



Target Market Analysis

Crawford County

Michigan

2016

Prepared by:



LandUseUSA

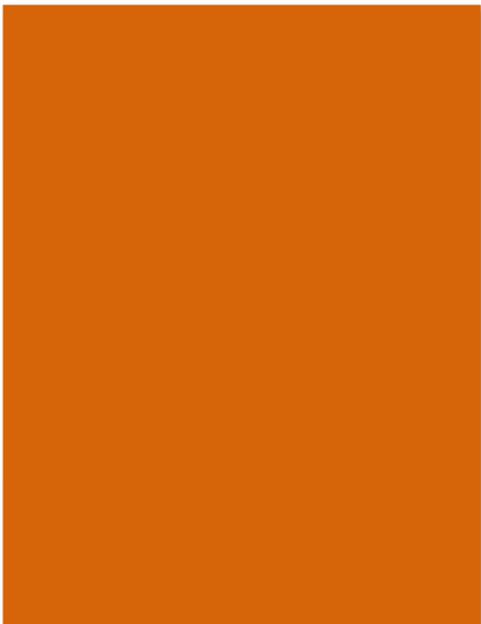
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MSHDA
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Executive Summary

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 Crawford County and 10 other counties.

This study has involved rigorous data analysis and modeling, and is based on in-migration into the county and the City of Grayling. It is also based on internal migration within the county and city, 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 188 attached units throughout Crawford County, plus 414 detached houses. Among the 188 attached units, the City of Grayling will capture 46 units annually.

Summary Table A

Annual Market Potential – Attached and Detached Units
Renters and Owners – Aggressive (Maximum) Scenario
Crawford County, Michigan – 2016

Annual Market Potential Aggressive Scenario	Detached Houses	Attached Formats
The City of Grayling	58	46
<u>All Other Places</u>	<u>356</u>	<u>142</u>
Crawford County Total	414	188

There will also be 142 migrating households in Crawford County each year seeking attached units in locations other than the City of Grayling. They are more likely to choose townhouses near the county's inland lakes (particularly Lake Margrethe), along the Au Sable River, near Interstate 75 interchanges, and along important highway connectors.

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 Crawford County is relatively low compared to other counties in the region. About 24 units (13%) of its annual market potential will be supported by Upscale Target Markets, and 130 units (69%) will be generated by Moderate Target Markets. The balance of 34 units (18%) will be generated by other households that are more prevalent in the county. 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
Crawford County	24	130	34	188
Share of County Total	13%	69%	18%	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
Presque Isle County	20	110	22	152
Oscoda County	7	38	11	56
Montmorency County	5	24	9	38
Alcona County	5	13	20	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 Crawford County and the City of Grayling, 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 (the City of Grayling), 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 and City
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
Crawford 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
Crawford 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 8 upscale target markets, those moving into and within Crawford County are predominated by the Digital Dependents. Among the 8 moderate targets, those moving into and within the county include Family Troopers, Senior Discounts, Tight Money, and Tough Times.

Table 3 on the following page 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
Crawford County, Michigan – Year 2016

Group	Lifestyle Cluster Name	Share in Attached Units	Renters as a Share of Total	Renter Movership Rate
Upscale	O54 Striving Single Scene	98%	96%	90%
Moderate	O55 Family Troopers	64%	99%	87%
Moderate	Q65 Senior Discounts	100%	71%	28%
Moderate	S70 Tight Money	92%	100%	78%
Moderate	S71 Tough Times	86%	95%	41%

Upscale Target Markets – Crawford County

O54 Striving Single Scene – Living in relatively larger cities and close to the urban action. Nearly all are living in compact units and within older low-rise and mid-rise buildings that were built between 1960 and 1990, some of which are beginning to decline. Head of householder’s age: 53% are 35 years or younger.

Moderate Target Markets – Crawford County

O55 Family Troopers – Families living in small cities and villages. 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 the age of 51, and 84% are over 66 years.

S70 Tight Money – Centered in the Midwest and located in exurban and small cities and villages, including bedroom communities to larger metro areas, and in transitioning and challenging neighborhoods. They are living in low-rises and some in duplexes, but few can afford to own a house. Head of householder’s age: 53% are between 36 and 50 years.

- S71 Tough Times – Living east of the Mississippi River and in aging city neighborhoods. They tend to live in multiplexes built in the urban renewal era of the 1960's to 1980's, when tenement row houses in downtowns were being bulldozed to create new housing for low income and disadvantaged households. Many of their buildings are declining and the tenants are intent on finding alternatives. Head of householder's age: 68% are between 51 and 65 years.

The other upscale and moderate target markets are choosing other counties in the region – although not always in large numbers. Crawford 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 Crawford County, but the model also measures the potential among other and more prevalent lifestyle clusters. The most prevalent lifestyle clusters for Crawford County are documented in [Section G](#) of this report, with details for the City of Grayling.

As shown in [Exhibit G.3](#), the most prevalent lifestyle clusters in Crawford County include Homemade Happiness, Town Elders, True Grit Americans, Red White Bluegrass, Unspoiled Splendor, Rural Escape, and Small Town Shallow Pockets. Only through their collective large numbers do these households generate market potential for attached units.

[Table 4](#) on the following page provides a summary of these lifestyle clusters with their propensity to choose attached units, renter tenure, and renter movership rates. For example, 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
Crawford County, Michigan –Year 2016

Lifestyle Cluster Name	Share in Attached Units	Renters as a Share of Total	Renter Movership Rate	Crawford County Households
L43 Homemade Happiness	3%	5%	13%	1,656
Q64 Town Elders	3%	4%	5%	1,576
N46 True Grit Americans	4%	9%	25%	569
M44 Red, White, Bluegrass	5%	11%	12%	427
E21 Unspoiled Splendor	2%	2%	4%	404
J35 Rural Escape	3%	3%	9%	335
S68 Small Town, Pockets	7%	34%	33%	290

Prevalent Lifestyle Clusters – Crawford County

- L43** Homemade Happiness – Empty nesters living in 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, including 88% between 51 and 65 years.
- 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.
- N46** True Grit Americans – Typically in scenic settings and small cities and villages throughout the Midwest, and in remote rural areas. Living in older houses and cottages, mainly ranch or craftsman-style houses built before 1970. Head of householder’s age: Diverse age profile with 36% between 36 and 50 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.

Prevalent Lifestyle Clusters – Crawford County (continued)

- E21 Unspoiled Splendor – Scattered locations across small remote rural communities in the Midwest. Most live in detached houses that are relatively new and built since 1980, on sprawling properties with at least 2 acres. Head of householder’s age: 87% are between 51 and 65 years.
- J35 Rural Escape – Empty nesters living in remote and 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.
- S68 Small Town Shallow Pockets – Located in exurban and scenery-rich cities and villages throughout the Midwest, including some that were once industrial boomtowns but more recently have fallen on tough times. They tend to live in older, moderate units far from the urban center, including clapboard houses and ranch-style houses built before 1950. Their properties were originally built decades ago for young families, and now they offer affordable choices for new tenants. Head of householder’s age: 46% are between 51 and 65 years.

Conservative Scenario

The TMA model for Crawford 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 Crawford County, whether they are prevalent or represent a small share of the total.

Under the conservative scenario, Crawford County has an annual market potential for at least 111 attached units (excluding detached houses), across a range of building sizes and formats. Of those 111 attached units, about 14 will be occupied by households among the upscale target markets, and 78 will be occupied by moderate target market households. The remaining 19 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 Crawford County, and unadjusted for out-migration. It also assumes that every household moving into and within Crawford 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 for Crawford County is about twice as large as the conservative scenario.

Under the aggressive scenario, about one-fifth of the annual market potential (34 units, or about 18%) is generated by households that are prevalent in Crawford 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.

The majority (about 82%) of 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 Crawford 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
Crawford County, Michigan – 2016

Renters and Owners Attached Units Only	Conservative Scenario (Minimum)		Aggressive Scenario (Maximum)	
	Annual # Units	5 Years # Units	Annual # Units	5 Years # Units
Upscale Targets	14	70	24	120
Moderate Targets	78	390	130	650
Most Prevalent Clusters	19	95	34	170
71 Lifestyle Clusters	111	555	188	940

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 conservative scenario, Crawford County has an annual market potential for up to 17 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 those adjusted results:

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

Number of Units by Building Format/Size	Conservative Scenario		Aggressive Scenario	
	Unadjusted w/out Slide	Adjusted with Slide	Unadjusted w/out Slide	Adjusted with Slide
1 Detached Houses	258	258	414	414
2 Side-by-Side & Stacked	6	6	9	10
3 Side-by-Side & Stacked	9	9	17	15
4 Side-by-Side & Stacked	5	8	8	8
5-9 Townhouse, Live-Work	37	34	56	57
10+ Multiplex: Small	11	11	19	19
20+ Multiplex: Large	14	43	26	26
50+ Midrise: Small	12	.	21	53
100+ Midrise: Large	17	.	32	.
Subtotal Attached	111	111	188	188

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.

The City of Grayling

Section E attached to this Market Strategy Report details the annual market potential and model results for the City of Grayling, which is Crawford County’s only municipality (city, town, or census designated place). Results are shown for the aggressive scenario only, which is based on both migration into, and internal movership within Grayling. It can be generally assumed that the conservative scenario (reflecting in-migration only) would be about half as large as the aggressive scenario. Table 7 on the following page shows the a) unadjusted model results, and b) adjustments with a “slide” along building sizes.

Intercepting Migrating Households – As demonstrated in the prior section of this report, there is an annual market potential of 188 attached units throughout Crawford County (under the aggressive scenario). The City of Grayling is in a good position to intercept many of those households, and some will be seeking townhouses and waterfront “condominiums” with vista views of the Au Sable River and/or Grayling’s downtown district.

Based on the magnitude and profile of households already moving into and within the City of Grayling, it has an annual market potential for 46 attached units, each year through the year 2020. The city should strive for one new duplex building with 2 units, one new triplex building with 3 units, one new fourplex building with 4 units, plus a mix of units in townhouses, row houses, live-work formats, and small multiplexes. Additional units can be added only if the city demonstrates an ability to intercept households that might choose other locations in Crawford County, or by creating new jobs.

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

Number of Units Unadjusted Model Results	The City of Grayling	Crawford County Totals
1 Detached Houses	58	414
2 Side-by-Side & Stacked	3	9
3 Side-by-Side & Stacked	4	17
4 Side-by-Side & Stacked	1	8
5-9 Townhouse, Live-Work	14	56
10-19 Multiplex: Small	4	19
20-49 Multiplex: Large	7	26
50-99 Midrise: Small	5	21
100+ Midrise: Large	8	32
Subtotal Attached	46	188
Number of Units Adjusted with “Slide”	The City of Grayling	Crawford County Totals
1 Detached Houses	58	414
2 Side-by-Side & Stacked	2	10
3 Side-by-Side & Stacked	3	15
4 Side-by-Side & Stacked	4	8
5-9 Townhouse, Live-Work	17	57
10-19 Multiplex: Small	20	19
20-49 Multiplex: Large	.	26
50-99 Midrise: Small	.	53
100+ Midrise: Large	.	.
Subtotal Attached	46	188

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 the City of Grayling and Crawford County, and based on data and assumptions that are described in the Methods Book (see narrative within the Regional Workbook). Results for Grayling are low and can be applied with minimal risk.

Seasonal Non-Residents	Market Potential “Premium”
The City of Grayling	+ 2%
Crawford COUNTY	+25%

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 F₁](#) for information on rents (and [Section F₂](#) 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 Crawford 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
Crawford County, Michigan – 2016 Constant Dollars

Renter Occupied Units Attached and Detached	Renter-Occupied Contract (Cash) Rent Brackets					Total Potential
	\$ 0 \$600	\$600 \$800	\$800 \$1,000	\$1,000 \$1,500	\$1,500- \$2,000+	
Upscale Targets	18	26	17	4	1	66
Moderate Targets	60	42	19	5	7	133
Prevalent Clusters	108	59	14	2	1	184
Crawford County	186	127	50	11	9	383

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 Crawford 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 all 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 Crawford 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
 Crawford County, Michigan – 2016 Constant Dollars

Contract Rent Brackets (Attached Units Only)	Renter-Occupied Contract (Cash) Rent Brackets				
	\$ 0- \$600	\$600- \$800	\$800- \$1,000	\$ 1,000- \$1,500	\$1,500- \$2,000+
Minimum Square Feet	425	500	1,000	1,500	1,500 sq. ft.
Maximum Square Feet	600	1,100	1,600	1,900	1,900 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 Crawford 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 Crawford County. However, 6,188 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 county-wide gap of about 338 units among townhouses, row houses, and live-work formats, and a net gap of 874 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
Crawford 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	2,898	10,655	--
2 Duplex, Subdivided House	63	162	-99
3-4 Side-by-Side, Stacked	175	103	72
Subtotal Duplex – Fourplex	238	265	-27
5-9 Townhouse, Live-Work	392	54	338
10-19 Multiplex: Small	133	59	74
20-49 Multiplex: Large	182	47	135
50+ Midrise: Small	371	17	354
Subtotal Multiplex & Midrise	686	123	563
Total Attached Units	1,316	442	874

The histogram comparing the 7-year market potential with Crawford 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 turnover 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 Crawford County cannot meet the market potential in any given year, then that opportunity will dissipate.

Market Assessment – Introduction

The following sections of this report provide a qualitative market assessment for Crawford County and the City of Grayling. It begins with a county overview with a focus on locational advantages and economic benefits, followed by a local market assessment for the city. The last section provides results of a PlaceScore™ for Grayling, based on placemaking attributes relative to other cities and villages throughout the State of Michigan.

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

Crawford County – Overview

Crawford County is centrally located in Michigan’s Lower Peninsula and two of its major highways converge just 5 miles south of the City of Grayling. Visitors arrive from southeast Michigan via Interstate 75 and from south central Michigan via Highway 127. Highway 72 also helps connect traffic with Kalkaska County to the west and Oscoda County to the east. According to the Michigan Department of Transportation (2014), average daily traffic along Interstate 75 reaches about 9,500 vehicles in the county.

Average Daily Traffic (ADT)		Adjacent County	Adjacent County
➤ Interstate 75	9,500	Otsego (north)	Roscommon (south)
➤ Highway 72	6,000	Kalkaska (west)	Oscoda (east)
➤ Highway 127	5,900	Otsego (north)	Ogemaw (south)

Natural resources are abundant in Crawford County and include the Jack Pine Forest with a habitat for the endangered Kirtland’s Warbler, which helps draw national attention and tourism to the area. The county also benefits economically from Camp Grayling, which is the main training facility for the Michigan National Guard and largest US National Guard training facility in the nation. Other county-wide amenities are listed on the following page.

Crawford County | Amenities (examples)

- Western Branch of the Lake State Railway
- Jack Pine Forest | Kirtland Warbler Habitat
- Huron National Forest/Au Sable State Forest | Mason Tract
- Hartwick Pines and North Higgins Lake State Parks
- Au Sable River | Accessible from downtown Grayling
- North Branch of the Manistee River
- Lake Margrethe and Campground | Located four miles west of Grayling

The Grayling Advantage

Geographic Overview – The City of Grayling is located at the intersection of Interstate 75 and Highway 72, which gives it a competitive advantage in attracting visitors (see aerial photo in [Section A](#)). The city and downtown are ideally located to intercept visitor and commuter traffic between I-75 and Grand Traverse Bay area. Its downtown fronts along Michigan Avenue, which is perpendicular to Highway 72 and anchored by the county complex and administrative building (on the southwest end).

The City of Grayling is famous for hosting the 120-mile Au Sable River Canoe Marathon (from Grayling to Oscoda) every year since 1947. The race is one of three marathon races that comprise canoe racing's Triple Crown, and is the world's longest non-stop canoe race.

Economic Profile – Grayling is the Crawford County's most prominent employment center and has over 2,400 daytime employees (see demographic profiles in [Section H](#)). With a population approaching 1,900, this suggests that Grayling has a net inflow of workers into the city.

As the county seat, the City of Grayling benefits economically from government-related operations. County government provides good paying jobs and supports local businesses in the legal, title, surveying, insurance, and related industries. The city also has major employers providing good paying jobs in the wood and lumber industries, including Arauco (based in Chile), which announced plans in September to create up to 250 new fulltime jobs in adjacent Grayling Charter Township. Examples of the city's major employers are provided in the following list.

The City of Grayling | Major Employers (examples)

- Munson Healthcare | Mercy Hospital
- Crawford AuSable Schools | Education
- Camp Grayling | Michigan Air National Guard
- Grayling Army Airfield | Public and military airport
- Arauco Wood and Lumber | Creating 250 new jobs
- Weyerhaeuser Wood Products
- Stephan Wood Products
- AJD Forest Products | Wood Products
- Fick and Sons | Oil Products
- Air Way Automation
- Family Fare | Retailer

Investment Opportunities – A number of vacancies and underutilized properties in downtown Grayling could be converted into attached housing choices (see photo collages in [Section A](#)). The former Bear Archery plant is ideally located along the Au Sable River and is ripe for redevelopment into a mixed-use project that could serve as a major economic catalyst for the city. Riverfront development could gain momentum over time and eventually place pressure on relocation of county complex, country club, chamber of commerce, and/or a city park to make way for reinvestment.

Other reinvestment projects could leverage the former Chief Shoppenagon’s Motor Hotel, Knights of Columbus, Ice House, DuBois Lumber, and various under-utilized municipal and privately owned parking lots. These are all walkable to the heart of the downtown and collectively represent significant acreage that could be developed into a transformative mixed-use project for community.

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 City of Grayling’s success relative to other cities and villages 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).

Summary of the PlaceScores – The City of Grayling is the only incorporated place in Crawford County, so is the focus of this PlaceScore analysis. The city scores high with an overall PlaceScore of 23 points out of 30 possible. These results are also detailed in [Section H](#) attached to this report.

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.

Although the City of Grayling’s adjusted PlaceScore for market size is lower than its unadjusted PlaceScore, it scores higher than expected of a city of its size. This relationship is also shown in [Exhibit H.12](#) and [Exhibit H.13](#).

Contact Information

This concludes the Draft Market Strategy Report for the Crawford 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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LandUse|USA, LLC
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A - H

Crawford County

Prepared by:



Prepared for:

Northeast Michigan Prosperity Region 3
Michigan State Housing Development Authority





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A Investment Opportunities

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LandUseUSA

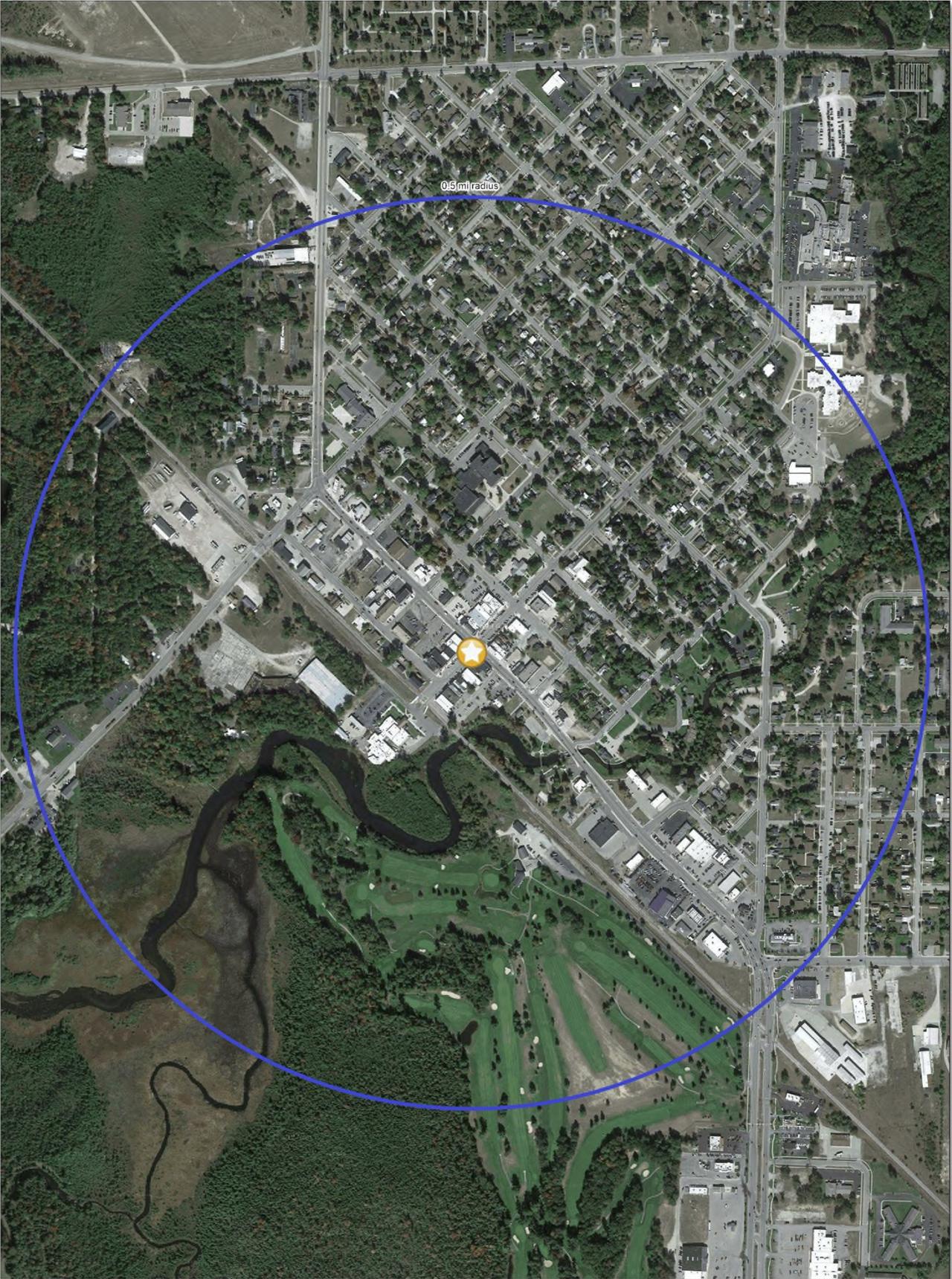
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Michigan State Housing Development Authority



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Aerial Photo | Urban and Downtown Perspective with 0.5 Mile Radius
The City of Grayling | Crawford 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 ©.

Scale and Character of Existing Downtown Buildings

The City of Grayling | Crawford County | NE Michigan Prosperity Region 3



Photo Credits: Original photos by LandUse | USA, 2014 and 2016.

Recent Reinvestment into Existing Downtown Buildings
The City of Grayling | Crawford County | NE Michigan Prosperity Region 3



Above | Pre-restoration photos from 2003.



Above, Right | Post-restoration photos from 2016.

Photo Credits: Original photos by LandUse | USA, 2003 and 2016 ©.

Other Reinvestment and Restoration Projects in the Downtown
The City of Grayling | Crawford County | NE Michigan Prosperity Region 3



Above | Former Bicycle Shop (left - 2011 | right - 2016). Includes blue building in the background.



Above | Former Fannie Finn's Gifts and Antiques (left - 2003 | right - 2016).



Above | Other opportunities for retail tenants.



Above | Opportunities for façade restorations and tenants.

Examples of Downtown Reinvestment Opportunities among 2-Level Buildings
The City of Grayling | Crawford County | NE Michigan Prosperity Region 3

Exhibit A.5



Above | Shriner's / Masonic Temple Building, Rialto Theater, and Post Office.



Above | Gooddale's Bakery and underutilized parking lot across the street.

Photo Credits: Original photos by LandUse|USA, 2016. Intended only to provide representative examples, and prospective investors are encouraged to contact the community for more information.

Vacant Hotels and Motels with Potential Reinvestment Opportunities
The City of Grayling | Crawford County | NE Michigan Prosperity Region 3

Exhibit A.6



Photo Credits: Original photos by LandUse|USA, 2016.
Representative examples only; prospective investors are encouraged to contact the community for more information.

Parking Lot, Former Ice House Quilts, and DuBois Lumber along Railroad Tracks
The City of Grayling | Crawford County | NE Michigan Prosperity Region 3

Exhibit A.7



- Small parking lot south of the Ice House Railroad tracks in background



- Former Ice House Quilts (closed, renovation underway)



Above | Former Du Bois Lumber with underutilized parking lot in foreground (left - 2016 | right - 2003).

Photo Credits: Original photos by LandUse|USA, 2016. Intended only to provide representative examples, and prospective investors are encouraged to contact the community for more information.

Bear's Landing on the Au Sable River and Other Underutilized Land
The City of Grayling | Crawford County | NE Michigan Prosperity Region 3

Exhibit A.8



Above | Conceptualized Bear's Landing on the Au Sable Redevelopment Site



- Left | Underutilized lots

Right | Underutilized lots -



Photo Credits: Original photos by LandUse|USA, 2016. Intended only to provide representative examples, and prospective investors are encouraged to contact the community for more information.

List of Investment Opportunities for Missing Middle Housing
 Crawford County | Northeast Michigan Prosperity Region 3 | Year 2016

City, Township	Water Front	Down Town	Existing Conditions/Current Use Notes and Comments	Investment Opp./Future Use Notes and Comments
1 The City of Grayling	No	Adjacent	Recently purchased, Hospitality House Motel, 1232 N I-75 Business Loop. 16 ac., with downtown access and bike path.	Potential for adaptive reuse, or razed and new construction of Live/Work units, flats, or lofts.
2 The City of Grayling	No	Yes	Vacant Chief Shoppenagon's Motor Hotel, 103 E Michigan Ave.	Conversion into Live/Work units, flats, or lofts.
3 The City of Grayling	Yes	Adjacent	Vacant Old Bear Archery Plant. Site has several acres, has downtown access, and a bike path; adjacent to the AuSable River.	Potential for adaptive reuse, or razed and new construction of Live/Work units, flats, or lofts.
4 The City of Grayling	Yes	Yes	Grayling Golf Club. In use, but could potentially move to a different location.	Could be better used for downtown retail, Live/Work units, flats, or lofts.

Notes: This investment list focuses on the region's largest projects that include a residential component. Most of this information has been provided by local stakeholders and has not been field verified. Reflects Interviews and market research by LandUse|USA, 2016.



B

Summary Tables and Charts

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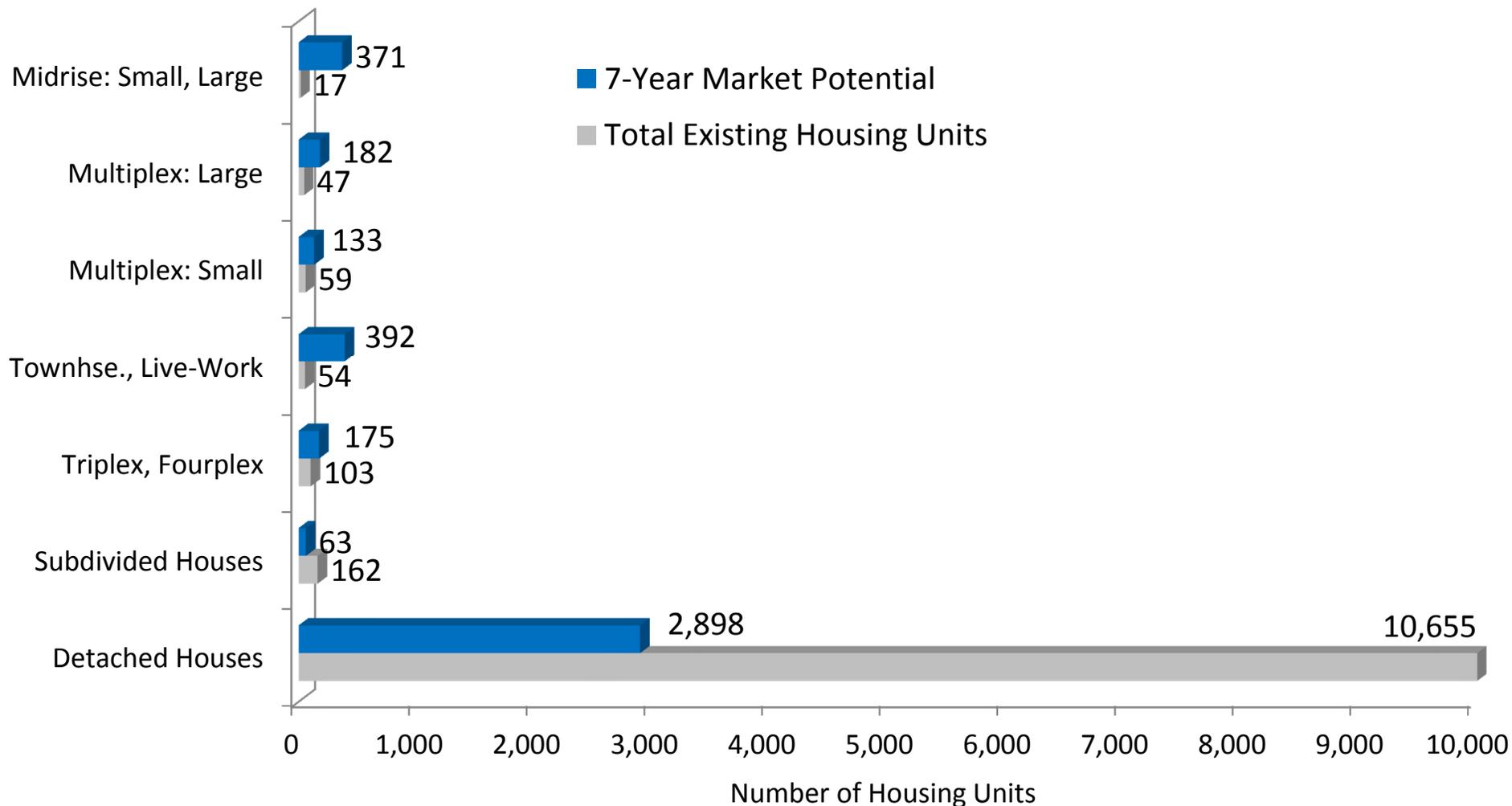
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Michigan State Housing Development Authority



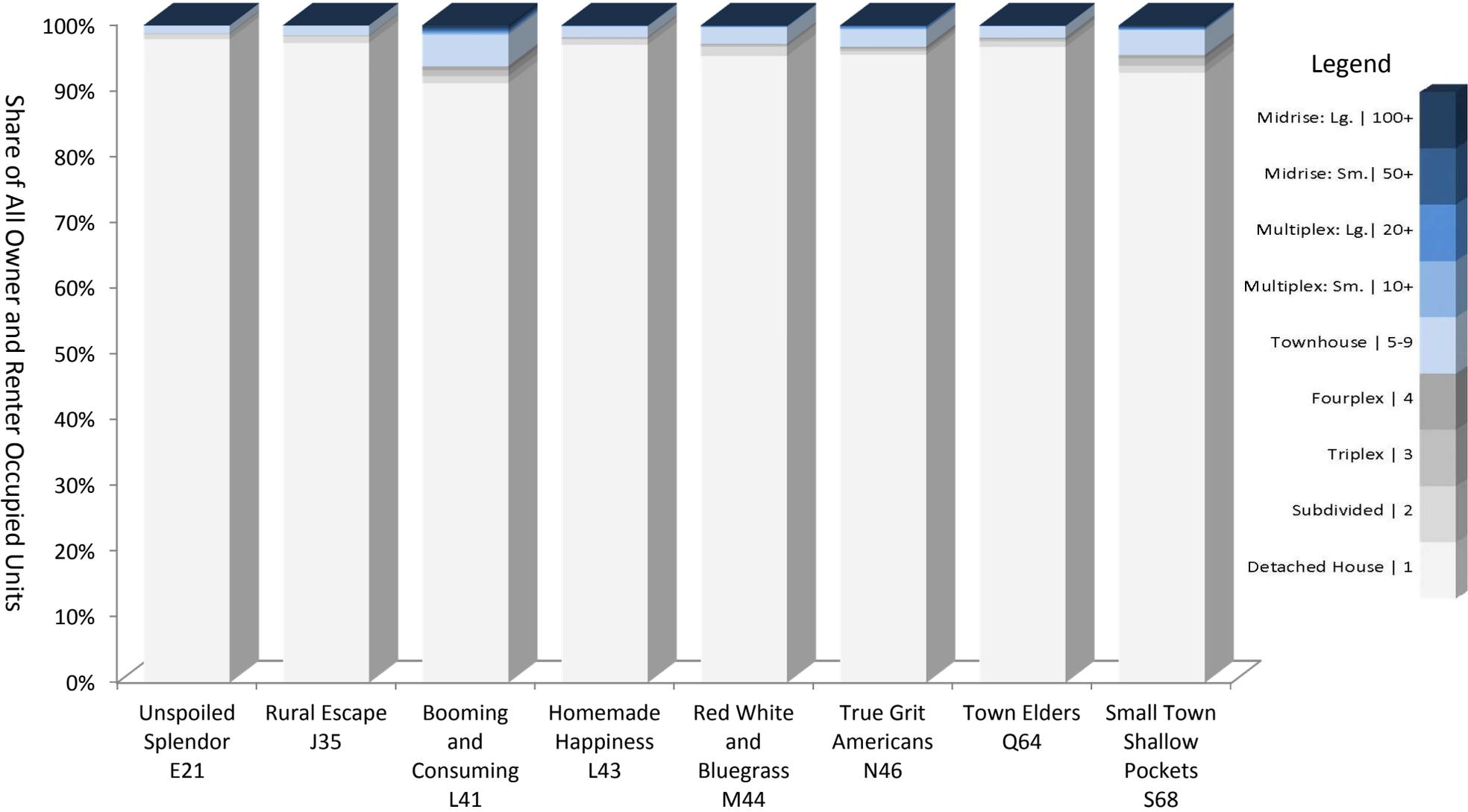
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7-Year Market Potential v. Total Existing Housing Units
 All 71 Lifestyle Clusters - Aggressive Scenario
 Crawford County, Michigan - 2016 - 2022



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.

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



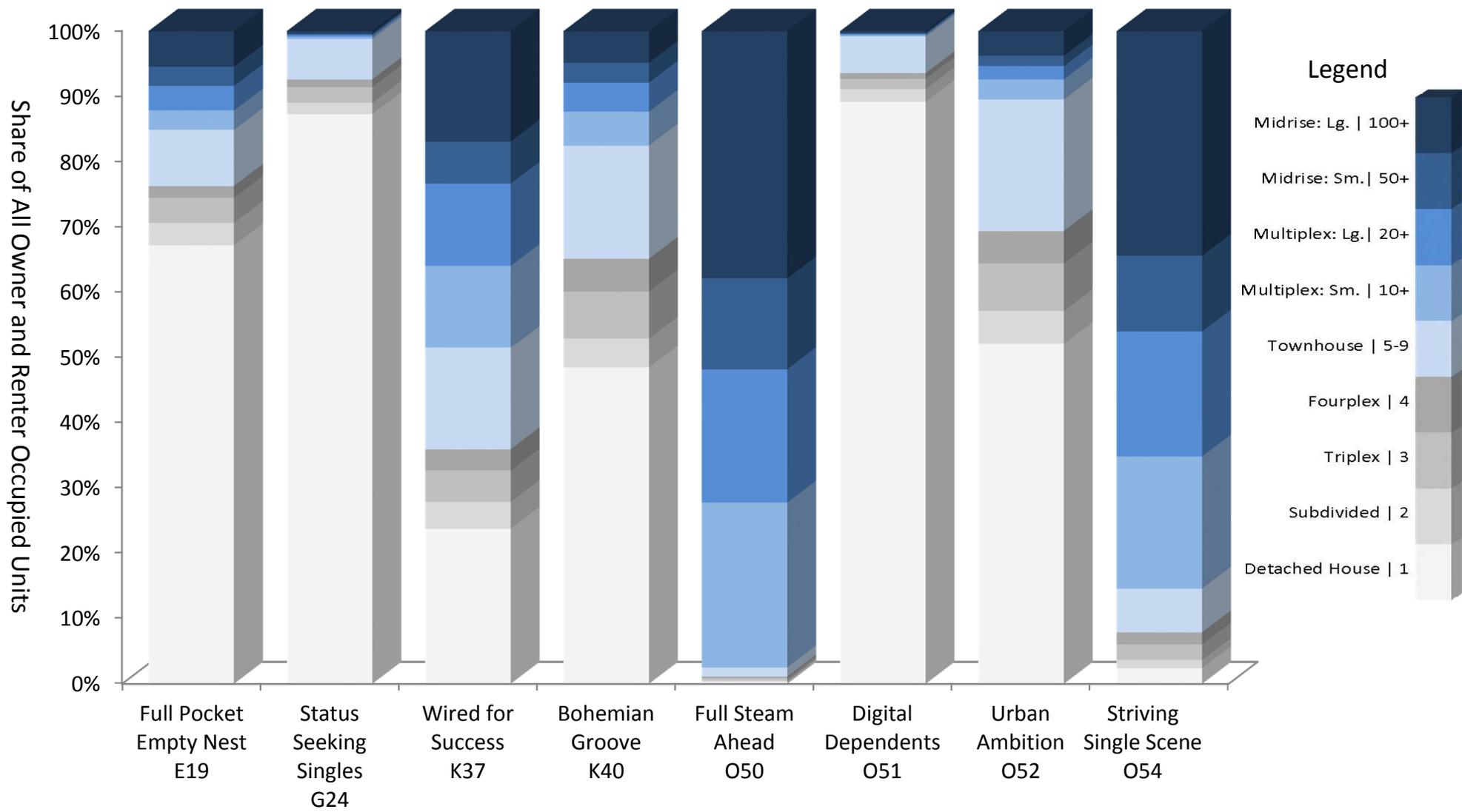
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Residential Market Parameters for Most Prevalent Lifestyle Clusters
 High Preference for Detached Houses - Northeast Michigan Prosperity Region 3
 With Data Averages for the State of Michigan - 2015

Lifestyle Cluster Code	Detached House 1 Unit	Duplex			Renters Share of Hhlds.	Owners Share of Hhlds.	Renters Mover Rate	Owners Mover Rate	Blended Mover- ship Rate
		Triplex Fourplex 2-4 Units	Townhse., Live-Work 6+ Units	Midplex 20+ Units					
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%

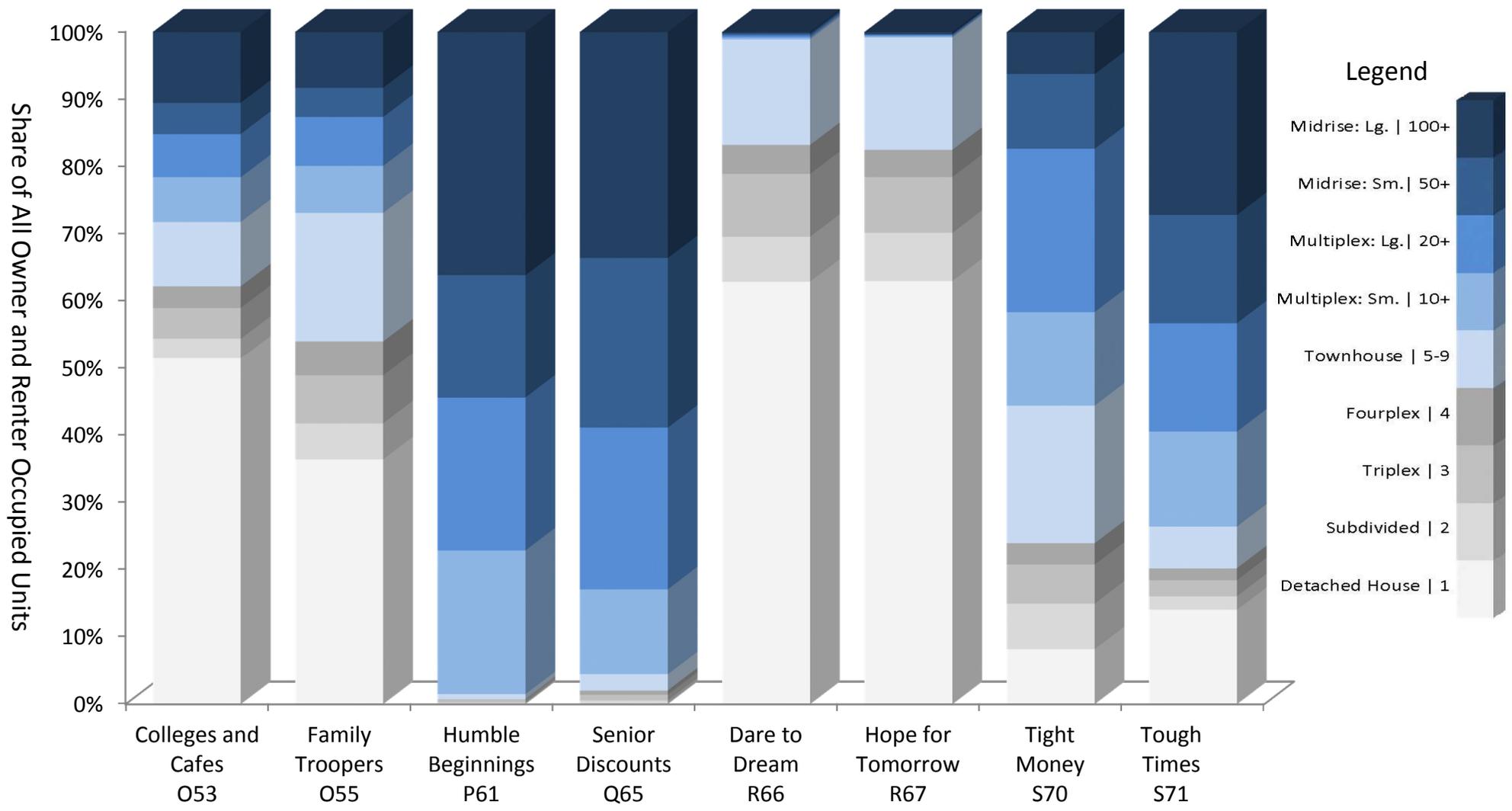
Source: Underlying data represents Mosaic|USA data provided by Experian Decision Analytics and Powered by Sites|USA.
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Missing Middle Housing Formats v. Houses Preferences of Upscale Target Markets Northeast Michigan Prosperity Region 3 - Year 2016



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



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and licensed to LandUse|USA through Sites|USA. Michigan estimates, analysis, and exhibit prepared exclusively by LandUse|USA © 2016; all rights reserved.

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		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
		Triplex Fourplex 2-4 Units								
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%	

Source: Underlying data represents Mosaic|USA data provided by Experian Decision Analytics and Powered by Sites|USA.
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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
 Crawford COUNTY, Michigan - 2016 - 2020

CONSERVATIVE SCENARIO	Crawford COUNTY 71 Lifestyle Clusters			Crawford COUNTY Upscale Target Markets			Crawford COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	369	145	224	59	17	42	83	2	81
1 Detached Houses	258	143	115	45	17	28	5	0	5
2 Side-by-Side & Stacked	6	0	6	2	0	2	2	0	2
3 Side-by-Side & Stacked	9	0	9	2	0	2	4	0	4
4 Side-by-Side & Stacked	5	0	5	1	0	1	3	0	3
5-9 Townhse., Live-Work	37	0	37	9	0	9	15	0	15
10-19 Multiplex: Small	11	0	11	0	0	0	11	0	11
20-49 Multiplex: Large	14	0	14	0	0	0	14	0	14
50-99 Midrise: Small	12	1	11	0	0	0	12	1	11
100+ Midrise: Large	17	1	16	0	0	0	17	1	16
Total Units	369	145	224	59	17	42	83	2	81
Detached	258	143	115	45	17	28	5	0	5
Attached	111	2	109	14	0	14	78	2	76

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
 Crawford COUNTY, Michigan - 2016 - 2020

Exhibit C.2

	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
CONSERVATIVE SCENARIO (Per In-Migration Only)	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
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
Crawford COUNTY - Total	369	59	83	0	0	0	0	0	61	0	0
Crawford COUNTY - Owners	145	17	2	0	0	0	0	0	17	0	0
1 Detached Houses	143	17	0	0	0	0	0	0	17	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	1	0	1	0	0	0	0	0	0	0	0
100+ Midrise: Large	1	0	1	0	0	0	0	0	0	0	0
Crawford COUNTY - Renters	224	42	81	0	0	0	0	0	44	0	0
1 Detached Houses	115	28	5	0	0	0	0	0	28	0	0
2 Side-by-Side & Stacked	6	2	2	0	0	0	0	0	2	0	0
3 Side-by-Side & Stacked	9	2	4	0	0	0	0	0	2	0	0
4 Side-by-Side & Stacked	5	1	3	0	0	0	0	0	1	0	0
5-9 Townhse., Live-Work	37	9	15	0	0	0	0	0	9	0	0
10-19 Multiplex: Small	11	0	11	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	14	0	14	0	0	0	0	0	0	0	0
50-99 Midrise: Small	11	0	11	0	0	0	0	0	0	0	0
100+ Midrise: Large	16	0	16	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
 Crawford 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
Crawford COUNTY - Total	369	59	83	0	41	0	21	0	0	7	18
Crawford COUNTY - Owners	145	17	2	0	0	0	2	0	0	0	0
1 Detached Houses	143	17	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	1	0	1	0	0	0	1	0	0	0	0
100+ Midrise: Large	1	0	1	0	0	0	1	0	0	0	0
Crawford COUNTY - Renters	224	42	81	0	41	0	19	0	0	7	18
1 Detached Houses	115	28	5	0	4	0	0	0	0	0	1
2 Side-by-Side & Stacked	6	2	2	0	2	0	0	0	0	0	0
3 Side-by-Side & Stacked	9	2	4	0	4	0	0	0	0	0	0
4 Side-by-Side & Stacked	5	1	3	0	3	0	0	0	0	0	0
5-9 Townhse., Live-Work	37	9	15	0	12	0	0	0	0	2	1
10-19 Multiplex: Small	11	0	11	0	4	0	3	0	0	1	3
20-49 Multiplex: Large	14	0	14	0	4	0	5	0	0	2	3
50-99 Midrise: Small	11	0	11	0	2	0	5	0	0	1	3
100+ Midrise: Large	16	0	16	0	5	0	6	0	0	0	5

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".



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
 Crawford COUNTY, Michigan - 2016 - 2020

AGGRESSIVE SCENARIO	Crawford COUNTY 71 Lifestyle Clusters			Crawford COUNTY Upscale Target Markets			Crawford COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	602	218	384	91	25	66	137	2	135
1 Detached Houses	414	216	198	67	25	42	7	0	7
2 Side-by-Side & Stacked	9	0	9	3	0	3	3	0	3
3 Side-by-Side & Stacked	17	0	17	4	0	4	8	0	8
4 Side-by-Side & Stacked	8	0	8	2	0	2	5	0	5
5-9 Townhse., Live-Work	56	0	56	13	0	13	21	0	21
10-19 Multiplex: Small	19	0	19	0	0	0	19	0	19
20-49 Multiplex: Large	26	0	26	1	0	1	24	0	24
50-99 Midrise: Small	21	1	20	0	0	0	20	1	19
100+ Midrise: Large	32	1	31	1	0	1	30	1	29
Total Units	602	218	384	91	25	66	137	2	135
Detached	414	216	198	67	25	42	7	0	7
Attached	188	2	186	24	0	24	130	2	128

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
 Crawford COUNTY, Michigan - 2016 - 2020

Exhibit D.2

	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
AGGRESSIVE SCENARIO (Per In-Migration Only)	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Target Market - Level	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Crawford COUNTY - Total	602	91	137	0	0	0	0	0	92	0	0
Crawford COUNTY - Owners	218	25	2	0	0	0	0	0	26	0	0
1 Detached Houses	216	25	0	0	0	0	0	0	25	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	1	0	1	0	0	0	0	0	0	0	0
100+ Midrise: Large	1	0	1	0	0	0	0	0	0	0	0
Crawford COUNTY - Renters	384	66	135	0	0	0	0	0	66	0	0
1 Detached Houses	198	42	7	0	0	0	0	0	42	0	0
2 Side-by-Side & Stacked	9	3	3	0	0	0	0	0	3	0	0
3 Side-by-Side & Stacked	17	4	8	0	0	0	0	0	4	0	0
4 Side-by-Side & Stacked	8	2	5	0	0	0	0	0	2	0	0
5-9 Townhse., Live-Work	56	13	21	0	0	0	0	0	13	0	0
10-19 Multiplex: Small	19	0	19	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	26	1	24	0	0	0	0	0	1	0	0
50-99 Midrise: Small	20	0	19	0	0	0	0	0	0	0	0
100+ Midrise: Large	31	1	29	0	0	0	0	0	1	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 - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Crawford 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
Crawford COUNTY - Total	602	91	137	0	56	0	37	0	0	10	33
Crawford COUNTY - Owners	218	25	2	0	0	0	2	0	0	0	0
1 Detached Houses	216	25	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	1	0	1	0	0	0	1	0	0	0	0
100+ Midrise: Large	1	0	1	0	0	0	1	0	0	0	0
Crawford COUNTY - Renters	384	66	135	0	56	0	35	0	0	10	33
1 Detached Houses	198	42	7	0	6	0	0	0	0	0	1
2 Side-by-Side & Stacked	9	3	3	0	3	0	0	0	0	0	0
3 Side-by-Side & Stacked	17	4	8	0	6	0	0	0	0	1	1
4 Side-by-Side & Stacked	8	2	5	0	4	0	0	0	0	0	1
5-9 Townhse., Live-Work	56	13	21	0	16	0	1	0	0	2	2
10-19 Multiplex: Small	19	0	19	0	6	0	5	0	0	2	6
20-49 Multiplex: Large	26	1	24	0	6	0	9	0	0	3	6
50-99 Midrise: Small	20	0	19	0	3	0	9	0	0	1	6
100+ Midrise: Large	31	1	29	0	6	0	12	0	0	1	10

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".



E

**Aggressive Scenario
Places**

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 - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Crawford COUNTY, Michigan - 2016 - 2020

AGGRESSIVE SCENARIO	Crawford COUNTY 71 Lifestyle Clusters			City of Grayling 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	602	218	384	104	18	86
1 Detached Houses	414	216	198	58	18	40
2 Side-by-Side & Stacked	9	0	9	3	0	3
3 Side-by-Side & Stacked	17	0	17	4	0	4
4 Side-by-Side & Stacked	8	0	8	1	0	1
5-9 Townhse., Live-Work	56	0	56	14	0	14
10-19 Multiplex: Small	19	0	19	4	0	4
20-49 Multiplex: Large	26	0	26	7	0	7
50-99 Midrise: Small	21	1	20	5	0	5
100+ Midrise: Large	32	1	31	8	0	8
Total Units	602	218	384	104	18	86
Detached	414	216	198	58	18	40
Attached	188	2	186	46	0	46

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 Grayling - Crawford COUNTY, Michigan - 2016 - 2020

Exhibit E.2

	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 Grayling - Total	104	15	37	0	0	0	0	0	15	0	0
City of Grayling - Owners	18	3	0	0	0	0	0	0	3	0	0
1 Detached Houses	18	3	0	0	0	0	0	0	3	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 Grayling - Renters	86	12	37	0	0	0	0	0	12	0	0
1 Detached Houses	40	8	2	0	0	0	0	0	8	0	0
2 Side-by-Side & Stacked	3	1	1	0	0	0	0	0	1	0	0
3 Side-by-Side & Stacked	4	1	2	0	0	0	0	0	1	0	0
4 Side-by-Side & Stacked	1	0	1	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	14	2	7	0	0	0	0	0	2	0	0
10-19 Multiplex: Small	4	0	4	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	7	0	7	0	0	0	0	0	0	0	0
50-99 Midrise: Small	5	0	5	0	0	0	0	0	0	0	0
100+ Midrise: Large	8	0	8	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.

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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 Grayling - Crawford COUNTY, Michigan - 2016 - 2020

Exhibit E.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
City of Grayling - Total	104	15	37	0	16	0	11	0	0	3	8
City of Grayling - Owners	18	3	0	0	0	0	0	0	0	0	0
1 Detached Houses	18	3	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 Grayling - Renters	86	12	37	0	16	0	11	0	0	3	8
1 Detached Houses	40	8	2	0	2	0	0	0	0	0	0
2 Side-by-Side & Stacked	3	1	1	0	1	0	0	0	0	0	0
3 Side-by-Side & Stacked	4	1	2	0	2	0	0	0	0	0	0
4 Side-by-Side & Stacked	1	0	1	0	1	0	0	0	0	0	0
5-9 Townhse., Live-Work	14	2	7	0	5	0	0	0	0	1	1
10-19 Multiplex: Small	4	0	4	0	2	0	1	0	0	0	1
20-49 Multiplex: Large	7	0	7	0	2	0	3	0	0	1	1
50-99 Midrise: Small	5	0	5	0	1	0	3	0	0	0	1
100+ Midrise: Large	8	0	8	0	2	0	4	0	0	0	2

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".



F₁

Contract Rents County and Places

Prepared by:



LandUseUSA

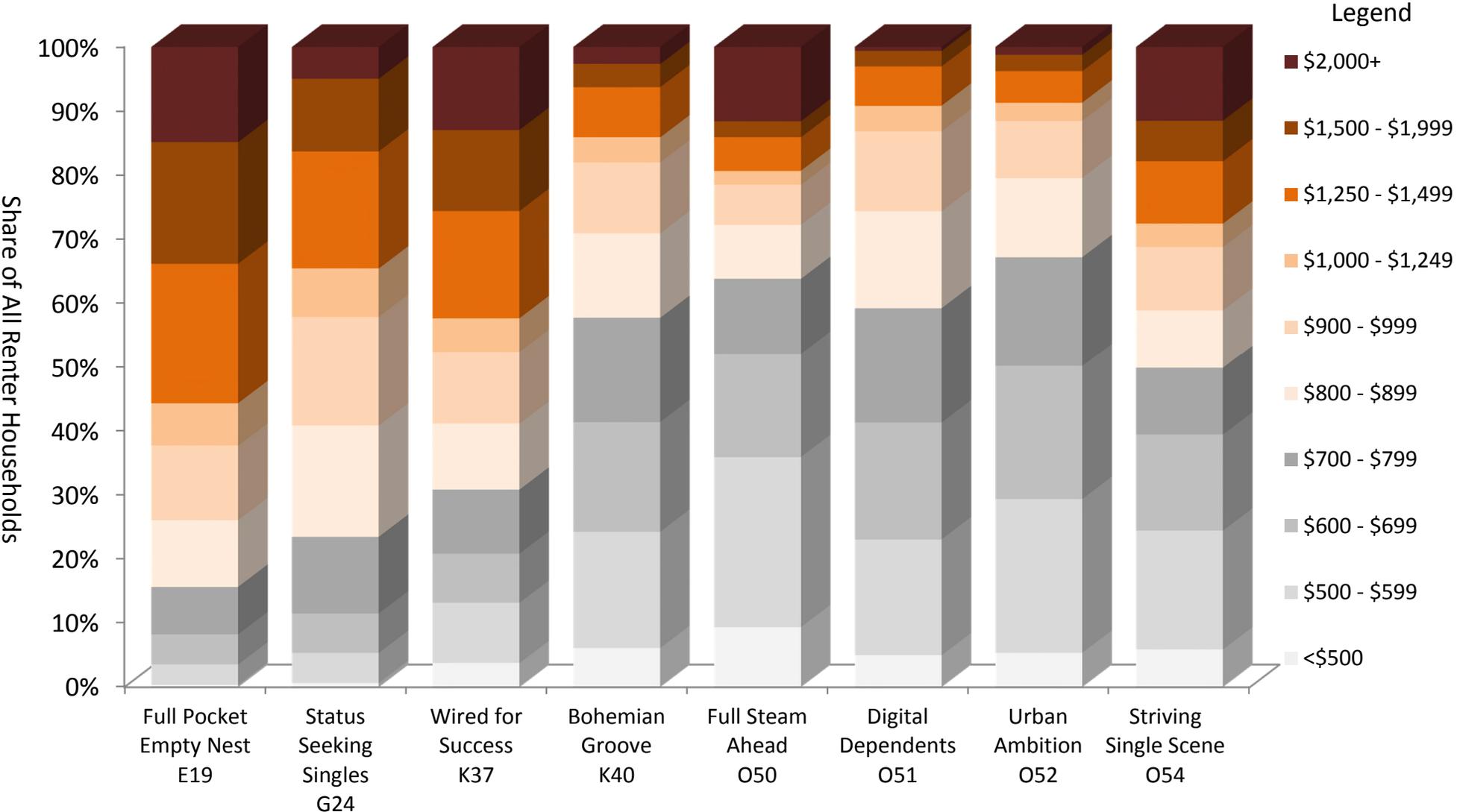
Prepared for:

Northeast Michigan Prosperity Region 3
Michigan State Housing Development Authority



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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 Sites|USA. Michigan estimates, analysis, and exhibit prepared exclusively by LandUse|USA © 2016 with all rights reserved.

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

Contract Rent Brackets	All 71		Status						
	Mosaic Lifestyle Clusters	Full Pocket Empty Nest E19	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	5.6%	0.5%	0.8%	4.4%	6.0%	9.1%	4.8%	5.0%	6.2%
\$500 - \$599	17.3%	5.3%	7.0%	14.2%	22.7%	33.0%	22.1%	28.5%	24.8%
\$600 - \$699	13.6%	7.6%	8.9%	11.1%	20.6%	19.4%	21.5%	23.8%	19.3%
\$700 - \$799	11.3%	10.2%	14.7%	12.4%	16.9%	12.0%	18.1%	16.7%	11.5%
\$800 - \$899	13.3%	16.3%	24.3%	14.5%	15.4%	9.8%	17.3%	13.7%	11.3%
\$900 - \$999	8.2%	10.8%	14.2%	9.5%	7.7%	4.3%	8.5%	5.9%	7.4%
\$1,000 - \$1,249	3.0%	4.7%	4.8%	3.4%	2.0%	1.1%	2.1%	1.4%	2.1%
\$1,250 - \$1,499	11.5%	19.3%	14.4%	13.3%	5.2%	3.4%	4.0%	3.1%	6.8%
\$1,500 - \$1,999	8.0%	14.2%	7.6%	8.5%	2.0%	1.4%	1.3%	1.4%	3.8%
\$2,000+	8.1%	11.1%	3.3%	8.7%	1.5%	6.4%	0.3%	0.7%	6.9%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	\$506	\$876	\$751	\$756	\$583	\$576	\$569	\$546	\$641

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.

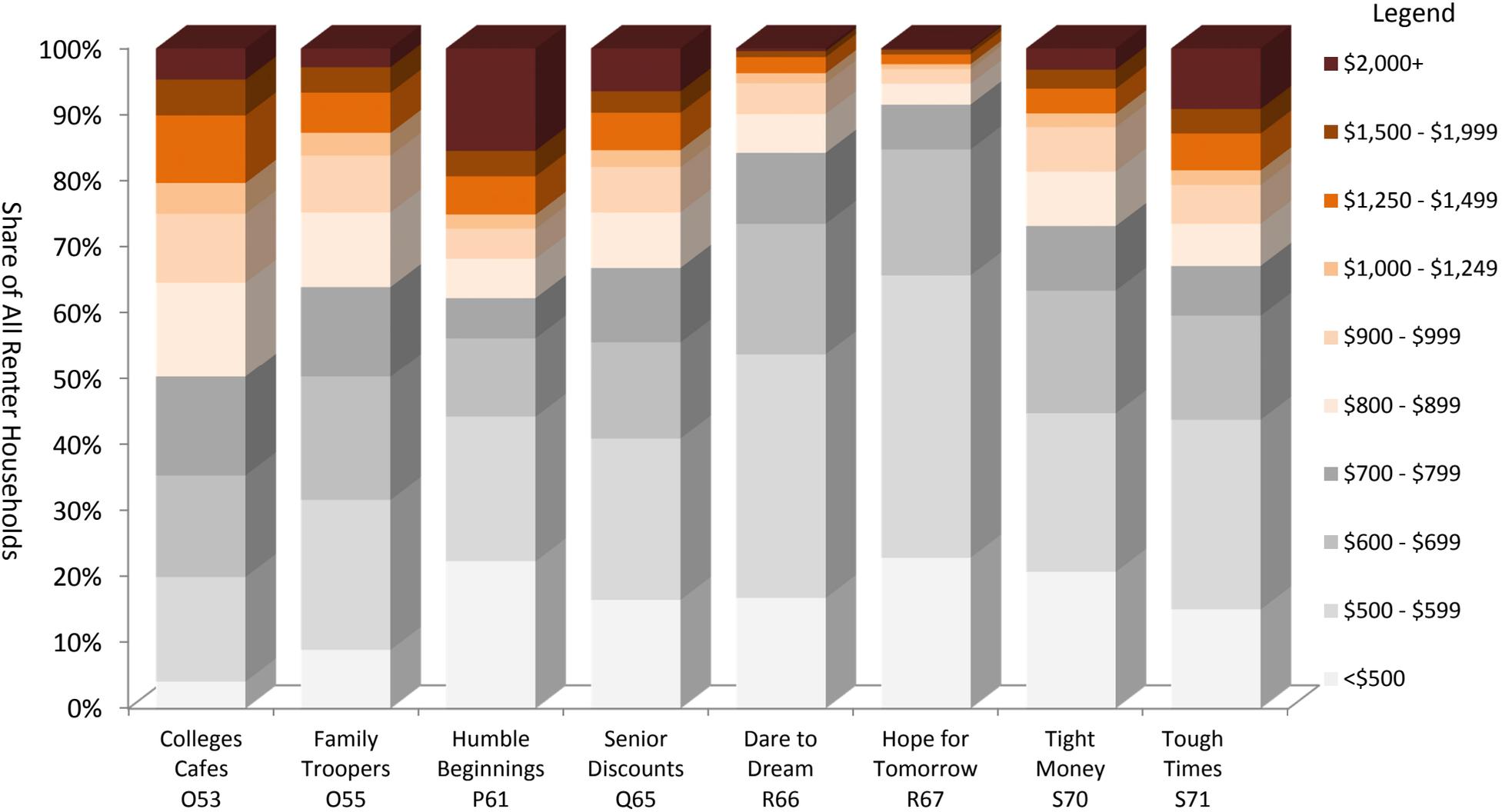
Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Contract Rent Bracket
 Crawford COUNTY, Michigan - 2016 - 2020

Exhibit F1.3

	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
AGGRESSIVE SCENARIO (Per In-Migration Only)	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Target Market	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Crawford COUNTY - Total	589	91	134	0	0	0	0	0	92	0	0
Crawford COUNTY - Renters	383	66	133	0	0	0	0	0	66	0	0
<\$500	55	3	18	0	0	0	0	0	3	0	0
\$500 - \$599	131	15	42	0	0	0	0	0	15	0	0
\$600 - \$699	82	14	26	0	0	0	0	0	14	0	0
\$700 - \$799	45	12	16	0	0	0	0	0	12	0	0
\$800 - \$899	34	11	13	0	0	0	0	0	11	0	0
\$900 - \$999	16	6	6	0	0	0	0	0	6	0	0
\$1,000 - \$1,249	2	1	1	0	0	0	0	0	1	0	0
\$1,250 - \$1,499	9	3	4	0	0	0	0	0	3	0	0
\$1,500 - \$1,999	5	1	3	0	0	0	0	0	1	0	0
\$2,000+	4	0	4	0	0	0	0	0	0	0	0
Summation	383	66	133	0	0	0	0	0	66	0	0
Med. Contract Rent	\$634	--	--	\$1,051	\$902	\$907	\$699	\$691	\$683	\$656	\$770

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
 Contract rent typically excludes some or all utilities 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.

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.
 Michigan estimates, analysis, and exhibit prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Contract Rent Brackets | Existing Households by Moderate Target Market
Crawford 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	5.6%	4.2%	8.5%	22.8%	16.0%	14.8%	19.8%	19.5%	14.6%
\$500 - \$599	17.3%	20.5%	27.7%	28.6%	30.2%	41.8%	47.4%	28.8%	35.5%
\$600 - \$699	13.6%	19.2%	22.0%	15.1%	17.5%	21.5%	20.3%	21.6%	18.9%
\$700 - \$799	11.3%	16.0%	13.7%	6.5%	11.5%	10.0%	6.2%	9.6%	7.7%
\$800 - \$899	13.3%	17.3%	12.9%	7.3%	9.7%	6.2%	3.3%	9.3%	7.4%
\$900 - \$999	8.2%	7.5%	5.8%	3.3%	4.7%	2.9%	1.3%	4.5%	4.0%
\$1,000 - \$1,249	3.0%	2.5%	1.8%	1.2%	1.4%	0.7%	0.4%	1.0%	1.2%
\$1,250 - \$1,499	11.5%	7.0%	3.9%	4.0%	3.7%	1.4%	0.9%	2.4%	3.6%
\$1,500 - \$1,999	8.0%	3.1%	2.1%	2.3%	1.8%	0.5%	0.3%	1.6%	2.1%
\$2,000+	8.1%	2.7%	1.5%	9.0%	3.6%	0.2%	0.1%	1.7%	5.1%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	\$506	\$621	\$556	\$574	\$543	\$469	\$436	\$506	\$548

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
 Crawford 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
Crawford COUNTY - Total	589	91	134	0	56	0	37	0	0	10	33
Crawford COUNTY - Renters	383	66	133	0	56	0	35	0	0	10	33
<\$500	55	3	18	0	5	0	6	0	0	2	5
\$500 - \$599	131	15	42	0	16	0	11	0	0	3	12
\$600 - \$699	82	14	26	0	12	0	6	0	0	2	6
\$700 - \$799	45	12	16	0	8	0	4	0	0	1	3
\$800 - \$899	34	11	13	0	7	0	3	0	0	1	2
\$900 - \$999	16	6	6	0	3	0	2	0	0	0	1
\$1,000 - \$1,249	2	1	1	0	1	0	0	0	0	0	0
\$1,250 - \$1,499	9	3	4	0	2	0	1	0	0	0	1
\$1,500 - \$1,999	5	1	3	0	1	0	1	0	0	0	1
\$2,000+	4	0	4	0	1	0	1	0	0	0	2
Summation	383	66	133	0	56	0	35	0	0	9	33
Med. Contract Rent	\$634	--	--	\$745	\$667	\$689	\$651	\$562	\$523	\$608	\$657

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Contract rent typically excludes some or all utilities 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
 Crawford 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
	Crawford Co.	\$428	\$440	\$462	\$492	\$528	\$580	\$661
1	Grayling City	\$392	\$406	\$462	\$476	\$508	\$580	\$698

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 ©.

Median Contract Rent 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. Michigan estimates, analysis, and exhibit prepared by LandUse|USA (c) 2016 with all rights reserved.

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

Total Sq. Ft.	Cheboygan County		Alcona County		Otsego County		Montmorency County	
	Presque Isle County Alpena County	Cash	Rent per Sq. Ft.	Iosco County	Cash	Crawford County Roscommon County	Rent per Sq. Ft.	Ogemaw County
	Rent per Sq. Ft.	Rent	Rent per Sq. Ft.	Rent	Rent per Sq. Ft.	Rent	Rent per Sq. Ft.	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	<i>\$0.67</i>	<i>\$735</i>
1,200	\$0.68	\$815	\$0.85	\$1,015	\$0.76	\$915	<i>\$0.62</i>	<i>\$740</i>
1,300	\$0.64	\$830	\$0.82	\$1,060	\$0.73	\$955	<i>\$0.57</i>	<i>\$745</i>
1,400	\$0.60	\$845	\$0.79	\$1,100	\$0.71	\$990	<i>\$0.54</i>	<i>\$750</i>
1,500	\$0.57	\$860	\$0.76	\$1,140	\$0.68	\$1,025	<i>\$0.50</i>	<i>\$755</i>
1,600	\$0.54	\$865	\$0.74	\$1,175	\$0.66	\$1,055	<i>\$0.48</i>	<i>\$760</i>
1,700	\$0.51	\$870	\$0.71	\$1,210	\$0.64	\$1,085	<i>\$0.45</i>	<i>\$765</i>
1,800	\$0.49	\$875	\$0.69	\$1,240	\$0.62	\$1,110	<i>\$0.43</i>	<i>\$770</i>
1,900	<i>\$0.46</i>	<i>\$880</i>	\$0.67	\$1,270	\$0.60	\$1,135	<i>\$0.41</i>	<i>\$775</i>
2,000	<i>\$0.44</i>	<i>\$885</i>	\$0.65	\$1,295	\$0.58	\$1,160	<i>\$0.39</i>	<i>\$780</i>

Source: Estimates and forecasts prepared exclusively by LandUse|USA; 2016 ©.

Underlying data gathered by 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.



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Home Values County and Places

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 - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Home Value Bracket
 Crawford COUNTY, Michigan - 2016 - 2020

Exhibit F2.1

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71	Upscale	Moderate	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
	Lifestyle	Target	Target	Empty	Seeking	for	ian	Steam	Depend-	Ambit-	Single
Target Market	All 71	Upscale	Moderate	Nests	Singles	Success	Groove	Ahead	ents	ion	Scene
Year of Data	2015	2015	2015	E19	G24	K37	K40	O50	O51	O52	O54
Crawford COUNTY - Total	589	91	134	U	U	U	U	U	U	U	U
Crawford COUNTY - Owners	206	25	1	2015	2015	2015	2015	2015	2015	2015	2015
< \$50,000	56	3	1	0	0	0	0	0	26	0	0
\$50 - \$74,999	59	5	0	0	0	0	0	0	3	0	0
\$75 - \$99,999	45	6	0	0	0	0	0	0	5	0	0
\$100 - \$149,999	26	5	0	0	0	0	0	0	6	0	0
\$150 - \$174,999	8	2	0	0	0	0	0	0	5	0	0
\$175 - \$199,999	3	1	0	0	0	0	0	0	2	0	0
\$200 - \$249,999	7	2	0	0	0	0	0	0	1	0	0
\$250 - \$299,999	2	1	0	0	0	0	0	0	2	0	0
\$300 - \$349,999	0	0	0	0	0	0	0	0	1	0	0
\$350 - \$399,999	0	0	0	0	0	0	0	0	0	0	0
\$400 - \$499,999	0	0	0	0	0	0	0	0	0	0	0
\$500 - \$749,999	0	0	0	0	0	0	0	0	0	0	0
\$750,000+	0	0	0	0	0	0	0	0	0	0	0
Summation	206	25	1	0	0	0	0	0	25	0	0
Med. Home Value	\$73,155	--	--	\$290,615	\$223,338	\$215,871	\$121,224	\$111,472	\$114,135	\$101,089	\$149,834

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
 Crawford 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
Crawford COUNTY - Total	589	91	134	0	56	0	37	0	0	10	33
Crawford COUNTY - Owners	206	25	1	0	0	0	2	0	0	0	0
< \$50,000	56	3	1	0	0	0	1	0	0	0	0
\$50 - \$74,999	59	5	0	0	0	0	0	0	0	0	0
\$75 - \$99,999	45	6	0	0	0	0	0	0	0	0	0
\$100 - \$149,999	26	5	0	0	0	0	0	0	0	0	0
\$150 - \$174,999	8	2	0	0	0	0	0	0	0	0	0
\$175 - \$199,999	3	1	0	0	0	0	0	0	0	0	0
\$200 - \$249,999	7	2	0	0	0	0	0	0	0	0	0
\$250 - \$299,999	2	1	0	0	0	0	0	0	0	0	0
\$300 - \$349,999	0	0	0	0	0	0	0	0	0	0	0
\$350 - \$399,999	0	0	0	0	0	0	0	0	0	0	0
\$400 - \$499,999	0	0	0	0	0	0	0	0	0	0	0
\$500 - \$749,999	0	0	0	0	0	0	0	0	0	0	0
\$750,000+	0	0	0	0	0	0	0	0	0	0	0
Summation	206	25	1	0	0	0	1	0	0	0	0
Med. Home Value	\$73,155	--	--	\$143,893	\$108,060	\$114,750	\$100,751	\$65,965	\$54,596	\$87,944	\$102,787

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.

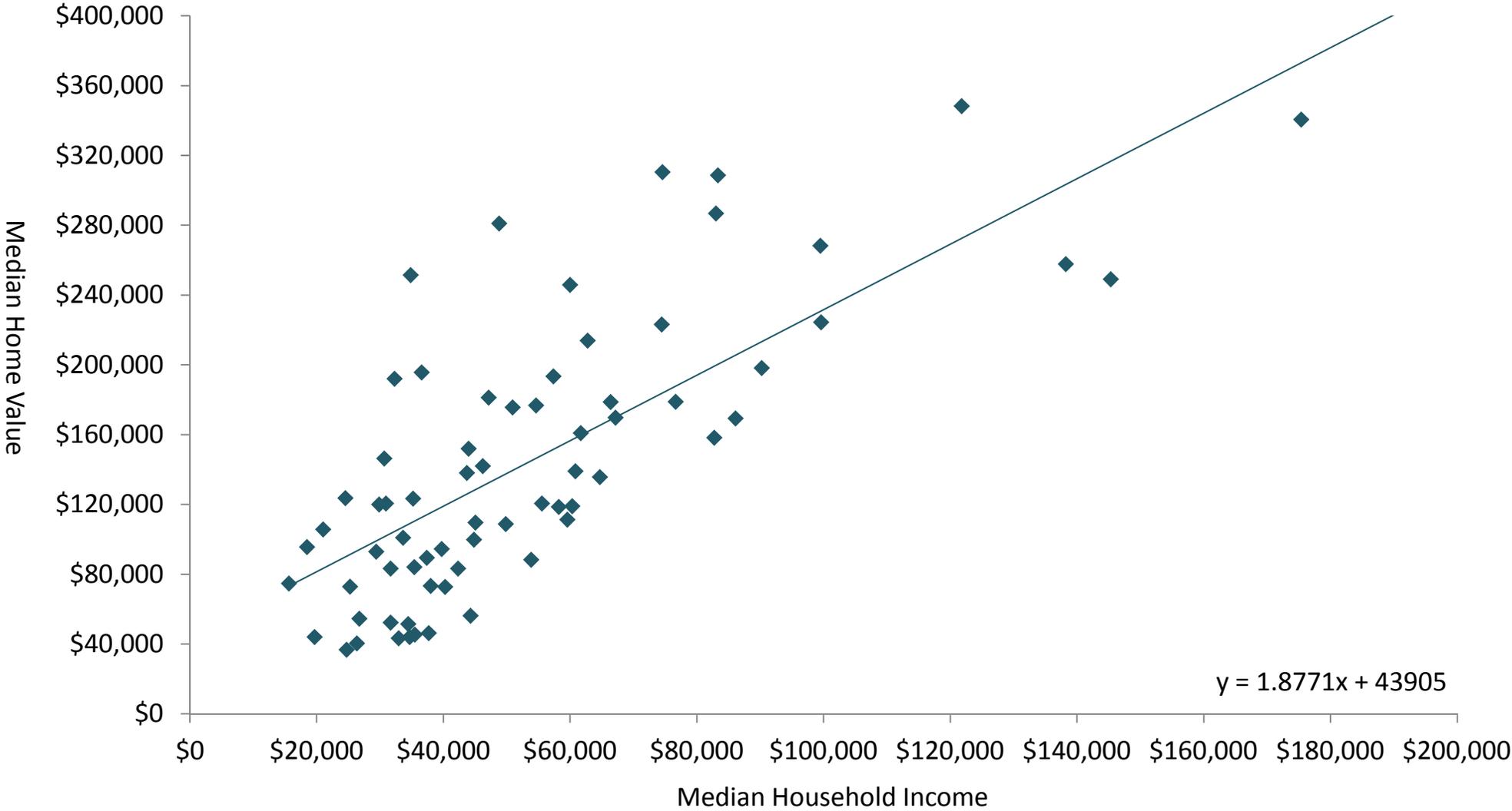
Median Home Values include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

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

Order	County Name	2010	2011	2012	2013	2014	2016	2020
		ACS 1-yr Median Home Value	ACS 1-yr Median Home Value	ACS 1-yr Median Home Value	ACS 1-yr Median Home Value	Estimate Median Home Value	Forecast Median Home Value	Forecast Median Home Value
	Crawford Co.	\$108,000	\$102,700	\$105,000	\$96,400	\$97,364	\$99,321	\$102,131
1	Grayling City	\$81,500	\$76,200	\$75,000	\$70,100	\$70,801	\$72,224	\$74,268

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.

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. Michigan estimates, analysis, and exhibit prepared by LandUse|USA (c) 2016 with all rights reserved.

Market Parameters and Forecasts - Median Household Income
 Crawford 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
	Crawford Co.	\$39,665	\$39,665	\$39,982	\$40,295	\$40,698	\$41,516	\$42,691
1	Grayling City	\$25,417	\$21,782	\$23,333	\$24,000	\$24,240	\$24,727	\$25,427

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
Crawford County, Michigan - 2000 through 2014

Year	Units	Investment	Invest./Unit	Units	Investment	Invest./Unit	Detach. v.
	Detached (Single-Fam.)	Detached (Single-Fam.)	Detached (Single-Fam.)	Attached (Multi-Fam)	Attached (Multi-Fam)	Attached (Multi-Fam)	Attach. Cost Index
2014	18	\$2,745,456	\$152,500	--	--	--	--
2013	26	\$1,795,429	\$69,100	--	--	--	--
2012	22	\$1,873,592	\$85,200	--	--	--	--
2011	40	\$3,841,169	\$96,000	--	--	--	--
2010	38	\$2,998,544	\$78,900	--	--	--	--
2009	15	\$1,854,000	\$123,600	--	--	--	--
2008	36	\$2,459,092	\$68,300	--	--	--	--
2007	54	\$3,431,051	\$63,500	--	--	--	--
2006	75	\$5,462,206	\$72,800	--	--	--	--
2005	166	\$8,024,783	\$48,300	--	--	--	--
2004	115	\$7,032,231	\$61,100	--	--	--	--
2003	108	\$8,141,907	\$75,400	--	--	--	--
2002	109	\$7,932,494	\$72,800	--	--	--	--
2001	87	\$7,338,966	\$84,400	--	--	--	--
2000	100	\$7,409,921	\$74,100	--	--	--	--
All Years	1,009	\$72,340,841	\$71,700	0	\$0	\$0	0.00
2007-14	249	\$20,998,333	\$84,300	0	\$0	\$0	0.00
2000-06	760	\$51,342,508	\$67,600	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
 Crawford COUNTY, Michigan and Selected Communities - 2016

Exhibit G.1

	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
EXISTING HOUSEHOLDS	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
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
Crawford COUNTY	6,367	193	233	0	0	0	0	0	193	0	0
Owners	5,568	127	36	0	0	0	0	0	127	0	0
Renters	799	66	197	0	0	0	0	0	66	0	0
City of Grayling	878	41	87	0	0	0	0	0	41	0	0
Owners	668	27	15	0	0	0	0	0	27	0	0
Renters	210	14	72	0	0	0	0	0	14	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
 Crawford COUNTY, Michigan and Selected Communities - 2016

Exhibit G.2

	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
EXISTING HOUSEHOLDS											
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
Crawford COUNTY	6,367	193	233	0	57	0	112	0	0	11	54
Owners	5,568	127	36	0	1	0	33	0	0	0	2
Renters	799	66	197	0	56	0	79	0	0	10	52
City of Grayling	878	41	87	0	17	0	48	0	0	3	19
Owners	668	27	15	0	0	0	14	0	0	0	1
Renters	210	14	72	0	17	0	34	0	0	3	18

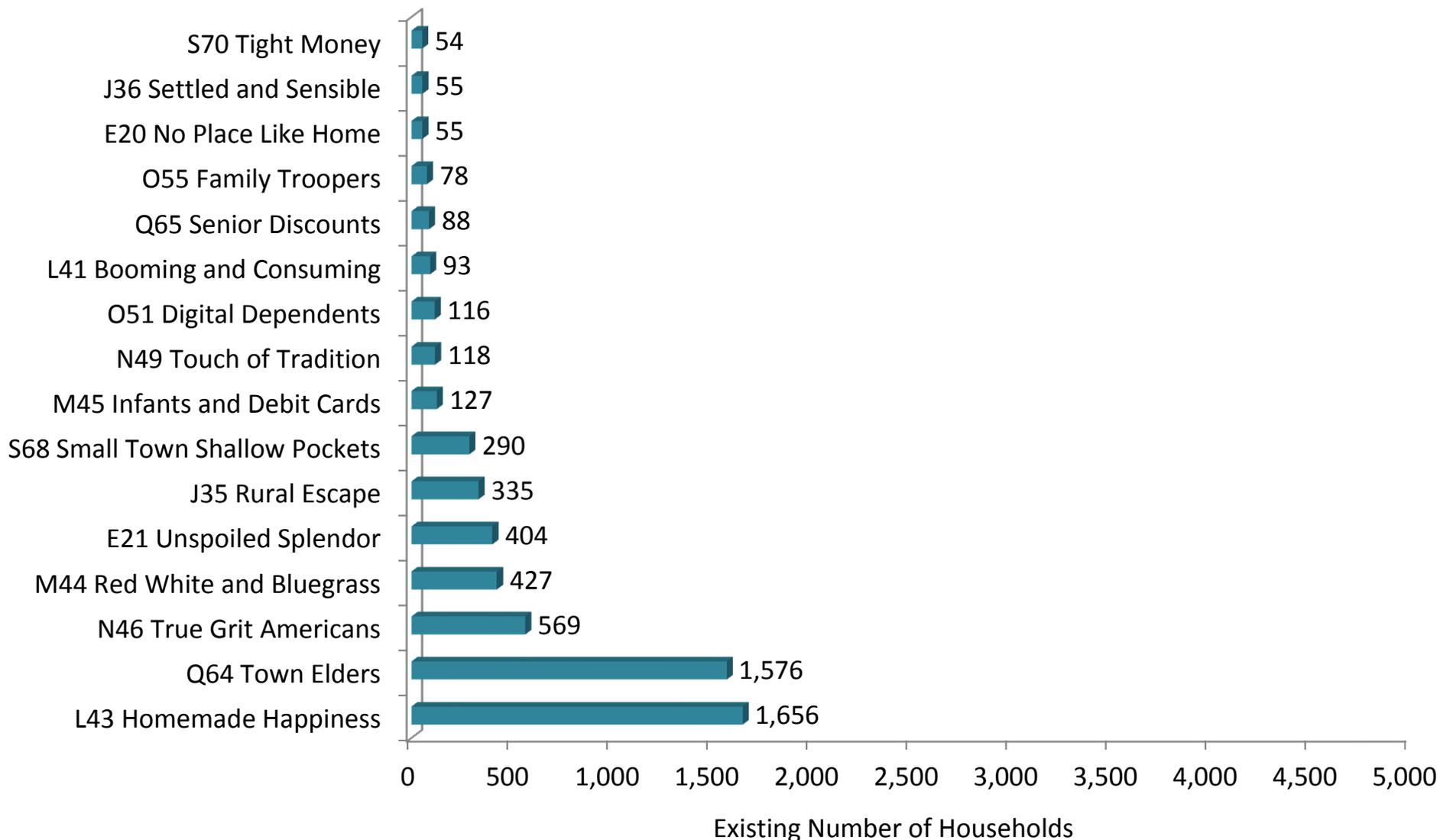
Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

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 cluster.

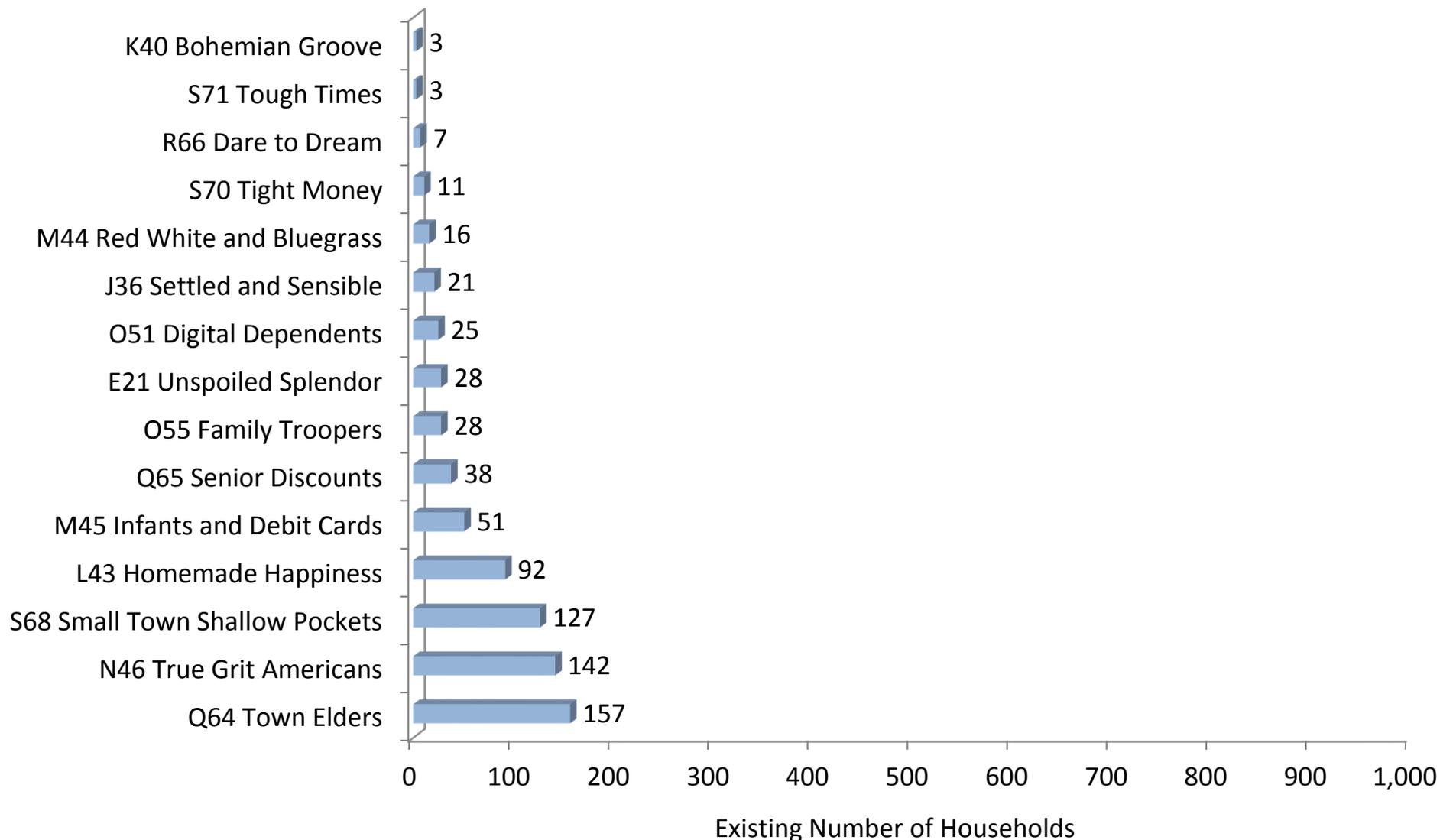
Clusters with the smallest share of households are given a big boost, and those with a largest share are given a minor boost.

Existing Households by Predominant Lifestyle Cluster Crawford 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.

Existing Households by Predominant Lifestyle Cluster The City of Grayling - Crawford 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



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

Order	County Name	2010	2010	2011	2012	2013	2014	2016	2020
		Census	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Estimate	Forecast	Forecast
		Total	Total	Total	Total	Total	Total	Total	Total
		Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.
	Crawford Co.	6,016	5,761	5,663	5,921	5,781	5,781	5,781	5,781
1	Grayling City	--	816	831	882	776	776	776	776

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.

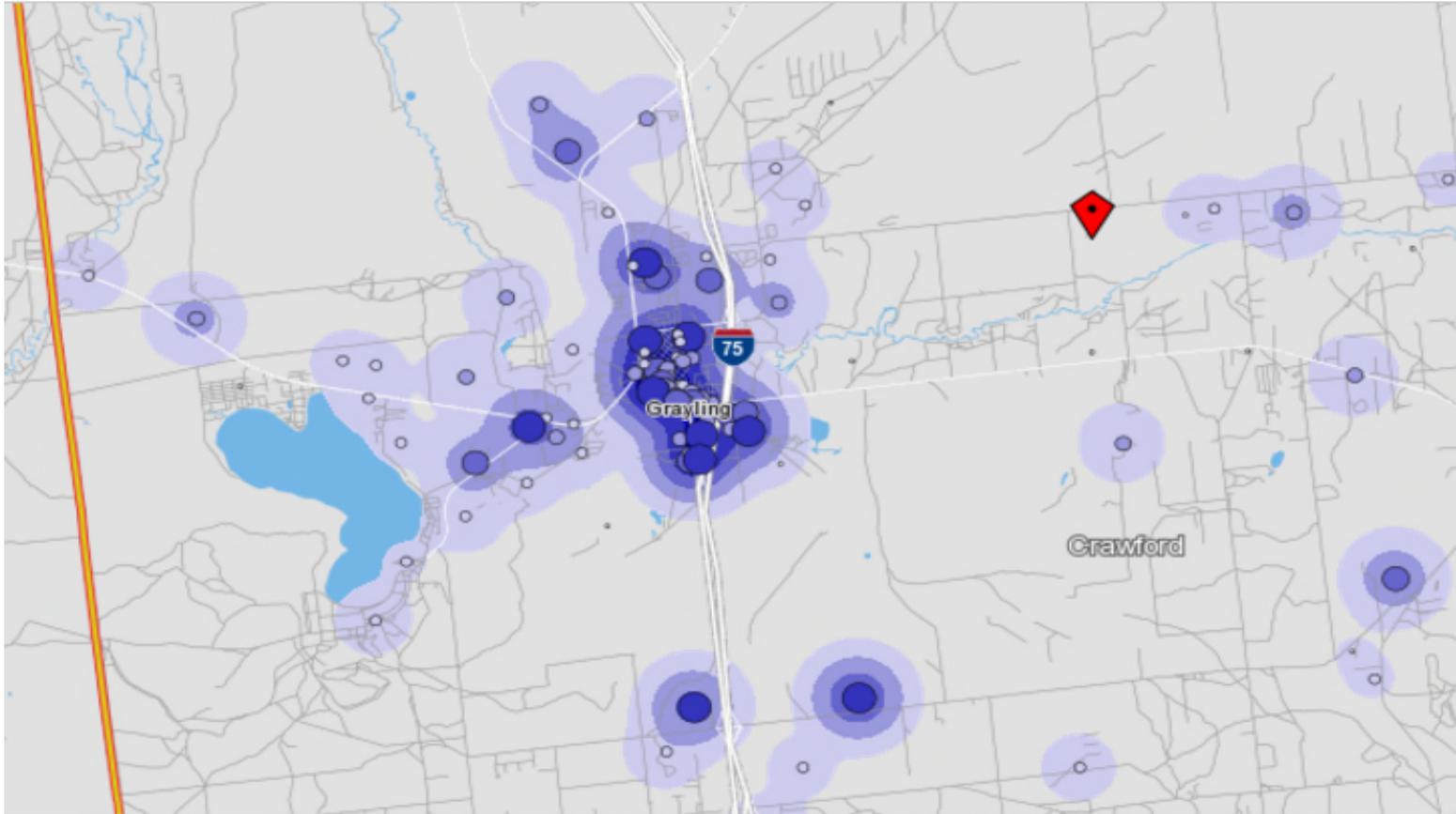
Demographic Profiles - Population and Employment
Crawford County, Michigan with Selected Communities - 2010 - 2015

Exhibit H.2

	Crawford COUNTY	The City of Grayling
Households Census (2010)	6,016	764
Households ACS (2013)	5,781	776
Population Census (2010)	14,074	1,884
Population ACS (2013)	14,017	1,849
Group Quarters Population (2013)	335	138
Correctional Facilities	95	35
Nursing/Mental Health Facilities	172	93
College/University Housing	2	0
Military Quarters	0	0
Other	66	10
Daytime Employees Ages 16+ (2015)	5,412	2,416
Unemployment Rate (2015)	4.3%	5.6%
Employment by Industry Sector (2013)	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	2.2%	0.9%
Arts, Ent. Rec., Accom., Food Service	15.1%	16.2%
Construction	3.9%	6.2%
Educ. Service, Health Care, Soc. Asst.	25.3%	31.3%
Finance, Ins., Real Estate	3.6%	7.0%
Information	0.6%	1.2%
Manufacturing	13.2%	4.3%
Other Services, excl. Public Admin.	5.3%	4.4%
Profess., Sci., Mngmt., Admin., Waste	5.1%	3.6%
Public Administration	7.3%	9.7%
Retail Trade	11.9%	10.3%
Transpo., Wrhse., Utilities	4.9%	4.4%
Wholesale Trade	1.4%	0.5%

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
Crawford County - The City of Grayling, Michigan - 2013



Source: U.S.Census Bureau, Center for Economic Studies; 2013. The red marker just indicates the county.
Exhibit and analysis prepared by LandUse|USA; 2016.

Market Parameters and Forecasts - Total Housing Units, Including Vacancies
 Crawford 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
	Crawford Co.	11,016	11,066	11,073	11,066	11,111	11,111	11,111
1	Grayling City	1,023	1,052	1,031	935	939	939	939

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
 Crawford County and Selected Communities - Michigan Prosperity Region 3

		2010 Census	2010 ACS 1-yr	2011 ACS 1-yr	2012 ACS 1-yr	2013 ACS 1-yr	2014 Estimate	2016 Forecast	2020 Forecast
Order	County Name	Renter Hhlds.							
	Crawford Co.	1,079	947	1,014	1,180	1,094	1,094	1,094	1,094
1	Grayling City	--	389	426	501	433	433	433	433

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
 Crawford County and Selected Communities - Michigan Prosperity Region 3

Order	County Name	2010	2010	2011	2012	2013	2014	2016	2020
		Census	ACS 1-yr	ACS 1-yr	ACS 1-yr	ACS 1-yr	Estimate	Forecast	Forecast
		Owner Hhlds.							
	Crawford Co.	4,937	4,814	4,649	4,741	4,687	4,687	4,687	4,687
1	Grayling City	--	427	405	381	343	343	343	343

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
Crawford County, Michigan with Selected Communities - 2013

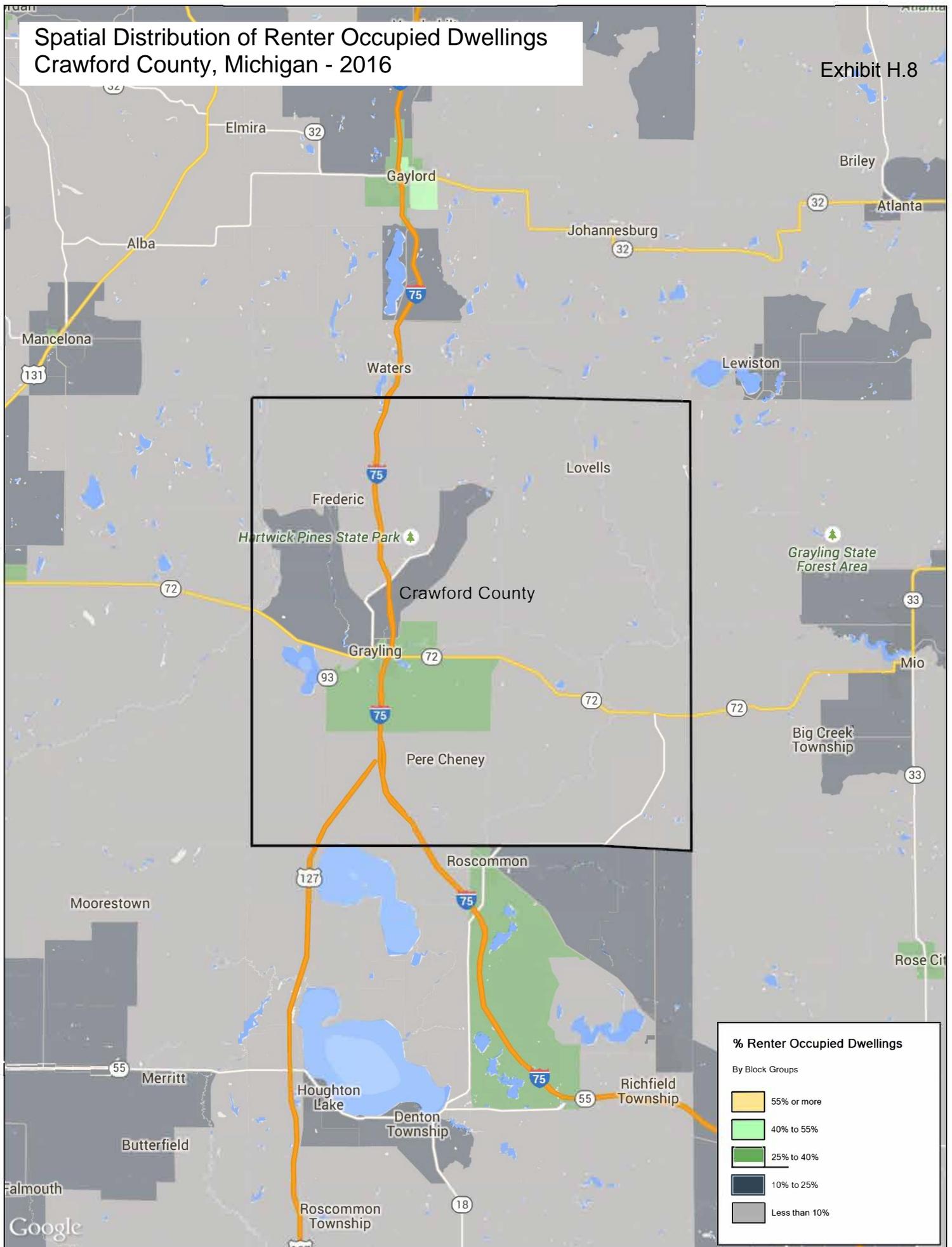
Exhibit H.7

	Crawford COUNTY	The City of Grayling
Total Housing Units (2013)	11,066	935
1, mobile, other	10,608	632
1 attached, 2	179	40
3 or 4	106	101
5 to 9	39	39
10 to 19	77	66
20 to 49	49	49
50 or more	8	8
Premium for Seasonal Households	25%	2%
Vacant (incl. Seasonal, Rented, Sold)		
1, mobile, other	5,215	99
1 attached, 2	32	22
3 or 4	10	10
5 to 9	18	18
10 to 19	10	10
20 to 49	0	0
50 or more	0	0
Avail. (excl. Seasonal, Rented, Sold)		
1, mobile, other	701	82
1 attached, 2	4	18
3 or 4	1	8
5 to 9	2	15
10 to 19	1	8
20 to 49	0	0
50 or more	0	0
Reason for Vacancy (2013)	5,285	159
For Rent	269	97
For Sale	160	8
Others	<u>281</u>	<u>26</u>
For Sale or Rent	710	131
Seasonal, Recreation	4,486	28
Migrant Workers	0	0
Rented, Not Occupied	0	0
Sold, Not Occupied	<u>89</u>	<u>0</u>
Not Yet Occupied	89	0

Source: American Community Survey (ACS) 2008 - 2013.
Analysis and exhibit prepared by LandUse|USA; 2016.

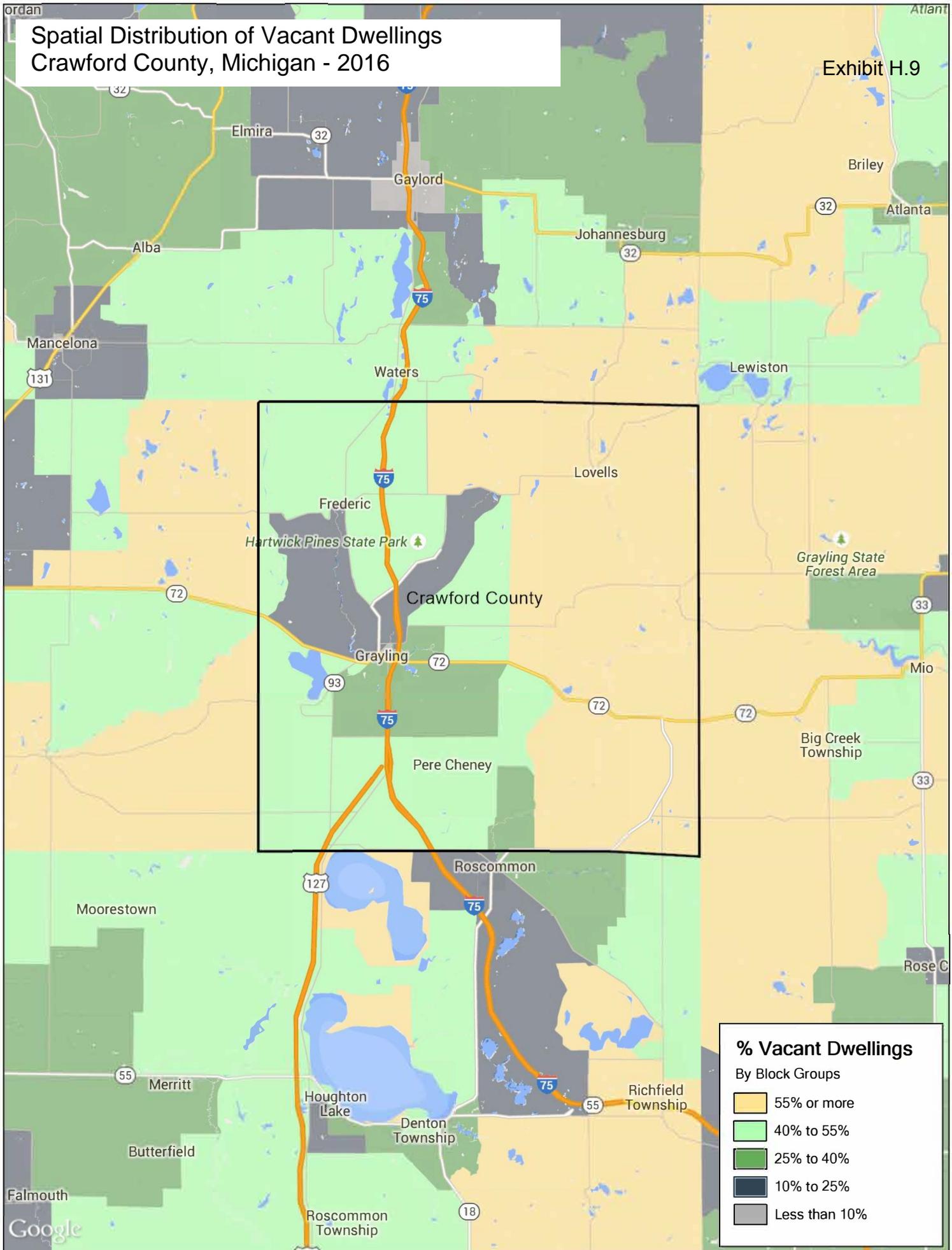
Spatial Distribution of Renter Occupied Dwellings Crawford County, Michigan - 2016

Exhibit H.8



Spatial Distribution of Vacant Dwellings Crawford County, Michigan - 2016

Exhibit H.9



% Vacant Dwellings
By Block Groups

Lightest yellow	55% or more
Light green	40% to 55%
Medium green	25% to 40%
Dark green	10% to 25%
Darkest green	Less than 10%

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

Primary County	Crawford
Jurisdiction Name	City of Grayling
2010 Population (Decennial Census)	1,884
2013 Population (ACS 2009-13 Estimate)	1,849
City/Village-Wide Planning Documents	
1 City-Wide Master Plan (not county)	1
2 Has a Zoning Ordinance Online	1
3 Considering a Form Based Code	0
4 Parks & Rec. Plan and/or Commiss.	1
Downtown Planning Documents	
5 Established DDA, BID, or Similar	1
6 DT Master Plan, Subarea Plan	0
7 Streetscape, Transp. Improv. Plan	1
8 Retail Market Study or Strategy	1
9 Residential Market Study, Strategy	1
10 Façade Improvement Program	1
Downtown Organization and Marketing	
11 Designation: Michigan Cool City	0
12 Member of Michigan Main Street	1
13 Main Street 4-Point Approach	1
14 Facebook Page	1
Listing or Map of Merchants and Amenities	
15 City/Village Main Website	0
16 DDA, BID, or Main Street Website	1
17 Chamber or CVB Website	1
Subtotal Place Score (17 points possible)	13

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.

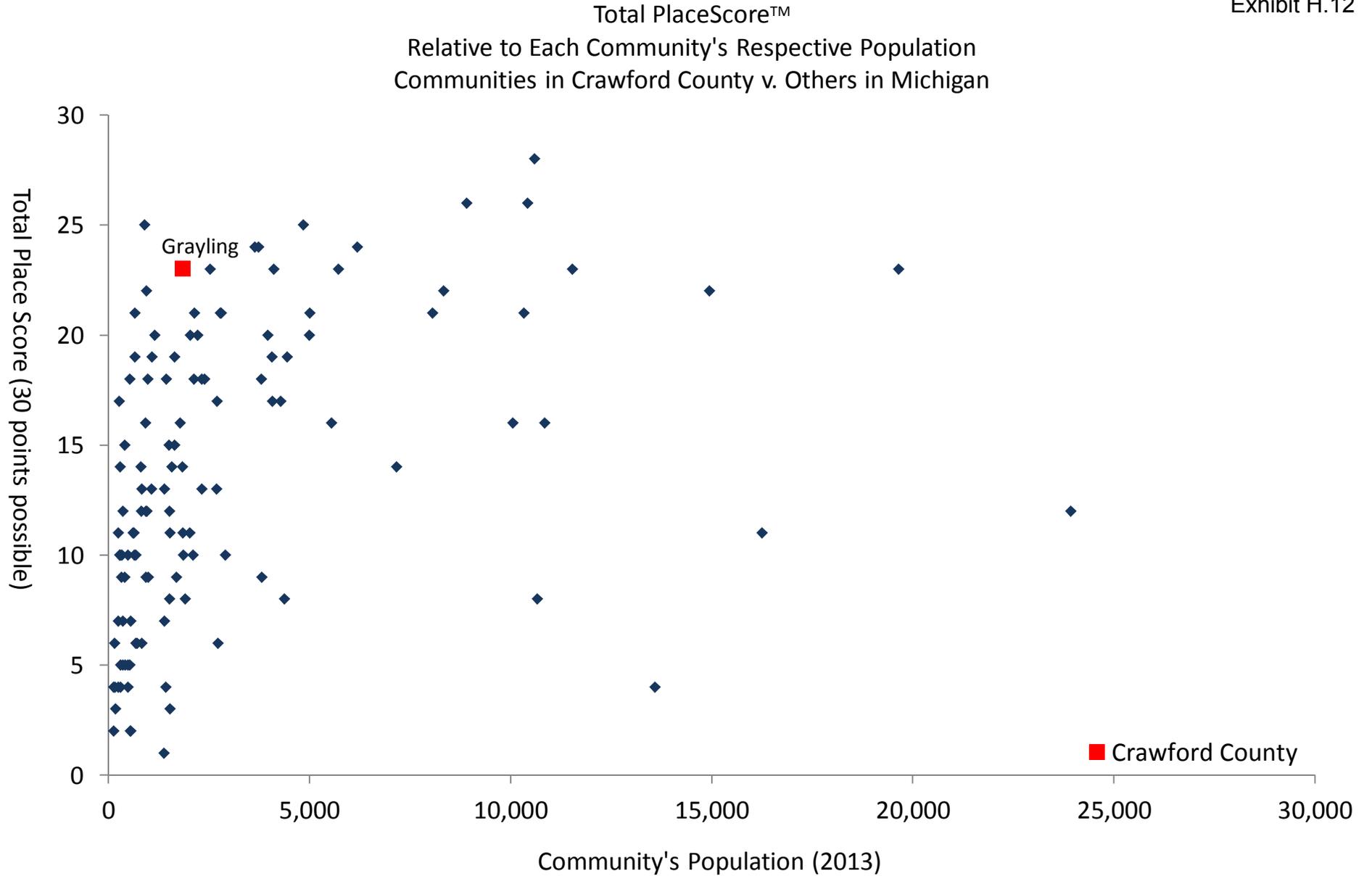
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PlaceScores™ - Local Placemaking Initiatives and Amenities
 (As evident through Online Search Engines)
 Crawford County, Michigan and Selected Communities - 2016

Primary County	Crawford
Jurisdiction Name	City of Grayling
2010 Population (Decennial Census)	1,884
2013 Population (ACS 2008-13 Estimate)	1,849
Unique Downtown Amenities	
1 Cinema/Theater, Playhouse	1
2 Waterfront Access/Parks	1
3 Established Farmer's Market	1
4 Summer Music in the Park	0
5 National or Other Major Festival	0
Downtown Street and Environment	
6 Angle Parking (not parallel)	1
7 Reported Walk Score is 50+	1
8 Walk Score/1,000 Pop is 40+	0
9 Off Street Parking is Evident	1
10 2-Level Scale of Historic Buildings	1
11 Balanced Scale 2 Sides of Street	1
12 Pedestrian Crosswalks, Signaled	1
13 Two-way Traffic Flow	1
Subtotal Place Score (13 points possible)	10
Total Place Score (30 Points Possible)	23
Total Place Score per 1,000 Population	12
Reported Walk Score (avg. = 42)	64
Walk Score per 1,000 Population	35

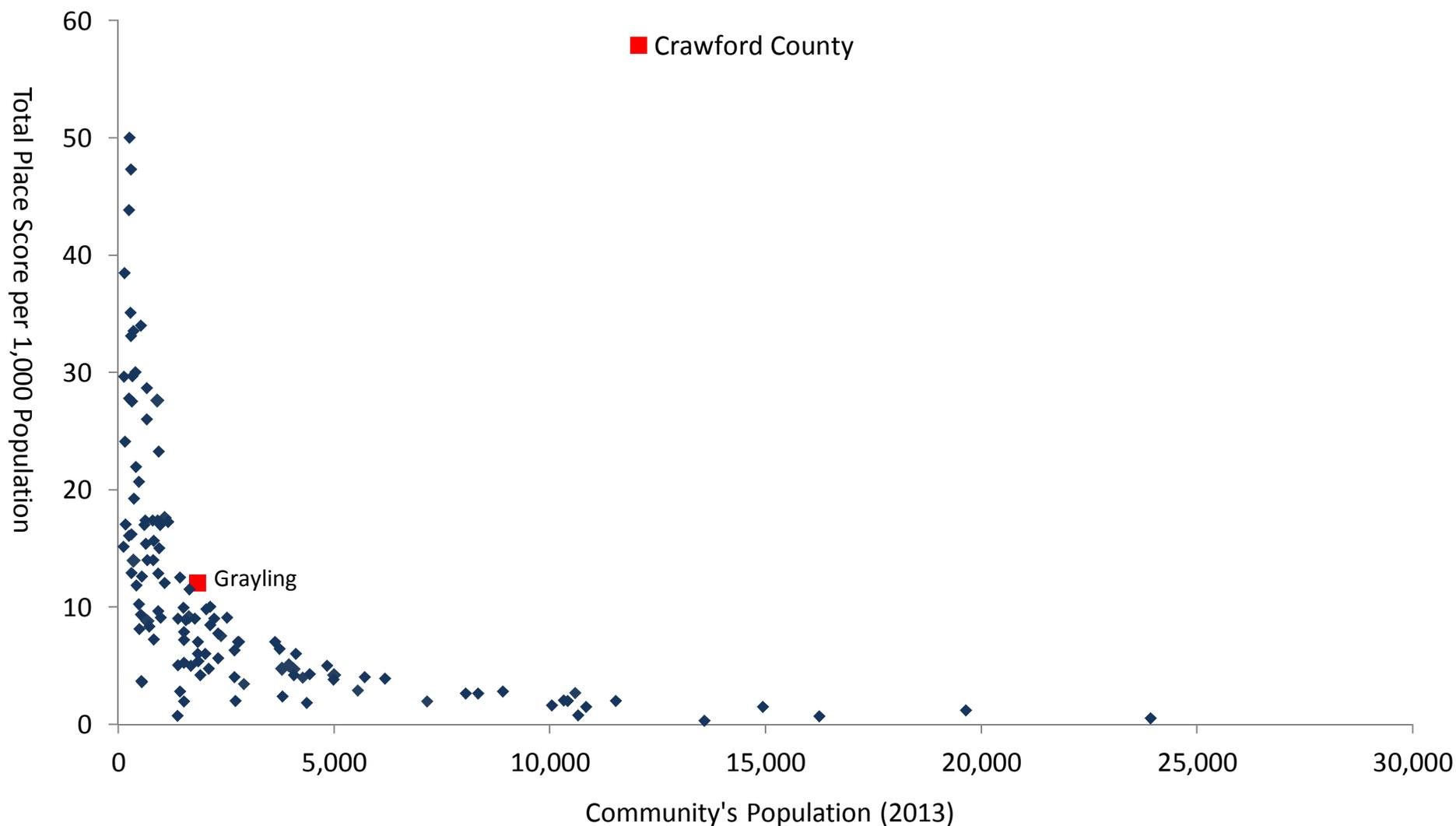
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 Analysis and assessment by LandUse|USA; © 2016.

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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.

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



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