

# COMMUNITY OVERVIEW & HOUSING MARKET SUMMARY

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City of Frankenmuth,  
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 Frankenmuth, 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 Frankenmuth, 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 Frankenmuth, 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, identification of top employers, 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 Frankenmuth, 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 Frankenmuth, Michigan. To provide a base of comparison, various metrics of Frankenmuth are compared with Saginaw County and statewide numbers.

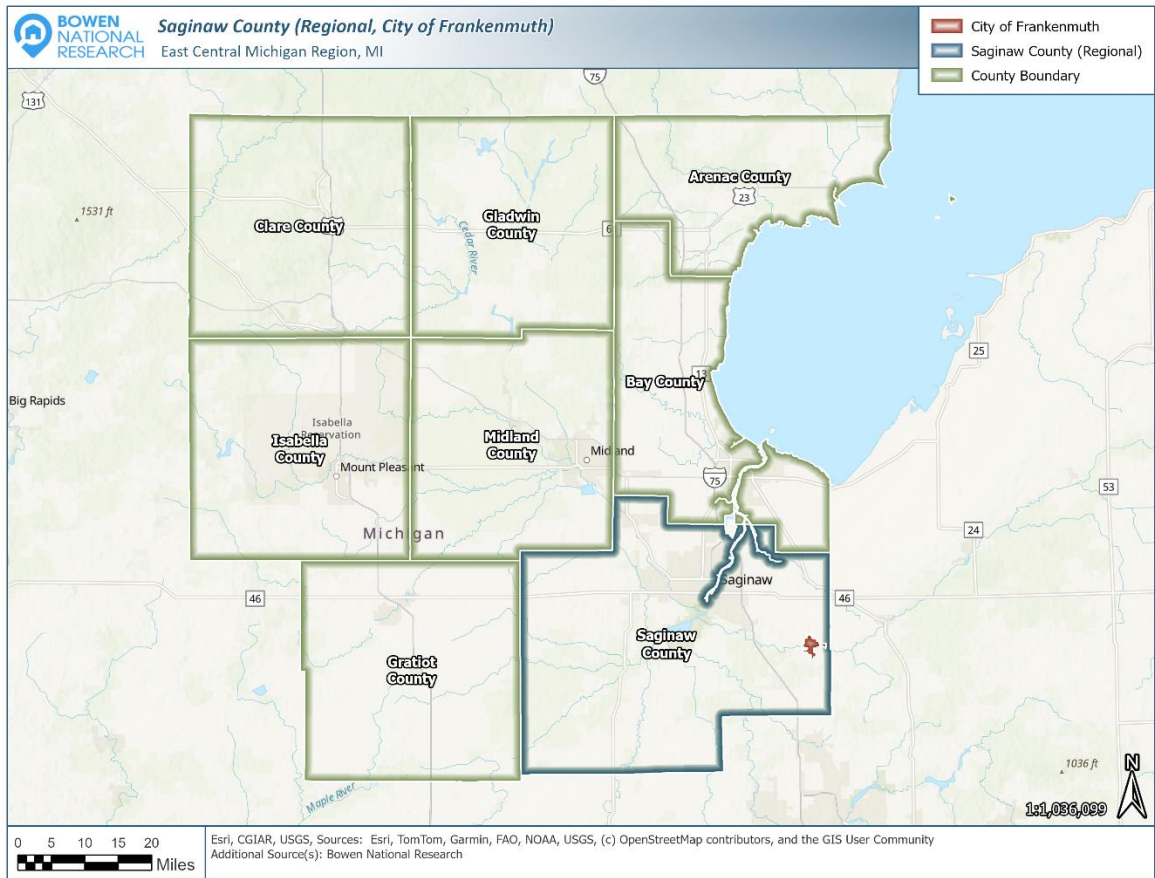
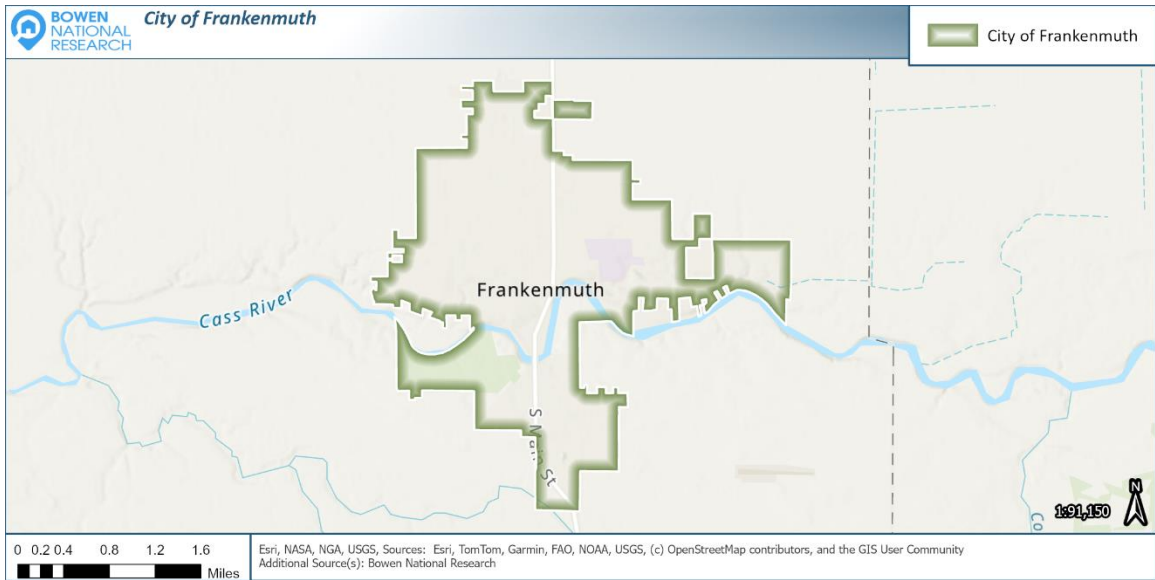
The analyses on the following pages provide overviews of key demographic and economic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. Demographic projections included in this overview assume that no significant government 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

Frankenmuth is a city within Saginaw County, Michigan. Located in the East Central Region of Michigan, the city of Frankenmuth encompasses approximately 3.1 square miles. The community has an estimated 2024 population of 5,025, representative of approximately 2.7% of the population in Saginaw County.

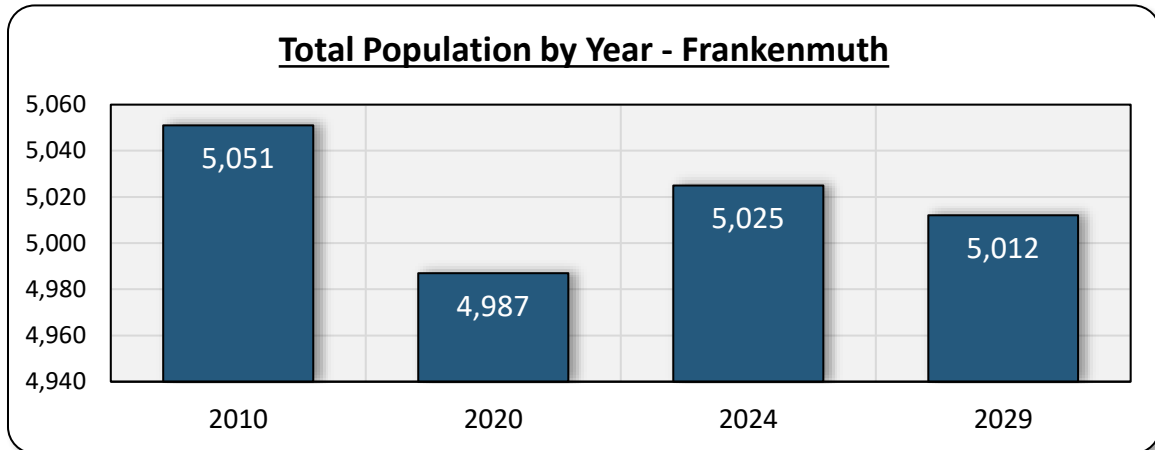
Maps illustrating the city of Frankenmuth, Michigan and Saginaw County in relation to Region G are included on the following page.



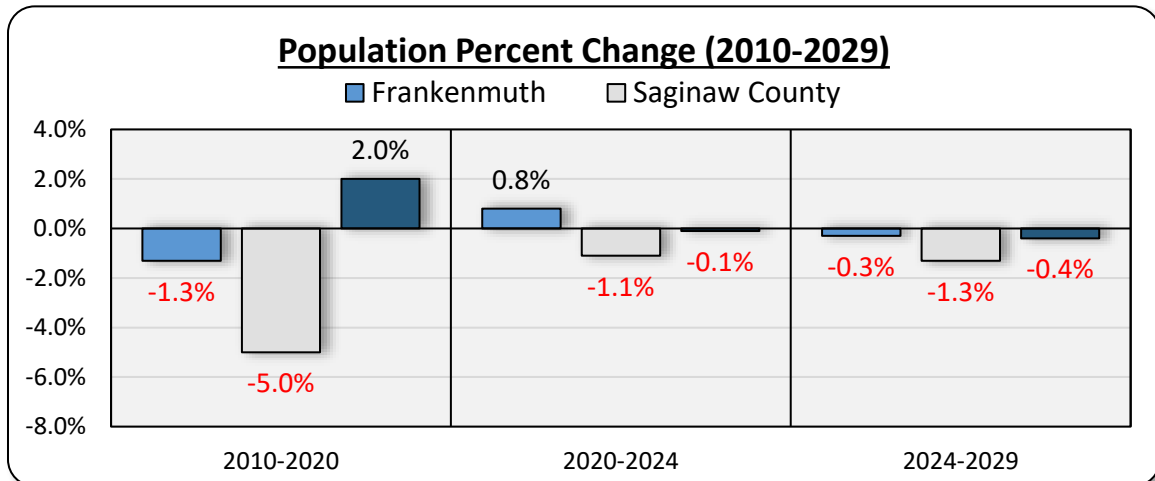
## B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for the city of Frankenmuth. 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 Frankenmuth and population *percent* changes for each study area between 2010 and 2029.



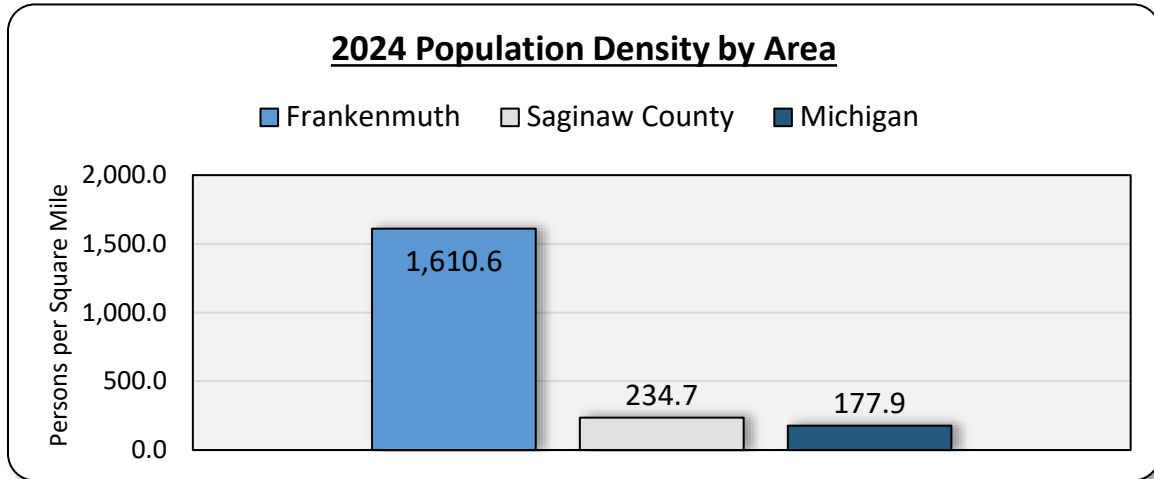
Source: 2010, 2020 Census; ESRI; Bowen National Research



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

The population in the city of Frankenmuth declined by 64 (1.3%) between 2010 and 2020. This is lower than the 5.0% decline for the county but contrasts with the 2.0% increase for the state during the time period. Between 2020 and 2024, the population in Frankenmuth increased by 0.8%, though the population within the area is projected to decline by 0.3% over the next five years. The projected population decline within Frankenmuth is less than that projected for the county (1.3%) and state (0.4%) during this time period. Household growth, which is a better reflection of housing needs, is discussed later in this section.

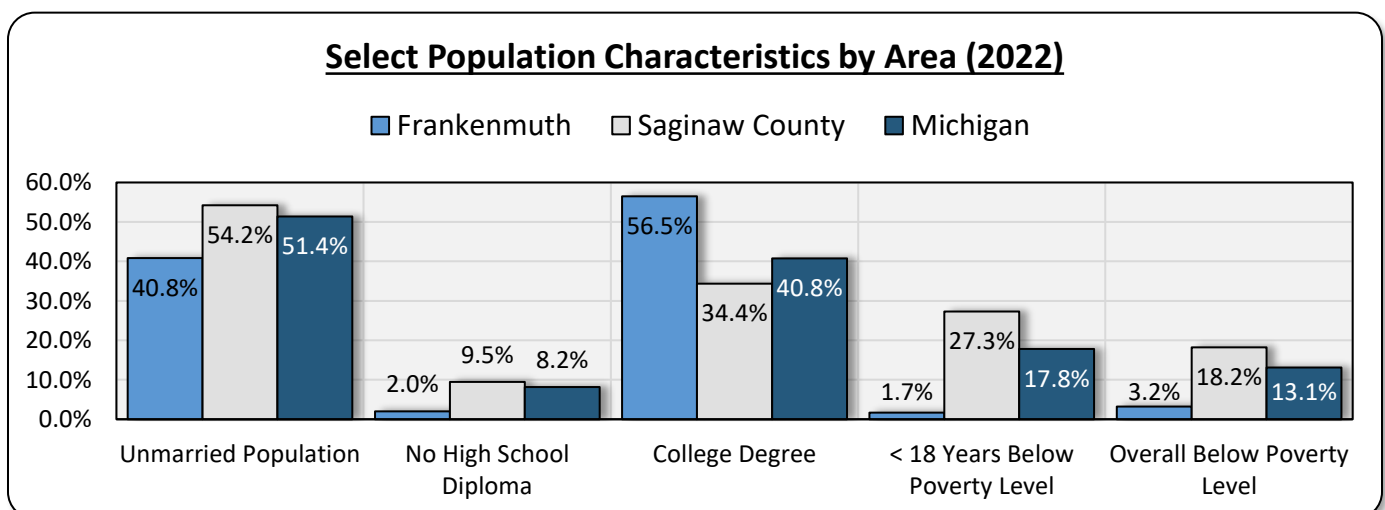
The following graph illustrates the *population density* for each study area in 2024.



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

With a population density of 1,610.6 persons per square mile, the city of Frankenmuth is significantly more densely populated than Saginaw County and the state of Michigan.

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

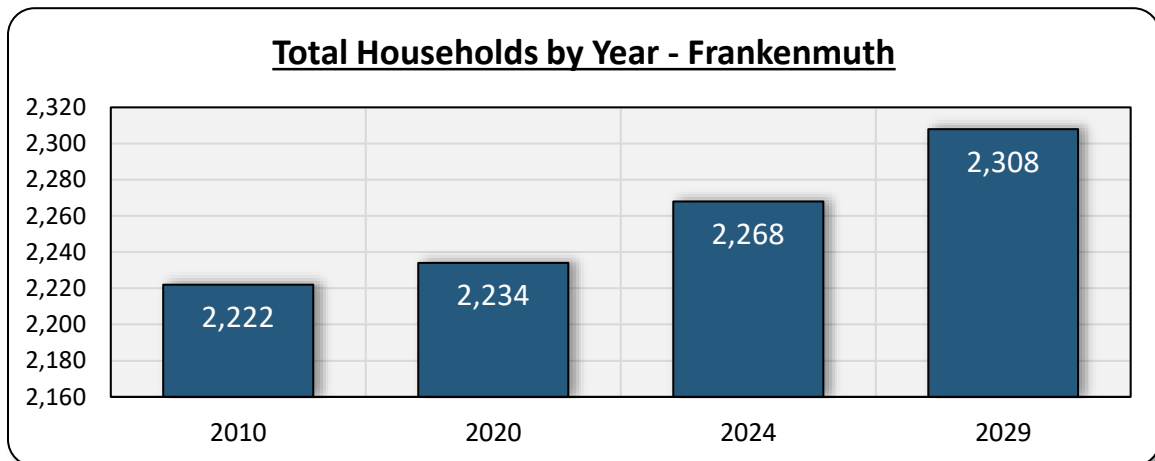


Source: 2018-2022 American Community Survey; ESRI; Bowen National Research

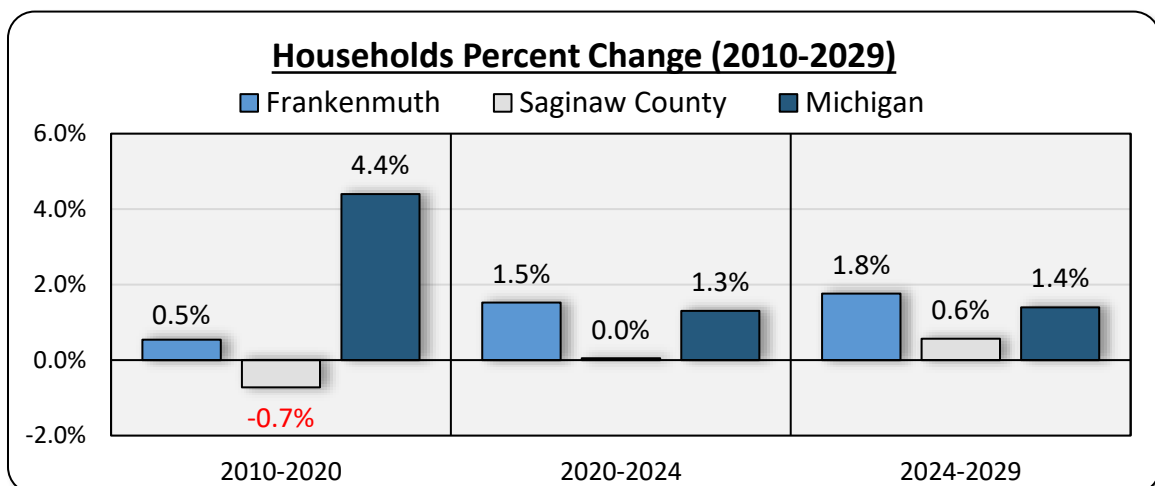
As the data illustrates, the city of Frankenmuth has a lower share of unmarried population (40.8%), a lower share of the population without a high school diploma (2.0%), and a higher share of individuals with a college degree (56.5%) as compared to the county and state. The two educational attainment factors likely have a positive influence on household income within the city. Overall, the city of Frankenmuth has much lower poverty rates for children less than 18 years of age (1.7%) and the overall population (3.2%) when compared to both the county and state.



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



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



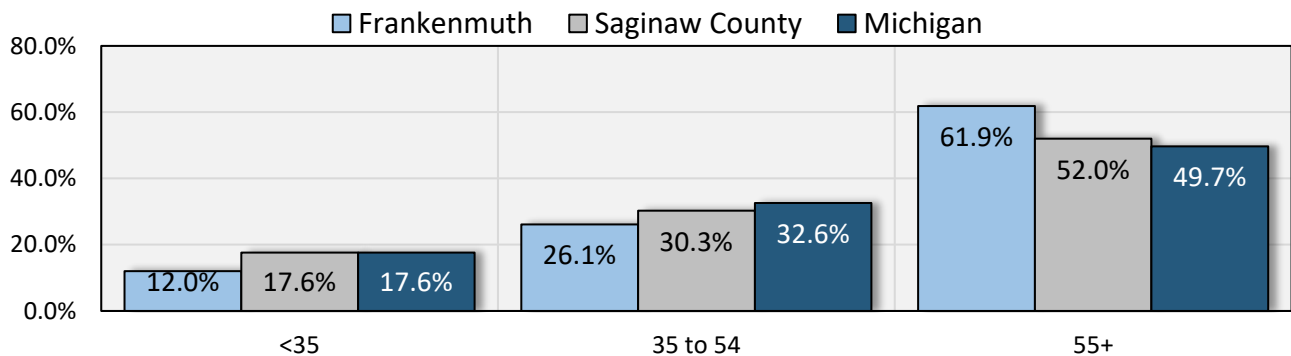
Source: 2010, 2020 Census; ESRI; Bowen National Research

The number of households in the city of Frankenmuth increased by 12 (0.5%) between 2010 and 2020. This contrasts with the 0.7% decline for the county but is lower than the 4.4% increase within the state during this time period. Between 2020 and 2024, the number of households in Frankenmuth increased by 1.5%, and the household base is projected to increase again by 1.8% between 2024 and 2029. Household growth within the city has and is projected to continue to outpace that for the county and state since 2020. 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.

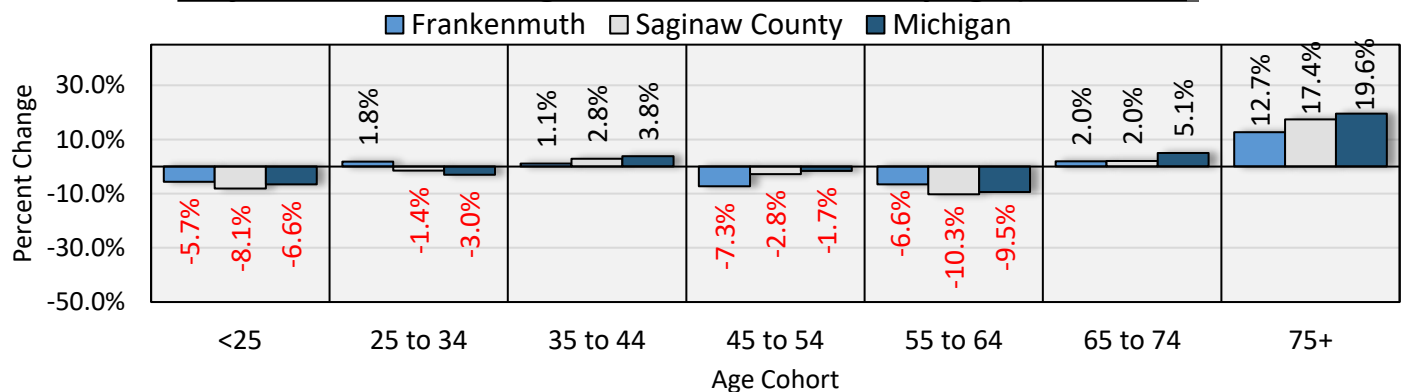
The following table and graphs illustrate *household heads by age* for the subject community, the distribution in 2024, and the projected percent changes between 2024 and 2029 for each of the study areas.

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Frankenmuth	2020	53 (2.4%)	207 (9.3%)	283 (12.7%)	315 (14.1%)	423 (18.9%)	395 (17.7%)	557 (24.9%)
	2024	53 (2.3%)	219 (9.7%)	278 (12.3%)	314 (13.8%)	396 (17.5%)	402 (17.7%)	606 (26.7%)
	2029	50 (2.2%)	223 (9.7%)	281 (12.2%)	291 (12.6%)	370 (16.0%)	410 (17.8%)	683 (29.6%)
	Change 2024-2029	-3 (-5.7%)	4 (1.8%)	3 (1.1%)	-23 (-7.3%)	-26 (-6.6%)	8 (2.0%)	77 (12.7%)

### Distribution of Household Heads by Age (2024)



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



Source: ESRI; Bowen National Research

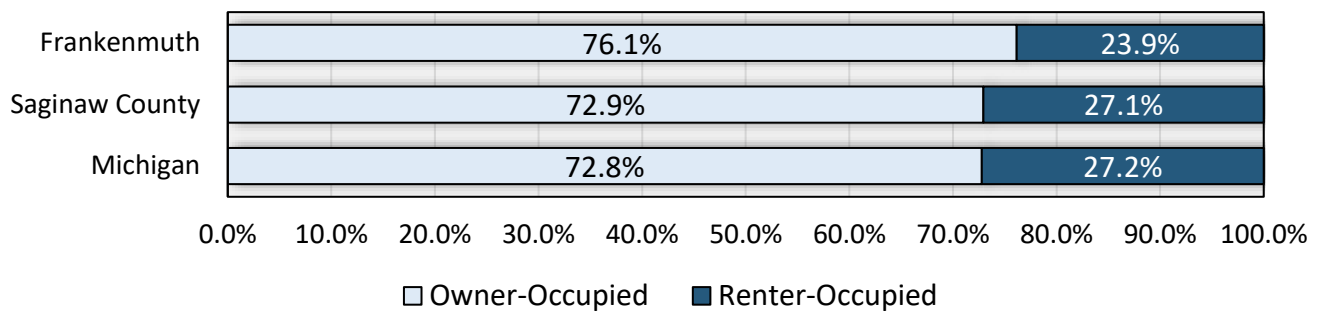
Overall, the data shows that households within the city of Frankenmuth in 2024 are more heavily concentrated among households age 55 and older (61.9%) when compared to the county and state. While households aged 75 and older are projected to increase by 12.7% within the city of Frankenmuth over the next five years, moderate increases are also projected for households between the ages of 25 and 44 (1.4%) and between the ages of 65 and 74 (2.0%). While the projected changes in households by age will likely influence demand for a variety of housing products, it appears that senior-oriented housing will experience the largest increase in demand.

The following table and graph illustrate **households by tenure** (renters and owners) for the subject community in 2024 and compare the shares by tenure for each of the study areas.

	Household Type	Households by Tenure			
		2020		2024	
		Number	Percent	Number	Percent
Frankenmuth	Owner-Occupied	1,640	73.4%	1,727	76.1%
	Renter-Occupied	594	26.6%	541	23.9%
	Total	2,234	100.0%	2,268	100.0%

Source: 2020 Census; ESRI; Bowen National Research

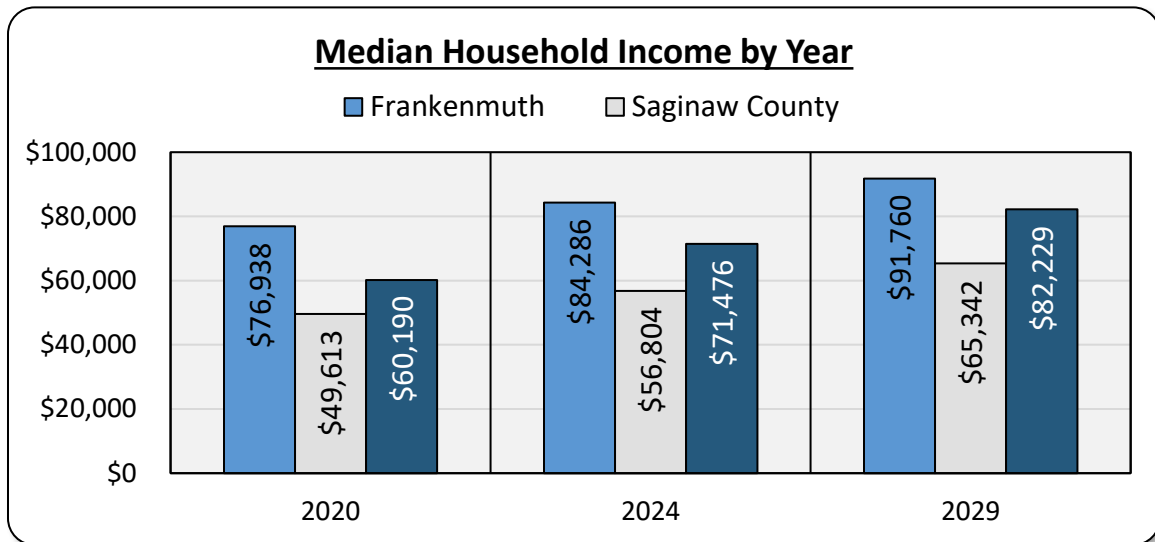
### Households by Tenure (2024)



Source: 2020 Census; ESRI; Bowen National Research

In 2024, the distribution of households by tenure in the city of Frankenmuth (76.1% owners and 23.9% renters) is more heavily weighted toward owner 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.



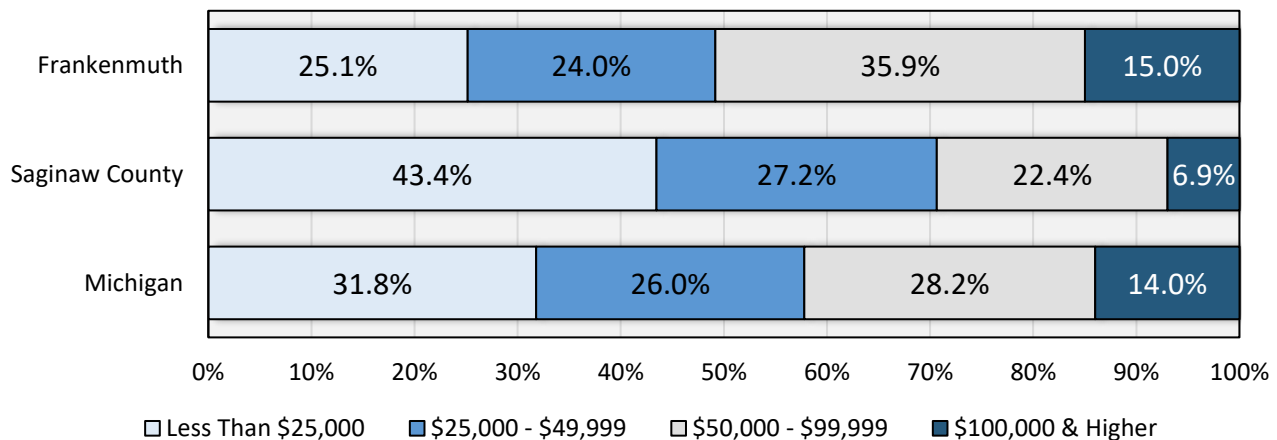
Source: 2020 Census; ESRI; Bowen National Research

As the preceding illustrates, the 2024 median household income in the city of Frankenmuth (\$84,286) is 48.4% higher than the county median household income and 17.9% higher than the statewide median household income. Over the next five years, it is projected that the median household income in Frankenmuth will increase to \$91,760, representing an increase of 8.9%. This notably high median income correlates with the very low poverty rate within the city.

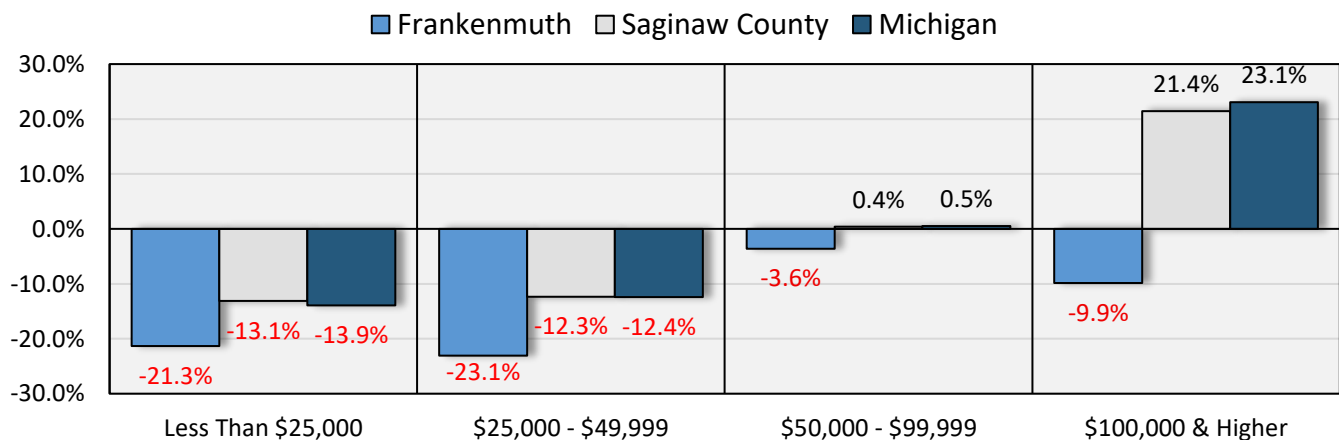
The following table and graphs illustrate **renter households by income** for the subject community and compare the distribution and the projected *percent* changes in renter households by income between 2024 and 2029 for each of the study areas. Despite the projected decline among all renter household income segments, it is anticipated that the market will likely add households from people commuting into the area on a daily basis. This is discussed on pages 19 and 20.

		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
Frankenmuth	2020	64 (10.8%)	90 (15.2%)	121 (20.4%)	26 (4.4%)	161 (27.1%)	97 (16.3%)	35 (5.9%)	0 (0.0%)
	2024	74 (13.7%)	62 (11.5%)	117 (21.6%)	13 (2.4%)	53 (9.8%)	141 (26.1%)	50 (9.2%)	31 (5.7%)
	2029	60 (12.8%)	47 (10.1%)	91 (19.5%)	9 (1.9%)	48 (10.3%)	139 (29.8%)	45 (9.6%)	28 (6.0%)
	Change 2024-2029	-14 (-18.9%)	-15 (-24.2%)	-26 (-22.2%)	-4 (-30.8%)	-5 (-9.4%)	-2 (-1.4%)	-5 (-10.0%)	-3 (-9.7%)

### 2024 Distribution of Renter Households by Income



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



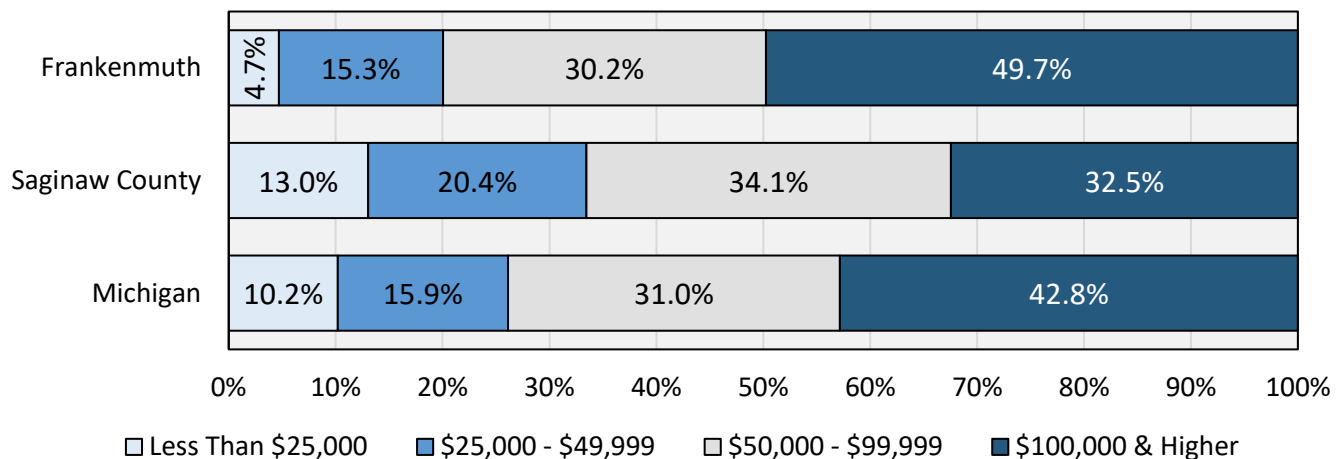
Source: 2020 Census; ESRI; Bowen National Research

In 2024, Frankenmuth has higher shares of renter households with incomes between \$50,000 and \$99,999 (35.9%) and \$100,000 or higher (15.0%) when compared to the county and state. Subsequently, the city has lower shares of households earning between \$25,000 and \$49,999 (24.0%) or below \$25,000 (25.1%) as compared to the county and state. Between 2024 and 2029, it is projected that all income segments within the city will experience declines in renter households. Renter household shares by income level are projected to remain relatively stable within the city between 2024 and 2029, despite the projected declines.

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.

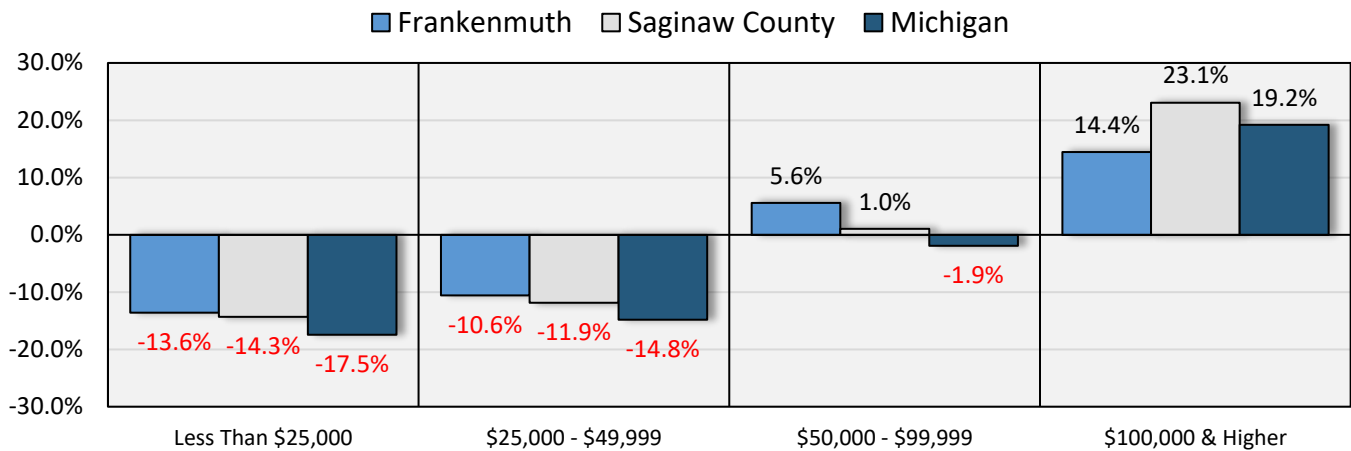
		Owner Households by Income							
		Less Than \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000 & Higher
Frankenmuth	2020	74 (4.5%)	49 (3.0%)	155 (9.5%)	237 (14.5%)	109 (6.6%)	277 (16.9%)	422 (25.7%)	317 (19.3%)
	2024	35 (2.0%)	46 (2.7%)	60 (3.5%)	205 (11.9%)	314 (18.2%)	208 (12.0%)	382 (22.1%)	477 (27.6%)
	2029	32 (1.7%)	38 (2.1%)	53 (2.9%)	184 (10.0%)	325 (17.7%)	226 (12.3%)	402 (21.8%)	581 (31.6%)
	Change 2024-2029	-3 (-8.6%)	-8 (-17.4%)	-7 (-11.7%)	-21 (-10.2%)	11 (3.5%)	18 (8.7%)	20 (5.2%)	104 (21.8%)

### 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, Frankenmuth owner households were evenly distributed among those earning less than \$100,000 (50.2%) and those earning \$100,000 or more (49.7%). However, it is notable that the share of households earning \$100,000 or more within the city is higher than those for the county (32.5%) and state (42.8%). Between 2024 and 2029, the most significant growth (14.4%) in owner households is projected to be among households earning \$100,000 or more, though marginal growth (5.6%) is projected for households earning between \$50,000 and \$99,999. Despite this increase among owner households earning \$100,000 or higher, nearly half (46.7%) of all owner households in Frankenmuth will continue to earn less than \$100,000 through 2029.

The following table illustrates the *components of population change* for Saginaw 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*
Saginaw County	-2,408	-1.3%	-2,599	-597	742	145	46
Michigan	61,121	0.6%	-38,340	-67,785	164,465	96,680	2,781

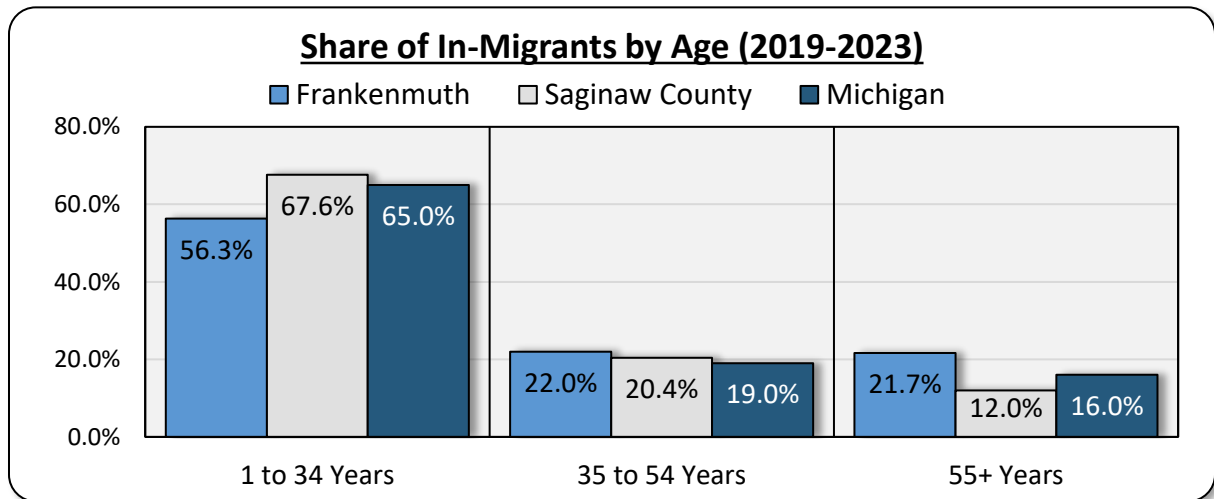
Source: U.S. Census Bureau, Population Division, March 2025

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

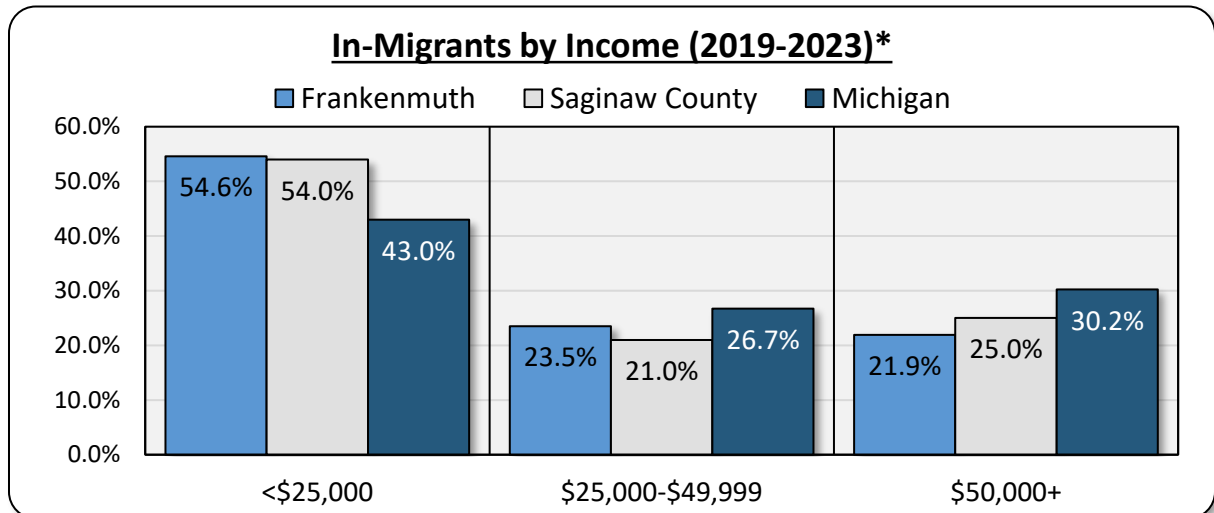
Based on the preceding data, Saginaw County experienced natural decrease (more deaths than births) and negative domestic migration between 2020 and 2024. In order to improve upon natural change, it is critical for a geography to retain and attract young

households to the area. While this data is not specific to the city of Frankenmuth, it is reasonable to conclude that the components of population change for Saginaw 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

While the largest share (56.3%) of in-migrants for the city of Frankenmuth are less than 35 years of age, the distribution of in-migrants by age is more heavily weighted toward the middle (35 to 54) and oldest (55 and older) age cohorts as compared to the distribution within the county and state. The distribution of in-migrants by income within the city of Frankenmuth is heavily concentrated among the lowest income cohort (less than \$25,000).



## C. ECONOMY AND WORKFORCE ANALYSIS

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

### Labor Force

The following table illustrates *the employment base by industry* for the city of Frankenmuth, Saginaw 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					
	Frankenmuth		Saginaw County		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	9	0.1%	554	0.5%	20,855	0.5%
Mining	0	0.0%	30	0.0%	4,899	0.1%
Utilities	2	0.0%	82	0.1%	11,620	0.3%
Construction	95	1.3%	3,688	3.7%	168,108	3.8%
Manufacturing	<b>832</b>	<b>11.6%</b>	<b>7,666</b>	<b>7.6%</b>	<b>504,941</b>	<b>11.3%</b>
Wholesale Trade	51	0.7%	2,075	2.1%	187,578	4.2%
Retail Trade	<b>2,089</b>	<b>29.1%</b>	<b>16,310</b>	<b>16.1%</b>	<b>542,818</b>	<b>12.1%</b>
Transportation & Warehousing	22	0.3%	2,701	2.7%	98,990	2.2%
Information	51	0.7%	1,668	1.7%	81,327	1.8%
Finance & Insurance	<b>711</b>	<b>9.9%</b>	2,888	2.9%	144,434	3.2%
Real Estate & Rental & Leasing	41	0.6%	1,690	1.7%	94,915	2.1%
Professional, Scientific & Technical Services	150	2.1%	4,105	4.1%	319,369	7.1%
Management of Companies & Enterprises	0	0.0%	52	0.1%	13,783	0.3%
Administrative, Support, Waste Management & Remediation Services	24	0.3%	4,512	4.5%	110,005	2.5%
Educational Services	134	1.9%	<b>7,637</b>	<b>7.6%</b>	<b>386,042</b>	<b>8.6%</b>
Health Care & Social Assistance	<b>825</b>	<b>11.5%</b>	<b>24,379</b>	<b>24.1%</b>	<b>750,195</b>	<b>16.7%</b>
Arts, Entertainment & Recreation	159	2.2%	1,385	1.4%	119,596	2.7%
Accommodation & Food Services	<b>1,650</b>	<b>23.0%</b>	<b>9,376</b>	<b>9.3%</b>	<b>398,128</b>	<b>8.9%</b>
Other Services (Except Public Administration)	267	3.7%	5,526	5.5%	272,318	6.1%
Public Administration	71	1.0%	4,664	4.6%	245,144	5.5%
Non-classifiable	3	0.0%	48	0.0%	5,515	0.1%
<b>Total</b>	<b>7,186</b>	<b>100.0%</b>	<b>101,036</b>	<b>100.0%</b>	<b>4,480,580</b>	<b>100.0%</b>

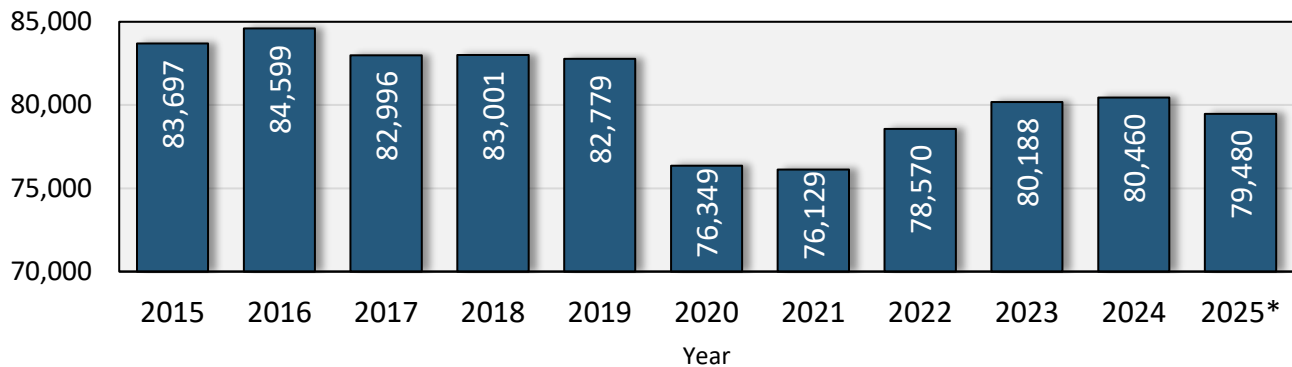
Source: 2020 Census; ESRI; Bowen National Research

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 Frankenmuth has an employment base of 7,186 individuals within a broad range of employment sectors. The labor force within the city comprises approximately 7.1% of the total Saginaw County employment base and is based primarily in five sectors: Retail Trade (29.1%), Accommodation & Food Services (23.0%) Manufacturing (11.6%), Health Care & Social Assistance (11.5%), and Finance & Insurance (9.9%). Combined, the top five job sectors represent 85.1% 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 Saginaw County between 2015 and February 2025.

### **Total Employment - Saginaw County (2015-2025)**



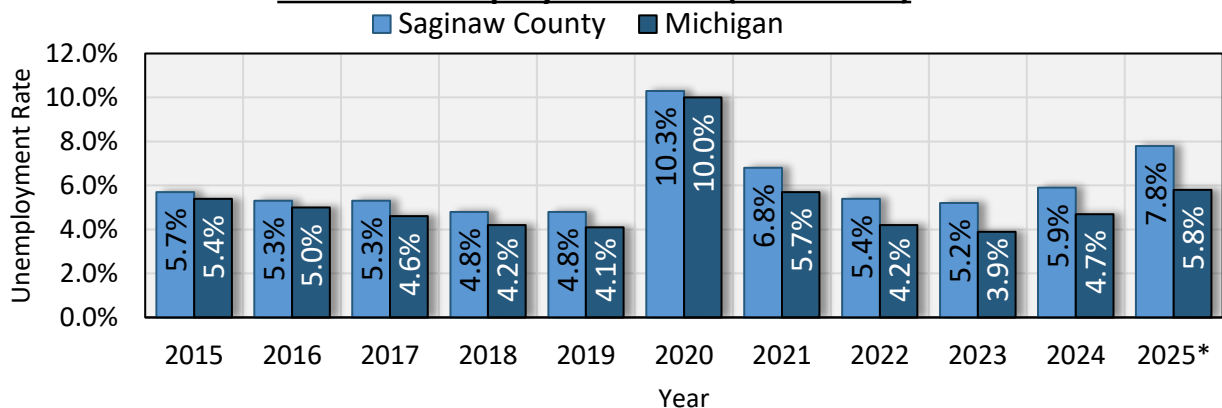
Source: Department of Labor; Bureau of Labor Statistics; Bowen National Research

\*Through February

As the preceding illustrates, total employment within Saginaw County fluctuated between 2015 and 2019, but decreased 1.1% overall during this period. In 2020, total employment decreased by 6,430 jobs (7.8%) within the county, which can be largely attributed to the economic impact of the COVID-19 pandemic. Following a slight decrease in 2021, total employment in the county increased for three consecutive years. As of year-end 2024, total employment was at 96.9% of the 2019 level. While the increasing employment base is a positive economic indicator for the county economy, it has yet to recover all of the jobs lost during 2020.

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

### **Annual Unemployment Rate (2015-2025)**

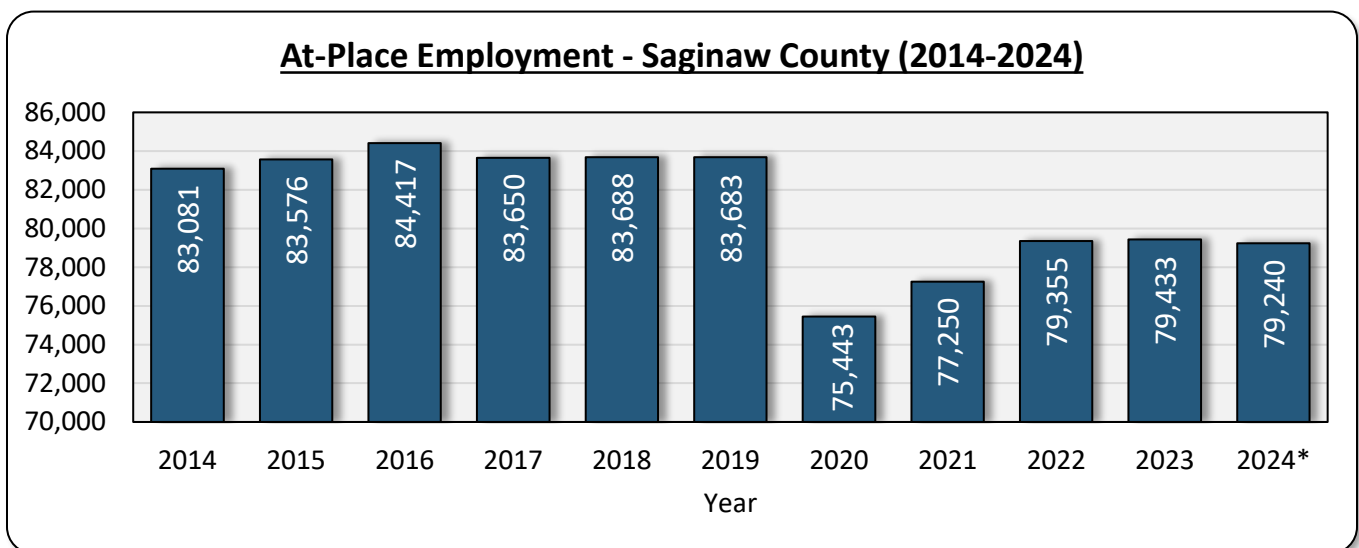


Source: Department of Labor; Bureau of Labor Statistics; Bowen National Research

\*Through February

As the preceding data shows, the unemployment rate in Saginaw County declined from 5.7% in 2015 to 4.8% in 2019. After the sharp increase in 2020 (to 10.3%), the unemployment rate in the county dropped to 5.2% in 2023. However, the unemployment rate increased to 5.9% in 2024. While the unemployment rate in the state also increased in 2024, the county unemployment rate is higher than the state and has been above the statewide rate each year since 2015. This indicates that unemployment has been a challenge within the county in recent years.

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 Saginaw County from 2014 to September 2024.



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

\*Through September

As the preceding illustrates, at-place employment within Saginaw County remained stable between 2014 and 2019, representing a 0.7% increase during this period. The largest decrease (9.8%) in at-place employment occurred in 2020, which can be largely attributed to the economic effects related to the COVID-19 pandemic. Through September 2024, at-place employment within the county was at 94.7% of the 2019 level. Although this indicates some softness in the labor market likely exists in Saginaw County, at-place employment has increased three consecutive years, starting in 2021.

## 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 have been three WARN notices reported for Saginaw County over the past 12 months. The following table summarizes the details of the WARN notices for Saginaw County.

WARN Notices – Saginaw County				
Company	Location	Jobs	Notice Date	Effective Date
Tervis Tumbler Company	Frankenmuth	3	N/A	November 11, 2024
Charter Communications Regional Support Center	Saginaw	78	N/A	February 6, 2025
Lippert Components, Inc.	Chesaning	159	N/A	April 4, 2025

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

The preceding table shows a total of 240 jobs were lost countywide among the three companies that filed recent WARN notices. Note that the WARN notice filed for the Tervis Tumbler Company, which is located within Frankenmuth, actually reflects a total of 60 jobs nationally, of which only three are local. The WARN notice filed by Lippert Components, which is the largest in terms of jobs, reflects the planned closure of two facilities in Chesaning, which would eliminate a total of 159 jobs.

The following illustrates the largest employers within Saginaw County:

Largest Employers – Saginaw County		
Employer Name	Business Type	Total Employed
Covenant HealthCare	Healthcare	4,800
Nexter Automotive	Manufacturing	3,800
Morley Companies	Hospitality	2,148
Meijer	Retail	1,425
Hemlock Semiconductor	Manufacturing	1,400
Ascension St. Mary's of Michigan/ MyMichigan Medical Center Saginaw	Healthcare	1,325
Saginaw Valley State University	Education	1,001
Frankenmuth Bavarian Inn	Hospitality	1,000
Aleda E. Lutz Veteran Affairs Medical Center	Healthcare	982
Means Industries	Manufacturing	832

Sources: Saginaw Future

Major employers within Saginaw County are primarily involved in healthcare, manufacturing, retail, hospitality, and education. While a number of the largest employers in the county are engaged in industries that are generally considered stable industries (healthcare, education, etc.) and are typically less susceptible to economic downturns, certain types of manufacturing, retail, and hospitality businesses can be affected by economic conditions.

The following tables summarize economic development activity and infrastructure projects in Saginaw County that were identified through online research and/or through communication with local economic development officials.

Economic Development Activity – Saginaw County			
Project Name / Location	Investment	Job Creation	Scope of Work/Details
Amigo Mobility International Saginaw	\$31,820	36	Medical supply store underwent an expansion in 2024. Additional information unknown.
Corning Inc./Solar Technology Richland Township	\$1.5 billion	1,500	Construction started on a solar component factory with one million square feet in 2024. ECD end of 2025.
Freeland Bean & Grain Freeland	\$855,401	14	Plans announced spring 2024. The new 2,560-square-foot facility will be used for bagging, palletizing, storage, and loading edible beans for export. Combining operations into one location to improve efficiency. Additional information unknown.
Fullerton Tool Company Saginaw	\$3.7 million	13	Manufacturer of drills, carbide end mills, and cutting tools expanded in 2024. Additional information unknown.
Spence Brothers Saginaw	\$51,000	100	General contractor's expansion underway in 2024. Additional information unknown.
Spicer Group Saginaw	\$66,451	20	Land surveyor company's expansion underway in 2024. Additional information unknown.
Umbra Group Saginaw	\$1.1 million	13	Manufacturer of e-motion technologies and ball screws for multiple sectors (industrial, energy, and aerospace) expanded in 2024. Additional information unknown.
WTA Architects Saginaw	\$49,160	26	Architecture firm expanded in 2024. Additional information unknown.

ECD – Estimated Completion Date

Infrastructure Projects – Saginaw County			
Project Name / Location	Scope of Work	Status	Investment
South Wheeler Reconstruction Saginaw	Repairs underway from West Michigan Ave. to Gratiot Ave.	Under construction as of April 2025. ECD end of September 2025.	\$6.1 million
Hess Avenue Reconstruction Saginaw	Construction underway to convert a section of Hess Ave. from a three-lane to two-lane roadway. Includes construction of sidewalk ramps, fire hydrants, and water mains.	Under construction as of March 2025. ECD September 2025	\$3.2 million
Court St. Bridge Maintenance Saginaw	Construction underway on railing repair, patching of the deck and sidewalks, and expanding joint infrastructure.	Under construction as of March 2025. ECD in late June 2025.	\$1.7 million
Adams & Cass St. Reconstruction Saginaw	Plans include reconstruction of brick, asphalt and drainage work along with water systems updates.	Project to start late April 2025. ECD October 2025.	\$1.6 million

ECD – Estimated Completion Date

Saginaw County is expected to add over 1,700 new jobs during the next few years. Most of this job creation and investment will take place at an advanced manufacturing facility that is currently being built by Corning. This facility, which will produce solar components, is expected to offer wages that are above the median wage for the region. Corning originally announced that this facility would employ approximately 1,100 people and would have a direct investment of \$900 million. In April 2025, Corning announced that an *additional* 400 jobs would be created at this facility, reflecting an additional \$600 million investment. In addition to the planned job creation in the county, several reconstruction and resurfacing projects involving roads, bridges, and drainage systems are taking place in the city of Saginaw.

## 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
Frankenmuth	Number	1,900	192	0	33	8	247	2,380
	Percent	79.8%	8.1%	0.0%	1.4%	0.3%	10.4%	100.0%
Saginaw County	Number	64,447	6,946	457	1,656	700	5,566	79,772
	Percent	80.8%	8.7%	0.6%	2.1%	0.9%	7.0%	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%

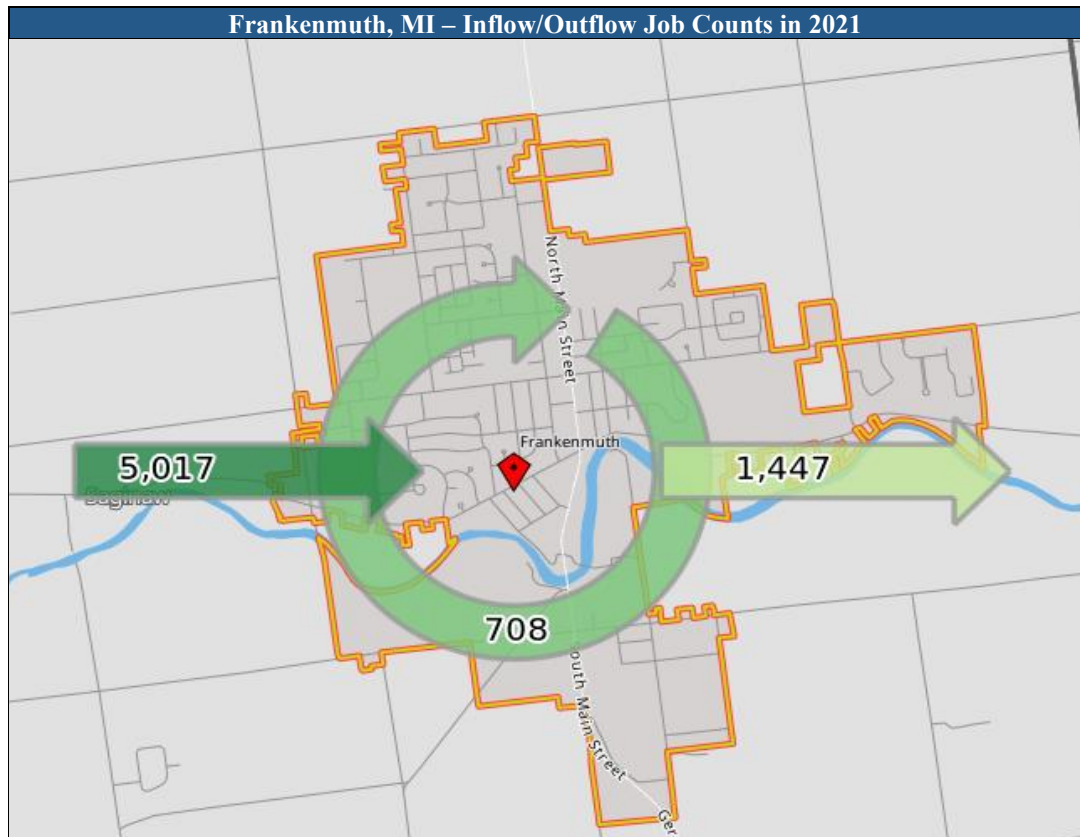
Source: ESRI; Bowen National Research

		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
Frankenmuth	Number	1,034	720	267	63	49	247	2,380
	Percent	43.4%	30.3%	11.2%	2.6%	2.1%	10.4%	100.0%
Saginaw County	Number	26,719	29,568	10,496	3,229	4,194	5,566	79,772
	Percent	33.5%	37.1%	13.2%	4.0%	5.3%	7.0%	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, 87.9% of individuals in Frankenmuth utilize their own vehicles or carpool to work, 1.4% walk to work, and 10.4% work from home. The share of individuals who work from home is higher than the county and statewide shares. Overall, 73.7% 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 just 2.1% have commute times of 60 minutes or more.

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

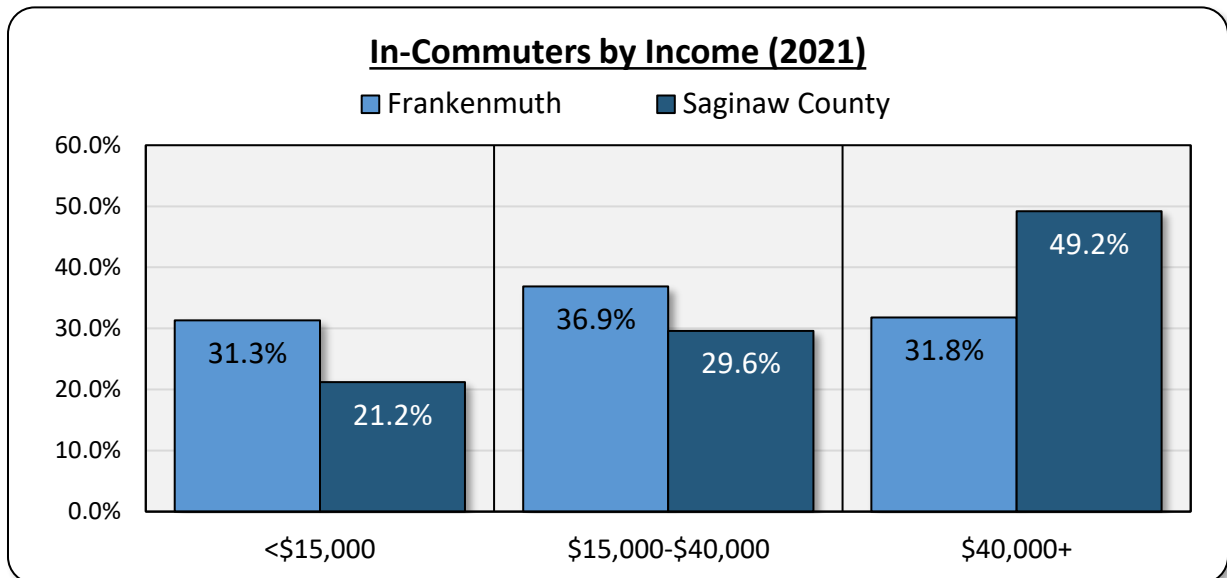


Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES); Bowen National Research

Of the approximately 5,725 persons *employed* in the city of Frankenmuth in 2021, 87.6% (5,017) originate from outside the city, while 12.4% (708) live within the city. Over 1,400 residents of the city commute to surrounding areas daily for employment. Regardless, the 5,017 non-residents who work in the area represent a substantial base of potential support for future residential development within Frankenmuth.



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



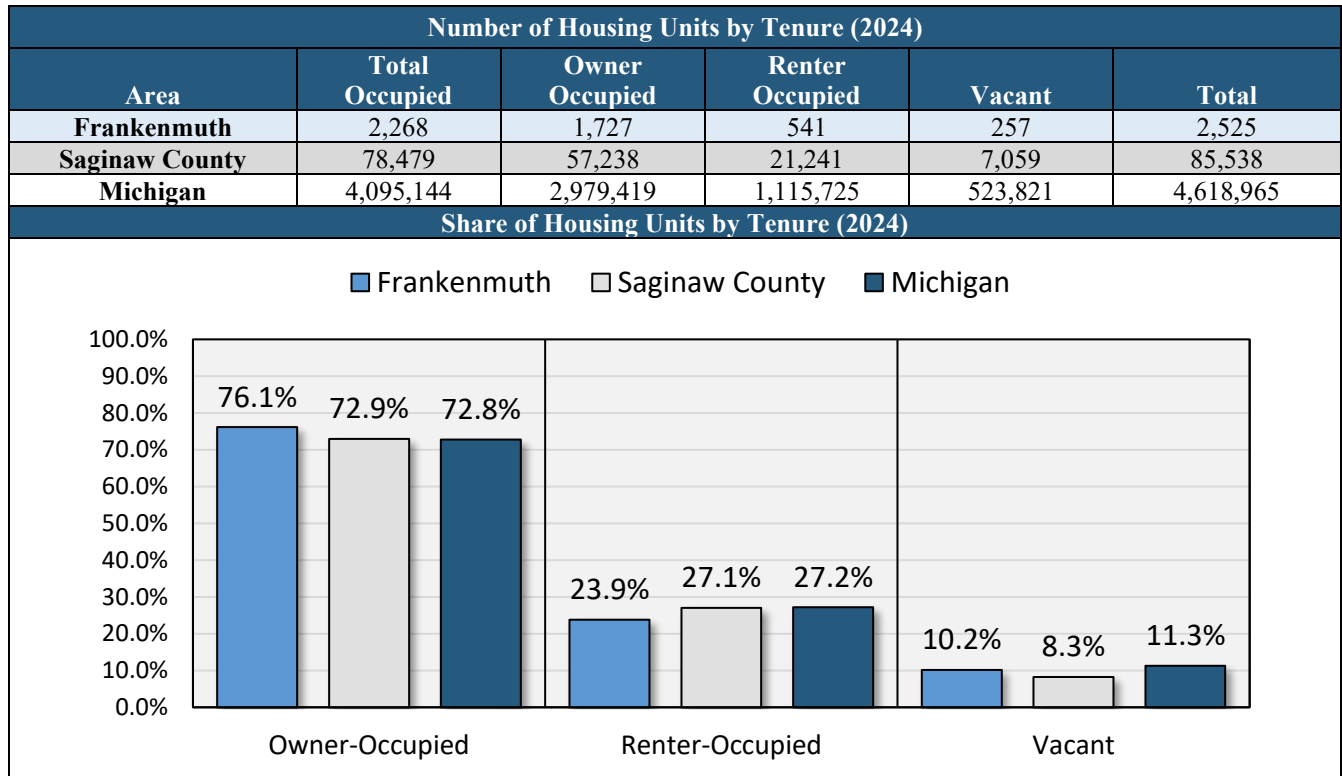
Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES); Bowen National Research

The preceding shows that the largest share (36.9%) of in-commuters to the city of Frankenmuth earn between \$15,000 and \$40,000 annually, while 31.8% earn \$40,000 or more, and 31.3% earn less than \$15,000 annually. As such, the distribution of in-commuter income within the city of Frankenmuth is more heavily 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 5,017 in-commuters to live within Frankenmuth. 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 2,268 total *occupied* housing units in the city of Frankenmuth, 76.1% are owner occupied and 23.9% are renter occupied. This is slightly more weighted toward owner-occupied housing when compared to the county and state. Among the 2,525 total housing units in Frankenmuth, 10.2% (257 units) are classified as vacant. This is a higher share of vacant units as compared to the county (8.3%) but lower as compared to 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), 30.8% of vacant housing units in Frankenmuth are classified as seasonal/recreational units. This is a smaller share of such units compared to the Region G share of 56.4%. While a portion of the vacant units in Frankenmuth are seasonal/recreational units, the influence of these units is significantly less than the influence in the overall region.

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
<b>Frankenmuth</b>	233	34.9%	577	34.2%	0	0.0%	0	0.0%	10	1.5%	0	0.0%
<b>Saginaw County</b>	10,235	48.2%	31,093	54.6%	314	1.5%	546	1.0%	454	2.1%	159	0.3%
<b>Michigan</b>	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 Frankenmuth, 34.9% of the renter-occupied housing units and 34.2% of the owner-occupied housing units were built prior to 1970. The shares of pre-1970 renter and owner-occupied units in the city are less than the county and statewide shares. The most prevalent housing condition issue in Frankenmuth is the 1.5% share of renter housing units with incomplete plumbing or kitchen facilities. However, it is also notable that this share is lower than those reported for the county and state. Overall, the housing inventory within Frankenmuth does not exhibit extensive condition issues when compared to the county and state.

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
<b>Frankenmuth</b>	2,268	\$84,286	\$282,209	\$818	35.2%	9.9%	16.9%	3.8%
<b>Saginaw County</b>	78,479	\$56,804	\$166,874	\$876	50.4%	16.6%	26.1%	6.5%
<b>Michigan</b>	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 Frankenmuth of \$282,209 is 69.1% higher than the median home value for the county and 13.2% higher than the state. Conversely, the median gross rent of \$818 is 6.6% lower than that for the county and 21.1% lower than that for the state. With a median household income of \$84,286 in the city of Frankenmuth, approximately 35.2% of renter households and 9.9% of owner households are housing cost burdened. These shares are lower than those reported for the county and state, and are likely attributed to the higher median household income for the city as compared to the county and state. Nonetheless, there are roughly 190

renter households and 171 owner households in Frankenmuth that are housing cost burdened, of which approximately 91 renter households and 66 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.

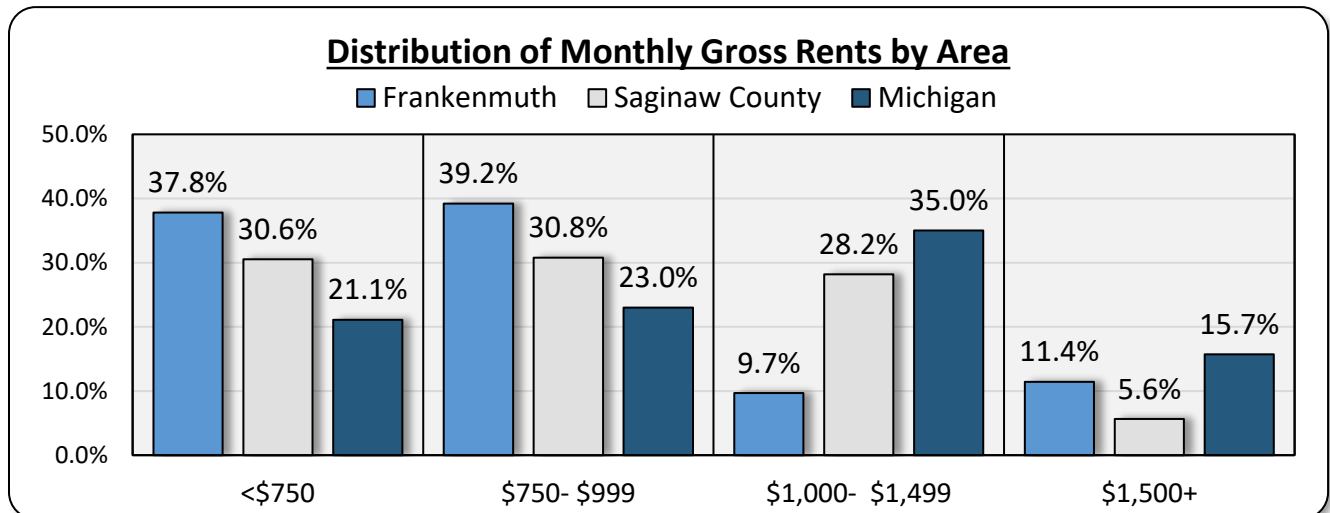
Based on the American Community Survey data, the following is a distribution of all occupied housing by **units in structure by tenure** (renter or owner) for each study area.

		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
Frankenmuth	Number	159	509	0	668	1,676	12	0	1,688
	Percent	23.9%	76.1%	0.0%	100.0%	99.3%	0.7%	0.0%	100.0%
Saginaw County	Number	12,668	8,048	534	21,251	54,421	437	2,131	56,989
	Percent	59.6%	37.9%	2.5%	100.0%	95.5%	0.8%	3.7%	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 23.9% of the *rental* units in Frankenmuth are within structures of four units or less or mobile homes. Overall, Frankenmuth has a larger share (76.1%) of multifamily rental housing (five or more units within a structure) when compared to the county (37.9%) and state (45.5%). Among *owner*-occupied units in Frankenmuth, the vast majority (99.3%) are within structures of four units or less.

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 (39.2%) of Frankenmuth rental units have rents between \$750 and \$999, followed by units with rents of less than \$750 (37.8%). Those with rents between \$1,000 and \$1,499 represent 9.7% of rental units in the city while the remaining 11.4% have rents of \$1,500 or more. Compared to the county and state, the distribution of gross rental rates in Frankenmuth is more heavily weighted toward the lower and moderately priced product (less than \$1,000), illustrating the dominance of low to moderately priced rental product in the area.

### 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 Frankenmuth and Saginaw 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. Two multifamily apartment projects consisting of 78 total units were surveyed within the city of Frankenmuth. However, a total of 58 projects comprising 6,766 units were surveyed within the county. These units within Saginaw County have an overall occupancy rate of 97.9%, which is similar to the market performance in Frankenmuth. 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 Frankenmuth.

Multifamily Supply by Product Type – Frankenmuth				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-Rate	1	30	2	93.3%
Tax Credit/Government-Subsidized	1	48	0	100.0%
Total	2	78	2	97.4%

Source: Bowen National Research

In the city of Frankenmuth, a total of two apartment properties were surveyed, comprising a total of 78 units. The overall occupancy rate for the multifamily units in the city is 97.4%, and there are only two 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, though the supply of multifamily product is limited in the area. Typically, healthy, well-balanced markets have rental housing vacancy rates generally between 4% and 6%. As such, it appears the Frankenmuth market has an overall shortage of multifamily apartments, which may represent a potential future development opportunity in the area.

The following table illustrates the *median rent by bedroom/bathroom type* for the surveyed *market-rate* units in Frankenmuth and Saginaw County. Note that the table only includes 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	Two-Br/ 2.0-Ba	Three-Br/ 1.5-Ba
Frankenmuth	\$850	\$1,025	-	-
Saginaw County	\$880	\$910	\$1,050	\$1,095

Source: Bowen National Research

As the preceding illustrates, the median rents for the most common unit configurations in Frankenmuth range from \$850 (one-bedroom/1.0-bathroom) to \$1,025 (two-bedroom/1.0-bathroom) for market-rate units. The one-bedroom market-rate rents within the city of Frankenmuth are similar to those reported for similar unit types among the market-rate properties surveyed throughout the county while two-bedroom rental rates are notably higher. With virtually no availability among the multifamily rentals in the city of Frankenmuth, 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 Saginaw County, which includes the city of Frankenmuth.

Housing Choice Voucher Use – Saginaw County				
Total Vouchers Issued	Estimated Unused Vouchers	Unused Voucher Share	Annual Program Turnover	Wait List
663	27	4.1%	48	1,165

Source: Michigan State Housing Development Authority (MSHDA)

There are currently 663 HCVs issued in Saginaw County, of which 95.9% are currently being utilized. In addition, there are 1,165 households currently on the wait list for additional vouchers within the county, and the annual program turnover is estimated to be 48 vouchers. As such, it appears there is extremely high demand for affordable housing in Saginaw 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, 23.9% of the rental units in the city of Frankenmuth are classified as non-conventional rentals.

During May 2025, Bowen National Research conducted an online survey and identified 64 non-conventional rentals that were listed as *available* for rent in Saginaw County. Of these, only one was located within the city of Frankenmuth. As a result, all available non-conventional rentals within Saginaw County have been evaluated as part of this analysis, regardless of their inclusion within the city limits of Frankenmuth.

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 Saginaw County.

Non-Conventional Rentals Overview			
Area	Non-Conventional Rentals*	Identified Vacant Units	Vacancy Rate
Saginaw County	13,202	64	0.5%

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 64 available units identified, Saginaw County has an overall vacancy rate of 0.5% 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 Saginaw County, which includes bedroom type, rent range, and median rent, follows:

Available Non-Conventional Rental Supply – Saginaw County			
Bedroom	Vacant Units	Rent Range	Median Rent
One-Bedroom	5	\$650 - \$1,400	\$650
Two-Bedroom	21	\$650 - \$1,400	\$900
Three-Bedroom	27	\$693 - \$2,500	\$1,050
Four-Bedroom+	11	\$975 - \$3,300	\$1,295
Total	64		

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

Among the 64 available non-conventional rentals in Saginaw County, median rents by bedroom type range between \$650 (one-bedroom) and \$1,295 (four-bedroom and larger). The three-bedroom units are the most common bedroom type and have a median rent of \$1,050. When utility costs, which are typically \$200 or more, are considered, the median gross rent for the available non-conventional rents is slightly higher than the corresponding median rents for the market-rate multifamily rentals in the county. While some lower-income households may be able to afford certain non-conventional rentals, there is a notable lack of availability for both non-conventional and multifamily rentals within Frankenmuth and Saginaw County.

### *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 Frankenmuth and Saginaw County.

Sold/Currently Available For-Sale Housing Supply*		
Status	Number of Homes	Median Price
<b>Frankenmuth</b>		
Sold	182	\$294,150
Available	8	\$326,500
<b>Saginaw County</b>		
Sold	5,837	\$159,900
Available	280	\$187,450

Source: Redfin.com & Bowen National Research

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

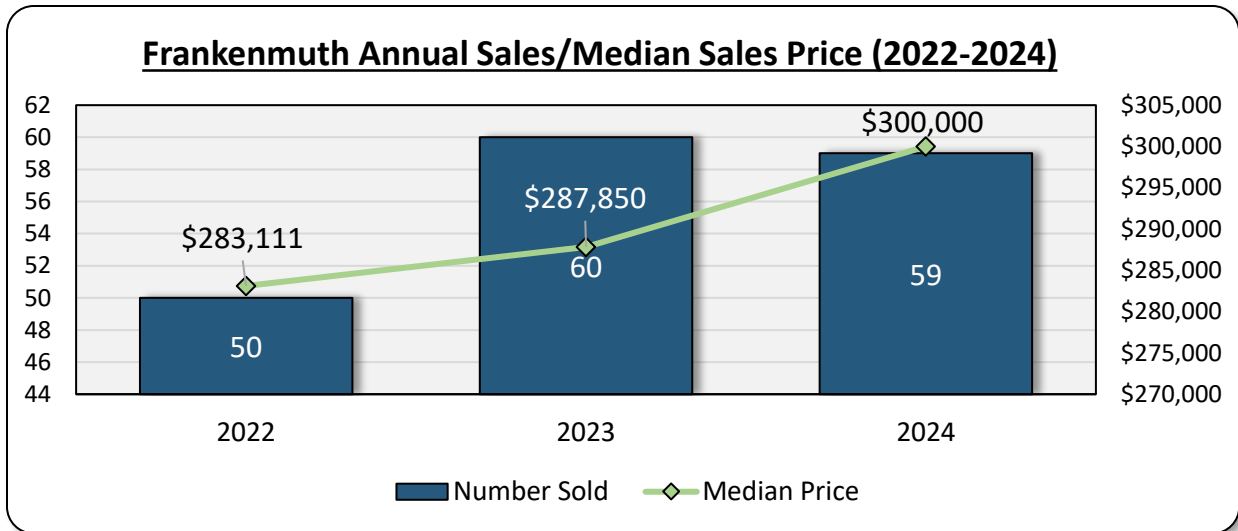
Historical sales from January 2022 to March 2025 in the city of Frankenmuth consisted of 182 homes (3.1% of all homes sold within the county during this time period) with a median sales price of \$294,150, which is 84.0% higher than the sales price for the county (\$159,900) during this time period. The available for-sale housing stock in the city of Frankenmuth as of March 19, 2025 consists of eight total units with a median list price of \$326,500. The eight units available within the city comprise 2.9% of the 280 total units available for purchase within the county. The median list price of \$326,500 within the city is 74.2% higher than the median list price for the county (\$187,450).

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 – Frankenmuth (January 1, 2022 to December 31, 2024)				
Year	Number Sold	Percent Change	Median Sales Price	Percent Change
2022	50	-	\$283,111	-
2023	60	20.0%	\$287,850	1.7%
2024	59	-1.7%	\$300,000	4.2%

Source: Redfin.com & Bowen National Research





As the preceding illustrates, the volume home sales in the city of Frankenmuth increased by 20.0% between 2022 and 2023 and remained stable in 2024. During this time period, the median sales price of homes sold in Frankenmuth increased each year. Collectively, the median sales price of homes sold in Frankenmuth increased by 6.0% between January 2022 and December 2024.

The following table provides various housing market metrics for the *available* for-sale homes in the city of Frankenmuth and Saginaw 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
Frankenmuth	8	2.9%	0.5% / 1.7	\$326,500	2,025	1981	106
Saginaw County	280	100.0%	0.5% / 1.8	\$187,450	1,663	1956	76

Source: Redfin.com & Bowen National Research

The eight available for-sale homes in the city of Frankenmuth represent 2.9% of the total available for-sale homes in Saginaw County. These homes equate to an availability rate of 0.5% when compared to the 1,727 owner-occupied units in the city, which is identical to the availability rate for Saginaw County (0.5%). Based on recent sales history, this inventory represents 1.7 *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 Frankenmuth have a median list price of \$326,500, an average number of days on market of 106 days, and an average year built of 1981. The median list price of the available for-sale homes indicates that homes within the city of Frankenmuth are notably higher priced than those throughout the county. The higher price point in the city likely contributes to the slightly longer



average number of days on market for the city as compared to the county. The average year built of the available for-sale homes indicates that many homes within the city are likely more modern than those throughout much of the county. 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 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 Frankenmuth area. One residential project was identified within Frankenmuth (highlighted in **red** text in the following table). The following tables summarize the known details for the housing developments by type that are planned, proposed, or under construction within Saginaw County. Note that additional projects may have been introduced into the pipeline since the interviews and research were completed.

Multifamily Rental Housing Development – Saginaw County				
Subdivision Name & Address	Product Type	Units/Lots	Developer	Status/Details
Jefferson Apartments 505 Millard Street Saginaw	Market-rate	40	Ann Arbor Construction	<b>Under Construction:</b> Former Jefferson Apartments to become studios and two-bedrooms; ECD unknown
N/A 303 Adams Street Saginaw	Market-rate	42	Shaheen Development	<b>Planned:</b> Mixed-use; One- and two-bedrooms; Existing building to be demolished

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

For-Sale Housing Development – Saginaw County				
Subdivision Name & Address	Product Type	Units/Lots	Developer	Status/Details
Brookside Place at Pleasant View Hospital Road Saginaw	Single-family	19	Cobblestone	<b>Under Construction:</b> Two- to four-bedrooms; Homes from \$350,000 to \$610,000; Square feet from 1,711 to 2,264; 17 lots sold
Habitat for Humanity Covenant Neighborhood Saginaw	Single-family	40	Habitat for Humanity & Covenant Healthcare	<b>Under Construction:</b> Will target households earning between 80-120% AMHI; 1 home is finished, 2 nearing completion. Remaining units to be built over next 5 years.
Kingsbrook Place Kingsbrook Drive Frankenmuth	Single-family	28	Cobblestone	<b>Under Construction:</b> Two- to four-bedrooms; Homes from \$350,000 to \$610,000; Square feet from 1,711 to 2,264; 10 lots sold
Shattuck Farms III 2970 Makenna Street Saginaw	Single-family	28	Cobblestone	<b>Under Construction:</b> Three-bedrooms; Homes from \$480,000; Square feet from 1,836
West Bank Lofts 100 South Hamilton Street Saginaw	Condominium	11	Ann Arbor Construction	<b>Under Construction:</b> Mixed-use redevelopment of 3 historic buildings; 995 to 2,254 square feet; One- through three-bedrooms; \$215,000 to \$660,000; 3 units sold/reserved as of May 2025; ECD 2025
Willow Pointe 7 Willow Pointe Drive Freeland	Condominium	N/A	Cobblestone	<b>Under Construction:</b> Two- to four-bedrooms; Homes from \$350,000 to \$610,000; Square feet from 1,711 to 2,264

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

The one for-sale housing development identified in the city of Frankenmuth is comprised of 28 single-family homes which will be priced between \$350,000 and \$610,000. There were no multifamily rental projects identified in Frankenmuth at the time of this analysis.

### *Development Opportunities*

Based on a review of a variety of resources, no potential development opportunities (sites) were identified in the subject market. However, this is likely not representative of future development opportunities within the area, as the Frankenmuth area may have undeveloped parcels or existing buildings that are presently not listed for sale or have not otherwise been identified for future development. Note that a total of 51 development opportunities sites were identified in Saginaw County as part of the regional Housing Needs Assessment. Details for these sites are included in Section VII and Addendum J (Saginaw County) of the separate Housing Needs Assessment completed for Region G.

## E. HOUSING GAP

The city of Frankenmuth is located in Saginaw County. As shown in the Region G Housing Needs Assessment, the county has an overall housing gap of 11,094 units, with gaps of 2,877 rental units and 8,217 for-sale units. 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 the overall county’s 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 Frankenmuth could potentially satisfy portions (10% rental and 5% for-sale) of the overall needs of the county, which were considered in the following demand estimates. 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 total larger portions of the 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 Frankenmuth. 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.

Frankenmuth (Saginaw County), 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	39 – 152	18 - 70	13 - 50	4 - 15	74 – 287
For-Sale Housing Gap	5 - 9	41 – 68	131 – 217	70 – 117	247 – 411

Source: Bowen National Research

AMHI – Area Median Household Income

\*Based on HUD limits for Saginaw 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 Frankenmuth has a minimum rental housing gap of 74 units and a minimum for-sale housing gap of 247 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 Frankenmuth.

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• Steady household growth (2010-2024) with projected household growth of 1.8% from 2024 to 2029</li><li>• Higher educational attainment level as compared to county and state</li><li>• Lower poverty rates as compared to county and state</li><li>• Lower shares of cost burdened households (owners and renters) as compared to county and state</li><li>• Generally newer overall housing stock as compared to county and state</li></ul>	<ul style="list-style-type: none"><li>• Household growth to be concentrated among owner-occupied households (2024-2029)</li><li>• Renter household decline projected among all income levels (2024-2029)</li><li>• No available units among affordable multifamily rentals (Tax Credit and government-subsidized units)</li><li>• Extremely low availability among the non-conventional rental supply in the county</li><li>• Very low availability of for-sale homes in the city</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• Housing need of 74 rental units (2024-2029)</li><li>• Housing need of 247 for-sale units (2024-2029)</li><li>• Attract some of the 5,017 commuters coming into the city for work to live in the city</li><li>• Recent improvements in county employment metrics and significant job creation in the manufacturing sector can be leveraged to attract additional households to the county, including the city of Frankenmuth</li></ul>	<ul style="list-style-type: none"><li>• Very limited number of multifamily properties and lack of availability may force some potential renters to seek housing elsewhere</li><li>• Considerably higher priced for-sale product as compared to county</li><li>• City risks losing some of the 1,447 residents that commute out of the city for employment</li><li>• Lack of actively marketed development opportunity sites within the city</li></ul>

The city of Frankenmuth has experienced steady household growth since 2010, a trend which is projected to continue through 2029. However, this growth is projected to be limited to owner-occupied households, as renter households are projected to decline among all income segments between 2024 and 2029. The general lack of available rental product in the city likely contributes to this projected decline as potential renters effectively have very few options from which to choose within the city. For-sale housing product is also limited in availability within the city as only eight homes were identified as available for purchase within the city, resulting in an availability rate of just 0.5% for the city, well below the typically healthy range of 2% to 3%. In addition to limited availability, for-sale product within the city is also considerably higher priced as compared to the county, with a median list price of \$326,500, 74.2% higher than the county median list price of \$187,450. The preceding factors likely increase the probability of residents seeking housing options outside the city. Currently there are minimum housing gaps of 74 rental units and 247 for-sale units in the city, and given the number of in-commuters, economic investments, and housing development projects in the pipeline throughout the county, additional opportunities exist to increase the area's household base.

### 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.*