Target Market Analysis

Alcona County
Michigan

2016

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Northeast Michigan Prosperity Region 3

Michigan State Housing Development Authority

MSHDA
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Executive Summary

Through a collaborative effort among public and private stakeholders, and with funding assistance from the Michigan State Housing Development Authority (MSHDA), LandUse|USA has been engaged to conduct this Residential Target Market Analysis (TMA) for the Northeast Michigan Prosperity Region 3, including Alcona County and 10 other counties.

This study has involved rigorous data analysis and modeling and is based on in-migration into the City of Harrisville and the Hubbard Lake and Lost Lake Woods CDPs, internal migration within those places, movership rates by tenure and lifestyle cluster, and housing preferences among target market households. This Executive Summary highlights the results and is followed by a more complete explanation of the market potential under conservative (minimum) and aggressive (maximum) scenarios.

Based on the Target Market Analysis results, there is an annual market potential for 38 attached units throughout Alcona County, plus 201 detached houses. Among the 38 attached units, only a fraction of the market potential is likely to be captured by the City of Harrisville (2 units annually), and the Hubbard Lake CDP could similarly capture 2 units annually.

Summary Table A
Annual Market Potential – Attached and Detached Units
Renters and Owners – Aggressive (Maximum) Scenario
Alcona County, Michigan – 2016

Annual Market Potential Aggressive Scenario	Detached Houses	Attached Formats
The City of Harrisville	2	2
Hubbard Lake CDP	25	2
Lost Lake Woods CDP	11	--
Other Areas	163	34
Alcona County Total	201	38

There will also be 34 migrating households in Alcona County each year seeking attached units in locations other than the City of Harrisville or either of the Hubbard Lake or Lost Lake Woods CDPs. They are more likely to choose townhouses near Lake Huron and Hubbard Lake, and along highway connectors (particularly the US Highway 23 Heritage Route).

Each county and community in the region is unique with varying degrees of market potential across a range of formats. Results of the analysis are intended to help communities and developers focus on Missing Middle Housing choices (see www.MissingMiddleHousing.com for building typologies), which include triplexes and fourplexes, townhouses and row houses, and other multiplexes like courtyard apartments, and flats / lofts above street-front retail. Depending on the unique attributes and size of each community, a variety of strategies can be used:

Missing Middle Housing Formats – Recommended Strategies

1. Conversion of high-quality, vacant buildings (such as schools, city halls, hospitals, hotels, theaters, and/or warehouses) into new flats and lofts.
2. New-builds among townhouses and row houses, particularly in infill locations near lakes (including inland lakes) to leverage waterfront amenities.
3. Rehab of upper level space above street-front retail within downtown districts.
4. New-builds with flats and lofts in mixed-use projects, above new merchant space with frontage along main street corridors.
5. New-builds among detached houses arranged around cottage courtyards, and within established residential neighborhoods.
6. The addition of accessory dwelling units on existing residential properties.

Consistent with these objectives, target market households have been identified based on a) their propensity to choose urban settings over suburban or rural places, and b) propensity to choose attached building formats rather than detached houses. Within any group of households sharing similar lifestyles, there are variances in their preferences across building formats. For example, 52% of the “Bohemian Grooves” households, but only 11% of the “Digital Dependent” households are inclined to choose attached housing formats. Both groups are among the top target markets the State of Michigan and its Northeast Region.

In general, moderate-income renters tend to have higher movership rates, are more likely to live in compact urban places, and are more likely to choose attached units. However, there are many exceptions and better-income households and owners are also showing renewed interest in attached products. Across the nation, single householders now represent the majority (albeit by a narrow margin). Households comprised of unrelated members, and multi-generational households are also gaining shares. These diverse householders span all ages, incomes, and tenures; and many are seeking urban alternatives to detached houses.

As shown in the following summary table, the aggregate market potential for Alcona County is surpassed by every other county in the Northwest Michigan Prosperity Region 3. About 5 units (13%) of its annual market potential will be supported by Upscale Target Markets, and 13 units (34%) will be generated by Moderate Target Markets. The balance of 20 units (53%) will be generated by other households that are more prevalent in the market. Households in this later group are less inclined to choose attached formats and are more likely to make compromises by choosing detached houses.

Summary Table B
Annual Market Potential – Attached Units Only
Renters and Owners – Aggressive Scenario
Northeast Michigan Prosperity Region 3 – 2016

Renters and Owners Aggressive Scenario Attached Units Only	Upscale Target Markets	Moderate Target Markets	Most Prevalent Clusters	All 71 Lifestyle Clusters
Alcona County	5	13	20	38
Share of County Total	13%	34%	53%	100%
Others in the Region				
Alpena County	59	597	59	715
Otsego County	141	396	32	569
Roscommon County	30	287	100	417
Cheboygan County	76	264	38	378
Ogemaw County	47	181	51	279
Iosco County	43	178	49	270
Crawford County	24	130	34	188
Presque Isle County	20	110	22	152
Oscoda County	7	38	11	56
Montmorency County	5	24	9	38

There are a few interesting variations between other counties in the region. First, Otsego County is more likely than any other county to attract the Upscale Target Markets. Second, Roscommon County has relatively high movership rates among its most prevalent lifestyle clusters, and relatively low movership rates among the Upscale Target Markets. Details for each county in the region are provided in their respective Market Strategy Reports, independent from this document.

Report Outline

This draft narrative accompanies the Market Strategy Report with results of a Residential Target Market Analysis (TMA) for Alcona County, Michigan. The outline and contents of this report are intentionally replicated for each of the 11 counties in the Northeast Michigan Prosperity Region 3. This leverages work economies, helps keep the reports succinct, and enables easy comparisons between counties in the region.

Results of the TMA and study are presented by lifestyle cluster and target markets (upscale and moderate), scenario (conservative and aggressive), tenure (renter and owner), building format (detached and missing middle housing), place (city, village, and census designated place), price point (rent and value), and unit sizes (square feet). These topics are also shown in the following list and supported by attachments with tables and exhibits that detail the numerical and quantitative results:

Variable	General Description
Target Markets	Upscale and Moderate
Lifestyle Clusters	71 Total and Most Prevalent
Scenario	Conservative and Aggressive
Tenure	Renter and Owner Occupied
Building Sizes	Number of Units per Building
Building Formats	Missing Middle Housing, Attached and Detached
Geography	County, Cities, Villages, Census Designated Places (CDP)
Prices	Monthly Rents, Rent per Square Foot, Home Values
Unit Sizes	Square Feet and Number of Bedrooms

This Market Strategy Report is designed to focus on data results from the target market analysis. It does not include detailed explanations of the analytic methodology and approach, determination of the target markets, derivation of migration and movership rates, Missing Middle Housing typologies, or related terminology. Each of these topics is fully explained in the Methods Book, which is part of the Regional Workbook.

The Regional Workbook (including the Methods Book) is more than a supporting and companion document to this Market Strategy Report. Rather, it is essential for an accurate interpretation of the target market analysis and results, and should be carefully reviewed by every reader and interested stakeholder.

This Market Strategy Report also includes a series of attached exhibits in Section A through Section H, and an outline is provided in the following Table 1.

Table 1
TMA Market Strategy Report – Outline
Alcona County, Michigan – Prosperity Region 3

The Market Strategy Report		Geography
Narrative	Executive Summary	County and Places
Narrative	Technical Report	County and Places
Narrative	Market Assessment	County and Places
Section A	Investment Opportunities	Places
Section B	Summary Tables and Charts	County
Section C	Conservative Scenario	County
Section D	Aggressive Scenario	County
Section E	Aggressive Scenario	Places
Section F_1	Contract Rents	County and Places
Section F_2	Home Values	County and Places
Section G	Existing Households	County and Places
Section H	Market Assessment	County and Places

Again, this report is accompanied by a Regional Workbook with additional narrative in a Methods Book. The Regional Workbook also includes the following: a) advisory report of recommended next-steps, b) target market profiles, and c) real estate analysis of existing housing choices, which includes forecasts for new-builds and rehabs. It is essential for stakeholders to review the Regional Workbook alongside this Market Strategy Report. An outline is provided in Table 2, on the following page.

Table 2
TMA Regional Workbook – Outline
Alcona County, Michigan – Prosperity Region 3

The Regional Workbook	
Narrative	The Advisory Report
Narrative	The Methods Book
Target Market Profiles	
Section J	Formats by Target Market
Section K	Building Typologies
Section L	Lifestyle Clusters
Section M	Narrative Descriptions
Real Estate Analysis	
Section N	Renter Choices
Section O	Owner Choices

The Target Markets

To complete the market potential, 8 upscale and 8 moderate target markets were selected based on their propensity to a) live in Michigan, and b) choose attached housing formats in small and large urban places. Among the 16 target markets, those moving into and within Alcona County include the Digital Dependents, Family Troopers, and Senior Discounts. The following Table 3 provides a succinct overview of the target market inclinations for attached units, renter tenure, and renter movership rate. Detailed profiles are included in Section B attached to this report and in the Regional Workbook.

Table 3
Upscale and Moderate Target Markets
Alcona County, Michigan – Year 2016

Group	Lifestyle Cluster Name	Share in Attached Units	Renters as a Share of Total	Renter Movership Rate
Upscale	O51 Digital Dependents	11%	34%	80%
Moderate	O55 Family Troopers	64%	99%	87%
Moderate	Q65 Senior Discounts	100%	71%	28%

Upscale and Moderate Target Markets – Alcona County

O51 Digital Dependents – Most are located in second-tier cities scattered across the country and in a mix of urban areas that include transient neighborhoods. They usually choose a mix of attached products, townhouses, and small houses. Head of householder's age: 90% are 19 to 35 years.

O55 Family Troopers – Families living in small cities, villages, and places. They tend to live in older attached formats like duplexes and low-rise buildings, and in ranch houses. Head of householder's age: 85% are 19 to 35 years.

Q65 Senior Discounts – Seniors living throughout the country and particularly in metro communities, big cities, and inner-ring suburbs. They tend to live in large multiplexes geared for seniors, and prefer that security over living on their own. Head of householder's age: 98% are over 51 years, and 84% are over 66 years.

The other upscale and moderate target markets are choosing other counties in the region – although not always in large numbers. Alcona County must be proactive in order to intercept these other target markets. Placemaking initiatives, job creation, and reinvestment are good strategies; and others are discussed in the Methods Book within the Regional Workbook.

Prevalent Lifestyle Clusters

The upscale and moderate target markets represent a small share of the annual market potential for Alcona County, but the model also measures the potential among other and more prevalent lifestyle clusters. The most prevalent lifestyle clusters for Alcona County are documented in Section G of this report, with details for each city (Harrisville), village (Lincoln), and census designated place (Hubbard Lake and Lost Lake Woods).

As shown in Exhibit G.3, the most prevalent lifestyle clusters in Alcona County include Town Elders, Homemade Happiness, Booming and Consuming, Rural Escape, and Red White and Bluegrass. Through their large numbers, households in these clusters collectively generate most of the market potential for attached units.

The following Table 4 provides a summary of these lifestyle clusters with their propensity to choose attached units, renter tenure, and renter movership rates. About 9% of the Booming and Consuming households will choose attached units, 17% are likely to be renters, and 32% of those renters move each year. However, few of the other households in that same cluster will choose an attached housing unit – particularly if offered quality alternatives among detached houses. So, targeting these households with new attached units may involve some higher-than-usual risks.

Table 4
Most Prevalent Lifestyle Clusters
Alcona County, Michigan –Year 2016

Lifestyle Cluster Name	Share in Attached Units	Renters as Share of Total	Renter Movership Rate	Alcona County Hhlds.
Q64 Town Elders	3%	4%	5%	2,100
L43 Homemade Happiness	3%	5%	13%	1,500
L41 Booming, Consuming	9%	17%	32%	600
J35 Rural Escape	3%	3%	9%	500
M44 Red, White, Bluegrass	5%	11%	12%	200

Prevalent Lifestyle Clusters – Alcona County

Q64 Town Elders – Seniors living in small and rural communities; in detached ranch houses and bungalows typically situated on small lots and built more than half a century ago. Head of householder's age: 98% are over 66 years.

L43 Homemade Happiness – Empty nesters living in the Midwest heartland; in houses built in 1970 (with 15% in manufactured homes), but on large lots in rustic settings to enjoy the quiet country. Head of householder's age: 97% are over 51 years, with 88% between 51 and 65 years.

L41 Booming and Consuming – Empty nesters living in scattered small communities and tending to choose newer ranch-style houses or townhouses. Head of householder's age: 58% are between 51 and 65 years, and most of the balance is older.

J35 Rural Escape – Empty nesters living in remote communities, quiet communities, and retirement havens; and choosing detached houses on large lots, or manufactured homes. Head of householder's age: 69% are over 51 years, and 49% are over 66 years.

M44 Red, White, and Bluegrass – Families living in scattered locations across the Eastern States and choosing detached family-style ranches, farmhouses, and bungalows on large lots, or manufactured homes. Head of householder's age: 74% are between 25 and 45 years.

Conservative Scenario

The TMA model for Alcona County has been conducted for two scenarios, including a conservative (minimum) and aggressive (maximum) scenario. The conservative scenario is based on in-migration into the county and each of its local places, and is unadjusted for out-migration. It does not include households that are already living in and moving within the local communities.

Results of the conservative scenario are presented in three exhibits in Section C attached to this report, with a focus on county totals. Exhibit C.1 is a summary table showing the county-wide, annual market potential for all 71 lifestyle clusters, the 8 upscale target markets, and the 8 moderate target markets. The 71 lifestyle clusters include all existing households currently living in Alcona County, whether they are prevalent or represent a small share of the total.

Under the conservative scenario, Alcona County has an annual market potential for at least 19 attached units (excluding detached houses), across a range of building sizes and formats. Of these 19 attached units, 2 will be occupied by households among the upscale target markets, and 8 will be occupied by moderate target market households. The remaining 9 units will be occupied by other lifestyle clusters that are prevalent in the county – but with a lower propensity to choose Missing Middle Housing Formats.

Exhibit C.2 and Exhibit C.3 show these same figures with owners at the top of the table and renters at the bottom of the table. Also shown are the detailed results for each of the upscale target markets (Exhibit C.2) and moderate target markets (Exhibit C.3).

Aggressive Scenario

The aggressive scenario represents a maximum or not-to-exceed threshold based on current migration patterns within and into Alcona County, and unadjusted for out-migration. It also assumes that every household moving into and within Alcona County would prefer to trade-up into a refurbished or new unit rather than occupy a unit that has not been unimproved.

Attached Section D of this report includes a series of tables that detail the market potential under the aggressive (maximum) scenario.

The following Table 5 provides a summary and comparison between the aggressive and conservative scenarios, with a focus on attached units only. As shown, the aggressive scenario is about twice as large as the conservative scenario.

Under the aggressive scenario, about half of the annual market potential for attached units (20 units, or 53%) is attributed to households that are prevalent in Alcona County (i.e., they are the "Most Prevalent Clusters"). Although they are prevalent in the county, they have a low inclination to choose attached units.

Nearly half (48%) of the market potential is generated by households that have a higher propensity to choose attached units (thus, they are the "Target Markets"). They are living in Alcona County in relatively few numbers, but have high movership rates and are good targets for Missing Middle Housing formats.

Table 5
Annual and Five-Year Market Potential – Attached Units Only
71 Lifestyle Clusters by Scenario
Alcona County, Michigan – 2016

Renters and Owners Attached Units Only	Conservative Scenario (Minimum) Annual # Units	Conservative Scenario (Minimum) 5 Years # Units	Aggressive Scenario (Maximum) Annual # Units	Aggressive Scenario (Maximum) 5 Years # Units
Upscale Targets	2	10	5	25
Moderate Targets	8	40	13	65
Most Prevalent Clusters	9	45	20	100
71 Lifestyle Clusters	19	95	38	190

All figures for the five-year timeline assume that the annual potential is fully captured in each year through the rehabilitation of existing units, plus conversions of vacant buildings (such as vacant warehouses or schools), and some new-builds. If the market potential is not captured in each year, then the balance does not roll-over to the next year. Instead, the market potential will dissipate into outlying areas or be intercepted by competing counties in the region.

Note: Additional narrative is included in the Methods Book within the Regional Workbook, with explanations of the conservative and aggressive scenarios, upscale and moderate target markets, and the annual and 5-year timelines.

"Slide" by Building Format

All exhibits in the attached Section B through Section F show the model results before any adjustments are made for the magnitude of market potential relative to building size. For example, under the aggressive scenario, Alcona County has an annual and cumulative market potential for up to 5 units among buildings with 100 or more units each. This is not enough to support development of a 100+ unit building. However, the units can "slide" down into smaller buildings, and the following Table 6 demonstrates the adjusted results.

Table 6
Annual Market Potential – "Slide" along Formats (in Units)
71 Lifestyle Clusters – Conservative and Aggressive Scenarios
Alcona County, Michigan – 2016

Number of Units by Building Format/Size	Conservative Scenario Unadjusted w/out Slide	Conservative Scenario Adjusted with Slide	Aggressive Scenario Unadjusted w/out Slide	Aggressive Scenario Adjusted with Slide
1 | Detached Houses	125	125	201	201
2 | Side-by-Side & Stacked	1	.	3	4
3 | Side-by-Side & Stacked	1	3	3	3
4 | Side-by-Side & Stacked	1	.	1	.
5-9 | Townhouse, Live-Work	9	16	15	15
10+| Multiplex: Small	1	.	3	16
20+ | Multiplex: Large	2	.	4	.
50+ | Midrise: Small	2	.	4	.
100+ | Midrise: Large	2	.	5	.
Subtotal Attached	19	19	38	38

Note: Additional explanations for "sliding" the market potential along building formats are provided in the Methods Book within the Regional Workbook. Significant portions of the Methods Book are also dedicated to explanations of building formats, Missing Middle Housing typologies, and recommended branding strategies for developers and builders.

Cities, Villages, Places

Section E attached to this Market Strategy Report details the annual market potential and model results for each city (Harrisville), village (Lincoln), and census designated place (Hubbard Lake and Lost Lake Woods) within Alcona County. Results are shown for the aggressive scenario only, which is based on both migration into, and internal movership within each community.

Table 7 on the following page shows the annual and cumulative totals, including a) unadjusted model results for the aggressive scenario, and b) adjustments with a "slide" along building sizes. The conservative scenario (reflecting in-migration only) is not provided for the local places, but it can be safely assumed that results would be about half as large as the aggressive scenario.

Intercepting Migrating Households – The market potential for each place is based on the known inclination for households to move into and within that place. When few if any households are moving into or within a given place, then the market potential will be zero. To experience population growth, Alcona County's smallest communities must do a better job of competing with other communities in the region and intercepting migrating households. This can best be accomplished with a combination of job creation, placemaking processes, and real estate investment.

As demonstrated in the prior section of this report, there is an annual and cumulative market potential of 38 attached units throughout Alcona County (under the aggressive scenario). Harrisville, Lincoln, and the two census designated places can each compete for a few of the households migrating throughout the county and seeking those choices. Some (albeit not all) of these households will be seeking alternative locations, including townhouses and waterfront "condominiums" with vista views of Lake Huron, inland lakes and/or downtown districts – if they are made available.

The City of Harrisville – Based on the magnitude and profile of households already moving into and within Harrisville, the city has a five-year cumulative market potential for 5 attached units through the year 2020 (1 unit each year). The city should strive for one new duplex building with 2 units every other year. Additional units can be added if the city demonstrates an ability to intercept households that might choose other locations in Alcona County, or by creating new jobs.

Hubbard Lake CDP – Based on the aggressive scenario, the Hubbard Lake census designated place can support up to 10 attached units over the next five years (or 2 units per year), cumulatively through the year 2020. These units should probably be introduced as 1 duplex building per year. Again, additional units may be supportable, but only if the community is aggressive about intercepting households that would otherwise choose other locations, or if it can create new jobs.

Village of Lincoln and Lost Lake Woods CDP – Results of the market potential model indicate that there is no need for the Village of Lincoln and Lost Lake Woods CDP to provide attached housing choices for new or existing households. It will be particularly challenging (but not impossible) for these communities to intercept households that are on the move within Alcona County.

Table 7
Annual Market Potential – "Slide" along Formats (in Units)
71 Lifestyle Clusters – Aggressive Scenario
Alcona County, Michigan – 2016

Number of Units Unadjusted Model Results	City of Harris-ville	CDP Hubbard Lake	Village of Lincoln	CDP Lost Lake Woods	Alcona County Totals
1 | Detached Houses	3	25	.	11	201
2 | Side-by-Side & Stacked	.	.	.	.	3
3 | Side-by-Side & Stacked	.	.	.	.	3
4 | Side-by-Side & Stacked	.	.	.	.	1
5-9 | Townhouse, Live-Work	.	2	.	.	15
10-19 | Multiplex: Small	.	.	.	.	3
20-49 | Multiplex: Large	.	.	.	.	4
50-99 | Midrise: Small	.	.	.	.	4
100+ | Midrise: Large	1	.	.	.	5
Subtotal Attached	1	2	.	.	38

Number of Units Adjusted with "Slide"	City of Harris-ville	CDP Hubbard Lake	Village of Lincoln	CDP Lost Lake Woods	Alcona County Totals
1 | Detached Houses	2	25	.	11	201
2 | Side-by-Side & Stacked	2	2	.	.	4
3 | Side-by-Side & Stacked	.	.	.	.	3
4 | Side-by-Side & Stacked	.	.	.	.	.
5-9 | Townhouse, Live-Work	.	.	.	.	15
10+ | Multiplex: Small	.	.	.	.	16
20+ | Multiplex: Large	.	.	.	.	.
50+ | Midrise: Small	.	.	.	.	.
100+ | Midrise: Large	.	.	.	.	.
Subtotal Attached	2	2	.	.	38

Non-Residents and Seasonality

In many of Michigan's counties, seasonal residents and non-residents comprise a significant share of total households. Seasonal residents are captured in the market potential, but seasonal non-residents are not. So, in some unique markets with exceptionally high seasonality, even the aggressive scenario can be viewed as being more than reasonable.

In some unique markets, local developers may be particularly interested in understanding the upside market potential for new housing units that could be specifically designed for seasonal non-resident households. To provide some perspective, LandUse|USA has calculated an adjustment factor for each place in Alcona County and based on data and assumptions that are described in the Methods Book (see narrative within the Regional Workbook). Results may be applied to the market potential within some of the markets, but some care and discretion are still recommended to avoid over-building – particularly in the Hubbard Lake and Lost Lake Woods CDPs.

Seasonal Non-Residents	Market Potential "Premium"
The City of Harrisville	+17%
Hubbard Lake CDP	+44%
The Village of Lincoln	+ 9%
Lost Lake Woods CDP	+41%
Alcona COUNTY	+33%

Rents and Square Feet

This section of the report focuses on contract rents and unit sizes, and stakeholders are encouraged to review the materials in Section F_1 for information on rents (and Section F_2 for home values). Exhibit $F_1.1$ and Exhibit $F_1.4$ demonstrate the general tolerance of the upscale and moderate target markets to pay across contract rent brackets, with averages for the State of Michigan.

Exhibit $F_1.2$ and Exhibit $F_1.5$ document the allocation of annual market potential across rent brackets for Alcona County, and Exhibit $F_1.3$ and Exhibit $F_1.6$ show the market potential results. Results are also shown in the following Table 8, with a summary for the upscale and moderate target markets under the aggressive scenario.

Table 8
Annual Market Potential by Contract Rent Bracket
71 Lifestyle Clusters – Aggressive Scenario
Alcona County, Michigan – 2016 Constant Dollars

	Renter-Occupied Contract (Cash) Rent Brackets					
Renter Occupied Units Attached and Detached	$ 0 $600	$600 $800	$800 $1,000	$1,000 $1,500	$1,500- $2,000+	Total Potential
Upscale Targets	4	7	3	--	--	14
Moderate Targets	7	6	2	--	--	15
Other Clusters	4	27	18	10	4	63
Alcona County	15	40	23	10	4	92

Note: Figures in Table 8 are for renter-occupied units only, and might not perfectly match the figures in prior tables due to rounding within the market potential model.

Exhibit F_1.7 shows median contract rents for Alcona County's local places, which can be used to make local level adjustments as needed. Exhibit F_1.8 can be used to convert contract rents into gross rents. For general reference, Exhibit F_1.9 demonstrates the direct relationship between contract rents and median household incomes across 71 lifestyle clusters.

Lastly, Exhibit F_1.10 shows forecast rents per square foot, with averages for attached units that are newly built, rehabilitated, or significantly remodeled. These figures are based on existing choices throughout Alcona County, and are used to estimate the amount of supportable square feet within each rent bracket. The following Table 9 summarizes the results, and supporting documentation is provided in Section N (renter choices only) in the Regional Workbook.

Table 9
Typical Unit Sizes by Contract Rent Bracket
Attached Units Only
Alcona County, Michigan – 2016 Constant Dollars

	Renter-Occupied Contract (Cash) Rent Brackets				
Contract Rent Brackets (Attached Units Only)	$ 0-$600	$600-$800	$800-$1,000	$ 1,000-$1,500	$1,500-$2,000+
Minimum Square Feet	425	500	800	1,100	1,100 sq. ft.
Maximum Square Feet	600	900	1,200	1,600	1,600 sq. ft.

The analysis is also conducted for owner-occupied choices, and stakeholders are encouraged to review the materials in Section O for those results. Again, additional explanations of the methodology and approach are also provided within the Methods Book included in the Regional Workbook.

Comparison to Supply

This last step of the TMA compares the market potential to Alcona County's existing supply of housing by building format, and for all 71 lifestyle clusters. The attached Exhibit B.1 is a histogram displaying the results.

To complete the comparison, it is first determined that among all renters and owners in Michigan, a weighted average of about 14% will move each year. Theoretically, this suggests that it will take roughly 7 years for 100% of the housing stock to turn-over. Therefore, the annual market potential is multiplied by 7 before comparing it to the existing housing stock.

Results reveal that there is no need for building new detached houses in Alcona County. However, 1,407 households will be seeking existing houses to move into – and it is assumed that most would prefer one that has been refurbished or significantly remodeled. In comparison, the potential for townhouses, row houses, and similar formats exceeds the current supply. The results suggest a gap of about 71 units among townhouses, row houses, and live-work formats; and suggests a net gap of 88 units among all attached formats. These figures are detailed in the following Table 10.

Table 10
Seven-Year Cumulative Market Potential v. Existing Units
71 Lifestyle Clusters – Aggressive Scenario
Alcona County, Michigan – 2016 - 2022

Number of Units by Building Format	Potential 7-Year Total	Existing Housing Units	Implied Gap for New-Builds
1 | Detached Houses	1,407	10,883	--
2 | Duplex, Subdivided House	21	54	-33
3-4 | Side-by-Side, Stacked	28	25	3
Subtotal Duplex – Fourplex	49	79	-30
5-9 | Townhouse, Live-Work	105	34	71
10-19 | Multiplex: Small	21	13	8
20-49 | Multiplex: Large	28	51	-23
50+ | Midrise: Small	63	1	62
Subtotal Multiplex & Midrise	112	65	47
Total Attached Units	266	178	88

The histogram comparing the 7-year market potential with Alcona County's existing housing units is intended only to provide a general sense of magnitude. Direct comparisons will be imperfect for a number reasons described on the following page.

Exhibit B.1 – Some Cautionary Observations

1. The market potential has not been refined to account for the magnitude of market potential among building sizes, and is not adjusted for a "slide" along building formats.
2. The histogram relies on data for existing housing units as reported by the American Community Survey (ACS) and based on five-year estimates through 2013. The data and year for the market potential is different, so comparisons will be imperfect.
3. On average, the existing housing stock should be expected to turnover every 7 years, with variations by tenure and lifestyle cluster. However, owner-occupied units have a slower turn-over rate (about 15 years), whereas renter occupied units tend to turn-over at least every 3 years. Again, these differences mean that direct comparisons are imperfect.
4. The 7-year market potential assumes that the market potential is fully met within each consecutive year. However, if Alcona County cannot meet the market potential in any given year, then that opportunity will dissipate.

Market Assessments – Introduction

The following sections of this report provide a qualitative market assessment for Alcona County, the City of Harrisville, and the Village of Lincoln. It begins with an overview of county-wide economic advantages, followed by market assessments for the each of the two places. The last section provides results of a PlaceScore™ for Harrisville and Lincoln, based on placemaking attributes relative to other cities and villages throughout the State of Michigan.

Materials attached to this report include Section A with downtown aerials and photo collages, and Section H with demographic profiles and the comparative analysis of PlaceScores™. Interested stakeholders are encouraged to study these resources for additional perspective and local context, and the following narrative provides a summary of some key observations.

Alcona County – Overview

Alcona County is located on the "Sunrise Side" of the state and has 30 miles of the Lake Huron coastline. According to the Michigan Department of Transportation (2014), average daily traffic was highest along Highway 23, with 2,900 vehicles near the City of Harrisville.

Average Daily Traffic (ADT)		Adjacent County	Adjacent County
➢ Highway 23	2,900	Alpena (north)	Iosco (south)
➢ Highway 65	1,900	Alpena (north)	Iosco (south)
➢ Highway 72	1,800	Oscoda (west)	--

About one-third of the Huron National Forest extends into Alcona County, and nearly half of the county is covered by this natural resource. The county has leveraged this and other natural resources as destinations for sports enthusiasts and vacationing families. A few of its natural resources and amenities shown in the following list.

Alcona County | Amenities (examples)

- Huron National Forest
- Au Sable State Forest and Negwegon State Park
- US 23 Heritage Route | Shoreline scenic tours
- Harrisville Harbor
- Negwegon-Black River-Ossineke Blueway
- Sturgeon Point-Harrisville Blueway
- AuSable River and Pine River
- Cedar, Jewel, Horseshoe, and Hubbard Lakes
- Hoist and Reid Lakes Foot Travel Areas
- Up North Trails | Clearing house for trails in north Michigan

The Harrisville Advantage

Geographic Setting – The City of Harrisville's downtown district is bisected by US 23 Heritage Route and located at the terminus of M-72, which provides the downtown with good visibility to traffic (see aerial photos in Section A). Additionally, East Main Street's terminated vista faces east onto Lake Huron. The Harrisville beach, Harrisville Harbor and adjacent Harbor Park are all walkable to the downtown, and Harrisville State Park is adjacent to the downtown.

Economic Profile – As the county seat, Harrisville benefits economically as the Alcona County seat. The county is a major employer and its functions help support small companies in legal, insurance, title, surveying, and related industries. The city's Harrisville Airport also supports the county's economy with air transportation of supply-chain and trade goods. Harrisville is also located along the eastern branch of the Lake State Railway that transports commodities from Flint to Alpena.

Investment Opportunities – East Main Street has several real estate properties that could be redeveloped as mixed-use projects in the downtown, ideally with formats that would complement its existing historic buildings (see photo collages in Section A). In addition, several mixed-use buildings are currently for sale and might be ideal for rehab or reinvestment projects. Any new residential units that are facing north, south, or east could be designed with lakefront views and/or lake-breeze patios.

The Lincoln Advantage

Geographic Setting – The Village of Lincoln is about two miles from the M-72 corridor, but it hasn't let the inboard location deter its economic growth initiatives. The village recently undertook a streetscape improvement project, which is impressive for its relatively small size. It also has a traditional street grid pattern that provides a coherent and supportive physical framework for a walkable community. Lincoln is located between two lakes (Brownlee and Lincoln Lakes), both of which are within walking distance of the downtown (see aerial photos in Section A).

Economic Profile – Lincoln is home to a number of valued employers, such as the DNR Field Office and a headquarters for local forest fire control. Major employers include Alcona Tool and Machine, Lincoln Precision Carbide, Northern Precision, and the Alcona County Commission on Aging**.**

Investment Opportunities – Downtown Lincoln has several buildings that could be rehabbed for upper level lofts or flats, and there are a several relatively large vacant lots in the downtown that could be ideal redevelopment opportunities. Any new residential units would be walkable to recreational resources linked with Brownlee Lake. See the photo collages in Section A for additional perspective.

Analysis of PlaceScores™

Introduction – Placemaking is a key ingredient for achieving each community's full residential market potential, particularly under the aggressive or maximum scenario. Extensive internet research was conducted to evaluate the success of communities in Alcona County relative to others throughout Michigan. PlaceScore™ criteria are tallied for a possible 30 total points, and based on an approach that is explained in the Methods Book (see the Regional Workbook). Results are summarized in the following Table 11, and detailed in Section H of this report.

Table 11
Summary of PlaceScores
Communities in Alcona County, Michigan – 2016

Community Names	2013 Population	PlaceScore (30 Points)
Harrisville	405	15
Lincoln	268	17

Note: PlaceScore is a term, methodology, and analysis trademarked by LandUse|USA.
The 2013 population is based on the ACS with 5-year estimates (2008-2013).

Summary of the PlaceScores – Among the county's largest communities, Lincoln has the highest PlaceScore (17 points out of 30 possible). While Harrisville has a larger population, it has a lower PlaceScore of 15 points out of 30 possible.

PlaceScore v. Market Size – There tends to be a correlation between PlaceScore and the market size in population. If the scores are adjusted for the market size (or calculated based on the score per 1,000 residents), then the results reveal an inverse logarithmic relationship. Smaller markets may have lower scores, but their points per 1,000 residents tend to be higher. Larger markets have higher scores, but their points per 1,000 residents tend to be lower. Both the City of Harrisville and the Village of Lincoln's adjusted PlaceScores for market size are higher than their unadjusted PlaceScores, and their scores fall within a range that is expected of a smaller city size. These relationships are also shown in Exhibit H.12 and Exhibit H.13.

Contact Information

This concludes the Draft Market Strategy Report for the Alcona County Target Market Analysis. Questions regarding economic growth, downtown development initiatives, and implementation of these recommendations can be addressed to Denise Cline, with the Northeast Michigan Council of Governments.

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(989) 705-3730

Northeast Michigan Council of Governments
80 Livingston Blvd Suite U-108
Gaylord, MI 49734

Questions regarding the work approach, methodology, TMA terminology, analytic results, strategy recommendations, and planning implications should be directed to Sharon Woods at LandUse|USA.

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A - H

Alcona County

Prepared by:

LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3

Michigan State Housing Development Authority

MSHDA
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

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A

Investment Opportunities

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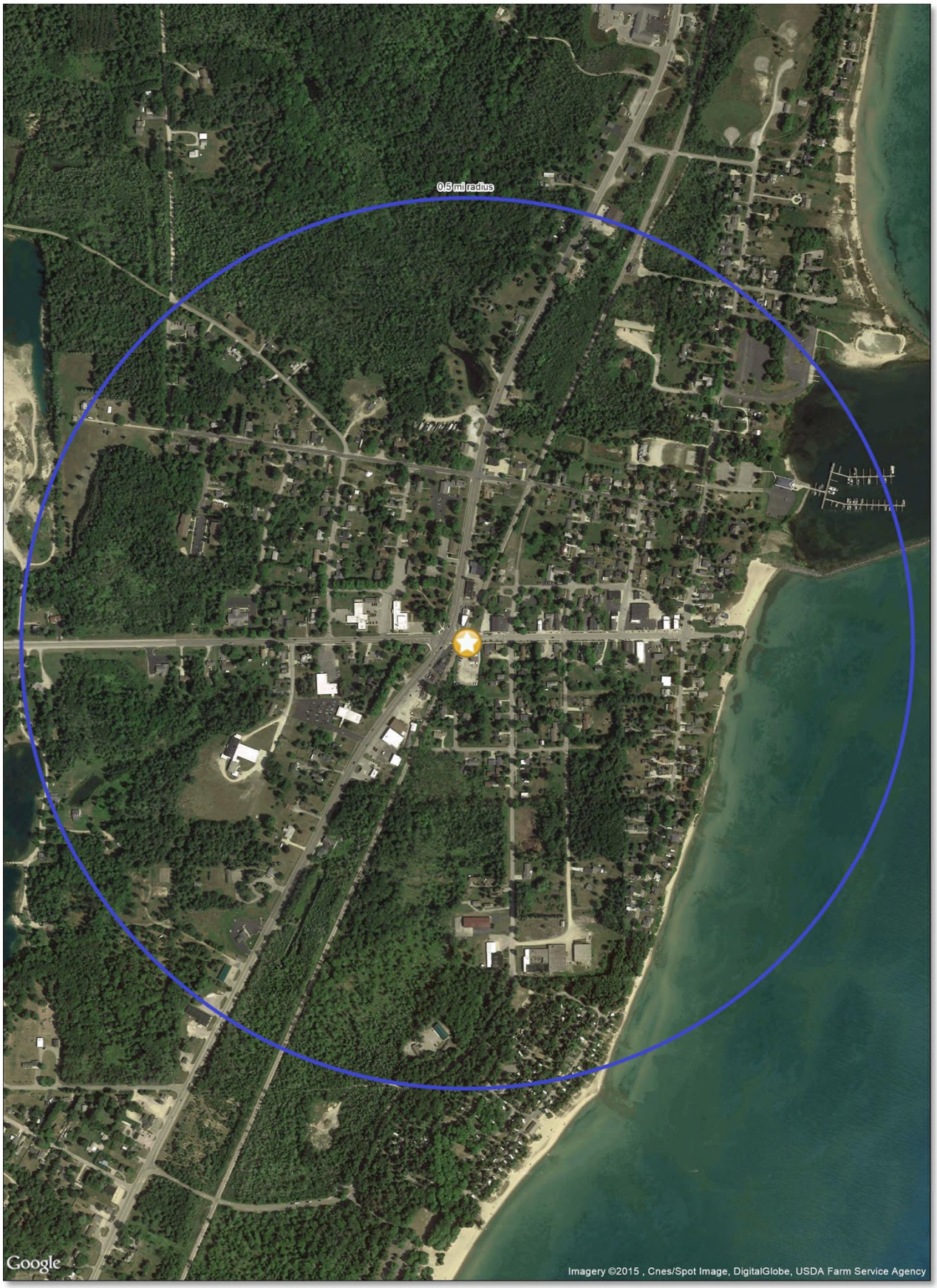
Aerial Photo | Urban and Downtown Perspective with 0.5 Mile Radius
The City of Harrisville | Alcona Co. | NE Michigan Prosperity Region 3

Exhibit A.1



Source: Underlying aerial provided to Google Earth and licensed to LandUse|USA through Sites|USA.
Exhibit prepared by LandUse|USA; 2016 ©.

Exhibit A.2

Examples of Investment Opportunities for Missing Middle Housing
The City of Harrisville | Alcona County | NE Michigan Prosperity Region 3

Above: Potential upper level rehab for lofts

Above: Lakefront 0.66 acre lot for sale

Above: Mixed-use for sale - 3 upper lofts

Above: Mixed-use for sale - 2 upper lofts

Above: Mixed-use for sale - 3 upper lofts

Above: For sale - stacked duplex

Source Top left | Original photos with copyright (c) by LandUse|USA, 2016.
Top middle and right; bottom left - Zillow. Bottom middle and right - Lands of America.
Provides representative examples only; prospective investors are encouraged to contact the community for more information.

Potential Opportunities for Rehabs and adding Unique Housing Formats
The City of Harrisville | Alcona County | NE Michigan Prosperity Region 3

Exhibit A.3

Source | Original photos with copyrights (c) held by LandUse|USA, 2016.

Aerial Photo | Urban and Downtown Perspective with 0.5 Mile Radius
The Village of Lincoln | Alcona Co. | NE Michigan Prosperity Region 3

Exhibit A.4

Source: Underlying aerial provided to Google Earth and licensed to LandUse|USA through Sites|USA.
Exhibit prepared by LandUse|USA; 2016 ©.

Scale and Character of Existing Downtown with Unique Buildings

Exhibit A.5

The Village of Lincoln | Alcona County | NE Michigan Prosperity Region 3

Source | Google Earth and licensed to LandUse|USA through SitesUSA; 2016.

Source | The Village of Lincoln and Real Estate One; retrieved online 2016.

Downtown Scale with Reinvestment and Rehab Opportunties
The Village of Lincoln | Alcona County | NE Michigan Prosperity Region 3

Source | Original photos with copyrights (c) held by LandUse|USA; 2016.
Representative examples only; prospective investors are encouraged to contact the community for more information.

B

Summary Tables and Charts

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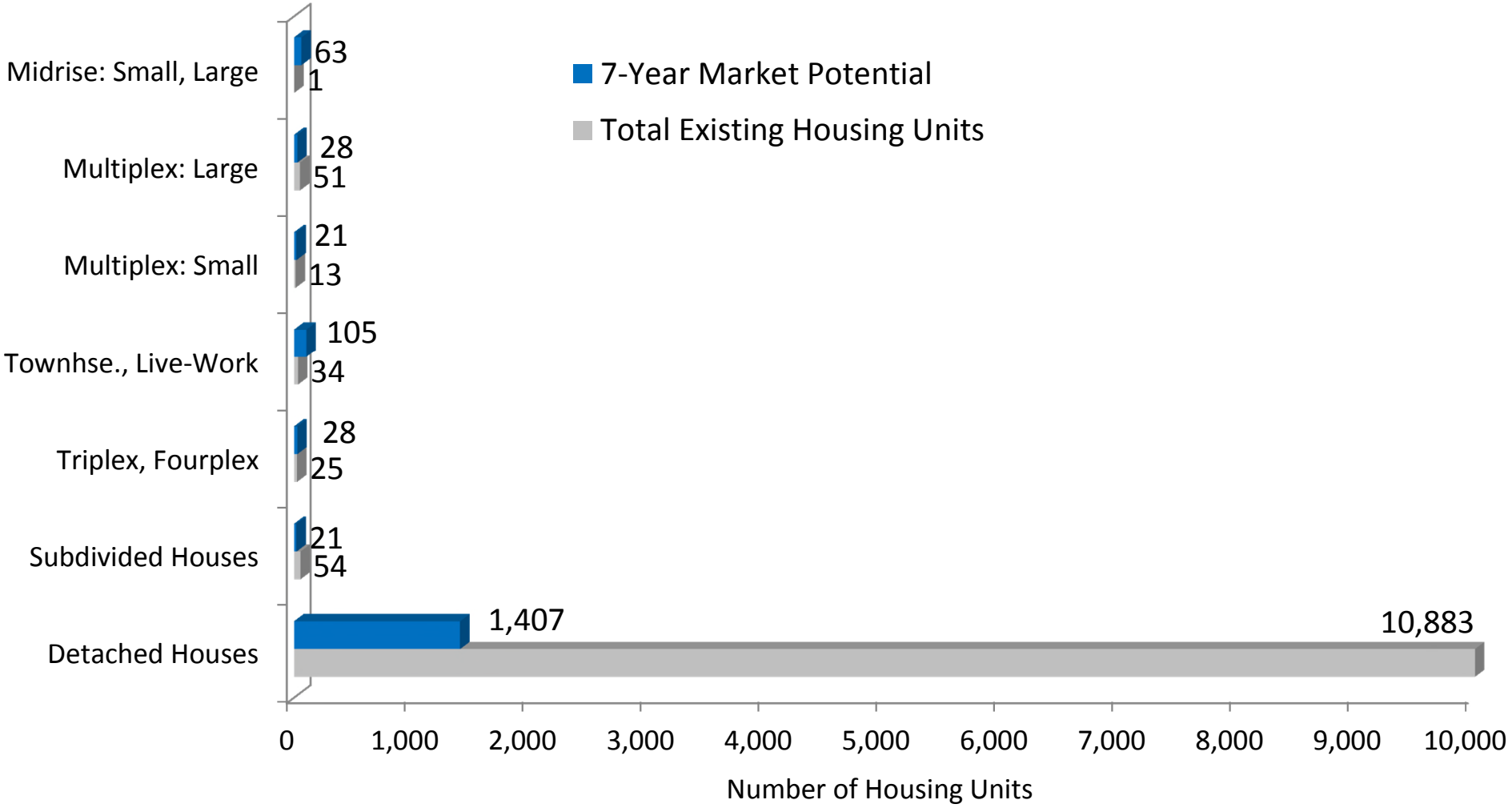
Exhibit B.1

7-Year Market Potential v. Total Existing Housing Units
All 71 Lifestyle Clusters - Aggressive Scenario
Alcona County, Michigan - 2016 - 2022



Source: Based on analysis and target market analysis modelling conducted exclusively by LandUse|USA; 2016 (c) with all rights reserved. Unadjusted for seasonally occupied houses.

Exhibit B.2

Missing Middle Housing Formats v. Detached Houses
Preferences of Most Prevalent Lifestyle Clusters
Northeast Michigan Prosperity Region 3 - Year 2016

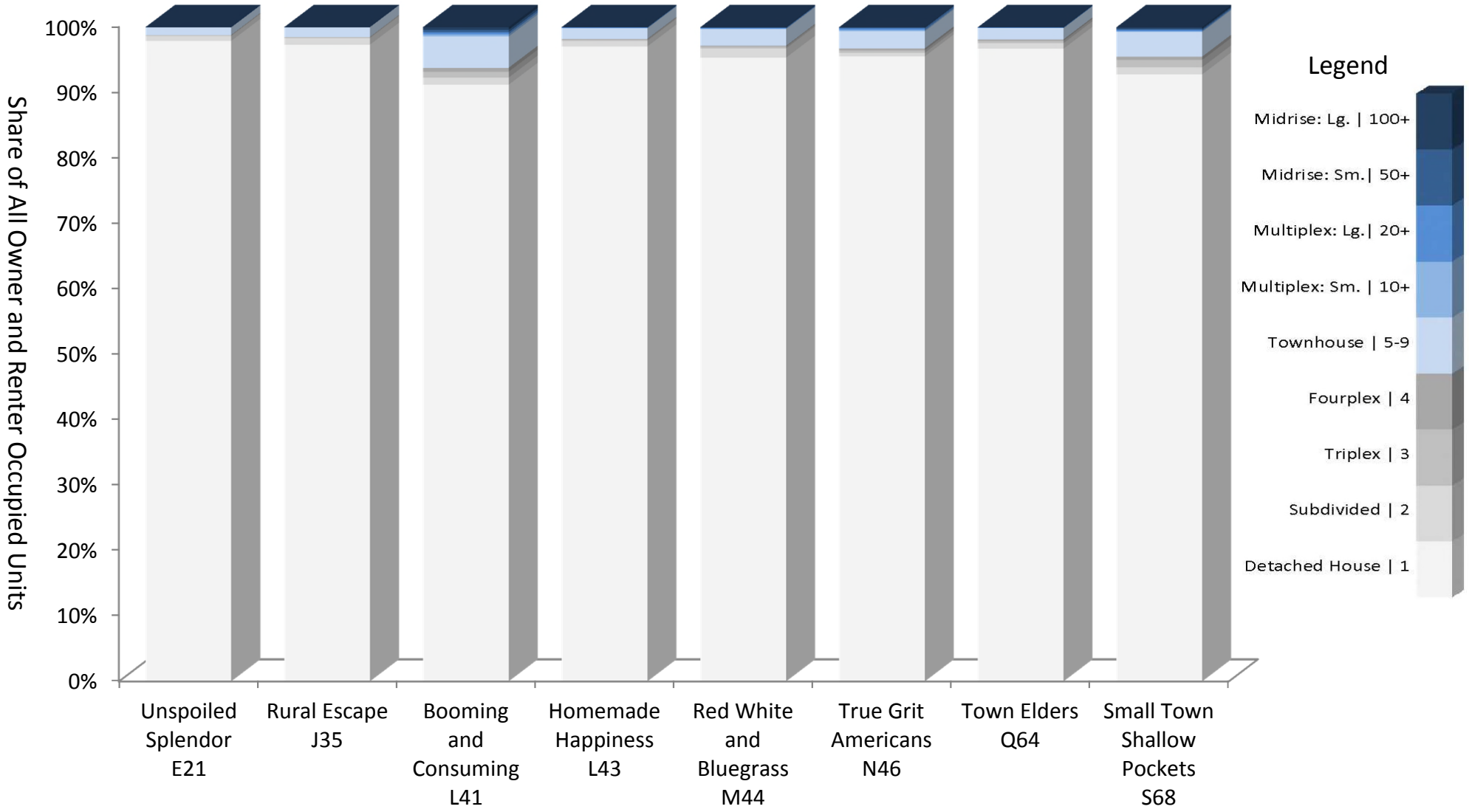


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Exhibit B.3

Residential Market Parameters for Most Prevalent Lifestyle Clusters
High Preference for Detached Houses - Northeast Michigan Prosperity Region 3
With Data Averages for the State of Michigan - 2015

Lifestyle Cluster | Code	Detached House 1 Unit	Duplex Triplex Fourplex 2-4 Units	Townhse., Live-Work 6+ Units	Midplex 20+ Units	Renters Share of Hhlds.	Owners Share of Hhlds.	Renters Mover Rate	Owners Mover Rate	Blended Mover-ship Rate
MOST PREVALENT CLUSTERS									
Unspoiled Splendor | E21	98%	1%	1%	0%	2%	98%	4%	1%	2%
Rural Escape | J35	97%	1%	1%	0%	3%	97%	9%	2%	4%
Booming and Consuming | L41	91%	3%	5%	1%	17%	83%	32%	8%	14%
Homemade Happiness | L43	97%	1%	2%	0%	5%	95%	13%	3%	6%
Red White and Bluegrass | M44	95%	2%	3%	0%	11%	89%	12%	3%	6%
True Grit Americans | N46	96%	1%	3%	1%	9%	91%	25%	6%	11%
Town Elders | Q64	97%	1%	2%	0%	4%	96%	5%	1%	2%
Small Town Shallow Pockets | S68	93%	3%	4%	1%	34%	66%	33%	8%	15%
INTERMITTENTLY PREVALENT									
Touch of Tradition | N49	98%	1%	1%	0%	6%	94%	22%	5%	10%
Settled and Sensible | J36	98%	1%	1%	0%	3%	97%	10%	2%	4%
Infants and Debit Cards | M45	95%	2%	3%	0%	30%	70%	34%	9%	15%
Stockcars and State Parks | I30	97%	1%	2%	0%	3%	97%	10%	3%	5%
Sports Utility Families | D15	98%	1%	2%	0%	3%	97%	5%	1%	2%

Source: Underlying data represents Mosaic|USA data provided by Experian Decision Analytics and Powered by Sites|USA.
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Exhibit B.4

Missing Middle Housing Formats v. Houses
Preferences of Upscale Target Markets
Northeast Michigan Prosperity Region 3 - Year 2016

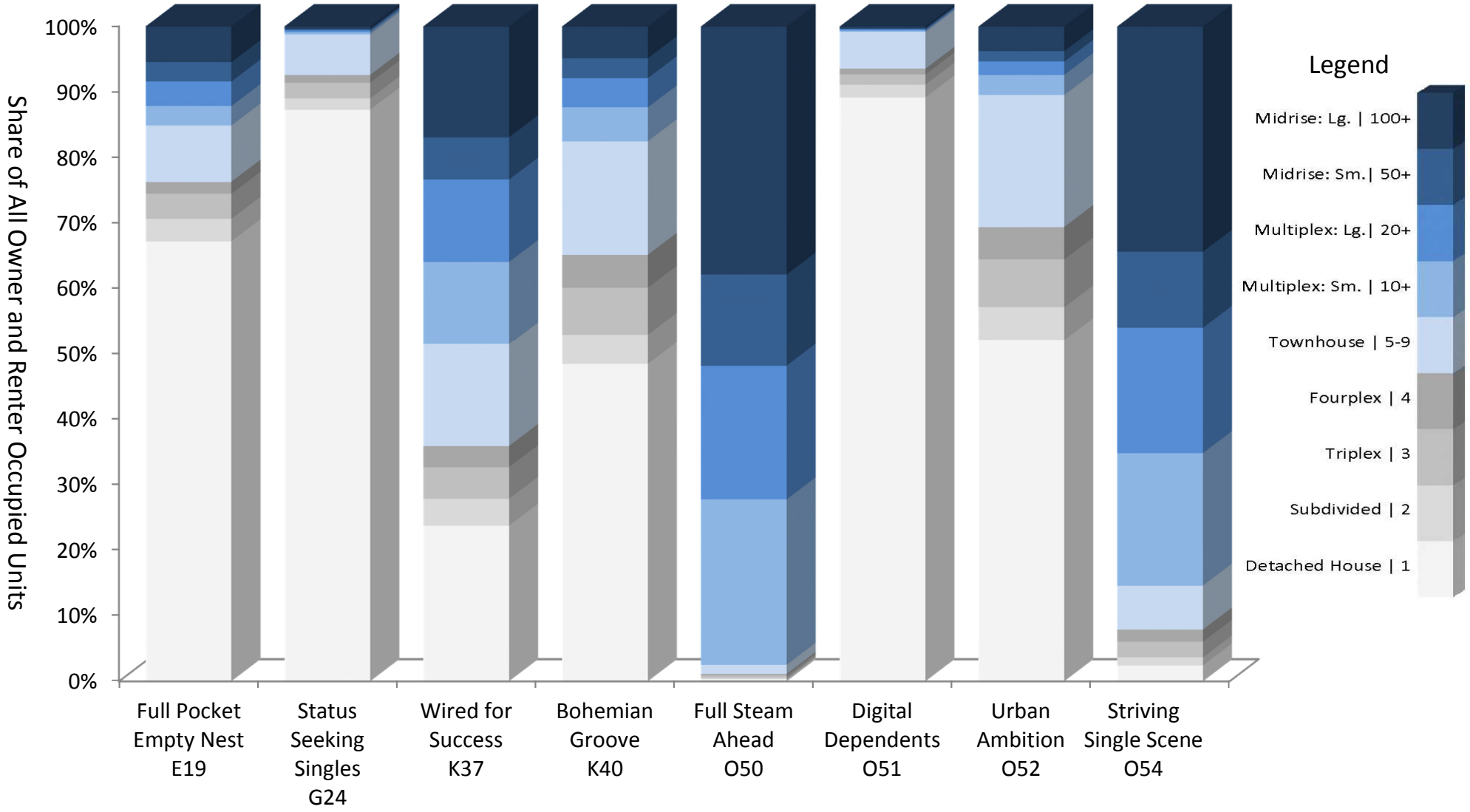

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Exhibit B.5

Missing Middle Housing Formats v. Houses
Preferences of Moderate Target Markets
Northeast Michigan Prosperity Region 3 | Year 2016

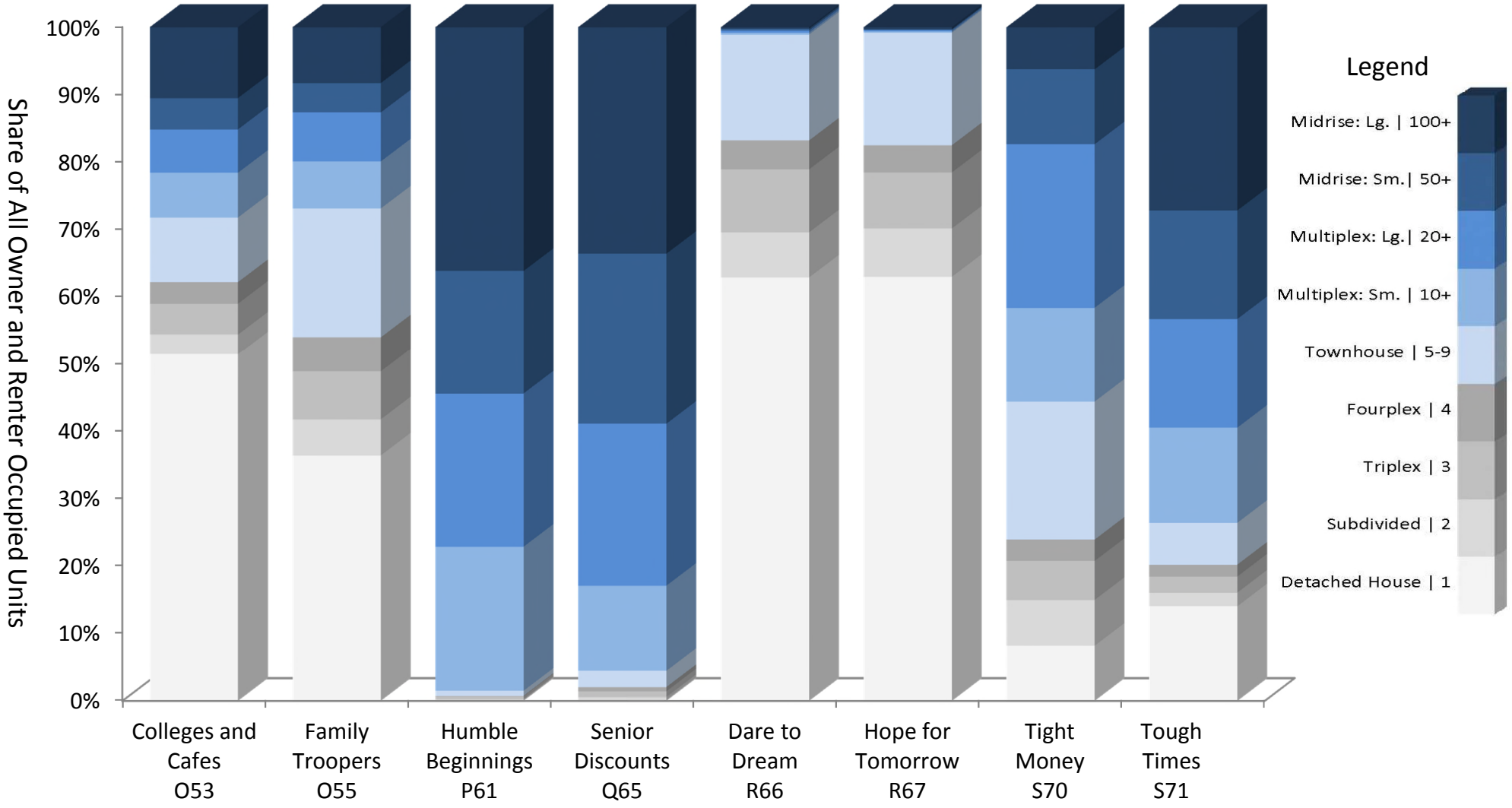

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Exhibit B.6

Residential Market Parameters for Upscale and Moderate Target Markets
Some Preference for Missing Middle Housing - Northeast Michigan Prosperity Region 3
With Data Averages for the State of Michigan - 2015

Lifestyle Cluster | Code	Detached House 1 Unit	Duplex Triplex Fourplex 2-4 Units	Townhse., Live-Work 6+ Units	Midplex 20+ Units	Renters Share of Hhlds.	Owners Share of Hhlds.	Renters Mover Rate	Owners Mover Rate	Blended Mover-ship Rate
UPSCALE TARGET MARKETS									
Full Pockets - Empty Nests | E19	67%	9%	9%	15%	22%	78%	18%	4%	8%
Status Seeking Singles | G24	87%	5%	6%	1%	30%	70%	37%	9%	17%
Wired for Success | K37	24%	12%	16%	49%	80%	20%	87%	22%	40%
Bohemian Groove | K40	48%	17%	17%	18%	91%	9%	38%	10%	17%
Full Steam Ahead | O50	0%	1%	1%	97%	98%	2%	90%	30%	54%
Digital Dependents | O51	89%	4%	6%	1%	34%	66%	80%	20%	36%
Urban Ambition | O52	52%	17%	20%	10%	95%	5%	76%	19%	34%
Striving Single Scene | O54	2%	5%	7%	85%	96%	4%	90%	28%	50%
MODERATE TARGET MARKETS									
Colleges and Cafes | O53	51%	11%	10%	28%	83%	17%	55%	14%	25%
Family Troopers | O55	36%	18%	19%	27%	99%	1%	87%	22%	40%
Humble Beginnings | P61	0%	1%	1%	99%	97%	3%	84%	21%	38%
Senior Discounts | Q65	0%	2%	2%	96%	71%	29%	28%	7%	13%
Dare to Dream | R66	63%	20%	16%	1%	98%	2%	58%	14%	26%
Hope for Tomorrow | R67	63%	20%	17%	1%	99%	1%	65%	16%	30%
Tight Money | S70	8%	16%	20%	56%	100%	0%	78%	20%	36%
Tough Times | S71	14%	6%	6%	74%	95%	5%	41%	10%	19%

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C

Conservative Scenario

Prepared by:

LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3

Michigan State Housing Development Authority

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Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Alcona COUNTY, Michigan - 2016 - 2020

CONSERVATIVE SCENARIO	Alcona COUNTY 71 Lifestyle Clusters			Alcona COUNTY Upscale Target Markets			Alcona COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	144	86	58	11	4	7	8	0	8
1 | Detached Houses	125	86	39	9	4	5	0	0	0
2 | Side-by-Side & Stacked	1	0	1	0	0	0	0	0	0
3 | Side-by-Side & Stacked	1	0	1	0	0	0	0	0	0
4 | Side-by-Side & Stacked	1	0	1	0	0	0	0	0	0
5-9 | Townhse., Live-Work	9	0	9	2	0	2	1	0	1
10-19 | Multiplex: Small	1	0	1	0	0	0	1	0	1
20-49 | Multiplex: Large	2	0	2	0	0	0	2	0	2
50-99 | Midrise: Small	2	0	2	0	0	0	2	0	2
100+ | Midrise: Large	2	0	2	0	0	0	2	0	2
Total Units	144	86	58	11	4	7	8	0	8
Detached	125	86	39	9	4	5	0	0	0
Attached	19	0	19	2	0	2	8	0	8

Source: Target Market Analysis and exhibit prepared exclusively by LandUses|USA © 2016, all rights reserved.
Notes: Not intended to imply absolutes or exclusive building formats, and may be qualified for unique projects.

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Alcona COUNTY, Michigan - 2016 - 2020

Exhibit C.2

CONSERVATIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full Pockets Empty Nests | E19	Status Seeking Singles | G24	Wired for Success | K37	Bohem-ian Groove | K40	Full Steam Ahead | O50	Digital Depend-ents | O51	Urban Ambit-ion | O52	Striving Single Scene | O54
Target Market - Level	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Alcona COUNTY - Total	144	11	8	0	0	0	0	0	12	0	0
Alcona COUNTY - Owners	86	4	0	0	0	0	0	0	4	0	0
1 | Detached Houses	86	4	0	0	0	0	0	0	4	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Alcona COUNTY - Renters	58	7	8	0	0	0	0	0	8	0	0
1 | Detached Houses	39	5	0	0	0	0	0	0	5	0	0
2 | Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	9	2	1	0	0	0	0	0	2	0	0
10-19 | Multiplex: Small	1	0	1	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	2	0	2	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	2	0	2	0	0	0	0	0	0	0	0
100+ | Midrise: Large	2	0	2	0	0	0	0	0	0	0	0

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Alcona COUNTY, Michigan - 2016 - 2020

Exhibit C.3

CONSERVATIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Colleges Cafes | O53	Family Troopers | O55	Humble Begin-nings | P61	Senior Discount | Q65	Dare to Dream | R66	Hope for Tomor-row | R67	Tight Money | S70	Tough Times | S71
Target Market - Level	All 71	Upscale	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Alcona COUNTY - Total	144	11	8	0	2	0	8	0	0	0	0
Alcona COUNTY - Owners	86	4	0	0	0	0	1	0	0	0	0
1 | Detached Houses	86	4	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Alcona COUNTY - Renters	58	7	8	0	2	0	7	0	0	0	0
1 | Detached Houses	39	5	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	9	2	1	0	1	0	0	0	0	0	0
10-19 | Multiplex: Small	1	0	1	0	0	0	1	0	0	0	0
20-49 | Multiplex: Large	2	0	2	0	0	0	2	0	0	0	0
50-99 | Midrise: Small	2	0	2	0	0	0	2	0	0	0	0
100+ | Midrise: Large	2	0	2	0	0	0	2	0	0	0	0

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Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

D

Aggressive Scenario
County Totals

Prepared by:

LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3

Michigan State Housing Development Authority

MSHDA
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Alcona COUNTY, Michigan - 2016 - 2020

AGGRESSIVE SCENARIO	Alcona COUNTY 71 Lifestyle Clusters			Alcona COUNTY Upscale Target Markets			Alcona COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	239	131	108	20	5	15	13	0	13
1 | Detached Houses	201	131	70	15	5	10	0	0	0
2 | Side-by-Side & Stacked	3	0	3	1	0	1	0	0	0
3 | Side-by-Side & Stacked	3	0	3	1	0	1	0	0	0
4 | Side-by-Side & Stacked	1	0	1	0	0	0	0	0	0
5-9 | Townhse., Live-Work	15	0	15	3	0	3	1	0	1
10-19 | Multiplex: Small	3	0	3	0	0	0	2	0	2
20-49 | Multiplex: Large	4	0	4	0	0	0	3	0	3
50-99 | Midrise: Small	4	0	4	0	0	0	3	0	3
100+ | Midrise: Large	5	0	5	0	0	0	4	0	4
Total Units	239	131	108	20	5	15	13	0	13
Detached	201	131	70	15	5	10	0	0	0
Attached	38	0	38	5	0	5	13	0	13

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Notes: Not intended to imply absolutes or exclusive building formats, and may be qualified for unique projects.

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Alcona COUNTY, Michigan - 2016 - 2020

Exhibit D.2

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full Pockets Empty Nests | E19	Status Seeking Singles | G24	Wired for Success | K37	Bohem-ian Groove | K40	Full Steam Ahead | O50	Digital Depend-ents | O51	Urban Ambit-ion | O52	Striving Single Scene | O54
Target Market - Level	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Alcona COUNTY - Total	239	20	13	0	0	0	0	0	20	0	0
Alcona COUNTY - Owners	131	5	0	0	0	0	0	0	5	0	0
1 | Detached Houses	131	5	0	0	0	0	0	0	5	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Alcona COUNTY - Renters	108	15	13	0	0	0	0	0	15	0	0
1 | Detached Houses	70	10	0	0	0	0	0	0	10	0	0
2 | Side-by-Side & Stacked	3	1	0	0	0	0	0	0	1	0	0
3 | Side-by-Side & Stacked	3	1	0	0	0	0	0	0	1	0	0
4 | Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	15	3	1	0	0	0	0	0	3	0	0
10-19 | Multiplex: Small	3	0	2	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	4	0	3	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	4	0	3	0	0	0	0	0	0	0	0
100+ | Midrise: Large	5	0	4	0	0	0	0	0	0	0	0

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Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Alcona COUNTY, Michigan - 2016 - 2020

Exhibit D.3

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Colleges Cafes | O53	Family Troopers | O55	Humble Begin-nings | P61	Senior Discount | Q65	Dare to Dream | R66	Hope for Tomor-row | R67	Tight Money | S70	Tough Times | S71
Target Market - Level	All 71	Upscale	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Alcona COUNTY - Total	239	20	13	0	3	0	14	0	0	0	0
Alcona COUNTY - Owners	131	5	0	0	0	0	1	0	0	0	0
1 | Detached Houses	131	5	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Alcona COUNTY - Renters	108	15	13	0	3	0	13	0	0	0	0
1 | Detached Houses	70	10	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	3	1	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	3	1	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	15	3	1	0	1	0	0	0	0	0	0
10-19 | Multiplex: Small	3	0	2	0	0	0	2	0	0	0	0
20-49 | Multiplex: Large	4	0	3	0	0	0	3	0	0	0	0
50-99 | Midrise: Small	4	0	3	0	0	0	3	0	0	0	0
100+ | Midrise: Large	5	0	4	0	0	0	4	0	0	0	0

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Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

E

Aggressive Scenario Places

Prepared by:

LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3

Michigan State Housing Development Authority

MSHDA
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Alcona COUNTY, Michigan - 2016 - 2020

AGGRESSIVE SCENARIO	City of Harrisville 71 Lifestyle Clusters Total	Owners	Renters	Hubbard Lake CDP 71 Lifestyle Clusters Total	Owners	Renters
Total Housing Units	4	0	4	27	17	10
1 | Detached Houses	3	0	3	25	17	8
2 | Side-by-Side & Stacked	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	2	0	2
10-19 | Multiplex: Small	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0
100+ | Midrise: Large	1	0	1	0	0	0
Total Units	4	0	4	27	17	10
Detached	3	0	3	25	17	8
Attached	1	0	1	2	0	2

Source: Target Market Analysis and exhibit prepared exclusively by LandUses|USA © 2016, all rights reserved.
Notes: Not intended to imply absolutes or exclusive building formats, and may be qualified for unique projects.

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Alcona COUNTY, Michigan - 2016 - 2020

AGGRESSIVE SCENARIO	Village of Lincoln 71 Lifestyle Clusters Total	Owners	Renters	Lost Lake Woods CDP 71 Lifestyle Clusters Total	Owners	Renters
Total Housing Units	0	0	0	11	10	1
1 | Detached Houses	0	0	0	11	10	1
2 | Side-by-Side & Stacked	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0
Total Units	0	0	0	11	10	1
Detached	0	0	0	11	10	1
Attached	0	0	0	0	0	0

Source: Target Market Analysis and exhibit prepared exclusively by LandUses|USA © 2016, all rights reserved.
Notes: Not intended to imply absolutes or exclusive building formats, and may be qualified for unique projects.

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
City of Harrisville - Alcona COUNTY, Michigan - 2016 - 2020

Exhibit E.3

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full Pockets Empty Nests | E19	Status Seeking Singles | G24	Wired for Success | K37	Bohem-ian Groove | K40	Full Steam Ahead | O50	Digital Depend-ents | O51	Urban Ambit-ion | O52	Striving Single Scene | O54
Target Market - Level	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Harrisville - Total	4	1	1	0	0	0	0	0	1	0	0
City of Harrisville - Owners	0	0	0	0	0	0	0	0	0	0	0
1 | Detached Houses	0	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
City of Harrisville - Renters	4	1	1	0	0	0	0	0	1	0	0
1 | Detached Houses	3	1	0	0	0	0	0	0	1	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	1	0	1	0	0	0	0	0	0	0	0

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
City of Harrisville - Alcona COUNTY, Michigan - 2016 - 2020

Exhibit E.4

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Colleges Cafes | O53	Family Troopers | O55	Humble Begin-nings | P61	Senior Discount | Q65	Dare to Dream | R66	Hope for Tomor-row | R67	Tight Money | S70	Tough Times | S71
Target Market - Level	All 71	Upscale	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Harrisville - Total	4	1	1	0	0	0	2	0	0	0	0
City of Harrisville - Owners	0	0	0	0	0	0	0	0	0	0	0
1 | Detached Houses	0	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
City of Harrisville - Renters	4	1	1	0	0	0	2	0	0	0	0
1 | Detached Houses	3	1	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	1	0	1	0	0	0	1	0	0	0	0

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Hubbard Lake CDP - Alcona COUNTY, Michigan - 2016 - 2020

Exhibit E.5

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full Pockets Empty Nests | E19	Status Seeking Singles | G24	Wired for Success | K37	Bohem-ian Groove | K40	Full Steam Ahead | O50	Digital Depend-ents | O51	Urban Ambit-ion | O52	Striving Single Scene | O54
Target Market - Level	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Hubbard Lake CDP - Total	27	0	0	0	0	0	0	0	0	0	0
Hubbard Lake CDP - Owners	17	0	0	0	0	0	0	0	0	0	0
1 | Detached Houses	17	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Hubbard Lake CDP - Renters	10	0	0	0	0	0	0	0	0	0	0
1 | Detached Houses	8	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	2	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0

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Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Hubbard Lake CDP - Alcona COUNTY, Michigan - 2016 - 2020

Exhibit E.6

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Colleges Cafes | O53	Family Troopers | O55	Humble Begin-nings | P61	Senior Discount | Q65	Dare to Dream | R66	Hope for Tomor-row | R67	Tight Money | S70	Tough Times | S71
Target Market - Level	All 71	Upscale	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Hubbard Lake CDP - Total	27	0	0	0	0	0	0	0	0	0	0
Hubbard Lake CDP - Owners	17	0	0	0	0	0	0	0	0	0	0
1 | Detached Houses	17	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Hubbard Lake CDP - Renters	10	0	0	0	0	0	0	0	0	0	0
1 | Detached Houses	8	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	2	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0

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Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Village of Lincoln - Alcona COUNTY, Michigan - 2016 - 2020

Exhibit E.7

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full Pockets Empty Nests | E19	Status Seeking Singles | G24	Wired for Success | K37	Bohem-ian Groove | K40	Full Steam Ahead | O50	Digital Depend-ents | O51	Urban Ambit-ion | O52	Striving Single Scene | O54
Target Market - Level	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of Lincoln - Total	0	0	0	0	0	0	0	0	0	0	0
Village of Lincoln - Owners	0	0	0	0	0	0	0	0	0	0	0
1 | Detached Houses	0	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Village of Lincoln - Renters	0	0	0	0	0	0	0	0	0	0	0
1 | Detached Houses	0	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Village of Lincoln - Alcona COUNTY, Michigan - 2016 - 2020

Exhibit E.8

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Colleges Cafes | O53	Family Troopers | O55	Humble Begin-nings | P61	Senior Discount | Q65	Dare to Dream | R66	Hope for Tomor-row | R67	Tight Money | S70	Tough Times | S71
Target Market - Level	All 71	Upscale	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of Lincoln - Total	0	0	0	0	0	0	1	0	0	0	0
Village of Lincoln - Owners	0	0	0	0	0	0	0	0	0	0	0
1 | Detached Houses	0	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Village of Lincoln - Renters	0	0	0	0	0	0	1	0	0	0	0
1 | Detached Houses	0	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
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Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Lost Lake Woods CDP - Alcona COUNTY, Michigan - 2016 - 2020

Exhibit E.9

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full Pockets Empty Nests | E19	Status Seeking Singles | G24	Wired for Success | K37	Bohem-ian Groove | K40	Full Steam Ahead | O50	Digital Depend-ents | O51	Urban Ambit-ion | O52	Striving Single Scene | O54
Target Market - Level	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Lost Lake Woods CDP - Total	11	0	0	0	0	0	0	0	0	0	0
Lost Lake Woods CDP - Owners	10	0	0	0	0	0	0	0	0	0	0
1 | Detached Houses	10	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Lost Lake Woods CDP - Renters	1	0	0	0	0	0	0	0	0	0	0
1 | Detached Houses	1	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
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Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Lost Lake Woods CDP - Alcona COUNTY, Michigan - 2016 - 2020

Exhibit E.10

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Colleges Cafes | O53	Family Troopers | O55	Humble Begin-nings | P61	Senior Discount | Q65	Dare to Dream | R66	Hope for Tomor-row | R67	Tight Money | S70	Tough Times | S71
Target Market - Level	All 71	Upscale	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Lost Lake Woods CDP - Total	11	0	0	0	0	0	0	0	0	0	0
Lost Lake Woods CDP - Owners	10	0	0	0	0	0	0	0	0	0	0
1 | Detached Houses	10	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Lost Lake Woods CDP - Renters	1	0	0	0	0	0	0	0	0	0	0
1 | Detached Houses	1	0	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0	0	0	0	0	0

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Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

F1

Contract Rents
County and Places

Prepared by:

LandUseUSA

Prepared for:

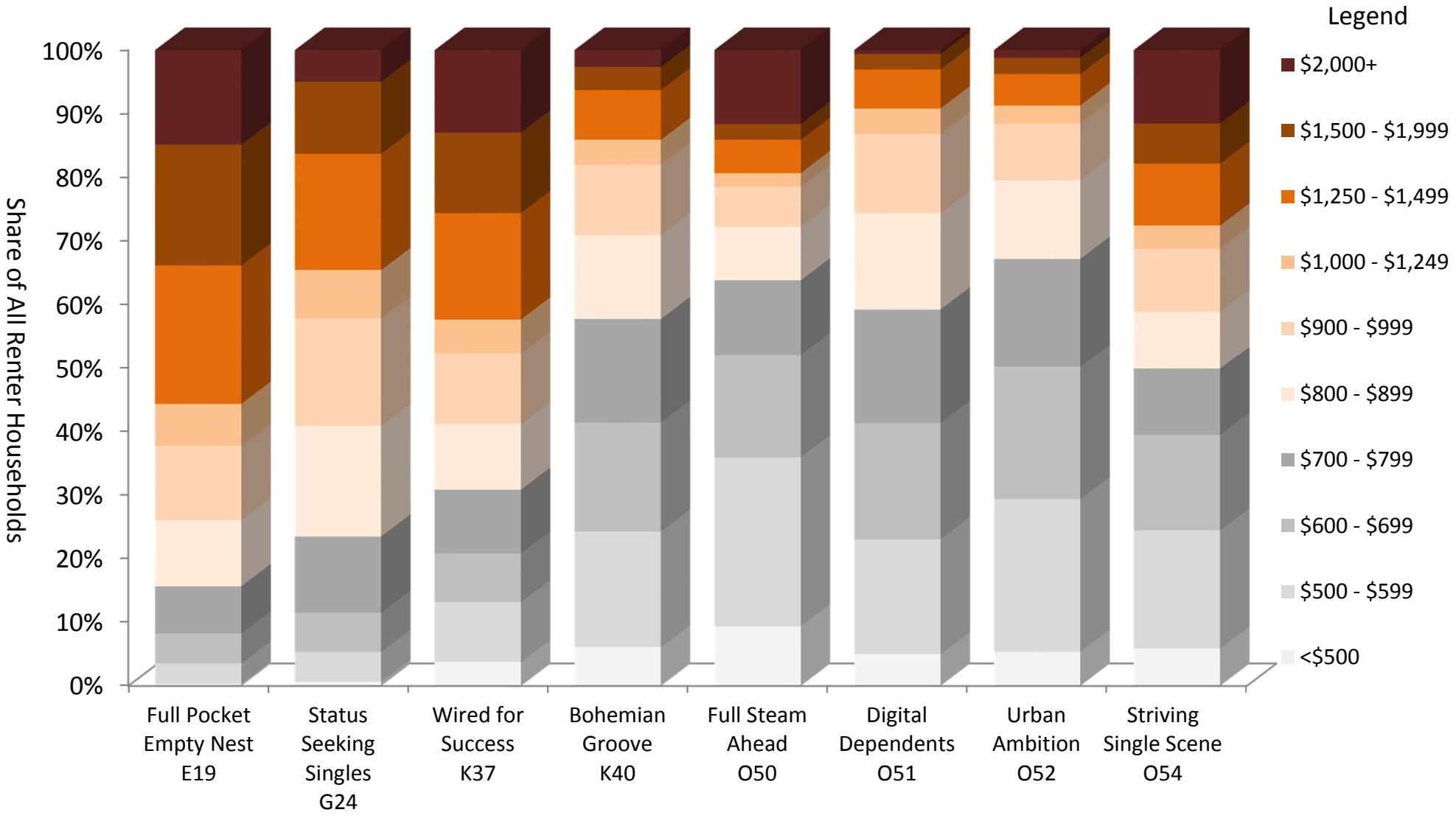
Northeast Michigan Prosperity Region 3

Michigan State Housing Development Authority

MSHDA
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Exhibit F1.1

Upscale Target Markets for Missing Middle Housing Formats
Stacked by Contract Rent Brackets
Averages for the State of Michigan - 2016



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by SIte s|USA.

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Contract Rent Brackets | Existing Households by Upscale Target Market
Alcona County | Northeast Michigan Prosperity Region 3 | Year 2015

Contract Rent Brackets	All 71 Mosaic Lifestyle Clusters	Full Pocket Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohemian Groove K40	Full Steam Ahead O50	Digital Dependents O51	Urban Ambition O52	Striving Single Scene O54
<$500	6.1%	0.6%	0.9%	5.3%	6.6%	10.1%	5.2%	5.4%	6.9%
$500 - $599	16.8%	5.9%	7.4%	14.8%	21.9%	32.0%	21.3%	27.1%	24.6%
$600 - $699	15.8%	9.9%	11.1%	13.8%	23.6%	22.3%	24.5%	26.9%	22.7%
$700 - $799	13.6%	13.4%	18.6%	15.4%	19.5%	13.9%	20.8%	19.0%	13.7%
$800 - $899	11.4%	14.8%	21.2%	12.5%	12.3%	7.9%	13.8%	10.8%	9.2%
$900 - $999	8.7%	12.0%	15.2%	10.0%	7.5%	4.2%	8.3%	5.7%	7.4%
$1,000 - $1,249	3.0%	4.8%	4.7%	3.3%	1.9%	1.0%	1.9%	1.3%	1.9%
$1,250 - $1,499	10.0%	16.6%	11.9%	10.8%	3.9%	2.6%	3.0%	2.3%	5.3%
$1,500 - $1,999	7.1%	12.3%	6.3%	7.0%	1.5%	1.1%	1.0%	1.0%	2.9%
$2,000+	7.5%	9.6%	2.7%	7.1%	1.1%	4.9%	0.3%	0.5%	5.3%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	$425	$637	$550	$544	$430	$420	$423	$407	$464

Source: Underlying data provided by Experian Decision Analytics and the American Community Survey (ACS) with 1-yr estimates through 2014. Analysis, forecasts, and exhibit prepared exclusively by LandUse|USA; 2016 © with all rights reserved.
These rents are for a base year of 2015, and have not yet been forecast to 2016 or "boosted" for the market analysis and model.

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Contract Rent Bracket
Alcona COUNTY, Michigan - 2016 - 2020

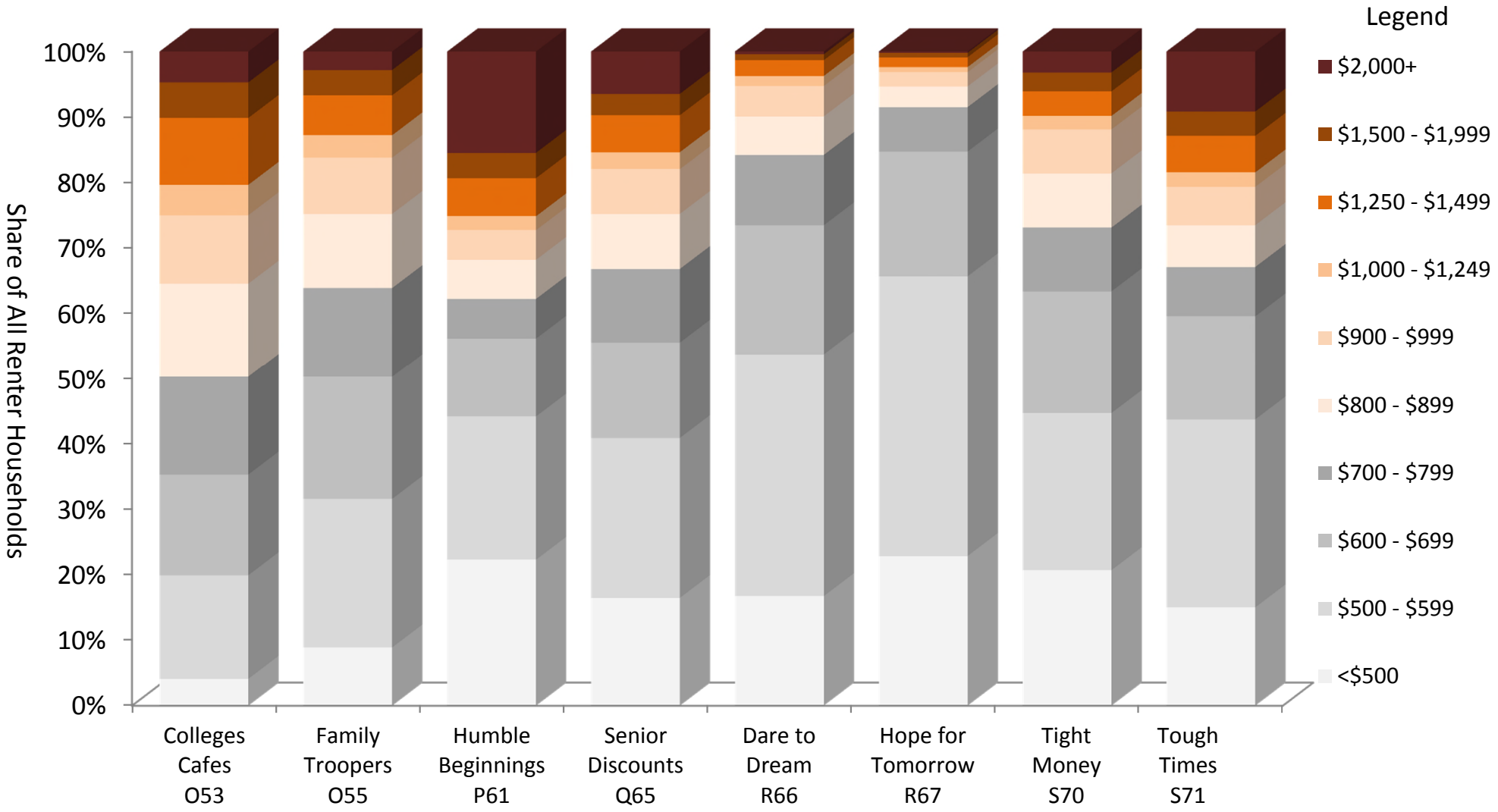
Exhibit F1.3

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full Pockets Empty Nests | E19	Status Seeking Singles | G24	Wired for Success | K37	Bohem-ian Groove | K40	Full Steam Ahead | O50	Digital Depend-ents | O51	Urban Ambit-ion | O52	Striving Single Scene | O54
Target Market	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Alcona COUNTY - Total	232	19	15	0	0	0	0	0	20	0	0
Alcona COUNTY - Renters	106	14	15	0	0	0	0	0	15	0	0
<$500	7	1	2	0	0	0	0	0	1	0	0
$500 - $599	22	3	5	0	0	0	0	0	3	0	0
$600 - $699	21	4	4	0	0	0	0	0	4	0	0
$700 - $799	19	3	2	0	0	0	0	0	3	0	0
$800 - $899	13	2	1	0	0	0	0	0	2	0	0
$900 - $999	10	1	1	0	0	0	0	0	1	0	0
$1,000 - $1,249	3	0	0	0	0	0	0	0	0	0	0
$1,250 - $1,499	7	0	0	0	0	0	0	0	0	0	0
$1,500 - $1,999	3	0	0	0	0	0	0	0	0	0	0
$2,000+	1	0	0	0	0	0	0	0	0	0	0
Summation	106	14	15	0	0	0	0	0	14	0	0
Med. Contract Rent	$735	--	--	$765	$660	$653	$516	$504	$508	$489	$557

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Contract rent typically excludes some or all utilties and extra fees for deposits, parking, pets, security, memberships, etc.
Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Median Contract Rents include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

Exhibit F1.4

Moderate Target Markets for Missing Middle Housing Formats
Stacked by Contract Rent Brackets
Averages for the State of Michigan - 2016



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by SItes|USA.

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Contract Rent Brackets | Existing Households by Moderate Target Market
Alcona County | Northeast Michigan Prosperity Region 3 | Year 2015

Contract Rent Brackets	All 71 Mosaic Lifestyle Clusters	Colleges Cafes O53	Family Troopers O55	Humble Beginnings P61	Senior Discounts Q65	Dare to Dream R66	Hope for Tomorrow R67	Tight Money S70	Tough Times S71
<$500	6.1%	4.7%	9.3%	25.3%	17.5%	15.8%	21.1%	21.0%	16.0%
$500 - $599	16.8%	20.2%	26.6%	27.8%	29.0%	39.2%	44.3%	27.3%	34.4%
$600 - $699	15.8%	22.4%	25.0%	17.4%	19.9%	23.9%	22.5%	24.2%	21.7%
$700 - $799	13.6%	18.9%	15.8%	7.6%	13.2%	11.2%	6.9%	10.9%	8.9%
$800 - $899	11.4%	14.1%	10.3%	5.9%	7.7%	4.8%	2.5%	7.3%	5.9%
$900 - $999	8.7%	7.5%	5.7%	3.2%	4.6%	2.8%	1.3%	4.3%	3.9%
$1,000 - $1,249	3.0%	2.3%	1.6%	1.1%	1.2%	0.6%	0.3%	0.9%	1.0%
$1,250 - $1,499	10.0%	5.4%	3.0%	3.1%	2.8%	1.1%	0.6%	1.8%	2.8%
$1,500 - $1,999	7.1%	2.4%	1.6%	1.7%	1.4%	0.3%	0.2%	1.2%	1.6%
$2,000+	7.5%	2.1%	1.2%	6.9%	2.7%	0.2%	0.1%	1.3%	3.8%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	$425	$455	$410	$410	$397	$353	$329	$374	$399

Source: Underlying data provided by Experian Decision Analytics and the American Community Survey (ACS) with 1-yr estimates through 2014. Analysis, forecasts, and exhibit prepared exclusively by LandUse|USA; 2016 © with all rights reserved.
These rents are for a base year of 2015, and have not yet been forecast to 2016 or "boosted" for the market analysis and model.

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Contract Rent Bracket
Alcona COUNTY, Michigan - 2016 - 2020

Exhibit F1.6

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Colleges Cafes | O53	Family Troopers | O55	Humble Begin-nings | P61	Senior Discount | Q65	Dare to Dream | R66	Hope for Tomor-row | R67	Tight Money | S70	Tough Times | S71
Target Market	All 71	Upscale	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Alcona COUNTY - Total	232	19	15	0	3	0	14	0	0	0	0
Alcona COUNTY - Renters	106	14	15	0	3	0	13	0	0	0	0
<$500	7	1	2	0	0	0	2	0	0	0	0
$500 - $599	22	3	5	0	1	0	4	0	0	0	0
$600 - $699	21	4	4	0	1	0	3	0	0	0	0
$700 - $799	19	3	2	0	0	0	2	0	0	0	0
$800 - $899	13	2	1	0	0	0	1	0	0	0	0
$900 - $999	10	1	1	0	0	0	1	0	0	0	0
$1,000 - $1,249	3	0	0	0	0	0	0	0	0	0	0
$1,250 - $1,499	7	0	0	0	0	0	0	0	0	0	0
$1,500 - $1,999	3	0	0	0	0	0	0	0	0	0	0
$2,000+	1	0	0	0	0	0	0	0	0	0	0
Summation	106	14	15	0	2	0	13	0	0	0	0
Med. Contract Rent	$735	--	--	$546	$492	$492	$477	$423	$395	$449	$479

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Contract rent typically excludes some or all utilties and extra fees for deposits, parking, pets, security, memberships, etc.
Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Median Contract Rents include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

Market Parameters and Forecasts - Median Contract Rent
Alcona County and Selected Communities - Michigan Prosperity Region 3

Order	County Name	2010 ACS 1-yr Median Contract Rent	2011 ACS 1-yr Median Contract Rent	2012 ACS 1-yr Median Contract Rent	2013 ACS 1-yr Median Contract Rent	2014 Estimate Median Contract Rent	2016 Forecast Median Contract Rent	2020 Forecast Median Contract Rent
	Alcona Co.	$406	$406	$422	$413	$422	$430	$443
1	Harrisville City	$445	$473	$473	$473	$483	$503	$534
2	Hubbard Lake CDP	$447	$503	$503	$503	$524	$569	$638
3	Lincoln Village	$372	$377	$396	$403	$414	$437	$471
4	Lost Lk. Woods CDP	$428	$428	$472	$472	$488	$522	$574

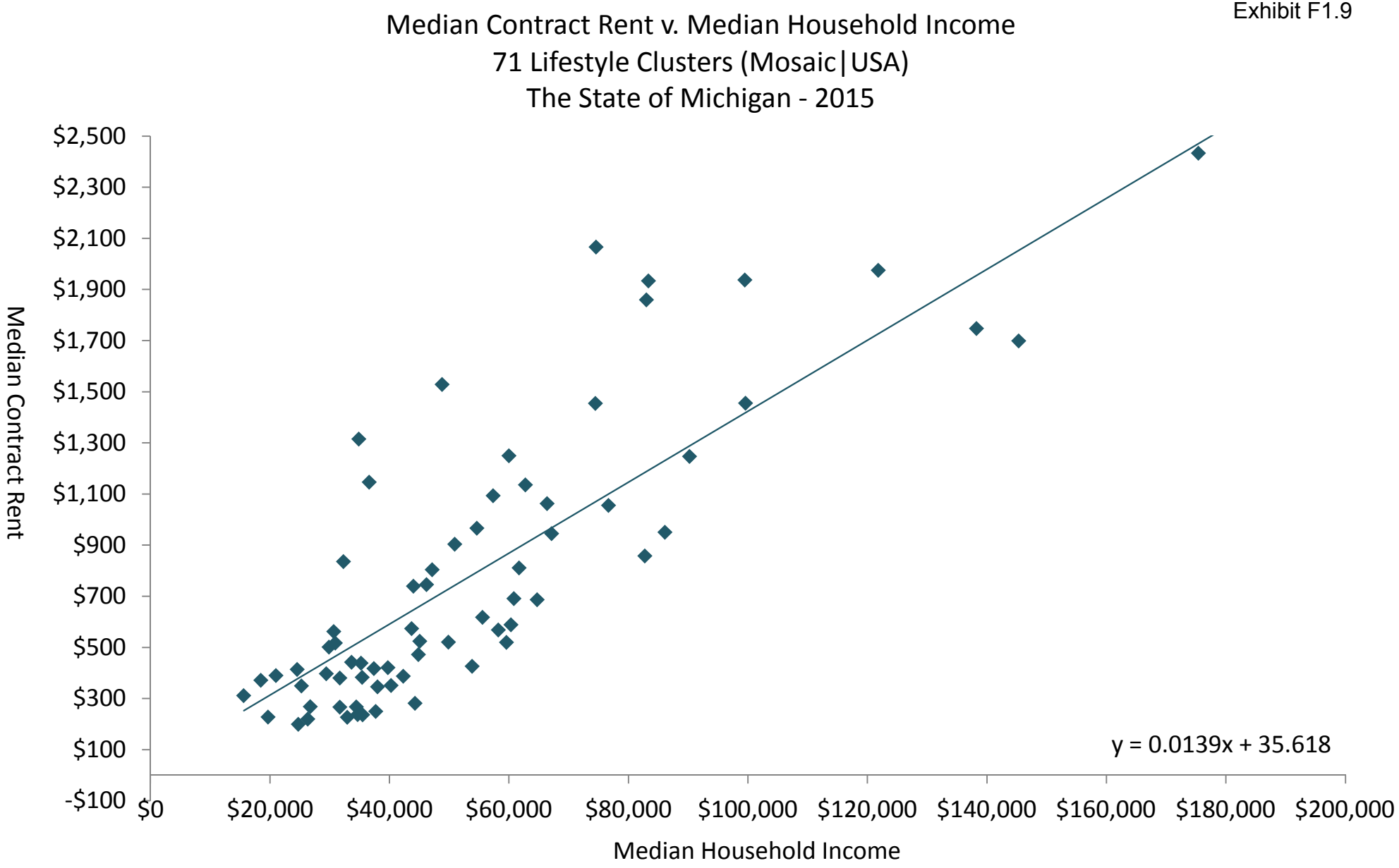
Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.
Contract rent excludes utilities and extra fees (security deposits, pets, storage, etc.)

Market Parameters - Contract and Gross Rents
Counties in Northeast Michigan Prosperity Region 3 - Year 2016

	Geography	Median Household Income (Renters)	Monthly Median Contract Rent	Monthly Median Gross Rent	Gross v. Contract Rent Index	Monthly Utilities and Fees	Fees as a Share of Gross Rent	Gross Rent as a Share of Renter Income
	The State of Michigan	$28,834	$658	$822	1.25	$164	20.0%	34.2%
	Prosperity Region 3							
1	Alcona County	$25,343	$437	$664	1.52	$226	34.1%	31.4%
2	Alpena County	$21,242	$459	$593	1.29	$134	22.5%	33.5%
3	Cheboygan County	$24,390	$503	$644	1.28	$141	21.9%	31.7%
4	Crawford County	$30,780	$599	$785	1.31	$187	23.8%	30.6%
5	Iosco County	$28,671	$456	$625	1.37	$169	27.0%	26.2%
6	Montmorency County	$20,001	$489	$669	1.37	$180	26.9%	40.1%
7	Ogemaw County	$20,146	$504	$686	1.36	$182	26.6%	40.9%
8	Oscoda County	$17,820	$492	$646	1.31	$154	23.8%	43.5%
9	Otsego County	$28,135	$556	$724	1.30	$168	23.2%	30.9%
10	Presque Isle County	$28,923	$489	$625	1.28	$137	21.9%	26.0%
11	Roscommon County	$22,979	$528	$742	1.40	$213	28.7%	38.7%

Source: Underlying data provided by the U.S. Census and American Community Survey (ACS) through 2014.
Analysis, forecasts, and exhibit prepared by LandUse|USA; 2016 ©.

Exhibit F1.9



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and licensed to LandUse|USA through SIte s|USA.
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Cash or Contract Rents by Unit Size - Attached Units
Forecast for New-Builds, Rehabs, and Significant Remodels Only
Northeast Michigan Prosperity Region 3 - Year 2016

	Cheboygan County Presque Isle County Alpena County		Alcona County Iosco County		Otsego County Crawford County Roscommon County		Montmorency County Ogemaw County	
Total Sq. Ft.	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent
500	$1.09	$545	$1.19	$595	$1.07	$535	$1.22	$610
600	$1.01	$605	$1.12	$670	$1.01	$605	$1.09	$655
700	$0.93	$655	$1.06	$740	$0.95	$665	$0.98	$690
800	$0.87	$695	$1.01	$805	$0.91	$725	$0.89	$710
900	$0.81	$735	$0.96	$865	$0.86	$775	$0.80	$725
1,000	$0.76	$765	$0.92	$920	$0.83	$825	$0.73	$730
1,100	$0.72	$790	$0.88	$970	$0.79	$870	*$0.67*	*$735*
1,200	$0.68	$815	$0.85	$1,015	$0.76	$915	*$0.62*	*$740*
1,300	$0.64	$830	$0.82	$1,060	$0.73	$955	*$0.57*	*$745*
1,400	$0.60	$845	$0.79	$1,100	$0.71	$990	*$0.54*	*$750*
1,500	$0.57	$860	$0.76	$1,140	$0.68	$1,025	*$0.50*	*$755*
1,600	$0.54	$865	$0.74	$1,175	$0.66	$1,055	*$0.48*	*$760*
1,700	$0.51	$870	$0.71	$1,210	$0.64	$1,085	*$0.45*	*$765*
1,800	$0.49	$875	$0.69	$1,240	$0.62	$1,110	*$0.43*	*$770*
1,900	*$0.46*	*$880*	$0.67	$1,270	$0.60	$1,135	*$0.41*	*$775*
2,000	*$0.44*	*$885*	$0.65	$1,295	$0.58	$1,160	*$0.39*	*$780*

Source: Estimates and forecasts prepared exclusively by LandUse|USA; 2016 ©.
Underlying data gathered by with LandUse|USA; 2015.
Based on market observations, phone surveys, and assessor's records.
Figures that are italicized with small fonts have relatively high variances in statistical reliability.

F2

Home Values

County and Places

Prepared by:

LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3

Michigan State Housing Development Authority

MSHDA
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Home Value Bracket
Alcona COUNTY, Michigan - 2016 - 2020

Exhibit F2.1

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full Pockets Empty Nests | E19	Status Seeking Singles | G24	Wired for Success | K37	Bohem-ian Groove | K40	Full Steam Ahead | O50	Digital Depend-ents | O51	Urban Ambit-ion | O52	Striving Single Scene | O54
Target Market	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Alcona COUNTY - Total	232	19	15	0	0	0	0	0	20	0	0
Alcona COUNTY - Owners	126	5	0	0	0	0	0	0	5	0	0
< $50,000	21	1	0	0	0	0	0	0	1	0	0
$50 - $74,999	24	1	0	0	0	0	0	0	1	0	0
$75 - $99,999	19	1	0	0	0	0	0	0	1	0	0
$100 - $149,999	10	1	0	0	0	0	0	0	1	0	0
$150 - $174,999	13	1	0	0	0	0	0	0	1	0	0
$175 - $199,999	8	0	0	0	0	0	0	0	0	0	0
$200 - $249,999	8	0	0	0	0	0	0	0	0	0	0
$250 - $299,999	9	0	0	0	0	0	0	0	0	0	0
$300 - $349,999	5	0	0	0	0	0	0	0	0	0	0
$350 - $399,999	5	0	0	0	0	0	0	0	0	0	0
$400 - $499,999	2	0	0	0	0	0	0	0	0	0	0
$500 - $749,999	1	0	0	0	0	0	0	0	0	0	0
$750,000+	1	0	0	0	0	0	0	0	0	0	0
Summation	126	5	0	0	0	0	0	0	5	0	0
Med. Home Value	$135,476	--	--	$318,974	$241,820	$266,403	$140,348	$170,182	$122,962	$110,786	$207,034

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Median Home Values include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Home Value Bracket
Alcona COUNTY, Michigan - 2016 - 2020

Exhibit F2.2

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Colleges Cafes | O53	Family Troopers | O55	Humble Begin-nings | P61	Senior Discount | Q65	Dare to Dream | R66	Hope for Tomor-row | R67	Tight Money | S70	Tough Times | S71
Target Market	All 71	Upscale	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Alcona COUNTY - Total	232	19	15	0	3	0	14	0	0	0	0
Alcona COUNTY - Owners	126	5	0	0	0	0	1	0	0	0	0
< $50,000	21	1	0	0	0	0	0	0	0	0	0
$50 - $74,999	24	1	0	0	0	0	0	0	0	0	0
$75 - $99,999	19	1	0	0	0	0	0	0	0	0	0
$100 - $149,999	10	1	0	0	0	0	0	0	0	0	0
$150 - $174,999	13	1	0	0	0	0	0	0	0	0	0
$175 - $199,999	8	0	0	0	0	0	0	0	0	0	0
$200 - $249,999	8	0	0	0	0	0	0	0	0	0	0
$250 - $299,999	9	0	0	0	0	0	0	0	0	0	0
$300 - $349,999	5	0	0	0	0	0	0	0	0	0	0
$350 - $399,999	5	0	0	0	0	0	0	0	0	0	0
$400 - $499,999	2	0	0	0	0	0	0	0	0	0	0
$500 - $749,999	1	0	0	0	0	0	0	0	0	0	0
$750,000+	1	0	0	0	0	0	0	0	0	0	0
Summation	126	5	0	0	0	0	0	0	0	0	0
Med. Home Value	$135,476	--	--	$169,501	$125,108	$173,959	$131,018	$64,580	$49,762	$100,796	$139,907

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Median Home Values include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

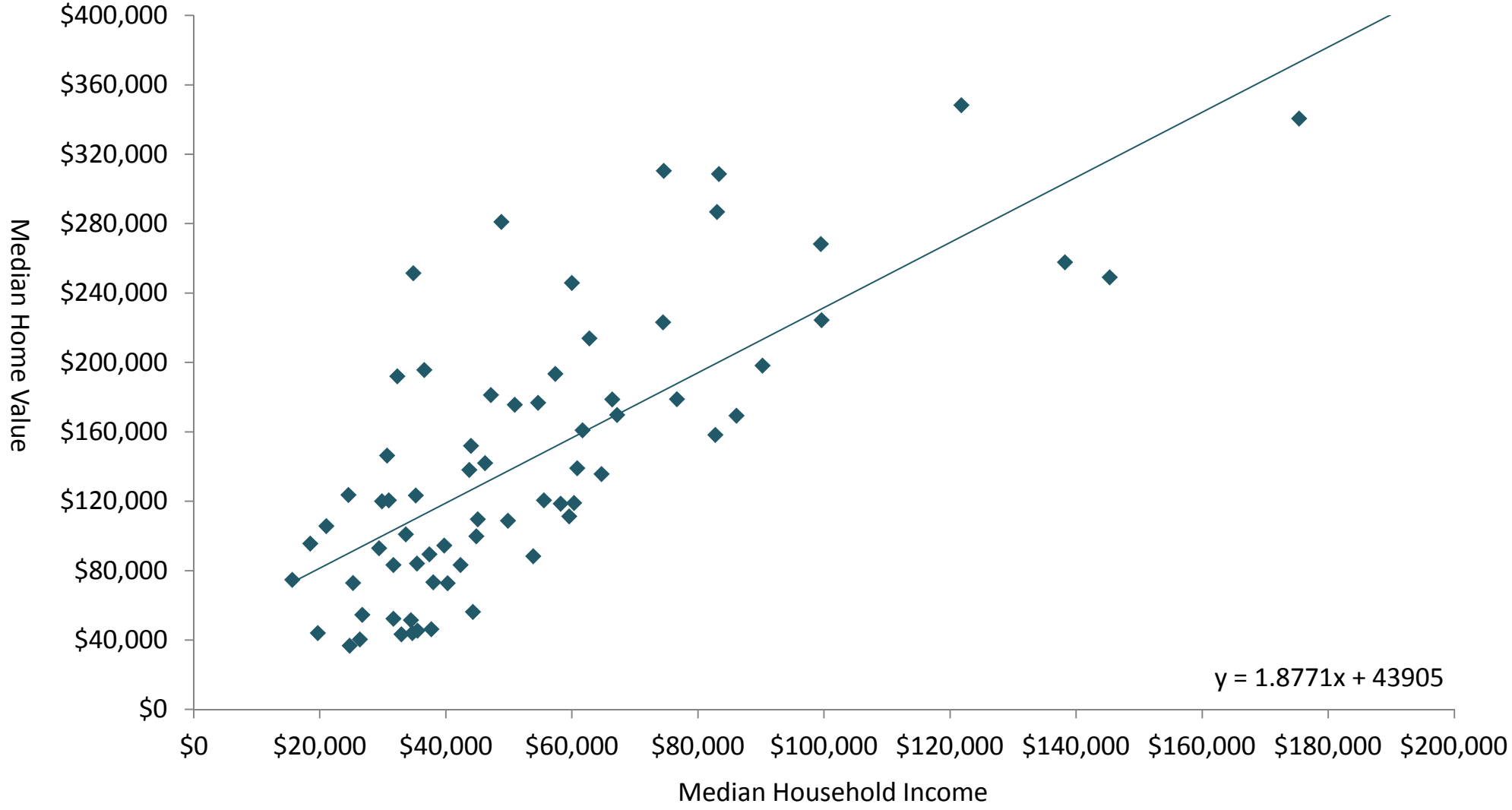
Market Parameters and Forecasts - Median Home Value
Alcona County and Selected Communities - Michigan Prosperity Region 3

Order	County Name	2010 ACS 1-yr Median Home Value	2011 ACS 1-yr Median Home Value	2012 ACS 1-yr Median Home Value	2013 ACS 1-yr Median Home Value	2014 Estimate Median Home Value	2016 Forecast Median Home Value	2020 Forecast Median Home Value
	Alcona Co.	$119,300	$114,700	$110,200	$102,800	$103,828	$105,915	$108,912
1	Harrisville City	$101,100	$115,400	$106,300	$112,500	$113,625	$115,909	$119,189
2	Hubbard Lake CDP	$216,100	$208,700	$222,400	$196,900	$198,869	$202,866	$208,606
3	Lincoln Village	$93,600	$91,700	$73,300	$78,300	$79,083	$80,673	$82,955
4	Lost Lk. Woods CDP	$139,200	$133,300	$138,700	$142,300	$143,723	$146,612	$150,760

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Exhibit F2.4

Median Home Value v. Median Household Income
71 Lifestyle Clusters (Mosaic|USA)
The State of Michigan - 2015



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and licensed to LandUse|USA through SItes|USA.
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Market Parameters and Forecasts - Median Household Income
Alcona County and Selected Communities - Michigan Prosperity Region 3

Order	County Name	2010 ACS 1-yr Median Household Income	2011 ACS 1-yr Median Household Income	2012 ACS 1-yr Median Household Income	2013 ACS 1-yr Median Household Income	2014 Estimate Median Household Income	2016 Forecast Median Household Income	2020 Forecast Median Household Income
	Alcona Co.	$34,858	$35,490	$36,931	$37,189	$38,004	$39,687	$42,178
1	Harrisville City	$25,625	$25,500	$24,286	$28,125	$28,741	$30,014	$31,898
2	Hubbard Lake CDP	$39,643	$43,810	$46,950	$47,381	$48,419	$50,564	$53,737
3	Lincoln Village	$28,250	$25,000	$21,250	$18,594	$19,001	$19,843	$21,088
4	Lost Lk. Woods CDP	$40,583	$44,342	$44,750	$48,333	$49,392	$51,580	$54,817

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey
for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Total Investment Per Approved Building Permits
Alcona County, Michigan - 2000 through 2014

Year	Units Detached (Single-Fam.)	Investment Detached (Single-Fam.)	Invest./Unit Detached (Single-Fam.)	Units Attached (Multi-Fam)	Investment Attached (Multi-Fam)	Invest./Unit Attached (Multi-Fam)	Detach. v. Attach. Cost Index
2014	23	$2,310,828	$100,500	--	--	--	--
2013	19	$1,908,945	$100,500	--	--	--	--
2012	20	$2,009,415	$100,500	--	--	--	--
2011	19	$1,908,925	$100,500	--	--	--	--
2010	20	$2,009,538	$100,500	--	--	--	--
2009	20	$2,008,162	$100,400	--	--	--	--
2008	31	$3,134,000	$101,100	--	--	--	--
2007	47	$5,234,800	$111,400	--	--	--	--
2006	58	$8,453,300	$145,700	--	--	--	--
2005	62	$10,486,500	$169,100	--	--	--	--
2004	67	$9,022,484	$134,700	--	--	--	--
2003	79	$7,455,350	$94,400	--	--	--	--
2002	119	$13,776,300	$115,800	--	--	--	--
2001	129	$13,945,300	$108,100	--	--	--	--
2000	135	$13,423,300	$99,400	--	--	--	--
All Years	848	$97,087,147	$114,500	0	$0	$0	0.00
2007-14	199	$20,524,613	$103,100	0	$0	$0	0.00
2000-06	649	$76,562,534	$118,000	0	$0	$0	0.00

Source: Underlying data collected by the U.S. Bureau of the Census.
Analysis and exhibit prepared by LandUse|USA, 2015.

G

Existing Households County and Places

Prepared by:

LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3

Michigan State Housing Development Authority

MSHDA
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Selected Target Markets - Forecast Households with BOOST
Alcona COUNTY, Michigan and Selected Communities - 2016

Exhibit G.1

EXISTING HOUSEHOLDS	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full Pockets Empty Nests | E19	Status Seeking Singles | G24	Wired for Success | K37	Bohem-ian Groove | K40	Full Steam Ahead | O50	Digital Depend-ents | O51	Urban Ambit-ion | O52	Striving Single Scene | O54
Target Market Level	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Year of Data	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016
Alcona COUNTY	4,972	48	62	0	0	0	0	0	48	0	0
Owners	4,552	32	17	0	0	0	0	0	32	0	0
Renters	420	16	44	0	0	0	0	0	16	0	0
City of Harrisville	180	2	7	0	0	0	0	0	2	0	0
Owners	164	2	2	0	0	0	0	0	2	0	0
Renters	16	1	5	0	0	0	0	0	1	0	0
Hubbard Lake CDP	607	2	0	0	0	0	0	0	2	0	0
Owners	549	1	0	0	0	0	0	0	1	0	0
Renters	58	1	0	0	0	0	0	0	1	0	0
Village of Lincoln	122	2	5	0	0	0	0	0	2	0	0
Owners	112	1	1	0	0	0	0	0	1	0	0
Renters	10	1	3	0	0	0	0	0	1	0	0
Lost Lake Woods CDP	217	0	0	0	0	0	0	0	0	0	0
Owners	190	0	0	0	0	0	0	0	0	0	0
Renters	27	0	0	0	0	0	0	0	0	0	0

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
The boost varies between +3% and +8%, depending on the share of existing households within the lifestyle clusters.
Clusters with the smallest share of households are given a big boost, and those with a largest share are given a minor boost.

Selected Target Markets - Forecast Households with BOOST
Alcona COUNTY, Michigan and Selected Communities - 2016

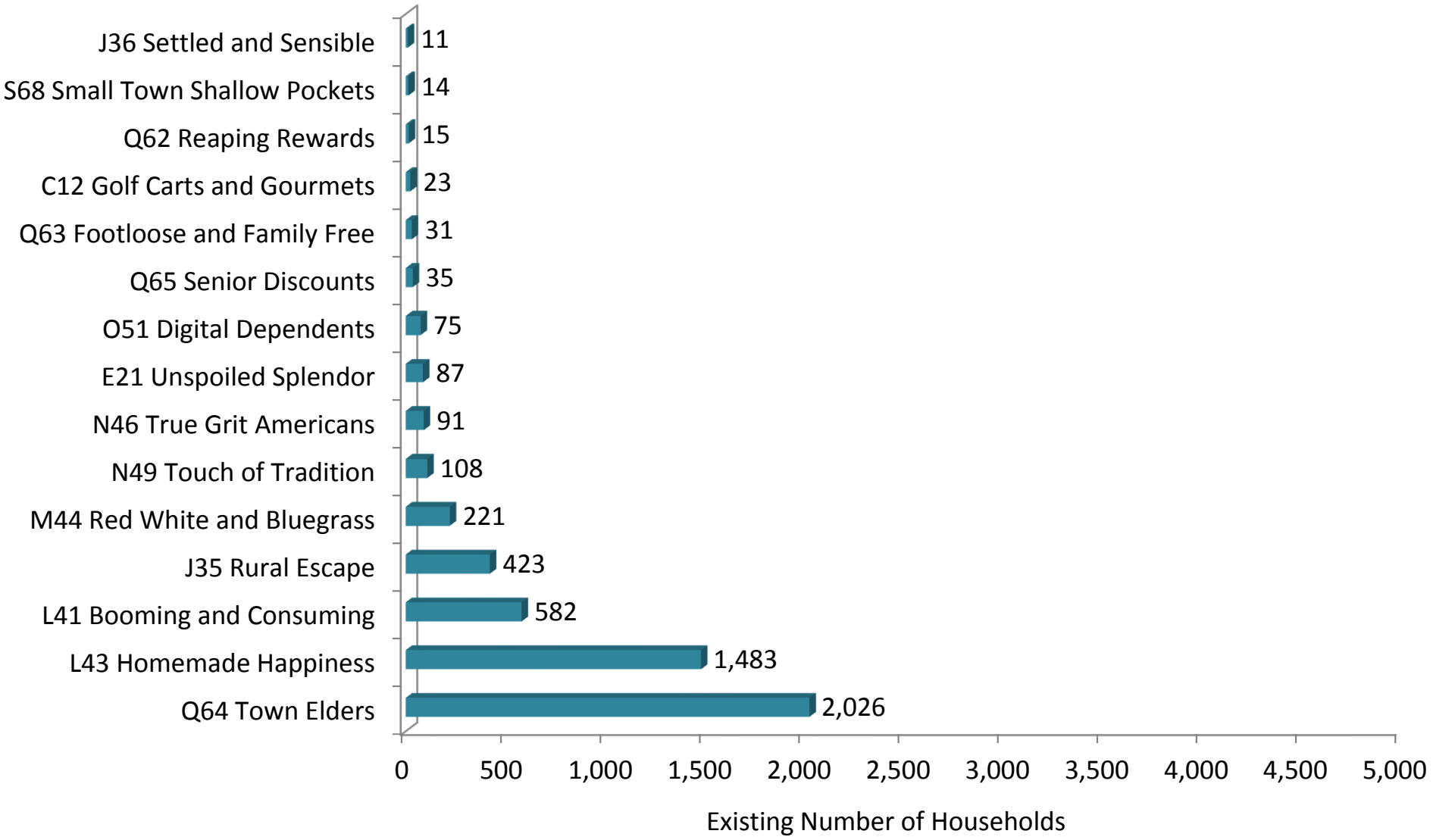
Exhibit G.2

EXISTING HOUSEHOLDS	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Colleges Cafes | O53	Family Troopers | O55	Humble Begin-nings | P61	Senior Discount | Q65	Dare to Dream | R66	Hope for Tomor-row | R67	Tight Money | S70	Tough Times | S71
Target Market Level	All 71	Upscale	Moderate	M	M	M	M	M	M	M	M
Year of Data	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016
Alcona COUNTY	4,972	48	62	0	3	0	59	0	0	0	0
Owners	4,552	32	17	0	0	0	17	0	0	0	0
Renters	420	16	44	0	3	0	41	0	0	0	0
City of Harrisville	180	2	7	0	0	0	7	0	0	0	0
Owners	164	2	2	0	0	0	2	0	0	0	0
Renters	16	1	5	0	0	0	5	0	0	0	0
Hubbard Lake CDP	607	2	0	0	0	0	0	0	0	0	0
Owners	549	1	0	0	0	0	0	0	0	0	0
Renters	58	1	0	0	0	0	0	0	0	0	0
Village of Lincoln	122	2	5	0	0	0	5	0	0	0	0
Owners	112	1	1	0	0	0	1	0	0	0	0
Renters	10	1	3	0	0	0	3	0	0	0	0
Lost Lake Woods CDP	217	0	0	0	0	0	0	0	0	0	0
Owners	190	0	0	0	0	0	0	0	0	0	0
Renters	27	0	0	0	0	0	0	0	0	0	0

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
The boost varies between +3% and +5%, depending on the share of existing households within the lifestyle clusters.
Clusters with the smallest share of households are given a big boost, and those with a largest share are given a minor boost.

Exhibit G.3

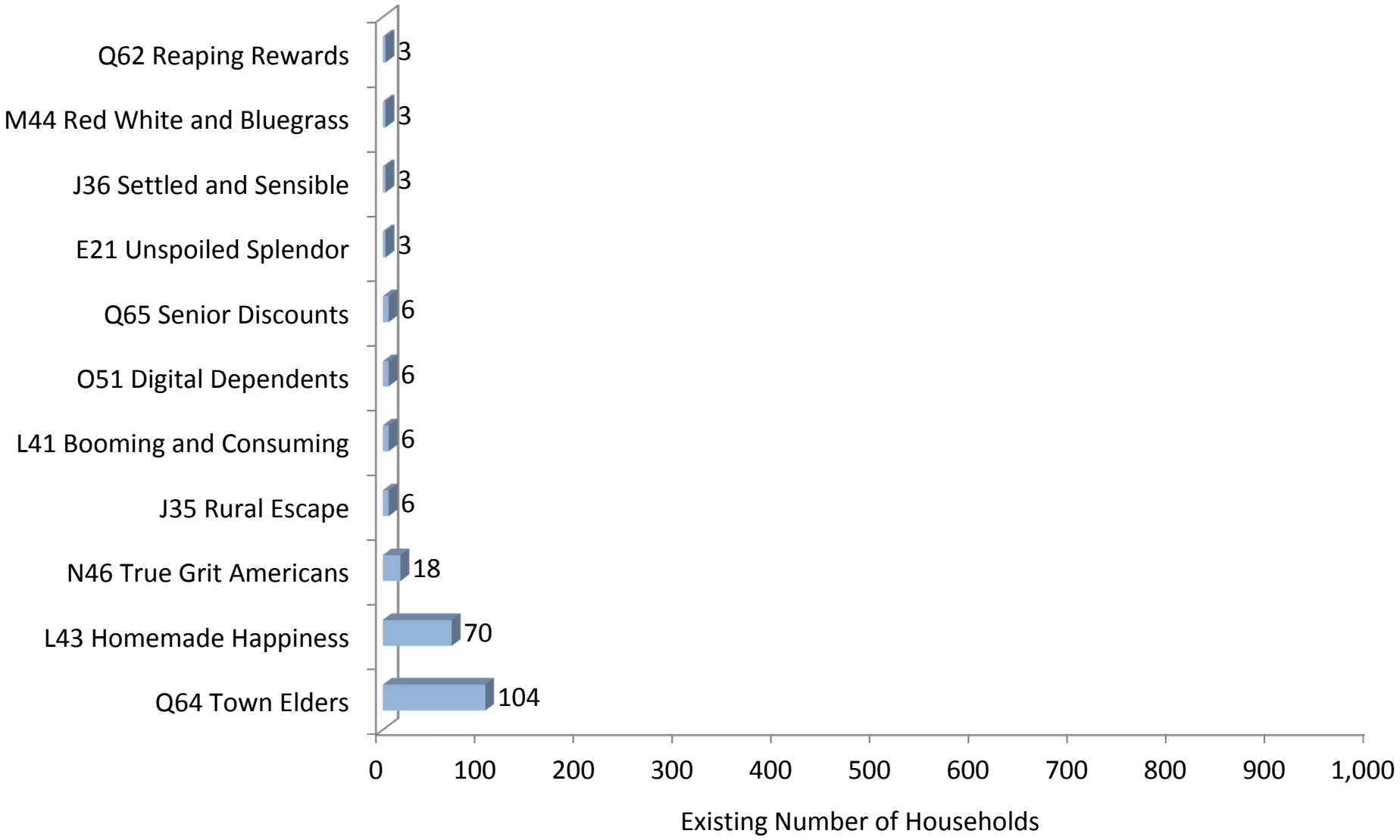
Existing Households by Predominant Lifestyle Cluster
Alcona COUNTY, Michigan - 2015 (Base Year)



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Exhibit G.4

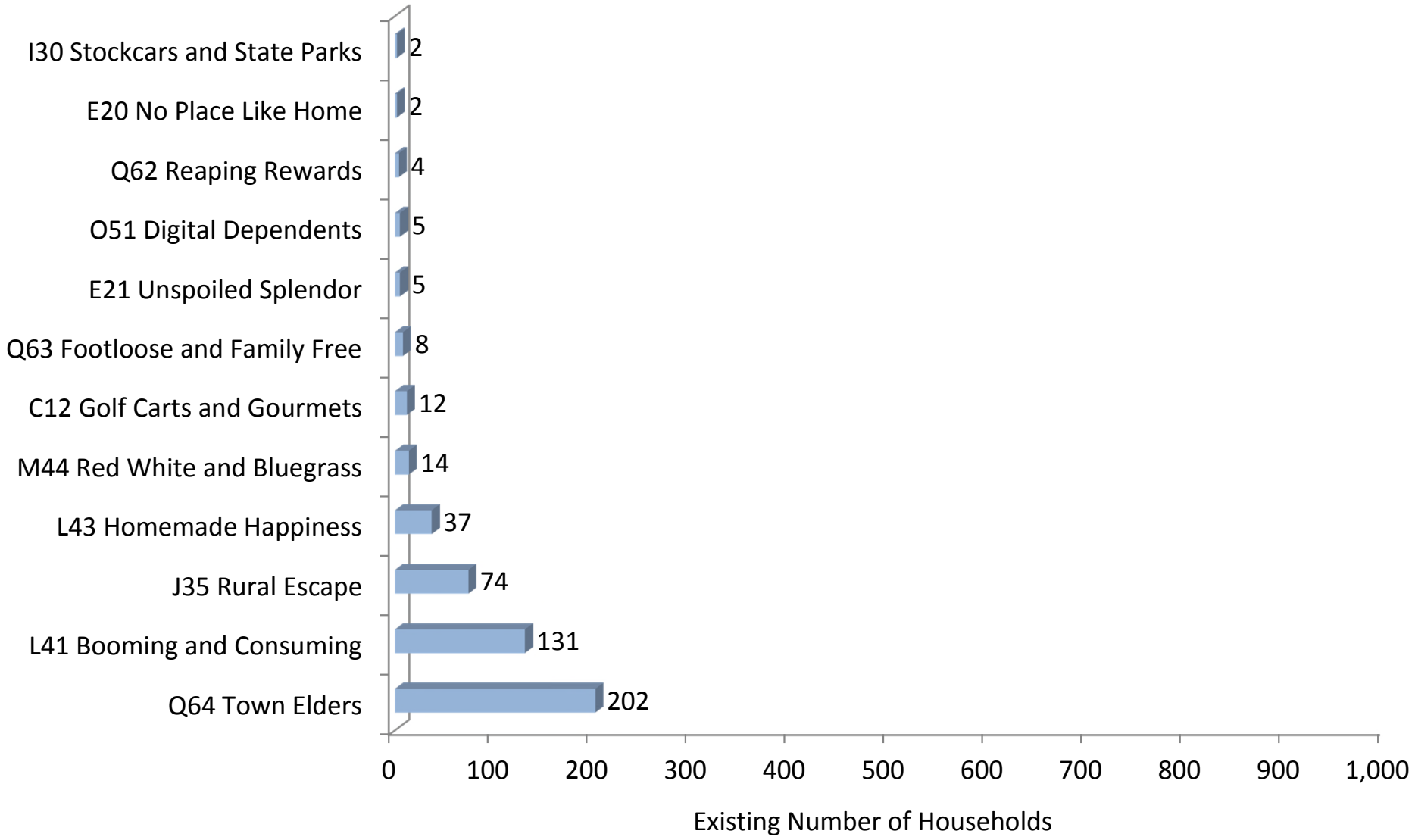
Existing Households by Predominant Lifestyle Cluster
The City of Harrisville - Alcona County, MI - 2015 (Base Year)



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Exhibit G.5

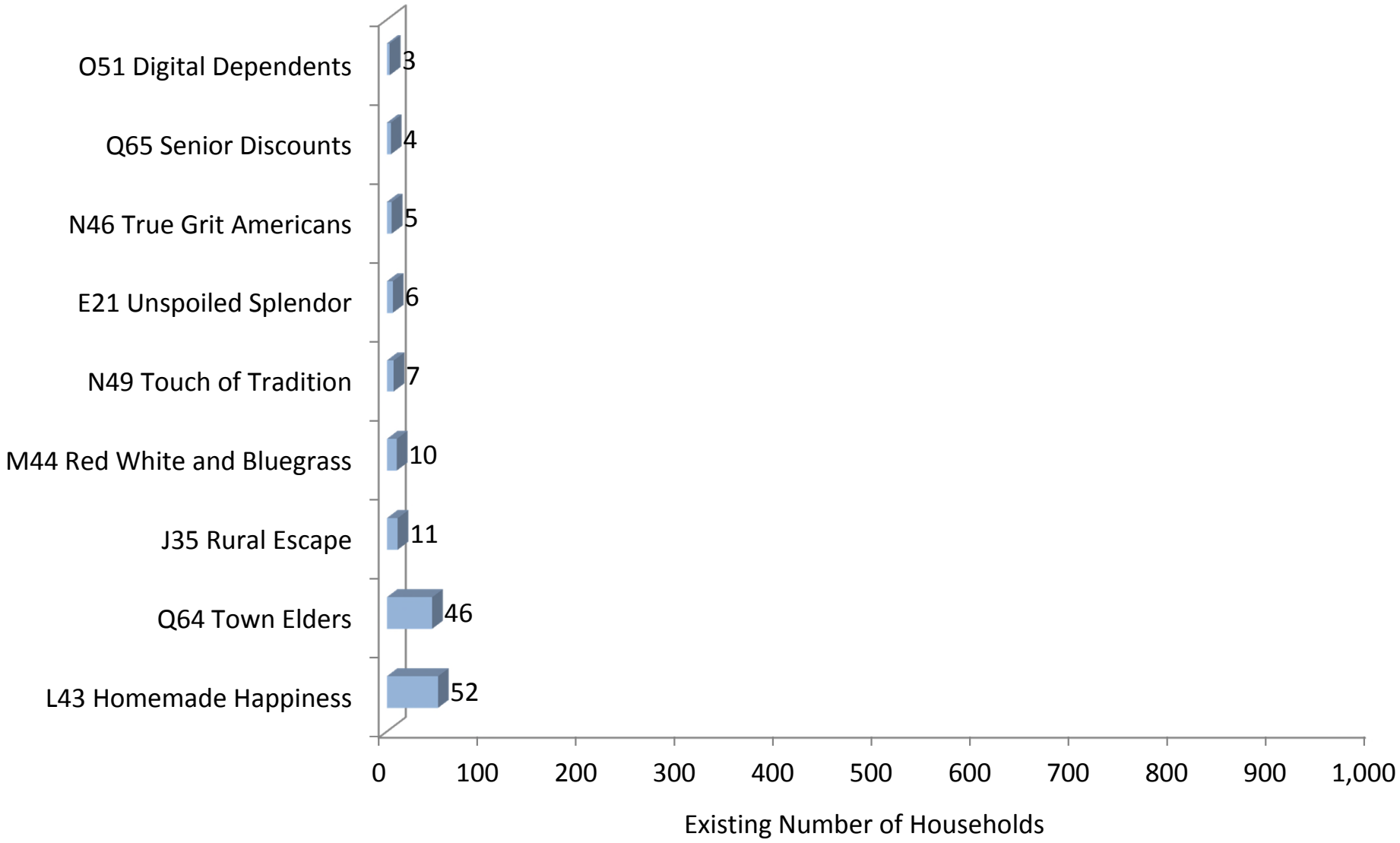
Existing Households by Predominant Lifestyle Cluster
Hubbard Lake CDP - Alcona County, MI - 2015 (Base Year)



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Exhibit G.6

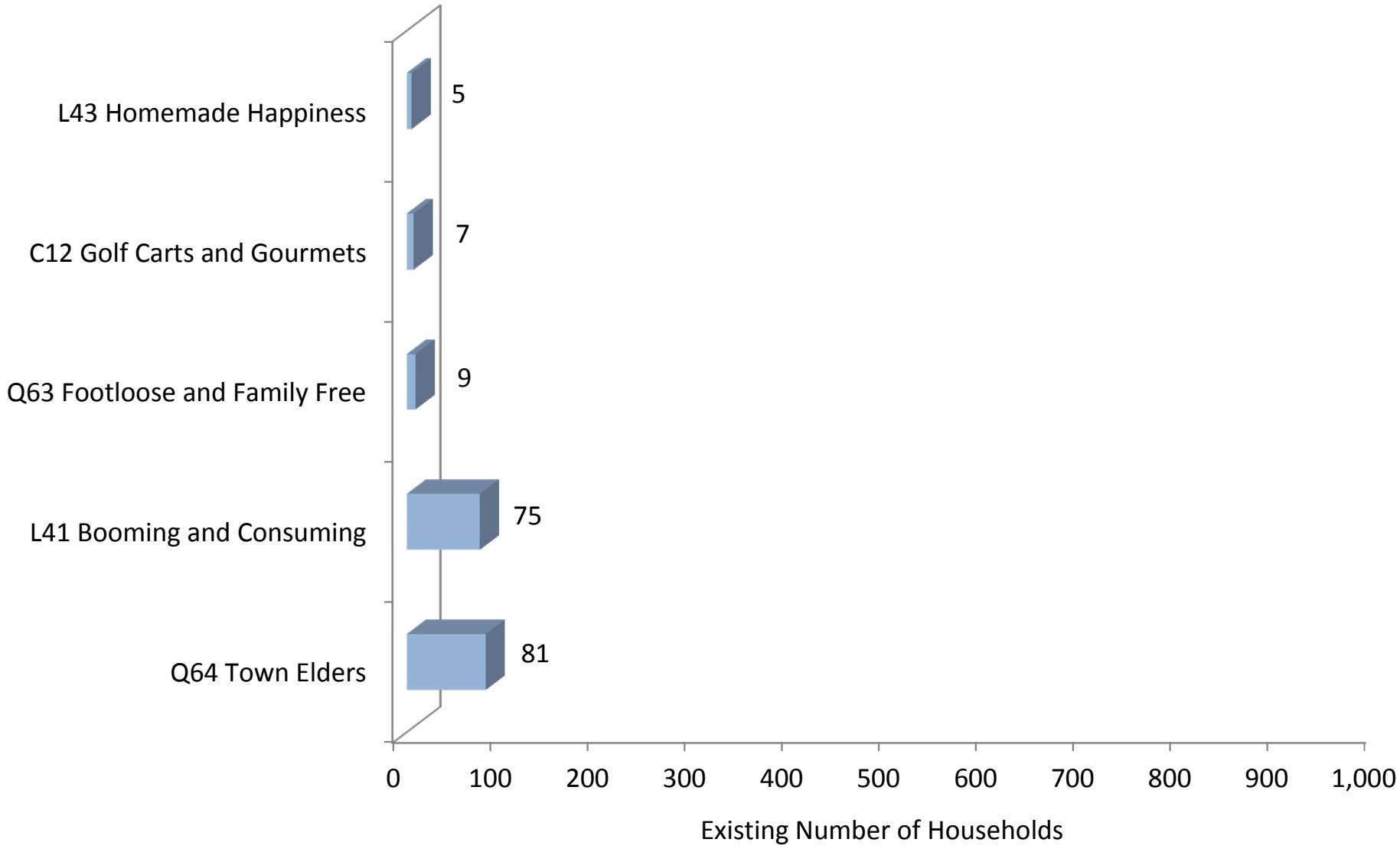
Existing Households by Predominant Lifestyle Cluster
The Village of Lincoln - Alcona County, MI - 2015 (Base Year)



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Exhibit G.7

Existing Households by Predominant Lifestyle Cluster
Lost Lake Woods CDP - Alcona County, MI - 2015 (Base Year)



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

H

Market Assessment
County and Places

Prepared by:

LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3

Michigan State Housing Development Authority

MSHDA
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Market Parameters and Forecasts - Households
Alcona County and Selected Communities - Michigan Prosperity Region 3

Order	County Name	2010 Census Total Hhlds.	2010 ACS 5-yr Total Hhlds.	2011 ACS 5-yr Total Hhlds.	2012 ACS 5-yr Total Hhlds.	2013 ACS 5-yr Total Hhlds.	2014 Estimate Total Hhlds.	2016 Forecast Total Hhlds.	2020 Forecast Total Hhlds.
	Alcona Co.	5,089	4,608	4,643	4,740	4,863	4,964	5,130	5,408
1	Harrisville City	--	189	204	196	196	196	196	196
2	Hubbard Lake CDP	--	492	482	469	480	489	504	528
3	Lincoln Village	--	147	144	148	139	139	139	139
4	Lost Lk. Woods CDP	--	169	178	178	156	156	156	156

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Demographic Profiles - Population and Employment

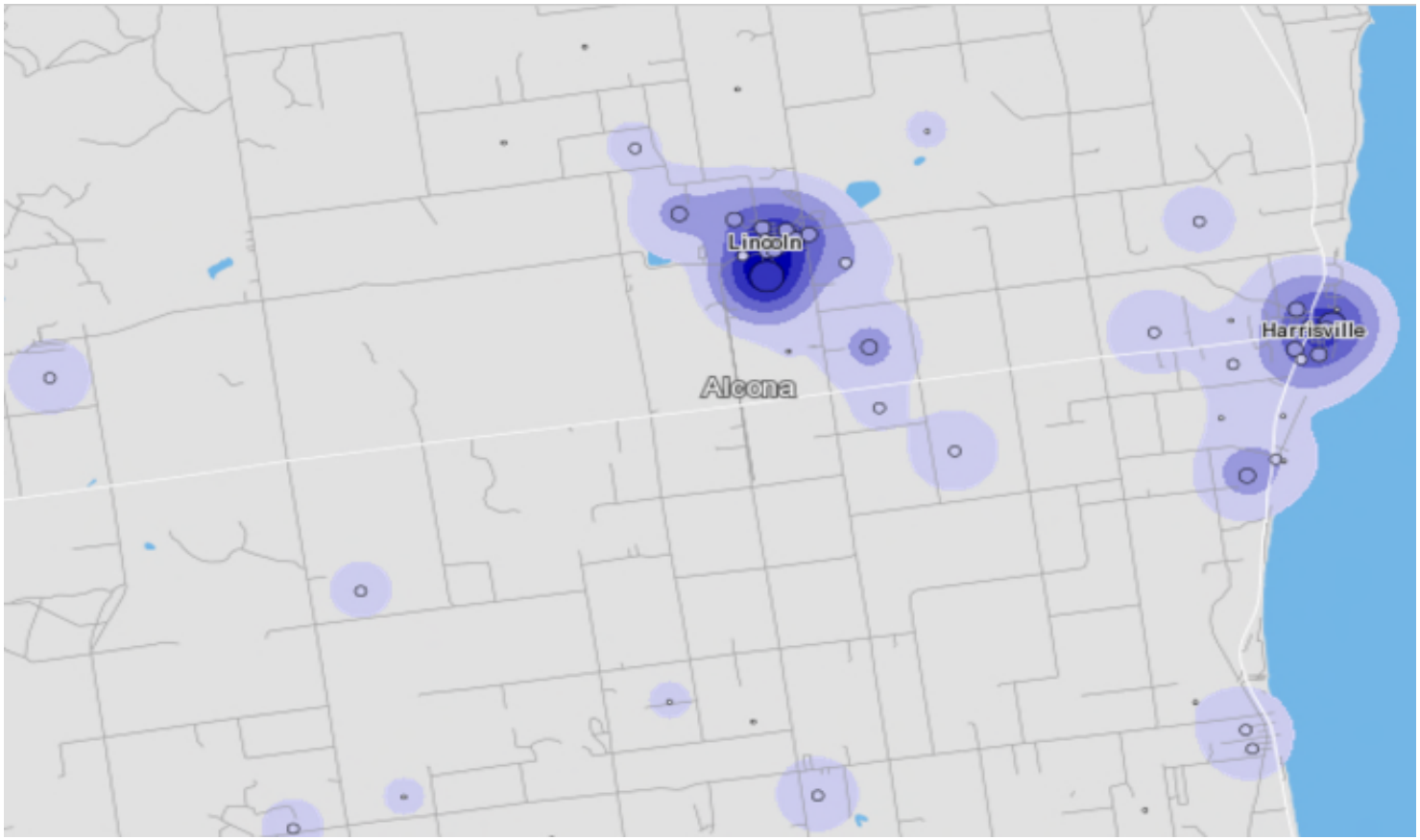
Exhibit H.2

Alcona County, Michigan with Selected Communities - 2010 - 2015

	Alcona COUNTY	The City of Harrisville	Hubbard Lake CDP	The Village of of Lincoln	Lost Lake Woods CDP
Households Census (2010)	5,089	231	507	160	173
Households ACS (2013)	4,863	196	480	139	156
Population Census (2010)	10,942	493	1,002	337	312
Population ACS (2013)	10,785	405	866	268	335
Group Quarters Population (2013)	143	43	2	0	0
Correctional Facilities	32	29	0	0	0
Nursing/Mental Health Facilities	70	0	0	0	0
College/University Housing	0	0	0	0	0
Military Quarters	0	0	0	0	0
Other	42	14	0	0	0
Daytime Employees Ages 16+ (2015)	2,697	272	162	180	69
Unemployment Rate (2015)	3.3%	1.9%	2.0%	3.7%	1.0%
Employment by Industry Sector (2013)	100.0%	100.0%	100.0%	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	4.5%	4.1%	0.0%	0.0%	0.0%
Arts, Ent. Rec., Accom., Food Service	8.6%	9.8%	15.5%	0.0%	3.8%
Construction	7.5%	4.9%	15.5%	5.8%	9.0%
Educ. Service, Health Care, Soc. Asst.	21.4%	26.0%	19.0%	27.9%	12.8%
Finance, Ins., Real Estate	4.8%	4.1%	3.4%	5.8%	30.8%
Information	1.2%	3.3%	4.0%	0.0%	0.0%
Manufacturing	14.9%	2.4%	8.6%	15.1%	12.8%
Other Services, excl. Public Admin.	7.1%	17.9%	1.7%	11.6%	3.8%
Profess., Sci., Mngmt., Admin., Waste	5.2%	4.1%	8.0%	16.3%	14.1%
Public Administration	6.4%	13.8%	4.0%	7.0%	0.0%
Retail Trade	11.8%	5.7%	6.3%	10.5%	12.8%
Transpo., Wrhse., Utilities	5.9%	4.1%	9.8%	0.0%	0.0%
Wholesale Trade	0.8%	0.0%	4.0%	0.0%	0.0%

Source: U.S. Census 2010; American Community Survey (ACS) 2008 - 2013; and Applied Geographic Solutions (AGS) for 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Spatial Distribution of Worker Population by Place of Work
Alcona County - The Village of Lincoln | The City of Harrisville, Michigan - 2013



Source: U.S.Census Bureau, Center for Economic Studies; 2013.
Exhibit and analysis prepared by LandUse|USA; 2016.

Market Parameters and Forecasts - Total Housing Units, Including Vacancies
Alcona County and Selected Communities - Michigan Prosperity Region 3

Order	County Name	2010 ACS 1-yr Total Housing Units	2011 ACS 1-yr Total Housing Units	2012 ACS 1-yr Total Housing Units	2013 ACS 1-yr Total Housing Units	2014 Forecast Total Housing Units	2016 Forecast Total Housing Units	2020 Forecast Total Housing Units
	Alcona Co.	11,087	11,084	11,066	11,036	11,036	11,036	11,036
1	Harrisville City	347	374	350	288	288	288	288
2	Hubbard Lake CDP	1,526	1,488	1,527	1,497	1,497	1,497	1,497
3	Lincoln Village	230	221	231	208	208	208	208
4	Lost Lk. Woods CDP	519	542	511	482	482	482	482

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey
for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts - Households in Renter-Occupied Units
Alcona County and Selected Communities - Michigan Prosperity Region 3

Order	County Name	2010 Census Renter Hhlds.	2010 ACS 1-yr Renter Hhlds.	2011 ACS 1-yr Renter Hhlds.	2012 ACS 1-yr Renter Hhlds.	2013 ACS 1-yr Renter Hhlds.	2014 Estimate Renter Hhlds.	2016 Forecast Renter Hhlds.	2020 Forecast Renter Hhlds.
	Alcona Co.	530	472	479	479	525	579	688	897
1	Harrisville City	--	69	78	82	74	69	63	55
2	Hubbard Lake CDP	--	49	39	23	26	31	40	57
3	Lincoln Village	--	66	63	68	70	70	70	70
4	Lost Lk. Woods CDP	--	2	2	3	3	3	3	3

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.
Owner- and renter-occupied households have been adjusted by LandUse|USA.

Market Parameters and Forecasts - Households in Owner-Occupied Units
Alcona County and Selected Communities - Michigan Prosperity Region 3

Order	County Name	2010 Census Owner Hhlds.	2010 ACS 1-yr Owner Hhlds.	2011 ACS 1-yr Owner Hhlds.	2012 ACS 1-yr Owner Hhlds.	2013 ACS 1-yr Owner Hhlds.	2014 Estimate Owner Hhlds.	2016 Forecast Owner Hhlds.	2020 Forecast Owner Hhlds.
	Alcona Co.	4,559	4,136	4,164	4,261	4,338	4,385	4,442	4,512
1	Harrisville City	--	120	126	114	122	127	133	141
2	Hubbard Lake CDP	--	443	443	446	454	458	464	471
3	Lincoln Village	--	81	81	80	69	69	69	69
4	Lost Lk. Woods CDP	--	167	176	175	153	153	153	153

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.
Owner- and renter-occupied households have been adjusted by LandUse|USA.

Demographic Profiles - Total and Vacant Housing Units

Exhibit H.7

Alcona County, Michigan with Selected Communities - 2013

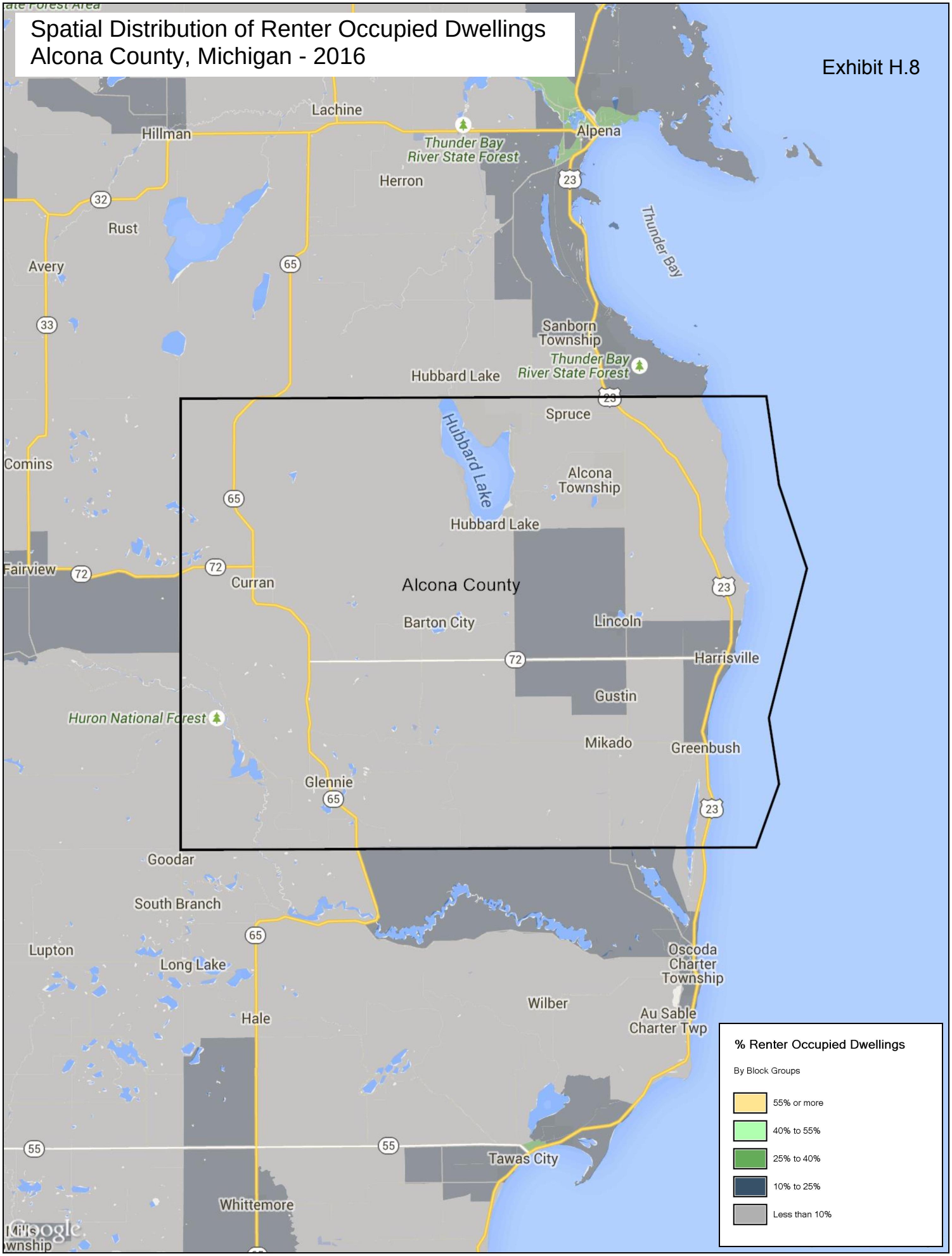
	Alcona COUNTY	The City of Harrisville	Hubbard Lake CDP	The Village of of Lincoln	Lost Lake Woods CDP
Total Housing Units (2013)	11,036	288	1,497	208	482
1, mobile, other	10,891	248	1,494	166	482
1 attached, 2	41	2	3	1	0
3 or 4	27	7	0	16	0
5 to 9	35	17	0	0	0
10 to 19	7	4	0	0	0
20 to 49	34	10	0	24	0
50 or more	1	0	0	1	0
Premium for Seasonal Households	33%	17%	44%	9%	41%
Vacant (incl. Seasonal, Rented, Sold)	6,173	92	1,017	71	326
1, mobile, other	6,121	85	1,017	61	326
1 attached, 2	18	0	0	0	0
3 or 4	6	0	0	6	0
5 to 9	24	7	0	0	0
10 to 19	0	0	0	0	0
20 to 49	4	0	0	4	0
50 or more	0	0	0	0	0
Avail. (excl. Seasonal, Rented, Sold)	639	0	94	34	47
1, mobile, other	634	0	94	29	47
1 attached, 2	2	0	0	0	0
3 or 4	1	0	0	3	0
5 to 9	2	0	0	0	0
10 to 19	0	0	0	0	0
20 to 49	0	0	0	2	0
50 or more	0	0	0	0	0
Reason for Vacancy (2013)	6,173	92	1,017	69	326
For Rent	32	0	14	10	0
For Sale	310	0	42	15	29
Others	297	0	38	8	18
For Sale or Rent	639	0	94	33	47
Seasonal, Recreation	5,519	85	919	36	279
Migrant Workers	0	0	0	0	0
Rented, Not Occupied	7	7	0	0	0
Sold, Not Occupied	8	0	4	0	0
Not Yet Occupied	15	7	4	0	0

Source: American Community Survey (ACS) 2008 - 2013.

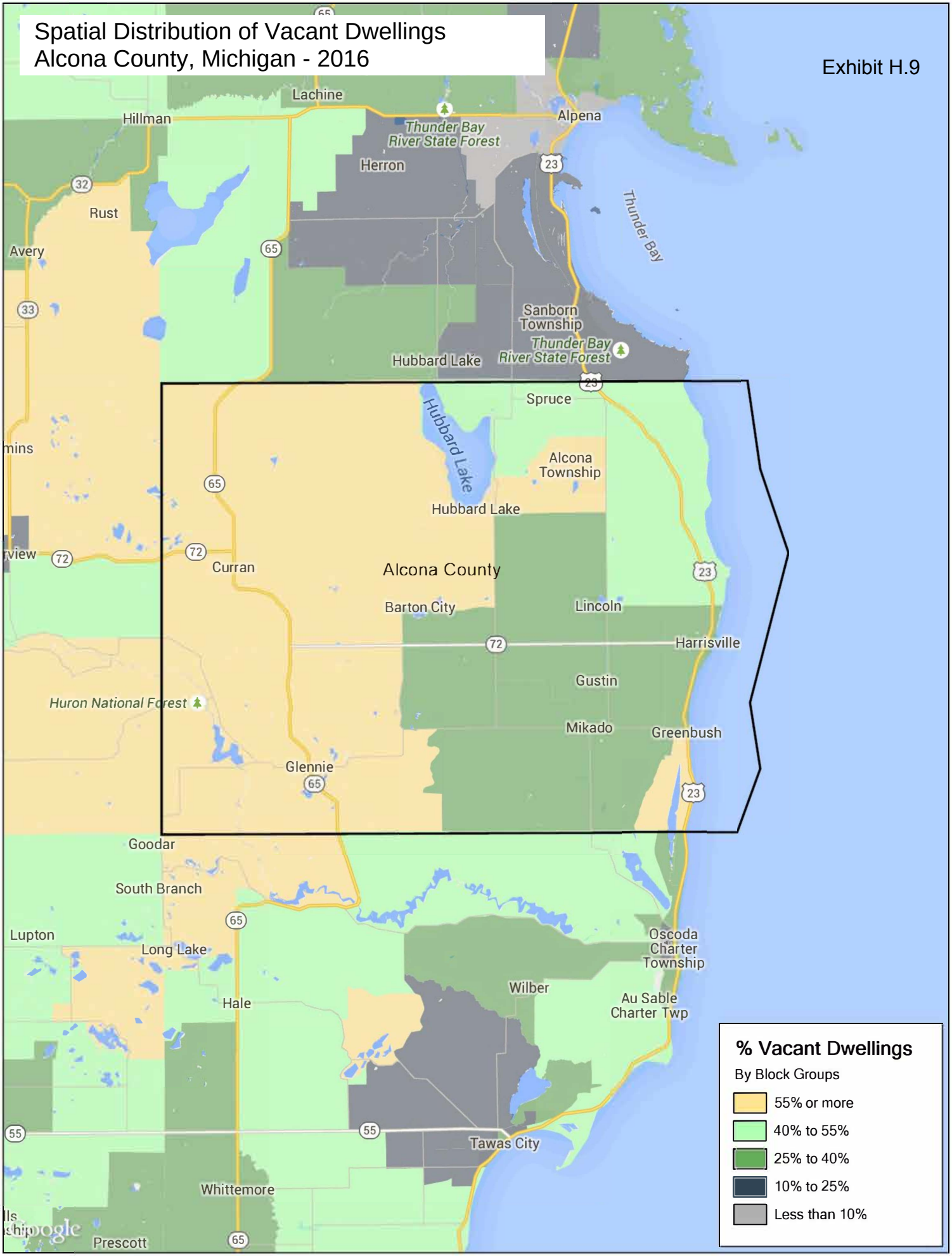
Analysis and exhibit prepared by LandUse|USA; 2016.

Spatial Distribution of Renter Occupied Dwellings
Alcona County, Michigan - 2016

Exhibit H.8



Map and data by Sites|USA; exhibit prepared by LandUse|USA; 2015.



Map and data by Sites|USA; exhibit prepared by LandUse|USA; 2015.

PlaceScores™ - Local Placemaking Initiatives and Amenities
(As evident through Online Search Engines)
Alcona County, Michigan and Selected Communities - 2016

	Primary County	Alcona	Alcona
	Jurisdiction Name	City of Harrisville	The Village of Lincoln
2010 Population (Decennial Census)		493	337
2013 Population (ACS 2009-13 Estimate)		405	268
City/Village-Wide Planning Documents			
1	City-Wide Master Plan (not county)	1	1
2	Has a Zoning Ordinance Online	1	1
3	Considering a Form Based Code	0	0
4	Parks & Rec. Plan and/or Commiss.	1	1
Downtown Planning Documents			
5	Established DDA, BID, or Similar	0	1
6	DT Master Plan, Subarea Plan	0	1
7	Streetscape, Transp. Improv. Plan	1	1
8	Retail Market Study or Strategy	0	0
9	Residential Market Study, Strategy	1	1
10	Façade Improvement Program	0	1
Downtown Organization and Marketing			
11	Designation: Michigan Cool City	0	0
12	Member of Michigan Main Street	0	0
13	Main Street 4-Point Approach	0	0
14	Facebook Page	1	1
Listing or Map of Merchants and Amenities			
15	City/Village Main Website	0	0
16	DDA, BID, or Main Street Website	0	0
17	Chamber or CVB Website	0	0
Subtotal Place Score (17 points possible)		6	9

This PlaceScore assessment is based only on internet research, and has not been field verified.
Analysis and assessment by LandUse|USA; © 2016.
If a community's amenities and resources are not listed, then the challenge is to improve marking efforts, and ensure that the resources are available and easy to find through mainstream online search engines.
The PlaceScore term and methodology is trademarked by LandUse|USA with all rights reserved.

PlaceScores™ - Local Placemaking Initiatives and Amenities
(As evident through Online Search Engines)
Alcona County, Michigan and Selected Communities - 2016

	Primary County	Alcona	Alcona
	Jurisdiction Name	City of Harrisville	The Village of Lincoln
2010 Population (Decennial Census)		493	337
2013 Population (ACS 2008-13 Estimate)		405	268
Unique Downtown Amenities			
1	Cinema/Theater, Playhouse	1	0
2	Waterfront Access/Parks	1	1
3	Established Farmer's Market	1	1
4	Summer Music in the Park	1	0
5	National or Other Major Festival	1	0
Downtown Street and Environment			
6	Angle Parking (not parallel)	0	0
7	Reported Walk Score is 50+	0	0
8	Walk Score/1,000 Pop is 40+	1	1
9	Off Street Parking is Evident	1	1
10	2-Level Scale of Historic Buildings	1	1
11	Balanced Scale 2 Sides of Street	0	1
12	Pedestrian Crosswalks, Signaled	0	1
13	Two-way Traffic Flow	1	1
Subtotal Place Score (13 points possible)		9	8
Total Place Score (30 Points Possible)		15	17
Total Place Score per 1,000 Population		30	50
Reported Walk Score (avg. = 42)		38	21
Walk Score per 1,000 Population		94	78

This PlaceScore assessment is based only on internet research, and has not been field verified.
Analysis and assessment by LandUse|USA; © 2016.
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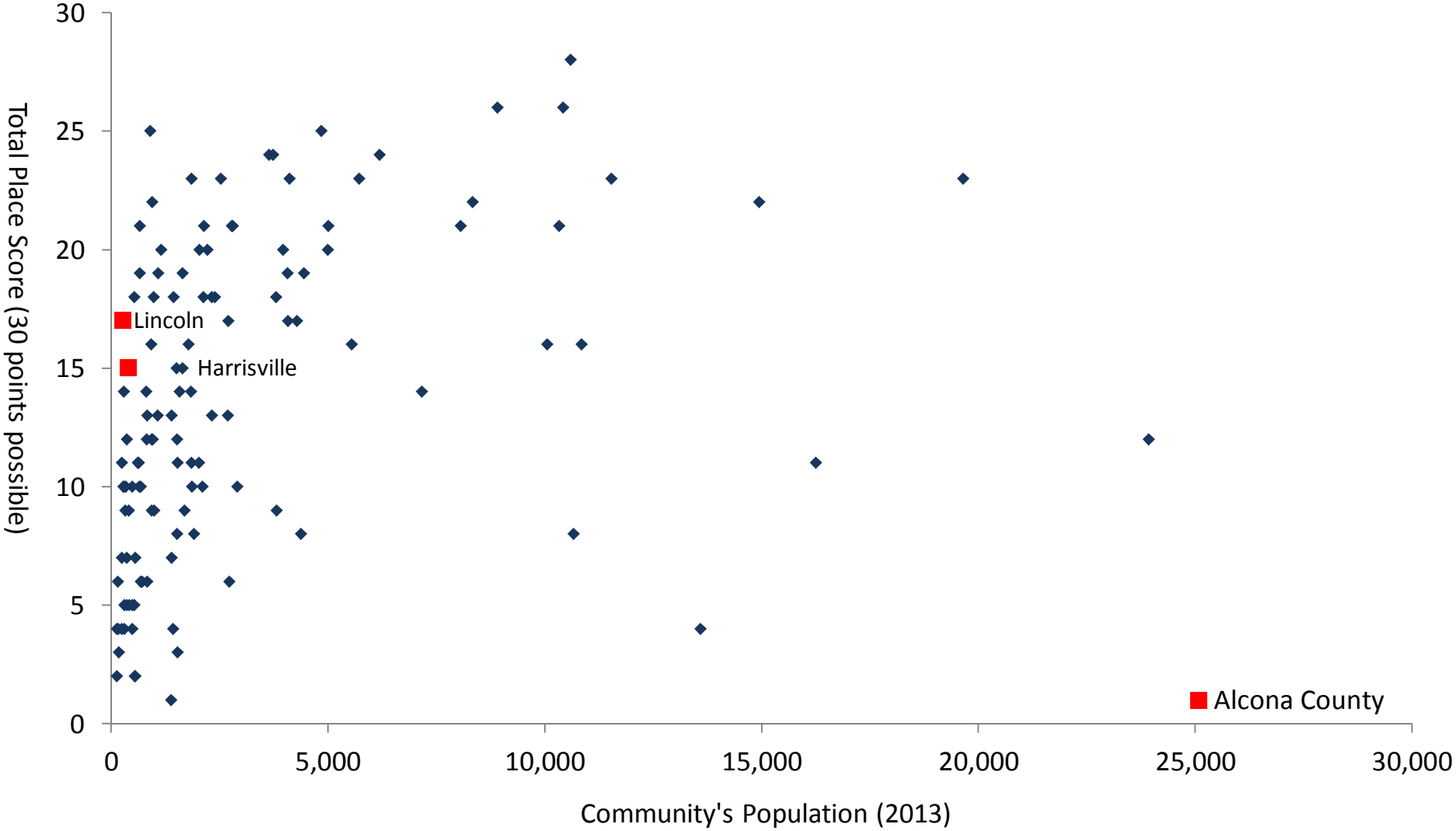
Exhibit H.12

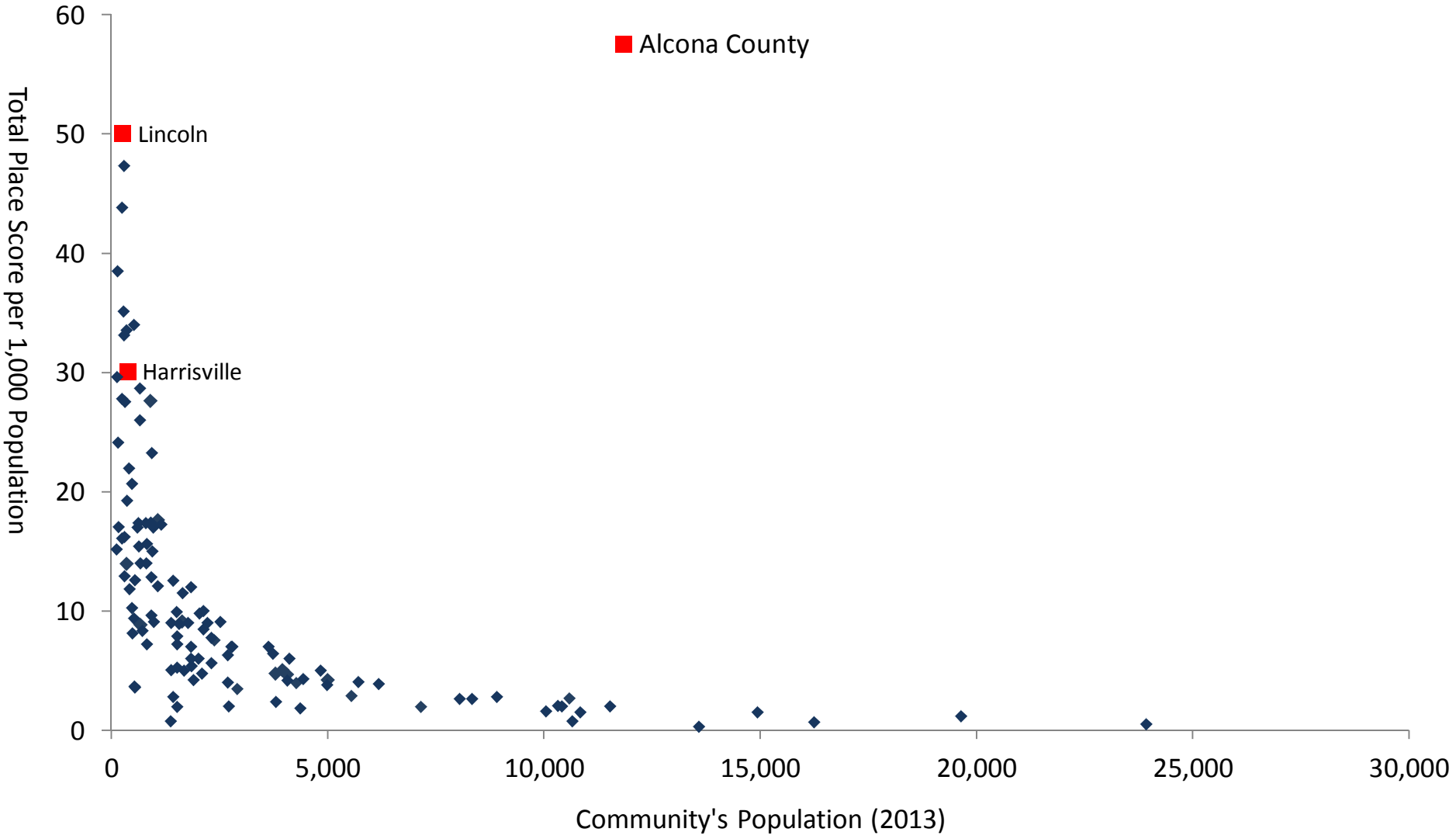
Total PlaceScore™
Relative to Each Community's Respective Population
Communities in Alcona County v. Others in Michigan



Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified. Analysis and exhibit prepared by LandUse|USA, 2016. Population is ACS 5-year estimates for 2009 - 2013. The PlaceScore term and methodology is trademarked by LandUse|USA as-of January 2014, with all rights reserved.

Exhibit H.13

Total PlaceScore™ per 1,000 Population
Relative to Each Community's Respective Population
Communities in Alcona County v. Others in Michigan



Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified. Analysis and exhibit prepared by LandUse|USA, 2016. Population is ACS 5-year estimates for 2009 - 2013. The PlaceScore term and methodology is trademarked by LandUse|USA as-of January 2014, with all rights reserved.