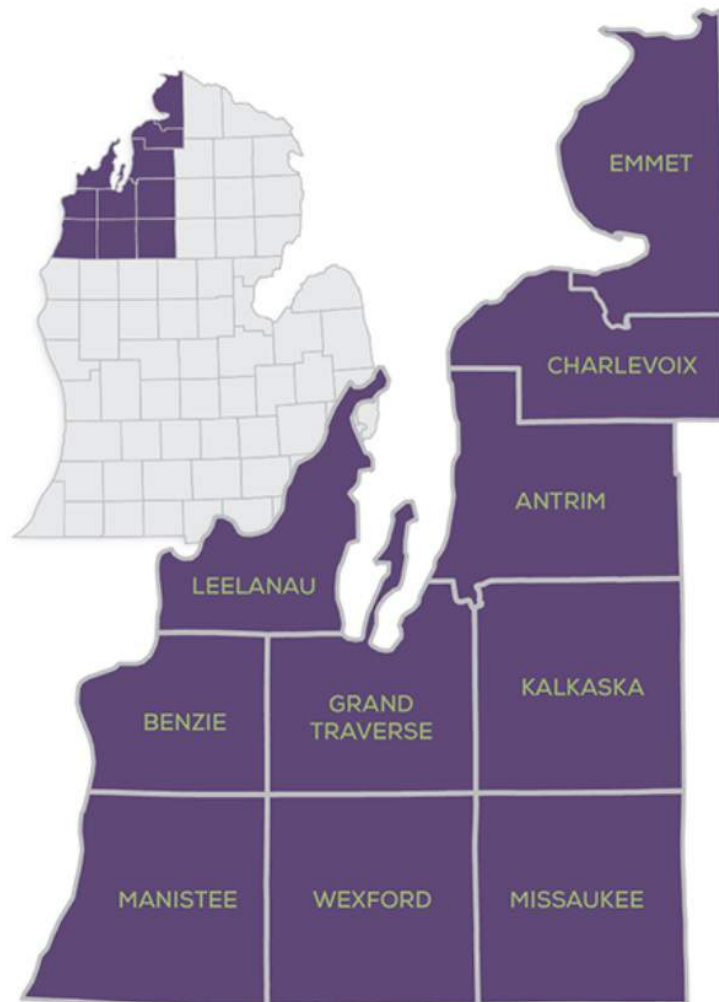


# Northwest Michigan Region Residential Target Market Analysis Annual Market Potential – Year 2020

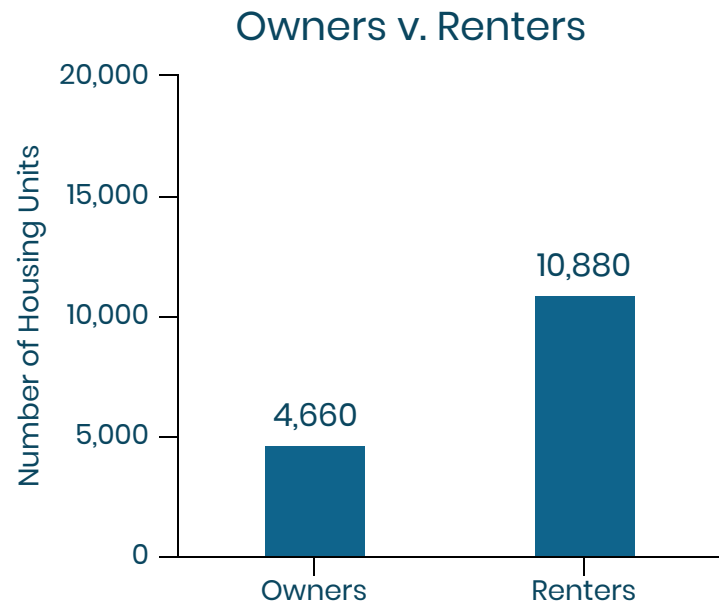
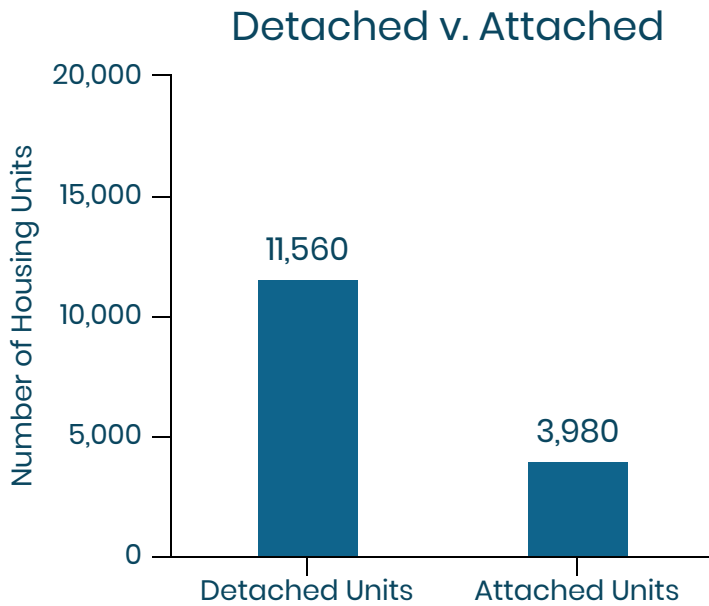


FINAL  
October 18, 2019

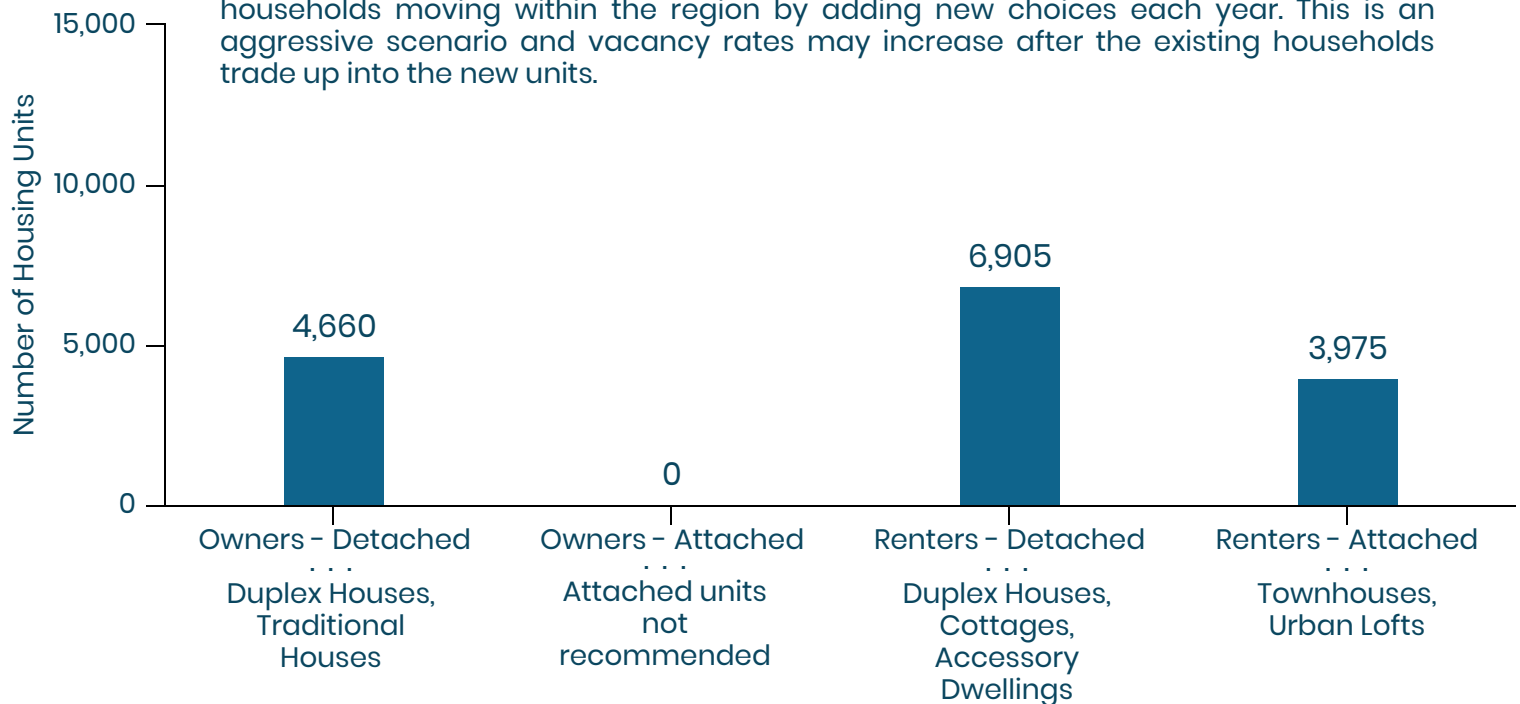


LandUseUSA  
UrbanStrategies

# Market Potential | Northwest Michigan New Builds and Rehabs | Year 2020



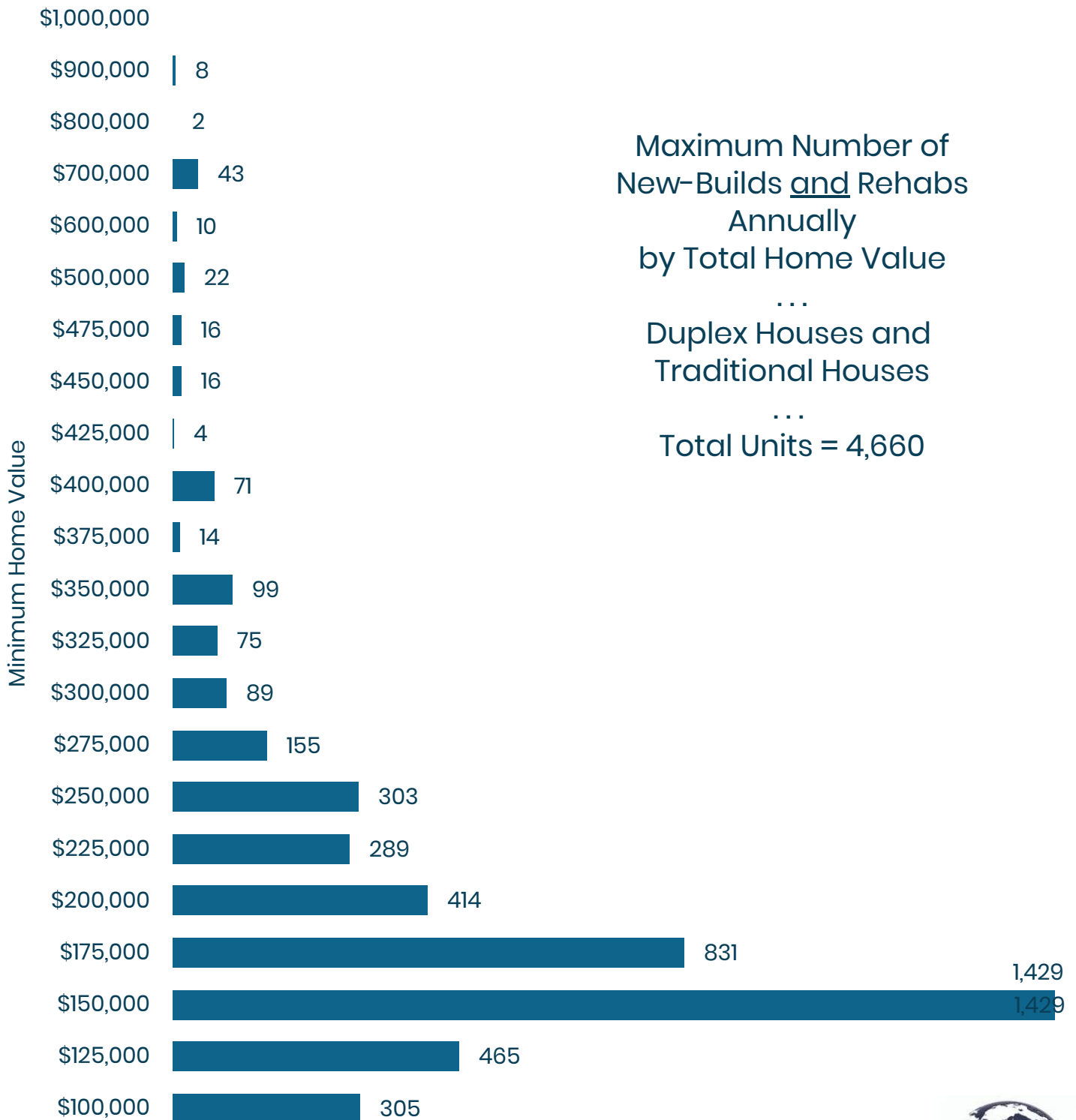
All charts represent the maximum annual market potential based on in-migration and internal movership. There is a need to CAPTURE new households that are moving into the 10-county region by building new units every year. In addition, RETAIN existing households moving within the region by adding new choices each year. This is an aggressive scenario and vacancy rates may increase after the existing households trade up into the new units.



All figures have not been adjusted downward for existing vacancies, and they also have not been adjusted for out-migration. Underlying target market analysis and exhibit prepared by LandUseUSA | Urban Strategies © 2019 on behalf of Housing North and Networks Northwest.



# Owners | Northwest Michigan Region Total Home Values | Year 2020

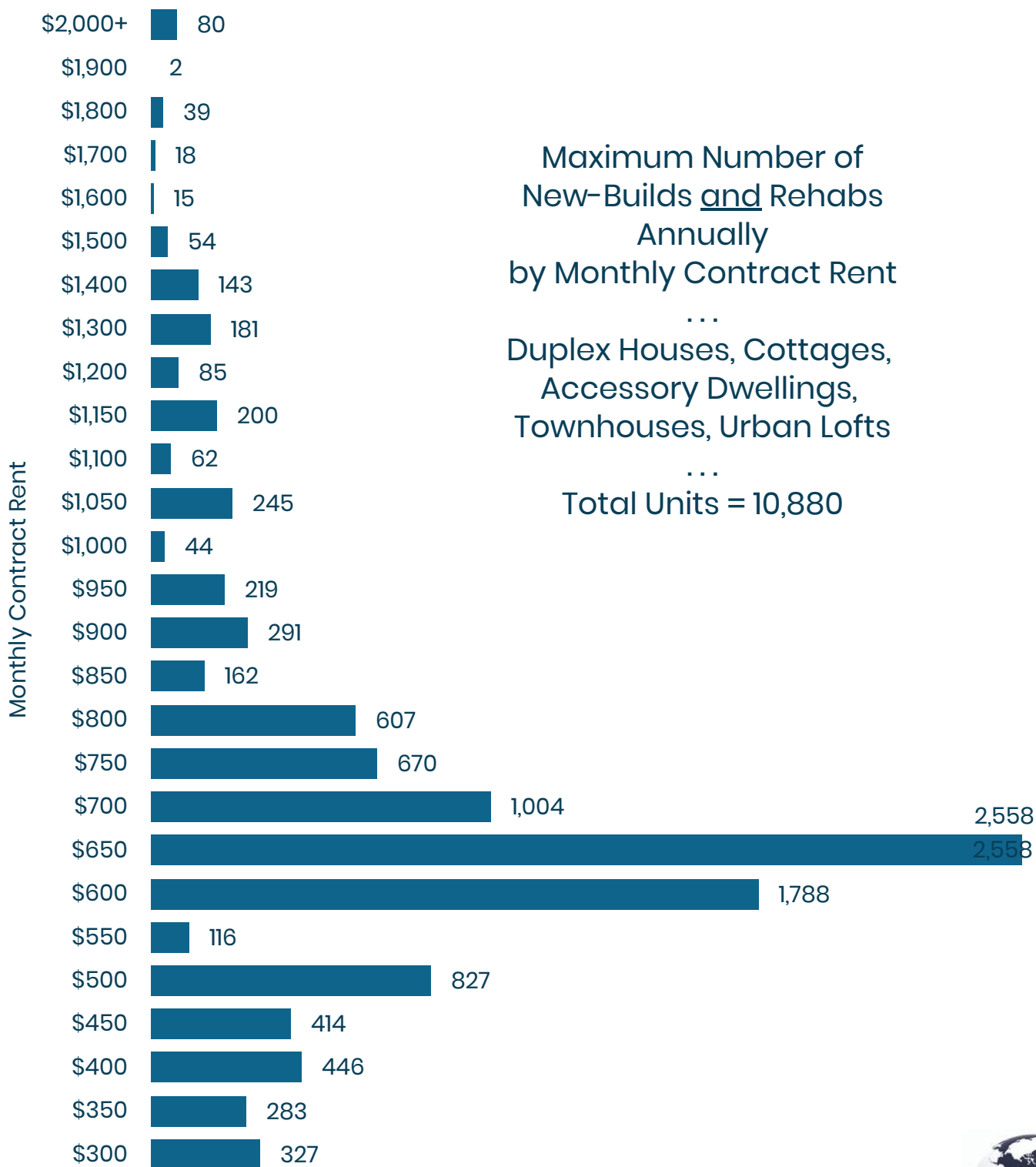


Based on the results of a Target Market Analysis and study of households moving into and within the 10-county region. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.



# Renters | Northwest Michigan Region

## Monthly Contract Rents | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the 10-county region. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.



# Antrim County, Michigan Residential Target Market Analysis Annual Market Potential – Year 2020



The Village of  
Elk Rapids



The Village of  
Mancelona



The Village of  
Central Lake



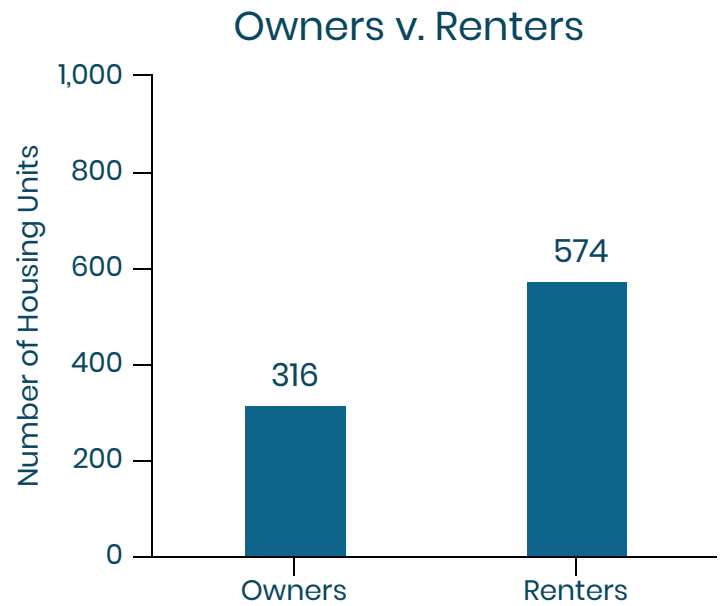
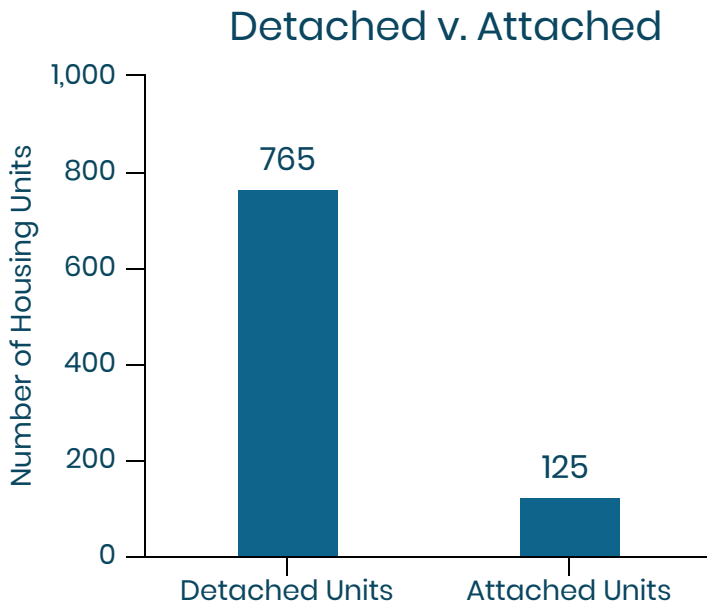
The Village of  
Bellaire



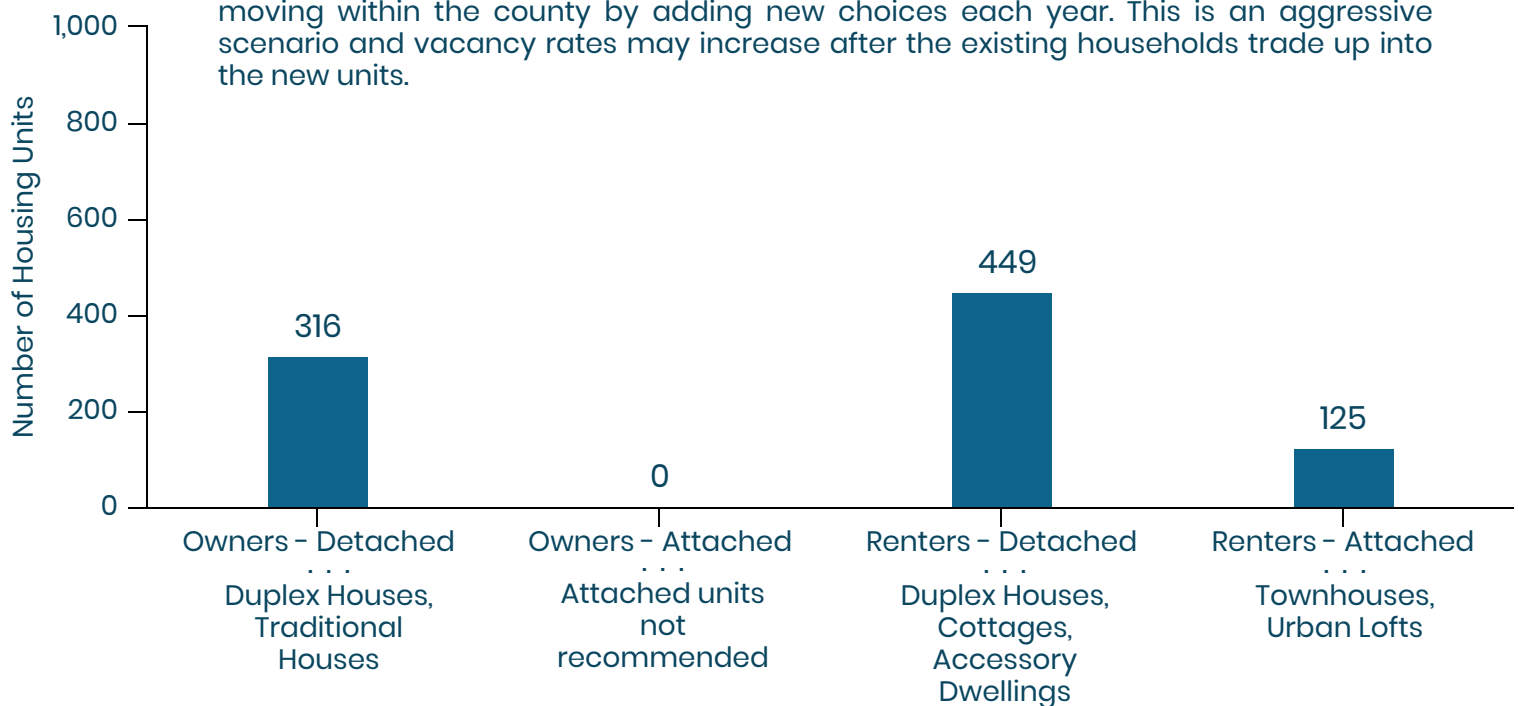
DRAFT  
October 18, 2019



# Market Potential | Antrim County New Builds and Rehabs | Year 2020



All charts represent the maximum annual market potential based on in-migration and internal movership. There is a need to CAPTURE new households that are moving into the county by building new units every year. In addition, RETAIN existing households moving within the county by adding new choices each year. This is an aggressive scenario and vacancy rates may increase after the existing households trade up into the new units.

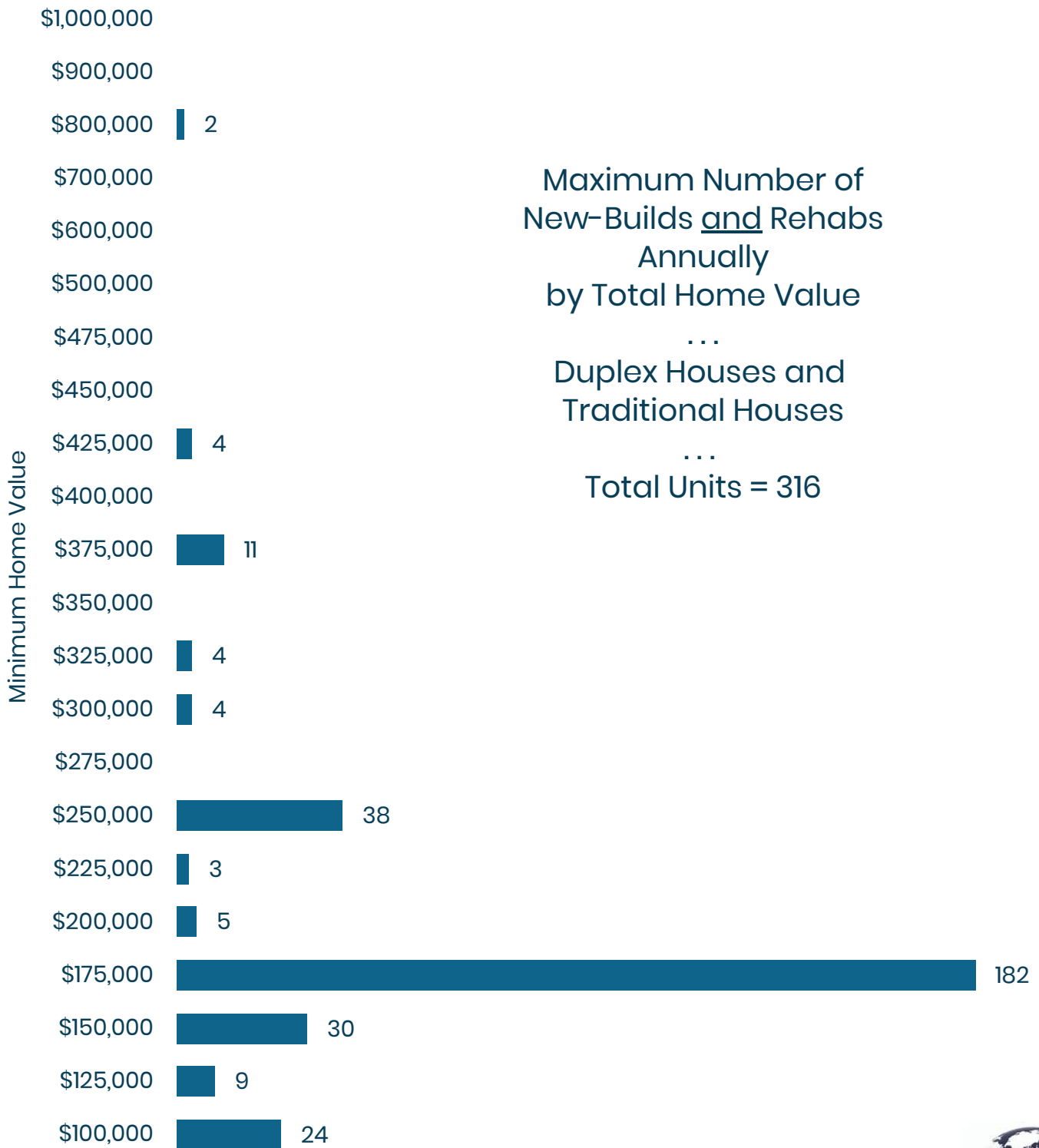


All figures have not been adjusted downward for existing vacancies, and they also have not been adjusted for out-migration. Underlying target market analysis and exhibit prepared by LandUseUSA | Urban Strategies © 2019 on behalf of Housing North and Networks Northwest.



# Owners | Antrim County

## Total Home Values | Year 2020

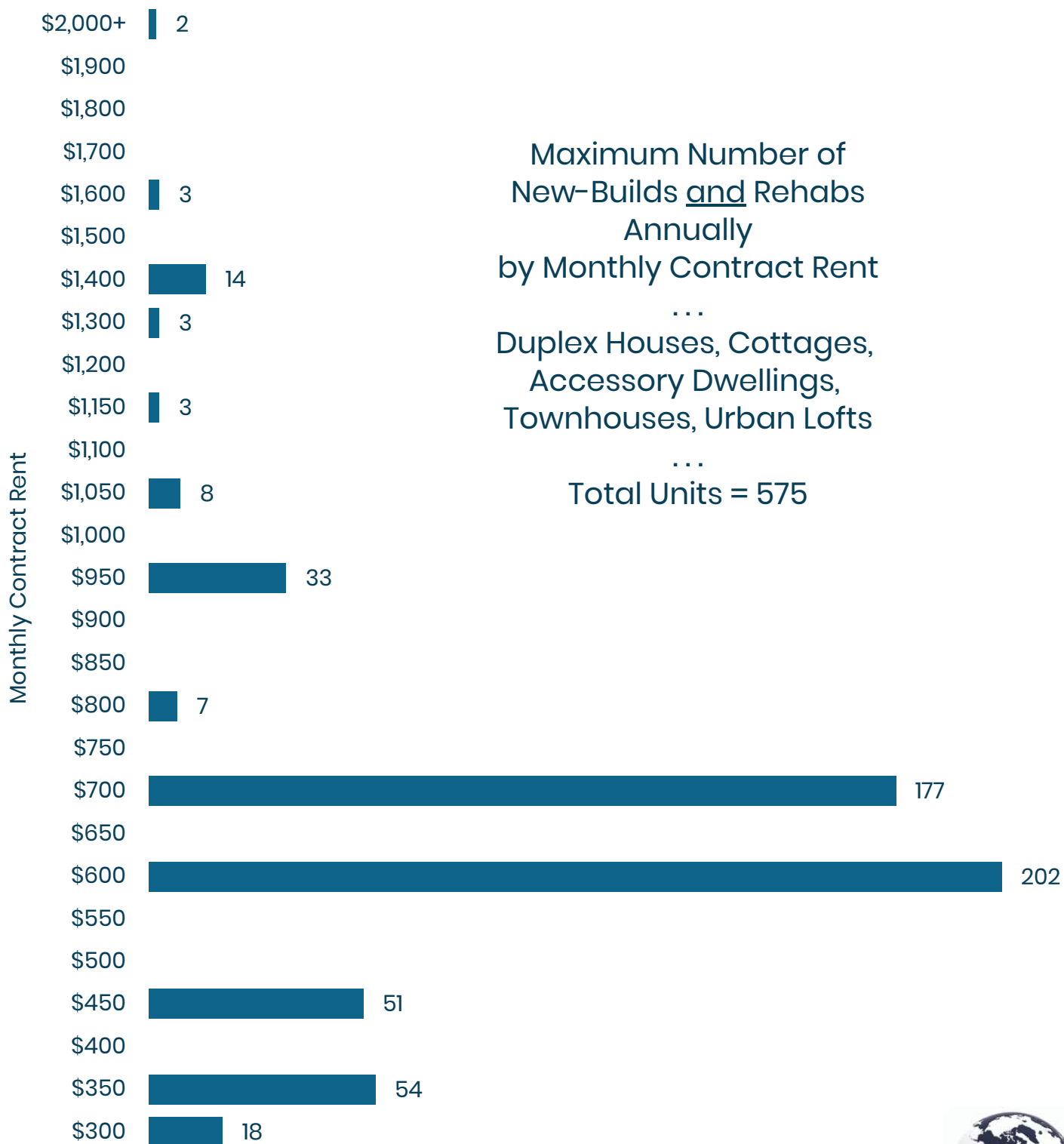


Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.



# Renters | Antrim County

## Monthly Contract Rents | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.





# Benzie County, Michigan Residential Target Market Analysis Annual Market Potential – Year 2020



The City of Frankfort  
The Village of Elberta



The Village of Benzonia  
The Village of Beulah



The Village of  
Thompsonville



The Village of  
Honor



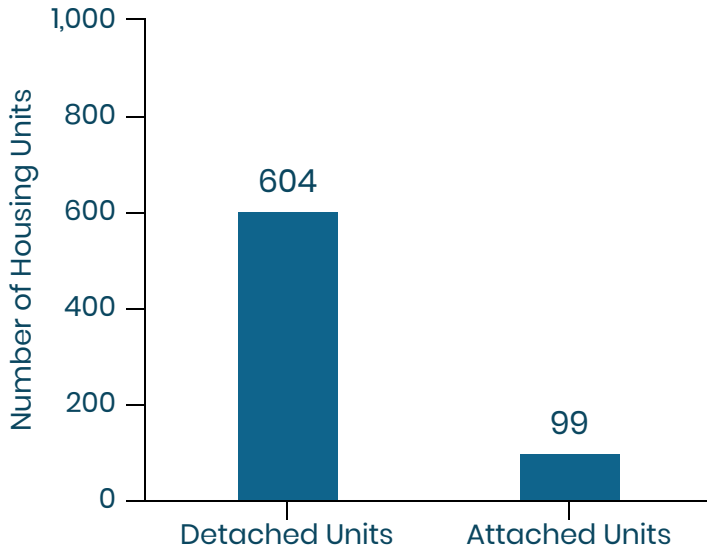
DRAFT  
October 18, 2019



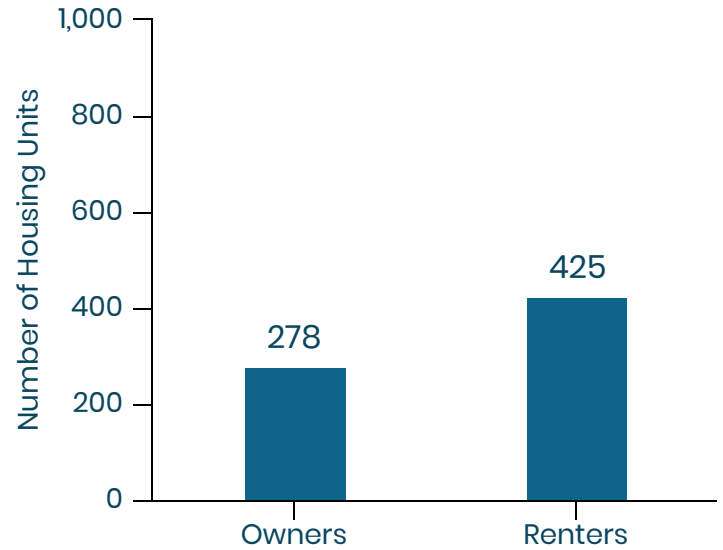
LandUseUSA  
UrbanStrategies

# Market Potential | Benzie County New Builds and Rehabs | Year 2020

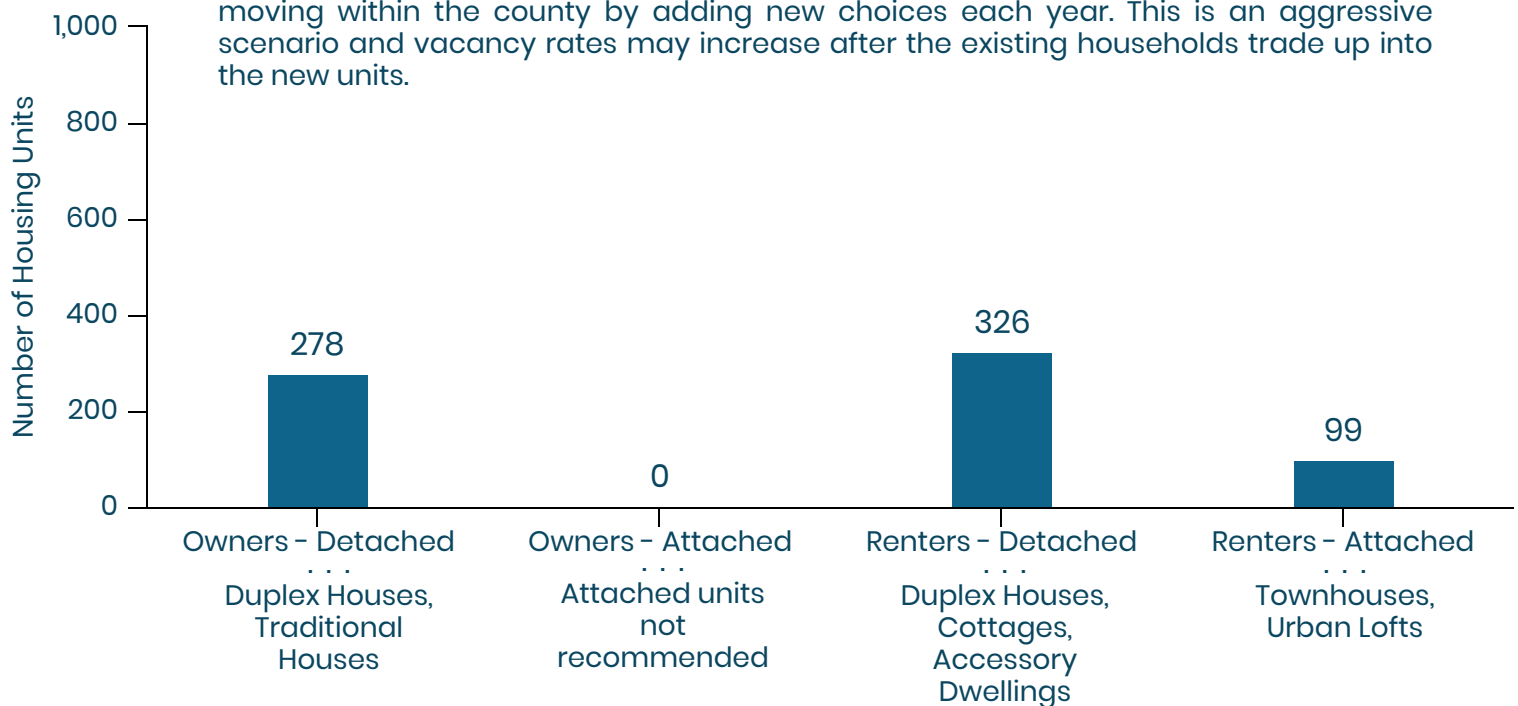
### Detached v. Attached



### Owners v. Renters



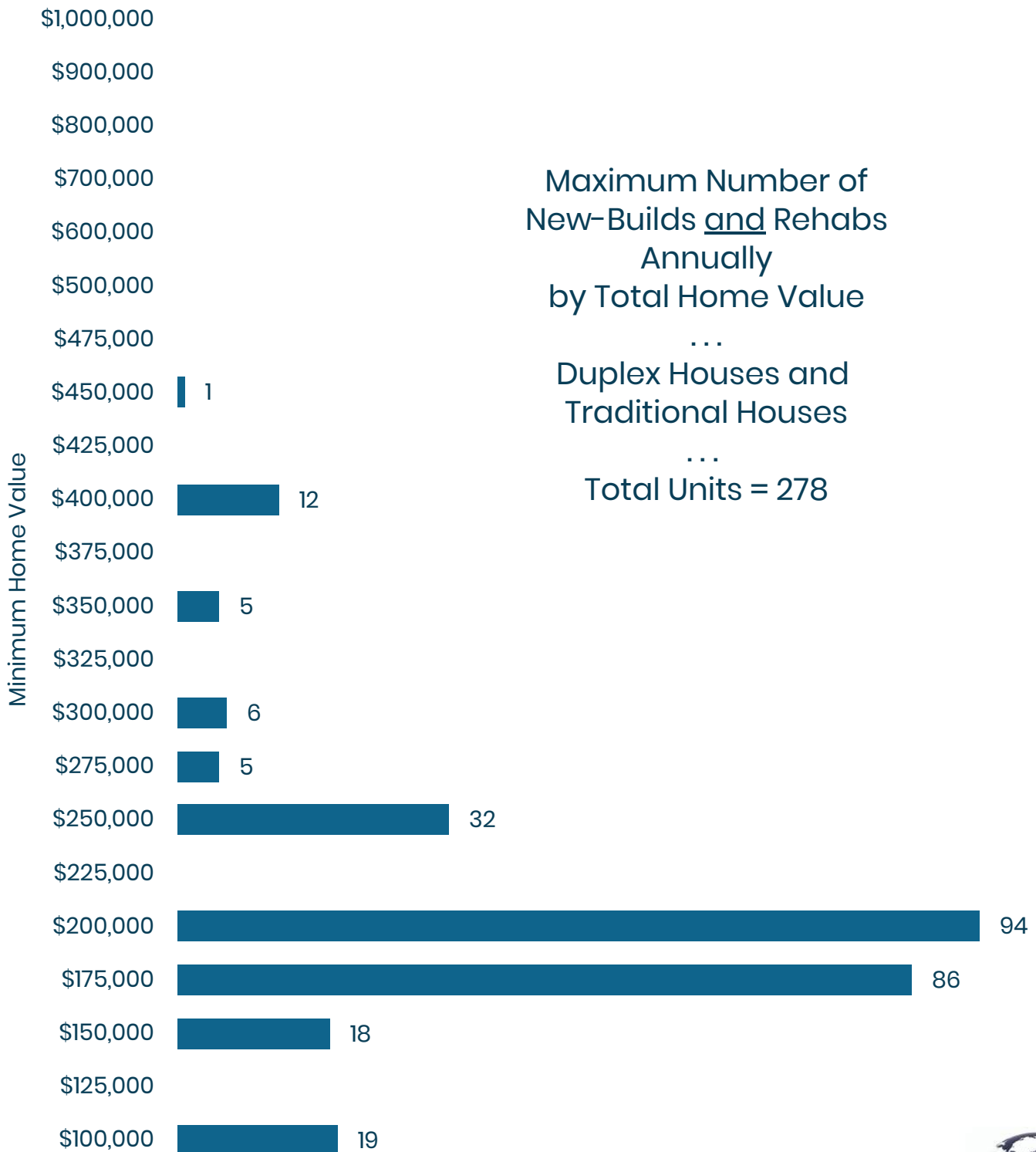
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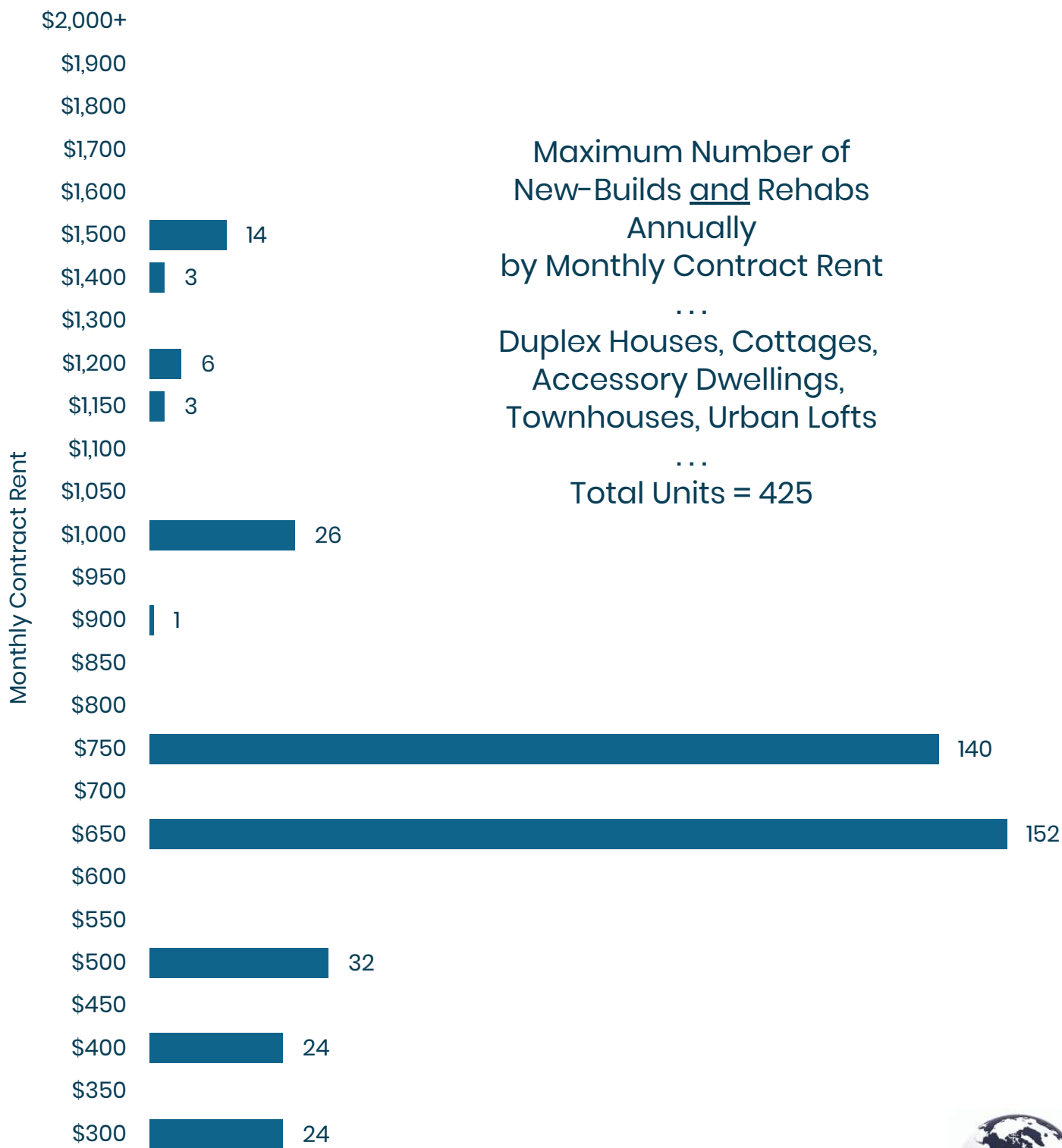
# Owners | Benzie County Total Home Values | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.

# Renters | Benzie County

## Monthly Contract Rents | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.



# Charlevoix County, Michigan Residential Target Market Analysis Annual Market Potential – Year 2020



The City of  
Boyne City



The City of  
Charlevoix



The City of  
East Jordan



Bay Shore CDP  
Census Designated Place

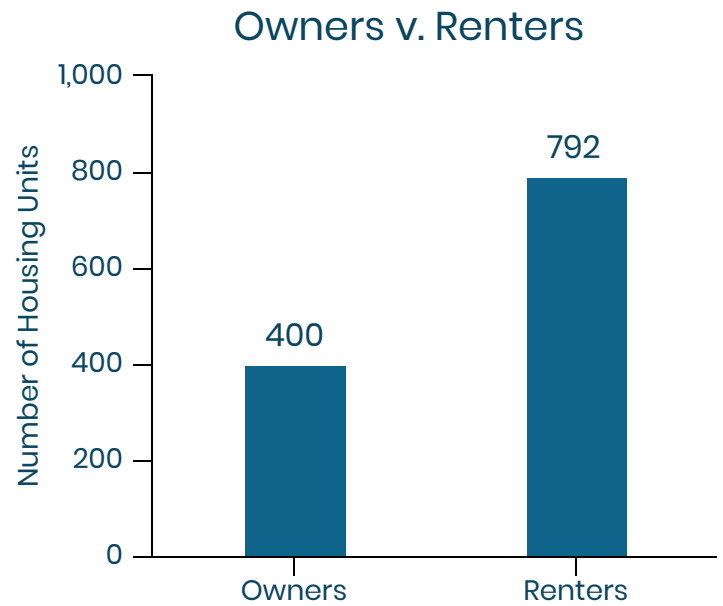
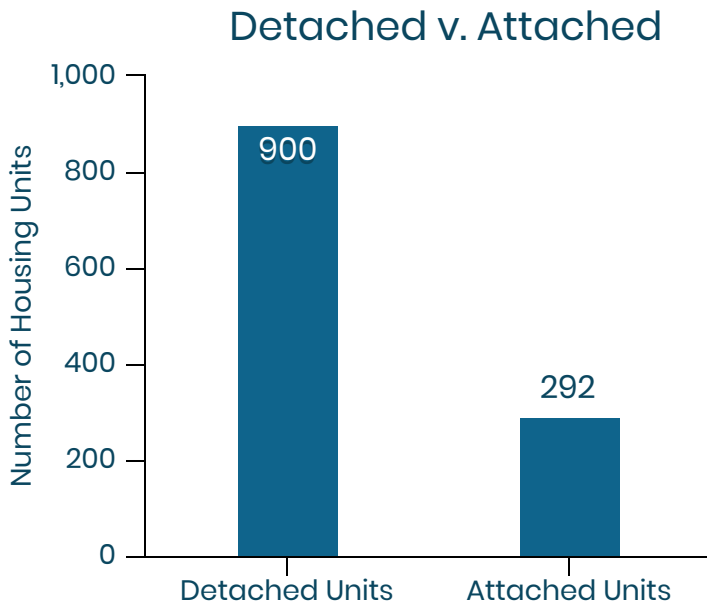


DRAFT  
October 18, 2019

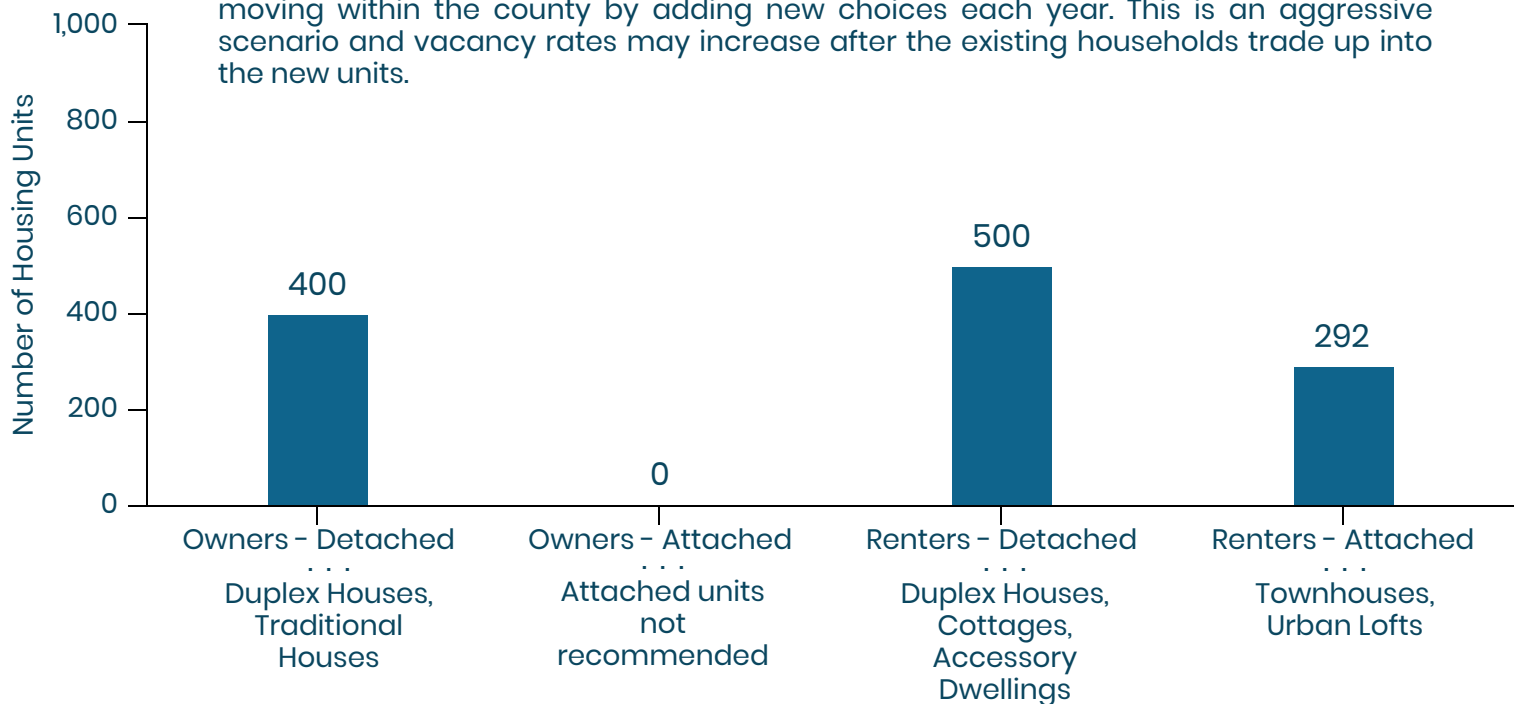


LandUseUSA  
UrbanStrategies

# Market Potential | Charlevoix County New Builds and Rehabs | Year 2020



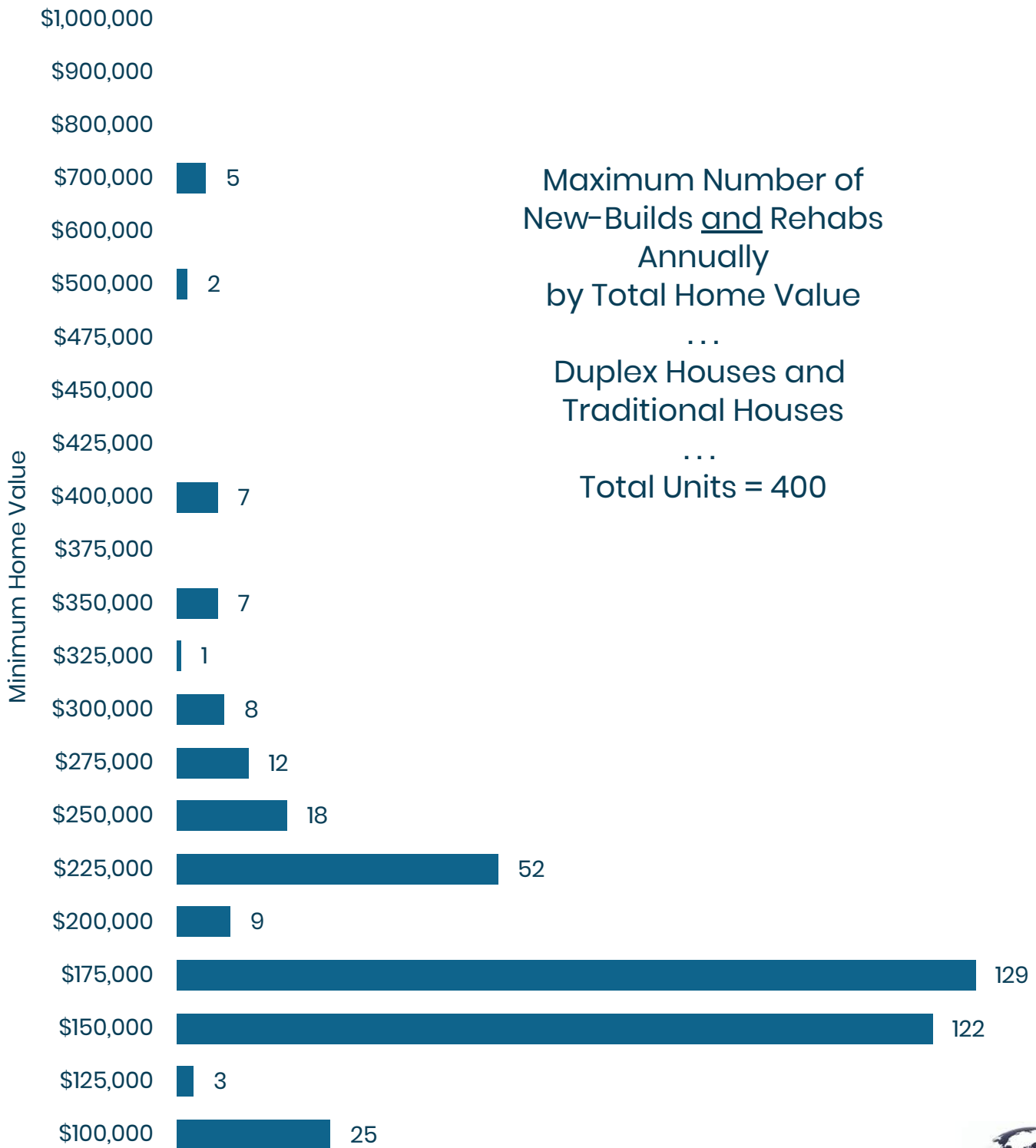
All charts represent the maximum annual market potential based on in-migration and internal movership. There is a need to CAPTURE new households that are moving into the county by building new units every year. In addition, RETAIN existing households moving within the county by adding new choices each year. This is an aggressive scenario and vacancy rates may increase after the existing households trade up into the new units.



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# Owners | Charlevoix County Total Home Values | Year 2020



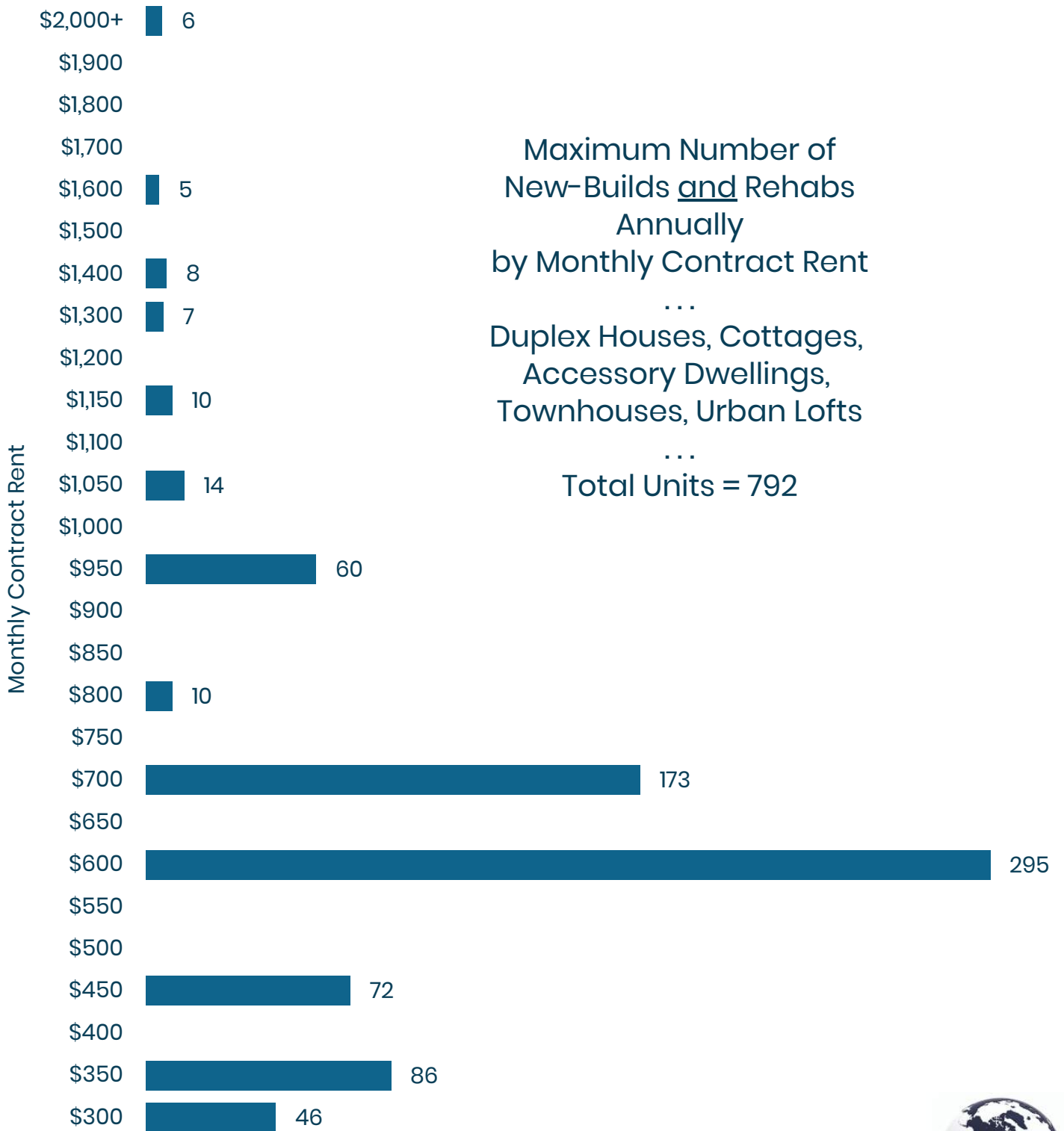
Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.





# Renters | Charlevoix County

## Monthly Contract Rents | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.





# Emmet County, Michigan Residential Target Market Analysis Annual Market Potential – Year 2020



The City of  
Petoskey



The City of  
Harbor Springs



The Village of  
Alanson



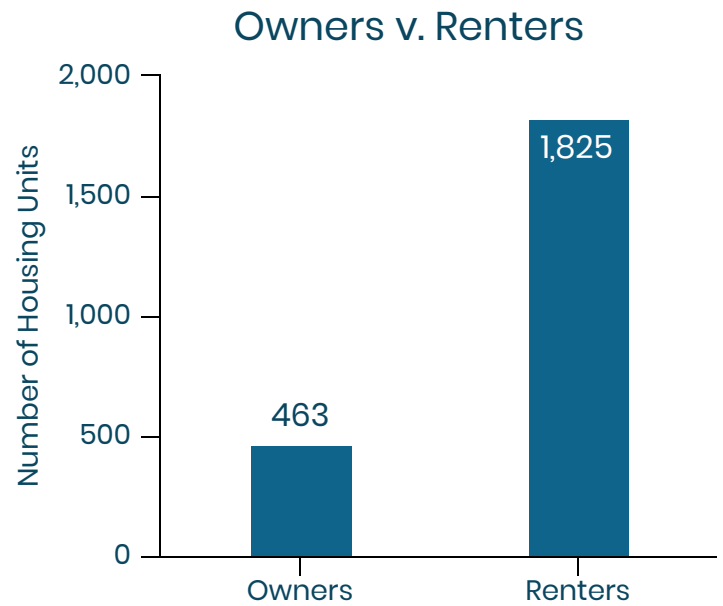
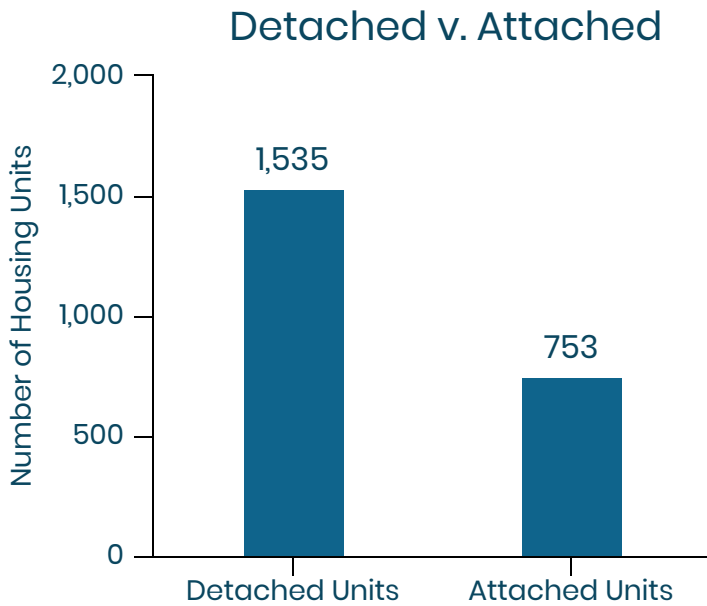
The Village of  
Pellston



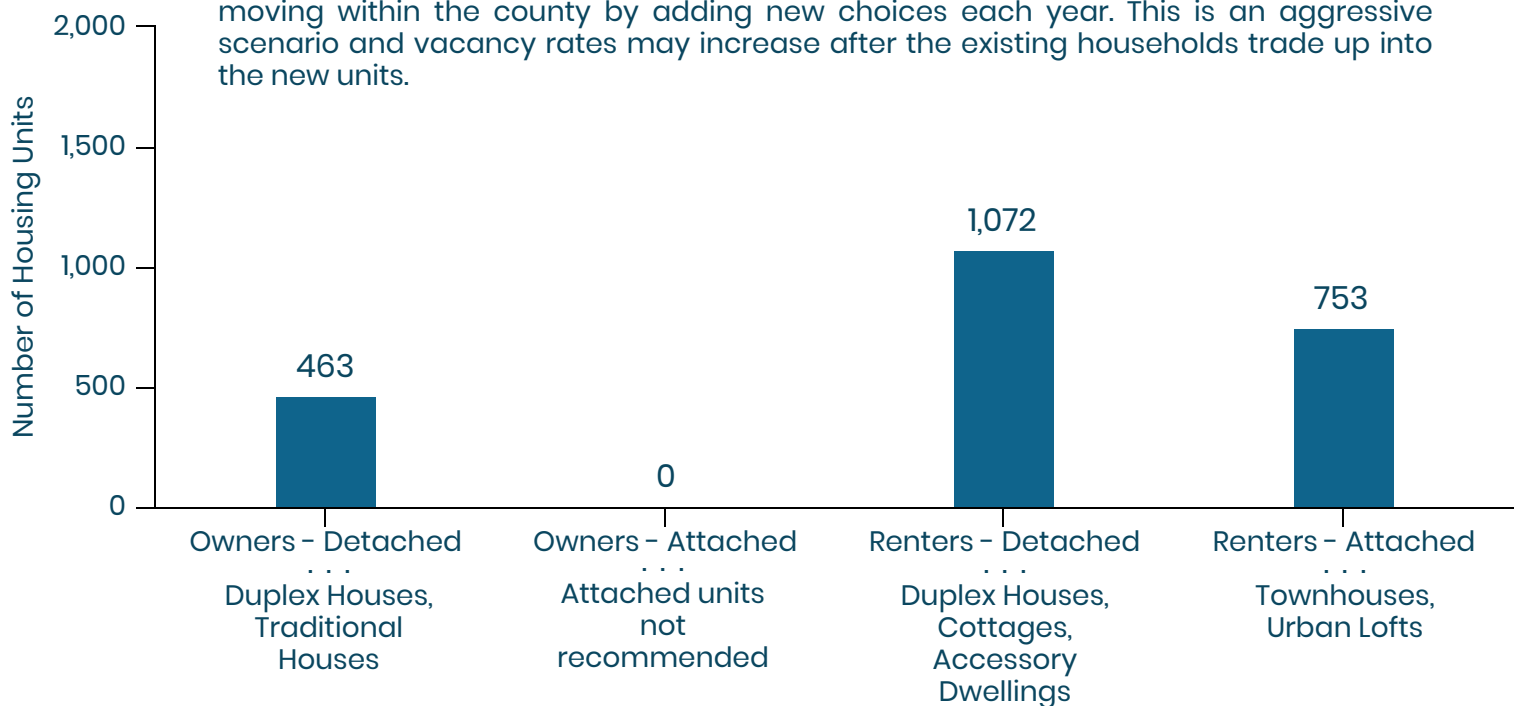
DRAFT  
October 18, 2019



# Market Potential | Emmet County New Builds and Rehabs | Year 2020



All charts represent the maximum annual market potential based on in-migration and internal movership. There is a need to CAPTURE new households that are moving into the county by building new units every year. In addition, RETAIN existing households moving within the county by adding new choices each year. This is an aggressive scenario and vacancy rates may increase after the existing households trade up into the new units.

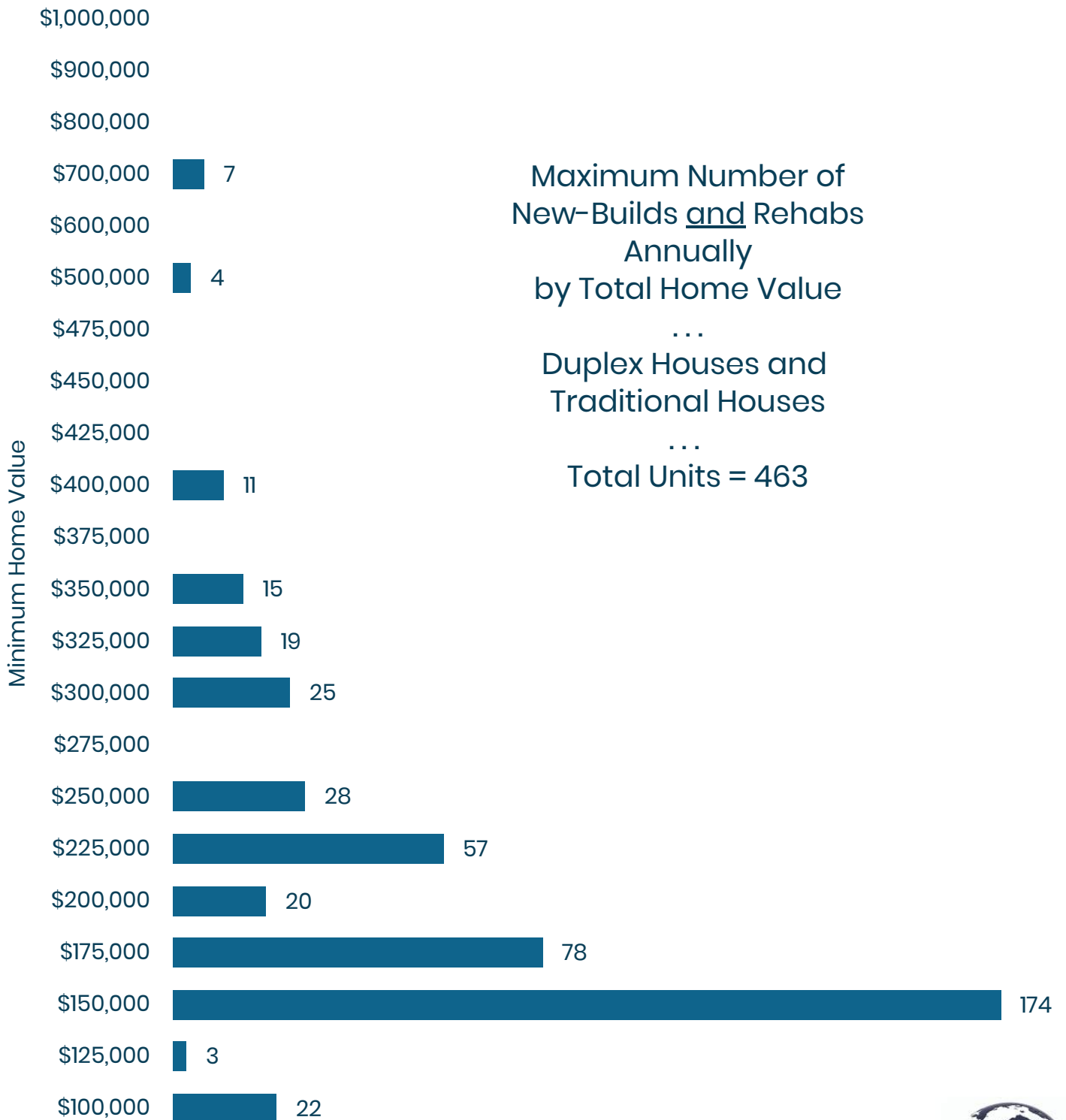


All figures have not been adjusted downward for existing vacancies, and they also have not been adjusted for out-migration. Underlying target market analysis and exhibit prepared by LandUseUSA | Urban Strategies © 2019 on behalf of Housing North and Networks Northwest.



# Owners | Emmet County

## Total Home Values | Year 2020



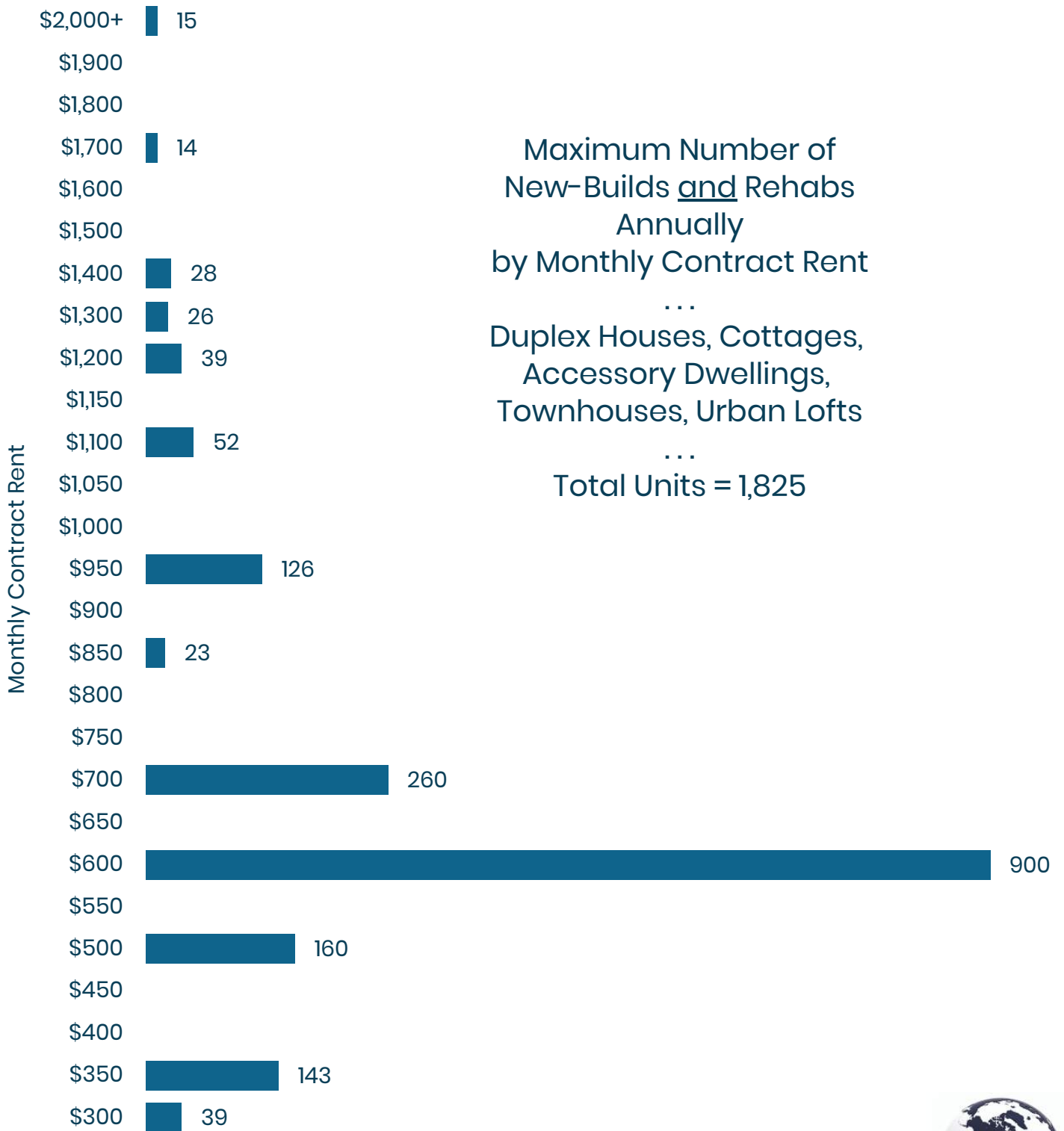
Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.



**LandUseUSA**  
UrbanStrategies

# Renters | Emmet County

## Monthly Contract Rents | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.



# Grand Traverse County, Michigan Residential Target Market Analysis Annual Market Potential – Year 2020



The City of  
Traverse City



The Village of  
Kingsley



Chums Corner  
CDP



The Village of  
Fife Lake



Interlochen  
CDP

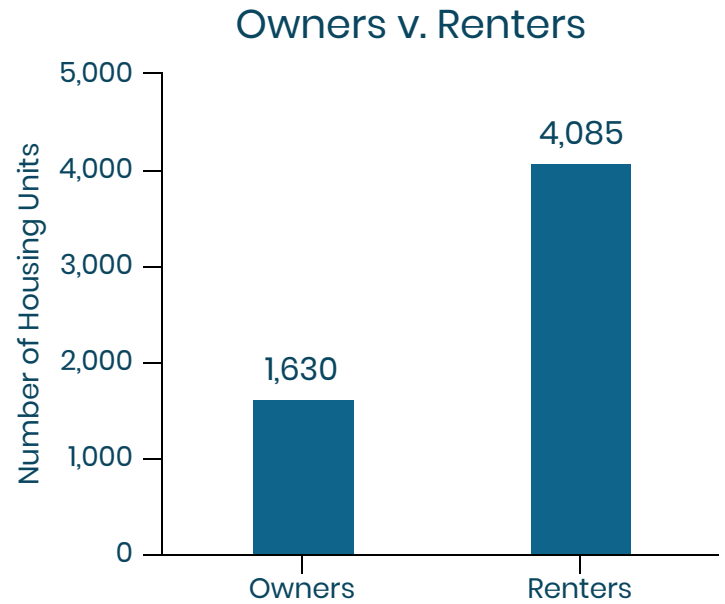
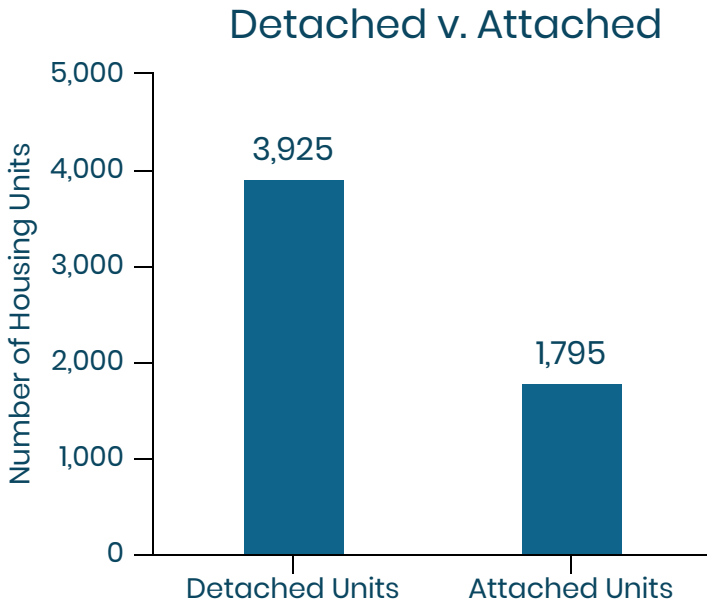


DRAFT  
October 18, 2019

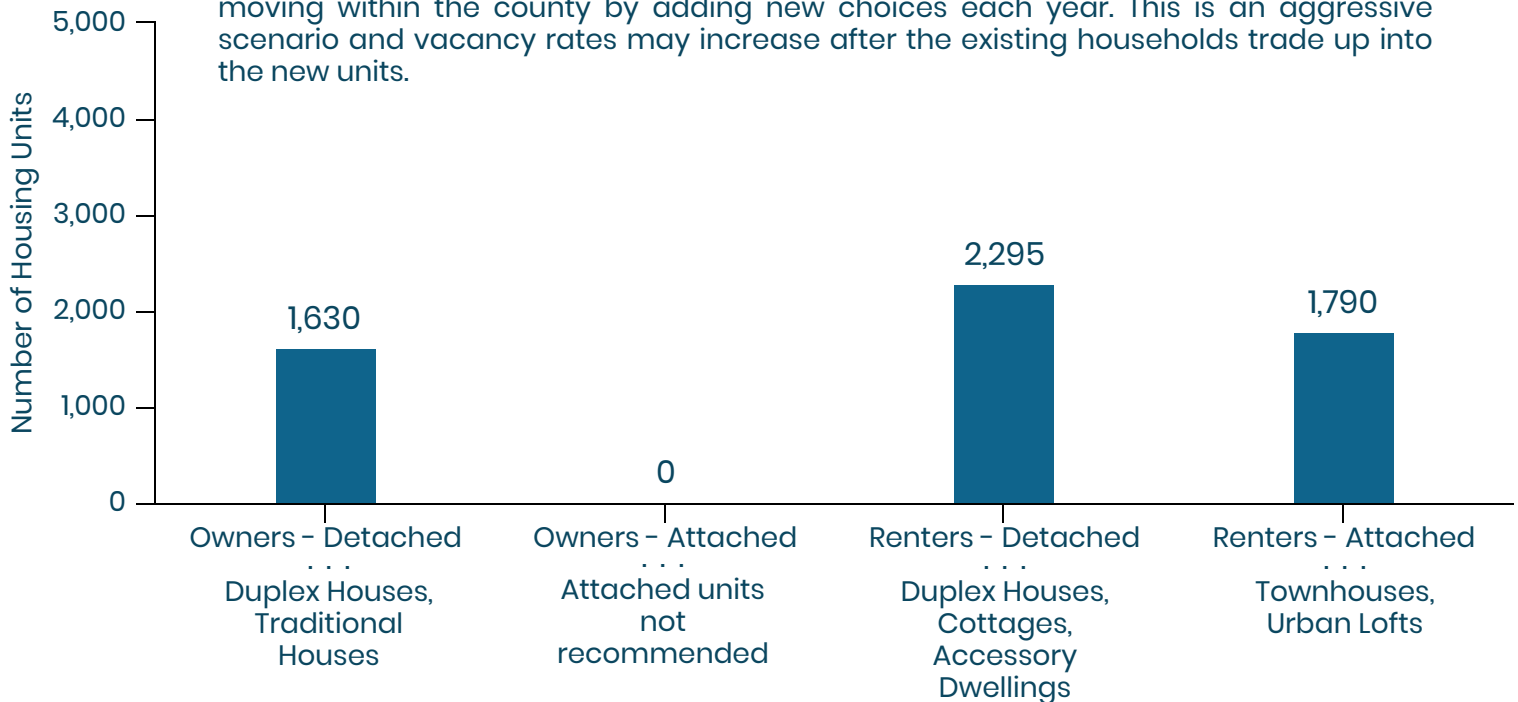


LandUseUSA  
UrbanStrategies

# Market Potential | Grand Traverse Co. New Builds and Rehabs | Year 2020



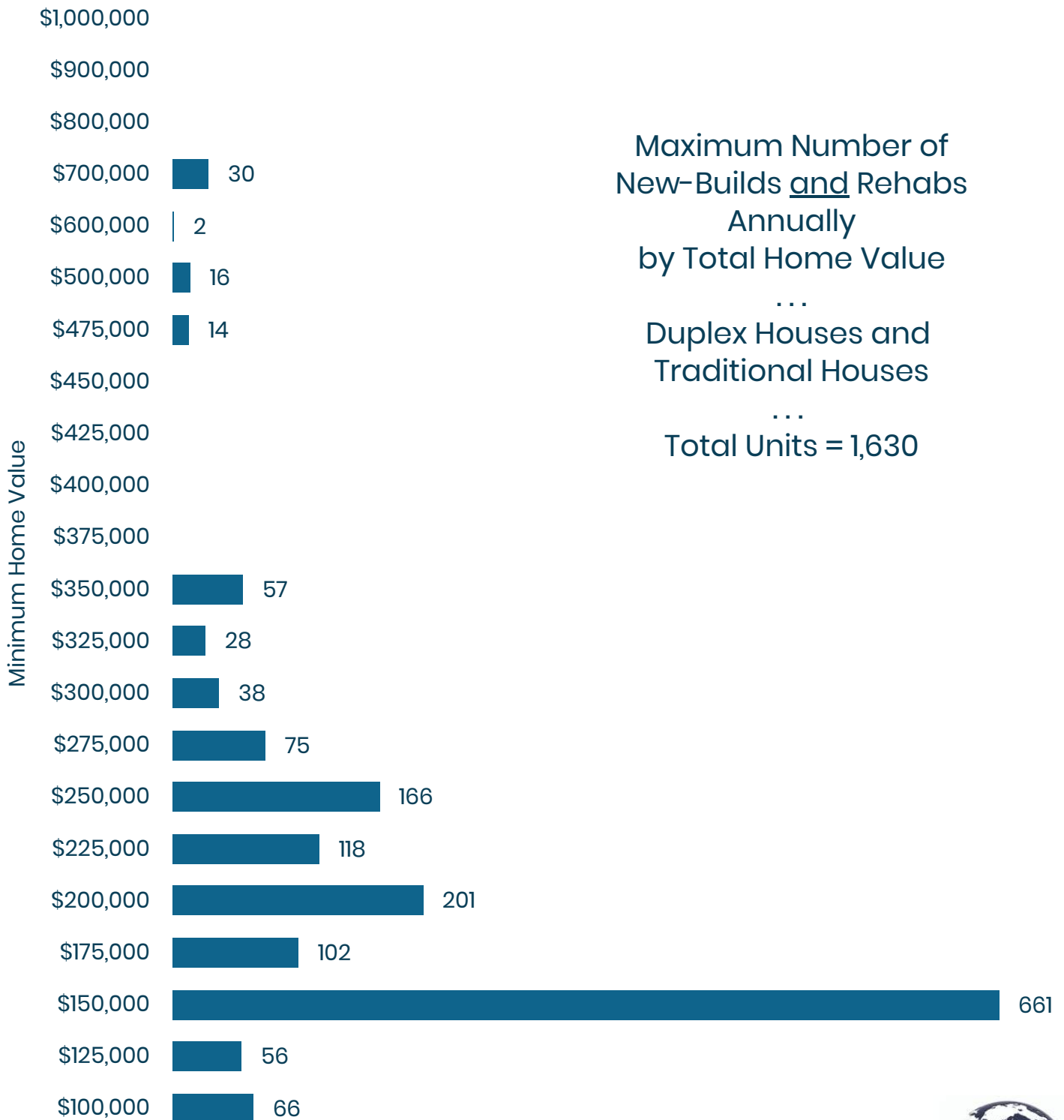
All charts represent the maximum annual market potential based on in-migration and internal movership. There is a need to CAPTURE new households that are moving into the county by building new units every year. In addition, RETAIN existing households moving within the county by adding new choices each year. This is an aggressive scenario and vacancy rates may increase after the existing households trade up into the new units.



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# Owners | Grand Traverse County Total Home Values | Year 2020



Maximum Number of  
New-Builds and Rehabs  
Annually  
by Total Home Value

...

Duplex Houses and  
Traditional Houses

...

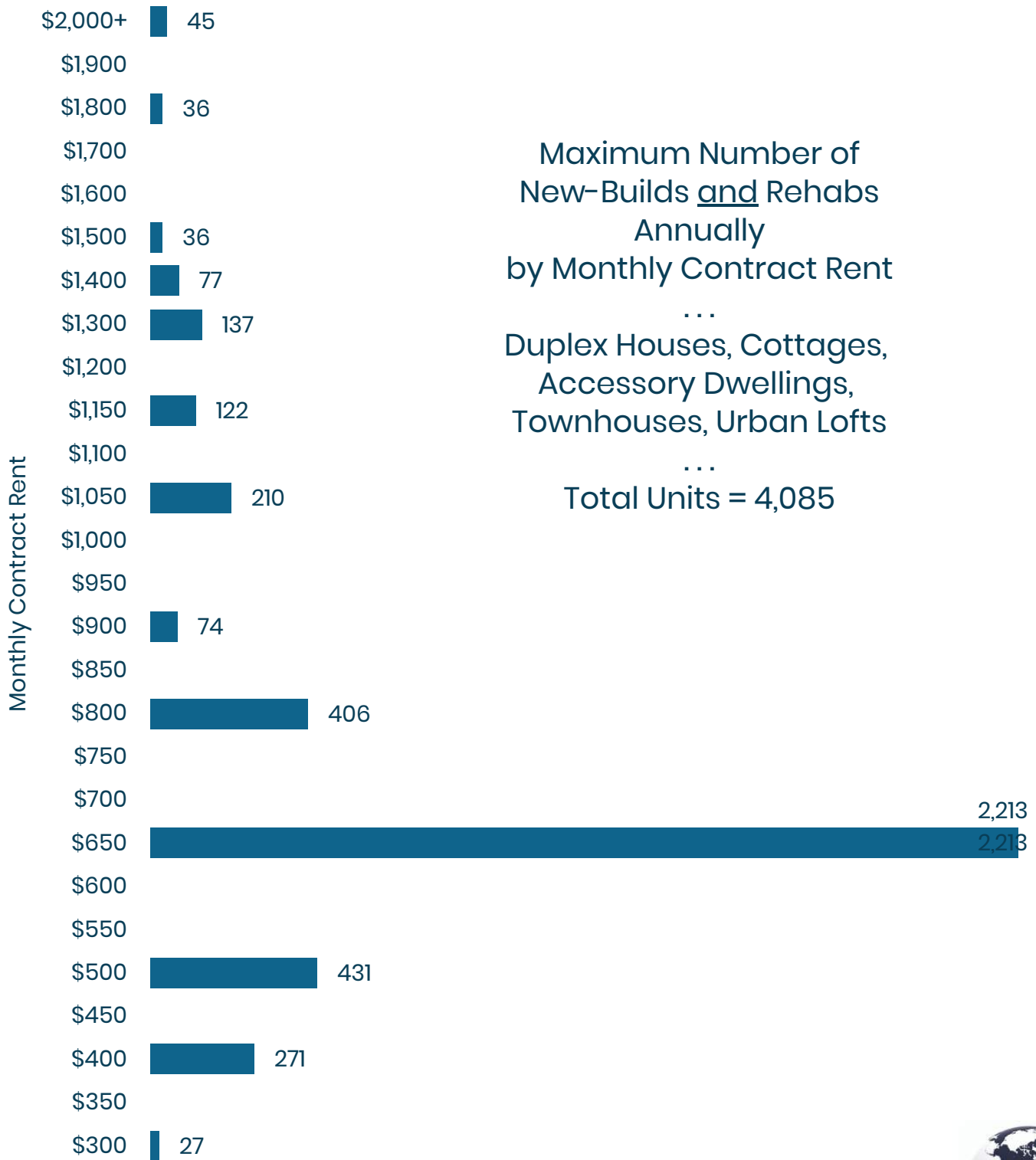
Total Units = 1,630

Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.





# Renters | Grand Traverse County Monthly Contract Rents | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.





# Kalkaska County, Michigan Residential Target Market Analysis Annual Market Potential – Year 2020



The Village of  
Kalkaska



Rapid City CDP  
Census Designated Place



Manistee Lake CDP  
Census Designated Place



Bear Lake CDP  
Census Designated Place

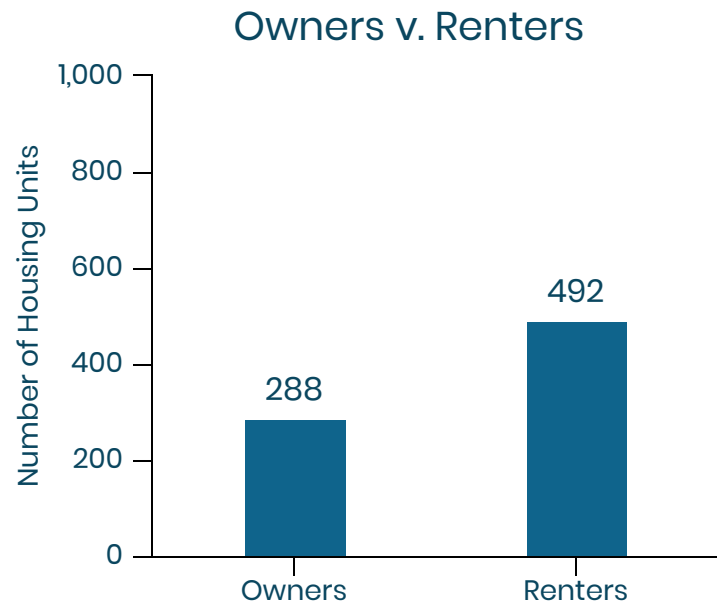
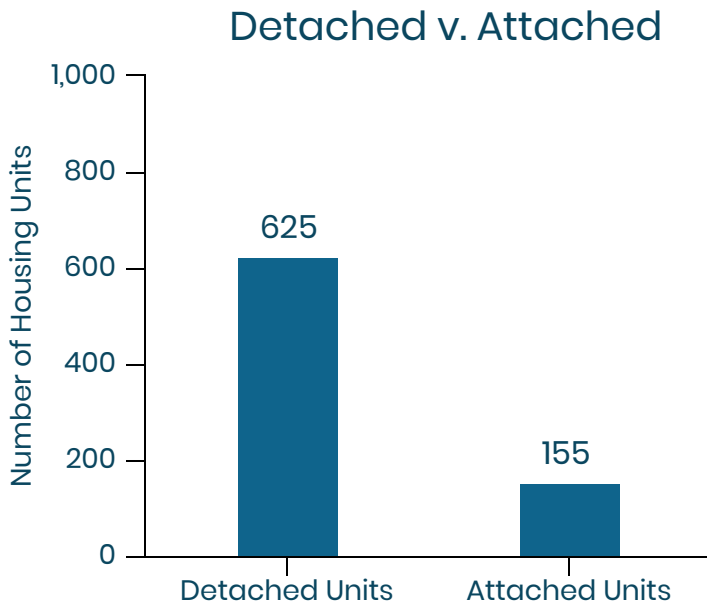


DRAFT  
October 18, 2019

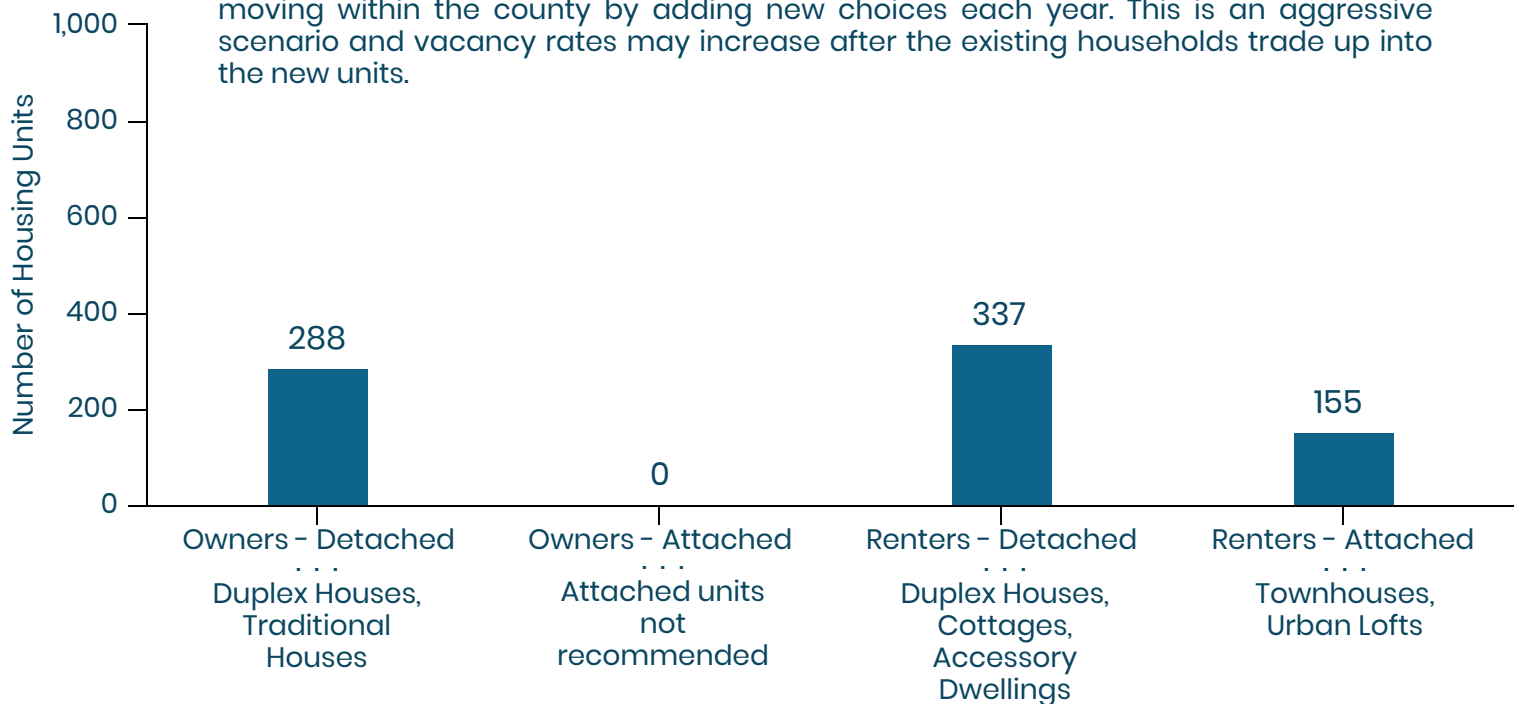


LandUseUSA  
UrbanStrategies

# Market Potential | Kalkaska County New Builds and Rehabs | Year 2020



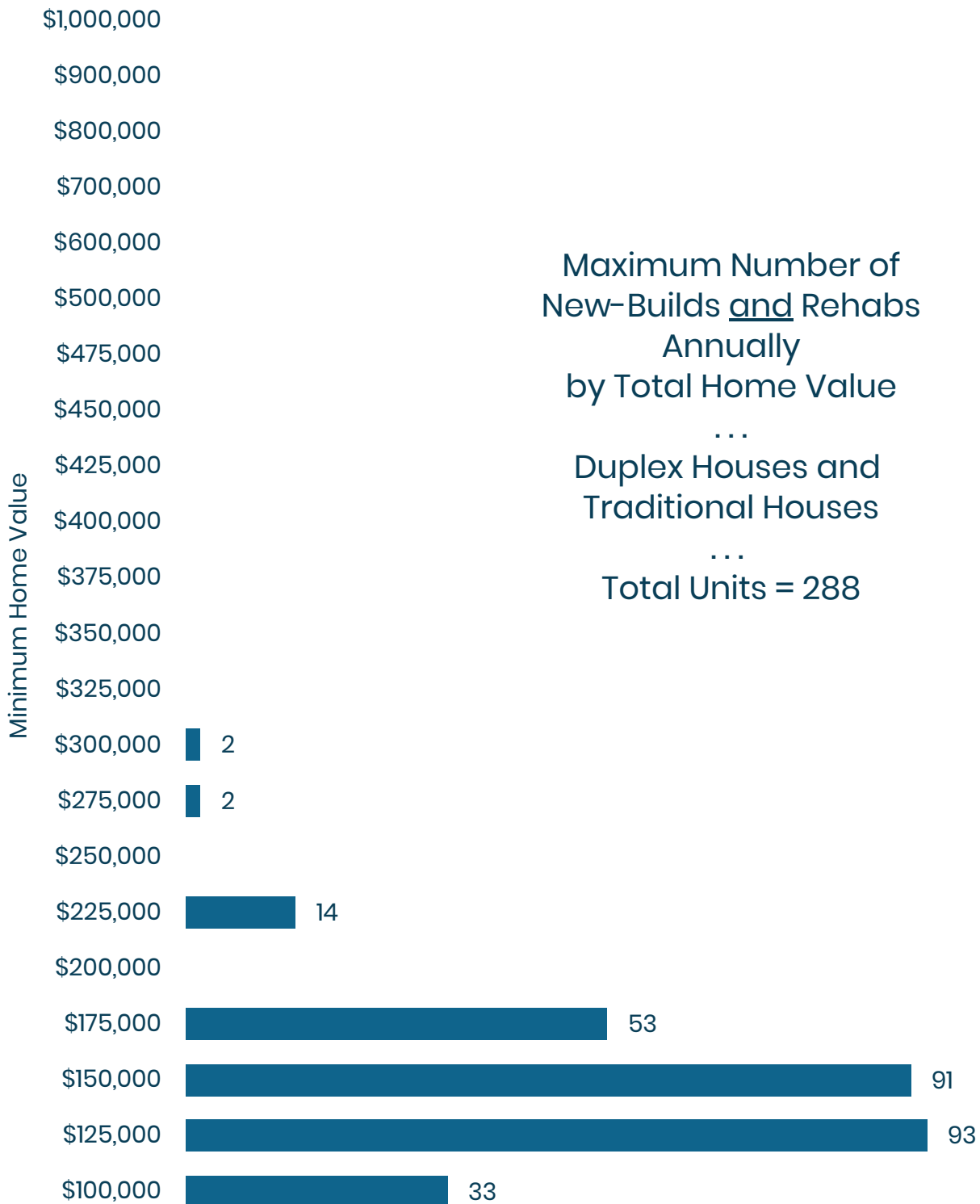
All charts represent the maximum annual market potential based on in-migration and internal movership. There is a need to CAPTURE new households that are moving into the county by building new units every year. In addition, RETAIN existing households moving within the county by adding new choices each year. This is an aggressive scenario and vacancy rates may increase after the existing households trade up into the new units.



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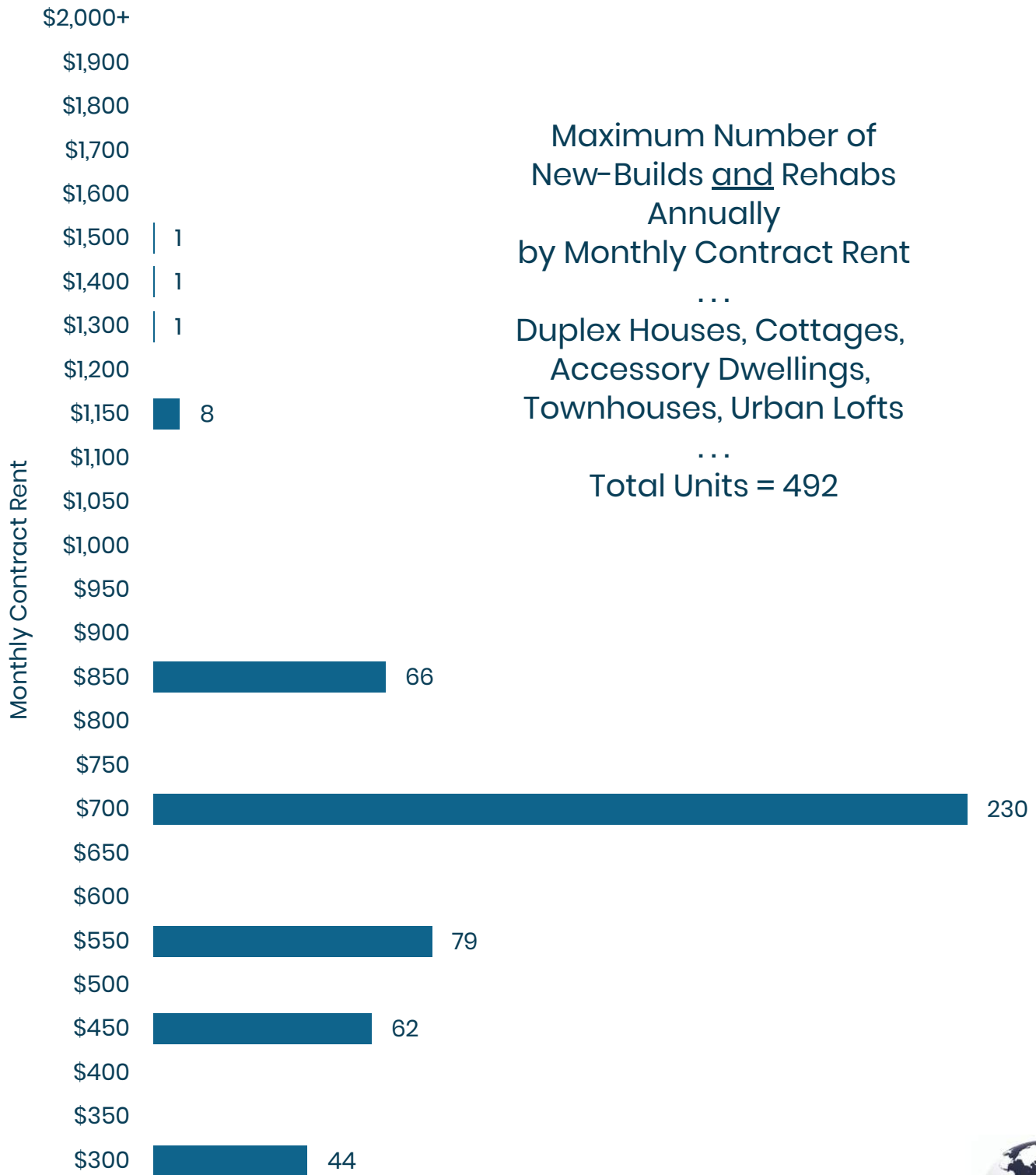
# Owners | Kalkaska County Total Home Values | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.

# Renters | Kalkaska County

## Monthly Contract Rents | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.



# Leelanau County, Michigan Residential Target Market Analysis Annual Market Potential – Year 2020



Greilickville CDP  
Census Designated Place



The Village of  
Northport



The Village of  
Suttons Bay



The Village of  
Empire



Leland CDP  
Census Designated Place

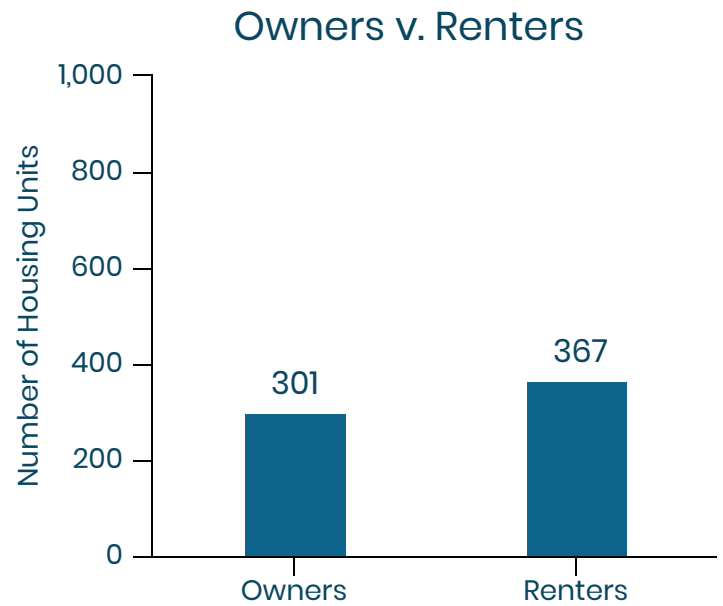
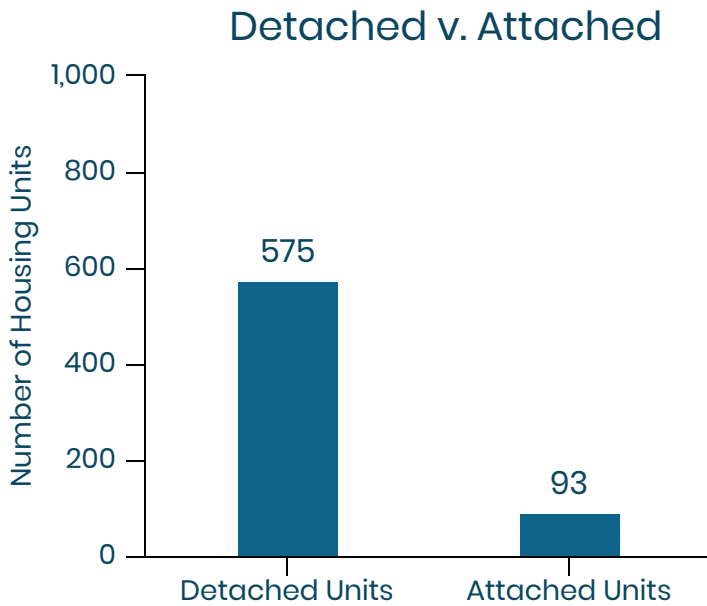


DRAFT  
October 18, 2019

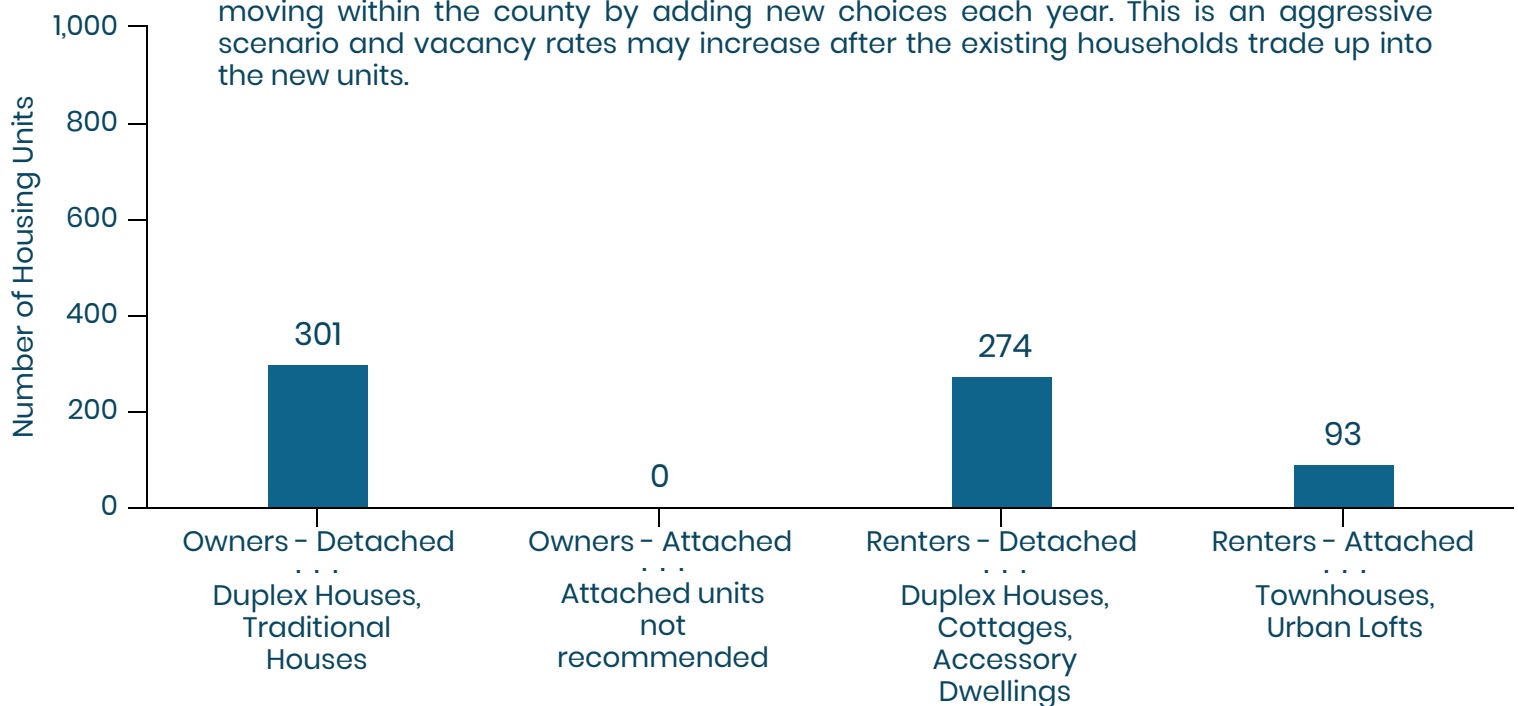


LandUseUSA  
UrbanStrategies

# Market Potential | Leelanau County New Builds and Rehabs | Year 2020



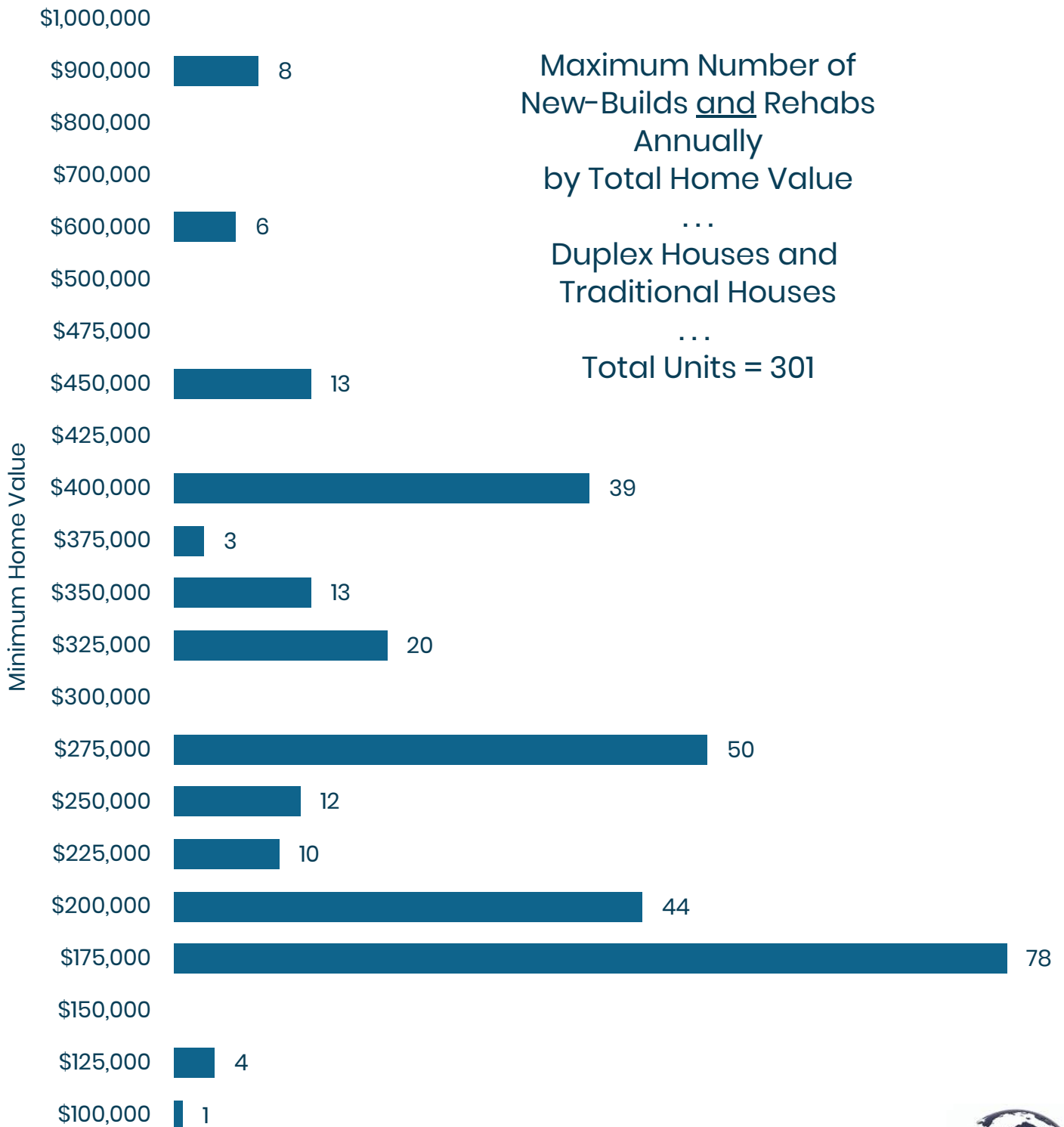
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# Owners | Leelanau County Total Home Values | Year 2020

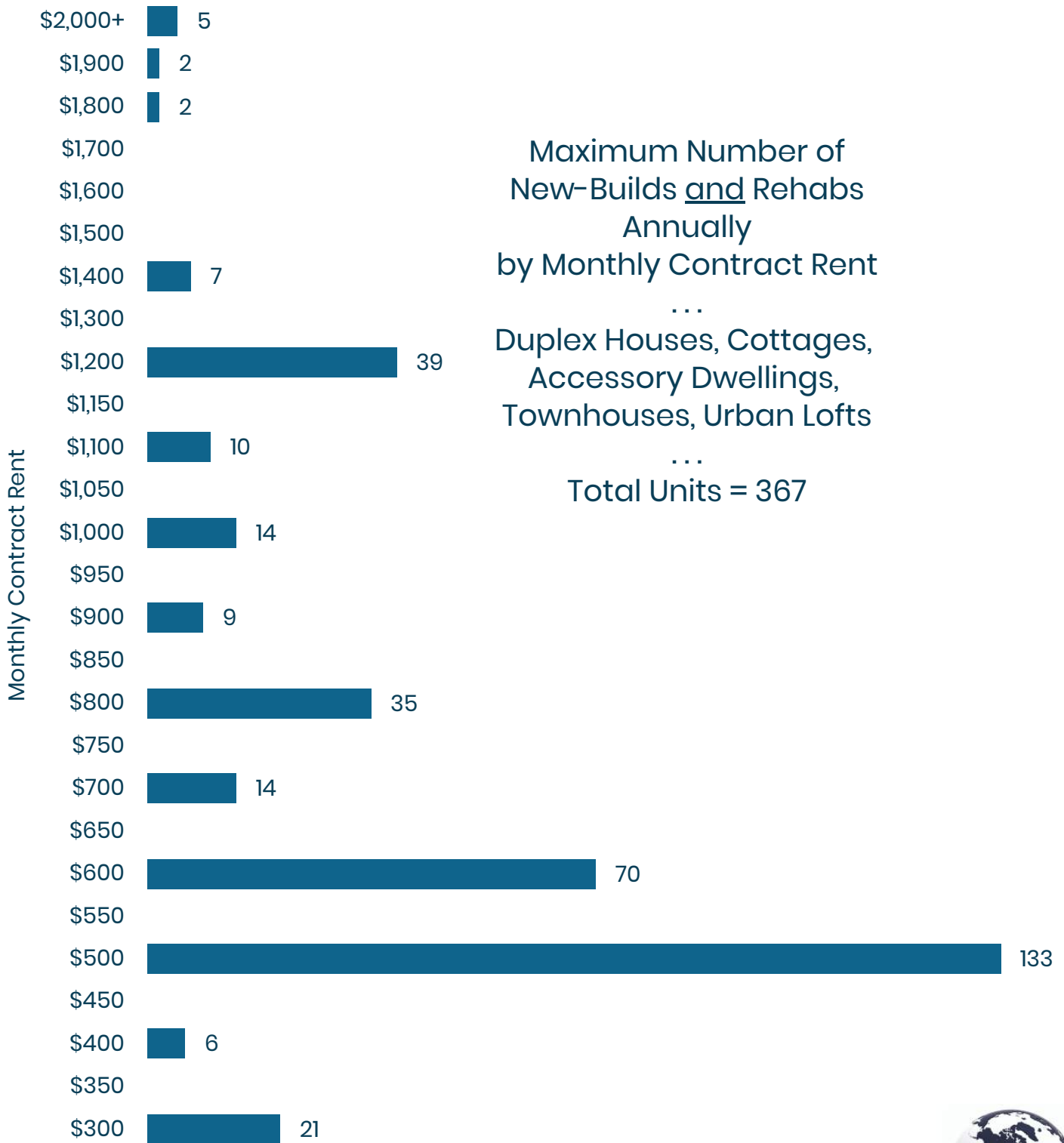


Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.



# Renters | Leelanau County

## Monthly Contract Rents | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.





# Manistee County, Michigan Residential Target Market Analysis Annual Market Potential – Year 2020



The City of  
Manistee



The Village of  
Kaleva



The Village of  
Eastlake



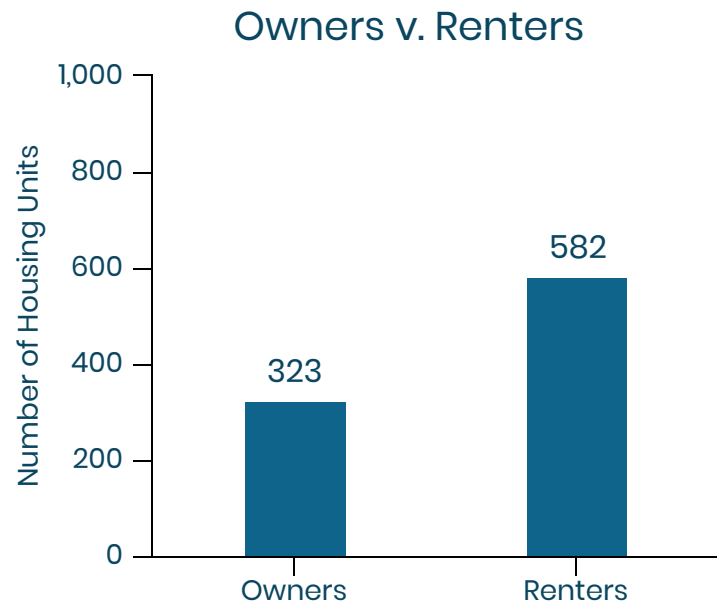
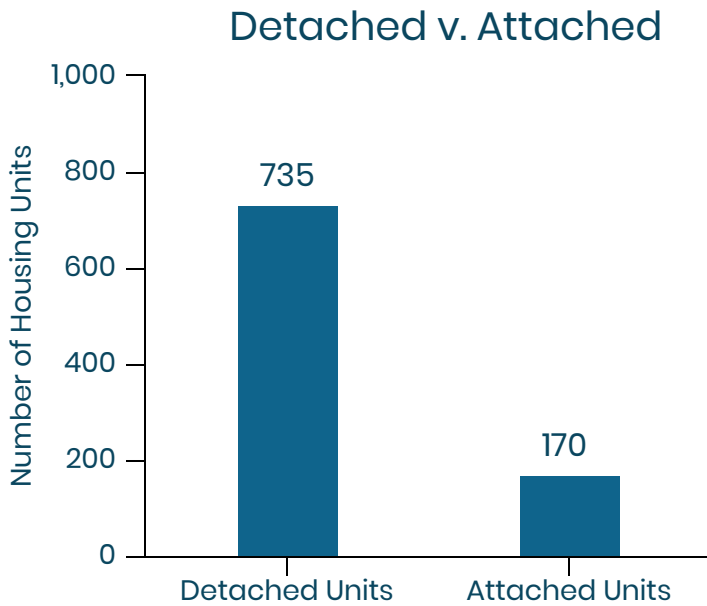
The Village of  
Onkama



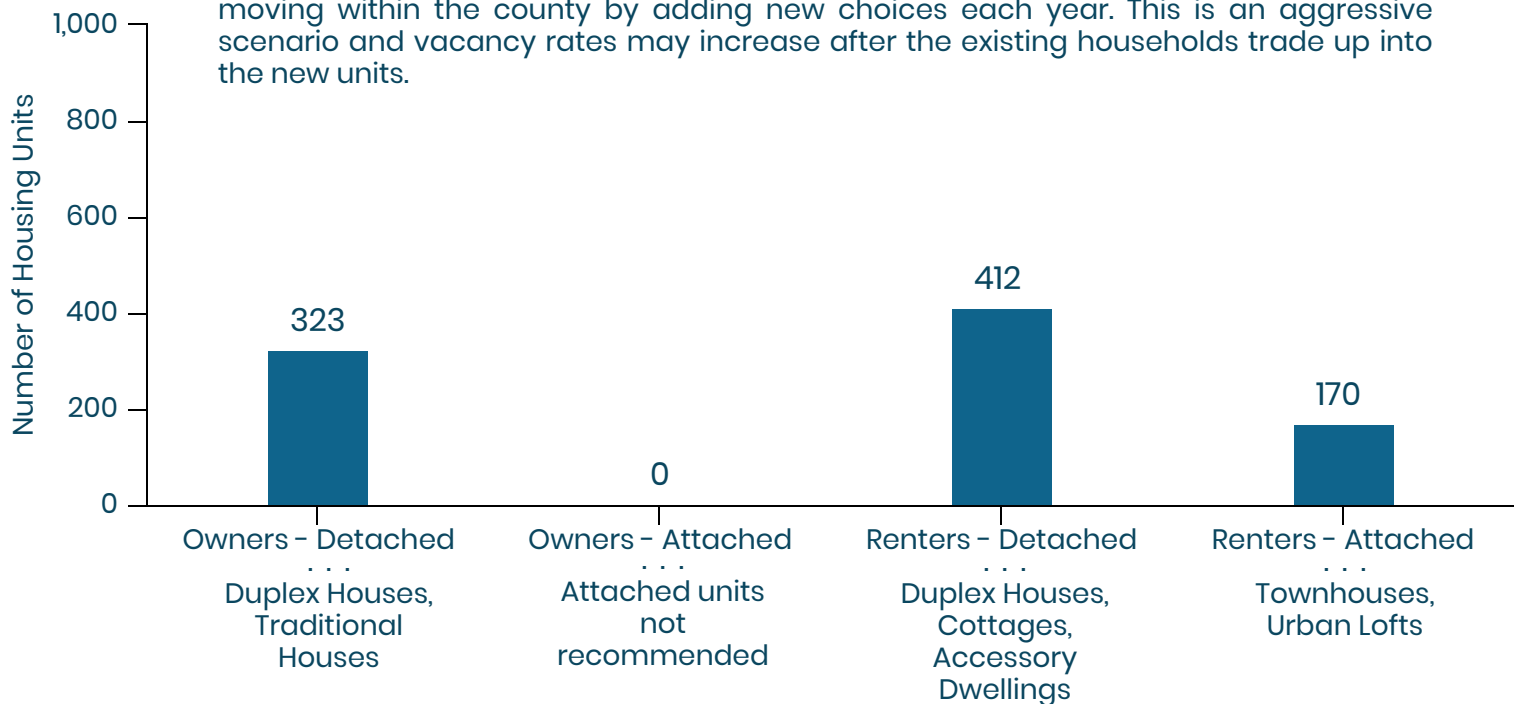
DRAFT  
October 18, 2019



# Market Potential | Manistee County New Builds and Rehabs | Year 2020



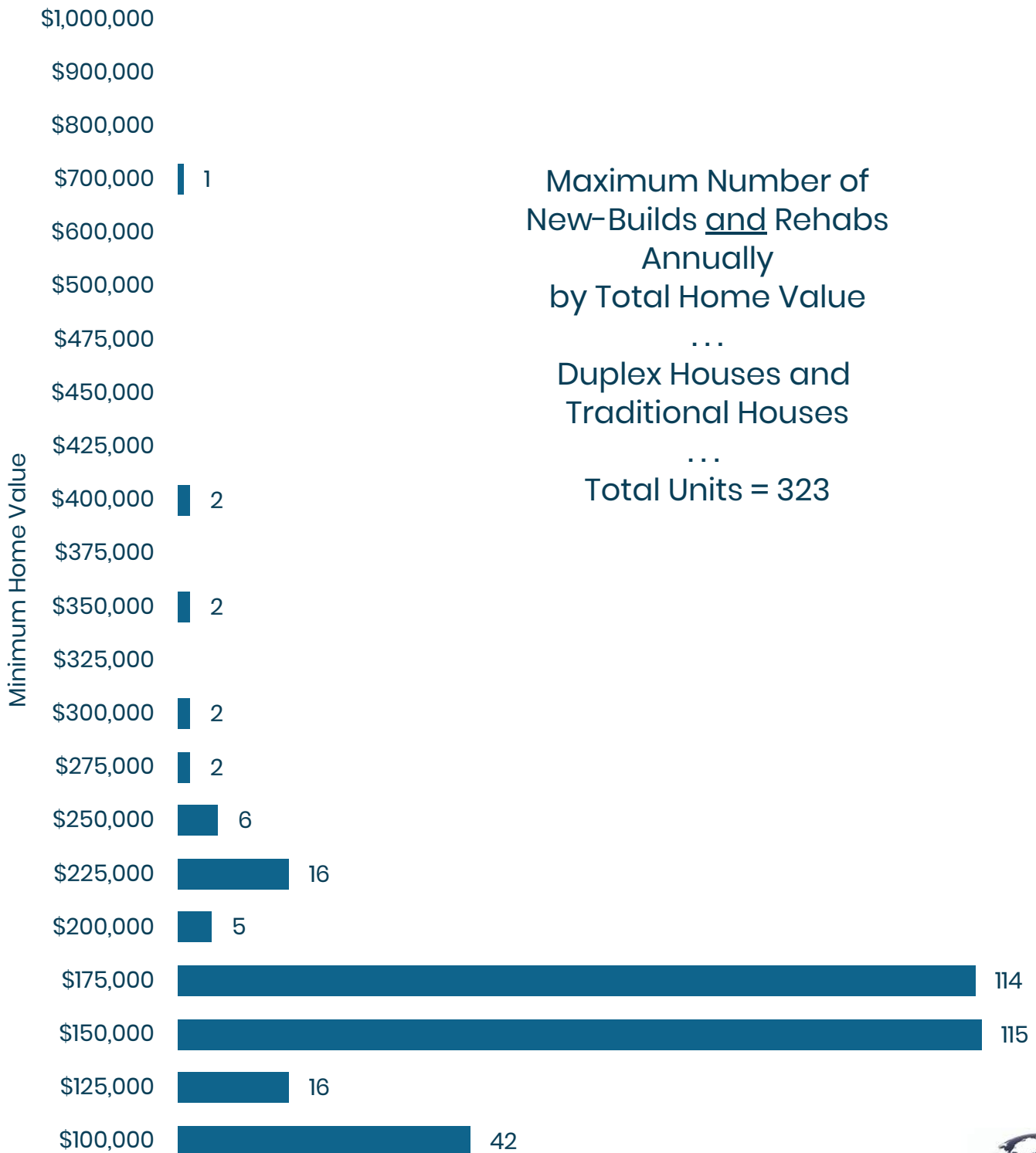
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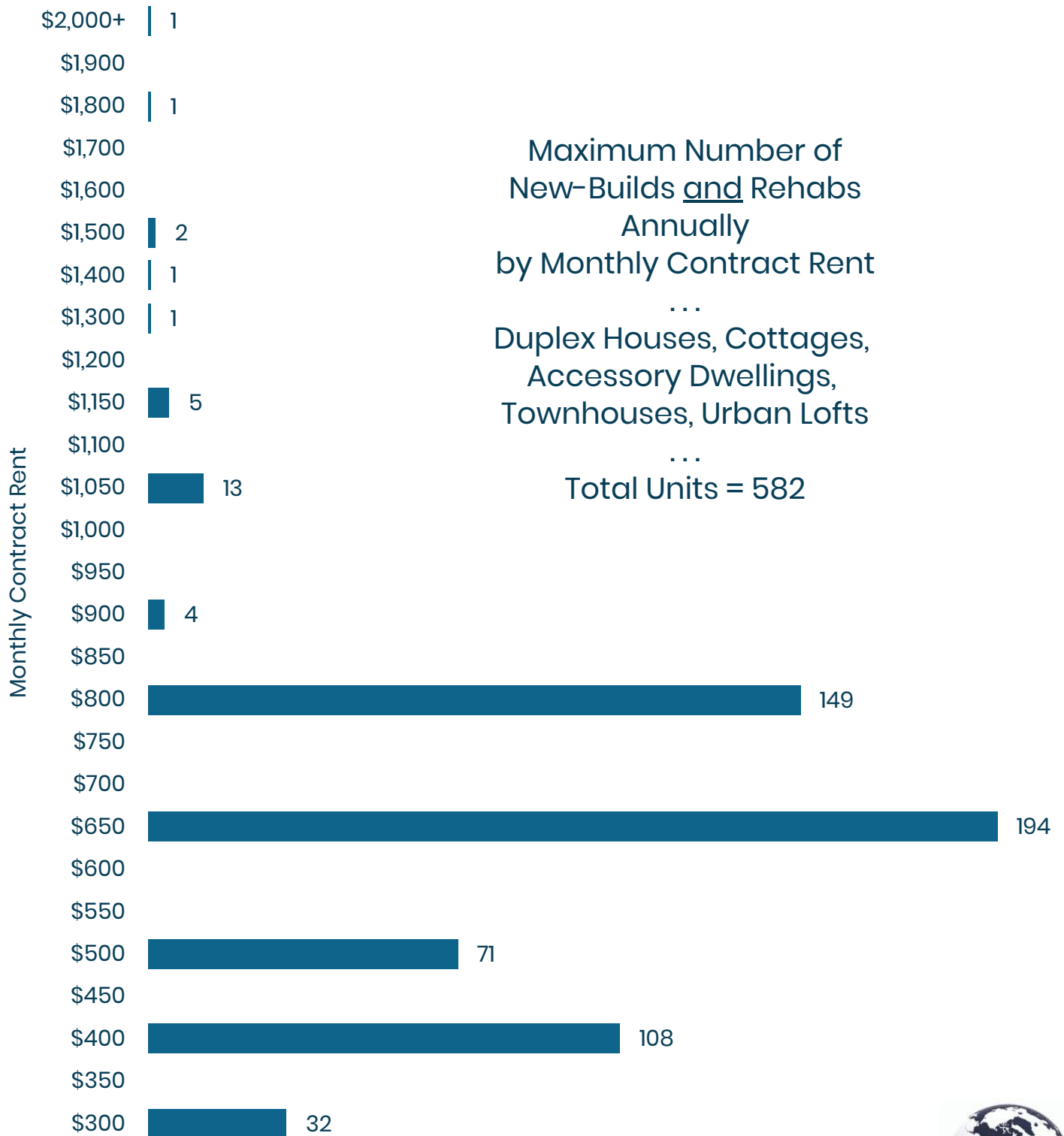
# Owners | Manistee County Total Home Values | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.

# Renters | Manistee County

## Monthly Contract Rents | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.



# Missaukee County, Michigan Residential Target Market Analysis Annual Market Potential – Year 2020



The City of  
Lake City



The City of  
McBain



Jennings CDP  
Census Designated Place

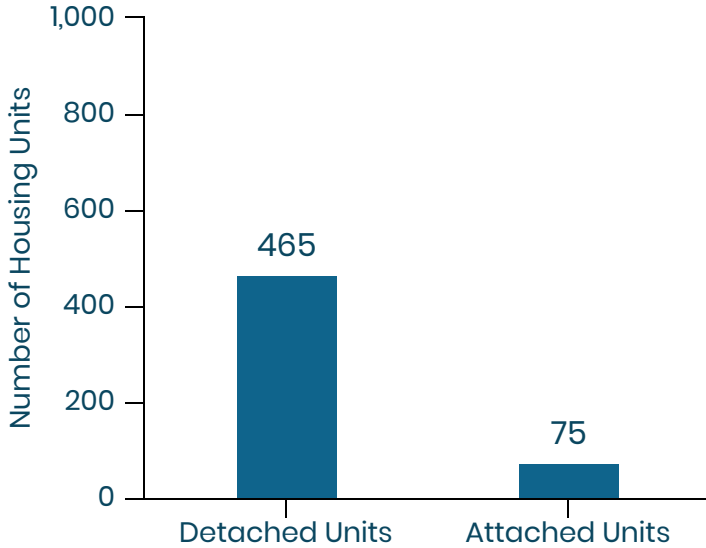


DRAFT  
October 18, 2019

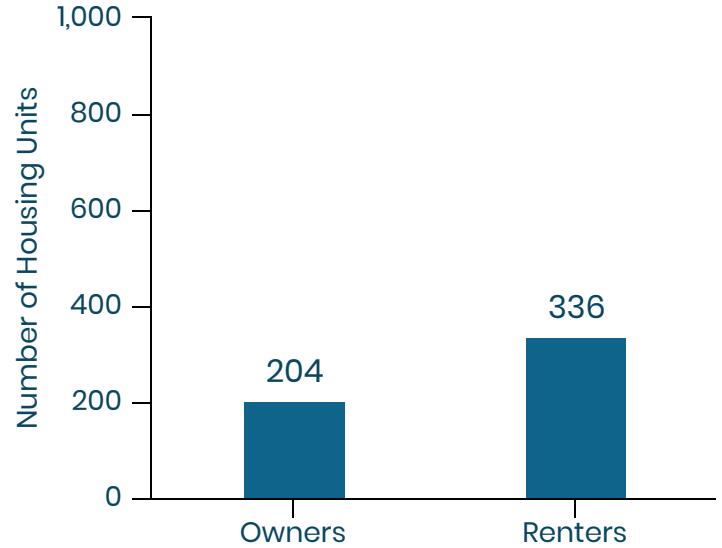


# Market Potential | Missaukee County New Builds and Rehabs | Year 2020

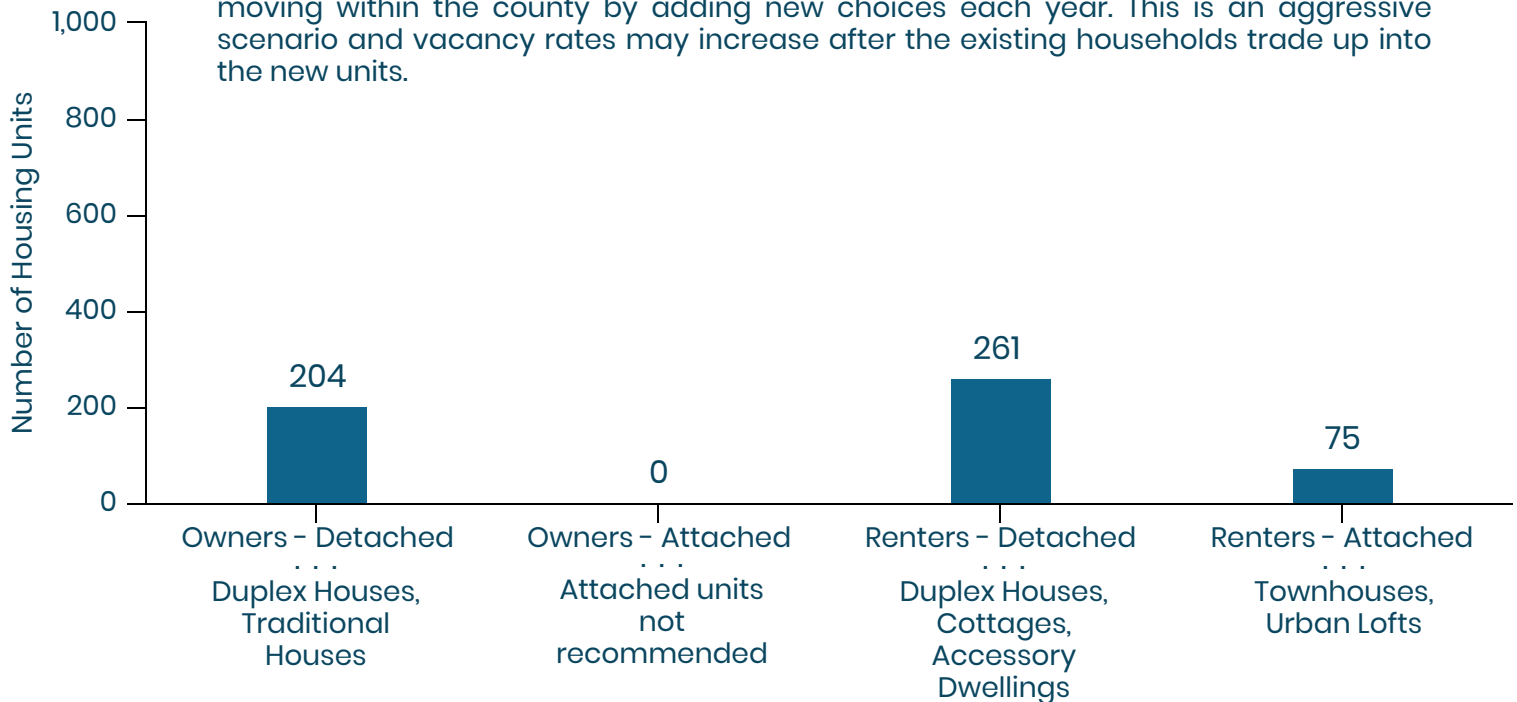
Detached v. Attached



Owners v. Renters



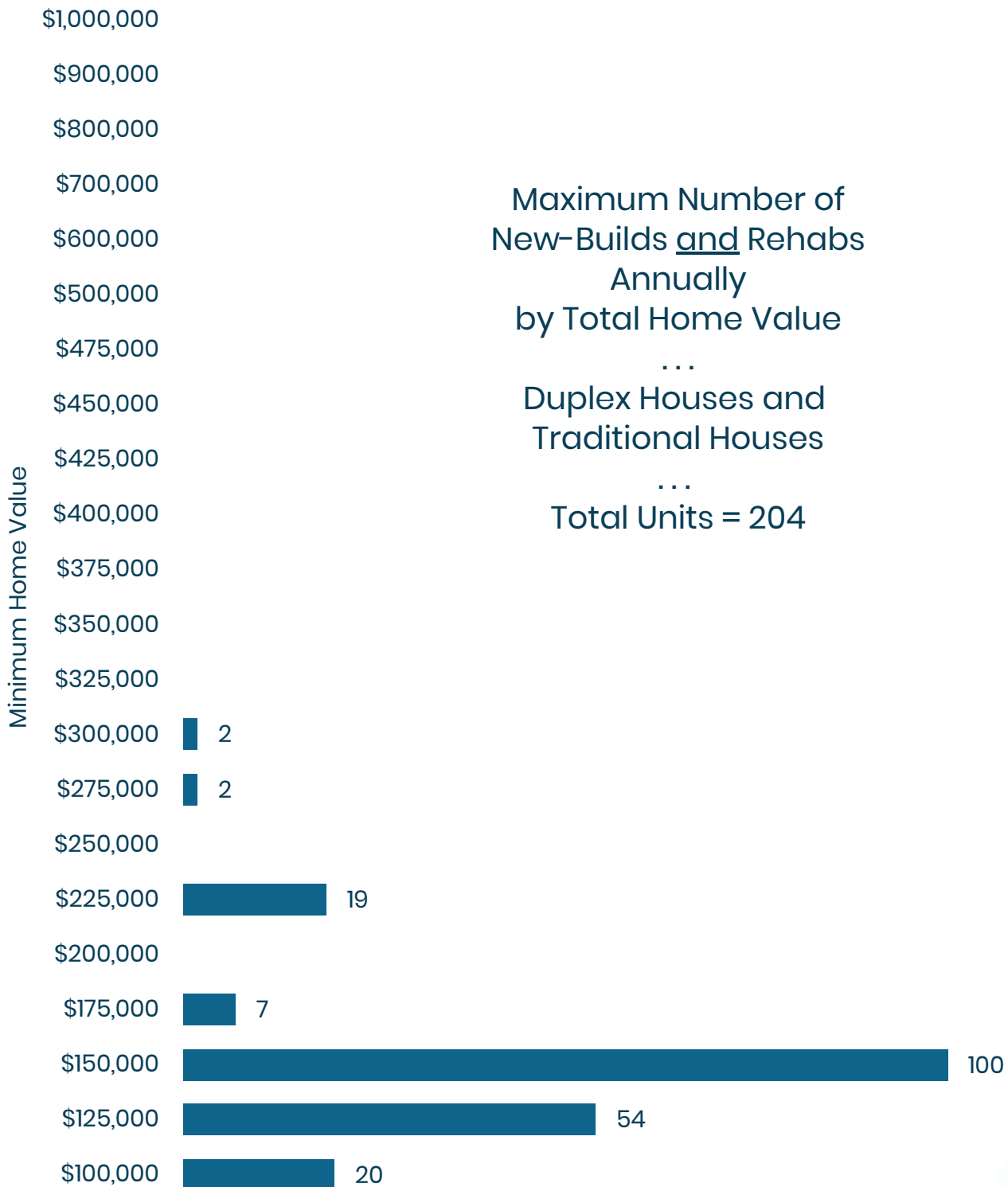
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# Owners | Missaukee County Total Home Values | Year 2020

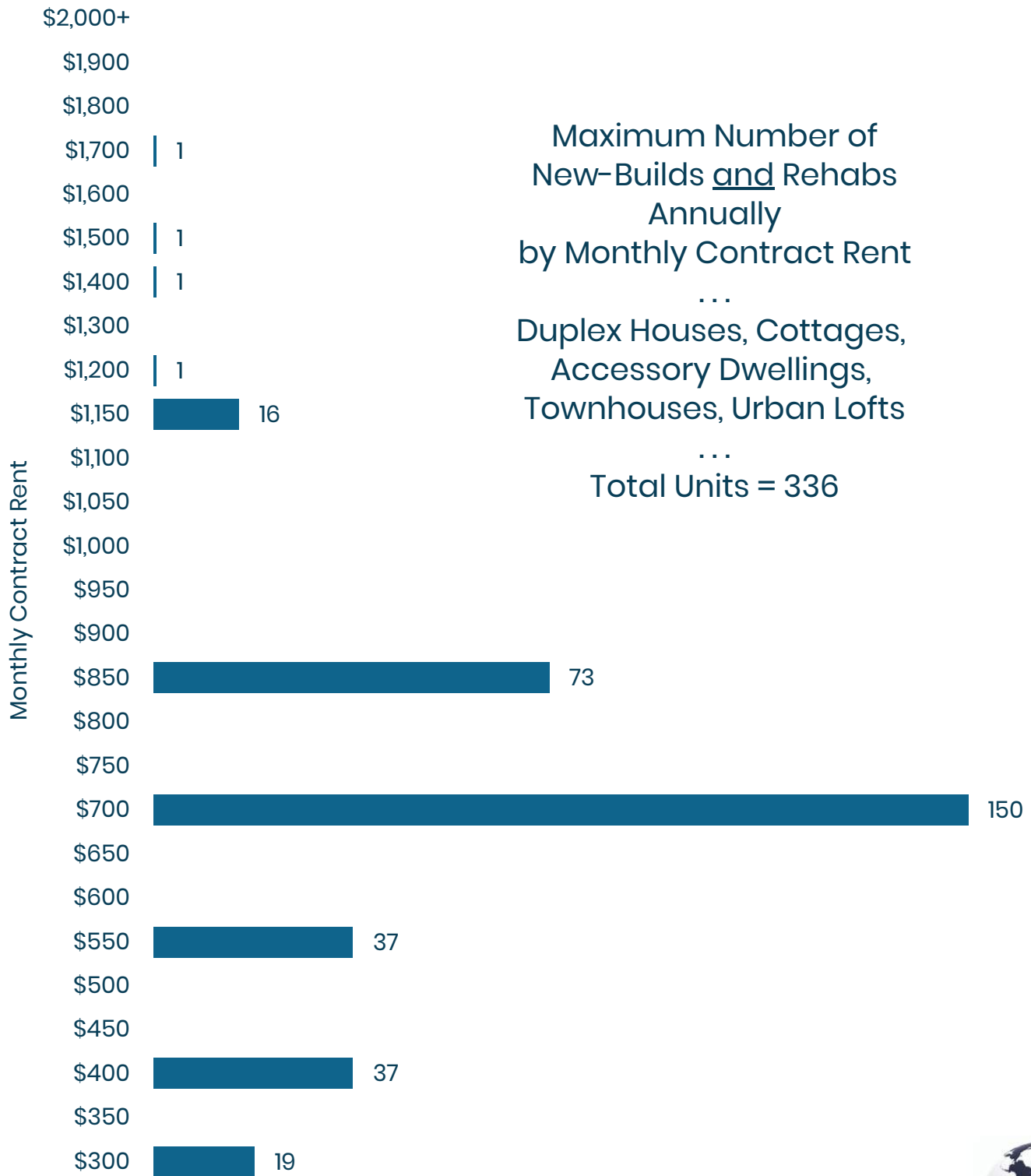


Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.



# Renters | Missaukee County

## Monthly Contract Rents | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.





# Wexford County, Michigan Residential Target Market Analysis Annual Market Potential – Year 2020



The City of  
Cadillac



The City of  
Manton



The Village of  
Buckley



The Village of  
Mesick

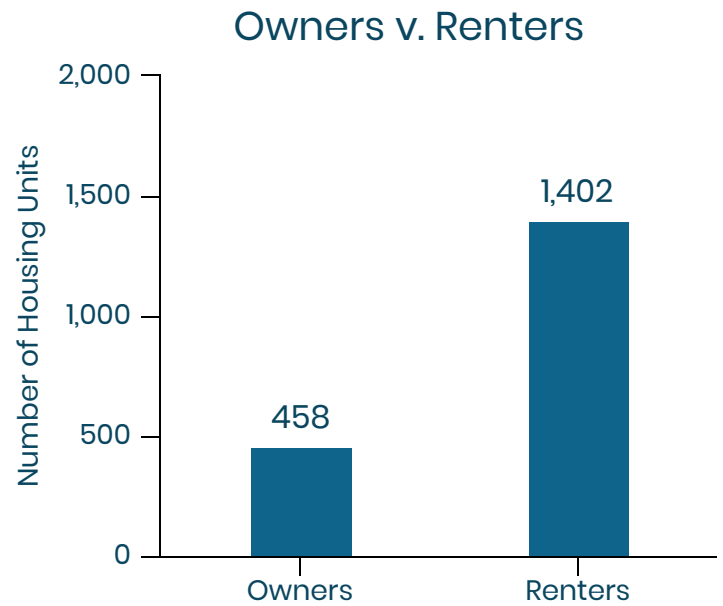
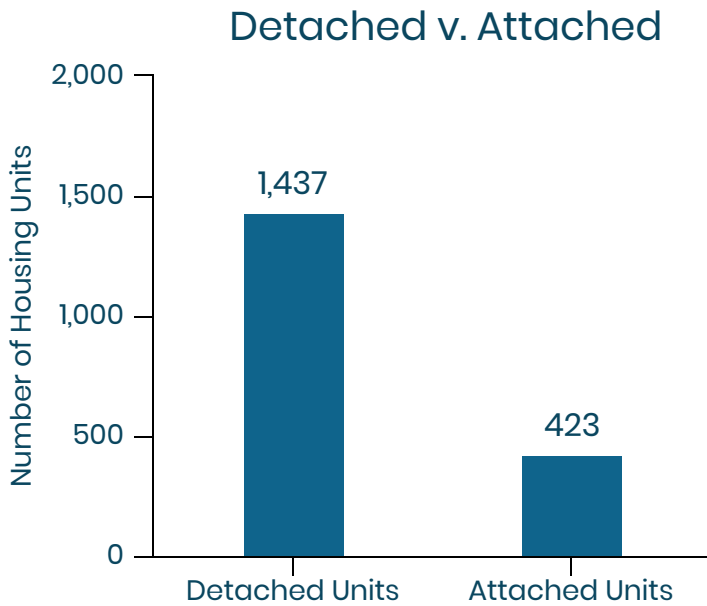


DRAFT  
October 18, 2019

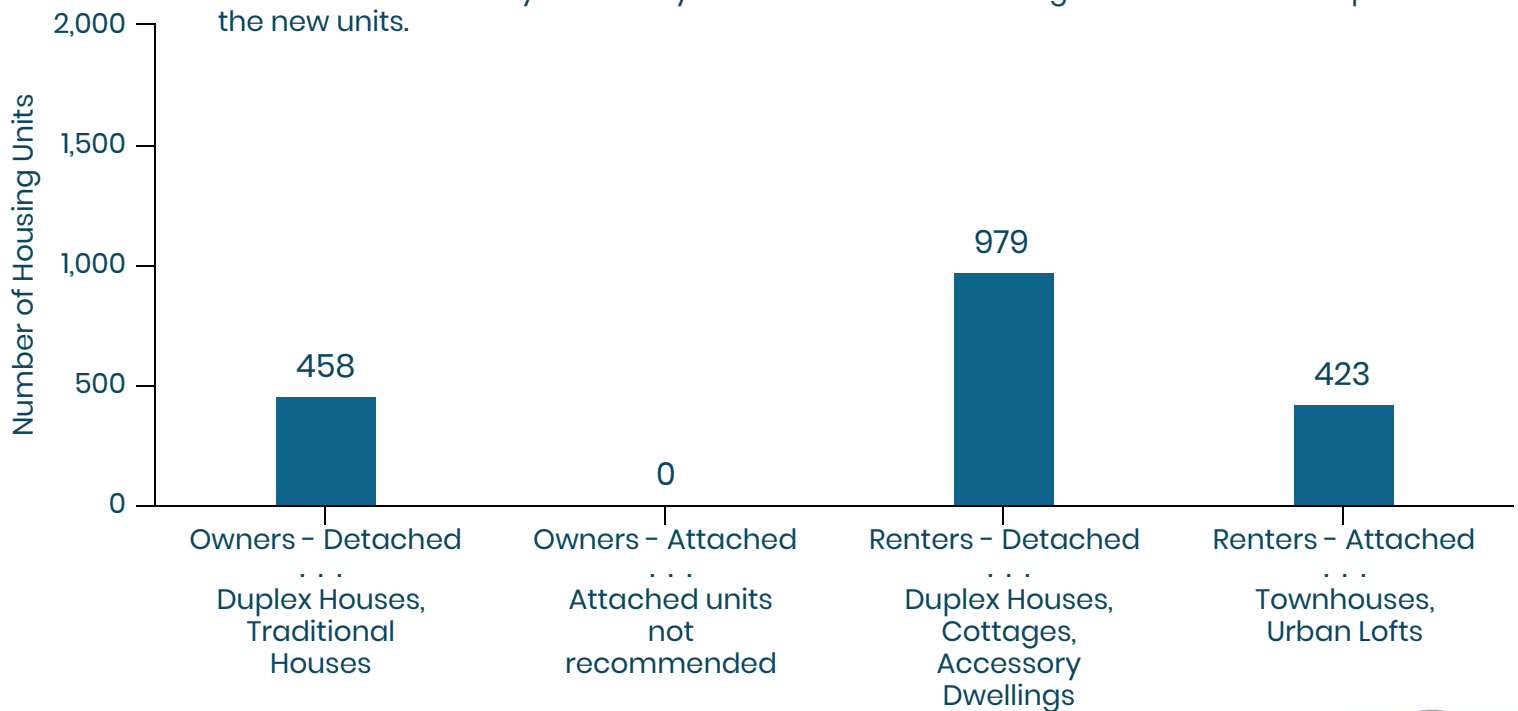


LandUseUSA  
UrbanStrategies

# Market Potential | Wexford County New Builds and Rehabs | Year 2020



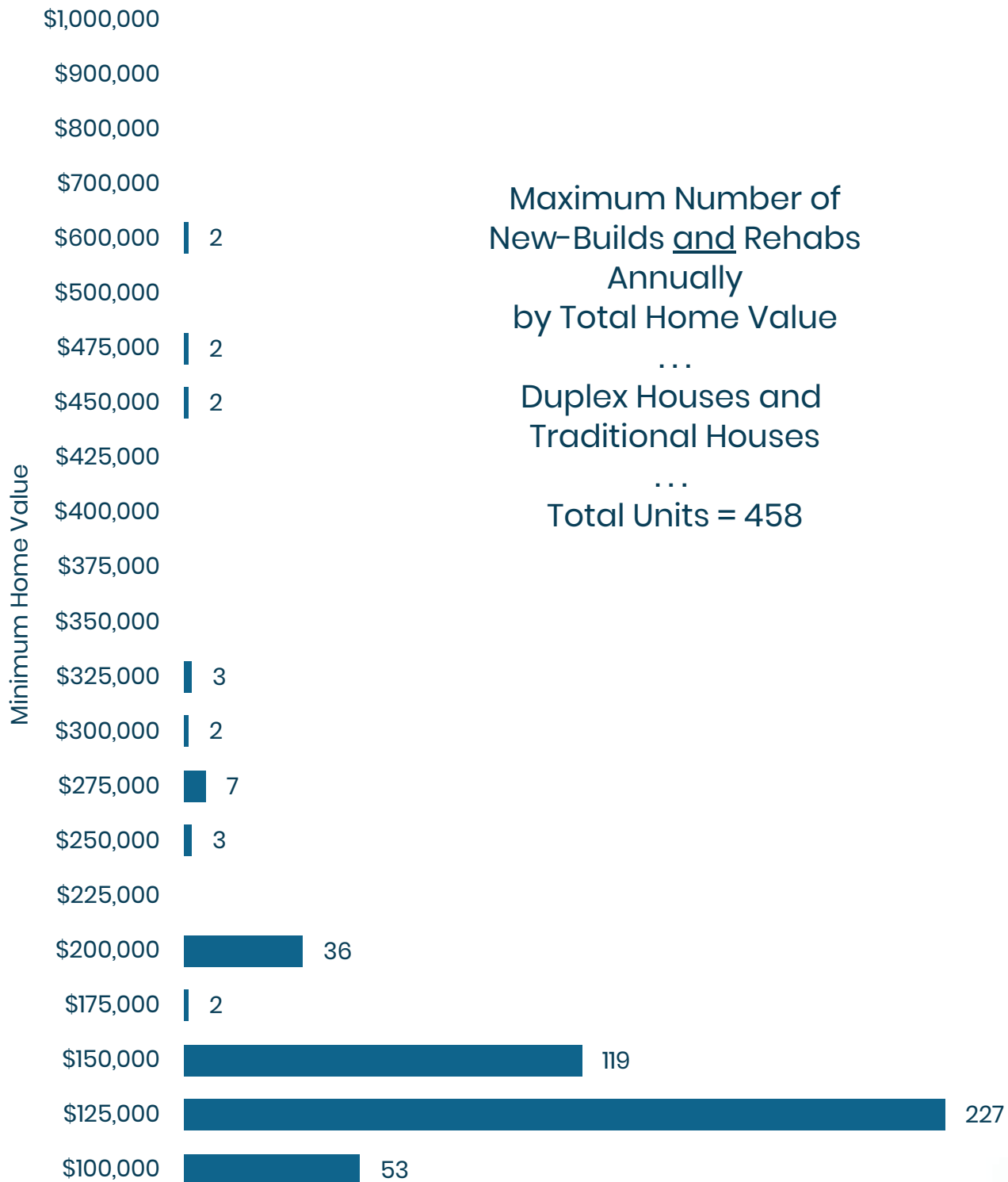
All charts represent the maximum annual market potential based on in-migration and internal movership. There is a need to CAPTURE new households that are moving into the county by building new units every year. In addition, RETAIN existing households moving within the county by adding new choices each year. This is an aggressive scenario and vacancy rates may increase after the existing households trade up into the new units.



All figures have not been adjusted downward for existing vacancies, and they also have not been adjusted for out-migration. Underlying target market analysis and exhibit prepared by LandUseUSA | Urban Strategies © 2019 on behalf of Housing North and Networks Northwest.



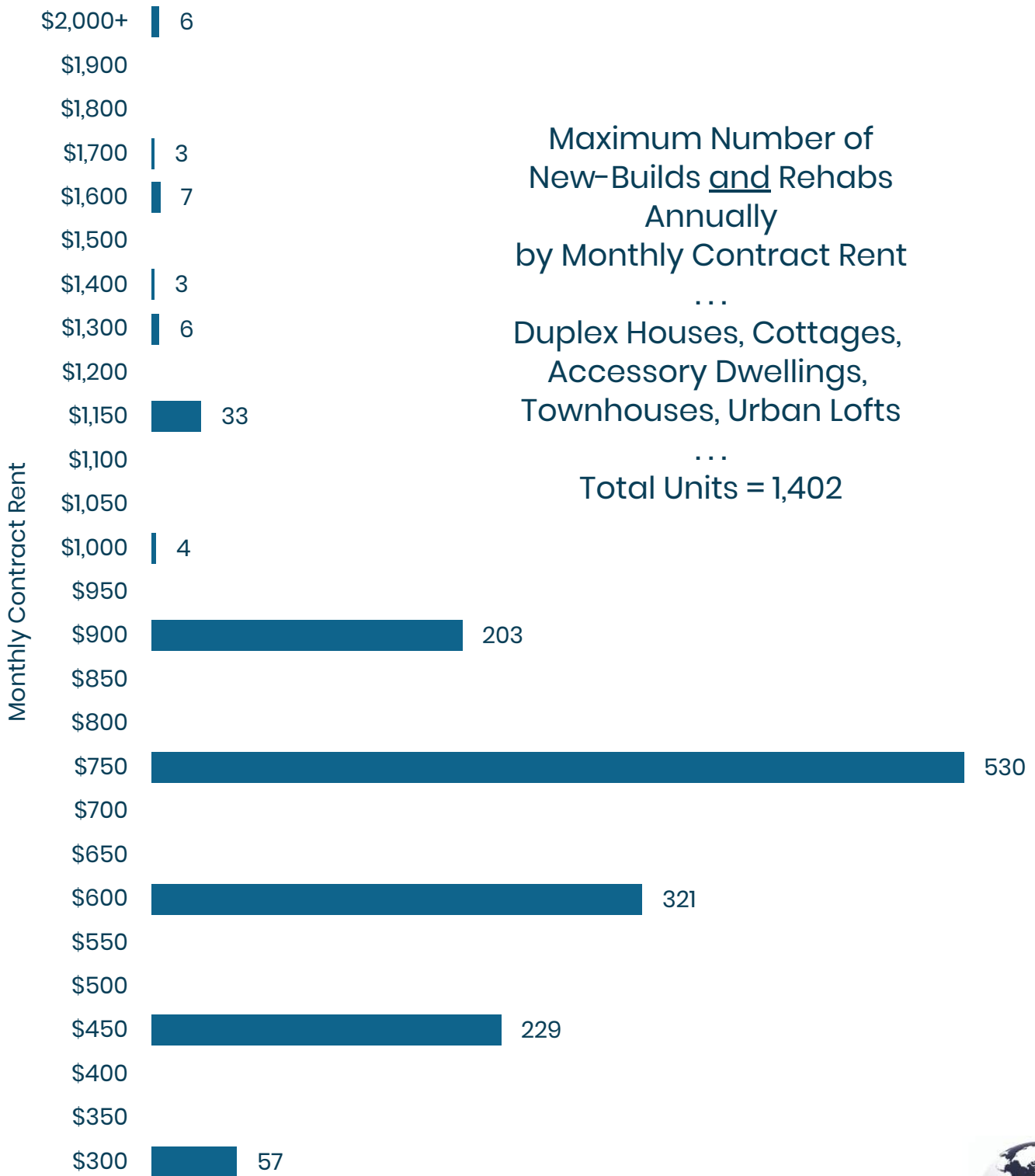
# Owners | Wexford County Total Home Values | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.

# Renters | Wexford County

## Monthly Contract Rents | Year 2020



Based on the results of a Target Market Analysis and study of households moving into and within the community. Analysis & exhibit prepared by LandUseUSA | Urban Strategies © on behalf of Housing North and Networks Northwest, 2019.

