

The Vision for Economic Vitality ...

In 2040, Genesee County is a top-five community in Michigan based on jobs, talent, livability, and equity

Forward Together

A Shared Vision for Economic Prosperity

The Forward Together process was launched in 2019 through a unique partnership between the City of Flint, Genesee County, and the Flint Genesee County Chamber of Commerce. This process was open, inclusive, and resulted in a new, shared vision for the economic vitality.

We will measure our progress toward our vision across five indicators and our community scorecard



AVERAGE WAGES

\$879

Per week average wage for workers in the county

22nd

out of the 83 Michigan Counties



NET IN-MIGRATION

↓1,000

People moved out of Genesee County in 2018

78th

out of the 83 Michigan Counties



EDUCATIONAL ACHIEVEMENT

31%

of residents over 25 have a postsecondary degree

29th

out of the 83 Michigan Counties



GDP GROWTH RATE

.88%

Growth in GDP between 2017-18 / state change

49th

out of the 83 Michigan Counties



FAMILY POVERTY RATE

15%

Families living below the poverty line

78th

out of the 83 Michigan Counties



COMMUNITY SCORECARD

7

Additional metrics tracking community progress over time without comparison. Includes topics like economic mobility, workforce participation, reading proficiency, and others.

ECONOMIC MOBILITY

6.8%

Fraction in Top 20% Based on Household Income When Born in the Bottom 20%

10%

National median 10% of people

CHANGE IN HOUSEHOLD INCOME

+3.8%

Average Annual change in Household Income (2014-2018)

+2.34%

State median

WORKFORCE PARTICIPATION

58%

Percentage of resident currently employed or actively seeking employment (2018)

61.3%

State median

3RD GRADE READING PROFICIENCY

-2.6%

Average Annual Change in 3rd Grade Reading Proficiency (2015-2019)

-2.47%

State median

SNAP RECIPIENT HOUSEHOLDS

8.5%

34,750 SNAP Recipient Households (2018)

5.8%

State average 7,000 per county

TOTAL JOBS

+1.5%

Job Growth - Average Annual Growth (2015-2019)

+1.46%

State median

CHANGE IN NUMBER OF BUSINESSES

-1.6%

Number Of Establishments - Average Annual Change (2013-2017)

+0.58%

State median

FORWARDTOGETHERGENESEEE.ORG TO VIEW THE FULL PLAN AND GET INVOLVED!

TEN THINGS TO KNOW ABOUT THE COMMUNITIES OF GENESEE COUNTY ...

- 1 COUNTY HAS A DIVERSE EMPLOYMENT BASE**
 Approximately 18% of the county's employment base is represented in Healthcare & Social Services. An additional 9% is within the manufacturing industry.
- 2 THE JOB BASE HAS RECOVERED FROM THE 2008 RECESSION, BUT BELOW 10 YEARS AGO**
 The county has seen an increase of almost 8,000 jobs above its trough in 2010, however this is still almost 9,000 below 10 years ago.
- 3 NEARLY 30% OF THE COUNTY RESIDENTS ARE SELF-EMPLOYED IN SOME FORM**
 Representing almost one-third of the county, these residents embrace significant economic resilience to influence the economy and define pathways for prosperity.
- 4 THERE IS AN ACTIVE "MAKER / ARTISAN" COMMUNITY**
 The residents of Genesee County display a "hands-on" approach to addressing the needs of the community.
- 5 KEY INDUSTRIES HAVE AGING WORKFORCES**
 Education, finance, technology, and public administration are just a few industries whose employment base between 45 and 54 years of age comprises a substantial portion, 25% or more.
- 6 LOCAL JOB MIX IS GEARED TO PRODUCTION, SALES, & ADMINISTRATION SERVICES**
 Administrative services are over 1.4 times more concentrated in Genesee County than the national average resulting in more opportunities within this industry.
- 7 LOCAL COLLEGES GRADUATE PRIMARILY PROFESSIONAL AND STEM DEGREES**
 Graduates in 2016-2017 had the highest portion of bachelors degrees in business professions followed by STEM, masters degrees was a similar breakdown.
- 8 COUNTY IS THE CENTER OF AN ACTIVE REGIONAL JOB MARKET**
 Genesee County has approximately 53,000 people commute from outside the county for work while 73,000 people both live and work in Genesee.
- 9 COUNTY IS HOME TO UNIQUE DESTINATIONS ENHANCED BY ITS PEOPLE**
 During the Focused Group discussions, many people identified two central themes about Genesee County, its unique places and caring people.
- 10 IMPROVING LIVABILITY ACROSS THE COUNTY IS A MAJOR PRIORITY**
 Through the Forward Together process, people discussed the future of the county and its communities with much of the conversation focusing on livability.

Our Vision for Economic Vitality ...

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To achieve this vision, we will ...

STRATEGY A
TURN COMMUNITY CHALLENGES INTO ECONOMIC OPPORTUNITIES

In the Japanese martial art of Jiu-jitsu the fighter manipulates the opponent's force against themselves and harnesses this threatening energy for good

STRATEGY B
CONTINUE TO FOCUS ON BUSINESS ATTRACTION & RETENTION

There is no predicting the future anymore. Disruption is the rule not the exception. We wake up each day knowing our advantages and marketing them.

STRATEGY C
EVALUATE AND EXPAND TOURISM OPTIONS

However they find you, they remember something. Big or small, they take you back home with them. You're in their head and someday that might matter.

STRATEGY D
GROW & COORDINATE COMMUNITY PROGRAMS

"It's not an issue of 'What's missing?', we have every community program you could imagine. For us, its about coordination, throughput, scaling. We need to take the next step, we need the 2.0's"

STRATEGY E
BUILD GREAT PLACES

Genesee County is 650 square miles, there are 11 cities, 5 villages, and 17 townships. From urban to rural, every lifestyle has a location in Genesee County, they all can, and should, be great.

STRATEGY F
INVEST IN 21ST CENTURY ECONOMIC INFRASTRUCTURE

Fix the roads ... and while we're at it, invest strategically in the underlying infrastructure that will enable our next chapter and support our communities today and in the future.

IMPLEMENTATION STRATEGY
LAUNCH THE MOVEMENT



Forward Together is bigger than a plan or a process, it is a movement toward shared prosperity for families and businesses across Genesee County. Forward progress will depend on collaboration between community partners, the identification of appropriate action, and constant monitoring, evaluation, and communication. In one of their final acts as a group, the Forward Together Steering Committee established a deliberate path for "launching the movement". This plan for implementation starts with the appointment of a multi-disciplinary advisory team charged with driving the movement forward.

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