



Target Market Analysis

Montmorency County

Michigan

2016

Prepared by:



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Prepared for:

Northeast Michigan Prosperity Region 3

Michigan State Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
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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 Montmorency County and 10 other counties.

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

Based on the Target Market Analysis results, there is an annual market potential for 38 attached units throughout Montmorency County, plus 153 detached houses. Among the 38 attached units, only 7 units could collectively be intercepted by Atlanta (2 units), Hillman (2 units), and Lewiston (3 units), collectively. Based on these results, each community should add no more than one new duplex or triplex building per year over the next five years.

Summary Table A

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

Annual Market Potential Aggressive Scenario	Detached Houses	Attached Formats
The Atlanta CDP	30	2
Canada Creek Ranch CDP	6	--
The Village of Hillman	14	2
The Lewiston CDP	19	3
<u>All Other Places</u>	<u>85</u>	<u>30</u>
Montmorency County Total	153	38

There will also be 30 migrating households in Montmorency County each year seeking attached units in locations other than Atlanta, Hillman, or Lewiston. A few might choose Canada Creek Ranch and the Lake Geneva area, and others may other inland lakes and along important highway connectors. The county’s lakes are relatively few and small, but this is somewhat offset by other water amenities like the Thunder Bay and Au Sable Rivers.

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

Missing Middle Housing Formats – Recommended Strategies

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

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

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

As shown in the following summary table, the aggregate market potential for Montmorency County is among the lowest for the region, and it surpasses only Alcona County in its ability to intercept the Moderate Target Markets. About 5 units (12%) of Montmorency County’s annual market potential will be supported by Upscale Target Markets, and 24 units (68%) will be generated by Moderate Target Markets. The balance of 9 units (24%) 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
Montmorency County	5	24	9	38
Share of County Total	13%	63%	24%	100%
Others in the Region				
Alpena County	59	597	59	715
Otsego County	141	396	32	569
Roscommon County	30	287	100	417
Cheboygan County	76	264	38	378
Ogemaw County	47	181	51	279
Iosco County	43	178	49	270
Crawford County	24	130	34	188
Presque Isle County	20	110	22	152
Oscoda County	7	38	11	56
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 Montmorency 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 (1 village and 3 CDPs), price point (rent and value), and unit sizes (square feet). These topics are provided 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, Village, 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
Montmorency County, Michigan – Prosperity Region 3

The Market Strategy Report		Geography
Narrative	Executive Summary	County and Places
Narrative	Technical Report	County and Places
Narrative	Market Assessment	County and Places
Section A	Investment Opportunities	Places
Section B	Summary Tables and Charts	County
Section C	Conservative Scenario	County
Section D	Aggressive Scenario	County
Section E	Aggressive Scenario	Places
Section F ₁	Contract Rents	County and Places
Section F ₂	Home Values	County and Places
Section G	Existing Households	County and Places
Section H	Market Assessment	County and Places

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

Table 2

TMA Regional Workbook – Outline
Montmorency 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 Montmorency 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
Montmorency County, Michigan – Prosperity Region 3

Group	Lifestyle Cluster Name	Share in Attached Units	Renters as a Share of Total	Renter Movership Rate
Upscale	O51 Digital Dependents	11%	34%	80%
Moderate	Q65 Senior Discounts	100%	71%	28%
Moderate	S70 Tight Money	92%	100%	78%

Upscale and Moderate Target Markets – Montmorency County

- O51 Digital Dependents – Most are located in second-tier cities scattered across the country and in a mix of urban areas that include transient neighborhoods. They usually choose a mix of attached products, townhouses, and small houses. Head of householder’s age: 90% are 19 to 35 years.
- 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. Montmorency 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 Montmorency County, but the model also measures the potential among other and more prevalent lifestyle clusters. The most prevalent lifestyle clusters for Montmorency County are documented in [Section G](#) of this report, with details for the Village of Hillman and each of the county's three census designated places (Atlanta, Canada Creek Ranch, and Lewiston).

As shown in [Exhibit G.3](#), the most prevalent lifestyle clusters in Montmorency 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.

[Table 4](#) on the following page provides a summary of 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.

Prevalent Lifestyle Clusters – Montmorency County

- L43 Homemade Happiness – Empty nesters living in Midwest heartland; in houses built in 1970 (with 15% in manufactured homes), but on large lots in rustic settings to enjoy the quiet country. Head of householder's age: 97% are over 51 years, including 88% between 51 and 65 years.
- Q64 Town Elders – Seniors living in small and rural communities; in detached ranch houses and bungalows typically situated on small lots and built more than half a century ago. Head of householder's age: 98% are over 66 years.
- M44 Red, White, and Bluegrass – Families living in scattered locations across the Eastern States; and choosing detached family-style ranches, farmhouses, and bungalows on large lots, or manufactured homes. Head of householder's age: 74% are between 25 and 45 years.

Prevalent Lifestyle Clusters – Montmorency County (continued)

- 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.
- J35 Rural Escape – Empty nesters living in remote and quiet communities, and retirement havens; and choosing detached houses on large lots, or manufactured homes. Head of householder’s age: 69% are over 51 years, and 49% are over 66 years.
- S68 Small Town Shallow Pockets – Located in exurban and scenery-rich cities and villages throughout the Midwest, including some that were once industrial boomtowns but more recently have fallen on tough times. They tend to live in older, moderate units far from the urban center, including clapboard houses and ranch-style houses built before 1950. Their properties were originally built decades ago for young families, and now they offer affordable choices for new tenants. Head of householder’s age: 46% are 51-65 years.

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

Lifestyle Cluster Name	Share in Attached Units	Renters as a Share of Total	Renter Movership Rate	Montmorency County Households
L43 Homemade Happiness	3%	5%	13%	1,700
Q64 Town Elders	3%	4%	5%	1,450
M44 Red, White, Bluegrass	5%	11%	12%	300
N46 True Grit Americans	4%	9%	25%	250
J35 Rural Escape	3%	3%	9%	250
S68 Small Town, Pockets	7%	34%	33%	200

Conservative Scenario

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

Under the conservative scenario, Montmorency County has an annual market potential for at least 26 attached units (excluding detached houses), across a range of building sizes and formats. Of these 26 attached units, 4 will be occupied by households among the upscale target markets, and 16 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 Montmorency County, and unadjusted for out-migration. It also assumes that every household moving into and within Montmorency 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. The aggressive scenario for Montmorency County is about +45% larger than the conservative scenario.

Under the aggressive scenario, about one-quarter of the annual market potential (9 units, or about 24%) is generated by households that are prevalent in Montmorency County (i.e., they are the “Most Prevalent Clusters”). Although they are prevalent in the county, they have a low inclination to choose attached units.

The majority (about 76%) 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 Montmorency 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
Montmorency 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	4	20	5	25
Moderate Targets	16	80	24	120
<u>Most Prevalent Clusters</u>	<u>6</u>	<u>30</u>	<u>9</u>	<u>45</u>
71 Lifestyle Clusters	26	130	38	190

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

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

“Slide” by Building Format

All exhibits in the attached [Section B](#) through [Section F](#) show the model results before any adjustments are made for the magnitude of market potential relative to building size. For example, under the aggressive scenario, Montmorency County has an annual market potential for up to 5 units among buildings with 100 or more units each, 4 units in building with at least 50 units, and 6 units in buildings with at least 20 units.

These units aren’t enough to support actual development of relatively large buildings. However, they 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
Montmorency 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	130	130	153	153
2 Side-by-Side & Stacked	2	2	3	4
3 Side-by-Side & Stacked	3	3	3	3
4 Side-by-Side & Stacked
5-9 Townhouse, Live-Work	8	8	13	13
10+ Multiplex: Small	2	13	4	18
20+ Multiplex: Large	4	.	6	.
50+ Midrise: Small	3	.	4	.
100+ Midrise: Large	4	.	5	.
Subtotal Attached	26	26	38	38

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

Village and Places

Section E attached to this Market Strategy Report details the annual market potential and model results for the Village of Hillman and each of the Montmorency County's three census designated places (Atlanta, Canada Creek Ranch, and Lewiston). Results are shown for the aggressive scenario only, which is based on both migration into and internal movership within each community.

Results for the conservative scenario (reflecting in-migration only) are not provided for the village and places, but it can be generally assumed that results would represent about 70% of the aggressive scenario. Table 7 on the following page shows the a) unadjusted model results for the aggressive scenario, and b) adjustments with a "slide" along building sizes.

Intercepting Migrating Households – The market potential for each place is based on the known inclination for those 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, Montmorency County's small communities (including Prudenville, Montmorency, and Saint Helen) 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 38 attached units throughout Montmorency County (under the aggressive scenario). The Village of Hillman and each of the three CDPs 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 walkable choices near community centers and schools, and others will seek waterfront choices along the county's inland lakes.

The Village and CDPs – Based on the magnitude and profile of households already moving into and within each community, the annual market potential for attached units is nominal and small. Each the three largest communities (Atlanta, Hillman, and Lewiston) should strive for no more than 1 duplex building each year, with 2 units in each building. Additional units could be added for more duplex buildings, but only if the communities can demonstrate an ability to intercept households choosing other locations in Montmorency County, create new jobs, and leverage other economic catalysts.

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

Number of Units Unadjusted Model Results	Village of Atlanta	Canada Creek Ranch	Village of Hillman	CDP Lewis- ton	Mont- morency County
1 Detached Houses	30	6	15	19	153
2 Side-by-Side & Stacked	3
3 Side-by-Side & Stacked	3
4 Side-by-Side & Stacked
5-9 Townhouse, Live-Work	1	.	.	1	13
10-19 Multiplex: Small	4
20-49 Multiplex: Large	.	.	.	1	6
50-99 Midrise: Small	4
100+ Midrise: Large	1	.	1	1	5
Subtotal Attached	2	.	1	3	38
Number of Units Adjusted with “Slide”	Village of Atlanta	Canada Creek Ranch	Village of Hillman	CDP Lewis- ton	Mont- morency County
1 Detached Houses	30	6	14	19	153
2 Side-by-Side & Stacked	2	.	2	.	4
3 Side-by-Side & Stacked	.	.	.	3	3
4 Side-by-Side & Stacked
5-9 Townhouse, Live-Work	13
10-19 Multiplex: Small	18
20-49 Multiplex: Large
50-99 Midrise: Small
100+ Midrise: Large
Subtotal Attached	2	.	2	3	38

Non-Residents and Seasonality

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

In some unique markets, local developers may be particularly interested in understanding the upside market potential for new housing units that could be specifically designed for seasonal non-resident households. To provide some perspective, LandUse|USA has calculated an adjustment factor for each place in Montmorency 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.

Seasonal Non-Residents	Market Potential “Premium”
Atlanta CDP	+15%
Canada Creek Ranch CDP	+47%
The Village of Hillman	+ 3%
Lewison CDP	+43%
Montmorency COUNTY	+34%

Rents and Square Feet

This section of the report focuses on contract rents and unit sizes, and stakeholders are encouraged to review the materials in [Section F₁](#) for information on rents (and [Section F₂](#) for home values). [Exhibit F_{1.1}](#) and [Exhibit F_{1.4}](#) demonstrate the general tolerance of the upscale and moderate target markets to pay across contract rent brackets, with averages for the State of Michigan.

[Exhibit F_{1.2}](#) and [Exhibit F_{1.5}](#) document the allocation of annual market potential across rent brackets for Montmorency County, and [Exhibit F_{1.3}](#) and [Exhibit F_{1.6}](#) show the market potential results. Results are also shown in the following [Table 8](#), with a summary for the upscale and moderate target markets under the aggressive scenario.

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

Units by Rent Bracket 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	4	8	3	.	.	15
Moderate Targets	13	9	3	.	.	25
Other Clusters	29	18	1	.	.	48
Montmorency County	46	35	7	.	.	88

Note: Figures in Table 8 might not perfectly match the figures in prior tables due to rounding within the market potential model.

Exhibit F_{1.7} shows median contract rents for Montmorency County's local places, which can be used to make local level adjustments as needed. Exhibit F_{1.8} can be used to convert contract rents into gross rents. For general reference, Exhibit F_{1.9} demonstrates the direct relationship between contract rents and median household incomes across all 71 lifestyle clusters.

Lastly, Exhibit F_{1.10} shows forecast rents per square foot, with averages for attached units that are newly built, rehabilitated, or significantly remodeled. These figures are based on existing choices throughout Montmorency 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 (for renter choices only) in the Regional Workbook.

Table 9
 Typical Unit Sizes by Contract Rent Bracket
 Attached Units Only
 Montmorency 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	1,200	.	.	sq. ft.
Maximum Square Feet	600	1,600	1,600	.	.	sq. ft.

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

Comparison to Supply

This last step of the TMA compares the market potential to Montmorency 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 Montmorency County. However, 1,071 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 falls a bit short of meeting the needs of households that are on the move and seeking those choices (214 existing units v. 266 migrating households).

Among the migrating households seeking attached units, 91 will be inclined to choose a townhouse, row house, or similar format over the next 7 years, which is over twice the number of existing choices (36 units). About 21 households will be seeking side-by-side or stacked duplexes (excluding subdivided houses), and there are about 23 existing units. These figures are detailed in the following [Table 10](#). For the small number of attached units supportable in each of Montgomery County’s communities, the ideal format would be side-by-side duplexes (2 units per building) with a townhouse format.

Table 10
Seven-Year Cumulative Market Potential v. Existing Units
71 Lifestyle Clusters – Aggressive Scenario
Montmorency 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	1,071	9,369	--
2 Duplex, Subdivided House	21	99	-78
3-4 Side-by-Side, Stacked	21	23	-2
Subtotal Duplex – Fourplex	42	122	-80
5-9 Townhouse, Live-Work	91	36	55
10-19 Multiplex: Small	28	26	2
20-49 Multiplex: Large	42	30	12
50+ Midrise: Large	63	.	63
Subtotal Multiplex & Midrise	133	56	77
Total Attached Units	266	214	52

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

Exhibit B.1 – Some Cautionary Observations

1. The market potential has not been refined to account for the magnitude of market potential among building sizes, and is not adjusted for a “slide” along building formats.
2. The histogram relies on data for existing housing units as reported by the American Community Survey (ACS) and based on five-year estimates through 2013. The data and year for the market potential is different, so comparisons will be imperfect.
3. On average, the existing housing stock should be expected to turnover every 7 years, with variations by tenure and lifestyle cluster. However, owner-occupied units have a slower turn-over rate (about 15 years), whereas renter occupied units tend to turn-over at least every 3 years. Again, these differences mean that direct comparisons are imperfect.
4. The 7-year market potential assumes that the market potential is fully met within each consecutive year. However, if Montmorency 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 Montmorency County and its largest places (Atlanta, Hillman, and Lewiston). It begins with a county-wide overview of economic advantages, followed by local level market assessments. The last section provides results of a PlaceScore™ for the three local places, based on placemaking attributes relative to other cities and villages throughout the State of Michigan.

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

In Montmorency County’s communities, the market potential for attached units and Missing Middle Housing formats is nominal and nearly negligible. Significant and aggressive strategies would be necessary for its communities to intercept migrating households that are choosing attached units in competing counties.

Montmorency County – Overview

As a rural county in Northeast Michigan, over a third of Montmorency County is state forestland. State Highway 33 connects the county north-south, and State Highway 32 links east-west. According to the Michigan Department of Transportation (2014), average daily traffic was highest along Highway 32 with 4,800 vehicles just west of the Atlanta CDP.

Average Daily Traffic (ADT)		Adjacent County	Adjacent County
➤ Highway 32	4,800	Otsego (west)	Alpena (east)
➤ Highway 33	3,200	Presque Isle (north)	Oscoda (south)

Montmorency County has 248 lakes and reservoirs and over 85% of its land area is under forest cover. Natural resources helps drive tourism, which in turn supports the services and retail industries. The county’s economy is also bolstered by forestry, agricultural (dairy and dry beans), and a few manufacturing companies. Examples of the county’s other amenities are provided in the following list.

Montmorency County | Amenities (examples)

- Mackinaw and Atlanta State Forests
- Clear Lake State Park
- Paths: Clear and Jackson Lakes | High Country State Forest
- Six State Forest Campgrounds | Johnson’s Crossing Trail Camp
- Vast areas are publicly held and programmed for hunting and angling
- Schools are closed on opening day for deer hunting
- One of the largest elk preserves east of the Mississippi River
- One of few county in Michigan to allow ATVs on public county roads

The Atlanta and Hillman Advantages

Geographic Overview – Compared to Lewiston, the Atlanta CDP and Village of Hillman are easy to reach via Highway 32. The highway connects the two small communities with the City of Gaylord to the west, and with the City of Alpena to the east. Atlanta has the added advantage of being at the crosshairs of both Highways 32 and 33 (see aerial photos in [Section A](#)), and the highest traffic volumes in Montmorency County are just west of the community (4,800 vehicles daily).

Atlanta and Hillman were both developed along upper branches of the Thunder Bay River and have leveraged the natural resources for economic and tourism benefits. The Atlanta CDP identifies itself as the official Elk Capital of Michigan. The county seat is also located in the Atlanta CDP, which provides direct jobs and also helps support small businesses in the legal, insurance, title, surveying, real estate, and related industries. The Village of Hillman's Industrial Park has 10 tenants (see the following list) that provide a variety of jobs, and its Thunder Bay Golf Resort is also an important employer.

The Village of Hillman | Major Employers (examples)

- The Village of Hillman | Government
- Hillman Power Company | Energy
- NEMROC, Inc. | Wood & Vinyl
- Gildner's Concrete | Concrete
- Hoosier Propane | Fuels
- Team Elmers | Sand & Gravel
- Wayne Wire Cloth Products | Metal
- Widell Industries | Tool & Die
- Cordes, Richard Forest & Farm | Retailer
- L&T Greenhouse Supply | Retailer

The Lewiston Advantage

Geographic Overview – The Lewiston CDP is located about 10 miles south of Highway 32 and about 25 miles east of Interstate 75. The community includes the West and East Twin Lakes and also provides access to the Au Sable River (see aerial photo in [Section A](#)). Among other economic growth initiatives, the community recently created a Downtown Development Authority to focus on revitalization of its historic downtown. Its economy is largely supported by private homes and resorts that have developed around its two inland lakes.

Lewiston | Major Employers (examples)

- Garland Resort | Accommodations
- HB Carbide | Manufacturing
- AMI Industries | Manufacturing

Analysis of PlaceScores™

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

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

Community Names	2013 Population	PlaceScore (30 Points)
Atlanta	958	12
Hillman	683	10
Lewiston	1,392	13

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 – Lewiston is the largest community in Montmorency County, and scores the highest with a PlaceScore of 13 points out of 30 possible. Atlanta scores just behind Lewiston at 12 points, and Hillman has the lowest PlaceScore (10 points out of 30 possible). All of the communities in Montmorency County scored relatively low when compared to other communities in Michigan.

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.

Atlanta and Hillman’s adjusted PlaceScores are higher than their unadjusted PlaceScores, and Lewiston’s is slightly lower. All three places score within a range that is expected of places of their size. These relationships are also shown in [Exhibit H.13](#) and [Exhibit H.14](#).

Contact Information

This concludes the Draft Market Strategy Report for the Montmorency 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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Deputy Director, Chief Planner
dmcline@nemcog.org
(989) 705-3730

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

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

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Principal, TMA Team Leader
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(517) 290-5531 direct



A - H

Montmorency County

Prepared by:



LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3
Michigan State Housing Development Authority



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A Investment Opportunities

Prepared by:



LandUseUSA

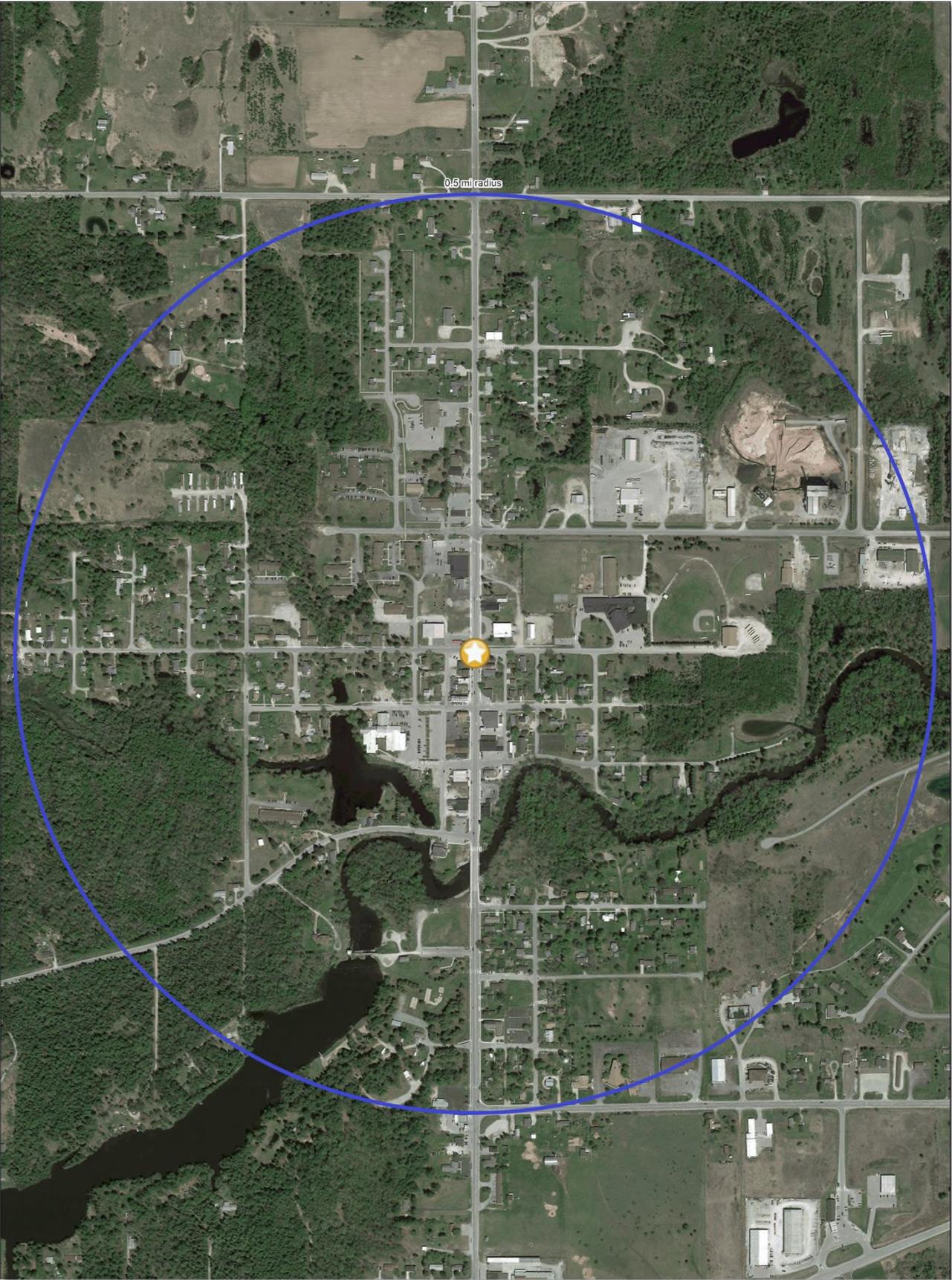
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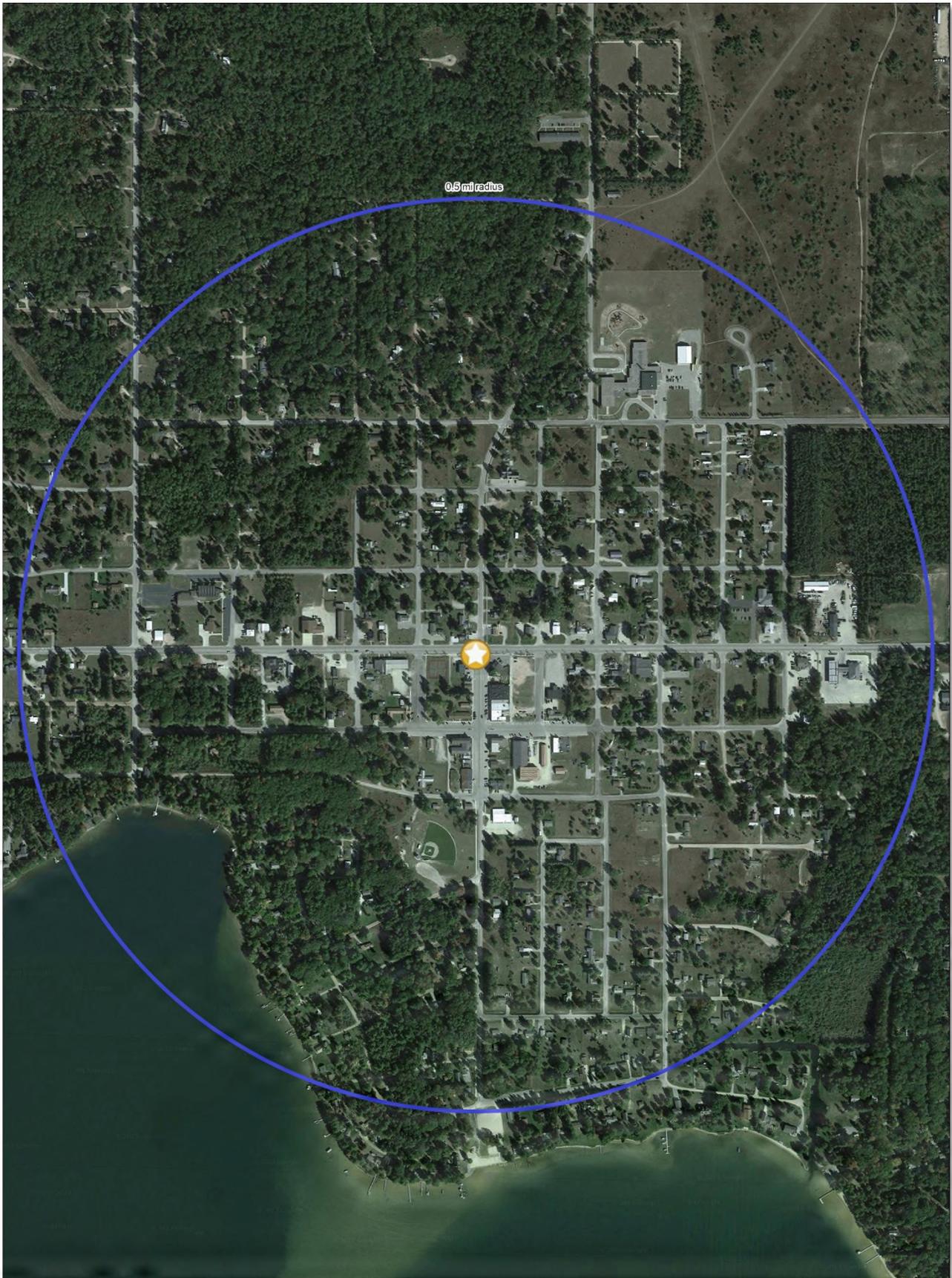
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Aerial Photo | Urban and Downtown Perspective with 0.5 Mile Radius
The Village of Hillman | Montmorency Co. | NEM Prosperity Region 3

Exhibit A.1



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



Images Conveying the Downtown Character and Placemaking Amenities
Lewiston CDP | Montmorency County | NE Michigan Prosperity Region 3



Photo Credits: Top - areavibes.com. Bottom left - Submitted by business owner to Yelp. Bottom right - remax.com

Scale of Existing Downtown Buildings with Some Reinvestment Opportunities
Lewiston CDP | Montmorency County | NE Michigan Prosperity Region 3



Source | Original photos by LandUse|USA; 2016 ©.



B

Summary Tables and Charts

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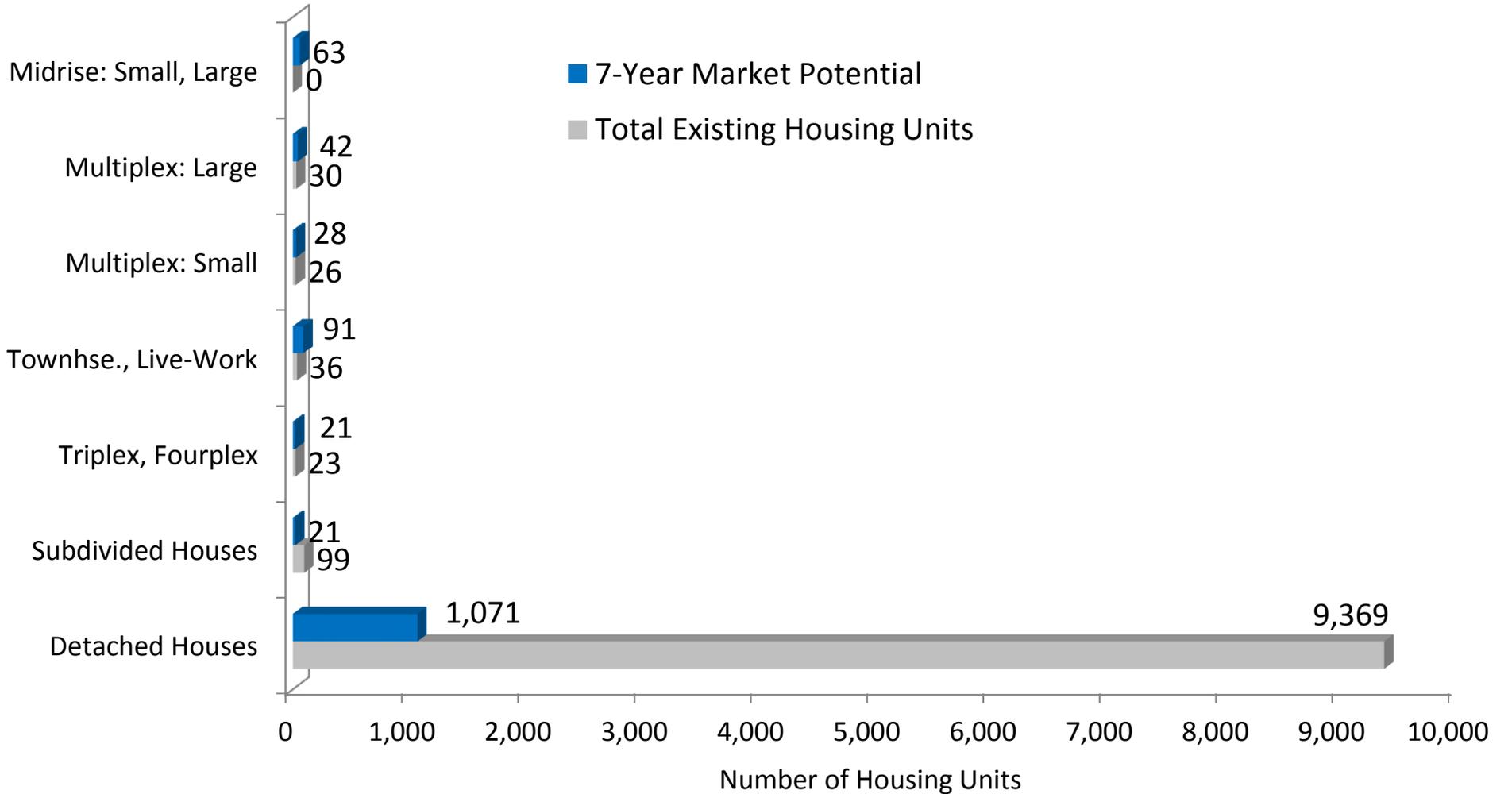
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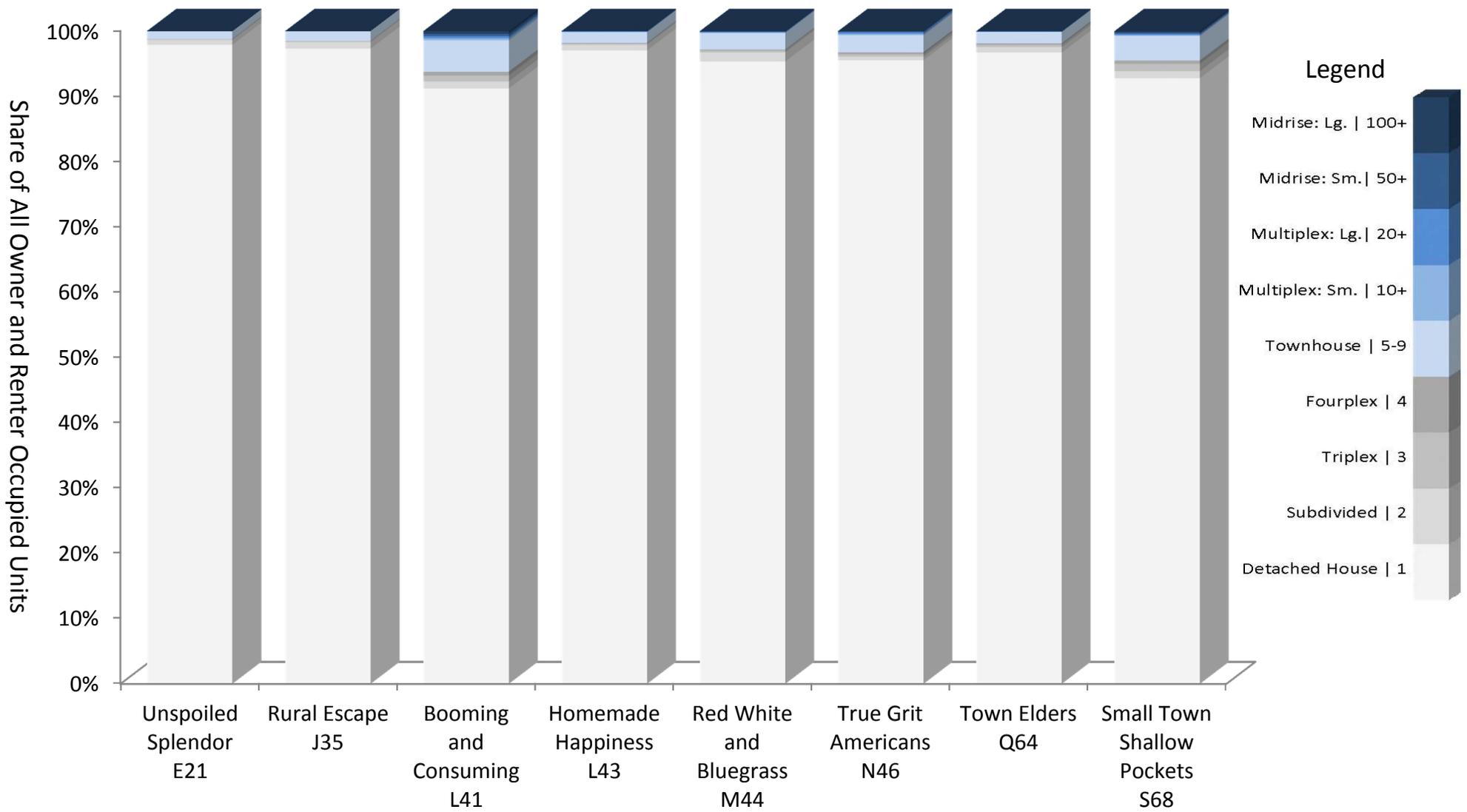


7-Year Market Potential v. Total Existing Housing Units
 All 71 Lifestyle Clusters - Aggressive Scenario
 Montmorency County, Michigan - 2016 - 2022



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

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



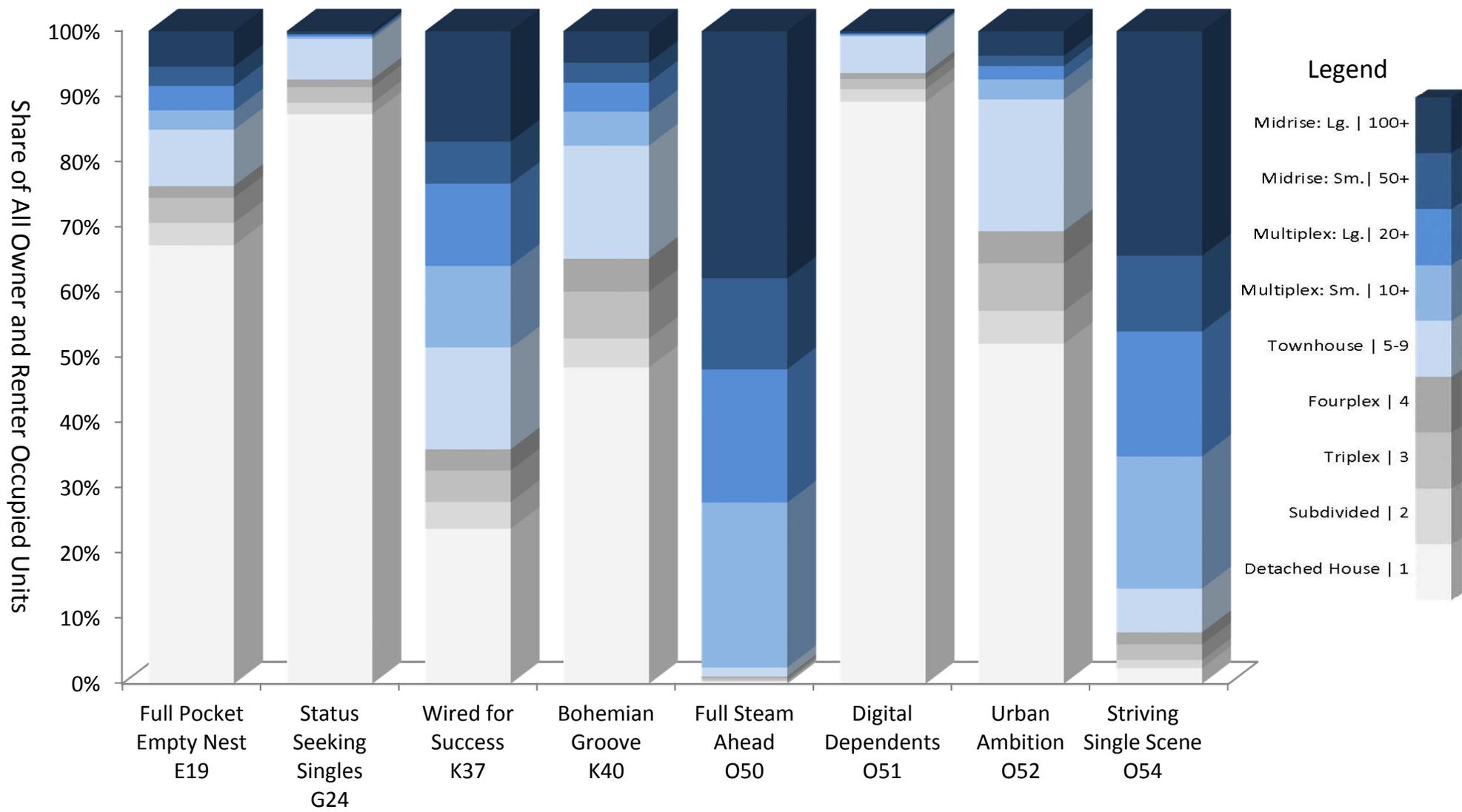
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Residential Market Parameters for Most Prevalent Lifestyle Clusters
 High Preference for Detached Houses - Northeast Michigan Prosperity Region 3
 With Data Averages for the State of Michigan - 2015

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

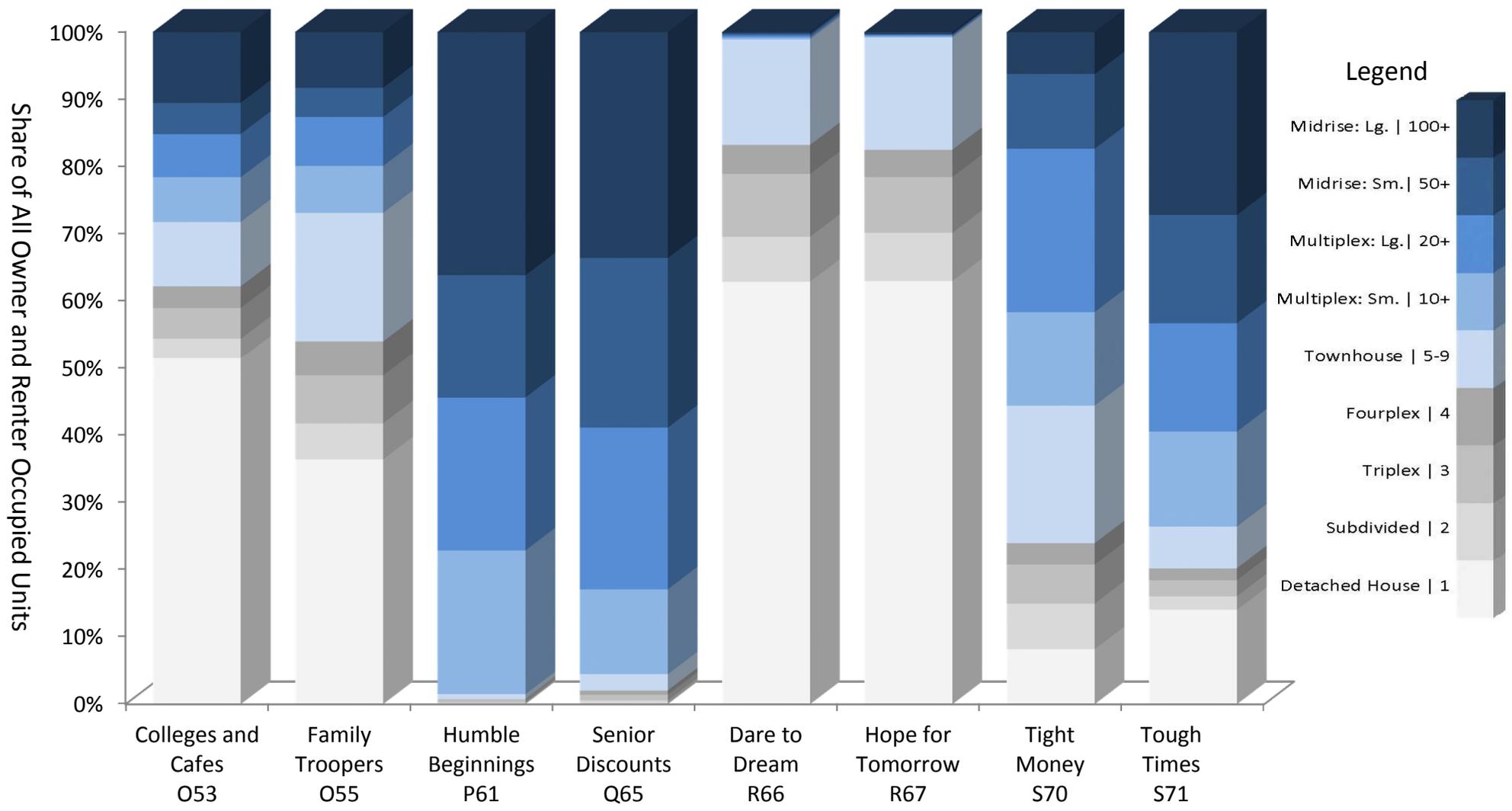
Source: Underlying data represents Mosaic|USA data provided by Experian Decision Analytics and Powered by Sites|USA.
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Missing Middle Housing Formats v. Houses Preferences of Upscale Target Markets Northeast Michigan Prosperity Region 3 - Year 2016



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



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

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

**Conservative
Scenario**

Prepared by:



LandUseUSA

Prepared for:

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



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

CONSERVATIVE SCENARIO	Montmorency COUNTY 71 Lifestyle Clusters			Montmorency COUNTY Upscale Target Markets			Montmorency COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	156	88	68	17	5	12	16	0	16
1 Detached Houses	130	88	42	13	5	8	0	0	0
2 Side-by-Side & Stacked	2	0	2	1	0	1	0	0	0
3 Side-by-Side & Stacked	3	0	3	1	0	1	1	0	1
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	8	0	8	2	0	2	2	0	2
10-19 Multiplex: Small	2	0	2	0	0	0	2	0	2
20-49 Multiplex: Large	4	0	4	0	0	0	4	0	4
50-99 Midrise: Small	3	0	3	0	0	0	3	0	3
100+ Midrise: Large	4	0	4	0	0	0	4	0	4
Total Units	156	88	68	17	5	12	16	0	16
Detached	130	88	42	13	5	8	0	0	0
Attached	26	0	26	4	0	4	16	0	16

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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
 Montmorency 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
Montmorency COUNTY - Total	156	17	16	0	0	0	0	0	17	0	0
Montmorency COUNTY - Owner:	88	5	0	0	0	0	0	0	5	0	0
1 Detached Houses	88	5	0	0	0	0	0	0	5	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Montmorency COUNTY - Renter:	68	12	16	0	0	0	0	0	12	0	0
1 Detached Houses	42	8	0	0	0	0	0	0	8	0	0
2 Side-by-Side & Stacked	2	1	0	0	0	0	0	0	1	0	0
3 Side-by-Side & Stacked	3	1	1	0	0	0	0	0	1	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	8	2	2	0	0	0	0	0	2	0	0
10-19 Multiplex: Small	2	0	2	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	4	0	4	0	0	0	0	0	0	0	0
50-99 Midrise: Small	3	0	3	0	0	0	0	0	0	0	0
100+ Midrise: Large	4	0	4	0	0	0	0	0	0	0	0

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

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

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

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

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

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Montmorency 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
Montmorency COUNTY - Total	156	17	16	0	0	0	11	0	0	9	0
Montmorency COUNTY - Owner:	88	5	0	0	0	0	1	0	0	0	0
1 Detached Houses	88	5	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0	0
Montmorency COUNTY - Renter:	68	12	16	0	0	0	10	0	0	9	0
1 Detached Houses	42	8	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	2	1	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	3	1	1	0	0	0	0	0	0	1	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	8	2	2	0	0	0	0	0	0	2	0
10-19 Multiplex: Small	2	0	2	0	0	0	1	0	0	1	0
20-49 Multiplex: Large	4	0	4	0	0	0	2	0	0	2	0
50-99 Midrise: Small	3	0	3	0	0	0	2	0	0	1	0
100+ Midrise: Large	4	0	4	0	0	0	3	0	0	1	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".



D

**Aggressive Scenario
County Totals**

Prepared by:



LandUseUSA

Prepared for:

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



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

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

AGGRESSIVE SCENARIO	Montmorency COUNTY 71 Lifestyle Clusters			Montmorency COUNTY Upscale Target Markets			Montmorency COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	191	100	91	21	6	15	24	0	24
1 Detached Houses	153	100	53	16	6	10	0	0	0
2 Side-by-Side & Stacked	3	0	3	1	0	1	1	0	1
3 Side-by-Side & Stacked	3	0	3	1	0	1	1	0	1
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	13	0	13	3	0	3	3	0	3
10-19 Multiplex: Small	4	0	4	0	0	0	4	0	4
20-49 Multiplex: Large	6	0	6	0	0	0	6	0	6
50-99 Midrise: Small	4	0	4	0	0	0	4	0	4
100+ Midrise: Large	5	0	5	0	0	0	5	0	5
Total Units	191	100	91	21	6	15	24	0	24
Detached	153	100	53	16	6	10	0	0	0
Attached	38	0	38	5	0	5	24	0	24

Source: Target Market Analysis and exhibit prepared exclusively by LandUses|USA © 2016, all rights reserved.

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Montmorency 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
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
Montmorency COUNTY - Total	191	21	24	0	0	0	0	0	21	0	0
Montmorency COUNTY - Owner:	100	6	0	0	0	0	0	0	6	0	0
1 Detached Houses	100	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	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
Montmorency COUNTY - Renter:	91	15	24	0	0	0	0	0	15	0	0
1 Detached Houses	53	10	0	0	0	0	0	0	10	0	0
2 Side-by-Side & Stacked	3	1	1	0	0	0	0	0	1	0	0
3 Side-by-Side & Stacked	3	1	1	0	0	0	0	0	1	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	13	3	3	0	0	0	0	0	3	0	0
10-19 Multiplex: Small	4	0	4	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	6	0	6	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
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Montmorency 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
Montmorency COUNTY - Total	191	21	24	0	0	0	14	0	0	11	0
Montmorency COUNTY - Owner:	100	6	0	0	0	0	1	0	0	0	0
1 Detached Houses	100	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	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
Montmorency COUNTY - Renter:	91	15	24	0	0	0	13	0	0	11	0
1 Detached Houses	53	10	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	3	1	1	0	0	0	0	0	0	1	0
3 Side-by-Side & Stacked	3	1	1	0	0	0	0	0	0	1	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	13	3	3	0	0	0	0	0	0	3	0
10-19 Multiplex: Small	4	0	4	0	0	0	2	0	0	2	0
20-49 Multiplex: Large	6	0	6	0	0	0	3	0	0	3	0
50-99 Midrise: Small	4	0	4	0	0	0	3	0	0	1	0
100+ Midrise: Large	5	0	5	0	0	0	4	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".



E

Aggressive Scenario Places

Prepared by:



LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3
Michigan State Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

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

AGGRESSIVE SCENARIO	Atlanta CDP 71 Lifestyle Clusters			Canada Crk. Ranch CDP 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	32	23	9	6	3	3
1 Detached Houses	30	23	7	6	3	3
2 Side-by-Side & Stacked	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0
5-9 Townhse., Live-Work	1	0	1	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0
100+ Midrise: Large	1	0	1	0	0	0
Total Units	32	23	9	6	3	3
Detached	30	23	7	6	3	3
Attached	2	0	2	0	0	0

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

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

AGGRESSIVE SCENARIO	Village of Hillman 71 Lifestyle Clusters			Lewiston CDP 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	16	11	5	22	10	12
1 Detached Houses	15	11	4	19	10	9
2 Side-by-Side & Stacked	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	1	0	1
10-19 Multiplex: Small	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	1	0	1
50-99 Midrise: Small	0	0	0	0	0	0
100+ Midrise: Large	1	0	1	1	0	1
Total Units	16	11	5	22	10	12
Detached	15	11	4	19	10	9
Attached	1	0	1	3	0	3

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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
 Atlanta CDP - Montmorency 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
Atlanta CDP - Total	32	2	1	0	0	0	0	0	2	0	0
Atlanta CDP - Owners	23	1	0	0	0	0	0	0	1	0	0
1 Detached Houses	23	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
Atlanta CDP - Renters	9	1	1	0	0	0	0	0	1	0	0
1 Detached Houses	7	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	1	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	1	0	1	0	0	0	0	0	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Atlanta CDP - Montmorency 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
Atlanta CDP - Total	32	2	1	0	0	0	3	0	0	0	0
Atlanta CDP - Owners	23	1	0	0	0	0	1	0	0	0	0
1 Detached Houses	23	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
Atlanta CDP - Renters	9	1	1	0	0	0	2	0	0	0	0
1 Detached Houses	7	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	1	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	1	0	1	0	0	0	1	0	0	0	0

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Canada Crk. Ranch CDP - Montmorency 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
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
Canada Crk. Ranch CDP - Total	6	1	0	0	0	0	0	0	1	0	0
Canada Crk. Ranch CDP - Owner:	3	0	0	0	0	0	0	0	0	0	0
1 Detached Houses	3	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
Canada Crk. Ranch CDP - Renter:	3	1	0	0	0	0	0	0	1	0	0
1 Detached Houses	3	1	0	0	0	0	0	0	1	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	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
 Canada Crk. Ranch CDP - Montmorency 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
Canada Crk. Ranch CDP - Total	6	1	0	0	0	0	0	0	0	0	0
Canada Crk. Ranch CDP - Owner:	3	0	0	0	0	0	0	0	0	0	0
1 Detached Houses	3	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
Canada Crk. Ranch CDP - Renter:	3	1	0	0	0	0	0	0	0	0	0
1 Detached Houses	3	1	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	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
 Village of Hillman - Montmorency 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 Hillman - Total	16	2	1	0	0	0	0	0	2	0	0
Village of Hillman - Owners	11	1	0	0	0	0	0	0	1	0	0
1 Detached Houses	11	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
Village of Hillman - Renters	5	1	1	0	0	0	0	0	1	0	0
1 Detached Houses	4	1	0	0	0	0	0	0	1	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	1	0	1	0	0	0	0	0	0	0	0

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Village of Hillman - Montmorency 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 Hillman - Total	16	2	1	0	0	0	2	0	0	1	0
Village of Hillman - Owners	11	1	0	0	0	0	0	0	0	0	0
1 Detached Houses	11	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
Village of Hillman - Renters	5	1	1	0	0	0	2	0	0	1	0
1 Detached Houses	4	1	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	1	0	1	0	0	0	1	0	0	0	0

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

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Lewiston CDP - Montmorency 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
Lewiston CDP - Total	22	2	3	0	0	0	0	0	3	0	0
Lewiston CDP - Owners	10	1	0	0	0	0	0	0	1	0	0
1 Detached Houses	10	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
Lewiston CDP - Renters	12	1	3	0	0	0	0	0	2	0	0
1 Detached Houses	9	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	1	0	1	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	1	0	1	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
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Lewiston CDP - Montmorency 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
Lewiston CDP - Total	22	2	3	0	0	0	2	0	0	3	0
Lewiston CDP - Owners	10	1	0	0	0	0	0	0	0	0	0
1 Detached Houses	10	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
Lewiston CDP - Renters	12	1	3	0	0	0	2	0	0	3	0
1 Detached Houses	9	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	1	0	1	0	0	0	0	0	0	1	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	1	0	1	0	0	0	1	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".



F₁

Contract Rents County and Places

Prepared by:



LandUseUSA

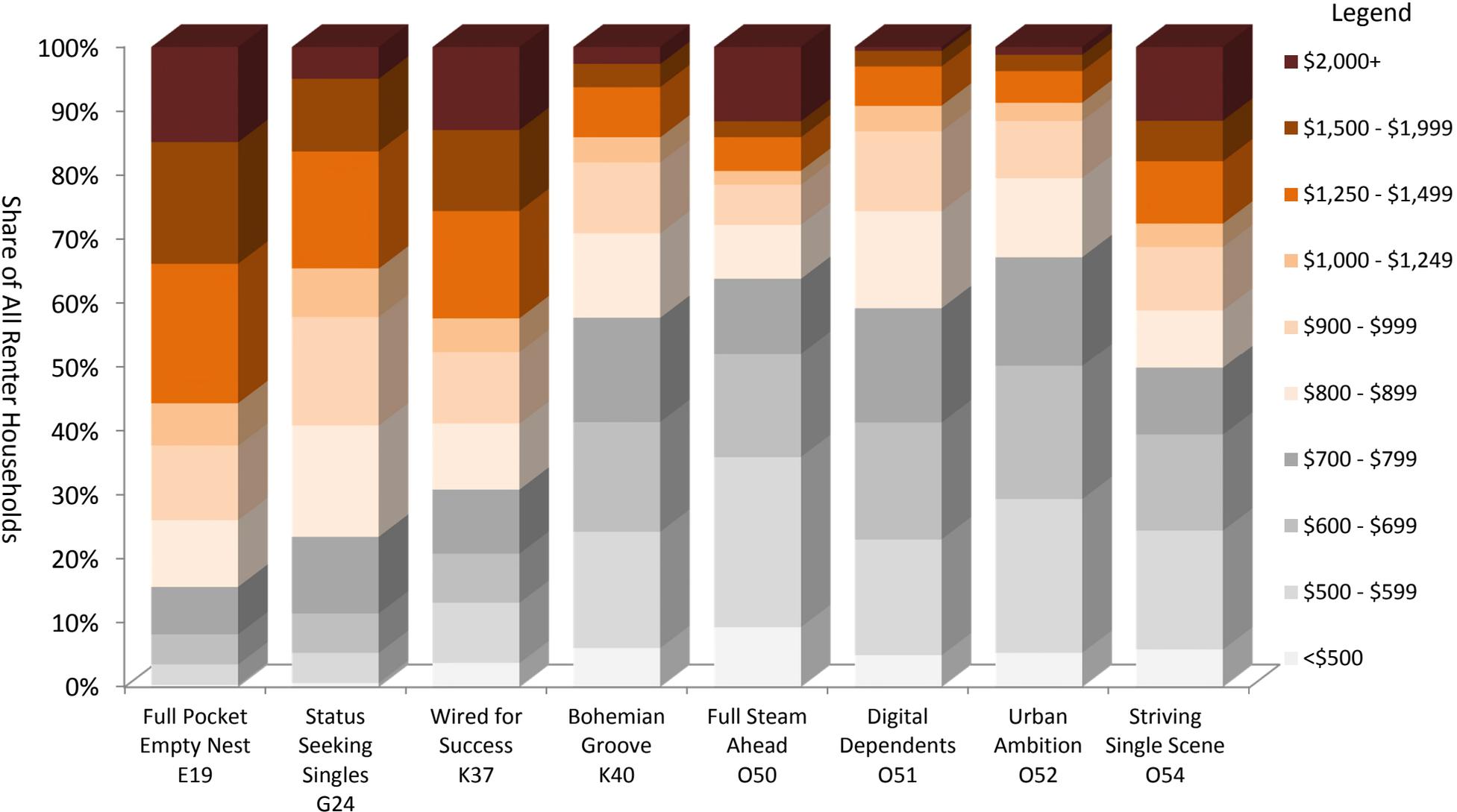
Prepared for:

Northeast Michigan Prosperity Region 3
Michigan State Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

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
Montmorency 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	7.1%	0.9%	1.3%	7.0%	7.6%	11.7%	5.9%	6.1%	8.4%
\$500 - \$599	18.6%	8.5%	9.2%	18.6%	23.8%	34.8%	22.7%	28.8%	28.0%
\$600 - \$699	16.3%	13.0%	12.5%	15.7%	23.2%	22.0%	23.7%	25.8%	23.4%
\$700 - \$799	17.5%	20.8%	24.7%	20.8%	22.7%	16.3%	23.8%	21.6%	16.7%
\$800 - \$899	12.3%	18.1%	22.2%	13.3%	11.3%	7.2%	12.4%	9.7%	8.9%
\$900 - \$999	11.1%	16.5%	17.8%	11.9%	7.7%	4.4%	8.4%	5.7%	8.0%
\$1,000 - \$1,249	3.4%	5.4%	4.5%	3.2%	1.5%	0.9%	1.5%	1.0%	1.7%
\$1,250 - \$1,499	5.0%	7.3%	4.5%	4.2%	1.3%	0.9%	1.0%	0.7%	1.9%
\$1,500 - \$1,999	4.0%	5.4%	2.4%	2.7%	0.5%	0.4%	0.3%	0.3%	1.0%
\$2,000+	4.8%	4.2%	1.0%	2.7%	0.4%	1.6%	0.1%	0.2%	1.9%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	\$470	\$697	\$640	\$600	\$525	\$494	\$528	\$508	\$533

Source: Underlying data provided by Experian Decision Analytics and the American Community Survey (ACS) with 1-yr estimates through 2014. Analysis, forecasts, and exhibit prepared exclusively by LandUse|USA; 2016 © with all rights reserved.

These rents are for a base year of 2015, and have not yet been forecast to 2016 or "boosted" for the market analysis and model.

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

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

Montmorency COUNTY, Michigan - 2016 - 2020

Exhibit F1.3

	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full Pockets Empty Nests E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
AGGRESSIVE SCENARIO (Per In-Migration Only)	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Target Market	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Montmorency COUNTY - Total	178	21	25	0	0	0	0	0	21	0	0
Montmorency COUNTY - Renter:	88	15	25	0	0	0	0	0	15	0	0
<\$500	17	1	6	0	0	0	0	0	1	0	0
\$500 - \$599	29	3	7	0	0	0	0	0	3	0	0
\$600 - \$699	21	4	6	0	0	0	0	0	4	0	0
\$700 - \$799	14	4	3	0	0	0	0	0	4	0	0
\$800 - \$899	5	2	2	0	0	0	0	0	2	0	0
\$900 - \$999	2	1	1	0	0	0	0	0	1	0	0
\$1,000 - \$1,249	0	0	0	0	0	0	0	0	0	0	0
\$1,250 - \$1,499	0	0	0	0	0	0	0	0	0	0	0
\$1,500 - \$1,999	0	0	0	0	0	0	0	0	0	0	0
\$2,000+	0	0	0	0	0	0	0	0	0	0	0
Summation	88	15	25	0	0	0	0	0	15	0	0
Med. Contract Rent	\$577	--	--	\$837	\$768	\$721	\$630	\$593	\$634	\$609	\$640

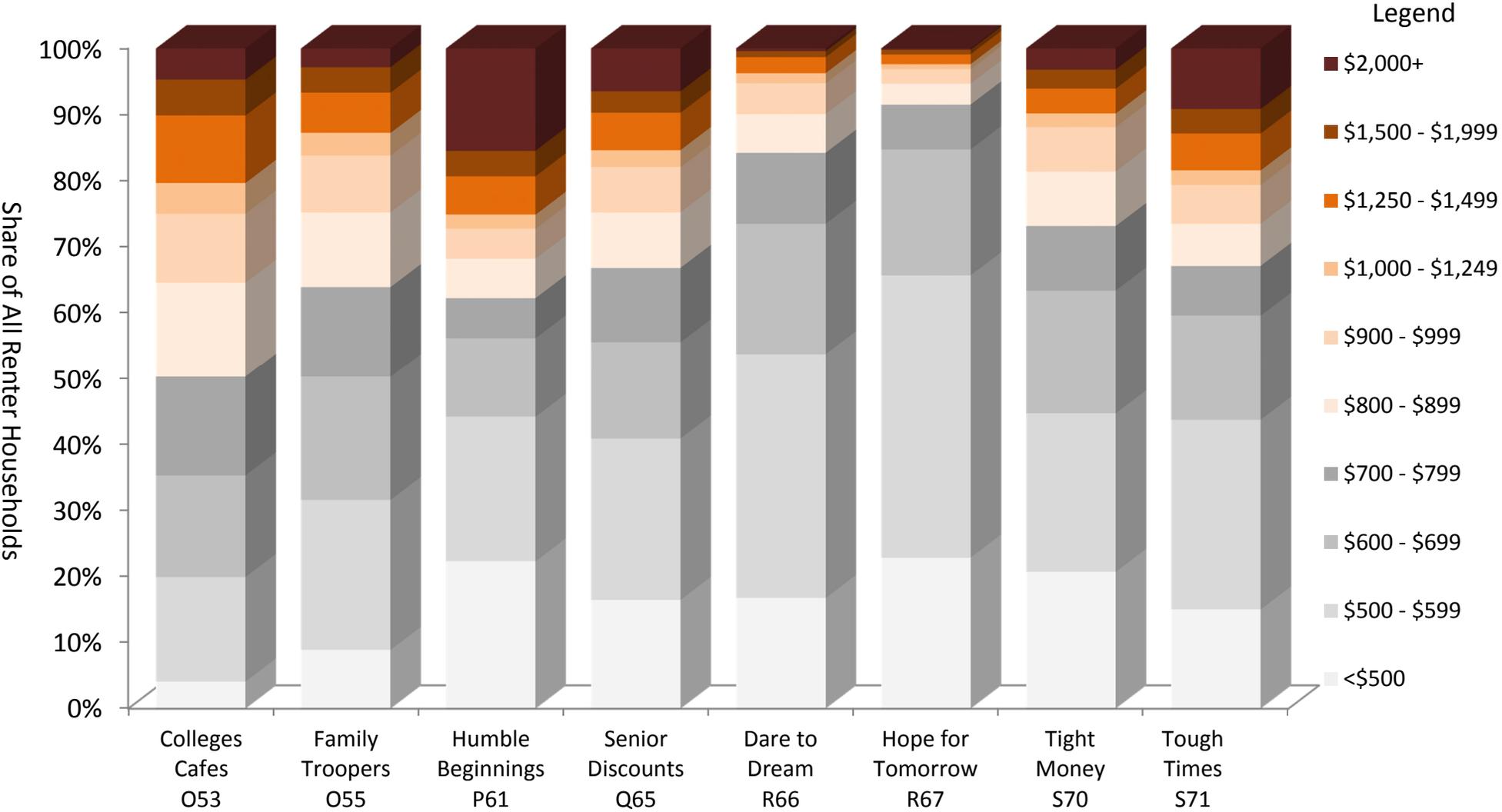
Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

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
Montmorency 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	7.1%	5.6%	10.7%	29.6%	19.9%	17.3%	22.8%	23.4%	18.4%
\$500 - \$599	18.6%	22.5%	28.6%	30.5%	31.0%	40.3%	45.0%	28.6%	37.1%
\$600 - \$699	16.3%	22.6%	24.3%	17.3%	19.2%	22.2%	20.7%	23.0%	21.2%
\$700 - \$799	17.5%	22.6%	18.2%	9.0%	15.1%	12.4%	7.5%	12.3%	10.3%
\$800 - \$899	12.3%	13.3%	9.3%	5.5%	7.0%	4.2%	2.2%	6.4%	5.4%
\$900 - \$999	11.1%	8.0%	5.8%	3.4%	4.6%	2.7%	1.2%	4.3%	4.0%
\$1,000 - \$1,249	3.4%	2.0%	1.3%	0.9%	1.0%	0.5%	0.2%	0.7%	0.9%
\$1,250 - \$1,499	5.0%	1.8%	1.0%	1.0%	0.9%	0.3%	0.2%	0.6%	0.9%
\$1,500 - \$1,999	4.0%	0.8%	0.5%	0.6%	0.4%	0.1%	0.1%	0.4%	0.5%
\$2,000+	4.8%	0.7%	0.4%	2.3%	0.9%	0.1%	0.0%	0.4%	1.3%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	\$470	\$544	\$501	\$459	\$474	\$446	\$418	\$457	\$468

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

Montmorency 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
Montmorency COUNTY - Total	178	21	25	0	0	0	14	0	0	11	0
Montmorency COUNTY - Renter:	88	15	25	0	0	0	13	0	0	11	0
<\$500	17	1	6	0	0	0	3	0	0	3	0
\$500 - \$599	29	3	7	0	0	0	4	0	0	3	0
\$600 - \$699	21	4	6	0	0	0	3	0	0	3	0
\$700 - \$799	14	4	3	0	0	0	2	0	0	1	0
\$800 - \$899	5	2	2	0	0	0	1	0	0	1	0
\$900 - \$999	2	1	1	0	0	0	1	0	0	0	0
\$1,000 - \$1,249	0	0	0	0	0	0	0	0	0	0	0
\$1,250 - \$1,499	0	0	0	0	0	0	0	0	0	0	0
\$1,500 - \$1,999	0	0	0	0	0	0	0	0	0	0	0
\$2,000+	0	0	0	0	0	0	0	0	0	0	0
Summation	88	15	25	0	0	0	14	0	0	11	0
Med. Contract Rent	\$577	--	--	\$653	\$601	\$551	\$569	\$535	\$502	\$549	\$562

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
 Montmorency 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
	Montmorency Co.	\$464	\$445	\$468	\$457	\$462	\$471	\$484
1	Atlanta CDP	\$358	\$363	\$446	\$452	\$491	\$578	\$729
2	Canada Ck. Ranch CDP	\$465	\$465	\$527	\$527	\$550	\$600	\$679
3	Hillman Village	\$275	\$306	\$314	\$314	\$329	\$360	\$409
4	Lewiston CDP	\$570	\$570	\$604	\$609	\$623	\$651	\$694

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	\$29,133	\$658	\$822	1.25	\$164	20.0%	33.9%
Prosperity Region 3							
1 Alcona County	\$25,343	\$437	\$664	1.52	\$227	34.1%	31.4%
2 Alpena County	\$21,242	\$459	\$593	1.29	\$134	22.5%	33.5%
3 Cheboygan County	\$24,390	\$491	\$627	1.28	\$136	21.7%	30.8%
4 Crawford County	\$30,780	\$599	\$784	1.31	\$186	23.7%	30.6%
5 Iosco County	\$28,671	\$447	\$616	1.38	\$170	27.5%	25.8%
6 Montmorency County	\$20,001	\$433	\$633	1.46	\$200	31.6%	38.0%
7 Ogemaw County	\$20,146	\$504	\$686	1.36	\$182	26.6%	40.9%
8 Oscoda County	\$17,820	\$492	\$615	1.25	\$123	20.0%	41.4%
9 Otsego County	\$28,135	\$556	\$724	1.30	\$168	23.2%	30.9%
10 Presque Isle County	\$28,923	\$487	\$625	1.28	\$138	22.1%	25.9%
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.



F₂

Home Values County and Places

Prepared by:



Prepared for:

Northeast Michigan Prosperity Region 3
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

Montmorency COUNTY, Michigan - 2016 - 2020

Exhibit F2.1

	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full Pockets Empty Nests E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
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
Montmorency COUNTY - Total	178	21	25	0	0	0	0	0	21	0	0
Montmorency COUNTY - Owner:	90	6	0	0	0	0	0	0	6	0	0
< \$50,000	22	1	0	0	0	0	0	0	1	0	0
\$50 - \$74,999	34	2	0	0	0	0	0	0	2	0	0
\$75 - \$99,999	19	1	0	0	0	0	0	0	1	0	0
\$100 - \$149,999	8	1	0	0	0	0	0	0	1	0	0
\$150 - \$174,999	4	1	0	0	0	0	0	0	1	0	0
\$175 - \$199,999	3	0	0	0	0	0	0	0	0	0	0
\$200 - \$249,999	0	0	0	0	0	0	0	0	0	0	0
\$250 - \$299,999	0	0	0	0	0	0	0	0	0	0	0
\$300 - \$349,999	0	0	0	0	0	0	0	0	0	0	0
\$350 - \$399,999	0	0	0	0	0	0	0	0	0	0	0
\$400 - \$499,999	0	0	0	0	0	0	0	0	0	0	0
\$500 - \$749,999	0	0	0	0	0	0	0	0	0	0	0
\$750,000+	0	0	0	0	0	0	0	0	0	0	0
Summation	90	6	0	0	0	0	0	0	6	0	0
Med. Home Value	\$67,111	--	--	\$458,312	\$349,517	\$339,595	\$184,218	\$167,751	\$172,070	\$149,686	\$231,324

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

Montmorency 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
Montmorency COUNTY - Total	178	21	25	0	0	0	14	0	0	11	0
Montmorency COUNTY - Owner:	90	6	0	0	0	0	1	0	0	0	0
< \$50,000	22	1	0	0	0	0	0	0	0	0	0
\$50 - \$74,999	34	2	0	0	0	0	0	0	0	0	0
\$75 - \$99,999	19	1	0	0	0	0	0	0	0	0	0
\$100 - \$149,999	8	1	0	0	0	0	0	0	0	0	0
\$150 - \$174,999	4	1	0	0	0	0	0	0	0	0	0
\$175 - \$199,999	3	0	0	0	0	0	0	0	0	0	0
\$200 - \$249,999	0	0	0	0	0	0	0	0	0	0	0
\$250 - \$299,999	0	0	0	0	0	0	0	0	0	0	0
\$300 - \$349,999	0	0	0	0	0	0	0	0	0	0	0
\$350 - \$399,999	0	0	0	0	0	0	0	0	0	0	0
\$400 - \$499,999	0	0	0	0	0	0	0	0	0	0	0
\$500 - \$749,999	0	0	0	0	0	0	0	0	0	0	0
\$750,000+	0	0	0	0	0	0	0	0	0	0	0
Summation	90	6	0	0	0	0	0	0	0	0	0
Med. Home Value	\$67,111	--	--	\$220,112	\$160,695	\$176,696	\$150,747	\$90,367	\$70,656	\$128,749	\$152,387

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.

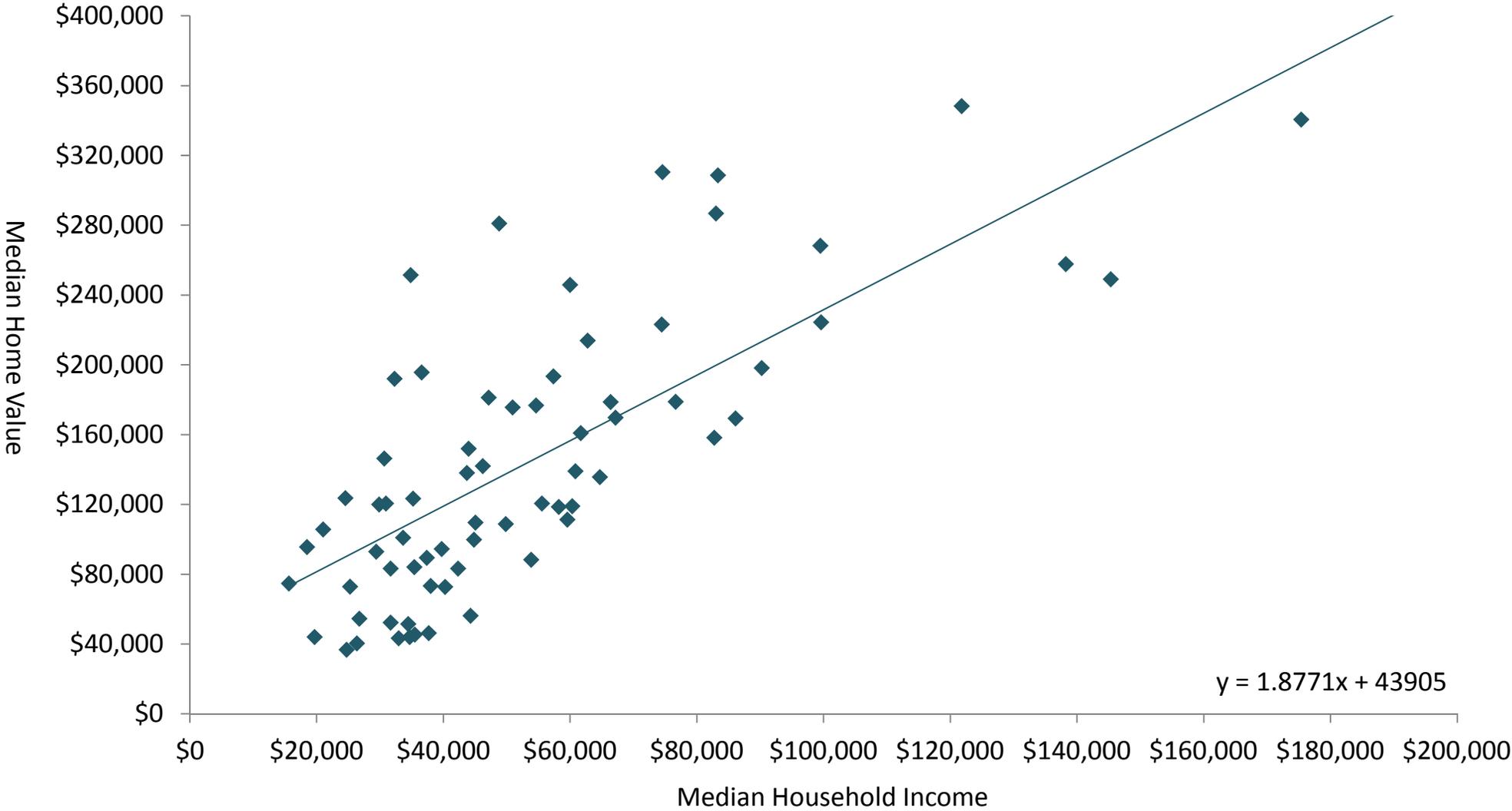
Median Home Values include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

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

Order	County Name	2010 ACS 1-yr Median Home Value	2011 ACS 1-yr Median Home Value	2012 ACS 1-yr Median Home Value	2013 ACS 1-yr Median Home Value	2014 Estimate Median Home Value	2016 Forecast Median Home Value	2020 Forecast Median Home Value
	Montmorency Co.	\$103,200	\$100,200	\$96,700	\$93,700	\$94,637	\$96,539	\$99,271
1	Atlanta CDP	\$74,300	\$72,100	\$72,600	\$70,200	\$70,902	\$72,327	\$74,374
2	Canada Ck. Ranch CDP	\$103,800	\$94,200	\$98,900	\$91,000	\$91,910	\$93,757	\$96,410
3	Hillman Village	\$72,300	\$77,600	\$76,400	\$84,200	\$85,042	\$86,751	\$89,206
4	Lewiston CDP	\$121,900	\$107,400	\$93,900	\$85,700	\$86,557	\$88,297	\$90,795

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
 Montmorency 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
	Montmorency Co.	\$34,447	\$34,490	\$34,955	\$35,261	\$35,614	\$36,329	\$37,357
1	Atlanta CDP	\$28,134	\$28,042	\$25,000	\$26,250	\$26,513	\$27,045	\$27,811
2	Canada Ck. Ranch CDP	\$45,625	\$43,750	\$48,654	\$49,853	\$50,352	\$51,364	\$52,817
3	Hillman Village	\$24,837	\$26,389	\$24,688	\$26,563	\$26,829	\$27,368	\$28,142
4	Lewiston CDP	\$31,576	\$31,197	\$30,208	\$28,447	\$28,731	\$29,309	\$30,138

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
Montmorency County, Michigan - 2000 through 2014

Year	Units	Investment	Invest./Unit	Units	Investment	Invest./Unit	Detach. v.
	Detached (Single-Fam.)	Detached (Single-Fam.)	Detached (Single-Fam.)	Attached (Multi-Fam)	Attached (Multi-Fam)	Attached (Multi-Fam)	Attach. Cost Index
2014	--	--	--	--	--	--	--
2013	12	\$1,203,000	\$100,300	--	--	--	--
2012	12	\$1,203,000	\$100,300	--	--	--	--
2011	7	\$1,097,000	\$156,700	--	--	--	--
2010	20	\$2,031,640	\$101,600	--	--	--	--
2009	21	\$1,304,000	\$62,100	--	--	--	--
2008	35	\$3,022,135	\$86,300	--	--	--	--
2007	51	\$4,984,164	\$97,700	--	--	--	--
2006	47	\$9,320,800	\$198,300	--	--	--	--
2005	69	\$5,767,805	\$83,600	--	--	--	--
2004	79	\$6,978,000	\$88,300	--	--	--	--
2003	96	\$9,807,600	\$102,200	--	--	--	--
2002	80	\$9,188,650	\$114,900	--	--	--	--
2001	97	\$10,320,725	\$106,400	--	--	--	--
2000	99	\$10,062,540	\$101,600	--	--	--	--
All Years	725	\$76,291,059	\$105,200	0	\$0	\$0	0.00
2007-14	158	\$14,844,939	\$94,000	0	\$0	\$0	0.00
2000-06	567	\$61,446,120	\$108,400	0	\$0	\$0	0.00

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



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**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
 Montmorency COUNTY, Michigan and Selected Communities - 2016

Exhibit G.1

	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Full Pockets Empty Nests E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
EXISTING HOUSEHOLDS											
Target Market Level	All 71	Upscale	Moderate	U	U	U	U	U	U	U	U
Year of Data	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016
Montmorency COUNTY	4,281	56	81	0	0	0	0	0	56	0	0
Owners	3,898	37	19	0	0	0	0	0	37	0	0
Renters	383	19	62	0	0	0	0	0	19	0	0
Atlanta CDP	378	3	14	0	0	0	0	0	3	0	0
Owners	322	2	4	0	0	0	0	0	2	0	0
Renters	56	1	10	0	0	0	0	0	1	0	0
Canada Crk. Ranch CDP	131	2	0	0	0	0	0	0	2	0	0
Owners	122	1	0	0	0	0	0	0	1	0	0
Renters	9	1	0	0	0	0	0	0	1	0	0
Village of Hillman	288	4	11	0	0	0	0	0	4	0	0
Owners	253	2	3	0	0	0	0	0	2	0	0
Renters	35	1	8	0	0	0	0	0	1	0	0
Lewiston CDP	690	9	14	0	0	0	0	0	9	0	0
Owners	627	6	3	0	0	0	0	0	6	0	0
Renters	63	3	11	0	0	0	0	0	3	0	0

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

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

The boost varies between +3% and +8%, depending on the share of existing households within the lifestyle clusters.

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

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

Exhibit G.2

	Total 71 Lifestyle Clusters	Upscale Target Markets	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
EXISTING HOUSEHOLDS	All 71	Upscale	Moderate	M	M	M	M	M	M	M	M
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
Montmorency COUNTY	4,281	56	81	0	0	0	66	0	0	15	0
Owners	3,898	37	19	0	0	0	19	0	0	0	0
Renters	383	19	62	0	0	0	47	0	0	15	0
Atlanta CDP	378	3	14	0	0	0	14	0	0	0	0
Owners	322	2	4	0	0	0	4	0	0	0	0
Renters	56	1	10	0	0	0	10	0	0	0	0
Canada Crk. Ranch CDP	131	2	0	0	0	0	0	0	0	0	0
Owners	122	1	0	0	0	0	0	0	0	0	0
Renters	9	1	0	0	0	0	0	0	0	0	0
Village of Hillman	288	4	11	0	0	0	10	0	0	2	0
Owners	253	2	3	0	0	0	3	0	0	0	0
Renters	35	1	8	0	0	0	7	0	0	1	0
Lewiston CDP	690	9	14	0	0	0	9	0	0	5	0
Owners	627	6	3	0	0	0	3	0	0	0	0
Renters	63	3	11	0	0	0	6	0	0	4	0

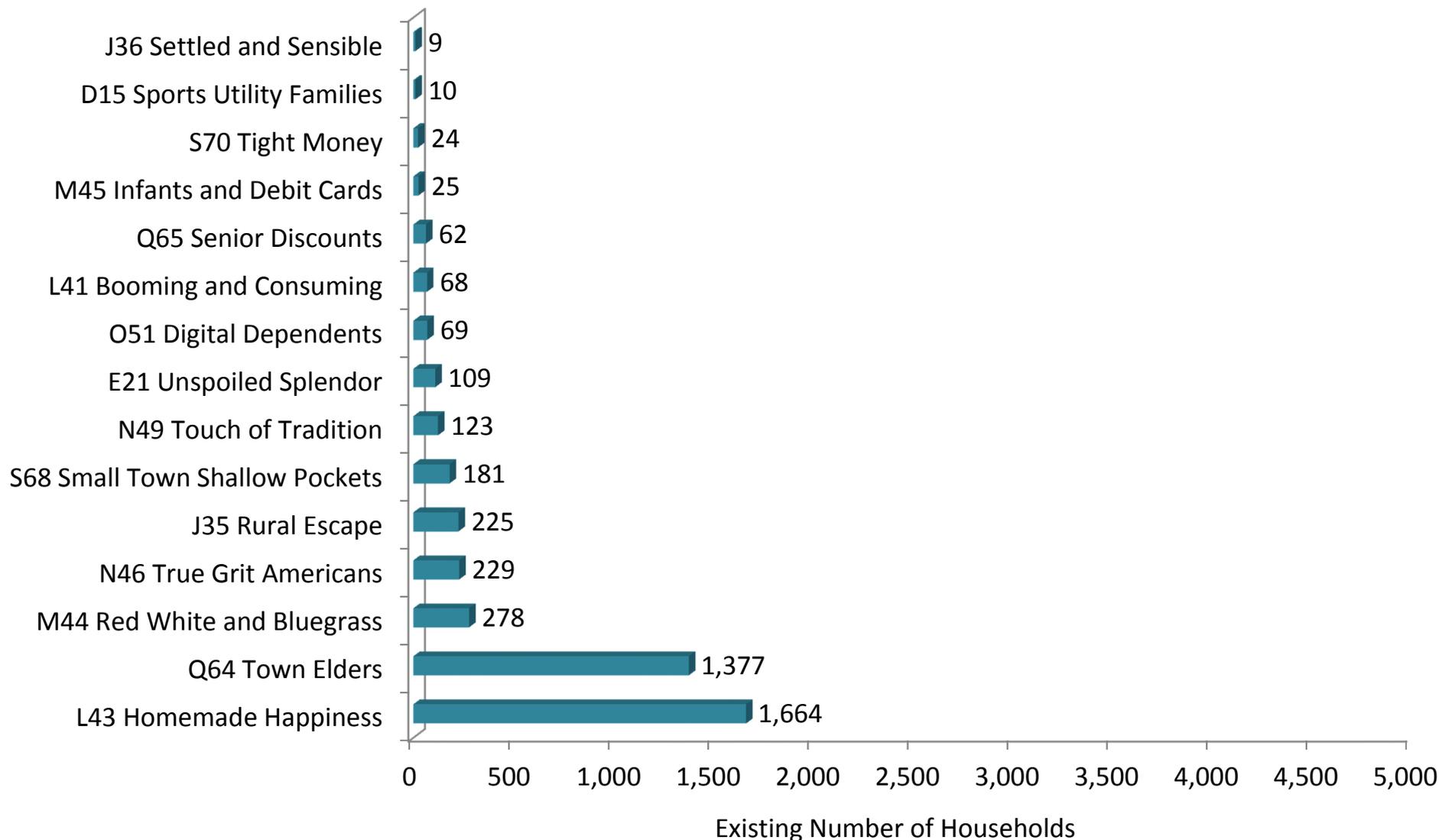
Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

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

The boost varies between +3% and +8%, depending on the share of existing households within the lifestyle clusters.

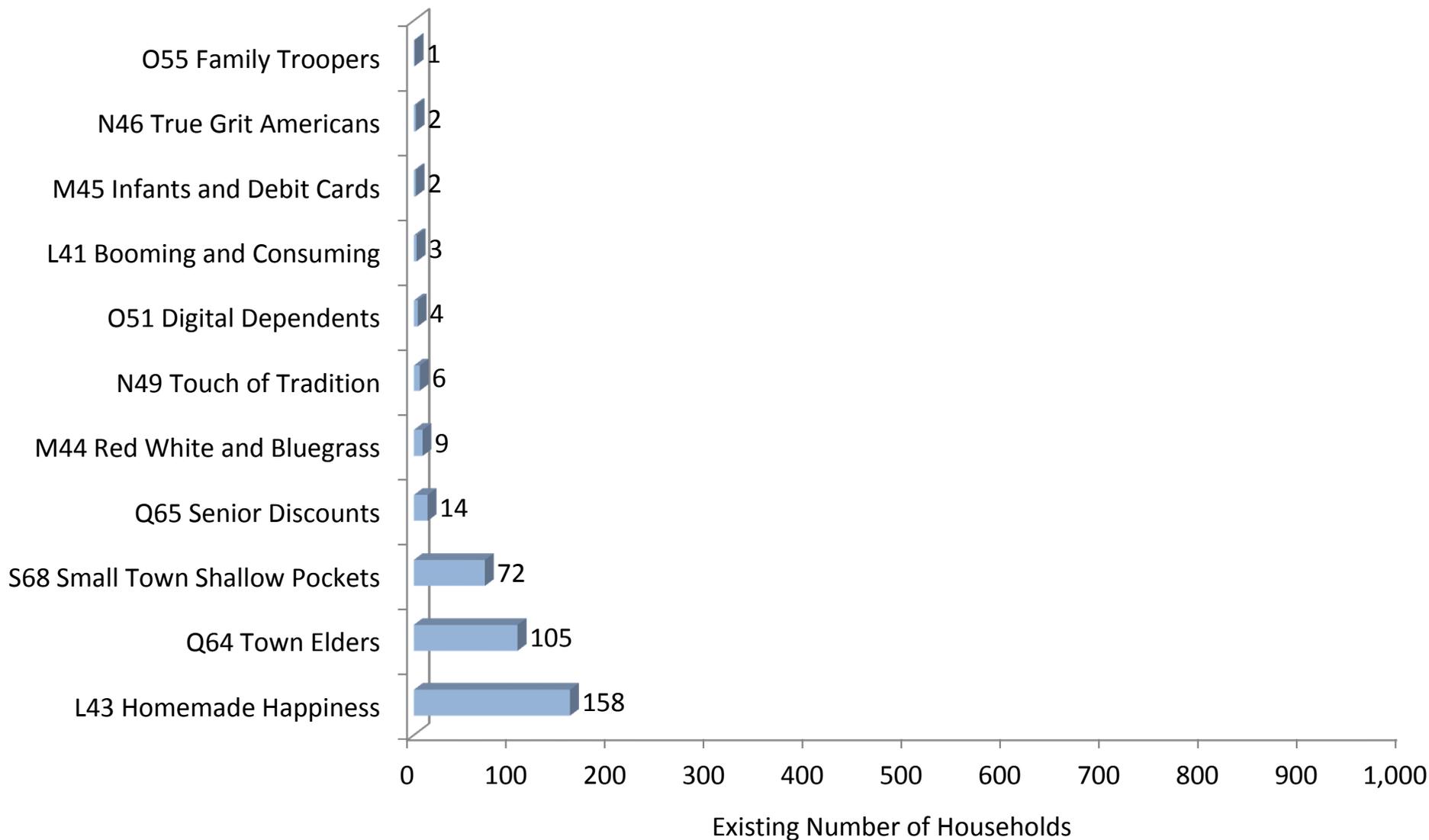
Clusters with the smallest share of households are given a big boost, and those with a largest share are given a minor boost.

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



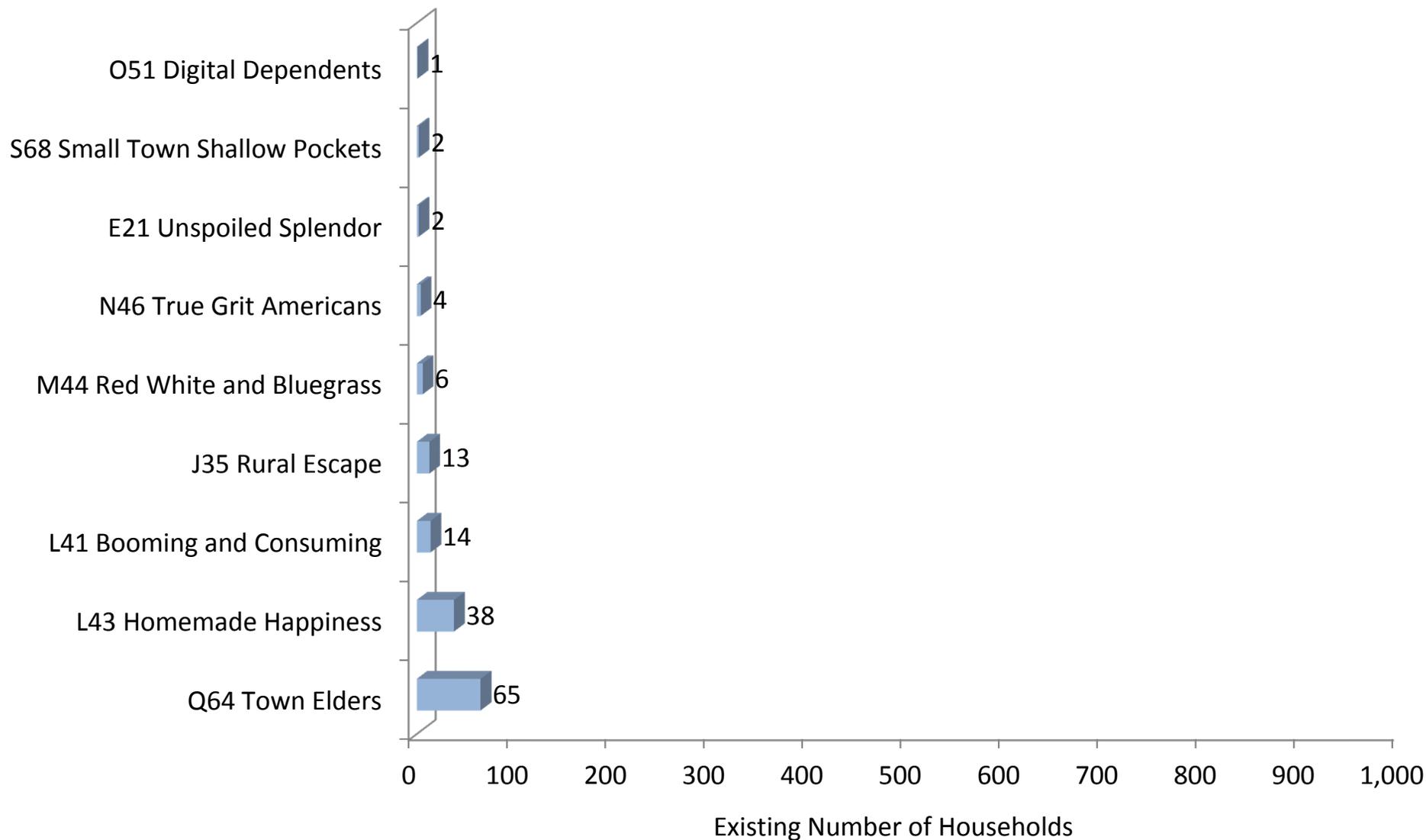
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster Atlanta CDP - Montmorency County, MI - 2015 (Base Year)



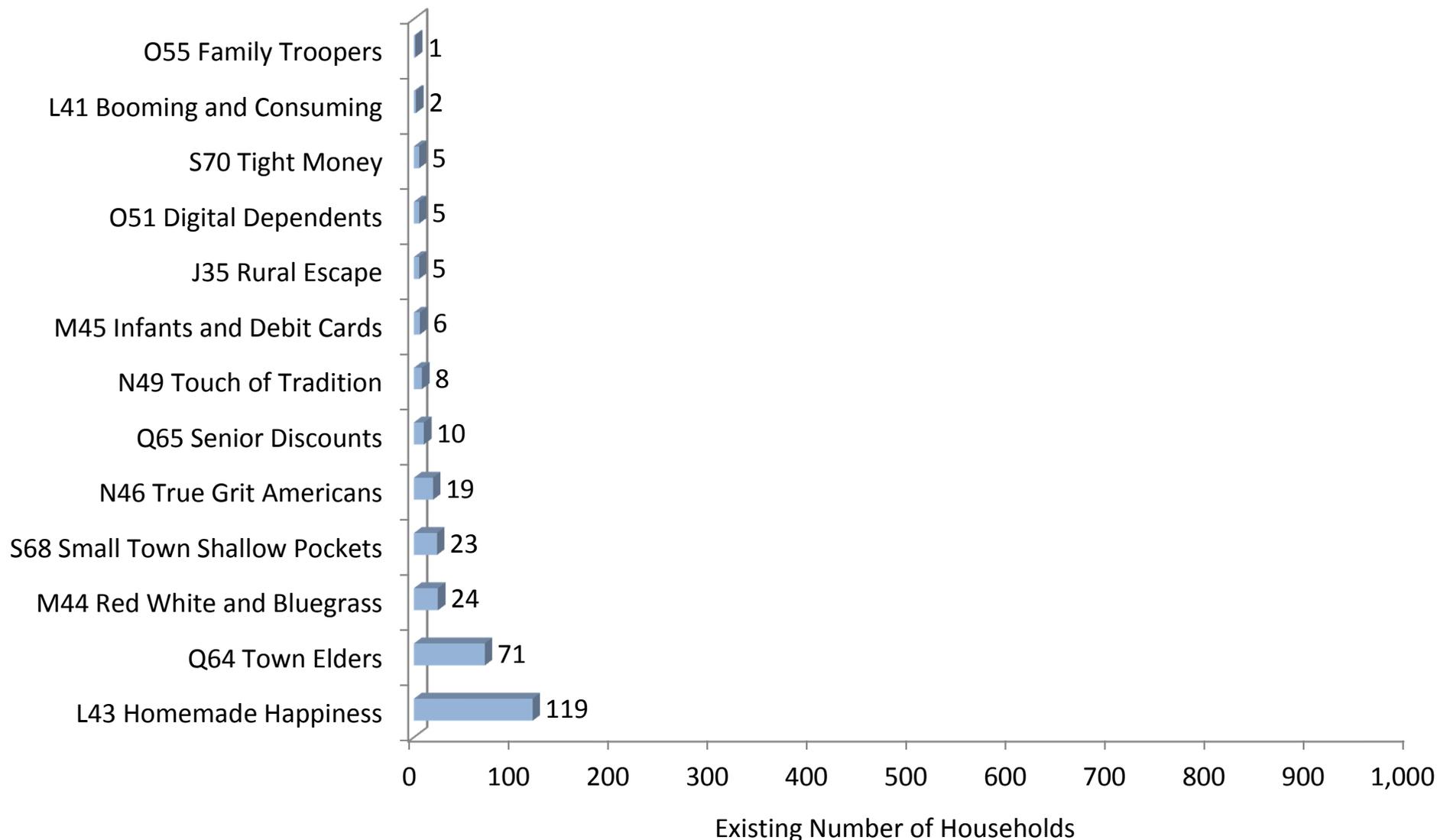
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster Canada Creek Ranch CDP - Montmorency County, MI - 2015 (Base Year)



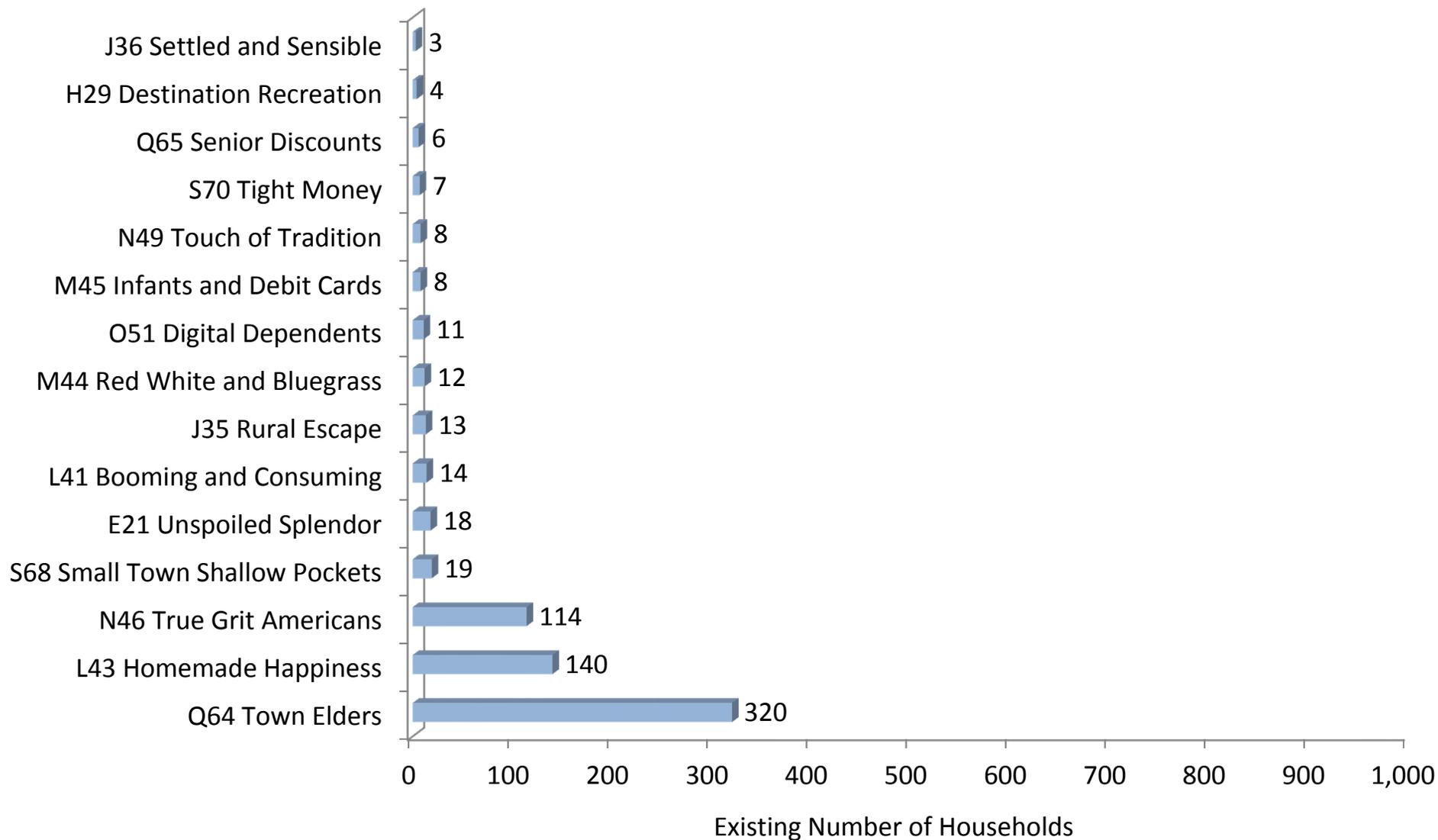
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster The Village of Hillman - Montmorency 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 Lewiston CDP - Montmorency County, MI - 2015 (Base Year)



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



H

**Market Assessment
County and Places**

Prepared by:



LandUseUSA

Prepared for:

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



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

Market Parameters and Forecasts - Households
 Montmorency 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.
	Montmorency Co.	4,416	4,335	4,204	4,312	4,128	4,128	4,128	4,128
1	Atlanta CDP	--	393	411	418	403	403	403	403
2	Canada Ck. Ranch CDP	--	155	138	136	148	158	177	211
3	Hillman Village	--	309	288	299	293	293	293	293
4	Lewiston CDP	--	574	657	661	575	575	575	575

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

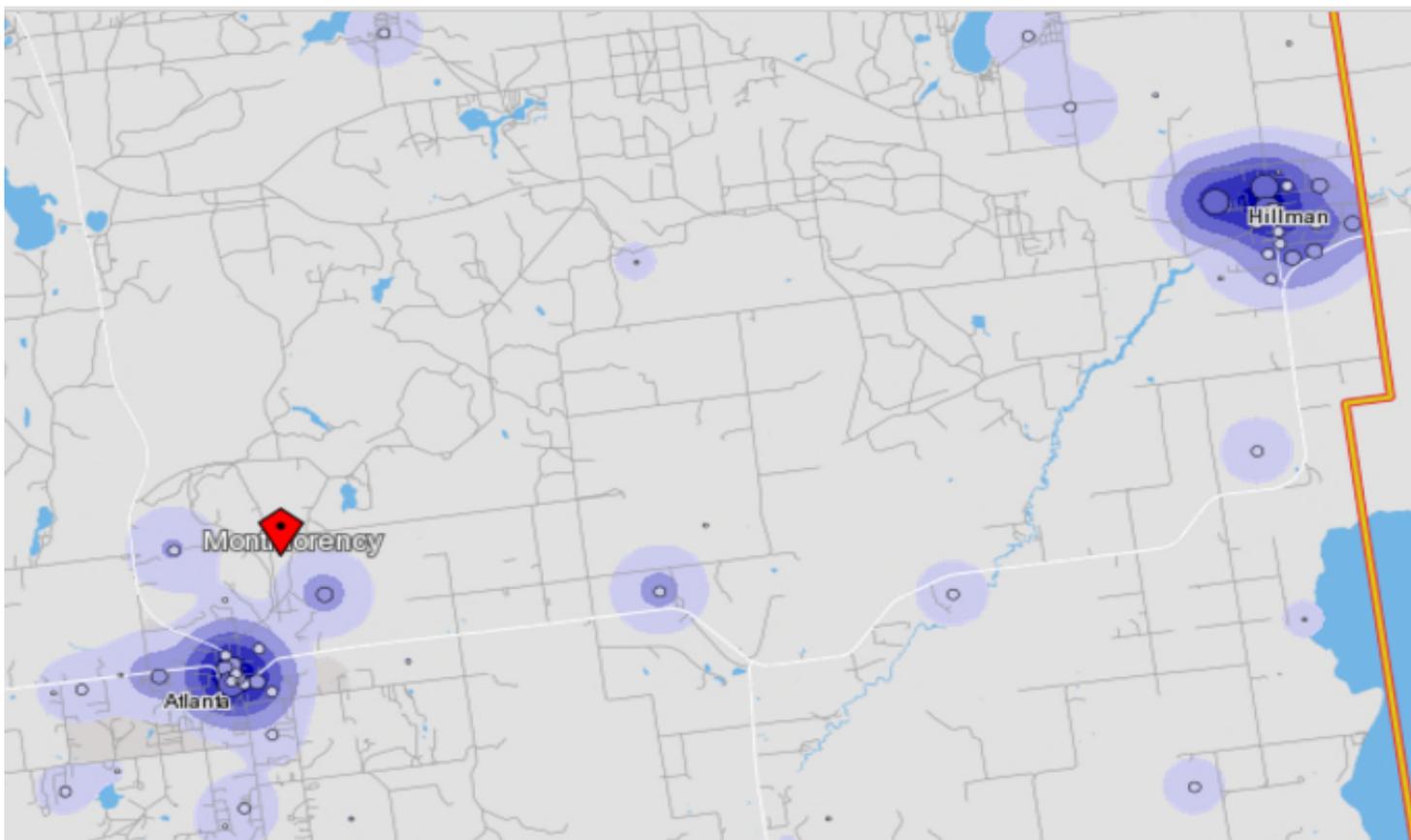
Exhibit H.2

Montmorency County, Michigan with Selected Communities - 2010 - 2015

	Mont- morency COUNTY	Atlanta CDP	Canada Creek Ranch CDP	The Village of Hillman	Lewiston CDP
Households Census (2010)	4,416	360	156	300	689
Households ACS (2013)	4,128	403	148	293	575
Population Census (2010)	9,765	827	304	701	1,392
Population ACS (2013)	9,598	958	335	683	1,392
Group Quarters Population (2013)	140	21	0	89	0
Correctional Facilities	25	17	0	0	0
Nursing/Mental Health Facilities	64	0	0	67	0
College/University Housing	0	0	0	0	0
Military Quarters	0	0	0	0	0
Other	51	4	0	22	0
Daytime Employees Ages 16+ (2015)	3,103	563	74	398	620
Unemployment Rate (2015)	4.4%	3.8%	2.6%	4.1%	6.2%
Employment by Industry Sector (2013)	100.0%	100.0%	100.0%	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	4.4%	3.3%	0.0%	2.2%	2.2%
Arts, Ent. Rec., Accom., Food Service	12.6%	17.5%	0.0%	5.2%	11.3%
Construction	10.0%	1.8%	0.0%	11.3%	2.2%
Educ. Service, Health Care, Soc. Asst.	18.6%	6.6%	33.3%	32.6%	12.9%
Finance, Ins., Real Estate	5.6%	6.3%	5.0%	7.0%	5.1%
Information	0.3%	0.0%	0.0%	0.0%	0.0%
Manufacturing	14.8%	25.1%	21.7%	10.9%	21.5%
Other Services, excl. Public Admin.	6.6%	15.4%	0.0%	3.0%	10.5%
Profess., Sci., Mngmt., Admin., Waste	5.0%	1.5%	0.0%	9.1%	10.2%
Public Administration	5.0%	0.0%	8.3%	5.7%	2.4%
Retail Trade	11.8%	19.3%	13.3%	8.7%	18.8%
Transpo., Wrhse., Utilities	3.9%	3.0%	18.3%	3.5%	0.3%
Wholesale Trade	1.5%	0.0%	0.0%	0.9%	2.7%

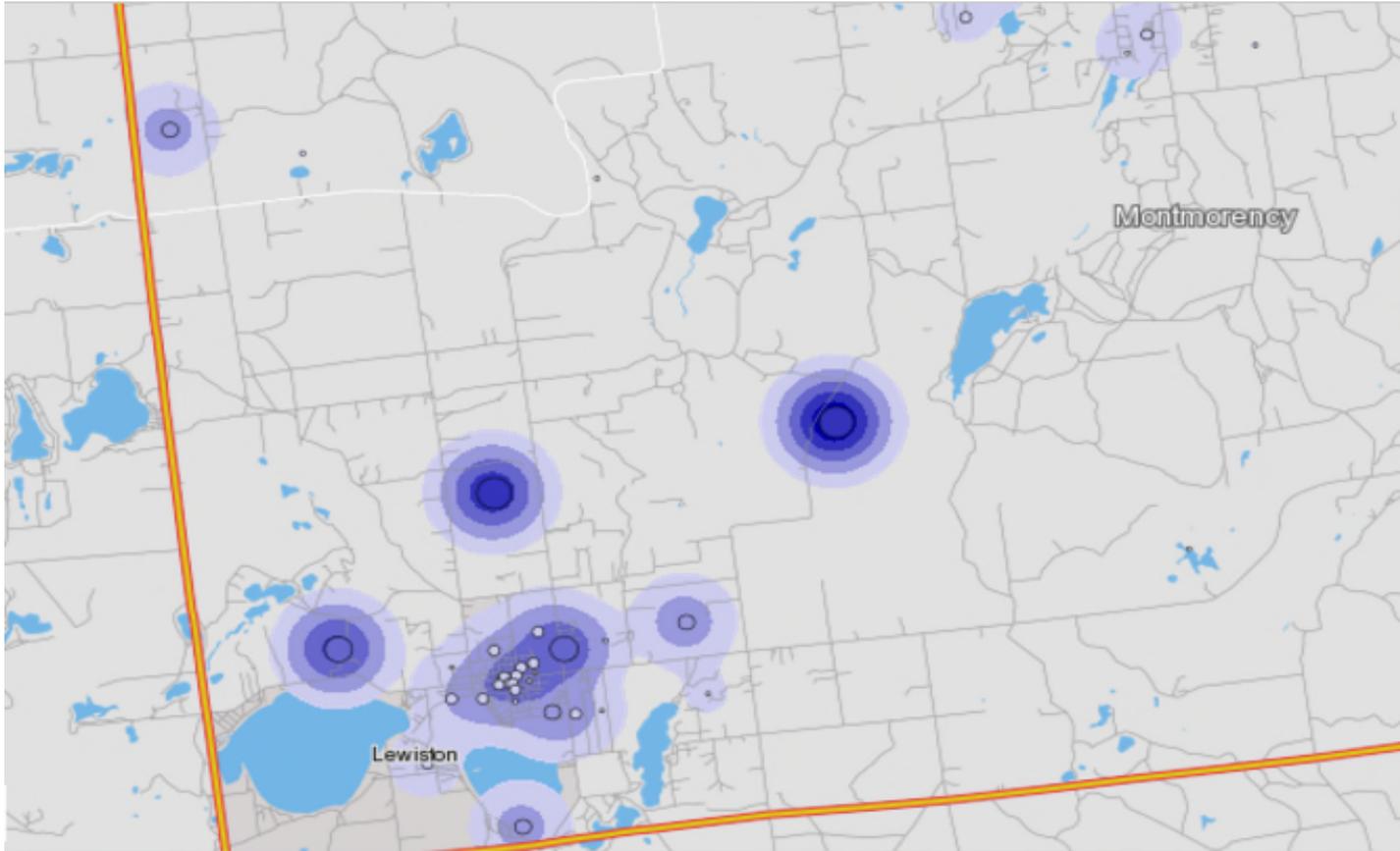
Source: U.S. Census 2010; American Community Survey (ACS) 2008 - 2013; and Applied Geographic Solutions (AGS) for 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Spatial Distribution of Worker Population by Place of Work
Montmorency County - The Village of Hillman | Atlanta CDP, Michigan - 2013



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

Spatial Distribution of Worker Population by Place of Work
Montmorency County - Lewiston CDP, 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
 Montmorency 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
	Montmorency Co.	9,626	9,595	9,605	9,547	9,556	9,556	9,556
1	Atlanta CDP	660	660	603	610	611	611	611
2	Canada Ck. Ranch CDP	613	575	546	525	525	525	525
3	Hillman Village	329	313	330	319	319	319	319
4	Lewiston CDP	1,537	1,578	1,620	1,612	1,614	1,614	1,614

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
 Montmorency 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.							
	Montmorency Co.	640	601	579	673	619	619	619	619
1	Atlanta CDP	--	121	107	132	106	99	90	80
2	Canada Ck. Ranch CDP	--	1	1	1	1	4	12	33
3	Hillman Village	--	89	83	91	76	70	63	54
4	Lewiston CDP	--	150	179	209	198	198	198	198

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
 Montmorency 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.
	Montmorency Co.	3,776	3,734	3,625	3,639	3,509	3,509	3,509	3,509
1	Atlanta CDP	--	272	304	286	297	304	313	323
2	Canada Ck. Ranch CDP	--	154	137	135	147	155	165	178
3	Hillman Village	--	220	205	208	217	223	230	239
4	Lewiston CDP	--	424	478	452	377	377	377	377

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
 Montmorency County, Michigan with Selected Communities - 2013

Exhibit H.8

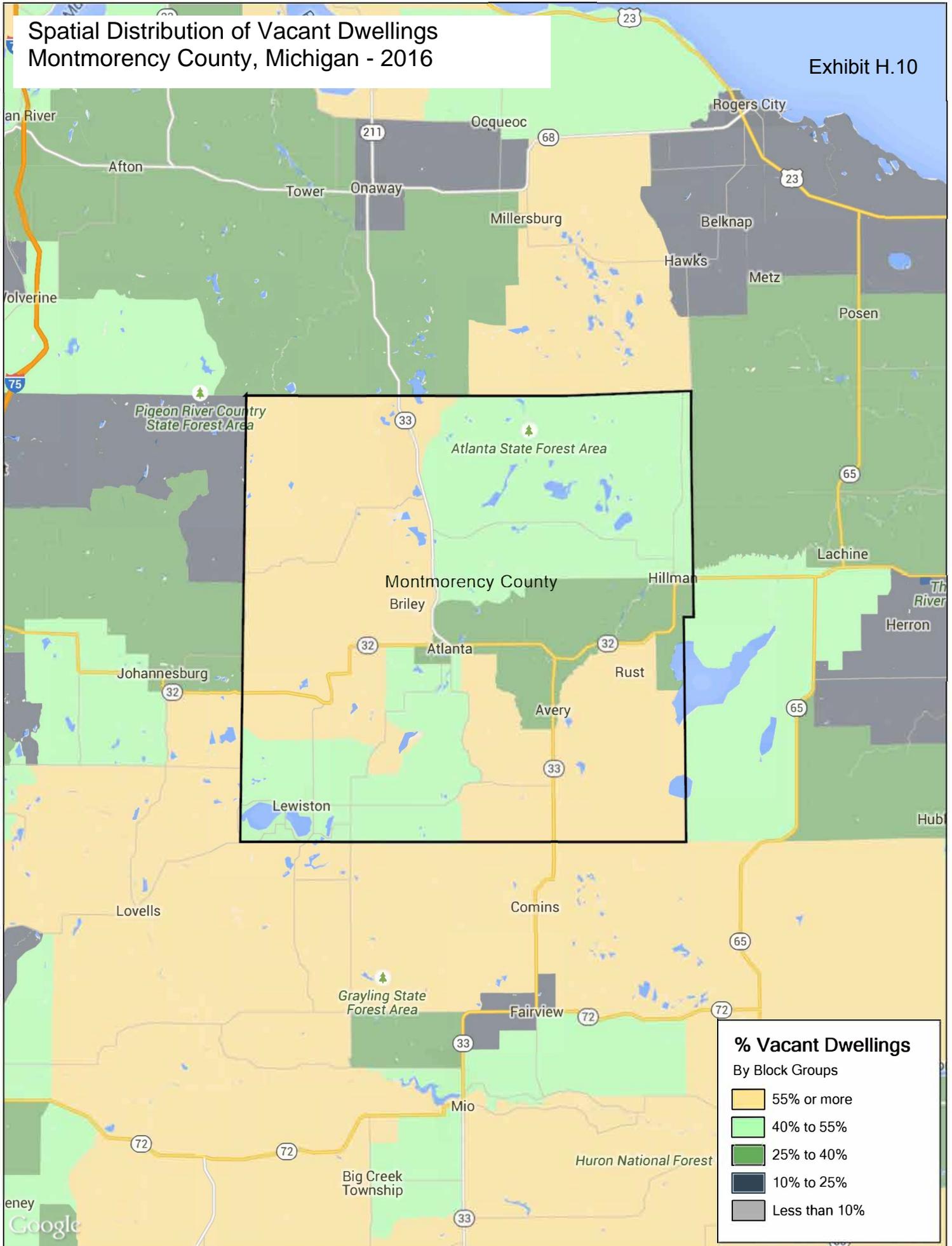
	Mont- morency COUNTY	Atlanta CDP	Canada Creek Ranch CDP	The Village of Hillman	Lewiston CDP
Total Housing Units (2013)	9,547	610	525	319	1,612
1, mobile, other	9,333	572	525	256	1,537
1 attached, 2	106	5	0	14	55
3 or 4	26	15	0	5	0
5 to 9	30	0	0	30	0
10 to 19	37	13	0	11	13
20 to 49	15	5	0	3	7
50 or more	0	0	0	0	0
Premium for Seasonal Households	34%	15%	47%	3%	43%
Vacant (incl. Seasonal, Rented, Sold)					
1, mobile, other	5,413	207	377	26	1,037
1 attached, 2	6	0	0	0	0
3 or 4	0	0	0	0	0
5 to 9	0	0	0	0	0
10 to 19	0	0	0	0	0
20 to 49	0	0	0	0	0
50 or more	0	0	0	0	0
Avail. (excl. Seasonal, Rented, Sold)					
1, mobile, other	599	48	40	6	74
1 attached, 2	1	0	0	0	0
3 or 4	0	0	0	0	0
5 to 9	0	0	0	0	0
10 to 19	0	0	0	0	0
20 to 49	0	0	0	0	0
50 or more	0	0	0	0	0
Reason for Vacancy (2013)	5,419	207	377	26	1,037
For Rent	46	0	0	0	16
For Sale	296	25	31	0	39
Others	<u>258</u>	<u>23</u>	<u>9</u>	<u>6</u>	<u>19</u>
For Sale or Rent	600	48	40	6	74
Seasonal, Recreation	4,819	159	337	20	963
Migrant Workers	0	0	0	0	0
Rented, Not Occupied	0	0	0	0	0
Sold, Not Occupied	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Not Yet Occupied	0	0	0	0	0

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

Analysis and exhibit prepared by LandUse|USA; 2016.

Spatial Distribution of Vacant Dwellings Montmorency County, Michigan - 2016

Exhibit H.10



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

Primary County	Montmorency	Montmorency	Montmorency
Jurisdiction Name	Atlanta CDP	Village of Hillman	Lewiston CDP
2010 Population (Decennial Census)	827	701	1,392
2013 Population (ACS 2009-13 Estimate)	958	683	1,392
City/Village-Wide Planning Documents			
1 City-Wide Master Plan (not county)	1	0	1
2 Has a Zoning Ordinance Online	1	1	1
3 Considering a Form Based Code	0	0	0
4 Parks & Rec. Plan and/or Commiss.	1	0	1
Downtown Planning Documents			
5 Established DDA, BID, or Similar	0	0	1
6 DT Master Plan, Subarea Plan	1	0	1
7 Streetscape, Transp. Improv. Plan	0	0	0
8 Retail Market Study or Strategy	0	0	0
9 Residential Market Study, Strategy	1	1	1
10 Façade Improvement Program	0	0	0
Downtown Organization and Marketing			
11 Designation: Michigan Cool City	0	0	0
12 Member of Michigan Main Street	0	0	0
13 Main Street 4-Point Approach	0	0	0
14 Facebook Page	1	0	1
Listing or Map of Merchants and Amenities			
15 City/Village Main Website	0	1	0
16 DDA, BID, or Main Street Website	0	0	0
17 Chamber or CVB Website	0	1	1
Subtotal Place Score (17 points possible)	6	4	8

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

Analysis and assessment by LandUse|USA; © 2016.

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

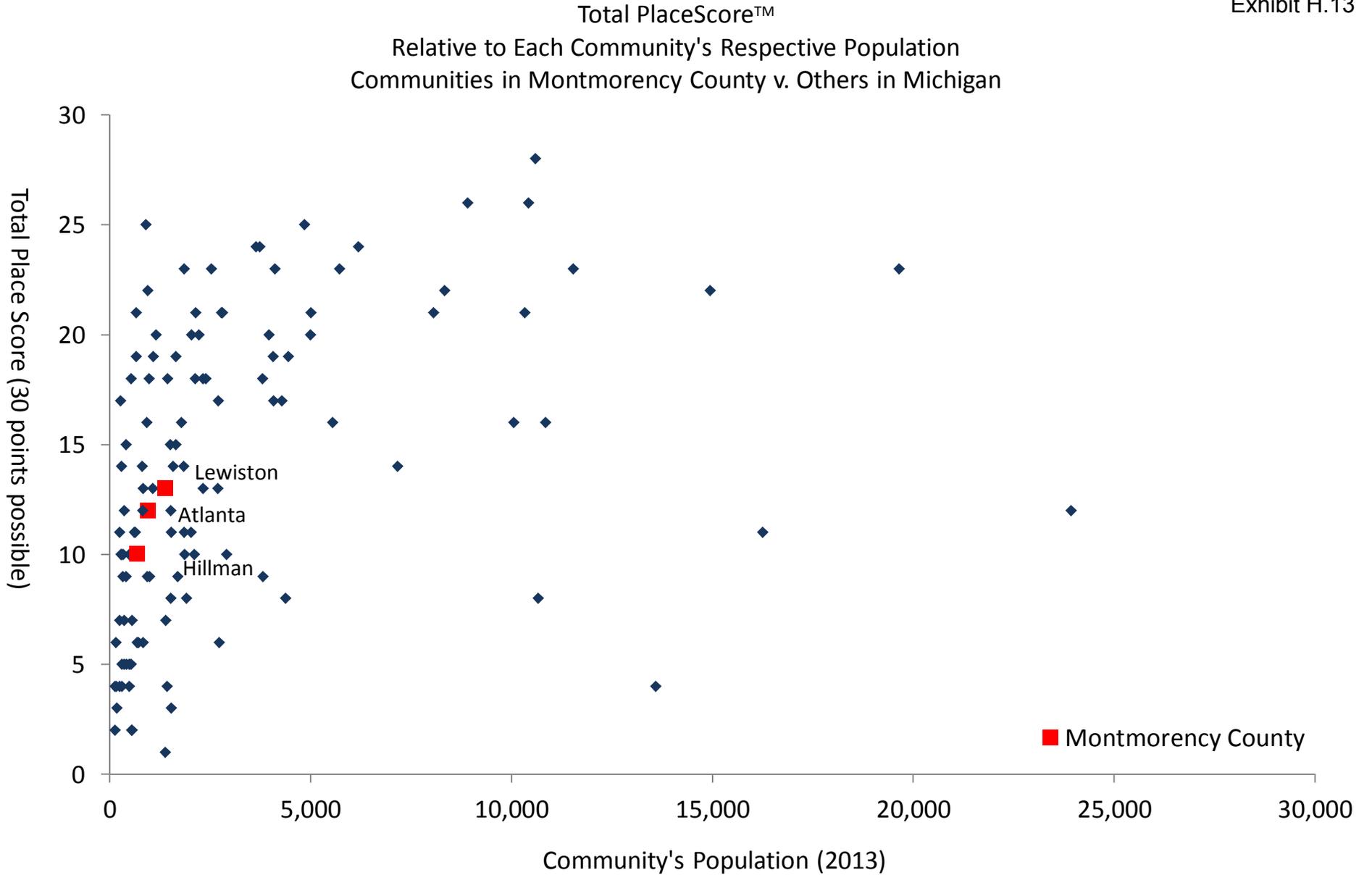
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PlaceScores™ - Local Placemaking Initiatives and Amenities
 (As evident through Online Search Engines)
 Montmorency County, Michigan and Selected Communities - 2016

Primary County	Montmorency	Montmorency	Montmorency
Jurisdiction Name	Atlanta CDP	Village of Hillman	Lewiston CDP
2010 Population (Decennial Census)	827	701	1,392
2013 Population (ACS 2008-13 Estimate)	958	683	1,392
Unique Downtown Amenities			
1 Cinema/Theater, Playhouse	0		0
2 Waterfront Access/Parks	1	1	1
3 Established Farmer's Market	1		1
4 Summer Music in the Park	0	0	0
5 National or Other Major Festival	1	0	0
Downtown Street and Environment			
6 Angle Parking (not parallel)	0	0	1
7 Reported Walk Score is 50+	0	0	0
8 Walk Score/1,000 Pop is 40+	0	1	0
9 Off Street Parking is Evident	1	1	1
10 2-Level Scale of Historic Buildings	0	1	0
11 Balanced Scale 2 Sides of Street	1	1	0
12 Pedestrian Crosswalks, Signaled	0	0	0
13 Two-way Traffic Flow	1	1	1
Subtotal Place Score (13 points possible)	6	6	5
Total Place Score (30 Points Possible)	12	10	13
Total Place Score per 1,000 Population	15	14	9
Reported Walk Score (avg. = 42)	32	43	43
Walk Score per 1,000 Population	33	63	31

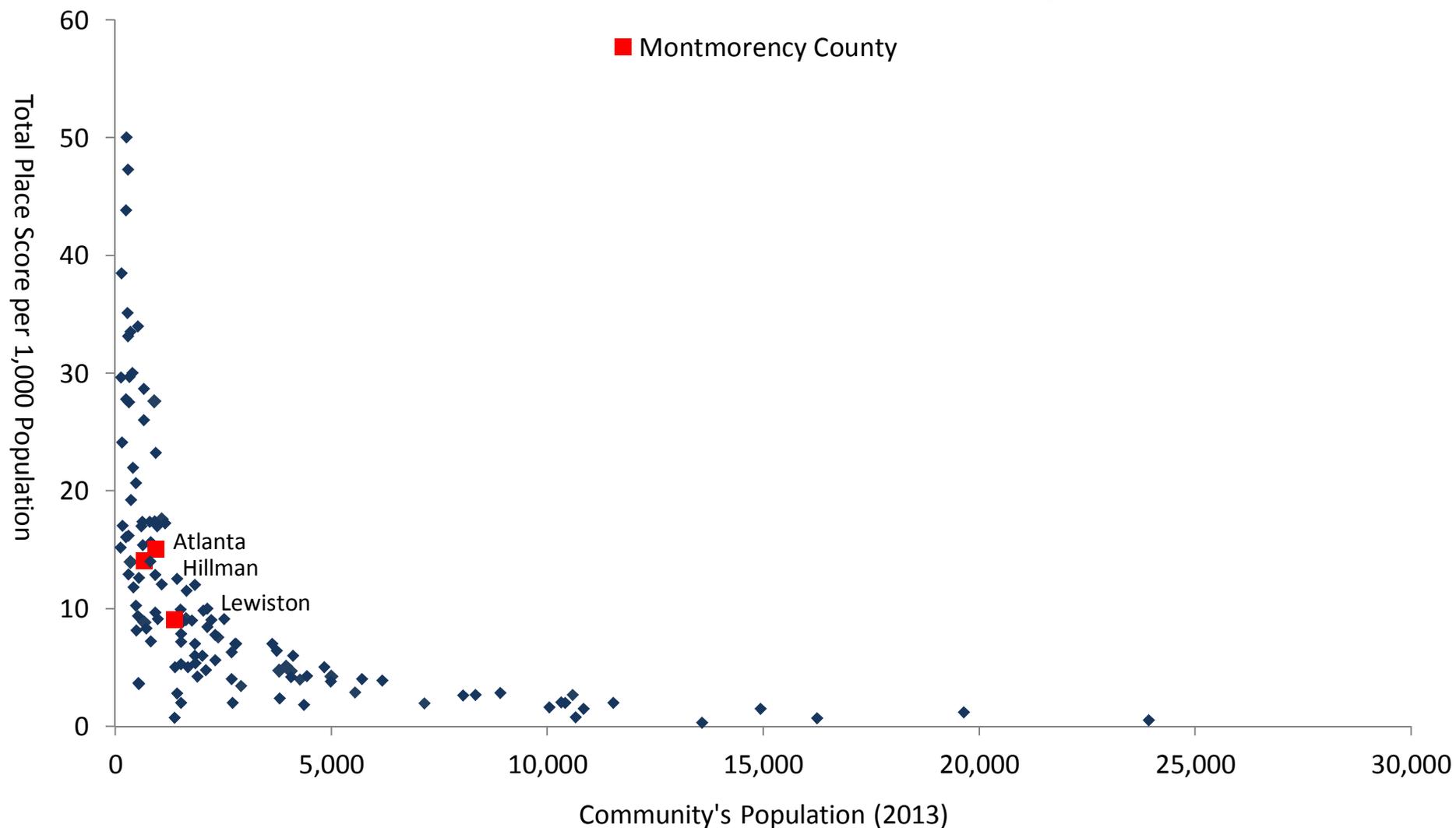
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Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified. Analysis by LandUse|USA, 2016. Population is ACS 5-year estimates for 2009 - 2013. The PlaceScore term and methodology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



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