

# IMAGINE

the possibilities

## Hudsonville, Michigan

The City of Hudsonville is located in Ottawa County and is a community with strong family values, friendly people, well-kept neighborhoods, opportunities for worship, an active farming community, and numerous parks.

This classic hometown environment is wonderfully paired with easily accessible highways that lead residents to the amenities of Grand Rapids and Holland, within just a short 15 minute drive.



## Join us in imagining a future of Hudsonville

The City of Hudsonville is in the process of implementing the Imagine Hudsonville 2030 master plan, for which it was awarded the Daniel H. Burnham Award for planning excellence. This plan calls for Hudsonville to become a more livable, vibrant, walkable, and distinctive city and identifies core components needed to bring that vision to life.

The City of Hudsonville recently completed a new Farmer's Market & Event Center called Terra Square and the Harvey Street woonerf, a pedestrian-oriented street. The installation of a new landscaping plan was also completed along Chicago Drive. We see these projects as quality of life enhancements that will support the private sector as it takes on unique and distinctive projects. Already, private investment is following, with new restaurants, offices, and residential in the downtown.

We envision a very bright future for the city of Hudsonville.

Do you see yourself as part of this vision?

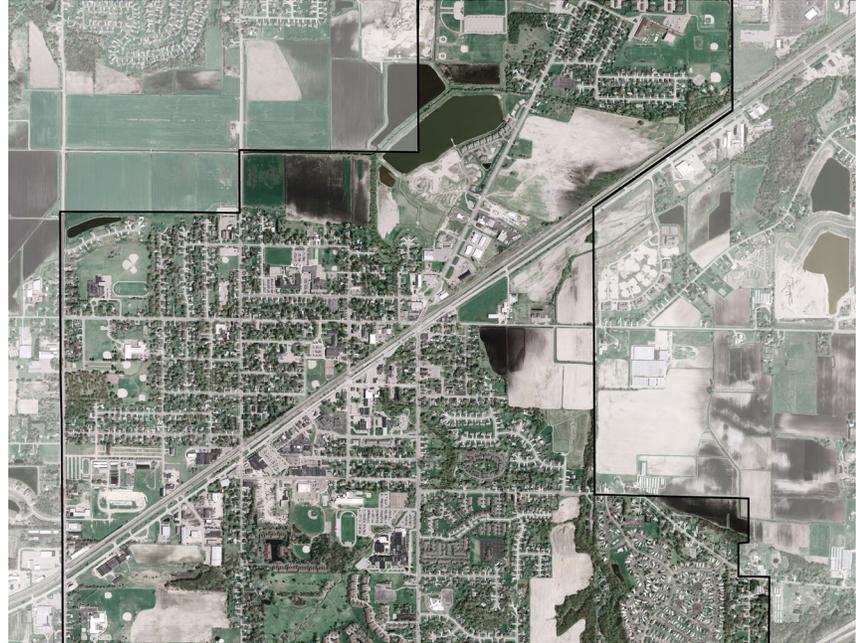


Close to

# EVERYTHING

## Proximity to Major Surrounding Cities (via Major Roadway)

City Name	Miles
Grand Rapids, MI	13 miles
Holland, MI	16 miles
Grand Haven, MI	28 miles
Muskegon	40 miles
Kalamazoo, MI	54 miles
Lansing, MI	78 miles
Battle Creek, MI	84 miles
South Bend, IN	105 miles
Ann Arbor, MI	142 miles
Chicago, IL	164 miles
Detroit, MI	168 miles



## Population

City Name	2018 Population	Change 2010-18
Hudsonville	7,349	3.2%

## Population of Nearby Cities - Ranked by size

City Name	2018 Population
Grand Rapids	200,217
Wyoming	75,820
Kentwood	51,868
Holland	33,327
Walker	24,880
Grandville	15,948
Zeeland	5,564

## Population of Adjacent Townships

City Name	2017 Population	Change 2010-17
Georgetown	50,613	9.1%
Jamestown	7,917	17.6%



Hudsonville is served by highway I-196 connecting east to Grand Rapids (Detroit) and west to Holland (Chicago). Michigan highway M-6 is close by and is a bypass to the southeast side of Grand Rapids going directly past the Gerald R. Ford International Airport.



Strong

# ECONOMY

## Ottawa County

Ottawa County as of 2018 data was the fastest growing county in Michigan, with growth of 9.7% over 2010.

Ottawa County's strong financial condition plus residents with ingenuity, entrepreneurial spirits and strong work ethics continue to attract business development and expansion to the area.

According to the Business Intelligence Report, published by Lakeshore Advantage, 69% of the surveyed businesses had plans to expand in the next 3 years.

## Major Employers

The top employers are:

Employer	Number of Employees	Service
Hudsonville Public Schools	1,072	Education
Royal Technologies	829	Manufacturing
Creme Curls Bakery	160	Wholesale Bakery
Family Fare	154	Retail
ALTL, Inc	140	Transportation
Manufacturers Supply	115	Manufacturing
American Autocoat	90	Manufacturing
Todd Wenzel Chevrolet	90	Car Dealership
West Michigan Community Bank	90	Banking
City of Hudsonville	79	Government
Hudsonville Christian Schools	63	Education
Gemmen's Home & Hardware	59	Retail

An aerial photograph of a city, likely Hudsonville, Michigan, showing a large parking lot filled with cars, several commercial buildings, and some green spaces. The text "QUALITY of Life" is overlaid in large, white, sans-serif font. "QUALITY" is in all caps and is significantly larger than "of Life", which is in title case and smaller.

# QUALITY of Life

## **Parks & Recreation**

Hudsonville offers five great city parks. The park system includes picnic areas, ball diamonds, playgrounds, volleyball courts, basketball courts, frisbee golf, tot lots, and picnic shelters.

Hudsonville is also home to the Nature Center, a 76-acre nature preserve of woodlands, wetlands, and prairies. Guided tours with the City's Naturalist are available to those who want to explore the Nature Center further.

The closest golf course is Glen Eagle Golf Course, located within the Hudsonville mailing address. Sunnybrook Golf Course in Grandville is also just a short drive from Hudsonville.

## **Sports (College / Professional)**

College sports are prominent and are dominated by Grand Valley State University (D II) and Calvin College & Hope College (D III). Grand Valley has a long record of making it to the play-offs in football and the Calvin – Hope rivalry in basketball is so prominent that it has been featured on ESPN. Games at these institutions are no more than a 30 minute drive from the city.

Professional sports are well represented in Baseball (West Michigan Whitecaps), Basketball (Grand Rapids Drive), and hockey (the Griffins). Both the Whitecaps and the Griffins make regular appearance in post-season play-offs.

## **Museums**

Local history museums exist within the immediate area as well as a wide array of museums that are offered just 15 miles northeast in Grand Rapids. Downtown contains five museums within a few blocks of each other: Gerald R. Ford Presidential Museum, Grand Rapids Art Museum, Grand Rapids Children's Museum, Grand Rapids Public Museum and Urban Institute of Contemporary Arts.

One of the world's Top 30 Must-See Museums, Frederik Meijer Gardens & Sculpture Park, is also located there and offers a breathtaking display of natural and manmade art.

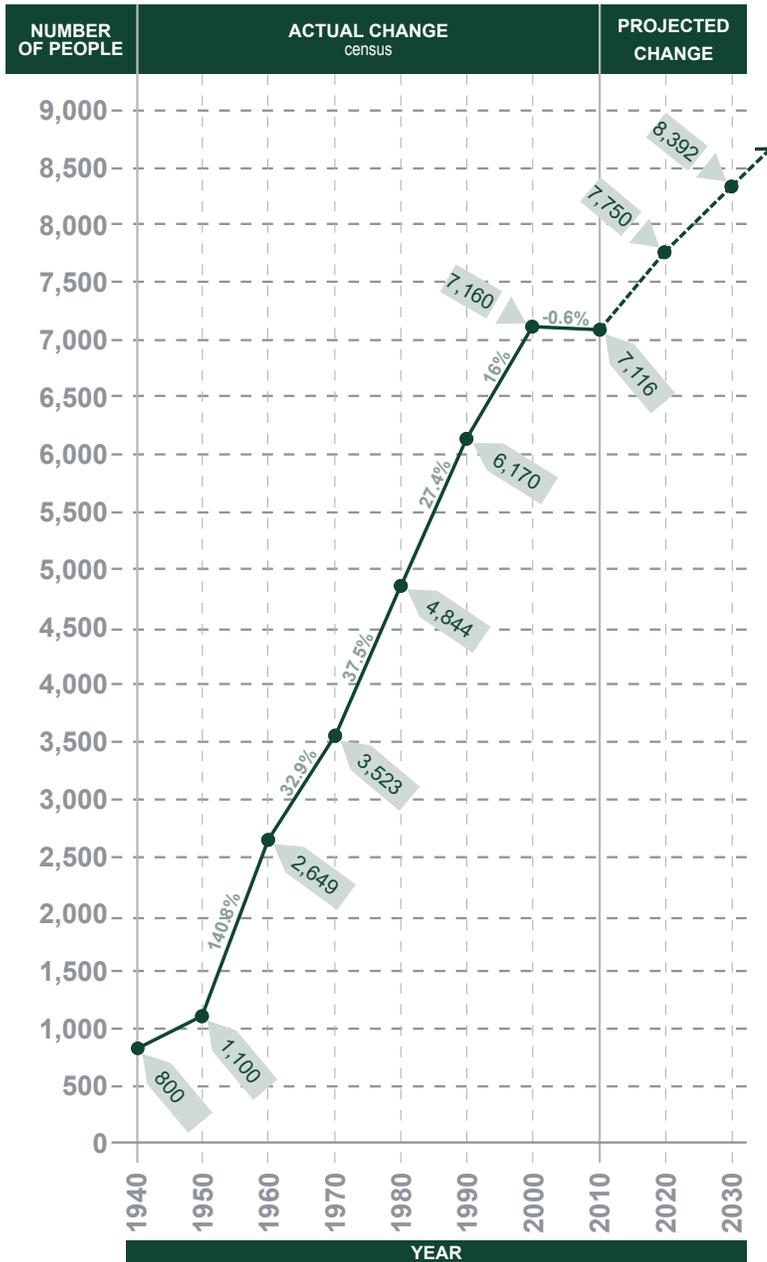
## **Performing Arts**

Within the immediate area, key performing arts venues include the Jenison Center for the Arts to the north, along with local workshops hosted by Master Arts Theatre. Many of the local churches also host headlining artists. For additional cultural experiences both Holland and Grand Rapids are within just a short 20-30 minute commute and offer a wide variety of entertainment. Grand Rapids has the Grand Rapids Opera, Grand Rapids Symphony, Grand Rapids Ballet and the widely acclaimed Civic Theater. The Civic Theatre is one of the largest in the country and provides access to a comprehensive theatre arts education program for all ages. Holland offers both Holland Symphony and Turning Pointe School of Dance.

# Hudsonville, MI DEMOGRAPHICS

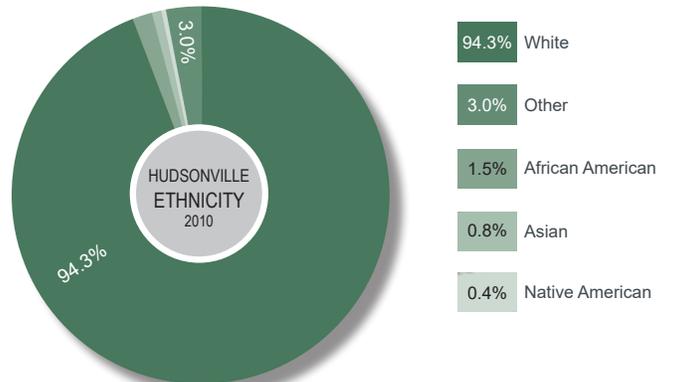
## POPULATION GROWTH

Graph depicts the City's population growth and percent change



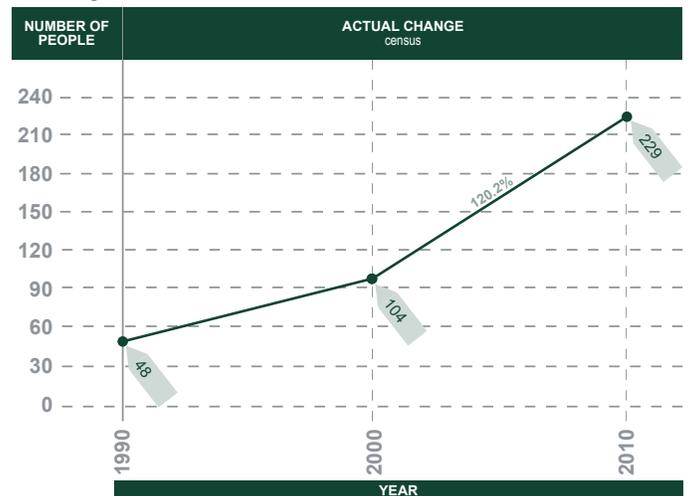
## DIVERSITY

Pie chart illustrates the ethnicity of the citizens of Hudsonville



## HISPANIC / LATINO ORIGIN

Graph depicts the growth and percent change of citizens with a Hispanic / Latino origin

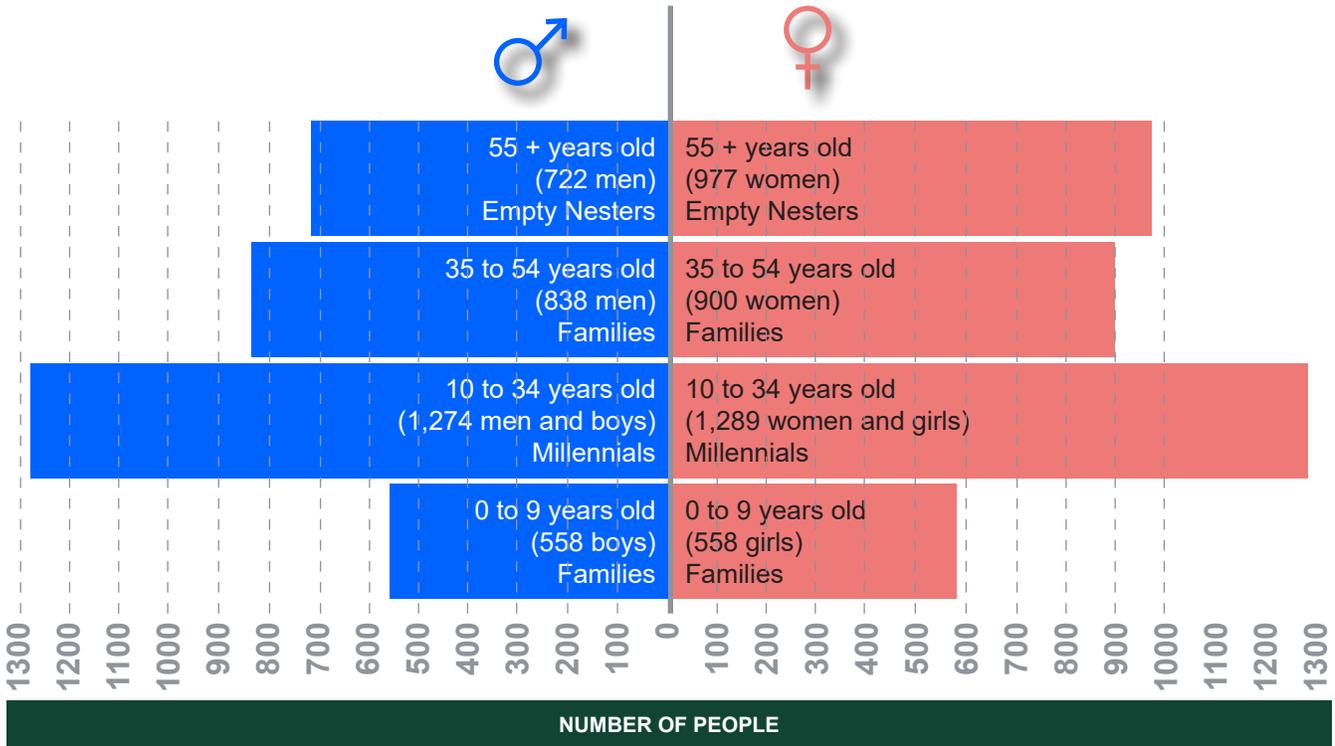


# Hudsonville, MI

# DEMOGRAPHICS

## AGE AND GENDER COHORTS, 2010

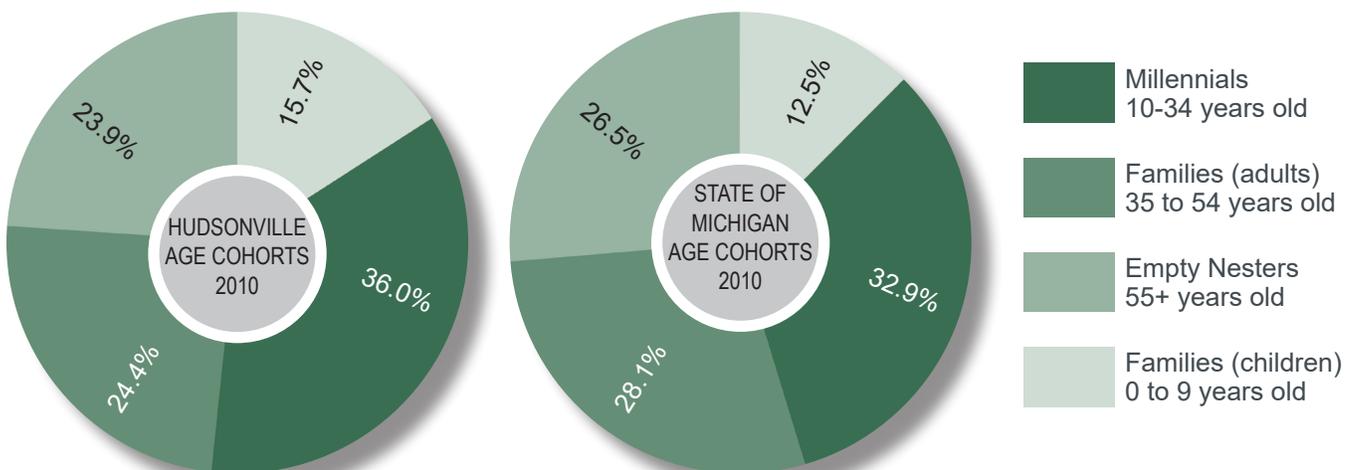
Illustration depicts the City's age and gender distribution



## AGE COHORTS COMPARISON

Pie charts illustrate the comparison between the City and State age cohorts, categorized as Millennials, Families, and Empty Nesters. Hudsonville nearly mirrors State averages, although it has slightly less Empty Nester cohorts and slightly more Family and Millennial cohorts.

Specifically Hudsonville has more children 9 and under and more Millennials (ages 0 -34) than the State average. It can be concluded that the population of Hudsonville is **younger** than state averages.

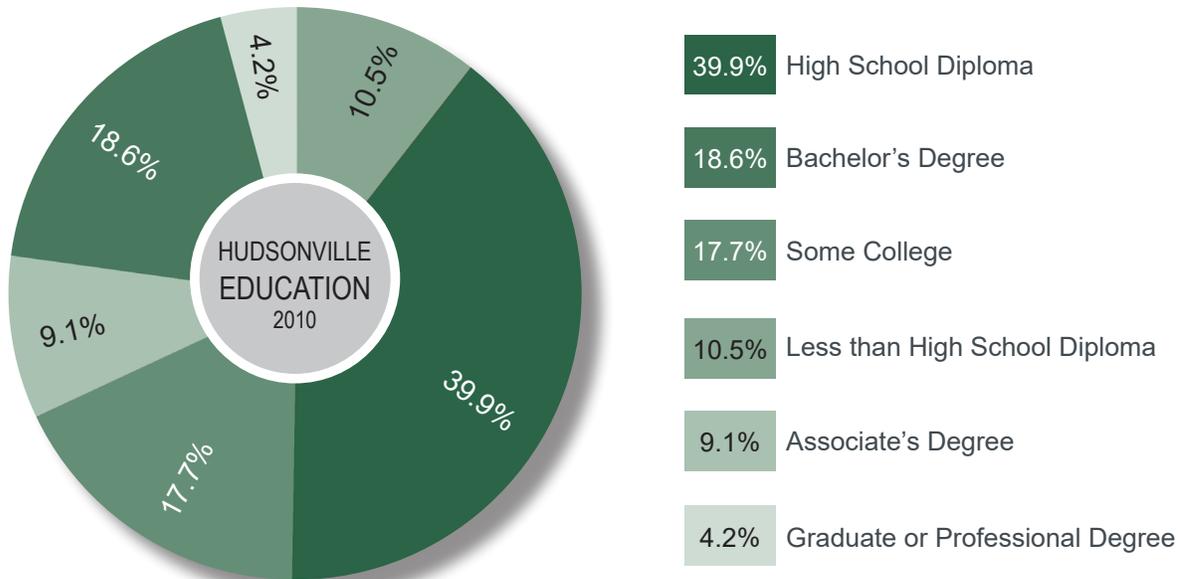


# Hudsonville, MI

# DEMOGRAPHICS

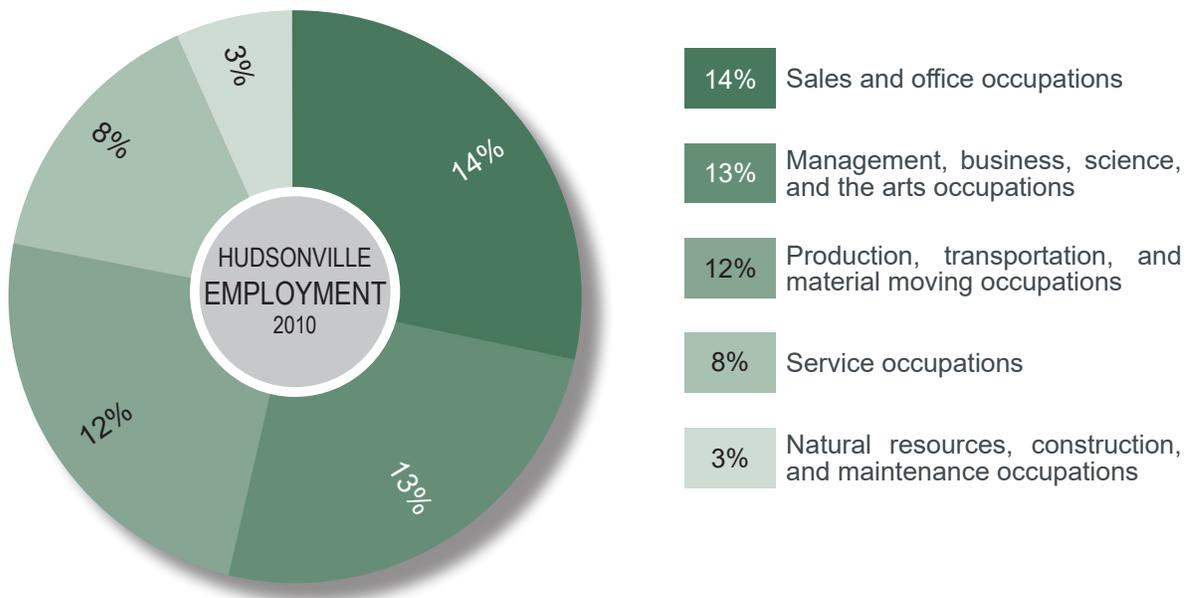
## EDUCATION, 2010

Pie chart illustrates the educational attainment for the citizens of Hudsonville



## EMPLOYMENT, 2010

Pie chart illustrates the general occupation of the citizens of Hudsonville



# Hudsonville, MI

# RADIUS ANALYSIS

## STATISTICS BY RADIUS

The following details look at statistics from the 2000 & 2010 census counts using the future Village Green as the central point for analysis.

	1 mile	3 miles	5 miles
Population, 2000	5,164	25,628	55,195
Population, 2010	5,273	30,131	62,372
Change	2.11%	17.57%	13.00%
Households, 2000	1,898	8,301	18,587
Households, 2010	1,986	10,191	21,976
Change	4.64%	22.77%	18.23%
Housing Units, 2000	1,946	8,492	19,038
Housing Units, 2010	2,080	10,599	22,888
Change	6.88%	24.80%	20.22%

## Population by Age

	1 mile	3 miles	5 miles
Population 18+, 2010	3,820 (72.4%)	21,087 (70.0%)	44,704 (71.7%)
Population 65+, 2010	820 (15.6%)	3,350 (11.1%)	7,768 (12.5%)

## Housing Type

	1 mile	3 miles	5 miles
Owner Occupied, 2010	1,720 (86.6%)	9,101 (89.3%)	18,625 (84.8%)
Renter Occupied, 2010	265 (13.4%)	1,090 (10.7%)	3,351 (15.2%)

## TRAFFIC COUNTS

The two main roadways that traverse the City of Hudsonville are 32nd Avenue and Chicago Drive.

The latest traffic counts on these two roadways were

	Traffic Counts	Year of Last Count	Source
32nd Avenue, S of Chicago Dr.	11,828	2014	Grand Valley Metro Council
Chicago Drive, W of 32nd Ave	27,000	2015	MDOT

# Hudsonville, MI

# RADIUS ANALYSIS

Wealth - 1 mile

2014 Households by Wealth	1 mile	3 miles	5 miles
Total	2,090 (100.0%)	10,567 (100.0%)	22,824 (100.0%)
\$0 and Under	348 (16.7%)	1,703 (16.1%)	3,770 (16.5%)
\$1 - \$4,999	166 (8.0%)	780 (7.4%)	1,772 (7.8%)
\$5,000 - \$9,999	92 (4.4%)	446 (4.2%)	990 (4.3%)
\$10,000 - \$24,999	134 (6.4%)	661 (6.3%)	1,442 (6.3%)
\$25,000 - \$49,999	147 (7.0%)	745 (7.0%)	1,600 (7.0%)
\$50,000 - \$99,999	226 (10.8%)	1,141 (10.8%)	2,442 (10.7%)
\$100,000 - \$249,999	398 (19.0%)	2,027 (19.2%)	4,324 (18.9%)
\$250,000 - \$499,999	281 (13.4%)	1,468 (13.9%)	3,118 (13.7%)
Over \$500,000	297 (14.2%)	1,596 (15.1%)	3,366 (14.7%)
Median Household Wealth	\$87,398	\$91,698	\$89,253
Average Household Wealth	\$241,603	\$248,118	\$245,009

## Segments

Looking at the immediate area of 1 mile, the following segments are represented. Details on each of these segments are attached.

Segment, 2014	Population	Households
Sublime Suburbia	1,222 (22.0%)	528 (25.3%)
White Collar Status	1,208 (21.8%)	448 (21.4%)
Middle of the Road	1,144 (20.6%)	368 (17.6%)
Charmed Life	1,087 (19.6%)	382 (18.3%)
Gainfully employed	868 (15.7%)	361 (17.3%)
The Sweet Life	13 (0.2%)	4 (0.2%)

## Sublime Suburbia

### Consumption Examples

#### Household

Barbeque equipment  
Ground coffee: Starbucks  
Baking chocolate  
Olives  
Kitchen remodels

#### Personal Life

Women's evening dresses  
Men's swimsuits  
SUVs  
Motorcycles  
Veterinarian visits: 3

#### Leisure Activities

Foreign cruise ships  
Country music performances  
Word games  
Adult education courses  
Ice hockey: attends

#### Media Selections

Foxnews.com  
Self-help books  
Speed Channel  
Adult contemporary radio  
Religious radio

### Demographic Overview

Household incomes go farther when there is no children to clothe, house, educate, and entertain. For a glimpse of suburban lifestyles with predominately married 30-year-olds earning \$50,000s and \$60,000s and with no children to support, take a drive through Sublime Suburbia segments. You're likely to find very comfortable homes on average-size lots, because residents in these areas are able to maintain a solid average level of the American dream by working hard and investing moderately. These segments are the most average in the Married in the Suburbs category — including average rankings in married-households, college educations, and employment in jobs such as management, food preparation, personal care, sales, office administration, and the repair industry. These segments are also earning a slightly above-average level of investment income, which speaks to their comfortable lifestyle. They show a slightly above-average level of retirement income, which indicates a patchwork of 65-plus residents among the 30-somethings.

Median Age  
**30s**

Family Status  
**Married**

Household Income  
**\$50k - \$70k**

Urbanization  
**Suburban**

Education  
**High School**

Occupation  
**White Collar**

### Preference Overview

Sublime Suburbia segments prove that being fairly average in America doesn't mean the residents are easy to pigeonhole. The residents in these neighborhoods demographically rank as the most average in the Married in the Suburbs category. Yet their lifestyles speak to a wide range of interests. For example they are equally likely to purchase an SUV as a motorcycle. Similarly, they are just as likely to go bird watching as they are NASCAR watching. They are also home-conscious, yet frequent travelers on both foreign and domestic journeys. Pride in their homes includes frequent remodeling projects, including everything from faucets, to carpeting, to exterior painting. Their cupboards are well stocked with favorites, such as ground coffee, baking chocolate, and olives. Their highest-ranking item is grocery shopping at Fred Meyer at two-times-the-national-average. They also enjoy frequent meals out at family and fast food restaurants. Preferred leisure activities include country music performances, power boating, and attending ice hockey and football games. They spend generously on computer equipment, and often track their many investments online. Their media selections range widely from Foxnews.com, to the Speed Channel and Bravo, to self-help books and mysteries, to all-news and religious radio.

## White-Collar Status

### Consumption Examples

#### Household

Bottled iced espresso  
Packaged children's dinners  
Lunch combo kits  
Frozen corn on the cob  
Canned meats

#### Personal Life

Sandals  
Baby shampoo  
Cough syrups  
Cold sore remedies  
Dandruff shampoos

#### Leisure Activities

Church's Fried Chicken  
Sonic Drive-in  
Pizza Hut  
Video games  
Baseball: play

#### Media Selections

Internet: employment searches  
Automotive magazines  
Parenthood magazines  
Black entertainment TV  
Urban radio

### Demographic Overview

The urban White-Collar Status neighborhoods prove that a lack of college education and an income range of less than \$30,000 doesn't equate to blue-collar occupations. In fact, this segment of Urban Cliff Climbers, which are home to people largely in their 20s and 30s and married-with-young-children, are employed in middle-class, white-collar occupations, probably with a lot of room for advancement. They measure above-average employment in several fields, including healthcare, protective services, food preparation, and grounds maintenance. With only high-school educations supporting them, this group of citizens keeps their heads-above-water, while they work their way up into higher-paying jobs by shopping for high-value with every purchase and making use of a higher-than-average level of public-assistance income.

Median Age  
**20s/low 30s**

Family Status  
**Married**

Household Income  
**\$30k or less**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**White Collar**

### Preference Overview

With few items scoring higher-than-average in White-Collar Status neighborhoods, this group is likely tired after long working hours. Their high-ranking items provide a clue about their need for convenience after work hours, including their highest-ranking item: visits to the fast food chain Church's Fried Chicken, clocking in at over two-and-a-quarter-higher-than-the-national-average. Convenience also plays a role at the grocery store for these young families, with high-ranking purchases of packaged children's dinners, lunch combo kits, canned meats, and bottled iced espresso. For these young families, money and free time are likely limited, as evidenced in low incidences of leisure activities and travel. The majority of this segment's standout television watching includes daytime TV programming, which speaks to either having parents at home or shift-worker occupations. They rank low on newspapers and novels. The group's other prominent leisure activities are low-energy choices: video games and horror movies. Targeting consumers in these segments most likely means offering convenience and value for their hard-earned dollars.

# B4

Urban Cliff Climbers

## Middle of the Road

### Consumption Examples

#### Household

Home improvement: <\$150  
Flavored alcoholic beverages  
TV/VCR combos  
Packaged instant potatoes  
Snack cakes

#### Personal Life

Work boots  
Compact cars  
Baby ointments  
Hair mousse  
Cat treats

#### Leisure Activities

Cracker Barrel  
Applebee's  
Jack in the Box  
Internet: play games  
Video games

#### Media Selections

Internet: music downloads  
Fishing & hunting magazines  
TV Guide channel  
Rock radio  
Family/children videos

### Demographic Overview

If you're looking for higher-than-average earners in the nation's blue-collar occupations, you're in the right neighborhood. Middle of the Road segments are a cross-section of America's heartland, but in an urban setting. Middle of the Road areas are one of two blue-collar segments within the Urban Cliff Climbers category. While lower-than-the-national-average in white-collar workers, these areas have an above-average percent of people employed in construction, repair services, production, and transportation. These jobs give these married-with-children, 20- to 30-year-olds an median annual income between \$40,000 to \$50,000 — a relatively good income level, owing to a strong work ethic.

Median Age  
**20s/low 30s**

Family Status  
**Married**

Household Income  
**\$30k - \$50k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**Blue Collar**

### Preference Overview

Consumers living in Middle of the Road segments are likely tired after a hard day of work, since their relatively few above-the-national-average purchases lean towards the sedentary variety. This group watches several television stations, including MTV, Court TV, VH1, and the Cartoon Network. They also listen to radio stations such as current-hits, rock, urban, and adult contemporary. They access music from the Internet, as shown by the fact that the highest-ranking item of this segment is downloadable music at almost one-and-three-quarters-the-national-average. Their grocery store food choices lean towards convenience, such as instant potatoes, ready-to-eat muffins, and packaged pasta salads. They drive compact cars, which they gas-up with gasoline debit cards. Several categories are not a priority for Middle of the Roaders, including computers, clothing, and home improvement. These low-spending, low-activity indicators suggest that residents of these segments will be weak candidates for high-end purchases such as SUVs and big-screen TVs, but great prospects for convenience items, especially those offered at a bargain.

**B1**

Urban Cliff Climbers

**Charmed Life****Consumption Examples****Household**

Automatic thermostats  
 Water softeners  
 Fireplaces  
 Ceramic tile floors  
 Hardwood floors

**Personal Life**

Clothing: \$2,000+  
 Volkswagens  
 Baby clothing  
 Personal computers  
 Vacation/weekend homes

**Leisure Activities**

Downhill skiing  
 Mountain biking  
 Bowling  
 Backpacking/hiking  
 Flew Delta domestic

**Media Selections**

CNET.com  
 FOXnews.com  
 Disney.com  
 Sports radio  
 Alternative radio

**Demographic Overview**

Married. 20- to 30-something-years-old. Children of all ages. Some college education. Incomes between \$50,000 and \$60,000. White-collar jobs in management, sales, and personal care industries. Based on these fundamental demographics, it's clear that the residents of Charmed Life neighborhood segments are a cross-section of young, working Americana. It's easy to imagine these neighborhoods filled with middle-class cars, toys, and home furnishings—all of the merchandise that helps keep commerce humming at a pleasant pace across the United States. Positioned at the high-end of the Urban Cliff Climbers category, Charmed Life areas are home to Norman Rockwell-esque family images—hard-working citizens, who are in the full swing of their children-rearing years: housing, schooling, and entertaining children ranging from babies to teenagers.

Median Age  
**20s/low 30s**

Family Status  
**Married**

Household Income  
**\$50k - \$60k**

Urbanization  
**Urban**

Education  
**Some College**

Occupation  
**White Collar**

**Preference Overview**

From traveling widely to playing video games at home, this Urban Cliff Climber segment is indeed living a charmed life. They are home to the biggest above-average spenders and most active segments in this category. They have the income and youth to enjoy life to the fullest, including affording many trips domestically and abroad, a wide range of computer equipment. Their above-the-national-average spending in many categories directly reflects these Charmed Life segments' higher-than-average earning capacity. Since they are also relatively young and in the prime of their lives, they are also above-the-national-average in many leisure activities—from flying kites, to visiting museums, to picnicking. Above-average purchases of business clothing speak to their white-collar-job status. Meanwhile above-average purchases of children's items show that there are kids at home. The highest-ranking item of the Charmed Life segment, at two-and-three-quarters-time-the-national-average, is shopping at the Cub Foods grocery store. Their media choices represent a cross-section of culture, including Disney.com, FOX Sports News, and alternative radio. Most daytime TV segments rank low for these active members of society.

## C4

Urban Cliff Dwellers

# Gainfully Employed

## Consumption Examples

### Household

Space heaters  
Deep fryers  
Separate freezers  
Children's packaged dinners  
Remodel bathrooms

### Personal Life

Men's t-shirts  
Canvas shoes  
Buicks  
Mini vans  
Motorcycles

### Leisure Activities

Trips to North Central U.S.  
Bars & nightclubs  
Collect figurines  
Auto racing: attend  
Boating

### Media Selections

Self-help books  
Women's Entertainment channel  
Classic rock radio  
Country radio  
Sports events: radio

## Demographic Overview

True to their Urban Cliff Dwellers category, Gainfully Employed neighborhoods are distinguished by a dominant age range in the 30s. But they are not entirely generationally homogenous, because they are also home to an above-average number of 65-plus-year-olds. This fact speaks to their slightly-less-than-average percent of children in their largely two-adult families. This fact also gives these areas an average income from wages and salaries, as well as a somewhat higher-than-average income from retirement/social security. For those who are still working, their primary occupations are production, repair services, transportation, office administration, and healthcare support. The salary range for Gainfully Employed is \$30,000s to \$40,000s.

## Preference Overview

Gainfully Employed neighborhoods are average. This is apparent since among their high-ranking vehicle purchases are motorcycles. Their other vehicle choices, namely domestically made cars and trucks, belie their desire to not quite give up their youthful natures. Also revealing is their above-average attendance at bars, nightclubs, country music performances, and auto races. Yet, afterwards you'll likely find them dining at all-American restaurants and fast food chains grabbing a burger or a stack of pancakes. These segments' highest-ranking line-item is grocery shopping at Giant Eagle, at over three-times-the-national-average. Another dichotomy of this niche is that they are likely to own over four television sets, yet mainly watch sports events, rather than participate in sports. If they have energy for physical activity, it's likely do-it-yourself home improvements, like replacing faucets or carpeting, or playing video games. When they travel, it's likely to be domestically, such as to a national park. Other high-ranking media choices are radio programs, especially classic rock.

Median Age  
**30s**

Family Status  
**Married**

Household Income  
**\$30k - \$50k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**White Collar**

**A4**

Crème de la Crème

## The Sweet Life

### Consumption Examples

#### Household

Grocery/club stores  
 Computer Superstores  
 Wall shelving units  
 Clean air filters  
 Energy bars

#### Personal Life

Victoria's Secret mail order  
 Acuras  
 Internet-based phone calls  
 Skin rash remedies  
 Business club memberships

#### Leisure Activities

Rock music concerts  
 Las Vegas gambling trips  
 Snorkeling/diving  
 Tennis  
 Backgammon

#### Media Selections

The Wall Street Journal website  
 CBS sportline.com  
 Style magazine  
 Golf channel  
 Documentary videos

### Demographic Overview

The Sweet Life are the “youngsters” of the urban Crème de la Crème category of neighborhood segments. Not only is the median age range in the 20s and 30s, but also these areas have an above-average number of children below the age of six. These characteristics correlate to the higher-than-average number of married-with-children-under-18 households. Though young, these urban neighborhoods are home to a higher-than-average number of earners in white-collar management and professional occupations. These mostly college-educated residents enjoy incomes in the \$70,000s and \$80,000s, predominantly from salaries and wages. They also earn incomes at a slightly-higher-than-average level from interest/dividends. However, unlike many other Crème de la Crème neighborhoods, that have higher self-employment income levels, the The Sweet Life residents are just at the national average in this income measurement.

Median Age  
**20s/low 30s**

Family Status  
**Married**

Household Income  
**\$70k - \$90k**

Urbanization  
**Urban**

Education  
**College**

Occupation  
**White Collar**

### Preference Overview

It's easy to tell that The Sweet Life are the youngsters of the Crème de la Crème category. They have the money to afford to live life at the highest degree of the classic American dream. While they are busy purchasing and using all the accretions of modern luxury living, such as computers, clothing, and cars, they are also spending generously on traveling: from trips abroad to places such as Ireland and Germany, to trips domestically to locations such as Las Vegas. With a lifestyle that is not the least deprived in any category, they also eat out often in common chains restaurants and fast food establishments. Yet they likely also eat at home judging by their highest-ranking item: shopping at King Soopers grocery stores, on which they weigh in at three-times-the-national-average. They also enjoy online shopping at several of the most popular websites. Their media participation is diverse, ranging from The Wall Street Journal website, to Style magazine, to documentary videos. Radio listening ranges widely from all talk, to alternative, to jazz. They almost never watch daytime TV programming. They take part in a fair amount of investment activity and are well insured with healthcare coverage.