

YOUR *Future* HERE



KENTWOOD
Michigan

Results, **Not Red Tape**



Kentwood maintains an “Open for Business” attitude – committing to helping, not hindering, those looking to invest and grow.

Our streamlined development process focuses on results, not red tape. Coupled with excellent customer service and access to robust resources and incentives, such as tax abatements and other financial support opportunities, doing business in Kentwood makes sound financial sense.



Lowest Total Millage

Kentwood remains the lowest total millage for Michigan cities with a population between 30,000 – 80,000 without an income tax.



No City Income Tax

Kentwood has no City income tax, meaning more profits to invest in your employees and business — and no tax for your employees and contractors.



Local Tax Incentives

Tax Abatements
Economic Development
Corporation Loans
Brownfield Program

YOUR *Business* HERE





Steelcase



Broad Leaf Local Beer

A HELPING HAND

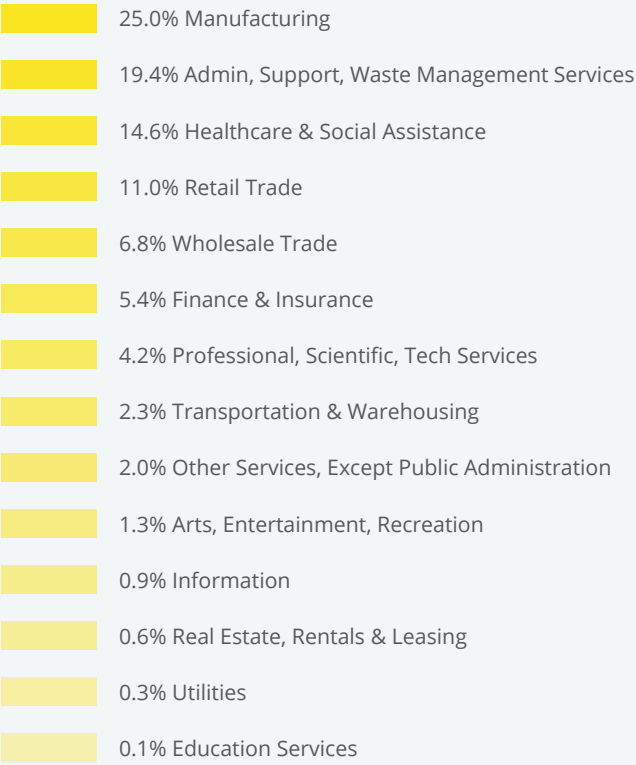
Kentwood has readily available business support. The City's Economic Development Department serves as a supportive liaison between the government and business community, working to attract, retain and expand businesses.

Kentwood's **Economic Development Corporation** helps shape business-friendly policy and partnerships, implement programs to support businesses, promote community engagement, assist with marketing and business promotion, and offer education and training through four ambassador teams of established members of the business community. The ambassador teams focus on programs and development, education and opportunity, corridor development and community engagement.



A STRATEGIC LOCATION

Kentwood Industry Makeup Profile



Source: U.S. Census based on number of jobs in each sector



Industry leaders choose Kentwood as their base of operations. Kentwood is home to one of West Michigan's largest retail destinations, drawing people from the metro Grand Rapids area and beyond. Our strong retail presence is matched by a portfolio of diverse industries, such as manufacturing, healthcare services, distribution and agribusiness.



West Michigan has the **fastest-growing economy in the U.S.** thanks to affordable real estate, creative incentives, and trade networks

Michigan's state business **tax climate is ranked among the top 15** in the country

Michigan has one of the lowest personal income tax rates in the nation

Michigan's **workers' compensation costs** are some of the **lowest in the Midwest**

Regional intergovernmental cooperation **reduces operating costs**, while long-standing area manufacturer partnerships help **lower business costs** and **improve industry performance**

*Source: Leading economic development organization The Right Place, Inc.



Kentwood is Close and Connected

Kentwood offers an ease of living and doing business due to its central location and access to many modes of transportation. Connected through the Gerald R. Ford International Airport, major highways, passenger and freight rail and bus routes, Kentwood serves as an intersection to many West Michigan communities – and beyond.

Downtown Grand Rapids

Located just 15 miles northwest



Gerald R. Ford International Airport

Less than five miles to the east



The Lakeshore

30 miles from Lake Michigan



Public Transportation

Eight Rapid routes and a nearby Amtrak station



YOUR *Home* HERE



James Swoboda

Your business is positioned for success in Kentwood as your employees will find a welcoming community to call home.

Kentwood offers a high quality of life due to its proximity to many of West Michigan's destination dining, entertainment and outdoor recreation options. Centrally located, it's an easy local commute, thanks to many public and private transport options. It's also located just 15 miles southeast of downtown Grand Rapids and 30 miles from beautiful Lake Michigan.

A HOT REAL ESTATE MARKET

Kentwood is an attractive destination for homebuyers. In 2018, the average home listing views in our 49508 ZIP code were up 4% over the previous year, with homes receiving nearly four times more views than those in the rest of the country, according to Realtor.com. Homes in this ZIP code typically sell within two weeks, more than 50 days faster than the rest of the U.S., with a median list price of \$193,168.

Once you visit Kentwood, you'll want to stay. We have a mix of housing options ranging from rental property to neighborhoods with great homes, condos and senior housing facilities in all price points.

49508 hottest real estate ZIP code in the U.S.

*In 2018, according to Realtor.com

YOUR *Life* HERE



Kentwood Public Schools

QUALITY SCHOOL SYSTEMS

The community is served by four outstanding public-school systems — Kentwood, Forest Hills, Kelloggsville and Caledonia.

- According to Niche.com, a website that analyzes and ranks school systems, Kentwood Public Schools continues to be rated the most diverse school district in Michigan.
- In 2018, School News Network reported Kentwood Public School enroll students who speak more than 60 languages, representing 90 countries.
- Options for charter, private or parochial schools are also available.

A HIGHER EDUCATION HUB

The metro Grand Rapids community is home to a number of exceptional public and private collegiate institutions and satellite campuses, giving businesses access to a skilled and motivated workforce.

- Aquinas College
- Calvin University
- Central Michigan University
- Cornerstone University
- Davenport University
- Ferris State University
- Grace Bible College
- Grand Rapids Community College
- Grand Valley State University
- Kendall College of Art & Design
- Kuyper College
- Michigan State University College of Human Medicine
- Mosley School of Cosmetology
- Ross Medical Education Center
- Secchia Institute for Culinary Education
- WMU-Cooley Law School
- Western Michigan University



Mosley School of Cosmetology



HIGH RATED STREETS in Kent County

*According to data from the Grand Valley Metro Council

IN-HOUSE SERVICES

Kentwood maintains a culture of excellent customer service, actively providing a responsive and responsible local government with a focus on continual improvement.

In-house engineering and inspection services, including drain maintenance, plan review and driveway permits provide residents and businesses with all necessary information to successfully complete construction projects. Need a business inspection? Our expeditious staff has you covered, often completing same-day inspections.

Kentwood also provides other high-quality services to foster a thriving community for all:

- Winter Maintenance
- Brush/Leaf Drop-off Services
- Road Repair and Maintenance

RECREATION

Within our 21 square miles are more than 13 miles of non-motorized trails, as well as 14 parks that cover 301 acres and offer a range of amenities from pickleball to splashpads.

More than 700 recreational programs are offered through the City's Parks and Recreation Department as well as numerous community events year-round to improve the quality of life for people of all ages and abilities. Additionally, Kentwood is home to a wide range of more than 30 religious institutions.

The Kent District Library – Kentwood (Richard L. Root) Branch provides a community gathering space that offers the full resources of the award-winning KDL, as well as local programs. The library features numerous public amenities such as wireless internet, an early literacy play space, a designated teen area, private conference/study rooms and an entrepreneurial center, just to name a few.





A SAFE COMMUNITY

Kentwood is a community that offers safe, friendly neighborhoods served by dedicated police and fire departments.

The Kentwood Police Department accomplishes its mission to reduce crime, increase traffic safety and serve the community with excellence by engaging with business leaders, community groups, schools, churches and business leaders.

The department offers a friendly presence at area business meetings to stay connected to the community and maintain open lines of communication. An active partnership with businesses to reduce retail fraud has resulted in a decline in retail theft during the holiday season. Citizen satisfaction surveys show that on average, 89% of residents rate the overall performance of the Kentwood Police Department as good or excellent.

The Kentwood Fire Department's mission is to preserve life, property and protect the environment; to promote public safety; and to foster economic growth through customer service, leadership, professional development, management and actions.

All Kentwood full-time firefighters are certified by the state of Michigan and are licensed as emergency medical technicians or higher. Three strategically located fire stations, staffed 24/7, ensure an average emergency response time of 5 minutes 20 seconds. The department conducts business inspections to check for hazards and advise business owners on how best to eliminate or minimize the likelihood of a fire. During inspections, department personnel also familiarize themselves with the buildings and businesses in the City.



YOUR *Community* HERE



Kentwood's dynamic neighborhoods and businesses make for a vibrant community that's welcoming to all.

What began as a small agricultural township has grown into a thriving suburban City with more than 51,000 residents. It has also become a regional destination for shopping, dining, lodging and recreation. As one of the fastest-growing cities in the state of Michigan today, it's no surprise Kentwood is known for its close-knit and culturally diverse community.

COMMUNITY PROFILE

- **Population** – 51,800+
(2018 US Census Bureau Estimate)
- **Average household income** – \$73,146
(Colliers International Research Team)
- **Education level** – An estimated 88% of persons age 25 years+ are high school graduates or higher and about 32% of persons age 25 or older have a bachelor's degree or higher
(2013-2017 US Census Bureau Estimate)
- **Employment** – 1,330+ business establishments
(Clerk's Office)



VISION

The City of Kentwood is a diverse Michigan community where people can find opportunity, safety, health and happiness.

MISSION

The City of Kentwood provides high quality services to foster a thriving community for all.



STRATEGIC AREAS OF FOCUS



Quality Services

Maintain financial vitality to provide quality services to help our community remain educated, healthy and mobile



Strong Neighborhoods

Support safe, livable and strong neighborhoods in a prosperous, diverse city



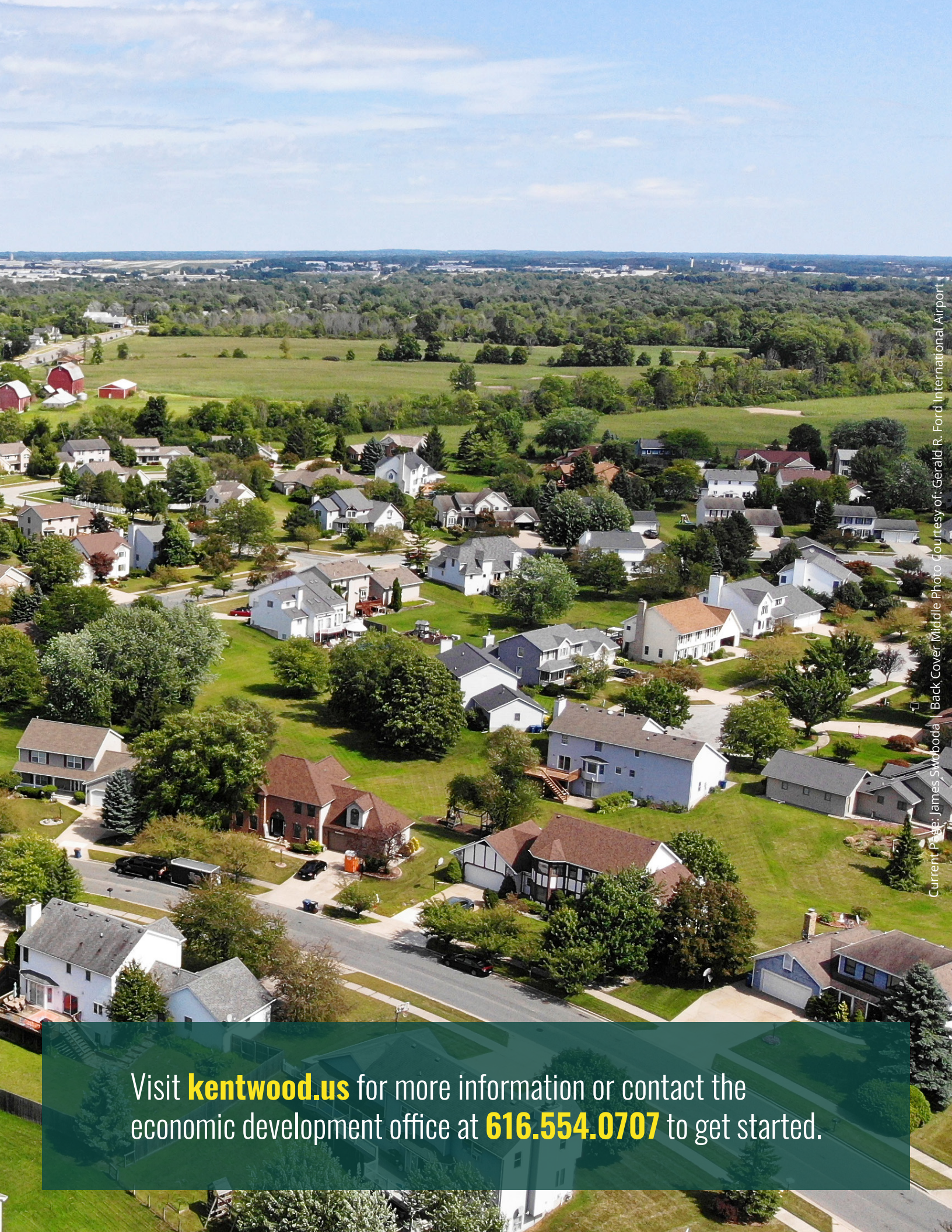
Sustainable Economy

Promote a healthy, sustainable economy reflecting community values

CORE VALUES

EXTRAORDINARY CUSTOMER SERVICE • INTEGRITY • EQUITY • COMMUNICATION • LEADERSHIP





Visit **kentwood.us** for more information or contact the economic development office at **616.554.0707** to get started.

YOU'RE *Welcome* HERE

