Target Market Analysis

Ontonagon County Michigan

2016

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Prepared for:

Michigan Upper Peninsula Prosperity Region 1a

Michigan State Housing Development Authority

MSHDA

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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 Ontonagon 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 Ontonagon County and the Village of Ontonagon. 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 a maximum annual market potential for up to 11 attached units throughout Ontonagon County, plus 55 detached houses (for a total of 66 units). Among the 11 attached units, only two (2) are likely to be captured by the Village of Ontonagon each year.

There will also be 9 migrating households in Ontonagon County each year seeking attached units in locations other than the Village of Ontonagon. Some may consider locations along the Lake Superior shoreline, and other will dissipate into the surrounding rural areas – particularly locations that offer short commutes to job choices in the neighboring Houghton and Gogebic Counties. These 9 households also represent an upside opportunity that the Village of Ontonagon could pursue through initiatives like job creation, downtown reinvestment, and placemaking.

Summary Table A

Annual Market Potential – Attached and Detached Units

Renters and Owners – Aggressive (Maximum) Scenario

Ontonagon County – Michigan UP Prosperity Region 1a – 2016

Annual Market Potential Aggressive Scenario	Detached Houses	Attached: Duplex Triplex	Attached: Other Formats	Total Potential
The Village of Ontonagon	16	2	.	18
All Other Places	39	2	7	48
Ontonagon County Total	55	4	7	66
Format as a Share of Total	83%	6%	11%	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 top three largest target markets for Ontonagon County.

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.

Market potential results by target market and within the Village of Ontonagon are detailed in Section B of the attachments. In general, the market potential for Ontonagon County under the conservative and aggressive scenarios is proportionate to its total market size relative to other counties in the region.

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, just 1 unit among Ontonagon County’s annual market potential will be generated by an Upscale Target Market; 8 units will be generated by Moderate Target Markets. In addition 2 units will depend on households that are more prevalent in the market. 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 | Ontonagon County	1	8	2	11
Share of County Total	9%	73%	18%	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
Keweenaw County	.	.	1	1
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 Ontonagon 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	O53 | 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	O52 | Urban Ambition 053 | Colleges and Cafes
1c | Mackinac County	Saint Ignace	O52 | 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 Ontonagon County and the Village of Ontonagon.

Report Outline

This draft narrative accompanies the Market Strategy Report with results of a Residential Target Market Analysis (TMA) for Ontonagon 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
Ontonagon 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.

Among the 8 upscale target markets, the Digital Dependents are the only households moving into and within Ontonagon County. However, the county is intercepting three moderate target markets, including Senior Discounts, Dare to Dream, and Tight Money households. 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
Ontonagon 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	O51	Digital Dependents	11%	34%	36%
Moderate	Q65	Senior Discounts	100%	71%	13%
Moderate	R66	Dare to Dream	37%	98%	26%
Moderate	S70	Tight Money	92%	100%	36%

Upscale Target Markets for Ontonagon County

O51 Digital Dependents – Widely scattered across the country, these households are found in a mix of urban and second-tier cities, and usually in transient neighborhoods. Many have purchased a house, townhouse, flat, or loft as soon as they could; and a high percent are first-time homeowners. Two-thirds are child-free; they are independent and upwardly mobile; and over two-thirds will move within the next three years. Head of householder's age: 90% are 19 to 35 years.

Moderate Target Markets for Ontonagon County

Q65 Senior Discounts – Seniors living throughout the country and particularly in metro communities, big cities, and inner-ring suburbs. They tend to live in large multiplexes geared for seniors, and prefer that security over living on their own. Many of them reside in independent and assisted living facilities. Head of householder's age: 98% are over 51 years, including 84% who are over 66 years.

R66 Dare to Dream – Young households scattered in mid-sized cities across the country, particularly in the Midwest, and within older transient city neighborhoods. They are sharing crowded attached units to make ends meet; and in buildings built before 1925 that offer few amenities. Some are growing families living in older ranch-style houses and duplexes. Head of householder's age: 71% are younger than 45 years, and 32% are younger than 30 years.

Moderate Target Markets for Ontonagon County (continued)

S70 Tight Money – Centered in the Midwest and located in exurban and small cities and villages, including bedroom communities to larger metro areas, and in transitioning and challenging neighborhoods. They are living in low-rises and some in duplexes, but few can afford to own a house. Head of householder's age: 53% are between 36 and 50 years.

Prevalent Lifestyle Clusters

While upscale and moderate target markets represent most of the annual market potential for Ontonagon County, the model also measures the potential among other and more prevalent lifestyle clusters. The most prevalent lifestyle clusters for Ontonagon County are documented in Section G of this report, with details for Village of Ontonagon.

As shown in Exhibit G.1, the most prevalent lifestyle clusters in Ontonagon County include Town Elders, Homemade Happiness, and True Grit Americans. Only through their collective numbers do these households generate additional market potential for a small number of attached units in the county.

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

Lifestyle Cluster Name	Share in Attached Units	Renters as a Share of Total	Average Movership Rate	Ontonagon County Hhlds.
Q64 Town Elders	3%	4%	2%	1,256
L43 Homemade Happiness	3%	5%	6%	689
N46 True Grit Americans	4%	9%	11%	455

Table 4 (on the preceding page) 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 Ontonagon County

Q64 Town Elders – Seniors living in small and rural communities; in detached ranch houses and bungalows typically situated on small lots and built more than half a century ago. Head of householder's age: 98% are over 66 years.

L43 Homemade Happiness – Empty nesters living in Midwest heartland; in houses built in 1970 (with 15% in manufactured homes), but on large lots in rustic settings to enjoy the quiet country. Head of householder's age: 97% are over 51 years, including 88% between 51 and 65 years.

N46 True Grit Americans – Typically in scenic settings and small cities and villages throughout the Midwest, and in remote rural areas. Living in older houses and cottages, mainly ranch or craftsman-style houses built before 1970. Head of householder's age: diverse, with 36% between 36 and 50 years.

Conservative Scenario

The TMA model for Ontonagon 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 the Village of Ontonagon.

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

Under the conservative scenario, Ontonagon County has a minor market potential for only 2 attached units (i.e., excluding detached houses). There is also a market potential for 25 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 a moderate target market, and most likely by either the Dare to Dream or Tight Money households. The 25 detached houses are more likely to be occupied by Digital Dependent households, who are among the upscale target markets.

Exhibit C.1 shows similar figures for Ontonagon 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 Ontonagon 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.

In general, the aggressive scenario for Ontonagon County is significantly larger than the conservative scenario (11 units v. 2 units annually). Most of the aggressive scenario is generated by the Digital Dependent households, who are already living in the county and have relatively high movership rates (see Exhibit G.1, attached). There currently are 30 Digital Dependent households living in Ontonagon County and at least 8 will move each year.

Table 5
Annual and Five-Year Market Potential – Attached Units Only
71 Lifestyle Clusters by Scenario
Ontonagon County – Michigan UP Prosperity Region 1a – 2016

	Conservative Scenario (Minimum)		Aggressive Scenario (Maximum)	
Renters and Owners Attached Units Only	Annual # Units	5 Years # Units	Annual # Units	5 Years # Units
Upscale Targets	.	.	2	10
Moderate Targets	2	10	8	40
More Prevalent Clusters	.	.	2	10
71 Lifestyle Clusters	2	10	12	60

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.

"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, Ontonagon 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.

Table 6
Annual Market Potential – "Slide" along Formats (in Units)
71 Lifestyle Clusters – Conservative and Aggressive Scenarios
Ontonagon County – Michigan UP Prosperity Region 1a – 2016

	Conservative Scenario		Aggressive Scenario	
Number of Units by Building Format/Size	Unadjusted w/out Slide	Adjusted with Slide	Unadjusted w/out Slide	Adjusted with Slide
1 | Detached Houses	25	25	55	55
2 | Side-by-Side, not Stacked	.	2	.	4
3 | Side-by-Side, not Stacked	.	.	1	.
4 | Side-by-Side, not Stacked	.	.	.	.
5-9 | Townhouse, Live-Work	1	.	6	7
10+| Multiplex: Small	.	.	1	.
20+ | Multiplex: Large	1	.	1	.
50+ | Midrise: Small	.	.	1	.
100+ | Midrise: Large	.	.	1	.
Subtotal Attached	2	2	11	11

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.

The Village of Ontonagon

Section E attached to this Market Strategy Report details the annual market potential and model results for the Village of Ontonagon. Results are shown for the aggressive scenario only, which is based on both in-migration and internal movership within each place.

Table 7 on the following page shows the annual results for the Village of Ontonagon, including a) unadjusted model results for the aggressive scenario, and b) adjustments with a "slide" along building sizes. The conservative scenario (reflecting in-migration only) is not provided for the local places, but it can be safely assumed that results would be about 30% of the aggressive scenario.

Intercepting Migrating Households – The market potential for each city and village is based on the known inclination for households to move into and within that place. When few if any households are moving into or within a given place, then the market potential will be similarly low. To experience population growth, the Village of Ontonagon will need to intercept migrating households that are choosing other locations in Ontonagon County. This can best be accomplished with a combination of reinvesting in the downtown, growing small businesses, and adding amenities through a placemaking process.

As demonstrated in the prior section of this report, there is a five-year aggregate market potential for up to 50 attached units throughout Ontonagon County under the aggressive scenario. The Village of Ontonagon is in the best position to compete for households that are migrating and seeking those choices. Some (albeit not all) of these households will be seeking townhouses and row houses along waterfronts, with balconies and vista views of Lake Superior or downtown Ontonagon.

The Village of Ontonagon – Based on the magnitude and profile of households already moving into and within Ontonagon, the village has a maximum annual market potential for one (1) attached unit through the year 2020. Additional attached units can be supported only if the village intercepts households that might choose other places in the county and region. Until then, it is reasonable to make a minor adjustment to accommodate one new duplex in the village each year, preferably with side-by-side townhouses or row houses.

Table 7

Annual Market Potential – “Slide” along Formats (in Units)

71 Lifestyle Clusters – Aggressive Scenario

Ontonagon County – Michigan UP Prosperity Region 1a – 2016

Number of Units Unadjusted Model Results	The Village of Ontonagon	Ontonagon County Totals
1 | Detached Houses	17	55
2 | Side-by-Side, not Stacked	.	.
3 | Side-by-Side, not Stacked	.	1
4 | Side-by-Side, not Stacked	.	.
5-9 | Townhouse, Live-Work	1	6
10+ | Multiplex: Small	.	1
20+ | Multiplex: Large	.	1
50+ | Midrise: Small	.	1
100+ | Midrise: Large	.	1
Subtotal Attached	1	11

Number of Units Adjusted for “Slide”	The Village of Ontonagon	Ontonagon County Totals
1 | Detached Houses	16	485
2 | Side-by-Side, not Stacked	2	4
3 | Side-by-Side, not Stacked	.	.
4 | Side-by-Side, not Stacked	.	.
5-9 | Townhouse, Live-Work	.	7
10+ | Multiplex: Small	.	.
20+ | Multiplex: Large	.	.
50+ | Midrise: Small	.	.
100+ | Midrise: Large	.	.
Subtotal Attached	2	11

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 Ontonagon 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 the Village of Ontonagon with little risk of over-building because the underlying market potential is already small. In other words, a +7% lift on an annual market potential for 2 attached units is still just 2 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"
Ontonagon County	+24%
The Village of Ontonagon	+7%

Rents and Square Feet

This section of the report focuses on contract rents and unit sizes, and stakeholders are encouraged to review the materials in Section F_1 for information on rents (see Section F_2 for home values). Section F_1 includes tables showing the general tolerance of the upscale and moderate target markets to pay across contract rent brackets, with averages for the State of Michigan.

The exhibits also show the allocation of annual market potential across rent brackets for Ontonagon County. Results are also shown in the following Table 8, with a summary for the upscale and moderate target markets under the aggressive scenario.

Table 8
Annual Market Potential by Contract Rent Bracket
71 Lifestyle Clusters – Aggressive Scenario
Ontonagon County – Michigan UP Prosperity Region 1a
(2016 Constant Dollars)

	Renter-Occupied Contract (Cash) Rent Brackets					
Renter Occupied Units Attached and Detached	$ 0 $600	$600 $800	$800 $1,000	$1,000 $1,500	$1,500- $2,000+	Total Potential
Upscale Targets	1	2	1	.	.	4
Moderate Targets	6	2	.	.	.	8
Other Clusters	9	5	.	.	.	14
Ontonagon County	16	9	1	.	.	26

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

Section F_1 also includes tables showing the median contract rents for the Village of Ontonagon, which can be used to make local level adjustments as needed. Also included is a table showing the relationships between contract rent (also known as cash rent) and gross rent (with utilities, deposits, and extra fees). For general reference, there is also a scatter plot showing the direct relationship between contract rents and median household incomes among all 71 lifestyle clusters.

Forecast rents per square foot are based on existing choices throughout the Upper Peninsula region and used to estimate the typical unit size within each rent bracket. Existing choices are documented in Section F_1, including a scatter plot with the relationships between rents and square feet. The following Table 9 summarizes the results for the entire region, with typical unit sizes by contract rent bracket.

Table 9
Typical Unit Sizes by Contract Rent Bracket
Attached Units Only
Michigan Upper Peninsula Prosperity Region 1
(2016 Constant Dollars)

Contract Rent Brackets (Attached Units Only)	Renter-Occupied Contract (Cash) Rent Brackets					
	$ 0- $ 600	$ 600- $ 700	$ 700- $ 800	$ 800- $ 900	$ 900- $1,000+	
Minimum Square Feet	450	500	700	900	1,200	sq. ft.
Maximum Square Feet	600	800	1,000	1,300	1,600	sq. ft.

The analysis is also conducted for owner-occupied choices, and stakeholders are encouraged to review the materials in Section F_1 for those results. Again, additional explanations of the methodology and approach are also provided within the Methods Book included in the Regional Workbook.

(Note: Marquette is the only city in the region with rents and square feet that consistently exceed averages for the Upper Peninsula region. See Section F_1 of the Marquette County Market Strategy for results of that real estate analysis and unique market).

Comparison to Supply

This last step of the TMA compares the market potential to the existing supply of housing by building format, and for all 71 lifestyle clusters. To complete the comparison, it is first determined that among all renters and owners in Michigan, a weighted average of about 14% will move each year. Theoretically, this suggests that it will take roughly seven years for 100% of the housing stock to turn-over. Therefore, the annual market potential is multiplied by seven before comparing it to the existing housing stock.

Results are shown in the attached Exhibit B.1 and indicate that there is no need to build more detached houses in Ontonagon County. Up to 385 households will be seeking detached houses throughout the county over the span of seven years – and it is assumed that most would prefer a house that has been refurbished or significantly remodeled. Meanwhile, the results reveal a net surplus of houses (5,367 existing houses v. 385 migrating households).

Although there is a net surplus of total housing units, 42 of Ontonagon County's migrating households will be seeking townhouses, row houses, or similar formats over the span of seven years, which exceeds the current supply (34 existing units v. 42 migrating households), and suggests a market potential for rehab or new-build of one small multiplex with up to 8 units (preferably townhouses or row houses). These comparisons are detailed in the following Table 10.

Table 10
Seven-Year Cumulative Market Potential v. Existing Units
71 Lifestyle Clusters – Aggressive Scenario
Ontonagon County – Michigan UP Prosperity Region 1a
Years 2016 – 2022

Number of Units by Building Format	Potential 7-Year Total	Existing Housing Units	Implied Gap for New-Builds	
1 | Detached Houses	385	5,367	--	
2 | Duplex, Subdivided House	.	95	-95	Surplus
3-4 | Side-by-Side, Stacked	7	89	-82	Surplus
Subtotal Duplex – Fourplex	7	184	-177	Surplus
5-9 | Townhouse, Live-Work	42	34	8	Potential
10-19 | Multiplex: Small	7	38	-31	Surplus
20-49 | Multiplex: Large	7	27	-20	Surplus
50+ | Midrise: Small	14	.	14	Potential
Subtotal Multiplex & Midrise	28	65	-37	Net Surplus
Total Attached Units	77	283	-206	Net Surplus

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

Exhibit B.1 – Some Cautionary Observations

1. The market potential has not been refined to account for the magnitude of market potential among building sizes, and is not adjusted for a "slide" along building formats.
2. The histogram relies on data for existing housing units as reported by the American Community Survey (ACS) and based on five-year estimates through 2014. The data and year for the market potential is different, so comparisons will be imperfect.
3. The number of existing housing units is not adjusted for vacancies, including units difficult to sell or lease because they do not meet household needs and preferences. Within the cities and villages, a small share may be reported vacant because they are seasonally occupied by non-residents. Seasonal occupancy rates tend to be significantly higher in the rural areas.
4. On average, the existing housing stock should be expected to turnover every seven years, with variations by tenure and lifestyle cluster. However, owner-occupied units have a slower turn-over rate (about 15 years), whereas renter occupied units tend to turn-over at least every three years. Again, these differences mean that direct comparisons are imperfect.
5. The 7-year market potential assumes that the market potential is fully met within each consecutive year. However, if Ontonagon County cannot meet the market potential in any given year, then that opportunity will dissipate and not roll-over.

Market Assessment - Introduction

The following sections of this report provide a qualitative market assessment for Ontonagon County and the Village of Ontonagon. It begins with an overview of countywide economic advantages, followed by a market assessment for the village. The last section provides results of a PlaceScore^{TM} analysis for the Village of Ontonagon, 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^{TM}. The following narrative provides a summary of some key observations, and stakeholders are encouraged to study the attachments for additional information.

Ontonagon County – Overview

Geographic Overview – Ontonagon County is located in the western Upper Peninsula of Michigan and includes considerable shoreline along Lake Superior. The county shares borders with Gogebic County to the south, Houghton County to the east, and a small segment of Iron County to the southeast.

Highway Linkages – Ontonagon County is linked with the economic region by Highway 45, which has the highest (albeit low) daily traffic volume of 3,200 vehicles. (Note: Ontonagon County has the lowest traffic counts among all counties in the Upper Peninsula). Highway 45 links with other local highways that connect northeast to Houghton and Hancock; east to L'Anse; southeast to Iron River; and southwest to Ironwood.

Other Transportation – The Canadian National Railway links Ontonagon County to central Wisconsin; and the Escanaba & Lake Superior Railroad connects the county to Escanaba and Marquette. In addition, the Ontonagon County Airport in the City of Ontonagon supports general aviation uses; and a deep-water port at Ontonagon Harbor supports commercial marine traffic on Lake Superior.

Economic Profile – Education, health care, and social service industry sectors collectively account for nearly 26% of all jobs in Ontonagon County. This is rivaled by the arts, entertainment, recreation, hospitality, and retail trade industries, which collectively account for another 24% of employment. In addition, manufacturing and government administration account for about 7%, each.

Most of the Ontonagon County's largest employers and anchor institutions are located in the Village of Ontonagon, and are listed in the following section of this report. A few are located in other places and those listed below. (Note: The lists exclude local public schools and local government, but usually include other anchor institutions like hospitals, colleges, county seats, and airports).

Ontonagon County – Large Employers and Anchor Institutions

- Hardwood Lumber | Wood Products
- State Bank (Ewen) | Finance
- Settler's Co-op, Inc. (Bruce Crossing) | Retail Trade

The Village of Ontonagon Advantage

Geographic Setting – The Village of Ontonagon is located in northern Ontonagon County and where the Ontonagon River flows into Lake Superior. Highway 45 connects Ontonagon to its economic region. Highway 45 is routed along River Street, and downtown businesses benefit from the built-in exposure of regional traffic.

Economic Profile – Education, health care, and social service industry sectors collectively account for nearly 25% of all jobs in the Village of Ontonagon. This is rivaled by the arts, entertainment, recreation, hospitality, and retail trade industries, which collectively account for another 22% of employment. In comparison, manufacturing and government administration account for about 6%, each.

The Village of Ontonagon – Large Employers and Anchor Institutions

- Ontonagon County | Government Administration
- Aspirus Ontonagon Hospital | Health Care
- Maple Manor Nursing Center | Health Care
- Ontonagon County REA | Utilities
- Lake Superior Credit Union | Finance
- AmericInn | Traveler Accommodations

Employers – The Village of Ontonagon is the Ontonagon County seat, and government functions provide good paying jobs while generating local traffic to support small businesses in diverse professions like finance, insurance, and real estate (mortgage, title, and property surveying), legal (attorneys and lawyers). Examples of other employers are listed on the preceding page (with the exception of public school systems and local municipal government).

Investment Opportunities – The Village of Ontonagon's downtown is aligned along River Street, which links south with Highway 45, southeast with Highway 38, and southwest with Highway 64. River Street also connects directly to the village's waterfront, and although the terminal vista is obscured by commercial harbor uses, there are other opportunities to leverage the waterfront for reinvestment.

For example, local stakeholders have identified a two-level building on River Street has the potential for a rental rehab creating upper level lofts or flats above retail. Additional investment opportunities are shown in the lists of investment opportunities attached in Section A of this report. Photo collages are intended to reinforce reinvestment opportunities located in downtown districts and reflect independent observations by the consultants.

Analysis of PlaceScores™

Introduction – Placemaking is a key ingredient for achieving Ontonagon County's full residential market potential, particularly under the aggressive or maximum scenario. Extensive Internet research was conducted to evaluate the success of the Village of Ontonagon 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 Village of Ontonagon is the largest city in Ontonagon County, and therefore was the focus of the PlaceScore analysis. It scores relatively low with an overall PlaceScore of 12 points out of 30 possible (see PlaceScore tables in Section H).

PlaceScore v. Market Size – There tends to be a correlation between PlaceScore and the market size in population. If the scores are adjusted for the market size (or calculated based on the score per 1,000 residents), then the results reveal an inverse logarithmic relationship. Smaller markets may have lower scores, but their points per 1,000 residents tend to be higher. Larger markets have higher scores, but their points per 1,000 residents tend to be lower. While the Village of Ontonagon's adjusted PlaceScore for market size is lower than its unadjusted PlaceScore, it still scores within a range that is expected of a city of its size.

Contact Information

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

West Region 1a	Central Region 1b	East Region 1c
Erik Powers	Emilie Schada	Jeff Hagan
Regional Planner	Regional Planner	Executive Director
WUPPDR	CUPPAD	EUPRP
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Houghton, MI 49931	Escanaba, MI 49829	Menominee, MI 49783
(906) 482-7205 x315	(906) 786-9234 x508	(906) 635-1752
epowers@wuppdr.org	eschada@cuppad.org	jshagan@eup-planning.org

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

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Principal, TMA Team Leader
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A - H

Ontonagon County

Prepared by:

LandUseUSA

Prepared for:

Michigan Upper Peninsula Prosperity Region 1a

Michigan State Housing Development Authority

MSHDA
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Prepared by:

LandUseUSA

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Investment Opportunities

Prepared by:

LandUseUSA

Prepared for:

Michigan Upper Peninsula Prosperity Region 1

Michigan State Housing Development Authority

MSHDA
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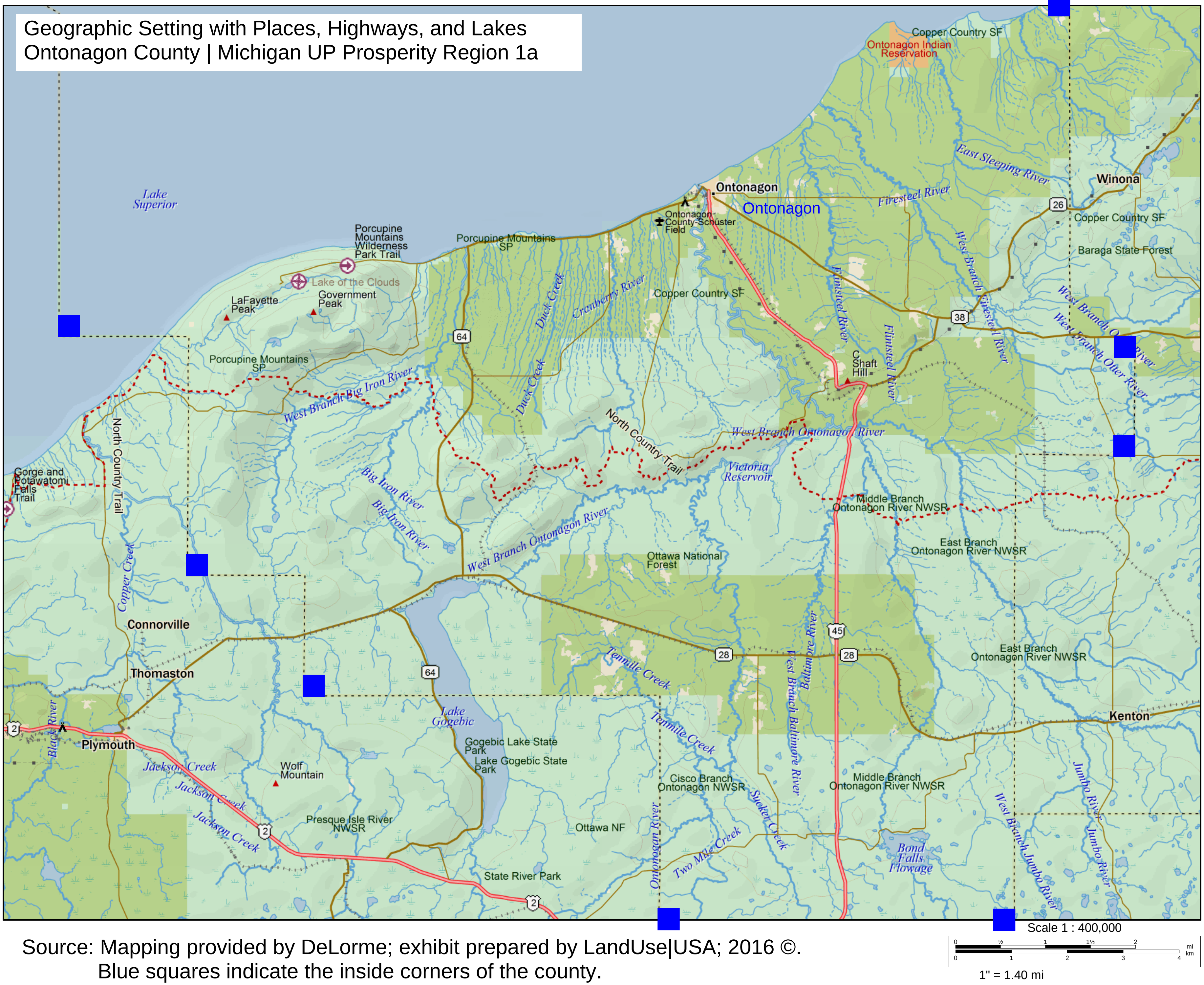
Exhibit A.1



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

Aerial Photo - Urban and Downtown Perspective

Exhibit A.2

The Village of Ontonagon | Ontonagon Co. | Michigan UP Prosperity Region 1a

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

Downtown Character and Scale, and Some Mixed Results from Renovations and Reinvestment

The Village of Ontonagon | Ontonagon County | Michigan UP Prosperity Region 1a

Exhibit A.3

Opportunities for Horizontal Infill, Vertical (upward) Expansion, and/or Façade Restorations
The Village of Ontonagon | Ontonagon County | Michigan UP Prosperity Region 1a

Exhibit A.4

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

Exhibit A.5

Two-Level Buildings, Some with Opportunities for Investment, Restoration, and/or Expansion
Rockland (Unincorporated) | Ontonagon 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
Ontonagon County | Michigan UP Prosperity Region 1a | Year 2016

Exhibit A.6

	City, Village, Township	Water Front	Down Town	Existing Conditions/Current Use Notes and Comments	Investment Opp./Future Use Notes and Comments
1	Bergland TWP	Views	Yes	Vacant school structure. 380 North St. 12,500 sq. ft.	Potential adaptive reuse for condos, flats, or lofts.
2	The Village of Ontonagon	No	Yes	301 River St. 4,350 sq. ft. 2-level structure. Upper level has 1-1 bedroom and 1-2 bedroom apartment.	Potential for rental rehab for upper level lofts or flats.
3	Rockland Township	No	Yes	78 National Ave. 2-level main street structure. Currently used as apartments. For sale.	Potential rental rehab for condos, lofts, or flats.
4	White Pine 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

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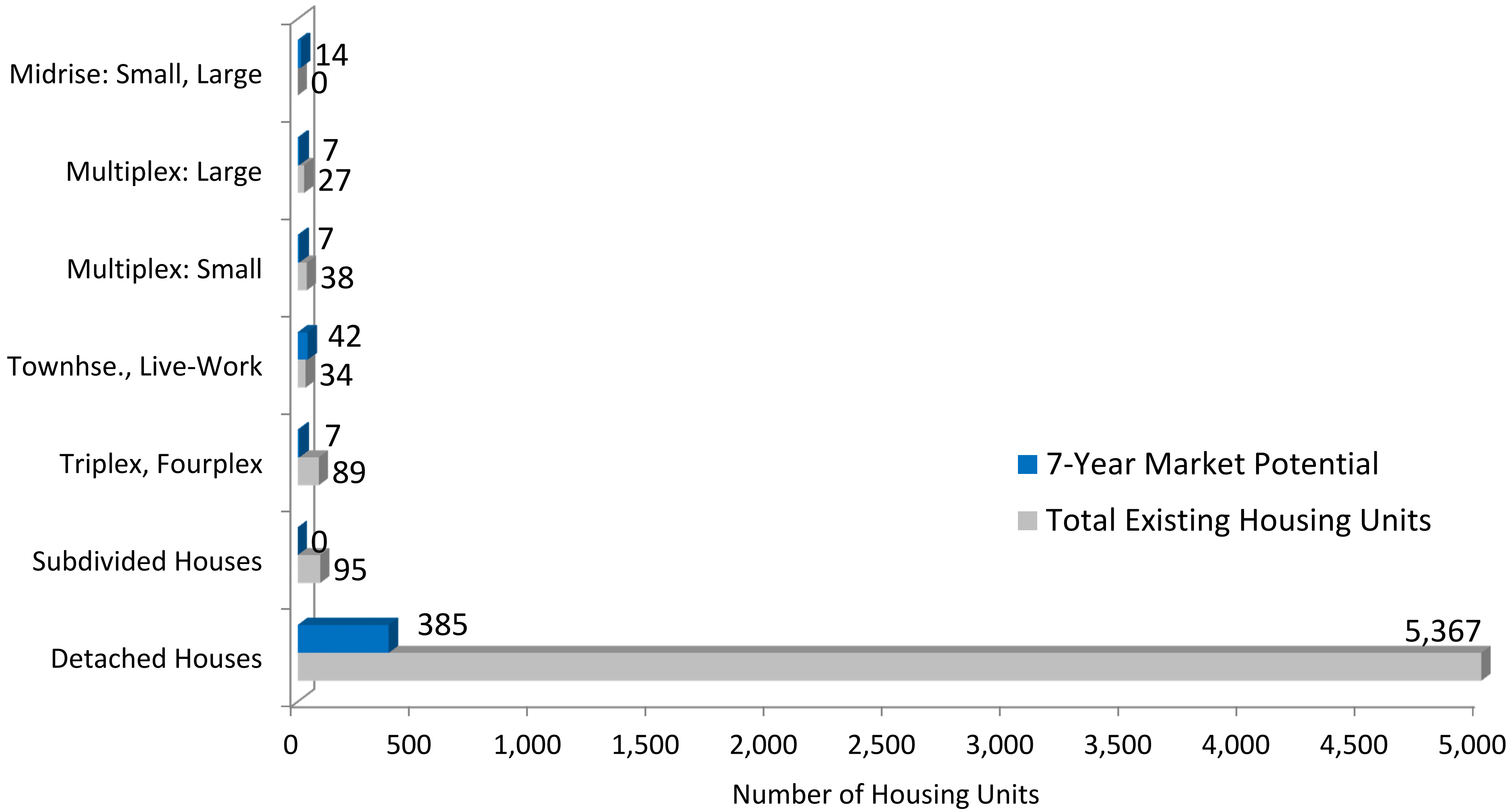
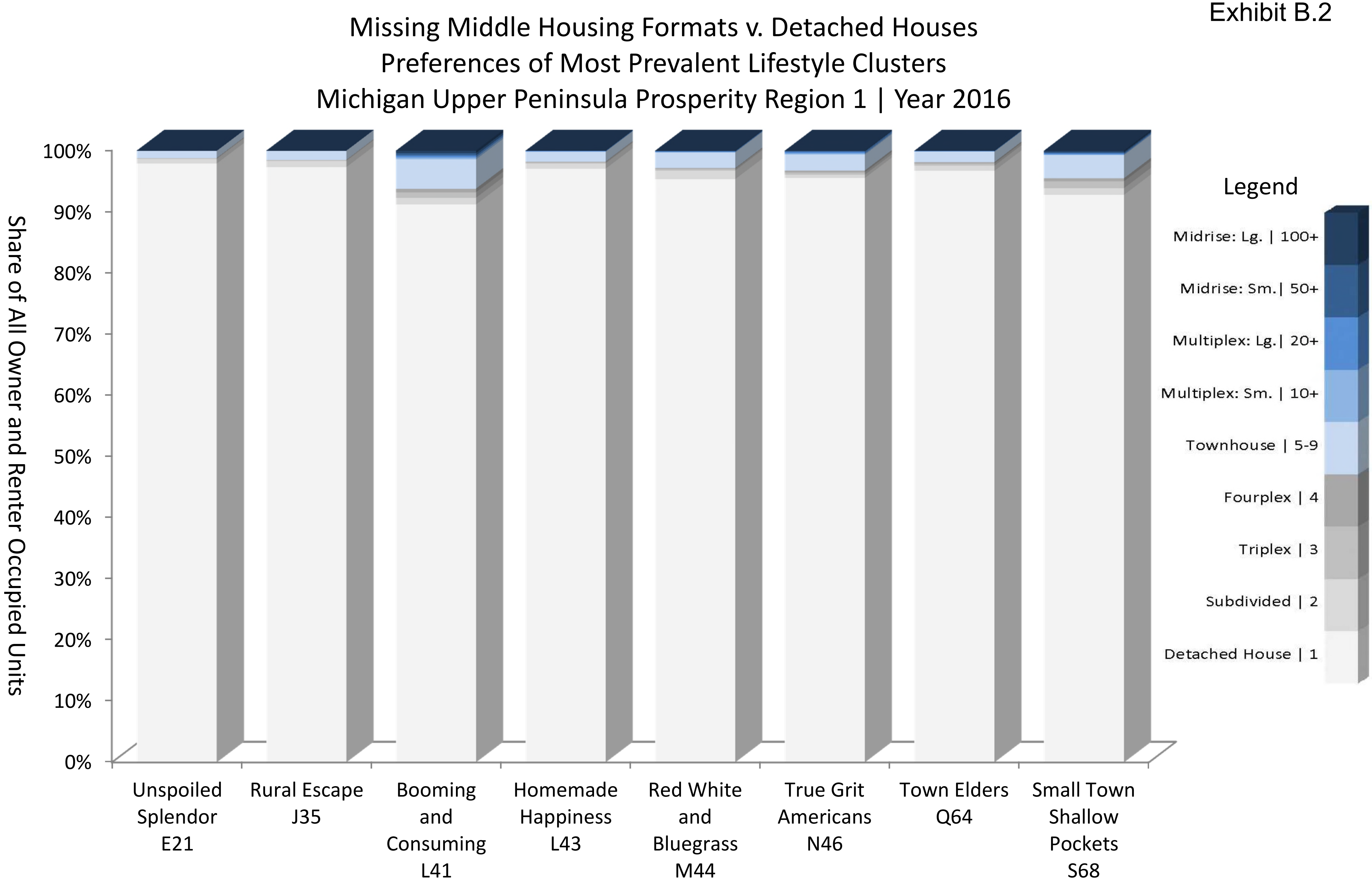
Exhibit B.1

7-Year Market Potential v. Total Existing Housing Units
All 71 Lifestyle Clusters - Aggressive Scenario
Ontonagon 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.

Exhibit B.2



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.

Exhibit B.3

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	Detached House 1 Unit	Duplex Triplex Fourplex 2-4 Units	Townhse., Live-Work 6+ Units	Midplex 20+ Units	Renters Share of Total	Owners Share of Total	Blended Mover-ship Rate
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							
Touch of Tradition | N49	97.6%	1.2%	1.1%	0.1%	5.7%	94.3%	9.8%
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%
Stockcars and State Parks | I30	97.1%	1.1%	1.7%	0.1%	3.3%	96.7%	4.6%
Sports Utility Families | D15	97.7%	0.7%	1.5%	0.1%	2.8%	97.2%	2.3%

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

Exhibit B.4

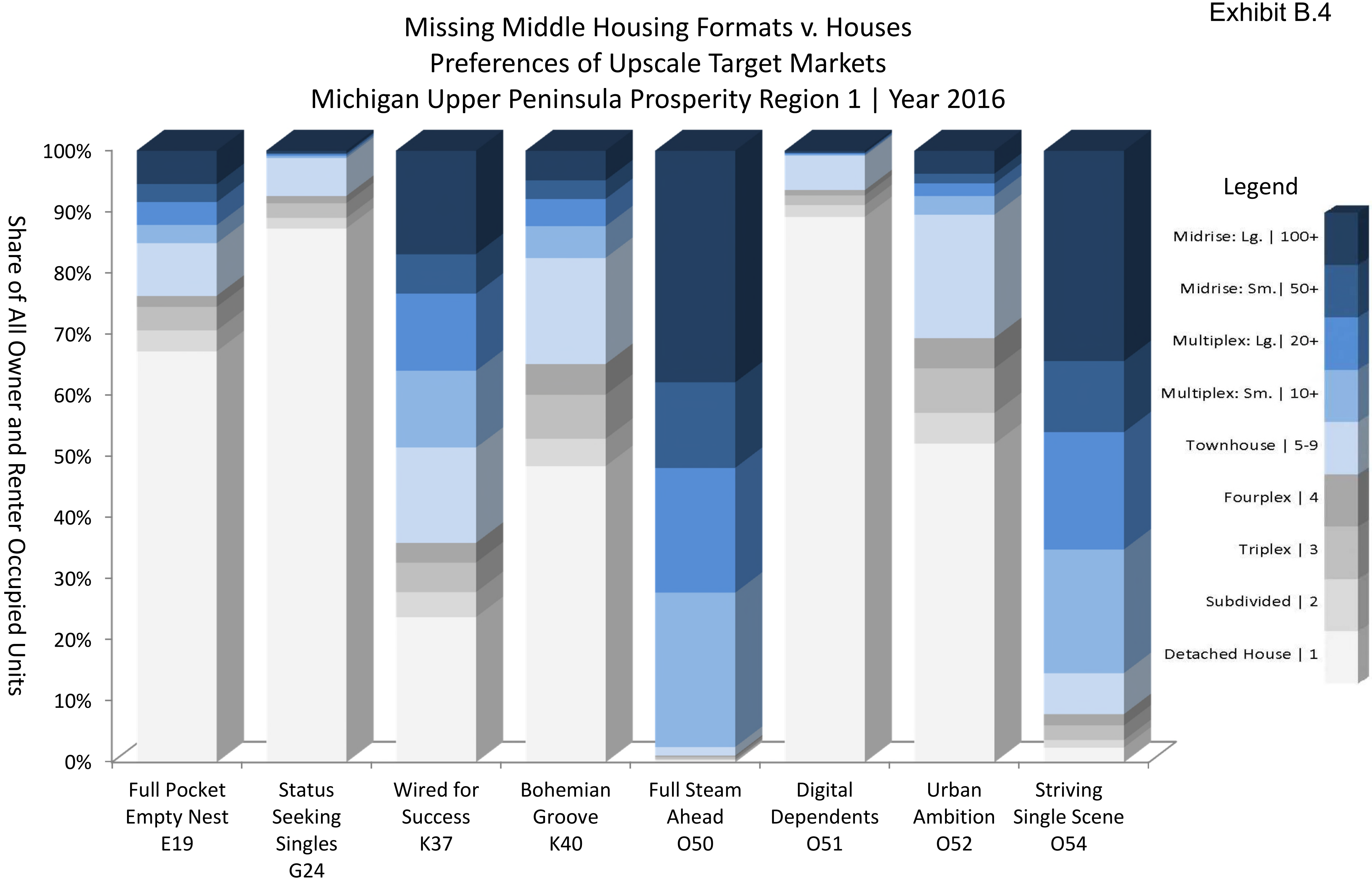


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Exhibit B.5

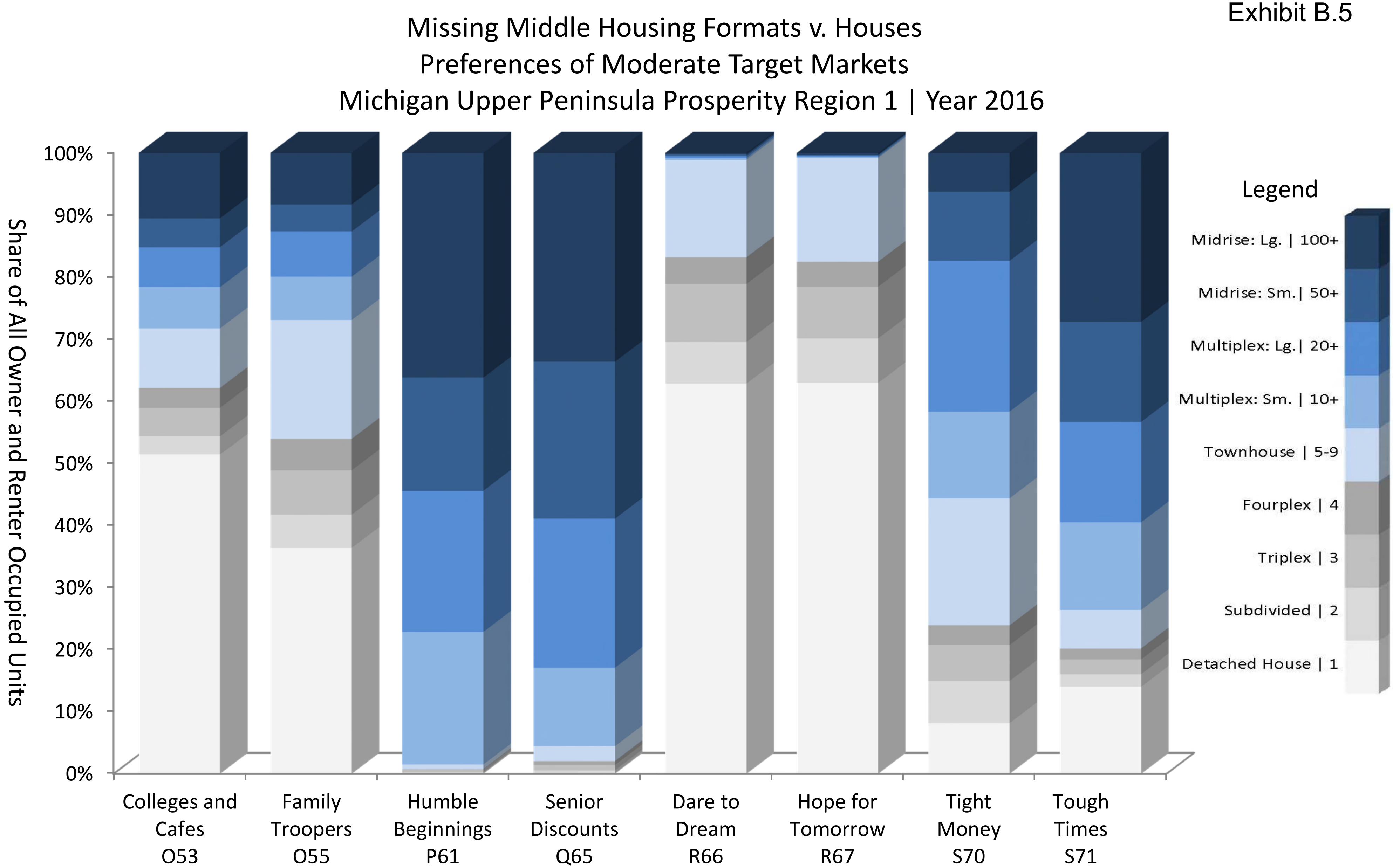

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Exhibit B.6

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	Detached House 1 Unit	Duplex Triplex Fourplex 2-4 Units	Townhse., Live-Work 6+ Units	Midplex 20+ Units	Renters Share of Total	Owners Share of Total	Blended Mover-ship Rate
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.

C

Conservative Scenario
County

Prepared by:

LandUseUSA

Prepared for:

Michigan Upper Peninsula Prosperity Region 1

Michigan State Housing Development Authority

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Exhibit C.1

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

CONSERVATIVE SCENARIO	Ontonagon COUNTY 71 Lifestyle Clusters			Ontonagon COUNTY Upscale Target Markets			Ontonagon COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	27	18	9	2	1	1	3	0	3
1 | Detached Houses	25	18	7	2	1	1	1	0	1
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	1	0	1
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	1	0	1	0	0	0	1	0	1
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	27	18	9	2	1	1	3	0	3
Detached Houses	25	18	7	2	1	1	1	0	1
Duplexes & Triplexes	0	0	0	0	0	0	0	0	0
Other Attached Formats	2	0	2	0	0	0	2	0	2

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
Number of Units (New and/or Rehab) by Tenure and Building Form
Ontonagon COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

Exhibit C.2

CONSERVATIVE 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
Ontonagon COUNTY - Total	27	2	0	0	0	0	0	3	0	0
Ontonagon COUNTY - Owners	18	1	0	0	0	0	0	1	0	0
1 | Detached Houses	18	1	0	0	0	0	0	1	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
Ontonagon COUNTY - Renters	9	1	0	0	0	0	0	2	0	0
1 | Detached Houses	7	1	0	0	0	0	0	1	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	1	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
Number of Units (New and/or Rehab) by Tenure and Building Form
Ontonagon COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

Exhibit C.3

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
Ontonagon COUNTY - Total	27	3	0	0	0	1	2	0	2	0
Ontonagon COUNTY - Owners	18	0	0	0	0	0	0	0	0	0
1 | Detached Houses	18	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
Ontonagon COUNTY - Renters	9	3	0	0	0	1	2	0	2	0
1 | Detached Houses	7	1	0	0	0	0	1	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	1	0	0	0	0	1	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	1	1	0	0	0	0	0	0	1	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".

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

Exhibit D.1

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

AGGRESSIVE SCENARIO	Ontonagon COUNTY 71 Lifestyle Clusters			Ontonagon COUNTY Upscale Target Markets			Ontonagon COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	66	36	30	6	2	4	9	0	9
1 | Detached Houses	55	36	19	5	2	3	1	0	1
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	1	0	1	0	0	0	1	0	1
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	6	0	6	1	0	1	3	0	3
10-19 | Multiplex: Small	1	0	1	0	0	0	1	0	1
20-49 | Multiplex: Large	1	0	1	0	0	0	1	0	1
50-99 | Midrise: Small	1	0	1	0	0	0	1	0	1
100+ | Midrise: Large	1	0	1	0	0	0	1	0	1
Total Units	66	36	30	6	2	4	9	0	9
Detached Houses	55	36	19	5	2	3	1	0	1
Duplexes & Triplexes	1	0	1	0	0	0	1	0	1
Other Attached Formats	10	0	10	1	0	1	7	0	7

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
Ontonagon 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
Ontonagon COUNTY - Total	66	6	0	0	0	0	0	7	0	0
Ontonagon COUNTY - Owners	36	2	0	0	0	0	0	2	0	0
1 | Detached Houses	36	2	0	0	0	0	0	2	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
Ontonagon COUNTY - Renters	30	4	0	0	0	0	0	5	0	0
1 | Detached Houses	19	3	0	0	0	0	0	3	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	6	1	0	0	0	0	0	1	0	0
10-19 | Multiplex: Small	1	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	1	0	0	0	0	0	0	0	0	0
50-99 | Midrise: Small	1	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	1	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
Number of Units (New and/or Rehab) by Tenure and Building Form
Ontonagon COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

Exhibit D.3

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
Ontonagon COUNTY - Total	66	9	0	0	0	2	5	0	5	0
Ontonagon COUNTY - Owners	36	0	0	0	0	0	0	0	0	0
1 | Detached Houses	36	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
Ontonagon COUNTY - Renters	30	9	0	0	0	2	5	0	5	0
1 | Detached Houses	19	1	0	0	0	0	1	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	1	1	0	0	0	0	1	0	0	0
4 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	6	3	0	0	0	0	2	0	1	0
10-19 | Multiplex: Small	1	1	0	0	0	0	0	0	1	0
20-49 | Multiplex: Large	1	1	0	0	0	0	0	0	1	0
50-99 | Midrise: Small	1	1	0	0	0	0	0	0	1	0
100+ | Midrise: Large	1	1	0	0	0	1	0	0	0	0

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

Exhibit E.1

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

AGGRESSIVE SCENARIO	Village of Ontonagon 71 Lifestyle Clusters			White Pine CDP 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	18	12	6	2	1	1
1 | Detached Houses	17	12	5	2	1	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	1	0	1	0	0	0
10-19 | Multiplex: Small	0	0	0	0	0	0
20-49 | Multiplex: Large	0	0	0	0	0	0
50-99 | Midrise: Small	0	0	0	0	0	0
100+ | Midrise: Large	0	0	0	0	0	0
Total Units	18	12	6	2	1	1
Detached Houses	17	12	5	2	1	1
Duplexes & Triplexes	0	0	0	0	0	0
Other Attached Formats	1	0	1	0	0	0

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

Exhibit E.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
Village of Ontonagon - Total	18	0	0	0	0	0	0	0	0	0
Village of Ontonagon - Owners	12	0	0	0	0	0	0	0	0	0
1 | Detached Houses	12	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 Ontonagon - Renters	6	0	0	0	0	0	0	0	0	0
1 | Detached Houses	5	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
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
Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

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

Exhibit E.3

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 Ontonagon - Total	18	0	0	0	0	0	0	0	0	0
Village of Ontonagon - Owners	12	0	0	0	0	0	0	0	0	0
1 | Detached Houses	12	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 Ontonagon - Renters	6	0	0	0	0	0	0	0	0	0
1 | Detached Houses	5	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
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
Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

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

Exhibit E.4

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
White Pine CDP - Total	2	2	0	0	0	0	0	2	0	0
White Pine CDP - Owners	1	1	0	0	0	0	0	1	0	0
1 | Detached Houses	1	1	0	0	0	0	0	1	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
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
White Pine CDP - Renters	1	1	0	0	0	0	0	1	0	0
1 | Detached Houses	1	1	0	0	0	0	0	1	0	0
2 | Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
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

Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

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

Exhibit E.5

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
White Pine CDP - Total	2	0	0	0	0	0	0	0	0	0
White Pine CDP - 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
White Pine 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

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

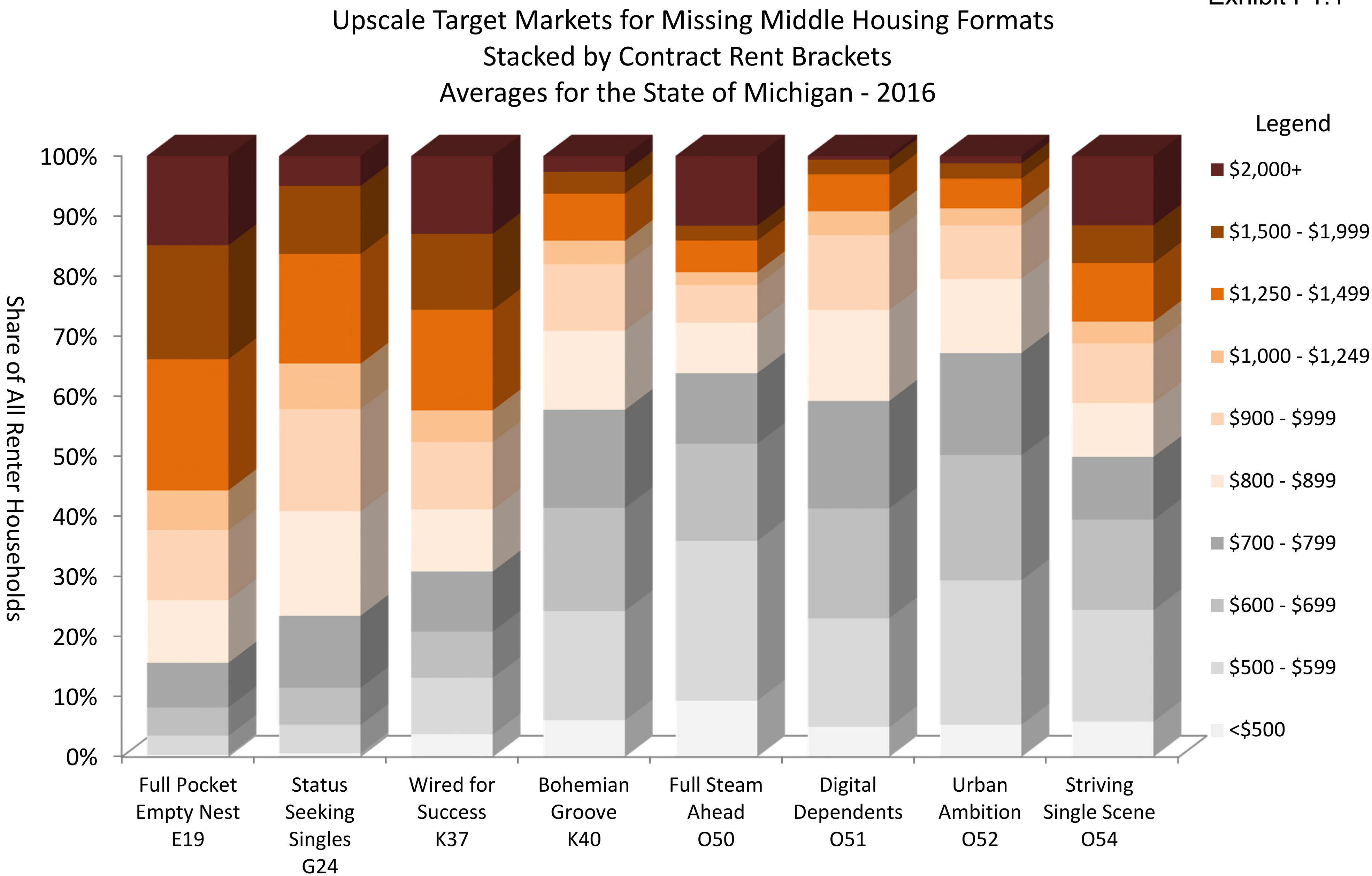
Prepared for:

Michigan Upper Peninsula Prosperity Region 1

Michigan State Housing Development Authority

MSHDA
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Exhibit F1.1



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by SItes|USA.

Exhibit F1.2

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

Contract Rent Brackets	All 71 Mosaic Lifestyle Clusters	Full Pocket Empty Nest E19	Status 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	6.4%	0.6%	1.0%	5.4%	7.0%	10.5%	5.5%	5.7%	7.2%
$500 - $599	17.9%	6.0%	7.8%	15.3%	23.5%	33.8%	22.9%	29.0%	25.7%
$600 - $699	15.4%	9.3%	10.7%	13.1%	23.2%	21.6%	24.2%	26.4%	21.8%
$700 - $799	11.8%	11.3%	16.1%	13.2%	17.2%	12.1%	18.5%	16.8%	11.8%
$800 - $899	11.6%	14.6%	21.5%	12.5%	12.7%	8.0%	14.3%	11.2%	9.3%
$900 - $999	6.7%	9.0%	11.7%	7.6%	5.9%	3.3%	6.5%	4.4%	5.7%
$1,000 - $1,249	2.5%	3.9%	3.9%	2.7%	1.6%	0.9%	1.6%	1.1%	1.6%
$1,250 - $1,499	9.9%	16.5%	12.2%	10.9%	4.1%	2.7%	3.1%	2.4%	5.4%
$1,500 - $1,999	7.0%	12.2%	6.4%	7.0%	1.6%	1.1%	1.0%	1.1%	3.0%
$2,000+	7.2%	9.5%	2.8%	7.2%	1.2%	5.0%	0.3%	0.5%	5.5%
Summation		93.0%	94.2%	95.0%	97.9%	99.1%	98.0%	98.6%	97.1%
Median	$343	$539	$468	$465	$374	$371	$368	$357	$402

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

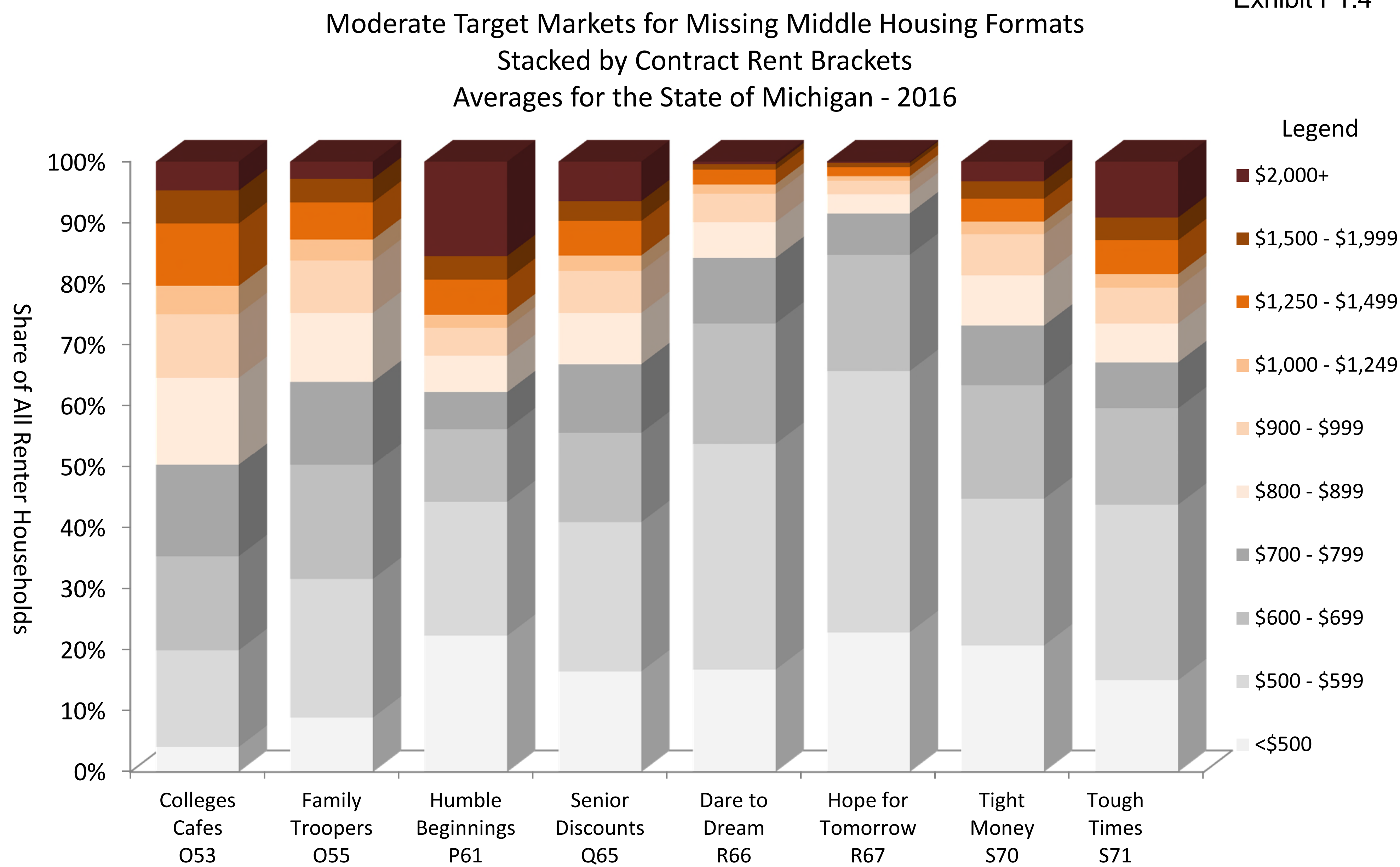
Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Contract Rent Bracket
Ontonagon COUNTY | Michigan UP Prosperity Region 1a | Years 2016 - 2020

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
Ontonagon COUNTY - Total	51	5	0	0	0	0	0	7	0	0
Ontonagon COUNTY - Renters	26	4	0	0	0	0	0	5	0	0
<$500	5	0	0	0	0	0	0	0	0	0
$500 - $599	11	1	0	0	0	0	0	1	0	0
$600 - $699	7	1	0	0	0	0	0	1	0	0
$700 - $799	2	1	0	0	0	0	0	1	0	0
$800 - $899	1	1	0	0	0	0	0	1	0	0
$900 - $999	0	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	0	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	26	4	0	0	0	0	0	4	0	0
Med. Contract Rent	$549	--	$646	$561	$558	$449	$445	$442	$428	$483

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Contract rent typically excludes some or all utilties and extra fees for deposits, parking, pets, security, memberships, etc.
Note: Due to data splicing and rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Median Contract Rents include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

Exhibit F1.4



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by SItes|USA.

Exhibit F1.5

Current Contract Rent Brackets | Existing Households by Moderate Target Market
Ontonagon 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	6.4%	4.9%	9.8%	26.4%	18.4%	16.8%	22.4%	22.2%	16.7%
$500 - $599	17.9%	21.4%	28.4%	29.4%	31.0%	42.2%	47.7%	29.3%	36.3%
$600 - $699	15.4%	21.8%	24.5%	16.9%	19.5%	23.6%	22.2%	23.9%	21.0%
$700 - $799	11.8%	16.5%	13.9%	6.6%	11.6%	10.0%	6.1%	9.7%	7.8%
$800 - $899	11.6%	14.4%	10.6%	6.0%	8.0%	5.0%	2.6%	7.5%	6.0%
$900 - $999	6.7%	5.8%	4.4%	2.5%	3.6%	2.2%	1.0%	3.4%	3.1%
$1,000 - $1,249	2.5%	2.0%	1.3%	0.9%	1.0%	0.5%	0.3%	0.8%	0.9%
$1,250 - $1,499	9.9%	5.5%	3.1%	3.1%	2.9%	1.1%	0.7%	1.8%	2.8%
$1,500 - $1,999	7.0%	2.5%	1.7%	1.8%	1.4%	0.3%	0.3%	1.2%	1.6%
$2,000+	7.2%	2.2%	1.2%	7.1%	2.8%	0.2%	0.1%	1.3%	4.0%
Summation		96.9%	98.8%	100.6%	100.2%	101.9%	103.3%	101.2%	100.1%
Median	$343	$394	$360	$368	$353	$319	$302	$335	$355

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;
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
Ontonagon 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
Ontonagon COUNTY - Total	51	8	0	0	0	2	5	0	5	0
Ontonagon COUNTY - Renters	26	8	0	0	0	2	5	0	5	0
<$500	5	2	0	0	0	0	1	0	1	0
$500 - $599	11	4	0	0	0	1	2	0	1	0
$600 - $699	7	2	0	0	0	0	1	0	1	0
$700 - $799	2	0	0	0	0	0	0	0	0	0
$800 - $899	1	0	0	0	0	0	0	0	0	0
$900 - $999	0	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	0	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	26	8	0	0	0	1	4	0	3	0
Med. Contract Rent	$549	--	$472	$432	$441	$424	$382	$363	$402	$426

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Contract rent typically excludes some or all utilties and extra fees for deposits, parking, pets, security, memberships, etc.
Note: Due to data splicing and rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Median Contract Rents include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

Exhibit F1.7

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.

Exhibit F1.8

Market Parameters and Forecasts - Households in Renter-Occupied Units
Ontonagon County and Selected Communities - Michigan Prosperity Region 1a

Order	County Name	2010 Census Renter Hhlds.	2010 ACS 5-yr Renter Hhlds.	2011 ACS 5-yr Renter Hhlds.	2012 ACS 5-yr Renter Hhlds.	2013 ACS 5-yr Renter Hhlds.	2014 ACS 5-yr Renter Hhlds.	2016 Forecast Renter Hhlds.	2020 Forecast Renter Hhlds.
	Ontonagon Co.	457	521	514	502	492	477	508	508
1	Ontonagon Village	--	224	222	239	233	226	225	224
2	White Pine CDP	--	13	13	23	21	21	30	59

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.

Exhibit F1.9

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

Order	Region 1a - West	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
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.

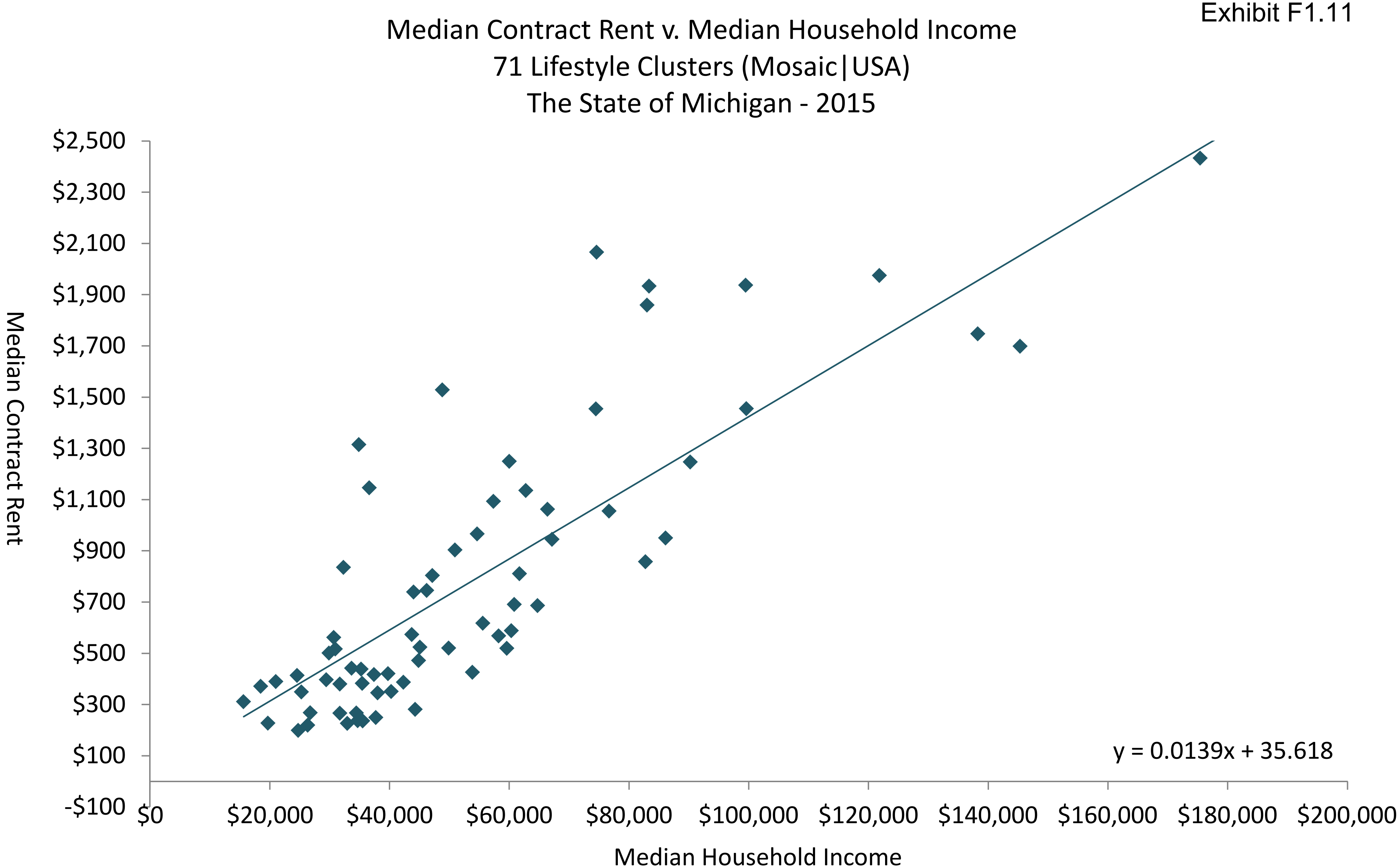
Exhibit F1.10

Market Parameters and Forecasts - Median Contract Rent
Ontonagon 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
	Ontonagon Co.	$335	$338	$332	$343	$343	$343	$343
1	Ontonagon Village	$351	$351	$351	$355	$359	$367	$382
2	White Pine CDP	$325	$325	$325	$329	$329	$329	$329

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.)

Exhibit F1.11



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.

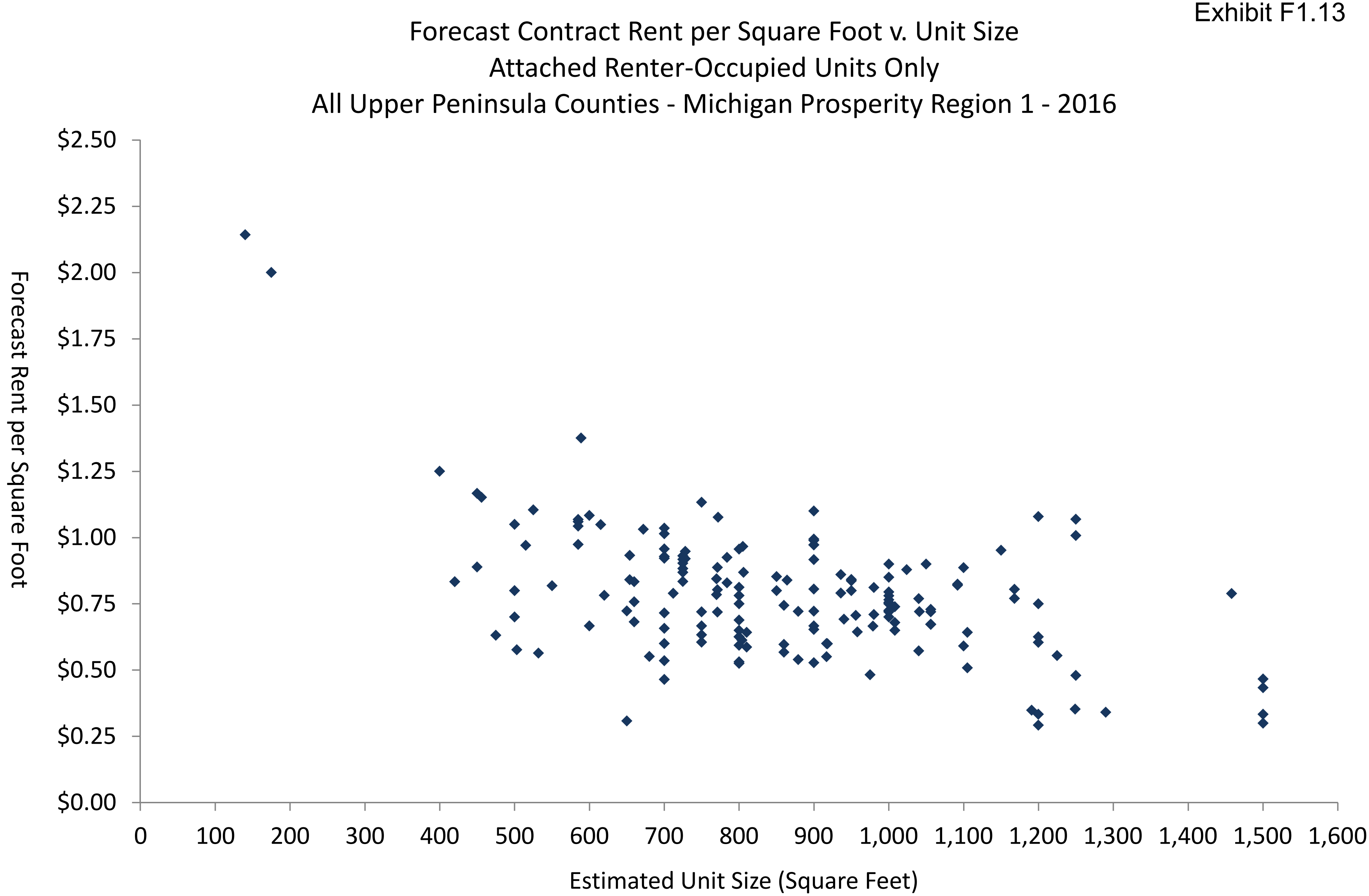
Exhibit F1.12

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 ©.

Exhibit F1.13



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	.	*$1,005*
1,500	$0.63	$940	1,500	.	*$1,010*
1,600	$0.59	$945	1,600	.	*$1,015*
1,700	$0.56	$950	1,700	.	*$1,020*
1,800	$0.53	$955	1,800	.	*$1,025*
1,900	.	*$960*	1,900	.	*$1,030*
2,000	.	*$965*	2,000	.	*$1,035*

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

MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Home Value Bracket
Ontonagon 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
Ontonagon COUNTY - Total	51	5	0	0	0	0	0	7	0	0
Ontonagon COUNTY - Owners	25	1	0	0	0	0	0	2	0	0
< $50,000	10	0	0	0	0	0	0	0	0	0
$50 - $74,999	9	1	0	0	0	0	0	1	0	0
$75 - $99,999	4	0	0	0	0	0	0	0	0	0
$100 - $149,999	2	0	0	0	0	0	0	0	0	0
$150 - $174,999	0	0	0	0	0	0	0	0	0	0
$175 - $199,999	0	0	0	0	0	0	0	0	0	0
$200 - $249,999	0	0	0	0	0	0	0	0	0	0
$250 - $299,999	0	0	0	0	0	0	0	0	0	0
$300 - $349,999	0	0	0	0	0	0	0	0	0	0
$350 - $399,999	0	0	0	0	0	0	0	0	0	0
$400 - $499,999	0	0	0	0	0	0	0	0	0	0
$500 - $749,999	0	0	0	0	0	0	0	0	0	0
$750,000+	0	0	0	0	0	0	0	0	0	0
Summation	25	1	0	0	0	0	0	1	0	0
Med. Home Value	$56,000	--	$347,444	$259,670	$230,541	$113,248	$98,519	$104,868	$92,085	$145,237

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 and might not perfectly match summary tables in the narrative report.
Median Home Values include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

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

Exhibit F2.2

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
Ontonagon COUNTY - Total	51	8	0	0	0	2	5	0	5	0
Ontonagon COUNTY - Owners	25	0	0	0	0	0	0	0	0	0
< $50,000	10	0	0	0	0	0	0	0	0	0
$50 - $74,999	9	0	0	0	0	0	0	0	0	0
$75 - $99,999	4	0	0	0	0	0	0	0	0	0
$100 - $149,999	2	0	0	0	0	0	0	0	0	0
$150 - $174,999	0	0	0	0	0	0	0	0	0	0
$175 - $199,999	0	0	0	0	0	0	0	0	0	0
$200 - $249,999	0	0	0	0	0	0	0	0	0	0
$250 - $299,999	0	0	0	0	0	0	0	0	0	0
$300 - $349,999	0	0	0	0	0	0	0	0	0	0
$350 - $399,999	0	0	0	0	0	0	0	0	0	0
$400 - $499,999	0	0	0	0	0	0	0	0	0	0
$500 - $749,999	0	0	0	0	0	0	0	0	0	0
$750,000+	0	0	0	0	0	0	0	0	0	0
Summation	25	0	0	0	0	0	0	0	0	0
Med. Home Value	$56,000	--	$142,579	$98,348	$98,701	$87,207	$56,001	$47,680	$76,133	$91,122

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 and might not perfectly match summary tables in the narrative report.
Median Home Values include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

Exhibit F2.3

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.

Exhibit F2.4

Market Parameters and Forecasts - Households in Owner-Occupied Units
Ontonagon County and Selected Communities - Michigan Prosperity Region 1a

Order	County Name	2010 Census Owner Hhlds.	2010 ACS 5-yr Owner Hhlds.	2011 ACS 5-yr Owner Hhlds.	2012 ACS 5-yr Owner Hhlds.	2013 ACS 5-yr Owner Hhlds.	2014 ACS 5-yr Owner Hhlds.	2016 Forecast Owner Hhlds.	2020 Forecast Owner Hhlds.
	Ontonagon Co.	2,801	2,889	2,899	2,831	2,777	2,724	2,693	2,693
1	Ontonagon Village	--	535	533	514	501	502	503	504
2	White Pine CDP	--	186	162	168	167	181	197	214

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.

Exhibit F2.5

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

Order	Region 1a - West	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
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.

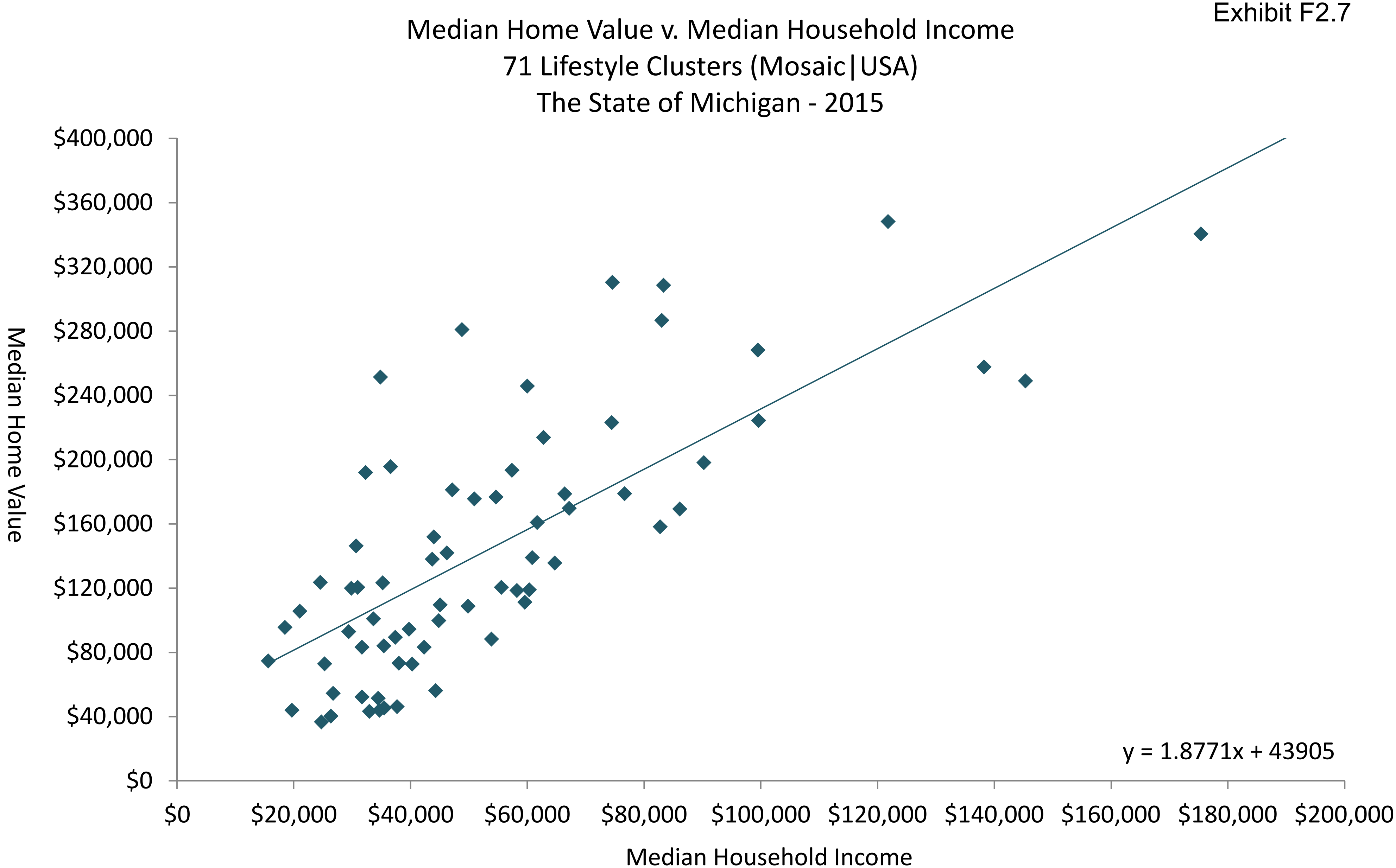
Exhibit F2.6

Market Parameters and Forecasts - Median Home Value
Ontonagon 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
	Ontonagon Co.	$75,300	$75,000	$73,100	$72,600	$69,300	$69,300	$69,300
1	Ontonagon Village	$62,600	$60,300	$60,100	$58,300	$58,100	$58,100	$58,100
2	White Pine CDP	$38,900	$41,400	$40,900	$43,900	$40,600	$40,600	$40,600

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 F2.7



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 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
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.

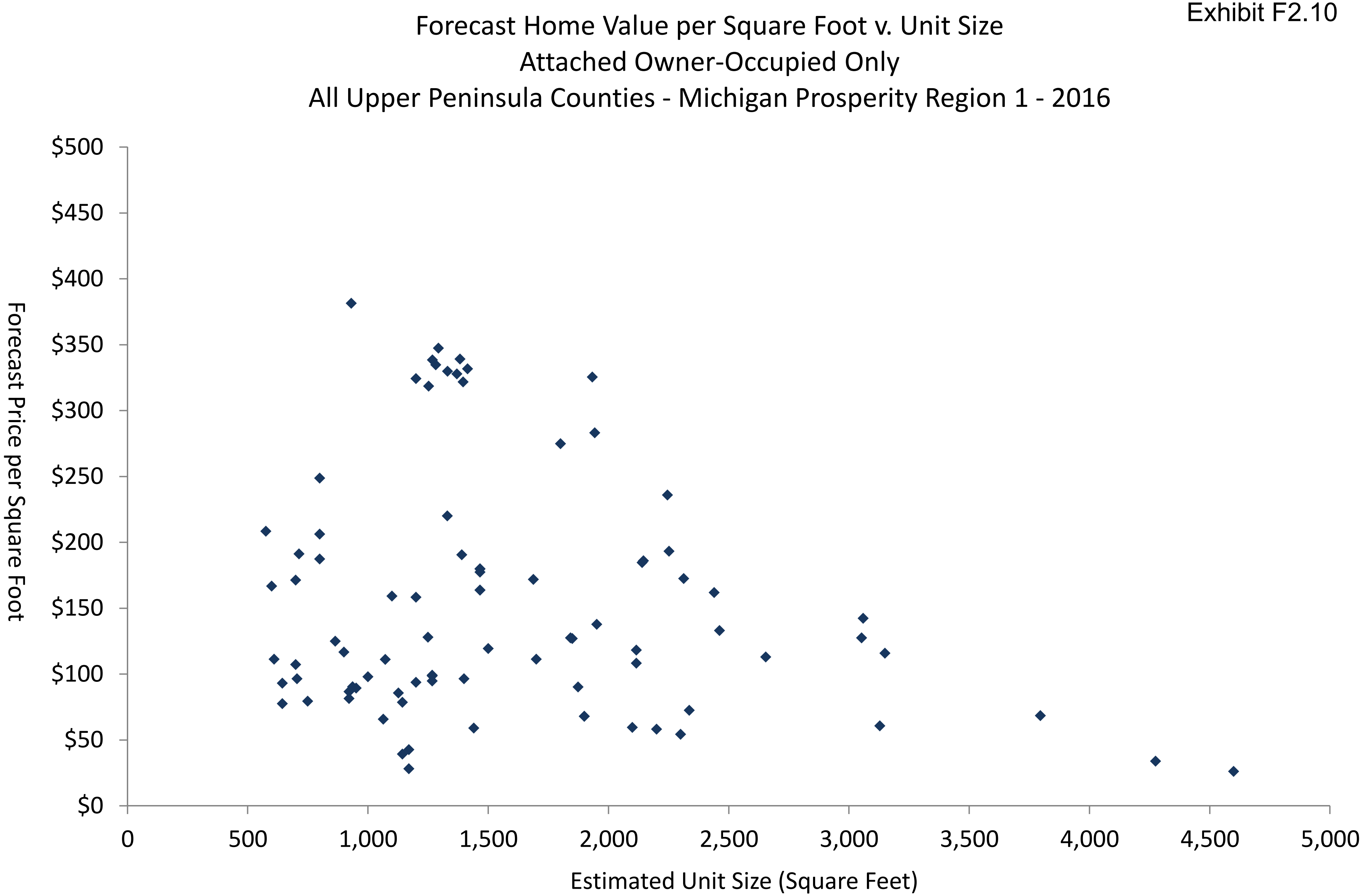
Exhibit F2.9

Market Parameters and Forecasts - Median Household Income
Ontonagon 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
	Ontonagon Co.	$35,269	$35,269	$35,269	$34,620	$35,365	$36,438	$38,000	$38,271	$13,629
1	Ontonagon Village	$32,950	$32,824	$33,365	$32,500	$33,724	$34,748	$36,237	$42,434	$11,384
2	White Pine CDP	$30,781	$31,875	$35,179	$35,000	$36,250	$37,350	$38,951	$60,278	$34,583

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 F2.10



Source: Estimates and forecasts by LandUse|USA, 2016.
Based on market observations, phone surveys, and assessors records. Excludes 1 outlier.

G

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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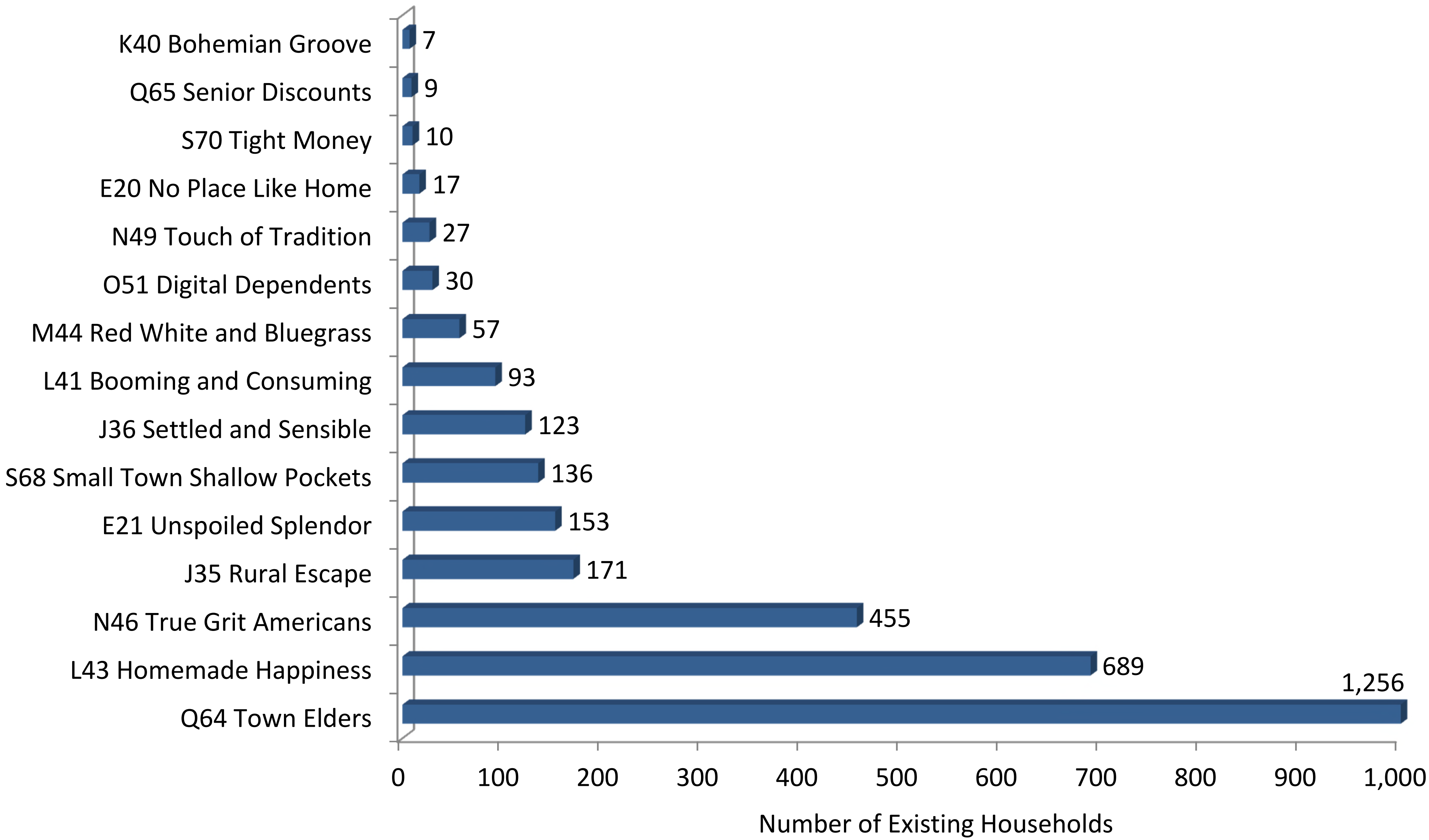
Exhibit G.1

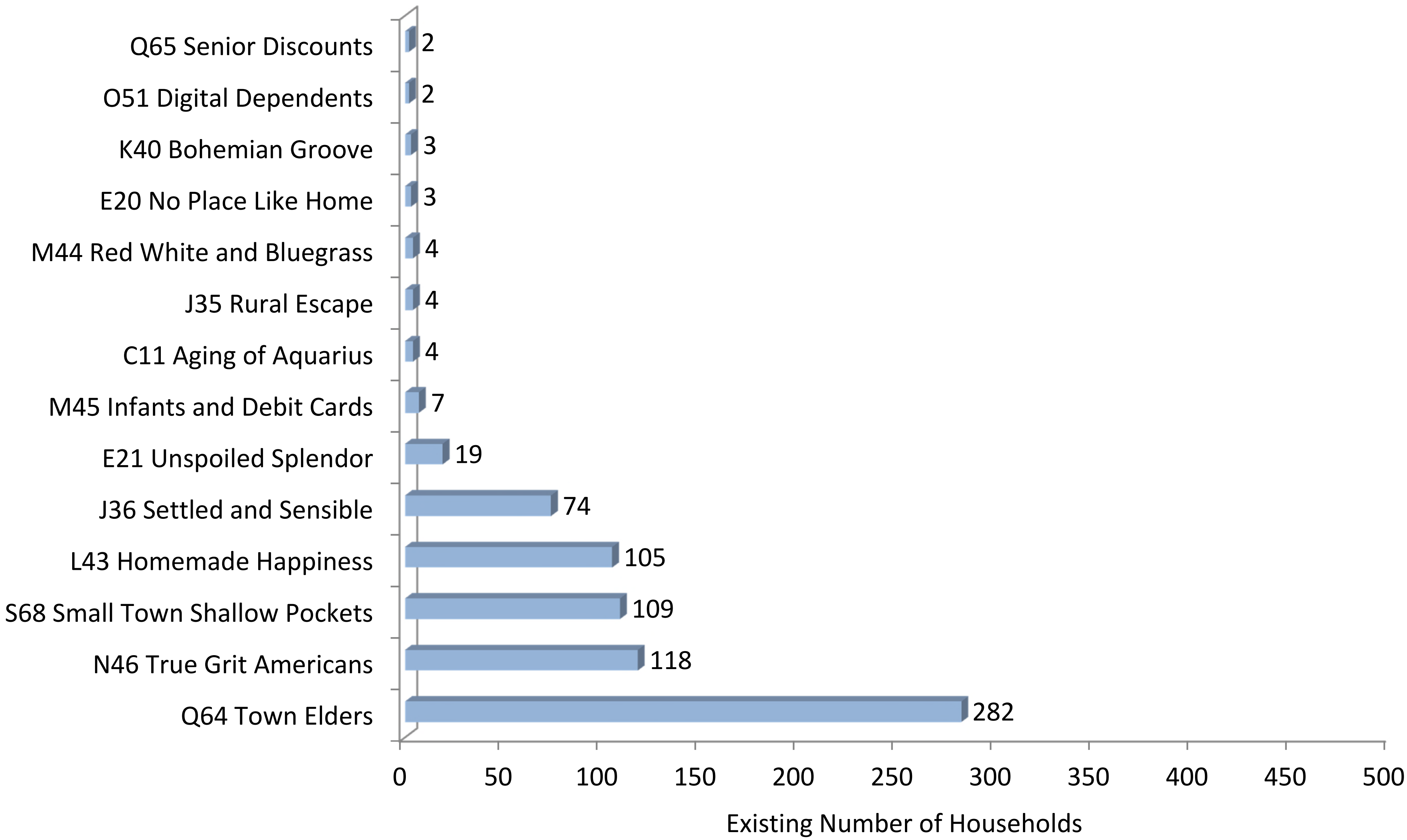
Existing Households by Predominant Lifestyle Cluster
Ontonagon COUNTY - Michigan UP Prosperity Region 1a | Year 2015



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.

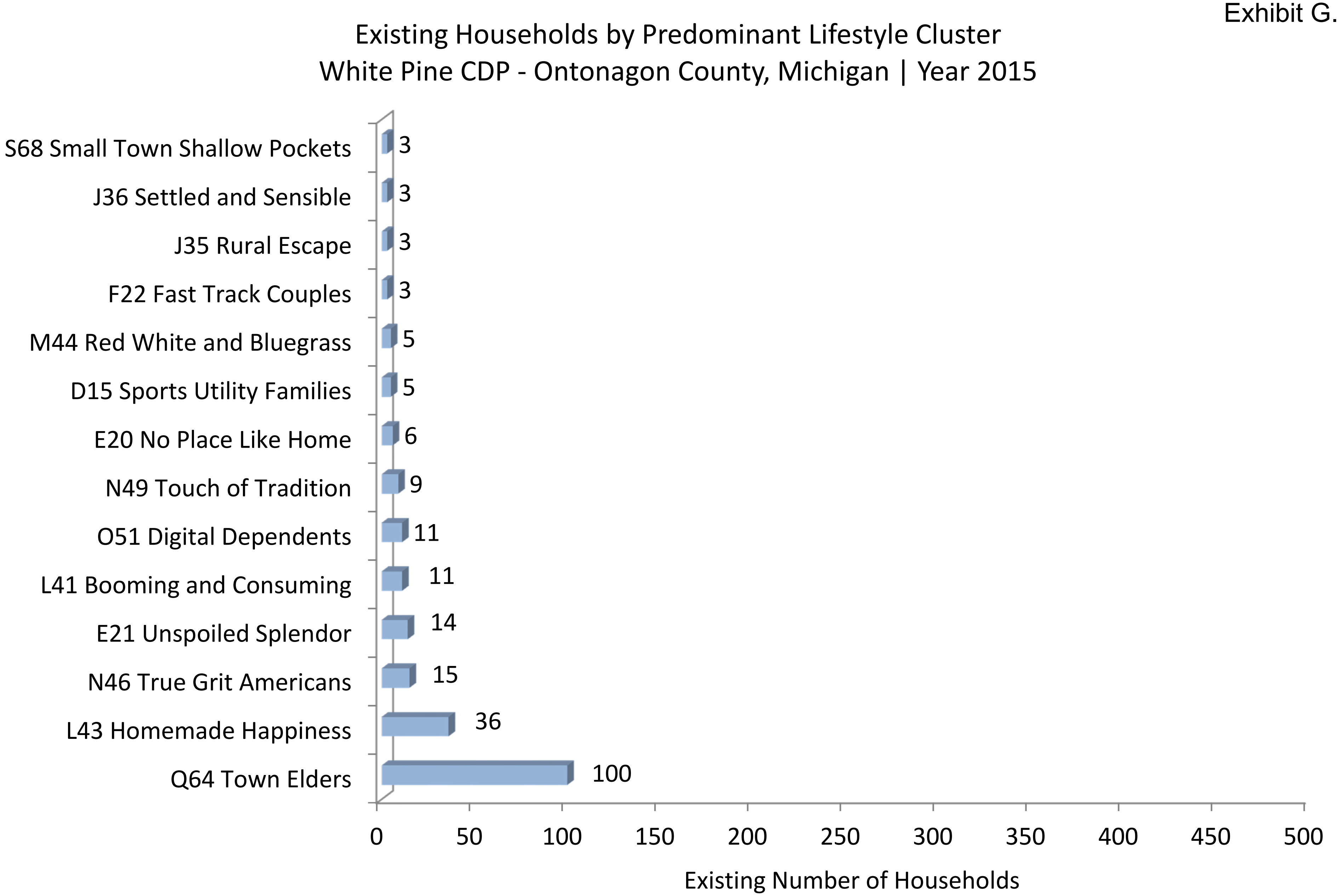
Exhibit G.2

Existing Households by Predominant Lifestyle Cluster
The Village of Ontonagon - Ontonagon 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.

Exhibit G.3



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.

Exhibit G.4

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

Order	Region 1a - West	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.
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.

Exhibit G.5

Market Parameters and Forecasts - Population
Ontonagon 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.
	Ontonagon Co.	6,780	6,976	6,848	6,703	6,584	6,448	6,448	6,448	2.0
1	Ontonagon Village	--	--	--	--	--	1,457	--	--	2.0
2	White Pine CDP	--	--	--	--	--	402	--	--	2.0

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 G.6

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.

Exhibit G.7

Market Parameters and Forecasts - Households
Ontonagon County and Selected Communities - Michigan Prosperity Region 1a

Order	County Name	2010 Census Total Hhlds.	2010 ACS 5-yr Total Hhlds.	2011 ACS 5-yr Total Hhlds.	2012 ACS 5-yr Total Hhlds.	2013 ACS 5-yr Total Hhlds.	2014 ACS 5-yr Total Hhlds.	2015 Forecast Total Hhlds.	2020 Forecast Total Hhlds.
	Ontonagon Co.	3,258	3,410	3,413	3,333	3,269	3,201	3,201	3,201
1	Ontonagon Village	--	759	755	753	734	728	728	728
2	White Pine CDP	--	199	175	191	188	202	227	273

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 G.8

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

Order	Region 1a - West	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
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.

Exhibit G.9

Market Parameters and Forecasts - Total Housing Units, Including Vacancies
Ontonagon 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
	Ontonagon Co.	5,666	5,653	5,670	5,653	5,650	5,650	5,650
1	Ontonagon Village	863	905	922	910	917	917	917
2	White Pine CDP	370	345	351	350	343	343	343

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

MSHDA
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Exhibit H.1

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

	Ontonagon County	The Village of Ontonagon	The Village of White Pine
Households Census (2010)	3,258	717	225
Households ACS (2014)	3,201	728	202
Population Census (2010)	6,780	1,494	474
Population ACS (2014)	6,448	1,457	402
Group Quarters Population (2014)	102	86	0
Correctional Facilities	7	8	0
Nursing/Mental Health Facilities	55	60	0
College/University Housing	0	0	0
Military Quarters	0	0	0
Other	39	19	0
Daytime Employees Ages 16+ (2015)	1,776	774	14
Unemployment Rate (2015)	4.2%	4.7%	4.0%
Employment by Industry Sector (2014	100.0%	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	5.1%	2.6%	7.2%
Arts, Ent. Rec., Accom., Food Service	12.7%	10.0%	21.6%
Construction	8.1%	8.1%	5.2%
Educ. Service, Health Care, Soc. Asst.	25.6%	24.8%	12.4%
Finance, Ins., Real Estate	3.4%	6.4%	2.1%
Information	1.3%	3.1%	3.1%
Manufacturing	6.8%	5.7%	23.7%
Other Services, excl. Public Admin.	6.0%	6.9%	2.1%
Profess. Sci. Mngmt. Admin. Waste	5.3%	8.4%	7.2%
Public Administration	6.6%	6.2%	7.2%
Retail Trade	11.7%	12.2%	5.2%
Transpo., Wrhse., Utilities	6.7%	4.5%	3.1%
Wholesale Trade	0.7%	1.0%	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
Ontonagon County, Michigan with Selected Communities - 2014

Exhibit H.2

	Ontonagon County	The Village of Ontonagon	The Village of White Pine
Total Housing Units (2014)	5,650	917	343
1, mobile, other	5,367	755	324
1 attached, 2	95	65	1
3 or 4	89	63	2
5 to 9	34	14	6
10 to 19	38	3	0
20 to 49	27	17	10
50 or more	0	0	0
Premium for Seasonal Households	24%	7%	19%
Vacant (incl. Seasonal, Rented, Sold)	2,449	189	141
1, mobile, other	2,368	160	125
1 attached, 2	47	29	0
3 or 4	12	0	0
5 to 9	6	0	6
10 to 19	6	0	0
20 to 49	10	0	10
50 or more	0	0	0
Avail. (excl. Seasonal, Rented, Sold)	256	64	27
1, mobile, other	248	54	24
1 attached, 2	5	10	0
3 or 4	1	0	0
5 to 9	1	0	1
10 to 19	1	0	0
20 to 49	1	0	2
50 or more	0	0	0
Total by Reason for Vacancy (2014)	2,449	189	141
Available, For Rent	38	9	7
Available, For Sale	94	6	20
Available, Not Listed	124	49	0
Total Available	256	64	27
Seasonal, Recreation	2,174	123	108
Migrant Workers	0	0	0
Rented, Not Occupied	2	2	0
Sold, Not Occupied	17	0	6
Not Yet Occupied	19	2	6

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

Exhibit H.3

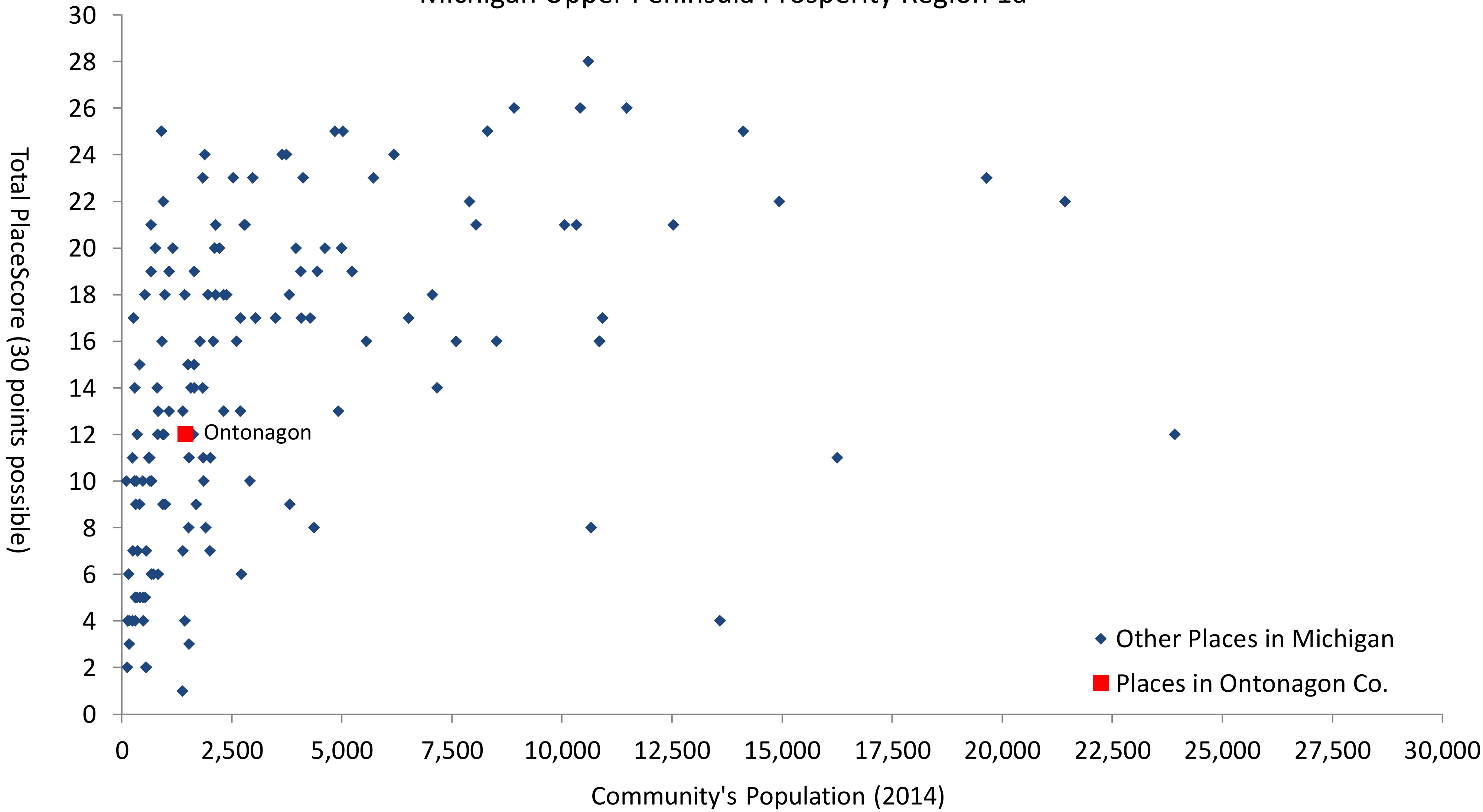
Annual Average Daily Traffic Counts and Connectivity
Michigan Upper Peninsula Prosperity Region 1a | Year 2014

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.

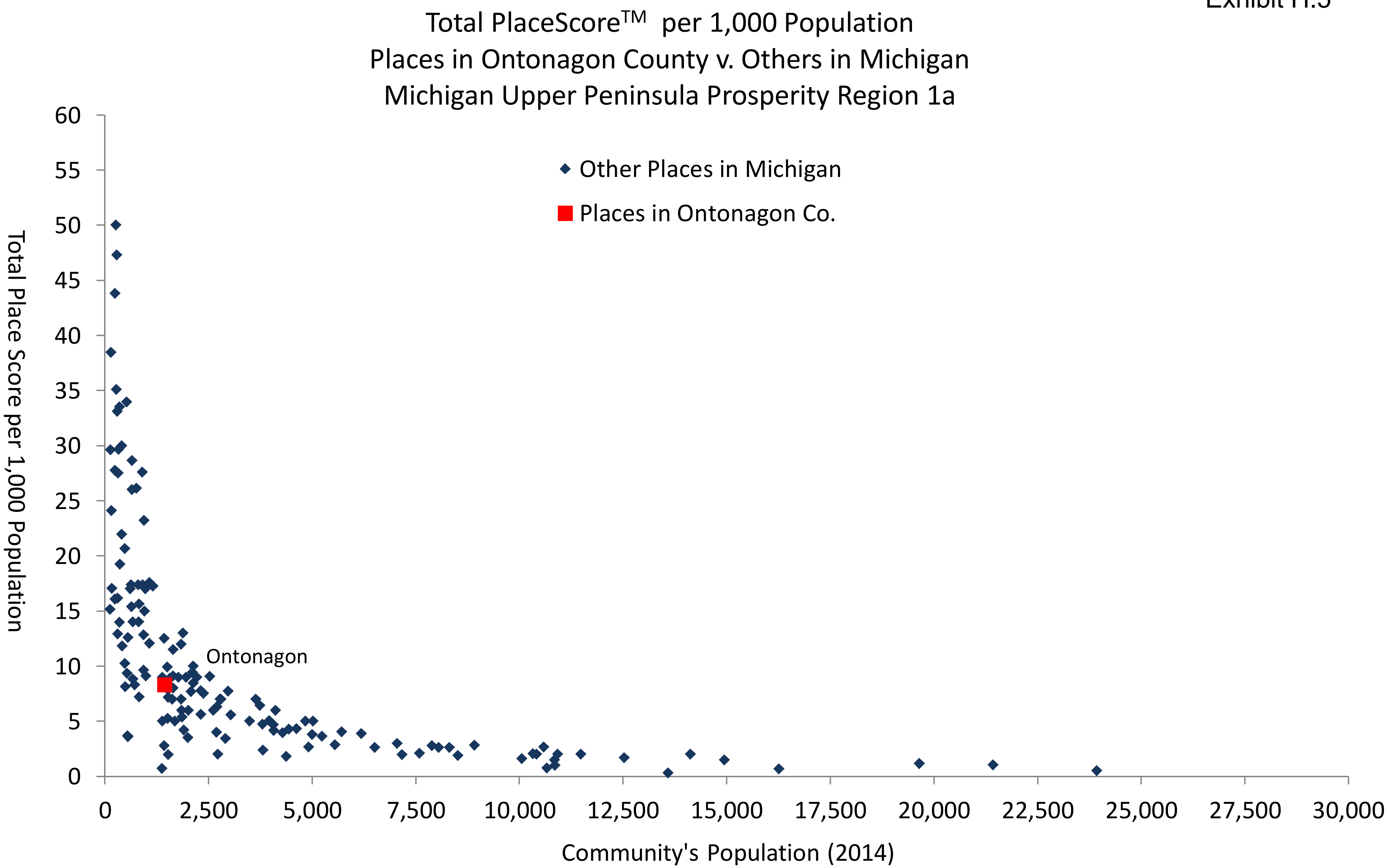
Exhibit H.4

Total PlaceScore™ v. Total Population
Places in Ontonagon 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.

Exhibit H.5



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.

Exhibit H.6

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.

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.

Exhibit H.7

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

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.

Exhibit H.8

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

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

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.

Exhibit H.9

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

		Baraga	Gogebic	Iron
	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.
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.