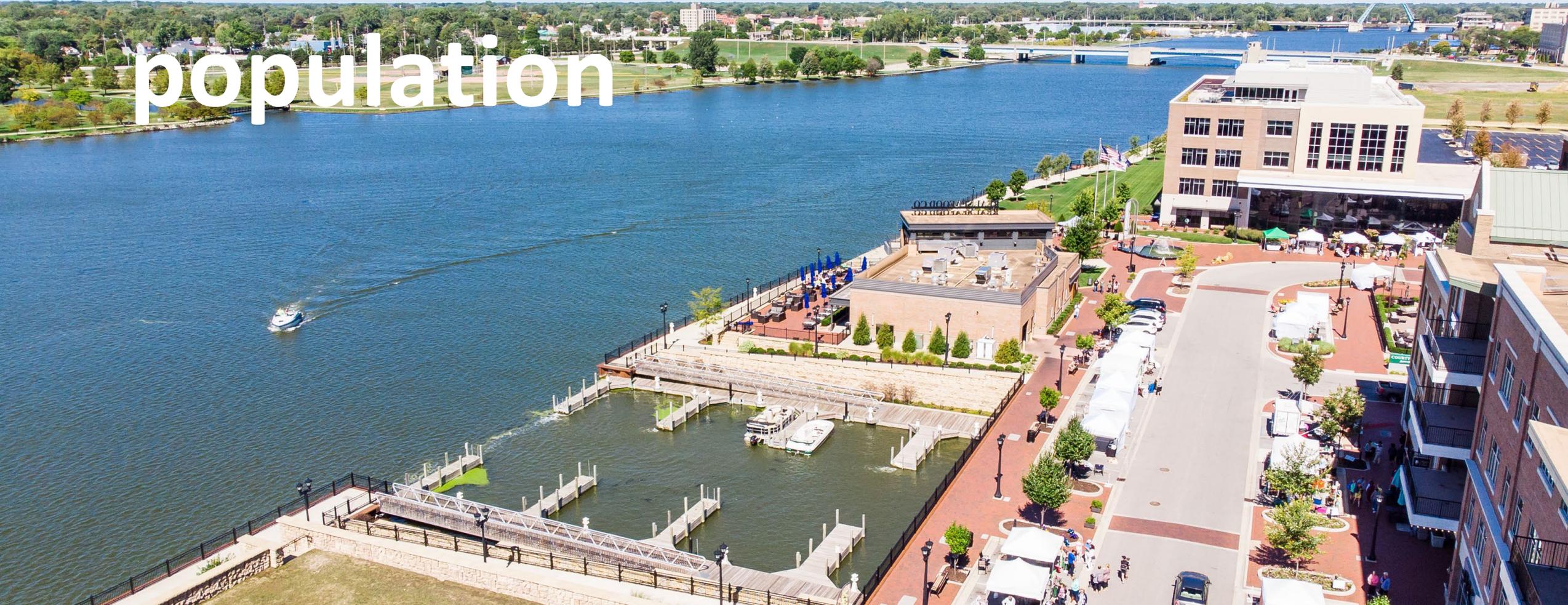


GROWING THE GREAT LAKES BAY REGION TOGETHER

OPERATION 40K

Current trends in Michigan's population

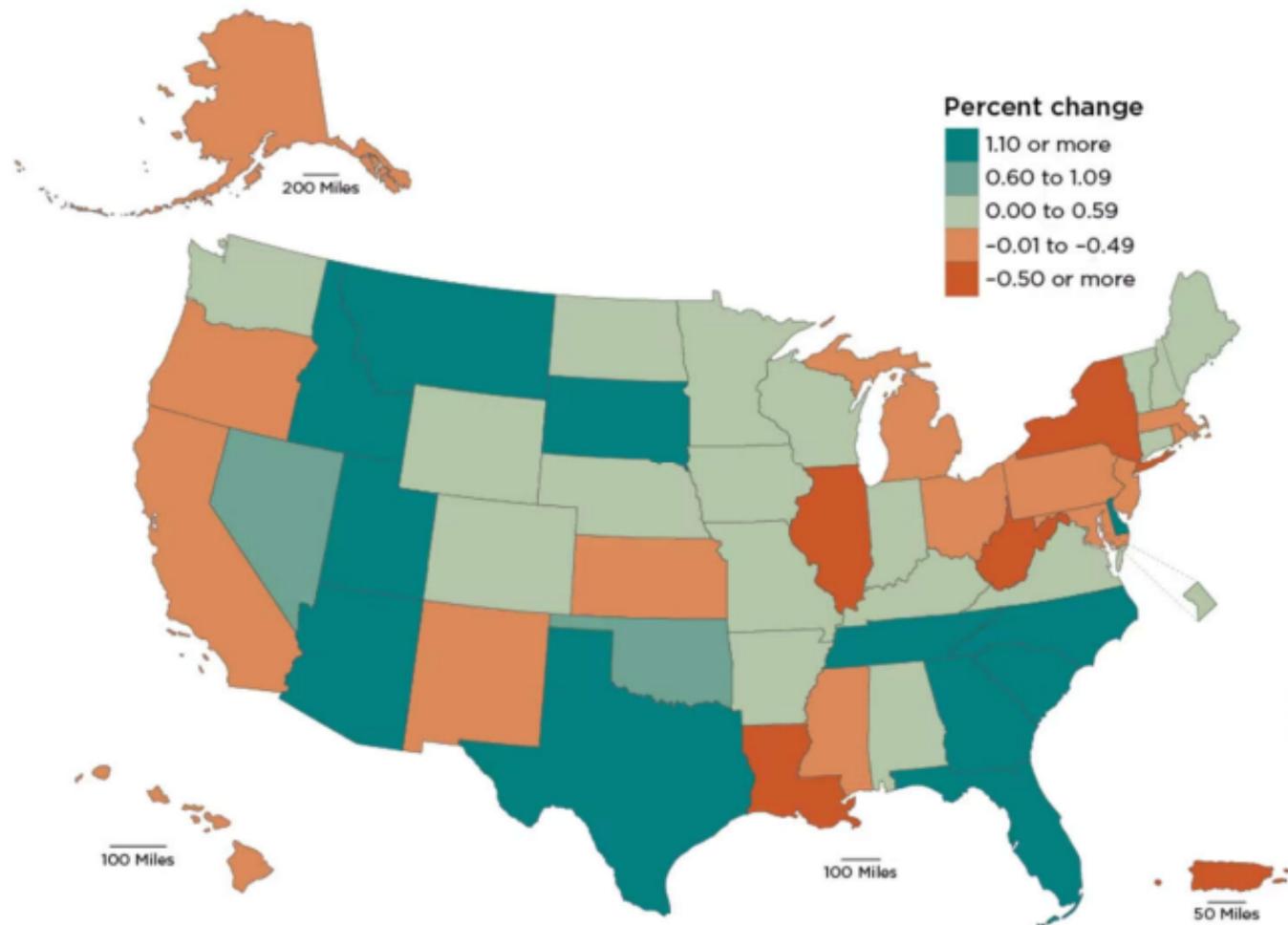


US POPULATION TRENDS

State benchmarks

Population change, by % (2021 – 2022):

- Fastest growing states have been consistent over the last few years, including Western states (with lower populations) and sunbelt states like Florida, Arizona, Nevada, etc.
- Sunbelt growth states (e.g. Arizona, Texas Nevada) suffer from some of the serious challenges from climate change (i.e. heat and availability of water)



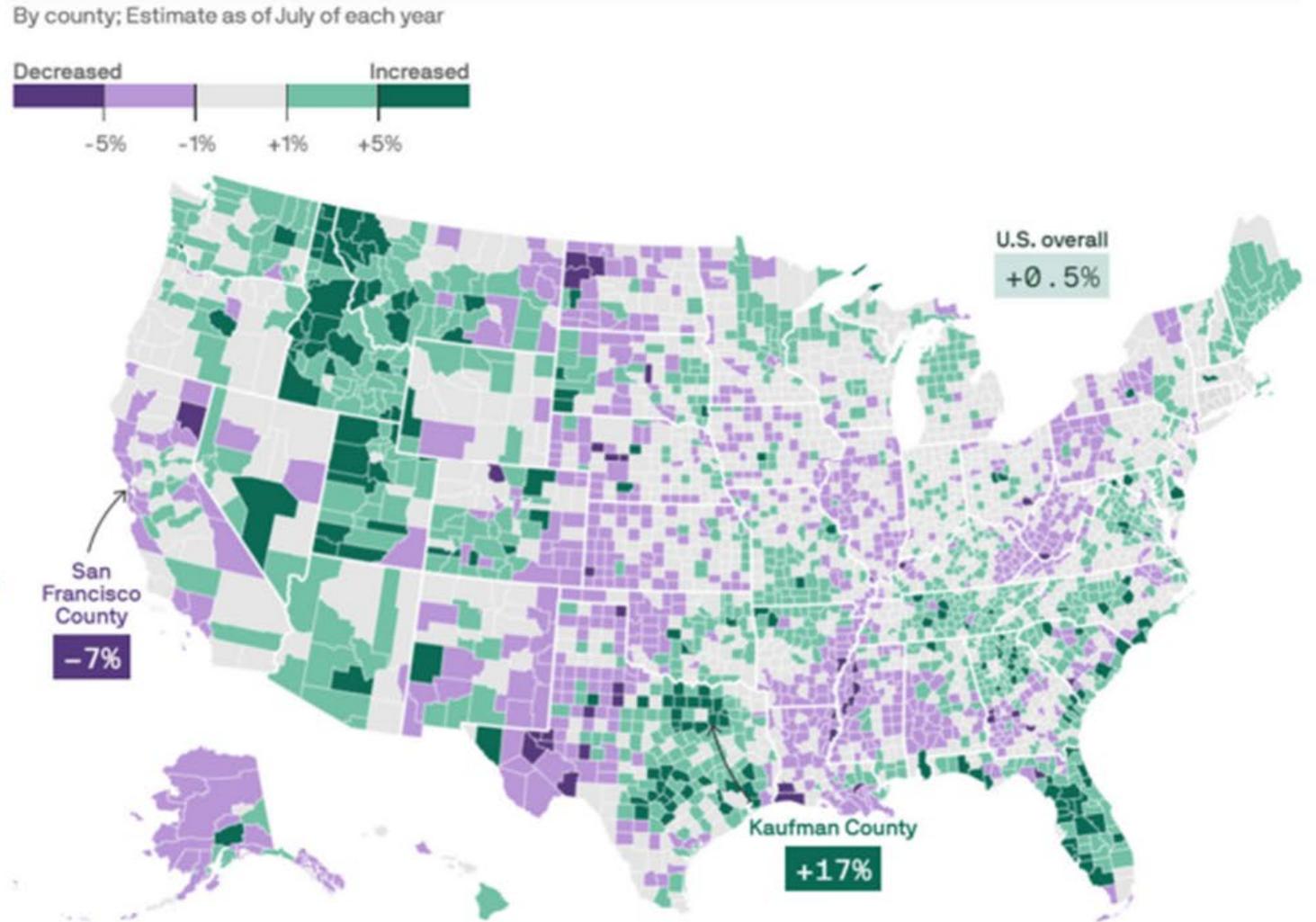
<https://www.census.gov/library/visualizations/2022/comm/percent-change-state-population.html>

US POPULATION TRENDS

Growth by county

In the last two years (2020 – 2022):

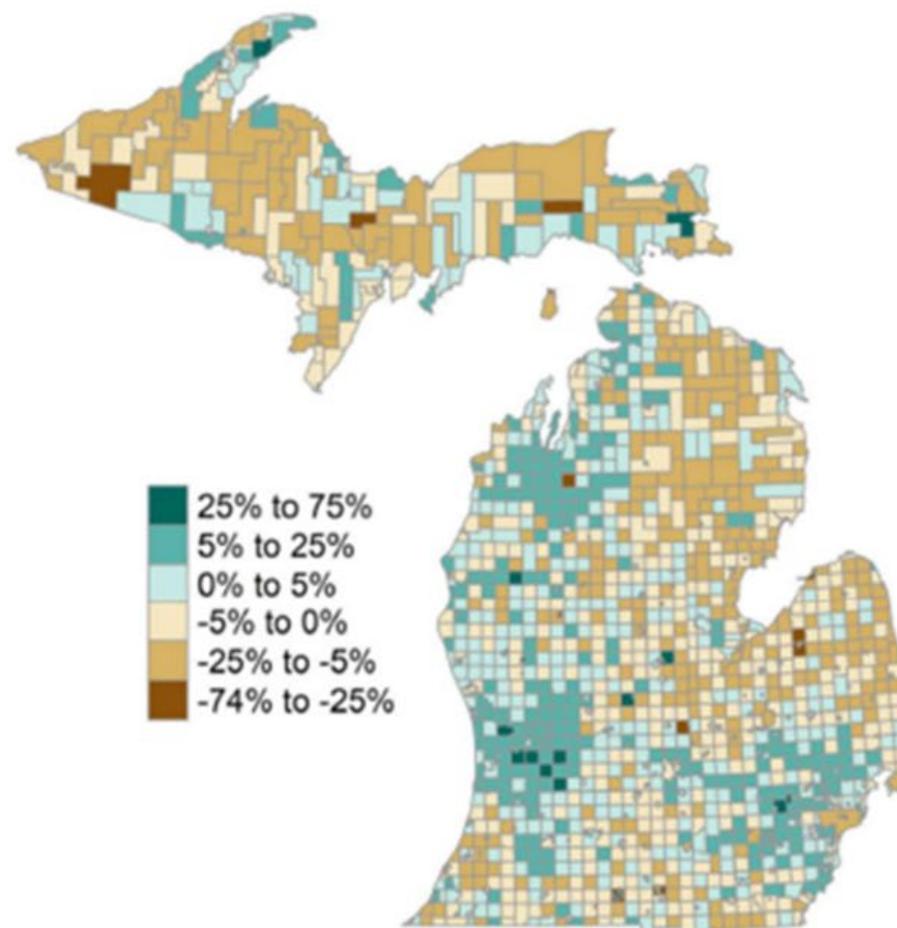
- No clear pattern in 'city growth' trends ; some cities grew (NYC) and others shrank (SF)
- Remote work is driving sizeable population shift (see SF) in the last two years



Population change across Michigan, 2010 to 2020

- Growth in this ten-year period was concentrated in Southeastern Michigan, Grand Rapids, and Traverse City.
- Decline was concentrated in the Thumb, Northeastern Lower and much of the Upper Peninsula.

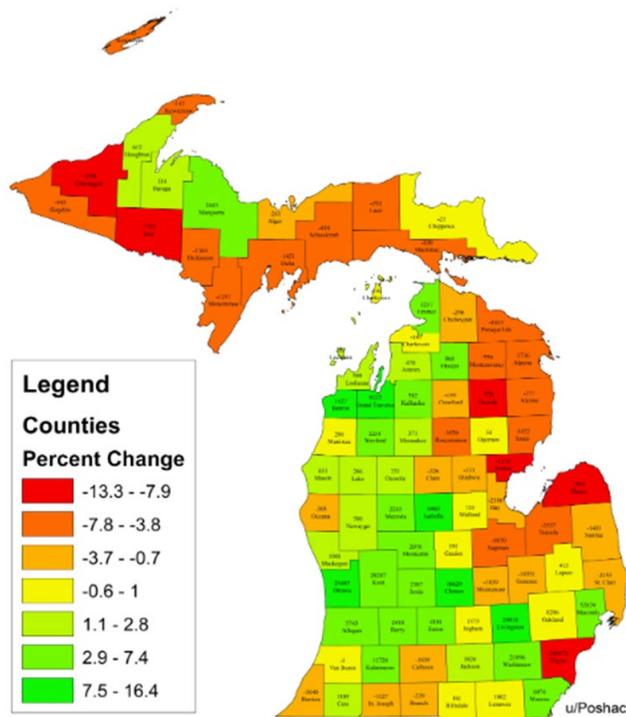
Percent Change in Population of Michigan's Cities and Townships, 2010–2020



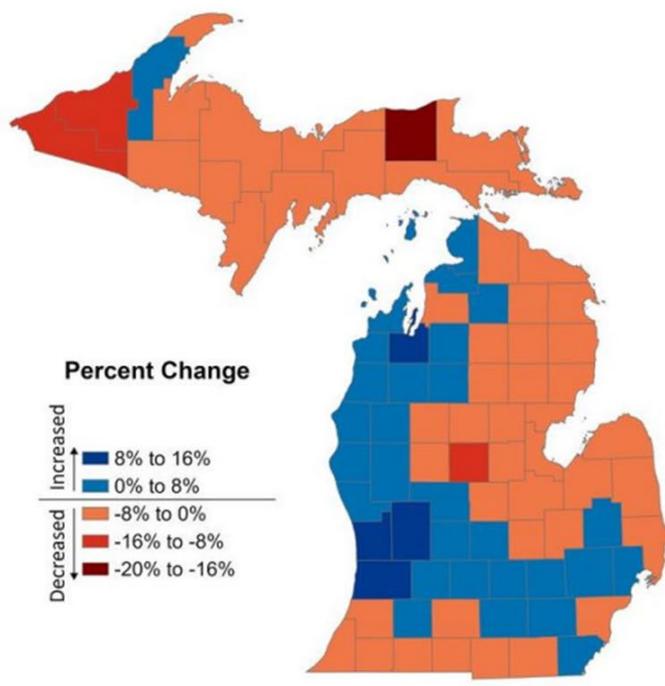
Source: 2010 and 2020 PL File, U.S. Census Bureau

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Michigan Population Change by Percentage 2000-2010 by County



Michigan Population Change (2010-2020)



Decennial data provided by the Department of Technology, Management and Budget's (DTMB) Michigan Labor Market Information located at milmi.org/population

Aging and declining populations create immediate, acute needs for workforce in essential positions

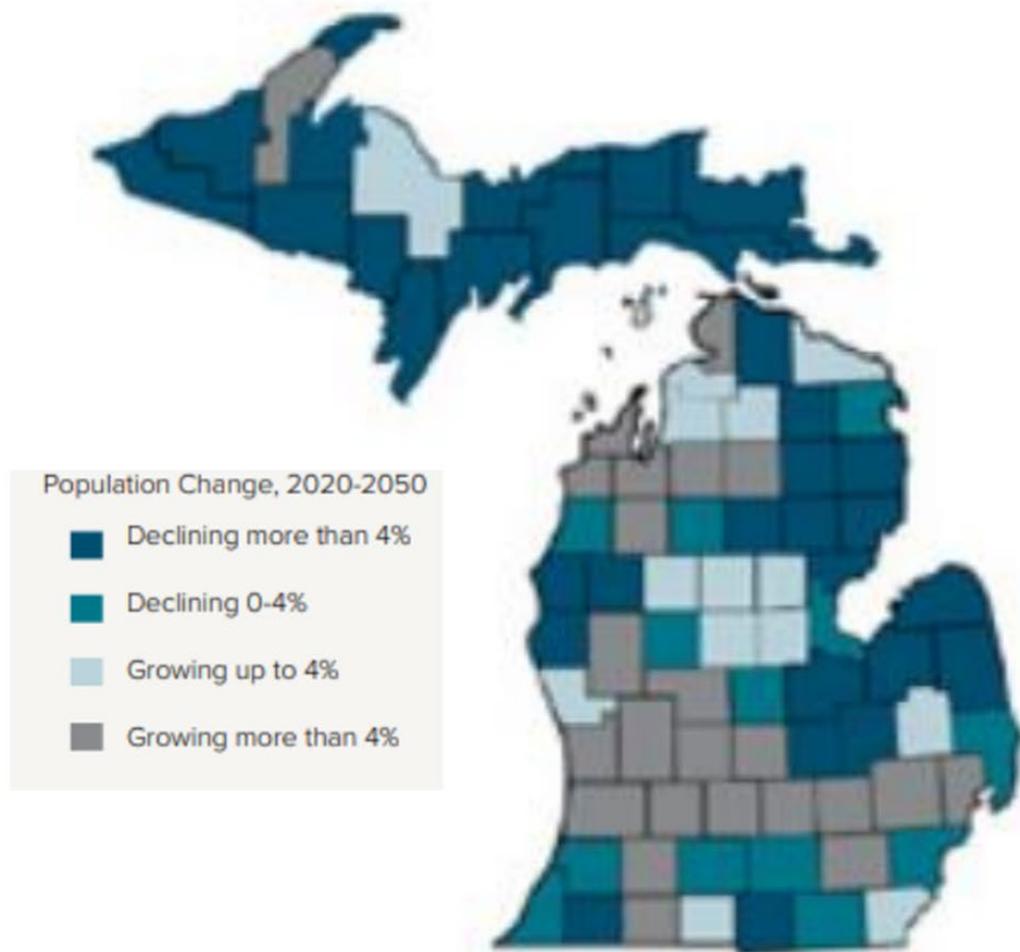
Stagnating or declining population in most of east/central Michigan

Growth in metro regions/metro fringe

Housing shortages create local/regional challenges in attracting population to new jobs and other opportunities

New solutions needed for meeting immediate community needs

Forecasted Michigan Population Change, 2020-2050



Forecasted population declines will impact future income, health, and quality of life for rural residents

Deliberate, strategic action needed to reverse current trends and build long-term workforce 'pipeline'

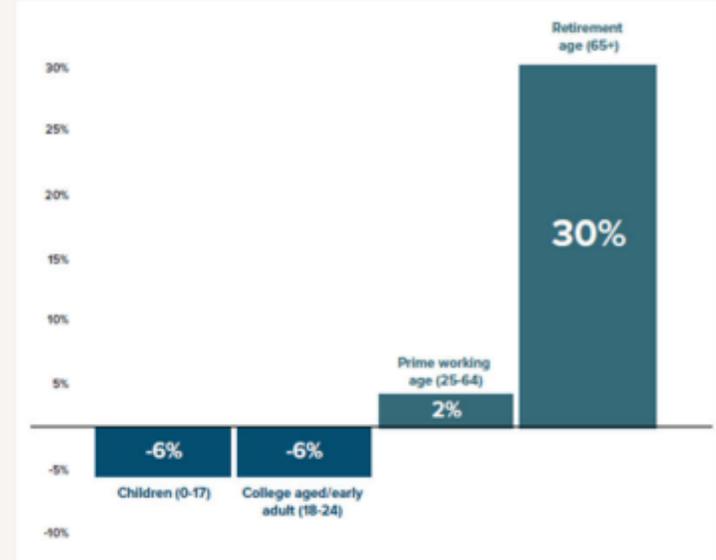
Source: University of Michigan Research Seminar in Quantitative Economics projections

TREND 2, AGING POPULATION

Higher Average age...

Michigan's population is aging faster than other states in the Midwest. And while the whole country is facing the challenge of an aging population, the impacts on Michigan's labor force, for example, are already being felt.

Chart 2: Projection of Population Change by Age Group, 2020 to 2050
Michigan's population is aging

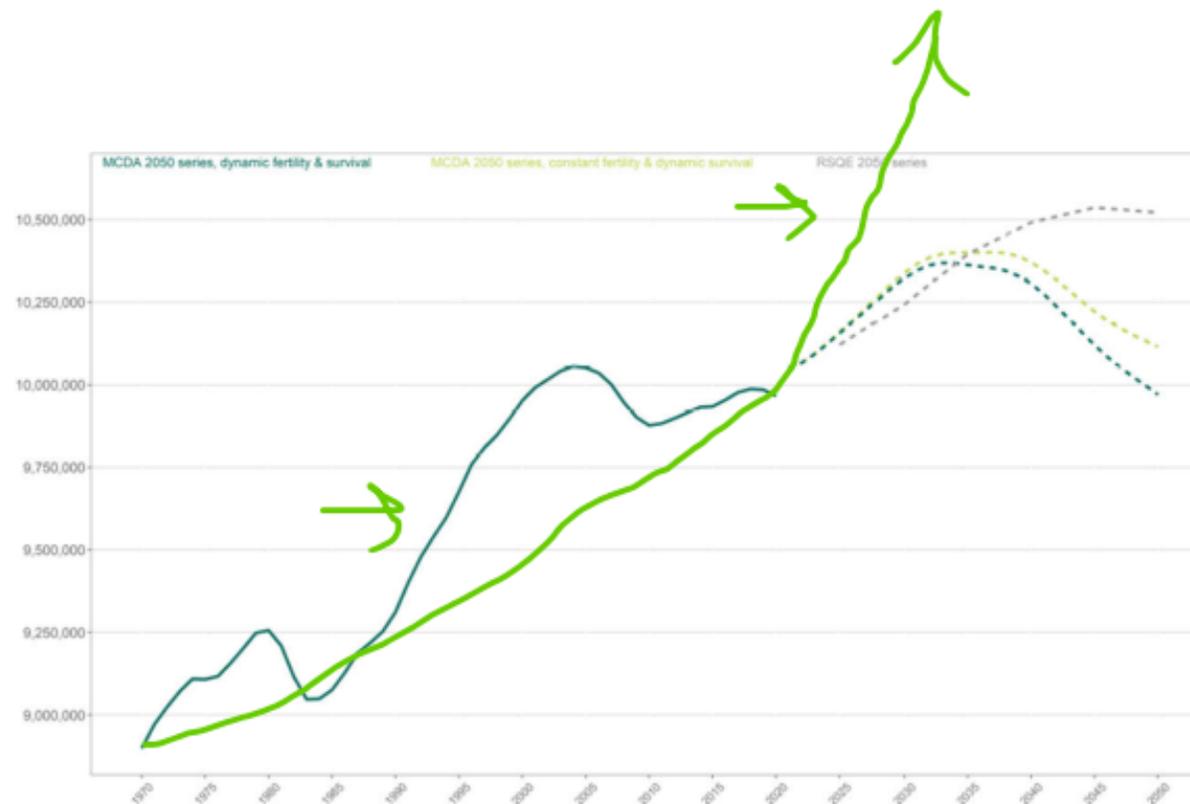


Source: Altarum analysis of projections by the University of Michigan Research Seminar in Quantitative Economics in *The Economic and Demographic Outlook for Michigan Through 2050*.

We are active in the Governor's Growing Michigan Together Council

Change the shape of the curve...

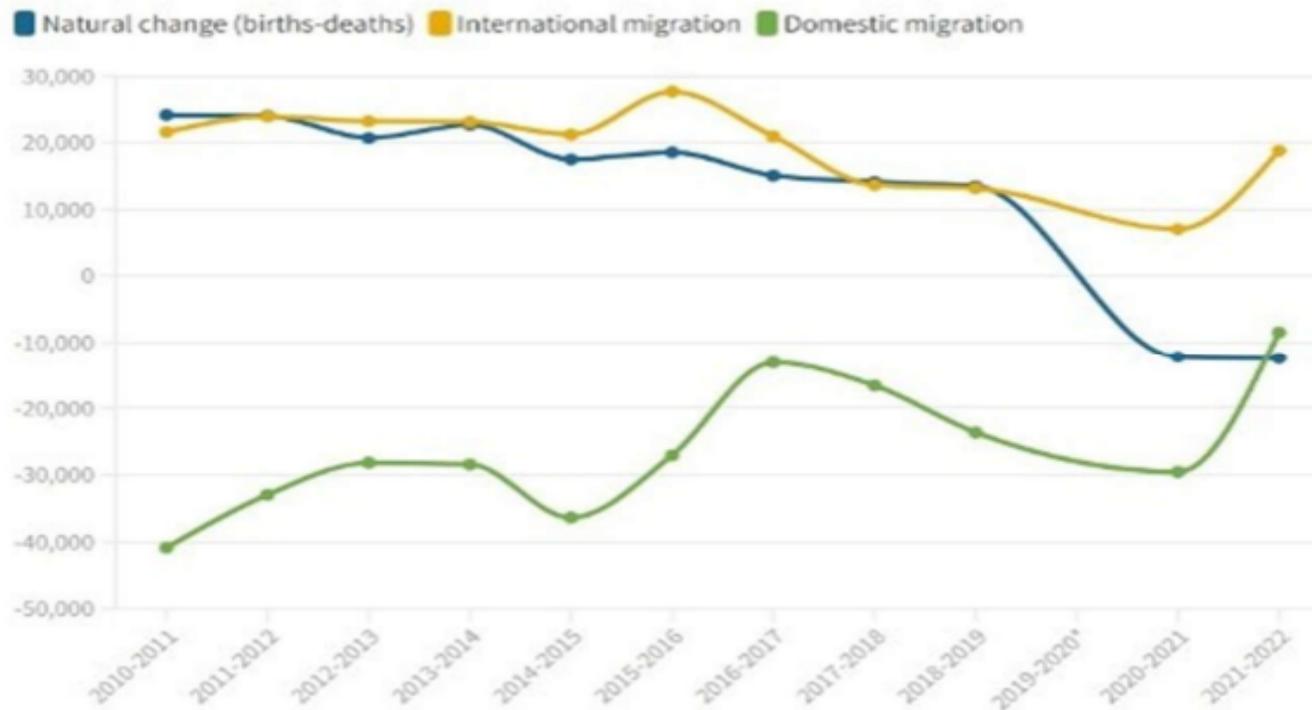
The Growing Michigan Together Council has the opportunity to recommend actions in the areas of infrastructure / place, jobs, talent, economy, Pk-12, and higher ed that will adjust the projected drivers underlying population growth, and fundamentally change the shape of Michigan's future.



Negative Domestic Migration

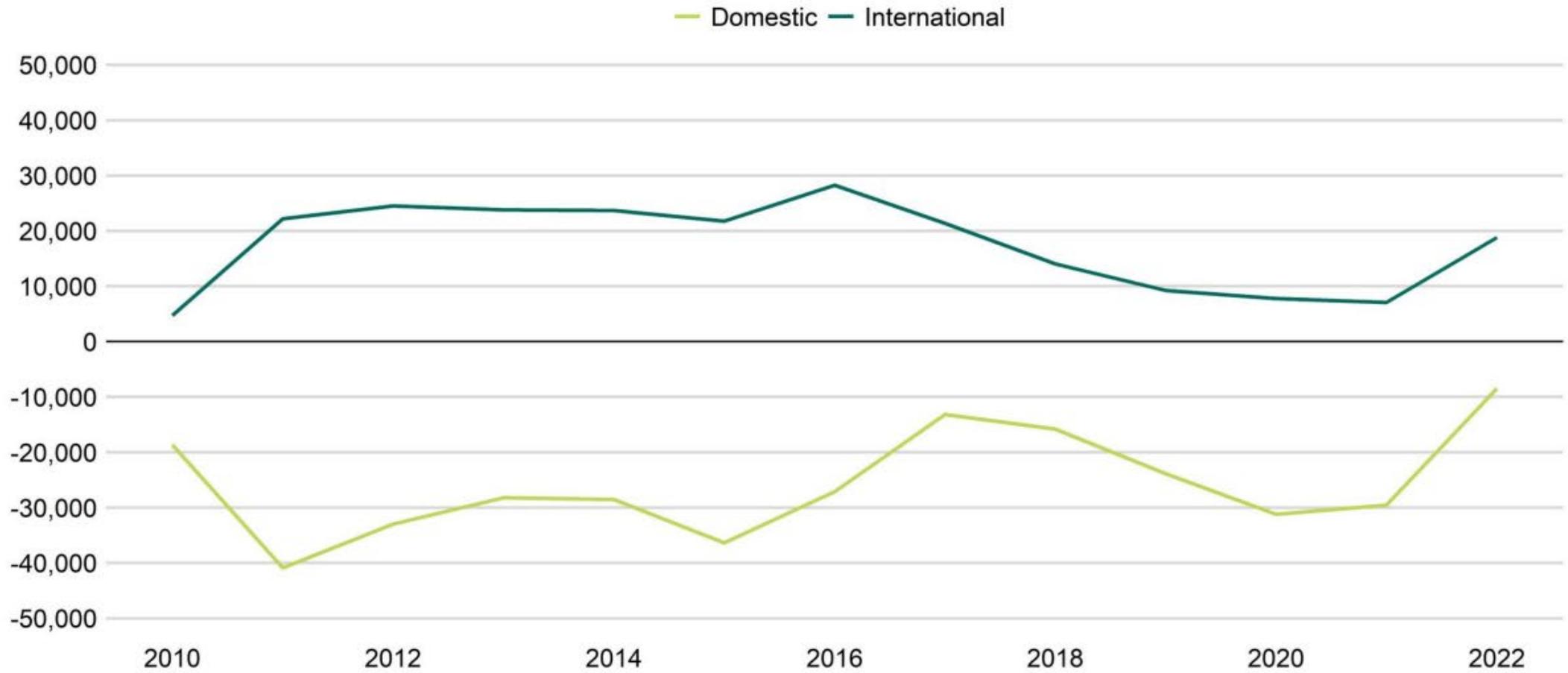
Domestic migration has been negative and is projected to be if nothing changes. International migration is lower than our share of the US population. And, while it partially offsets the negative impact of domestic out migration, it is not projected to outpace domestic migration and natural population declines.

Michigan gains from international migration



Source: U.S. Census Bureau, Population Division • *NOTE Data are not available for decennial census years.

International migration in Michigan partially offsets domestic out-migration.



Source: U.S. Census Bureau, Population Estimates Program

GREAT LAKES BAY REGION



OPERATION 40K
40,000 PEOPLE BY 2040



The three main pillars of Operation 40K are industry, the cradle-to-career pipeline and placemaking for vibrant communities.

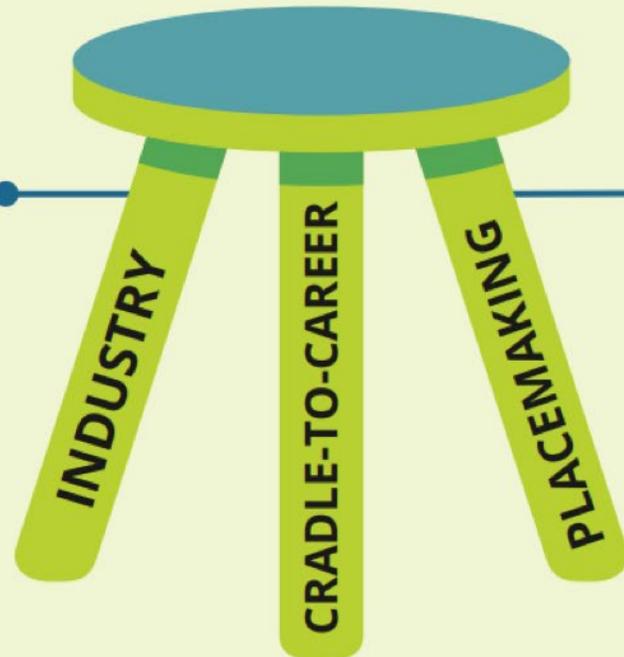
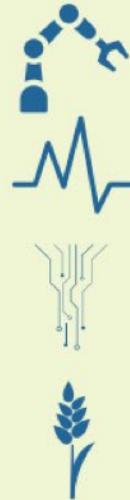
Innovative industries
which nurture the
entrepreneurial spirit

Lifelong education to
satisfy curious minds

Welcoming
communities that
calm the soul and
excite the senses

PILLARS

OPERATION
40K

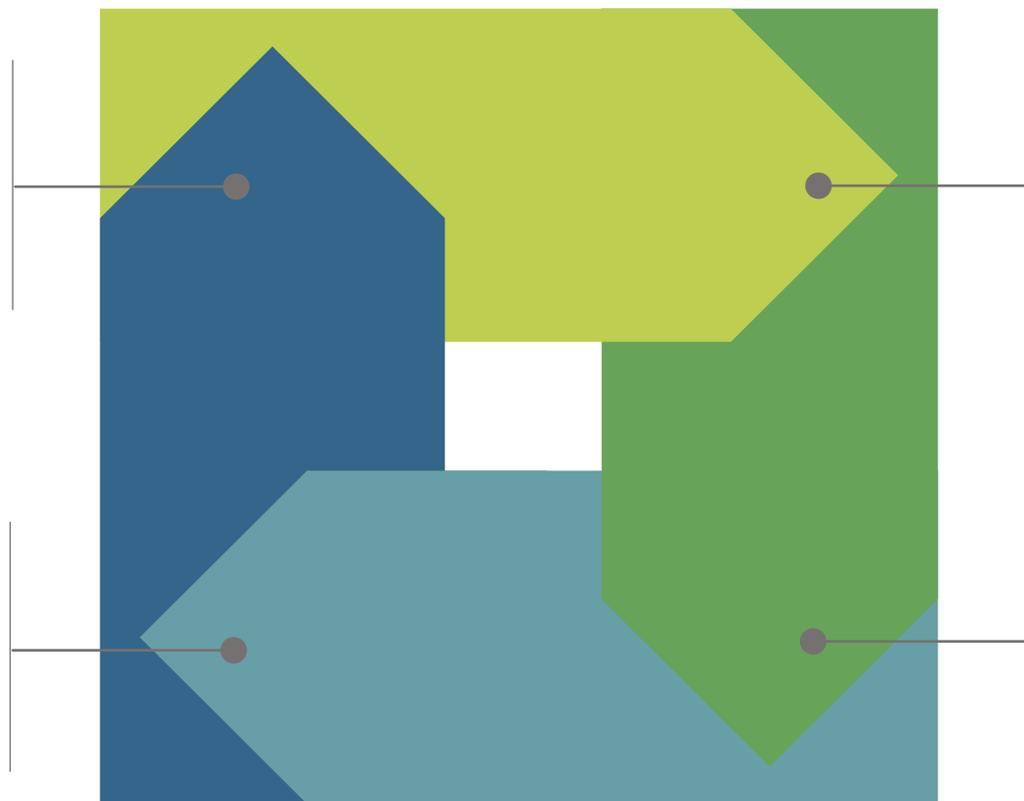


The Destination Management Cycle

By Maura Gast, FCDME

If you build a place
people want to **visit**,
you build a place where
people want to **live**.

And if you build a place
where business can **thrive**,
you'll build a place where
people want to **visit**.



If you build a place where
people want to **live**, you'll
build a place where
people want to **work**.

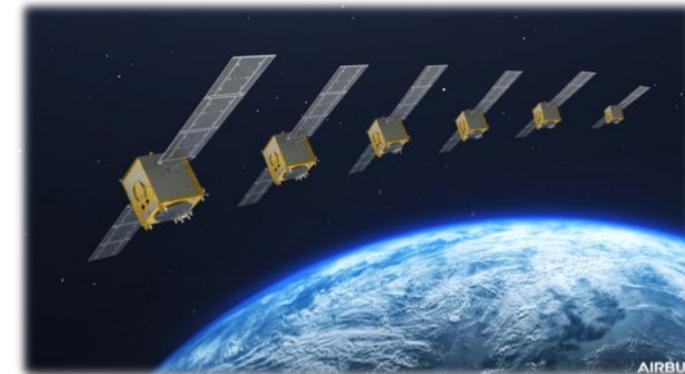
If you build a place where
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you'll build a place where
businesses can **thrive**.



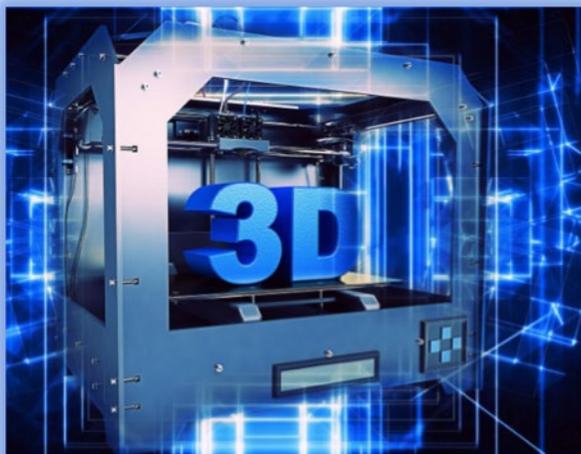
Medicine and medical research

**Innovative industries
which nurture the
entrepreneurial spirit**

Like a few of these
examples and more!



Could we lead in space and
communications tech?



Industry 4.0 / Additive
Manufacturing



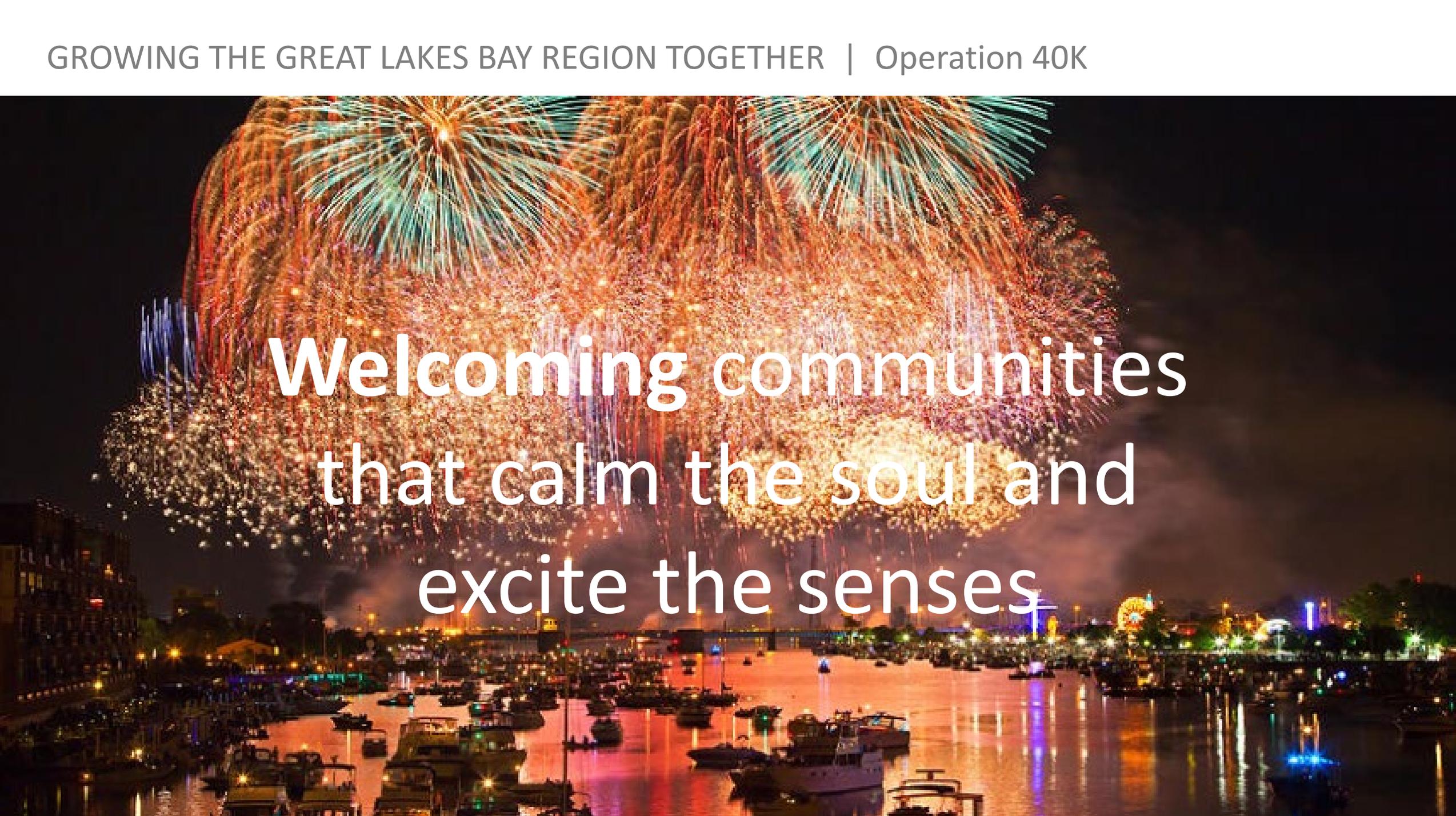
Ag innovations helping to
feed the world



A Smart Cities Institute /
Destination?

“Placemaking
requires a marathon
mindset.”
- Jessica Goldman
Srebnick





**Welcoming communities
that calm the soul and
excite the senses**

GREAT LAKES BAY REGION



OPERATION 40K
40,000 PEOPLE BY 2040



Operation 40K
Let's get growing!