



# 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 23,290<sup>1</sup>. 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.

Demographic information for both Osceola County and the State of Michigan is from the 2015-2019 American Community Survey (ACS).

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<sup>1</sup> 2015-2019 American Community Survey

	<b>Osceola County</b>	<b>Michigan</b>
<b>Population</b>		
Total population	23,290	9,965,265
Male	11,804 (50.7%)	4,905,240 (49.2%)
Female	11,486 (49.3%)	5,060,025 (50.8%)
<b>Age</b>		
Persons under 5 years	1,293 (5.6%)	571,094 (5.7%)
5 to 9 years	1,391 (6.0%)	591,065 (5.9%)
10 to 14 years	1,546 (6.6%)	623,834 (6.3%)
15 to 19 years	1,570 (6.7%)	601,449 (6.6%)
20 to 24 years	1,177 (5.1%)	704,793 (7.1%)
25 to 34 years	2,495 (10.7%)	1,267,775 (12.9%)
35 to 44 years	2,493 (10.7%)	1,165,370 (11.7%)
45 to 54 years	2,964 (12.7%)	1,317,258 (13.2%)
55 to 59 years	1,831 (7.9%)	718,008 (7.2%)
60 to 64 years	1,727 (7.4%)	678,726 (6.8%)
65 to 74 years	2,787 (12.0%)	997,417 (9.8%)
75 to 84 years	1,496 (6.4%)	483,853 (4.9%)
85 years and over	520 (2.2%)	207,073 (2.1%)
Median age	43.8	39.7
<b>Housing</b>		
Total housing units	13,784	4,596,198
Median value of owner occupied unit	\$98,500	\$154,900
Occupied housing units	9,186	3,935,041
Vacant housing units	4,603	661,157
Homeowner vacancy rate	1.1%	1.5%
Rental vacancy rate	4.1%	5.1%

	Osceola County	Michigan
<b>Educational Attainment, Age 25 Years and Over</b>		
Population 25 years and over	16,313	6,813,480
Less than 9 <sup>th</sup> grade	613 (3.8%)	431,435 (6.3%)
9 <sup>th</sup> to 12 <sup>th</sup> grade, no diploma	1,232 (7.6%)	194,755 (2.9%)
High school graduate (or equivalency)	7,139 (43.8%)	1,967,316 (28.9%)
Some college, no degree	3,492 (21.4%)	1,591,358 (23.4%)
Associate's degree	1,524 (9.3%)	643,446 (9.4%)
Bachelor's degree	1,516 (9.3%)	1,207,829 (17.7%)
Graduate or professional degree	797 (4.9%)	777,391 (11.4%)
Percent high school graduate or higher	88.7%	90.8%
Percent bachelor's degree or higher	14.2%	29.1%
<b>Income</b>		
Per capita income	\$22,692	\$31,713
Median nonfamily income	\$25,337	\$33,711
Median family income	\$52,628	\$72,600
Mean nonfamily income	\$33,621	\$47,776
Mean family income	\$64,570	\$93,955
Median earnings for male full-time, year-round workers	\$42,193	\$53,734
Median earnings for female full-time, year-round workers	\$33,152	\$41,546
Percentage of <i>people/families</i> whose income in the last 12 months is below the poverty level	17.9% / 12.9%	14.4% / 9.9%

## Communities



Osceola County has 22 local units of government. Listed below is each local unit of government and its population from the 2015-2019 American Community Survey.

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

City of Evert – 1,793  
City of Reed City – 2,472  
Village of Hersey – 315  
Village of LeRoy – 305  
Village of Marion – 896  
Village of Tustin – 215

### **Townships (16)**

Burdell – 1,186	Cedar – 409
Evert – 1,561	Hartwick – 546
Hersey – 1,698	Highland – 1,161
LeRoy – 1,551	Lincoln – 1,478
Marion – 1,678	Middle Branch – 769
Orient – 840	Osceola – 1,132
Richmond – 1,712	Rose Lake – 1,405
Sherman – 1,033	Sylvan – 866

## 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 (2020 Big Rapids campus enrollment – 7,901, all campuses – 11,165; Source: FSU website)

Miles from Reed City – 14

Miles from Ewart – 26

Central Michigan University (2020 on campus enrollment – 13,609; Source: CMU website)

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

Miles from Reed City – 31

Miles from Ewart – 38

Mid Michigan Community College (FY 2018-2019 enrollment - 4,964; Source: Mid Michigan Community College website)

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 – Mobile broadband is available throughout the county. Fixed broadband is available in some areas. *Both the City of Reed City and Village of Hersey are Gigabit Communities.* In February 2021 Point Broadband began installing fiber in Osceola County.

## **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).

WGTU – ABC affiliate broadcasting from Traverse City.

## 2018 County Business Patterns

(U.S. Census Bureau, 2018 County Business Patterns, Table CB1800CBP)

2012 NAICS Code <sup>(a)</sup>	Meaning of 2012 NAICS Code	Year	Number of Paid Employees for			
			Number of Establishments	Pay Period that Included March 12th	1st Quarter Payroll (\$1,000)	Annual Payroll (\$1,000)
00	Total for all sectors	2018	432	6,286	64,954	279,707
11	Agriculture, forestry, fishing, and hunting	2018	7	38	368	1,512
21	Mining, quarrying, and oil and gas extraction	2018	5	11	180	948
22	Utilities	2018	4	47	1,219	5,082
23	Construction	2018	49	528	10,473	48,728
31-33	Manufacturing	2018	44	2,402	27,358	117,439
42	Wholesale trade	2018	11	107	1,149	5,103
44-45	Retail trade	2018	64	492	2,819	11,345
48-49	Transportation and warehousing	2018	13	148	1,933	8,302
52	Finance and insurance	2018	21	116	1,216	5,267
53	Real estate and rental and leasing	2018	17	17	102	511
54	Professional, scientific, and technical services	2018	24	81	826	3,833
56	Administrative and support and waste management and remediation services	2018	16	74	492	1,332
62	Health care and social assistance	2018	49	1,159	9,786	41,161
71	Arts, entertainment, and recreation	2018	4	3	17	224
72	Accommodation and food services	2018	40	564	1,783	9,685
81	Other services (except public administration)	2018	63	309	1,845	7,771

(a) NAICS: North American Industrial Classification Standard

## **Osceola County's Largest Employers** (as of 08/2020)

Ventra – 1,070; Manufacturing (Tier II automotive)

Spectrum Health – 460; Health Care

General Mills – 380; 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

Kraftube – 105; Manufacturing (metal tubular parts)

LeRoy Tool & Die – 100; Manufacturing (plastic and rubber molds, rubber parts)

Cargill – 90; Mining (salt)

Reed City Tool – 90; Manufacturing (plastic injection molds)



Ventra Evart LLC  
Osceola County's Largest Employer

## **Industrial Parks**

Evert Air Industrial Park – Michigan Certified Business Park, 47 acres, 4,200' lighted foot runway

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



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

	Osceola County	Michigan
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.

Ewart Downtown Development Authority (DDA),  
(231) 734-0185

Marion Chamber of Commerce, (231) 743-2461

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



Reed City Depot  
Reed City Chamber of Commerce