

**2012 COMPREHENSIVE ECONOMIC  
DEVELOPMENT STRATEGY DATA  
FOR  
GLADWIN COUNTY, MI.**



**Prepared by:  
East Michigan Council of Governments  
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# East MI Council of Governments

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## General Facts About Gladwin County

County Seat: City of Gladwin  
 Land Area: 506.8 square miles  
 Local Governments: 2 cities, no villages; 15 townships  
 2010 Population: 25,692  
 Population Density: 50.7 persons per square mile  
 Median Age: 47.7

**Table 1: Business Establishments in Gladwin County**

Type of Establishment	Number of Establishments	Percent
Natural Resource & Mining	3	0.7%
Construction	59	13.4%
Manufacturing	32	7.3%
Trade, Transportation, Utilities	115	26.1%
Information	8	1.8%
Financial Activities	30	6.8%
Professional and Business Services	51	11.6%
Educational & Health Services	39	8.9%
Leisure & Hospitality	54	12.3%
Public Adm. & Other Services	49	11.1%
Total	440	100.0%

Source: Compiled by EMCOG from U.S. Census Selected Statistics by Economic Sector, based on 2009 County Business Patterns

## POPULATION TRENDS

Past, present and future growth patterns are a driving force and indicator of the future health and sustainability of a region. They help to define existing problems along with available socioeconomic resources and represent the current and future demands for those available resources. The sustainability of a region is dependent on how well the region meets the future needs of its residents. Future needs depend on a myriad of things including changes in population and households (both numbers and the details of those numbers) combined with existing development patterns and policy choices.

Table 2 presents a population history of Gladwin County. Between 1980 and 2000 the County experienced a 30.4% population increase from 19,957 persons in 1980 to 26,023 persons in 2000. The County's growth rate was significantly higher than the increase in population for both the EMCOG region and the State of Michigan. The 2010 U.S. Census results show that Gladwin County experienced a population loss of 1.3% since 2000 resulting in a population of slightly less than 25,700.

**Table 2: Historic Population**

Jurisdiction	Census 1980	Census 1990	Census 2000	Census 2010	% Change 1980 - 2000	% Change 2000 - 2010
<b>Gladwin County</b>	<b>19,957</b>	<b>21,896</b>	<b>26,023</b>	<b>25,692</b>	<b>30.4%</b>	<b>-1.3%</b>
State	9,262,078	9,295,297	9,938,823	9,883,640	7.3%	-0.6%
EMCOG Region	769,929	753,723	796,598	780,869	3.5%	-2.0%

Source: Compiled by EMCOG from U. S. Census

Table 3 presents population estimates for Gladwin County through the year 2040. These population estimates are based on a combination of average growth trends over the last four Decennial Censuses (1980, 1990, 2000 and 2010) and population estimates provided by the Michigan Department of Transportation.<sup>1</sup>

The average annual growth rate from 2000 to 2040 is shown on the right side of the table. Based on the population estimates Gladwin County will continue to experience a modest decline in population from the year 2010 to 2040 of **-0.3%** per year.

What is interesting to note in Table 3 are the Population subsets that make up the projections. In Gladwin County there is a projected population decline from the “Natural Increase” subset (births and deaths) and the “Domestic Migration 65 or Older” subset. However these declines are partially offset by the projected growth in migration of people under the age of 65. The increase in population under the age of 65 in Gladwin County is in contrast with the EMCOG Region as a whole which is projected to experience a decline in this age group.

**Table 3: Population Projections: 2010 - 2040**

Jurisdiction	Census 2010 (1,000's)	MDOT 2020 (1,000's)	MDOT 2030 (1,000's)	MDOT 2040 (1,000's)	Change 2010-2040 (1,000's)	Percent Change 2010-2040	Annual Growth Rate 2010-2040
<b>Gladwin County</b>	<b>24.5</b>	<b>25.6</b>	<b>24.1</b>	<b>23.4</b>	<b>-2.2</b>	<b>-8.7%</b>	<b>-0.30%</b>
<b>Population Subsets</b>							
Natural Increase		<b>-0.8</b>	<b>-1.0</b>	<b>-1.3</b>	<b>-3.1</b>		
International Migration		-	-	-	-		
Domestic Migration 65+		<b>-0.2</b>	<b>-0.2</b>	<b>-0.2</b>	<b>-0.6</b>		
Domestic Migration Under 65		<b>-0.1</b>	<b>0.7</b>	<b>0.9</b>	<b>1.5</b>		
<b>EMCOG</b>	780.8	774.0	766.1	773.7	<b>-7.1</b>	<b>-0.9%</b>	<b>-0.03%</b>
<b>Population Subsets</b>							
Natural Increase		5.9	<b>-3.4</b>	<b>-16.0</b>	<b>-13.5</b>		
International Migration		5.6	7.0	8.6	21.2		
Domestic Migration 65+		<b>-0.2</b>	.06	0.9	0.8		
Domestic Migration Under 65		<b>-21.6</b>	<b>-0.05</b>	6.1	<b>-15.6</b>		

Source: Compiled by EMCOG from Michigan Department of Transportation Planning

Another element of population trends is the age of the population as it directly impacts availability of a workforce and the experience of the workforce and types of both public and private services needed by the population. Table 4 identifies the median age<sup>2</sup> for Gladwin County for 4 decennial censuses (1980, 1990, 2000 and 2010).

<sup>1</sup> The population numbers are shown in 1,000s for ease of reading the table.

<sup>2</sup> The mid-point or the age at which 50% of the population is younger and 50% is older

**Table 4: Median Age 1980 - 2010**

Jurisdiction	Census 1980	Census 1990	Census 2000	Census 2010	Percent Change 1980 - 2000	Percent Change 2000 - 2010
<b>Gladwin County</b>	<b>33.1</b>	<b>36.9</b>	<b>42.3</b>	<b>47.7</b>	<b>27.8%</b>	<b>12.8%</b>
EMCOG Region	28.8	33.2	37.2	39.7	29.2%	6.7%

Source: Median Age per County: Compiled by EMCOG from U.S. Census

Source: Median Age per Region: calculated weighted average median age based on county Census population as compiled by EMCOG

## EMPLOYMENT, JOBS AND SALES

Economic activity and sustainability is reflected to a large degree by the number and types of jobs available. Labor force data indicate the extent to which people are able to find jobs, the rate at which they are dropping out of the labor force, and the percent of people unable to find work. "Labor Force" consists of those employed and those without a job but actively looking for one (unemployed). Those who are without a job and not looking for one and are no longer receiving unemployment compensation and services are not considered a part of the labor force.

Table 5 shows the 24-month average labor force and unemployment data for Gladwin County and the EMCOG Region, along with the State and National data, for the years 2010 and 2011. The County's unemployment rate of 12.9% is higher than the National, as well as the State and EMCOG rates.

**Table 5: 24-Month Labor Force and Unemployment**

Jurisdiction	Total Labor Force	Total Employed	Total Unemployed	24 Month Average Unemployment Rate
<b>Gladwin County</b>	<b>9,635</b>	<b>8,391</b>	<b>1,244</b>	<b>12.9%</b>
National	153,699,500	140,242,500	13,447,500	8.7%
State	4,698,500	4,248,500	450,000	9.6%
EMCOG Region	360,008	326,681	33,328	9.3%

Source: Compiled by EMCOG from Mich. Department of Labor Market Information 2010 – 2011, Data Explorer

The Gladwin County unemployment rate of 12.9% is significantly lower than the County's 2009-2010 rate of 16.8%. The unemployment rate is a mathematical calculation of dividing the number of unemployed (those people within the system of looking for work) by the labor force. As noted above, those who are without a job and are no longer in the system for receipt of unemployment and services are not included in the calculation of the unemployment rate. Since 2009-2010 both the labor force and the number of unemployed has decreased disproportionately to the increase in the number of employed. There can be several reasons for the decreased labor force and decreased number of unemployed ranging from an out migration of workers to other areas of Michigan and the Nation for jobs to dropping out of the system as unemployment benefits end.

The next three tables focus on the types of business establishments in Gladwin County and the number of jobs these businesses provide. Table 6 includes some further information about the

business establishments<sup>3</sup> that are included in Table 1 (see page 1). The data in Table 6 is broken down into the following business sectors:

**Non-Commercial Sectors** are educational institutions, post offices, government agencies, and other nonprofit organizations.

**Non-Resident Sectors** are businesses that are located in the Region but whose headquarters are located in a different state. Note: Residents have more influence on job creation than establishments headquartered outside of the state.

**Resident Sectors** are either stand-alone businesses in the region or businesses with headquarters in either the County **or** in the state of Michigan.

Non-commercial sectors make up 7% of the businesses in Gladwin County. Less than 2% of the businesses fall into the non-resident sector. The majority of businesses (92%) are in the resident sector. Data for EMCOG as a whole is also included in Table 6.

**Table 6: Business Establishments By Sector**

Jurisdiction	Total	Non-Commercial	Non-Resident	Resident
Gladwin County	1,715	119	27	1,569
EMCOG Region	53,338	3,723	1,668	47,947

Source: Compiled by EMCOG from www.youreconomy.org

Table 7 provides a different perspective of the resident sector data from Table 6 (i.e., the businesses that are headquartered either within the county or the state). The resident sector businesses are further broken down into the following business stages:

**Self-employed** (1 employee) consists of small-scale business activity that can be conducted in homes (i.e., cottage establishments) as well as sole proprietorships.

**Stage 1 (2-9 employees)** includes partnerships, lifestyle businesses and startups. Stage 1 companies are generally focused on defining a market, developing a product or service, obtaining capital and finding customers.

**Stage 2 (10-99 employees)** are typically at a phase where the company has a proven product, and survival is no longer a daily concern. Stage 2 companies generally begin to develop infrastructure and standardize operational systems. Company leaders delegate more and wear fewer hats.

**Stage 3 (100-499 employees)** companies are typically at an expansion stage as a company broadens its geographic reach, adds new products and pursues new markets. Stage 3 companies introduce formal processes and procedures, and the founder is less involved in daily operations and more concerned with managing the business culture and change.

<sup>3</sup> An establishment is defined as an economic unit that produces goods or services at a single physical location.

**Stage 4 (500+ employees)** companies are typically at the point of dominating their industry and are focused on maintaining and defending their marketing position. Key objectives at this stage are controlling expenses, productivity, globalization and managing market niches.

These stages help to define the needs of businesses to support their growth which can help Gladwin County and the EMCOG Region to better leverage resources. Regardless of their industry sector, companies in the same developmental stage experience similar challenges. Also, as companies move through these stages, not only do their internal needs change but their external needs such as what services they need from the community, also change.

The data in Table 7 shows that 93% of the resident sector businesses in Gladwin County are either self-employed or Stage 1 businesses. The balance of the resident businesses are Stage 2 businesses (6%), with less than 1% being Stage 3 businesses (100 - 499 employees).

**Table 7: Resident Sector Businesses by Stage**

Jurisdiction	Self Employed	Stage 1 2-9 employees	Stage 2 10-99 employees	Stage 3 100-499 employees	Stage 4 500+ employees
<b>Gladwin County</b>	<b>661</b>	<b>803</b>	<b>98</b>	<b>7</b>	<b>0</b>
EMCOG Region	18,858	25,040	3,800	223	26

Source: Compiled by EMCOG from [www.youreconomy.org](http://www.youreconomy.org)

The previous two tables (6 and 7) focus on the number of business establishments by sector and by stage for the dominant Resident Sector. The following two tables focus on the jobs that these business sectors and stages provide.

Table 8 shows the allocation of jobs by business sector (i.e., non-commercial, non-resident and resident) in Gladwin County and for the EMCOG Region as a whole. The data is consistent with the findings in Table 6: the majority of jobs within Gladwin County are in the resident sector (79%). The smallest portion of jobs (3.3%) is associated with businesses in the non-resident sector (i.e., headquartered out of state).

**Table 8: Resident Jobs By Business Sector**

Local	Total Jobs	Jobs Non-Commercial	Jobs Non-Resident	Jobs Resident
<b>Gladwin County</b>	<b>7,843</b>	<b>1,395</b>	<b>257</b>	<b>6,191</b>
EMCOG Region	349,831	59,136	44,101	246,594

Source: Compiled by EMCOG from [www.youreconomy.org](http://www.youreconomy.org)

In Table 9 the resident sector jobs are further broken down by business stage (see the text for Table 7 for an explanation of Business Stages).

The majority of jobs from resident businesses in Gladwin County are at Stage 1 and Stage 2 companies (over 72% combined) while 17% of jobs are from Stage 3 businesses (with 100+ employees). Over 11% of jobs are through self employment.

**Table 9: Resident Business Jobs By Stage**

Jurisdiction	Self Employed Jobs	Stage 1 Jobs 2-9 employees	Stage 2 Jobs 10-99 employees	Stage 3 Jobs 100-499 employees	Stage 4 Jobs 500+ employees
<b>Gladwin County</b>	<b>661</b>	<b>2,384</b>	<b>2,104</b>	<b>1,042</b>	<b>0</b>
EMCOG Region	18,858	77,210	87,808	39,893	22,825

Source: Compiled by EMCOG from youreconomy.org

The next two tables (10 and 11) show the annual sales (2009) by business type in Gladwin County. Table 10 identifies sales by business sector. Resident Businesses make up 92% of businesses (see Table 6) and generate 89% of sales within Gladwin County.

**Table 10: Sales by Business Sector**

Local	Total Sales (1,000s)	Sales Non-Commercial (1,000s)	Sales Non-Resident (1,000s)	Sales Resident (1,000s)
<b>Gladwin County</b>	<b>670,203.2</b>	<b>43,117.4</b>	<b>30,118.0</b>	<b>596,967.8</b>
EMCOG Region	37,113,736.1	2,596,650.7	6,846,775.5	27,670,309.9

Source: Compiled by EMCOG from www.youreconomy.org data

In Table 11 the Resident Business sector sales are broken down by Stage. Stage 2 businesses make up 39.8% of sales within Gladwin County. The Self-Employed and Stage 1 businesses make up an impressive 40.5% of all sales. These numbers demonstrate the importance of the self-employed and smaller businesses (less than 10 employees) to the County's economy.

**Table 11: Resident Sales by Stage**

Jurisdiction	Self Employed Sales (1,000s)	Stage 1 Sales (1,000s) 2-9 employees	Stage 2 Sales (1,000s) 10-99 employees	Stage 3 Sales (1,000s) 100-499 employees	Stage 4 Sales (1,000s) 500+ employees
<b>Gladwin County</b>	<b>44,694.9</b>	<b>197,248.7</b>	<b>237,477.8</b>	<b>117,546.3</b>	<b>0.0</b>
EMCOG Region	1,352,333.2	6,893,406.6	10,550,013.8	5,476,659.6	3,397,897.7

Source: Compiled by EMCOG from youreconomy.org data

Table 12 demonstrates how businesses in Gladwin County have fared regarding their sales during the initial economic downturn from 2006 through 2009 by showing the percent change in sales during this three year period. The numbers are red (negative) for the larger Stage 2 and 3 businesses indicating a reduction in sales. However the smaller businesses actually experienced an increase in sales in spite of the economic downturn. ***Overall Gladwin County's Self-Employed businesses experienced growth in sales of 4.8% over the 3 years, followed by Stage 1 businesses with a 3.6% growth in sales, again illustrating the importance of the self-employed and smaller businesses to the sustainability of the County's economy.***



**Table 12: Percent Change from 2006-2009: Resident Sales by Stage**

Jurisdiction	Self Employed Sales	Stage 1 Sales 2-9 employees	Stage 2 Sales 10-99 employees	Stage 3 Sales 100-499 employees	Stage 4 Sales 500+ employees
<b>Gladwin County</b>	<b>4.8%</b>	<b>3.6%</b>	<b>-14.0%</b>	<b>-4.7%</b>	<b>N/A</b>
EMCOG Region	-0.3%	-1.1%	-10.1%	-21.9%	-21.0%

Source: Compiled by EMCOG from youreconomy.org data

Tables 13 through 15 present business establishment data for openings and closures; expansions and downsizing; and movement of businesses in and out of Gladwin County during the period 2006 – 2009.

Table 13 presents the number of establishments that opened and closed from 2006 through 2009 and calculates the net increase of establishments.

Within Gladwin County 432 business establishments opened and 348 closed. The closed establishments equal 81% of the opened establishments, resulting in a net gain of 19% opened establishments. In other words, for every 1 establishment that opened in Gladwin County 0.8 establishments closed. The County's experience is much better than the experience of the EMCOG Region and the State as a whole.

**Table 13: Establishments Opened and Closed 2006 - 2009**

Jurisdiction	Opened 2006-2009	Closed 2006-2009	Net Opened 2006-2009	Net Percent Opened 2006-2009
<b>Gladwin County</b>	<b>432</b>	<b>-348</b>	<b>84</b>	<b>19%</b>
State of Michigan	213,007	-201,869	11,138	5%
EMCOG Region	13,038	-12,621	417	3%

Source: Compiled by EMCOG from www.youreconomy.org

Establishments: non commercial, non resident, resident

Net Opened = the difference between openings and closings of establishments

Table 14 presents the number of establishments that either expanded (i.e., increased jobs) or contracted (i.e., downsized/reduced the labor force) from 2006 through 2009, and calculates the net increase of business expansions.

Within Gladwin County 101 business establishments expanded while 39 contracted during 2006 – 2009. The contracted (downsized) establishments equal 39% of the expanded establishments resulting in a net gain of 61% of expanded establishments. In other words, for every 1 establishment that expanded in Gladwin County, 0.4 establishments contracted or downsized. The EMCOG Region experienced 0.5 business contractions per 1 business expansion and the State experienced 0.4 businesses contractions per 1 business expansion.

**Table 14: Establishments Expanded or Contracted 2006 - 2009**

Jurisdiction	Expanded 2006-2009	Contracted 2006-2009	Net Expanded 2006-2009	Net Percent Expanded 2006-2009
<b>Gladwin County</b>	<b>101</b>	<b>-39</b>	<b>62</b>	<b>61%</b>
State of Michigan	58,800	-25,818	32,982	56%
EMCOG Region	3,718	-1,949	1,769	48%

Source: Compiled by EMCOG from www.youreconomy.org

Establishments: non commercial, non resident, resident

Net Expanded = the difference between establishments that increased jobs and those that downsized.

Table 15 shows a different data set for business activity during the 2006 – 2009 time frame: the number of establishments that either moved in or out of Gladwin County.

Within Gladwin County 33 business establishments moved in and 34 moved out during 2006 – 2009 for a net loss of 1 business establishment. In other words, for every 1 business establishment that moved into the County 1.1 moved out. The County's experience is similar to the EMCOG Region. Both Gladwin County and the Region fared much better than the State experience of 1.7 business establishments moving out for every one moving in.

**Table 15: Establishments Moving Into and Out of the Area 2006 - 2009**

Jurisdiction	Move In 2006-2009	Move Out 2006-2009	Net Move In 2006-2009	Net Percent Move In 2006-2009
<b>Gladwin County</b>	<b>33</b>	<b>-34</b>	<b>-1</b>	<b>-3%</b>
State of Michigan	1,687	-2,927	-1,240	-74%
EMCOG Region	618	-702	-84	-14%

Source: Compiled by EMCOG from www.youreconomy.org

Establishments: non commercial, non resident, resident

Net Moved In = the difference between establishments that moved in and those that moved out.

Tables 16 through 18 present the **job impact** of business establishment activity regarding openings and closures; expansions and downsizing; and moving in and out of the area (from Tables 13 through 15)

Table 16 shows the number of jobs impacted by the opening and closing of business establishments from 2006 through 2009 (from Table 13) and calculates the net increase of jobs.

Within Gladwin County 49 jobs were created due to opened business establishments and 171 jobs were lost due to business closures. The job losses due to closures equal 349% of the jobs created resulting in a net loss of 249% of the opened establishment jobs. In other words, for every 1 job gained by a business opening, 3.5 jobs were lost due to business closures. Gladwin County's experience of net job loss is greater than the experience for EMCOG (2.2 jobs lost for every 1 job gained) and the State as a whole (2.1 jobs lost for every 1 job gained) during the same time period.

**Table 16: Jobs Impacted By Opening and Closing Establishments 2006 - 2009**

Jurisdiction	Opened Jobs 2006-2009	Closed Jobs 2006-2009	Net Opened Jobs 2006-2009	Net Percent Opened Jobs 2006-2009
<b>Gladwin County</b>	<b>49</b>	<b>-171</b>	<b>-122</b>	<b>-249%</b>
State of Michigan	551,322	-1,138,029	-586,707	-106%
EMCOG Region	28,168	-62,488	-34,320	-122%

Source: Compiled by EMCOG from www.youreconomy.org

Establishments: non commercial, non resident, resident

Net Opened Jobs = the difference between jobs created from opened establishments and jobs lost due to closures.

Table 17 shows the number of jobs impacted by the expansion and contraction (downsizing) of business establishments from 2006 through 2009.

Within Gladwin County 218 jobs were created due to expansion of business establishments while 95 jobs were lost due to business downsizing. The job losses equal 44% of the jobs created, resulting in a net increase of 56% of the expanded establishment jobs. In other words, for every 1 job created 0.44 jobs were lost. The County's experience is the same as for the EMCOG Region (0.46 jobs lost for every 1 job created). Both Gladwin County and EMCOG fared better than the State (0.6 jobs lost for every 1 job created).

**Table 17: Job Impact of Establishment Expansions and Contractions (downsizing)  
2006 - 2009**

Jurisdiction	Expanded Jobs 2006-2009	Contracted (downsized) Jobs 2006-2009	Net Expanded Jobs 2006-2009	Net Percent Expanded Jobs 2006-2009
<b>Gladwin County</b>	<b>218</b>	<b>-95</b>	<b>123</b>	<b>56%</b>
State of Michigan	437,688	-246,613	191,075	44%
EMCOG Region	22,383	-10,196	12,187	54%

Source: Compiled by EMCOG from www.youreconomy.org

Establishments: non commercial, non resident, resident

Net Expanded Jobs = the difference between jobs impacted by expansion and downsizing of establishments

Table 18 shows the impact that the number of establishments either moving in or out of the County had on jobs during 2006 – 2009.

Within Gladwin County 148 jobs were created by business establishments moving in. At the same time 89 jobs were lost by businesses moving out. In other words, for every 1 job created due to a business moving in to the County, 0.6 jobs were lost due to a businesses moving out. The County's experience of net job **gain** is higher than both EMCOG and the State which both experienced about 1 job **lost** for every 1 job created during the same time period.

**Table 18: Jobs Impacted By Establishments Moving In and Out of the Region  
2006 - 2009**

Jurisdiction	Move In Jobs 2006-2009	Move Out Jobs 2006-2009	Net Move In Jobs 2006-2009	Net Percent Move In Jobs 2006-2009
<b>Gladwin County</b>	<b>148</b>	<b>-89</b>	<b>59</b>	<b>40%</b>
State of Michigan	26,734	-26,727	7	0%
EMCOG Region	2,806	-3,063	-257	-9%

Source: Compiled by EMCOG from www.youreconomy.org

Establishments: non commercial, non resident, resident

Net Move In Jobs = the difference between jobs from business moving in and out of the region.

The next set of tables shows employment forecasts for the following occupational categories:

- Table 19: Public Sector
- Table 20: Goods Producing
- Table 21: Transportation and Warehousing
- Table 22: Professional Business Services
- Table 23: Educational and Health Services
- Table 24: Leisure and Hospitality
- Table 25: Other Services

The forecasts are for the ten-year period 2010 to 2020. Each Table shows growth rates by type of occupation. The largest occupational growth sector in Gladwin County continues to be Education and Health Services. Within this sector the largest growth is in the health care support area. Other growing Occupational Sectors are Transportation and Warehousing, Professional Business Services, and Other Services. The Public Sector, Goods Producing and Leisure & Hospitality sectors are forecast to lose jobs through 2020.

**Table 19: Occupational Employment Forecasts 2010 - 2020  
PUBLIC SECTOR**

Jurisdiction	2010 Employment	2020 Employment	Increase/ decrease	Percent Change
Michigan	637,894	633,917	-3,977	-0.6%
EMCOG Region	50,912	50,212	-700	-1.4%
<b>Gladwin County</b>	<b>949</b>	<b>924</b>	<b>-25</b>	<b>-2.6%</b>

Source: Compiled by EMCOG from MDOT from University of Michigan Institute for Research on Labor, Employment and the Economy, December 2011

**Table 20: Occupational Employment Forecasts 2010 - 2020  
GOODS PRODUCING**

Jurisdiction	2010 Employment	2020 Employment	Increase/ decrease	Percent Change
Michigan	1,531,677	1,507,624	-24,053	-1.6%
EMCOG Region	121,977	118,018	-3,959	-3.2%
<b>Gladwin County</b>	<b>2,577</b>	<b>2,538</b>	<b>-39</b>	<b>-1.5%</b>

Source: Compiled by EMCOG from MDOT from University of Michigan Institute for Research on Labor, Employment and the Economy, December 2011

**Table 21: Occupational Employment Forecasts 2010 - 2020  
TRANSPORTATION AND WAREHOUSING**

Jurisdiction	2010 Employment	2020 Employment	Increase/ decrease	Percent Change
Michigan	116,905	128,808	11,903	10.2%
EMCOG Region	7,548	8,502	954	12.6%
<b>Gladwin County</b>	<b>74</b>	<b>87</b>	<b>13</b>	<b>17.6%</b>

Source: Compiled by EMCOG from MDOT from University of Michigan Institute for Research on Labor, Employment and the Economy, December 2011

**Table 22: Occupational Employment Forecasts 2010 - 2020  
PROFESSIONAL BUSINESS SERVICES**

Jurisdiction	2010 Employment	2020 Employment	Increase/ decrease	Percent Change
Michigan	1,260,564	1,422,405	161,841	12.8%
EMCOG Region	66,190	73,921	7,731	11.7%
<b>Gladwin County</b>	<b>828</b>	<b>971</b>	<b>143</b>	<b>17.3%</b>

Source: Compiled by EMCOG from MDOT from University of Michigan Institute for Research on Labor, Employment and the Economy, December 2011

**Table 23: Occupational Employment Forecasts 2010 - 2020  
EDUCATIONAL AND HEALTH SERVICES**

Jurisdiction	2010 Employment	2020 Employment	Increase/ decrease	Percent Change
Michigan	733,988	887,024	153,036	20.8%
EMCOG Region	54,787	65,127	10,340	18.9%
<b>Gladwin County</b>	<b>653</b>	<b>773</b>	<b>120</b>	<b>18.4%</b>

Source: Compiled by EMCOG from MDOT from University of Michigan Institute for Research on Labor, Employment and the Economy, December 2011

**Table 24: Occupational Employment Forecasts 2010 - 2020  
LEISURE AND HOSPITALITY**

Jurisdiction	2010 Employment	2020 Employment	Increase/ decrease	Percent Change
Michigan	472,609	476,605	3,996	0.8%
EMCOG Region	33,105	32,792	-313	-0.9%
<b>Gladwin County</b>	<b>598</b>	<b>588</b>	<b>-10</b>	<b>-1.7%</b>

Source: Compiled by EMCOG from MDOT from University of Michigan Institute for Research on Labor, Employment and the Economy, December 2011

**Table 25: Occupational Employment Forecasts 2010 - 2020**  
**OTHER SERVICES**

Jurisdiction	2010 Employment	2020 Employment	Increase/ decrease	Percent Change
Michigan	283,972	307,039	23,067	8.1%
EMCOG Region	24,283	26,680	2,397	8.1%
<b>Gladwin County</b>	<b>564</b>	<b>639</b>	<b>75</b>	<b>13.3%</b>

Source: Compiled by EMCOG from MDOT from University of Michigan Institute for Research on Labor, Employment and the Economy, December 2011

**INCOME, POVERTY AND EDUCATION**

Per capita personal income (PCPI) is widely used as an indicator of the economic wellbeing of residents in an area. Changes in PCPI provide a statistical measurement of an area's wealth and sustainability compared to regional or national benchmarks. PCPI is measured by totaling all income sources, wages and salaries, asset income and transfer payments and dividing that total by the total population.

Table 26 presents the National, State and Gladwin County PCPI for December of 2011. The State and County is compared to the National PCPI of \$39,945. The PCPI for Gladwin County and the State of Michigan are both below the National average.

**Table 26: Per Capita Personal Income  
and  
Percent of National Average**

Area	December 2011 PCPI	Percent of National PCPI
National	39,945	
<b>Gladwin County</b>	<b>25,237</b>	<b>63.2%</b>
State	34,691	87.0%

Source: Compiled by EMCOG from STATS America, December, 2011

Poverty is another strong indicator of the economic health and sustainability of the population of an area. Table 27 shows the level of poverty within Gladwin County for the years 2000 and 2010 as compared to the EMCOG Region, the State and the Nation.

As a point of reference when reviewing Table 27, the 2011 U. S. Census poverty thresholds for annual income based on the size of the family unit are as follows:

Size of Family Unit	Annual Income
One person (unrelated individual)	\$ 10,890
Two People	14,710
Three People	18,530
Four People	22,350
Five People	26,170
Six People	29,990
Seven People	33,810
Eight People	37,630
Each Additional Person	3,820

Source: www/census.gov

As shown below, the National percentage of the population at the poverty level has increased by 3.8% since 2000 compared to 5.2% in Gladwin County and 5.1% for the Region. Some of the increase in the percent of population at the poverty level could be attributed to the reduction in overall population of 1.3% in Gladwin County since 2000 (i.e., the population at the poverty level represents a percentage of a smaller base). However neither the Nation the State of Michigan, the EMCOG Region nor Gladwin County has experienced a reduction in the poverty rate since the 2000 Census.

**Table 27: Percent of Population At Poverty Level 2000 – 2010**

Area	2000 Percent of Population	2010 Percent of Population	Percent Change of Population in Poverty 2000 – 2010
<b>Gladwin County</b>	<b>13.8%</b>	<b>19.0%</b>	<b>5.2%</b>
National	11.3%	15.1%	3.8%
State	11.3%	14.8%	3.5%
EMCOG Region	12.3%	17.4%	5.1%

Source: Compiled by EMCOG from U. S. Census Bureau American FactFinder

Another indicator of the economic viability of an area is the educational attainment of the population living there. Table 28 presents a comparison of Gladwin County's educational attainment for 2000 and 2010 by identifying the percent of the population age 25 and older that does not have a high school diploma and the percent of the same population that has a degree (high school diploma or higher).

For Gladwin County, as well as the EMCOG Region and the State, the numbers have been going in a positive direction for the past ten years. The portion of population without a high school diploma has decreased while the educational attainment at all levels has increased.

**Table 28: Education Attainment of Population 25 and Older 2000 - 2010**

Area	2000 Percent Without High School Diploma	2010 Percent Without High School Diploma	2000 Percent With Diploma Or Higher	2010 Percent With Diploma or Higher	2000 Percent with Bachelors or Higher	2010 Percent with Bachelors or Higher
<b>Gladwin County</b>	<b>21.7%</b>	<b>15.8%</b>	<b>78.3%</b>	<b>84.2%</b>	<b>9.2%</b>	<b>11.1%</b>
Michigan	16.6%	11.9%	83.4%	88.0%	21.8%	25.0%
EMCOG	18.3%	13.6%	81.7%	86.4%	15.2%	17.5%

Source: Compiled by EMCOG from Factfinder.census.gov

## TAXABLE VALUES AND HOUSING

The economic health of a community is, in many ways, tied to the health of its tax base. Without a healthy tax base essential services are difficult to deliver and the quality of life amenities that keep residents and businesses and attract new ones, become threatened. Without a sustainable tax base, bonds and tax initiatives for everything from public safety, education, local roads to water and sewer, are also be at risk.

Table 29 presents a comparison of taxable values for Gladwin County, the EMCOG Region, and Michigan for the years 2000, 2005 and 2010. During the period 2000–2005 Gladwin County’s taxable value increase of just over 39% was greater than the increase for both the EMCOG Region and the State as a whole. During the years 2005–2010 the rate of growth of taxable value slowed for the County (17.1%) but still increased at a greater rate than for the EMCOG Region (11.0%) and the State (4.7%).

**Table 29: Property Tax Valuation 2000 - 2010**

Jurisdiction	2000 Taxable Valuation (million’s)	2005 Taxable Valuation (million’s)	Percent Change 2000 - 2005	2010 Taxable Valuation (million’s)	Percent Change 2005 - 2010
<b>Gladwin County</b>	<b>579.8</b>	<b>807.0</b>	<b>39.2%</b>	<b>944.9</b>	<b>17.1%</b>
State	240,647.5	321,653.1	33.7%	336,845.0	4.7%
EMCOG Region	17,393.6	22,078.3	26.9%	24,517.0	11.0%

Source: Compiled by EMCOG from 2000, 2005, and 2010 Ad Valorem Property Tax Report, Michigan Department of Treasury

Table 30 presents a comparison of the average tax rates levied for Gladwin County, the EMCOG Region and for Michigan for the years 2000, 2005 and 2010. The tax rates are a calculation that represents an overall average millage rate based on total taxable values and total taxes levied. Tax millage rates are based on \$1.00 per \$1,000 of assessed valuation.

During the years 2000–2005 the County's overall millage rate decreased by 6.3% compared to a smaller decrease of 1.7% in EMCOG and an increase of 1.4% for the State. During the next five years (2005–2010) the millage rate for the County increased by 1.0%, while the tax millage rates for both the EMCOG Region and the State decreased.



**Table 30: Property Tax Rates 2000 - 2010**

Jurisdiction	2000 Average Tax Rate	2005 Average Tax Rate	Percent Change 2000 - 2005	2010 Average Tax Rate	Percent Change 2005 - 2010
<b>Gladwin County</b>	<b>34.67</b>	<b>32.47</b>	<b>-6.3%</b>	<b>32.79</b>	<b>1.0%</b>
State	39.32	39.88	1.4%	39.70	-0.5%
EMCOG Region	35.58	34.99	-1.7%	34.73	-0.7%

Source: Compiled by EMCOG from 2000, 2005, and 2010 Ad Valorem Property Tax Report, Michigan Department of Treasury  
Average Tax Rate: calculation based on total taxes levied and total taxable valuation

Another indicator of the economic health of an area is the status of the growth of the housing stock and vacancy rates.

Table 31 shows the 2000 and 2010 housing units and the rate of growth in housing units since the 2000 Census for Gladwin County, the EMCOG Region, and the State. During this ten-year time frame Gladwin County experienced a 5.0% increase in housing units, slightly higher than the EMCOG Region as a whole (4.3%) but less than the statewide increase of 7.0%

**Table 31: Housing Units 2000 - 2010**

Jurisdiction	2000 Total Housing Units	2010 Total Housing Units	Percent Change 2000 - 2010
<b>Gladwin County</b>	<b>16,828</b>	<b>17,672</b>	<b>5.0%</b>
State	4,234,279	4,532,233	7.0%
EMCOG Region	345,374	360,064	4.3%

Source: Compiled by EMCOG from Census 2010

While Gladwin County experienced gains in housing units during the past 10 years, the vacancy rate data in Table 32 provides further information: the number of vacant housing units in 2000 and 2010 and the percent those vacant units are of the total housing for the same time period.

Note: the vacancy rates are based on U. S. Census data. The Census determines a housing unit as vacant *if no one is living in it at the time of the interview, unless its occupants are only temporarily absent. A vacant unit may be one which is entirely occupied by persons who have a usual residence elsewhere* ([www.census.gov](http://www.census.gov)). Based on this definition, second homes are counted as vacant.

As shown below (Table 32), the increase in housing in Gladwin County (5.0% from Table 31) is higher than the increase in vacancies (2.0%) for the County. The overall vacancy rate for Gladwin County has increased slightly from 37.2% in 2000 to 39.2% in 2010.

**Table 32: Housing Vacancies 2000 - 2010**

Jurisdiction	2000 Vacant Housing Units	2000 Vacancy Rate	2010 Vacant Housing Units	2010 Vacancy Rate	Change In Housing Vacancy Rate 2000 - 2010
<b>Gladwin County</b>	<b>6,267</b>	<b>37.2%</b>	<b>6,919</b>	<b>39.2%</b>	<b>2.0%</b>
State	448,618	10.6%	659,725	14.6%	4.0%
EMCOG Region	70,702	18.7%	82,324	20.8%	2.1%

Source: Compiled by EMCOG from Census 2010



## SUMMARY OF DATA FOR GLADWIN COUNTY

The following is a list of highlights of findings of the economic data for Gladwin County:

### POPULATION TRENDS

- Gladwin County lost just over 1% of its population since 2000 (Table 2).
- Gladwin County population is forecast to decline slightly through 2040 at a very modest rate of **-0.30%** per year (Table 3).
- In spite of the continuing projection of population loss in Gladwin County, the population under the age of 65 will increase by 700 people by the year 2030 and a total of 1,500 by the year 2040.
- Gladwin County's population is getting older. The median age has increased from 33.1 in 1980 to 47.7 in 2010 (Table 4).

### EMPLOYMENT AND JOBS

- The 24-month (2010-2011) average unemployment rate for Gladwin County of 12.9% is higher than both the National rate of 8.7% and the EMCOG rate of 9.3%. (Table 5).
- Resident sector businesses (i.e., either stand alone businesses or businesses headquartered with the County or state) make up 92% of businesses within Gladwin County (Table 6).
- Approximately 93% of the resident sector businesses in Gladwin County are either self-employed (1 employee) or Stage 1 (2-9 employees) (Table 7).
- Stage 2 companies (10-99 employees) make up 6% of businesses in Gladwin County (Table 7).
- 79% of jobs in Gladwin County come from resident sector businesses; the least amount of jobs (3.3%) are from the non-resident sector (Table 8).
- Over 72% of resident sector jobs in Gladwin County are from either Stage 1 or Stage 2 businesses (Table 9).
- Resident businesses generate 89% of sales within Gladwin County (Table 10).
- The Self-Employed and Stage 1 businesses (2-9 employees) generate an impressive 40.5% of sales within Gladwin County (Table 11).

- Stage 2 businesses (10-99 employees) generate 39.8% of sales within Gladwin County (Table 11).
- During the three year period 2006 – 2009 the Self-Employed and Stage 1 businesses in Gladwin County experienced **growth in sales** of 4.8% and 3.6% respectively (Table 12).
- During the three year period 2006 – 2009 the Stage 2 and Stage 3 businesses in Gladwin County experienced a **reduction in sales** of **-10.1%** and **-21.9%** respectively (Table 12).
- From 2006 to 2009 the following business activity occurred in Gladwin County:
  - For every 1 business that opened, 0.8 businesses closed (Table 13).
  - For every 1 job created from businesses opening, 3.5 jobs were lost due to business closures (Table 16).
  - For every 1 business that expanded, 0.4 businesses downsized (Table 14).
  - For every 1 job created from business expansion, 0.4 jobs were lost due to business downsizing (Table 17).
  - For every 1 business that moved in to the County, 1.1 businesses moved out of the County (Table 15).
  - For every 1 job created from businesses moving in to the County, 0.6 jobs were lost due to businesses moving out of the County (Table 18).
- Gladwin County Employment Sector Forecasts: 2010-2020
  - The largest employee occupation sector is “Professional Business Services” (Table 22).
  - The second largest employee occupation sector is “Educational and Health Services” (Table 23).
  - The largest forecast increase in jobs (18.4%) is in “Educational and Health Services” (Table 23) followed by “Transportation and Warehousing (17.6%) (Table 21).
  - “Public Sector”, “Goods Producing” and “Leisure & Hospitality” sectors are forecast to lose jobs by 2020 (Tables 19, 20 and 24).

## INCOME, POVERTY AND EDUCATION

- Gladwin County's 24-month 2011 PCPI is 63.2% of the National average. (Table 26).
- 19.0% of Gladwin County's population (2010) is at the poverty level, an increase of 5.2 percentage points since 2000 (Table 27).
- The portion of Gladwin County's population with a high school diploma has been increasing steadily since 2000 (Table 28).
- The portion of Gladwin County's population that has a college degree or higher has been increasing steadily since 2000 (Table 28)

## TAXABLE VALUES AND TAX RATES AND HOUSING

- Taxable values in Gladwin County grew from 2000 to 2005 but have at a slower rate since 2005 (Table 29).
- Taxable values in Gladwin County grew at a higher rate than the EMCOG Region and the State as a whole (Table 29).
- The overall tax levy rate for Gladwin County has increased by 1% since 2000 (Table 30).
- The number of housing units in Gladwin County grew by 5% from 2000 to 2010. This growth rate is approximately 71% of the growth rate for the State and higher than the growth rate for the EMCOG Region (Table 31).
- The vacancy rate <sup>4</sup> for Gladwin County is 39.2% (an increase of 2% since 2000), and significantly higher than for the EMCOG Region and the State as a whole. (Table 32).

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<sup>4</sup> According to the U. S. Census a housing unit is considered vacant if no one is living in it at the time of the interview, unless its occupants are only temporarily absent. A vacant unit may be one which is entirely occupied by persons who have a usual residence elsewhere.