



Target Market Analysis

Keweenaw County

Michigan

2016

Prepared by:



LandUseUSA

Prepared for:

Michigan Upper Peninsula Prosperity Region 1a

Michigan State Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

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Executive Summary

Through a collaborative effort among public and private stakeholders, LandUse|USA has been engaged to conduct this Residential Target Market Analysis (TMA) for the Upper Peninsula (UP) Prosperity Regions 1a, 1b, and 1c. The West and Central regions include six counties each (including Keweenaw County in the West Region) and the East Region 1c has three counties, for a combined total of fifteen counties.

Together with regional contributions, this study has also been funded by a matching grant under the state's Place-based Planning Program. The program is funded by the Michigan State Housing Development Authority (MSHDA), and has also has the support of the Community Development division and the Michigan Economic Development Corporation (MEDC). Regional Community Assistance Team (CATeam) specialists are available to help places become redevelopment ready.

This study has involved rigorous data analysis and modeling, and is based on in-migration into Keweenaw County and each of its four small places (Ahmeek, Copper Harbor, Eagle Harbor, and Eagle River). 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.

Maximum Market Potential – Based on the Target Market Analysis results for an aggressive scenario, there is an annual market potential for only two (2) attached units in Keweenaw County. Any of the places in the county could compete for those units by intercepting migrating households. There is also a county-wide market potential for up to 48 detached units, including mansion style houses, cottages, cabins, and accessory dwelling units.

Of the market potential for 48 detached units, only two (2) are likely to be captured by the Village of Ahmeek each year. The Copper Harbor Census Designated Place (CDP) is expected to intercept four units; the Eagle Harbor CDP will intercept two units; and the Eagle River CDP will intercept one.

The remaining 41 households are more likely to seek alternative locations along the Lake Superior shoreline and inland lakes (mainly Lac La Belle). Others will dissipate into the surrounding rural areas – particularly locations that offer short commutes to job choices in nearby Calumet and Laurium (Houghton County). These migrating households also represent an upside opportunity that the small urban places could pursue through initiatives like job creation, reinvestment, and placemaking.

Summary Table A

Annual Market Potential – Attached and Detached Units
 Renters and Owners – Aggressive (Maximum) Scenario
 Keweenaw County – Michigan UP Prosperity Region 1a – 2016

Annual Market Potential Aggressive Scenario	Detached Houses	<u>Attached</u>		Total Potential
		Duplex Triplex	Other Formats	
The Village of Ahmeek	2	.	.	2
Copper Harbor CDP	4	.	.	4
Eagle Harbor CDP	2	.	.	2
Eagle River CDP	1	.	.	1
<u>All Other Places</u>	<u>39</u>	<u>2</u>	<u>.</u>	<u>41</u>
Keweenaw County Total	48	2	.	50
Format as a Share of Total	96%	4%	0%	100%

Missing Middle Typologies – Each county and place within the Upper Peninsula is unique with varying degrees of market potential across a range of building sizes and formats. Results of the analysis are intended to help communities and developers focus on Missing Middle Housing choices (the types are online at www.MissingMiddleHousing.com), which include triplexes and fourplexes; townhouses and row houses; and other multiplexes like courtyard apartments, and flats/lofts above street-front retail.

Implementation Strategies – Depending on the unique attributes and size of each place, a variety of strategies can be used to introduce new housing formats.

Missing Middle Housing Formats – Recommended Strategies

1. Conversion of high-quality, vacant buildings (such as schools, village halls, hospitals, hotels, theaters, and/or warehouses) into side-by-side townhouses or row houses.
2. New-builds among townhouses and row houses, particularly in infill locations near rivers and lakes (including inland lakes) to leverage waterfront amenities.
3. New-builds among detached houses arranged around cottage courtyards, and within established residential neighborhoods.
4. The addition of accessory dwelling units like flats above garages, expansions to existing houses with attached or detached cottages, or other carriage-style formats.

Lifestyle Clusters and Target Markets – The magnitude of market potential among new housing formats is based on a study of 71 household lifestyle clusters across the nation, including 16 target markets that are most likely to choose attached units among new housing formats in the downtowns and urban places. Again, the target markets have been selected based on their propensity to choose a) attached building formats rather than detached houses; and b) urban places over relatively more suburban and rural settings.

Within any group of households sharing similar lifestyles, there are variances in their preferences across building sizes and formats. For example, although only 11% of the “Digital Dependents” households will choose attached housing formats, it is the among the target markets for most other counties in the Upper Peninsula.

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.

There are a few interesting observations that can be made from the data in [Summary Table B](#), which is shown on the following page. Among the region’s three largest counties (Houghton, Marquette, and Chippewa), Chippewa County is doing the best job of attracting the upscale target markets (when measured as a share of total market potential within each county).

As shown in the following summary table, none of Keweenaw County’s annual market potential will be generated by any of the Upscale or Moderate Target Markets, and it will depend on other more prevalent lifestyle clusters. Those more prevalent households tend to be more settled and will probably choose another detached house – when they move at all.

Summary Table B

Annual Market Potential – Attached Units Only

Renters and Owners – Aggressive Scenario

Michigan UP Prosperity Region 1 – 2016

Renters and Owners Aggressive Scenario Attached Units Only	Upscale Target Markets	Moderate Target Markets	Most Prevalent Clusters	All 71 Lifestyle Clusters
1a Houghton County	374	1,366	58	1,798
Share of County Total	21%	76%	3%	100%
1a Keweenaw County	.	.	2	2
Share of County Total	0%	0%	100%	100%
1b Marquette County	1,094	2,354	82	3,530
Share of County Total	31%	67%	2%	100%
1c Chippewa County	581	916	41	1,538
Share of County Total	37%	60%	3%	100%
Others West Region 1a				
Gogebic County	35	131	20	186
Iron County	14	29	16	59
Baraga County	2	64	12	78
Ontonagon County	1	8	2	11
Others Central Region 1b				
Delta County	74	681	57	812
Dickinson County	60	364	42	466
Menominee County	86	249	24	359
Schoolcraft County	5	71	19	95
Alger County	5	41	11	57
Others East Region 1c				
Mackinac County	25	38	2	65
Luce County	2	0	8	10

Largest Places and Unique Targets – The following list shows the counties and places that will capture the largest share of market potential across the region. Among sixteen target markets (lifestyle clusters) for the 15-county region, the “Colleges and Cafes” households are residing only in Chippewa, Houghton, and Marquette Counties.

Similarly, the “Humble Beginnings” are only living in Delta County; and the “Urban Ambition” households are living only in Chippewa and Mackinac Counties. Other target markets like “Digital Dependents” households are in nearly every county across the region (including Keweenaw County), with varying degrees of prevalence.

Summary Table C

Counties and Cities with the Largest Market Potential Michigan Upper Peninsula Prosperity Region 1 – 2016

County Name	Largest Places	Target Markets that are Unique to the County
1a Houghton County	Houghton and Hancock	053 Colleges and Cafes
1a Gogebic County	Ironwood	..
1b Marquette County	Marquette, Trowbridge Park Ishpeming and Negaunee	053 Colleges and Cafes E19 Full Pockets, Empty Nests K37 Wired for Success R67 Hope for Tomorrow
1b Delta County	Escanaba and Gladstone	P61 Humble Beginnings
1b Dickinson County	Kingsford, Norway, Iron Mountain	..
1c Chippewa County	Sault Ste. Marie	052 Urban Ambition 053 Colleges and Cafes
1c Mackinac County	Saint Ignace	052 Urban Ambition

These observations are only intended as an overview and to provide some regional perspective. The detailed market potential results for the cities and villages within each county are provided within their respective Market Strategy Report, independent from this document. The remainder of this document focuses on details for Keweenaw County and its four small places.

Report Outline

This draft narrative accompanies the Market Strategy Report with results of a Residential Target Market Analysis (TMA) for Keweenaw County, Michigan. The outline and structure of this report are intentionally replicated for each of the fifteen counties in the Michigan Upper Peninsula Prosperity Regions 1a (west), 1b (central), and 1c (east). 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 (71 clusters across the nation), and target markets (8 upscale and 8 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 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
Places	Cities, Villages, and Census Designated Places (CDP)
Seasonality	Seasonal Non-Resident Households
Prices	Monthly Rents, Rent per Square Foot, Home Values
Unit Sizes	Square Feet and Number of Bedrooms

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
Keweenaw County – Michigan UP Prosperity Region 1a

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

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 those topics is fully explained in the Methods Book, which is part of the Regional Workbook.

The Regional Workbook is intended to be shared among all counties in the Upper Peninsula region, and it includes the following: a) advisory report of recommended next-steps, b) methods book with terminology and work approach; and c) demographic profiles of the target markets. An outline is provided in the following Table 2.

Table 2

TMA Regional Workbook – Outline
Michigan UP Prosperity Region 1

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

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.

The Target Markets

To complete the market potential, 8 upscale and 8 moderate target markets were selected based on their propensity to a) migrate throughout the State of Michigan; b) choose a place in the Upper Peninsula; and c) choose attached housing formats in small and large urban places.

None of the upscale and moderate target markets are currently moving into or within Keweenaw County. For perspective only, the following Table 3 provides an overview of the target market inclinations for attached units, renter tenure, and average movership rate. Detailed profiles are included in Section B attached to this report and in the Regional Workbook.

Table 3

Preference of Upscale and Moderate Target Markets
Keweenaw County – Michigan UP Prosperity Region 1a – Year 2016

Group	Lifestyle Cluster Name	Share in Attached Units	Renters as a Share of Total	Average Movership Rate
Upscale	E19 Full Pockets Empty Nest	33%	22%	8%
Upscale	G24 Status Seeking Singles	13%	30%	17%
Upscale	K37 Wired for Success	76%	80%	40%
Upscale	K40 Bohemian Groove	52%	91%	17%
Upscale	O50 Full Steam Ahead	100%	98%	54%
Upscale	O51 Digital Dependents	11%	34%	36%
Upscale	O52 Urban Ambition	48%	95%	34%
Upscale	O54 Striving Single Scene	98%	96%	50%
Moderate	O53 Colleges and Cafes	49%	83%	25%
Moderate	O55 Family Troopers	64%	99%	40%
Moderate	Q61 Humble Beginnings	100%	97%	38%
Moderate	Q65 Senior Discounts	100%	71%	13%
Moderate	R66 Dare to Dream	37%	98%	26%
Moderate	R67 Hope for Tomorrow	37%	99%	30%
Moderate	S70 Tight Money	92%	100%	36%
Moderate	S71 Tough Times	86%	95%	19%

Prevalent Lifestyle Clusters

While upscale and moderate target markets represent most of the annual market potential for Keweenaw County, the model also measures the potential among other and more prevalent lifestyle clusters. The most prevalent lifestyle clusters for Keweenaw County are documented in [Section G](#) of this report, with totals for the county.

As shown in [Exhibit G.1](#), the most prevalent lifestyle clusters in Keweenaw County include Booming and Consuming, Homemade Happiness, Golf Carts and Gourmets, and Town Elders. Only through their collective numbers do these households generate the market potential for two (2) attached units and 48 detached units throughout in the county.

Table 4
Most Prevalent Lifestyle Clusters
Keweenaw County – Michigan UP Prosperity Region 1a – Year 2016

Lifestyle Cluster Name	Share in Attached Units	Renters as a Share of Total	Average Movership Rate	Keweenaw County Hhlds.
L41 Booming, Consuming	3%	4%	2%	370
L43 Homemade Happiness	3%	5%	6%	221
C12 Golfcarts, Gourmets	24%	12%	8%	165
Q64 Town Elders	3%	4%	2%	154

[Table 4](#) provides a summary of these lifestyle clusters with their propensity to choose attached units, renter tenure, and renter movership rates. For example, 30% of the Infants and Debit Card households are likely to be renters, and 16% are inclined to move each year. However, only 5% of these households will choose an attached housing format over a detached house. Therefore, building attached housing formats for these households is not likely to be very effective. Instead, developers should develop a small number of attached units targeted at the few Digital Dependent households who are more inclined to choose them.

Prevalent Lifestyle Clusters for Keweenaw County

- L41 Booming and Consuming – Empty nesters living in scattered small cities and villages; and tending to choose newer ranch-style houses or townhouses. Head of householder’s age: 58% are between 51 and 65 years, and most of the balance is older.
- 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.
- C12 Golf Carts and Gourmets – Located in retirement beach communities with seasonal homes in Florida and Arizona. Most own detached houses and townhouses that have recently been built and are nicely landscaped. They are transitioning from work to retirement, so are relatively mobile and may have lived at the same residence for only a few years. Head of householder’s age: 66% are at least 65 years and 27% are at least 75 years.
- Q64 Town Elders – Seniors living in small and rural communities; in detached ranch houses and bungalows typically situated on small lots and built more than half a century ago. Head of householder’s age: 98% are over 66 years.

Conservative Scenario

The TMA model for Keweenaw 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 county and its four small places.

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 Keweenaw County, whether they are prevalent or represent a small share of the total.

Under the conservative scenario, Keweenaw County has a minor market potential for only 2 attached unit (i.e., excluding detached houses). There is also a market potential for 43 detached houses, which may include a mix of small cottages, accessory dwelling units, and mansion-style houses (some of which could be subdivided).

The annual market potential for two attached units (a.k.a., one duplex) is most likely to be occupied by the Golfcarts and Gourmets prevalent lifestyle cluster. The 43 detached houses are most likely to be occupied by Homemade Happiness households, who are also among the top most prevalent lifestyle clusters.

[Exhibit C.1](#) shows similar figures for Keweenaw County's conservative scenario, including totals for all 71 lifestyle clusters, and the upscale and moderate target markets; and split between owners and renters. Detailed results are also provided for each of the upscale ([Exhibit C.2](#)) and moderate ([Exhibit C.3](#)) target markets, with owners at the top of each table and renters at the bottom.

Note: The model results suggest an annual market potential for just one attached unit, which LandUse|USA has qualified and increased to two units. If an investor builds two attached townhouses or row houses in the village, then it might take more than one year for the second unit to lease. If job growth, reinvestment, and placemaking are also addressed, then it should also be able to intercept households that historically have been more inclined to choose other places within the county. Regardless, slow growth is preferred over no growth at all.

Aggressive Scenario

The aggressive scenario represents a maximum or not-to-exceed threshold based on current migration patterns within and into Keweenaw County, and unadjusted for out-migration. It also assumes that every household moving into and within the county would prefer to trade-up into a refurbished or new unit, rather than occupy a unit that needs a lot of work.

Attached [Section D](#) of this report includes a series of tables that detail the market potential under the aggressive (maximum) scenario. The following [Table 5](#) provides a summary and comparison between the aggressive and conservative scenarios, with a focus on attached units only. The aggressive scenario for Keweenaw County is not any larger than the conservative scenario (1 unit, regardless).

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.

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.

Table 5
Annual and Five-Year Market Potential – Attached Units Only
71 Lifestyle Clusters by Scenario
Keweenaw County – Michigan UP Prosperity Region 1a – 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
Moderate Targets
More Prevalent Clusters	2	10	2	10
71 Lifestyle Clusters	2	10	2	10

“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, Keweenaw County has an annual market potential for up to 4 units among multiplexes, which could “slide” into a smaller building format. The following [Table 6](#) shows the adjusted results.

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

Table 6
Annual Market Potential – “Slide” along Formats (in Units)
71 Lifestyle Clusters – Conservative and Aggressive Scenarios
Keweenaw County – Michigan UP Prosperity Region 1a – 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	44	43	49	48
2 Side-by-Side, not Stacked	.	2	.	2
3 Side-by-Side, not Stacked
4 Side-by-Side, not Stacked
5-9 Townhouse, Live-Work	1	.	1	.
10+ Multiplex: Small
20+ Multiplex: Large
50+ Midrise: Small
100+ Midrise: Large
Subtotal Attached	1	2	1	2

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 Keweenaw 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 Keweenaw County’s small places with little risk of over-building because the underlying market potential is already small. In other words, a +50% lift on an annual market potential for 2 attached units yields a new total of no more than 3 units. Regardless, LandUse|USA advises that any new projects approved on the basis of seasonality be developed with caution.

Seasonal Non-Residents	Market Potential “Premium”
Keweenaw County	+36%
The Village of Ahmeek	+14%
Copper Harbor CDP	+27%
Eagle Harbor CDP	+47%
Eagle River CDP	+67%

Market Assessment - Introduction

The following sections of this report provide a qualitative market assessment for Keweenaw County and the Census Designated Place of Copper Harbor. It begins with an overview of countywide economic advantages, followed by a market assessment for Copper Harbor. The last section provides results of a PlaceScore™ analysis for Copper Harbor, 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, photo collages, and investment opportunities. All lists with sites, addresses, and buildings include information that local stakeholders reported and have not been field-verified by the consultants. In contrast, the photo collages document what the consultants observed during independent market tours and field research.

Collages of Downtown Photos – Observations by the consultants during independent field work.

Lists of Investment Opportunities – Information that stakeholders provided to the consultants.

In addition, Section H includes demographic profiles, a table of traffic counts, and the comparative analysis of PlaceScores™. The following narrative provides a summary of some key observations, and stakeholders are encouraged to study the attachments for additional information.

Keweenaw County – Overview

Geographic Overview – Keweenaw County is the northern-most county in the Upper Peninsula, and is located in the western sub-region, north of Houghton County. It is practically a peninsula on its own, and is surrounded on the west, north, and south by Lake Superior. Its primary access is by Highway 41, which connects south to the cities of Calumet and Laurium, Hancock and Houghton, and Marquette.

Highway 41 has a peak (albeit moderate) daily traffic volume of 5,600 vehicles. Across the Upper Peninsula region, only Keweenaw County has a lower daily traffic volume with 3,200 vehicles (on Highway 45).

Economic Profile – Rich in mining history, Keweenaw County was the location of the first copper boom in the United States. Its economy has since diversified, and education, health care, and social service industries now share over 25% of all jobs in the county. This is rivaled by the arts, entertainment, recreation, hospitality, and retail trade categories, which collectively account for nearly 25% of employment. Manufacturing and government administration also support about 6% and 8% of employment, respectively.

Professional and administrative services represent less than 10% of employment, followed by manufacturing at about 6 percent. These are county averages only and tend to vary considerably by place (Ahmeek, Copper Harbor, Eagle Harbor, and Eagle River).

Keweenaw County – Large Employers and Anchor Institutions

- Keweenaw County (Eagle River) | Government Administration
- MI Dept. of Natural Resources | Government Administration
- US Dept. of Interior – Nat’l. Park Service (Isle Royale) | Gov’t. Admin.
- Superior National Bank & Trust (Ahmeek) | Finance

(Note: The lists of employers and anchor institutions exclude local public schools and local government, but usually include other anchor institutions like hospitals, colleges, county seats, and airports).

Analysis of PlaceScores™

Introduction – Placemaking is a key ingredient for achieving Keweenaw County’s full residential market potential, particularly under the aggressive or maximum scenario. Extensive Internet research was conducted to evaluate the success of the CDP of Copper Harbor relative to other communities 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 detailed in Section H of this report.

Summary of the PlaceScores – The CDP of Copper Harbor was the focus of the PlaceScore analysis, and it scores high with an overall PlaceScore of 10 points out of 30 possible. 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. While Copper Harbor’s adjusted PlaceScore for market size is lower than their unadjusted PlaceScore, it scores better than other places of its size.

Contact Information

This concludes the Draft Market Strategy Report for the Keweenaw County Target Market Analysis. Questions regarding economic growth, downtown development initiatives, and implementation of these recommendations can be addressed to the following project managers.

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A - H

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Investment
Opportunities

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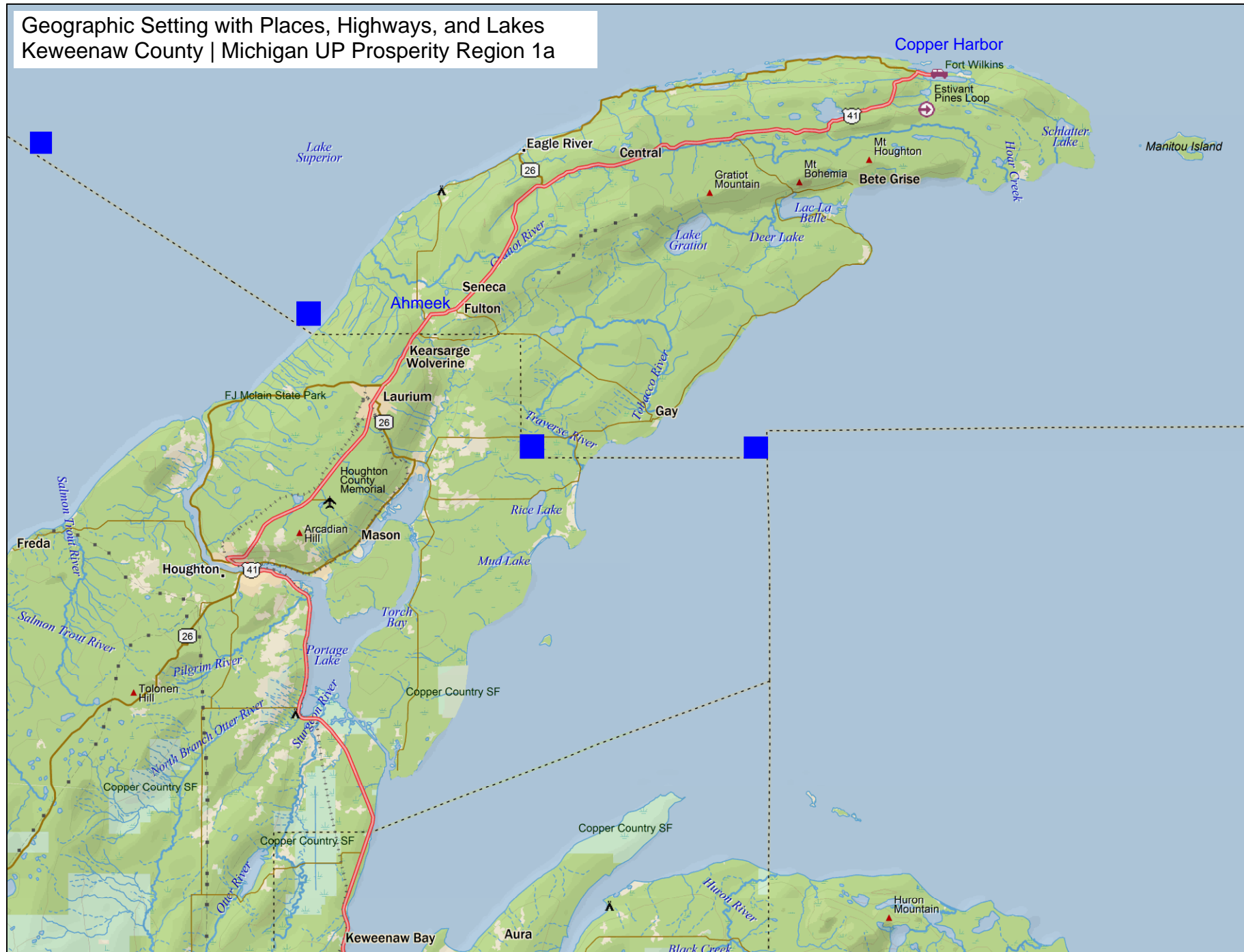
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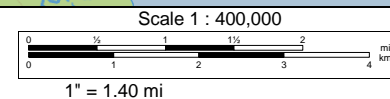


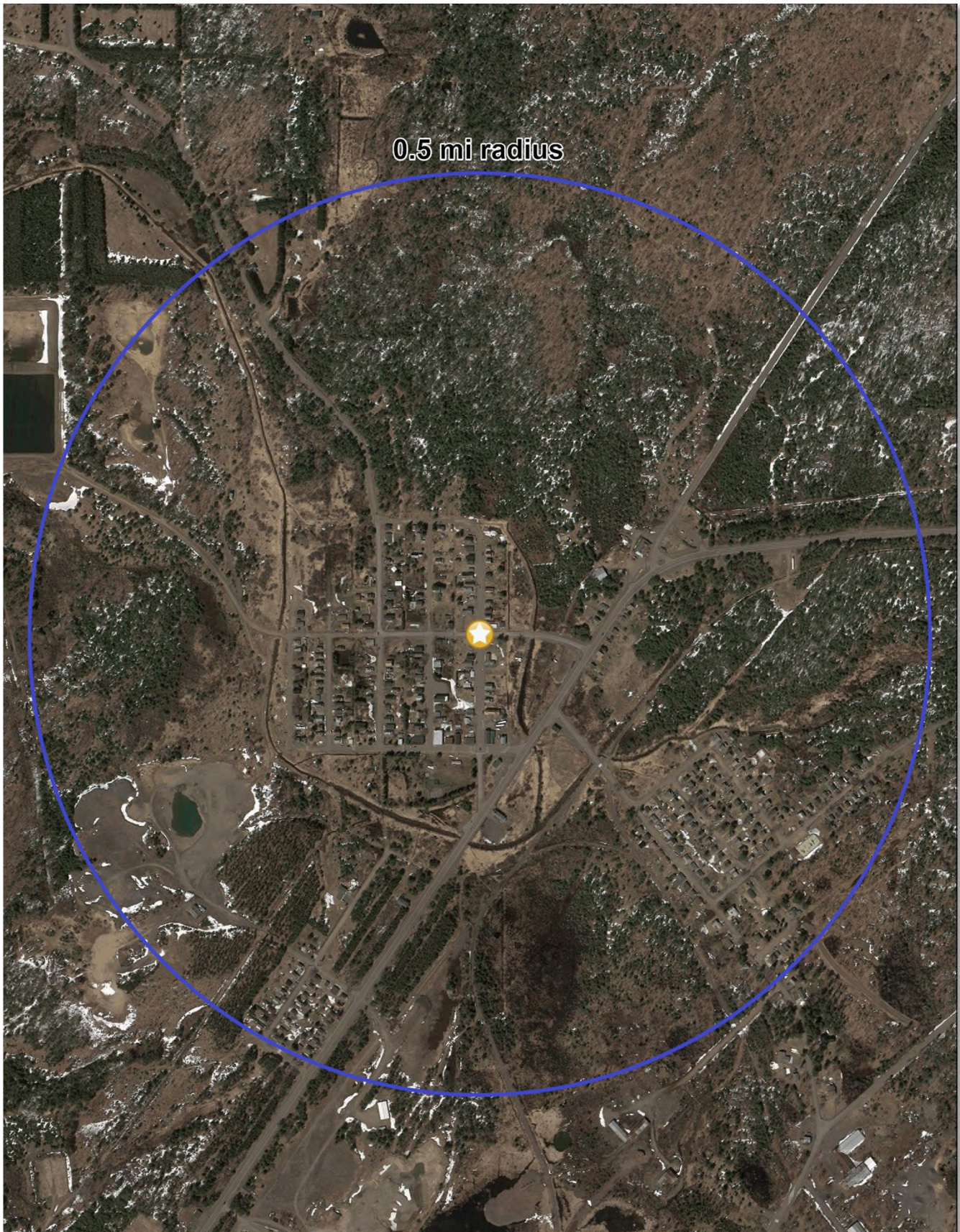
MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

Geographic Setting with Places, Highways, and Lakes
Keweenaw County | Michigan UP Prosperity Region 1a



Source: Mapping provided by DeLorme; exhibit prepared by LandUse|USA; 2016 ©.
Blue squares indicate the inside corners of the county.





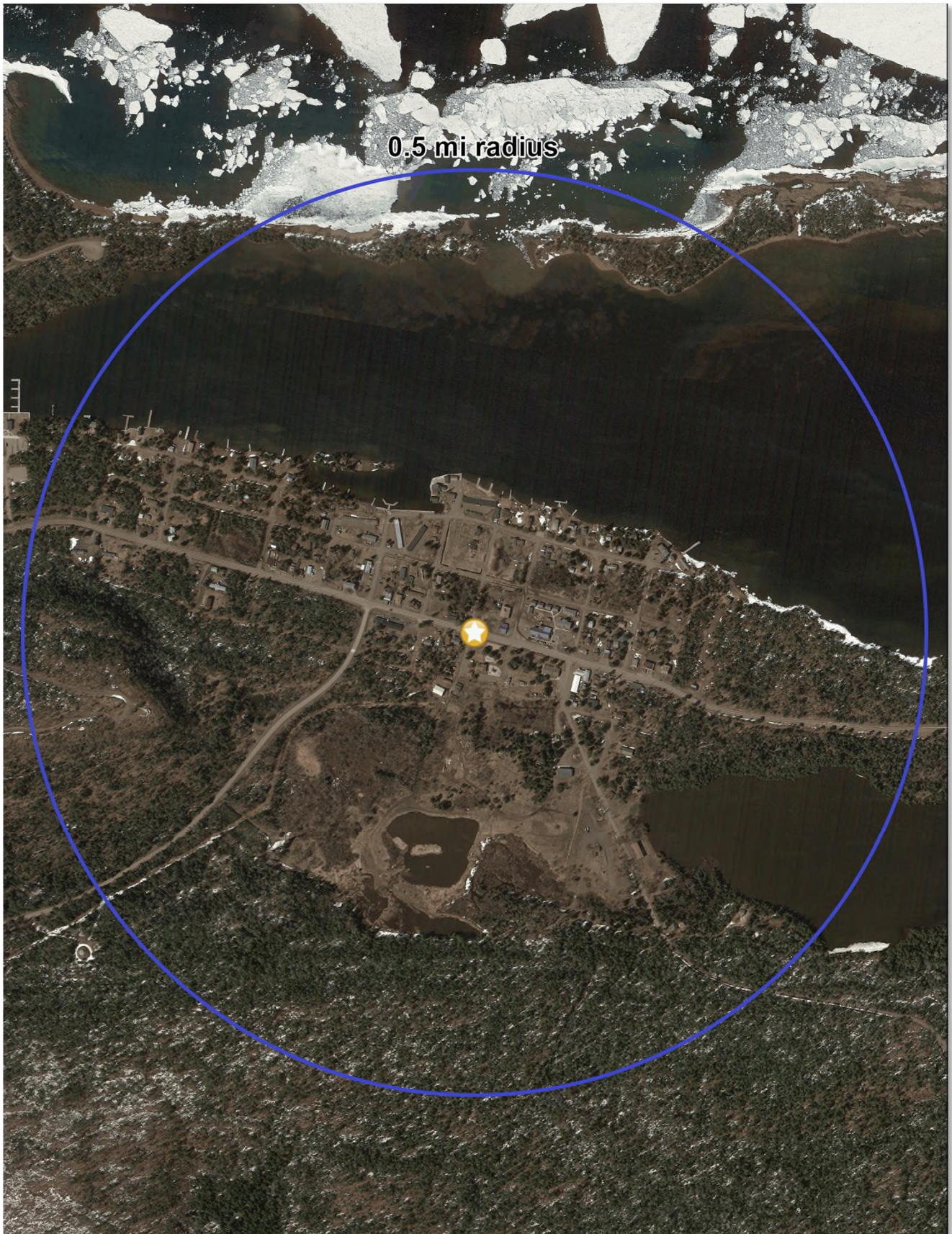
Downtown Scale with Some Opportunities for Investment or Restoration
The Village of Ahmeek | Keweenaw County | Michigan UP Prosperity Region 1a

Exhibit A.3



- Left: Fulton (unincorporated)
Currently commercial use, but
potential condos if ever vacated.

Photo credit (above): Original photos by LandUse|USA; 2016 © with all rights reserved.



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

Exhibit prepared by LandUse|USA; 2016 ©.

Two-Level Buildings, Including a Few with Opportunities for Remodel and/or Expansion
Copper Harbor CDP | Keweenaw County | Michigan UP Prosperity Region 1a



Photo credit (above): Original photos by LandUse|USA; 2016 © with all rights reserved.

List of Investment Opportunities for Missing Middle Housing
 Keweenaw County | Michigan UP Prosperity Region 1A

Exhibit A.6

	Water Front	Down Town	Existing Conditions/Current Use Notes and Comments	Investment Opp./Future Use Notes and Comments
1 The Village of Ahmeek	No	Yes	19 Hubbell St. 2-level, 5,280 sq. ft. For sale.	Façade improvements and rehab for mixed-use to include upper level flats or lofts.
2 Copper Harbor CDP	Yes	Yes	Identified need for seasonal employee housing.	Potential infill development of mixed-use to include lofts or flats for seasonal workers.
3 Eagle Harbor CDP				
4 Eagle River CDP				

Notes: This investment list focuses on the region's largest projects that only include a residential component. The information has been provided by local stakeholders and internet research, and every project has not been field verified.


Source: Interviews with stakeholders and market research conducted by LandUse|USA, 2016.



B

Summary Tables and Charts

Prepared by:



LandUseUSA

Prepared for:

Michigan Upper Peninsula Prosperity Region 1

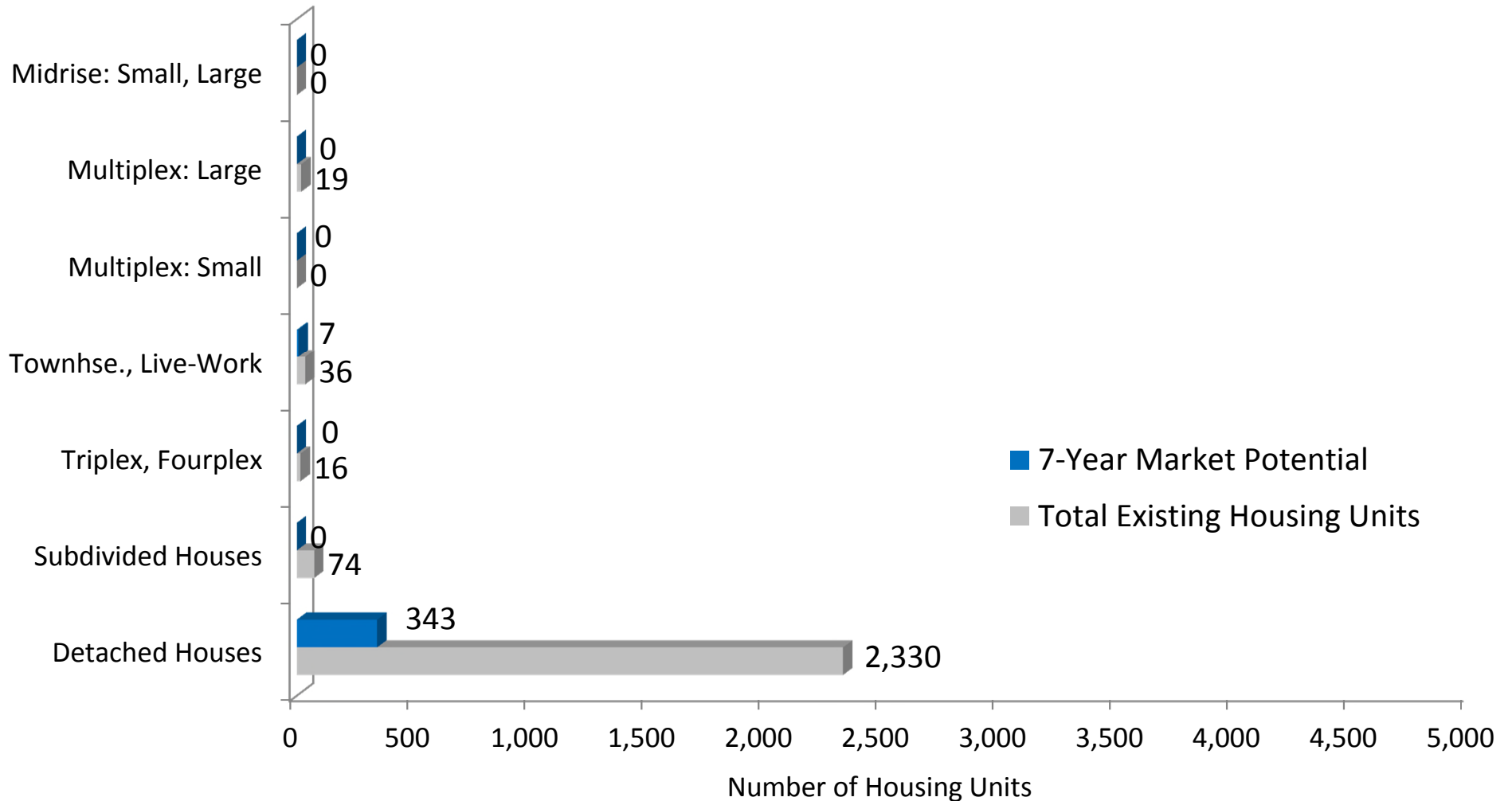
Michigan State Housing Development Authority



7-Year Market Potential v. Total Existing Housing Units

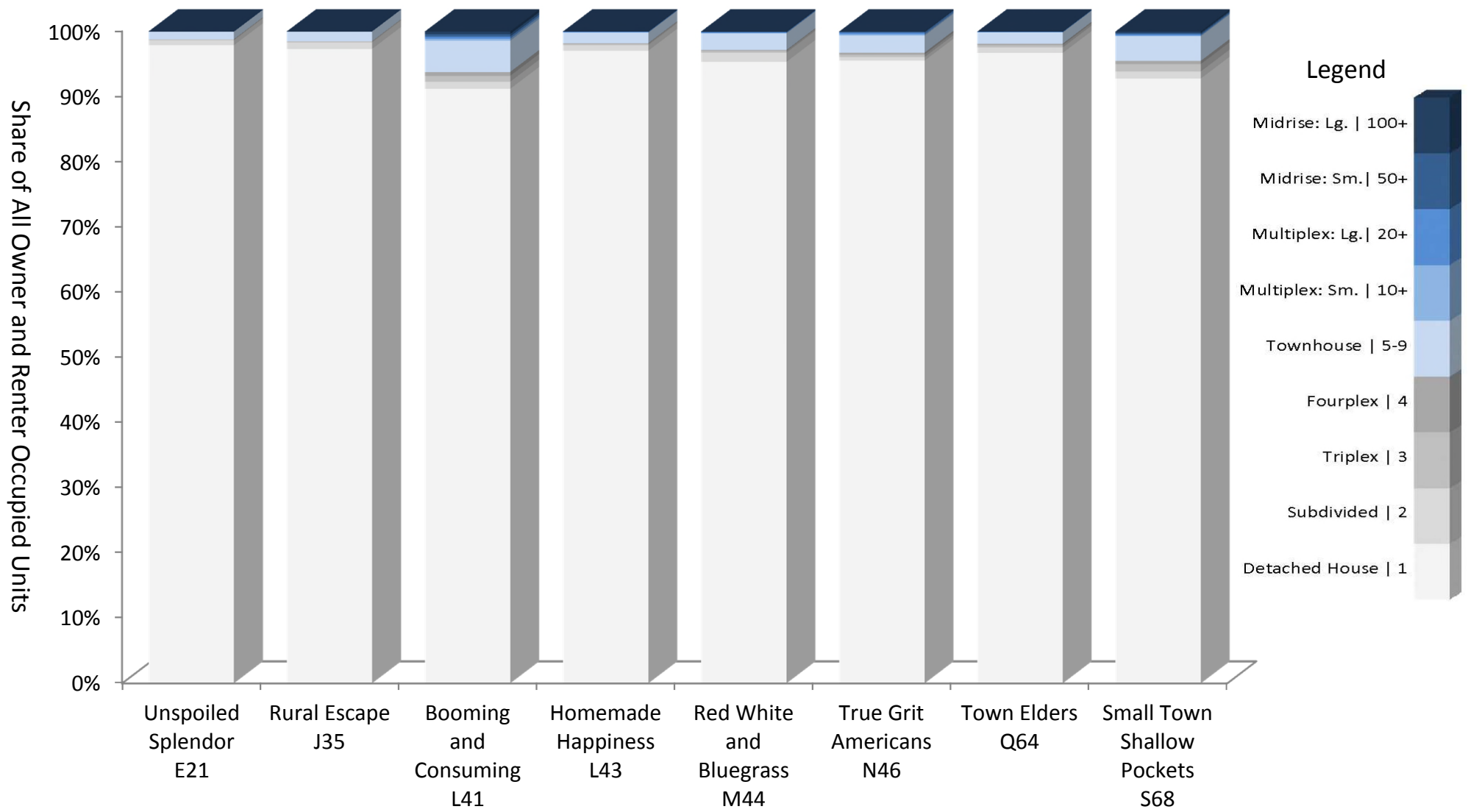
All 71 Lifestyle Clusters - Aggressive Scenario

Keweenaw County | Michigan UP Prosperity Region 1a | 2016 - 2022



Source: Based on analysis and target market analysis modelling conducted exclusively by LandUse|USA; 2016 (c) with all rights reserved. Unadjusted for seasonal, non-resident households.

Missing Middle Housing Formats v. Detached Houses
 Preferences of Most Prevalent Lifestyle Clusters
 Michigan Upper Peninsula Prosperity Region 1 | Year 2016



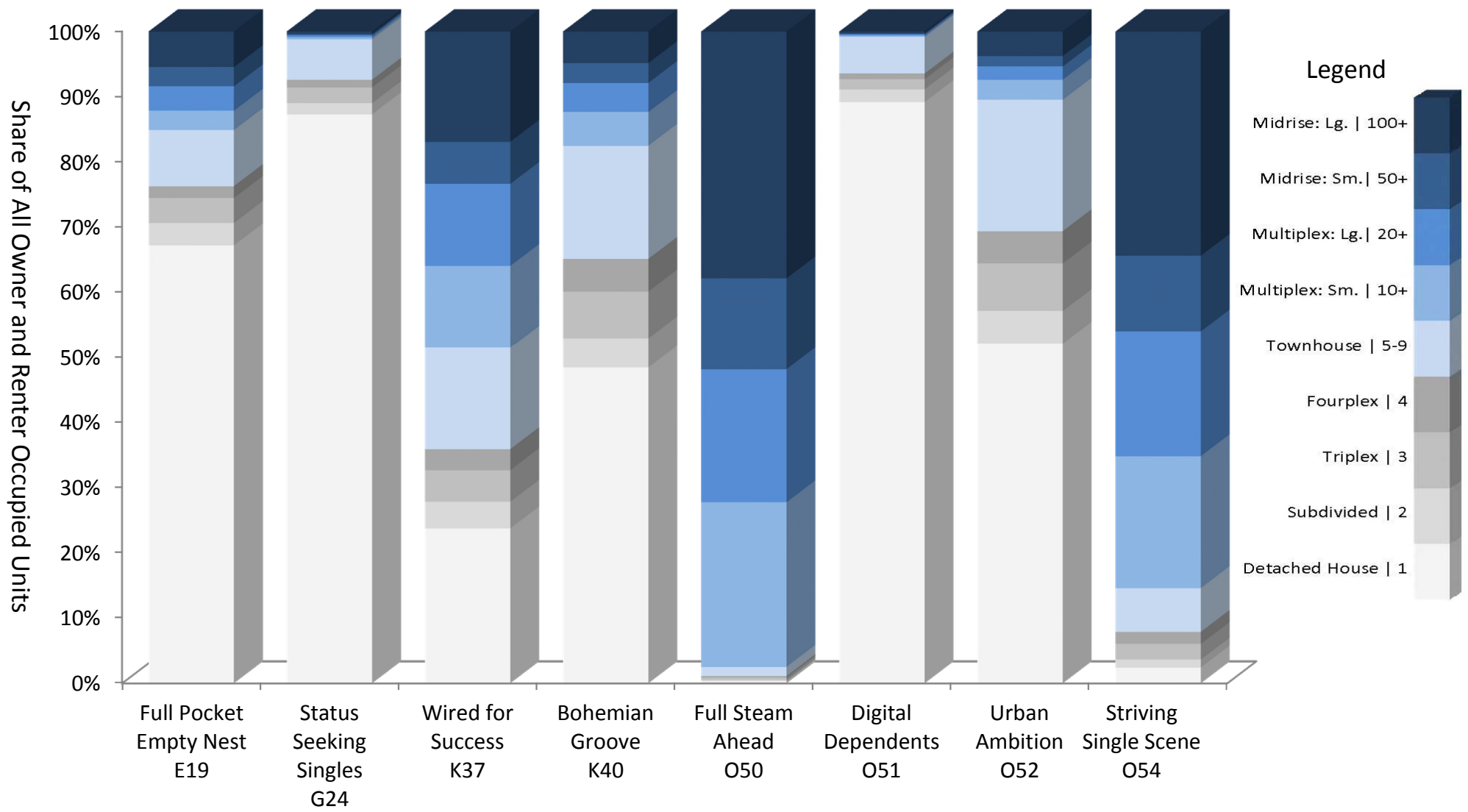
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and licensed to LandUse|USA through Sites|USA. Michigan estimates, analysis, and exhibit prepared exclusively by LandUse|USA © 2016; all rights reserved.

Residential Market Parameters for Lifestyle Clusters
 For Missing Middle Housing - Michigan Upper Peninsula Prosperity Region 1
 With Averages for the State of Michigan - 2015

Lifestyle Cluster Code	Duplex				Renters Share of Total	Owners Share of Total	Blended Mover- ship Rate
	Detached House 1 Unit	Triplex Fourplex 2-4 Units	Townhse., Live-Work 6+ Units	Midplex 20+ Units			
MOST PREVALENT CLUSTERS							
Unspoiled Splendor E21	97.9%	0.9%	1.1%	0.1%	2.0%	98.0%	1.8%
Rural Escape J35	97.3%	1.2%	1.5%	0.0%	3.2%	96.8%	3.9%
Booming and Consuming L41	91.2%	2.6%	4.8%	1.4%	17.3%	82.7%	14.5%
Homemade Happiness L43	97.0%	1.2%	1.6%	0.2%	4.9%	95.1%	5.8%
Red White and Bluegrass M44	95.3%	1.8%	2.6%	0.3%	11.3%	88.7%	5.6%
True Grit Americans N46	95.5%	1.2%	2.6%	0.6%	9.3%	90.7%	11.4%
Town Elders Q64	96.7%	1.4%	1.7%	0.2%	4.4%	95.6%	2.4%
Small Town Shallow Pockets S68	92.8%	2.7%	3.8%	0.7%	34.5%	65.5%	14.9%
INTERMITTENTLY PREVALENT							
Golf Carts and Gourmets C12	75.8%	4.1%	5.7%	14.4%	12.2%	87.8%	7.7%
Sports Utility Families D15	97.7%	0.7%	1.5%	0.1%	2.8%	97.2%	2.3%
No Place Like Home E20	97.9%	0.7%	1.3%	0.1%	2.9%	97.1%	7.2%
Stockcars and State Parks I30	97.1%	1.1%	1.7%	0.1%	3.3%	96.7%	4.6%
Aging in Place J34	99.2%	0.3%	0.5%	0.0%	0.6%	99.4%	1.3%
Settled and Sensible J36	97.8%	1.0%	1.2%	0.1%	2.7%	97.3%	4.4%
Infants and Debit Cards M45	95.0%	2.0%	2.6%	0.3%	29.7%	70.3%	15.5%
Touch of Tradition N49	97.6%	1.2%	1.1%	0.1%	5.7%	94.3%	9.8%

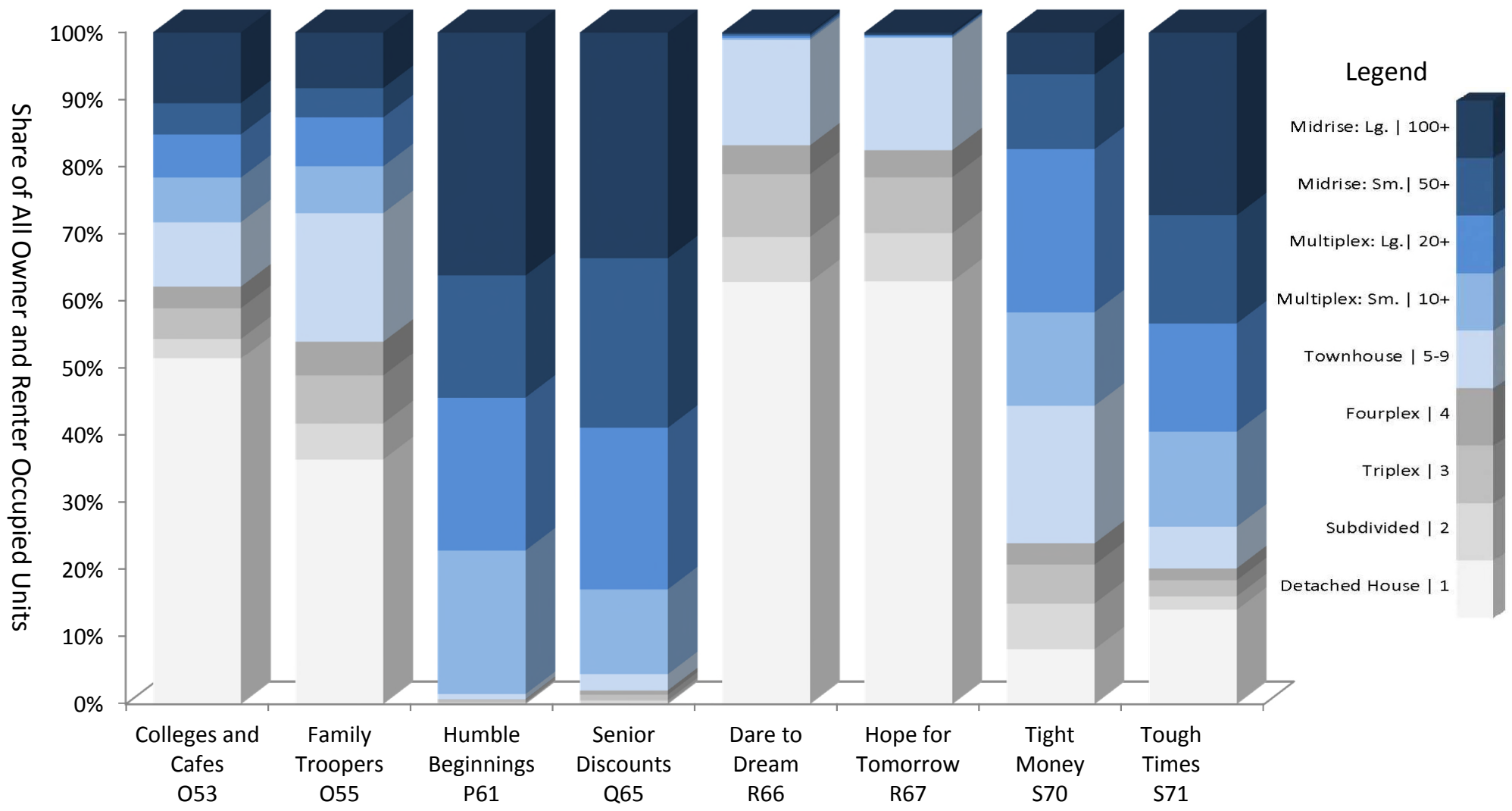
Source: Underlying data represents Mosaic|USA data provided by Experian and Powered by Regis/Sites|USA.
 Analysis and exhibit prepared exclusively by LandUse|USA; 2016 © with all rights reserved.

Missing Middle Housing Formats v. Houses Preferences of Upscale Target Markets Michigan Upper Peninsula Prosperity Region 1 | Year 2016



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

Missing Middle Housing Formats v. Houses Preferences of Moderate Target Markets Michigan Upper Peninsula Prosperity Region 1 | Year 2016



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Residential Market Parameters for Upscale and Moderate Target Markets
 For Missing Middle Housing - Michigan Upper Peninsula Prosperity Region 1
 With Averages for the State of Michigan - 2015

Lifestyle Cluster Code	Duplex				Renters Share of Total	Owners Share of Total	Blended Mover- ship Rate
	Detached House 1 Unit	Triplex Fourplex 2-4 Units	Townhse., Live-Work 6+ Units	Midplex 20+ Units			
UPSCALE TARGET MARKETS							
Full Pockets - Empty Nests E19	67.2%	9.1%	8.6%	15.1%	21.8%	78.2%	8.2%
Status Seeking Singles G24	87.3%	5.3%	6.2%	1.2%	29.9%	70.1%	16.9%
Wired for Success K37	23.7%	12.1%	15.6%	48.6%	80.2%	19.8%	39.7%
Bohemian Groove K40	48.3%	16.8%	17.4%	17.5%	91.4%	8.6%	17.3%
Full Steam Ahead O50	0.3%	0.8%	1.4%	97.5%	97.6%	2.4%	53.8%
Digital Dependents O51	89.2%	4.4%	5.6%	0.9%	34.1%	65.9%	36.3%
Urban Ambition O52	52.0%	17.3%	20.2%	10.5%	95.2%	4.8%	34.4%
Striving Single Scene O54	2.4%	5.4%	6.7%	85.4%	96.0%	4.0%	50.2%
MODERATE TARGET MARKETS							
Colleges and Cafes O53	51.3%	10.8%	9.6%	28.3%	83.1%	16.9%	25.1%
Family Troopers O55	36.3%	17.6%	19.2%	26.9%	98.9%	1.1%	39.5%
Humble Beginnings P61	0.1%	0.6%	0.7%	98.5%	97.3%	2.7%	38.1%
Senior Discounts Q65	0.1%	1.9%	2.4%	95.6%	70.9%	29.1%	12.9%
Dare to Dream R66	62.8%	20.3%	15.7%	1.1%	97.7%	2.3%	26.3%
Hope for Tomorrow R67	62.9%	19.5%	16.7%	0.8%	99.3%	0.7%	29.7%
Tight Money S70	8.2%	15.7%	20.4%	55.7%	99.6%	0.4%	35.5%
Tough Times S71	14.0%	6.2%	6.2%	73.6%	95.4%	4.6%	18.9%


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

Conservative Scenario County

Prepared by:



LandUseUSA

Prepared for:

Michigan Upper Peninsula Prosperity Region 1

Michigan State Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO

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

Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

CONSERVATIVE SCENARIO	Keweenaw COUNTY 71 Lifestyle Clusters			Keweenaw COUNTY Upscale Target Markets			Keweenaw COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	45	41	4	0	0	0	0	0	0
1 Detached Houses	44	41	3	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	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	1	0	1	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0
Total Units	45	41	4	0	0	0	0	0	0
Detached Houses	44	41	3	0	0	0	0	0	0
Duplexes & Triplexes	0	0	0	0	0	0	0	0	0
Other Attached Formats	1	0	1	0	0	0	0	0	0

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

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

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

Exhibit C.2

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

Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest 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	U	U	U	U	U	U	U	U
Target Market - Level	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Keweenaw COUNTY - Total	45	0	0	0	0	0	0	0	0	0
Keweenaw COUNTY - Owners	41	0	0	0	0	0	0	0	0	0
1 Detached Houses	41	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	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
4 Side-by-Side & Stacked	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
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Keweenaw COUNTY - Renters	4	0	0	0	0	0	0	0	0	0
1 Detached Houses	3	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	1	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0

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

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

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

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

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

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO

Exhibit C.3

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

Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

CONSERVATIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	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	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Keweenaw COUNTY - Total	45	0	0	0	0	0	0	0	0	0
Keweenaw COUNTY - Owners	41	0	0	0	0	0	0	0	0	0
1 Detached Houses	41	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	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
4 Side-by-Side & Stacked	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
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Keweenaw COUNTY - Renters	4	0	0	0	0	0	0	0	0	0
1 Detached Houses	3	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	1	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0

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

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



D

**Aggressive Scenario
County**

Prepared by:



LandUseUSA

Prepared for:

Michigan Upper Peninsula Prosperity Region 1

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

Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

AGGRESSIVE SCENARIO	Keweenaw COUNTY 71 Lifestyle Clusters			Keweenaw COUNTY Upscale Target Markets			Keweenaw COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	50	42	8	0	0	0	0	0	0
1 Detached Houses	49	42	7	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	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	1	0	1	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0
Total Units	50	42	8	0	0	0	0	0	0
Detached Houses	49	42	7	0	0	0	0	0	0
Duplexes & Triplexes	0	0	0	0	0	0	0	0	0
Other Attached Formats	1	0	1	0	0	0	0	0	0

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

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

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Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

Exhibit D.2

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest 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	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Keweenaw COUNTY - Total	50	0	0	0	0	0	0	0	0	0
Keweenaw COUNTY - Owners	42	0	0	0	0	0	0	0	0	0
1 Detached Houses	42	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	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
4 Side-by-Side & Stacked	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
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Keweenaw COUNTY - Renters	8	0	0	0	0	0	0	0	0	0
1 Detached Houses	7	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	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
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	1	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0

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Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

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

Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	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	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Keweenaw COUNTY - Total	50	0	0	0	0	0	0	0	0	0
Keweenaw COUNTY - Owners	42	0	0	0	0	0	0	0	0	0
1 Detached Houses	42	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	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
4 Side-by-Side & Stacked	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
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Keweenaw COUNTY - Renters	8	0	0	0	0	0	0	0	0	0
1 Detached Houses	7	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	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
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	1	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0

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

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

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

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


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



E

**Aggressive Scenario
Places**

Prepared by:



LandUseUSA

Prepared for:

Michigan Upper Peninsula Prosperity Region 1

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
 Places in Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

AGGRESSIVE SCENARIO	Village of Ahmeek 71 Lifestyle Clusters			Copper Harbor CDP 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	2	1	1	4	3	1
1 Detached Houses	2	1	1	4	3	1
2 Side-by-Side & Stacked	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0
Total Units	2	1	1	4	3	1
Detached Houses	2	1	1	4	3	1
Duplexes & Triplexes	0	0	0	0	0	0
Other Attached Formats	0	0	0	0	0	0

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

Places in Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

AGGRESSIVE SCENARIO	Eagle Harbor CDP 71 Lifestyle Clusters			Eagle River CDP 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	2	2	0	1	0	1
1 Detached Houses	2	2	0	1	0	1
2 Side-by-Side & Stacked	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0
Total Units	2	2	0	1	0	1
Detached Houses	2	2	0	1	0	1
Duplexes & Triplexes	0	0	0	0	0	0
Other Attached Formats	0	0	0	0	0	0

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

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

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 Ahmeek | Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest 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	U	U	U	U	U	U	U	U
Target Market - Level	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of Ahmeek - Total	2	0	0	0	0	0	0	0	0	0
Village of Ahmeek - Owners	1	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Village of Ahmeek - Renters	1	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	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

Exhibit E.4

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

Village of Ahmeek | Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	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	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of Ahmeek - Total	2	0	0	0	0	0	0	0	0	0
Village of Ahmeek - Owners	1	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Village of Ahmeek - Renters	1	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	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

Exhibit E.5

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

Copper Harbor CDP | Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohemian 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	U	U	U	U	U	U	U	U
Target Market - Level	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Copper Harbor CDP - Total	4	0	0	0	0	0	0	0	0	0
Copper Harbor CDP - Owners	3	0	0	0	0	0	0	0	0	0
1 Detached Houses	3	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Copper Harbor CDP - Renters	1	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	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

Exhibit E.6

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

Copper Harbor CDP | Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	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	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Copper Harbor CDP - Total	4	0	0	0	0	0	0	0	0	0
Copper Harbor CDP - Owners	3	0	0	0	0	0	0	0	0	0
1 Detached Houses	3	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Copper Harbor CDP - Renters	1	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	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

Exhibit E.7

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

Eagle Harbor CDP | Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest 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	U	U	U	U	U	U	U	U
Target Market - Level	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Eagle Harbor CDP - Total	2	0	0	0	0	0	0	0	0	0
Eagle Harbor CDP - Owners	2	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Eagle Harbor CDP - Renters	0	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	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

Exhibit E.8

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

Eagle Harbor CDP | Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	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	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Eagle Harbor CDP - Total	2	0	0	0	0	0	0	0	0	0
Eagle Harbor CDP - Owners	2	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Eagle Harbor CDP - Renters	0	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	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

Exhibit E.9

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

Eagle River CDP | Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohemian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambition O52	Striving Single Scene O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Eagle River CDP - Total	1	0	0	0	0	0	0	0	0	0
Eagle River CDP - Owners	0	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Eagle River CDP - Renters	1	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0

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

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.10

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

Eagle River CDP | Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	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	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Eagle River CDP - Total	1	0	0	0	0	0	0	0	0	0
Eagle River CDP - Owners	0	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Eagle River CDP - Renters	1	0	0	0	0	0	0	0	0	0
1 Detached Houses	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
3 Side-by-Side & Stacked	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
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0

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

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

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

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


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



F₁

Contract Rents County and Places

Prepared by:



LandUseUSA

Prepared for:

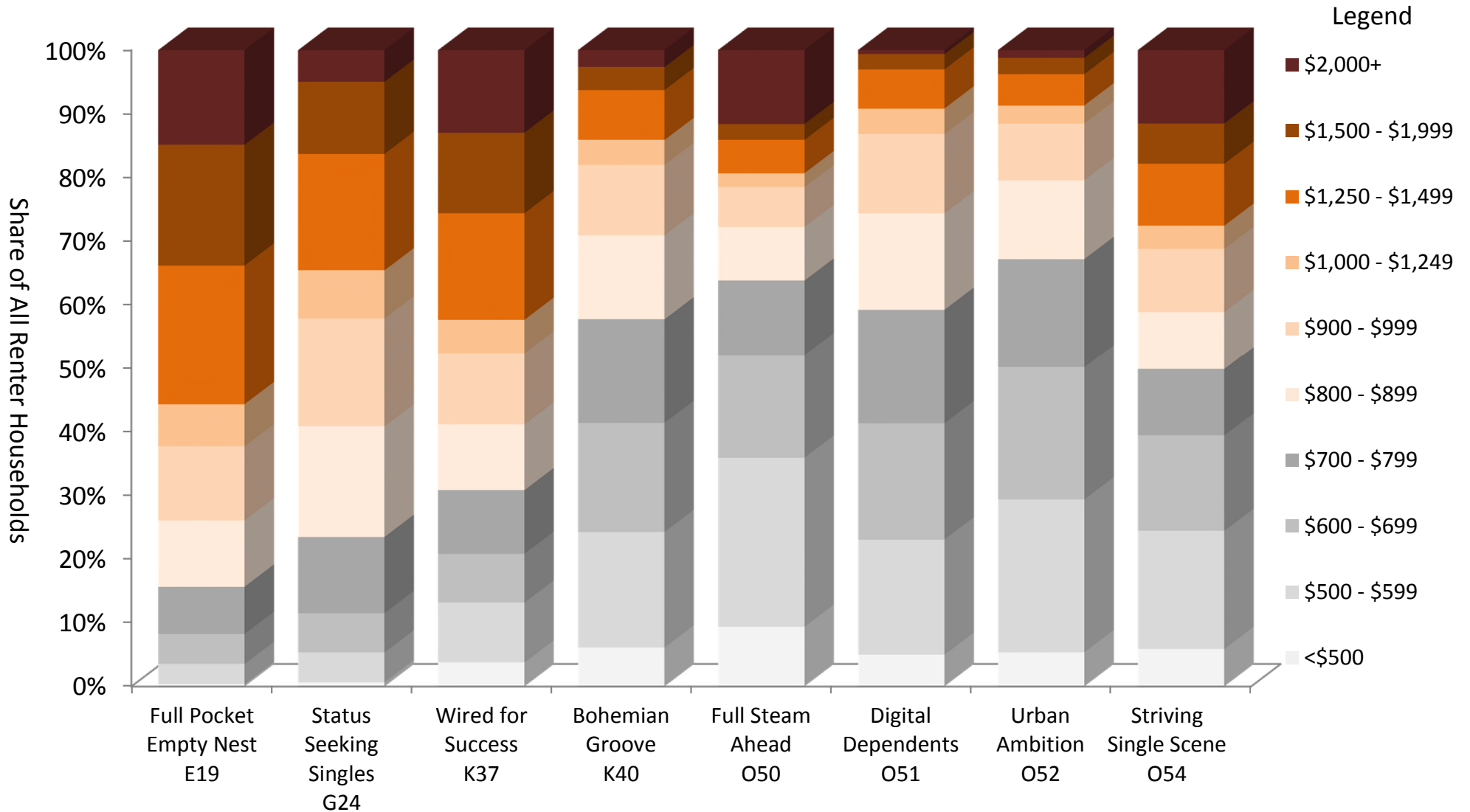
Michigan Upper Peninsula Prosperity Region 1

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.

Current Contract Rent Brackets | Existing Households by Upscale Target Market
Keweenaw County | Michigan Upper Peninsula Prosperity Region 1a | Year 2016

Contract Rent Brackets	All 71	Status							
	Mosaic Lifestyle Clusters	Full Pocket Empty Nest E19	Seeking Singles G24	Wired for Success K37	Bohemian Groove K40	Full Steam Ahead O50	Digital Dependents O51	Urban Ambition O52	Striving Single Scene O54
<\$500	7.0%	0.5%	0.9%	5.2%	7.2%	11.5%	5.7%	6.1%	7.4%
\$500 - \$599	12.5%	3.6%	4.6%	9.7%	15.8%	24.2%	15.3%	20.3%	17.3%
\$600 - \$699	16.4%	8.8%	10.0%	13.0%	24.3%	24.2%	25.2%	28.8%	22.9%
\$700 - \$799	11.4%	10.1%	14.3%	12.4%	17.2%	12.9%	18.3%	17.4%	11.8%
\$800 - \$899	8.7%	10.5%	15.4%	9.5%	10.2%	6.9%	11.4%	9.3%	7.5%
\$900 - \$999	15.3%	20.0%	25.8%	17.8%	14.7%	8.7%	16.1%	11.5%	14.1%
\$1,000 - \$1,249	1.9%	2.9%	2.9%	2.1%	1.3%	0.8%	1.3%	0.9%	1.3%
\$1,250 - \$1,499	9.5%	15.8%	11.5%	11.0%	4.3%	3.0%	3.3%	2.6%	5.8%
\$1,500 - \$1,999	6.7%	11.6%	6.1%	7.1%	1.7%	1.2%	1.1%	1.2%	3.2%
\$2,000+	7.1%	9.1%	2.7%	7.2%	1.3%	5.7%	0.3%	0.6%	5.8%
Summation		93.0%	94.2%	95.0%	97.9%	99.1%	98.0%	98.6%	97.1%
Median	\$422	\$519	\$457	\$460	\$374	\$372	\$369	\$356	\$404

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.

Figures are current rents paid by existing households in 2016, and have not been "boosted" for the analysis of market potential.

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Contract Rent Bracket
 Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

Exhibit F1.3

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
Target Market	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Keweenaw COUNTY - Total	44	0	0	0	0	0	0	0	0	0
Keweenaw COUNTY - Renters	7	0	0	0	0	0	0	0	0	0
<\$500	0	0	0	0	0	0	0	0	0	0
\$500 - \$599	1	0	0	0	0	0	0	0	0	0
\$600 - \$699	1	0	0	0	0	0	0	0	0	0
\$700 - \$799	1	0	0	0	0	0	0	0	0	0
\$800 - \$899	1	0	0	0	0	0	0	0	0	0
\$900 - \$999	2	0	0	0	0	0	0	0	0	0
\$1,000 - \$1,249	0	0	0	0	0	0	0	0	0	0
\$1,250 - \$1,499	1	0	0	0	0	0	0	0	0	0
\$1,500 - \$1,999	0	0	0	0	0	0	0	0	0	0
\$2,000+	0	0	0	0	0	0	0	0	0	0
Summation	7	0	0	0	0	0	0	0	0	0
Med. Contract Rent	\$807	--	\$623	\$549	\$552	\$449	\$446	\$442	\$427	\$485

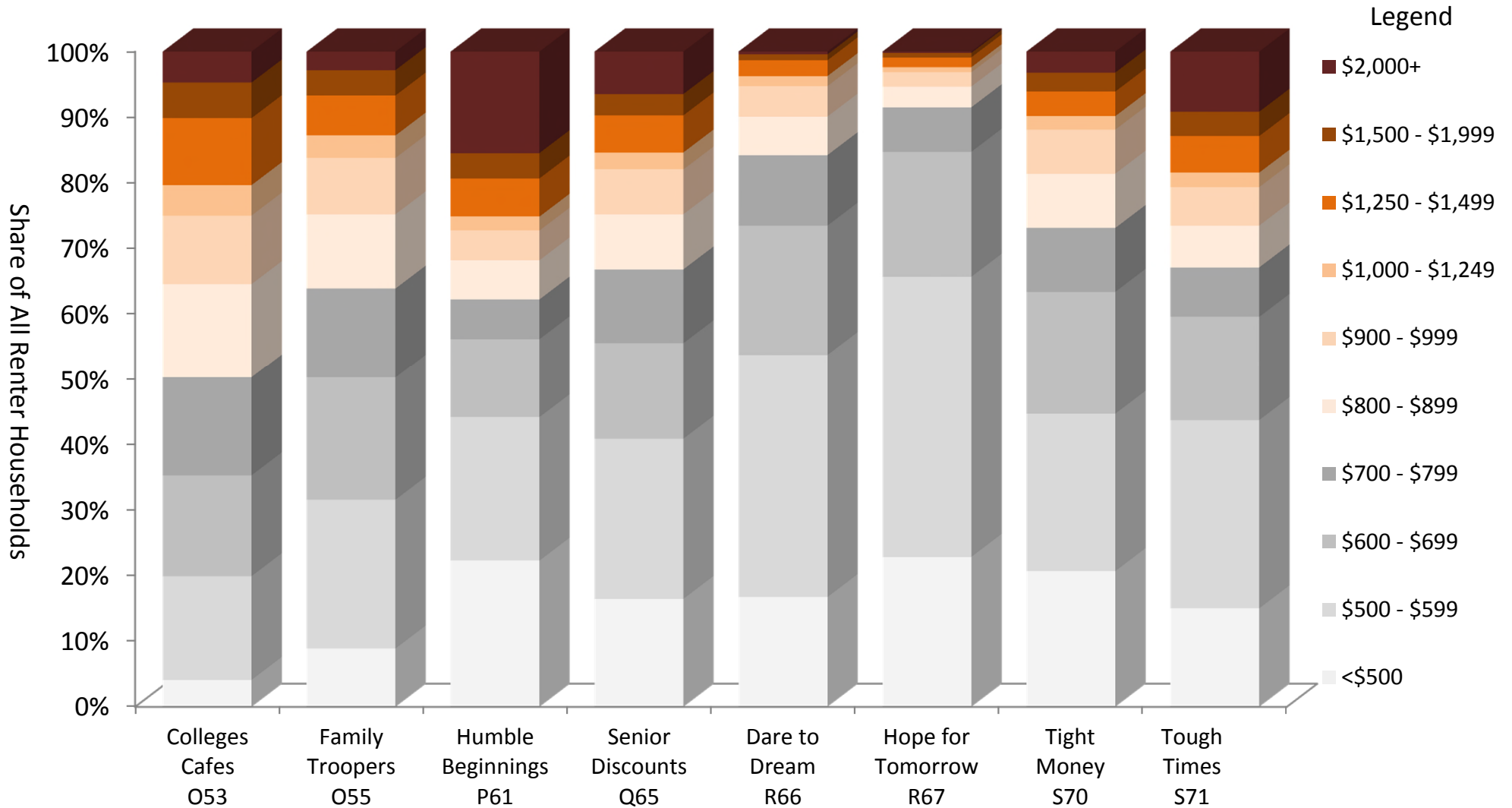
Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Contract rent typically excludes some or all utilities and extra fees for deposits, parking, pets, security, memberships, etc.

Note: Due to data splicing and rounding, these figures might not sum exact or 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.
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Current Contract Rent Brackets | Existing Households by Moderate Target Market
Keweenaw County | Michigan Upper Peninsula Prosperity Region 1a | Year 2016

Contract Rent Brackets	All 71								
	Mosaic Lifestyle Clusters	Colleges Cafes O53	Family Troopers O55	Humble Beginnings P61	Senior Discounts Q65	Dare to Dream R66	Hope for Tomorrow R67	Tight Money S70	Tough Times S71
<\$500	7.0%	5.0%	10.4%	28.5%	19.9%	19.2%	26.4%	23.9%	18.5%
\$500 - \$599	12.5%	14.3%	19.7%	20.7%	21.8%	31.4%	36.6%	20.5%	26.1%
\$600 - \$699	16.4%	22.8%	26.6%	18.6%	21.5%	27.4%	26.7%	26.2%	23.6%
\$700 - \$799	11.4%	16.4%	14.3%	7.0%	12.2%	11.0%	7.0%	10.1%	8.3%
\$800 - \$899	8.7%	11.5%	8.8%	5.1%	6.7%	4.5%	2.4%	6.3%	5.2%
\$900 - \$999	15.3%	14.4%	11.4%	6.5%	9.3%	6.0%	2.8%	8.7%	8.1%
\$1,000 - \$1,249	1.9%	1.6%	1.2%	0.8%	0.9%	0.5%	0.3%	0.7%	0.8%
\$1,250 - \$1,499	9.5%	5.9%	3.4%	3.5%	3.2%	1.3%	0.8%	2.0%	3.2%
\$1,500 - \$1,999	6.7%	2.7%	1.8%	2.0%	1.6%	0.4%	0.3%	1.3%	1.8%
\$2,000+	7.1%	2.3%	1.3%	7.9%	3.1%	0.2%	0.1%	1.5%	4.5%
Summation		96.9%	98.8%	100.6%	100.2%	101.9%	103.3%	101.2%	100.1%
Median	\$422	\$393	\$360	\$366	\$353	\$314	\$294	\$333	\$356

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.

Figures are current rents paid by existing households in 2016, and have not been "boosted" for the analysis of market potential.

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Contract Rent Bracket
 Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

Exhibit F1.6

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	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	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Keweenaw COUNTY - Total	44	0	0	0	0	0	0	0	0	0
Keweenaw COUNTY - Renters	7	0	0	0	0	0	0	0	0	0
<\$500	0	0	0	0	0	0	0	0	0	0
\$500 - \$599	1	0	0	0	0	0	0	0	0	0
\$600 - \$699	1	0	0	0	0	0	0	0	0	0
\$700 - \$799	1	0	0	0	0	0	0	0	0	0
\$800 - \$899	1	0	0	0	0	0	0	0	0	0
\$900 - \$999	2	0	0	0	0	0	0	0	0	0
\$1,000 - \$1,249	0	0	0	0	0	0	0	0	0	0
\$1,250 - \$1,499	1	0	0	0	0	0	0	0	0	0
\$1,500 - \$1,999	0	0	0	0	0	0	0	0	0	0
\$2,000+	0	0	0	0	0	0	0	0	0	0
Summation	7	0	0	0	0	0	0	0	0	0
Med. Contract Rent	\$807	--	\$471	\$432	\$439	\$423	\$377	\$353	\$399	\$427

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 to data splicing and rounding, these figures might not sum exact or 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 - Households in Renter-Occupied Units
Fifteen Counties in the Michigan Upper Peninsula Prosperity Region 1

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
		Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.
Order	Region 1a - West								
1	Baraga Co.	785	853	834	728	709	688	775	775
2	Gogebic Co.	1,498	1,865	1,785	1,834	1,830	1,774	1,832	1,832
3	Houghton Co.	4,395	4,396	4,488	4,440	4,511	4,511	4,564	4,564
4	Iron Co.	1,018	850	848	859	870	858	922	1,124
5	Keweenaw Co.	103	138	138	137	151	147	146	153
6	Ontonagon Co.	457	521	514	502	492	477	508	508
Order	Region 1b - Central								
1	Alger Co.	670	706	670	622	578	560	544	529
2	Delta Co.	3,356	3,400	3,384	3,691	3,484	3,513	3,642	3,642
3	Dickinson Co.	2,241	2,344	2,421	2,248	2,273	2,204	2,264	2,264
4	Marquette Co.	8,546	7,190	7,672	8,094	8,330	8,539	8,907	9,540
5	Menominee Co.	2,161	2,134	2,262	2,297	2,191	2,143	2,184	2,184
6	Schoolcraft Co.	671	470	479	560	604	652	734	734
Order	Region 1c - East								
1	Chippewa Co.	4,189	4,429	4,255	4,518	4,584	4,469	4,534	4,534
2	Luce Co.	484	518	528	550	639	637	682	682
3	Mackinac Co.	1,087	970	1,044	1,205	1,226	1,250	1,316	1,451

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
 Keweenaw County and Selected Communities - Michigan Prosperity Region 1a

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
Order	County Name	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.
	Keweenaw Co.	103	138	138	137	151	147	146	153
1	Ahmeek Village	--	5	8	7	14	14	13	13
2	Copper Harbor CDP	--	5	14	20	18	17	19	19
3	Eagle Harbor CDP	--	6	5	2	3	3	6	15
4	Eagle River CDP	--	6	4	4	4	4	5	5

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 - Median Contract Rent
Fifteen Counties in the Michigan Upper Peninsula Prosperity Region 1

		2010	2011	2012	2013	2014	2016	2020
		ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast
		Median	Median	Median	Median	Median	Median	Median
		Contract	Contract	Contract	Contract	Contract	Contract	Contract
		Rent	Rent	Rent	Rent	Rent	Rent	Rent
Order	Region 1a - West							
1	Baraga Co.	\$328	\$338	\$347	\$373	\$420	\$463	\$552
2	Gogebic Co.	\$379	\$392	\$406	\$406	\$410	\$418	\$433
3	Houghton Co.	\$458	\$475	\$502	\$506	\$512	\$524	\$547
4	Iron Co.	\$372	\$377	\$389	\$403	\$428	\$472	\$563
5	Keweenaw Co.	\$267	\$298	\$350	\$422	\$422	\$422	\$422
6	Ontonagon Co.	\$335	\$338	\$332	\$343	\$343	\$343	\$343
Order	Region 1b - Central							
1	Alger Co.	\$392	\$421	\$439	\$447	\$478	\$527	\$628
2	Delta Co.	\$426	\$429	\$439	\$442	\$442	\$442	\$442
3	Dickinson Co.	\$400	\$426	\$429	\$446	\$468	\$515	\$613
4	Marquette Co.	\$478	\$488	\$505	\$503	\$503	\$503	\$503
5	Menominee Co.	\$365	\$378	\$400	\$417	\$438	\$483	\$577
6	Schoolcraft Co.	\$379	\$399	\$390	\$428	\$445	\$481	\$554
Order	Region 1c - East							
1	Chippewa Co.	\$413	\$419	\$439	\$448	\$475	\$524	\$625
2	Luce Co.	\$453	\$460	\$466	\$476	\$476	\$476	\$476
3	Mackinac Co.	\$457	\$462	\$466	\$461	\$467	\$479	\$502

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 - Median Contract Rent
 Keweenaw County and Selected Communities - Michigan Prosperity Region 1a

Order	County Name	2010 ACS 5-yr Median Contract Rent	2011 ACS 5-yr Median Contract Rent	2012 ACS 5-yr Median Contract Rent	2013 ACS 5-yr Median Contract Rent	2014 ACS 5-yr Median Contract Rent	2016 Forecast Median Contract Rent	2020 Forecast Median Contract Rent
	Keweenaw Co.	\$267	\$298	\$350	\$422	\$422	\$422	\$422
1	Ahmeek Village	\$322	\$322	\$322	\$322	\$322	\$322	\$322
2	Copper Harbor CDP	\$425	\$425	\$435	\$435	\$435	\$456	\$496
3	Eagle Harbor CDP	\$776	\$776	\$776	\$776	\$776	\$776	\$776
4	Eagle River CDP	\$795	\$795	\$795	\$795	\$795	\$795	\$795

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

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



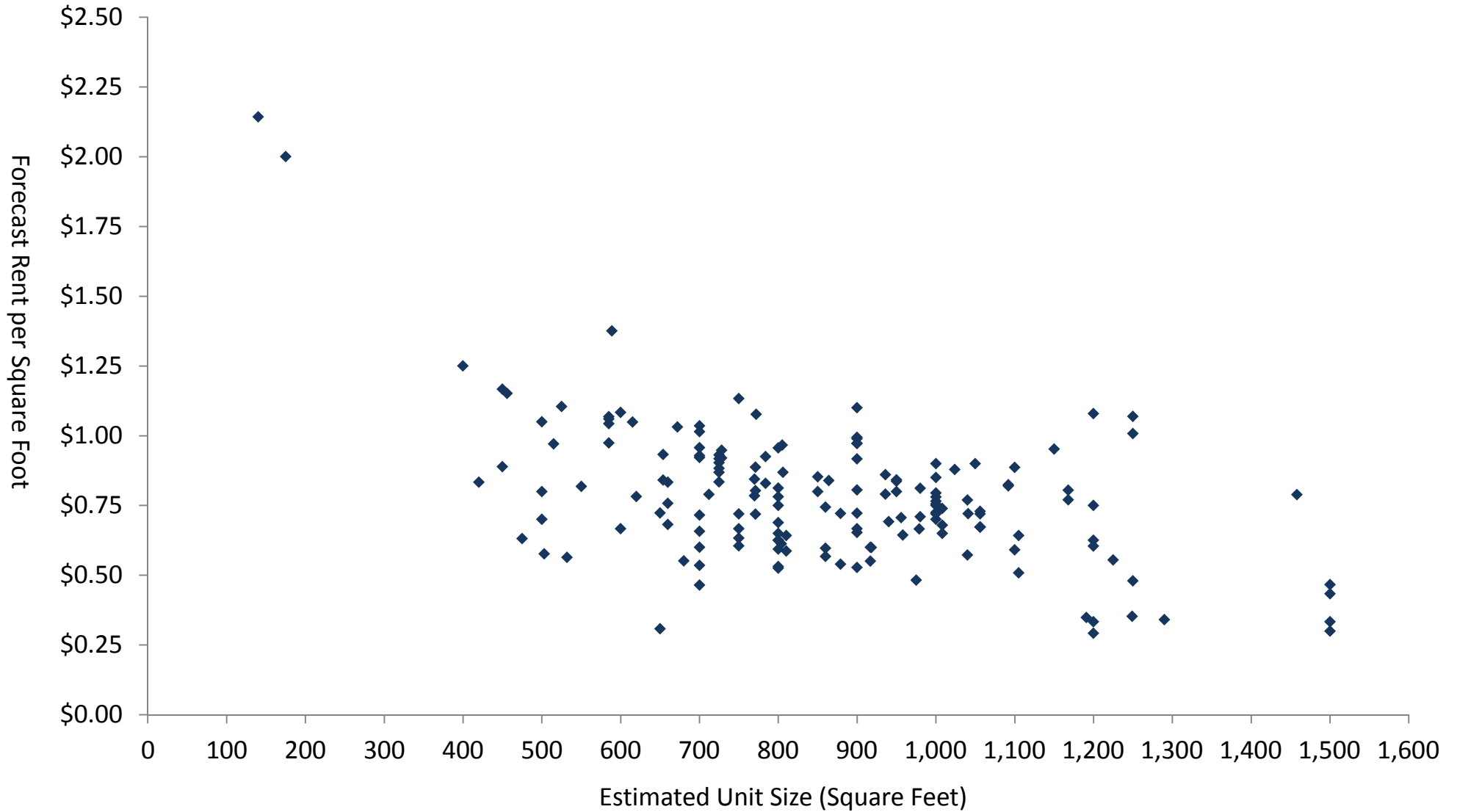
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Market Parameters - Contract and Gross Rents
 Counties in Michigan Upper Peninsula Prosperity Region 1 - Year 2016

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 1a							
1 Baraga County	\$23,500	\$485	\$572	1.18	\$87	15.2%	29.2%
2 Gogebic County	\$20,128	\$427	\$634	1.49	\$208	32.7%	37.8%
3 Houghton County	\$20,905	\$543	\$663	1.22	\$119	18.0%	38.0%
4 Iron County	\$19,405	\$469	\$581	1.24	\$111	19.2%	35.9%
5 Keweenaw County	\$30,089	\$522	\$995	1.91	\$473	47.5%	39.7%
6 Ontonagon County	\$14,611	\$427	\$462	1.08	\$35	7.7%	38.0%
Prosperity Region 1b							
1 Alger County	\$24,761	\$524	\$645	1.23	\$122	18.8%	31.3%
2 Delta County	\$19,369	\$456	\$587	1.29	\$131	22.3%	36.3%
3 Dickinson County	\$31,854	\$503	\$749	1.49	\$246	32.9%	28.2%
4 Marquette County	\$22,330	\$522	\$663	1.27	\$141	21.2%	35.6%
5 Menominee County	\$24,224	\$486	\$564	1.16	\$78	13.8%	27.9%
6 Schoolcraft County	\$15,788	\$482	\$636	1.32	\$154	24.2%	48.3%
Prosperity Region 1c							
1 Chippewa County	\$23,826	\$520	\$660	1.27	\$139	21.1%	33.2%
2 Luce County	\$33,587	\$492	\$656	1.33	\$164	25.0%	23.4%
3 Mackinac County	\$32,904	\$482	\$617	1.28	\$136	22.0%	22.5%

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 ©.

Forecast Contract Rent per Square Foot v. Unit Size
Attached Renter-Occupied Units Only
All Upper Peninsula Counties - Michigan Prosperity Region 1 - 2016



Source: Estimates and forecasts by LandUse|USA, 2016.

Based on market observations, phone surveys, and assessors records. Excludes 2 outliers.

Cash or Contract Rents by Square Feet | Attached Units Only
 Forecast for New Formats | Townhouses, Row Houses, Lofts, and Flats
 Michigan Upper Peninsula Prosperity Region 1 | Year 2016

Upper Peninsula Prosperity Region 1			The City of Marquette (exclusively)		
Total Sq. Ft.	Rent per Sq. Ft.	Cash Rent	Total Sq. Ft.	Rent per Sq. Ft.	Cash Rent
500	\$1.21	\$605	500	\$1.46	\$730
600	\$1.11	\$665	600	\$1.33	\$795
700	\$1.03	\$720	700	\$1.22	\$850
800	\$0.96	\$765	800	\$1.12	\$895
900	\$0.90	\$805	900	\$1.03	\$930
1,000	\$0.84	\$840	1,000	\$0.96	\$960
1,100	\$0.79	\$870	1,100	\$0.89	\$975
1,200	\$0.74	\$890	1,200	\$0.83	\$990
1,300	\$0.70	\$910	1,300	\$0.77	\$1,000
1,400	\$0.66	\$925	1,400	.	<i>\$1,005</i>
1,500	\$0.63	\$940	1,500	.	<i>\$1,010</i>
1,600	\$0.59	\$945	1,600	.	<i>\$1,015</i>
1,700	\$0.56	\$950	1,700	.	<i>\$1,020</i>
1,800	\$0.53	\$955	1,800	.	<i>\$1,025</i>
1,900	.	<i>\$960</i>	1,900	.	<i>\$1,030</i>
2,000	.	<i>\$965</i>	2,000	.	<i>\$1,035</i>

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

Underlying data gathered by LandUse|USA; 2016.

Underlying data is based on market observations, phone surveys, and assessor's records.


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



F₂

Home Values County and Places

Prepared by:



LandUseUSA

Prepared for:

Michigan Upper Peninsula Prosperity Region 1

Michigan State Housing Development Authority



MSHDA
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Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Home Value Bracket
 Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

Exhibit F2.1

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
Target Market	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Keweenaw COUNTY - Total	44	0	0	0	0	0	0	0	0	0
Keweenaw COUNTY - Owners	37	0	0	0	0	0	0	0	0	0
< \$50,000	4	0	0	0	0	0	0	0	0	0
\$50 - \$74,999	6	0	0	0	0	0	0	0	0	0
\$75 - \$99,999	3	0	0	0	0	0	0	0	0	0
\$100 - \$149,999	1	0	0	0	0	0	0	0	0	0
\$150 - \$174,999	2	0	0	0	0	0	0	0	0	0
\$175 - \$199,999	2	0	0	0	0	0	0	0	0	0
\$200 - \$249,999	3	0	0	0	0	0	0	0	0	0
\$250 - \$299,999	4	0	0	0	0	0	0	0	0	0
\$300 - \$349,999	3	0	0	0	0	0	0	0	0	0
\$350 - \$399,999	3	0	0	0	0	0	0	0	0	0
\$400 - \$499,999	4	0	0	0	0	0	0	0	0	0
\$500 - \$749,999	1	0	0	0	0	0	0	0	0	0
\$750,000+	1	0	0	0	0	0	0	0	0	0
Summation	37	0	0	0	0	0	0	0	0	0
Med. Home Value	\$212,297	--	\$211,113	\$165,642	\$177,361	\$92,355	\$107,784	\$78,755	\$71,283	\$137,433

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

Note: Due to data splicing and rounding, these figures might not sum exact or 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

Exhibit F2.2

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

Keweenaw COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	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	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Keweenaw COUNTY - Total	44	0	0	0	0	0	0	0	0	0
Keweenaw COUNTY - Owners	37	0	0	0	0	0	0	0	0	0
< \$50,000	4	0	0	0	0	0	0	0	0	0
\$50 - \$74,999	6	0	0	0	0	0	0	0	0	0
\$75 - \$99,999	3	0	0	0	0	0	0	0	0	0
\$100 - \$149,999	1	0	0	0	0	0	0	0	0	0
\$150 - \$174,999	2	0	0	0	0	0	0	0	0	0
\$175 - \$199,999	2	0	0	0	0	0	0	0	0	0
\$200 - \$249,999	3	0	0	0	0	0	0	0	0	0
\$250 - \$299,999	4	0	0	0	0	0	0	0	0	0
\$300 - \$349,999	3	0	0	0	0	0	0	0	0	0
\$350 - \$399,999	3	0	0	0	0	0	0	0	0	0
\$400 - \$499,999	4	0	0	0	0	0	0	0	0	0
\$500 - \$749,999	1	0	0	0	0	0	0	0	0	0
\$750,000+	1	0	0	0	0	0	0	0	0	0
Summation	37	0	0	0	0	0	0	0	0	0
Med. Home Value	\$212,297	--	\$116,184	\$82,178	\$108,017	\$82,273	\$37,879	\$28,967	\$62,860	\$91,211

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

Note: Due to data splicing and rounding, these figures might not sum exact or 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 - Households in Owner-Occupied Units
Fifteen Counties in the Michigan Upper Peninsula Prosperity Region 1

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
		Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.
Order	Region 1a - West								
1	Baraga Co.	2,659	2,483	2,474	2,433	2,525	2,367	2,280	2,280
2	Gogebic Co.	5,539	5,437	5,483	5,400	5,240	5,142	5,084	5,084
3	Houghton Co.	9,837	9,595	9,528	9,690	9,518	9,430	9,377	9,377
4	Iron Co.	4,559	4,536	4,400	4,417	4,419	4,557	4,701	4,850
5	Keweenaw Co.	910	819	749	875	863	874	886	898
6	Ontonagon Co.	2,801	2,889	2,899	2,831	2,777	2,724	2,693	2,693
Order	Region 1b - Central								
1	Alger Co.	3,228	2,982	2,936	2,936	3,029	3,049	3,068	3,088
2	Delta Co.	12,636	12,939	12,654	12,380	12,401	12,182	12,053	12,053
3	Dickinson Co.	9,118	9,070	9,023	9,074	9,159	9,059	8,999	8,999
4	Marquette Co.	18,992	18,448	18,080	18,230	18,106	18,154	18,203	18,251
5	Menominee Co.	8,313	8,707	8,604	8,572	8,596	8,525	8,484	8,484
6	Schoolcraft Co.	3,088	3,151	3,194	3,091	2,986	2,843	2,761	2,761
Order	Region 1c - East								
1	Chippewa Co.	10,140	10,407	10,444	10,144	10,021	9,913	9,848	9,848
2	Luce Co.	1,928	1,955	1,919	1,854	1,788	1,708	1,663	1,663
3	Mackinac Co.	3,937	3,957	3,873	3,735	3,774	3,816	3,858	3,900

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 Owner-Occupied Units
 Keweenaw County and Selected Communities - Michigan Prosperity Region 1a

Order	County Name	2010	2010	2011	2012	2013	2014	2016	2020
		Census	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast
		Owner	Owner	Owner	Owner	Owner	Owner	Owner	Owner
		Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.
	Keweenaw Co.	910	819	749	875	863	874	886	898
1	Ahmeek Village	--	53	52	53	47	47	48	48
2	Copper Harbor CDP	--	27	23	54	59	56	54	54
3	Eagle Harbor CDP	--	33	27	49	54	66	88	141
4	Eagle River CDP	--	29	29	38	35	33	32	32

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 - Median Home Value
Fifteen Counties in the Michigan Upper Peninsula Prosperity Region 1

		2010	2011	2012	2013	2014	2016	2020
		Census	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast
		Median	Median	Median	Median	Median	Median	Median
		Home	Home	Home	Home	Home	Home	Home
		Value	Value	Value	Value	Value	Value	Value
Order	Region 1a - West							
1	Baraga Co.	\$86,500	\$84,700	\$83,100	\$84,000	\$86,500	\$91,725	\$99,611
2	Gogebic Co.	\$69,200	\$67,900	\$67,500	\$66,800	\$66,900	\$67,100	\$67,382
3	Houghton Co.	\$86,100	\$86,200	\$85,700	\$88,400	\$89,900	\$92,977	\$97,474
4	Iron Co.	\$75,700	\$75,400	\$75,100	\$75,100	\$75,800	\$77,220	\$79,255
5	Keweenaw Co.	\$81,800	\$87,000	\$99,500	\$101,700	\$101,400	\$101,400	\$101,400
6	Ontonagon Co.	\$75,300	\$75,000	\$73,100	\$72,600	\$69,300	\$69,300	\$69,300
Order	Region 1b - Central							
1	Alger Co.	\$111,500	\$114,700	\$113,600	\$117,100	\$117,200	\$117,400	\$117,681
2	Delta Co.	\$100,600	\$102,900	\$99,600	\$100,200	\$99,400	\$99,400	\$99,400
3	Dickinson Co.	\$87,800	\$88,600	\$87,000	\$85,500	\$86,800	\$89,460	\$93,329
4	Marquette Co.	\$125,100	\$127,700	\$126,300	\$126,600	\$127,200	\$128,409	\$130,121
5	Menominee Co.	\$97,300	\$96,700	\$96,700	\$95,300	\$94,400	\$94,400	\$94,400
6	Schoolcraft Co.	\$87,700	\$85,100	\$86,300	\$86,200	\$87,700	\$90,779	\$95,283
Order	Region 1c - East							
1	Chippewa Co.	\$103,100	\$103,700	\$102,400	\$101,600	\$101,500	\$101,500	\$101,500
2	Luce Co.	\$86,000	\$84,200	\$83,300	\$79,400	\$78,300	\$78,300	\$78,300
3	Mackinac Co.	\$126,100	\$126,600	\$121,500	\$119,300	\$119,100	\$119,100	\$119,100

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 - Median Home Value
 Keweenaw County and Selected Communities - Michigan Prosperity Region 1a

Order	County Name	2010 Census Median Home Value	2011 ACS 5-yr Median Home Value	2012 ACS 5-yr Median Home Value	2013 ACS 5-yr Median Home Value	2014 ACS 5-yr Median Home Value	2016 Forecast Median Home Value	2020 Forecast Median Home Value
	Keweenaw Co.	\$81,800	\$87,000	\$99,500	\$101,700	\$101,400	\$101,400	\$101,400
1	Ahmeek Village	\$57,900	\$55,000	\$58,100	\$53,800	\$53,800	\$53,800	\$53,800
2	Copper Harbor CDP	\$92,500	\$72,500	\$143,800	\$175,000	\$181,300	\$181,300	\$181,300
3	Eagle Harbor CDP	\$173,800	\$220,500	\$201,600	\$169,400	\$203,800	\$203,800	\$203,800
4	Eagle River CDP	\$178,100	\$262,500	\$200,000	\$191,100	\$281,300	\$281,300	\$281,300

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.

Exhibit F2.8

Market Parameters and Forecasts - Median Household Income
Fifteen Counties in the Michigan Upper Peninsula Prosperity Region 1

		2010	2011	2012	2013	2014	2016	2020	2014	2014
		ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast	ACS 5-yr	ACS 5-yr
		Median	Median	Median	Median	Median	Median	Median	Owner	Renter
		Household	Household	Household	Household	Household	Household	Household	Household	Household
		Income	Income	Income	Income	Income	Income	Income	Income	Income
Order	Region 1a - West									
1	Baraga Co.	\$40,541	\$40,541	\$40,541	\$41,189	\$40,935	\$40,935	\$40,935	\$44,493	\$21,921
2	Gogebic Co.	\$33,673	\$34,917	\$34,917	\$34,252	\$34,021	\$34,021	\$34,021	\$40,397	\$18,671
3	Houghton Co.	\$34,174	\$34,625	\$34,625	\$35,430	\$36,443	\$37,916	\$40,086	\$49,413	\$18,581
4	Iron Co.	\$33,734	\$35,390	\$35,551	\$34,685	\$35,689	\$37,150	\$39,303	\$39,480	\$18,082
5	Keweenaw Co.	\$38,872	\$39,821	\$42,406	\$39,038	\$39,180	\$39,380	\$39,661	\$42,805	\$24,583
6	Ontonagon Co.	\$35,269	\$35,269	\$35,269	\$34,620	\$35,365	\$36,438	\$38,000	\$38,271	\$13,629
Order	Region 1b - Central									
1	Alger Co.	\$38,262	\$38,262	\$38,348	\$37,586	\$39,211	\$41,620	\$45,261	\$43,477	\$21,219
2	Delta Co.	\$41,951	\$42,932	\$42,932	\$42,676	\$42,070	\$42,070	\$42,070	\$50,230	\$17,713
3	Dickinson Co.	\$42,586	\$43,651	\$44,272	\$44,136	\$44,350	\$44,652	\$45,077	\$49,577	\$26,204
4	Marquette Co.	\$45,130	\$45,495	\$45,495	\$45,622	\$45,066	\$45,066	\$45,066	\$57,713	\$20,322
5	Menominee Co.	\$41,332	\$42,014	\$42,014	\$41,739	\$41,293	\$41,293	\$41,293	\$47,221	\$21,075
6	Schoolcraft Co.	\$36,925	\$38,367	\$38,367	\$35,260	\$35,955	\$36,954	\$38,402	\$41,250	\$14,727
Order	Region 1c - East									
1	Chippewa Co.	\$40,194	\$41,108	\$41,114	\$41,637	\$40,828	\$40,828	\$40,828	\$50,771	\$21,298
2	Luce Co.	\$40,041	\$42,083	\$42,414	\$39,469	\$36,398	\$36,398	\$36,398	\$41,705	\$27,602
3	Mackinac Co.	\$39,339	\$39,339	\$39,339	\$38,704	\$38,690	\$38,690	\$38,690	\$43,654	\$28,137

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.

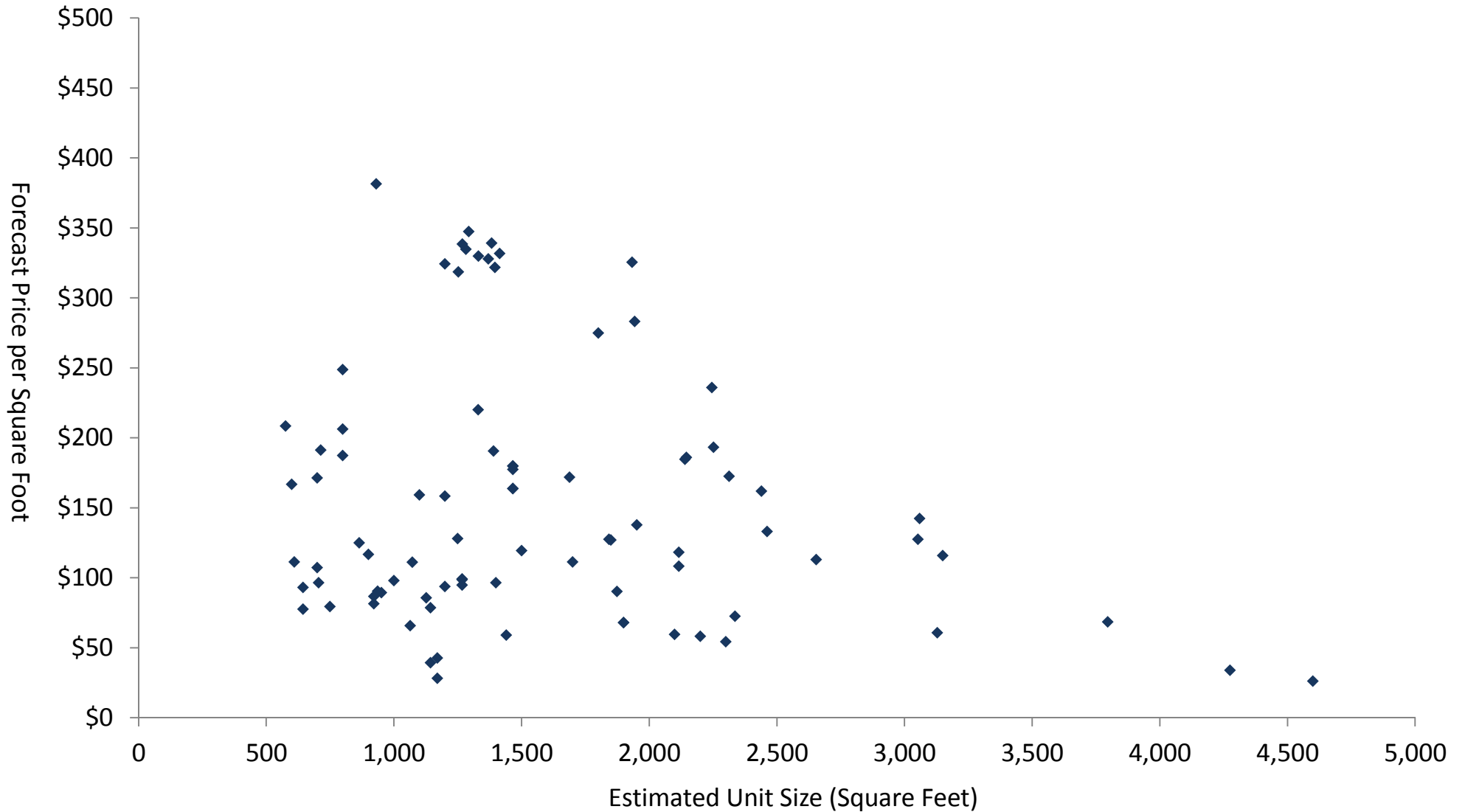
Exhibit F2.9

Market Parameters and Forecasts - Median Household Income
 Keweenaw County and Selected Communities - Michigan Prosperity Region 1a

Order	County Name	2010 ACS 5-yr Median Household Income	2011 ACS 5-yr Median Household Income	2012 ACS 5-yr Median Household Income	2013 ACS 5-yr Median Household Income	2014 ACS 5-yr Median Household Income	2016 Forecast Median Household Income	2020 Forecast Median Household Income	2014 ACS 5-yr Owner Household Income	2014 ACS 5-yr Renter Household Income
	Keweenaw Co.	\$38,872	\$39,821	\$42,406	\$39,038	\$39,180	\$39,380	\$39,661	\$42,805	\$24,583
1	Ahmeek Village	\$33,125	\$26,458	\$33,333	\$25,750	\$24,688	\$24,814	\$24,991	\$38,750	--
2	Copper Harbor CDP	\$46,250	\$35,625	\$35,625	\$34,750	\$35,750	\$35,932	\$36,189	\$37,250	\$31,000
3	Eagle Harbor CDP	\$48,750	\$47,500	\$56,750	\$59,375	\$60,625	\$60,934	\$61,370	\$63,750	--
4	Eagle River CDP	\$46,042	\$71,563	\$73,000	\$58,125	\$51,250	\$51,511	\$51,880	\$44,688	--

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.

Forecast Home Value per Square Foot v. Unit Size
Attached Owner-Occupied Only
All Upper Peninsula Counties - Michigan Prosperity Region 1 - 2016



Source: Estimates and forecasts by LandUse|USA, 2016.


Based on market observations, phone surveys, and assessors records. Excludes 1 outlier.



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Existing Households County and Places

Prepared by:



LandUseUSA

Prepared for:

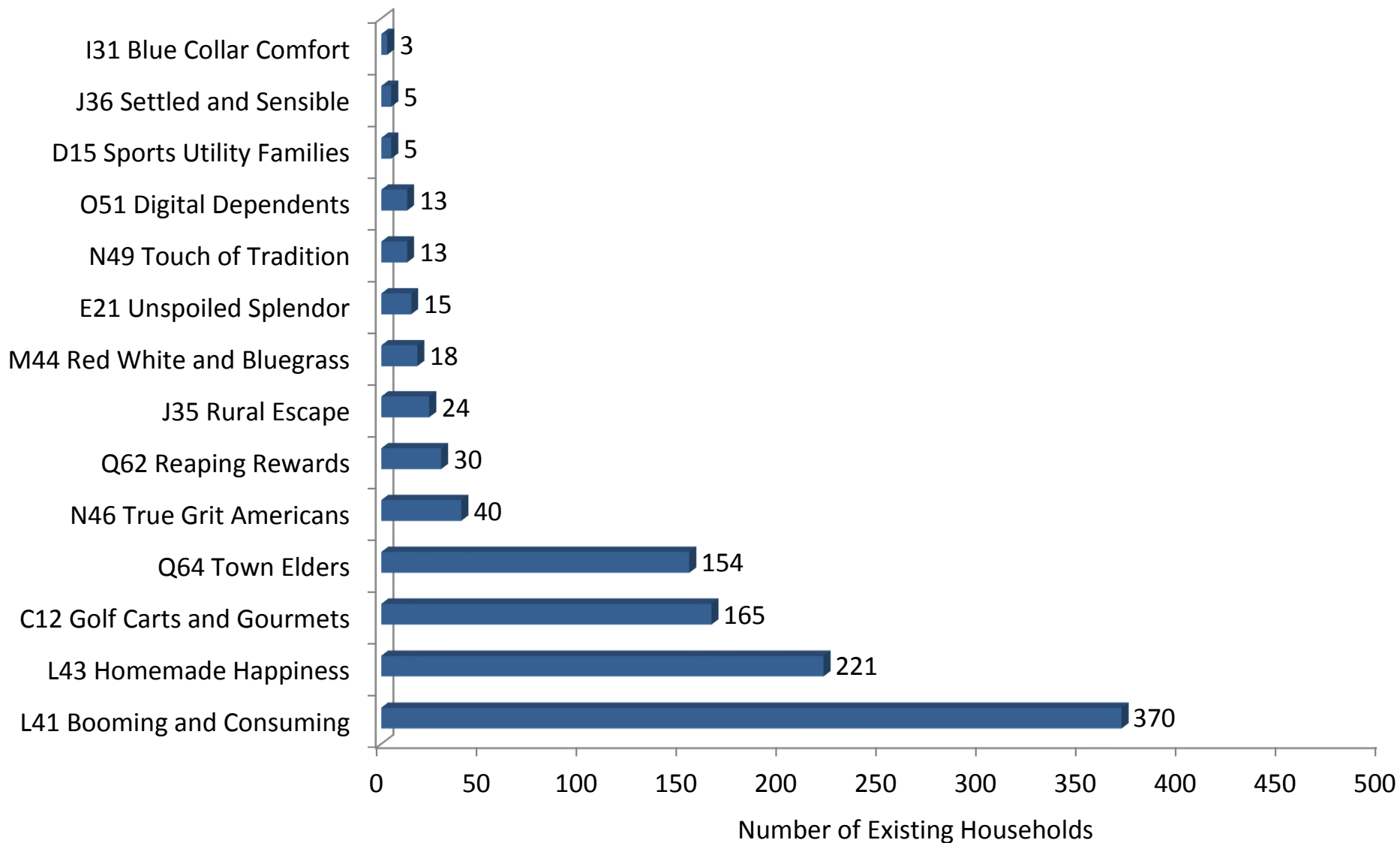
Michigan Upper Peninsula Prosperity Region 1

Michigan State Housing Development Authority



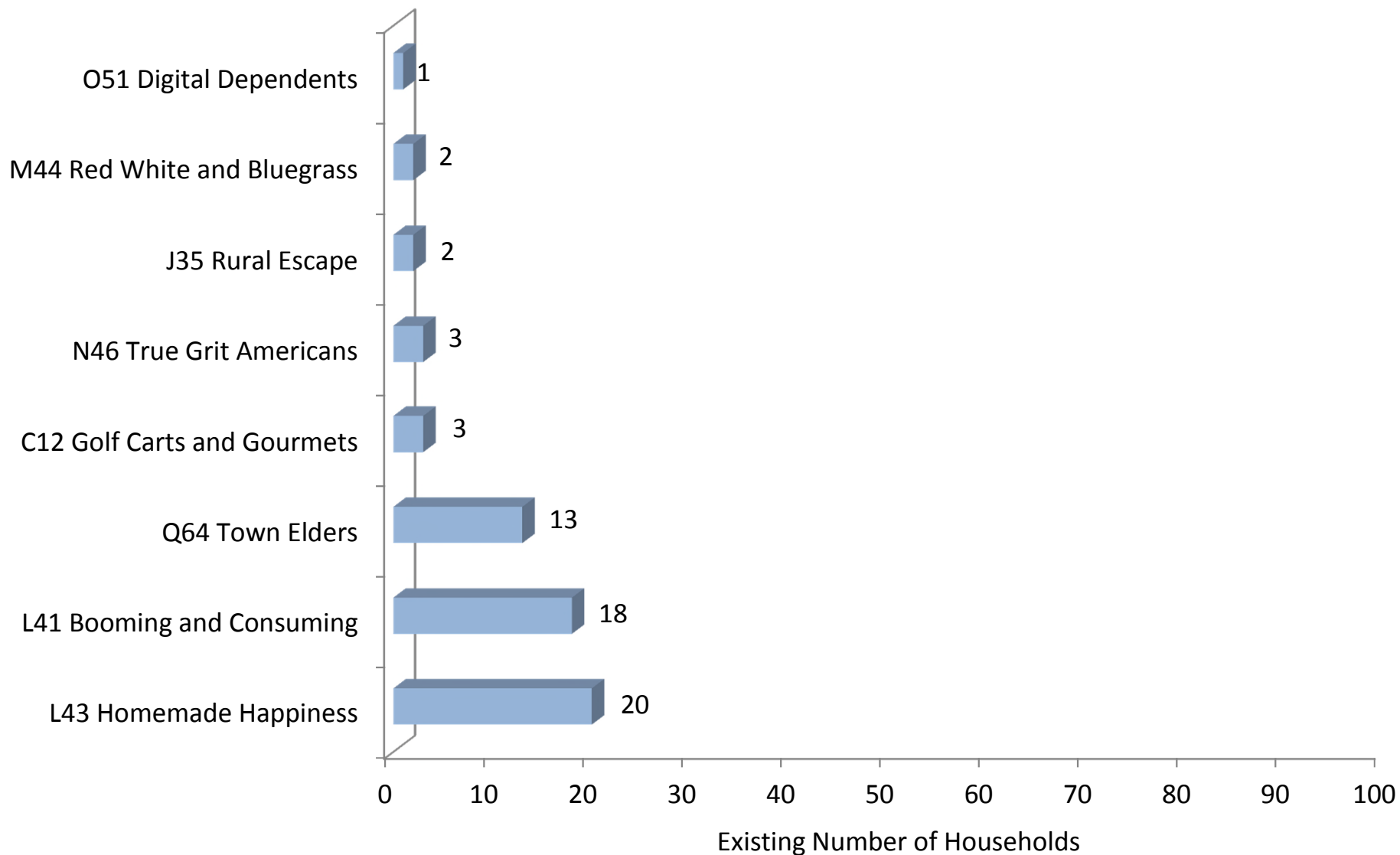
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Existing Households by Predominant Lifestyle Cluster Keweenaw COUNTY - Michigan UP Prosperity Region 1a | Year 2015



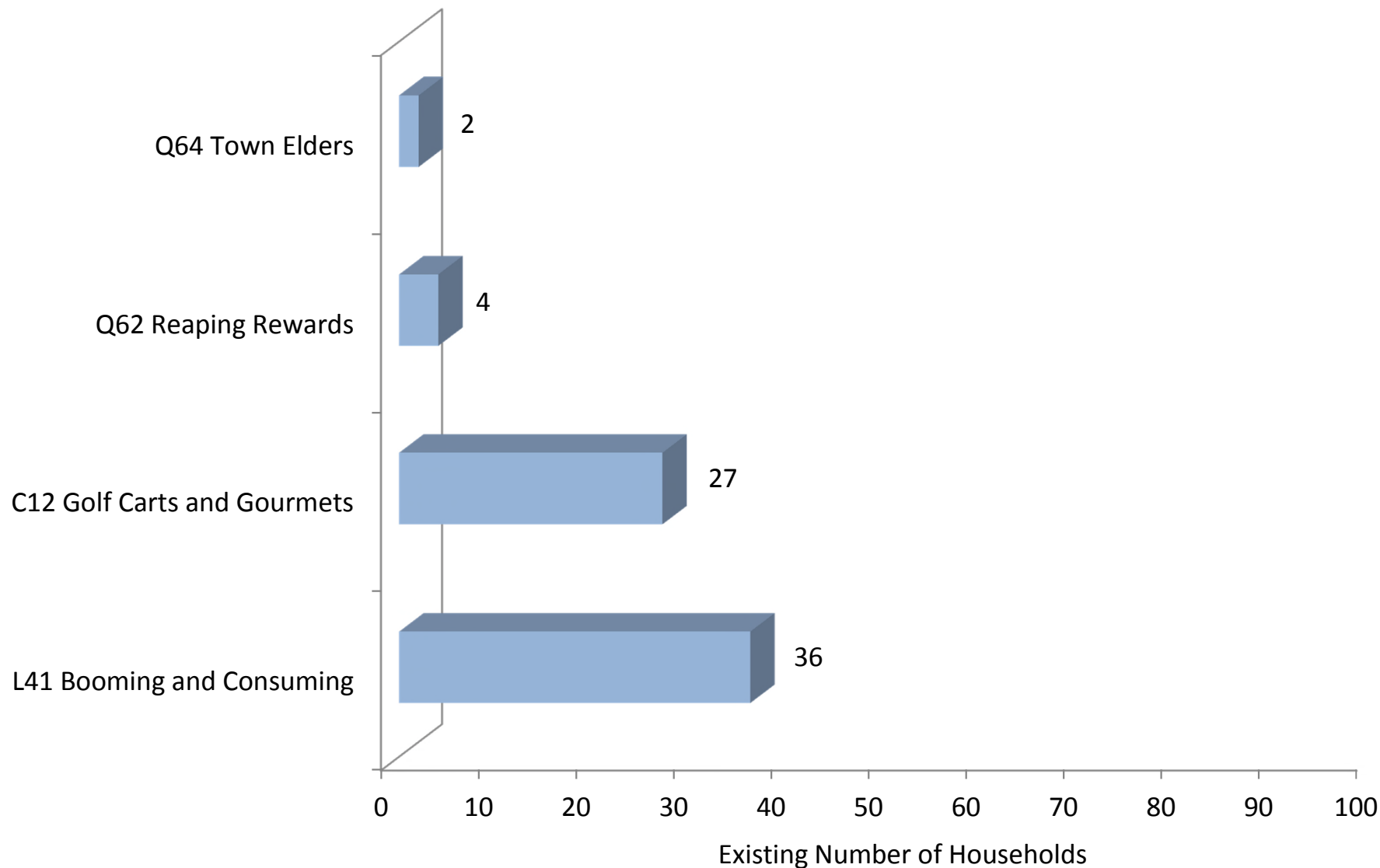
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster
 The Village of Ahmeek - Keweenaw County, Michigan | Year 2015



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 Copper Harbor CDP - Keweenaw County, Michigan | Year 2015



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.

Market Parameters and Forecasts - Population
Fifteen Counties in the Michigan Upper Peninsula Prosperity Region 1

		2010 Census	2010 ACS 1-yr	2011 ACS 1-yr	2012 ACS 1-yr	2013 ACS 1-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast	2014 ACS 5-yr
		Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Persons per Hhld.
Order	Region 1a - West									
1	Baraga Co.	8,860	8,882	8,854	8,808	8,787	8,740	8,740	8,740	2.9
2	Gogebic Co.	16,427	16,471	16,422	16,297	16,179	16,042	16,042	16,042	2.3
3	Houghton Co.	36,628	36,192	36,366	36,519	36,494	36,739	37,234	38,244	2.6
4	Iron Co.	11,817	12,057	11,965	11,837	11,723	11,615	11,615	11,615	2.1
5	Keweenaw Co.	2,156	2,122	2,139	2,168	2,181	2,197	2,229	2,295	2.2
6	Ontonagon Co.	6,780	6,976	6,848	6,703	6,584	6,448	6,448	6,448	2.0
Order	Region 1b - Central									
1	Alger Co.	9,601	9,604	9,571	9,531	9,497	9,516	9,554	9,631	2.7
2	Delta Co.	37,069	37,403	37,248	37,075	36,967	36,841	36,841	36,841	2.3
3	Dickinson Co.	26,168	26,584	26,436	26,286	26,201	26,097	26,097	26,097	2.3
4	Marquette Co.	67,077	66,514	66,859	67,178	67,358	67,535	67,890	68,607	2.6
5	Menominee Co.	24,029	24,245	24,138	24,041	23,917	23,838	23,838	23,838	2.2
6	Schoolcraft Co.	8,485	8,640	8,552	8,455	8,407	8,345	8,345	8,345	2.3
Order	Region 1c - East									
1	Chippewa Co.	38,520	39,078	39,029	38,919	38,760	38,698	38,698	38,698	2.7
2	Luce Co.	6,631	6,685	6,657	6,590	6,550	6,512	6,512	6,512	2.7
3	Mackinac Co.	11,113	11,281	11,198	11,144	11,099	11,080	11,080	11,080	2.3

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 - Population
 Keweenaw County and Selected Communities - Michigan Prosperity Region 1a

Order	County Name	2010 Census Pop- ulation	2010 ACS 1-yr Pop- ulation	2011 ACS 1-yr Pop- ulation	2012 ACS 1-yr Pop- ulation	2013 ACS 1-yr Pop- ulation	2014 ACS 5-yr Pop- ulation	2016 Forecast Pop- ulation	2020 Forecast Pop- ulation	2014 ACS 5-yr Persons per Hhld.
	Keweenaw Co.	2,156	2,122	2,139	2,168	2,181	2,197	2,229	2,295	2.2
1	Ahmeek Village	--	--	--	--	--	128	--	--	2.1
2	Copper Harbor CDP	--	--	--	--	--	102	--	--	1.4
3	Eagle Harbor CDP	--	--	--	--	--	122	--	--	1.8
4	Eagle River CDP	--	--	--	--	--	67	--	--	1.8

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
Fifteen Counties in the Michigan Upper Peninsula Prosperity Region 1

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2015 Forecast	2020 Forecast
		Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.
Order	Region 1a - West								
1	Baraga Co.	3,444	3,336	3,308	3,161	3,234	3,055	3,055	3,055
2	Gogebic Co.	7,037	7,302	7,268	7,234	7,070	6,916	6,916	6,916
3	Houghton Co.	14,232	13,991	14,016	14,130	14,029	13,941	13,941	13,941
4	Iron Co.	5,577	5,386	5,248	5,276	5,289	5,415	5,623	5,974
5	Keweenaw Co.	1,013	957	887	1,012	1,014	1,021	1,032	1,051
6	Ontonagon Co.	3,258	3,410	3,413	3,333	3,269	3,201	3,201	3,201
Order	Region 1b - Central								
1	Alger Co.	3,898	3,688	3,606	3,558	3,607	3,609	3,612	3,617
2	Delta Co.	15,992	16,339	16,038	16,071	15,885	15,695	15,695	15,695
3	Dickinson Co.	11,359	11,414	11,444	11,322	11,432	11,263	11,263	11,263
4	Marquette Co.	27,538	25,638	25,752	26,324	26,436	26,693	27,110	27,791
5	Menominee Co.	10,474	10,841	10,866	10,869	10,787	10,668	10,668	10,668
6	Schoolcraft Co.	3,759	3,621	3,673	3,651	3,590	3,495	3,495	3,495
Order	Region 1c - East								
1	Chippewa Co.	14,329	14,836	14,699	14,662	14,605	14,382	14,382	14,382
2	Luce Co.	2,412	2,473	2,447	2,404	2,427	2,345	2,345	2,345
3	Mackinac Co.	5,024	4,927	4,917	4,940	5,000	5,066	5,174	5,351

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

Keweenaw County and Selected Communities - Michigan Prosperity Region 1a

Order	County Name	2010	2010	2011	2012	2013	2014	2015	2020
		Census	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast
		Total	Total	Total	Total	Total	Total	Total	Total
		Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.	Hhlds.
	Keweenaw Co.	1,013	957	887	1,012	1,014	1,021	1,032	1,051
1	Ahmeek Village	--	58	60	60	61	61	61	61
2	Copper Harbor CDP	--	32	37	74	77	73	73	73
3	Eagle Harbor CDP	--	39	32	51	57	69	94	156
4	Eagle River CDP	--	35	33	42	39	37	37	37

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 - Total Housing Units, Including Vacancies
Fifteen Counties in the Michigan Upper Peninsula Prosperity Region 1

		2010	2011	2012	2013	2014	2016	2020
		Census	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast
		Total	Total	Total	Total	Total	Total	Total
		Housing	Housing	Housing	Housing	Housing	Housing	Housing
		Units	Units	Units	Units	Units	Units	Units
Order	Region 1a - West							
1	Baraga Co.	5,250	5,360	5,246	5,243	5,183	5,183	5,183
2	Gogebic Co.	10,849	10,813	10,807	10,741	10,763	10,798	10,848
3	Houghton Co.	18,575	18,602	18,618	18,608	18,624	18,646	18,678
4	Iron Co.	9,154	9,186	9,204	9,197	9,226	9,273	9,338
5	Keweenaw Co.	2,397	2,344	2,462	2,472	2,475	2,479	2,483
6	Ontonagon Co.	5,666	5,653	5,670	5,653	5,650	5,650	5,650
Order	Region 1b - Central							
1	Alger Co.	6,538	6,535	6,559	6,574	6,580	6,590	6,603
2	Delta Co.	20,198	20,186	20,212	20,155	20,212	20,304	20,432
3	Dickinson Co.	13,990	13,980	13,995	13,982	14,010	14,055	14,118
4	Marquette Co.	34,292	34,321	34,355	34,328	34,431	34,596	34,830
5	Menominee Co.	14,238	14,234	14,235	14,181	14,202	14,236	14,283
6	Schoolcraft Co.	6,244	6,279	6,297	6,302	6,317	6,341	6,375
Order	Region 1c - East							
1	Chippewa Co.	21,145	21,211	21,234	21,206	21,249	21,318	21,415
2	Luce Co.	4,346	4,335	4,352	4,333	4,339	4,349	4,362
3	Mackinac Co.	10,831	10,921	10,969	10,973	11,007	11,062	11,139

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 - Total Housing Units, Including Vacancies
 Keweenaw County and Selected Communities - Michigan Prosperity Region 1a

Order	County Name	2010 Census Total Housing Units	2011 ACS 5-yr Total Housing Units	2012 ACS 5-yr Total Housing Units	2013 ACS 5-yr Total Housing Units	2014 ACS 5-yr Total Housing Units	2016 Forecast Total Housing Units	2020 Forecast Total Housing Units
	Keweenaw Co.	2,397	2,344	2,462	2,472	2,475	2,479	2,483
1	Ahmeek Village	94	97	93	104	101	101	101
2	Copper Harbor CDP	112	124	157	171	157	157	158
3	Eagle Harbor CDP	224	199	211	189	191	191	192
4	Eagle River CDP	190	186	200	205	199	199	200

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.



H

Market Assessment County and Places

Prepared by:



LandUseUSA

Prepared for:

Michigan Upper Peninsula Prosperity Region 1

Michigan State Housing Development Authority



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

	Keweenaw County	The Village of Ahmeek	CDP Copper Harbor	CDP Eagle Harbor	CDP Eagle River
Households Census (2010)	1,013	73	58	45	39
Households ACS (2014)	1,021	61	73	69	34
Population Census (2010)	2,156	146	108	76	71
Population ACS (2014)	2,197	128	102	122	67
Group Quarters Population (2014)	43	0	0	0	15
Correctional Facilities	17	0	0	0	15
Nursing/Mental Health Facilities	0	0	0	0	0
College/University Housing	0	0	0	0	0
Military Quarters	0	0	0	0	0
Other	26	0	0	0	0
Daytime Employees Ages 16+ (2015)	490	21	54	38	11
Unemployment Rate (2015)	3.7%	4.5%	2.5%	3.6%	4.7%
Employment by Industry Sector (2014)	100.0%	100.0%	100.0%	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	3.3%	3.0%	0.0%	0.0%	0.0%
Arts, Ent. Rec., Accom., Food Service	10.7%	19.7%	30.6%	7.1%	14.3%
Construction	6.9%	6.1%	3.2%	0.0%	7.1%
Educ. Service, Health Care, Soc. Asst.	25.3%	13.6%	14.5%	28.6%	25.0%
Finance, Ins., Real Estate	5.2%	4.5%	0.0%	7.1%	0.0%
Information	0.3%	0.0%	0.0%	0.0%	10.7%
Manufacturing	6.4%	21.2%	0.0%	17.9%	7.1%
Other Services, excl. Public Admin.	5.2%	0.0%	11.3%	3.6%	0.0%
Profess. Sci. Mngmt. Admin. Waste	9.9%	3.0%	1.6%	0.0%	10.7%
Public Administration	7.6%	3.0%	0.0%	28.6%	7.1%
Retail Trade	14.1%	7.6%	38.7%	7.1%	7.1%
Transpo., Wrhse., Utilities	3.7%	0.0%	0.0%	0.0%	10.7%
Wholesale Trade	1.4%	18.2%	0.0%	0.0%	0.0%

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014; and Applied Geographic Solutions (AGS) for 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Demographic Profiles - Total and Vacant Housing Units
 Keweenaw County, Michigan with Selected Communities - 2014

Exhibit H.2

	Keweenaw County	The Village of Ahmeek	CDP Copper Harbor	CDP Eagle Harbor	CDP Eagle River
Total Housing Units (2014)	2,475	101	157	191	199
1, mobile, other	2,330	99	141	187	191
1 attached, 2	74	0	6	4	8
3 or 4	16	2	5	0	0
5 to 9	36	0	5	0	0
10 to 19	0	0	0	0	0
20 to 49	19	0	0	0	0
50 or more	0	0	0	0	0
Premium for Seasonal Households	36%	14%	27%	47%	67%
Vacant (incl. Seasonal, Rented, Sold)	1,454	40	84	122	165
1, mobile, other	1,399	38	75	118	157
1 attached, 2	38	0	4	4	8
3 or 4	7	2	5	0	0
5 to 9	10	0	0	0	0
10 to 19	0	0	0	0	0
20 to 49	0	0	0	0	0
50 or more	0	0	0	0	0
Avail. (excl. Seasonal, Rented, Sold)	145	15	17	0	3
1, mobile, other	140	14	15	0	3
1 attached, 2	4	0	1	0	0
3 or 4	1	1	1	0	0
5 to 9	1	0	0	0	0
10 to 19	0	0	0	0	0
20 to 49	0	0	0	0	0
50 or more	0	0	0	0	0
Total by Reason for Vacancy (2014)	1,454	40	84	122	165
Available, For Rent	2	0	0	0	0
Available, For Sale	25	6	0	0	3
Available, Not Listed	<u>118</u>	<u>9</u>	<u>17</u>	<u>0</u>	<u>0</u>
Total Available	145	15	17	0	3
Seasonal, Recreation	1,306	25	67	122	159
Migrant Workers	0	0	0	0	0
Rented, Not Occupied	0	0	0	0	0
Sold, Not Occupied	<u>3</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>3</u>
Not Yet Occupied	3	0	0	0	3

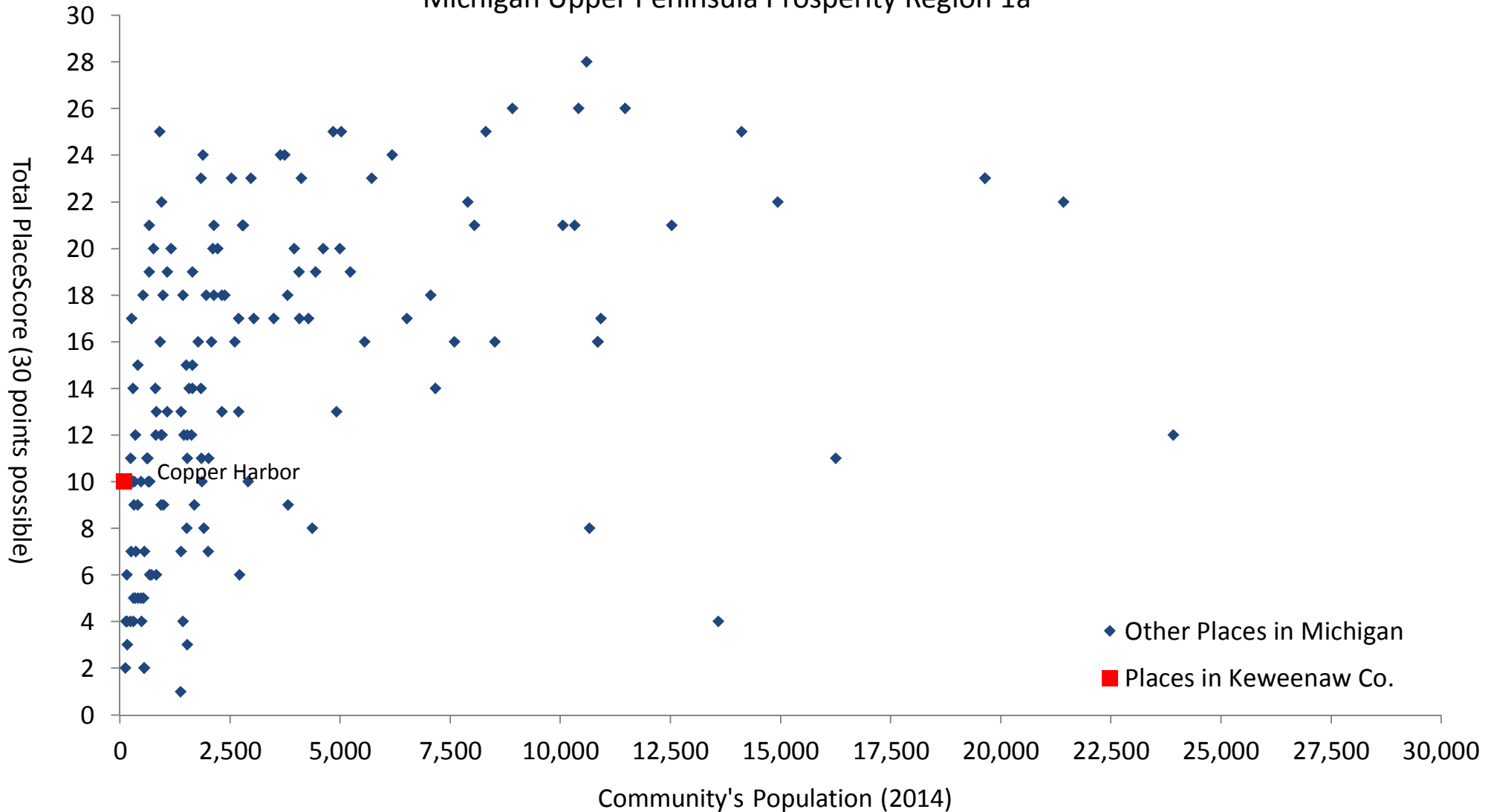
Source: American Community Survey (ACS) 2009 - 2014. Analysis and exhibit prepared by LandUse|USA; 2016.

Annual Average Daily Traffic Counts and Connectivity Michigan Upper Peninsula Prosperity Region 1a | Year 2014

Highway Number	Annual Avg. Daily Traffic	Highway Directionals and Links	Other Major Cities on Route
Baraga County			
US-41	7,200	North to Hancock Southeast to Ishpeming	Marquette Green Bay, WI
M-38	4,000	East to Ontonagon West to Baraga	--
M-28	2,000	East to US-2 West to US-141	--
US-141	1,300	North to US-41 South to US-2	--
Gogebic County			
US-2	10,600	East to Iron River West to Wisconsin	St. Ignace Duluth, MN
US-45	3,000	North to Ontonagon South to Wisconsin	--
M-28	2,300	East to US-141 West to US-2	--
Houghton County			
US-41	26,600	North to Copper Harbor South to Baraga	Marquette Green Bay, WI
M-26	17,700	North to Copper Harbor South to US-45	--
M-203	4,500	North to Calumet South to Hancock	--
M-28	1,500	East to US-141 West to US-2	--
M-38	570	East to Baraga West to Ontonagon	--
Iron County			
US-2	7,500	East to Iron Mountain West to Wisconsin	St. Ignace Duluth, MN
M-189	4,100	North to Iron River South to Wisconsin	--
M-69	3,500	East to M-95 West to US-2	--
US-141	3,100	North to US-41 South to US-2	--
M-73	1,300	East to Iron River West to Wisconsin	--
Keweenaw County			
US-41	5,600	North to Copper Harbor South to Baraga	Marquette Green Bay, WI
M-26	870	North to Copper Harbor South to US-45	--
Ontonagon County			
US-45	3,200	North to Ontonagon South to Wisconsin	--
M-38	3,000	East to Baraga West to Ontonagon	--
M-64	2,700	North to Ontonagon South to Wisconsin	--
M-28	2,100	East to US-141 West to US-2	--

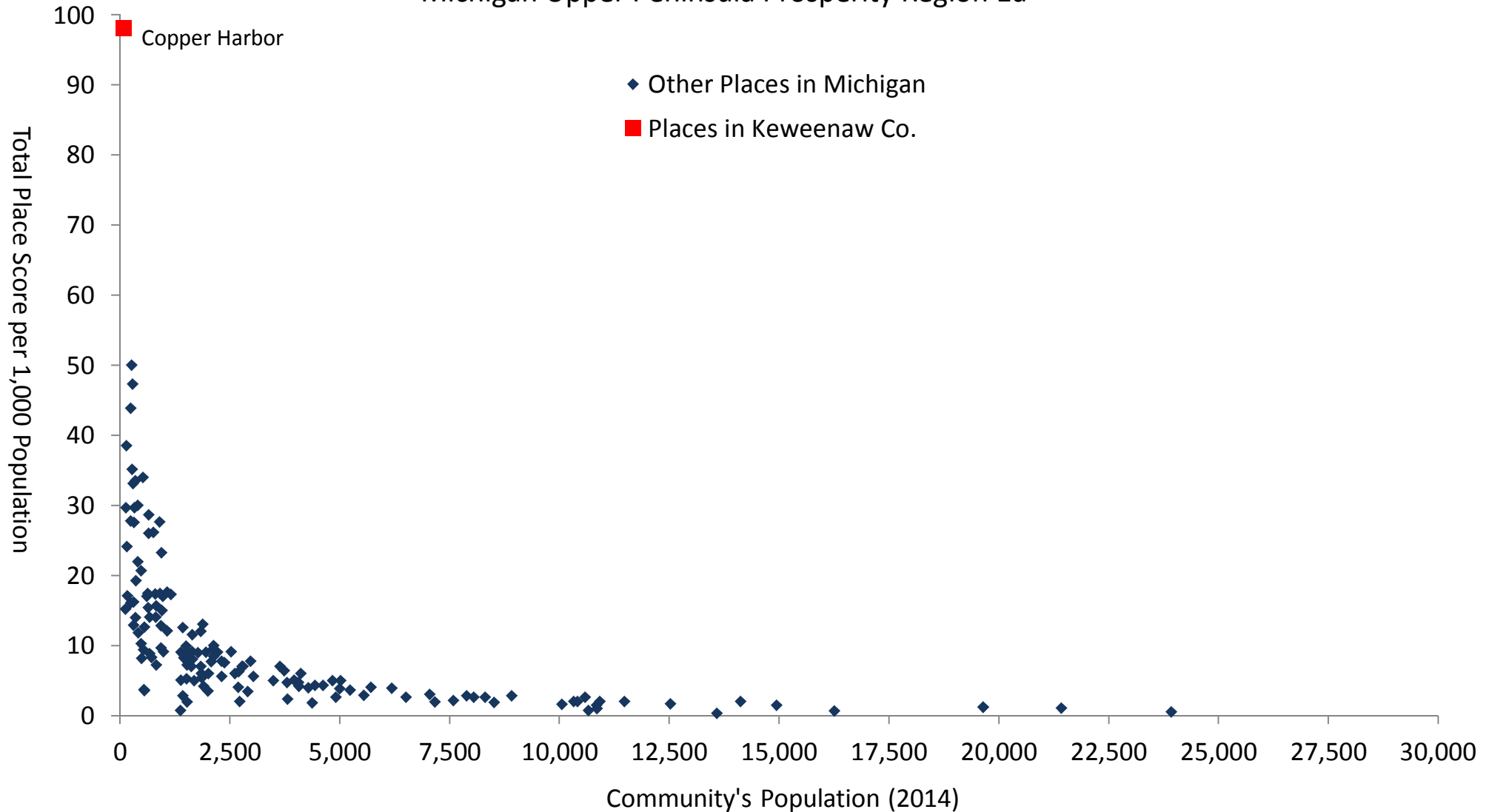
Source: Michigan Department of Transportation 2014 Annual Average Daily Traffic Counts (AADT).
Exhibit prepared by LandUse|USA, 2016.

Total PlaceScore™ v. Total Population
 Places in Keweenaw County v. Others in Michigan
 Michigan Upper Peninsula Prosperity Region 1a



Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified.
 Analysis by LandUse|USA, 2016. Population is ACS 5-year estimates for 2010 - 2014.
 The PlaceScore term and methodology is trademarked by LandUse|USA as-of January 2014, with all rights reserved.

Total PlaceScore™ per 1,000 Population Places in Keweenaw County v. Others in Michigan Michigan Upper Peninsula Prosperity Region 1a



Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified.

Analysis by LandUse|USA, 2016. Population is ACS 5-year estimates for 2010 - 2014.

The PlaceScore term and methodology is trademarked by LandUse|USA as-of January 2014, with all rights reserved.

PlaceScores™ - Local Placemaking Initiatives and Amenities
 (As Evident Through Internet Research and Search Engines)
 Selected Places | Michigan Upper Peninsula Prosperity Region 1a

Primary County	Houghton	Houghton	Keweenaw	Ontonagon
Jurisdiction Name	City of Hancock	City of Houghton	CDP Copper Harbor	Village of Ontonagon
2010 Population (Decennial Census)	4,634	7,708	108	1,494
2014 Population (5-yr ACS 2010-2014)	4,622	7,897	102	1,457
City/Village-Wide Planning Documents				
1 City-Wide Master Plan (not county)	1	1	0	0
2 Has a Zoning Ordinance Online	1	1	1	1
3 Considering a Form Based Code	0	0	0	0
4 Parks & Rec. Plan or Commission	1	1	0	1
Downtown Planning Documents				
5 Established DDA, BID, or Similar	1	1	1	0
6 DT Master Plan, Subarea Plan	1	1	0	0
7 Streetscape, Transp. Improv. Plan	1	1	0	0
8 Retail Market Study or Strategy	0	1	0	0
9 Residential Market Study, Strategy	0	0	0	0
10 Façade Improvement Program	1	1	0	0
Downtown Organization and Marketing				
11 Designation: Michigan Cool City	0	1	0	0
12 Member of Michigan Main Street	0	0	0	0
13 Main Street 4-Point Approach	1	1	0	0
14 Facebook Page	1	1	1	1
Listing or Map of Merchants and Amenities				
15 City/Village Main Website	0	1	0	0
16 DDA, BID, or Main Street Website	0	1	1	0
17 Chamber or CVB Website	1	1	1	1
Subtotal Place Score (17 points possible)	10	14	5	4

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

Analysis and assessment by LandUse|USA; © 2016.

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

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PlaceScores™ - Local Placemaking Initiatives and Amenities

(As evident through Online Search Engines)

Selected Places | Michigan Upper Peninsula Prosperity Region 1a

Primary County	Houghton	Houghton	Keweenaw	Ontonagon
Jurisdiction Name	City of Hancock	City of Houghton	CDP Copper Harbor	Village of Ontonagon
2010 Population (Decennial Census)	4,634	7,708	108	1,494
2014 Population (5-yr ACS 2010-2014)	4,622	7,897	102	1,457
Unique Downtown Amenities				
1 Cinema/Theater, Playhouse	1	0	0	1
2 Waterfront Access/Parks	1	1	1	1
3 Established Farmer's Market	1	0	0	0
4 Summer Music in the Park	1	1	0	0
5 National or Other Major Festival	1	1	1	1
Downtown Street and Environment				
6 Angle Parking (not parallel)	1	0	1	1
7 Reported Walk Score is 50+	1	1	0	0
8 Walk Score/1,000 Pop is 40+	0	0	1	0
9 Off Street Parking is Evident	1	1	1	1
10 2-Level Scale of Historic Buildings	1	1	0	1
11 Balanced Scale 2 Sides of Street	1	1	0	1
12 Pedestrian Crosswalks, Signaled	0	1	0	0
13 Two-way Traffic Flow	0	0	0	1
Subtotal Place Score (13 points possible)	10	8	5	8
Total Place Score (30 Points Possible)	20	22	10	12
Total Place Score per 1,000 Population	4	3	98	8
Reported Walk Score (avg. = 42)	60	78	19	43
Walk Score per 1,000 Population	13	10	186	30

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PlaceScores™ - Local Placemaking Initiatives and Amenities
 (As Evident Through Internet Research and Search Engines)
 Selected Places | Michigan Upper Peninsula Prosperity Region 1a

Primary County	Baraga	Gogebic	Iron
Jurisdiction Name	Village of L'Anse	City of Ironwood	City of Iron River
2010 Population (Decennial Census)	2,011	5,387	3,029
2014 Population (5-yr ACS 2010-2014)	2,077	5,237	2,979
City/Village-Wide Planning Documents			
1 City-Wide Master Plan (not county)	1	1	1
2 Has a Zoning Ordinance Online	1	1	1
3 Considering a Form Based Code	0	0	1
4 Parks & Rec. Plan or Commission	1	1	1
Downtown Planning Documents			
5 Established DDA, BID, or Similar	1	1	1
6 DT Master Plan, Subarea Plan	0	1	1
7 Streetscape, Transp. Improv. Plan	1	0	1
8 Retail Market Study or Strategy	0	1	0
9 Residential Market Study, Strategy	0	1	0
10 Façade Improvement Program	1	1	1
Downtown Organization and Marketing			
11 Designation: Michigan Cool City	0	0	1
12 Member of Michigan Main Street	0	0	1
13 Main Street 4-Point Approach	0	0	1
14 Facebook Page	1	1	1
Listing or Map of Merchants and Amenities			
15 City/Village Main Website	0	1	1
16 DDA, BID, or Main Street Website	0	0	0
17 Chamber or CVB Website	1	1	1
Subtotal Place Score (17 points possible)	8	11	14

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PlaceScores™ - Local Placemaking Initiatives and Amenities
 (As evident through Online Search Engines)
 Selected Places | Michigan Upper Peninsula Prosperity Region 1a

Primary County	Baraga	Gogebic	Iron
Jurisdiction Name	Village of L'Anse	City of Ironwood	City of Iron River
2010 Population (Decennial Census)	2,011	5,387	3,029
2014 Population (5-yr ACS 2010-2014)	2,077	5,237	2,979
Unique Downtown Amenities			
1 Cinema/Theater, Playhouse	0	1	1
2 Waterfront Access/Parks	1	0	1
3 Established Farmer's Market	1	1	1
4 Summer Music in the Park	1	0	0
5 National or Other Major Festival	0	0	0
Downtown Street and Environment			
6 Angle Parking (not parallel)	1	0	0
7 Reported Walk Score is 50+	1	1	1
8 Walk Score/1,000 Pop is 40+	0	0	0
9 Off Street Parking is Evident	1	1	1
10 2-Level Scale of Historic Buildings	1	1	1
11 Balanced Scale 2 Sides of Street	0	1	1
12 Pedestrian Crosswalks, Signaled	0	1	1
13 Two-way Traffic Flow	1	1	1
Subtotal Place Score (13 points possible)	8	8	9
Total Place Score (30 Points Possible)	16	19	23
Total Place Score per 1,000 Population	8	4	8
Reported Walk Score (avg. = 42)	50	75	63
Walk Score per 1,000 Population	24	14	21

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

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