

COMMUNITY OVERVIEW & HOUSING MARKET SUMMARY

City of Clare,
Michigan



BOWEN
NATIONAL
RESEARCH

2025

I. INTRODUCTION

A. PURPOSE

The East Michigan Council of Governments retained Bowen National Research in September 2024 for the purpose of conducting a Community Overview and Housing Market Summary of Clare, Michigan. This overview was completed in conjunction with the Housing Needs Assessment for Region G in the state of Michigan.

With changing demographic characteristics and trends expected over the years ahead, it is important for the local government, stakeholders and its citizens to understand the current market conditions and projected changes that are anticipated to occur that will influence future housing needs. Toward that end, this report intends to:

- Provide an overview of present-day Clare, Michigan.
- Present and evaluate past, current and projected detailed demographic characteristics.
- Present and evaluate employment characteristics and trends, as well as the economic drivers impacting the community.
- Determine current characteristics of major housing components within the market (for-sale/ownership and rental housing alternatives).
- Provide housing gap estimates by tenure (renter and owner) and income segment.

By accomplishing the study's objectives, government officials, area stakeholders, and housing advocates can: (1) better understand the community's evolving housing market, (2) establish housing priorities, (3) modify, expand, or introduce local government housing policies, and (4) enhance and/or expand the community's housing market to meet current and future housing needs.

B. METHODOLOGIES AND DATA SOURCES

The following methods and data sources were used by Bowen National Research:

Study Area Delineation

The primary geographic scope of this study is Clare, Michigan. A description of the individual study area and corresponding maps are included in Section II.

Demographic Information

Demographic data for population, households, and housing was secured from ESRI, the 2010 and 2020 U.S. Census, the U.S. Department of Commerce, and the American Community Survey. This data has been used in its primary form and by Bowen National Research for secondary calculations. Estimates and projections of key demographic data for 2024 and 2029 were also provided.

Employment Information

Employment information was obtained and evaluated for various geographic areas that were part of this overall study. This information included data related to employment by job sector, total employment, unemployment rates, and identification of large-scale job expansions or contractions. Most information was obtained through the U.S. Department of Labor, Bureau of Labor Statistics. Bowen National Research also conducted numerous interviews with local stakeholders familiar with the area's employment characteristics and trends.

Housing Supply

This study focuses on rental and for-sale housing components. Rentals include multifamily apartments (generally five+ units per building) and non-conventional rentals (single-family homes, duplexes, mobile homes, etc.). For-sale housing includes individual homes, mobile homes, and projects within subdivisions. It is important to note, depending upon the availability of data and housing product, we present and evaluate housing data as reported by secondary data sources and/or collected by Bowen National Research.

Housing Gap Estimates

Based on the demographic data for both 2024 and 2029 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units that are needed (housing gap) in the county, then apportioned part of this gap toward the smaller subject market. The following summarizes the metrics used in our demand estimates.

We included renter and owner household growth, the number of units required for a balanced market, the need for replacement of substandard housing, commuter/external market support, severe cost-burdened households, and step-down support as the demand components in our estimates for new rental and for-sale housing units. As part of this analysis, we accounted for vacancies reported among both renter- and owner-occupied housing alternatives, considered applicable units in the development pipeline, and concluded this analysis by providing the number of units that are needed by different income segments, rent levels, and purchase price points.

C. REPORT LIMITATIONS

The intent of this report is to collect and analyze selected data for Clare, Michigan. Bowen National Research relied on a variety of data sources to generate this report. These data sources are not always verifiable; however, Bowen National Research makes a concerted effort to assure accuracy. While this is not always possible, we believe that our efforts provide an acceptable standard margin of error. Bowen National Research is not responsible for errors or omissions in the data provided by other sources.

We have no present or prospective interest in any of the properties included in this report, and we have no personal interest or bias with respect to the parties involved. Our compensation is not contingent on an action or event resulting from the analyses, opinions, or use of this study. Any reproduction or duplication of this study without the expressed approval of the East Michigan Council of Governments or Bowen National Research is strictly prohibited.

II. COMMUNITY OVERVIEW & HOUSING MARKET SUMMARY

In May 2025, Bowen National Research completed an eight-county Housing Needs Assessment of Region G in the state of Michigan. In conjunction with the regional Housing Needs Assessment, individual housing overviews were also prepared for select communities within the region.

This housing overview includes a summary of demographic, economic and housing metrics specific to the city of Clare, Michigan. To provide a base of comparison, various metrics of Clare are compared with Clare County and statewide numbers. It should be noted that the city of Clare falls within the boundaries of *both* Clare and Isabella counties, though the vast majority of the city is located within Clare County. As such, comparative analyses within this overview will be limited to Clare County unless otherwise noted.

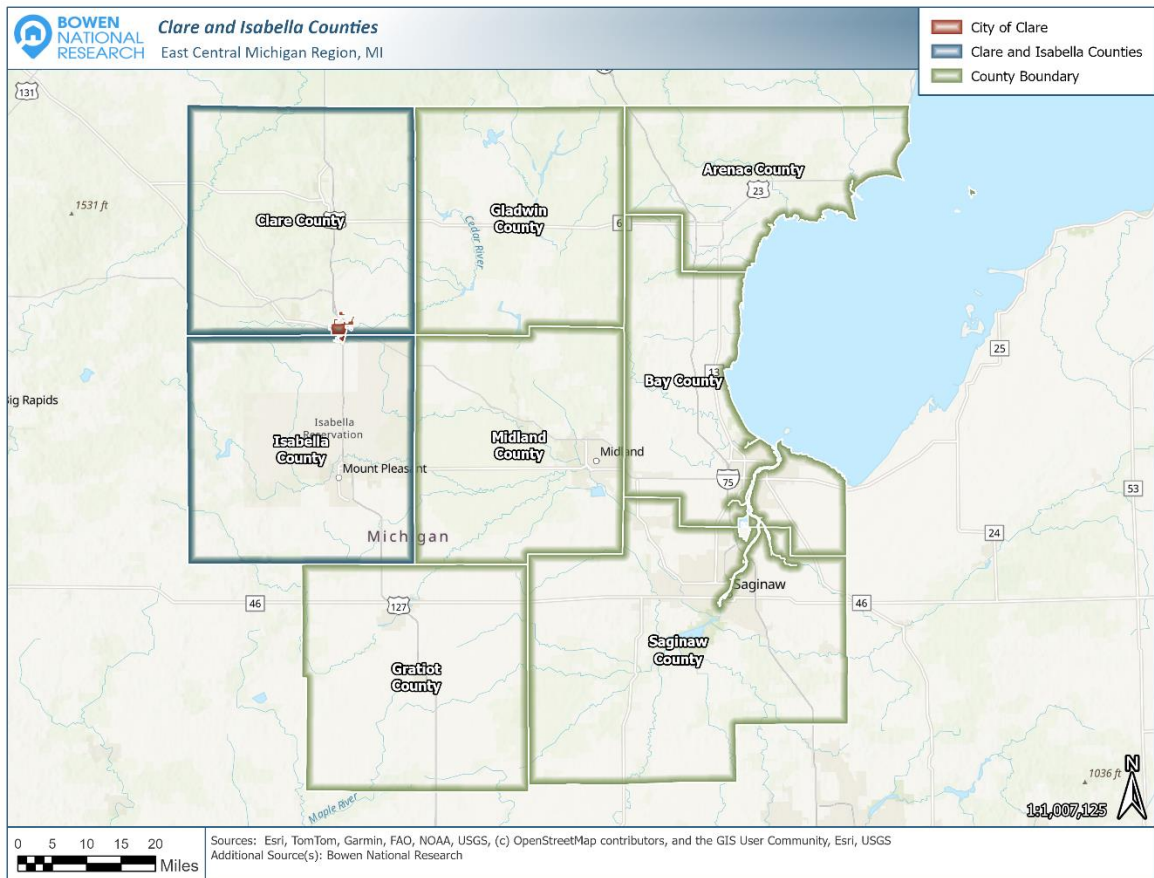
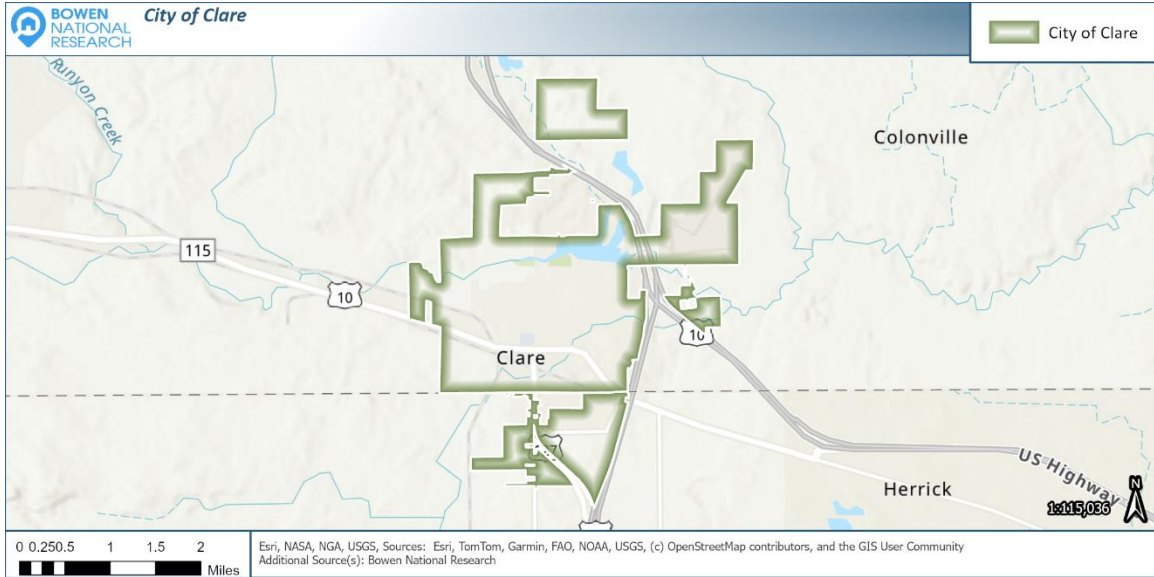
The analyses on the following pages provide overviews of key demographic and economic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. Demographic projections included in this overview assume that no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

It is important to note that 2010 and 2020 demographic data are based on U.S. Census data (actual count), while 2024 and 2029 data are based on calculated estimates provided by ESRI, a nationally recognized demography firm. Additionally, secondary housing data included within this analysis uses a combination of ESRI estimates and data obtained from the American Community Survey (ACS). As such, differences in totals and shares among various tables within this analysis may exist. Also note that due to the relative size of the population and number of households in the subject community, the margins of error for survey-driven data from sources such as the American Community Survey may be higher compared to larger geographies. Nonetheless, the demographic data provided as part of this analysis is the most accurate available, as provided by the aforementioned reputable sources.

A. INTRODUCTION

Clare is a city within Clare County, Michigan. Located in the East Central Region of Michigan, the city of Clare encompasses approximately 3.0 square miles. The community has an estimated 2024 population of 3,189, representative of approximately 10.0% of the population in Clare County. U.S. Highways 10 and 127, which run along the northeast and eastern limits of the city, respectively, serve as the primary connectors for Clare.

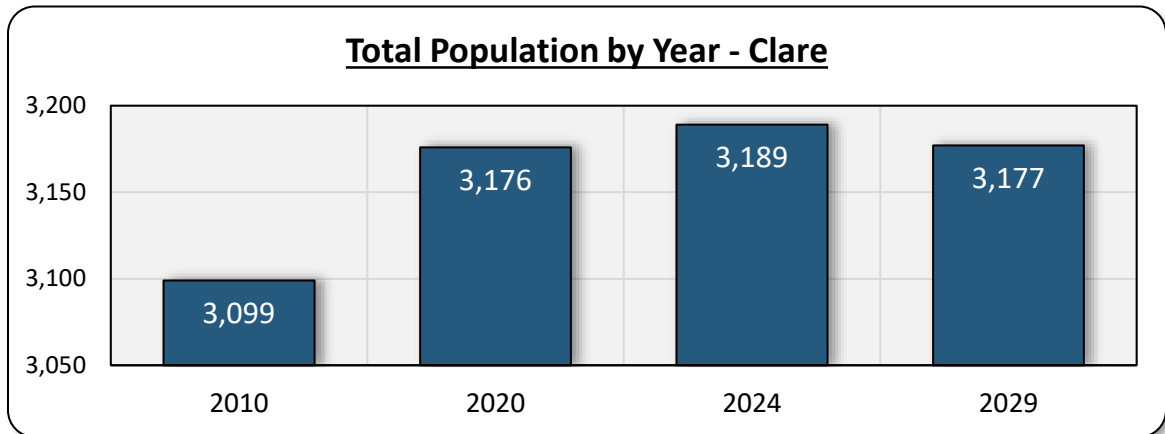
Maps illustrating the city of Clare, Michigan and Clare/Isabella Counties in relation to Region G are included on the following page.



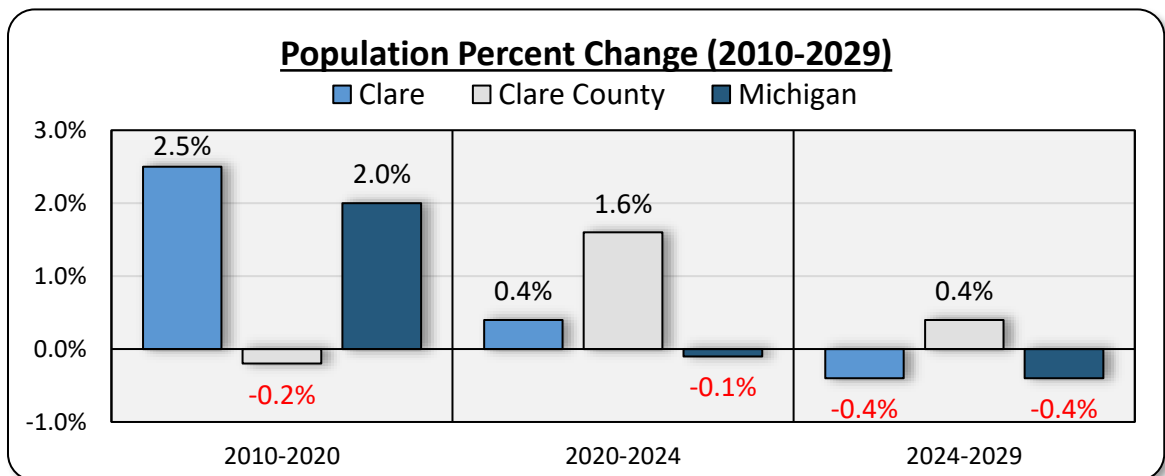
B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for the city of Clare. Demographic comparisons provide insights into the human composition of housing markets. It should be noted that some total numbers and percentages may not match the totals within or between tables/graphs in this section due to rounding.

The following graphs illustrate **total population** by year for the city of Clare and population *percent* changes for each study area between 2010 and 2029.



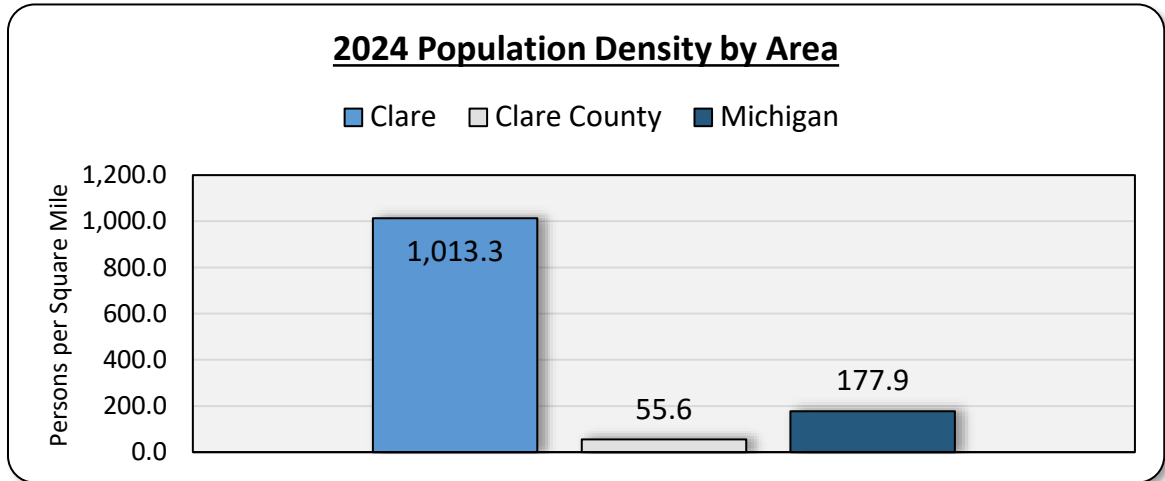
Source: 2010, 2020 Census; ESRI; Bowen National Research



Source: 2010, 2020 Census; ESRI; Bowen National Research

The population in the city of Clare increased by 77 (2.5%) between 2010 and 2020. This contrasts with the 0.2% decline for the county and is slightly larger than the 2.0% increase for the state during the time period. Between 2020 and 2024, the population in Clare increased by 0.4%, though the population within the area is projected to decline by 0.4% over the next five years. The projected population decline within Clare contrasts with the 0.4% increase projected for the county but is identical to the rate of decline projected for the state (0.4%) during this time period. Household growth, which is a better reflection of housing needs, is discussed later in this section.

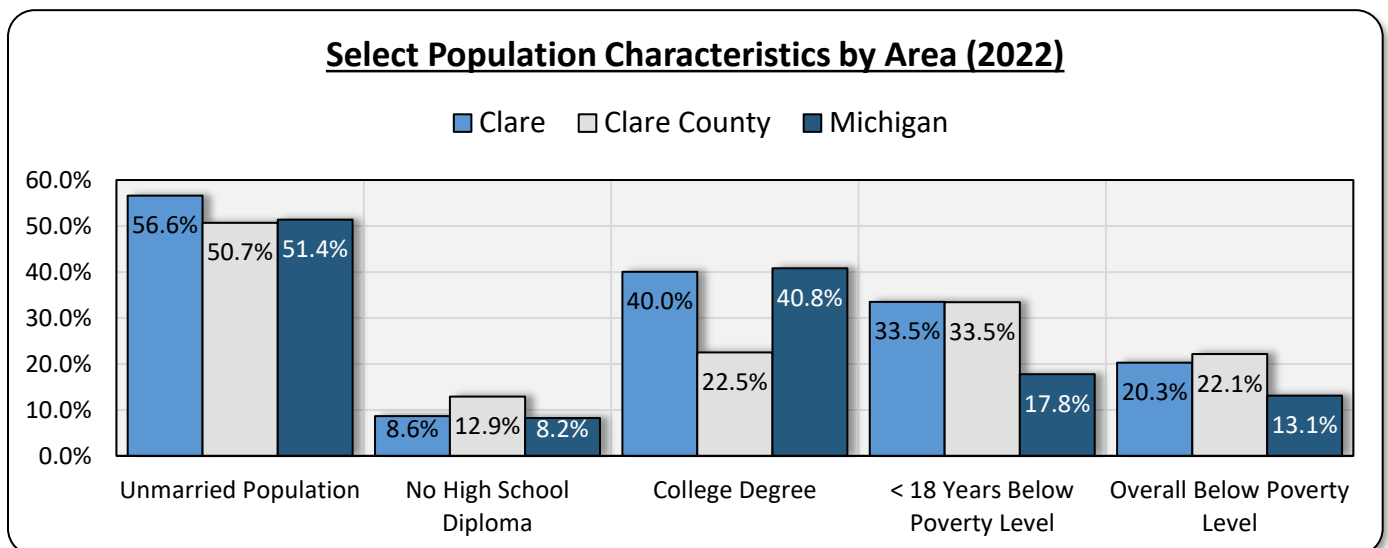
The following graph illustrates the *population density* for each study area in 2024.



Source: 2010, 2020 Census; ESRI; Bowen National Research

With a population density of 1,013.3 persons per square mile, the city of Clare is significantly more densely populated than Clare County and the state of Michigan.

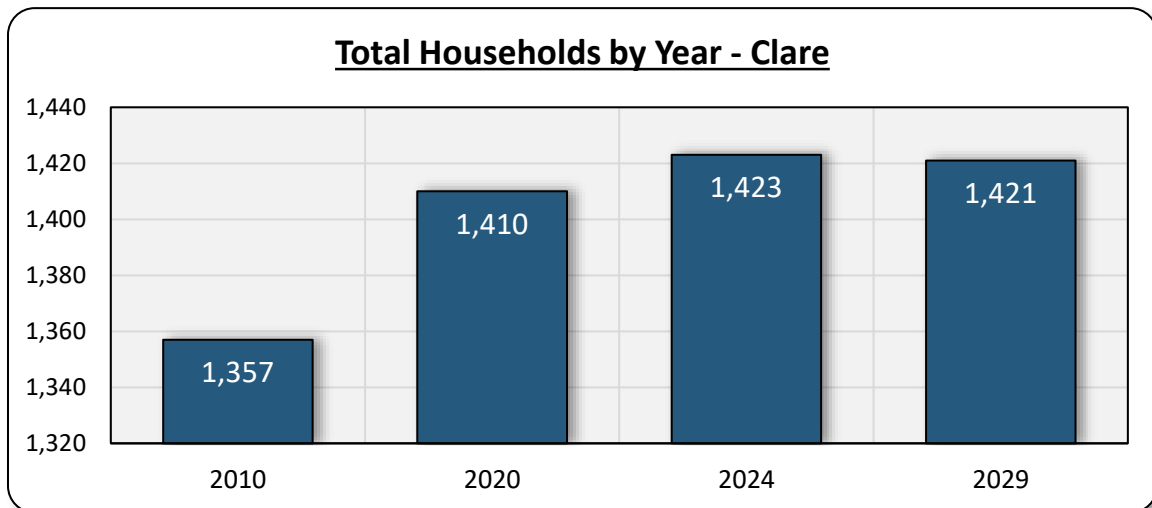
The following graph illustrates *select population characteristics* that typically influence housing affordability for each of the study areas.



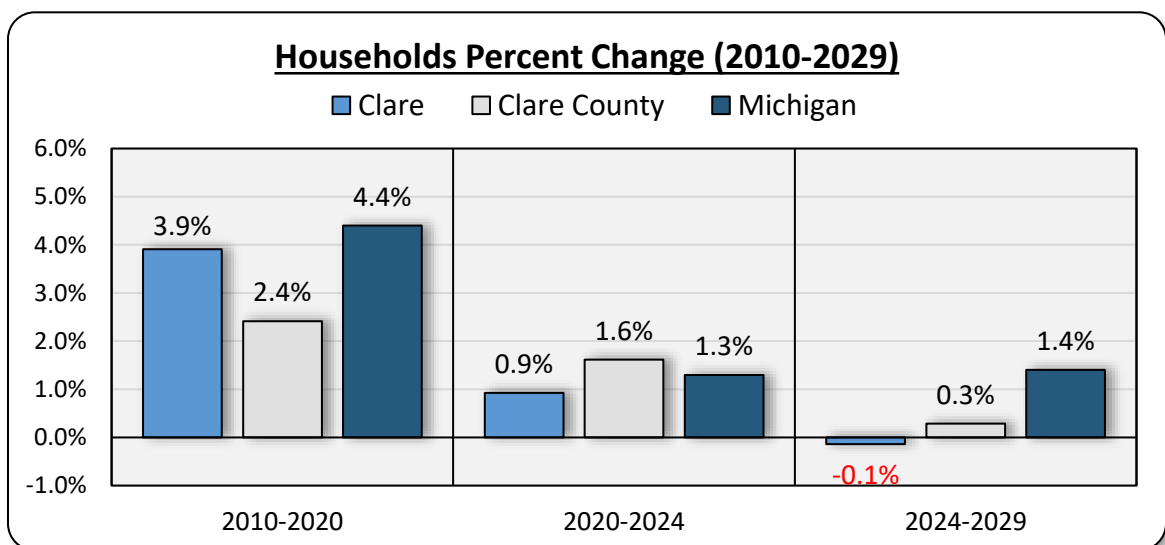
Source: 2018-2022 American Community Survey; ESRI; Bowen National Research

The city of Clare has a higher share of unmarried population (56.6%), a lower share of the population without a high school diploma (8.6%), and a higher share of individuals with a college degree (40.0%) as compared to the county. The two educational attainment factors likely have a positive influence on household income within the city. Overall, the city of Clare has poverty rates for children less than 18 years of age and the overall population which are similar to, if not lower than, those reported for the county. However, poverty rates within the city are notably higher than those statewide.

The following graphs illustrate the number of **total households** by year for the city of Clare and household *percent* changes for each study area between 2010 and 2029.



Source: 2010, 2020 Census; ESRI; Bowen National Research



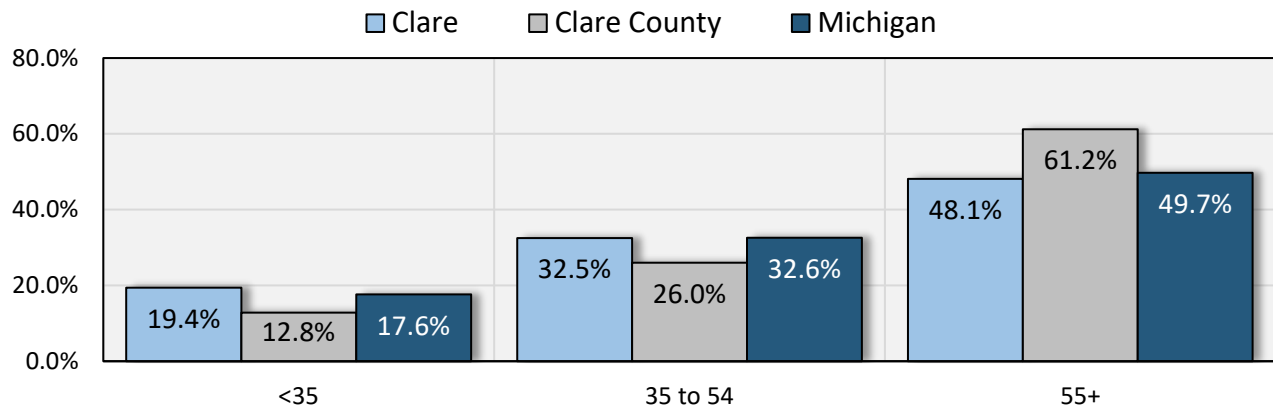
Source: 2010, 2020 Census; ESRI; Bowen National Research

The number of households in the city of Clare increased by 53 (3.9%) between 2010 and 2020. This is a larger percentage increase compared to the county but slightly lower than that within the state during this time period. Between 2020 and 2024, the number of households in Clare increased by 0.9%, though the household base is projected to decline slightly (0.1%) between 2024 and 2029. In contrast, both the county and state are projected to experience a slight increase in households between 2024 and 2029. While household growth can heavily influence the total housing needs of a market, factors such as households living in substandard or cost-burdened housing, people commuting into the area for work, pent-up demand, and availability of existing housing all affect housing needs. These factors are addressed throughout this overview.

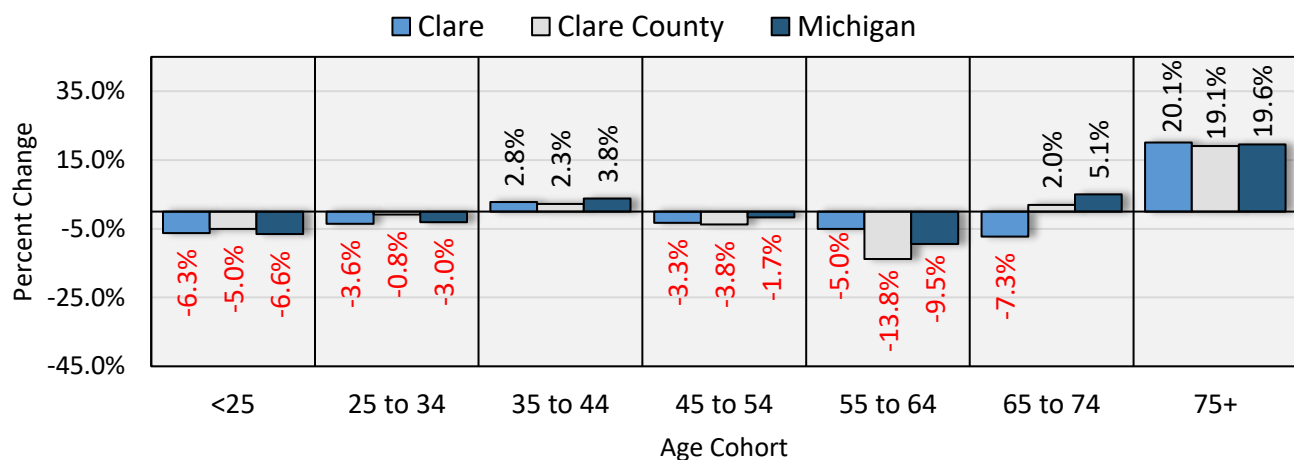
The following table and graphs illustrate *household heads by age* for the subject community, the distribution in 2024, and the projected percent changes between 2024 and 2029 for each of the study areas.

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Clare	2020	81 (5.8%)	188 (13.4%)	216 (15.4%)	234 (16.6%)	228 (16.2%)	264 (18.8%)	196 (13.9%)
	2024	80 (5.6%)	196 (13.8%)	216 (15.2%)	246 (17.3%)	219 (15.4%)	261 (18.4%)	204 (14.3%)
	2029	75 (5.3%)	189 (13.3%)	222 (15.6%)	238 (16.8%)	208 (14.7%)	242 (17.1%)	245 (17.3%)
	Change 2024-2029	-5 (-6.3%)	-7 (-3.6%)	6 (2.8%)	-8 (-3.3%)	-11 (-5.0%)	-19 (-7.3%)	41 (20.1%)

Distribution of Household Heads by Age (2024)



Projected Percent Change in Household Heads by Age (2024-2029)



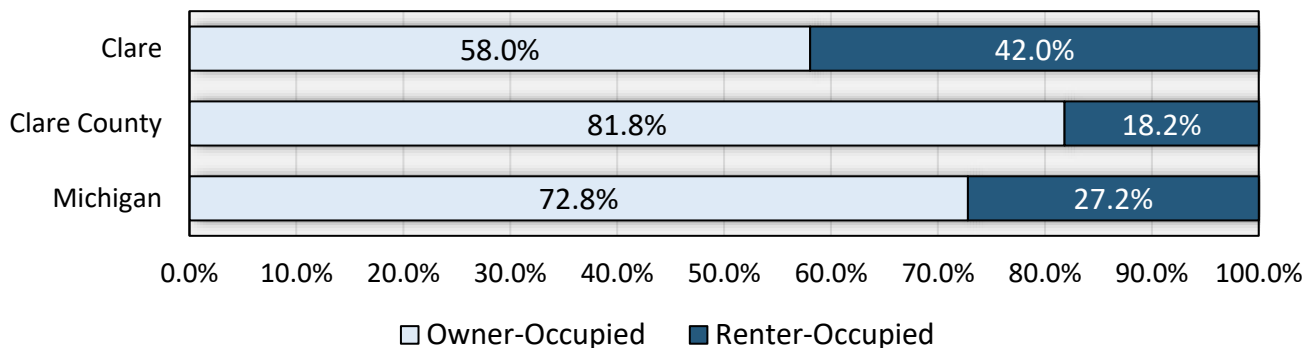
Source: ESRI; Bowen National Research

Overall, the data shows that households within the city of Clare in 2024 are more heavily concentrated among households less than 35 years of age (19.4%) when compared to the county and state, and between the ages of 35 and 54 (32.5%) when compared to the county. While households aged 75 and older are projected to increase by 20.1% within the city of Clare over the next five years, a nominal increase is also projected for households between the ages of 35 and 44 (2.8%). The projected changes suggest that demand for senior-oriented housing may increase within the city. However, with more than half (51.0%) of all households projected to remain under the age of 55 through 2029, ongoing demand is also expected to remain for housing among younger households.

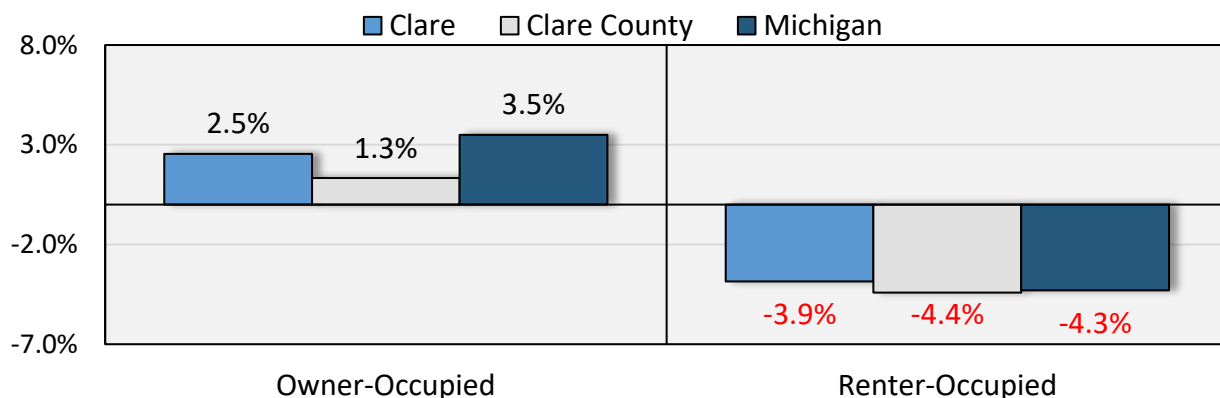
The following table and graphs illustrate **households by tenure** (renters and owners) for the subject community in 2024 and compare the shares and projected *percent* changes in households by tenure for each of the study areas between 2024 and 2029.

Households by Tenure									
Household Type	2020		2024		2029		Change 2024-2029		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Clare	Owner-Occupied	759	53.8%	826	58.0%	847	59.6%	21	2.5%
	Renter-Occupied	651	46.2%	597	42.0%	574	40.4%	-23	-3.9%
	Total	1,410	100.0%	1,423	100.0%	1,421	100.0%	-2	-0.1%

Households by Tenure (2024)



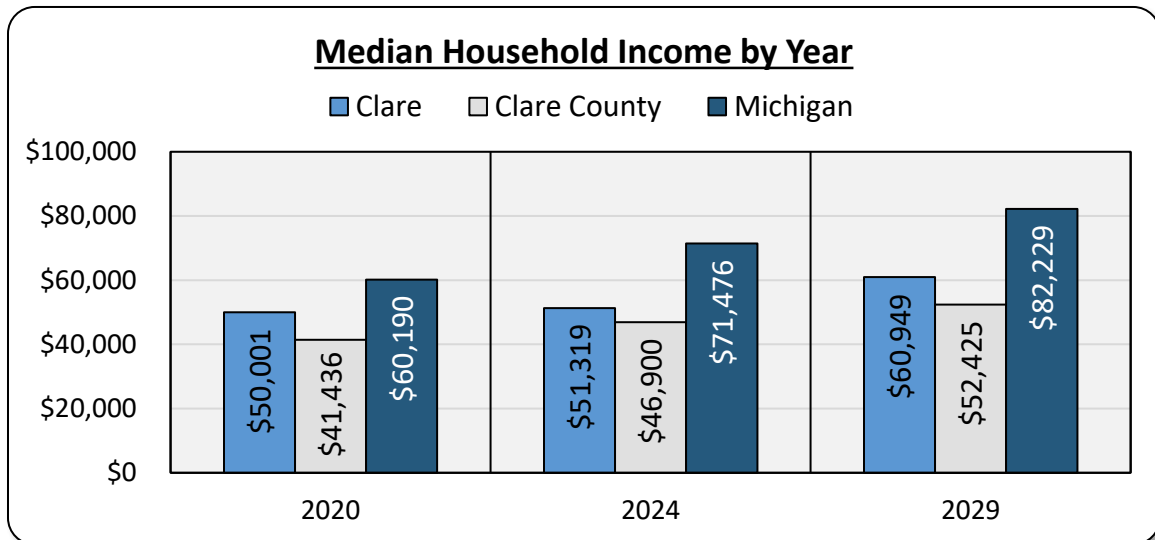
Projected Percent Change in Households by Tenure (2024-2029)



Source: 2020 Census; ESRI; Bowen National Research

In 2024, the distribution of households by tenure in the city of Clare (58.0% owners and 42.0% renters) is more heavily weighted toward renter households as compared to the county and state. While changes in the number of households by tenure over time will influence housing needs, it is important to understand that housing demand is influenced by a variety of factors, which may include existing pent-up demand, substandard housing, housing cost burden, commuting, and/or other factors.

The following compares the *median household income* for each of the study areas from 2020 to 2029.



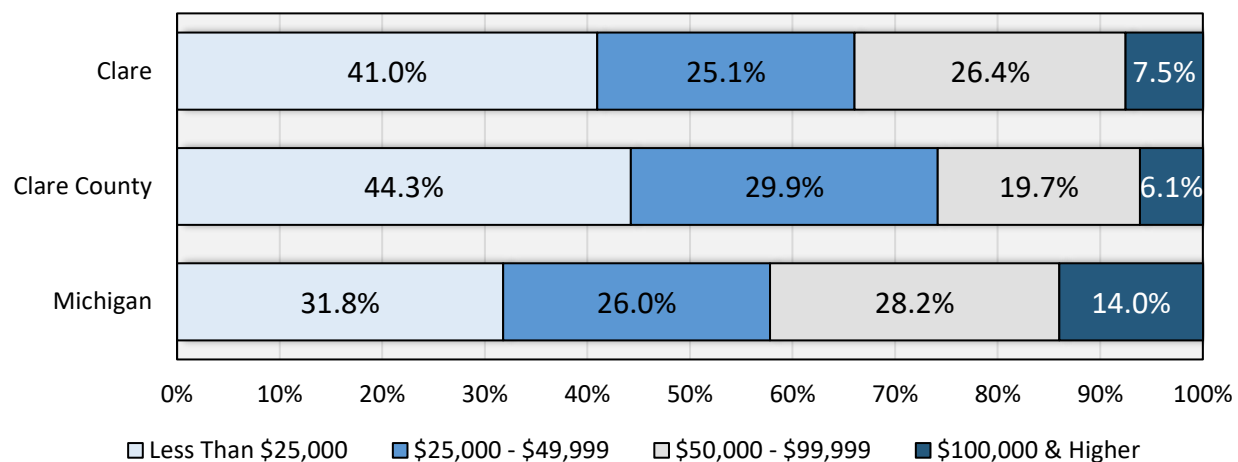
Source: 2020 Census; ESRI; Bowen National Research

As the preceding illustrates, the 2024 median household income in the city of Clare (\$51,319) is 9.4% higher than the county median household income but 28.2% lower than the statewide median household income. Over the next five years, it is projected that the median household income in Clare will increase to \$60,949, representing an increase of 18.8%. Nonetheless, the median household income in Clare will remain below the statewide level over the next five years, despite being higher than that projected for the county during this time.

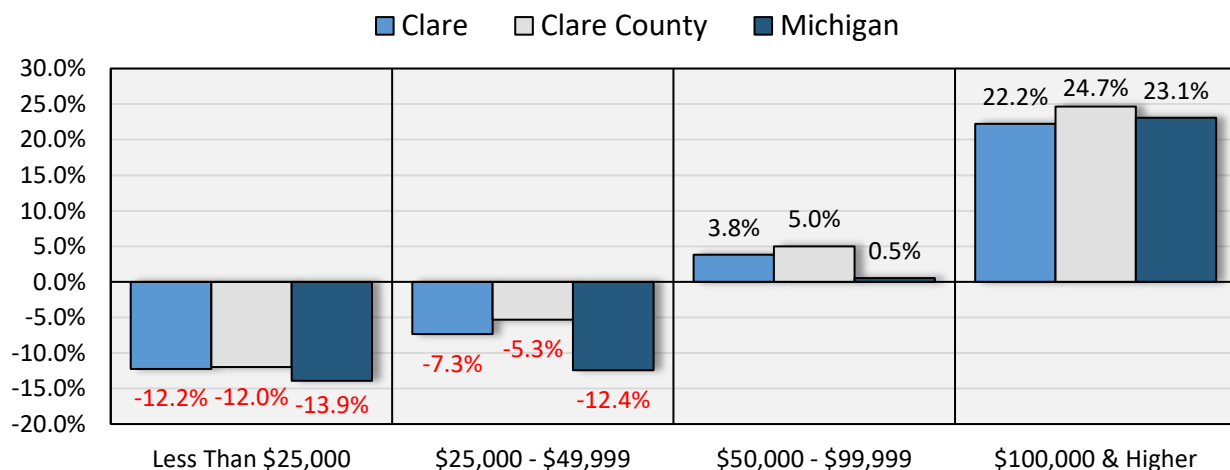
The following table and graphs illustrate **renter households by income** for the subject community and compare the distribution and the projected *percent* changes in renter households by income between 2024 and 2029 for each of the study areas.

		Renter Households by Income							
		Less Than \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000 & Higher
Clare	2020	265 (40.6%)	165 (25.3%)	37 (5.7%)	123 (18.9%)	19 (2.9%)	20 (3.1%)	21 (3.2%)	2 (0.3%)
	2024	117 (19.6%)	128 (21.4%)	89 (14.9%)	61 (10.2%)	103 (17.2%)	55 (9.2%)	42 (7.0%)	3 (0.5%)
	2029	104 (18.1%)	111 (19.4%)	81 (14.1%)	58 (10.1%)	102 (17.8%)	62 (10.8%)	51 (8.9%)	4 (0.7%)
	Change 2024-2029	-13 (-11.1%)	-17 (-13.3%)	-8 (-9.0%)	-3 (-4.9%)	-1 (-1.0%)	7 (12.7%)	9 (21.4%)	1 (33.3%)

2024 Distribution of Renter Households by Income



Percent Change in Renter Households by Income (2024-2029)



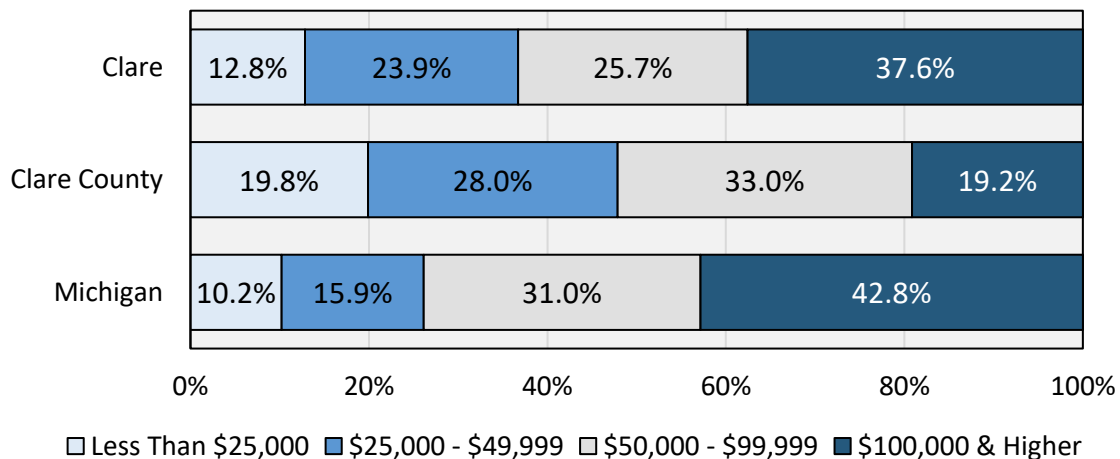
Source: 2020 Census; ESRI; Bowen National Research

In 2024, Clare has a notably higher share of renter households with incomes less than \$25,000 (41.0%) when compared to the state (31.8%). While the share of renter households earning less than \$25,000 in Clare is significantly higher than the statewide share, it is lower than that reported for the county (44.3%). The city also has higher shares of renter households earning between \$50,000 and \$99,999 (26.4%) and \$100,000 or more (7.5%) as compared to the county. Between 2024 and 2029, renter household growth in all three geographies is projected to be among households earning \$50,000 or higher. Within Clare, renter households earning between \$50,000 and \$99,999 are projected to increase by 3.8%, while renter households earning \$100,000 or higher are projected to increase by 22.2%. Despite these changes, the majority (61.7%) of renter households in Clare will continue to earn less than \$50,000, and 37.5% will continue to earn less than \$25,000 annually through 2029.

The following table and graphs illustrate **owner households by income** for the subject community in 2024 and compare the distribution and the projected *percent* changes in owner households by income between 2024 and 2029 for each of the study areas.

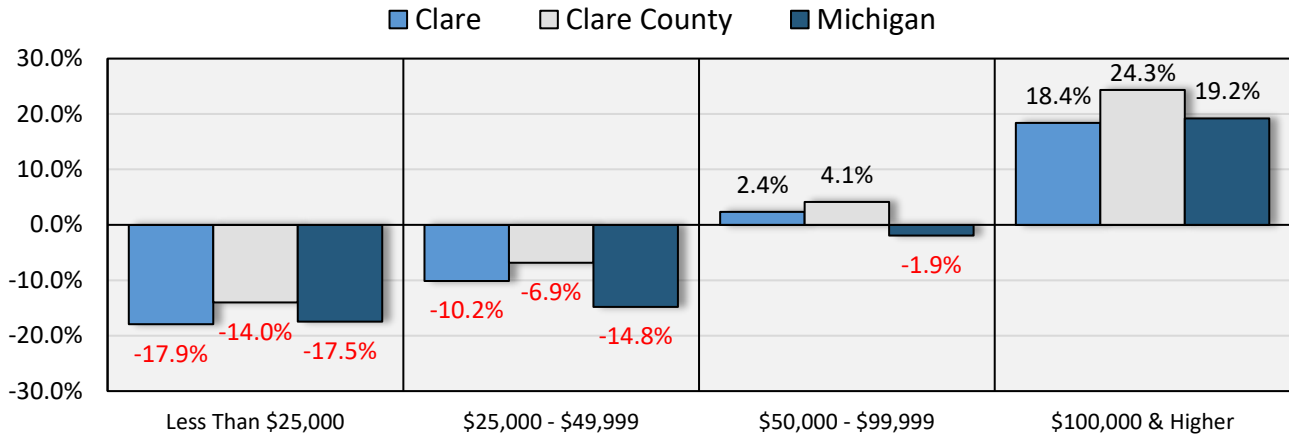
		Owner Households by Income							
		Less Than \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000 & Higher
Clare	2020	7 (0.9%)	22 (2.9%)	62 (8.2%)	101 (13.3%)	123 (16.2%)	200 (26.4%)	207 (27.3%)	36 (4.7%)
	2024	33 (4.0%)	73 (8.8%)	50 (6.1%)	147 (17.8%)	81 (9.8%)	131 (15.9%)	197 (23.9%)	113 (13.7%)
	2029	27 (3.2%)	60 (7.1%)	44 (5.2%)	133 (15.7%)	76 (9.0%)	141 (16.6%)	226 (26.6%)	141 (16.6%)
	Change 2024-2029	-6 (-18.2%)	-13 (-17.8%)	-6 (-12.0%)	-14 (-9.5%)	-5 (-6.2%)	10 (7.6%)	29 (14.7%)	28 (24.8%)

2024 Distribution of Owner Households by Income



Source: 2020 Census; ESRI; Bowen National Research

Percent Change in Owner Households by Income (2024-2029)



Source: 2020 Census; ESRI; Bowen National Research

In 2024, nearly two-thirds (62.4%) of Clare owner households earn less than \$100,000, which is a larger share compared to the state (57.1%) but a notably lower share compared to the county (80.9%). Specifically, 23.9% of owner households in the city earn between \$25,000 and \$49,999, which is a substantially larger share than the state (15.9%) for such households. Between 2024 and 2029, the most significant growth (18.4%) in owner households is projected to be among households earning \$100,000 or more, though marginal growth (2.4%) is projected for households earning between \$50,000 and \$99,999. Despite the notable increase among owner households earning \$100,000 or higher, 56.8% of all owner households in Clare will continue to earn less than \$100,000 through 2029, and 31.2% will earn less than \$50,000 annually.

The following table illustrates the **components of population change** for Clare County and the state of Michigan between April 2020 and July 2024. Note that components of change data is only available at the county level or higher. The estimate for each geography includes a *residual* value, which is the change that cannot be attributed to any specific component. The residual value adjusts the total population change for the given geography so that the sum of each county equals the state, and each state equals the total national population change.

Estimated Components of Population Change by Area April 1, 2020 to July 1, 2024							
Area	Change		Components of Change				
	Number	Percent	Natural Change	Domestic Migration	International Migration	Net Migration	Residual*
Clare County	544	1.8%	-838	1,358	17	1,375	7
Michigan	61,121	0.6%	-38,340	-67,785	164,465	96,680	2,781

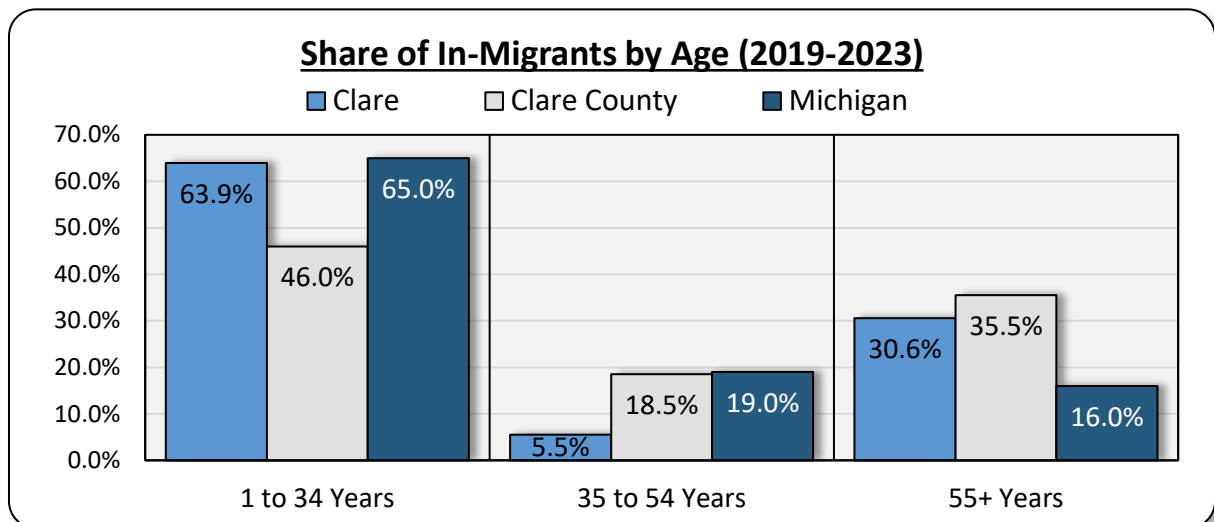
Source: U.S. Census Bureau, Population Division, March 2025

*Each geography includes residual representing the change that cannot be attributed to any specific demographic component

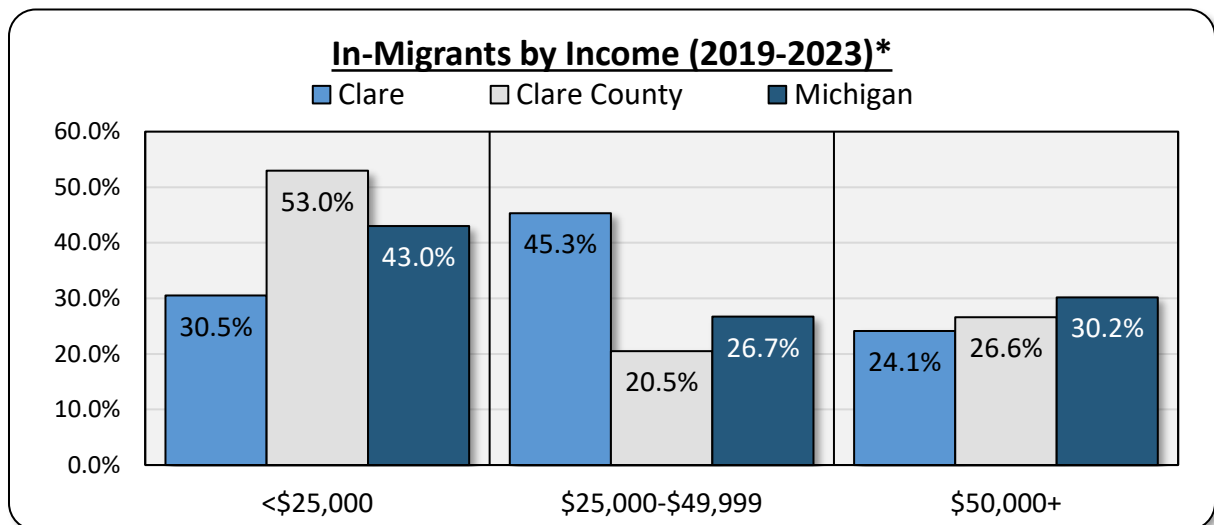
Based on the preceding data, the population increase within Clare County between 2020 and 2024 was heavily influenced by domestic and international migration. Conversely, natural change was a negative component of population change as there were more deaths than births in Clare County. While this data is not specific to the city

of Clare, it is reasonable to conclude that the components of population change for Clare County likely have a significant influence on each of the geographies located within the county.

The following graphs illustrate the distribution of *in-migrants by age* and *by income* for each study area from 2019 to 2023. Note that the data illustrated in both graphs is based on *population*, not households.



Source: U.S. Census Bureau, 2023 5-Year American Community Survey (S0701); Bowen National Research



Source: U.S. Census Bureau, 2023 5-Year American Community Survey (B07010); Bowen National Research

*Excludes population with no income

As the preceding data illustrates, the distribution of in-migrants by age for the city of Clare is much more heavily weighted toward the youngest age cohort (under age 35) as compared to the distribution within the county. The distribution of in-migrants by income within the city of Clare is heavily concentrated among the middle income cohort (\$25,000 to \$49,999).

C. ECONOMY AND WORKFORCE ANALYSIS

Note that some economic data specific to the city of Clare is not available within this section. In these instances, data for Clare County has been provided as economic trends within the county likely influence economic conditions within the city of Clare.

Labor Force

The following table illustrates *the employment base by industry* for the city of Clare, Clare County, and the state of Michigan. The top five industries by share of employment for each area are highlighted in **red** text.

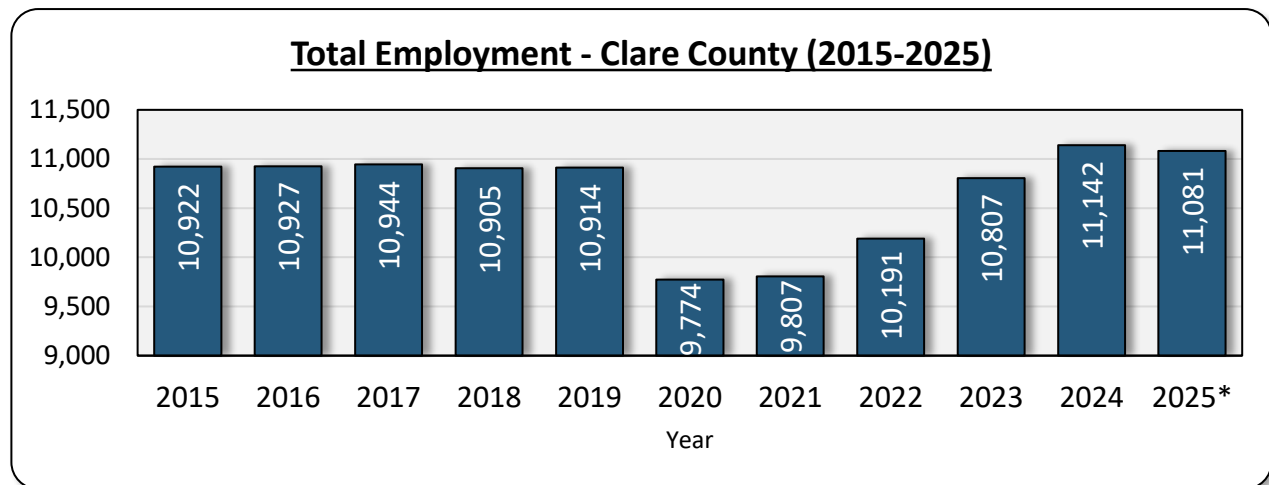
NAICS Group	Employment by Industry					
	Clare		Clare County		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	60	0.7%	20,855	0.5%
Mining	0	0.0%	65	0.7%	4,899	0.1%
Utilities	0	0.0%	4	0.0%	11,620	0.3%
Construction	41	1.2%	338	3.8%	168,108	3.8%
Manufacturing	492	14.9%	951	10.6%	504,941	11.3%
Wholesale Trade	52	1.6%	236	2.6%	187,578	4.2%
Retail Trade	337	10.2%	1,236	13.7%	542,818	12.1%
Transportation & Warehousing	90	2.7%	319	3.5%	98,990	2.2%
Information	54	1.6%	94	1.0%	81,327	1.8%
Finance & Insurance	70	2.1%	138	1.5%	144,434	3.2%
Real Estate & Rental & Leasing	52	1.6%	157	1.7%	94,915	2.1%
Professional, Scientific & Technical Services	69	2.1%	151	1.7%	319,369	7.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	13,783	0.3%
Administrative, Support, Waste Management & Remediation Services	16	0.5%	119	1.3%	110,005	2.5%
Educational Services	175	5.3%	872	9.7%	386,042	8.6%
Health Care & Social Assistance	1,083	32.8%	1,866	20.8%	750,195	16.7%
Arts, Entertainment & Recreation	5	0.2%	151	1.7%	119,596	2.7%
Accommodation & Food Services	539	16.3%	1,095	12.2%	398,128	8.9%
Other Services (Except Public Administration)	135	4.1%	568	6.3%	272,318	6.1%
Public Administration	88	2.7%	557	6.2%	245,144	5.5%
Non-classifiable	2	0.1%	14	0.2%	5,515	0.1%
Total	3,300	100.0%	8,991	100.0%	4,480,580	100.0%

Source: 2020 Census; ESRI; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

The city of Clare has an employment base of approximately 3,300 individuals within a broad range of employment sectors. The labor force within the city comprises approximately 36.7% of the total Clare County employment base and is based primarily in five sectors: Health Care & Social Assistance (32.8%), Accommodation & Food Services (16.3%), Manufacturing (14.9%), Retail Trade (10.2%), and Educational Services (5.3%). Combined, the top five job sectors represent 79.5% of the city's employment base.

Total employment reflects the number of employed persons who live within an area regardless of where they work. The following illustrates the ***total employment*** base for Clare County between 2015 and February 2025.

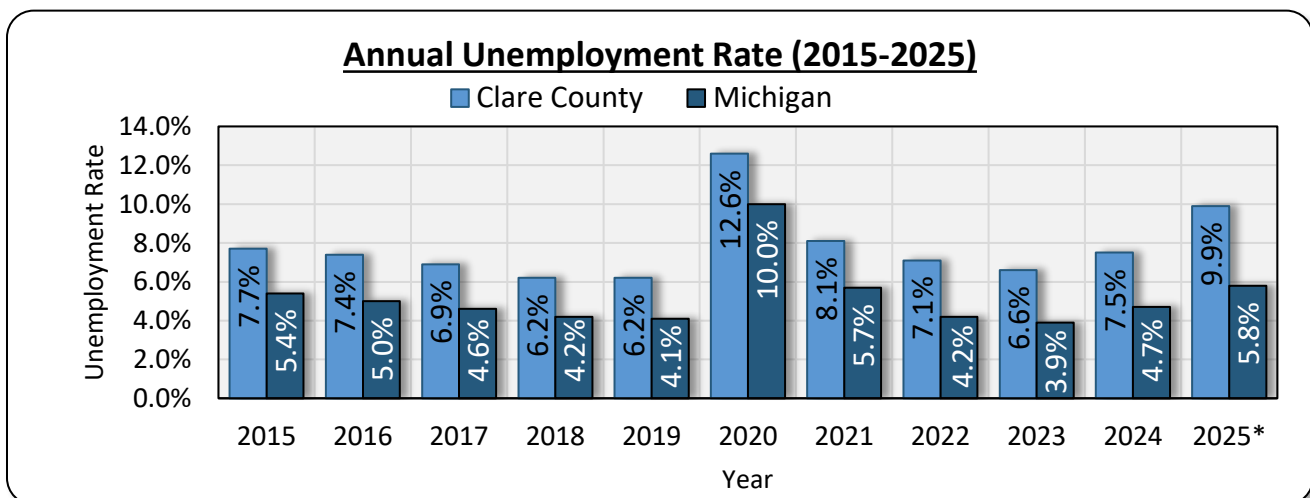


Source: Department of Labor; Bureau of Labor Statistics; Bowen National Research

*Through February

As the preceding illustrates, total employment within Clare County was exceptionally steady between 2015 and 2019. In 2020, total employment decreased 10.4% within the county, which can be largely attributed to the economic impact of the COVID-19 pandemic. While total employment remained historically low during 2021, total employment increased significantly for three consecutive years between 2022 and 2024. As of year-end 2024, total employment was at 102.1% of the 2019 level. This represents the highest level of total employment in the county since 2015 and is a positive economic indicator for the local economy.

The following illustrates the ***annual unemployment rate*** for Clare County and the state of Michigan from 2015 to 2025 (through February).

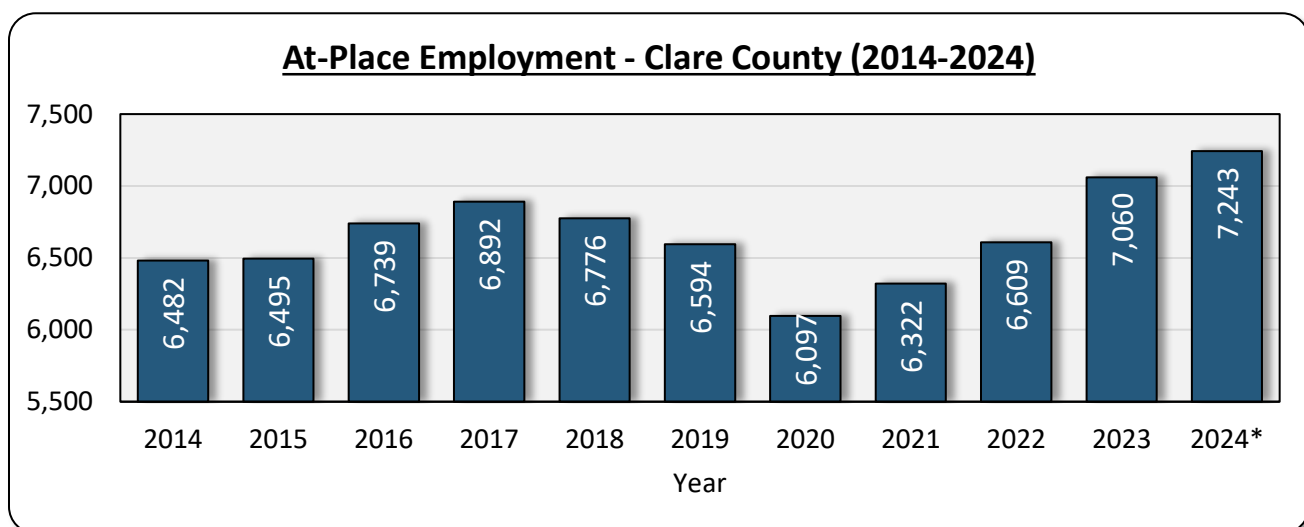


Source: Department of Labor; Bureau of Labor Statistics; Bowen National Research

*Through February

As the preceding data shows, the unemployment rate in Clare County declined from 7.7% in 2015 to 6.2% in 2019. After the sharp increase in 2020, the unemployment rate in the county decreased to 6.6% in 2023. However, the unemployment rate increased to 7.5% during 2024. While the unemployment rate in the state also increased in 2024, the rate within Clare County is higher than the state and has been above the statewide rate each year since 2015. In addition to the unemployment rate in the county being historically higher than the state, it is noteworthy that the county's rate remains above pre-pandemic levels for the county.

At-place employment reflects the total number of jobs within the county regardless of the employee's county of residence. The following illustrates the total *at-place employment* base for Clare County from 2014 to September 2024.



Source: Department of Labor; Bureau of Labor Statistics

*Through September

As the preceding illustrates, at-place employment within Clare County increased by 1.7% overall between 2014 and 2019 despite decreases in both 2018 and 2019. Following the 7.5% decrease that occurred in 2020, which can be largely attributed to the economic effects related to the COVID-19 pandemic, at-place employment in the county has increased for four consecutive years (through September 2024). As such, at-place employment through September 2024 was at 109.8% of the 2019 level, indicating the county has experienced notable job creation over the last few years.

Economic Outlook

The Worker Adjustment and Retraining Notification (WARN) Act requires advance notice of qualified plant closings and mass layoffs. WARN notices were reviewed on March 18, 2025. According to the Michigan Department of Labor and Economic Opportunity and Michigan Department of Technology, Management & Budget, there has been one WARN notice reported for Clare County over the past 12 months. The following provides details for the WARN notice in Clare County.

WARN Notices – Clare County				
Company	Location	Jobs	Notice Date	Effective Date
Cygnus Home Service, LLC (dba Yelloh)	Canton, Charlotte, Clare, Gaylord, Jackson, St. Johns, Three Rivers	43	N/A	July 27, 2024

Sources: Michigan Department of Labor and Economic Opportunity; Michigan Department of Technology, Management, and Budget
N/A – Not Available

The preceding WARN notice was effective July 27, 2024, and impacted a total of 43 jobs. While job loss is detrimental for those affected, it is important to note that this represents only 0.6% of the at-place employment within the county in 2024, and job creation has been significantly positive within Clare County in the past few years.

The following table summarizes recent and ongoing economic development projects identified within Clare County:

Economic Development Activity – Clare County			
Project Name / Location	Investment	Job Creation	Scope of Work/Details
MyMichigan Medical Center Clare Expansion Clare	\$40 million	N/A	Project includes 51,000-square-foot renovation and expansion with two phases. Phase I includes new inpatient unit, expanded imaging department, and emergency department. Phase I construction started June 2024, with ECD August 2025. Phase II will update patient towers, add new dining areas, and improve outside plaza. Phase II timeline not found.

ECD – Estimated Completion Date; N/A – Not Available

As the preceding illustrates, a noteworthy renovation and expansion for the MyMichigan Medical Center in Clare started in June 2024. While job creation was not disclosed, the \$40 million investment does include an expansion of the imaging department, which may involve additional hires once completed in late 2025.

Commuting Data

The ability of a person or household to travel easily, quickly, safely, and affordably throughout a market influences the desirability of a housing market. In addition, the individuals commuting into a market from neighboring markets represent a potential base of support for future residential development.

The following tables summarize two *commuting pattern attributes* (mode and time) for each of the study areas.

		Commuting Mode						
		Drove Alone	Carpooled	Public Transit	Walked	Other Means	Worked at Home	Total
Clare	Number	926	69	18	85	14	88	1,200
	Percent	77.2%	5.8%	1.5%	7.1%	1.2%	7.3%	100.0%
Clare County	Number	8,195	1,041	149	258	150	921	10,714
	Percent	76.5%	9.7%	1.4%	2.4%	1.4%	8.6%	100.0%
Michigan	Number	3,557,296	375,519	56,353	96,131	56,391	471,483	4,613,173
	Percent	77.1%	8.1%	1.2%	2.1%	1.2%	10.2%	100.0%

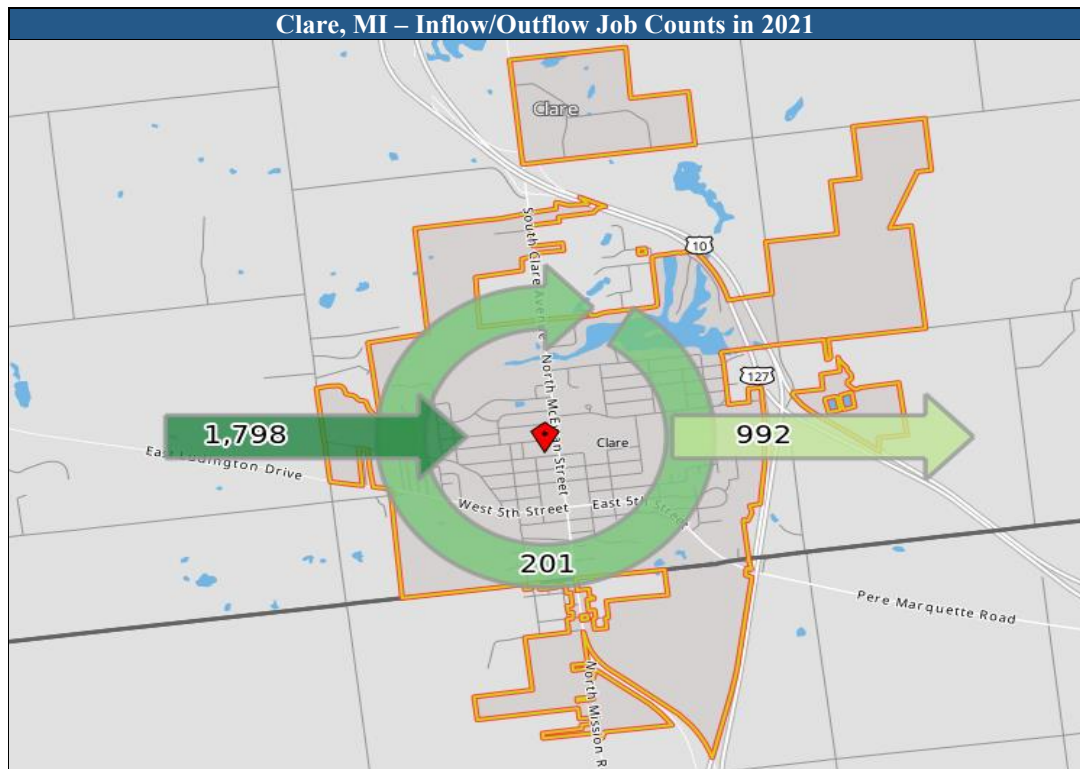
Source: ESRI; Bowen National Research

		Commuting Time						
		Less Than 15 Minutes	15 to 29 Minutes	30 to 44 Minutes	45 to 59 Minutes	60 or More Minutes	Worked at Home	Total
Clare	Number	371	464	202	19	57	88	1,201
	Percent	30.9%	38.6%	16.8%	1.6%	4.7%	7.3%	100.0%
Clare County	Number	3,017	2,960	2,160	749	907	921	10,714
	Percent	28.2%	27.6%	20.2%	7.0%	8.5%	8.6%	100.0%
Michigan	Number	1,171,444	1,605,041	813,580	294,030	257,594	471,483	4,613,172
	Percent	25.4%	34.8%	17.6%	6.4%	5.6%	10.2%	100.0%

Source: ESRI; Bowen National Research

As the preceding illustrates, 83.0% of individuals in Clare utilize their own vehicles or carpool to work, 7.1% walk to work, and 7.3% work from home. The share of individuals who walk to work is notably higher than the county and statewide shares. Overall, 69.5% of commuters have commute times of less than 30 minutes to their place of employment. As such, the vast majority of individuals in the city have relatively short commute times or work from home, while 4.7% have commute times of 60 minutes or more.

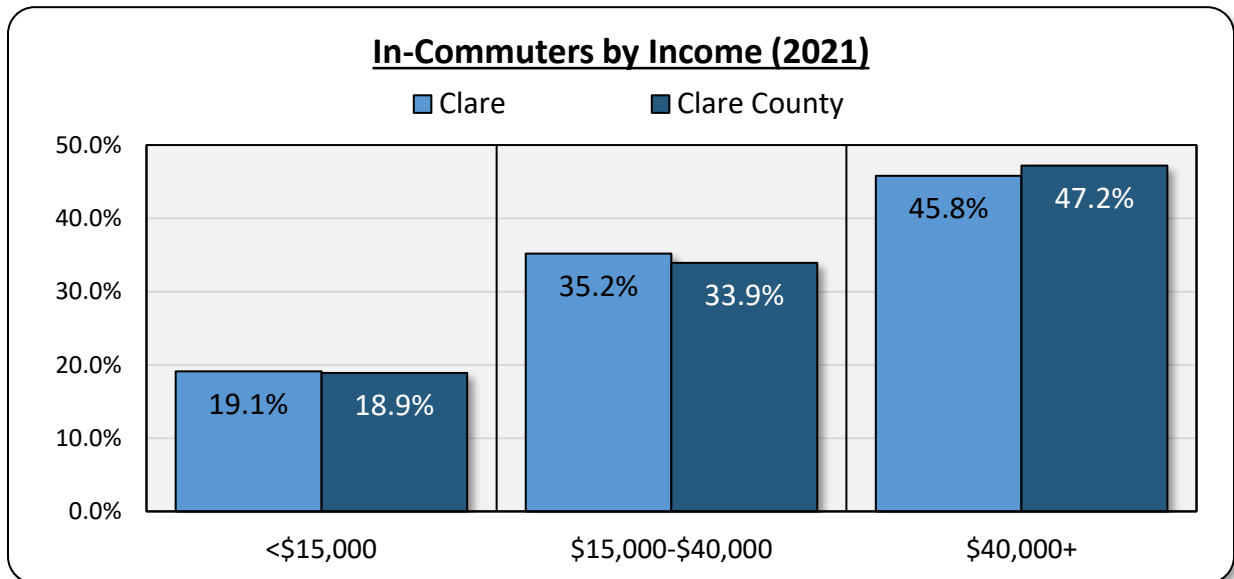
The following illustrates the overall *commuter flow* for the city of Clare based on 2021 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES) data.



Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES); Bowen National Research

Of the approximately 1,999 persons *employed* in the city of Clare in 2021, 89.9% (1,798) originate from outside the city, while 10.1% (201) live within the city. Nearly 1,000 residents of the city commute to surrounding areas daily for employment. Regardless, the 1,798 non-residents who work in the area represent a substantial base of potential support for future residential development within Clare.

The following compares the distribution of *in-commuters by annual income* for the city of Clare and Clare County.

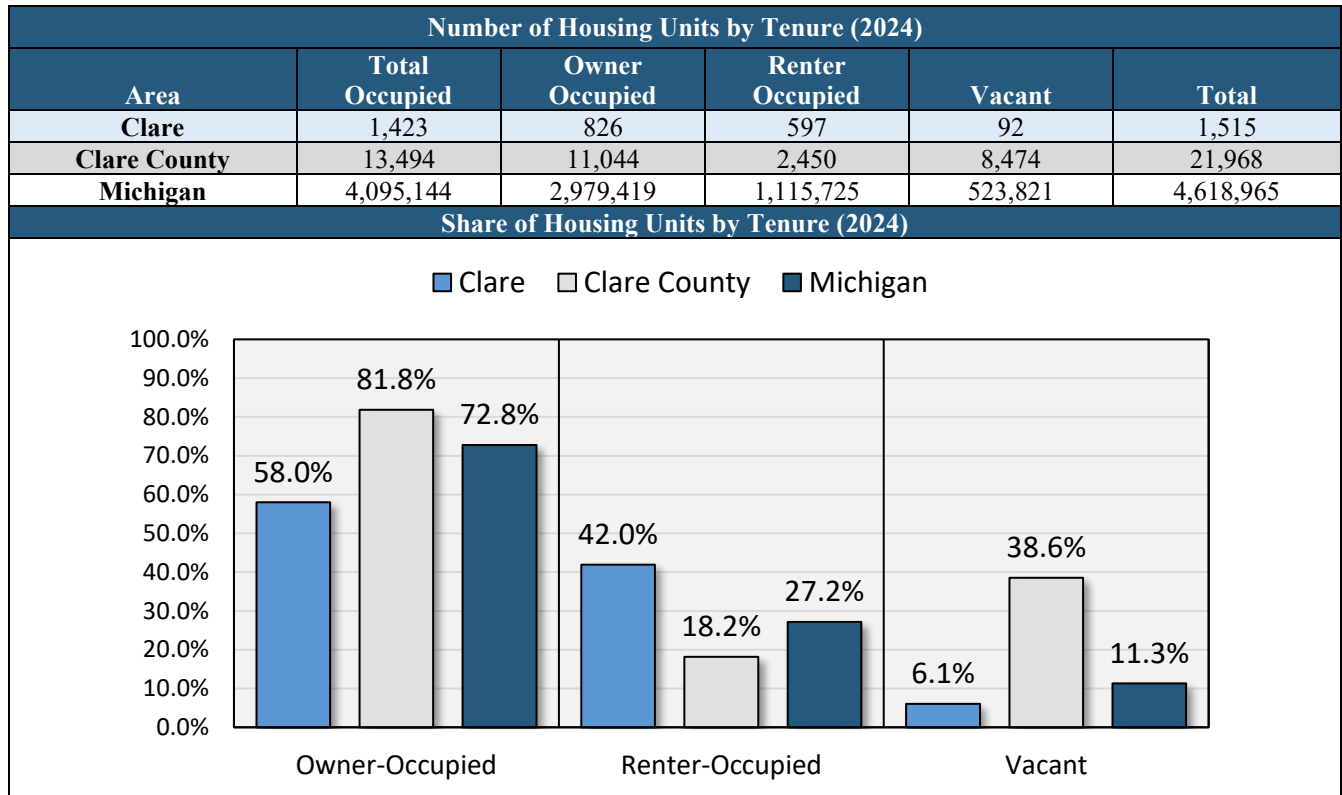


Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES); Bowen National Research

The preceding shows that the largest share (45.8%) of in-commuters to the city of Clare earn \$40,000 or more annually, while 35.2% earn between \$15,000 and \$40,000, and 19.1% earn less than \$15,000 annually. As such, in-commuter income within the city of Clare is slightly more weighted toward those earning less than \$40,000 as compared to the county. Regardless, a variety of housing types could be developed to potentially attract some of the 1,798 in-commuters to live within Clare. We accounted for a portion of the in-commuters as additional household growth in the housing gaps shown later in this overview.

D. HOUSING METRICS

The estimated distribution of the area *housing stock by occupancy/tenure status* for each study area for 2024 is illustrated in the following table and graph:



Source: 2020 Census; ESRI; Bowen National Research

Of the 1,423 total *occupied* housing units in the city of Clare, 58.0% are owner occupied and 42.0% are renter occupied. This is more heavily weighted toward renter-occupied housing when compared to the county and state. Among the 1,515 total housing units in Clare, 6.1% (92 units) are classified as vacant. This is a lower share of vacant units as compared to both the county (38.6%) and the state (11.3%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units. According to 2019-2023 American Community Survey estimates (Table ID B25004), 52.7% of vacant housing units in Clare are classified as seasonal/recreational units. This is a similar share of such units compared to the Region G share of 56.4%.

The following table compares key *housing age and conditions* based on American Community Survey and ESRI data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions (2024)											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Clare	141	26.5%	621	74.3%	10	1.8%	15	1.8%	0	0.0%	0	0.0%
Clare County	590	27.8%	3,786	35.7%	102	4.8%	185	1.7%	62	2.9%	177	1.7%
Michigan	496,850	44.8%	1,392,778	47.3%	31,042	2.8%	33,798	1.1%	21,323	1.9%	19,540	0.7%

Source: American Community Survey; ESRI; Bowen National Research

In the city of Clare, 26.5% of the renter-occupied housing units and 74.3% of the owner-occupied housing units were built prior to 1970. While the share of pre-1970 renter-occupied units in the city is less than the county and statewide shares, the share of owner-occupied housing units in Clare built prior to 1970 is notably higher than the shares for the county and state. There are no notable housing condition issues in Clare as just 1.8% owner and renter-occupied housing units are overcrowded and no existing housing units are classified as having incomplete plumbing or kitchens.

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

	Household Income, Housing Costs and Affordability							
	Total Households (2024)	Median Household Income (2024)	Estimated Median Home Value (2024)	Median Gross Rent (2022)	Share of Cost Burdened Households* (2023)		Share of Severe Cost Burdened Households** (2023)	
					Renter	Owner	Renter	Owner
Clare	1,423	\$51,319	\$162,583	\$802	40.6%	28.9%	14.7%	10.0%
Clare County	13,494	\$46,900	\$151,214	\$750	40.7%	21.4%	17.7%	9.9%
Michigan	4,095,144	\$71,476	\$249,290	\$1,037	45.8%	19.1%	23.7%	7.9%

Source: American Community Survey; ESRI; Bowen National Research

*Paying more than 30% of income toward housing costs; **Paying more than 50% of income toward housing costs

The estimated median home value in the city of Clare of \$162,583 is 7.5% higher than the median home value for the county but 34.8% lower than the state. Similarly, the median gross rent of \$802 is 6.9% higher than that for the county but 22.7% lower than that for the state. With a median household income of \$51,319 in the city of Clare, approximately 40.6% of renter households and 28.9% of owner households are housing cost burdened. As a result, there are roughly 242 renter households and 239 owner households in Clare that are housing cost burdened, of which approximately 88 renter households and 83 owner households are severe cost burdened (paying more than 50% of income toward housing costs). As such, affordable housing alternatives should be an integral part of future housing solutions.

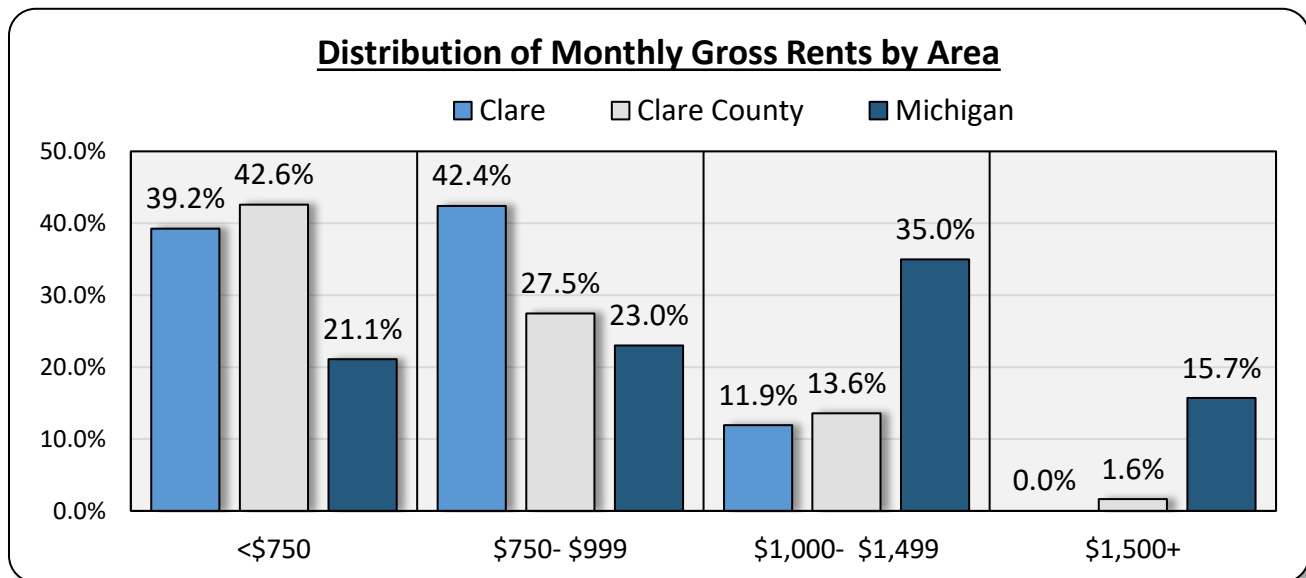
Based on the American Community Survey data, the following is a distribution of all occupied housing by **units in structure by tenure** (renter or owner) for each of the study areas.

		Renter-Occupied Housing by Units in Structure				Owner-Occupied Housing by Units in Structure			
		4 Units or Less	5 Units or More	Mobile Home/ Other	Total	4 Units or Less	5 Units or More	Mobile Home/ Other	Total
Clare	Number	223	300	10	533	729	0	106	835
	Percent	41.9%	56.3%	1.8%	100.0%	87.4%	0.0%	12.6%	100.0%
Clare County	Number	981	893	244	2,117	9,050	0	1,547	10,598
	Percent	46.3%	42.2%	11.5%	100.0%	85.4%	0.0%	14.6%	100.0%
Michigan	Number	558,443	504,600	46,212	1,109,254	2,762,130	36,728	144,116	2,942,974
	Percent	50.3%	45.5%	4.2%	100.0%	93.9%	1.2%	4.9%	100.0%

Source: American Community Survey (2019-2023); ESRI; Bowen National Research

Approximately 56.3% of the *rental* units in Clare are within multifamily structures (five units or more). Overall, Clare has a larger share of multifamily rental housing when compared to the county (42.2%) and state (45.5%). Among *owner*-occupied units in Clare, all are within structures of four units or less (87.4%) and mobile homes (12.6%).

The following graph illustrates the **distribution of monthly gross rents** (per unit) for rental alternatives within each of the study areas. Note that this data includes both multifamily rentals and non-conventional rentals, and gross rents include tenant-paid rents and tenant-paid utilities.



Source: American Community Survey (2019-2023); ESRI; Bowen National Research

*Excludes rentals classified as "No Cash Rent"

As the preceding illustrates, the largest share (42.4%) of Clare rental units have rents between \$750 and \$999, followed by units with rents below \$750 (39.2%) and those with rents between \$1,000 and \$1,499 (11.9%). Compared to the county and state, the distribution of gross rental rates in Clare is more heavily weighted toward product priced between \$750 and \$999.

Bowen National Research's Survey of Housing Supply

Renter-occupied housing in a market is generally classified in one of two categories: *multifamily apartments* or *non-conventional rentals*. Multifamily apartments are typically properties consisting of five or more rental units within a structure, while non-conventional rentals are usually defined as rental properties with four or less units within a structure. The following pages provide an analysis of the rental market within the city of Clare and Clare County based on secondary data from sources such as the American Community Survey and U.S. Census Bureau, and when applicable, includes primary data collected directly by Bowen National Research.

Multifamily Apartments

A survey of multifamily apartment properties was conducted as part of this Housing Market Summary. Multifamily apartments can operate under a number of program types. These can include market-rate rentals and affordable housing programs such as the Low-Income Housing Tax Credit (LIHTC) and various government-subsidized programs. Properties that operate under a LIHTC program, hereinafter referred to as "Tax Credit," are generally restricted to households earning up to 80% of Area Median Housing Income (AMHI), while government-subsidized rental housing typically serves households earning no more than 50% of AMHI and requires tenants to pay only 30% of their income toward housing costs.

The following table summarizes the surveyed multifamily rental supply within the city of Clare.

Multifamily Supply by Product Type – Clare				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-Rate	5	188	5	97.3%
Tax Credit	1	24	0	100.0%
Tax Credit/Government-Subsidized	3	74	0	100.0%
Government-Subsidized	2	125	0	100.0%
Total	11	411	5	98.8%

Source: Bowen National Research

In the city of Clare, a total of 11 apartment properties were surveyed, comprising a total of 411 units. The overall occupancy rate for the multifamily units in the city is 98.8%, and there are only five vacant units. Among the Tax Credit and government-subsidized supply there are no vacancies. Regardless of program type, the occupancy rates are exceptionally high and indicative of a strong market for apartments of various affordability levels. Typically, healthy, well-balanced markets have rental housing

vacancy rates generally between 4% and 6%. As such, it appears the Clare market has a notable shortage of multifamily apartments, which may represent a potential future development opportunity in the area.

The following tables illustrate the *median rent by bedroom/bathroom type* for the surveyed *market-rate* and *Tax Credit* units in Clare and Clare County. Note that the tables only include the most common bedroom/bathroom configurations.

Market-Rate Median Rents by Bedroom/Bathroom Type			
Area	One-Br/1.0-Ba	Two-Br/1.0-Ba	Three-Br/1.5-Ba
Clare	\$750	\$800	\$1,052
Clare County	\$750	\$800	\$1,052

Source: Bowen National Research

Tax Credit Median Rents by Bedroom/Bathroom Type			
Area	One-Br/1.0-Ba	Two-Br/1.0-Ba	Three-Br/2.0-Ba
Clare	-	\$829	-
Clare County	\$624	\$829	\$1,081

Source: Bowen National Research

As the preceding illustrates, the median rents for the most common unit configurations in Clare range from \$750 (one-bedroom/1.0-bathroom) to \$1,052 (three-bedroom/1.5-bathroom) for market-rate units, while the only Tax Credit configuration surveyed within Clare was two-bedroom/1.0-bathroom units, which has a median rent of \$829. Although the median rents for two-bedroom market-rate units in the city are lower than those reported for similar Tax Credit units surveyed, this is likely due to the age/condition of market-rate product surveyed in the area. Specifically, the one non-subsidized Tax Credit property surveyed in the city was built in 2010 as compared to the surveyed market-rate properties which were generally built prior to 1990. While the median market-rate rents in the city are identical to rents in the county, this is due to all market-rate properties surveyed within the county being located within the city of Clare. With virtually no availability among the multifamily rentals in the city of Clare, residents are likely to seek rental alternatives among the non-conventional supply, which also has extremely limited availability. This can result in households seeking housing options outside the area to find more readily available and/or affordable housing choices.

Housing Choice Vouchers, which are administered by local housing authorities, can be utilized to increase rental housing options for lower-income households. The following table summarizes the number of Housing Choice Vouchers (HCVs) issued, the estimated number of unused vouchers, and the number of households on the housing authority's wait list for the next available vouchers in Clare County, which includes the city of Clare.

Housing Choice Voucher Use – Clare County				
Total Vouchers Issued	Estimated Unused Vouchers	Unused Voucher Share	Annual Program Turnover	Wait List
60	1	1.7%	1	716

Source: Michigan State Housing Development Authority (MSHDA)

There are currently 60 HCVs issued in Clare County, 59 (98.3%) of which are currently being utilized. In addition, there are over 716 households currently on the wait list for additional vouchers within the county, and the annual program turnover is estimated to be one voucher. As such, it appears there is extremely high demand for affordable housing in Clare County and this segment of the market is likely severely underserved.

Non-Conventional Rental Housing

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, and mobile homes. For the purposes of this particular inventory and analysis, we have assumed that rental properties consisting of four or less units within a structure and mobile homes are non-conventional rentals. Overall, 43.7% of the rental units in the city of Clare are classified as non-conventional rentals.

During May 2025, Bowen National Research conducted an online survey and identified five non-conventional rentals that were listed as *available* for rent in Clare County. Note that due to the very limited number of available non-conventional rentals in the area, all such homes available within Clare County have been evaluated as part of this analysis, regardless of their inclusion within the city limits of Clare.

The following table illustrates the vacancy rate, which compares the number of identified *vacant* non-conventional rentals to the *total number* of non-conventional rentals based on the American Community Survey, for Clare County.

Non-Conventional Rentals Overview			
Area	Non-Conventional Rentals*	Identified Vacant Units	Vacancy Rate
Clare County	1,225	5	0.4%

Source: American Community Survey (2019-2023); ESRI; Bowen National Research

*ACS reported number of rental units within structures of four units or less and mobile homes

With only five available units identified, Clare County has an overall vacancy rate of 0.4% for non-conventional rentals, which is well below the optimal range of 4% to 6% for non-conventional rentals and indicates a significant lack of available non-conventional supply in the area.

A summary of the available *non-conventional rental* units in Clare County, which includes bedroom type, rent range, and median rent, follows:

Available Non-Conventional Rental Supply – Clare County			
Bedroom	Vacant Units	Rent Range	Median Rent
One-Bedroom	2	\$925 - \$1,100	\$1,013
Two-Bedroom	1	\$850	\$850
Three-Bedroom	2	\$1,550 - \$1,750	\$1,650
Total	5		

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook

The available non-conventional rentals identified in Clare County are comprised of one- to three-bedroom units, with one- and three-bedroom units both representing 40.0% of the available non-conventional rentals identified. Although it is impossible to draw general conclusions about the typical non-conventional rentals in the market based on such limited data, the lack of available units and a vacancy rate of 0.4% indicate there is a notable shortage of non-conventional rentals in the area. Given that the multifamily rental units surveyed in the city are 98.8% occupied and only five available non-conventional rental units were identified throughout the county, there appear to be very limited options available for households to rent in and near the city of Clare.

For-Sale Housing

The following table summarizes the *recently sold* (between January 1, 2022 and March 19, 2025) and *available* (as of March 19, 2025) for-sale housing stock for Clare and Clare County.

Sold/Currently Available For-Sale Housing Supply*		
Status	Number of Homes	Median Price
Clare		
Sold	84	\$158,500
Available	8	\$257,400
Clare County		
Sold	1,516	\$136,000
Available	119	\$174,000

Source: Redfin.com & Bowen National Research

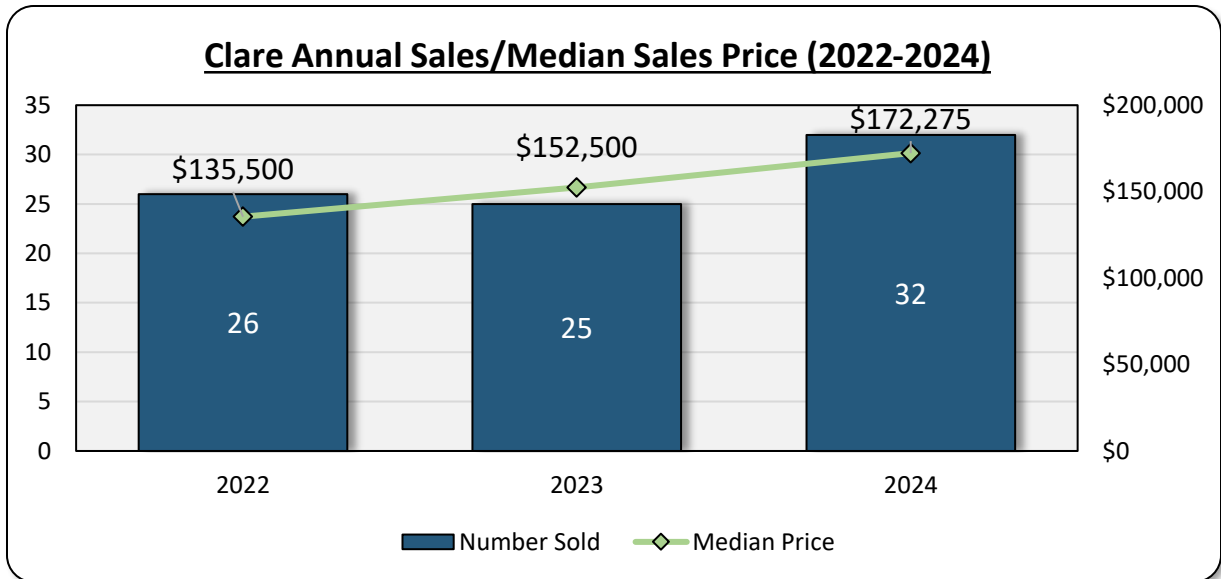
*Historical sales (sold) from January 1, 2022 to March 19, 2025; Available supply as of March 19, 2025

Historical sales from January 2022 to March 2025 in the city of Clare consisted of 84 homes (5.5% of all homes sold within the county during this time period) with a median sales price of \$158,500, which is 16.5% higher than the sales price for the county (\$136,000) during this time period. The available for-sale housing stock in the city of Clare as of March 19, 2025 consists of eight total units with a median list price of \$257,400. The eight units available within the city comprise 6.7% of the 119 total units available for purchase within the county. The median list price of \$257,400 within the city is 47.9% higher than the median list price for the county (\$174,000).

The following table and graph summarize *historical sales volume* and *median sales price* by year from January 2022 through December 2024.

Sales History/Median Sales Price by Year – Clare (January 1, 2022 to December 31, 2024)				
Year	Number Sold	Percent Change	Median Sales Price	Percent Change
2022	26	-	\$135,500	-
2023	25	-3.8%	\$152,500	12.5%
2024	32	28.0%	\$172,275	13.0%

Source: Redfin.com & Bowen National Research



Source: Redfin.com & Bowen National Research

As the preceding illustrates, the volume of home sales in the city of Clare remained stable between 2022 and 2023, followed by a 28.0% increase in 2024. During this time period, the median sales price of homes sold in Clare increased each year. Collectively, the median sales price of homes sold in Clare increased by 27.1% between January 2022 and December 2024.

The following table provides various housing market metrics for the *available* for-sale homes in the city of Clare and Clare County as of March 19, 2025. Note that availability rates and Months Supply of Inventory (MSI) numbers that are indicative of limited availability are highlighted in **red** text.

Available For-Sale Housing (As of March 19, 2025)							
Area	Total Available Units	% Share of County	Availability Rate / MSI	Median List Price	Average Square Feet	Average Year Built	Average Days on Market
Clare	8	6.7%	1.0% / 3.7	\$257,400	1,850	1976	103
Clare County	119	100.0%	1.1% / 3.0	\$174,000	1,297	1974	121

Source: Redfin.com & Bowen National Research

The eight available for-sale homes in the city of Clare represent 6.7% of the total available for-sale homes in Clare County. These homes equate to an availability rate of 1.0% when compared to the 826 owner-occupied units in the city, which is slightly lower than the availability rate for Clare County (1.1%). Based on recent sales history, this inventory represents 3.7 *Months Supply of Inventory* (MSI). Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase and there should be between four and six months of available inventory to allow for inner-market mobility and household growth. The available for-sale homes in the city of Clare have a median list price of \$257,400, an average number of days on market of 103 days, and an average year built of 1976. While the median

list price of the available for-sale homes indicates that a significant portion of the inventory is relatively affordable, the average year built of the available for-sale homes indicates that many likely require costly modernization and/or repairs. This can create an additional challenge for many low-income households and first-time homebuyers to afford home ownership in the area. Regardless, the data illustrates that there is a limited number of homes available for sale in the city compared to the overall inventory of owner-occupied homes. This limited inventory of available for-sale homes combined with a relatively low average number of days on market has likely contributed to the steady increase in for-sale pricing since 2022.

Planned & Proposed

In addition to the surveys of each housing type within this overview, Bowen National Research conducted interviews with representatives of area building and permitting departments and performed extensive online research to identify residential projects either planned for development or currently under construction within the Clare area. The following summarizes the known details for the housing developments by type that are planned, proposed, or under construction within Clare County. Note that additional projects may have been introduced into the pipeline since the interviews and research were completed.

Housing Development – Clare County				
Project Name & Address	Type	Units	Developer	Status/ Details
N/A 945 Old County Farm Road Harrison	N/A	N/A	N/A	Proposed: In 2022, the Harrison Area Economic Development Corporation received approval on a zone change; The 52-acre property may be used for light industry, business park, medical, 17 for-sale single-family homes, senior apartments, and assisted living; No updated information available

N/A – Not Available

As the preceding illustrates, there is one potential housing project proposed within Clare County. Specific details of this project have yet to be finalized, though it is proposed to include for-sale single-family homes and senior apartments. However, this project is located outside the city of Clare in the city of Harrison.

Development Opportunities

Based on a review of a variety of resources, potential development opportunities (sites) were identified in the subject market. This likely does not represent all development opportunities within the area. Note that the Map Code number for each site corresponds to the Development Opportunity Locations Map included on page VII-12 of the regional Housing Needs Assessment completed for Region G. The sites with a Clare address are illustrated in **red** text.

Development Opportunity Sites – Clare County

Map Code	Street Address	Location	Year Built	Building Size (Square Feet)	Land Size (Acres)	Zoning District (Zoning Jurisdiction)
51	9947 S. Clare Ave.	Clare	-	-	25.00	Commercial (Clare)
52	10359 S. Clare Ave.	Clare	-	-	28.00	No Zoning
53	N. Clare Ave./Light House Dr.	Harrison	-	-	3.97	Residential 2 (Harrison)
54	Westlawn St.	Harrison	-	-	14.15	Residential 1 & Residential 2 (Harrison)

Sources: LoopNet, Realtor.com, Michigan Economic Development Corporation, County Equalization and GIS websites

Note: Total land area includes total building area; Location reflects postal address of site; Zoning jurisdiction reflects specific municipality or township

Overall, there were four development opportunity sites identified within Clare County comprising a total of 71.12 acres of land. Of these, two sites are located in the Clare area and comprise 53.00 acres of land. One of the sites in the Clare area is zoned for commercial use while the other site has no zoning designation.

E. HOUSING GAP

The city of Clare is primarily located in Clare County, though a small portion is located within Isabella County. According to the 2020 Decennial Census, 98.4% of the total households within the city of Clare are located in Clare County, while only 1.6% (23 households) are within Isabella County. As shown in the Region G Housing Needs Assessment, Clare County has an overall housing gap of 1,515 units, with gaps of 415 rental units and 1,100 for-sale units. Isabella County, in which a very small portion of the total households in the city of Clare are located, has an overall housing gap of 4,631, with gaps of 1,936 rental units and 2,695 for-sale units. While the entirety of the housing gaps for Isabella County were not incorporated in this analysis, a portion of these aforementioned gaps are included within the housing gaps calculations for the city of Clare.

While a variety of factors influence the decisions of where people ultimately choose to live and where developers choose to develop, it is assumed that individual communities can reasonably capture a “fair share” of their respective county’s overall housing needs. As such, we have applied the subject market’s current portion of the overall county’s renter and owner households to the county’s housing gap estimates to derive the local community’s estimated housing gaps. However, we recognize that it is possible that development efforts in the city of Clare could potentially satisfy the overall needs of the county, which were considered in the following demand estimates. As previously indicated, we also account for a portion of the housing gaps within Isabella County since a portion of the city of Clare is located in Isabella County. Considering the preceding factors, a housing gap range is shown for each income segment in the following table. The low end of this range is reflective of the minimum housing gap/need for each segment based on the city’s current share of the countywide housing stock. Comparatively, the high end of this range is reflective of the total Clare County and a portion of Isabella County housing gap/need for each segment.

The following table summarizes the rental and for-sale housing gaps by income and affordability levels for the city of Clare. Details of the methodology and data used to derive the housing gap estimates are provided in Section VIII of the separate Region G Housing Needs Assessment.

Clare, Michigan					
Housing Gap Estimates (2024-2029)					
Percent of AMHI	≤60%	61%-80%	81%-120%	121%+	Total Housing Gap
Household Income*	≤\$49,140	\$49,141-\$65,520	\$65,521-\$98,280	\$98,281+	
Rent Range	≤\$1,229	\$1,230-\$1,638	\$1,639-\$2,457	\$2,458+	
Price Range	≤ \$163,800	\$163,801-\$218,400	\$218,401-\$327,600	\$327,601+	
Rental Housing Gap	68 - 275	20 - 80	16 - 64	6 - 21	
For-Sale Housing Gap	6 – 75	18 – 246	41 – 545	20 – 261	110 - 439
					85 – 1,127

Source: Bowen National Research

AMHI – Area Median Household Income

*Based on HUD limits for Clare County (4-person limit)

As the preceding table illustrates, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. Overall, it is estimated that the city of Clare has a minimum rental housing gap of 110 units and a minimum for-sale housing gap of 85 units. While the local market could outperform these minimum estimates and serve a greater portion of the overall county's housing needs, these housing gap estimates should provide a baseline for establishing priorities within the community.

F. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)

A SWOT analysis often serves as the framework to evaluate an area's competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for the city of Clare.

SWOT Analysis	
Strengths	Weaknesses
<ul style="list-style-type: none">• Stable overall household base with projected growth among owner-occupied households (2024-2029)• Higher education attainment level as compared to county• Recent and projected increase in median household income• Steady employment growth within the county since 2020	<ul style="list-style-type: none">• Higher poverty rates as compared to state• Increased unemployment levels within the county since 2023, with rates exceeding statewide rates since 2015• Low availability among multifamily rentals, non-conventional rentals, and available for-sale homes• Higher overall housing cost as compared to county
Opportunities	Threats
<ul style="list-style-type: none">• Projected growth among renters and owners earning \$75,000 or more (2024-2029)• In-migrants comprised of persons of various ages and incomes• Attract some of the 1,798 commuters coming into the city for work to live in the city• Housing need of 110 rental units (2024-2029)• Housing need of 85 for-sale units (2024-2029)	<ul style="list-style-type: none">• Projected decline in renter and owner households earning less than \$75,000 (2024-2029)• High share (74.3%) of owner-occupied homes built prior to 1970• Steadily increasing home prices (2022-2024)• Conversion of permanent housing options to seasonal/recreational units (52.7% of vacant units are seasonal/recreational per ACS)• High county unemployment rate (7.5%) in 2024

The demographic base within the city of Clare is stable, with some growth projected among seniors (age 75 and older) and renter and owner-occupied households earning \$75,000 or more between 2024 and 2029. There is low availability among all housing alternatives in the city, despite overall housing costs being higher than those for the county. Despite limited overall population and household growth in recent years, the city has the potential to attract some of the nearly 1,800 in-commuters to live within the city. This could potentially result in demographic growth which may outpace projections within this analysis. Overall, the city has a total *minimum* housing gap of 195 units between 2024 and 2029, of which 110 are rental units and 85 are for-sale homes.

III. QUALIFICATIONS

The Company

Bowen National Research employs an expert staff to ensure that each market study includes the highest standards. Each staff member has hands-on experience evaluating sites and comparable properties, analyzing market characteristics and trends, and providing realistic recommendations and conclusions. The Bowen National Research staff has national experience and knowledge to assist in evaluating a variety of product types and markets.



Primary Contact and Report Author

Patrick Bowen, President of Bowen National Research, has conducted numerous housing needs assessments and provided consulting services to city, county and state development entities as it relates to residential development, including affordable and market-rate housing, for both rental and for-sale housing, and retail development opportunities. He has also prepared and supervised thousands of market feasibility studies for all types of real estate products, including housing, retail, office, industrial and mixed-use developments, since 1996. Mr. Bowen has worked closely with

many state and federal housing agencies to assist them with their market study guidelines. Mr. Bowen has his bachelor's degree in legal administration (with emphasis on business and law) from the University of West Florida and currently serves as Chairman of the National Council of Housing Market Analysts (NCHMA).

Housing Needs Assessment Experience		
Location	Client	Completion Year
Asheville, NC	City of Asheville Community and Economic Development Department	2020
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2020
Youngstown, OH	Youngstown Neighborhood Development Corporation (YNDC)	2020
Richlands, VA	Town of Richlands, Virginia	2020
Elkin, NC	Elkin Economic Development Department	2020
Grand Rapids, MI	Grand Rapids Area Chamber of Commerce	2020
Morgantown, WV	City of Morgantown	2020
Erwin, TN	Unicoi County Economic Development Board	2020
Ferrum, VA	County of Franklin (Virginia)	2020
Charleston, WV	Charleston Area Alliance	2020
Wilkes County, NC	Wilkes Economic Development Corporation	2020
Oxford, OH	City of Oxford - Community Development Department	2020
New Hanover County, NC	New Hanover County Finance Department	2020
Ann Arbor, MI	Smith Group, Inc.	2020

Housing Needs Assessment Experience (CONTINUED)		
Location	Client	Completion Year
Austin, IN	Austin Redevelopment Commission	2020
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2021
Giddings, TX	Giddings Economic Development Corporation	2021
Georgetown County, SC	Georgetown County	2021
Western North Carolina (18 Counties)	Dogwood Health Trust	2021
Carteret County, NC	Carteret County Economic Development Foundation	2021
Ottawa County, MI	HOUSING NEXT	2021
Dayton, OH	Miami Valley Nonprofit Housing Collaborative	2021
High Country, NC (4 Counties)	NC REALTORS	2022
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2022
Barren County, KY	The Barren County Economic Authority	2022
Kirksville, MO	City of Kirksville	2022
Rutherfordton, NC	Town of Rutherfordton	2022
Spindale, NC	Town of Spindale	2022
Wood County, WV	Wood County Development Authority & Parkersburg-Wood County Area Development Corporation	2022
Yancey County, NC	Yancey County	2022
Cherokee County, NC	Economic and Workforce Development, Tri-County Community College	2022
Rowan County, KY	Morehead-Rowan County Economic Development Council	2022
Avery County, NC	Avery County	2022
Muskegon, MI	City of Muskegon	2023
Firelands Region, OH	Firelands Forward	2023
Marshall County, WV	Marshall County Commission	2023
Lebanon County, PA	Lebanon County Coalition to End Homelessness	2023
Northern, MI (10 Counties)	Housing North	2023
Muskegon County, MI	Community Foundation for Muskegon County	2023
Mason County, MI	Mason County Chamber Alliance	2023
Oceana County, MI	Dogwood Community Development	2023
Allegan County, MI	Allegan County Community Foundation	2023
Bowling Green, KY	City of Bowling Green	2023
Fayette County, PA	Fay-Penn Economic Development Council	2023
Tarboro, NC	Town of Tarboro	2023
Southwest Region, WV (10 Counties)	Advantage Valley	2023
Lake County, MI	FiveCap, Inc.	2023
Owensboro, KY	City of Owensboro	2023
Burke County, NC	Burke County	2023
Charleston, WV	Charleston Land Reuse Agency	2024
Huntington, WV	Huntington Municipal Development Authority	2024
Cabarrus, Iredell, Rowan Counties, NC	Cabarrus, Iredell and Rowan County Housing Consortium	2024
Carolina Core Region, NC (21 Counties)	NC Realtors	2024
Shiloh Neighborhood, NC	Dogwood Health Trust	2024
Muhlenberg County, KY	Muhlenberg Economic Growth Alliance	2024
Macon County, NC	Macon County	2024
Statewide Kentucky	Kentucky Housing Corporation	2024
Clarksville, TN	Clarksville Montgomery County Regional Planning Commission	2024
Stone County, MO	Table Rock Lake Chamber of Commerce	2024
Dakota County, MN	Dakota County Community Development Agency	2024

Housing Needs Assessment Experience (CONTINUED)		
Location	Client	Completion Year
Independence County, AR	Batesville Area Chamber of Commerce	2024
Statewide North Carolina	NC Chamber	2024
Northeast, MI (11 Counties)	Target Alpena Development Corporation	2024
Tampa Region, FL (3 Counties)	Greater Tampa REALTORS and Pinellas REALTOR Organization/ Central Pasco REALTOR Organization	2024
Hopkinsville, KY	City of Hopkinsville	2024
New River Gorge Region, WV	New River Gorge Regional Development District	2025
Evansville, IN	City of Evansville, Department of Metropolitan Development	2025
Johnson City, TN	City of Johnson City	2025
Ottawa County, MI	HOUSING NEXT	2025
Grand Rapids (Kent County), MI	HOUSING NEXT	2025

The following individuals provided research and analysis assistance:

Christopher Bunch, Market Analyst, has more than two decades of experience in conducting both site-specific market feasibility studies and broader housing needs assessments. He has conducted on-site market research of a variety of housing product, conducted stakeholder interviews and completed specialized research on housing market attributes including the impact of military personnel, heirs and estates and other unique factors that impact housing needs. He holds a bachelor's degree in geography from Ohio University.

Desireé Johnson is the Director of Operations for Bowen National Research. Ms. Johnson is responsible for all client relations, the procurement of work contracts, and the overall supervision and day-to-day operations of the company. Ms. Johnson also coordinates and oversees research staff and activities. She has been involved in the real estate market research industry since 2006. Ms. Johnson has an Associate of Applied Science in Office Administration from Columbus State Community College.

Pat McDavid, Market Analyst, has conducted housing research for housing needs assessments completed throughout the country. Additionally, he is experienced in analyzing demographic and economic data in rural, suburban and metropolitan communities. Mr. McDavid has been a part of the development of market strategies, operational and fiscal performance analysis, and commercial, industrial and government (local, state, and federal) client consultation within the construction and manufacturing industries. He holds a bachelor's degree in educational studies from Western Governors University.

Jody LaCava, Research Specialist, has more than a decade of real estate research experience. She has extensive experience in surveying a variety of housing alternatives, including rental, for-sale, and senior housing. She has experience in conducting on-site research of real estate, evaluating existing housing properties, conducting interviews, and evaluating community services. She has been involved in industry leading case studies, door-to-door resident surveys and special needs housing research.

In-House Researchers – Bowen National Research employs a staff of in-house researchers who are experienced in the surveying and evaluation of all rental and for-sale housing types, as well as in conducting interviews and surveys with city officials, economic development offices and chambers of commerce, housing authorities and residents.

No subconsultants were used as part of this assessment.