



Target Market Analysis

Ogemaw County

Michigan

2016

Prepared by:



LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3

Michigan State Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
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| Table of Contents | Page |
|-----------------------------------|------|
| Executive Summary | 1 |
| Report Outline | 4 |
| The Target Markets | 6 |
| Prevalent Lifestyle Clusters | 9 |
| Conservative Scenario | 11 |
| Aggressive Scenario | 11 |
| “Slide” by Building Format | 13 |
| Cities and Places | 14 |
| Non-Residents and Seasonality | 16 |
| Rents and Square Feet | 16 |
| Comparison to Supply | 18 |
| Market Assessments – Introduction | 20 |
| Ogemaw County – Overview | 21 |
| The Rose City Advantage | 22 |
| The Skidway Lake Advantage | 22 |
| The West Branch Advantage | 23 |
| Analysis of PlaceScores™ | 24 |
| Contact Information | 25 |

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 Ogemaw County and 10 other counties.

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

Based on the Target Market Analysis results, there is an annual market potential for 279 attached units throughout Ogemaw County, plus 525 detached houses. Among the 279 attached units, the City of West Branch will capture the highest share (80 units annually). The Skidway Lake CDP is geographically sprawling, includes a number of small inland lakes, and can capture 59 attached units annually. The Village of Rose City can also capture about 12 attached units annually.

Summary Table A

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

| Annual Market Potential Aggressive Scenario | Detached Houses | Attached Formats |
|--|--------------------|---------------------|
| The Village of Rose City | 24 | 12 |
| The Skidway Lake CDP | 245 | 59 |
| The City of West Branch | 59 | 80 |
| <u>All Other Places</u> | <u>197</u> | <u>128</u> |
| Ogemaw County Total | 525 | 279 |

There will also be 128 migrating households in Ogemaw County each year seeking attached units in locations other than Rose City, Skidway Lake, and West Branch. A few might choose locations in the Lupton CDP or the Village of Prescott. However, most will choose locations near the county's inland lakes (Ogemaw Lake, Sage Lake, etc.), near Interstate 75 interchanges, and along other important highway connectors.

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

Missing Middle Housing Formats – Recommended Strategies

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

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

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

As shown in the following summary table, the aggregate market potential for Ogemaw County is among the highest for the region, and surpassed by four other counties (Alpena, Otsego, Roscommon, and Cheboygan Counties). About 47 units (17%) of its annual market potential will be supported by Upscale Target Markets, and 181 units (69%) will be generated by Moderate Target Markets. The remaining 51 units (18%) will be generated by other households that are more prevalent in the county. Households in this later group are less inclined to choose attached formats and are more likely to make compromises by choosing detached houses.

Summary Table B

Annual Market Potential – Attached Units Only

Renters and Owners – Aggressive Scenario

Northeast Michigan Prosperity Region 3 – 2016

| Renters and Owners Aggressive Scenario Attached Units Only | Upscale Target Markets | Moderate Target Markets | Most Prevalent Clusters | All 71 Lifestyle Clusters |
|--|------------------------------|-------------------------------|-------------------------------|---------------------------------|
| Ogemaw County | 47 | 181 | 51 | 279 |
| Share of County Total | 17% | 65% | 18% | 100% |
| Others in the Region | | | | |
| Alpena County | 59 | 597 | 59 | 715 |
| Otsego County | 141 | 396 | 32 | 569 |
| Roscommon County | 30 | 287 | 100 | 417 |
| Cheboygan County | 76 | 264 | 38 | 378 |
| Iosco County | 43 | 178 | 49 | 270 |
| Crawford County | 24 | 130 | 34 | 188 |
| Presque Isle County | 20 | 110 | 22 | 152 |
| Oscoda County | 7 | 38 | 11 | 56 |
| Montmorency County | 5 | 24 | 9 | 38 |
| 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 Ogemaw County, Michigan. The outline and contents of this report are intentionally replicated for each of the 11 counties in the Northeast Michigan Prosperity Region 3. This leverages work economies, helps keep the reports succinct, and enables easy comparisons between counties in the region.

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

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

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

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

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

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

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

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

Table 2

TMA Regional Workbook – Outline
Ogemaw 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 Ogemaw County include the Bohemian Grooves and Digital Dependents.

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

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

| Group | Lifestyle Cluster Name | Share in Attached Units | Renters as a Share of Total | Renter Movership Rate |
|----------|------------------------|-------------------------|-----------------------------|-----------------------|
| Upscale | K40 Bohemian Groove | 52% | 91% | 38% |
| Upscale | O51 Digital Dependents | 11% | 34% | 80% |
| Moderate | O55 Family Troopers | 64% | 99% | 87% |
| Moderate | Q65 Senior Discounts | 100% | 71% | 28% |
| Moderate | R66 Dare to Dream | 37% | 98% | 58% |
| Moderate | S70 Tight Money | 92% | 100% | 78% |
| Moderate | S71 Tough Times | 86% | 95% | 41% |

Upscale Target Markets – Ogemaw County

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

Moderate Target Markets – Ogemaw County

- O55 Family Troopers – Families living in small cities, villages, and places. They tend to live in older attached formats like duplexes and low-rise buildings, and in ranch houses. Head of householder's age: 85% are 19 to 35 years.
- Q65 Senior Discounts – Seniors living throughout the country and particularly in metro communities, big cities, and inner-ring suburbs. They tend to live in large multiplexes geared for seniors, and prefer that security over living on their own. Head of householder's age: 98% are over 51 years, and 84% are over 66 years.
- R66 Dare to Dream – Young households scattered in mid-sized cities across the country, particularly in the Midwest, and within older transient city neighborhoods. They are sharing crowded attached units to make ends meet; in buildings built before 1925 that offer few amenities. Some are growing families living in older ranch-style houses and duplexes. Head of householder's age: 71% are younger than 45 years, and 32% are younger than 30 years.
- S70 Tight Money – Centered in the Midwest and located in exurban and small cities and villages, including bedroom communities to larger metro areas, and in transitioning and challenging neighborhoods. They are living in low-rises and some in duplexes, but few can afford to own a house. Head of householder's age: 53% are between 36 and 50 years.
- S71 Tough Times – Living east of the Mississippi River and in aging city neighborhoods. They tend to live in multiplexes built in the urban renewal era of the 1960's to 1980's, when tenement row houses in downtowns were being bulldozed to create new housing for low income and disadvantaged households. Many of their buildings are declining and the tenants are intent on finding alternatives. Head of householder's age: 68% are between 51 and 65 years.

The other upscale and moderate target markets are choosing other counties in the region – although not always in large numbers. Ogemaw 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 Ogemaw County, but the model also measures the potential among other and more prevalent lifestyle clusters. The most prevalent lifestyle clusters for Ogemaw County are documented in [Section G](#) of this report, with details for each city (Rose City and West Branch), village (Prescott) and census designated place (Lupton and Skidway Lake).

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

The following [Table 4](#) provides a summary of these lifestyle clusters with their propensity to choose attached units, renter tenure, and renter movership rates. For example, only 4% of the True Grit American households will choose attached units, about 9% are renters, and 25% of those renters are inclined to move each year. Few of the other households in that same cluster will choose an attached housing unit – particularly if offered quality alternatives among detached houses. So, targeting these households with new attached units may involve some higher-than-usual risks.

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

| Lifestyle Cluster Name | Share in Attached Units | Renters as a Share of Total | Renter Movership Rate | Ogemaw County Hhlds. |
|---------------------------|-------------------------|-----------------------------|-----------------------|----------------------|
| Q64 Town Elders | 3% | 4% | 5% | 2,400 |
| L43 Homemade Happiness | 3% | 5% | 13% | 2,000 |
| S68 Small Town, Pockets | 7% | 34% | 33% | 1,000 |
| N46 True Grit Americans | 4% | 9% | 25% | 1,000 |
| J35 Rural Escape | 3% | 3% | 9% | 900 |
| M44 Red, White, Bluegrass | 5% | 11% | 12% | 600 |
| E21 Unspoiled Splendor | 2% | 2% | 4% | 600 |

Prevalent Lifestyle Clusters – Ogemaw County

- Q64 Town Elders – Seniors living in small and rural communities; in detached ranch houses and bungalows typically situated on small lots and built more than half a century ago. Head of householder's age: 98% are over 66 years.
- L43 Homemade Happiness – Empty nesters living in Midwest heartland; in houses built in 1970 (with 15% in manufactured homes), but on large lots in rustic settings to enjoy the quiet country. Head of householder's age: 97% are over 51 years, including 88% between 51 and 65 years.
- S68 Small Town Shallow Pockets – Located in exurban and scenery-rich cities and villages throughout the Midwest, including some that were once industrial boomtowns but more recently have fallen on tough times. They tend to live in older, moderate units far from the urban center, including clapboard houses and ranch-style houses built before 1950. Their properties were originally built decades ago for young families, and now they offer affordable choices for new tenants. Head of householder's age: 46% are between 51 and 65 years.
- 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.
- 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.
- E21 Unspoiled Splendor – Scattered locations across small remote rural communities in the Midwest. Most live in detached houses that are relatively new and built since 1980, on sprawling properties with at least 2 acres. Head of householder's age: 87% are between 51 and 65 years.

Conservative Scenario

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

Under the conservative scenario, Ogemaw County has an annual market potential for at least 97 attached units (excluding detached houses), across a range of building sizes and formats. Of these 97 attached units, 17 will be occupied by households among the upscale target markets, and 66 will be occupied by moderate target market households. The remaining 14 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 Ogemaw County, and unadjusted for out-migration. It also assumes that every household moving into and within Ogemaw County would prefer to trade-up into a refurbished or new unit rather than occupy a unit that has not been unimproved.

Attached [Section D](#) of this report includes a series of tables that detail the market potential under the aggressive (maximum) scenario. The following [Table 5](#) provides a summary and comparison between the aggressive and conservative scenarios, with a focus on attached units only. As shown, the aggressive scenario for Ogemaw County is about three times higher than the conservative scenario.

Under the aggressive scenario, a relatively small share of the annual market potential (51 units, or about 18%) is generated by households that are prevalent in Ogemaw County (i.e., they are the “Most Prevalent Clusters”). Although they are prevalent in the county, they have a low inclination to choose attached units.

The majority (about 82%) of market potential is generated by households that have a higher propensity to choose attached units (thus, they are the “Target Markets”). They are living in Ogemaw 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
Ogemaw 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 | 17 | 85 | 47 | 235 |
| Moderate Targets | 66 | 330 | 181 | 905 |
| Most Prevalent Clusters | 14 | 70 | 51 | 255 |
| 71 Lifestyle Clusters | 97 | 485 | 279 | 1,395 |

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, Ogemaw County has an annual market potential for up to 39 units among buildings with 100 or more units each. This is not enough to support development of a 100+ unit building. However, the units can “slide” down into smaller buildings, and the following [Table 6](#) demonstrates those adjusted results:

Table 6
Annual Market Potential – “Slide” along Formats (in Units)
71 Lifestyle Clusters – Conservative and Aggressive Scenarios
Ogemaw 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 | 245 | 245 | 525 | 525 |
| 2 Side-by-Side & Stacked | 6 | 6 | 15 | 14 |
| 3 Side-by-Side & Stacked | 9 | 9 | 27 | 27 |
| 4 Side-by-Side & Stacked | 5 | 8 | 14 | 16 |
| 5-9 Townhouse, Live-Work | 29 | 26 | 84 | 83 |
| 10+ Multiplex: Small | 9 | 10 | 30 | 30 |
| 20+ Multiplex: Large | 14 | 38 | 41 | 41 |
| 50+ Midrise: Small | 11 | . | 29 | 68 |
| 100+ Midrise: Large | 14 | . | 39 | . |
| Subtotal Attached | 97 | 97 | 279 | 279 |

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

Cities and Places

Section E attached to this Market Strategy Report details the annual market potential and model results for each city (Rose City and West Branch), village (Prescott), and census designated place (Lupton and Skidway Lake) within Ogemaw County. Results are shown for the aggressive scenario only, which is based on both in-migration and internal movership within each community.

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

Intercepting Migrating Households – The market potential for each place is based on the known inclination for households to move into and within that place. When few if any households are moving into or within a given place, then the market potential will be zero. To experience population growth, Ogemaw County’s smallest communities (particularly Lupton and Prescott) would need to 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 279 attached units throughout Ogemaw County (under the aggressive scenario). Each of the local cities, village, and census designated places can compete for households that are migrating throughout the county and seeking those attached choices. Some (albeit not all) of these households will be seeking choices in downtown Rose City and West Branch, and others will probably seek waterfront choices on Skidway Lake and other inland lakes that are nearby.

Based on the magnitude and profile of households already moving into and within Rose City, it has an annual market potential for 12 attached units, each year through the year 2020. In comparison, West Branch has an annual market potential for 80 attached units, and Skidway Lake has an annual market potential for 59 attached units. Additional units could be added if these places can demonstrate abilities to intercept households that might choose other locations in Ogemaw County, and by creating new jobs.

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

| Number of Units Unadjusted Model Results | CDP Lupton | Village of Prescott | City of Rose City | CDP Skidway Lake | City of West Branch | Ogemaw County Totals |
|---|---------------|---------------------------|-------------------------|------------------------|---------------------------|----------------------------|
| 1 Detached Houses | 1 | 1 | 24 | 245 | 59 | 525 |
| 2 Side-by-Side & Stacked | . | . | . | 5 | 4 | 15 |
| 3 Side-by-Side & Stacked | . | . | . | 8 | 8 | 27 |
| 4 Side-by-Side & Stacked | . | . | . | 4 | 6 | 14 |
| 5-9 Townhouse, Live-Work | . | . | 4 | 29 | 24 | 84 |
| 10-19 Multiplex: Small | . | . | 2 | 2 | 10 | 30 |
| 20-49 Multiplex: Large | . | . | 3 | 3 | 12 | 41 |
| 50-99 Midrise: Small | . | . | 2 | 3 | 8 | 29 |
| 100+ Midrise: Large | . | . | 1 | 5 | 8 | 39 |
| Subtotal Attached | . | . | 12 | 59 | 80 | 279 |

| Number of Units Adjusted with “Slide” | CDP Lupton | Village of Prescott | City of Rose City | CDP Skidway Lake | City of West Branch | Ogemaw County Totals |
|--|---------------|---------------------------|-------------------------|------------------------|---------------------------|----------------------------|
| 1 Detached Houses | 1 | 1 | 24 | 245 | 59 | 525 |
| 2 Side-by-Side & Stacked | . | . | . | 4 | 4 | 14 |
| 3 Side-by-Side & Stacked | . | . | . | 9 | 9 | 27 |
| 4 Side-by-Side & Stacked | . | . | 4 | 4 | 8 | 16 |
| 5-9 Townhouse, Live-Work | . | . | 8 | 29 | 24 | 83 |
| 10-19 Multiplex: Small | . | . | . | 13 | 10 | 30 |
| 20-49 Multiplex: Large | . | . | . | . | 25 | 41 |
| 50-99 Midrise: Small | . | . | . | . | . | 68 |
| 100+ Midrise: Large | . | . | . | . | . | . |
| Subtotal Attached | . | . | 12 | 59 | 80 | 279 |

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 Ogemaw 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” |
|-------------------------|-------------------------------|
| Lupton CDP | +10% |
| The Village of Prescott | + 0% |
| The City of Rose City | + 4% |
| Skidway Lake CDP | +27% |
| The City of West Branch | + 3% |
| Ogemaw COUNTY | +24% |

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 F₁₋₁](#) and [Exhibit F₁₋₄](#) 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 Ogemaw 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
Ogemaw County, Michigan – 2016 Constant Dollars

| Renter Occupied Units Attached and Detached | Renter-Occupied Contract (Cash) Rent Brackets | | | | | Total Potential |
|--|---|----------------|------------------|--------------------|----------------------|--------------------|
| | \$ 0 \$600 | \$600 \$800 | \$800 \$1,000 | \$1,000 \$1,500 | \$1,500- \$2,000+ | |
| Upscale Targets | 26 | 35 | 17 | 4 | 1 | 83 |
| Moderate Targets | 100 | 61 | 21 | 5 | 4 | 191 |
| Other Clusters | 142 | 72 | 17 | 5 | 1 | 237 |
| Ogemaw County | 268 | 168 | 55 | 14 | 6 | 511 |

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

Exhibit F_{1.7} shows median contract rents for Ogemaw 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 Ogemaw County, and are used to estimate the amount of supportable square feet within each rent bracket. The following Table 9 summarizes the results, and supporting documentation is provided in Section N (renter choices only) in the Regional Workbook.

Table 9
 Typical Unit Sizes by Contract Rent Bracket
 Attached Units Only
 Ogemaw 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 | 1,200 | 1,100 sq. ft. |
| Maximum Square Feet | 600 | 1,600 | 1,600 | 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 Ogemaw 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 Ogemaw County. However, 3,675 households will be seeking existing houses to move into – and it is assumed that most would prefer one that has been refurbished or significantly remodeled. The results also indicate that net magnitude of attached units is insufficient to meet the needs of households that are on the move and seeking those choices (708 existing units v. 1,953 migrating households).

Among the migrating households seeking attached units, 588 will be inclined to choose a townhouse, row house, or similar format over the next 7 years, which more than four times the number of existing choices (129 units). Similarly, 392 households will be seeking duplexes, triplexes, and fourplexes over the next 7 years, but there are only 242 units available. These figures are detailed in the following [Table 10](#).

Table 10
Seven-Year Cumulative Market Potential v. Existing Units
71 Lifestyle Clusters – Aggressive Scenario
Ogemaw 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 | 3,675 | 15,312 | -- |
| 2 Duplex, Subdivided House | 105 | 181 | -76 |
| 3-4 Side-by-Side, Stacked | 287 | 61 | 226 |
| Subtotal Duplex – Fourplex | 392 | 242 | 150 |
| 5-9 Townhouse, Live-Work | 588 | 129 | 459 |
| 10-19 Multiplex: Small | 210 | 143 | 67 |
| 20-49 Multiplex: Large | 287 | 110 | 177 |
| 50+ Midrise: Small | 476 | 84 | 392 |
| Subtotal Multiplex & Midrise | 973 | 337 | 636 |
| Total Attached Units | 1,953 | 708 | 1,245 |

The histogram comparing the 7-year market potential with Ogemaw County's existing housing units is intended only to provide a general sense of magnitude. Direct comparisons will be imperfect for a number reasons described 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, all detached and attached units should be expected to turnover every 7 years, but there will be variations by tenure and building format. Owner-occupied units and detached houses typically have a slower turn-over rate (about every 15 years), and renter-occupied and attached units have a much higher turn-over rate (about every 3 years). So direct comparisons between building formats will be imperfect.
4. The 7-year market potential assumes that the market potential is fully met within each consecutive year. However, if Ogemaw 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 Ogemaw County and its three largest places, including Rose City, Skidway Lake, and West Branch. It begins with an overview of county-wide economic advantages, followed by market assessments for each of its three places. The last section provides results of a PlaceScore™ for the three 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.

Ogemaw County – Overview

Ogemaw County is the first county that travelers enter in the Northeast Region, mainly via Interstate 75. In addition, Highway 33 connects the county north-south, and Highway 55 connects east-west. According to the Michigan Department of Transportation (2014), average daily traffic was highest along I-75 with 11,800 vehicles south of West Branch. Traffic volumes were also good along Highway 55, with 8,800 vehicles just west of West Branch. The county’s economy is also supported by the Lake State Railway, which provides freight transit between the Cities of Gaylord, Saginaw, and Flint.

| Average Daily Traffic (ADT) | Adjacent County | Adjacent County |
|-----------------------------|------------------|---------------------|
| ➤ Interstate 75 11,800 | Roscommon (west) | Arenac (southeast) |
| ➤ Highway 55 8,800 | Roscommon (west) | Iosco (east) |
| ➤ Highway 33 4,800 | Oscoda (north) | Arenac (southeast) |
| ➤ Highway 30 2,700 | -- | Gladwin (southwest) |

Ogemaw was recently featured as the “Heart of Michigan Circle Tour” on Great Getaways, a television program that promotes getaways in the Upper Midwest and Canada. The county offers a variety of amenities and recreational resources, and some examples are shown in the following list.

Ogemaw County | Amenities (examples)

- Five golf courses
- Huron National Forest
- Rifle River State Recreation Area
- Au Sable State Forest
- Ogemaw Hills Pathway
- Ogemaw Nature Park

The Rose City Advantage

Geographic Overview – The City of Rose City is located midway between West Branch and Mio, and midway between Hale and Saint Helen. It is Ogemaw County’s smallest community with about 200 households. The city center is located at the cross-hairs of County Highway F28 and State Highway 33. Albeit small, it has a small traditional downtown with several buildings that could benefit from façade improvements and reinvestment.

Economic Profile – Rose City originally developed as a railroad town and now has an economy mainly comprised of small businesses and manufacturing facilities (mainly plastics, machinery and auto parts production). It has also leveraged some regional tourism attracted by nearby lakes and streams. The 4,000 acre Rifle River State Recreation Area is located less than three miles away and includes a campground, and ten inland lakes. The city includes Sandback Pond and portions of Houghton Creek, which are tributaries of the Rifle River.

Rose City | Amenities and Major Employers (examples)

- Houghton Creek and Sandback Pond | Recreation
- Rifle River State Recreation Area | Recreation (4,000 acres)
- American Plastic Toys | Manufacturing
- West Branch-Rose City Schools | Education

The Skidway Lake Advantage

Geographic Overview – Skidway Lake is a sprawling census designated place (CDP) located about 15 miles southeast of West Branch, and about 10 miles east of the nearest Interstate 127 interchange (see aerial photos in [Section A](#)). Although not incorporated, Skidway Lake is technically the largest place in Ogemaw County with a demographic that exceeds City of West Branch (about 1,400 versus 1,000 households, respectively). Its relatively large size and economy can be attributed to its inland lakes (particularly Skidway, Bush, and Elbow Lakes), and small cottages flank the shoreline. The community offers retail conveniences but lacks a cohesive downtown district.

The West Branch Advantage

Geographic Overview – The City of West Branch benefits from two interchanges with Interstate 75, with a connector that creates an effective loop through its downtown (see aerial photos in [Section A](#)). It strives to attract tourism with branding of a Historic Victorian downtown; has a quality park (Irons Park) on Ogemaw Creek and linking with the Rifle River; and also has a new pocket park with water fountain that helps set the stage for year-round community events. The Outlets at West Branch are located about 2 miles south of the downtown, which helps intercept vacationing families and has created a value-oriented shopping hub.

Economic Profile – West Branch is the county seat with government operations that employ about 140 workers. The county seat also supports small businesses legal, insurance, title, surveying, real estate, and related professions. Worker inflow effectively doubles the city’s daytime population (see demographic profiles in [Section H](#)). The local economy is also supported by the West Branch Community Airport located about 3 miles southeast of downtown, and a branch of Kirtland Community College (located 1 mile southeast).

West Branch | Major Employers (Examples)

- John Tolfree Health Systems | Regional Medical Center
- Au Sable Valley Community | Mental Health
- The Villa at West Branch Nursing Care | Health Care
- Horizon Senior Living | Health Care
- The Brook of Gaylord | Retirement Community
- Kirtland Community College | Education
- West Branch-Rose City Schools | Education
- Ogemaw County Administration | Government
- Sandvik Hyperion Engineering Company
- Consumers Energy | Utilities
- West Branch Community Airport | Transportation
- Wausau Supply | Taylor Entrance Systems
- Lahti Fabrications | Metal
- Pepsi and Coca-Cola | Beverages
- Griffin Beverages
- Outlets at West Branch | Retailers
- Kmart Discount | Retailer
- Home Depot | Retailer
- Super 8 Hotel | Accommodations

Investment Opportunities – Downtown West Branch has recently completed streetscape improvements and there are programs available for façade restorations and renovation for upper level lofts. Several of the downtown’s existing buildings are ideal candidates for reinvestment and renovations (see aerial photos in [Section A](#)). Ogemaw Creek wraps around the downtown and links with the popular Rifle River, and creek-side locations could appeal to migrating households seeking water access while being able to walk to the downtown.

Analysis of PlaceScores™

Introduction – Placemaking is a key ingredient for achieving each community’s full residential market potential, particularly under the aggressive or maximum scenario. Extensive internet research has been conducted to evaluate the success of Rose City and West Branch relative to other places 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 Ogemaw County, Michigan – 2016

| Community Names | 2013 Population | PlaceScore (30 Points) |
|-----------------|--------------------|---------------------------|
| Rose City | 623 | 11 |
| Skidway Lake | 3,332 | -- |
| West Branch | 2,138 | 21 |

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

Summary of the PlaceScores – The City of West Branch is the largest incorporated place in Ogemaw County. The city has a high score in the PlaceScore analysis ([Exhibit H.12](#)), and the score is also high relative to its size ([Exhibit H.13](#)). Rose City is much smaller and also scores lower in its overall PlaceScore (11 points out of 30 possible). Skidway Lake is relatively large but lacks a cohesive downtown district, so has been excluded from the analysis.

PlaceScore v. Market Size – There tends to be a correlation between PlaceScore and the market size in population. If the scores are adjusted for the market size (or calculated based on the score per 1,000 residents), then the results reveal an inverse logarithmic relationship. Smaller markets may have lower scores, but their points per 1,000 residents tend to be higher. Larger markets have higher scores, but their points per 1,000 residents tend to be lower.

Although the City of West Branch’s adjusted PlaceScore for market size is lower than its unadjusted PlaceScore, it still scores within a range that is expected of a city of its size. The City of Rose City’s adjusted PlaceScore is higher than its unadjusted PlaceScore, and its score falls within a range that is expected of a smaller city size. These relationships are evident in the comparison between Exhibit H.12 and Exhibit H.13.

Contact Information

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

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

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A - H

Ogemaw County

Prepared by:



LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3
Michigan State Housing Development Authority



MSHDA
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Table of Contents

| | |
|---|----------------|
| Investment Opportunities | A |
| Summary Tables and Charts | B |
| Conservative Scenario County Totals | C |
| Aggressive Scenario County Totals | D |
| Aggressive Scenario Places | E |
| Contract Rents County and Places | F ₁ |
| Home Values County and Places | F ₂ |
| Existing Households County and Places | G |
| Market Assessment County and Places | H |



A

Investment Opportunities

Prepared by:



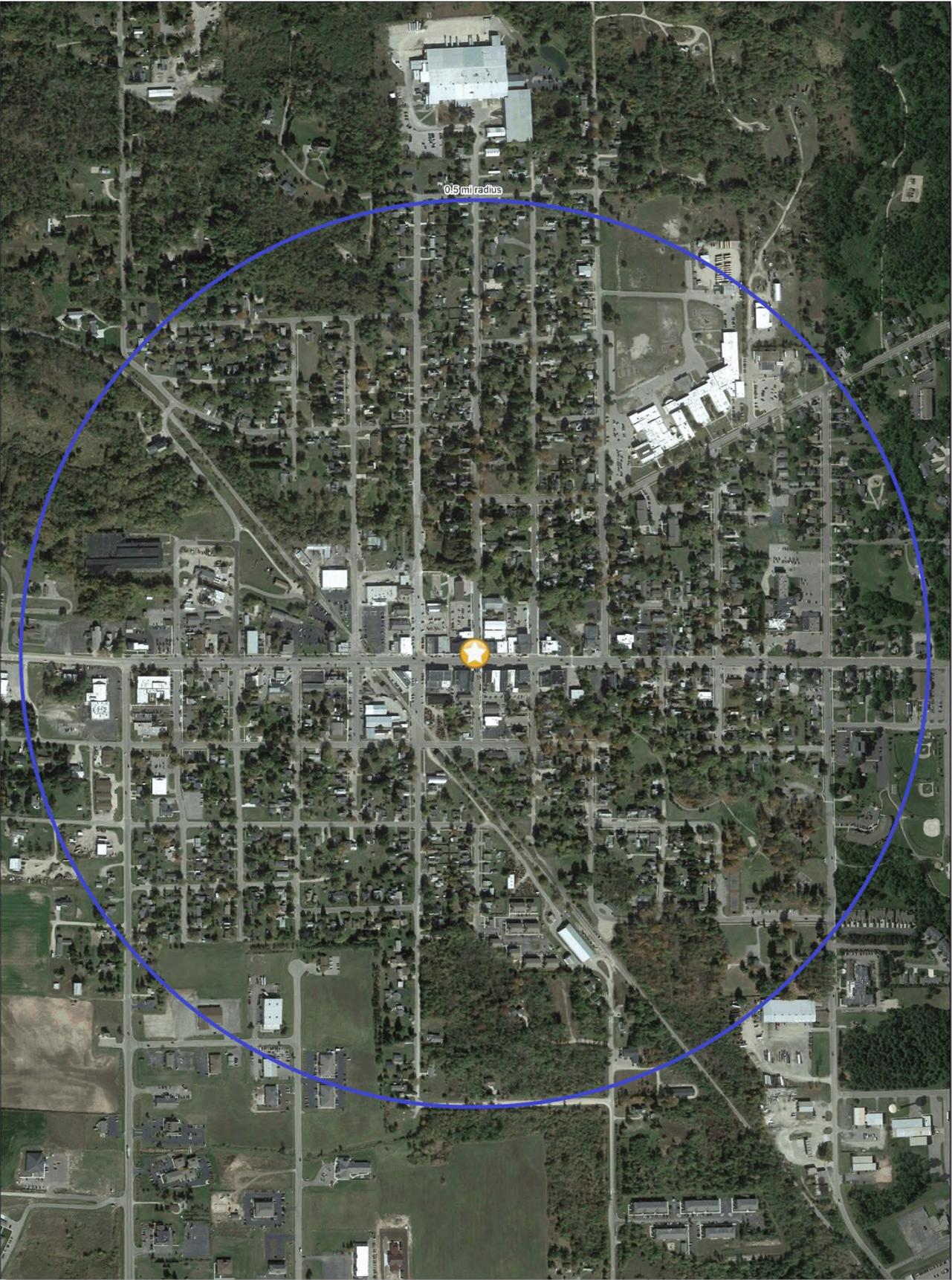
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Scale and Character of Existing Downtown Buildings | Pocket Park and Fountain
The City of West Branch | Ogemaw County | NE Michigan Prosperity Region 3



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



Credits | Left - Movie by Forbidden Michigan via www.Youtube.com | Right - The City of West Branch.

Scale, Compactness, and Character of Existing Downtown Buildings
The City of West Branch | Ogemaw County | NE Michigan Prosperity Region 3



Photo credits | Original photos by LandUse | USA; 2016.

Scale and Unique Character of Selected Buildings in and near the Downtown
The City of West Branch | Ogemaw County | NE Michigan Prosperity Region 3



Photo credits | Original photos by Growing Home Design and LandUse | USA; 2016.

Potential Opportunities for Rehab and Façade Restoration for Existing Buildings
The City of West Branch | Ogemaw County | NE Michigan Prosperity Region 3



Photo credits | Original photos by LandUse|USA; 2016.

Potential Opportunities for Vertical Expansion above Exiting Downtown Buildings
The City of West Branch | Ogemaw County | NE Michigan Prosperity Region 3



Photo credits | Original photos by LandUse|USA; 2016.

Downtown Properties along Ogemaw Creek, which Links to the Rifle River
The City of West Branch | Ogemaw County | NE Michigan Prosperity Region 3



Above | Parking lot servicing Branham's Jewelry Store



- Left | Sunrise Print Communications, Inc.

Right | ABC Medical Supply -



Photo credits | Original photos by LandUse|USA; 2016.

Vacant Bicycle Company Facilities | Adjacent Properties along Ogemaw Creek
The City of West Branch | Ogemaw County | NE Michigan Prosperity Region 3

Exhibit A.8



Photo credits | Original photos by LandUse|USA; 2016.

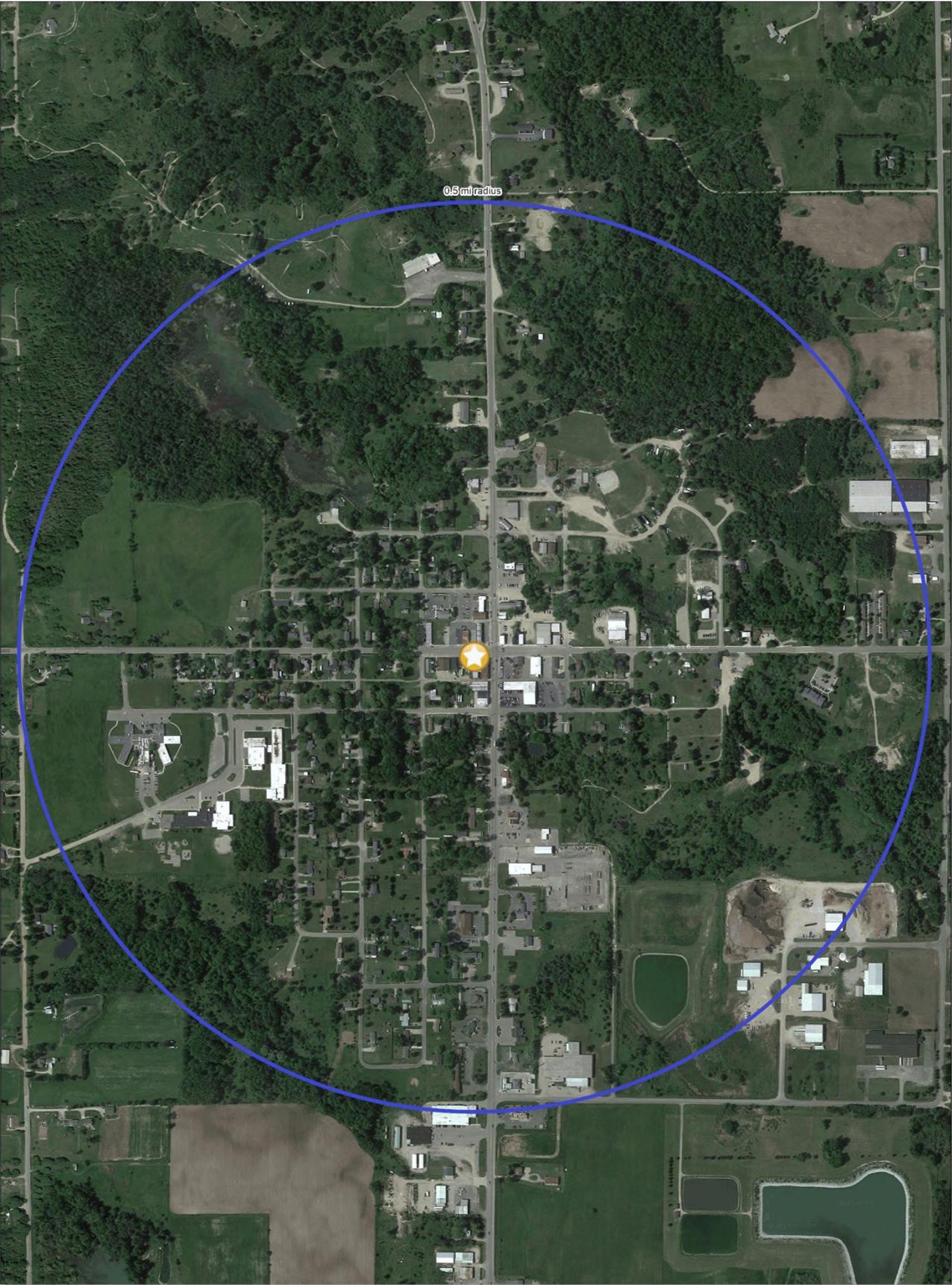


Photo Credits | Clips from movies taken by Chosen Won, as posted on www.YouTube.com; 2014.

Location | Between 8th St. and Husted Dr., along the south side of Ogemaw Creek and north of the railroad tracks.
One block west of, and adjacent to the existing downtown district (i.e., walkable to the downtown).

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

Exhibit A.9

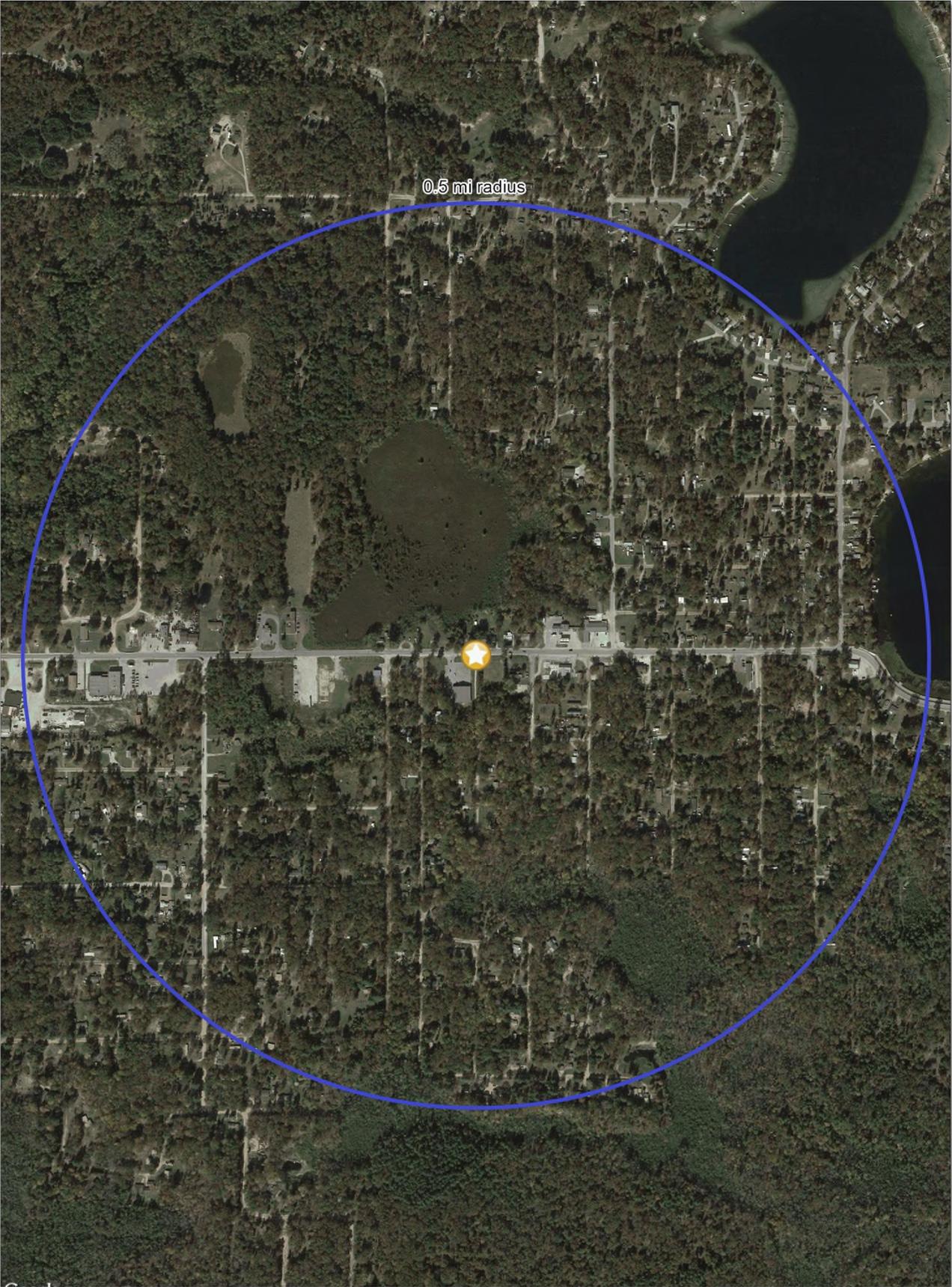


Source: Underlying aerial provided to Google Earth and licensed to LandUse|USA through Sites|USA.
Exhibit prepared by LandUse|USA; 2016 ©.

Images Conveying the Downtown Character and Placemaking Amenities
The City of Rose City | Ogemaw County | NE Michigan Prosperity Region 3



Photo Credits: Michigan Municipal League; 2014 - 2015.



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B

Summary Tables and Charts

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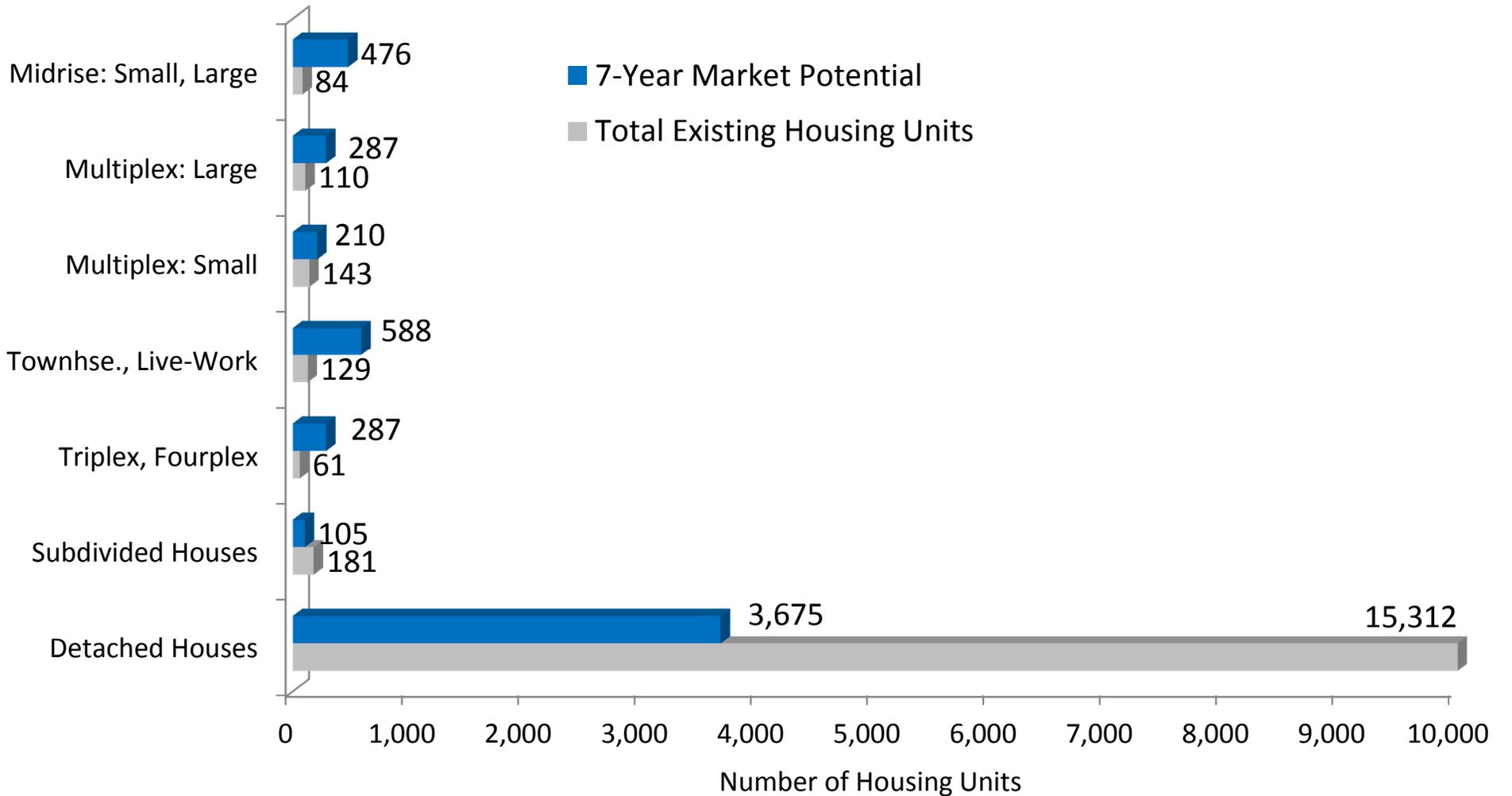
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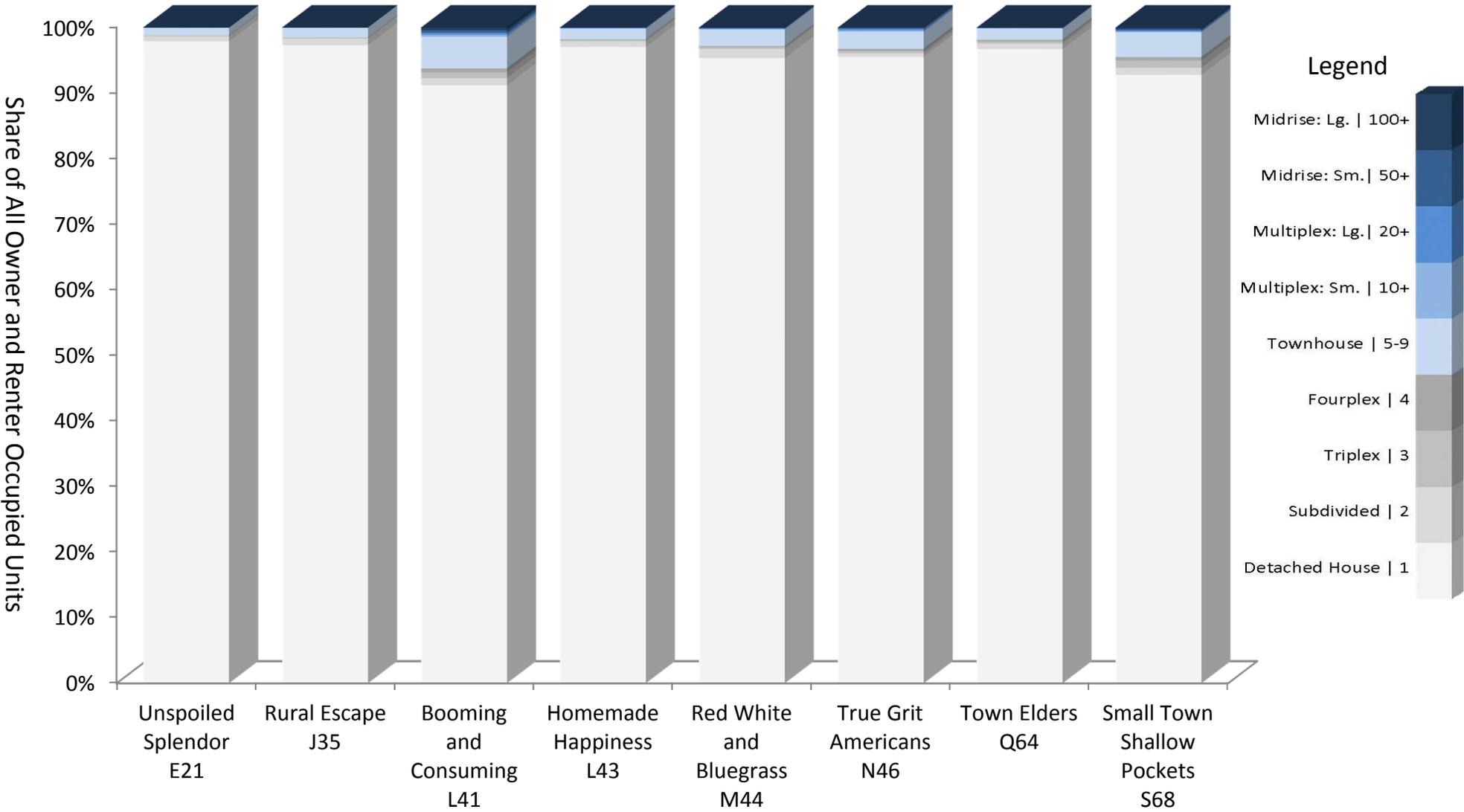
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7-Year Market Potential v. Total Existing Housing Units
All 71 Lifestyle Clusters - Aggressive Scenario
Ogemaw County, Michigan - 2016 - 2022



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

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



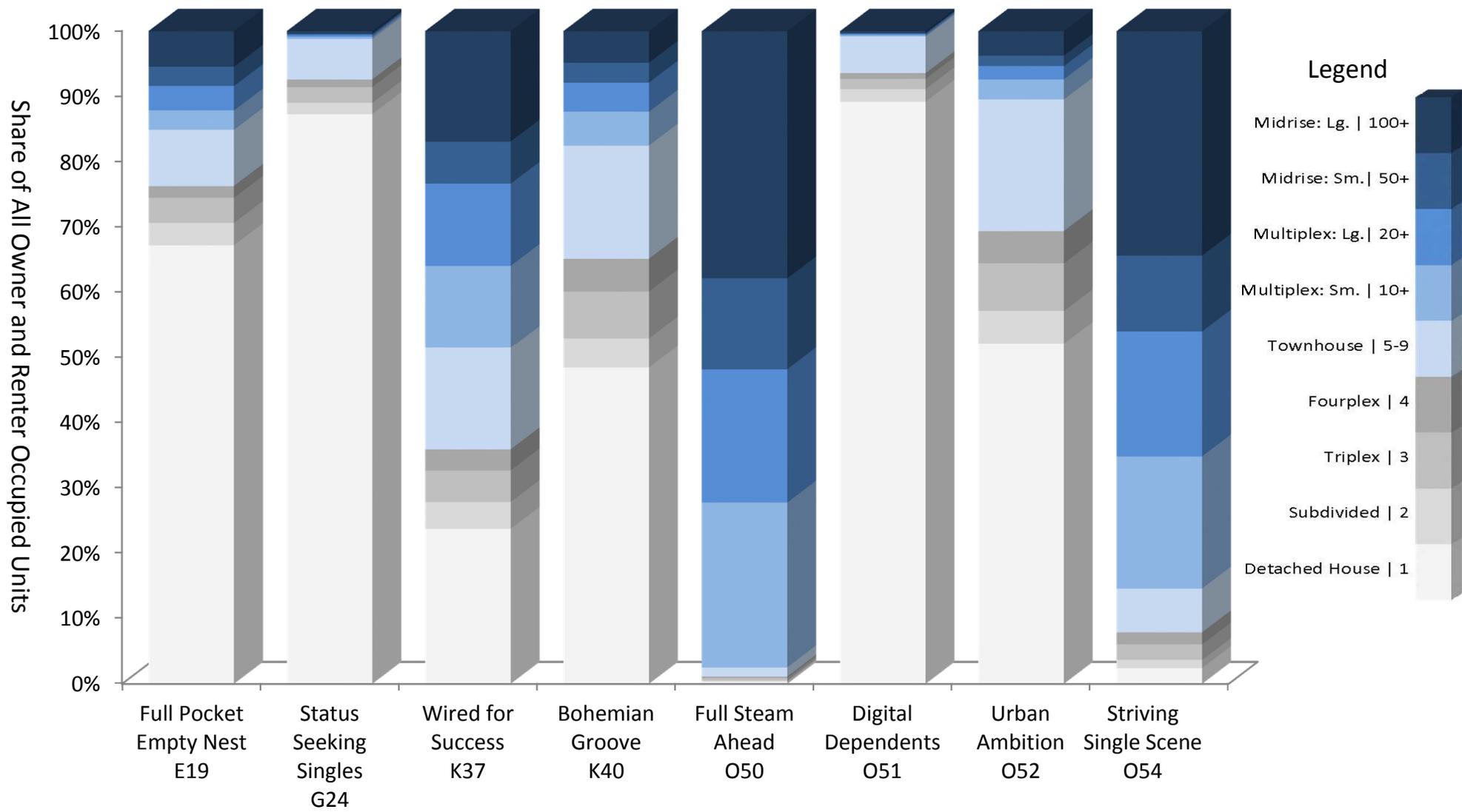
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Residential Market Parameters for Most Prevalent Lifestyle Clusters
 High Preference for Detached Houses - Northeast Michigan Prosperity Region 3
 With Data Averages for the State of Michigan - 2015

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

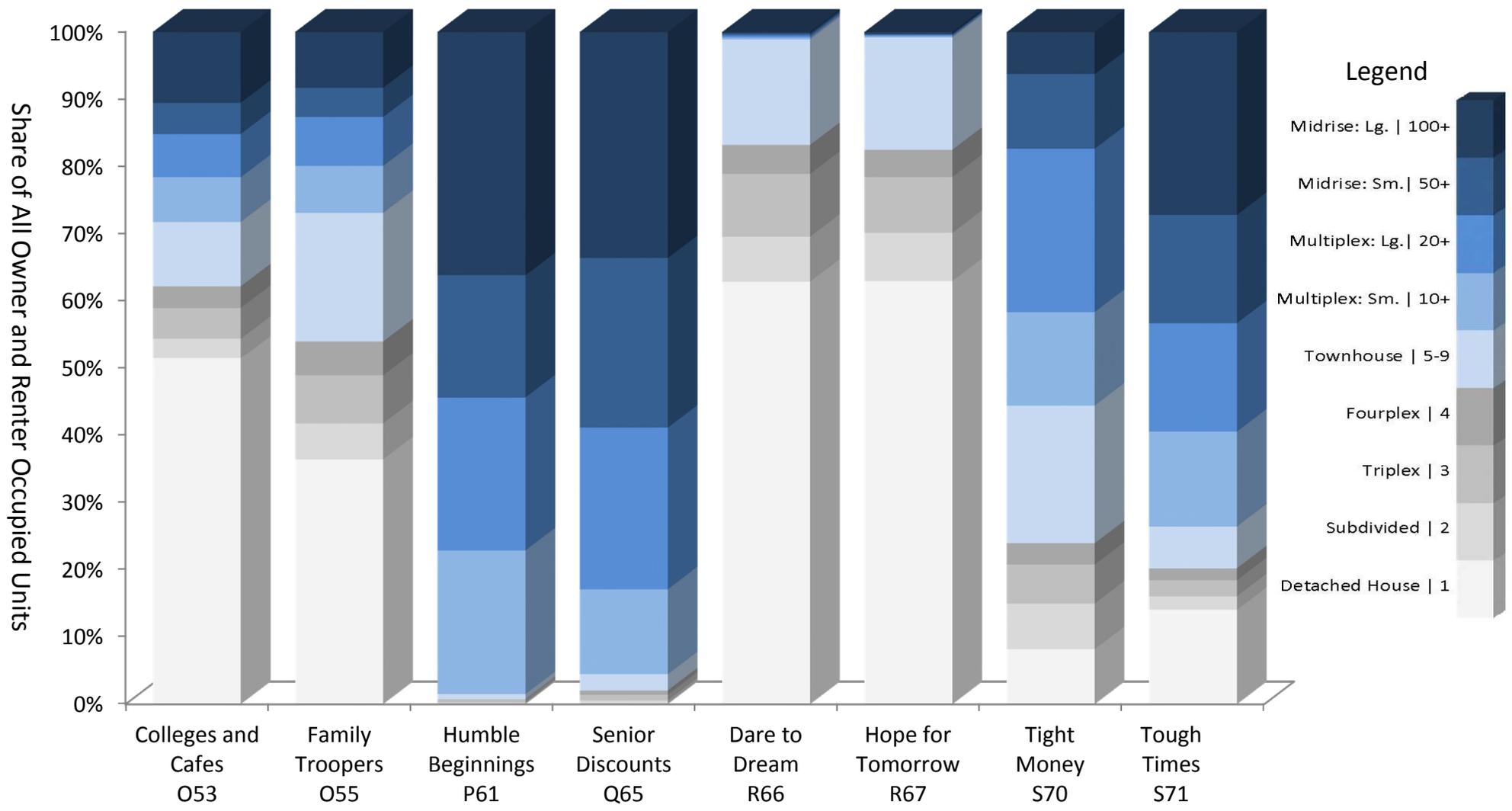
Source: Underlying data represents Mosaic|USA data provided by Experian Decision Analytics and Powered by Sites|USA.
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Missing Middle Housing Formats v. Houses Preferences of Upscale Target Markets Northeast Michigan Prosperity Region 3 - Year 2016



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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% | |

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C

Conservative Scenario

Prepared by:



LandUseUSA

Prepared for:

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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
 Ogemaw COUNTY, Michigan - 2016 - 2020

| CONSERVATIVE SCENARIO | Ogemaw COUNTY 71 Lifestyle Clusters | | | Ogemaw COUNTY Upscale Target Markets | | | Ogemaw COUNTY Moderate Target Markets | | |
|----------------------------|--|--------|---------|---|--------|---------|--|--------|---------|
| | Total | Owners | Renters | Total | Owners | Renters | Total | Owners | Renters |
| Total Housing Units | 342 | 167 | 175 | 38 | 9 | 29 | 70 | 2 | 68 |
| 1 Detached Houses | 245 | 165 | 80 | 21 | 9 | 12 | 4 | 0 | 4 |
| 2 Side-by-Side & Stacked | 6 | 0 | 6 | 2 | 0 | 2 | 3 | 0 | 3 |
| 3 Side-by-Side & Stacked | 9 | 0 | 9 | 3 | 0 | 3 | 4 | 0 | 4 |
| 4 Side-by-Side & Stacked | 5 | 0 | 5 | 1 | 0 | 1 | 3 | 0 | 3 |
| 5-9 Townhse., Live-Work | 29 | 0 | 29 | 7 | 0 | 7 | 12 | 0 | 12 |
| 10-19 Multiplex: Small | 9 | 0 | 9 | 1 | 0 | 1 | 8 | 0 | 8 |
| 20-49 Multiplex: Large | 14 | 0 | 14 | 1 | 0 | 1 | 13 | 0 | 13 |
| 50-99 Midrise: Small | 11 | 1 | 10 | 1 | 0 | 1 | 10 | 1 | 9 |
| 100+ Midrise: Large | 14 | 1 | 13 | 1 | 0 | 1 | 13 | 1 | 12 |
| Total Units | 342 | 167 | 175 | 38 | 9 | 29 | 70 | 2 | 68 |
| Detached | 245 | 165 | 80 | 21 | 9 | 12 | 4 | 0 | 4 |
| Attached | 97 | 2 | 95 | 17 | 0 | 17 | 66 | 2 | 64 |

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

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

Exhibit C.2

| | Total 71 Lifestyle Clusters | Upscale Target Markets | Moderate Target Markets | Full Pockets Empty Nests E19 | Status Seeking Singles G24 | Wired for Success K37 | Bohem- ian Groove K40 | Full Steam Ahead O50 | Digital Depend- ents O51 | Urban Ambit- ion O52 | Striving Single Scene O54 |
|--|-----------------------------------|------------------------------|-------------------------------|--|---------------------------------------|----------------------------------|----------------------------------|---------------------------------|-------------------------------------|---------------------------------|--------------------------------------|
| CONSERVATIVE SCENARIO (Per In-Migration Only) | All 71 | Upscale | Moderate | U | U | U | U | U | U | U | U |
| Target Market - Level | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 |
| Ogemaw COUNTY - Total | 342 | 38 | 70 | 0 | 0 | 0 | 15 | 0 | 24 | 0 | 0 |
| Ogemaw COUNTY - Owners | 167 | 9 | 2 | 0 | 0 | 0 | 0 | 0 | 9 | 0 | 0 |
| 1 Detached Houses | 165 | 9 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 0 | 0 |
| 2 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5-9 Townhse., Live-Work | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10-19 Multiplex: Small | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ogemaw COUNTY - Renters | 175 | 29 | 68 | 0 | 0 | 0 | 15 | 0 | 15 | 0 | 0 |
| 1 Detached Houses | 80 | 12 | 4 | 0 | 0 | 0 | 2 | 0 | 10 | 0 | 0 |
| 2 Side-by-Side & Stacked | 6 | 2 | 3 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 |
| 3 Side-by-Side & Stacked | 9 | 3 | 4 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 0 |
| 4 Side-by-Side & Stacked | 5 | 1 | 3 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 5-9 Townhse., Live-Work | 29 | 7 | 12 | 0 | 0 | 0 | 4 | 0 | 3 | 0 | 0 |
| 10-19 Multiplex: Small | 9 | 1 | 8 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 14 | 1 | 13 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 10 | 1 | 9 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 13 | 1 | 12 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |

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

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

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

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

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Ogemaw 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 |
| Ogemaw COUNTY - Total | 342 | 38 | 70 | 0 | 14 | 0 | 17 | 8 | 0 | 19 | 14 |
| Ogemaw COUNTY - Owners | 167 | 9 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| 1 Detached Houses | 165 | 9 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5-9 Townhse., Live-Work | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10-19 Multiplex: Small | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Ogemaw COUNTY - Renters | 175 | 29 | 68 | 0 | 14 | 0 | 15 | 8 | 0 | 19 | 14 |
| 1 Detached Houses | 80 | 12 | 4 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 |
| 2 Side-by-Side & Stacked | 6 | 2 | 3 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 |
| 3 Side-by-Side & Stacked | 9 | 3 | 4 | 0 | 1 | 0 | 0 | 2 | 0 | 1 | 0 |
| 4 Side-by-Side & Stacked | 5 | 1 | 3 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 |
| 5-9 Townhse., Live-Work | 29 | 7 | 12 | 0 | 4 | 0 | 0 | 3 | 0 | 4 | 1 |
| 10-19 Multiplex: Small | 9 | 1 | 8 | 0 | 1 | 0 | 2 | 0 | 0 | 3 | 2 |
| 20-49 Multiplex: Large | 14 | 1 | 13 | 0 | 1 | 0 | 4 | 0 | 0 | 5 | 3 |
| 50-99 Midrise: Small | 10 | 1 | 9 | 0 | 1 | 0 | 4 | 0 | 0 | 2 | 2 |
| 100+ Midrise: Large | 13 | 1 | 12 | 0 | 2 | 0 | 5 | 0 | 0 | 1 | 4 |

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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
 Ogemaw COUNTY, Michigan - 2016 - 2020

| AGGRESSIVE SCENARIO | Ogemaw COUNTY 71 Lifestyle Clusters | | | Ogemaw COUNTY Upscale Target Markets | | | Ogemaw COUNTY Moderate Target Markets | | |
|----------------------------|--|--------|---------|---|--------|---------|--|--------|---------|
| | Total | Owners | Renters | Total | Owners | Renters | Total | Owners | Renters |
| Total Housing Units | 804 | 295 | 509 | 97 | 17 | 80 | 193 | 3 | 190 |
| 1 Detached Houses | 525 | 292 | 233 | 50 | 17 | 33 | 12 | 0 | 12 |
| 2 Side-by-Side & Stacked | 15 | 0 | 15 | 4 | 0 | 4 | 7 | 0 | 7 |
| 3 Side-by-Side & Stacked | 27 | 0 | 27 | 7 | 0 | 7 | 11 | 0 | 11 |
| 4 Side-by-Side & Stacked | 14 | 0 | 14 | 4 | 0 | 4 | 7 | 0 | 7 |
| 5-9 Townhse., Live-Work | 84 | 0 | 84 | 20 | 0 | 20 | 33 | 0 | 33 |
| 10-19 Multiplex: Small | 30 | 0 | 30 | 4 | 0 | 4 | 25 | 0 | 25 |
| 20-49 Multiplex: Large | 41 | 1 | 40 | 3 | 0 | 3 | 37 | 1 | 36 |
| 50-99 Midrise: Small | 29 | 1 | 28 | 2 | 0 | 2 | 26 | 1 | 25 |
| 100+ Midrise: Large | 39 | 1 | 38 | 3 | 0 | 3 | 35 | 1 | 34 |
| Total Units | 804 | 295 | 509 | 97 | 17 | 80 | 193 | 3 | 190 |
| Detached | 525 | 292 | 233 | 50 | 17 | 33 | 12 | 0 | 12 |
| Attached | 279 | 3 | 276 | 47 | 0 | 47 | 181 | 3 | 178 |

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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
 Ogemaw COUNTY, Michigan - 2016 - 2020

Exhibit D.2

| | Total 71 Lifestyle Clusters | Upscale Target Markets | Moderate Target Markets | Full Pockets Empty Nests E19 | Status Seeking Singles G24 | Wired for Success K37 | Bohem- ian Groove K40 | Full Steam Ahead O50 | Digital Depend- ents O51 | Urban Ambit- ion O52 | Striving Single Scene O54 |
|--|-----------------------------------|------------------------------|-------------------------------|--|---------------------------------------|----------------------------------|----------------------------------|---------------------------------|-------------------------------------|---------------------------------|--------------------------------------|
| AGGRESSIVE SCENARIO (Per In-Migration Only) | | | | | | | | | | | |
| Target Market - Level | All 71 | Upscale | Moderate | U | U | U | U | U | U | U | U |
| Year of Data | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 |
| Ogemaw COUNTY - Total | 804 | 97 | 193 | 0 | 0 | 0 | 43 | 0 | 57 | 0 | 0 |
| Ogemaw COUNTY - Owners | 295 | 17 | 3 | 0 | 0 | 0 | 1 | 0 | 16 | 0 | 0 |
| 1 Detached Houses | 292 | 17 | 0 | 0 | 0 | 0 | 1 | 0 | 16 | 0 | 0 |
| 2 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5-9 Townhse., Live-Work | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10-19 Multiplex: Small | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ogemaw COUNTY - Renters | 509 | 80 | 190 | 0 | 0 | 0 | 42 | 0 | 41 | 0 | 0 |
| 1 Detached Houses | 233 | 33 | 12 | 0 | 0 | 0 | 7 | 0 | 26 | 0 | 0 |
| 2 Side-by-Side & Stacked | 15 | 4 | 7 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 |
| 3 Side-by-Side & Stacked | 27 | 7 | 11 | 0 | 0 | 0 | 5 | 0 | 2 | 0 | 0 |
| 4 Side-by-Side & Stacked | 14 | 4 | 7 | 0 | 0 | 0 | 3 | 0 | 1 | 0 | 0 |
| 5-9 Townhse., Live-Work | 84 | 20 | 33 | 0 | 0 | 0 | 12 | 0 | 8 | 0 | 0 |
| 10-19 Multiplex: Small | 30 | 4 | 25 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 40 | 3 | 36 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 28 | 2 | 25 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 38 | 3 | 34 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 |

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Ogemaw 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 |
| Ogemaw COUNTY - Total | 804 | 97 | 193 | 0 | 34 | 0 | 45 | 22 | 0 | 52 | 42 |
| Ogemaw COUNTY - Owners | 295 | 17 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 |
| 1 Detached Houses | 292 | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5-9 Townhse., Live-Work | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10-19 Multiplex: Small | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Ogemaw COUNTY - Renters | 509 | 80 | 190 | 0 | 34 | 0 | 42 | 22 | 0 | 52 | 42 |
| 1 Detached Houses | 233 | 33 | 12 | 0 | 4 | 0 | 0 | 6 | 0 | 1 | 1 |
| 2 Side-by-Side & Stacked | 15 | 4 | 7 | 0 | 2 | 0 | 0 | 2 | 0 | 2 | 1 |
| 3 Side-by-Side & Stacked | 27 | 7 | 11 | 0 | 3 | 0 | 0 | 4 | 0 | 3 | 1 |
| 4 Side-by-Side & Stacked | 14 | 4 | 7 | 0 | 2 | 0 | 0 | 2 | 0 | 2 | 1 |
| 5-9 Townhse., Live-Work | 84 | 20 | 33 | 0 | 10 | 0 | 1 | 7 | 0 | 12 | 3 |
| 10-19 Multiplex: Small | 30 | 4 | 25 | 0 | 4 | 0 | 6 | 0 | 0 | 8 | 7 |
| 20-49 Multiplex: Large | 40 | 3 | 36 | 0 | 4 | 0 | 10 | 0 | 0 | 14 | 8 |
| 50-99 Midrise: Small | 28 | 2 | 25 | 0 | 2 | 0 | 10 | 0 | 0 | 6 | 7 |
| 100+ Midrise: Large | 38 | 3 | 34 | 0 | 4 | 0 | 14 | 0 | 0 | 3 | 13 |

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

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

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

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



E

**Aggressive Scenario
Places**

Prepared by:



LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3
Michigan State Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

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

| AGGRESSIVE SCENARIO | Lupton CDP 71 Lifestyle Clusters | | | Village of Prescott 71 Lifestyle Clusters | | | City of Rose City 71 Lifestyle Clusters | | |
|----------------------------|-------------------------------------|--------|---------|--|--------|---------|--|--------|---------|
| | Total | Owners | Renters | Total | Owners | Renters | Total | Owners | Renters |
| Total Housing Units | 1 | 1 | 0 | 1 | 1 | 0 | 36 | 15 | 21 |
| 1 Detached Houses | 1 | 1 | 0 | 1 | 1 | 0 | 24 | 15 | 9 |
| 2 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5-9 Townhse., Live-Work | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 4 |
| 10-19 Multiplex: Small | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 |
| 20-49 Multiplex: Large | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 3 |
| 50-99 Midrise: Small | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 |
| 100+ Midrise: Large | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Total Units | 1 | 1 | 0 | 1 | 1 | 0 | 36 | 15 | 21 |
| Detached | 1 | 1 | 0 | 1 | 1 | 0 | 24 | 15 | 9 |
| Attached | 0 | 0 | 0 | 0 | 0 | 0 | 12 | 0 | 12 |

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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
 Ogemaw COUNTY, Michigan - 2016 - 2020

| AGGRESSIVE SCENARIO | Skidway Lake CDP 71 Lifestyle Clusters | | | City of West Branch 71 Lifestyle Clusters | | |
|----------------------------|---|--------|---------|--|--------|---------|
| | Total | Owners | Renters | Total | Owners | Renters |
| Total Housing Units | 304 | 91 | 213 | 139 | 29 | 110 |
| 1 Detached Houses | 245 | 91 | 154 | 59 | 29 | 30 |
| 2 Side-by-Side & Stacked | 5 | 0 | 5 | 4 | 0 | 4 |
| 3 Side-by-Side & Stacked | 8 | 0 | 8 | 8 | 0 | 8 |
| 4 Side-by-Side & Stacked | 4 | 0 | 4 | 6 | 0 | 6 |
| 5-9 Townhse., Live-Work | 29 | 0 | 29 | 24 | 0 | 24 |
| 10-19 Multiplex: Small | 2 | 0 | 2 | 10 | 0 | 10 |
| 20-49 Multiplex: Large | 3 | 0 | 3 | 12 | 0 | 12 |
| 50-99 Midrise: Small | 3 | 0 | 3 | 8 | 0 | 8 |
| 100+ Midrise: Large | 5 | 0 | 5 | 8 | 0 | 8 |
| Total Units | 304 | 91 | 213 | 139 | 29 | 110 |
| Detached | 245 | 1 | 0 | 59 | 29 | 30 |
| Attached | 59 | 0 | 0 | 80 | 0 | 80 |

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

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

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

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

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

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

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

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

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

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

Exhibit E.5

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

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

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

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

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

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

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 City of Rose City - Ogemaw 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 |
| City of Rose City - Total | 36 | 3 | 10 | 0 | 0 | 0 | 2 | 0 | 3 | 0 | 0 |
| City of Rose City - Owners | 15 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| 1 Detached Houses | 15 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| 2 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5-9 Townhse., Live-Work | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10-19 Multiplex: Small | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| City of Rose City - Renters | 21 | 2 | 10 | 0 | 0 | 0 | 2 | 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 | 4 | 1 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 10-19 Multiplex: Small | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 City of Rose City - Ogemaw 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 |
| City of Rose City - Total | 36 | 3 | 10 | 0 | 1 | 0 | 4 | 0 | 0 | 7 | 0 |
| City of Rose City - Owners | 15 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 1 Detached Houses | 15 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5-9 Townhse., Live-Work | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10-19 Multiplex: Small | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| City of Rose City - Renters | 21 | 2 | 10 | 0 | 1 | 0 | 4 | 0 | 0 | 7 | 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 | 4 | 1 | 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 | 3 | 0 | 3 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 0 |
| 50-99 Midrise: Small | 2 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| 100+ Midrise: Large | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Skidway Lake CDP - Ogemaw 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) | | | | | | | | | | | |
| 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 |
| Skidway Lake CDP - Total | 304 | 2 | 8 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| Skidway Lake CDP - Owners | 91 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| 1 Detached Houses | 91 | 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 |
| Skidway Lake CDP - Renters | 213 | 1 | 8 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| 1 Detached Houses | 154 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| 2 Side-by-Side & Stacked | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 Side-by-Side & Stacked | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 Side-by-Side & Stacked | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5-9 Townhse., Live-Work | 29 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10-19 Multiplex: Small | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 5 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Skidway Lake CDP - Ogemaw 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 |
| Skidway Lake CDP - Total | 304 | 2 | 8 | 0 | 0 | 0 | 10 | 0 | 0 | 0 | 0 |
| Skidway Lake CDP - Owners | 91 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 1 Detached Houses | 91 | 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 |
| Skidway Lake CDP - Renters | 213 | 1 | 8 | 0 | 0 | 0 | 9 | 0 | 0 | 0 | 0 |
| 1 Detached Houses | 154 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 Side-by-Side & Stacked | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 Side-by-Side & Stacked | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 Side-by-Side & Stacked | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5-9 Townhse., Live-Work | 29 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10-19 Multiplex: Small | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 3 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 3 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 5 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 |

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

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

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

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

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

Exhibit E.11

| | Total 71 Lifestyle Clusters | Upscale Target Markets | Moderate Target Markets | Full Pockets Empty Nests E19 | Status Seeking Singles G24 | Wired for Success K37 | Bohem- ian Groove K40 | Full Steam Ahead O50 | Digital Depend- ents O51 | Urban Ambit- ion O52 | Striving Single Scene O54 |
|-------------------------------|-----------------------------------|------------------------------|-------------------------------|--|---------------------------------------|----------------------------------|----------------------------------|---------------------------------|-------------------------------------|---------------------------------|--------------------------------------|
| Target Market - Level | All 71 | Upscale | Moderate | U | U | U | U | U | U | U | U |
| Year of Data | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 |
| City of West Branch - Total | 139 | 26 | 67 | 0 | 0 | 0 | 19 | 0 | 8 | 0 | 0 |
| City of West Branch - Owners | 29 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| 1 Detached Houses | 29 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| 2 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5-9 Townhse., Live-Work | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10-19 Multiplex: Small | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| City of West Branch - Renters | 110 | 24 | 67 | 0 | 0 | 0 | 19 | 0 | 6 | 0 | 0 |
| 1 Detached Houses | 30 | 7 | 6 | 0 | 0 | 0 | 3 | 0 | 4 | 0 | 0 |
| 2 Side-by-Side & Stacked | 4 | 1 | 3 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 3 Side-by-Side & Stacked | 8 | 2 | 6 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| 4 Side-by-Side & Stacked | 6 | 2 | 4 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| 5-9 Townhse., Live-Work | 24 | 7 | 15 | 0 | 0 | 0 | 6 | 0 | 1 | 0 | 0 |
| 10-19 Multiplex: Small | 10 | 2 | 8 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 12 | 1 | 11 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 8 | 1 | 7 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 8 | 1 | 7 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |

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

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

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

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

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

Exhibit E.12

| AGGRESSIVE SCENARIO (Per In-Migration Only) | Total 71 Lifestyle Clusters | Upscale Target Markets | Moderate Target Markets | Colleges Cafes O53 | Family Troopers O55 | Humble Begin- nings P61 | Senior Discount Q65 | Dare to Dream R66 | Hope for Tomor- row R67 | Tight Money S70 | Tough Times S71 |
|--|-----------------------------------|------------------------------|-------------------------------|----------------------------|-----------------------------|------------------------------------|-----------------------------|------------------------------|---------------------------------------|-------------------------|-------------------------|
| Target Market - Level | All 71 | Upscale | Moderate | M | M | M | M | M | M | M | M |
| Year of Data | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 |
| City of West Branch - Total | 139 | 26 | 67 | 0 | 21 | 0 | 14 | 13 | 0 | 22 | 0 |
| City of West Branch - Owners | 29 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 1 Detached Houses | 29 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 Side-by-Side & Stacked | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5-9 Townhse., Live-Work | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10-19 Multiplex: Small | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20-49 Multiplex: Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 50-99 Midrise: Small | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 100+ Midrise: Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| City of West Branch - Renters | 110 | 24 | 67 | 0 | 21 | 0 | 13 | 13 | 0 | 22 | 0 |
| 1 Detached Houses | 30 | 7 | 6 | 0 | 2 | 0 | 0 | 4 | 0 | 0 | 0 |
| 2 Side-by-Side & Stacked | 4 | 1 | 3 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 |
| 3 Side-by-Side & Stacked | 8 | 2 | 6 | 0 | 2 | 0 | 0 | 3 | 0 | 1 | 0 |
| 4 Side-by-Side & Stacked | 6 | 2 | 4 | 0 | 2 | 0 | 0 | 1 | 0 | 1 | 0 |
| 5-9 Townhse., Live-Work | 24 | 7 | 15 | 0 | 6 | 0 | 0 | 4 | 0 | 5 | 0 |
| 10-19 Multiplex: Small | 10 | 2 | 8 | 0 | 2 | 0 | 2 | 0 | 0 | 4 | 0 |
| 20-49 Multiplex: Large | 12 | 1 | 11 | 0 | 2 | 0 | 3 | 0 | 0 | 6 | 0 |
| 50-99 Midrise: Small | 8 | 1 | 7 | 0 | 1 | 0 | 3 | 0 | 0 | 3 | 0 |
| 100+ Midrise: Large | 8 | 1 | 7 | 0 | 2 | 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".



F₁

Contract Rents County and Places

Prepared by:



LandUseUSA

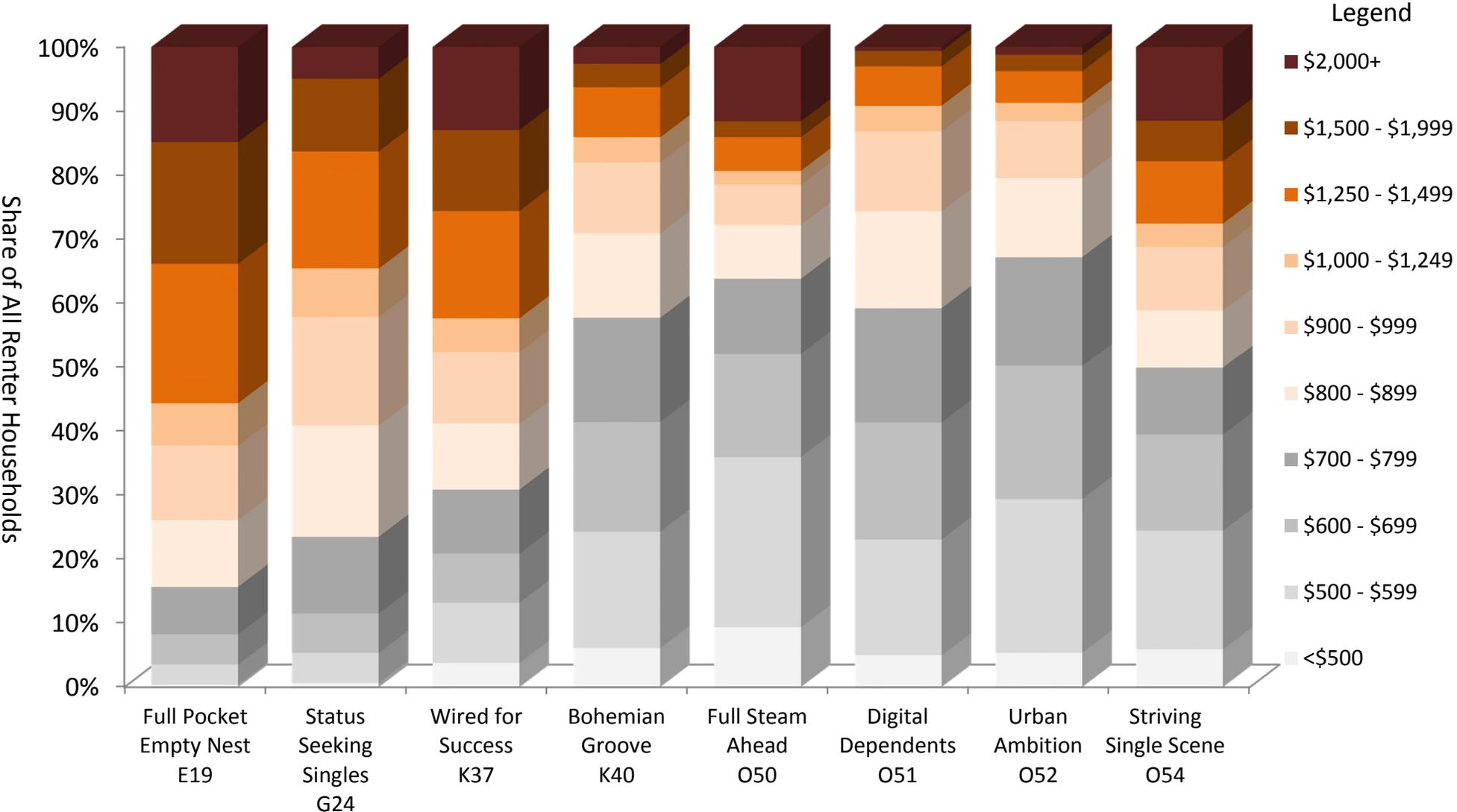
Prepared for:

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
Ogemaw 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 | 8.1% | 0.9% | 1.4% | 7.5% | 9.1% | 13.6% | 7.2% | 7.4% | 9.6% |
| \$500 - \$599 | 17.1% | 6.6% | 8.1% | 15.8% | 22.8% | 32.6% | 22.2% | 28.2% | 25.7% |
| \$600 - \$699 | 14.8% | 10.0% | 11.0% | 13.4% | 22.3% | 20.6% | 23.2% | 25.3% | 21.5% |
| \$700 - \$799 | 13.7% | 14.3% | 19.3% | 15.7% | 19.3% | 13.5% | 20.7% | 18.8% | 13.6% |
| \$800 - \$899 | 11.8% | 15.9% | 22.2% | 12.9% | 12.3% | 7.7% | 13.8% | 10.8% | 9.3% |
| \$900 - \$999 | 8.1% | 11.4% | 14.1% | 9.1% | 6.7% | 3.7% | 7.3% | 5.0% | 6.6% |
| \$1,000 - \$1,249 | 3.1% | 5.0% | 4.8% | 3.3% | 1.8% | 1.0% | 1.8% | 1.2% | 1.9% |
| \$1,250 - \$1,499 | 9.3% | 15.5% | 10.9% | 9.7% | 3.4% | 2.2% | 2.6% | 2.0% | 4.7% |
| \$1,500 - \$1,999 | 6.8% | 11.5% | 5.7% | 6.3% | 1.3% | 0.9% | 0.9% | 0.9% | 2.6% |
| \$2,000+ | 7.2% | 9.0% | 2.5% | 6.4% | 1.0% | 4.2% | 0.2% | 0.4% | 4.7% |
| Summation | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Median | \$485 | \$792 | \$686 | \$666 | \$532 | \$514 | \$527 | \$507 | \$568 |

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
 Ogemaw 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 |
| Ogemaw COUNTY - Total | 794 | 98 | 193 | 0 | 0 | 0 | 43 | 0 | 57 | 0 | 0 |
| Ogemaw COUNTY - Renters | 511 | 83 | 191 | 0 | 0 | 0 | 42 | 0 | 41 | 0 | 0 |
| <\$500 | 109 | 7 | 42 | 0 | 0 | 0 | 4 | 0 | 3 | 0 | 0 |
| \$500 - \$599 | 159 | 19 | 58 | 0 | 0 | 0 | 10 | 0 | 9 | 0 | 0 |
| \$600 - \$699 | 108 | 19 | 40 | 0 | 0 | 0 | 9 | 0 | 10 | 0 | 0 |
| \$700 - \$799 | 60 | 16 | 21 | 0 | 0 | 0 | 8 | 0 | 8 | 0 | 0 |
| \$800 - \$899 | 36 | 11 | 13 | 0 | 0 | 0 | 5 | 0 | 6 | 0 | 0 |
| \$900 - \$999 | 19 | 6 | 8 | 0 | 0 | 0 | 3 | 0 | 3 | 0 | 0 |
| \$1,000 - \$1,249 | 5 | 2 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 |
| \$1,250 - \$1,499 | 9 | 2 | 4 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 |
| \$1,500 - \$1,999 | 3 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| \$2,000+ | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Summation | 511 | 83 | 191 | 0 | 0 | 0 | 42 | 0 | 41 | 0 | 0 |
| Med. Contract Rent | \$608 | -- | -- | \$950 | \$823 | \$799 | \$638 | \$616 | \$632 | \$608 | \$682 |

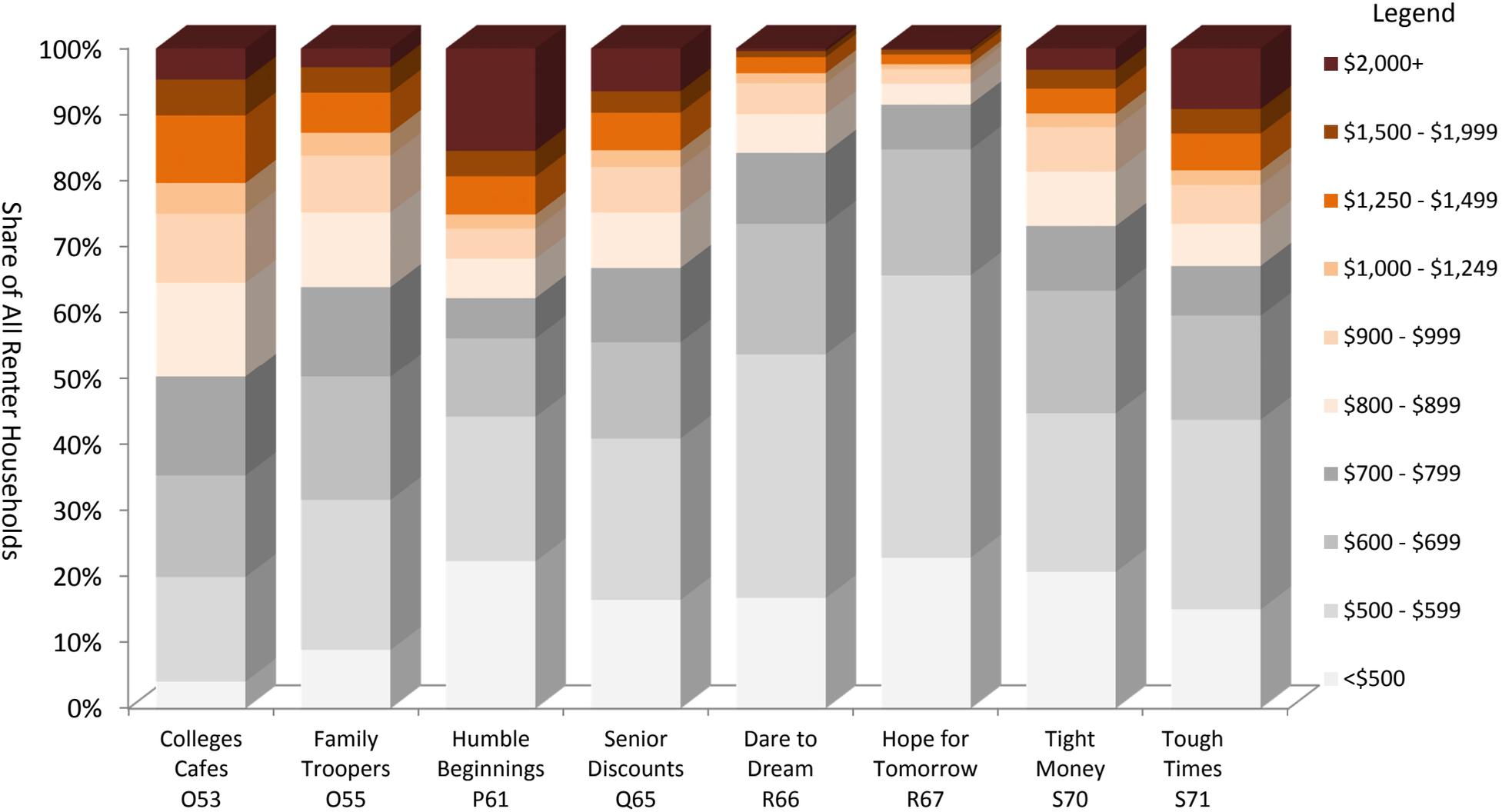
Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

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
Ogemaw 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 | 8.1% | 6.5% | 12.6% | 32.3% | 22.9% | 20.7% | 26.9% | 27.1% | 21.1% |
| \$500 - \$599 | 17.1% | 21.2% | 27.3% | 26.9% | 28.8% | 38.7% | 42.7% | 26.6% | 34.2% |
| \$600 - \$699 | 14.8% | 21.4% | 23.2% | 15.2% | 17.9% | 21.4% | 19.7% | 21.5% | 19.5% |
| \$700 - \$799 | 13.7% | 18.9% | 15.4% | 7.0% | 12.5% | 10.5% | 6.3% | 10.1% | 8.4% |
| \$800 - \$899 | 11.8% | 14.2% | 10.1% | 5.4% | 7.3% | 4.6% | 2.3% | 6.8% | 5.6% |
| \$900 - \$999 | 8.1% | 6.7% | 4.9% | 2.7% | 3.8% | 2.3% | 1.0% | 3.6% | 3.3% |
| \$1,000 - \$1,249 | 3.1% | 2.3% | 1.5% | 1.0% | 1.1% | 0.6% | 0.3% | 0.8% | 1.0% |
| \$1,250 - \$1,499 | 9.3% | 4.7% | 2.5% | 2.5% | 2.3% | 0.9% | 0.5% | 1.4% | 2.3% |
| \$1,500 - \$1,999 | 6.8% | 2.1% | 1.4% | 1.4% | 1.1% | 0.3% | 0.2% | 0.9% | 1.3% |
| \$2,000+ | 7.2% | 1.9% | 1.0% | 5.6% | 2.2% | 0.1% | 0.1% | 1.0% | 3.2% |
| Summation | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Median | \$485 | \$563 | \$506 | \$487 | \$482 | \$435 | \$405 | \$454 | \$484 |

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
 Ogemaw COUNTY, Michigan - 2016 - 2020

Exhibit F1.6

| AGGRESSIVE SCENARIO (Per In-Migration Only) | Total 71 Lifestyle Clusters | Upscale Target Markets | Moderate Target Markets | Colleges Cafes O53 | Family Troopers O55 | Humble Begin- nings P61 | Senior Discount Q65 | Dare to Dream R66 | Hope for Tomor- row R67 | Tight Money S70 | Tough Times S71 |
|--|-----------------------------------|------------------------------|-------------------------------|----------------------------|-----------------------------|------------------------------------|-----------------------------|------------------------------|---------------------------------------|-------------------------|-------------------------|
| Target Market | All 71 | Upscale | Moderate | M | M | M | M | M | M | M | M |
| Year of Data | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 |
| Ogemaw COUNTY - Total | 794 | 98 | 193 | 0 | 34 | 0 | 45 | 22 | 0 | 52 | 42 |
| Ogemaw COUNTY - Renters | 511 | 83 | 191 | 0 | 34 | 0 | 42 | 22 | 0 | 52 | 42 |
| <\$500 | 109 | 7 | 42 | 0 | 4 | 0 | 10 | 5 | 0 | 14 | 9 |
| \$500 - \$599 | 159 | 19 | 58 | 0 | 9 | 0 | 12 | 9 | 0 | 14 | 14 |
| \$600 - \$699 | 108 | 19 | 40 | 0 | 8 | 0 | 8 | 5 | 0 | 11 | 8 |
| \$700 - \$799 | 60 | 16 | 21 | 0 | 5 | 0 | 5 | 2 | 0 | 5 | 4 |
| \$800 - \$899 | 36 | 11 | 13 | 0 | 3 | 0 | 3 | 1 | 0 | 4 | 2 |
| \$900 - \$999 | 19 | 6 | 8 | 0 | 2 | 0 | 2 | 1 | 0 | 2 | 1 |
| \$1,000 - \$1,249 | 5 | 2 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| \$1,250 - \$1,499 | 9 | 2 | 4 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 |
| \$1,500 - \$1,999 | 3 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| \$2,000+ | 3 | 0 | 3 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 |
| Summation | 511 | 83 | 191 | 0 | 33 | 0 | 42 | 23 | 0 | 52 | 41 |
| Med. Contract Rent | \$608 | -- | -- | \$676 | \$607 | \$585 | \$578 | \$522 | \$486 | \$545 | \$580 |

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
Ogemaw 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 |
|-------|------------------|--|--|--|--|--|--|--|
| | Ogemaw Co. | \$406 | \$439 | \$454 | \$471 | \$495 | \$547 | \$629 |
| 1 | Lupton CDP | \$320 | \$338 | \$338 | \$338 | \$344 | \$357 | \$377 |
| 2 | Prescott Village | \$263 | \$264 | \$264 | \$275 | \$279 | \$288 | \$300 |
| 3 | Rose City City | \$263 | \$269 | \$269 | \$269 | \$272 | \$277 | \$285 |
| 4 | Skidway Lake CDP | \$360 | \$378 | \$389 | \$389 | \$399 | \$421 | \$453 |
| 5 | West Branch City | \$443 | \$465 | \$494 | \$518 | \$546 | \$606 | \$702 |

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

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

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

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

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



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

Cash or Contract Rents by Unit Size - Attached Units
 Forecast for New-Builds, Rehabs, and Significant Remodels Only
 Northeast Michigan Prosperity Region 3 - Year 2016

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

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

Underlying data gathered by LandUse|USA; 2015.

Based on market observations, phone surveys, and assessor's records.

Figures that are italicized with small fonts have relatively high variances in statistical reliability.



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Home Values County and Places

Prepared by:



LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3
Michigan State Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Home Value Bracket
 Ogemaw 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 |
|--|-----------------------------------|------------------------------|-------------------------------|--|---------------------------------------|----------------------------------|----------------------------------|---------------------------------|-------------------------------------|---------------------------------|--------------------------------------|
| 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 |
| Ogemaw COUNTY - Total | 794 | 98 | 193 | 0 | 0 | 0 | 43 | 0 | 57 | 0 | 0 |
| Ogemaw COUNTY - Owners | 283 | 15 | 2 | 0 | 0 | 0 | 1 | 0 | 16 | 0 | 0 |
| < \$50,000 | 77 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| \$50 - \$74,999 | 74 | 3 | 1 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 |
| \$75 - \$99,999 | 61 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 |
| \$100 - \$149,999 | 26 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| \$150 - \$174,999 | 20 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| \$175 - \$199,999 | 12 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| \$200 - \$249,999 | 8 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| \$250 - \$299,999 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| \$300 - \$349,999 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| \$350 - \$399,999 | 1 | 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 | 283 | 15 | 2 | 0 | 0 | 0 | 0 | 0 | 15 | 0 | 0 |
| Med. Home Value | \$79,293 | -- | -- | \$346,367 | \$259,587 | \$262,944 | \$144,687 | \$154,104 | \$135,526 | \$119,597 | \$192,476 |

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
 Ogemaw 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 |
| Ogemaw COUNTY - Total | 794 | 98 | 193 | 0 | 34 | 0 | 45 | 22 | 0 | 52 | 42 |
| Ogemaw COUNTY - Owners | 283 | 15 | 2 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 |
| < \$50,000 | 77 | 2 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| \$50 - \$74,999 | 74 | 3 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| \$75 - \$99,999 | 61 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| \$100 - \$149,999 | 26 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| \$150 - \$174,999 | 20 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| \$175 - \$199,999 | 12 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| \$200 - \$249,999 | 8 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| \$250 - \$299,999 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| \$300 - \$349,999 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| \$350 - \$399,999 | 1 | 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 | 283 | 15 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| Med. Home Value | \$79,293 | -- | -- | \$170,088 | \$126,796 | \$149,517 | \$123,777 | \$74,575 | \$59,997 | \$102,065 | \$126,213 |

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.

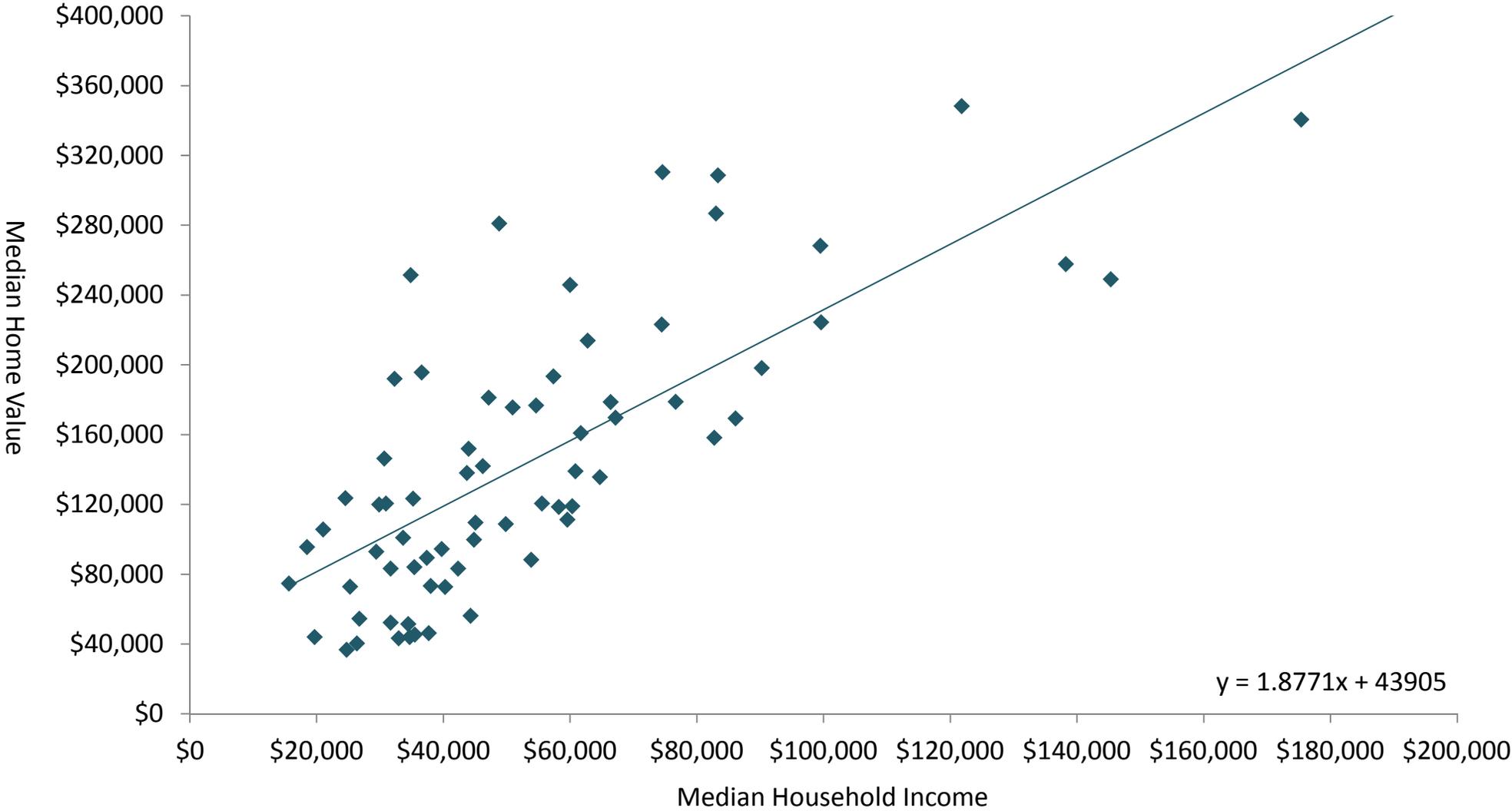
Median Home Values include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

Market Parameters and Forecasts - Median Home Value
 Ogemaw 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 |
|-------|------------------|---|---|---|---|---|---|---|
| | Ogemaw Co. | \$105,900 | \$100,800 | \$97,000 | \$89,500 | \$90,395 | \$92,212 | \$94,821 |
| 1 | Lupton CDP | \$79,100 | \$76,800 | \$71,000 | \$54,400 | \$54,944 | \$56,048 | \$57,634 |
| 2 | Prescott Village | \$65,000 | \$60,000 | \$51,700 | \$58,300 | \$58,883 | \$60,067 | \$61,766 |
| 3 | Rose City City | \$91,400 | \$94,600 | \$90,700 | \$82,500 | \$83,325 | \$85,000 | \$87,405 |
| 4 | Skidway Lake CDP | \$70,700 | \$67,100 | \$63,100 | \$57,000 | \$57,570 | \$58,727 | \$60,389 |
| 5 | West Branch City | \$89,600 | \$91,300 | \$88,300 | \$84,800 | \$85,648 | \$87,370 | \$89,842 |

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
Ogemaw 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 |
|-------|------------------|---|---|---|---|---|---|---|
| | Ogemaw Co. | \$35,968 | \$35,988 | \$35,988 | \$34,619 | \$34,965 | \$35,668 | \$36,677 |
| 1 | Lupton CDP | \$41,250 | \$35,417 | \$38,750 | \$34,063 | \$34,404 | \$35,095 | \$36,088 |
| 2 | Prescott Village | \$37,813 | \$38,125 | \$27,500 | \$42,188 | \$42,610 | \$43,466 | \$44,696 |
| 3 | Rose City City | \$22,353 | \$22,361 | \$22,663 | \$18,750 | \$18,938 | \$19,318 | \$19,865 |
| 4 | Skidway Lake CDP | \$20,848 | \$22,639 | \$21,250 | \$22,703 | \$22,930 | \$23,391 | \$24,053 |
| 5 | West Branch City | \$29,891 | \$26,207 | \$23,354 | \$25,000 | \$25,250 | \$25,758 | \$26,486 |

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
Ogemaw County, Michigan - 2000 through 2014

| Year | Units Detached (Single-Fam.) | Investment Detached (Single-Fam.) | Invest./Unit Detached (Single-Fam.) | Units Attached (Multi-Fam) | Investment Attached (Multi-Fam) | Invest./Unit Attached (Multi-Fam) | Detach. v. Attach. Cost Index |
|-----------|------------------------------------|---|---|----------------------------------|---------------------------------------|---|--|
| 2014 | 34 | \$6,587,109 | \$193,700 | -- | -- | -- | -- |
| 2013 | 60 | \$10,957,497 | \$182,600 | -- | -- | -- | -- |
| 2012 | 26 | \$4,487,637 | \$172,600 | -- | -- | -- | -- |
| 2011 | 26 | \$4,335,263 | \$166,700 | -- | -- | -- | -- |
| 2010 | 29 | \$4,668,846 | \$161,000 | -- | -- | -- | -- |
| 2009 | 25 | \$4,082,802 | \$163,300 | -- | -- | -- | -- |
| 2008 | 60 | \$5,541,232 | \$92,400 | 48 | \$3,381,612 | \$70,500 | 0.76 |
| 2007 | 74 | \$8,334,171 | \$112,600 | 4 | \$355,000 | \$88,800 | 0.79 |
| 2006 | 147 | \$15,301,966 | \$104,100 | 36 | \$1,900,000 | \$52,800 | 0.51 |
| 2005 | 148 | \$14,328,935 | \$96,800 | 2 | \$170,000 | \$85,000 | 0.88 |
| 2004 | 98 | \$10,198,550 | \$104,100 | -- | -- | -- | -- |
| 2003 | 147 | \$8,042,307 | \$54,700 | -- | -- | -- | -- |
| 2002 | 137 | \$7,495,788 | \$54,700 | -- | -- | -- | -- |
| 2001 | 132 | \$7,217,696 | \$54,700 | -- | -- | -- | -- |
| 2000 | 135 | \$7,413,413 | \$54,900 | -- | -- | -- | -- |
| All Years | 1,278 | \$118,993,212 | \$93,100 | 90 | \$5,806,612 | \$64,500 | 0.69 |
| 2007-14 | 334 | \$48,994,557 | \$146,700 | 52 | \$3,736,612 | \$71,900 | 0.49 |
| 2000-06 | 944 | \$69,998,655 | \$74,200 | 38 | \$2,070,000 | \$54,500 | 0.73 |

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



G

**Existing Households
County and Places**

Prepared by:



LandUseUSA

Prepared for:

Northeast Michigan Prosperity Region 3
Michigan State Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

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

Exhibit G.1

| EXISTING HOUSEHOLDS | Total 71 Lifestyle Clusters | Upscale Target Markets | Moderate Target Markets | Full | Status | Wired | Bohem- | Full | Digital | Urban | Striving |
|---------------------|-----------------------------------|------------------------------|-------------------------------|------------------------------------|-----------------------------|-------------------------|------------------------|-------------------------|--------------------------|------------------------|--------------------------|
| | | | | Pockets Empty Nests E19 | Seeking Singles G24 | for Success K37 | ian Groove K40 | Steam Ahead O50 | Depend- ents O51 | Ambit- ion O52 | Single Scene O54 |
| Target Market 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 |
| Ogemaw COUNTY | 9,495 | 210 | 350 | 0 | 0 | 0 | 90 | 0 | 120 | 0 | 0 |
| Owners | 8,280 | 87 | 50 | 0 | 0 | 0 | 8 | 0 | 79 | 0 | 0 |
| Renters | 1,215 | 123 | 299 | 0 | 0 | 0 | 82 | 0 | 41 | 0 | 0 |
| Lupton CDP | 156 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 |
| Owners | 147 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| Renters | 9 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Village of Prescott | 106 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| Owners | 96 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Renters | 10 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| City of Rose City | 250 | 8 | 18 | 0 | 0 | 0 | 4 | 0 | 5 | 0 | 0 |
| Owners | 208 | 3 | 3 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 |
| Renters | 42 | 5 | 15 | 0 | 0 | 0 | 3 | 0 | 2 | 0 | 0 |
| Skidway Lake CDP | 1,412 | 3 | 20 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 |
| Owners | 1,103 | 2 | 6 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| Renters | 309 | 1 | 14 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| City of West Branch | 1,040 | 74 | 136 | 0 | 0 | 0 | 52 | 0 | 23 | 0 | 0 |
| Owners | 788 | 19 | 19 | 0 | 0 | 0 | 4 | 0 | 15 | 0 | 0 |
| Renters | 252 | 55 | 116 | 0 | 0 | 0 | 47 | 0 | 8 | 0 | 0 |

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

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

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

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

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

Exhibit G.2

| EXISTING HOUSEHOLDS | Total 71 Lifestyle Clusters | Upscale Target Markets | Moderate Target Markets | Colleges Cafes O53 | Family Troopers O55 | Humble Begin- nings P61 | Senior Discount Q65 | Dare to Dream R66 | Hope for Tomor- row R67 | Tight Money S70 | Tough Times S71 |
|---------------------|-----------------------------------|------------------------------|-------------------------------|----------------------------|-----------------------------|------------------------------------|-----------------------------|------------------------------|---------------------------------------|-------------------------|-------------------------|
| Target Market Level | All 71 | Upscale | Moderate | M | M | M | M | M | M | M | M |
| Year of Data | 2016 | 2016 | 2016 | 2016 | 2016 | 2016 | 2016 | 2016 | 2016 | 2016 | 2016 |
| Ogemaw COUNTY | 9,495 | 210 | 350 | 0 | 35 | 0 | 156 | 29 | 0 | 53 | 78 |
| Owners | 8,280 | 87 | 50 | 0 | 0 | 0 | 45 | 1 | 0 | 0 | 4 |
| Renters | 1,215 | 123 | 299 | 0 | 34 | 0 | 111 | 28 | 0 | 52 | 74 |
| Lupton CDP | 156 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Owners | 147 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Renters | 9 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Village of Prescott | 106 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Owners | 96 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Renters | 10 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| City of Rose City | 250 | 8 | 18 | 0 | 2 | 0 | 10 | 0 | 0 | 7 | 0 |
| Owners | 208 | 3 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 |
| Renters | 42 | 5 | 15 | 0 | 1 | 0 | 7 | 0 | 0 | 7 | 0 |
| Skidway Lake CDP | 1,412 | 3 | 20 | 0 | 0 | 0 | 20 | 0 | 0 | 0 | 0 |
| Owners | 1,103 | 2 | 6 | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 0 |
| Renters | 309 | 1 | 14 | 0 | 0 | 0 | 14 | 0 | 0 | 0 | 0 |
| City of West Branch | 1,040 | 74 | 136 | 0 | 23 | 0 | 64 | 22 | 0 | 28 | 0 |
| Owners | 788 | 19 | 19 | 0 | 0 | 0 | 19 | 1 | 0 | 0 | 0 |
| Renters | 252 | 55 | 116 | 0 | 23 | 0 | 45 | 21 | 0 | 27 | 0 |

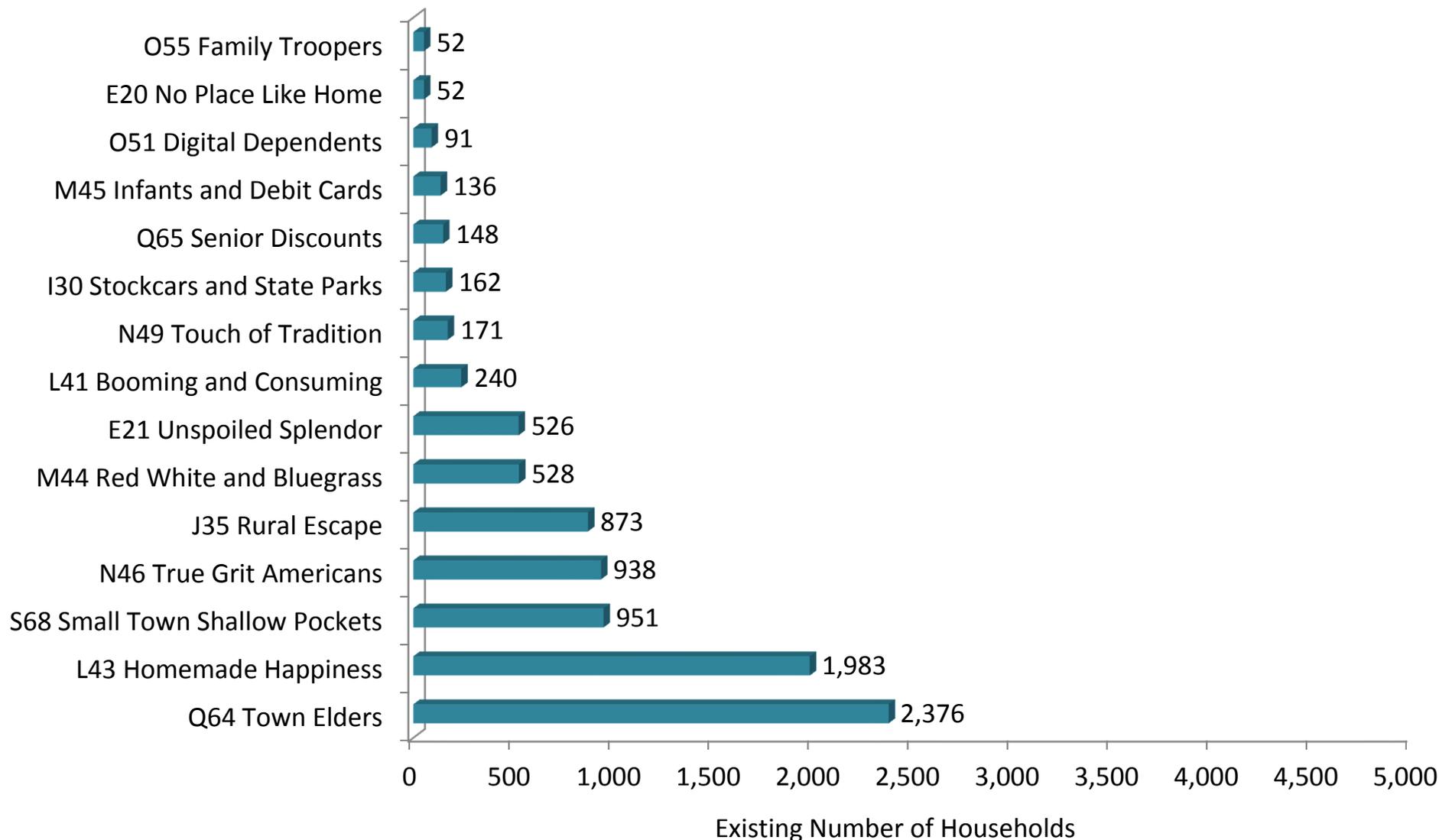
Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

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

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

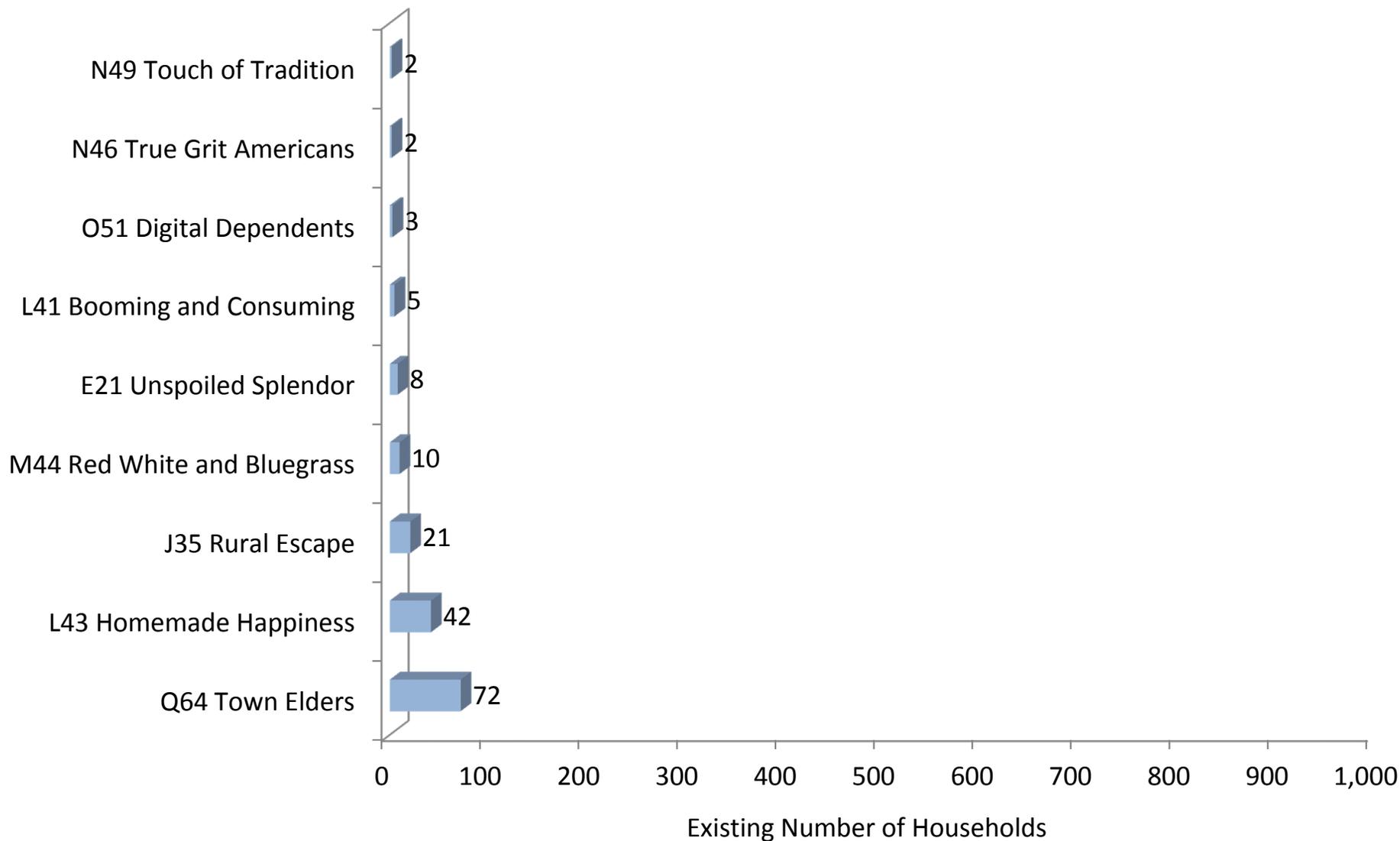
Clusters with the smallest share of households are given a big boost, and those with a largest share are given a minor boost.

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



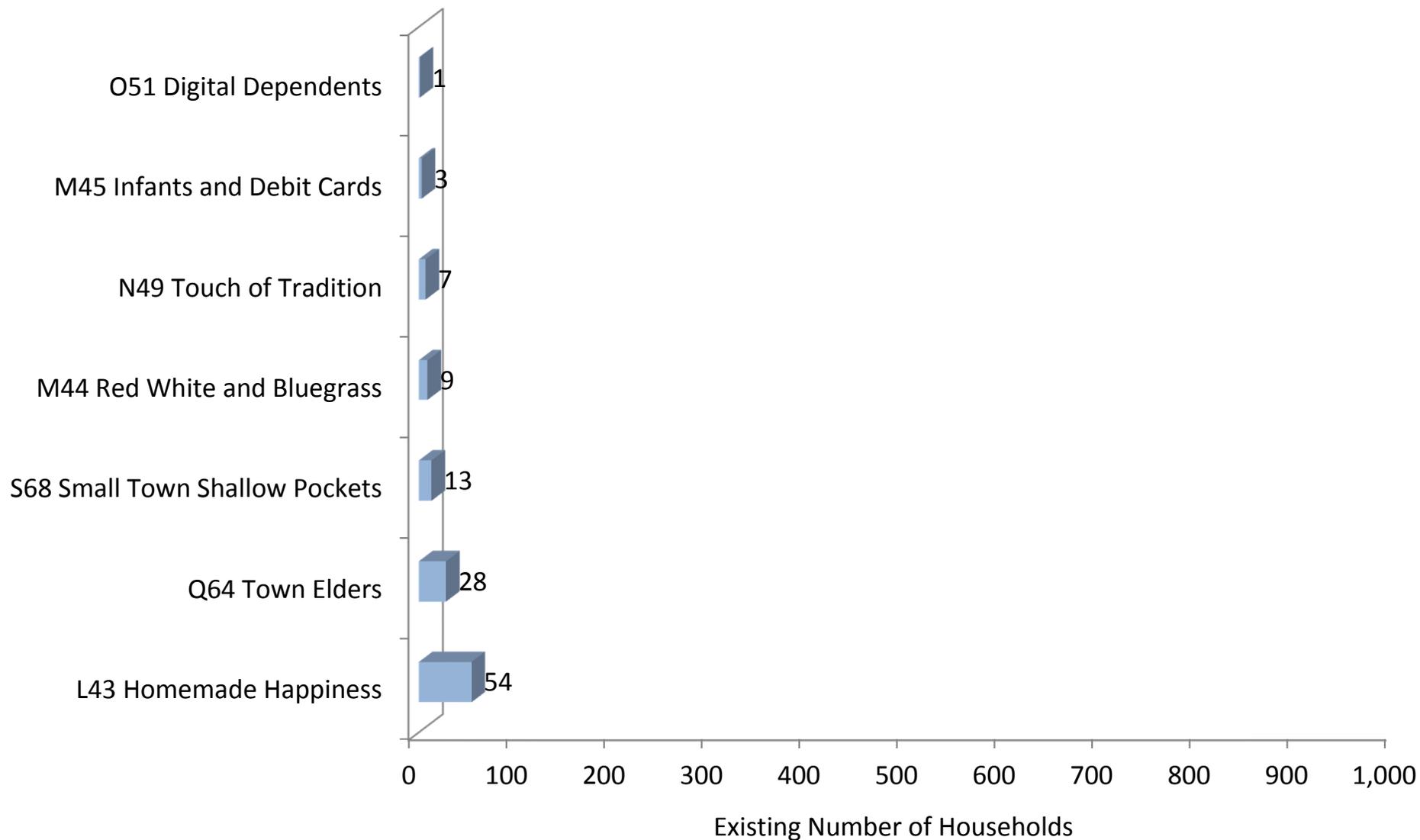
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

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



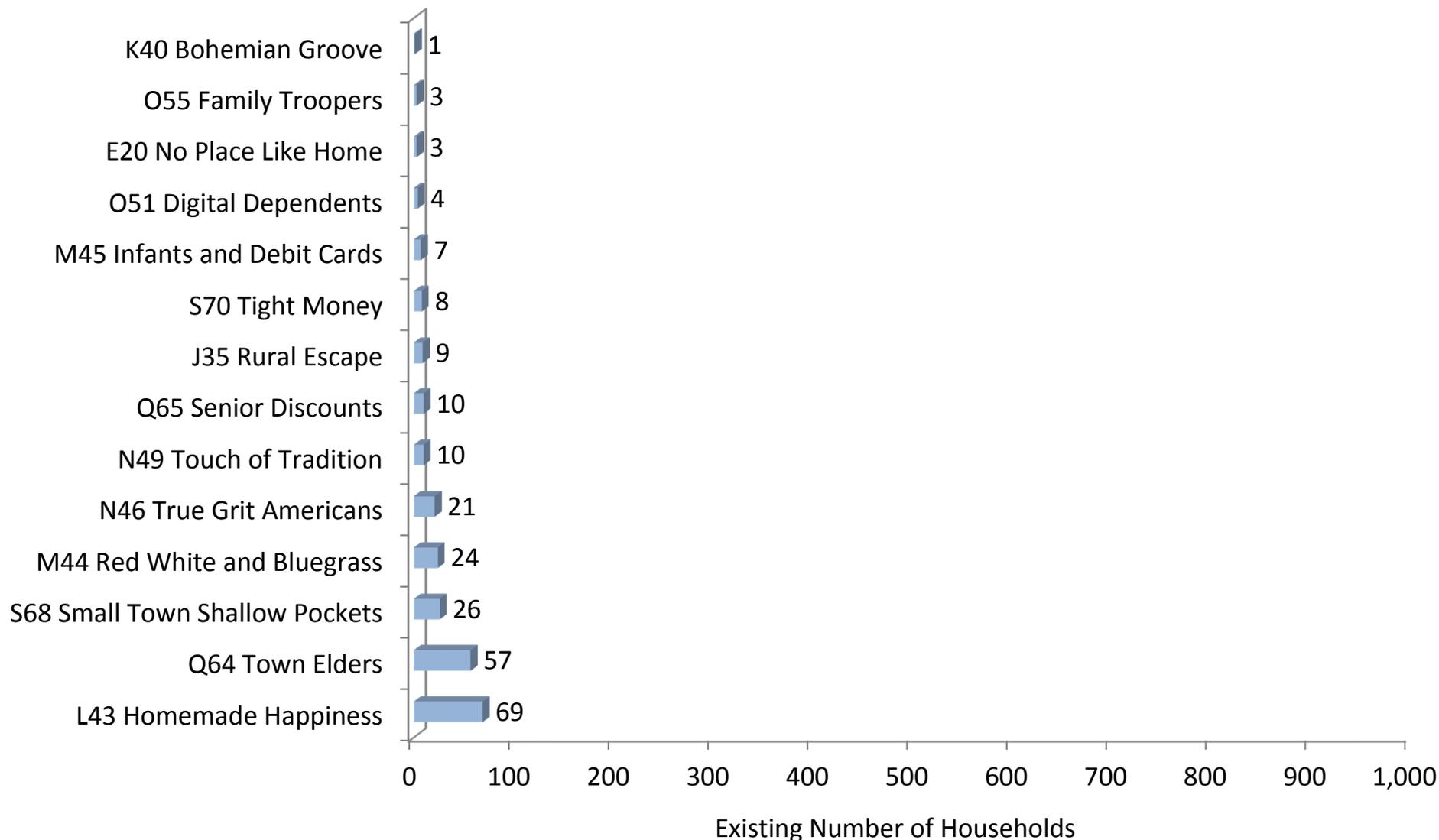
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

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



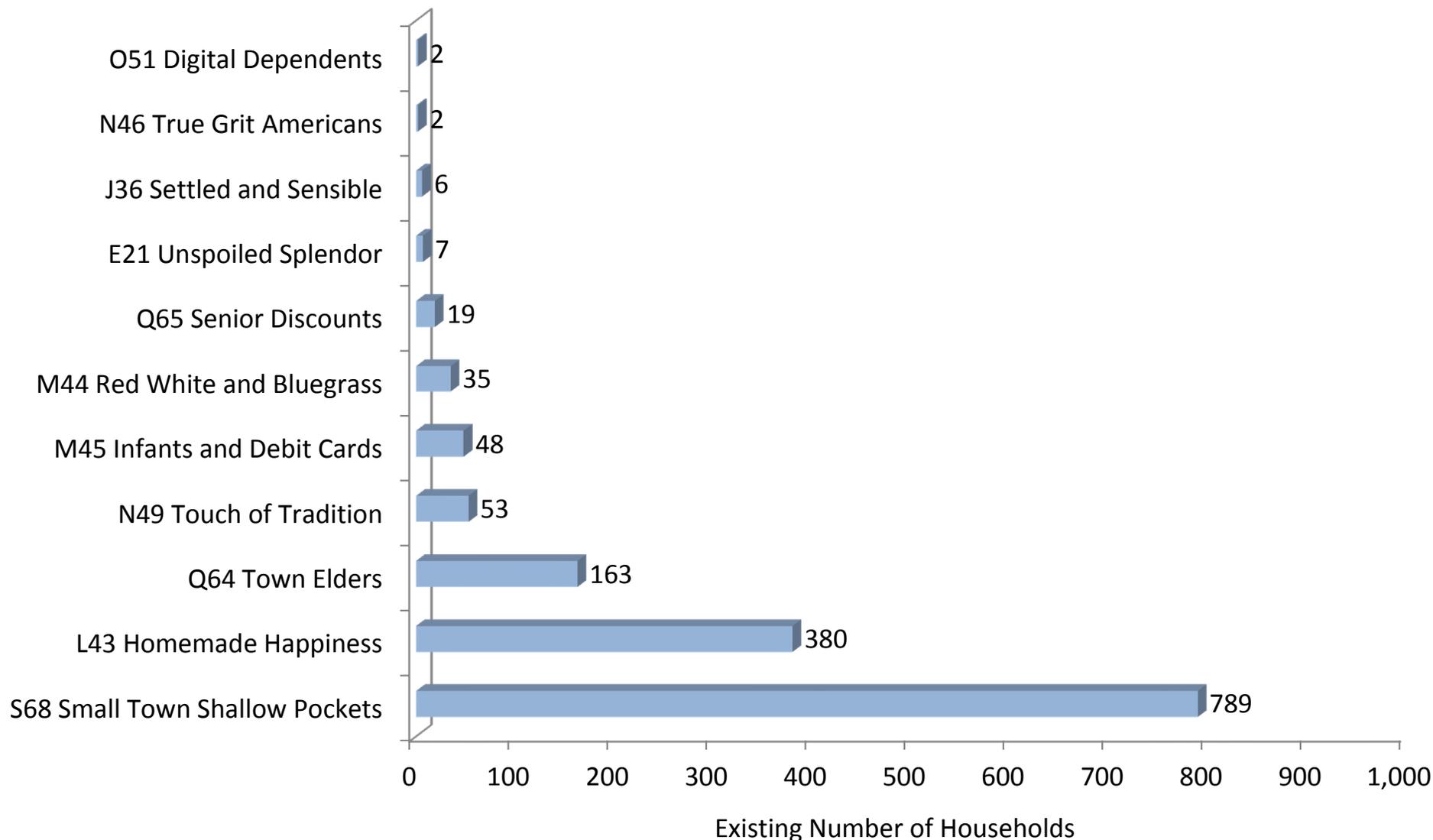
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

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



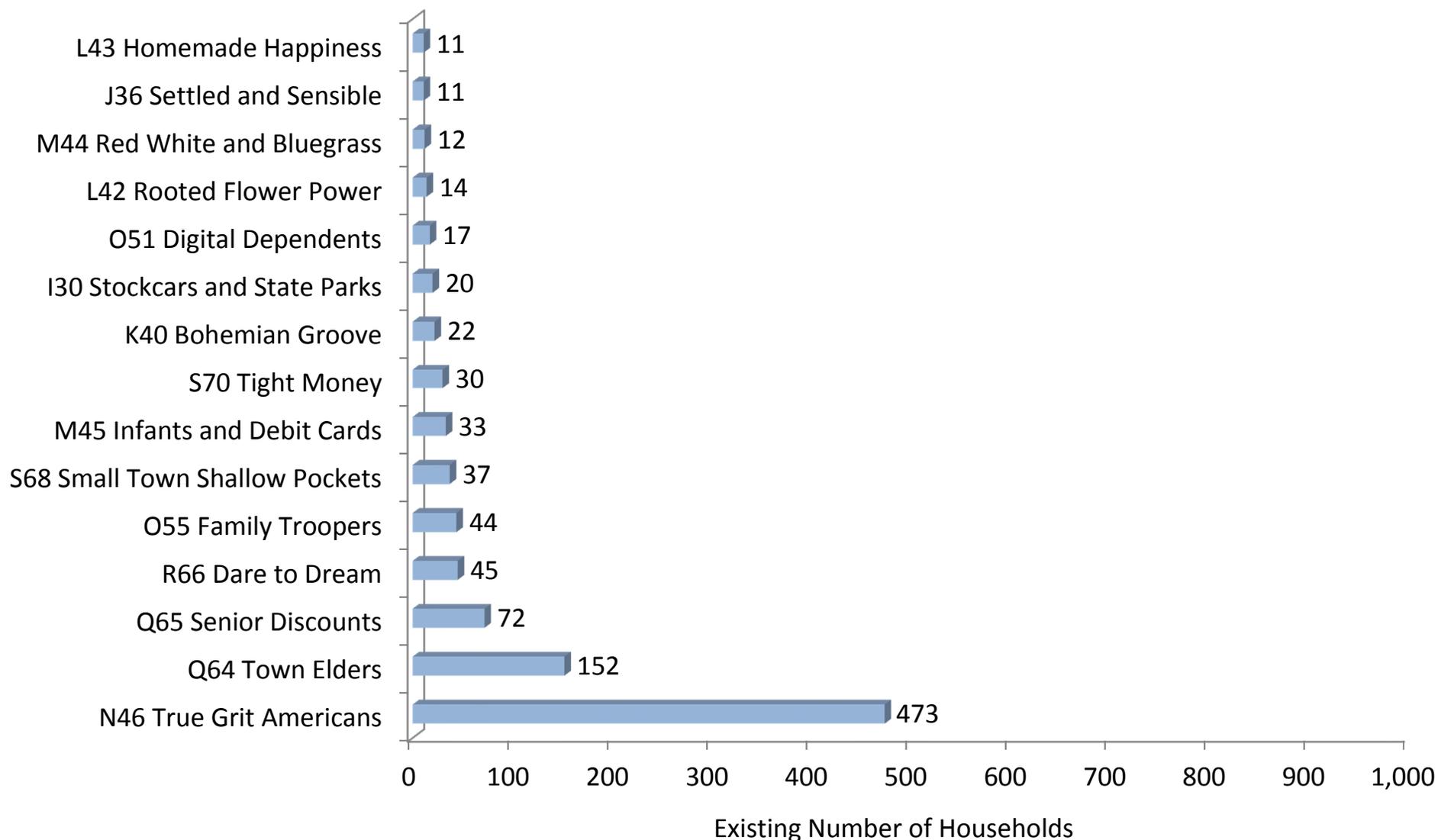
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

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



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

Existing Households by Predominant Lifestyle Cluster The City of West Branch - Ogemaw 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
 Ogemaw 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. |
| | Ogemaw Co. | 9,283 | 8,255 | 8,291 | 8,490 | 8,998 | 9,429 | 10,165 | 11,469 |
| 1 | Lupton CDP | -- | 132 | 130 | 96 | 133 | 174 | 270 | 556 |
| 2 | Prescott Village | -- | 63 | 81 | 86 | 106 | 126 | 166 | 260 |
| 3 | Rose City City | -- | 198 | 195 | 177 | 201 | 223 | 263 | 344 |
| 4 | Skidway Lake CDP | -- | 1,384 | 1,322 | 1,354 | 1,432 | 1,498 | 1,610 | 1,809 |
| 5 | West Branch City | -- | 828 | 840 | 852 | 946 | 1,029 | 1,180 | 1,470 |

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

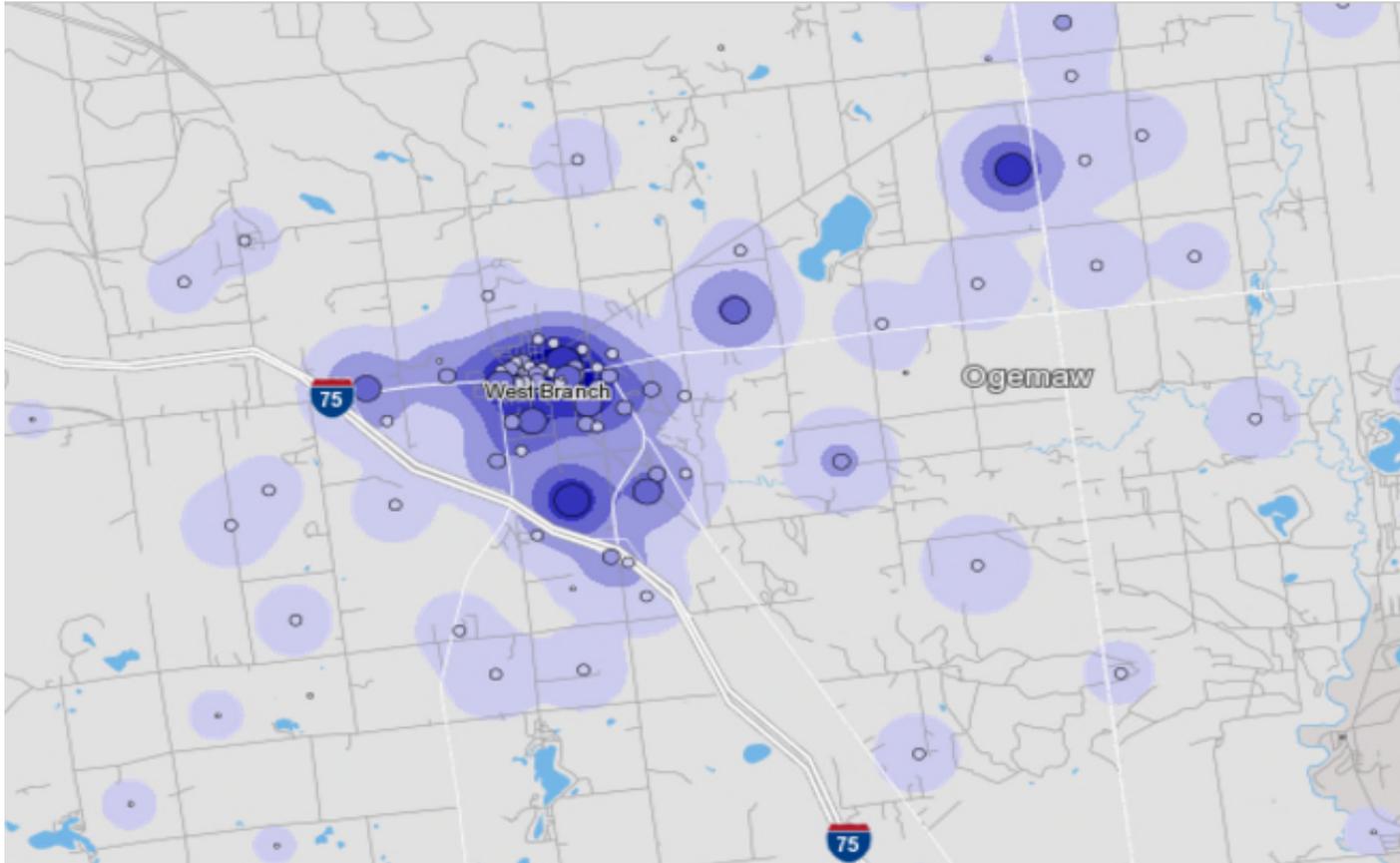
Exhibit H.2

Ogemaw County, Michigan with Selected Communities - 2010 - 2015

| | Ogemaw COUNTY | Lupton CDP | The Village of Prescott | The City of Rose City | Skidway Lake CDP | The City of West Branch |
|--|------------------|---------------|----------------------------|--------------------------|---------------------|-------------------------------|
| Households Census (2010) | 9,283 | 146 | 101 | 238 | 1,458 | 1,006 |
| Households ACS (2013) | 8,998 | 133 | 106 | 201 | 1,432 | 946 |
| Population Census (2010) | 21,699 | 348 | 266 | 653 | 3,392 | 2,139 |
| Population ACS (2013) | 21,537 | 313 | 335 | 623 | 3,332 | 2,138 |
| Group Quarters Population (2013) | 259 | 4 | 0 | 89 | 0 | 151 |
| Correctional Facilities | 34 | 0 | 0 | 0 | 0 | 36 |
| Nursing/Mental Health Facilities | 213 | 0 | 0 | 89 | 0 | 115 |
| College/University Housing | 0 | 0 | 0 | 0 | 0 | 0 |
| Military Quarters | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 12 | 0 | 0 | 0 | 0 | 0 |
| Daytime Employees Ages 16+ (2015) | 9,344 | 35 | 38 | 815 | 214 | 4,952 |
| Unemployment Rate (2015) | 4.4% | 3.8% | 5.8% | 5.9% | 5.8% | 4.1% |
| Employment by Industry Sector (2013) | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Agric., Forest, Fish, Hunt, Mine | 5.7% | 2.8% | 0.0% | 11.3% | 0.0% | 0.7% |
| Arts, Ent. Rec., Accom., Food Service | 11.1% | 12.0% | 5.1% | 31.9% | 15.6% | 27.0% |
| Construction | 6.7% | 0.0% | 16.0% | 6.9% | 6.6% | 5.5% |
| Educ. Service, Health Care, Soc. Asst. | 25.8% | 19.4% | 23.4% | 17.5% | 32.3% | 30.5% |
| Finance, Ins., Real Estate | 4.1% | 4.6% | 3.4% | 3.8% | 0.0% | 5.3% |
| Information | 1.1% | 0.0% | 1.1% | 0.6% | 3.0% | 0.9% |
| Manufacturing | 9.5% | 27.8% | 16.6% | 5.0% | 9.0% | 2.7% |
| Other Services, excl. Public Admin. | 5.3% | 11.1% | 5.1% | 1.9% | 11.7% | 3.4% |
| Profess., Sci., Mngmt., Admin., Waste | 5.6% | 2.8% | 1.7% | 3.8% | 5.4% | 1.2% |
| Public Administration | 4.8% | 0.0% | 4.0% | 1.3% | 4.2% | 4.7% |
| Retail Trade | 12.8% | 14.8% | 16.6% | 12.5% | 8.2% | 15.7% |
| Transpo., Wrhse., Utilities | 4.6% | 2.8% | 5.7% | 0.6% | 2.8% | 1.8% |
| Wholesale Trade | 2.9% | 1.9% | 1.1% | 3.1% | 1.3% | 0.6% |

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
Ogemaw County - The City of West Branch, 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
 Ogemaw 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 |
|-------|------------------|---|---|---|---|---|---|---|
| | Ogemaw Co. | 16,056 | 16,053 | 16,041 | 16,015 | 16,015 | 16,015 | 16,015 |
| 1 | Lupton CDP | 210 | 219 | 182 | 186 | 186 | 186 | 186 |
| 2 | Prescott Village | 137 | 152 | 143 | 149 | 153 | 153 | 153 |
| 3 | Rose City City | 309 | 293 | 271 | 260 | 260 | 260 | 260 |
| 4 | Skidway Lake CDP | 2,808 | 2,753 | 2,598 | 2,510 | 2,510 | 2,510 | 2,510 |
| 5 | West Branch City | 1,009 | 994 | 1,028 | 1,098 | 1,142 | 1,142 | 1,142 |

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
 Ogemaw 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. |
| | Ogemaw Co. | 1,734 | 1,361 | 1,433 | 1,524 | 1,641 | 1,824 | 2,249 | 3,162 |
| 1 | Lupton CDP | -- | 10 | 8 | 5 | 3 | 11 | 52 | 244 |
| 2 | Prescott Village | -- | 3 | 5 | 7 | 10 | 16 | 37 | 105 |
| 3 | Rose City City | -- | 88 | 88 | 68 | 76 | 87 | 113 | 174 |
| 4 | Skidway Lake CDP | -- | 306 | 236 | 271 | 253 | 256 | 288 | 382 |
| 5 | West Branch City | -- | 426 | 496 | 512 | 595 | 672 | 814 | 1,094 |

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
 Ogemaw 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. |
| | Ogemaw Co. | 7,549 | 6,894 | 6,858 | 6,966 | 7,357 | 7,605 | 7,916 | 8,306 |
| 1 | Lupton CDP | -- | 122 | 122 | 91 | 130 | 163 | 218 | 312 |
| 2 | Prescott Village | -- | 60 | 76 | 79 | 96 | 110 | 128 | 156 |
| 3 | Rose City City | -- | 110 | 107 | 109 | 125 | 136 | 150 | 170 |
| 4 | Skidway Lake CDP | -- | 1,078 | 1,086 | 1,083 | 1,179 | 1,242 | 1,323 | 1,427 |
| 5 | West Branch City | -- | 402 | 344 | 340 | 351 | 358 | 366 | 376 |

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
 Ogemaw County, Michigan with Selected Communities - 2013

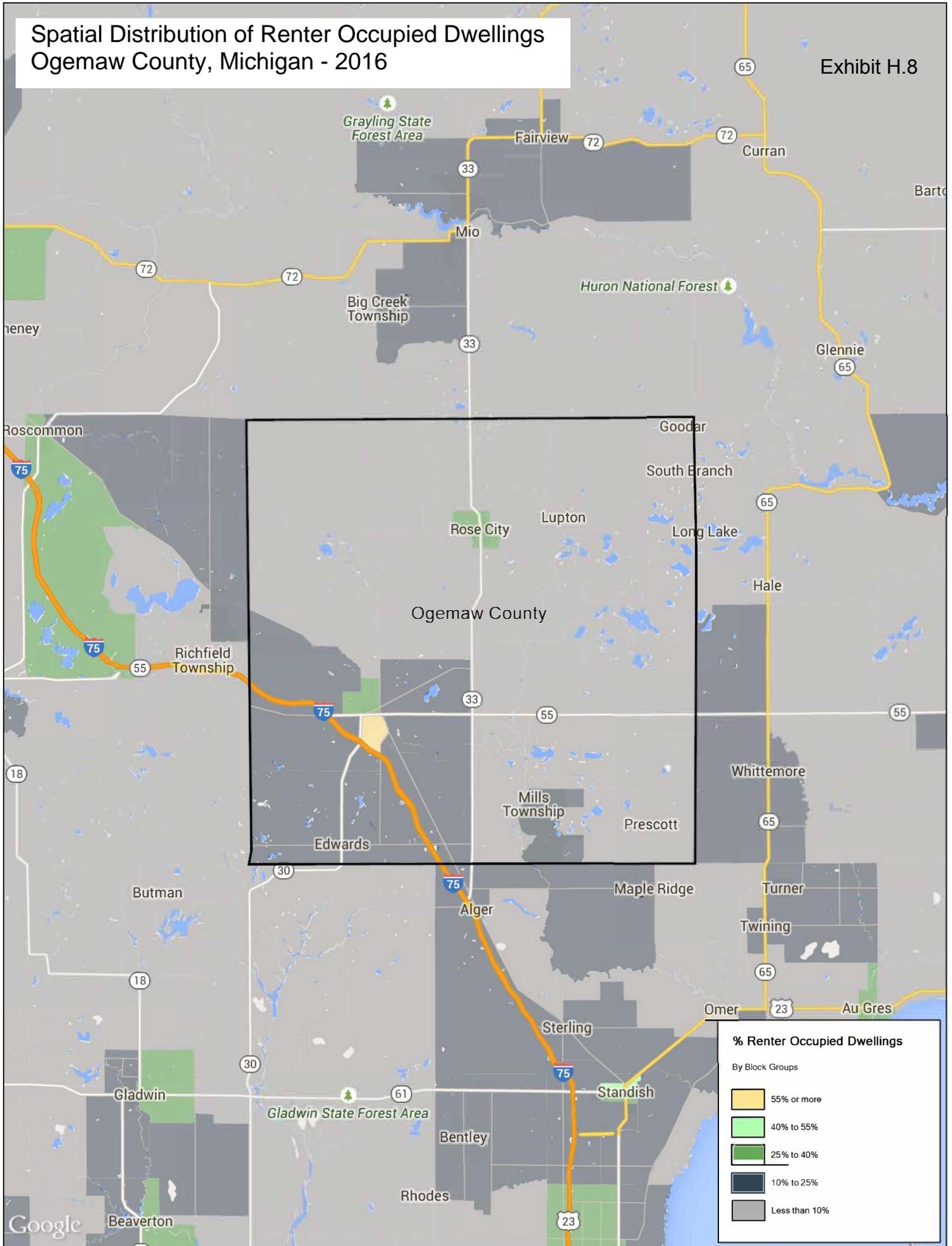
Exhibit H.7

| | Ogemaw COUNTY | Lupton CDP | The Village of Prescott | The City of Rose City | Skidway Lake CDP | The City of West Branch |
|---------------------------------------|------------------|---------------|----------------------------|--------------------------|---------------------|-------------------------------|
| Total Housing Units (2013) | 16,015 | 186 | 149 | 260 | 2,510 | 1,098 |
| 1, mobile, other | 15,329 | 186 | 140 | 182 | 2,492 | 583 |
| 1 attached, 2 | 173 | 0 | 0 | 9 | 5 | 116 |
| 3 or 4 | 72 | 0 | 9 | 11 | 0 | 49 |
| 5 to 9 | 113 | 0 | 0 | 17 | 0 | 86 |
| 10 to 19 | 122 | 0 | 0 | 41 | 0 | 74 |
| 20 to 49 | 137 | 0 | 0 | 0 | 7 | 128 |
| 50 or more | 69 | 0 | 0 | 0 | 6 | 62 |
| Premium for Seasonal Households | 24% | 10% | 0% | 4% | 27% | 3% |
| Vacant (incl. Seasonal, Rented, Sold) | | | | | | |
| 1, mobile, other | 6,901 | 53 | 34 | 41 | 1,078 | 73 |
| 1 attached, 2 | 17 | 0 | 0 | 7 | 0 | 0 |
| 3 or 4 | 39 | 0 | 9 | 0 | 0 | 30 |
| 5 to 9 | 30 | 0 | 0 | 0 | 0 | 30 |
| 10 to 19 | 30 | 0 | 0 | 11 | 0 | 19 |
| 20 to 49 | 0 | 0 | 0 | 0 | 0 | 0 |
| 50 or more | 0 | 0 | 0 | 0 | 0 | 0 |
| Avail. (excl. Seasonal, Rented, Sold) | | | | | | |
| 1, mobile, other | 801 | 20 | 20 | 26 | 24 | 32 |
| 1 attached, 2 | 2 | 0 | 0 | 4 | 0 | 0 |
| 3 or 4 | 5 | 0 | 5 | 0 | 0 | 13 |
| 5 to 9 | 3 | 0 | 0 | 0 | 0 | 13 |
| 10 to 19 | 3 | 0 | 0 | 7 | 0 | 8 |
| 20 to 49 | 0 | 0 | 0 | 0 | 0 | 0 |
| 50 or more | 0 | 0 | 0 | 0 | 0 | 0 |
| Reason for Vacancy (2013) | 7,017 | 53 | 43 | 59 | 1,078 | 152 |
| For Rent | 69 | 0 | 0 | 11 | 0 | 38 |
| For Sale | 290 | 11 | 10 | 10 | 0 | 23 |
| Others | <u>455</u> | <u>9</u> | <u>15</u> | <u>16</u> | <u>24</u> | <u>5</u> |
| For Sale or Rent | 814 | 20 | 25 | 37 | 24 | 66 |
| Seasonal, Recreation | 6,114 | 33 | 0 | 22 | 1,054 | 71 |
| Migrant Workers | 14 | 0 | 5 | 0 | 0 | 0 |
| Rented, Not Occupied | 47 | 0 | 5 | 0 | 0 | 15 |
| Sold, Not Occupied | <u>28</u> | <u>0</u> | <u>8</u> | <u>0</u> | <u>0</u> | <u>0</u> |
| Not Yet Occupied | 75 | 0 | 13 | 0 | 0 | 15 |

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

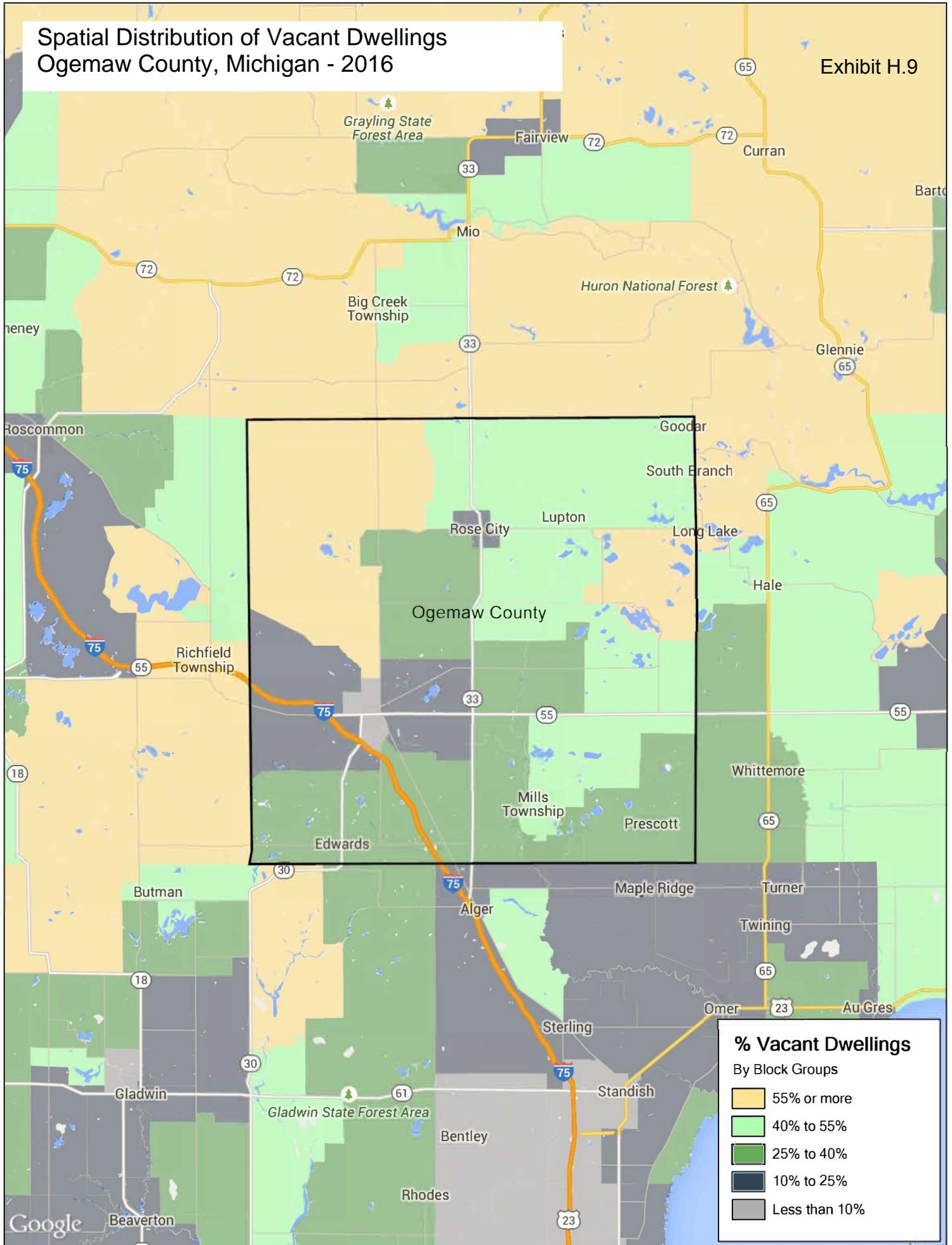
Spatial Distribution of Renter Occupied Dwellings Ogemaw County, Michigan - 2016

Exhibit H.8



Spatial Distribution of Vacant Dwellings Ogemaw County, Michigan - 2016

Exhibit H.9



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

| Primary County | Ogemaw | Ogemaw |
|---|----------------------|---------------------------|
| Jurisdiction Name | City of Rose City | City of West Branch |
| 2010 Population (Decennial Census) | 653 | 2,139 |
| 2013 Population (ACS 2009-13 Estimate) | 623 | 2,138 |
| City/Village-Wide Planning Documents | | |
| 1 City-Wide Master Plan (not county) | 0 | 1 |
| 2 Has a Zoning Ordinance Online | 0 | 1 |
| 3 Considering a Form Based Code | 0 | 0 |
| 4 Parks & Rec. Plan and/or Commiss. | 0 | 1 |
| Downtown Planning Documents | | |
| 5 Established DDA, BID, or Similar | 1 | 1 |
| 6 DT Master Plan, Subarea Plan | 0 | 0 |
| 7 Streetscape, Transp. Improv. Plan | 0 | 1 |
| 8 Retail Market Study or Strategy | 0 | 0 |
| 9 Residential Market Study, Strategy | 1 | 1 |
| 10 Façade Improvement Program | 1 | 0 |
| Downtown Organization and Marketing | | |
| 11 Designation: Michigan Cool City | 0 | 0 |
| 12 Member of Michigan Main Street | 0 | 1 |
| 13 Main Street 4-Point Approach | 0 | 0 |
| 14 Facebook Page | 0 | 1 |
| Listing or Map of Merchants and Amenities | | |
| 15 City/Village Main Website | 0 | 1 |
| 16 DDA, BID, or Main Street Website | 0 | 0 |
| 17 Chamber or CVB Website | 1 | 1 |
| Subtotal Place Score (17 points possible) | 4 | 10 |

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

Analysis and assessment by LandUse|USA; © 2016.

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

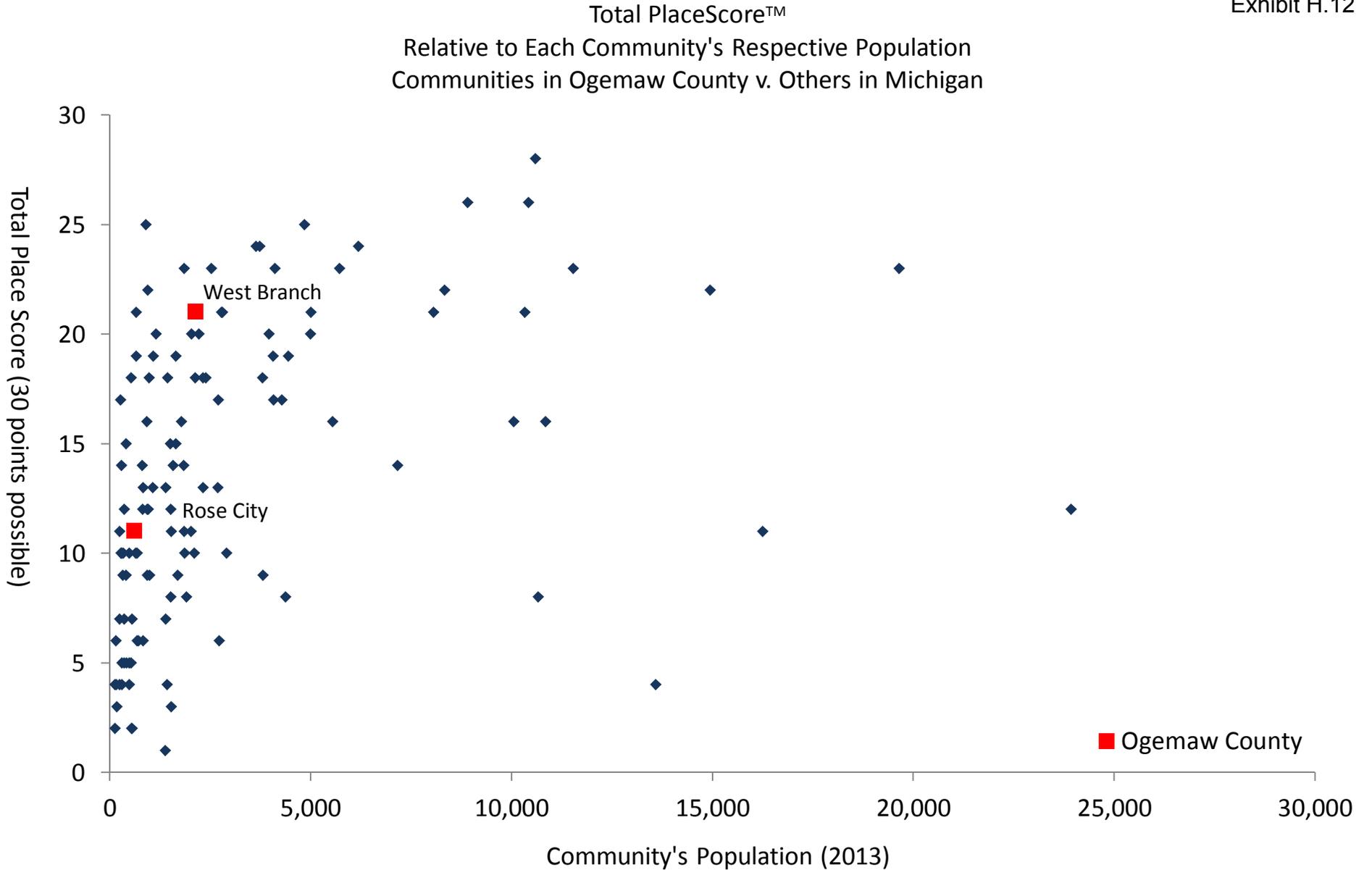
The PlaceScore term and methodology is trademarked by LandUse|USA with all rights reserved.

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

| Primary County | Ogemaw | Ogemaw |
|---|----------------------|---------------------------|
| Jurisdiction Name | City of Rose City | City of West Branch |
| 2010 Population (Decennial Census) | 653 | 2,139 |
| 2013 Population (ACS 2008-13 Estimate) | 623 | 2,138 |
| Unique Downtown Amenities | | |
| 1 Cinema/Theater, Playhouse | 0 | 1 |
| 2 Waterfront Access/Parks | 1 | 1 |
| 3 Established Farmer's Market | 1 | 1 |
| 4 Summer Music in the Park | 0 | 1 |
| 5 National or Other Major Festival | 0 | 0 |
| Downtown Street and Environment | | |
| 6 Angle Parking (not parallel) | 0 | 1 |
| 7 Reported Walk Score is 50+ | 0 | 1 |
| 8 Walk Score/1,000 Pop is 40+ | 1 | 0 |
| 9 Off Street Parking is Evident | 1 | 1 |
| 10 2-Level Scale of Historic Buildings | 1 | 1 |
| 11 Balanced Scale 2 Sides of Street | 0 | 1 |
| 12 Pedestrian Crosswalks, Signaled | 1 | 1 |
| 13 Two-way Traffic Flow | 1 | 1 |
| Subtotal Place Score (13 points possible) | 7 | 11 |
| Total Place Score (30 Points Possible) | 11 | 21 |
| Total Place Score per 1,000 Population | 17 | 10 |
| Reported Walk Score (avg. = 42) | 29 | 59 |
| Walk Score per 1,000 Population | 47 | 28 |

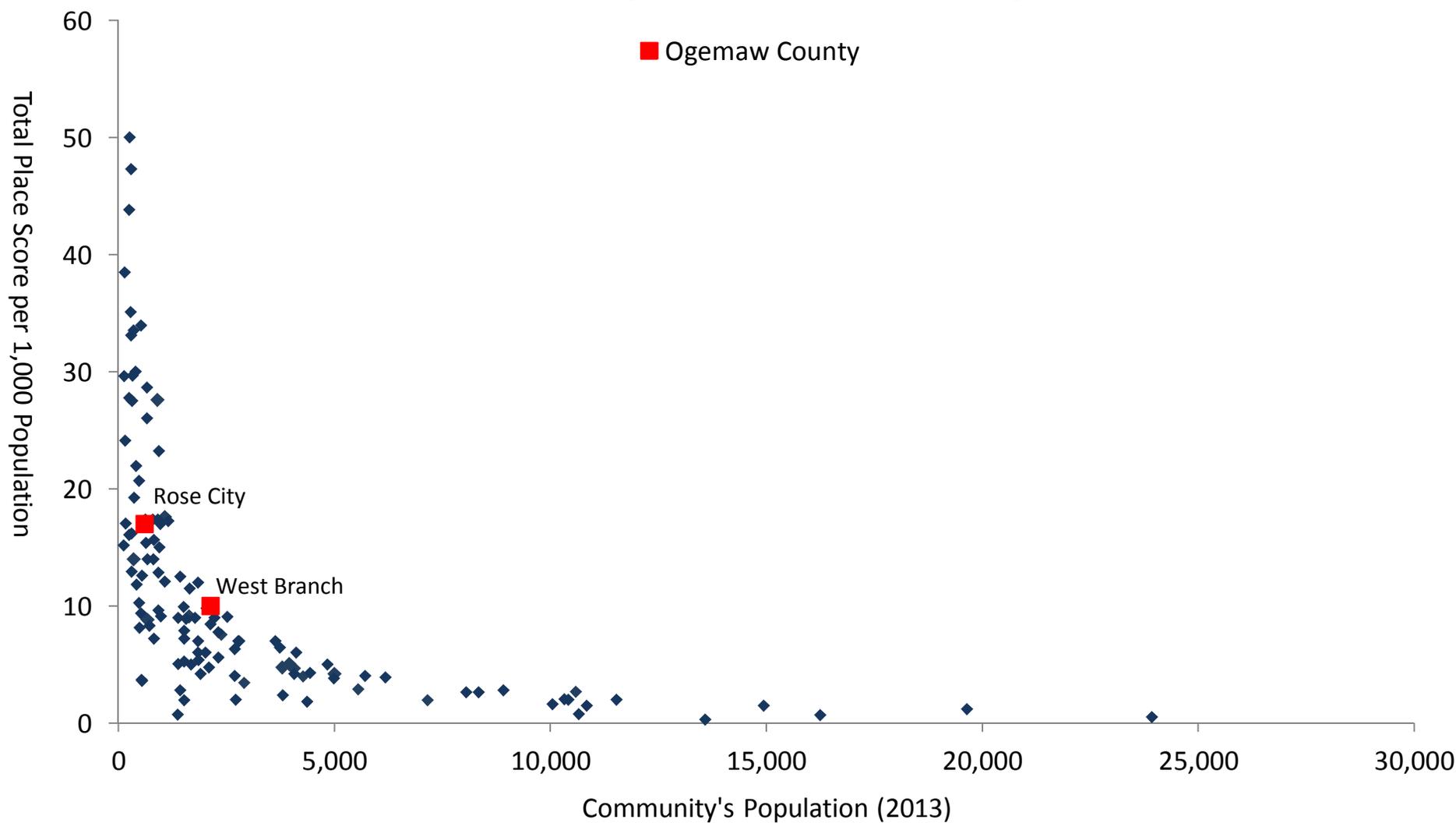
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Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified. Analysis and exhibit prepared by LandUse|USA, 2016. Population is ACS 5-year estimates for 2009 - 2013. The PlaceScore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

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



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