



# Target Market Analysis

## Presque Isle County

### Michigan

# 2016

Prepared by:



LandUseUSA

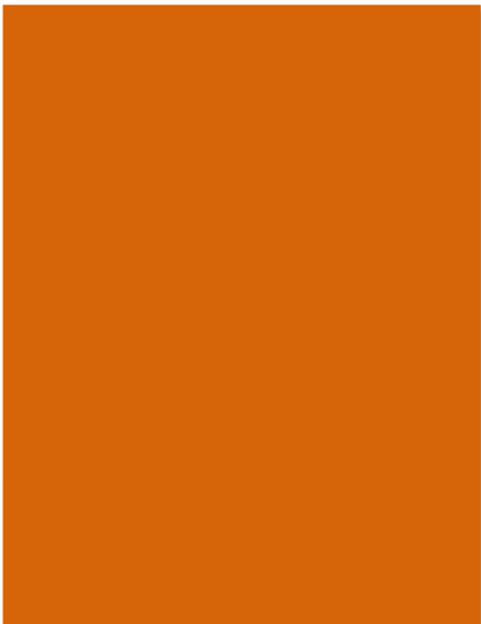
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**MSHDA**  
MICHIGAN STATE HOUSING  
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# Acknowledgements

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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 Presque Isle County and 10 other counties.

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

Based on the Target Market Analysis results, there is an annual market potential for 152 attached units throughout Presque Isle County, plus 223 detached houses. Among the 152 attached units, the majority will be captured by the City of Rogers City (28 units annually), and the nearby Presque Isle Harbor CDP can capture 8 units each year.

### Summary Table A

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

Annual Market Potential Aggressive Scenario	Detached Houses	Attached Formats
The City of Onaway	45	19
Presque Isle Harbor CDP	54	8
The City of Rogers City	30	28
<u>All Other Places</u>	<u>94</u>	<u>97</u>
Presque Isle County Total	223	152

The City of Onaway could capture 19 units annually, which is higher than prior estimates released in 2014. A comparison of these differences are displayed in [Table 7-b](#) within this narrative report, and are attributed to a) updates to underlying migration patterns (i.e., movership rates to and within the city), b) updates to the composition of lifestyle clusters choosing to live in the city, and c) some relatively minor shifts in household preferences within the lifestyle clusters.

There will also be 97 migrating households in Presque Isle County each year seeking attached units in locations other than Onaway, Presque Isle Harbor, and Rogers City. They are more likely to choose townhouses near Lake Huron and the county's inland lakes, and important highways (particularly the US Highway 23 Heritage Route).

Each county and community in the region is unique with varying degrees of market potential across a range of formats. Results of the analysis are intended to help communities and developers focus on Missing Middle Housing choices (see [www.MissingMiddleHousing.com](http://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 state's top target markets.

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 Presque Isle County is low compared to other counties in the region. About 20 units (13%) of its annual market potential will be supported by Upscale Target Markets, and 110 units (72%) will be generated by Moderate Target Markets. The remaining 22 units (15%) 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
Presque Isle County	20	110	22	152
Share of County Total	13%	72%	15%	100%
Others in the Region				
Alpena County	59	597	59	715
Otsego County	141	396	32	569
Roscommon County	30	287	100	417
Cheboygan County	76	264	38	378
Ogemaw County	47	181	51	279
Iosco County	43	178	49	270
Crawford County	24	130	34	188
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 Presque Isle County, Michigan. The outline and contents of this report are intentionally replicated for each of the 11 counties in the Northeast Michigan Prosperity Region 3. This leverages work economies, helps keep the reports succinct, and enables easy comparisons between counties in the region.

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

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

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

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

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

Table 1  
TMA Market Strategy Report – Outline  
Presque Isle 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 <sub>1</sub>	Contract Rents	County and Places
Section F <sub>2</sub>	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 includes the following: a) advisory report of recommended next-steps, b) target market profiles, and c) real estate analysis of existing housing choices, with 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  
 Presque Isle 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 Presque Isle County include the Bohemian Grooves and Digital Dependents.

In addition, 5 of the 8 moderate target markets are also moving into and within the county, including the Family Troopers, Senior Discounts, and Tight Money. The following Table 3 provides a succinct overview of the target market inclinations for attached units, renter tenure, and renter movership rate. Detailed profiles are included in Section B attached to this report, and also in the Regional Workbook.

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

Group	Lifestyle Cluster Name	Share in Attached Units	Renters as a Share of Total	Renter Movership Rate
Upscale	K40 Bohemian Groove	52%	91%	38%
Upscale	O51 Digital Dependents	11%	34%	80%
Moderate	O55 Family Troopers	64%	99%	87%
Moderate	Q65 Senior Discounts	100%	71%	28%
Moderate	S70 Tight Money	92%	100%	78%

**Upscale Target Markets – Presque Isle County**

- K40 Bohemian Groove – Settled in second-tier cities and scattered across the country; living in affordable attached units, including low-rise courtyard apartments and row houses of varying vintage. Head of householder’s age: 48% are between the ages of 51 and 65.
- O51 Digital Dependents – Most are located in second-tier cities scattered across the country and in a mix of urban areas that include transient neighborhoods. They usually choose a mix of attached products, townhouses, and small houses. Head of householder’s age: 90% are 19 to 35 years.

**Moderate Target Markets – Presque Isle County**

- O55 Family Troopers – Families living in small cities, villages, and places. They tend to live in older attached formats like duplexes and low-rise buildings, and in ranch houses. Head of householder’s age: 85% are 19 to 35 years.
- Q65 Senior Discounts – Seniors living throughout the country and particularly in metro communities, big cities, and inner-ring suburbs. They tend to live in large multiplexes geared for seniors, and prefer that security over living on their own. Head of householder’s age: 98% are over 51 years, and 84% are over 66 years.

- 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.

The other upscale and moderate target markets are choosing other counties in the region – although not always in large numbers. Presque Isle 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 Presque Isle County, but the model also measures the potential among other and more prevalent lifestyle clusters. The most prevalent lifestyle clusters for Presque Isle County are documented in [Section G](#) of this report, with details for each city (Onaway and Rogers City), village (Millersburg and Posen), and census designated place (Presque Isle Harbor).

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

The following [Table 4](#) provides a summary of these lifestyle clusters with their propensity to choose attached units, renter tenure, and renter movership rates. For example, only 4% of the True Grit American households will choose attached units, about 9% are renters, and 25% of those renters are inclined to move each year. 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  
Presque Isle County, Michigan –Year 2016

Lifestyle Cluster Name	Share in Attached Units	Renters as a Share of Total	Renter Movership Rate	Presque Isle Co. Hhlds.
Q64 Town Elders	3%	4%	5%	1,600
L43 Homemade Happiness	3%	5%	13%	1,050
J35 Rural Escape	3%	3%	9%	850
L41 Booming, Consuming	9%	17%	32%	650
J36 Settled and Sensible	2%	3%	10%	550
E21 Unspoiled Splendor	2%	2%	4%	450
N46 True Grit Americans	4%	9%	25%	400
M44 Red, White, Bluegrass	5%	11%	12%	400
S68 Small Town, Pockets	7%	34%	33%	400

#### Prevalent Lifestyle Clusters – Presque Isle County

- Q64 Town Elders – Seniors living in small and rural communities; in detached ranch houses and bungalows typically situated on small lots and built more than half a century ago. Head of householder’s age: 98% are over 66 years.
- L43 Homemade Happiness – Empty nesters living in 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.
- 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.
- L41 Booming and Consuming – Empty nesters living in scattered small cities and villages; and tending to choose newer ranch-style houses or townhouses. Head of householder’s age: 58% are between 51 and 65 years, and most of the balance is older.

## Prevalent Lifestyle Clusters – Presque Isle County (continued)

- J36 Settled and Sensible – Found in mid-sized cities that were traditionally dependent manufacturing-related industries; and concentrated in the Midwest. They tend to own modest houses in older neighborhoods, and nearly half were built before 1950. They are settled and close to paying off their mortgages. Head of householder's age: 75% are over 51 years, and 37% are over 66 years.
- 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.
- 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.
- 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 Presque Isle 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 Presque Isle County, whether they are prevalent or represent a small share of the total.

Under the conservative scenario, Presque Isle County has an annual market potential for at least 69 attached units (excluding detached houses), across a range of building sizes and formats. Of these 69 attached units, 10 will be occupied by households among the upscale target markets, and 53 will be occupied by moderate target market households. The remaining 6 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 Presque Isle County, and unadjusted for out-migration. It also assumes that every household moving into and within Presque Isle 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 Presque Isle County is about twice as large as the conservative scenario.

Under the aggressive scenario, a small share of the annual market potential for attached units (22 units, or 15%) is generated by households that are prevalent in Presque Isle 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 (85%) 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 Presque Isle 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  
Presque Isle 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	10	50	20	100
Moderate Targets	53	265	110	550
<u>Most Prevalent Clusters</u>	<u>6</u>	<u>30</u>	<u>22</u>	<u>110</u>
71 Lifestyle Clusters	69	345	152	760

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

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

## “Slide” by Building Format

All exhibits in the attached [Section B](#) through [Section F](#) show the model results before any adjustments are made for the magnitude of market potential relative to building size. For example, under the aggressive scenario, Presque Isle County has an annual market potential for up to 22 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  
Presque Isle 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	125	125	223	223
2   Side-by-Side & Stacked	2	2	7	8
3   Side-by-Side & Stacked	6	6	12	12
4   Side-by-Side & Stacked	4	4	7	8
5-9   Townhouse, Live-Work	19	19	45	43
10+   Multiplex: Small	8	10	16	16
20+   Multiplex: Large	12	28	24	65
50+   Midrise: Small	7	.	19	.
100+   Midrise: Large	11	.	22	.
Subtotal Attached	69	69	152	152

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

## Cities and Places

Section E attached to this Market Strategy Report details the annual market potential and model results for each of Presque County's two cities (Onaway and Rogers City), two village (Millersburg and Posen), and one census designated place (Presque Isle Harbor). Results are shown for the aggressive scenario only, which is based on both in-migration and internal movership within each community.

Table 7-a on the following page shows the annual results, including a) unadjusted model results for the aggressive scenario, and b) adjustments with a "slide" along building sizes. The conservative scenario (reflecting in-migration only) is not provided for the local places, but it can be safely assumed that results would be about half (1/2) that of the aggressive scenario.

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

As demonstrated in the prior section of this report, there is an annual market potential of 152 attached units throughout Presque Isle County (under the aggressive scenario). Each of the local cities, village, and census designated places can compete for households that are migrating throughout the county and seeking those attached choices. Some (albeit not all) of these households will be seeking choices in and near the downtowns (in Onaway and Rogers City), and some will probably seek waterfront choices along the Lake Huron shoreline.

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

Number of Units Unadjusted Model Results	Village Millers- burg	City of Onaway	Village of Posen	CDP P.I. Harbor	City of Rogers City	Presque Isle Co. Totals
1   Detached Houses	.	64	.	54	30	223
2   Side-by-Side & Stacked	.	.	.	1	1	7
3   Side-by-Side & Stacked	.	3	.	1	2	12
4   Side-by-Side & Stacked	.	.	.	1	1	7
5-9   Townhouse, Live-Work	.	5	.	5	7	45
10-19   Multiplex: Small	.	2	.	.	3	16
20-49   Multiplex: Large	.	3	1	.	5	24
50-99   Midrise: Small	.	2	.	.	4	19
100+   Midrise: Large	.	4	.	.	5	22
Subtotal Attached	.	19	1	8	28	152
Number of Units Adjusted with “Slide”	Village Millers- burg	City of Onaway	Village of Posen	CDP P.I. Harbor	City of Rogers City	Presque Isle Co. Totals
1   Detached Houses	.	64	1	54	30	223
2   Side-by-Side & Stacked	.	.	.	.	.	8
3   Side-by-Side & Stacked	.	3	.	3	.	12
4   Side-by-Side & Stacked	.	.	.	.	4	8
5-9   Townhouse, Live-Work	.	5	.	5	7	43
10-19   Multiplex: Small	.	11	.	.	17	16
20-49   Multiplex: Large	.	.	.	.	.	65
50-99   Midrise: Small	.	.	.	.	.	.
100+   Midrise: Large	.	.	.	.	.	.
Subtotal Attached	.	19	.	8	28	152

The City of Onaway – Based on the magnitude and profile of households already moving into and within the City of Onaway, it has an annual market potential for 19 attached units, each year through the year 2020. Additional units could be added if any of these cities can demonstrate an ability to intercept households that might choose other locations in Presque Isle County, or by creating new jobs.

The City of Onaway – The market potential for Onaway is larger than the results reported in an earlier 2014 Target Market Analysis. These newest results reflect the aggregate market potential for 16 upscale and moderate target markets, and for all 71 lifestyle clusters. The prior study included figures for only 8 target markets that were most prevalent in the city.

The updated figures include less prevalent lifestyle clusters that are evident in small numbers, but that also have relatively higher inclinations to choose attached housing formats. Although their numbers are small, they collectively generate some market potential for attached units. Some of the difference is attributed to updates in the underlying lifestyle cluster data (reflecting some underlying shifts in household preferences by tenure and building format), updates to the migration data and movership rates, and a modest +3% “boost” that the analysts gave to the updated results.

Table 7-b  
 Annual Market Potential – Aggressive Scenario (Maximum)  
 Detached and Attached Formats | Owner and Renter Tenure  
 The City of Onaway, Michigan – 2015 v. 2016

	Detached Houses	Attached Formats	Total Units	Owner Occup.	Renter Occup.
Jan 2016 Updated TMA					
8 Upscale Targets	1	1	2	1	1
8 Moderate Targets	0	14	14	0	14
Most Prevalent Targets	<u>44</u>	<u>4</u>	<u>48</u>	<u>18</u>	<u>30</u>
Total 71 Clusters	45	19	64	19	45
Aug 2014 Initial TMA					
8 Prevalent Targets	58	4	62	50	12

## Non-Residents and Seasonality

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

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

Seasonal Non-Residents	Market Potential “Premium”
The Village of Millersburg	+ 6%
The City of Onaway	+ 8%
The Village of Posen	+ 1%
Presque Isle Harbor CDP	+24%
The City of Rogers City	+ 2%
Presque Isle COUNTY	+20%

## Rents and Square Feet

This section of the report focuses on contract rents and unit sizes, and stakeholders are encouraged to review the materials in [Section F<sub>1</sub>](#) for information on rents (and [Section F<sub>2</sub>](#) for home values). [Exhibit F<sub>1.1</sub>](#) and [Exhibit F<sub>1.4</sub>](#) 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<sub>1.2</sub>](#) and [Exhibit F<sub>1.5</sub>](#) document the allocation of annual market potential across rent brackets for Presque Isle County, and [Exhibit F<sub>1.3</sub>](#) and [Exhibit F<sub>1.6</sub>](#) show the market potential results. Results are also shown in [Table 8](#) on the following page, 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  
 Presque Isle 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	9	17	8	.	.	34
Moderate Targets	47	42	18	3	1	111
Other Clusters	39	39	16	5	2	100
Presque Isle County	95	98	42	8	3	245

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<sub>1.7</sub> shows median contract rents for Presque Isle County’s local places, which can be used to make local level adjustments as needed. Exhibit F<sub>1.8</sub> can be used to convert contract rents into gross rents. For general reference, Exhibit F<sub>1.9</sub> demonstrates the direct relationship between contract rents and median household incomes across all 71 lifestyle clusters.

Lastly, Exhibit F<sub>1.10</sub> 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 the Presque Isle 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  
 Presque Isle 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	1,100	1,500	1,500 sq. ft.
Maximum Square Feet	600	1,200	1,600	1,800	1,800 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 Presque Isle 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 Presque Isle County. However, 1,561 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. The results also indicate that net magnitude of attached units is insufficient to meet the needs of households that are on the move and seeking those choices (414 existing units v. 1,064 migrating households).

Among the migrating households seeking attached units, 315 will be inclined to choose a townhouse, row house, or similar format over the next 7 years, which is nearly three times the number of existing choices (119 units). Similarly, 182 households will be seeking duplexes, triplexes, and fourplexes over the next 7 years, but there are only 118 units available. These figures are detailed in the following [Table 10](#).

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

Number of Units by Building Format	Potential 7-Year Total	Existing Housing Units	Implied Gap for New-Builds
1   Detached Houses	1,561	9,995	--
2   Duplex, Subdivided House	49	107	-58
3-4   Side-by-Side, Stacked	133	11	122
Subtotal Duplex – Fourplex	182	118	64
5-9   Townhouse, Live-Work	315	119	196
10-19   Multiplex: Small	112	54	58
20-49   Multiplex: Large	168	120	48
50+   Midrise: Small	287	3	284
Subtotal Multiplex & Midrise	567	177	390
Total Attached Units	1,064	414	650

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

## **Market Assessments – Introduction**

The following sections of this report provide a qualitative market assessment for Presque Isle County, its two cities (Onaway and Rogers City), plus its two villages (Millersburg and Posen) and the Presque Isle Harbor CDP. It begins with an overview of county-wide economic advantages, followed by local market assessments for the two cities. The last section provides results of a PlaceScore™ based on placemaking attributes in Onaway and Rogers City relative to other cities and villages throughout the State of Michigan.

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

## Presque Isle County – Overview

Presque Isle County is located in the northeast portion of Michigan’s Prosperity Region 3 and has significant frontage along the Lake Huron shoreline. Its shape is similar to a triangle with 70+ miles of the Lake Huron shoreline as the hypotenuse.

Interior access for commuters, shoppers, suppliers, and visitors is provided with three highways. Highway 68 connects from Rogers City west to Millersburg and Onaway. The nearest interchange onto Interstate 75 is just 20 miles west of Onaway.

At the Sunrise Side of the county, US Highway 23 Heritage Route extends along the entire shoreline with access north to Cheboygan County, and south to Alpena County. Highway 65 connects Rogers City south to Posen. According to the Michigan Department of Transportation (2014), average daily traffic was highest along Highway 23, with 4,100 vehicles between Rogers City and Alpena.

Average Daily Traffic (ADT)		Adjacent County	Adjacent County
➤ Highway 23	4,100	Cheboygan (north)	Alpena (south)
➤ Highway 68	2,600	Cheboygan (west)	--
➤ Highway 65	2,000	--	Alpena (south)

Quarries, deep water ports, and automotive manufacturing are important contributors to the county’s economy, as well as agriculture, forestry, and tourism. A variety of amenities and recreational resources help draw visitors to the county, with some examples are provided in the following list.

### Presque Isle County | Amenities (examples)

- Thunder Bay National Marine Sanctuary and Underwater Preserve  
(The nation’s only freshwater marine sanctuary)
- Herman Vogler Conservation Area
- Mystery Valley Karst Preserve and Nature Sanctuary
- Three lighthouses and three marinas
- Thompson’s Harbor and Presque Isle Blueways
- Thompson’s Harbor, PH Hoeft, Rockport, Onaway State Parks
- Atlanta State Forest
- Ocqueoc Falls | Largest waterfall in the Lower Peninsula
- Grand Lake and Long Lake

## The Onaway Advantage

**Geographic Overview** – Located on the western edge of Presque Isle County, the City of Onaway is well-connected by Highways 211, 68, and 33 (see aerial photos in [Section A](#)). While more rural in character, the city has developed with a traditional street-grid pattern with compact neighborhoods that support walkability to the downtown.

**Economic Profile** – The Leo E. Goetz County Airport is a private basic-utility airport and located in the City of Onaway, which is a significant economic benefit for this relatively small community. Moran Iron Works is a major employer that has been creating new jobs and the Industrial Arts Institute, which offers welding and other training programs in its skilled trades.

### Onaway and Posen | Major Employers (examples)

- Delta-Veyor Corporation | Conveyors | Located south of Posen
- Moran Iron Works | Metal Fabrication | Located west of Onaway (includes transport of metal products to Port Calcite)
- Leo E. Goetz County Airport | Transportation

Moran Iron Works is adding about 20 to 30 new jobs annually over the next few years, which is expected to add pressure on the housing market and supports the upwardly revised estimates of market potential for Onaway. It is estimated that roughly half of all new jobs will be filled by new residents, who will also be seeking quality housing choices in Onaway. The other half will be filled by existing residents of Onaway, or by workers commuting from other places in the region.

**Investment Opportunities** – Onaway has several downtown reinvestment opportunities, including a façade restoration and rental rehab of the Outlook Laundry and the Parrott’s Outpost buildings (see photo collages in [Section A](#)). A vacant lot at the prime corner of State and Veterans Streets (southwest quadrant) could be developed into mixed-use project, and a former middle school near the downtown could be converted into flats and/or lofts.

## The Rogers City Advantage

**Geographic Overview** – The City of Rogers City is located on the US Highway 23 Heritage Route, and is surrounded by state parks and the Herman Vogler Conservation Area (see aerial photos in [Section A](#)). The North 3<sup>rd</sup> Street corridor has a two-level scale of historic buildings, many of which have been renovated. An “Avenue of the Flags” along East Michigan Avenue helps draw visitors toward the municipal Yacht Harbor and Lakeside. The city’s Huron-Sunrise Trail also enhances pedestrian access along the Lake Huron shoreline.

**Economic Profile** – Rogers City has an industrial economic base that leverages Lake Huron for transportation of supplies and trade goods. Major employers include the Carmeuse Lime & Stone Quarry, and the Lafarge Presque Isle Quarry located to south (about midway to the City of Alpena). These quarries also benefit from relatively easy water access and deep water portages on Lake Huron.

Presque County is also a major employer in Rogers City and helps support small businesses in the legal, insurance, title, surveying, real estate, and related professions. Over 30% of workers in the city are employed in education, health care services, social assistance, and related industries (see demographic profiles in [Section H](#)). The following list shows a few of Rogers City’s largest employers.

### Rogers City | Major Employers (examples)

- Michigan Limestone and Chemical Company  
Carmeuse Lime & Stone Quarry | Mining  
(world’s largest open pit limestone quarry)
- Lafarge Presque Isle Quarry | Mining
- Port Calcite | Deep-water port | Mining  
(22-mile high-wire corridor – Annual shipment ~15 mm tons of limestone)
- Cadillac Products Automotive Company
- Rogers City Rehabilitation Hospital | Medical
- Presque County | Government
- Rogers City Municipal Airport | Transportation

Rogers City was pulled into the limelight of Michigan politics in 2006 when Wolverine Power Supply Corporation proposed a coal-fired power plant and “Clean Energy Venture” that was wooed by some stakeholders for its promise of 100+ permanent jobs. The project was heavily contested by environmental groups, and Wolverine eventually pulled the plug in 2013. Although it did not materialize, the proposed project provides evidence of the market’s appeal to major new employers, which could be leveraged to catalyze economic growth through cleaner industries.

Investment Opportunities – In Rogers City, vacant lots along North 3<sup>rd</sup> Street could be developed into attached housing products, and the vacant Grambau School is ideal for adaptive reuse into condos and flats (see photo collages in [Section A](#)). A large parcel on Vogelheim Court (north of the yacht harbor) would also be ideal for redeveloped into row houses and/or small mansion-style multiplexes, offering residents lakeside and lake-breeze amenities.

### 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 has been conducted to evaluate the success of Onaway and Rogers City 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). Results are summarized in the following [Table 11](#), and detailed in [Section H](#) of this report.

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

Community Names	2013 Population	PlaceScore (30 Points)
Onaway	822	12
Rogers City	2,801	21

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

Summary of the PlaceScores – The City of Rogers City is Presque Isle County’s largest community and has a favorable PlaceScore with 21 points out of 30 possible. Onaway has a lower overall score (12 points out of 30 possible) that is low even after adjusting for the city’s relatively small size.

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 Rogers City’s adjusted PlaceScore for market size is lower than its unadjusted PlaceScore, it scores higher than is expected of a city of its size. The City of Onaway’s adjusted PlaceScore is slightly higher than its unadjusted PlaceScore, and its score falls within a range that is expected of a smaller city size. These relationships are also shown in [Exhibit H.12](#) and [Exhibit H.13](#).

## Contact Information

This concludes the Draft Market Strategy Report for the Presque Isle 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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Questions regarding the work approach, methodology, TMA terminology, analytic results, strategy recommendations, and planning implications should be directed to Sharon Woods at LandUse|USA.

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# A - H

## Presque Isle County

Prepared by:



LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3  
Michigan State Housing Development Authority



**MSHDA**  
MICHIGAN STATE HOUSING  
DEVELOPMENT AUTHORITY



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# A

## Investment Opportunities

Prepared by:



LandUseUSA

Prepared for:

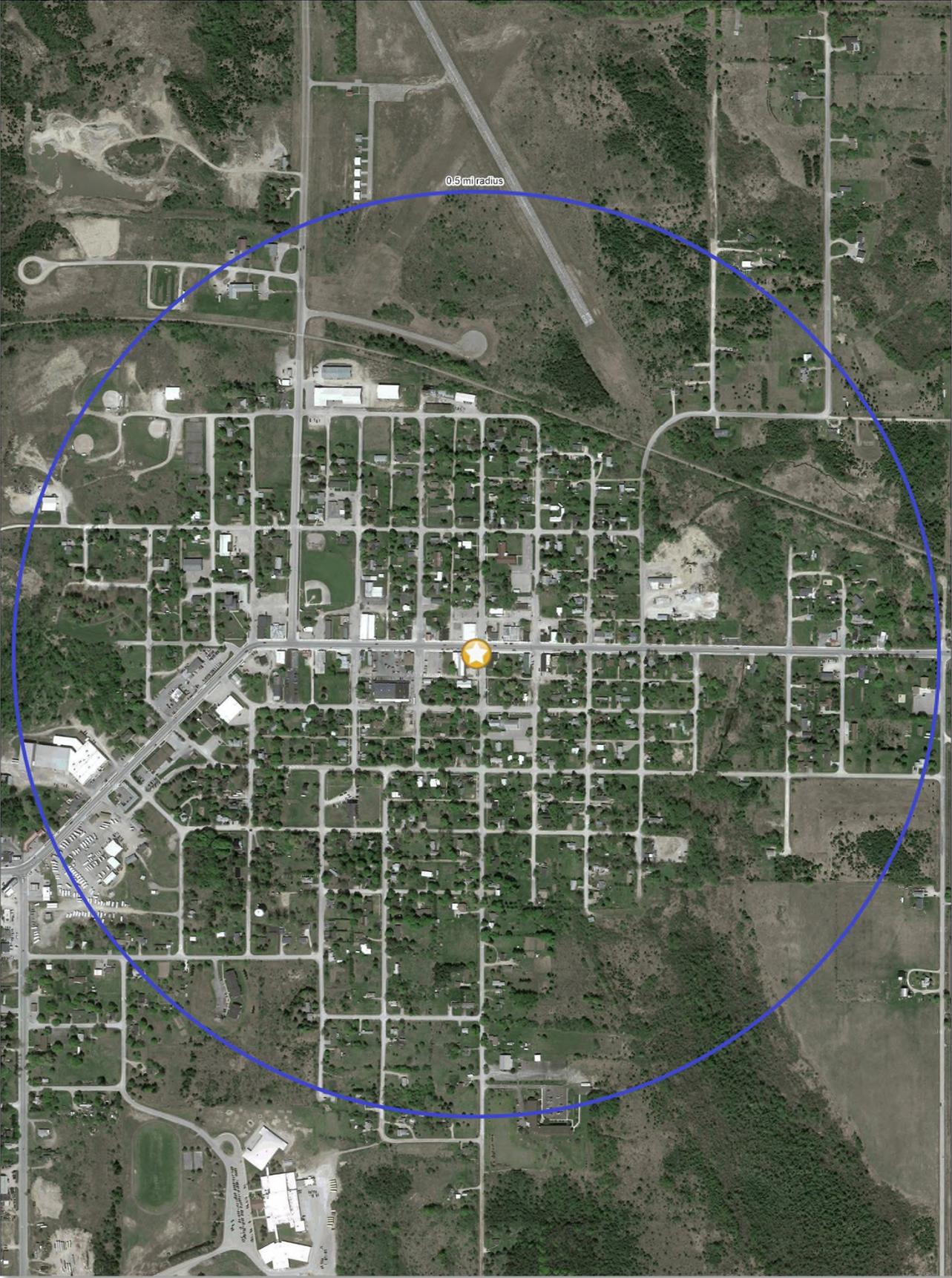
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Aerial Photo | Urban and Downtown Perspective with 0.5 Mile Radius  
The City of Onaway | Presque Isle Co. | NE Michigan Prosperity Region 3

Exhibit A.1



Source: Underlying aerial provided to Google Earth and licensed to LandUse|USA through Sites|USA.

Images Conveying the Historic Character of Existing Buildings  
The City of Onaway | Presque Isle County | NE Michigan Prosperity Region 3

Exhibit A.2



Hoerner's Corner - SEQ Elsdon & Washington Streets  
Optimal corner for a gateway entrance and feature attraction (retail).



SWQ - St. Paul's Church



NWQ - City Hall

Source: Original photos by LandUse|USA; 2014.

Examples of Investment Opportunities for Missing Middle Housing  
The City of Onaway | Presque Isle County | NE Michigan Prosperity Region 3



Above: SWQ State & Veterans Streets (vacant)  
Optimal downtown site for a new-build project



Above: Former school (currently warehouse)  
Potential façade restoration and adaptive reuse



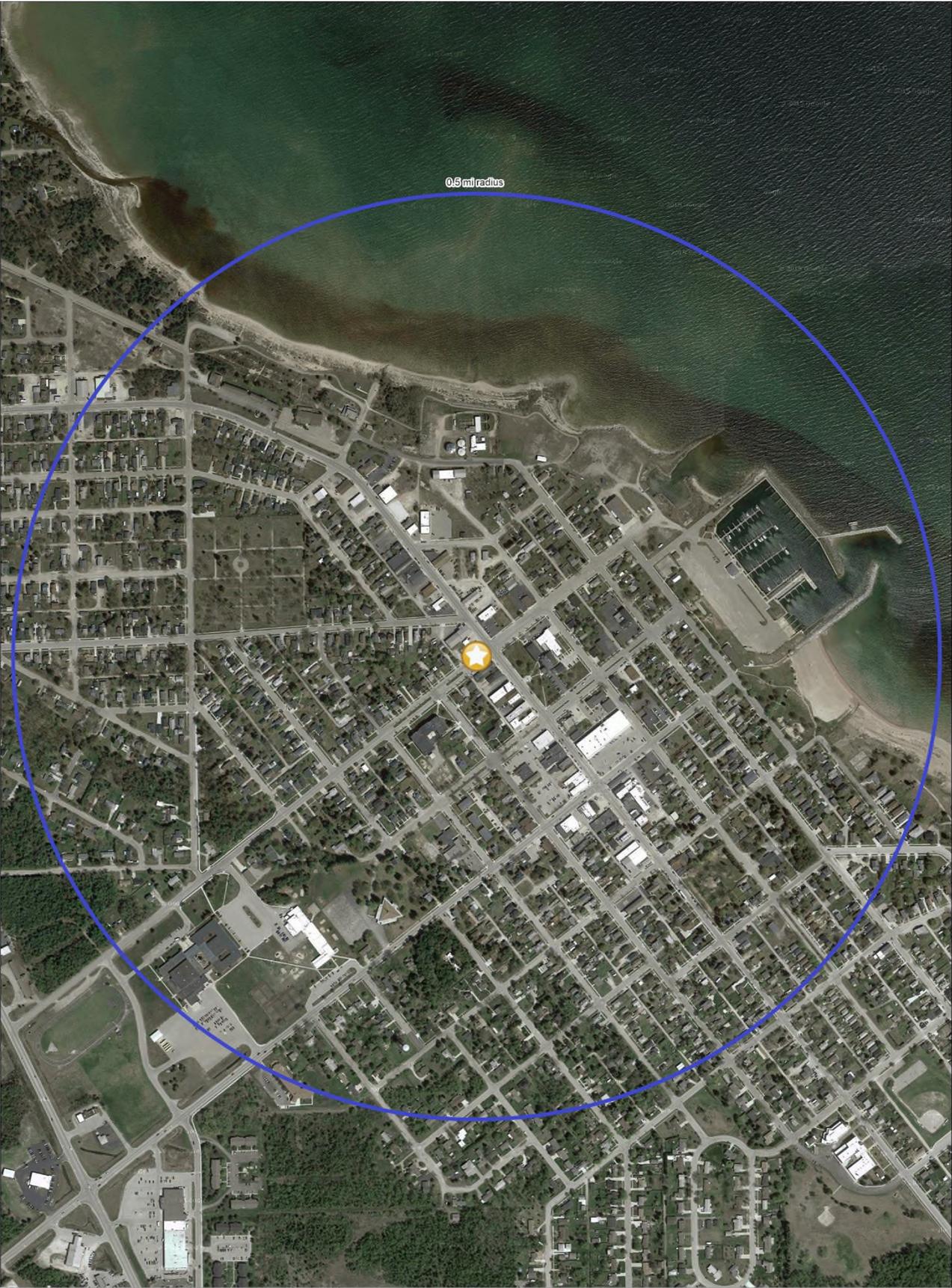
Above: Outlook Laundry  
Potential restoration and upper level lofts



Above: Parrott's Outpost and Sports Outfitter  
Potential restoration and upper level lofts

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

Provides representative examples only; prospective investors are encouraged to contact the community for more information.



Source: Underlying aerial provided to Google Earth and licensed to LandUse|USA through Sites|USA.

Images Conveying the Downtown Character and Placemaking Amenities  
The City of Rogers City | Presque Isle County | NE Michigan Prosperity Region 3



Photo Credits: Original photos by Growing Home Design in collaboration with LandUse|USA, 2016.

Examples of Investment Opportunities for Missing Middle Housing  
The City of Rogers City | Presque Isle County | NE Michigan Prosperity Region 3



Above: Lakefront development opportunities



Above: Grambau School (vacant)



Above: Potential façade restoration and upper level flats/lofts



Above: Infill sites for mixed-use

Photo Credits: Original photos by Growing Home Design and LandUse|USA, 2016.

Provides representative examples only; prospective investors are encouraged to contact the community for more informati

2.8

Rogers City ~ North 3rd Street Strategy

SUMMARY OBSERVATIONS

1. The Rogers City Downtown district is physically too large for the market size. The Downtown core is about perfect in size for all of the traditional merchants supportable in the market. However, this assumes that non-retail professional are occupying office space instead of merchant tenant space, and all vacancies are filled.
2. Outside of the Downtown core, buildings along 3rd Street are fragmented by private parking lots, side streets, and an absence of early planning and zoning resulted has resulted in a mix of building types and formats. As a collective group, the vacancy rate among these buildings is actually quite low, particularly considering the current tough economy. Overall, businesses and entrepreneurs in Rogers City are being loyal to the 3rd Street corridor. Market-wide, few businesses have leaped away from the City to surrounding areas.

SPECIFIC RECOMMENDATIONS

1. The former neighborhood grocery store located at the southwest quadrant with Larke Avenue would benefit the downtown considerably with a facade renovation and mixed-use.
2. Adaptive reuse of the former Nowicki's Sausage Shoppe is requested of the County. It should serve as a fully operating "annex" for the County Development Commission, MSU-Extension, Family Services, etc.
3. Zoning ordinances updates will hopefully discourage future nonconforming uses. Conformance with new codes will remain at the discretion of individual property owners until they change the use of their property.

Existing Building; Attractive Renovation Potential



Concept (below) ...and its Attributes:



- Near County Building
- Corner Lot, Two Sides
- Rear Parking
- Two Level Scale
- Good Building Depth
- Built to Sidewalk
- Brick Facade

Other Priorities - County annex (left); available professional space (right)



Existing nonconforming uses; lower priority compared to the Main Street District



2.15

Rogers City ~ Waterfront Near-Term Strategy

Examples of similar properties "staged" for future development with walkways and turfed public spaces.



WATERFRONT ATTRACTIONS

1. Note the proximity of the blue Vogelheim property to the City's existing public marina. Insets (below, right) show photos and an aerial of the existing parcel, recently cleaned of former lumber yard.
2. Resist the temptation for multi-family residential units *unless* they are combined with public uses, like a Rogers City Recreation Center; Event Center with meeting space; and/or expanded City Marina.
3. Longer-term, plan for a modern, larger outdoor music pavilion; public marina with slip rental; and/or cruise boat for special events, dinner theater and/or day cruises.



2.16

Rogers City ~ Waterfront Long-Term Strategy

Condos above or behind mixed-use, public venues:



This could be the last piece of developable waterfront property in downtown Rogers City, so holds *long-term* potential for a mixed-use project with both public venues first, and then multi-family residential units. Resist the temptation to develop into only condos with limited lakeshore access.

Instead, consider:

- a) Recreation Center, Pool, Gym
- b) Meeting and Event Space
- c) Public Green Spaces
- c) Public Marina, Dinner Cruises
- d) New Music Pavilion, Outdoor Theater
- e) Seasonal Boutique-style Retail Shops

Recreation Center Formats:



# 2.17 Rogers City ~ Urban Housing Strategy

Recommended: Smaller Scale "Lakebreeze" Cottages; emphasize public linkages to the lakeshore.



Existing Model:



Recommended: Unique to the Market



An excerpt from the prior Downtown Market Strategy prepared by LandUse|USA; 2010.

## List of Investment Opportunities for Missing Middle Housing

Presque Isle 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 Onaway	No	Yes	Outlook Laundry / Wash Haus Laundry.	Recommended building restoration and rehab of existing upper level apartment.
2 The City of Onaway	No	Yes	Downtown vacant lots, development ready; some owned by Moran Iron Works. Includes southwest corner of State and Veterans Street.	Possibilities for new-builds with attached housing formats, such as rowhouses or patio homes.
3 The City of Onaway	No	Yes	Former school; appliances warehouse and/or auto repair.	Façade restoration and adaptive reuse with potential for flats or lofts.
4 The City of Onaway	No	Yes	Parrott's Outpost and Sports Outfitter, currently in use.	Façade restoration and adaptive reuse. Potential for flat, lofts, or Live/Work units.
5 The City of Rogers City	No	Yes	Vacant Grambau School, 251 W. Huron Ave.; closed in 2006 and maintained by the City.	Potential remodel for flats or lofts.
6 The City of Rogers City	Yes	Yes	Partially vacant large acreage with storage structure, north side of boat harbor; access to a semi-deep water harbor.	May be ideal for attached waterfront units. Could be razed and prepared for reinvestment.
7 The City of Rogers City	Yes	Adjacent	Calcite Rd.; large rock quarry on lake shoreline.	Might be ideal for lakefront condos.
8 The City of Rogers City	No	Near	Acreage along Lakeview Drive; Brownfield site has been remediated.	Zoned for multi-family redevelopment.

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 conducted by LandUse|USA, 2016.



# B

## Summary Tables and Charts

Prepared by:



LandUseUSA

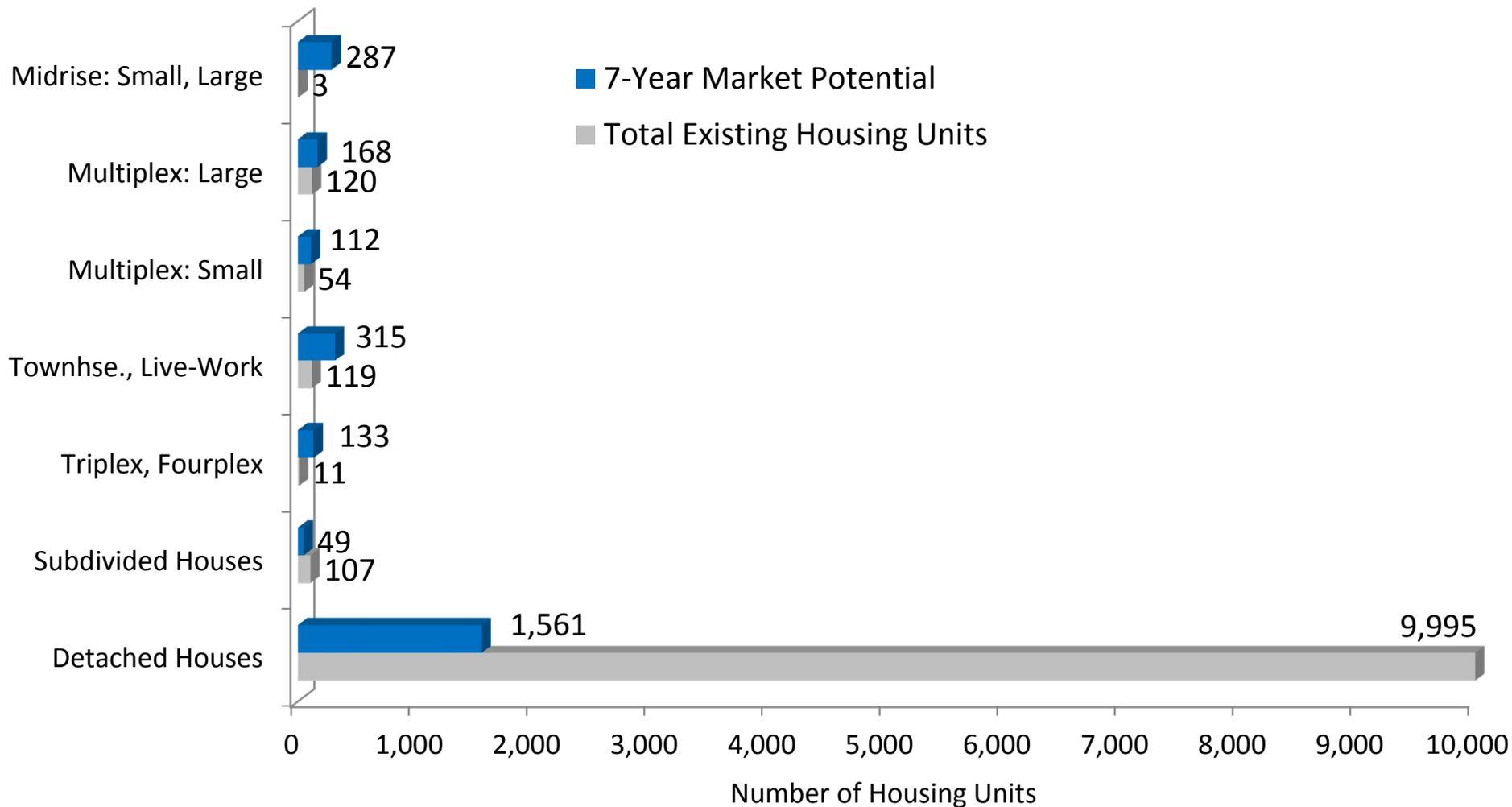
Prepared for:

Northeast Michigan Prosperity Region 3  
Michigan State Housing Development Authority



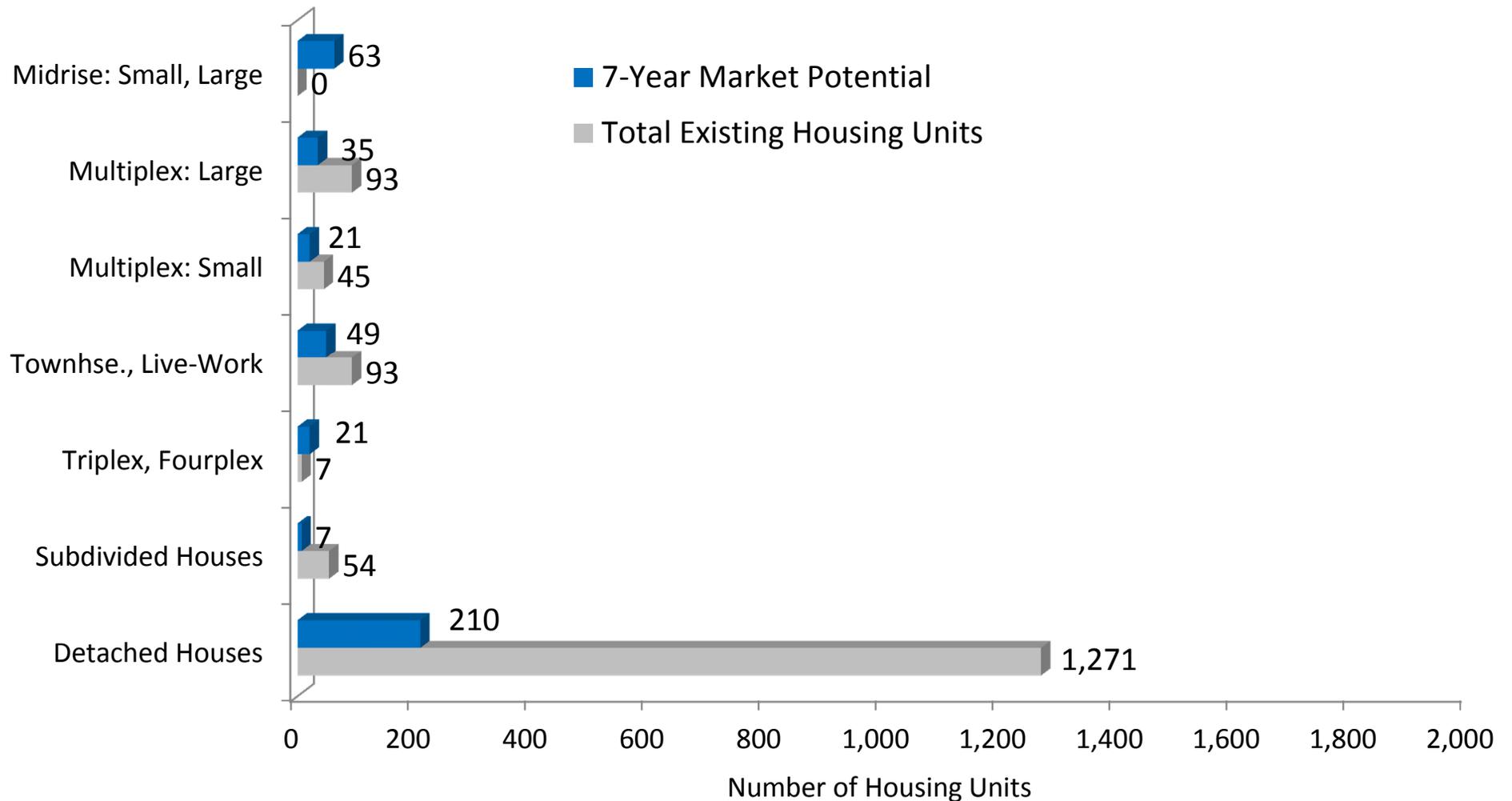
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DEVELOPMENT AUTHORITY

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



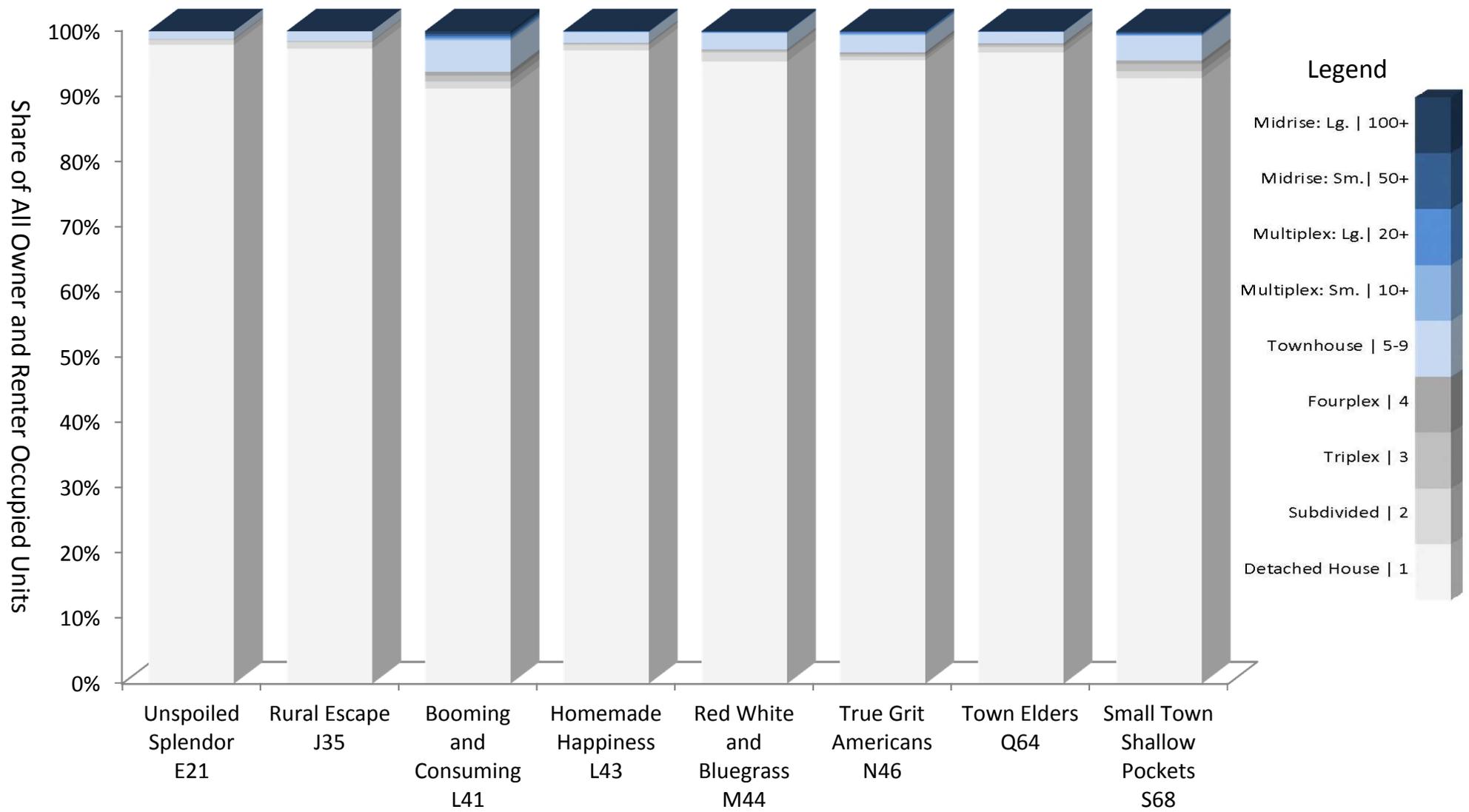
Source: Based on analysis and target market analysis modelling conducted exclusively by LandUse|USA; 2016 (c) with all rights reserved. Unadjusted for seasonally occupied houses.

7-Year Market Potential v. Total Existing Housing Units  
 All 71 Lifestyle Clusters - Aggressive Scenario  
 The City of Rogers City, 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



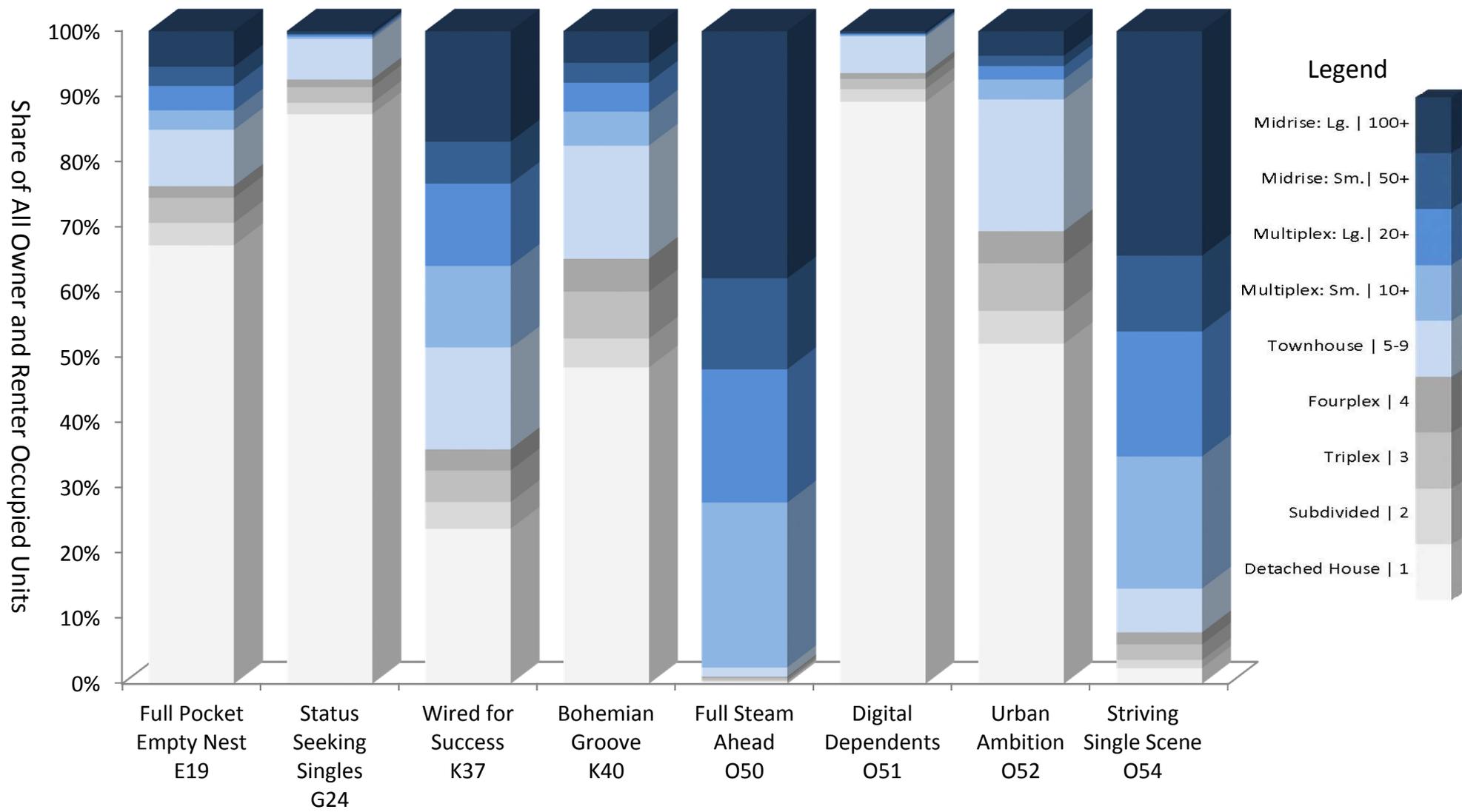
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Residential Market Parameters for Most Prevalent Lifestyle Clusters  
 High Preference for Detached Houses - Northeast Michigan Prosperity Region 3  
 With Data Averages for the State of Michigan - 2015

Lifestyle Cluster   Code	Detached House 1 Unit	Duplex		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								
<b>MOST PREVALENT CLUSTERS</b>										
Unspoiled Splendor   E21	98%	1%	1%	0%	0%	2%	98%	4%	1%	2%
Rural Escape   J35	97%	1%	1%	0%	0%	3%	97%	9%	2%	4%
Booming and Consuming   L41	91%	3%	5%	1%	1%	17%	83%	32%	8%	14%
Homemade Happiness   L43	97%	1%	2%	0%	0%	5%	95%	13%	3%	6%
Red White and Bluegrass   M44	95%	2%	3%	0%	0%	11%	89%	12%	3%	6%
True Grit Americans   N46	96%	1%	3%	1%	1%	9%	91%	25%	6%	11%
Town Elders   Q64	97%	1%	2%	0%	0%	4%	96%	5%	1%	2%
Small Town Shallow Pockets   S68	93%	3%	4%	1%	1%	34%	66%	33%	8%	15%
<b>INTERMITTENTLY PREVALENT</b>										
Touch of Tradition   N49	98%	1%	1%	0%	0%	6%	94%	22%	5%	10%
Settled and Sensible   J36	98%	1%	1%	0%	0%	3%	97%	10%	2%	4%
Infants and Debit Cards   M45	95%	2%	3%	0%	0%	30%	70%	34%	9%	15%
Stockcars and State Parks   I30	97%	1%	2%	0%	0%	3%	97%	10%	3%	5%
Sports Utility Families   D15	98%	1%	2%	0%	0%	3%	97%	5%	1%	2%

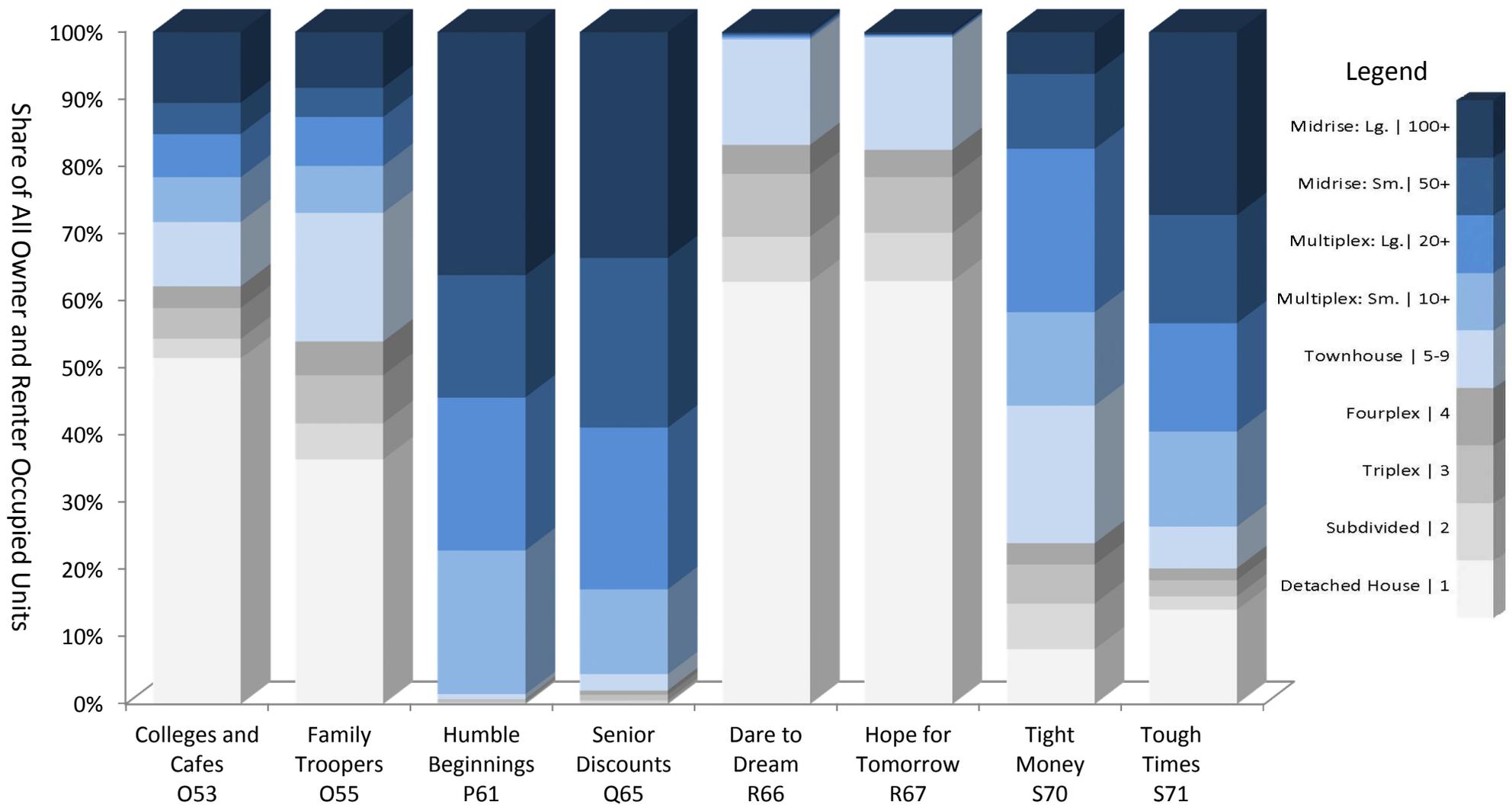
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### Missing Middle Housing Formats v. Houses Preferences of Upscale Target Markets Northeast Michigan Prosperity Region 3 - Year 2016



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



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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								
<b>UPSCALE TARGET MARKETS</b>										
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%	
<b>MODERATE TARGET MARKETS</b>										
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  
 Presque Isle COUNTY, Michigan - 2016 - 2020

CONSERVATIVE SCENARIO	Presque Isle COUNTY 71 Lifestyle Clusters			Presque Isle COUNTY Upscale Target Markets			Presque Isle COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	194	75	119	22	4	18	55	0	55
1   Detached Houses	125	75	50	12	4	8	2	0	2
2   Side-by-Side & Stacked	2	0	2	0	0	0	2	0	2
3   Side-by-Side & Stacked	6	0	6	2	0	2	3	0	3
4   Side-by-Side & Stacked	4	0	4	1	0	1	3	0	3
5-9   Townhse., Live-Work	19	0	19	4	0	4	10	0	10
10-19   Multiplex: Small	8	0	8	1	0	1	7	0	7
20-49   Multiplex: Large	12	0	12	1	0	1	11	0	11
50-99   Midrise: Small	7	0	7	0	0	0	7	0	7
100+   Midrise: Large	11	0	11	1	0	1	10	0	10
Total Units	194	75	119	22	4	18	55	0	55
Detached	125	75	50	12	4	8	2	0	2
Attached	69	0	69	10	0	10	53	0	53

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

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO  
 Number of Units (New and/or Rehab) by Tenure and Building Form  
 Presque Isle 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
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
Presque Isle COUNTY - Total	194	22	55	0	0	0	8	0	15	0	0
Presque Isle COUNTY - Owners	75	4	0	0	0	0	0	0	4	0	0
1   Detached Houses	75	4	0	0	0	0	0	0	4	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Presque Isle COUNTY - Renters	119	18	55	0	0	0	8	0	11	0	0
1   Detached Houses	50	8	2	0	0	0	1	0	7	0	0
2   Side-by-Side & Stacked	2	0	2	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	6	2	3	0	0	0	1	0	1	0	0
4   Side-by-Side & Stacked	4	1	3	0	0	0	1	0	0	0	0
5-9   Townhse., Live-Work	19	4	10	0	0	0	2	0	2	0	0
10-19   Multiplex: Small	8	1	7	0	0	0	1	0	0	0	0
20-49   Multiplex: Large	12	1	11	0	0	0	1	0	0	0	0
50-99   Midrise: Small	7	0	7	0	0	0	0	0	0	0	0
100+   Midrise: Large	11	1	10	0	0	0	1	0	0	0	0

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Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO  
 Number of Units (New and/or Rehab) by Tenure and Building Form  
 Presque Isle 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
Presque Isle COUNTY - Total	194	22	55	0	22	0	18	0	0	17	0
Presque Isle COUNTY - Owners	75	4	0	0	0	0	1	0	0	0	0
1   Detached Houses	75	4	0	0	0	0	0	0	0	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Presque Isle COUNTY - Renters	119	18	55	0	22	0	17	0	0	17	0
1   Detached Houses	50	8	2	0	2	0	0	0	0	0	0
2   Side-by-Side & Stacked	2	0	2	0	1	0	0	0	0	1	0
3   Side-by-Side & Stacked	6	2	3	0	2	0	0	0	0	1	0
4   Side-by-Side & Stacked	4	1	3	0	2	0	0	0	0	1	0
5-9   Townhse., Live-Work	19	4	10	0	6	0	0	0	0	4	0
10-19   Multiplex: Small	8	1	7	0	2	0	2	0	0	3	0
20-49   Multiplex: Large	12	1	11	0	2	0	4	0	0	5	0
50-99   Midrise: Small	7	0	7	0	1	0	4	0	0	2	0
100+   Midrise: Large	11	1	10	0	3	0	6	0	0	1	0

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".



**D**

**Aggressive Scenario  
County Totals**

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  
 Presque Isle COUNTY, Michigan - 2016 - 2020

AGGRESSIVE SCENARIO	Presque Isle COUNTY 71 Lifestyle Clusters			Presque Isle COUNTY Upscale Target Markets			Presque Isle COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	375	120	255	43	6	37	116	2	114
1   Detached Houses	223	118	105	23	6	17	6	0	6
2   Side-by-Side & Stacked	7	0	7	2	0	2	4	0	4
3   Side-by-Side & Stacked	12	0	12	3	0	3	6	0	6
4   Side-by-Side & Stacked	7	0	7	2	0	2	4	0	4
5-9   Townhse., Live-Work	45	0	45	9	0	9	21	0	21
10-19   Multiplex: Small	16	0	16	1	0	1	15	0	15
20-49   Multiplex: Large	24	0	24	1	0	1	23	0	23
50-99   Midrise: Small	19	1	18	1	0	1	17	1	16
100+   Midrise: Large	22	1	21	1	0	1	20	1	19
Total Units	375	120	255	43	6	37	116	2	114
Detached	223	118	105	23	6	17	6	0	6
Attached	152	2	150	20	0	20	110	2	108

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO  
 Number of Units (New and/or Rehab) by Tenure and Building Form  
 Presque Isle 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)											
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
Presque Isle COUNTY - Total	375	43	116	0	0	0	16	0	28	0	0
Presque Isle COUNTY - Owners	120	6	2	0	0	0	0	0	6	0	0
1   Detached Houses	118	6	0	0	0	0	0	0	6	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
Presque Isle COUNTY - Renters	255	37	114	0	0	0	16	0	22	0	0
1   Detached Houses	105	17	6	0	0	0	3	0	14	0	0
2   Side-by-Side & Stacked	7	2	4	0	0	0	1	0	1	0	0
3   Side-by-Side & Stacked	12	3	6	0	0	0	2	0	1	0	0
4   Side-by-Side & Stacked	7	2	4	0	0	0	1	0	1	0	0
5-9   Townhse., Live-Work	45	9	21	0	0	0	5	0	4	0	0
10-19   Multiplex: Small	16	1	15	0	0	0	1	0	0	0	0
20-49   Multiplex: Large	24	1	23	0	0	0	1	0	0	0	0
50-99   Midrise: Small	18	1	16	0	0	0	1	0	0	0	0
100+   Midrise: Large	21	1	19	0	0	0	1	0	0	0	0

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Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO  
 Number of Units (New and/or Rehab) by Tenure and Building Form  
 Presque Isle 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
Presque Isle COUNTY - Total	375	43	116	0	43	0	37	0	0	34	0
Presque Isle COUNTY - Owners	120	6	2	0	0	0	2	0	0	0	0
1   Detached Houses	118	6	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
Presque Isle COUNTY - Renters	255	37	114	0	43	0	35	0	0	34	0
1   Detached Houses	105	17	6	0	5	0	0	0	0	1	0
2   Side-by-Side & Stacked	7	2	4	0	2	0	0	0	0	2	0
3   Side-by-Side & Stacked	12	3	6	0	4	0	0	0	0	2	0
4   Side-by-Side & Stacked	7	2	4	0	3	0	0	0	0	1	0
5-9   Townhse., Live-Work	45	9	21	0	12	0	1	0	0	8	0
10-19   Multiplex: Small	16	1	15	0	5	0	5	0	0	5	0
20-49   Multiplex: Large	24	1	23	0	5	0	9	0	0	9	0
50-99   Midrise: Small	18	1	16	0	3	0	9	0	0	4	0
100+   Midrise: Large	21	1	19	0	5	0	12	0	0	2	0

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".



**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  
 Presque Isle COUNTY, Michigan - 2016 - 2020

AGGRESSIVE SCENARIO	Village of Millersburg 71 Lifestyle Clusters			City of Onaway 71 Lifestyle Clusters			Village of Posen 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	0	0	0	64	19	45	1	0	1
1   Detached Houses	0	0	0	45	19	26	0	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	3	0	3	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	5	0	5	0	0	0
10-19   Multiplex: Small	0	0	0	2	0	2	0	0	0
20-49   Multiplex: Large	0	0	0	3	0	3	1	0	1
50-99   Midrise: Small	0	0	0	2	0	2	0	0	0
100+   Midrise: Large	0	0	0	4	0	4	0	0	0
Total Units	0	0	0	64	19	45	1	0	1
Detached	0	0	0	45	19	26	0	0	0
Attached	0	0	0	19	0	19	1	0	1

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

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

AGGRESSIVE SCENARIO	Presque Isle Harb. CDP 71 Lifestyle Clusters			City of Rogers City 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	62	35	27	58	14	44
1   Detached Houses	54	35	19	30	14	16
2   Side-by-Side & Stacked	1	0	1	1	0	1
3   Side-by-Side & Stacked	1	0	1	2	0	2
4   Side-by-Side & Stacked	1	0	1	1	0	1
5-9   Townhse., Live-Work	5	0	5	7	0	7
10-19   Multiplex: Small	0	0	0	3	0	3
20-49   Multiplex: Large	0	0	0	5	0	5
50-99   Midrise: Small	0	0	0	4	0	4
100+   Midrise: Large	0	0	0	5	0	5
Total Units	62	35	27	58	14	44
Detached	54	19	26	30	14	16
Attached	8	0	19	28	0	28

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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  
 Village of Millersburg - Presque Isle COUNTY, Michigan - 2016 - 2020

Exhibit E.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
Target Market - Level	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of Millersburg - Total	0	0	0	0	0	0	0	0	0	0	0
Village of Millersburg - Owners	0	0	0	0	0	0	0	0	0	0	0
1   Detached Houses	0	0	0	0	0	0	0	0	0	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Village of Millersburg - Renters	0	0	0	0	0	0	0	0	0	0	0
1   Detached Houses	0	0	0	0	0	0	0	0	0	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0	0

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

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

Exhibit E.4

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

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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  
 City of Onaway - Presque Isle COUNTY, Michigan - 2016 - 2020

Exhibit E.5

	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 Onaway - Total	64	2	14	0	0	0	0	0	3	0	0
City of Onaway - Owners	19	1	0	0	0	0	0	0	1	0	0
1   Detached Houses	19	1	0	0	0	0	0	0	1	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
City of Onaway - Renters	45	1	14	0	0	0	0	0	2	0	0
1   Detached Houses	26	1	1	0	0	0	0	0	1	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	3	0	1	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	5	0	1	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	2	0	2	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	3	0	3	0	0	0	0	0	0	0	0
50-99   Midrise: Small	2	0	2	0	0	0	0	0	0	0	0
100+   Midrise: Large	4	0	4	0	0	0	0	0	0	0	0

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

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

Exhibit E.6

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Colleges Cafes   O53	Family Troopers   O55	Humble Begin- nings   P61	Senior Discount   Q65	Dare to Dream   R66	Hope for Tomor- row   R67	Tight Money   S70	Tough Times   S71
Target Market - Level	All 71	Upscale	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Onaway - Total	64	2	14	0	5	0	9	0	0	0	0
City of Onaway - Owners	19	1	0	0	0	0	1	0	0	0	0
1   Detached Houses	19	1	0	0	0	0	0	0	0	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
City of Onaway - Renters	45	1	14	0	5	0	8	0	0	0	0
1   Detached Houses	26	1	1	0	1	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	3	0	1	0	1	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	5	0	1	0	1	0	0	0	0	0	0
10-19   Multiplex: Small	2	0	2	0	1	0	1	0	0	0	0
20-49   Multiplex: Large	3	0	3	0	1	0	2	0	0	0	0
50-99   Midrise: Small	2	0	2	0	0	0	2	0	0	0	0
100+   Midrise: Large	4	0	4	0	1	0	3	0	0	0	0

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

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

Exhibit E.7

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

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

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

Exhibit E.8

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

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

Exhibit E.9

	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
Presque Isle Harb. CDP - Total	62	1	0	0	0	0	0	0	1	0	0
Presque Isle Harb. CDP - Owners	35	0	0	0	0	0	0	0	0	0	0
1   Detached Houses	35	0	0	0	0	0	0	0	0	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Presque Isle Harb. CDP - Renters	27	1	0	0	0	0	0	0	1	0	0
1   Detached Houses	19	1	0	0	0	0	0	0	1	0	0
2   Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	5	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0	0

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

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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  
 Presque Isle Harb. CDP - Presque Isle COUNTY, Michigan - 2016 - 2020

Exhibit E.10

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Colleges Cafes   O53	Family Troopers   O55	Humble Begin- nings   P61	Senior Discount   Q65	Dare to Dream   R66	Hope for Tomor- row   R67	Tight Money   S70	Tough Times   S71
Target Market - Level	All 71	Upscale	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Presque Isle Harb. CDP - Total	62	1	0	0	0	0	0	0	0	0	0
Presque Isle Harb. CDP - Owners	35	0	0	0	0	0	0	0	0	0	0
1   Detached Houses	35	0	0	0	0	0	0	0	0	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Presque Isle Harb. CDP - Renters	27	1	0	0	0	0	0	0	0	0	0
1   Detached Houses	19	1	0	0	0	0	0	0	0	0	0
2   Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	5	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0	0

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

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Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.11

Number of Units (New and/or Rehab) by Tenure and Building Form

City of Rogers City - Presque Isle COUNTY, Michigan - 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full	Status	Wired	Bohemian	Full	Digital	Urban	Striving
				Empty Nests   E19	Seeking Singles   G24	for Success   K37	ian Groove   K40	Steam Ahead   O50	Depend- ents   O51	Ambit- ion   O52	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 Rogers City - Total	58	6	27	0	0	0	0	0	7	0	0
City of Rogers City - Owners	14	1	0	0	0	0	0	0	1	0	0
1   Detached Houses	14	1	0	0	0	0	0	0	1	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
City of Rogers City - Renters	44	5	27	0	0	0	0	0	6	0	0
1   Detached Houses	16	4	1	0	0	0	0	0	4	0	0
2   Side-by-Side & Stacked	1	0	1	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	2	0	2	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	1	0	1	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	7	1	5	0	0	0	0	0	1	0	0
10-19   Multiplex: Small	3	0	3	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	5	0	5	0	0	0	0	0	0	0	0
50-99   Midrise: Small	4	0	4	0	0	0	0	0	0	0	0
100+   Midrise: Large	5	0	5	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 - AGGRESSIVE SCENARIO

Exhibit E.12

Number of Units (New and/or Rehab) by Tenure and Building Form

City of Rogers City - Presque Isle COUNTY, Michigan - 2016 - 2020

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 Rogers City - Total	58	6	27	0	12	0	9	0	0	9	0
City of Rogers City - Owners	14	1	0	0	0	0	0	0	0	0	0
1   Detached Houses	14	1	0	0	0	0	0	0	0	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
City of Rogers City - Renters	44	5	27	0	12	0	9	0	0	9	0
1   Detached Houses	16	4	1	0	1	0	0	0	0	0	0
2   Side-by-Side & Stacked	1	0	1	0	1	0	0	0	0	0	0
3   Side-by-Side & Stacked	2	0	2	0	1	0	0	0	0	1	0
4   Side-by-Side & Stacked	1	0	1	0	1	0	0	0	0	0	0
5-9   Townhse., Live-Work	7	1	5	0	3	0	0	0	0	2	0
10-19   Multiplex: Small	3	0	3	0	1	0	1	0	0	1	0
20-49   Multiplex: Large	5	0	5	0	1	0	2	0	0	2	0
50-99   Midrise: Small	4	0	4	0	1	0	2	0	0	1	0
100+   Midrise: Large	5	0	5	0	1	0	3	0	0	1	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".



# F<sub>1</sub>

## Contract Rents County and Places

Prepared by:



LandUseUSA

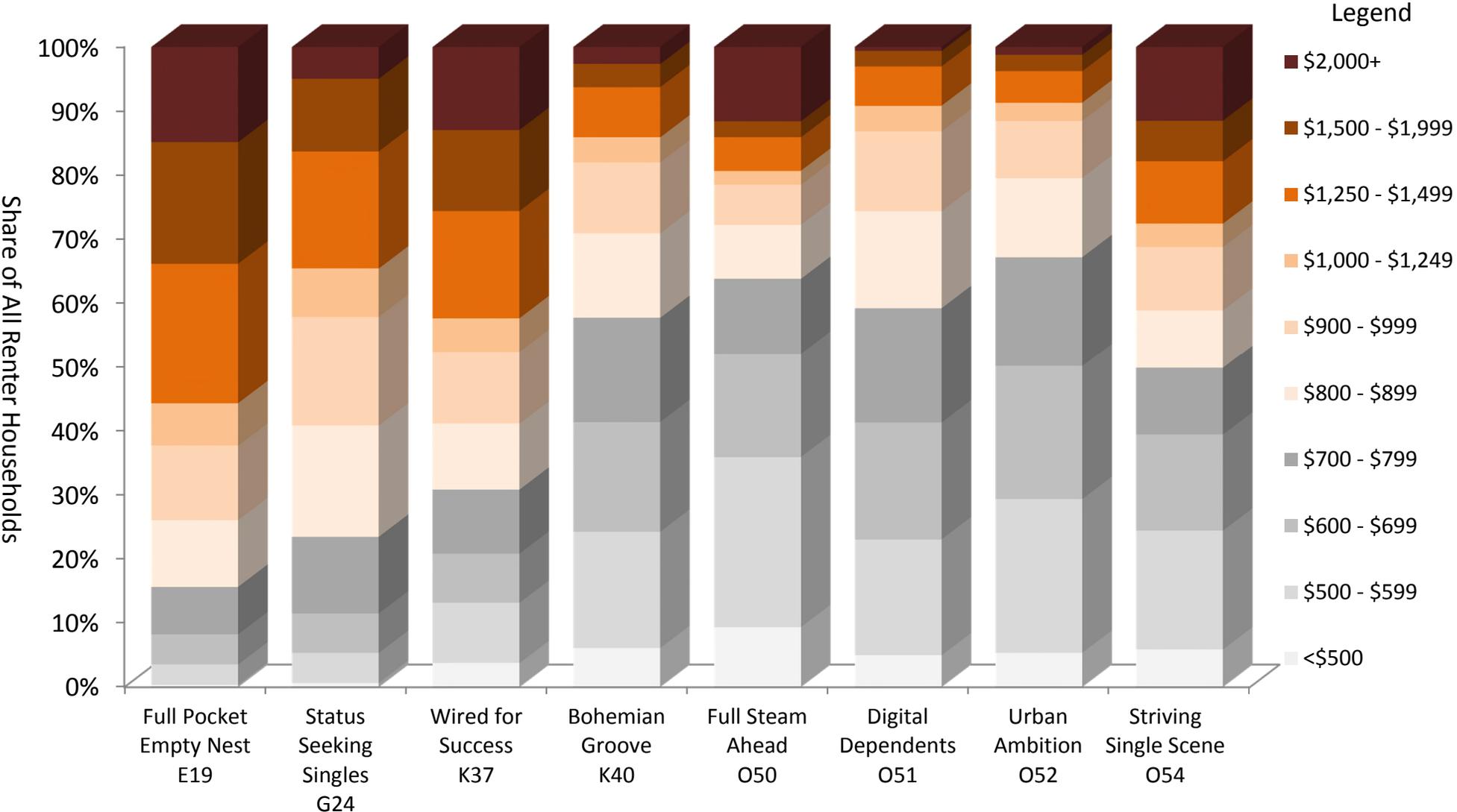
Prepared for:

Northeast Michigan Prosperity Region 3  
Michigan State Housing Development Authority



**MSHDA**  
MICHIGAN STATE HOUSING  
DEVELOPMENT AUTHORITY

### 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  
 Presque Isle 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	5.8%	0.6%	0.9%	5.2%	6.1%	9.6%	4.7%	5.0%	6.7%
\$500 - \$599	16.8%	6.4%	7.3%	15.4%	21.3%	32.2%	20.3%	26.3%	24.9%
\$600 - \$699	14.7%	10.1%	10.1%	13.3%	21.3%	20.8%	21.7%	24.1%	21.4%
\$700 - \$799	16.5%	17.8%	22.1%	19.4%	22.9%	16.9%	24.0%	22.3%	16.8%
\$800 - \$899	13.5%	18.7%	24.1%	15.0%	13.8%	9.1%	15.2%	12.1%	10.8%
\$900 - \$999	11.5%	16.5%	18.7%	13.0%	9.2%	5.3%	9.9%	6.9%	9.4%
\$1,000 - \$1,249	3.6%	5.7%	5.0%	3.7%	1.9%	1.1%	1.9%	1.3%	2.1%
\$1,250 - \$1,499	6.7%	10.4%	6.7%	6.5%	2.2%	1.5%	1.6%	1.3%	3.1%
\$1,500 - \$1,999	5.1%	7.7%	3.5%	4.2%	0.8%	0.6%	0.5%	0.6%	1.7%
\$2,000+	5.8%	6.0%	1.6%	4.3%	0.6%	2.8%	0.1%	0.3%	3.1%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	\$414	\$591	\$530	\$513	\$433	\$413	\$432	\$415	\$450

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

Exhibit F1.3

Number of Units (New and/or Rehab) by Contract Rent Bracket

Presque Isle COUNTY, Michigan - 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
				Pockets Empty Nests   E19	Seeking Singles   G24	for Success   K37	ian Groove   K40	Steam Ahead   O50	Depend- ents   O51	Ambit- ion   O52	Single Scene   O54
Target Market	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Presque Isle COUNTY - Total	357	39	113	0	0	0	16	0	28	0	0
Presque Isle COUNTY - Renters	246	34	111	0	0	0	16	0	22	0	0
<\$500	30	2	17	0	0	0	1	0	1	0	0
\$500 - \$599	65	7	30	0	0	0	3	0	4	0	0
\$600 - \$699	54	8	24	0	0	0	3	0	5	0	0
\$700 - \$799	44	9	18	0	0	0	4	0	5	0	0
\$800 - \$899	25	5	11	0	0	0	2	0	3	0	0
\$900 - \$999	17	3	7	0	0	0	1	0	2	0	0
\$1,000 - \$1,249	3	0	1	0	0	0	0	0	0	0	0
\$1,250 - \$1,499	5	0	2	0	0	0	0	0	0	0	0
\$1,500 - \$1,999	1	0	0	0	0	0	0	0	0	0	0
\$2,000+	2	0	1	0	0	0	0	0	0	0	0
Summation	246	34	111	0	0	0	14	0	20	0	0
Med. Contract Rent	\$650	--	--	\$709	\$636	\$615	\$519	\$495	\$518	\$498	\$539

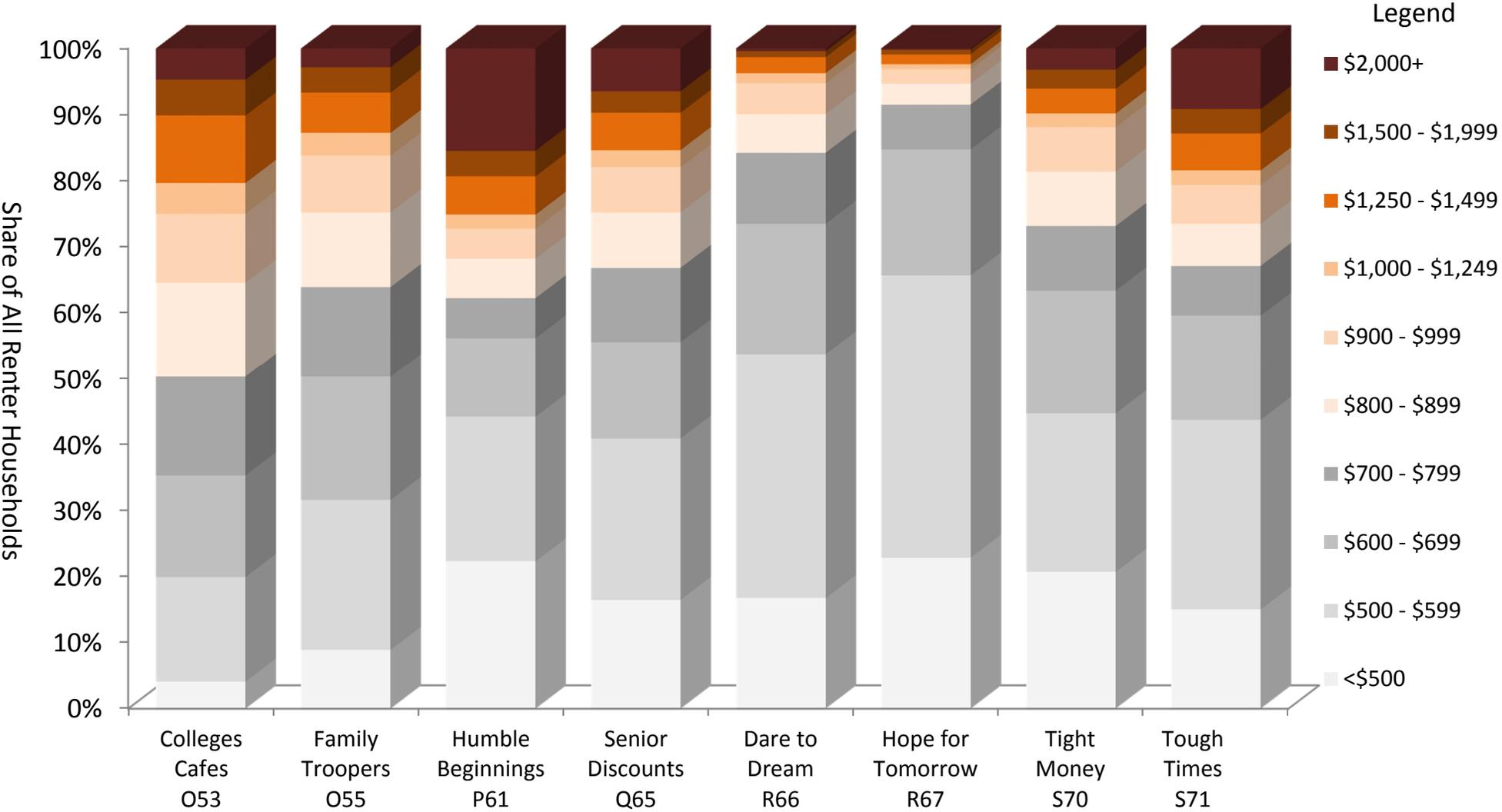
Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

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  
 Presque Isle 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	5.8%	4.4%	8.7%	25.0%	16.6%	14.9%	20.2%	19.9%	15.5%
\$500 - \$599	16.8%	19.8%	26.2%	29.0%	29.1%	39.0%	44.8%	27.3%	35.1%
\$600 - \$699	14.7%	20.3%	22.8%	16.8%	18.5%	22.0%	21.1%	22.5%	20.5%
\$700 - \$799	16.5%	22.3%	18.8%	9.6%	16.0%	13.5%	8.5%	13.2%	11.0%
\$800 - \$899	13.5%	15.9%	11.7%	7.1%	8.9%	5.5%	2.9%	8.4%	7.0%
\$900 - \$999	11.5%	9.2%	7.0%	4.2%	5.7%	3.5%	1.6%	5.4%	5.0%
\$1,000 - \$1,249	3.6%	2.5%	1.7%	1.2%	1.3%	0.7%	0.3%	1.0%	1.1%
\$1,250 - \$1,499	6.7%	3.0%	1.7%	1.8%	1.6%	0.6%	0.4%	1.0%	1.6%
\$1,500 - \$1,999	5.1%	1.4%	0.9%	1.0%	0.8%	0.2%	0.1%	0.7%	0.9%
\$2,000+	5.8%	1.2%	0.7%	4.1%	1.5%	0.1%	0.0%	0.7%	2.3%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	\$414	\$451	\$414	\$394	\$396	\$362	\$338	\$379	\$393

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

Exhibit F1.6

Number of Units (New and/or Rehab) by Contract Rent Bracket

Presque Isle COUNTY, Michigan - 2016 - 2020

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
Presque Isle COUNTY - Total	357	39	113	0	43	0	37	0	0	34	0
Presque Isle COUNTY - Renters	246	34	111	0	43	0	35	0	0	34	0
<\$500	30	2	17	0	4	0	6	0	0	7	0
\$500 - \$599	65	7	30	0	11	0	10	0	0	9	0
\$600 - \$699	54	8	24	0	10	0	6	0	0	8	0
\$700 - \$799	44	9	18	0	8	0	6	0	0	4	0
\$800 - \$899	25	5	11	0	5	0	3	0	0	3	0
\$900 - \$999	17	3	7	0	3	0	2	0	0	2	0
\$1,000 - \$1,249	3	0	1	0	1	0	0	0	0	0	0
\$1,250 - \$1,499	5	0	2	0	1	0	1	0	0	0	0
\$1,500 - \$1,999	1	0	0	0	0	0	0	0	0	0	0
\$2,000+	2	0	1	0	0	0	1	0	0	0	0
Summation	246	34	111	0	43	0	35	0	0	33	0
Med. Contract Rent	\$650	--	--	\$541	\$496	\$473	\$475	\$435	\$405	\$455	\$471

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  
 Presque Isle 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
	Presque Isle Co.	\$376	\$400	\$422	\$422	\$449	\$485	\$541
1	Millersburg Village	\$456	\$459	\$459	\$463	\$467	\$475	\$487
2	Onaway City	\$356	\$371	\$371	\$371	\$371	\$371	\$371
3	Posen Village	\$455	\$455	\$455	\$455	\$455	\$455	\$455
4	Presque Isle Hrbr. CDP	\$732	\$804	\$855	\$868	\$919	\$1,031	\$1,212
5	Rogers City City	\$402	\$409	\$428	\$428	\$437	\$456	\$484

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.



# F<sub>2</sub>

## Home Values County and Places

Prepared by:



LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3  
Michigan State Housing Development Authority



**MSHDA**  
MICHIGAN STATE HOUSING  
DEVELOPMENT AUTHORITY

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Number of Units (New and/or Rehab) by Home Value Bracket

Presque Isle COUNTY, Michigan - 2016 - 2020

Exhibit F2.1

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
				Pockets Empty Nests   E19	Seeking Singles   G24	for Success   K37	ian Groove   K40	Steam Ahead   O50	Depend- ents   O51	Ambit- ion   O52	Single Scene   O54
Target Market	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Presque Isle COUNTY - Total	357	39	113	0	0	0	16	0	28	0	0
Presque Isle COUNTY - Owners	111	5	2	0	0	0	0	0	6	0	0
< \$50,000	20	1	1	0	0	0	0	0	1	0	0
\$50 - \$74,999	30	1	1	0	0	0	0	0	1	0	0
\$75 - \$99,999	24	1	0	0	0	0	0	0	1	0	0
\$100 - \$149,999	11	1	0	0	0	0	0	0	1	0	0
\$150 - \$174,999	6	1	0	0	0	0	0	0	1	0	0
\$175 - \$199,999	5	0	0	0	0	0	0	0	0	0	0
\$200 - \$249,999	5	0	0	0	0	0	0	0	0	0	0
\$250 - \$299,999	4	0	0	0	0	0	0	0	0	0	0
\$300 - \$349,999	2	0	0	0	0	0	0	0	0	0	0
\$350 - \$399,999	2	0	0	0	0	0	0	0	0	0	0
\$400 - \$499,999	1	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+	1	0	0	0	0	0	0	0	0	0	0
Summation	111	5	2	0	0	0	0	0	5	0	0
Med. Home Value	\$103,829	--	--	\$356,348	\$258,751	\$289,866	\$142,867	\$183,468	\$123,833	\$110,754	\$219,927

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

Presque Isle 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
Presque Isle COUNTY - Total	357	39	113	0	43	0	37	0	0	34	0
Presque Isle COUNTY - Owners	111	5	2	0	0	0	2	0	0	0	0
< \$50,000	20	1	1	0	0	0	1	0	0	0	0
\$50 - \$74,999	30	1	1	0	0	0	1	0	0	0	0
\$75 - \$99,999	24	1	0	0	0	0	0	0	0	0	0
\$100 - \$149,999	11	1	0	0	0	0	0	0	0	0	0
\$150 - \$174,999	6	1	0	0	0	0	0	0	0	0	0
\$175 - \$199,999	5	0	0	0	0	0	0	0	0	0	0
\$200 - \$249,999	5	0	0	0	0	0	0	0	0	0	0
\$250 - \$299,999	4	0	0	0	0	0	0	0	0	0	0
\$300 - \$349,999	2	0	0	0	0	0	0	0	0	0	0
\$350 - \$399,999	2	0	0	0	0	0	0	0	0	0	0
\$400 - \$499,999	1	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+	1	0	0	0	0	0	0	0	0	0	0
Summation	111	5	2	0	0	0	2	0	0	0	0
Med. Home Value	\$103,829	--	--	\$173,644	\$126,960	\$194,083	\$139,246	\$66,364	\$51,906	\$105,961	\$148,013

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.

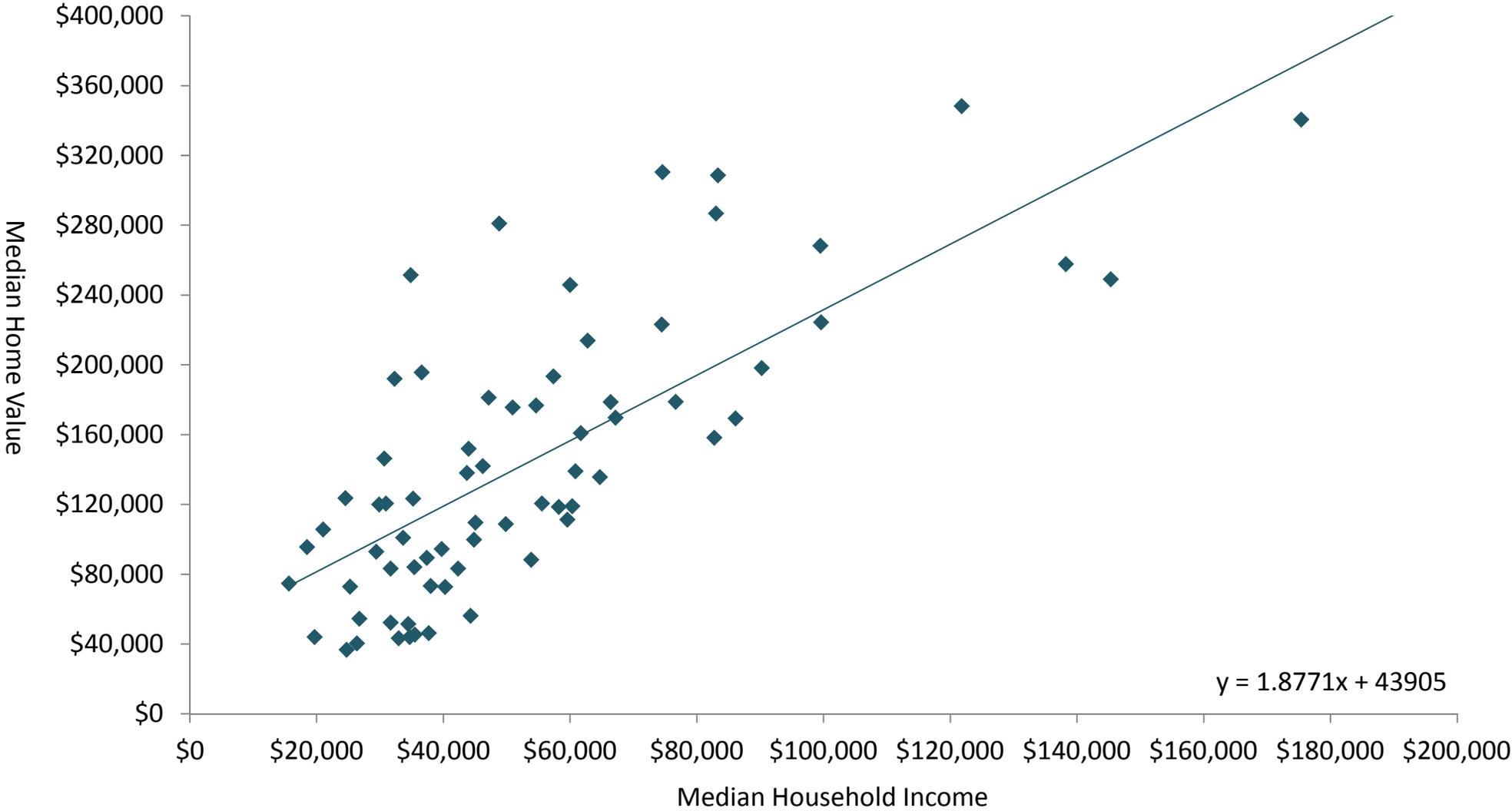
Median Home Values include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

Market Parameters and Forecasts - Median Home Value  
 Presque Isle 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
	Presque Isle Co.	\$108,700	\$105,600	\$98,900	\$95,000	\$95,950	\$97,879	\$100,648
1	Millersburg Village	\$87,500	\$71,300	\$64,000	\$55,000	\$55,550	\$56,667	\$58,270
2	Onaway City	\$63,600	\$63,300	\$60,400	\$59,700	\$60,297	\$61,509	\$63,249
3	Posen Village	\$75,900	\$74,300	\$74,200	\$70,000	\$70,700	\$72,121	\$74,162
4	Presque Isle Hrbr. CDP	\$156,100	\$154,200	\$153,500	\$147,800	\$149,278	\$152,278	\$156,587
5	Rogers City City	\$84,400	\$79,900	\$76,900	\$75,400	\$76,154	\$77,685	\$79,883

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  
 Presque Isle 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
	Presque Isle Co.	\$37,383	\$39,240	\$39,240	\$39,652	\$40,447	\$42,086	\$44,500
1	Millersburg Village	\$28,333	\$26,250	\$31,319	\$30,078	\$30,681	\$31,924	\$33,756
2	Onaway City	\$24,091	\$22,000	\$23,125	\$27,647	\$28,202	\$29,344	\$31,027
3	Posen Village	\$21,250	\$22,708	\$23,393	\$27,917	\$28,477	\$29,631	\$31,330
4	Presque Isle Hrbr. CDP	\$46,071	\$46,250	\$44,205	\$55,259	\$56,367	\$58,651	\$62,015
5	Rogers City City	\$34,899	\$40,968	\$38,517	\$38,691	\$39,467	\$41,066	\$43,422

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  
Presque Isle County, Michigan - 2000 through 2014

Year	Units Detached (Single-Fam.)	Investment Detached (Single-Fam.)	Invest./Unit Detached (Single-Fam.)	Units Attached (Multi-Fam)	Investment Attached (Multi-Fam)	Invest./Unit Attached (Multi-Fam)	Detach. v. Attach. Cost Index
2014	18	\$4,085,000	\$226,900	--	--	--	--
2013	16	\$3,900,986	\$243,800	--	--	--	--
2012	22	\$3,728,000	\$169,500	--	--	--	--
2011	17	\$2,350,999	\$138,300	--	--	--	--
2010	20	\$3,009,073	\$150,500	--	--	--	--
2009	29	\$2,916,000	\$100,600	2	\$190,000	\$95,000	0.94
2008	36	\$5,186,351	\$144,100	--	--	--	--
2007	56	\$8,416,000	\$150,300	--	--	--	--
2006	71	\$10,481,172	\$147,600	--	--	--	--
2005	83	\$9,914,363	\$119,500	--	--	--	--
2004	117	\$11,895,562	\$101,700	--	--	--	--
2003	145	\$13,908,106	\$95,900	--	--	--	--
2002	133	\$11,549,218	\$86,800	--	--	--	--
2001	125	\$11,228,301	\$89,800	--	--	--	--
2000	134	\$12,948,359	\$96,600	--	--	--	--
All Years	1,022	\$115,517,490	\$113,000	2	\$190,000	\$95,000	0.84
2007-14	214	\$33,592,409	\$157,000	2	\$190,000	\$95,000	0.61
2000-06	808	\$81,925,081	\$101,400	0	\$0	\$0	0.00

Source: Underlying data collected by the U.S. Bureau of the Census.



**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  
 Presque Isle COUNTY, Michigan and Selected Communities - 2016

Exhibit G.1

EXISTING HOUSEHOLDS	Total 71	Upscale	Moderate	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
	Lifestyle	Target	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
Clusters	Markets	Markets	Markets	Empty	Singles	Success	Groove	Ahead	ents	ion	Scene
Target Market Level	All 71	Upscale	Moderate	E19	G24	K37	K40	O50	O51	O52	O54
Year of Data	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016
Presque Isle COUNTY	6,077	104	221	0	0	0	38	0	66	0	0
Owners	5,418	47	42	0	0	0	3	0	44	0	0
Renters	659	57	179	0	0	0	34	0	22	0	0
Village of Millersburg	90	0	0	0	0	0	0	0	0	0	0
Owners	85	0	0	0	0	0	0	0	0	0	0
Renters	5	0	0	0	0	0	0	0	0	0	0
City of Onaway	336	6	25	0	0	0	0	0	6	0	0
Owners	260	4	6	0	0	0	0	0	4	0	0
Renters	76	2	19	0	0	0	0	0	2	0	0
Village of Posen	114	2	6	0	0	0	0	0	2	0	0
Owners	104	1	1	0	0	0	0	0	1	0	0
Renters	10	1	5	0	0	0	0	0	1	0	0
Presque Isle Harb. CDP	800	2	2	0	0	0	0	0	2	0	0
Owners	714	1	0	0	0	0	0	0	1	0	0
Renters	86	1	1	0	0	0	0	0	1	0	0
City of Rogers City	1,275	25	78	0	0	0	0	0	25	0	0
Owners	1,128	17	15	0	0	0	0	0	17	0	0
Renters	147	9	63	0	0	0	0	0	9	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 cluster.

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  
 Presque Isle COUNTY, Michigan and Selected Communities - 2016

Exhibit G.2

EXISTING HOUSEHOLDS	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Colleges Cafes   O53	Family Troopers   O55	Humble Begin- nings   P61	Senior Discount   Q65	Dare to Dream   R66	Hope for Tomor- row   R67	Tight Money   S70	Tough Times   S71
Target Market Level	All 71	Upscale	Moderate	M	M	M	M	M	M	M	M
Year of Data	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016
Presque Isle COUNTY	6,077	104	221	0	44	0	142	0	0	36	0
Owners	5,418	47	42	0	0	0	41	0	0	0	0
Renters	659	57	179	0	43	0	100	0	0	36	0
Village of Millersburg	90	0	0	0	0	0	0	0	0	0	0
Owners	85	0	0	0	0	0	0	0	0	0	0
Renters	5	0	0	0	0	0	0	0	0	0	0
City of Onaway	336	6	25	0	5	0	20	0	0	0	0
Owners	260	4	6	0	0	0	6	0	0	0	0
Renters	76	2	19	0	5	0	14	0	0	0	0
Village of Posen	114	2	6	0	0	0	2	0	0	4	0
Owners	104	1	1	0	0	0	1	0	0	0	0
Renters	10	1	5	0	0	0	2	0	0	4	0
Presque Isle Harb. CDP	800	2	2	0	0	0	2	0	0	0	0
Owners	714	1	0	0	0	0	0	0	0	0	0
Renters	86	1	1	0	0	0	1	0	0	0	0
City of Rogers City	1,275	25	78	0	16	0	50	0	0	12	0
Owners	1,128	17	15	0	0	0	15	0	0	0	0
Renters	147	9	63	0	15	0	36	0	0	12	0

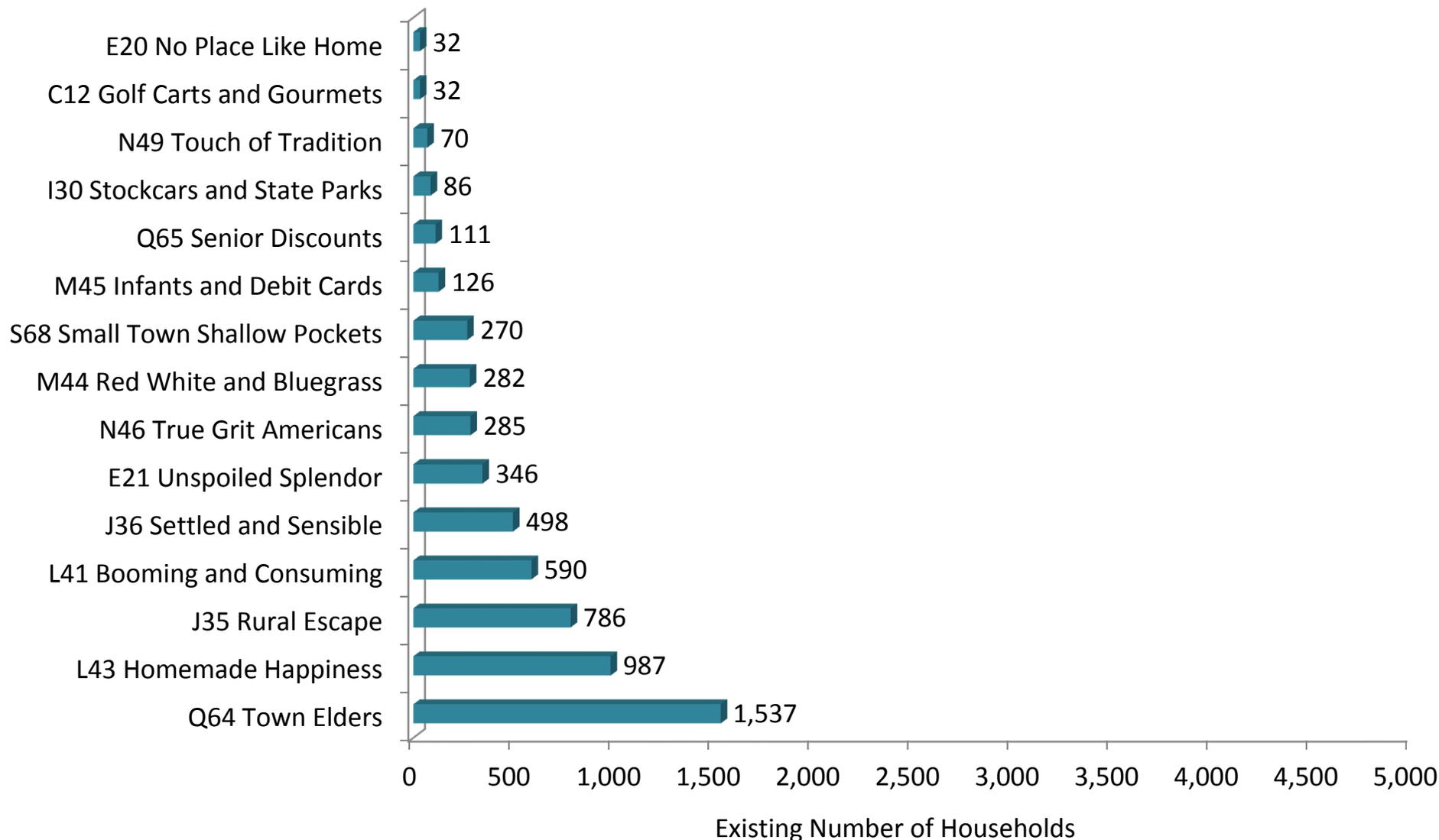
Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

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 between places and counties and ranges from +3% to +8%.

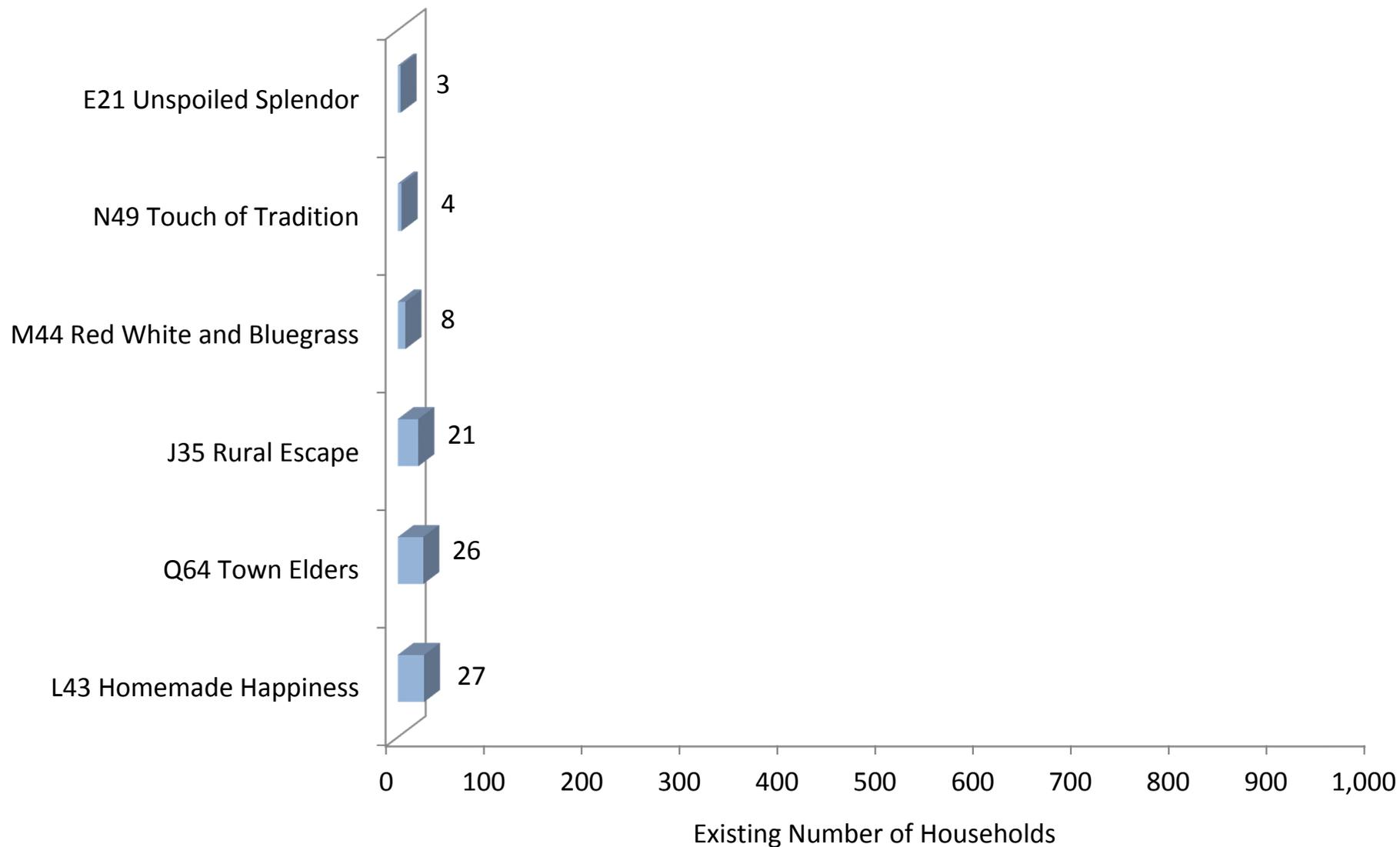
Clusters with the smallest share of households are given a big boost, and those with a largest share are given a minor boost.

### Existing Households by Predominant Lifestyle Cluster Presque Isle COUNTY, Michigan - 2015 (Base Year)



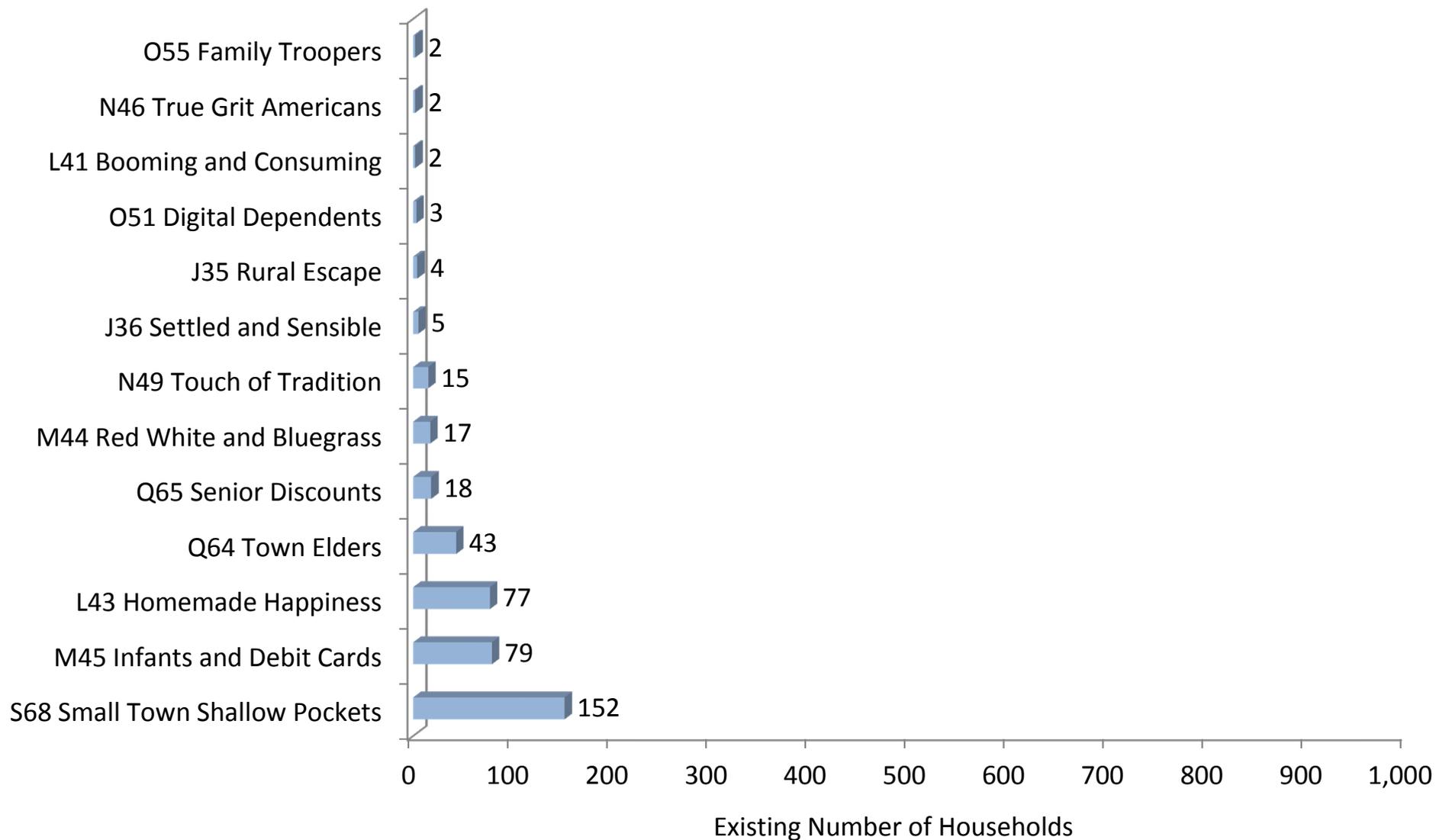
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

### Existing Households by Predominant Lifestyle Cluster The Village of Millersburg - Presque Isle County, MI - 2015 (Base Year)



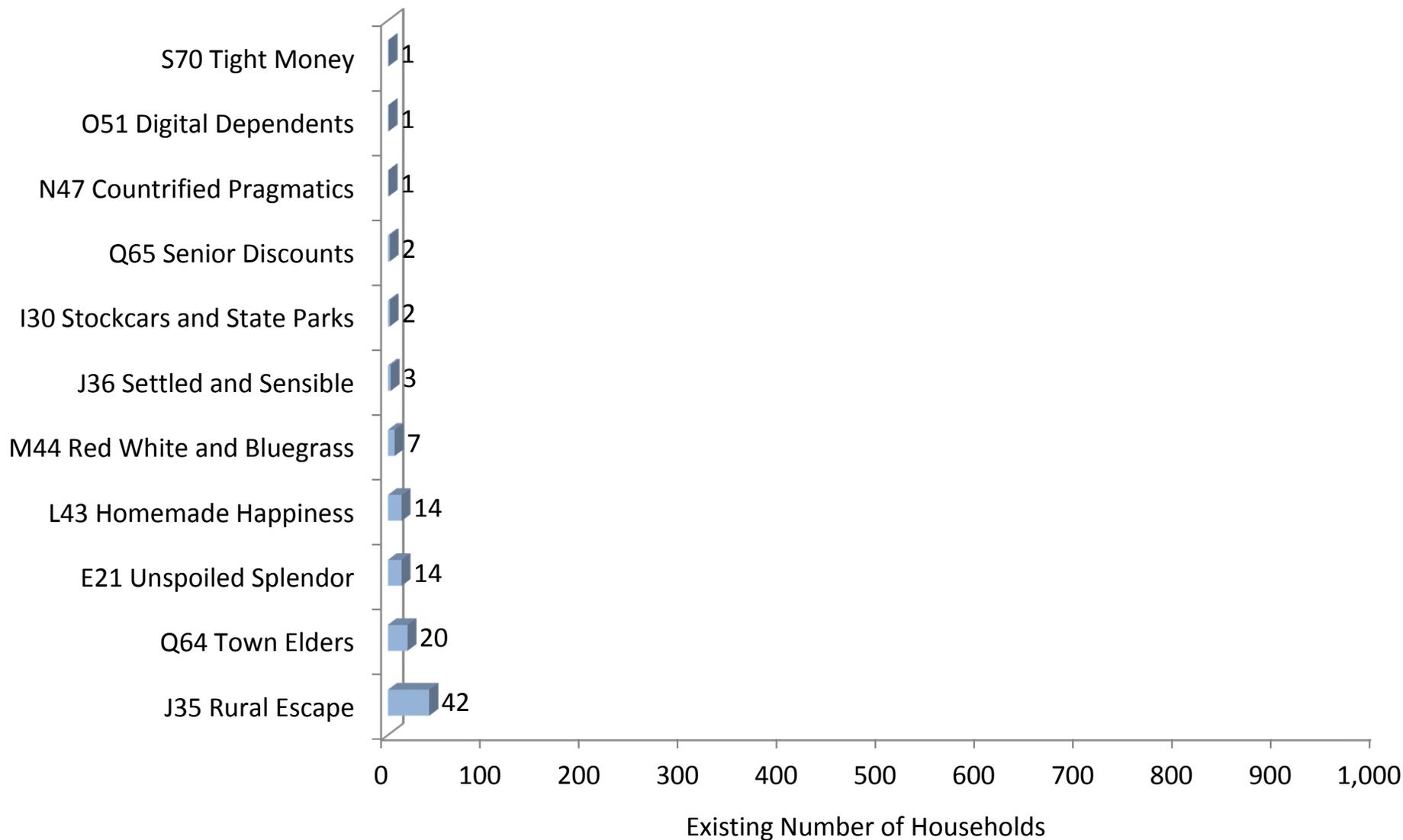
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

### Existing Households by Predominant Lifestyle Cluster The City of Onaway - Presque Isle County, MI - 2015 (Base Year)



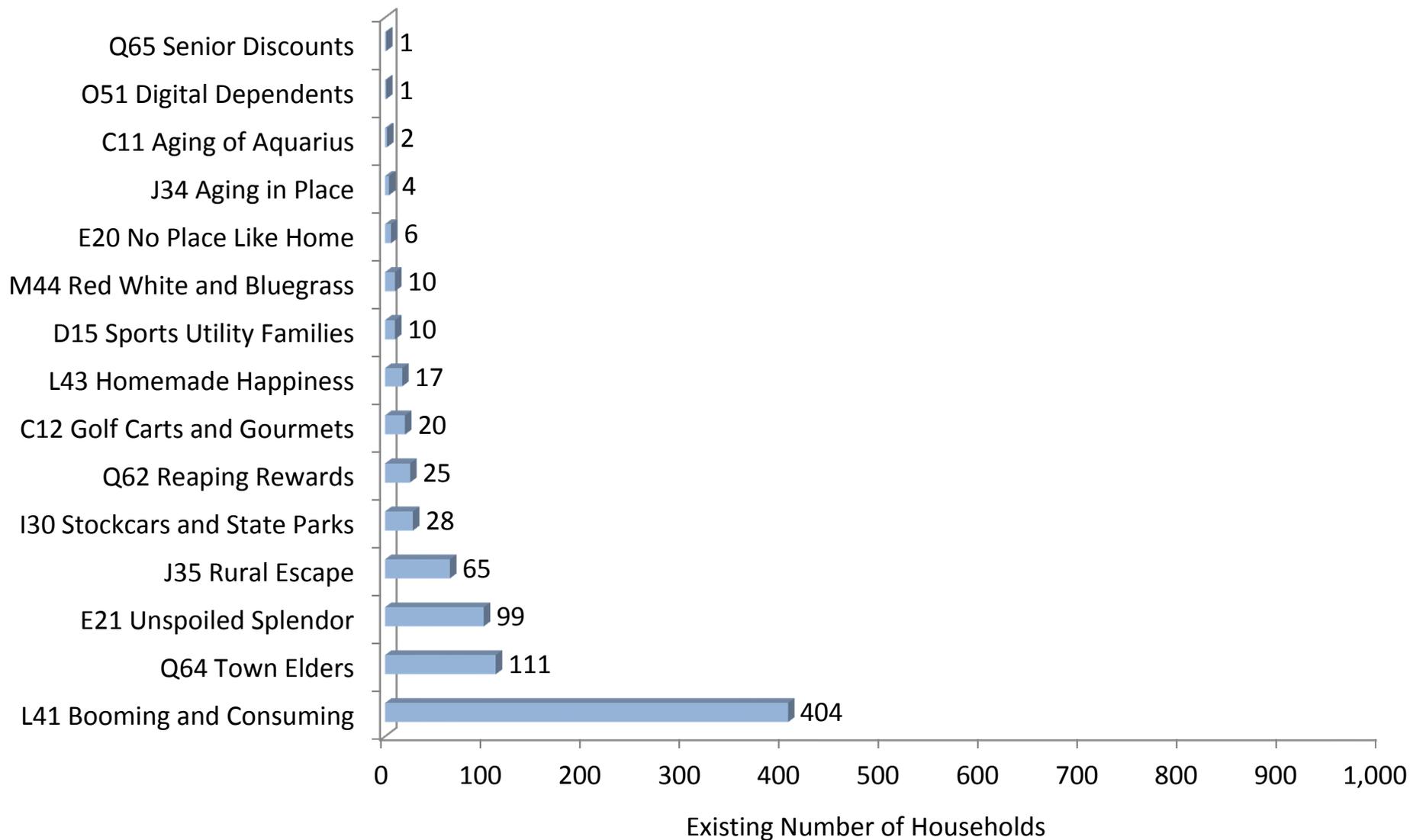
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

### Existing Households by Predominant Lifestyle Cluster The Village of Posen - Presque Isle County, MI - 2015 (Base Year)



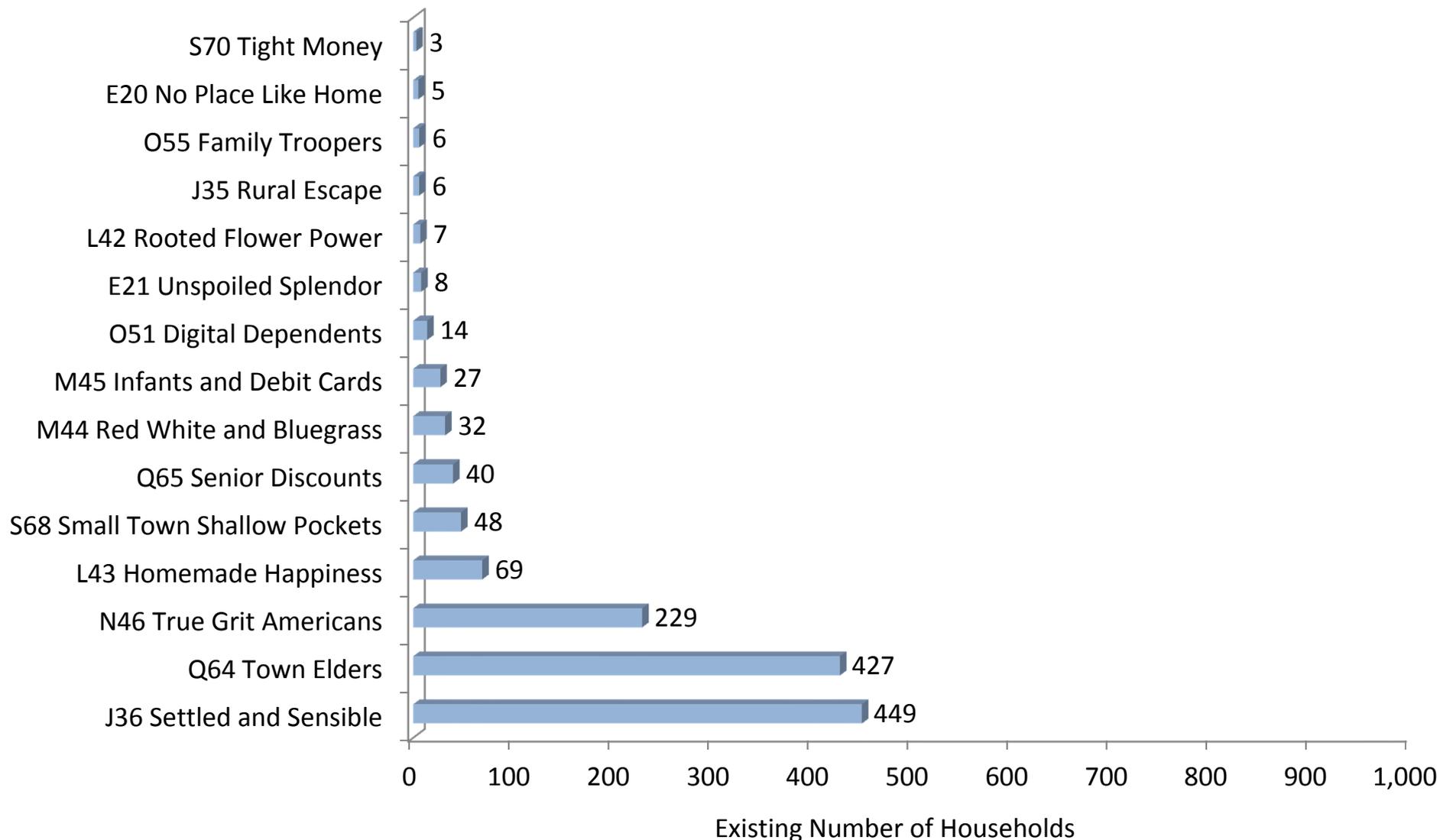
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

### Existing Households by Predominant Lifestyle Cluster Presque Isle Harbor CDP - Presque Isle 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.

### Existing Households by Predominant Lifestyle Cluster The City of Rogers City - Presque Isle 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:**



**Prepared for:**

**Northeast Michigan Prosperity Region 3  
Michigan State Housing Development Authority**



Market Parameters and Forecasts - Households  
 Presque Isle 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.
	Presque Isle Co.	5,982	6,332	6,195	6,123	6,253	6,359	6,533	6,822
1	Millersburg Village	--	78	74	105	97	97	97	97
2	Onaway City	--	436	394	368	350	350	350	350
3	Posen Village	--	126	121	123	117	117	117	117
4	Presque Isle Hrbr. CDP	--	342	343	339	376	409	468	582
5	Rogers City City	--	1,469	1,364	1,329	1,381	1,424	1,496	1,620

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

## Demographic Profiles - Population and Employment

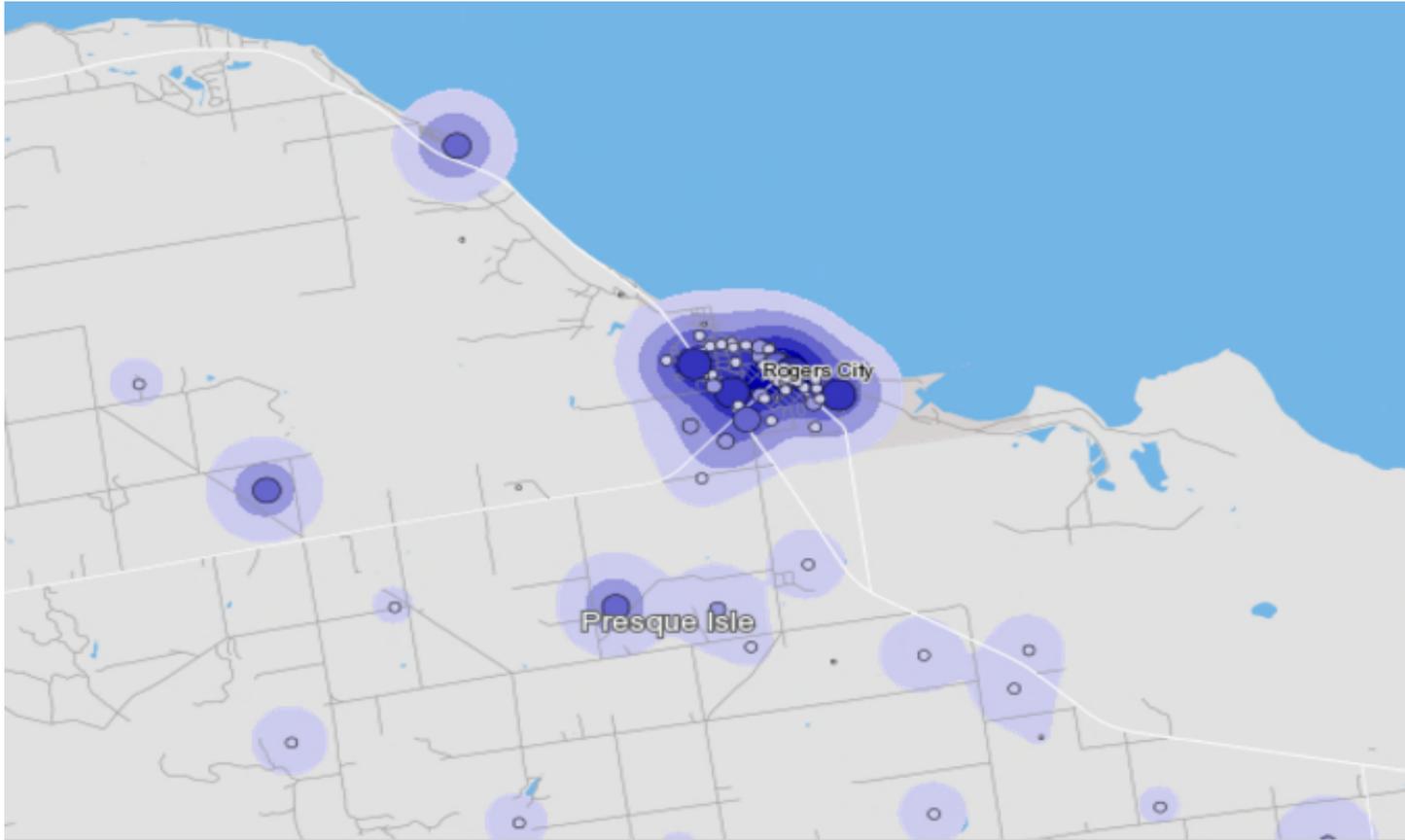
Exhibit H.2

### Presque Isle County, Michigan with Selected Communities - 2010 - 2015

	Presque Isle COUNTY	The Village of Millersburg	The City of Onaway	The Village of Posen	Presque Isle Harbor CDP	The City of Rogers City
Households Census (2010)	5,982	86	394	144	307	1,328
Households ACS (2013)	6,253	97	350	117	376	1,381
Population Census (2010)	13,376	206	880	234	600	2,827
Population ACS (2013)	13,234	197	822	221	668	2,801
Group Quarters Population (2013)	220	2	14	0	0	132
Correctional Facilities	34	0	14	0	0	26
Nursing/Mental Health Facilities	103	0	0	0	0	100
College/University Housing	0	0	0	0	0	0
Military Quarters	0	0	0	0	0	0
Other	82	0	0	0	0	6
Daytime Employees Ages 16+ (2015)	3,727	23	405	40	165	1,636
Unemployment Rate (2015)	3.9%	3.9%	7.8%	3.9%	2.4%	3.8%
Employment by Industry Sector (2013)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	8.9%	0.0%	2.3%	10.1%	2.8%	8.1%
Arts, Ent. Rec., Accom., Food Service	7.9%	4.3%	8.6%	6.7%	3.8%	3.0%
Construction	7.4%	13.0%	2.0%	7.9%	10.8%	8.8%
Educ. Service, Health Care, Soc. Asst.	23.6%	15.2%	22.4%	38.2%	26.9%	30.6%
Finance, Ins., Real Estate	3.6%	0.0%	1.3%	0.0%	3.3%	4.7%
Information	1.2%	0.0%	0.0%	0.0%	0.0%	1.6%
Manufacturing	10.0%	6.5%	7.6%	4.5%	4.7%	8.7%
Other Services, excl. Public Admin.	5.1%	23.9%	12.8%	2.2%	6.1%	5.5%
Profess., Sci., Mngmt., Admin., Waste	5.5%	0.0%	6.6%	6.7%	7.5%	6.5%
Public Administration	6.2%	2.2%	3.6%	3.4%	13.2%	8.3%
Retail Trade	10.9%	28.3%	15.1%	10.1%	11.8%	10.8%
Transpo., Wrhse., Utilities	7.7%	6.5%	16.1%	10.1%	5.7%	2.7%
Wholesale Trade	2.1%	0.0%	1.6%	0.0%	3.3%	0.8%

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  
Presque Isle County - The City of Rogers City, Michigan - 2013



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

Market Parameters and Forecasts - Total Housing Units, Including Vacancies  
 Presque Isle 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
	Presque Isle Co.	10,461	10,449	10,441	10,422	10,422	10,422	10,422
1	Millersburg Village	139	131	150	144	144	144	144
2	Onaway City	562	526	496	491	491	491	491
3	Posen Village	139	145	152	149	149	149	149
4	Presque Isle Hrbr. CDP	618	674	675	693	707	707	707
5	Rogers City City	1,801	1,687	1,620	1,569	1,569	1,569	1,569

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  
 Presque Isle 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.							
	Presque Isle Co.	806	751	721	723	827	917	1,071	1,336
1	Millersburg Village	--	20	16	20	25	25	25	25
2	Onaway City	--	113	101	83	78	78	78	78
3	Posen Village	--	42	36	33	31	31	31	31
4	Presque Isle Hrbr. CDP	--	27	26	29	29	36	63	133
5	Rogers City City	--	323	294	323	407	451	523	647

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  
 Presque Isle 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	Owner	Owner	Owner	Owner	Owner	Owner	Owner
		Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.
	Presque Isle Co.	5,176	5,581	5,474	5,400	5,426	5,443	5,462	5,486
1	Millersburg Village	--	58	58	85	72	72	72	72
2	Onaway City	--	323	293	285	272	272	272	272
3	Posen Village	--	84	85	90	86	86	86	86
4	Presque Isle Hrbr. CDP	--	315	317	310	347	372	405	449
5	Rogers City City	--	1,146	1,070	1,006	974	974	974	974

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  
 Presque Isle County, Michigan with Selected Communities - 2013

Exhibit H.7

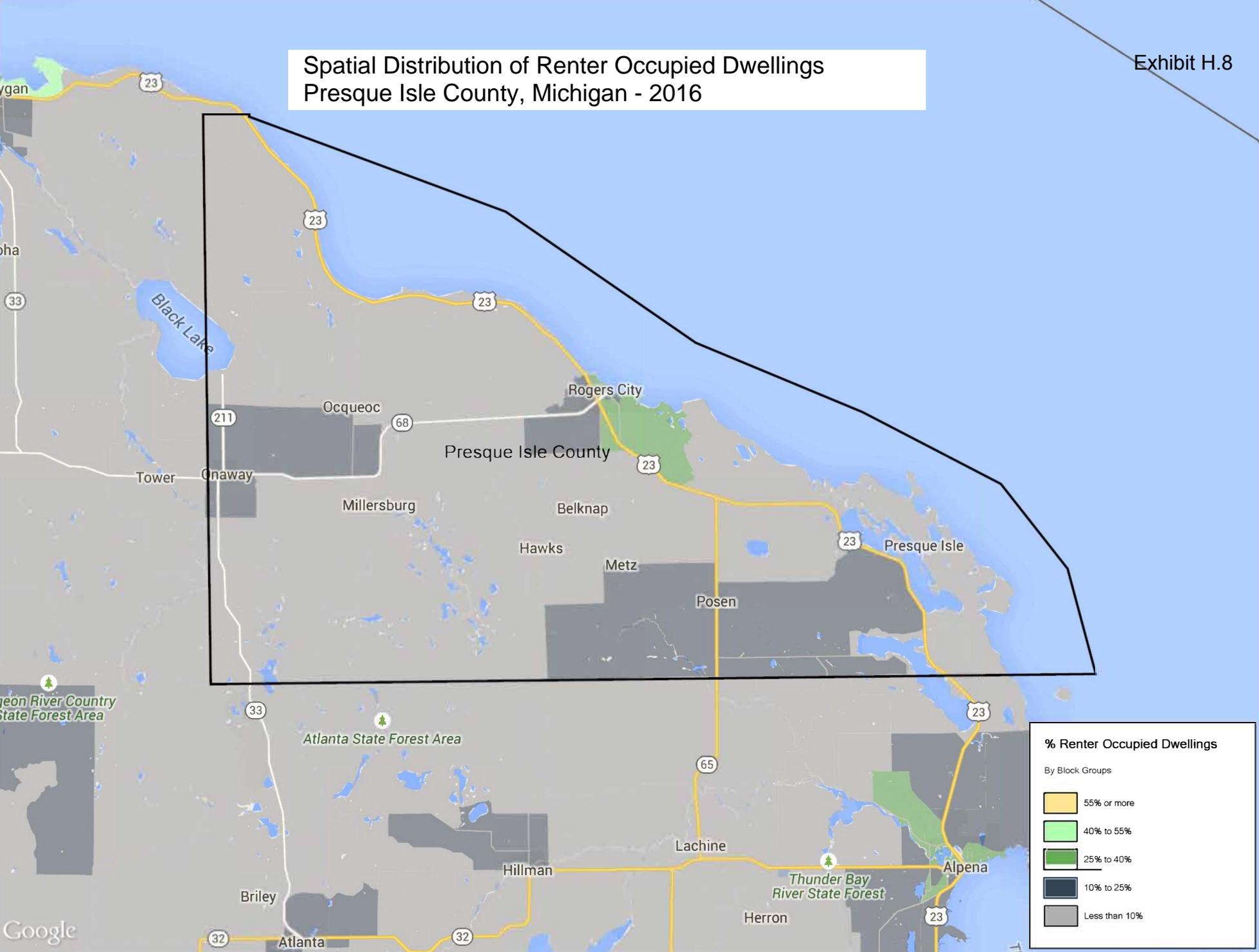
	Presque Isle COUNTY	The Village of Millersburg	The City of Onaway	The Village of Posen	Presque Isle Harbor CDP	The City of Rogers City
Total Housing Units (2013)	10,422	144	491	149	693	1,569
1, mobile, other	10,037	136	438	112	693	1,309
1 attached, 2	101	8	3	5	0	62
3 or 4	13	0	0	4	0	9
5 to 9	101	0	23	0	0	74
10 to 19	57	0	11	1	0	45
20 to 49	98	0	3	25	0	70
50 or more	15	0	13	2	0	0
Premium for Seasonal Households	20%	6%	8%	1%	24%	2%
Vacant (incl. Seasonal, Rented, Sold)						
1, mobile, other	4,072	47	129	14	317	125
1 attached, 2	4	0	0	0	0	0
3 or 4	4	0	0	4	0	0
5 to 9	12	0	12	0	0	0
10 to 19	27	0	0	0	0	27
20 to 49	50	0	0	14	0	36
50 or more	0	0	0	0	0	0
Avail. (excl. Seasonal, Rented, Sold)						
1, mobile, other	655	30	59	13	52	78
1 attached, 2	1	0	0	0	0	0
3 or 4	1	0	0	4	0	0
5 to 9	2	0	6	0	0	0
10 to 19	4	0	0	0	0	17
20 to 49	8	0	0	13	0	23
50 or more	0	0	0	0	0	0
Reason for Vacancy (2013)	4,169	47	141	32	317	188
For Rent	195	8	16	24	0	96
For Sale	157	0	0	0	38	0
Others	<u>319</u>	<u>22</u>	<u>49</u>	<u>5</u>	<u>14</u>	<u>22</u>
For Sale or Rent	671	30	65	29	52	118
Seasonal, Recreation	3,483	17	69	3	265	70
Migrant Workers	0	0	0	0	0	0
Rented, Not Occupied	15	0	7	0	0	0
Sold, Not Occupied	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Not Yet Occupied	15	0	7	0	0	0

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

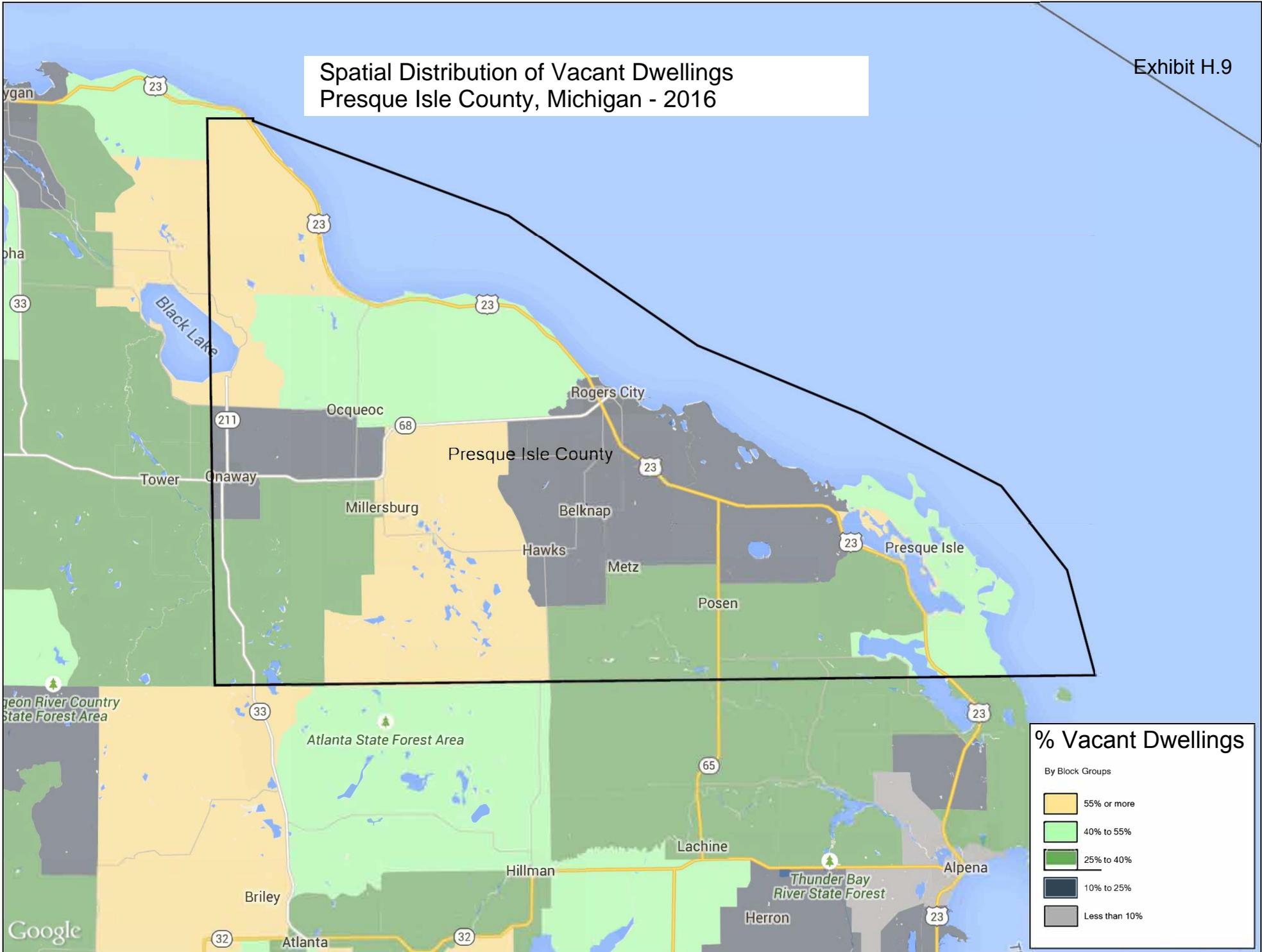
Analysis and exhibit prepared by LandUse|USA; 2016.

# Spatial Distribution of Renter Occupied Dwellings Presque Isle County, Michigan - 2016

Exhibit H.8



### Spatial Distribution of Vacant Dwellings Presque Isle County, Michigan - 2016



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

Primary County	Presque Isle	Presque Isle
Jurisdiction Name	City of Onaway	City of Rogers City
2010 Population (Decennial Census)	880	2,827
2013 Population (ACS 2009-13 Estimate)	822	2,801
City/Village-Wide Planning Documents		
1 City-Wide Master Plan (not county)	1	1
2 Has a Zoning Ordinance Online	1	1
3 Considering a Form Based Code	0	0
4 Parks & Rec. Plan and/or Commiss.	1	1
Downtown Planning Documents		
5 Established DDA, BID, or Similar	1	1
6 DT Master Plan, Subarea Plan	0	0
7 Streetscape, Transp. Improv. Plan	1	0
8 Retail Market Study or Strategy	0	1
9 Residential Market Study, Strategy	1	1
10 Façade Improvement Program	1	0
Downtown Organization and Marketing		
11 Designation: Michigan Cool City	0	0
12 Member of Michigan Main Street	0	0
13 Main Street 4-Point Approach	0	1
14 Facebook Page	1	1
Listing or Map of Merchants and Amenities		
15 City/Village Main Website	0	1
16 DDA, BID, or Main Street Website	0	0
17 Chamber or CVB Website	0	1
Subtotal Place Score (17 points possible)	8	10

This PlaceScore assessment is based only on internet research, and has not been field verified.

Analysis and assessment by LandUse|USA; © 2016.

If a community's amenities and resources are not listed, then the challenge is to improve marking efforts, and ensure that the resources are available and easy to find through mainstream online search engines.

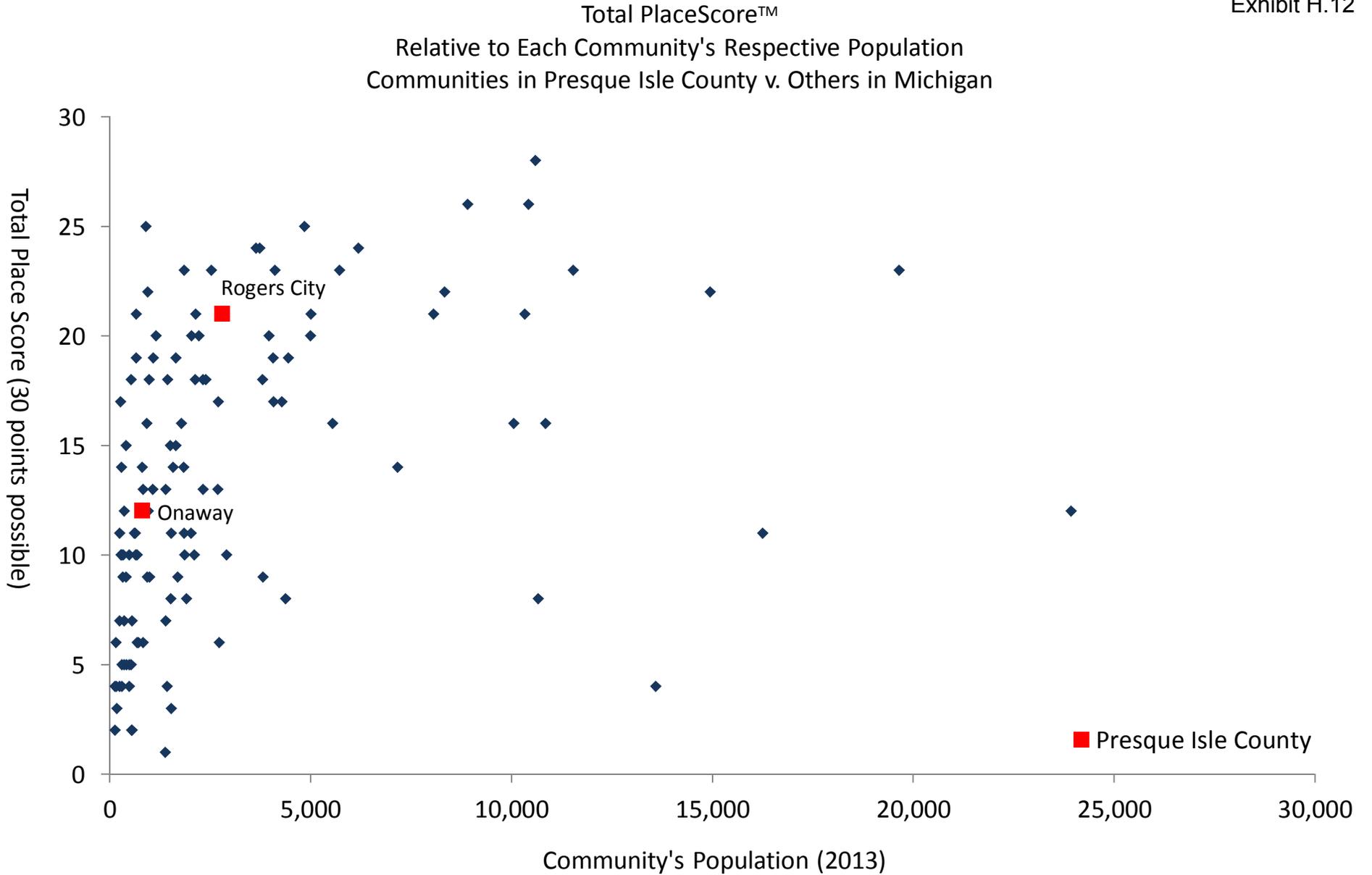
The PlaceScore term and methodology is trademarked by LandUse|USA with all rights reserved.

PlaceScores™ - Local Placemaking Initiatives and Amenities  
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 Presque Isle County, Michigan and Selected Communities - 2016

Primary County	Presque Isle	Presque Isle
Jurisdiction Name	City of Onaway	City of Rogers City
2010 Population (Decennial Census)	880	2,827
2013 Population (ACS 2008-13 Estimate)	822	2,801
Unique Downtown Amenities		
1 Cinema/Theater, Playhouse	0	1
2 Waterfront Access/Parks	0	1
3 Established Farmer's Market	1	1
4 Summer Music in the Park	0	1
5 National or Other Major Festival	0	1
Downtown Street and Environment		
6 Angle Parking (not parallel)	0	1
7 Reported Walk Score is 50+	1	1
8 Walk Score/1,000 Pop is 40+	1	0
9 Off Street Parking is Evident	0	1
10 2-Level Scale of Historic Buildings	0	1
11 Balanced Scale 2 Sides of Street	0	1
12 Pedestrian Crosswalks, Signaled	0	0
13 Two-way Traffic Flow	1	1
Subtotal Place Score (13 points possible)	4	11
Total Place Score (30 Points Possible)	12	21
Total Place Score per 1,000 Population	14	7
Reported Walk Score (avg. = 42)	55	56
Walk Score per 1,000 Population	67	20

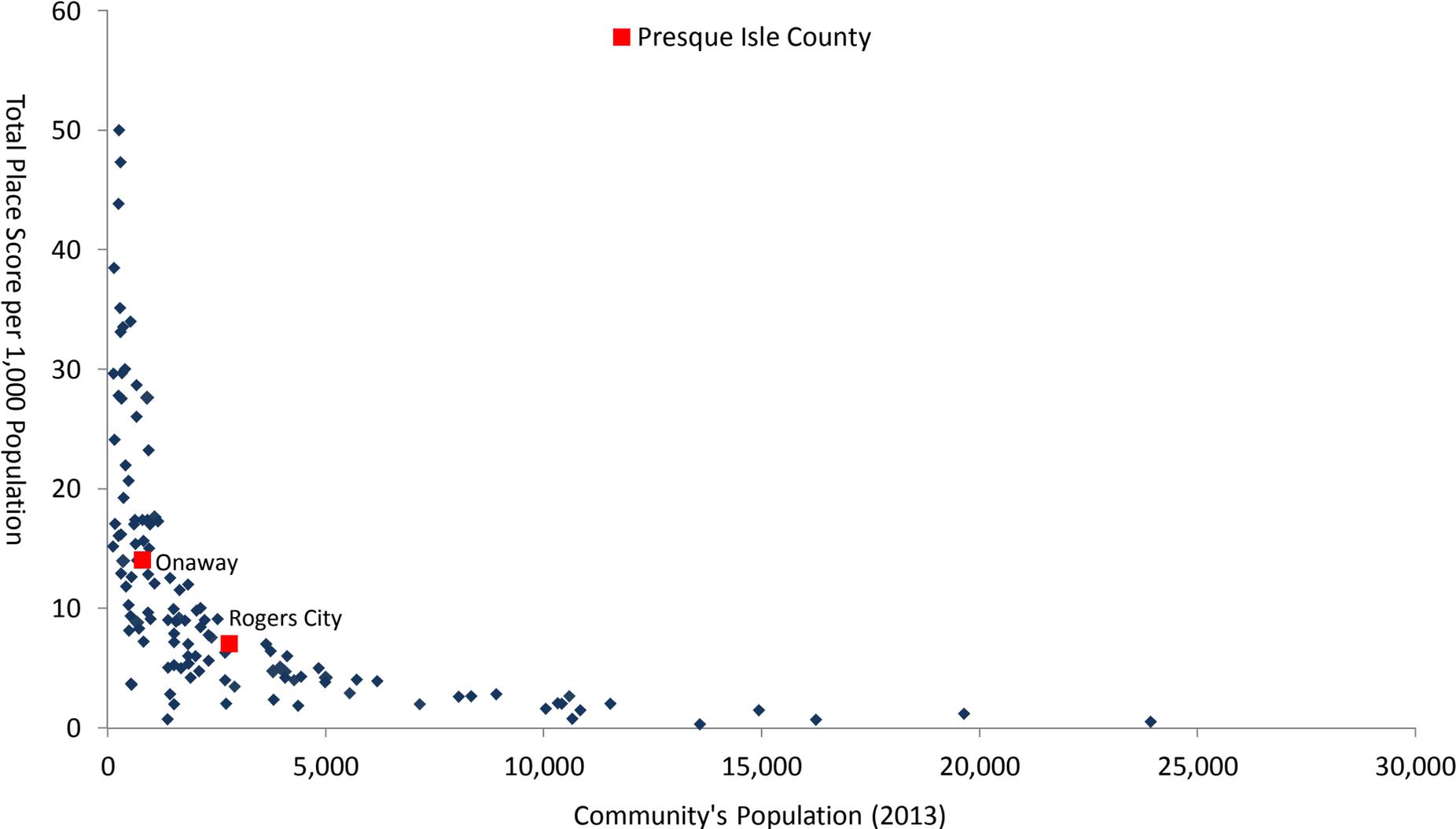
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Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified. Analysis and exhibit prepared by LandUse|USA, 2016. Population is ACS 5-year estimates for 2009 - 2013. The PlaceScore 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 Presque Isle County v. Others in Michigan



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