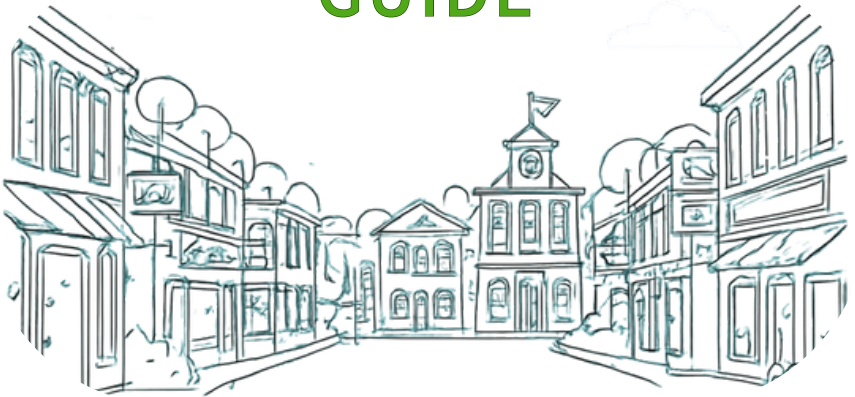


# BARRY COUNTY DEVELOPERS GUIDE



# 2026

Provided by

**BARRY**  **COUNTY**  
CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE



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# Tools, Resources, and Incentives

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# WHY BARRY COUNTY

AFFORDABLE, QUALITY LIVING IN A DESIRABLE MARKETPLACE.

## 63,902 Population

The population of Barry County, MI grew in 2024 from 63,598 to 63,902.



**\$81,227**

Median Household Income



## Centrally -Located

Barry County is on the way to everywhere! Only a short, 30-minute drive to all of West Michigan's urban areas including Battle Creek, Kalamazoo, Lansing, and Grand Rapids.

## 32.8K Employees

The economy of Barry County, MI employs 32.8k people. The largest industries in Barry County, MI are Manufacturing, Health Care & Social Assistance, and Retail Trade.

WORKFORCE



HOUSING



In 2024, the median property value is \$268,021. The homeownership rate in Barry County is 82.75%.

**\$268,021**

Median Property Value

## 93.7% Graduation Rate

The graduation rate of Barry County as reported in 2024 is 93.7%.

EDUCATION





**Download a Copy Now!**



BARRY COUNTY, MI

# HOUSING TOOLKIT



BARRY  
**COMMUNITY**  
FOUNDATION

**BARRY COUNTY**  
CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE

  
Antero Group



DOWNLOAD A COPY NOW!



# Barry County

## Development Manual

Applications, maps, and incentives for development in  
Barry County, Michigan



**BARRY**  **COUNTY**  
CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE

# BARRY COUNTY

## BROWNFIELD ASSESSMENT GRANT PROGRAM

- Are you buying or redeveloping blighted, contaminated, and/or other environmentally sensitive property? Are you seeking a loan for the purchase of commercial property?
- Are you expanding the physical footprint of your business?
- Have you always thought about redeveloping that abandoned auto repair or corner gas station?



Barry County has funding that may be able to cover the cost of environmental due diligence, assessment, and redevelopment planning for your project. Barry County has received a \$400,000 grant from the U.S. EPA to help revitalize known brownfield sites and other sites with perceived environmental challenges such as:

- Industrial Facilities• Auto Salvage / Junkyards
- Gas Stations / Auto Repair Operations• Asbestos in Buildings
- Dry Cleaners• Underground Storage Tank Sites

Barry County, in conjunction with the Barry County Brownfield Redevelopment Authority (BRA) and the Barry County Economic Development Alliance (BCEDA), is seeking qualified projects for utilization of the \$400,000 assessment grant. Funds can be used for:

- Phase I Environmental Site Assessments (ESAs)
- Phase II ESAs (including soil, groundwater and soil gas sampling)
- Baseline Environmental Assessments
- Asbestos, Lead-bearing Paint, and other Hazardous Materials Assessments
- Due Care/Safe Re-use/Site Cleanup Planning
- Brownfield Plans/Act 381 Work Plans (a.k.a., TIF plans)

The US EPA Brownfields Program has helped influence positive change in Barry County for nearly the past 15 years. Over 100 new jobs have been created and over \$15M in new private investment on 80+ acres of land has been realized as a result of the US EPA's investment in our community.

To discuss your project or for more information on the availability of funding, please contact:

Jennifer Heinzman  
President & CEO  
Barry County Chamber & Economic Development Alliance  
Phone: (989) 560-5786  
Email: [Jennifer@mibarry.com](mailto:Jennifer@mibarry.com)

## Brownfield Redevelopment Grants and Loans

The Michigan Department of Environment, Great Lakes, and Energy (EGLE) offers grants and loans for projects that promote the reuse of contaminated properties and provide economic benefit to the community. These grants and loans can help to:

- Revitalize abandoned properties and return them to the tax rolls.
- Attract developers to brownfield properties.
- Avoid sprawl by reusing properties with existing infrastructure.

### ELIGIBLE ACTIVITIES

EGLE Brownfield Grants and Loans can be used to address environmental costs associated with the contaminated property being redeveloped, including:

- Environmental investigations and Baseline Environmental Assessments
- Due care planning and implementation
- Underground storage tank removal
- Response activities
- Demolition, lead, mold, and asbestos abatement, when certain criteria are met

### GRANT REQUIREMENTS AND FUNDING

- Grants are available to address environmental activities at contaminated properties with a specific redevelopment. The economic benefit of the project must exceed the grant amount.
- The maximum award amount is \$1 million. Recipients are limited to one grant per year.

### LOAN REQUIREMENTS AND FUNDING

- Loans may be used to address environmental activities at properties with known or suspected contamination and that have economic development potential.
- The maximum award amount is \$1 million. Communities are limited to one loan per year.



## LOAN TERMS

- 1.5 percent interest rate
- 15-year payback, beginning with a 5-year interest-free, payment-free grace period
- Loans may be repaid through a BRA using tax increment financing

## LIABILITY

Grants and loans cannot benefit a party responsible for an activity causing contamination at the property.

## WHO CAN APPLY?

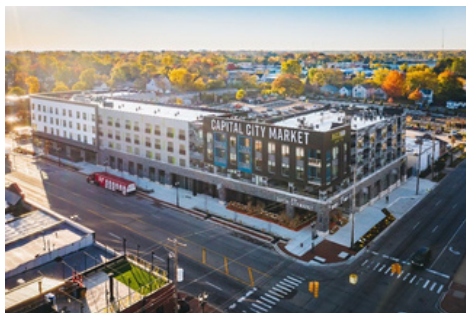
Local units of government, including brownfield redevelopment authorities (BRAs), economic development corporations, or other public bodies created pursuant to state law. Applications are accepted year-round.

## HOW TO APPLY

EGLE Brownfield Redevelopment staff collaborate with communities to determine eligibility and the optimal mix of project funding prior to application. Please contact an EGLE Grant Coordinator to discuss your project.

## CONTACT US

Andrea Ryswick, Brownfield Coordinator  
Ryswick@Michigan.gov | 616-401-0827  
Michigan.gov/EGLEBrownfields  
#MiBrownfields



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To request this material in an alternate format, contact [EGLE-Accessibility@Michigan.gov](mailto:EGLE-Accessibility@Michigan.gov) or call 800-662-9278.

# Act 381 Brownfield Tax Increment Financing

Tax Increment Financing (TIF) is a powerful funding tool that can help cover additional costs associated with redeveloping a brownfield property. The premise of brownfield TIF is simple:

- When a vacant, blighted, contaminated, or otherwise challenged property is redeveloped it becomes more valuable.
- The increase in value results in an increase in property taxes paid to the municipality, school district, or other taxing authorities for that property.
- The additional tax paid due to the increased property value is referred to as the increment.
  - The increment is “captured” by the taxing authority and used to reimburse the developer for the cost of addressing brownfield conditions on the property during construction.
  - The brownfield activities eligible for reimbursement are defined in the Brownfield Redevelopment Financing Act (Act 381). They require local and sometimes state approval.
  - Once the developer has been reimbursed for the approved eligible brownfield activities on a project, the taxing authority begins retaining all taxes collected for the property, fully realizing the increase in tax revenue from the development.

## LOCAL APPROVAL

All projects seeking to use Act 381 TIF must prepare a Brownfield Plan for the project. The plan must identify the brownfield activities to be performed as well as the estimated taxes to be generated and captured. The plan must be approved by the local unit of government and the local Brownfield Redevelopment Authority (BRA). Public hearings and notifications are required as part of this process.

## STATE APPROVAL

Projects seeking to capture state education and school operating taxes must submit an Act 381 Work Plan to the appropriate state agency for approval. The Act 381 Work Plan must include a copy of the locally approved Brownfield Plan. Environmental activities typically associated with known or suspected soil and groundwater contamination require review and approval by the Michigan Department of Environment, Great Lakes, and Energy (EGLE). Non-environmental brownfield activities including demolition, site work, and infrastructure are reviewed by the Michigan Economic Development Corporation (MEDC).



## ELIGIBLE ACTIVITIES

Activities reviewed by EGLE can be divided into two categories:

1. Activities that require approval to use state taxes before they take place, including:

- Due Care Activities
  - o Documentation of due care compliance
  - o Activities performed to make the property safe for its intended use, such as removing contaminated soil or installing vapor mitigation systems or exposure barriers
- Response Activities
  - o Remediation Activities
  - o Demolition; lead, mold, and asbestos abatement under some circumstances
  - o And many more (refer to the [Act 381 Work Plan Guidance](#) for additional eligible environmental activities)

2. Exempt activities that can take place prior to or without approval to use state taxes, including:

- Phase I and Phase II Environmental Site Assessments and Baseline Environmental Assessments (BEAs)
- Asbestos, mold, and lead surveys; hazardous materials and pre-demolition surveys
- Due care investigations, planning, and reporting

Reach out to your [local EGLE Brownfield Coordinator](#) to discuss a specific project.

## USING TIF WITH OTHER EGLE BROWNFIELD INCENTIVES

EGLE Brownfield Loans are often used in conjunction with Brownfield TIF. EGLE loans can provide the capital often needed on the front end of development projects. The loans provide a 5-year payment-free and interest-free grace period to help with the back end of a project. The 5-year window is typically sufficient time to complete the development and generate a tax increment large enough to cover the amount of the loan payment.

EGLE Brownfield Grants can be used with Brownfield TIF. However, grant-funded activities must be clearly identified and separated from activities that will utilize Brownfield TIF to ensure the developer is not being reimbursed for costs that were paid for with the EGLE grant.

### CONTACT US

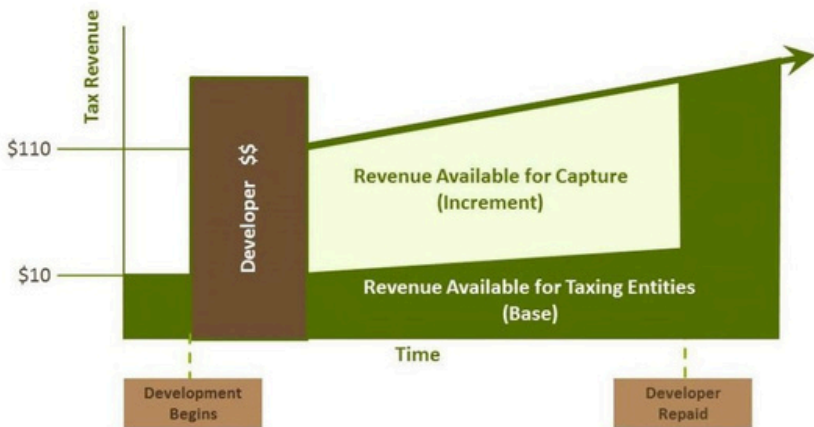
Andrea Ryswick, Brownfield Coordinator  
[Ryswicka@Michigan.gov](mailto:Ryswicka@Michigan.gov) | 616-401-0827  
[Michigan.gov/EGLEBrownfields](http://Michigan.gov/EGLEBrownfields)  
#MiBrownfields



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## Tax Increment Financing (TIF)



# PACE Financing with Lean & Green Michigan

**Lean & Green Michigan** is a public private partnership that helps local governments administer PACE financing for property owners in their communities with **no government funding**.

## What is PACE?

Property Assessed Clean Energy financing allows private and commercial property owners to voluntarily enter into a special assessment agreement to promote the installation of renewable energy systems, energy efficiency improvements, water usage improvements, and environmental hazard projects by owners of commercial, agricultural or industrial property within a district designated by the local unit of government.

## Benefits

- Long-term financing up to 25 years or the useful life of the project
- 100% financing of eligible technologies
- Immediate positive cash flow
- Runs with the land, transferring to subsequent owner upon sale of the property
- Fixed interest rate (negotiated on each deal)
- Improve local building stock
- Increase property value
- Create local jobs
- More comfortable, efficient buildings

## Eligibility

### Qualifying Properties:

- **Commercial:**  
business, hospitality, mixed-use, office, multi-family 4+, retail, or senior living.
- **Agricultural & Industrial:**  
manufacturing, food processing and more.
- **Non-profit:**  
churches, private schools, cooperatives, and more.

### Qualifying Measures:

- **Energy efficiency:** lighting, HVAC, control windows, and more.
- **Water efficiency:** low flush, low flow, gray water system, and more.
- **Renewable energy:** solar PV, geothermal, CHP and More
- **Environmental Hazards:** mitigate lead, heavy metals, PFAS in drinking water; mitigate lead paint contamination or effects of flood/drought.

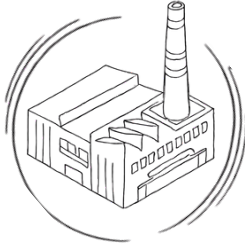
Contact Lean & Green Michigan

313-444-1474

[info@leanandgreenmi.com](mailto:info@leanandgreenmi.com)  
<https://leanandgreenmi.com>

500 Temple Street #6270  
Detroit, MI 48201





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# Industrial, Mixed-Use, and Vacant Land

---



# Heavy Manufacturing

LISTING PRICE

**\$3,950,000**

## FACILITIES AVAILABLE



Heavy manufacturing facility with cranes, loading docks and interior truck well



22.940 acres with 216,150 sq.ft. facility with existing 2-story office space



Single tenant occupancy with large parking lot located in an Opportunity Zone



900 E. State Street  
Hastings, MI 49058



Martin Commercial  
Christopher Miller



517-351-2200



[www.martincommercial.com](http://www.martincommercial.com)



# Light Industrial

LISTING PRICE

**\$425,000**

FACILITIES AVAILABLE



Light industrial/commercial facility includes 2 overhead cranes and five overhead doors



11,000 sq.ft. facility with dedicated office space and display areas



Facility is ideal for manufacturing, storage, or large-scale operations



1065 W. Green Street  
Hastings, MI 49058





# Commercial Improved

LISTING PRICE

**\$595,000**

FACILITIES AVAILABLE



Light industrial/commercial facility includes 7 drive-in doors, floor drains, and 14' ceiling height



5,068 sq.ft. facility with dedicated office and shop space on 2-acres of land



Facility is ideal for contractor or service provider with lay down yard requirements



1633 S. Hanover Street  
Hastings, MI 49058





# Commercial Industrial

LISTING PRICE

**\$425,000**

FACILITIES AVAILABLE



Light industrial/commercial facility includes functional shop and dedicated office space



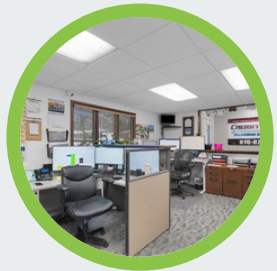
4,560 sq.ft facility ideal for contractors, trades, light industrial, or small business operations



Located in downtown Middleville with onsite parking and access to M-37 hwy.



491 Arlington Street  
Middleville, MI 49333



Jason Carpenter  
Keller Williams GR East

616-334-2630



[www.kellerwilliamsgr.com](http://www.kellerwilliamsgr.com)



# Downtown Commercial



LISTING PRICE

**\$750,000**

FACILITIES AVAILABLE



Located along the Thornapple River in a downtown Village



Suited to multi-family residential, mixed-use, or commercial development



Existing building and blighted structures removed from site



120 W. Main Street  
Middleville, MI 49333



Drew Born  
Five Star Real Estate

616-304-1015



drew@drewborn.com



# Commercial Mixed-Use





## LISTING PRICE


**\$450,000**




## FACILITIES AVAILABLE

 45.2 Acres in Rutland Township

 Located along a state highway with 1,000 feet of frontage

 Undeveloped, vacant land located in rapidly growing commercial corridor

 1575 M-43 Hwy.  
Hastings, MI 49058





## LAND FOR SALE

**MAX GROVER, CCIM**  
616 890 7794  
maxg@workwithMOXIE.com  
[workwithMOXIE.com](http://workwithMOXIE.com)



## LISTING INFORMATION

AVAILABLE AREA	45.29 ACRES
LIST PRICE/ACRE	\$9,936
LIST PRICE/MONTH	\$450,000
LIST TYPE	NNN
SIGNAGE	
DATE AVAILABLE	IMMEDIATELY

### DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
TOTAL POPULATION	6,208	23,500	25,100
MEDIAN AGE	45	41	41
HOUSEHOLDS	5,183	19,000	20,300
MEDIAN INCOME	\$77,400	\$69,100	\$70,700



[workwithMOXIE.com](http://workwithMOXIE.com)

# CONTACT

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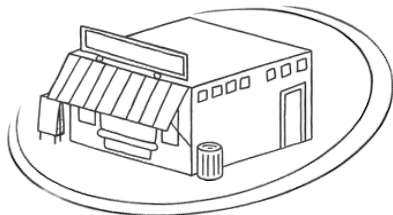
# MOXIE

3437 Eastern Ave SE, Grand Rapids, MI 49508

616 890 7794

[maxg@workwithMOXIE.com](mailto:maxg@workwithMOXIE.com)

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# Commercial & Retail Opportunities

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# Downtown Restaurant

LISTING PRICE

**\$240,000**

FACILITIES AVAILABLE



Restaurant, office space, and basement storage included



54-person seating available with three bathroom areas



Located on 0.3 acres in Freeport, MI



112 N. State Street  
Freeport, MI 49325



James Stephens | KW Rivertown Hoppough

<https://kellerwilliamsrivertown.com/>

616-240-6101



# Downtown Business

LISTING PRICE

**\$499,900**

## FACILITIES AVAILABLE



Includes real estate, inventory, furniture, and equipment



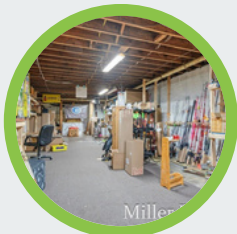
Fully-operational hunting & fishing accessory and supply shop



Main-floor business with full-basement located in downtown Hastings



111 S. Jefferson Street  
Hastings, MI 49058



Mark Hewitt | Miller Real Estate

[www.millerrealestate.net](http://www.millerrealestate.net)

269-838-7005



# Office Space: Medical/Dental

Listing Price

**\$14.95-\$15.95/SQ.FT.**

Facilities available



1,023 - 2,323 SF available, up to 3 potential suites



Customize interiors with build-to-suit options



Entire building can be combined for 5,212 SF



400 W. State Street  
Hastings, MI 49058



Connor Schultze | NAI Wisinski of West MI

connors@naiwmm.com

269-379-6437



# Office Suites

LISTING PRICE

**\$650,000**

FACILITIES AVAILABLE



4-unit office building with 32 parking spots plus four handicap-accessible spaces



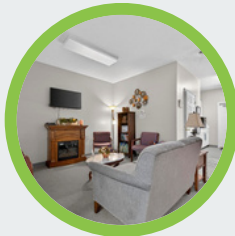
Recent updates include new roof, septic, gutters, and resealed parking lot



Located in Hastings Charter Township, with access to M-37 Hwy.



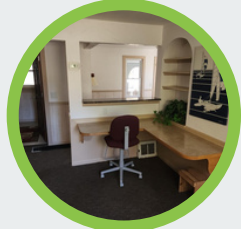
450 Meadow Run Drive  
Hastings, MI 49058



 Roger Ackerman | Keller William GR North (Main)

 810-423-9296

 roger.ackerman@kw.com



# Office Suite

LISTING PRICE

# For Lease

## FACILITIES AVAILABLE



High visibility office space located in Hastings DDA and Business Corridor



Fully furnished with signage on State Street, suite is ideal for professional or medical office



1,360 sq.ft. with ample parking available for lease at rate of \$20/sq.ft.



536 State Street  
Hastings, MI 49058

Connor Schultze | NAI Wisinski of West Michigan

269-459-0438

connors@naiwwm.com



# Downtown Restaurant

LISTING PRICE

\$1,350,000

FACILITIES AVAILABLE



3,093 SF with drive-thru retail on 1.13 acre lot with ample on-site parking



Former KFC location with commercial kitchen



Zoned B2, and located on M-37 retail corridor in Hastings



1320 W. State Street  
Hastings, MI 49058



Robert Mihelich | JLL



248-581-3266



robert.mihelich@jll.com



Zach Resnick | JLL



248-581-3263



zach.resnick@jll.com



**3,093 SF Drive-thru Retail**

**FOR SALE**

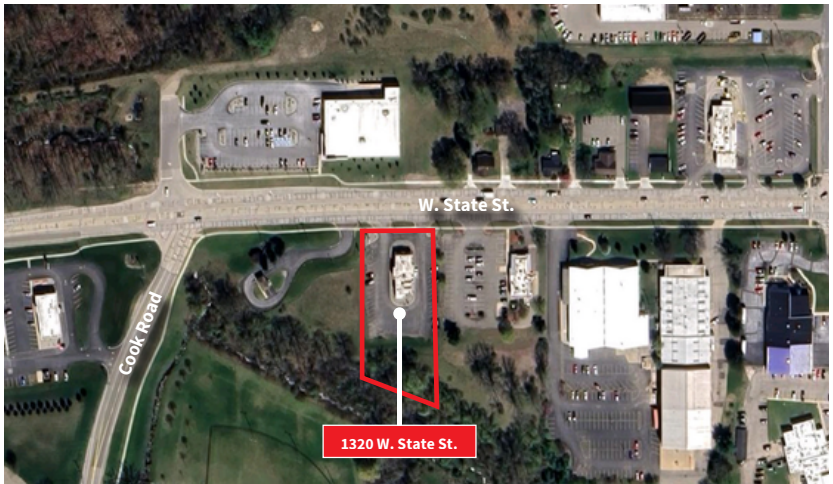
1320 W. State St.  
Hastings, MI

## Property highlights

### Property detail

- Vacant KFC with lease in place through 9-30-2038
- Equipment in place
- Excellent opportunity for fast casual owner user or redevelopment
- B2 general business zoning
- 1.13 acre lot
- Located in highly trafficked Hastings Western Gateway

3,093 SF Available  
Former restaurant  
**Asking Price: 1,350,000**



JLL

**Robert Mihelich**  
robert.mihelich@jll.com  
+1 248 581 3366

**Zach Resnick**  
zach.resnick@jll.com  
+1 248 581 3263

## Location map



	1 mile	3 miles	5 miles
<b>Estimated population</b>	2,305	11,182	15,546
<b>Estimated households</b>	898	4,362	5,964
<b>Est. Average HH income</b>	\$68,558	\$76,493	\$80,274
<b>Traffic counts</b>	W. State St	13,608 ADT	

JLL

**Robert Mihelich**  
robert.mihelich@jll.com  
+1 248 581 3366

**Zach Resnick**  
zach.resnick@jll.com  
+1 248 581 3263



# Downtown Commercial

LISTING PRICE

## For Lease

### FACILITIES AVAILABLE



Four Suites available including Big Box and End Cap with Drive-thru capabilities



Lease rates from \$5.00/sq.ft. to \$15.00/sq.ft.



Zoned Commercial and located on M-37 retail corridor in Hastings



800 W. State Street  
Hastings, MI 49058



Dave Denton | DAR Commercial



616-881-2900



dave@darcommercial.com



Chris Prins | DAR Commercial



616-389-5546



chris@darcommercial.com





**MAX EFFORT**  
PERFORMANCE



# Downtown Commerical

LISTING PRICE

## For Lease

FACILITIES AVAILABLE



4,185 sq.ft former gym located in Suite L of the Towne Center Plaza



Versatile commercial location that is suitable for most commercial & retail businesses



Zoned C1, and located on M-37 retail corridor in Middleville



4525 N. M-37 Hwy.  
Middleville 49333



Brayden Vredeveld | Moxie



616-295-2920



braydenv@workwithmoxie.com



Max Grover | Moxie



616-890-7794



maxg@workwithmoxie.com



## RETAIL FOR LEASE

**BRAYDEN VREDEVELD**  
616-295-2920  
BRAYDENV@workwithMOXIE.com

**MAX GROVER**  
616-890-7794  
MAXG@workwithMOXIE.com

[workwithMOXIE.com](http://workwithMOXIE.com)



# LISTING INFORMATION

## PRIME OPPORTUNITY ON M-37 IN GROWING MIDDLEVILLE!

Discover the potential at 4525 N M-37, Middleville, MI, where Suite L offers 4,185 square feet of versatile commercial space designed to support a wide range of business uses. Located just 10 miles from M-6, this well-positioned property delivers excellent regional connectivity while maintaining a strong local presence in a growing West Michigan market.

The suite features a flexible, efficient layout that can be tailored to your operational needs—whether you're expanding, relocating, or launching a new concept. With monument signage and direct M-37 frontage, your business will benefit from high visibility and easy access for both customers and employees. Ample on-site parking and a professional, well-maintained setting further enhance the appeal.

Position your business for success in a community that continues to grow and attract new investment. This is more than just space—it's an opportunity to establish or expand your presence along one of the area's key commercial corridors. Don't miss your chance to secure a strong foothold in Middleville.



[workwithMOXIE.com](http://workwithMOXIE.com)



## PRICING

Asking Rate

**\$9.00**

Annual/SF NNN

Total Available

**4,185**

Square Feet

## DEMOGRAPHICS

	<u>1 MILE</u>	<u>3 MILES</u>	<u>5 MILES</u>
TOTAL POPULATION	3,918	7,828	15,452
MEDIAN AGE	37	37	38
HOUSEHOLDS	1,406	2,758	5,390
MEDIAN INCOME	\$76,042	\$82,494	\$88,159



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# CONTACT

MOXIE IS READY TO MOVE YOU FORWARD.



3437 Eastern Ave SE, Grand Rapids, MI 49508

**BRAYDEN VREDEVELD**

616-295-2920

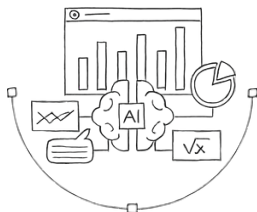
BRAYDENV@workwithMOXIE.com

**MAX GROVER, CCIM**

616-890-7794

MAXG@workwithMOXIE.com

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# Insights & Data

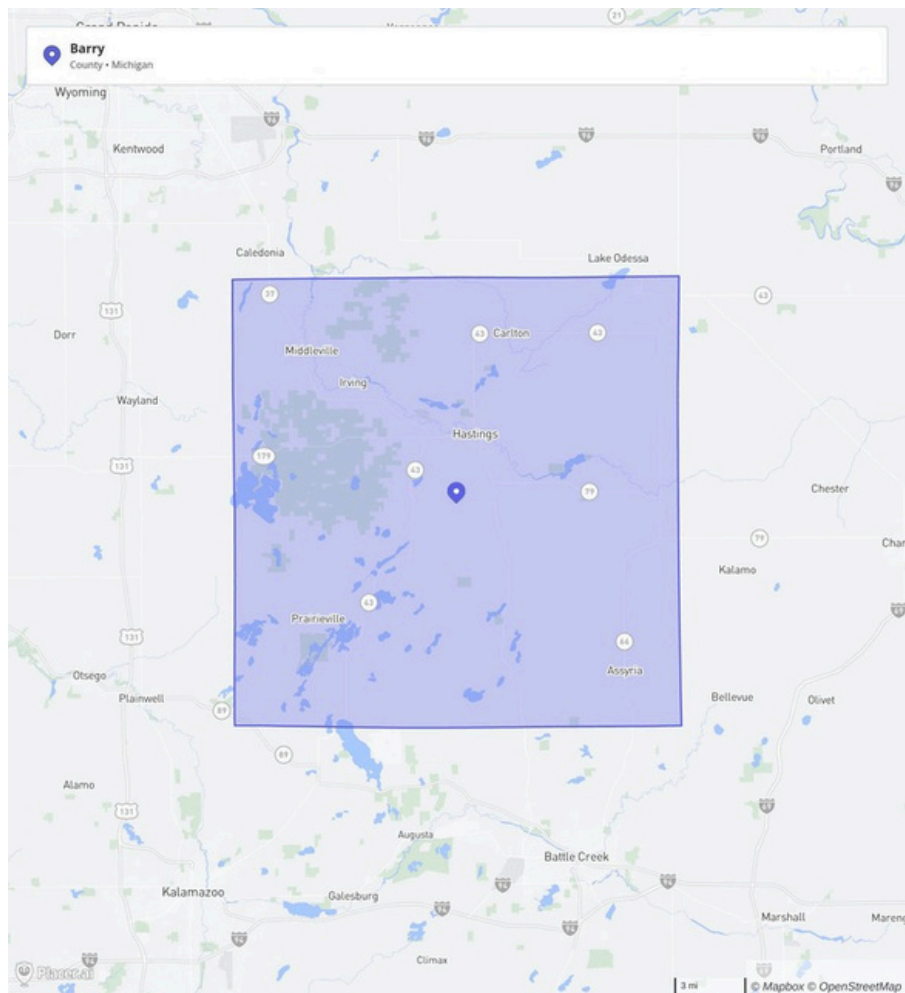
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# Barry County Market Insights

Jan1 - Dec31,2025

BARRY COUNTY



# Market Demographics

Jan1 - Dec31,2025

BARRETT COUNTY

Barry

County • Michigan

Residents

Employees

Out-of-Market Visitors

Overview						
Population	64,777		--		--	
Households	24,977		--		--	
Persons per Household	2.57	101	2.56	100	2.52	99
Household Median Income	\$77,209.75	97	\$74,118.15	93	\$76,985.19	97
Household Median Disposable Income	\$65,960.19	96	\$63,274.29	92	\$65,753.49	96
Household Median Discretionary Income	\$50,820.21	100	\$47,750.22	94	\$48,465.56	95
Average Income Per Person	\$38,545.36	89	--		--	
Median Rent	\$1,076.17	7	--		--	
Median House Value	\$314,914.46	83	\$299,939.58	5	\$315,519.25	83
Households in Poverty	2,149 (8.6%)	7	9.1%	2	10.6%	84
Household Median Wealth	\$91,668.97	113	\$88,618.22	109	\$83,597.46	103
Average Age	42.65	104	--		--	
Median Age	42.66	106	--		--	
Households with Children	6,814 (27.3%)	102	27%	101	27.1%	101
High School Graduate or Higher	42,245 (93%)	104	92.9%	104	93.1%	104
Bachelor's Degree or Higher	10,891 (24%)	7	23.6%	7	32.2%	92
Pop density (per sq mi)	117		--		--	

DataSet: STI: Popstats

Benchmark: Nationwide








Placer.ai

2026 Placer Labs, Inc. | More insights at [placer.ai](https://placer.ai)

# Market Demographics

Jan1 - Dec31,2025

SAN FRANCISCO COUNTY

	Residents	Employees	Out-of-Market Visitors
Area (based on blockgroups)	553	--	--
<b>Population</b>			
Population 2024 Q4	64,777	--	--
Population 2024 Q3	64,711	--	--
Population 2024 Q2	64,637	--	--
Population 2024 Q1	64,592	--	--
Population 2023 Q4	64,534	--	--
Population 2023 Q3	64,449	--	--
Population 2023 Q2	64,381	--	--
Population 2023 Q1	64,330	--	--
Population 2022 Q4	64,267	--	--
Population 5 Years Forecast	69,371	--	--
Population 10 Years Forecast	73,078	--	--
Persons per Household	2.57 	2.56 	2.52 
Group Quarters	482 (0.7%) 	--	--
Transient Population - Average Last 4 Quarters	387 (0.6%) 	--	--
<b>Households</b>			
Households 2024 Q4	24,977	--	--

DataSet: STI: Popstats Benchmark: Nationwide



# Market Demographics

Jan1 - Dec31,2025

SANFORD COUNTY

	Residents	Employees	Out-of-Market Visitors
Households 2024 Q3	24,949	--	--
Households 2024 Q2	24,924	--	--
Households 2024 Q1	24,902	--	--
Households 2023 Q4	24,881	--	--
Households 2023 Q3	24,852	--	--
Households 2023 Q2	24,821	--	--
Households 2023 Q1	24,803	--	--
Households 2022 Q4	24,778	--	--
Households 5 Years Forecast	26,752	--	--
Households 10 Years Forecast	28,176	--	--
<b>Gender</b>			
Male	32,238 (49.8%)	--	--
Female	32,539 (50.2%)	--	--
<b>Ethnicity</b>			
Other	2,647 (4.1%)	4.2%	5.1%
Hispanic (Ethnic)	2,281 (3.5%)	3.8%	7%
Asian	308 (0.5%)	0.6%	2.5%
Black	289 (0.4%)	1%	6.4%

DataSet: STI: Popstats Benchmark: Nationwide



# Market Demographics

Jan1 - Dec31,2025

SANB COUNTY

## Demographic Overview

### Summary

Audiences	Median Household Income	Most Common Ethnicity	Bachelor's Degree or Higher	Persons per Household
Residents	\$77.2K	White (91.5%)	24%	2.57
Employees	\$74.1K	White (90.3%)	23.6%	2.56
Out-of-Market Visitors	\$77K	White (79%)	32.2%	2.52
Michigan Residents	\$71.5K	White (72.9%)	31.8%	2.44

Jan 1st, 2025 - Dec 31st, 2025 | Data Source: ST: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

 Placer.ai

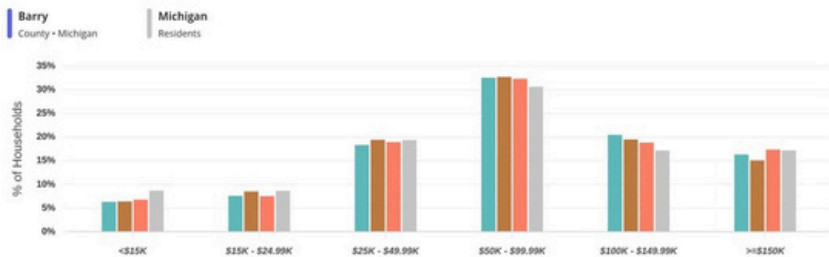


# Market Demographics

Jan1 - Dec31,2025

BARRY COUNTY

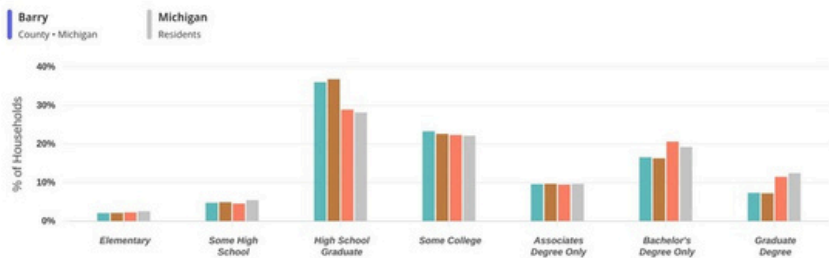
## Household Income



Jan 1st, 2025 - Dec 31st, 2025 | Data Source: STI: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

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## Education



Jan 1st, 2025 - Dec 31st, 2025 | Data Source: STI: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

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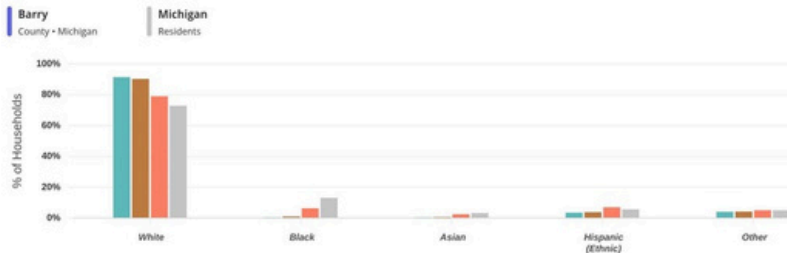
2026 Placer Labs, Inc. | More insights at [placer.ai](http://placer.ai)

# Market Demographics

Jan1 - Dec31,2025

BARRY COUNTY

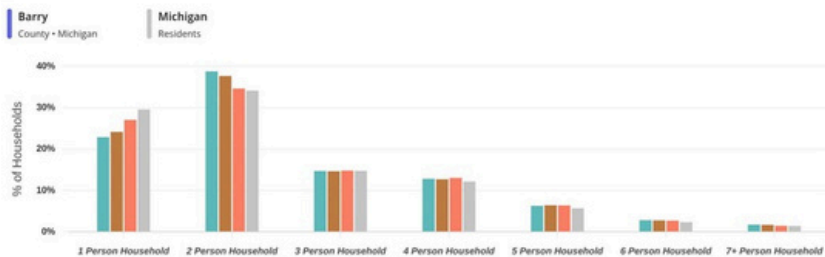
## Ethnicity



Jan 1st, 2025 - Dec 31st, 2025 | Data Source: STI: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

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## Household Size



Jan 1st, 2025 - Dec 31st, 2025 | Data Source: STI: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

Placer.ai



# Market Workforce

Jan1 - Dec31,2025

BARRY COUNTY

## Workforce Metrics

### Barry

County • Michigan

Employees	22.2K (-6.3% YOY)	Inbound Commuter Visits	802.3K (-2.3% YOY)
% Inbound Commuters	29.5%	% White Collar Employees (STI: Workplace 2024)	37.8% (>-0.1% vs. 2023)
Median Salary (STI: Workplace 2024)	\$51.2K (+5.3% vs. 2023)	Total # of Businesses (STI: Workplace 2024)	1.1K (+1.1% vs. 2023)

Compared to: 1 Year Ago | Jan 1st, 2025 - Dec 31st, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

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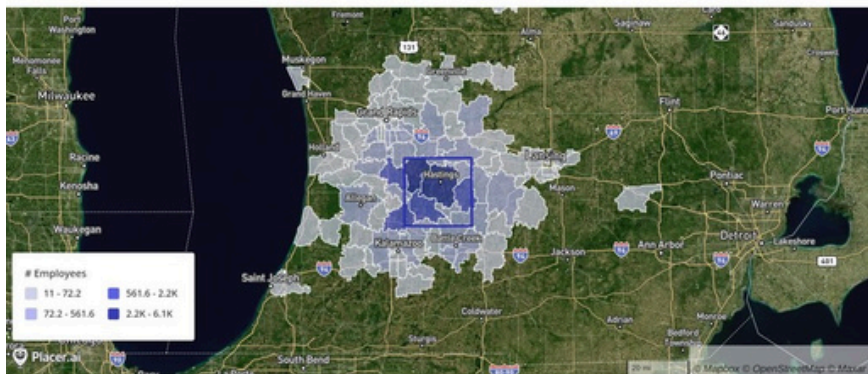


# Market Workforce

Jan1 - Dec31,2025

SARASOTA COUNTY

## Employee Origins



Zip Codes	Employees (% of Total)
49058 Hastings, MI	6.1K (27.6%)
49333 Middleville, MI	3K (13.5%)
49046 Cloverdale, MI	1.7K (7.5%)
49073 Nashville, MI	1.4K (6.3%)
49348 Bradley, MI	858 (3.9%)
49080 Plainwell, MI	650 (2.9%)
49017 Battle Creek, MI	426 (1.9%)



# Market Workforce

Jan1 - Dec31,2025

SARASOTA COUNTY

Zip Codes	Employees (% of Total)
<b>48897</b> Woodland, MI	418 (1.9%)
<b>48849</b> Lake Odessa, MI	409 (1.8%)
<b>49021</b> Bellevue, MI	405 (1.8%)

Employees | \* Showing data for top 10 Zip Codes of this market | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Market Workforce

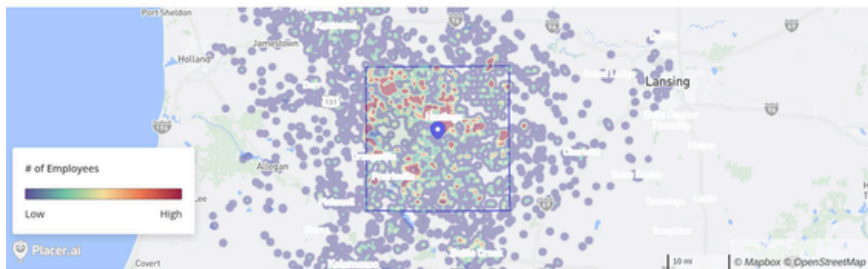
Jan 1 - Dec 31, 2025

BARRY COUNTY

## Employees' Home and Work Locations

### Barry

County • Michigan



\* Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. [Learn More](#)

Jan 1st, 2025 - Dec 31st, 2025

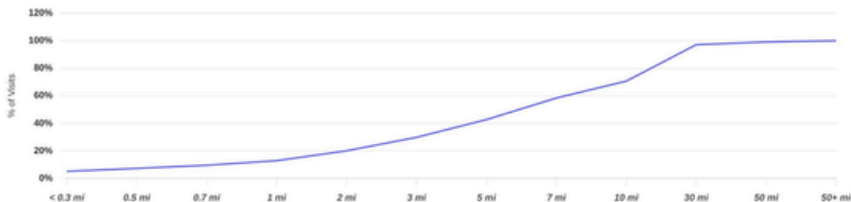
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

Placer.ai

## Commute by Distance

### Barry

County • Michigan



Home Location | % of Visits | Min Visits: 1 | Jan 1st, 2025 - Dec 31st, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

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# Market Events


Jan1 - Dec31,2025

BARRY COUNTY

## Events - Category Summary

### Barry

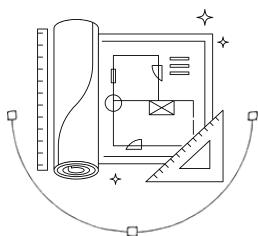
County - Michigan

Event Category	# of Events	Total Attendees	Avg. Impact
<b>Total</b>	<b>511</b>	<b>137,718</b>	
 Community	367	47,833	Moderate
 Expositions	14	45,291	Important
 Festivals	23	28,492	Important
 Concerts	45	7,233	Moderate
 Sports Games	42	5,280	Moderate
 Performing Arts	13	2,284	Moderate
 Conferences	7	1,305	Moderate

Jan 1st, 2025 - Dec 31st, 2025 | Data Source: STI: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

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# Featured Projects

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# 2023 SUCCESS STORIES

## DEVELOPER'S DAY FUELS INVESTMENT

Connections made during the 2023 Developer's Day helped showcase opportunities across Barry County and led to new business investments now taking shape in the community.



### THE JEFFERSON

103 W. State Street - Hastings



### DEARLY BRIDAL

128 N. Michigan Ave. - Hastings



### FROZEN SPOONS

329 N. Broadway - Hastings



### DEVELOPMENT PLANNING

2023 Developers Day Kick-off Tour

# 2024 SUCCESS STORIES

## DEVELOPER'S DAY FUELS INVESTMENT

Developer's Day 2024 brought developers and community leaders together to explore sites, share ideas, and strengthen relationships that support future growth.

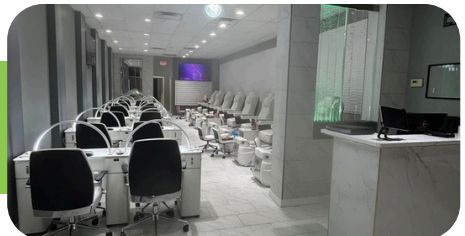


## DINO'S RODS AND CUSTOM

1435 S. Hanover Street - Hastings

## TRISH NAILS AND SPA

835 W. State Street - Hastings



# 2025 SUCCESS STORIES

## DEVELOPER'S DAY FUELS INVESTMENT

Developer's Day 2025 continued to build momentum by bringing developers and community leaders together to explore opportunities and support future investment across Barry County.



## CATASTROPHE GAMES

120 E. Main Street - Middleville

## MIDVILLA FLATS

799 Midvilla Lane - Middleville



# BARRY COUNTY DEVELOPERS GUIDE



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CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE