

CHAPTER 3 ECONOMIC FEATURES

What are the dollars and cents of Manistee County? The county's economy is diverse and evolving. Based on strong manufacturing activities, combined with service and retail, agriculture, forestry, and most recently, gaming activities provided by the Little River Band of Ottawa Indians, along with growing tourism related opportunities that utilize the area's high quality natural resources, all of these economic activities show the county's positive employment outlook for the future.

As with all of Michigan, the economy of the county is slowly changing from manufacturing to service businesses. Tourism will also play an increasingly larger role in the local economy. The county is well-positioned to respond favorably to new business opportunities in alternative energy such as wind and potential state business incentives.

In the future, agriculture will play a diminishing role in the economy of the county as well as that of the region and state. However, specialized agriculture and forestry industries such as high value crops, as well as on-site processing and direct sales will keep these industries an important part of the county.

Future jobs in the county will generally require some type of education beyond high school and/or some type of specialized training. Most recently, information technology training is responding to this need, allowing telecommuting anywhere in the county and home-based business.

Employment facts: The following table shows a breakdown of employment in the county by industry. It is interesting to note that only four categories account for almost 65% of the employment in the county. These include manufacturing at 18.8%, retail trade at 12.1%, education, health and social services at 20.2%, and arts, entertainment, accommodations and food services at 13.1%.

Other strong sectors are construction at 8.1%, Public Administration at 5.8%, Professional Services at 4.9% and Transportation and Warehousing at 3.7%.



Commercial Recreation Sign on M-55

Manistee County Employment by Industry, 2000

| | Number | Percent |
|--|---------------|----------------|
| Agriculture, forestry, fishing and hunting, and mining | 314 | 3 |
| Construction | 833 | 8.1 |
| Manufacturing | 1,940 | 18.8 |
| Wholesale trade | 178 | 1.7 |
| Retail trade | 1,249 | 12.1 |
| Transportation and warehousing, and utilities | 385 | 3.7 |
| Information | 118 | 1.1 |
| Finance, insurance, real estate, and rental and leasing | 273 | 2.6 |
| Professional, scientific, management, administrative, and waste management services | 501 | 4.9 |
| Educational, health and social services | 2,087 | 20.2 |
| Arts, entertainment, recreation, accommodation and food services | 1,351 | 13.1 |
| Other services (except public administration) | 491 | 4.8 |
| Public administration | 601 | 5.8 |

Source: U.S. Census Bureau. STF 3 Files. 2000.

How do people get to work?

- Many of Manistee County's residents work in neighboring counties and many neighboring county residents also choose to work in Manistee County.
- 79% of Manistee County residents work in the county. The remaining majority work in Grand Traverse, Mason, Benzie, and Wexford Counties.

Manistee County Travel To Work Total and Percent by Type, 2000

| | Number | Percent |
|--|---------------|----------------|
| Workers 16 years and over | 10,080 | 100% |
| Car, truck, or van -- drove alone | 7,871 | 78.1% |
| Car, truck, or van -- carpoled | 1,260 | 12.5% |

| | | |
|--|------|------|
| Public transportation (including taxicab) | 42 | 0.4% |
| Walked | 303 | 3% |
| Other means | 81 | 0.8% |
| Worked at home | 523 | 5.2% |
| Average travel time to work (minutes) | 20.9 | (X) |

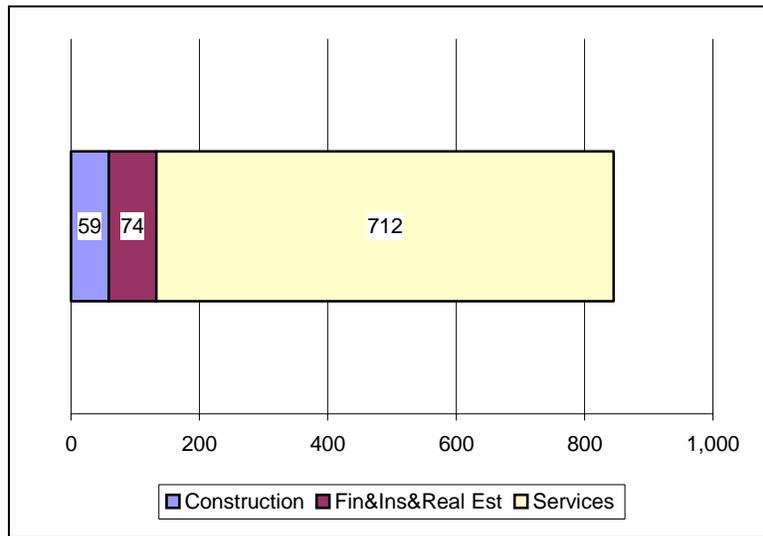
What does the economy look like?

- Since 1993, Manistee County has experienced a 12.6% increase in the number of business establishments, a 25.3% increase in the number of jobs, and a 0.3% increase in annual wages.
- Annual income, defined as per capita personal income, has also been steadily increasing and rose 0.2% from 2001 to 2002 and was \$22,230, placing Manistee County at a ranking of 49th out of Michigan's 83 counties. By 2003, the average wage job in the county had increased to \$28,330.
- According to the 2000 U.S. Census, 46% of Manistee County families had an annual income range of \$35,000 to \$75,000. In the same year, only 40% of Michigan families had an annual income range of \$35,000 to \$75,000.
- Annual payroll growth and the average payroll per employee in Manistee County have matched the percent growth rate of the state.

An economic look ahead:

- Total employment growth is projected to be at 7.5% over the next fifteen years. It will increase at a faster rate than the population, thus providing an increasing amount of employment opportunities for county residents.
- In terms of employment potential, information technology, human services and alternative energy show great promise for job growth.
- In Manistee County, those aged greater than 55 years are expected to show the largest growth (in percentage) of all those participating in the labor force.
- Manistee County is forecasted to show a similar growth pattern to Northwest Lower Michigan and Michigan, with the majority of new jobs expected to be in the "Services" industry.

Manistee County Top Three Forecasted Employment Sectors (by forecasted employment number), 2003



A look into the future of employment, years 2000 to 2030

| | 2000 | 2005 | 2010 | 2020 | 2030 | 1990-2000 | 2000-2010 | 2010-2020 | 2020-2030 |
|---|-------|-------|-------|-------|-------|-----------------------|-----------|-----------|-----------|
| | | | | | | Percent Change | | | |
| Durables Manufacturing | 600 | 549 | 593 | 581 | 583 | 14.1% | -1.2% | -2.0% | 0.3% |
| Non-Durables Manufacturing | 1,122 | 1,058 | 1,045 | 1,074 | 1,037 | 8.7% | -6.9% | 2.8% | -3.4% |
| Mining | 173 | 160 | 167 | 197 | 223 | 30.1% | -3.5% | 18.0% | 13.2% |
| Construction | 763 | 740 | 770 | 799 | 769 | 59.0% | 0.9% | 3.8% | -3.8% |
| Transportation and Public Utilities | 442 | 452 | 472 | 477 | 454 | 16.3% | 6.8% | 1.1% | -4.8% |
| Finance, Insurance, and Real Estate | 579 | 606 | 642 | 680 | 682 | 22.2% | 10.9% | 5.9% | 0.3% |
| Retail Trade | 2,091 | 2,228 | 2,225 | 2,157 | 2,051 | 27.6% | 6.4% | -3.1% | -4.9% |
| Wholesale Trade | 230 | 225 | 225 | 210 | 191 | -49.9% | -2.2% | -6.7% | -9.0% |
| Services | 3,211 | 3,453 | 3,790 | 4,165 | 4,386 | 64.8% | 18.0% | 9.9% | 5.3% |
| Agriculture, Forest, and Fish Services | 194 | 200 | 209 | 241 | 264 | 37.6% | 7.7% | 15.3% | 9.5% |

| | | | | | | | | | |
|-------------------------|--------|--------|--------|--------|--------|-------|--------|-------|-------|
| State and Local | 1,506 | 1,537 | 1,553 | 1,580 | 1,587 | 15.8% | 3.1% | 1.7% | 0.4% |
| Federal Civilian | 109 | 114 | 117 | 121 | 122 | 2.8% | 7.3% | 3.4% | 0.8% |
| Farm | 448 | 404 | 369 | 333 | 301 | -3.7% | -17.6% | -9.8% | -9.6% |
| TOTAL | 11,519 | 11,776 | 12,225 | 12,656 | 12,693 | 25.8% | 6.1% | 3.5% | 0.3% |

Source: "Economic and Demographic Outlook for Michigan and Its Counties to the Year 2030," prepared for the Statewide Model Unit, Bureau of Transportation Planning, Michigan Department of Transportation, by the Institute of Labor and Industrial Relations, University of Michigan, 2003.



Martin Marietta Plant on East Lake Road

Manistee County Employment Centers

What will be important future occupations?

- The Critical Occupations Report (MI DLEG) provides information on occupations with strong projected job growth, and a favorable level of employment, number of annual openings, and salary.
- In addition, expansion of health and human services will continue and will provide good job growth with excellent compensation in the coming years.

Critical Occupations Forecast for Northwest Lower Michigan 2000-2010

| Overall Rank | Occupation | Percent Growth | Annual Openings | Education / Training |
|--------------|----------------------------------|----------------|-----------------|--|
| 1 | General Managers & Top Execs | 20.4% | 104 | Work Experience and at least a Bachelor's degree |
| 2 | Electricians | 27.5% | 35 | Long-term on-the-job training (>12 mos) |
| 3 | Systems Analysts | 87.8% | 14 | Bachelor's degree |
| 4 | Designers, Exterior / Interior | 32.1% | 20 | Bachelor's degree |
| 5 | Financial Managers | 18.8% | 22 | Work Experience and at least a Bachelor's degree |
| 6 | Accountants & Auditors | 20.6% | 26 | Bachelor's |
| 7 | Computer Support Specialists | 88.4% | 13 | Associate degree |
| 8 | Correctional Officers | 26.8% | 36 | Long-term on-the-job training (>12 mos) |
| 9 | Engr/Nat Sci/Comp/Info Sys Mgrs | 32% | 9 | Work Experience and at least a Bachelor's degree |
| 10 | Secrts/Comdts/Fin Ser Sales Agts | 51.4% | 8 | Bachelor's degree |

Source: Michigan Department of Labor and Economic Growth. Labor Market Information.
For years 2000—2010.

Questions? For more detailed information about population, housing and education in Manistee County please refer to the “Manistee County Master Plan Resource Book” published August 2005 by the Northwest Michigan Council of Governments.