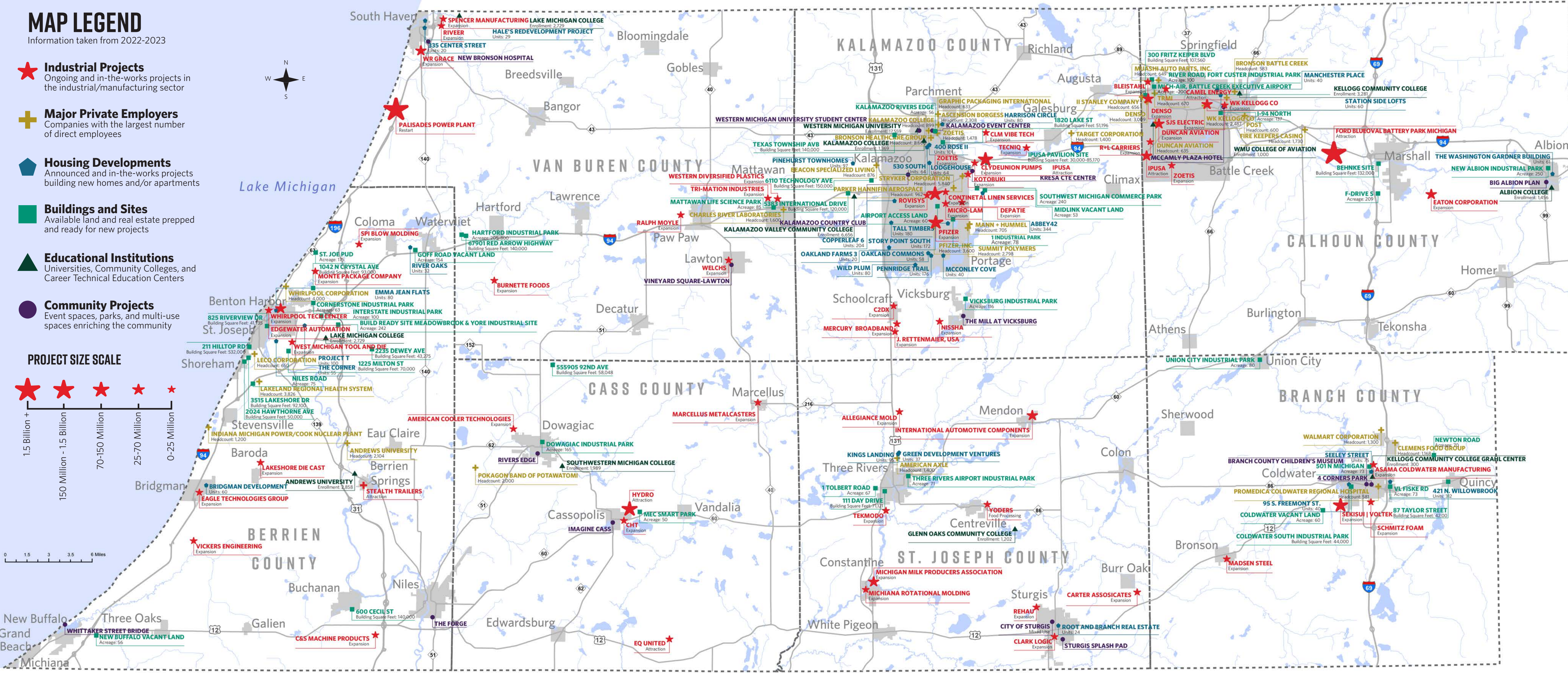
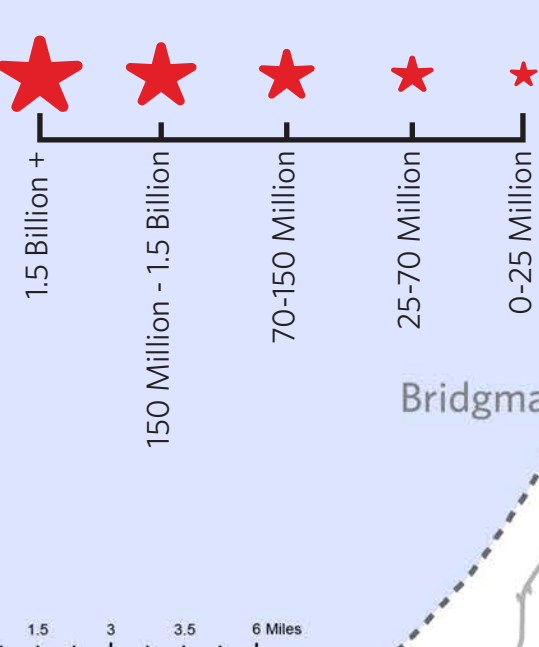
Welcome to the thriving region of Southwest Michigan! The years 2022-2023 brought substantial growth and new investment to our region. This map is your guide to a few specifics of our journey. Explore the landscape of industry, housing, community, education, and opportunity that collectively make Southwest Michigan an engaging place for living, working, and enjoying life.

MAP LEGEND

Information taken from 2022-2023

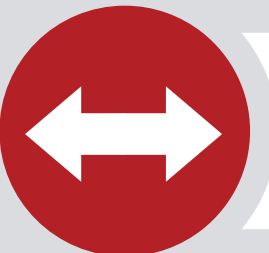
- Industrial Projects**
Ongoing and in-the-works projects in the industrial/manufacturing sector
- Major Private Employers**
Companies with the largest number of direct employees
- Housing Developments**
Announced and in-the-works projects building new homes and/or apartments
- Buildings and Sites**
Available land and real estate prepped and ready for new projects
- Educational Institutions**
Universities, Community Colleges, and Career Technical Education Centers
- Community Projects**
Event spaces, parks, and multi-use spaces enriching the community

PROJECT SIZE SCALE



THE BEST-KEPT SECRET OF THE MIDWEST:

A growing seven county region with a thriving climate for business, entertainment, and life.



Halfway Between

Chicago and Detroit providing ample access to vibrant markets and workforce.



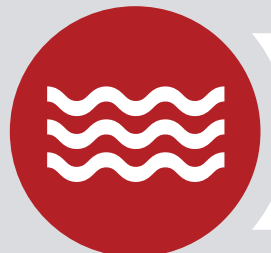
21 Fortune 1000

Companies with a headquarter or presence in the Southwest Michigan region.



Top 15

Most affordable places to live in the nation.



2,400 Miles

Of pristine freshwater lakeshores, with 56 miles of uninterrupted Lake Michigan access.

CONTACT US

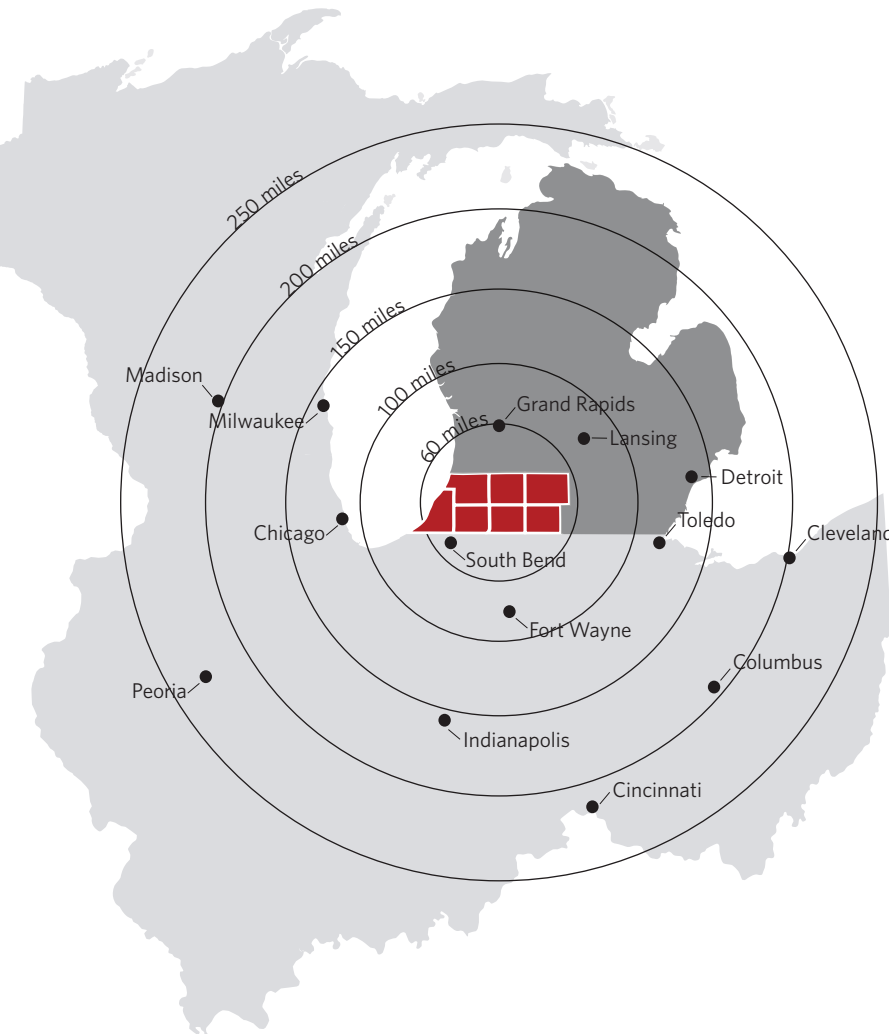
By visiting southwestmichiganfirst.com or calling 269.553.9588 to learn more.

\$5.8 BILLION+

In Capital Investment for Recent and Underway **Industrial** Projects

DRIVE RADIUS AND FACTS

In a 250 mile radius you will access
40,000,000 People
The region is home to
100+ International Companies
In less than five hours drive from the region you'll reach
Chicago, Cincinnati, Detroit, Milwaukee, Cleveland, and Indianapolis



SEVEN COUNTIES. ONE REGION.

GROWING
SOUTHWEST
MICHIGAN
TOGETHER



2024
MAP OF MAJOR PROJECTS

Map Generously
Sponsored by:

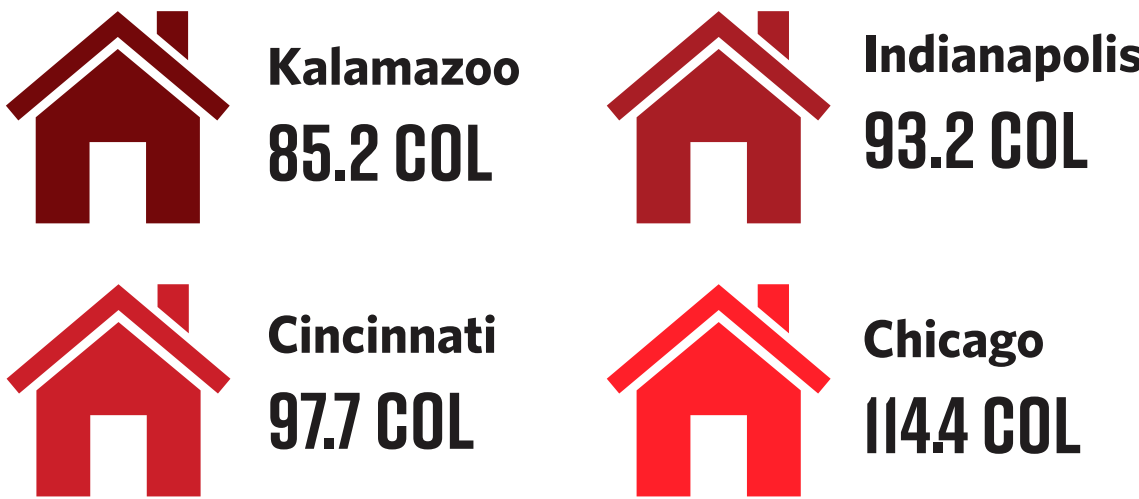


Where You Can Have It All

- 2nd Fastest**
Average commute time (20 minutes) for communities of a similar size.
- \$1,018**
In average rent per month. Nearly \$700 cheaper than the national average.
- 60+ Concerts**
Per month across Southwest Michigan. From classical to bluegrass there is something for you.
- 46,100 College Students**
This future talent is fostered at our 9 different colleges and universities throughout the region.
- 140 Miles**
Of existing and planned non-motorist trails connecting Battle Creek to South Haven.
- 25 Craft Breweries**
Throughout Southwest Michigan. Take your pick from a dark stout ale to a light Belgian brew.

COST OF LIVING ANNUAL INDEX

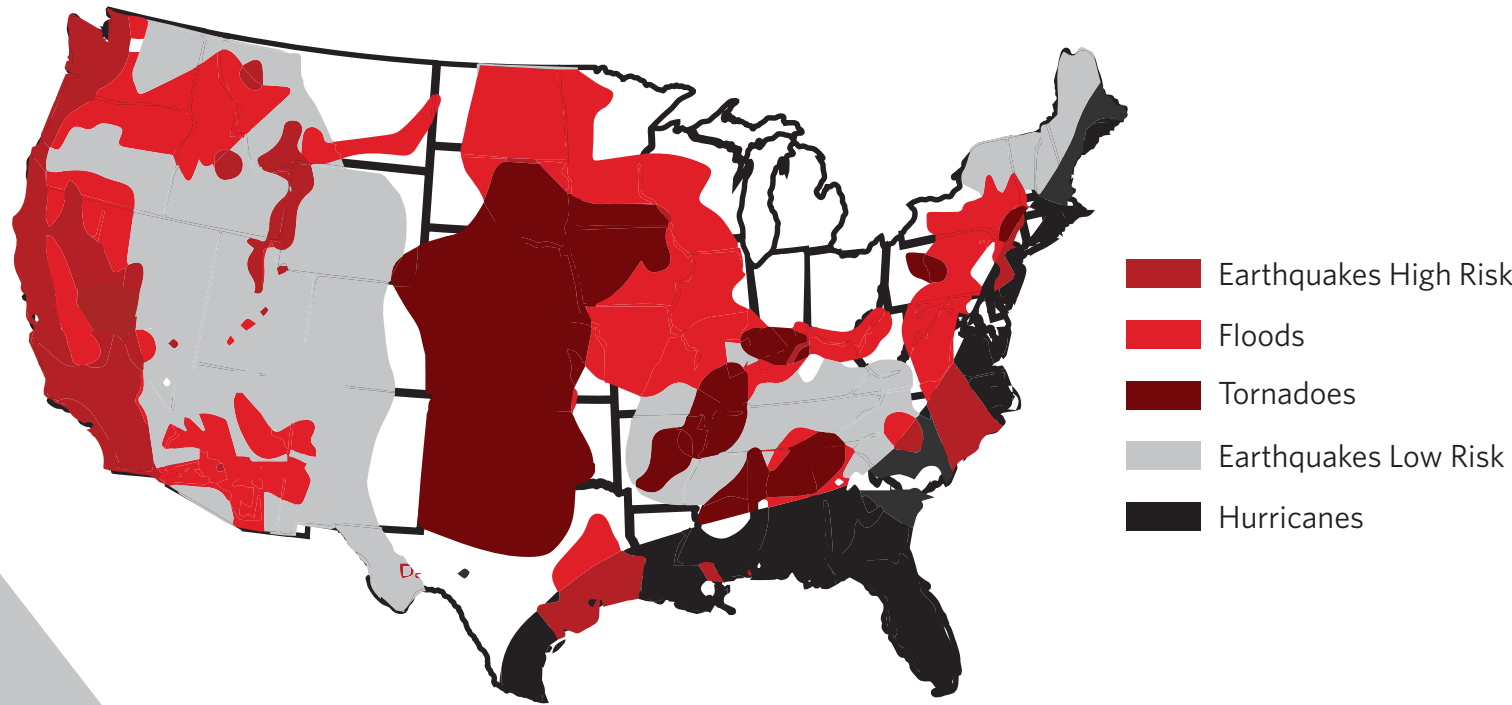
Cost of Living (COL) Peer Comparison



MICHIGAN IS #1

- #1** for the highest concentration of engineers.
- #1** state for energy sector job growth.
- #1** best state for climate change. Michigan has the lowest threat for climate change damage.
- #1** state for fastest foreign direct investment job growth.

A LOW RISK LOCATION



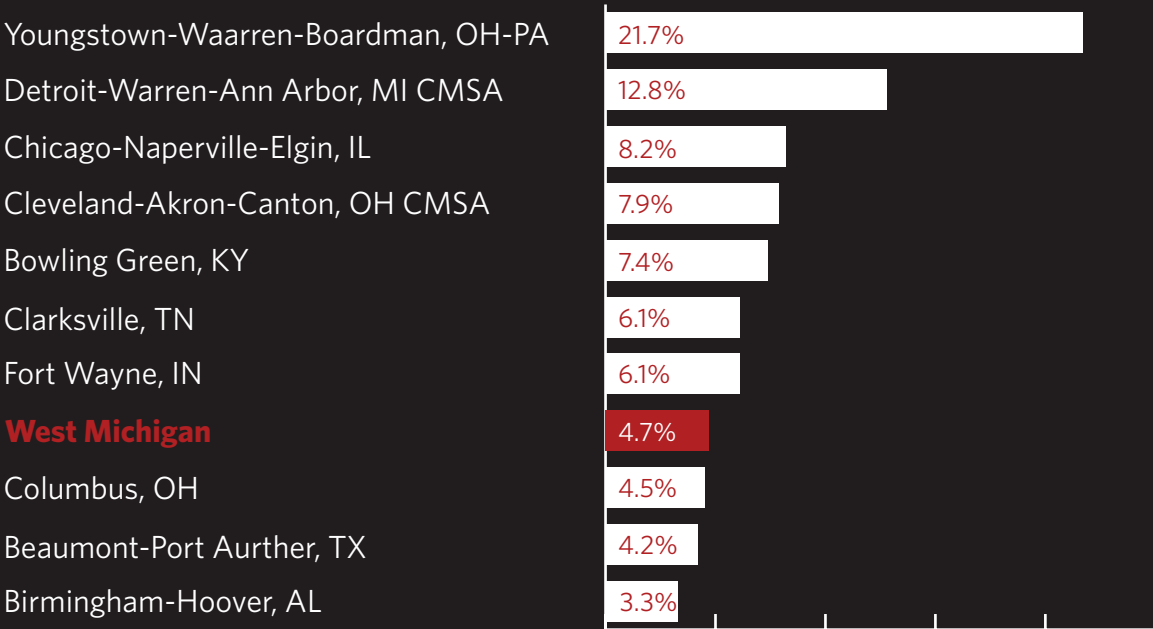
Michigan experiences only 1 natural disaster every two years, the lowest in the nation, keeping your supply chain moving and home safe.

THRIVE
in Southwest Michigan

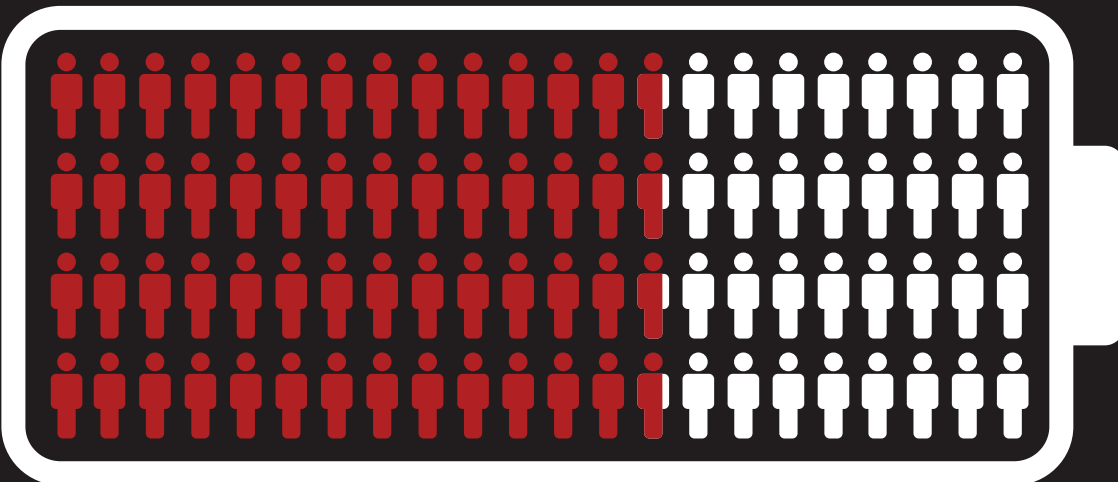
Southwest Michigan has garnered recognition as one of the most affordable regions in the nation and one of the Top 100 Best Places to Live. It offers a high quality of life and a low cost of living that is unsurpassed. This seven-county region provides the opportunity to have a meaningful career with an innovative company without the drawbacks of traffic congestion, long commutes, or unaffordable housing. With vibrant, artistic communities, family-friendly entertainment options, and over 80 public access lakes — with Lake Michigan just a short drive away — it's a place of endless options to work, live, and play. Come see how you can Thrive in Southwest Michigan!

POPULATION AND
INDUSTRY FACTS

PRIVATE UNIONIZATION RATES



WORKFORCE:
OUR AVAILABLE WORKFORCE



63.3%
Participation

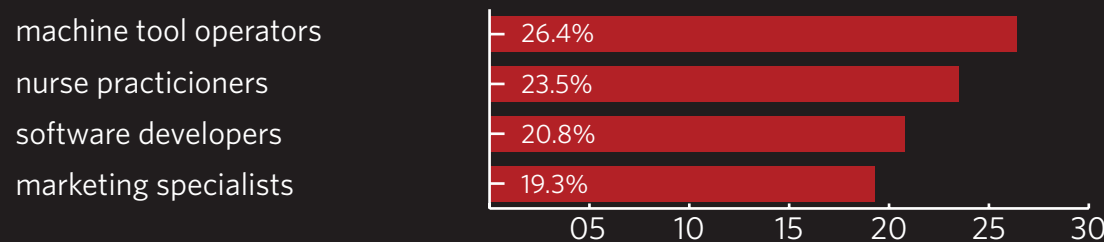
Total Labor Force
391,847
Prime Age Labor Force (Age 25-54)
232,181

POPULATION IN A 45 MINUTE DRIVE

Municipality	Population
Kalamazoo/Portage	1,055,153
Three Rivers	981,605
Cassopolis	964,235
Buchanan	936,623
Dowagiac	921,399
Battle Creek	910,053
Albion	861,228
Paw Paw	847,183
Benton Harbor/St. Joseph	793,848
Vicksburg	702,732
Sturgis	699,024
South Haven	660,339
Coldwater	563,737
Bronson	480,019



Percentage of Job Growth in Southwest Michigan
(2014-2023)



OUR TARGET INDUSTRIES

- Advanced Manufacturing**
The region hosts a variety of manufacturing powerhouses including Whirlpool, Denso, Parker Hannifin, Summit Polymers, American Axle, MANN + HUMMEL and more.
- Life Sciences**
150-year life science legacy is the backdrop for a collaborative environment with industry leaders including Pfizer, Stryker, Charles River Laboratory, Zoetis, and many contract research organizations at the WMed Innovation Center.
- Food and Beverage Processing**
Nationally recognized brands such as Kellogg's, Post, Welch's, Bell's Brewery, St. Julian Winery, Clemens Food Group and more are all aided by the region's mix of fertile soil and strong aptitude for agriculture.
- Design**
Newell Brand's Sharpie Pens; Kalamazoo Outdoor Gourmet's Kitchens; Landscape Forms's furniture; Tekna's KitchenAid Sparkling Beverage Maker are just a few of the products designed in Southwest Michigan.
- Logistics**
The region's pro-business environment, motivated labor pool and affordable wage rates are key attractors for distribution centers.

