

The Great Lakes A Great Place!

to live . . . to work . . . to visit!



Great Lakes
Commission

Introduction

The Great Lakes Region goes by many names -- it has been called the nation's "breadbasket"... "industrial heartland"... "water belt"...and "fresh coast," to name a few. The Region means many things to many people. And, it's living testament to the fact that you **can** have it all -- a great place to live, to work, and to visit.

It's been said that the Region's abundant natural resources are surpassed in stature only by it's human resources. Just as the Great Lakes rank among the world's largest lakes, the Region consistently rates a "world class" ranking in education, business, cultural activities, recreational opportunities, housing, transportation, health facilities, environmental quality and many more.

The following pages offer a glimpse of the Region and all it has to offer. We encourage you to call or write the state agencies listed for further details, whether you are planning a business move or expansion, relocating your residence or just visiting.

Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania, Wisconsin. All partners in progress that make **the Great Lakes a Great Place! ...To Live...To Work... To Visit!**

The Great Lakes Region

The world's richest economic region is home to nearly a third of the U.S. population. Bountiful resources and an entrepreneurial spirit combine to create a prosperous population.

- *The Region's 427,358 square miles support a population of 76,641,000 (1989).*
- *Cosmopolitan cities and quiet small towns provide residents and visitors with every possible urban amenity.*
- *Tens of thousands of lakes and vast forests create a distinctive environment in many rural areas, with easy access from urban centers.*

Michigan's 3,200 miles of Great Lakes shoreline are more than any other coastal state except Alaska.

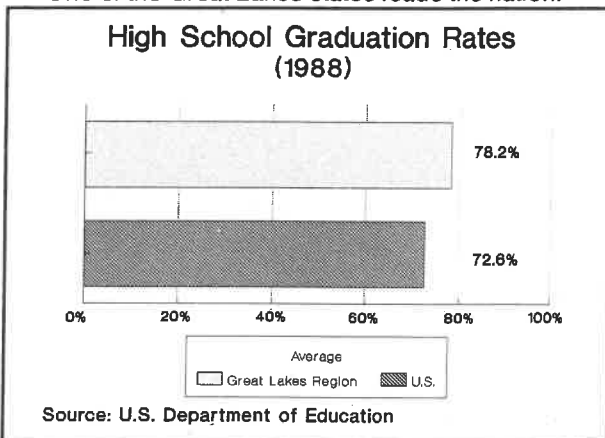
- *As a principal Regional asset, the Great Lakes' six quadrillion gallons of freshwater represent 95% of U.S. fresh surface water and one-fifth of the world's supply.*

- *Per capita income of \$17,697 in 1989 was \$130 above the national average and increased faster than the national average from 1988 to 1989.*
- *A well-defined "four seasons" climate supports many types of recreation.*

Education

A well-educated work force is the key to success in today's global economy. The Great Lakes Region has attained international prominence, excelling in areas that offer the Region's businesses a competitive advantage.

- *Public expenditures per pupil (K-12) are above the national average (\$461 higher in 1986-87).*
- *The Region attracts the nation's "best and brightest" educators and the average salary of \$33,505 in 1989 is more than \$2,000 above the national average.*
- *High school graduation rates in seven Great Lakes states are above the national average. One of the Great Lakes states leads the nation.*



- *The math and verbal aptitude of the Region's students surpasses the national average (based on 1987-88 Scholastic Aptitude Test).*
- *The Region offers 1,226 two and four year degree institutions -- more than one-third of the nation's total. Vocational and technical schools number 1,990 -- 28% of the nation's total. Many have nationally acclaimed programs.*
- *Ten of the nation's top 25 universities for academic excellence are located in the Region.*

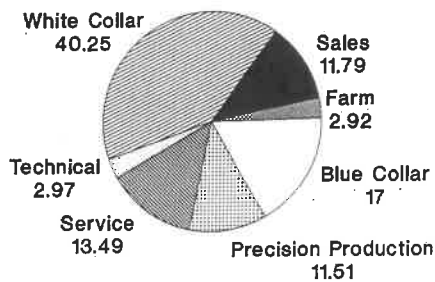
Pennsylvania ranks third in the nation in the number of universities, colleges and technical schools and has three of the top seven universities receiving private research funding.

- The Region's education institutions annually award more than 35% of the nation's associate, bachelor and master's degrees; 34% of its first professional degrees (e.g., M.D.); and 36% of its doctorates.

Business

The Great Lakes Region is the industrial heartland of North America. Its business climate has nurtured a strong economy, continually evolving to assert its leadership in national and global competition.

Region Employment by Occupation (1989 percentages)



Source: U.S. Department of Labor

- Abundant levels of high quality water attract a variety of specialty firms to the Region, including food and beverage manufacturing and pharmaceutical companies.
- Two hundred and thirty-seven Fortune 500 industrial corporations are located in the Region, accounting for 57% of total Fortune 500 sales in 1989.
- The Region accounts for 70% of the nation's steel production and 50% of its steel consumption. More than 60% of all cars, trucks and buses produced in the U.S. are built in the Region.

Indiana is the leading steel producing state with one-fifth of total U.S. production.

- The Region produces around 40% of the total value of U.S. manufactured goods and accounts for more than a third of total manufacturing exports.
- Total federal obligations for Research and Development performed in the Region amounted to \$8.6 billion in 1988, with five states in the top twenty.
- The Region's labor force in 1989 was 38,155,000 persons or 31% of the U.S. total.

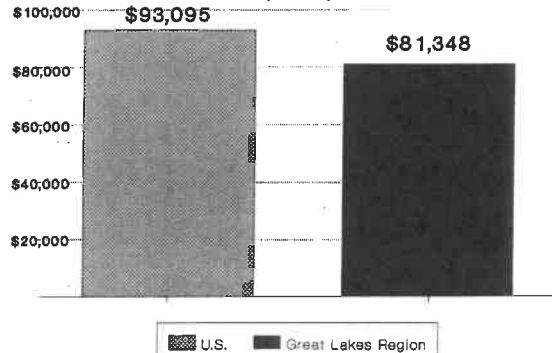
- Region residents received 38% of all U.S. patents issued in 1988.
- Great Lakes states account for more than half of all U.S. - Canada trade, valued at \$200 billion per year.
- Nearly 40% of U.S. commercial bank assets are found in the Great Lakes states.

Housing and Cost of Living

Quality, selection and affordability are terms that best describe the Region's housing market.

- The Great Lakes Region is above average for housing affordability as determined by the National Association of Realtors. For metropolitan areas in the Region, the average median existing home sales price for 1989 was \$11,747 below the national average.

Average Median Existing Home Sales Prices (1989)



Source: National Association of Realtors

- Existing home sales for the Great Lakes Region totaled 1,227,600 in 1988 or 30% of the national figure. New home starts amounted to 325,459.
- Seventy-four percent of the Region's population resides in single unit housing structures.
- More than 66% of the Region's housing units are owner-occupied -- higher than the national average.
- A representative sample of large and small cities in the Region have a lower cost of living than the national average, according to 1989 data compiled by the American Chamber of Commerce Researchers Association.

Outdoor Recreation

Outdoor recreation is more than a quality of life issue for residents of the Great Lakes Region. It is a way of life.

- Six hundred and thirty-seven state parks in the Region accommodate more than 250 million visitors each year. Fifty-two National Park Service areas include 2 national parks, 4 national lakeshores and 17 national historic sites.
- The Region has 191 downhill ski areas (39% of the nation's total); 47,000 miles of snowmobile trails and more than 5,000 miles of cross country ski trails.
- Golf enthusiasts can select from 4,659 golf courses; all eight Great Lakes states are ranked in the top 25% of total U.S. courses.
- One-third of the nation's anglers (15 million) reside or recreate in the Great Lakes Region and nearly 4 million of them fish the Great Lakes. Expenditures in 1985 totalled \$7.4 billion. Nearly five-and-a-half million hunters spend more than \$2.6 billion annually.
- More than 3.5 million registered boats are found in the Region and six states rank in the nation's top ten in total number.

The Ohio State Fair consistently draws more than 3 million people and is usually ranked one or two in the country each year.

Agriculture

Agriculture in the Great Lakes Region is diverse and productive, with dairy, cash grain and livestock as the region's mainstays in terms of value and volume. Unique climate-production niches have created a wealth of specialty crops.

- Farms in the Region number 563,000 and include 136 million acres.
- Cash receipts from crops and livestock sales totaled nearly \$34 billion in 1988.
- Great Lakes states are at or near the top in a number of agricultural products including: corn, soybeans, pork, milk/butter/cheese, apples, grapes, turkeys, spring wheat, sugar beets, tart cherries, and blueberries.
- More than 22% of the value of U.S. agricultural exports in 1989 was attributed to the Region.

Wisconsin is America's leading dairy products state with nearly 20% and 35% of total U.S. milk and cheese production, respectively.

- Great Lakes states are among the national leaders in direct farm marketing through farmers markets, roadside stands and "pick-your-own" operations.

Culture

The Great Lakes Region is known for its "world class" cultural institutions, a legacy of its proud and varied ethnic and industrial heritage and proclivity for the arts and entertainment. The diversity of cultural resources, a high level of community and corporate philanthropy, and local government support give the Region one of its best comparative advantages.

- According to *Places Rated Almanac*, eleven of the Region's metropolitan areas are ranked in the top 25 nationally in cultural facilities, including public television and radio stations, universities, theaters, symphony orchestras, opera and dance companies, public libraries etc.
- One-third of all major U.S. orchestras are located in the Region, as are 129 theaters (45% of the national total) hosting Broadway touring performances.

New York's attractions -- from Niagara Falls to the Metropolitan Museum -- have made the state a top domestic tourism destination. They regularly draw a fourth of all foreign travelers to the U.S.

- Combined annual attendance for the most popular museum in each Great Lakes state amounts to more than 14 million.
- The operating budget for the 34 professional opera companies in the Region is more than \$184 million.
- Nearly 400 million public library materials were circulated in the Region in a recent year, according to the American Library Directory.
- Fifty-five percent of total foundation assets and eight of the nation's top ten foundations are located in the Region.

Health and Environment

The Region's reputation for excellent health care and a quality environment has been growing. University hospitals and internationally-recognized medical facilities such as the Cleveland and Mayo Clinics give Region residents and others access to the best health care in the world.

- The Region's 163,656 physicians and 46,678 dentists represent more than one-third of the U.S. supply (1985 figures).
- The Region's 1,833 hospitals (1985) contain 446,000 hospital beds. In 1985, the average daily cost of a hospital stay was less than the U.S. average.

Minnesota has the healthiest population in the country according to a 1990 insurance company study.

- Seven Great Lakes states are ranked in the top half nationally for overall "environmental policy" by Renew America, an environmental advocacy group.
- Government data indicates that public water systems in the Great Lakes states have very favorable compliance rates with the Safe Drinking Water Act.
- Air quality trends for major metropolitan areas in the Region have been improving in recent years and most cities meet the National Ambient Air Quality Standards (except for ozone which is a nationwide problem).
- The Region's Congressional voting record on environmental issues from 1985 to 1990 was given a positive assessment by the League of Conservation Voters.
- In the past two decades, the U.S. and Canada have spent or committed more than \$10 billion to construct or upgrade municipal sewage treatment plants in the Region.

Transportation and Energy

The Region's transportation system and infrastructure leads the nation, with strong representation in the principal modes of air, water, highway and rail. The economy is less energy intensive than other parts of the nation.

- More than 922,800 miles of improved roadway include 10,406 miles of interstate highway or 23% of the national total.
- More than 33,595 miles of major rail line provide the Region with the densest rail service network in the nation.
- The low-cost shipping option available through the Great Lakes St. Lawrence Seaway and the Mississippi and Ohio Rivers gives Regional business the unique advantage of access to two navigation systems.
- Airports in the Great Lakes Region handle more than half of all U.S. air travelers.

- The Region accounts for only 28% of total U.S. electricity usage and 27% of U.S. natural gas consumption.
- With air conditioning a major energy use category nationally, the Region's relative low number of cooling degree days contributes to lower energy expenditures.

Market Proximity



The Great Lakes states are within a day's drive for more than 55% of the U.S. consumer and industrial market.

Illinois is the transportation hub of the U.S. -- Illinois' O'Hare airport is the world's busiest; every major U.S. city is directly accessible by rail from Illinois; more U.S. Interstate Highways intersect in Illinois than in any other state, making it a hub for the trucking industry.

The Great Lakes Commission

The Great Lakes Commission is an eight-state compact agency that guides, protects and advances the common interests of its membership in areas of regional environmental quality, resource management and economic development. Established in 1955 by the Great Lakes Basin Compact and founded in state and federal law, the Commission is comprised of state officials, legislators and governors' appointees. Its research, policy and advocacy activities are unique to the region and dedicated to securing a strong economy, clean environment and high quality of life for the Great Lakes region and its citizenry.

Lake Superior

Length 350 miles
Breadth 160 miles
Depth 489 ft./avg.
 1,335 ft./max.
Volume 2,934 mi.³
Water Surface Area . 31,700 mi.²
Shoreline Length
(including islands) ... 2,726 miles

Lake Huron

Length 206 miles
Breadth 183 miles
Depth 194 ft./avg.
 748 ft./max.
Volume 850 mi.³
Water Surface Area . 22,973 mi.²
Shoreline Length
(including islands) ... 3,827 miles

Lake Michigan

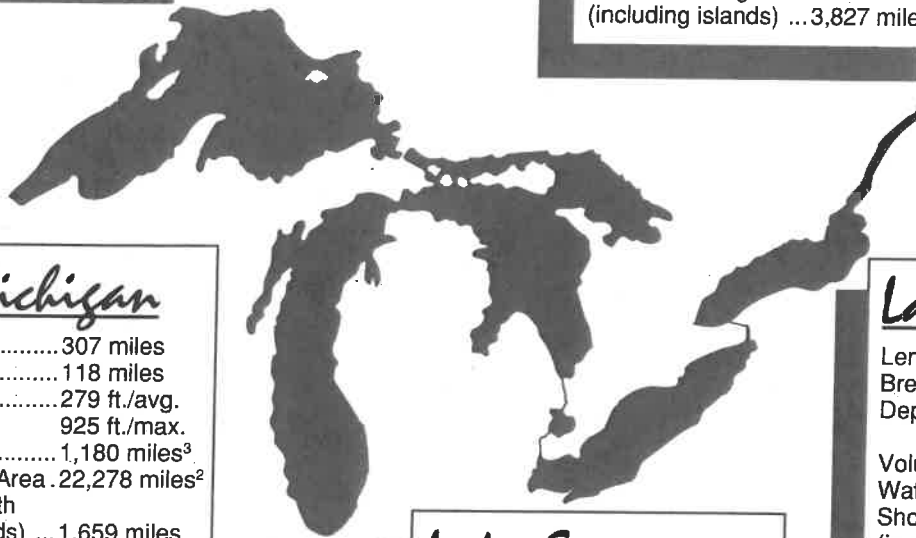
Length 307 miles
Breadth 118 miles
Depth 279 ft./avg.
 925 ft./max.
Volume 1,180 miles³
Water Surface Area . 22,278 miles²
Shoreline Length
(including islands) ... 1,659 miles

Lake Ontario

Length 193 miles
Breadth 53 miles
Depth 282 ft./avg.
 804 ft./max.
Volume 393 miles³
Water Surface Area . 7,340 miles²
Shoreline Length
(including islands) ... 726 miles

Lake Erie

Length 210 miles
Breadth 57 miles
Depth 62 ft./avg.
 210 ft./max.
Volume 116 miles³
Water Surface Area . 9,906 miles²
Shoreline Length
(including islands) ... 871 miles



For Further Information

Great Lakes Commission

The Argus II Building
400 Fourth Street
Ann Arbor, MI 48103-4816
(313) 665-9135

Michigan

Business Ombudsman
P. O. Box 30107
Lansing, MI 48909
In MI (800) 232-2727
Outside MI (517) 373-6241

Ohio

Business Development
Ohio Dept. of Development
77 S. High St. 28th Floor
Columbus, OH 43215
(614) 466-4551

Illinois

Illinois Dept. of Commerce
and Community Affairs
Public Affairs Dept.
620 E. Adams
Springfield, IL 62701
(217) 782-7500

Minnesota

Minnesota Dept. of Trade
& Economic Development
900 American Center
150 E. Kellogg Blvd.
St. Paul, MN 55101
(612) 296-6424

Pennsylvania

Governor's Response Team
Dept. of Commerce
439 Forum Bldg.
Harrisburg, PA 17120
(717) 787-6500

Indiana

Business Development Marketing
Indiana Dept. of Commerce
1 N. Capitol, Suite 700
Indianapolis, IN 46204
(317) 232-8888

New York

New York State Dept.
of Economic Development
1 Commerce Plaza
Albany, NY 12245
In Cont. US (800) STATENY
Outside Cont. US (518) 473-1325

Wisconsin

Wisconsin Dept. of Development
P. O. Box 7970
Madison, WI 53707
In WI (800) HELPBUS(iness)
Outside WI (608) 266-1018