



# BUSINESS INTELLIGENCE REPORT 2025

# OVERVIEW

**Greater Muskegon Economic Development**  
Founded in 1999, GMED is Muskegon County's economic development agency, dedicated to supporting local businesses. GMED leverages public and private investment to drive business growth and create high-quality jobs, while serving as a key resource for programs and incentives. Its economic strategy emphasizes business retention, using in-house and partner resources to help businesses achieve their goals.

## Why Muskegon

On the shores of Lake Michigan and just three hours from Chicago, Muskegon County blends advanced manufacturing with strong agricultural production. Over 250 manufacturers and defense contractors, including GE Aviation, Pratt & Whitney, and Howmet, operate alongside leading fruit, vegetable, and dairy producers, making Michigan a top 20 state for food processing.

With a wastewater system offering 30 MGD of excess capacity and low industrial rates, plus strengths in metals, plastics, energy, and agriculture, Muskegon provides businesses with cost advantages, infrastructure, and resources. Add in a revitalized waterfront community with unparalleled access to natural amenities and year-round recreation, and Muskegon is an ideal place to live, work, and grow.



## Key Priorities

- Business Retention, Expansion, & Attraction
- Housing Resources
- Community Development
- Site Readiness
- Talent Development

## Competitive Advantages

- **Excess Water and Wastewater Capacity**
- **Reliable Energy Infrastructure** — Michigan is a net energy exporter
- **Strong Logistics Network** - with access to the Port of Muskegon, major rail lines, a well-connected highway system, and Muskegon County Airport.
- **Exceptional Quality of Life**, offering more public water access than any other city on the shore and serving as the largest city (503.9 square miles) on the lakeshore.



## MUSKEGON COUNTY'S STRENGTHS

Muskegon County offers the resources, expertise, and determination to partner with you and support your growth journey.



### **Business-Friendly Environment & Local Resources**

Streamlined support and local partnerships for business



### **Education & Workforce Development Support**

Strong connections between education and employment pathways



### **Strong Manufacturing & Skilled Workforce**

A foundation of industry expertise and innovation.



### **Strategic Location & Accessibility**

Positioned for growth with easy access to major markets



### **Quality of Life & Natural Environment**

Access to nature, recreation, and a high quality of life.



### **Supportive, Close-Knit Community**

Collaboration and partnerships drive shared success.

Between 2024–25, the GMED team met with businesses across Muskegon County and completed 51 surveys to develop this report.

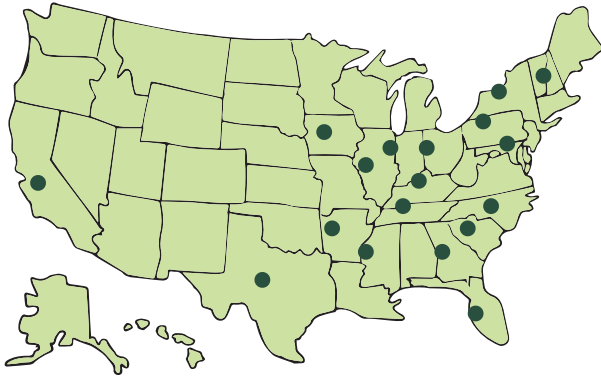
## Company Sales for Muskegon County

Muskegon County businesses are in a strong growth mode, with over 88% of respondents experiencing stable or growing sales, of which 58.8% are experiencing growing sales.



## Facilities in other States

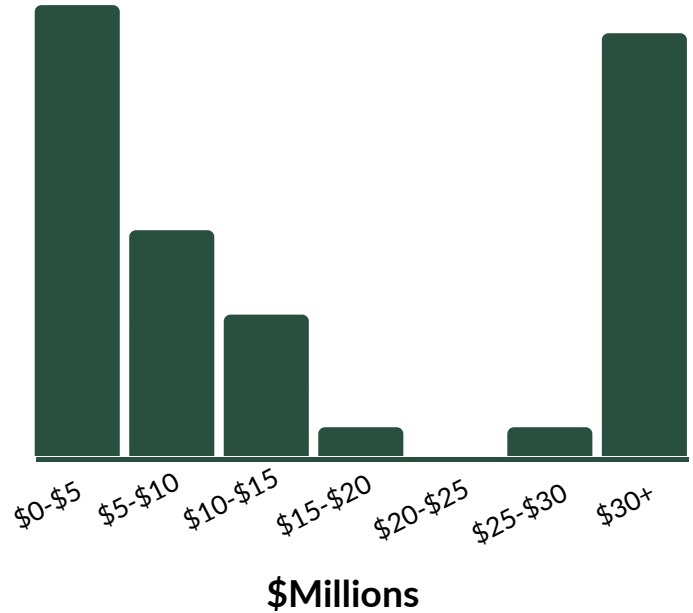
13.73%



Approximately 14% of businesses interviewed have locations outside of Michigan. It is essential that GMED continues to support the local business ecosystem to ensure companies recognize the value of growing in Muskegon and are not set on a path toward disinvestment in the community.

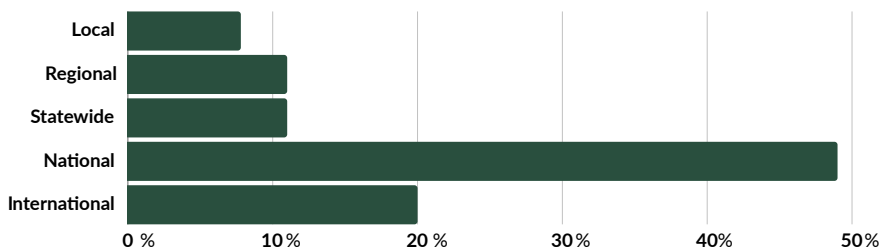
## Annual Revenue

Companies ranged from \$100K to \$220 million, with the majority between \$0–5 million and over \$30 million.



## Muskegon County employers serve the nation and world.

### The Primary Sales Markets for Muskegon County Businesses



Each percentage represents the share of Muskegon County companies whose main sales are local, regional, statewide, national, or international.

### Global Reach

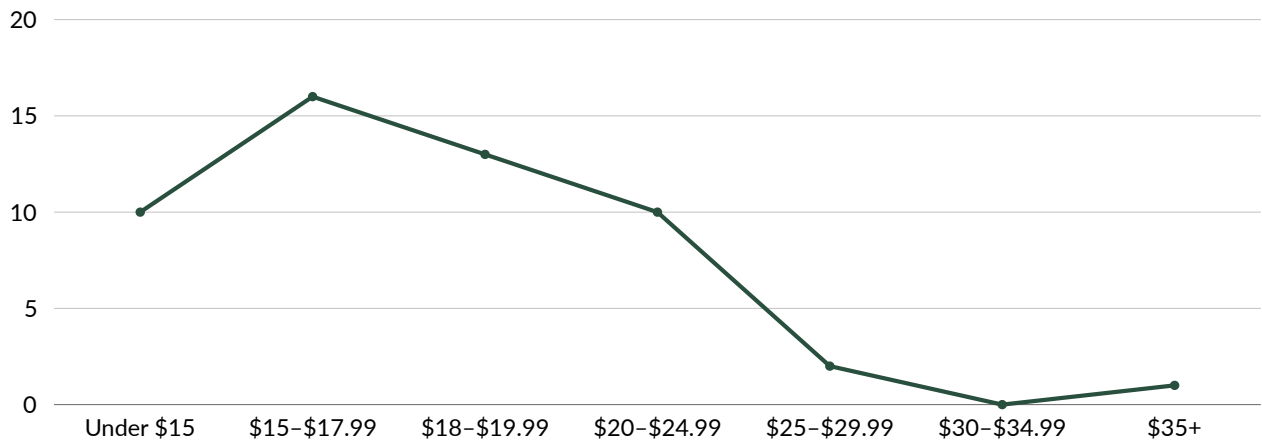
58.82%

Over half of Muskegon County businesses have some international sales.



## WORKFORCE

Hourly Wage Ranges Across Muskegon County



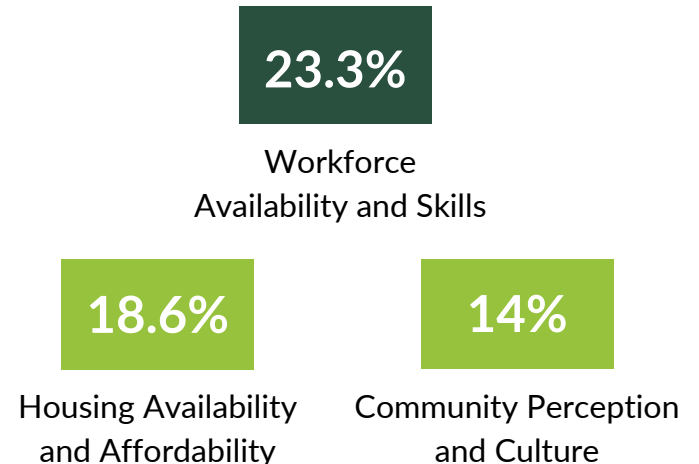
Muskegon County boasts strong manufacturing wages; however, on average, they slightly trail behind the regional prosperity wage of \$22.61.

### Percentage of companies offering:

- Student Tours  **74.5%**
- Tuition Reimbursement  **62.8%**
- Internships  **58.8%**
- Shift Premiums  **58.8%**
- Apprenticeships  **35.3%**

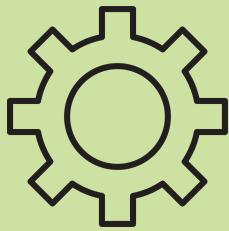
An engaged student population and core employers maintain strong connections with Muskegon Community College, Baker College, Grand Valley State University, the Muskegon Area ISD, and local school districts.

### Manufacturers Top Barriers to Growth in Muskegon County

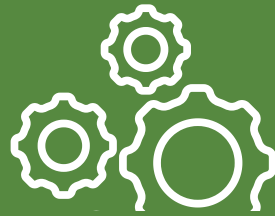


# Top Industries Repepresented in Muskegon County

Muskegon County's businesses include a wide range of industries. The largest representation falls within Advanced Manufacturing (68.62%), which includes metal, machinery, automotive, and defense and aerospace production. Consumer Products (23.52%) includes furniture, plastics, packaging, and food manufacturing, while the Chemical & Medical category accounts for 21.56%, encompassing companies specializing in chemical processing, medical devices, and pharmaceuticals. Services & R&D (15.68%) represents engineering, research, and technical support firms



Advanced  
Manufacturing



Services  
& R&D



Consumer  
Products



Chemical &  
Medical

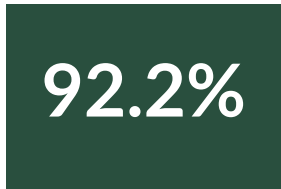
Other industries represented in the survey include logistics (1.96%), construction (3.92%), and business services (3.92%), all of which play an important role in supporting local manufacturing operations. Additionally, sectors such as energy, agriculture, and technology contribute to the diversity and resilience of Muskegon County's economy.



# WE ARE INNOVATORS

In Muskegon County, innovation isn't slowing down—it's accelerating. Of the businesses surveyed, 47 out of 51 reported introducing new products, services, or capabilities within the last three years, and nearly all anticipate continued growth over the next two. This strong track record of innovation demonstrates that local companies are not only adapting to changing markets but are also committed to creating new opportunities for the future. Muskegon County businesses are proving that growth, creativity, and progress are part of our community—and the momentum shows no signs of stopping.

## Introduction of New Products



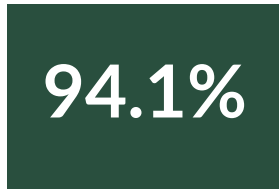
of companies have introduced new products or services in the last 3 years.

## Diversification into OTHER Industries



of companies have plans to diversify into other industries.

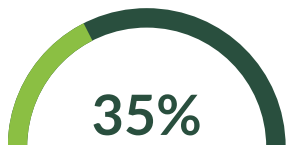
## Anticipation of Growth



of companies have plans to introduce new products or services in the next 2 years.

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## Muskegon has Momentum



More than 1/3 of businesses are planning to make a physical expansion in our region in the next 3 years

Businesses are making significant commitments to Muskegon County—investing between \$500,000 and \$20 million and adding anywhere from 5 to 70 jobs to our community.

# Support Our Mission!



Supporting GMED means helping shape the future of Muskegon County. Your support fuels business growth, strengthens the workforce, and drives community transformation.

Scan the QR code to discover how your support shapes Muskegon County's future.

Contact Trevor Friedeberg, President & CEO, [tfriedeberg@developmuskegon.org](mailto:tfriedeberg@developmuskegon.org)

## GREATER MUSKEGON ECONOMIC DEVELOPMENT 2024/2025 BOARD OF DIRECTORS

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