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May 27, 2015

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## **Lansing Tops List of Midwest Communities Attracting Jobs**

*Communities working to bring service jobs back to the U.S. include Lansing*

**LANSING, MI** – In a report released by The Hackett Group, [Sourcing Location guide: United States](#), the Lansing region claimed the top spot for Midwest communities and 4<sup>th</sup> overall behind Syracuse, Jacksonville, and Tampa in providing a top location for the return of what was once outsourced service industry jobs. The report ranked communities whose environments are the most supportive for service industry companies and jobs which are being “in-shored” from other countries to the United States. This was done using a site selection methodology that uses over 30 key indicators including business climate, workforce quality and cost, and infrastructure availability.

The report sites, “Midsized metro areas and rural communities in the United States have become viable choices for establishing service delivery centers, with advantages that include turnover rates that are significantly lower than offshore; proximity to customers and headquarters; cultural affinity; business knowledge; and reasonable real estate and infrastructure costs.”

“Of the 33 cities that were evaluated, nine were Midwest cities. Lansing topping that list speaks to the environment we have to support these global service industry jobs that are returning from abroad; a statement further demonstrated by looking at the burgeoning insurance and financial services industries in the region,” Keith Lambert, TriCounty Development Manager for LEAP.

“LEAP already has an aggressive business attraction program underway as we look to attract businesses to the Lansing area. Recently, a member of our staff traveled to New York and met with three insurance companies who are potentially looking to relocate to the Midwest,” said Bob Trezise, President and CEO of LEAP. “The Lansing area is becoming a leading Midwest hub for the insurance industry and this recent ranking validates Lansing as a top global destination for the service industries.”

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*The Lansing Economic Area Partnership (LEAP) is a coalition of area leaders committed to building a prosperous and vibrant region where business can thrive. To do this, we help entrepreneurs start new businesses, help existing businesses grow, and attract new businesses to the region. For more information about LEAP, please visit [www.purelansing.com](http://www.purelansing.com).*