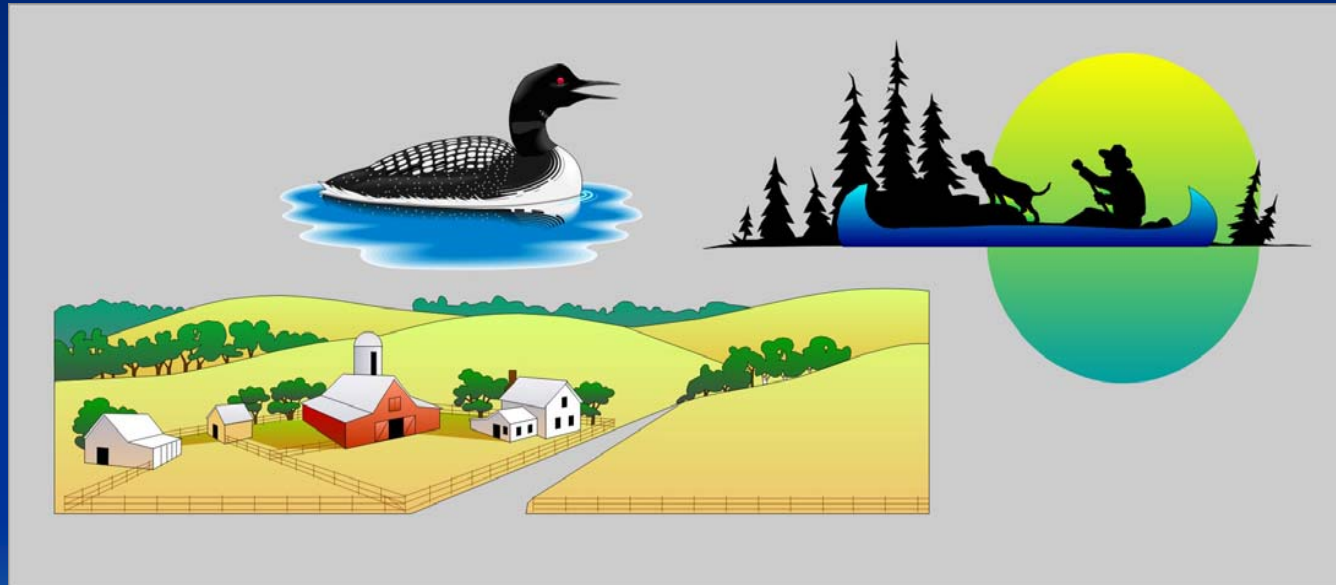


Trends in Montcalm County – An Overview

Leadership Montcalm 7
September 12, 2007



Land and Natural Resources



Montcalm County

Natural Resource Overview

(critical in defining our Quality of Life)

- 720 square miles or 460,800 acres or 20 townships (each 6 miles by 6 miles)
- Only 11 of the 68 counties in the Lower Peninsula are larger area wise
- Over 200 lakes (5 acres and greater)
- 24 public access sites
- 23,786 acres of state game areas & national forests – 5.2% of county land

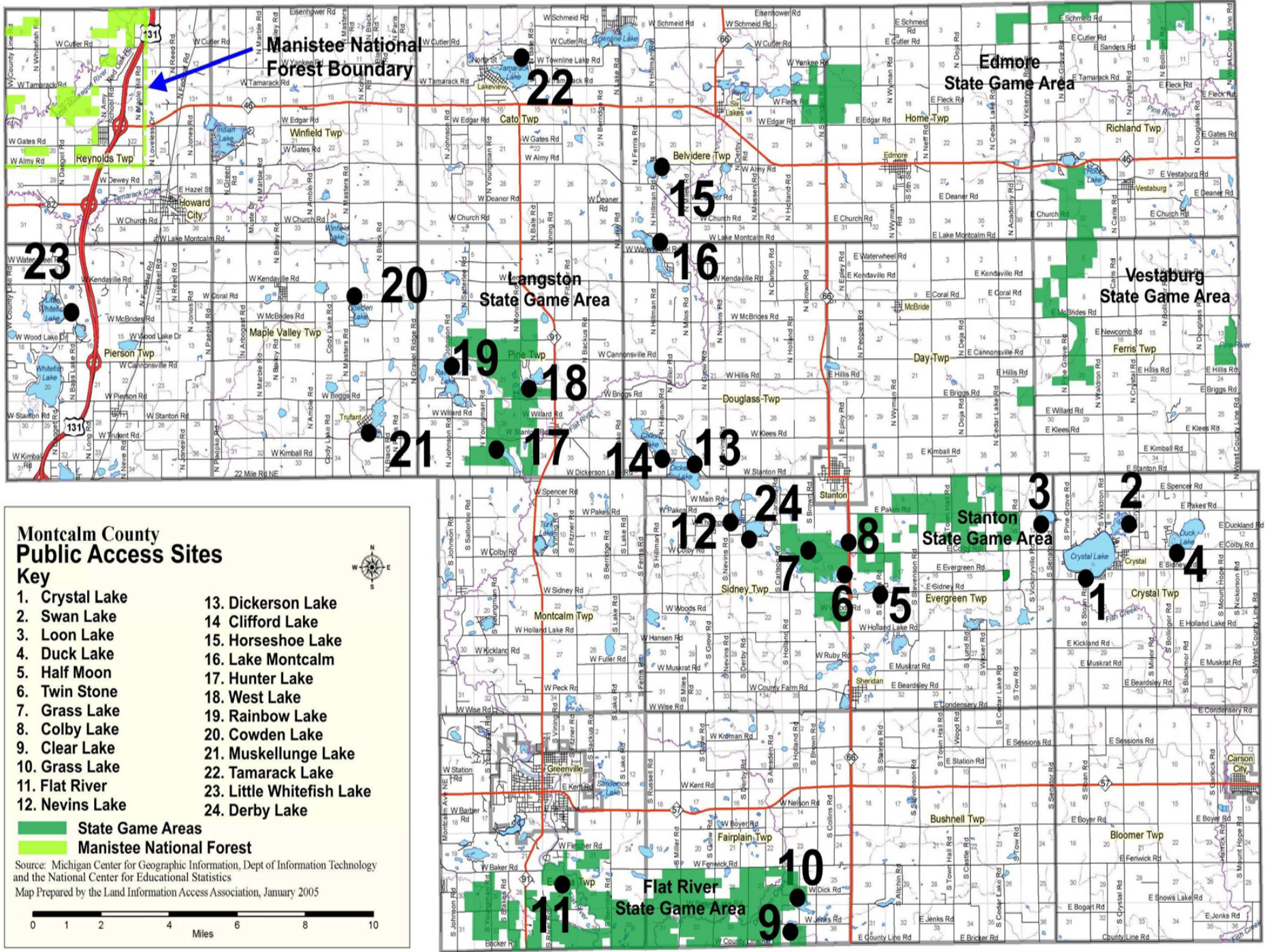


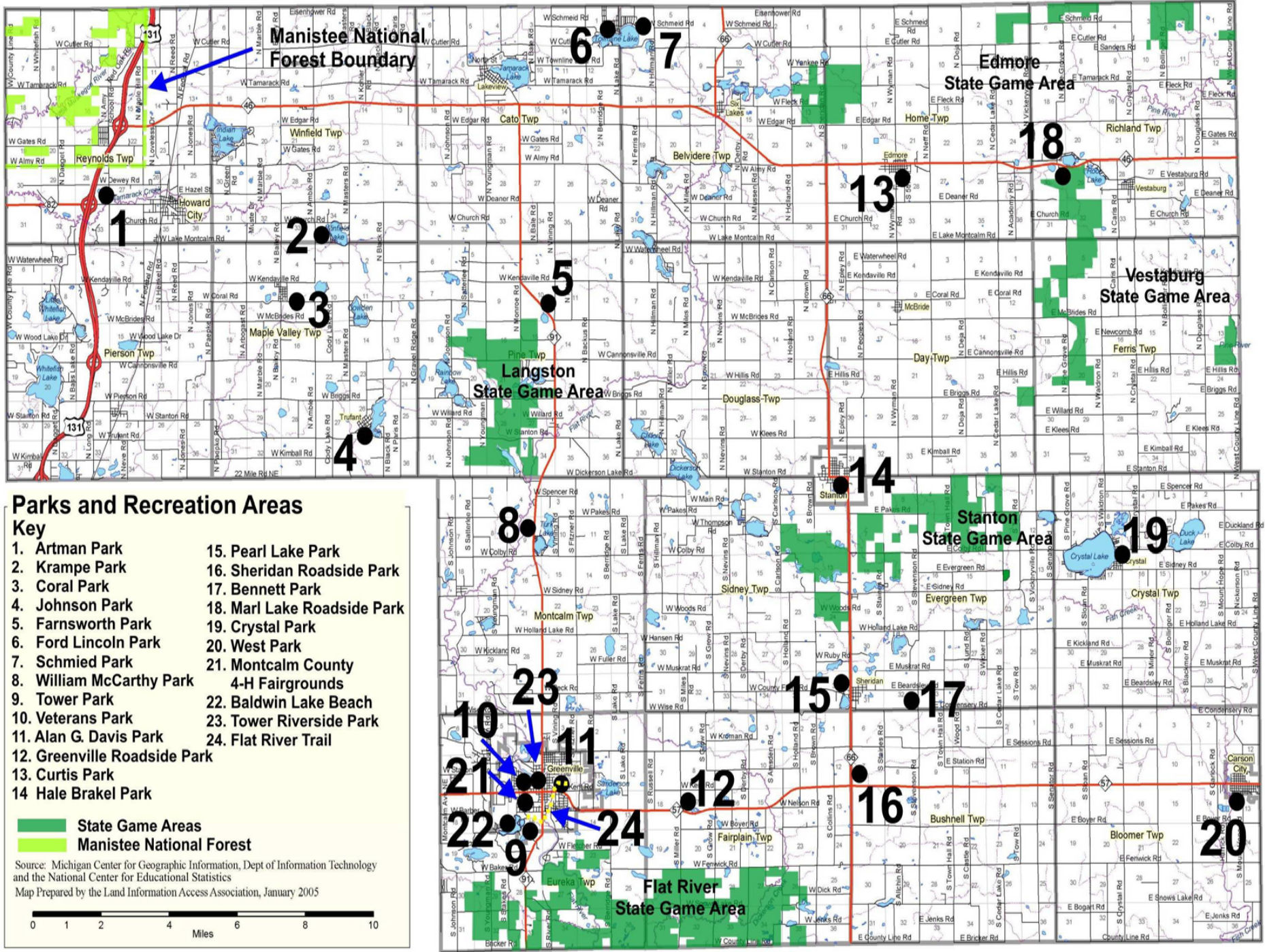
Montcalm County

Natural Resource Overview – cont.

- 3 rail to trail systems – White Pine (12 miles), Fred Meijer Flat River Trail (3 – soon to 7 miles) & Fred Meijer Heartland Trail (40+ miles – Greenville to Alma)
- Numerous parks and campgrounds
- Part of five watersheds







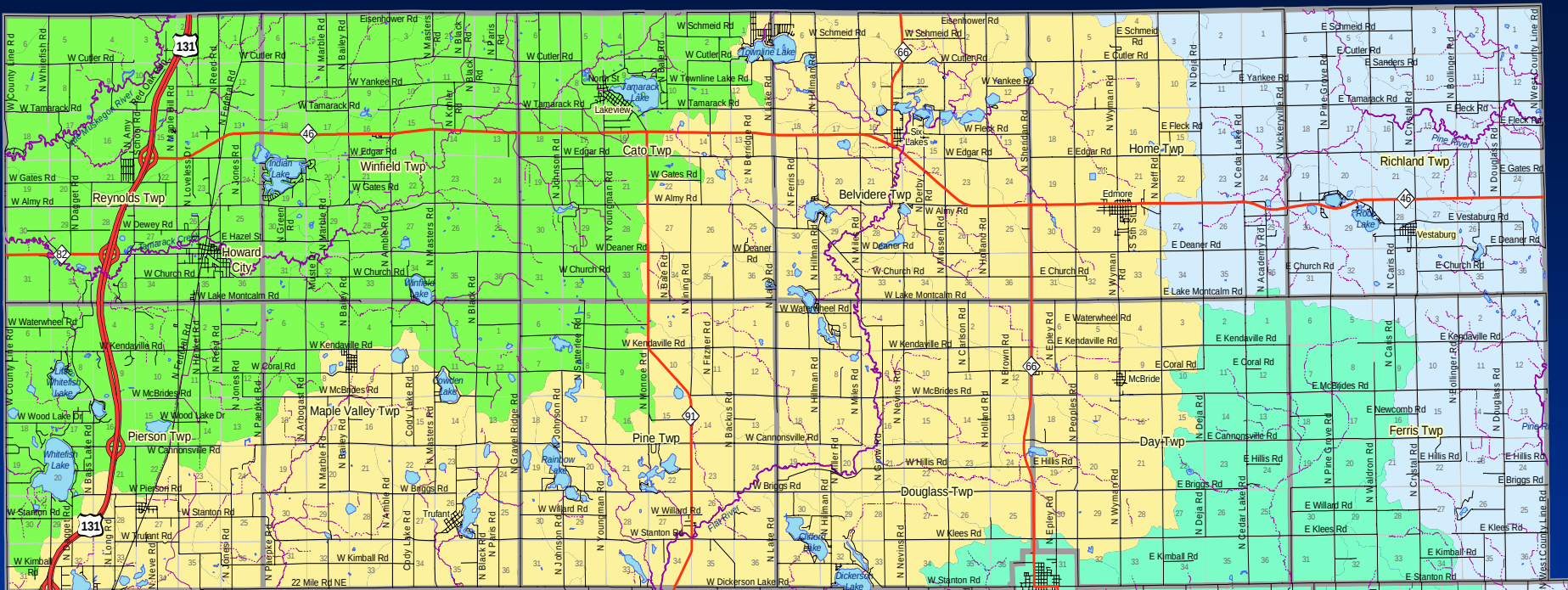
Parks and Recreation Areas

- Key**
- | | |
|------------------------------|-------------------------------------|
| 1. Artman Park | 15. Pearl Lake Park |
| 2. Krampe Park | 16. Sheridan Roadside Park |
| 3. Coral Park | 17. Bennett Park |
| 4. Johnson Park | 18. Marl Lake Roadside Park |
| 5. Farnsworth Park | 19. Crystal Park |
| 6. Ford Lincoln Park | 20. West Park |
| 7. Schmied Park | 21. Montcalm County 4-H Fairgrounds |
| 8. William McCarthy Park | 22. Baldwin Lake Beach |
| 9. Tower Park | 23. Tower Riverside Park |
| 10. Veterans Park | 24. Flat River Trail |
| 11. Alan G. Davis Park | |
| 12. Greenville Roadside Park | |
| 13. Curtis Park | |
| 14. Hale Brakel Park | |

State Game Areas
Manistee National Forest

Source: Michigan Center for Geographic Information, Dept of Information Technology and the National Center for Educational Statistics
Map Prepared by the Land Information Access Association, January 2005





Montcalm County

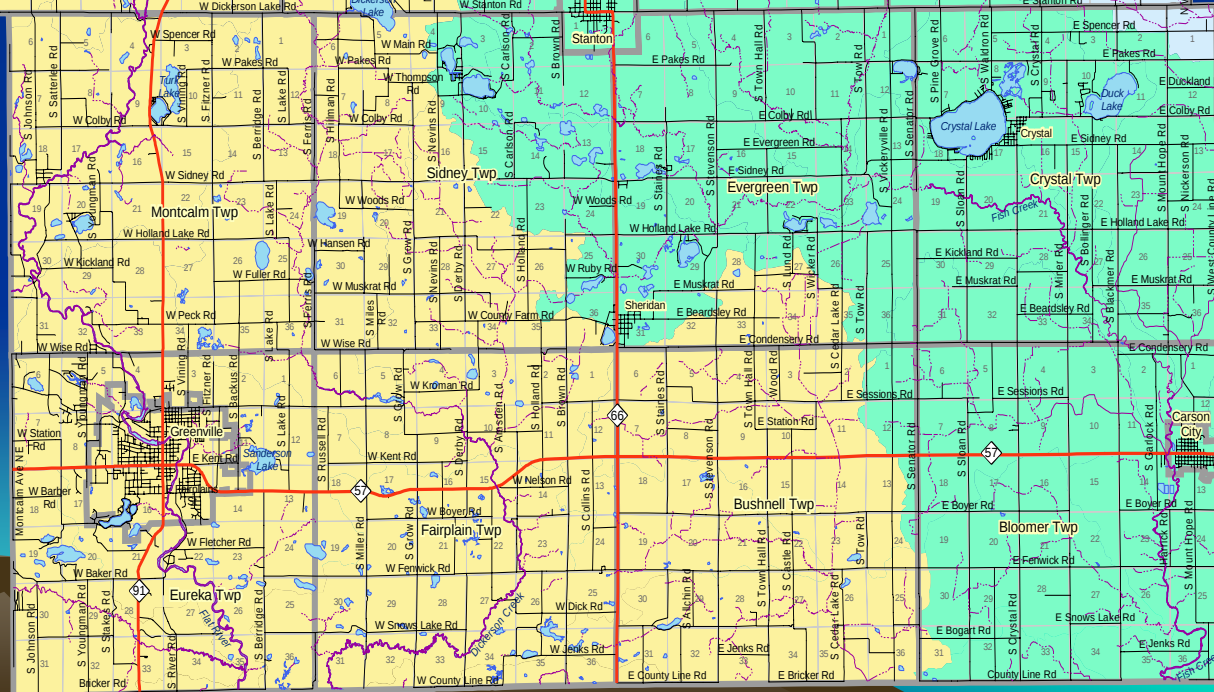
Major Watersheds

Legend

- | | | |
|---------------|---------------|-------------------|
| U.S. Highway | Streams | Watersheds |
| State Highway | Drains | Lower Grand |
| Roads | Jurisdictions | Maple |
| Lakes | Sections | Muskegon |
| | | Pine |

Source: Michigan Center for Geographic Information, Dept of Information Technology

Map Prepared by the Land Information Access Association, January 2005



Acreage by Tax Class, 2006

Tax Class	Acres	% of Total
Agriculture	280,432	61
Commercial	5,958	1.3
Developmental	180	0
Industrial	3,633	1
Residential	147,300	32
Tax Exempt	10,099	2
Land in Transition	13,560	3
Total	461,165	100

Source: Land Information Access Association based on Equalization Department Records. The total acreage for land in the county on this table is 266 acres different than on the land use/cover table. This is because each table uses a slightly different base map

Montcalm County Land Use/Cover Summary

Land Use/Land Cover	Acres	% of Total Land Use
Agricultural Land	240,700	52%
Forest Land	124,112	27%
Rangeland	42,997	9%
Urban and Built Up	19,911	4%
Water	7,756	2%
Wetlands	25,423	6%
Total Land Use/Land Cover	460,899	100%

Source: The land use for Bushnell, Maple Valley and Reynolds Townships have been updated to 1998. All other jurisdictions are 1978 MiRIS Land Use. 1998 Land Use Updates – MSU Center for Remote Sensing and GIS

Changing Land Use Parcel Count

	2000	2006	Change	%
Agriculture	5,326	5,129	-197	-3.7%
Commercial	1,539	1,620	+ 81	+5.3%
Industrial	325	357	+ 32	+9.9%
Residential	29,395	32,876	+3,531	+12.0%
Total	36,594	39,984	+3,390	+9.3%



Demographics



**Population growth
nationwide
will remain
stable.**



Population of the U.S.

1990 population: 249,632,692

2000 population: 275,695,032

10.4 percent increase

2007 population 302,835,423
(current estimate by USCensus)



Over half of the people in the U.S. live
in these nine states:



States gaining the most people (1990 to 2000)

California	3,333,694	(11.2%)
Texas	3,057,806	(18.0%)
Florida	2,173,173	(16.8%)
Georgia	1,310,091	(20.2%)
Arizona	1,112,993	(30.4%)
North Carolina	1,018,341	(15.4%)



Mid-West States

	1990-2000		2000-2006	
	# change	% change	# change	% change
Indiana	536,326	9.7%	233,035	3.8%
Illinois	988,691	8.6%	412,677	3.8%
Michigan	643,147	6.9%	157,199	1.6%
Ohio	506,025	4.7%	317,797	2.8%
Wisconsin	471,906	9.6%	192,931	3.6%



Communities are gaining or losing people based on local conditions...

- **Economic**
 - availability of jobs
 - ability to earn a living wage
- **Environmental**
 - fresh air, clean water, trees
- **Social**
 - quality social institutions, such as schools & hospitals
 - low crime



Michigan's Population

		% Change
1960	7,834,000	
1970	8,881,826	13.4
1980	9,262,044	4.3
1990	9,295,297	0.4
2000	9,938,444	6.9
2006 (est.)	10,095,643	1.6

8TH most populace state in the nation

ation

ge:

000

Percent Change

- 11.7% - -0.3%
- 0.7% - 6.8%
- 7.1% - 17.6%
- 18.8% - 35.7%

- 6.9%

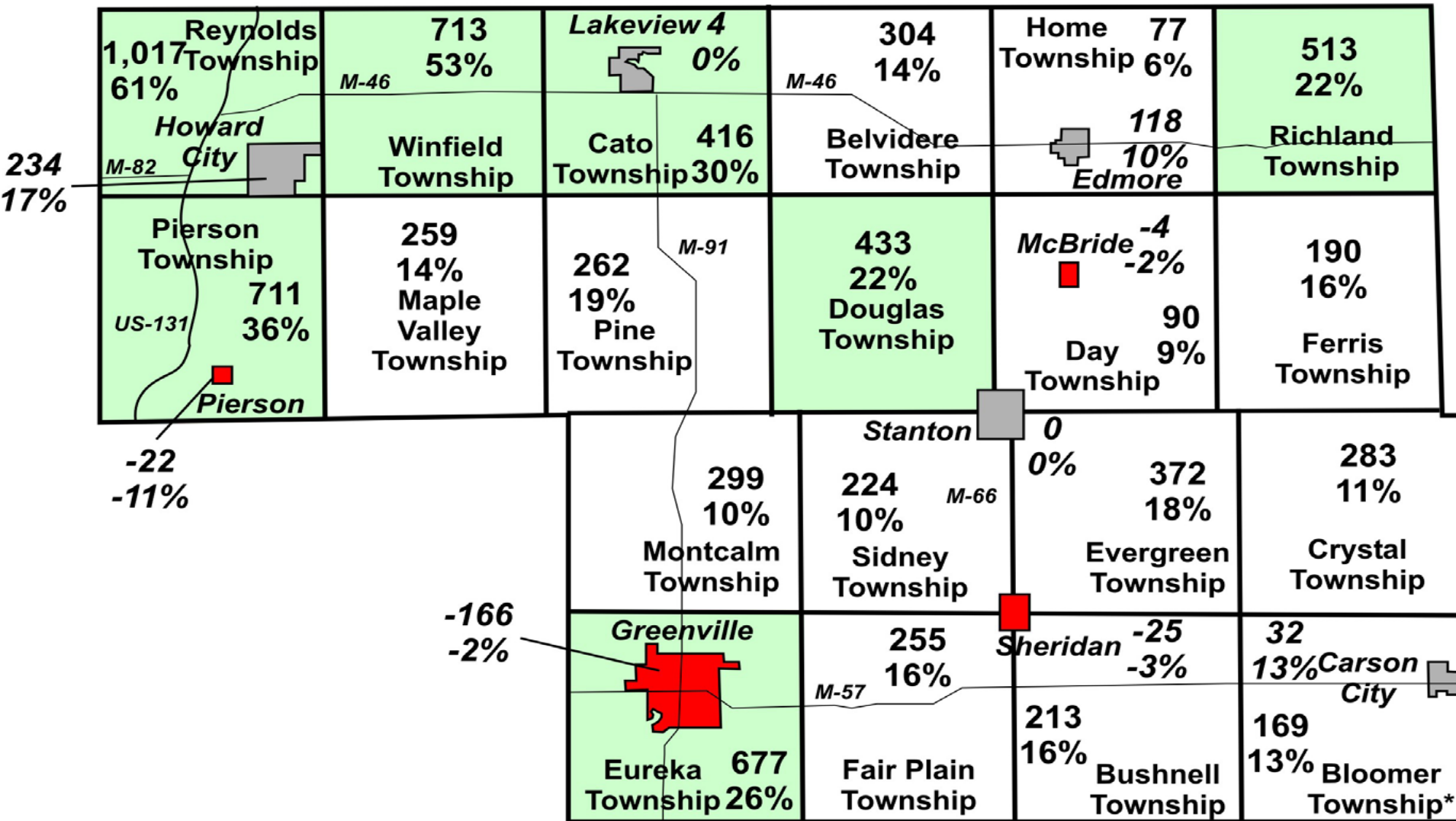
2%

Population Change in Montcalm County – 1970 to 2020

Year	Population	% Change
1970	39,682	
1980	47,555	19.8%
1990	53,059	11.6%
2000	61,266	15.5%
2006 (est)	65,555	7.0%
2010	70,456	15.0%
2020	81,023	15.0%



Population Change in Montcalm County Communities, 1990-2000



* Carson City Correctional Facility Population not included

20% or Greater Population Increase

Population Decline

Montcalm and Adjoining County Populations 1970 - 2005

County	1970	1980	1990	2000	Est. 2005	Population Change from 1970-2005	Percent Change in Population 1970-2005
<i>Montcalm</i>	<i>39,660</i>	<i>47,555</i>	<i>53,059</i>	<i>61,266</i>	<i>63,893</i>	<i>24,233</i>	<i>61%</i>
Clinton	48,492	55,893	57,883	64,753	69,329	20,837	43%
Gratiot	39,246	40,448	38,982	42,285	42,345	3,069	8%
Ionia	45,848	51,815	57,024	61,518	64,608	18,760	41%
Isabella	44,594	54,110	54,624	63,351	65,618	21,024	47%
Kent	411,044	444,506	500,631	574,335	596,666	185,622	45%
Mecosta	27,992	36,961	37,308	40,553	42,391	14,399	51%
Newaygo	27,992	34,917	38,206	47,874	50,019	22,027	79%
Eight County Total	684,868	766,205	837,717	955,935	994,869	310,001	45%

Projected Population for Montcalm and Surrounding Counties 1990-2025 Based on 1990-2000 Trend

County	1990	2000	2005	2025	Population Change from 2000-2025	Percent Change in Population 2000-2025
<i>Montcalm</i>	<i>53,059</i>	<i>61,266</i>	<i>65,370</i>	<i>81,784</i>	<i>20,518</i>	<i>33%</i>
Clinton	57,883	64,753	68,188	81,928	17,175	27%
Gratiot	38,982	42,285	43,937	50,543	8,258	20%
Ionia	57,024	61,518	63,765	72,753	11,235	18%
Isabella	54,624	63,351	67,715	85,169	21,818	34%
Kent	500,631	574,335	611,187	758,595	184,260	32%
Mecosta	37,308	40,553	42,176	48,666	8,113	20%
Newaygo	38,206	47,874	52,708	72,044	24,170	50%
Eight County Total	837,717	955,935	1,015,044	1,251,480	295,545	31%

Populations change by:

- **Natural increase (or decrease)**
 - births minus deaths
- **Migration**
 - People moving in minus those moving out



1990-2000 Population Change

Michigan

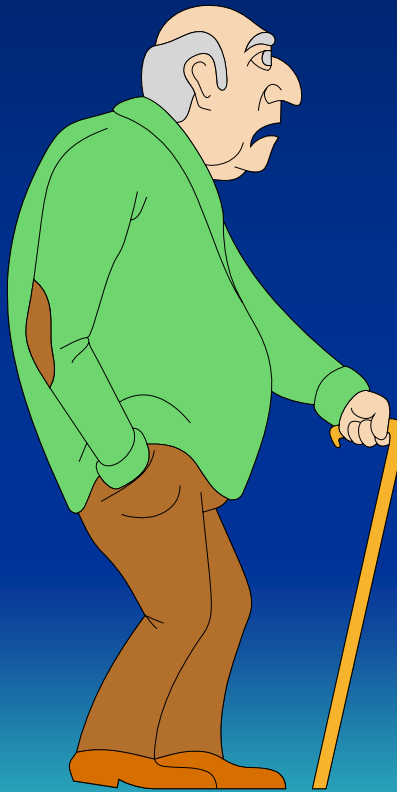
	<i>Number</i>	<i>Percent</i>
Total increase	568,488	6.1%
Natural Increase	524,406	92.2%
Net Migration	44,082	7.8%



1990-2000 Net Migration

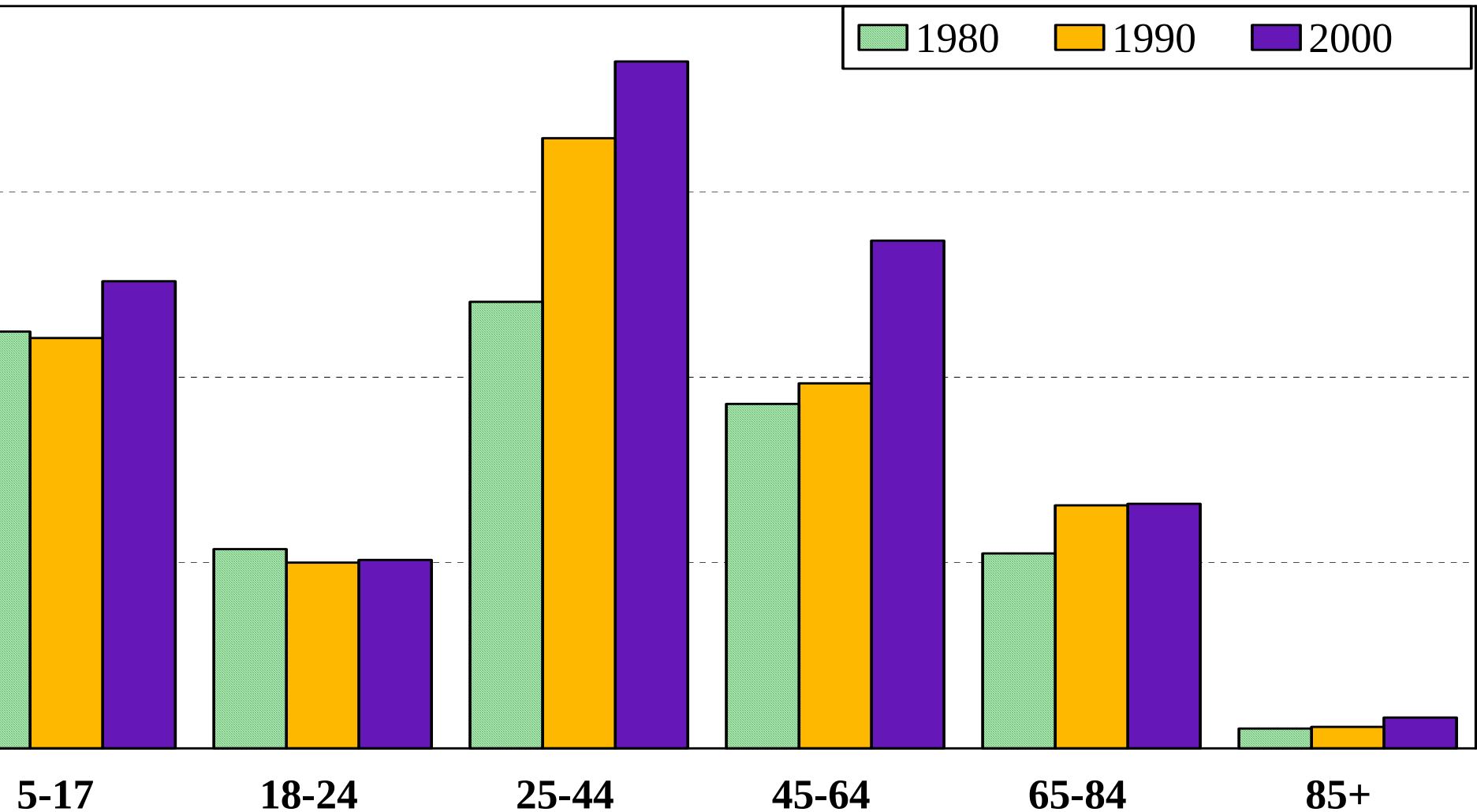
		<i>Number</i>	<i>Percent</i>
Montcalm	Total inc.	8,347	15.7%
	Natural Increase	3,005	36.0%
	Net Migration	5,342	64.0%
Mecosta	Total inc.	3,396	9.1%
	Natural Increase	1,242	36.6%
	Net Migration	2,154	63.4%
Newaygo	Total inc.	8,150	21.3%
	Natural Increase	2,285	28.0%
	Net Migration	5,865	72.0%

Our Population is Aging.

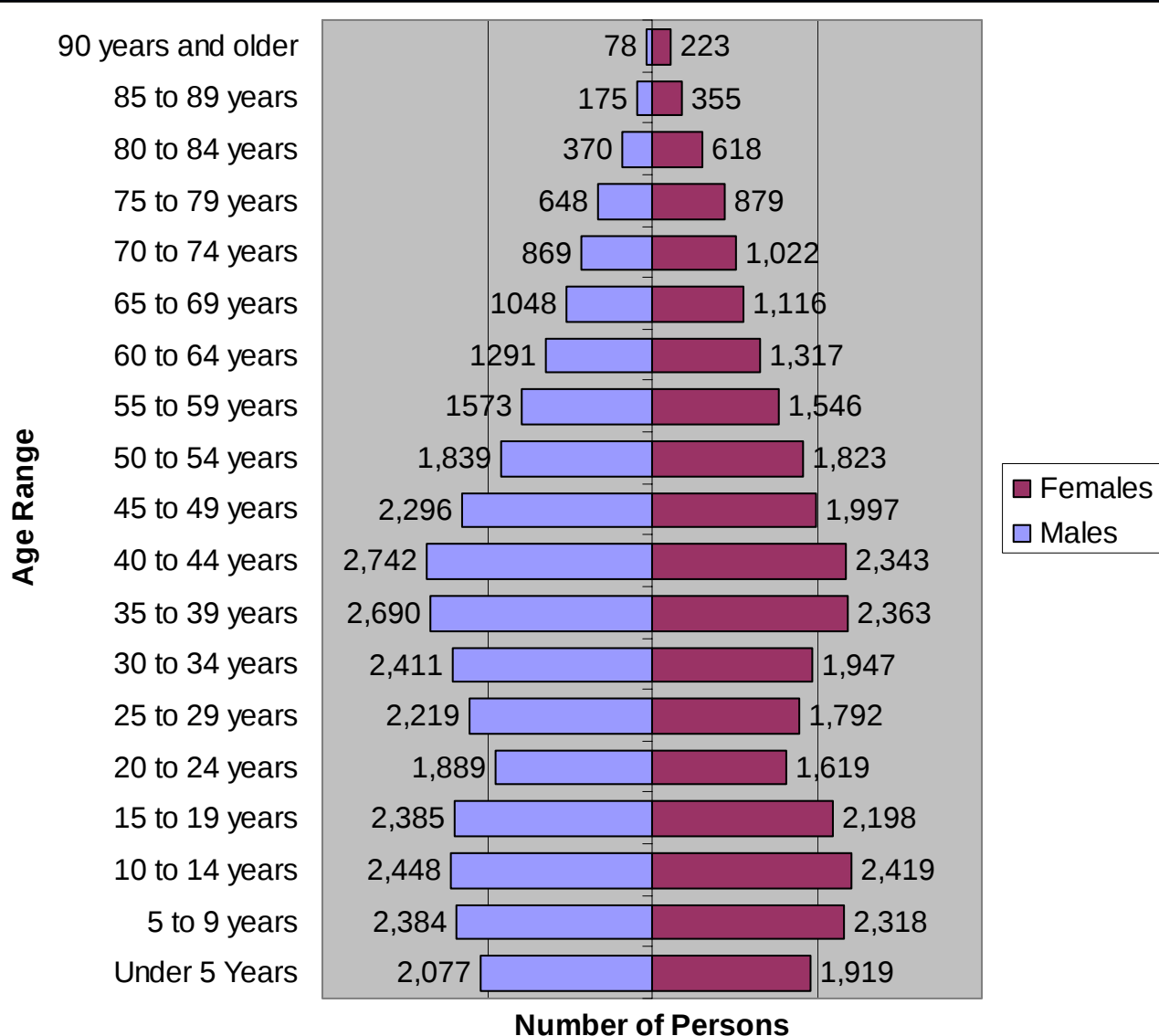


Age Distribution

Montcalm County



Montcalm County Population by Age and Gender, 2000



Senior Citizens in our Counties 2000

- Gratiot 13.5%
- Ionia 10.1%
- Lake 19.7%
- Mecosta 13.2%
- Montcalm 12.1%
- Newaygo 12.8%
- Michigan 12.4%



**Growth of two-generation
geriatric families –**

**“Seasoned Citizens” caring
for their elderly parents in
their 90s.**



Elderly Citizens in Michigan Age 85+

1980	81,652	0.9%
------	--------	------

2000	142,640	1.4%
------	---------	------

2020	213,926	2.0%
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Montcalm County – 2000

848 – 1.4%

A stylized silhouette of a mountain range in shades of brown and tan, positioned at the bottom of the slide against a blue gradient background.

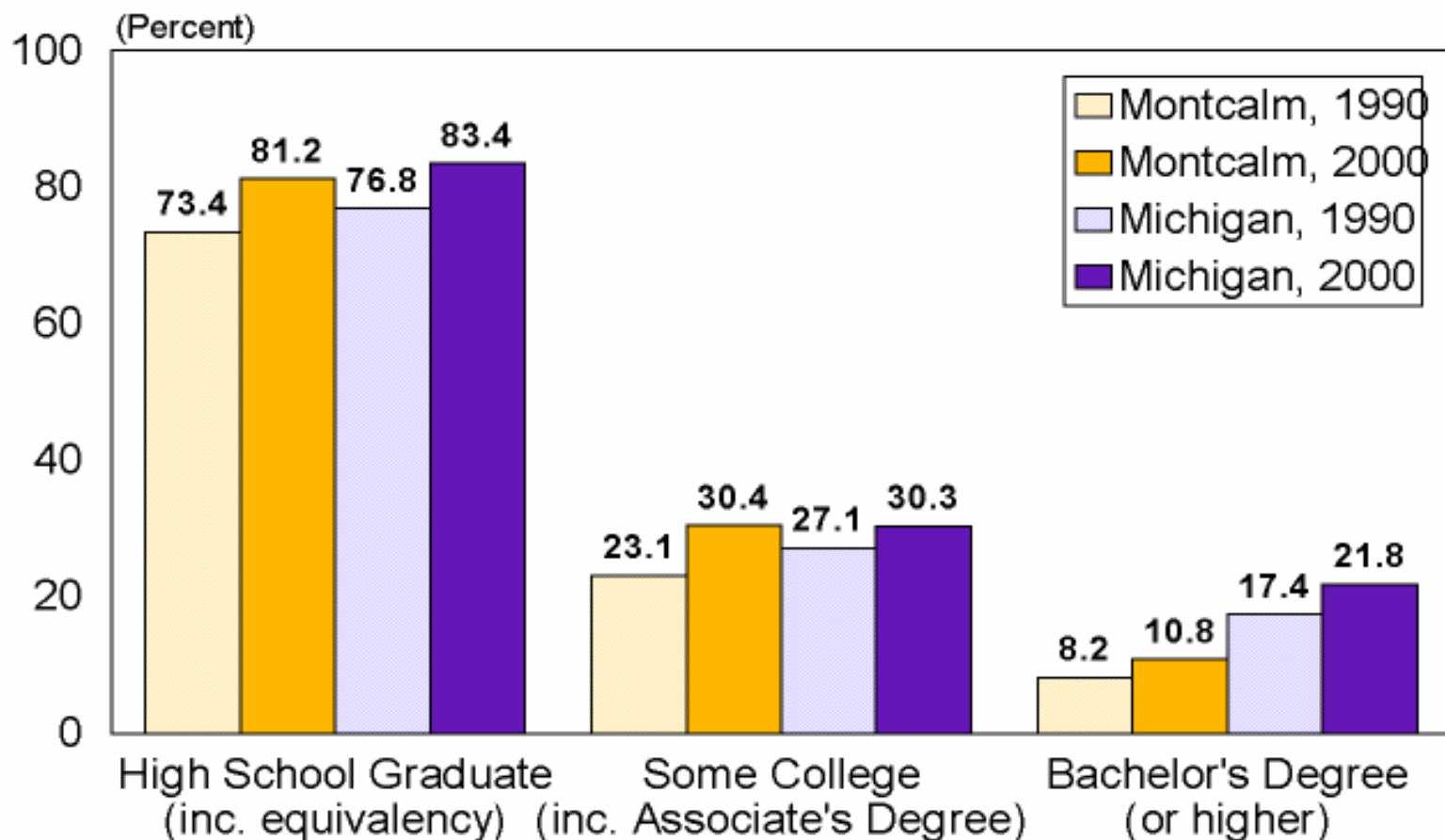
Education

Graduation rates are increasing both at the high school and college levels.



Educational Attainment

Persons 25 and Over



Montcalm County

High School Graduation & Literacy

- Many Montcalm adults cannot do such tasks as
 - o fill out an employment application
 - o write a resume
 - o read a training manual

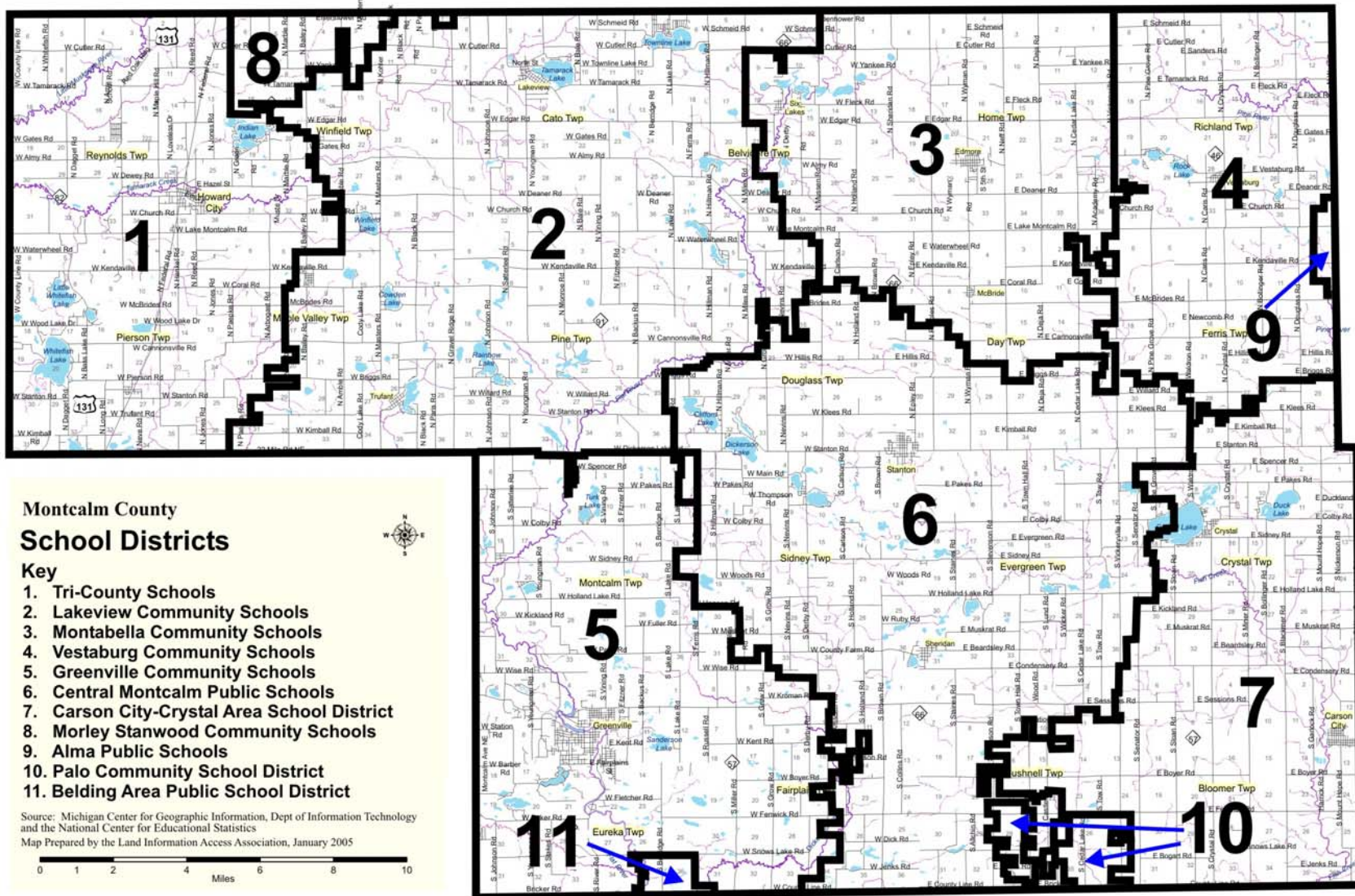


High School Graduation = Job Skills

- Most jobs require some technical skills – United Solar is a perfect example PLUS
- Employers are looking for “soft skills”
 - show up for work
 - be on time
 - show some interest in the job
 - willingness to learn
 - be drug free



Public School Districts Serving Montcalm County



Montcalm County

K-12 Schools-Headcount Trends

District	2002	2007	+/-	Revenue Change	Spend- ing per Student 2004
Carson City/Crystal	1,365	1,141	- 224	- \$788,515	\$7,904
Central Montcalm	2,126	1,940	- 186	- \$ 74,100	\$7,117
Greenville	3,931	3,891	- 40	+\$2,016,235	\$7,173
Lakeview	1,891	1,665	- 226	- \$494,975	\$7,096
Montabella	1,033	1,011	- 22	+\$448,435	\$8,019
Tri-County	2,336	2,431	+ 95	+\$2,039,635	\$7,092
Vestaburg	770	772	+ 2	+\$464,620	\$8,127
Per Pupil Funding	\$6,500	\$7,085			

Source: School Matters. Standard & Poors. 2006: MAISD. 2007

Montcalm County

K – 12 Schools - 2005

	Adults with at least Bachelors	Adults with at Least High School Degree	Lone Parent Households 2005
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Michigan	24.4%	84.3%	10.9%
Carson City	11.3%	79.5%	9.8%
Central Mont.	10.7%	77.4%	10.3%
Greenville	15.2%	80.5%	10.6%
Lakeview	12.9%	78.9%	8.5%
Montabella	14.0%	81.4%	10.0%
Tri-County	12.4%	78.8%	9.2%
Vestaburg	11.1%	79.2%	10.1%

Source: School Matters, Standard & Poors, 2006

Montcalm County

K-12 Schools - 2005

	Economically Disadvantaged	Students with Disabil- ities	Median Household Income
Michigan	34.7%	13.9%	\$62,535
Carson City	41.0%	13.5%	\$49,738
Central Mont.	41.0%	15.1%	\$51,679
Greenville	32.0%	15.4%	\$55,332
Lakeview	35.0%	17.7%	\$53,154
Montabella	53.0%	16.5%	\$48,898
Tri-County	37.0%	14.6%	\$61,893
Vestaburg	52.0%	14.1%	\$49,555

Source: School Matters, Standard & Poors, 2006

Economy



**The Labor Force has grown.
More people are employed.**



**Labor Force =
Employed +
Unemployed**



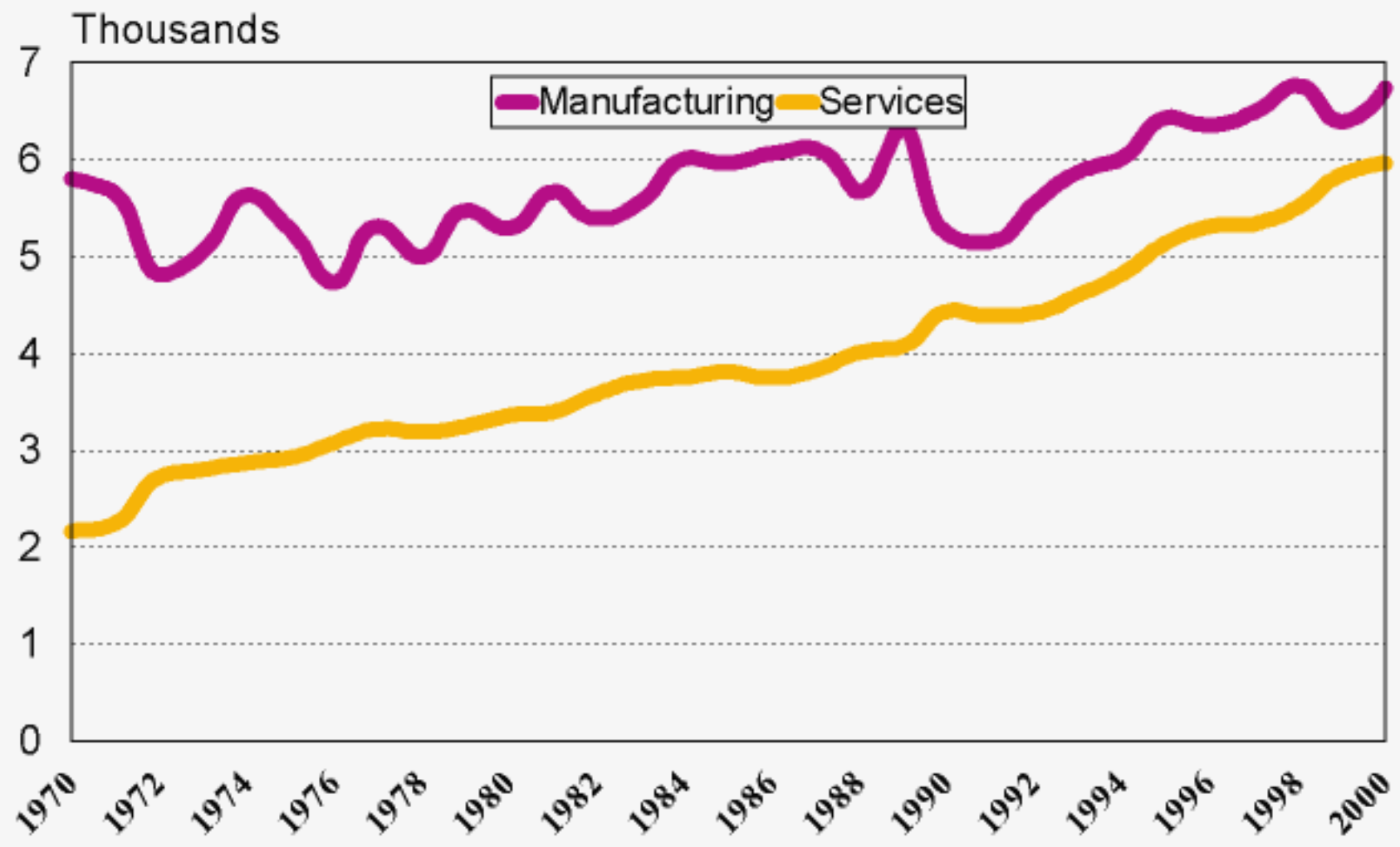
Employment Distribution in Montcalm County, 1990-2000

Industry	1990		2000		Michigan
	#	%	#	%	%
<i>Employed Persons 16+</i>	20,595	100.0	26,560	100.0	100.0
Agriculture/ Forestry/Fishing	1,107	5.4	869	3.3	1.1
Construction	1,260	6.1	1,998	7.5	6.0
Manufacturing	6,977	33.9	7,900	29.7	22.5
Wholesale Trade	526	2.6	673	2.5	3.3
Retail Trade	3,439	16.7	3,286	12.4	11.9
Transportation	552	2.7	892	3.4	4.1
Information	263	1.3	415	1.6	2.1
Finance/Real Estate	562	2.7	920	3.5	5.3
Educational/Health/Social Service	3,019	14.7	4,680	17.6	19.9
Other services	705	3.4	1,251	4.7	4.6
Public Administration	853	4.1	1,004	3.8	3.6



Employment in Manufacturing and Services

Montcalm County



Annual Average Unemployment Rate for Montcalm and Surrounding Counties, 1990-2005

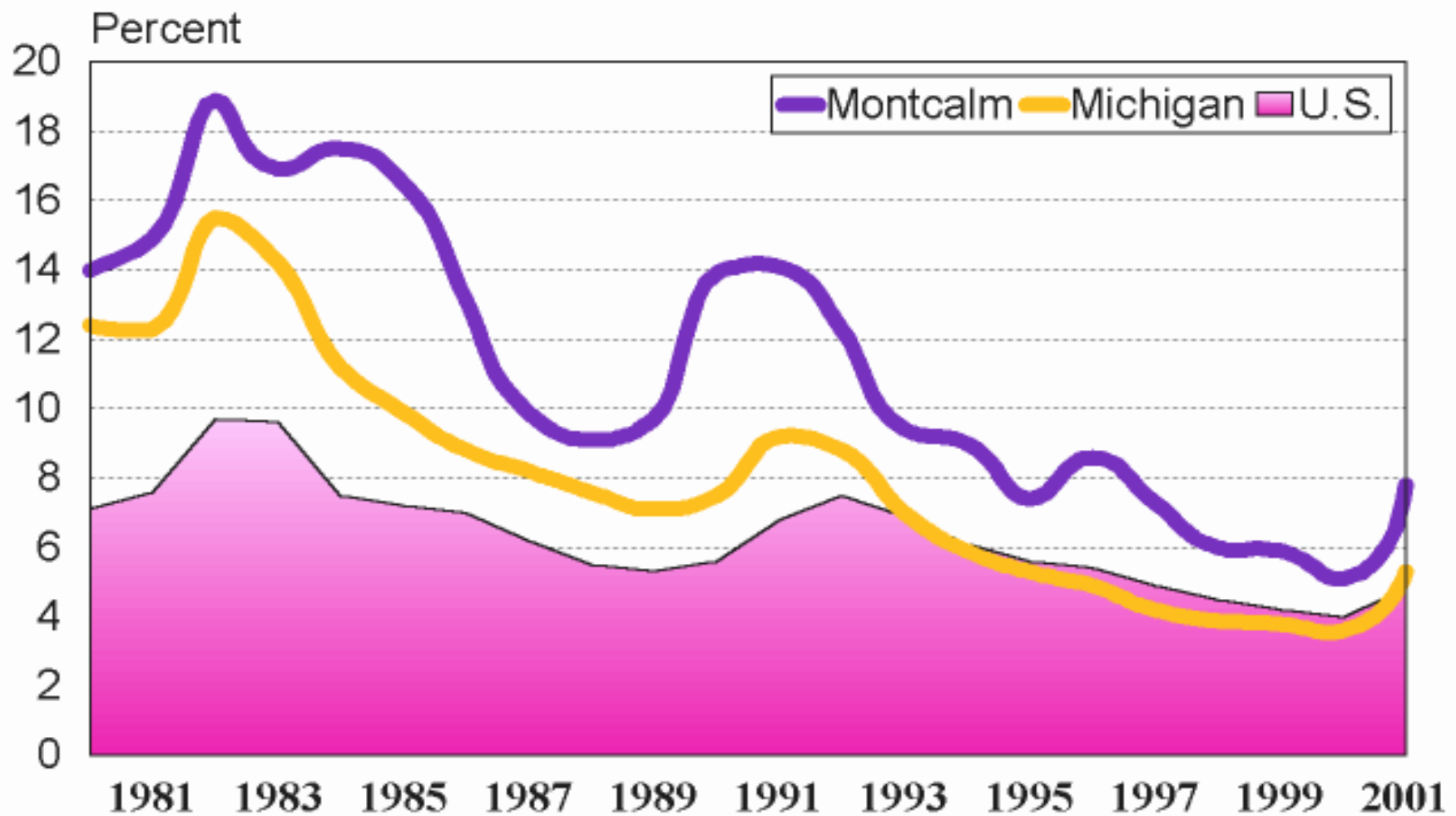
County	1990	1995	2000	2005	% Change 2000-2005
Clinton	11.1	4.1	2.6	5.0	2.4
Gratiot	12.2	8.5	5.8	8.0	2.2
Ionia	13.5	7.4	4.6	7.1	2.5
Isabella	6.2	5.4	3.9	4.6	0.7
Kent	6.5	4.1	3.2	5.7	2.5
Mecosta	9.7	8.1	6.8	6.9	0.1
<i>Montcalm</i>	<i>15.6</i>	<i>9.1</i>	<i>6.3</i>	<i>8.4</i>	<i>2.1</i>
Newaygo	11.9	12.3	8.6	7.2	-1.4
Regional Average	10.8	7.4	5.2	6.6	1.4
Michigan	9.1	6.2	4.0	6.7	2.7

Montcalm's Labor Force

	# Unemployed	rate
1985	3,625	16.5
1990	3,525	14.8
1995	1,875	7.6
2000	1,325	5.1
2002	2,250	8.8
2005	2,499	8.4
2007 – July	3,475	12.5
Michigan – 2005		6.7
Michigan – July 2007		7.9

Unemployment Rate

Montcalm County



The number of Full- and Part-Time Jobs has increased.

	Michigan	Montcalm
• 1990	4,826,388	21,270
• 2000	5,654,522	27,836
• Increase	17.2 %	30.9 %



Workers 16 years & over who work outside of county of residence

- Clinton 65.6%
- Gratiot 30.7%
- Ionia 51.8%
- Isabella 20.6%
- Mecosta 31.0%
- Montcalm 42.3%
- Newaygo 47.0%
- Michigan 29.1%



Principal Employers in Montcalm County

Firm	Location	Employees	Product
Spectrum UM	Greenville/Lakeview	850	healthcare
CC Correctional	Carson City	600	law enforcement
Walmart	Greenville	450	retail
Meijers	Greenville	400	retail
Greenville PS	Greenville	400	education
CC Hospital	Carson City	340	healthcare
Federal Mogul	Greenville	300	bearings
Vertis	Greenville	325	printing
Montcalm County	Stanton	270	government
Tri County PS	Howard City	260	education
Central Montcalm	Stanton	251	education
Lakeview PS	Lakeview	230	education
MCC	Sidney	200	education
Greenville Tool & Die	Greenville	177	dies
Parker Hanifin	Lakeview	175	brass fittings
Sheridan Hospital	Sheridan	160	healthcare
MAISD	Stanton	155	education
Metron	Greenville	150	healthcare
CC Schools	Carson City	150	education
Wolverine Worldwide	Howard City	150	distribution center



Economic Growth in Montcalm County



SEV - Real Property Value Growth – Montcalm County

	Dollar Amount	% Change
1994	\$ 664,888,885	
1995	\$ 718,517,363	8.1%
1996	\$ 775,725,701	7.4%
1997	\$ 849,134,048	8.7%
1998	\$ 934,895,600	9.2%
1999	\$1,059,592,700	11.8%
2000	\$1,204,111,950	12.0%
2001	\$1,328,818,000	9.4%
2002	\$1,586,804,254	16.3%
2003	\$1,745,484,679	10.3%
2004	\$1,868,421,084	7.0%
2005	\$1,993,898,466	6.7%
2006	\$2,066,376,269	3.6%

Source: Montcalm County, Equalization Department

A stylized, low-poly mountain range graphic in shades of brown and tan, positioned at the bottom of the slide against a blue gradient background.

Tax Classes as Percentages of Total Taxable Value – Real Property

Montcalm County	1995 \$	% of Total	2000 \$	% of Total	2006 \$	% of Total	Total Change 1995- 2006 \$	% Change 1995- 2006
Agriculture	128,090,790	17.84%	222,382,550	18.47%	175,163,217	12.15%	47,072,427	36.75%
Commercial	64,154,413	8.94%	108,316,600	9.00%	150,158,545	10.42%	86,004,132	134.06%
Industrial	26,836,520	3.74%	46,549,500	3.87%	92,976,616	6.45%	66,140,096	246.46%
Residential	498,408,240	69.42%	824,639,500	68.49%	1,022,752,791	70.97%	524,344,551	105.20%
Developmental	420,000	0.06%	2,223,800	0.18%	0	0.00%	420,000	-
Total	717,909,963	100%	1,204,111,950	100%	1,441,127,322	100%	723,217,359	100.74%

Montcalm County – New Residential Building Permits

	2000	2002	2003	2004	2005
1 Unit	217	223	263	288	250
2 Units	12	18	14	16	12
Multiple	26	16	80	26	20
Mobile/ Modulars*	9	214	228	199	211
Total	264	471	585	529	493

* Montcalm County prior to 2002 did not report Mobile Home and Modular units.

Personal Income Growth Montcalm County

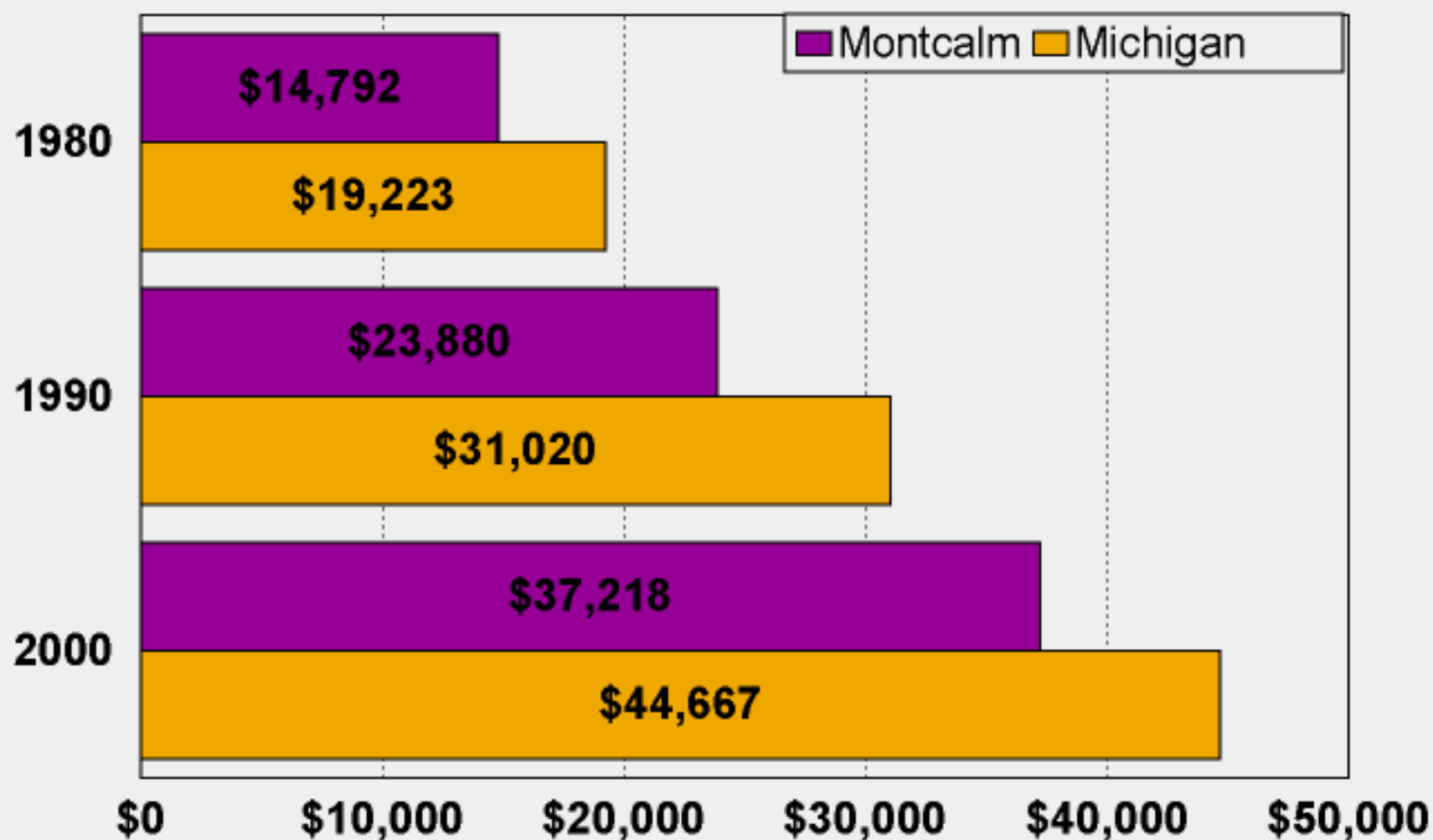
	Montcalm	%	Michigan	%
1980	\$ 8,456		\$10,369	
1985	\$11,073	31.0	\$14,734	42.1
1990	\$12,964	16.9	\$19,020	29.1
1995	\$15,492	19.5	\$23,934	25.8
2000	\$17,396	12.3	\$29,408	22.9
2001	\$17,771	2.2	\$29,629	1.0

Electrolux Impact

ZIP Code	City/Village	Electrolux Employees	Suppliers	Total
48809	Belding	238	52	290
48838	Greenville	580	138	718
48846	Ionia	107	13	120
48850	Lakeview	105	29	134
48884	Sheridan	206	46	252
48885	Sidney	77	12	89
48888	Stanton	300	42	342
49326	Gowen	133	22	155
Sub-total		1,745	354	2,099
% of total		65%	71%	

Total	2,683	499	3,182
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Median Household Income



**Median Household Income
Fell During the '80s,
Rose Slightly
During the '90s.**



Per Capita Income - 2000

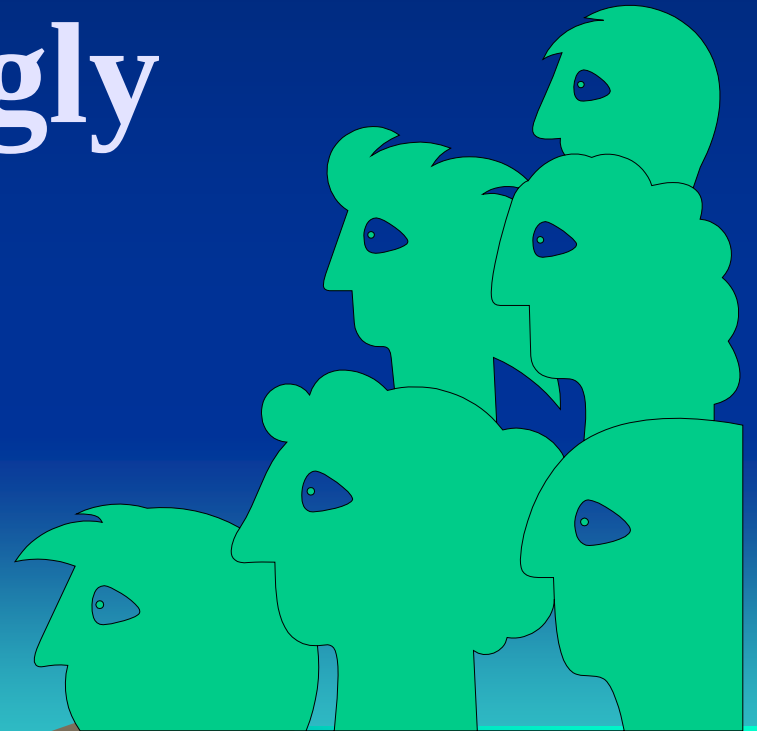
- Gratiot \$17,118
- Ionia \$17,451
- Isabella \$16,242
- Kent \$21,629
- Mecosta \$16,372
- **Montcalm \$16,183**
- Newaygo \$16,976



Household Income - 2004

- Gratiot \$37,910
- Ionia \$44,767
- Isabella \$36,093
- Kent \$47,821
- Mecosta \$35,807
- Montcalm \$39,989
- Newaygo \$39,325

Households
are increasingly
diverse.



Montcalm Households

	<u>1980</u>	<u>2000</u>	Michigan
Married Couples with Children	34.6	25.5	23.1
Single Parents with Children	6.6	9.8	7.5
Married Couples without Children	33.5	33.2	28.3
Persons Living Alone	19.4	21.9	26.2



**When Families
Split...
So Does Income!**



All Parents in Family in Labor Force - 2000

	Children under 6	Children 6 to 17 years
Michigan	60.9%	69.8%
Gratiot	67.8%	75.5%
Ionia	67.5%	73.3%
Mecosta	60.7%	70.3%
Montcalm	63.1%	71.8%
Newaygo	60.7%	68.7%



**Too many families
and children
are still in
poverty.**



Poverty

As defined by the Office of Management and Budget and updated for inflation, the average poverty threshold for a family of 4 in 2004 was an income of \$19,307; for a family of two, \$12,334; and for one, \$9,645.



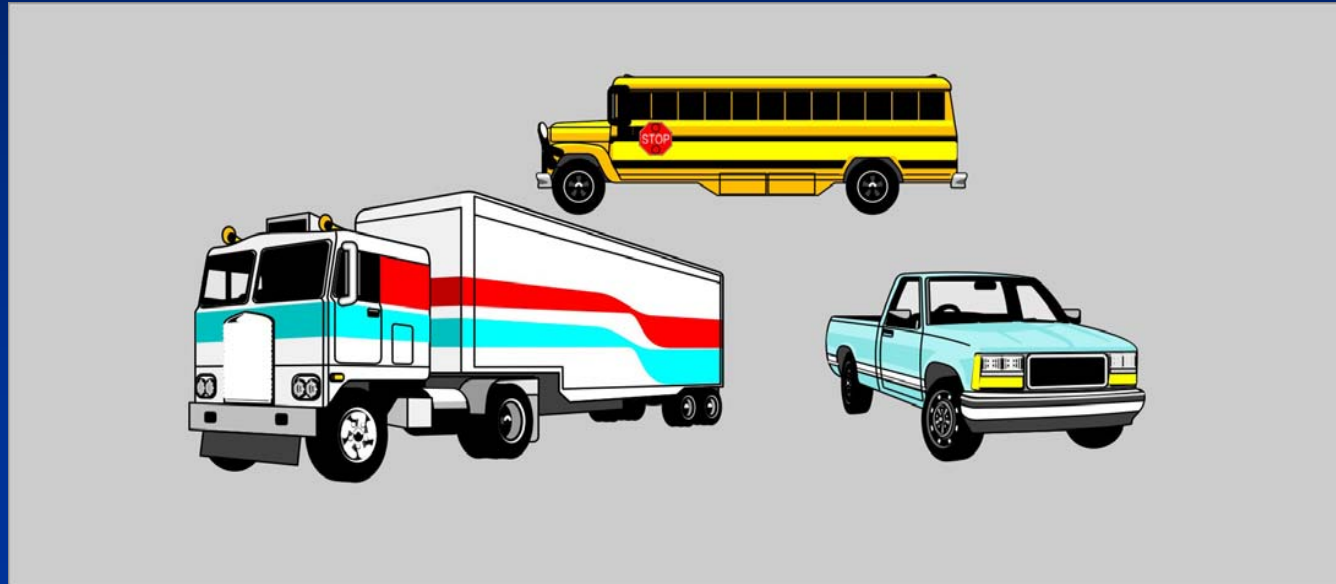
Montcalm County Poverty Rates

	1990		2000		2004	
	#	%	#	%	#	%
People of all ages	8,118	15.3	6,394	10.9	6,970	11.3
Children Under age 5	1,084	26.4	627	15.1	927	21.1
Children Under Age 18	2,861	18.7	2,398	11.2	2,543	16.1
Persons 65 & over	1,006	15.3	628	8.7	not available	

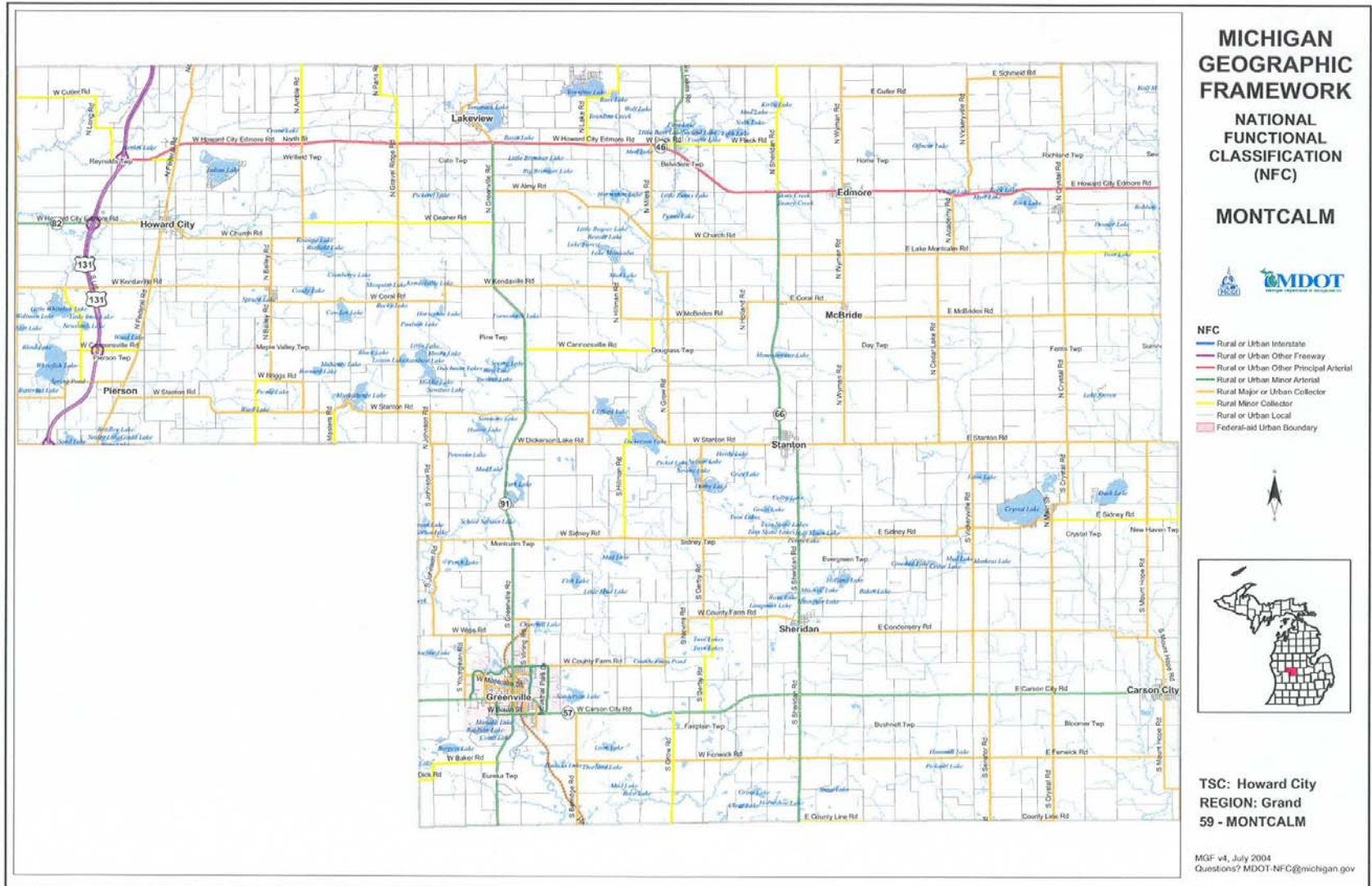
Our Neighbors Poverty Rates 2004

	Number	Percent
Gratiot	4,922	13.1
Ionia	6,234	10.7
Isabella	9,023	15.2
Kent	67,604	11.5
Mecosta	6,018	15.3
Montcalm	6,970	11.3
Newaygo	5,471	11.6

Transportation



National Functional Classification System Road Network in Montcalm County



Understanding key indicators can help you...

- Build Market Share
- Set Priorities
- Develop Action Plans
- Track Progress Toward the Realization of a New Vision for your organization, for yourself and for the county



QUESTIONS?

