



# Osceola County, Michigan

## Location



Osceola County is located in the west central portion of Michigan's lower peninsula. The land is predominately agricultural and open space. Although located in a rural setting Osceola County is within approximately an hour of several of Michigan's larger communities, such as Grand Rapids, Traverse City, and Mt. Pleasant.

## People



Osceola County has a population of 23,172. Its residents are able to enjoy many outdoor opportunities which include the White Pines and Pere Marquette Rails-to-Trails. In the photo on the left bicyclists stop at the Reed City Depot which is located at the intersection of the two trails. It is the only location in the State of Michigan where two rails-to-trails intersect.

The Table 1, below, includes population, age, housing, education, and income demographics for both Osceola County and the State of Michigan from the 2012-2016 American Community Survey (ACS).

**Table 1: Demographics**

	<b>Osceola County</b>	<b>Michigan</b>
<b>Population</b>		
Total population	23,172	9,900,600
Male	11,692 (50.5%)	4,869,885 (49.1%)
Female	11,480 (49.5%)	5,039,715 (50.9%)
<b>Age</b>		
Persons under 5 years	1,325 (5.7%)	573,965 (5.8%)
5 to 9 years	1,597 (6.9%)	607,459 (6.1%)
10 to 14 years	1,457 (6.3%)	641,499 (6.5%)
15 to 19 years	1,589 (6.9%)	682,063 (6.9%)
20 to 24 years	1,213 (5.2%)	721,224 (7.3%)
25 to 34 years	2,422 (10.5%)	1,207,592 (12.2%)
35 to 44 years	2,530 (10.9%)	1,188,718 (12.0%)
45 to 54 years	3,208 (13.8%)	1,396,551 (14.1%)
55 to 59 years	1,795 (7.7%)	723,864 (7.3%)
60 to 64 years	1,670 (7.2%)	658,458 (6.4%)
65 to 74 years	2,517 (10.9%)	870,644 (8.8%)
75 to 84 years	1,335 (5.8%)	452,367 (4.6%)
85 years and over	514 (2.2%)	204,687 (2.1%)
Median age	43.1	39.5
<b>Housing</b>		
Total housing units	13,564	4,544,920
Homeownership rate		
Median value of owner occupied unit	\$89,400	\$127,800
Occupied housing units	8,847	3,860,394
Vacant housing units	4,717	684,526
Homeowner vacancy rate	0.7%	1.9%
Rental vacancy rate	1.8%	5.7%

	Osceola County	Michigan
<b>Education, Age 25 Years and Over</b>		
Less than high school	1,916 (12.0%)	693,457 (10.4%)
Median earnings in last 12 months, less than high school graduate	\$24,063	\$18,714
High school graduate (or equivalency)	7,122 (44.7%)	1,988,382 (29.9%)
Median earnings in last 12 months, high school graduate	\$24,852	\$26,347
Some college, no degree	3,470 (21.8%)	1,583,736 (23.8%)
Median earnings in last 12 months, some college or associates degree	\$27,368	\$31,460
Associate's degree	1,333 (8.4%)	595,198 (8.9%)
Bachelor's degree	1,391 (8.7%)	1,094,936 (16.5%)
Median earnings in last 12 months, bachelor's degree	\$36,134	\$48,622
Graduate or professional degree	715 (4.5%)	696,956 (10.5%)
Median earnings in last 12 months, graduate or professional degree	\$50,515	\$66,721
Percent high school graduate or higher	88.0%	89.6%
Percent bachelor's degree or higher	13.2%	26.9%
<b>Income</b>		
Per capita income	\$19,853	\$27,549
Median nonfamily income	\$21,878	\$30,261
Median family income	\$46,827	\$63,958
Mean nonfamily income	\$28,732	\$41,807
Mean family income	\$57,527	\$82,348
Median earnings for male full-time, year-round workers	\$37,301	\$50,760
Median earnings for female full-time, year-round workers	\$30,840	\$38,518
Percentage of <i>people/families</i> whose income in the last 12 months is below the poverty level	22.7% / 16.5%	16.3% / 11.5%

## Communities



Osceola County has 22 local units of government. Listed below is each local unit of government and its population from the 2011-2015 American Community Survey.

### **Cities (2) & Villages (4)**

City of Evert – 1,687  
City of Reed City - 2715  
Village of Hersey – 320  
Village of LeRoy – 352  
Village of Marion – 742  
Village of Tustin – 237

### **Townships (16)**

Burdell - 1,244	Cedar – 452
Evert - 1,454	Hartwick – 605
Hersey - 1,751	Highland - 1,278
LeRoy - 1,293	Lincoln -1,568
Marion - 1,491	Middle Branch – 861
Orient – 870	Osceola - 1,208
Richmond - 1,536	Rose Lake - 1,217
Sherman - 1,047	Sylvan – 895

## Transportation

Osceola County has an excellent east-west and north south road network, as well as both regional and local bus service, an airport, and rail service through the Village of Marion.

Road Network – US-131 North/South, US-10 East/West, M-66 North/South, and M-115 East/West

Bus Service – Indian Trails (regional) and Mecosta Osceola Transportation Authority (local)



Airport – The City of Evert Municipal Airport is located within the Evert Air Industrial Park. The airport provides service to industry and owners of private planes.

Rail Service – Rail service is available in the Village of Marion. A spur can be run into their industrial park.

## **Colleges & Universities**

There are five community colleges and universities located within 50 miles of one or both of Osceola County's two cities.

Ferris State University (2017 enrollment – 14,187)

Miles from Reed City – 14

Miles from Ewart – 26

Central Michigan University (2017 enrollment – 26,080)

Miles from Reed City - 60

Miles from Ewart – 47

West Shore Community College (2017 enrollment 1,380)

Miles from Reed City - 50

Baker College, Cadillac Campus (2017 enrollment 1,054)

Miles from Reed City – 31

Miles from Ewart – 38

Mid Michigan Community College (2017 enrollment - 4,343)

Miles from Reed City - 47

Miles from Ewart – 33

## **Health Care**

Unlike many rural communities Osceola County residents and surrounding communities are fortunate to have access to *local*, advanced health care. The Spectrum Health Reed City Hospital provides clinics, inpatient care, rehab and nursing, and 24-hour emergency services. In addition to these services the Reed City Hospital is connected to the entire Spectrum Health system. Spectrum Health also has clinics in Ewart and Tustin.

The Susan P. Wheatlake Regional Cancer Center is also located in Reed City. This regional cancer center is located just up the street from the Reed City Hospital.

## **Utilities**

Electricity – Consumers, Great Lakes Energy

Natural Gas – DTE Energy

Water/Sewer – Municipal services in Ewart, Marion, and Reed City. Well and septic in all other areas.

Cable TV – Charter, Summit Digital

Broadband – Casair, Charter, Everstream, ISP Management, Merit Network, Summit Digital, Tucker Communications Inc., and various satellite providers.  
*Both the City of Reed City and Village of Hersey are Gigabit Communities.*

## **Media**

7&4 WPBN – NBC affiliate broadcasting from Traverse City.

9&10 News (WWTV) – CBS affiliate broadcasting from Cadillac.

Cadillac News – Daily newspaper covering Cadillac and surrounding communities which includes Osceola County.

FOX 32 – FOX affiliate broadcasting from Cadillac.

Marion Press – Weekly newspaper with a coverage area that includes the Village of Marion and the City of Ewart.

Pioneer – Daily newspaper covering Big Rapids and surrounding communities which includes Osceola County. An Osceola County specific edition is published once a week.

Weekly Voice – A free weekly newspaper serving Ewart, Reed City, Hersey, Sears, and Chase (Lake County).

WZZM – ABC affiliate broadcasting from Grand Rapids.

## **Economy-Wide Key Statistics** (Source 2012 Economic Census of the United States)

Table 2: Economy-Wide Key Statistics

2012 NAICS Code <sup>(a)</sup>	Meaning of 2012 NAICS Code	Type of Operation or Tax Status Code	Number of Establishments	Number of Employees	1st Quarter Payroll (\$1,000)	Annual Payroll (\$1,000)	Number of Nonemployer Establishments
22	Utilities	Total	4	48	928	4,005	not available or not comparable
31-33	Manufacturing	Total	41	1,898	not available or not comparable	92,500	101
42	Wholesale trade	Merchant wholesalers, except manufacturers' sales branches and offices	13	116	1,440	5,215	not available or not comparable
44-45	Retail trade	Total	73	601	3,431	15,360	161
48-49 (104)	Transportation and warehousing (104)	Total	16	20-99	(b)	(b)	80
51	Information	Total	4	20-99	(b)	(b)	7
52	Finance and insurance	Total	21	100-249	(b)	(b)	23
53	Real estate and rental and leasing	Total	9	9	60	352	84
54	Professional, scientific, and technical services	All establishments	25	88	663	2,687	97
54	Professional, scientific, and technical services	Establishments subject to federal income tax	25	88	663	2,687	(f)
56	Administrative and support and waste management and remediation services	Total	10	168	285	1,578	133
62	Health care and social assistance	All establishments	50	1,106	8,585	34,477	91
62	Health care and social assistance	Establishments subject to federal income tax	40	359	2,730	10,648	not available or not comparable

2012 NAICS Code <sup>(a)</sup>	Meaning of 2012 NAICS Code	Type of Operation or Tax Status Code	Number of Establishments	Number of Employees	1st Quarter Payroll (\$1,000)	Annual Payroll (\$1,000)	Number of Nonemployer Establishments
62	Health care and social assistance	Establishments exempt from federal income tax	10	747	5,855	23,829	not available or not comparable
71	Arts, entertainment, and recreation	All establishments	5	8	59	301	33
71	Arts, entertainment, and recreation	Establishments subject to federal income tax	5	8	59	301	not available or not comparable
72	Accommodation and food services	Total	39	543	1,524	8,007	17
81	Other services (except public administration)	All establishments	30	109	580	2,764	214
81	Other services (except public administration)	Establishments subject to federal income tax	24	93	524	2,532	not available or not comparable
81	Other services (except public administration)	Establishments exempt from federal income tax	6	16	56	232	not available or not comparable

(a) NAICS: North American Industrial Classification Standard

(b) Withheld to avoid disclosing data for individual companies; data are included in higher level totals.

## **Osceola County's 12 Largest Employers** (as of 10/2018)



Ventra – 610; Manufacturing (Tier II automotive)  
Spectrum Health – 460; Health Care  
General Mills – 395; Manufacturing (food processing)  
Osceola County - 170 (105 full-time); Government  
Reed City Public Schools – 130; Education  
Evert Public Schools – 110; Education  
Pine River Public Schools – 110; Education

Ventra Evart LLC, Osceola County's Largest Employer



Kraftube – 110; Manufacturing (metal tubular parts)  
 Nartron – 100; Manufacturing (electronic sensors, generators)  
 Cargill – 90; Mining (salt)  
 Reed City Tool – 90; Manufacturing (plastic injection molds)  
 Tubelite – 75; Manufacturing (aluminum doors, storefronts)

**Industrial Parks**

Evert Air Industrial Park – Michigan Certified Business Park, 47 acres, 3,800’ foot runway

Marion Industrial Park – 13 acres, rail spur can be brought into industrial park

**Geography** (Source: 2010 U.S. Census)

	<b>Osceola County</b>	<b>Michigan</b>
Total Area in square miles	573.10	96,713.51
Total Land Area in square miles	566.39 (98.8%)	56,538.90 (58.5%)
Total Water Area in square miles	6.71 (1.17%)	40,174.61 (41.5%)
Population Density per square mile of land	41.5	174.8
Housing Density per square mile of land	24.1	80.2

**Economic Development Partners**

In addition to the Osceola County Community Development Office there are other organizations available to assist businesses in Osceola County.

Evert Downtown Development Authority (DDA),  
 (231) 734-0185  
 Evert Local Development Finance Authority,  
 (231) 734-6119

Marion Chamber of Commerce, (231) 743-2461

Reed City Area Chamber of Commerce, (231) 832-5431

