



Target Market Analysis
Midland County
Michigan
2016

Prepared by:



LandUseUSA

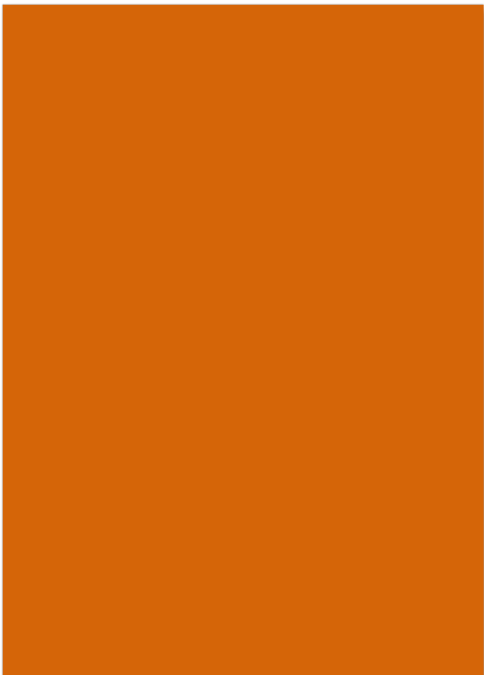
Prepared for:

East Central Michigan Prosperity Region 5

Michigan State Housing Development Authority



MSHDA
 MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY



Acknowledgements

Michigan State Housing Development Authority

Partners | ECM Prosperity Region 5

East Central Council of Governments

Sue Fortune | Executive Director

Jane Fitzpatrick | Program Manager

Local Partners | DRAFT

The City of Saginaw

Saginaw Future

The City of Bay City

The City of Midland

The City of Mount Pleasant

EightCAP Community Action Agency

Mid-Michigan Community Action Agency

TMA Consultant

Sharon M. Woods, CRE

Counselor of Real Estate

www.LandUseUSA.com

Table of Contents	Page
Executive Summary	1
Report Outline	8
The Target Markets	10
Prevalent Lifestyle Clusters	13
Conservative Scenario	16
Aggressive Scenario	17
“Slide” by Building Format	19
Rents and Square Feet	22
Comparison to Supply	24
Market Assessments – Introduction	27
Midland County – Overview	28
The City of Midland – Advantage	30
Analysis of PlaceScores™	33
Contact Information	34

Executive Summary

Through the collaborative effort of a diverse team of public and private stakeholders, LandUse|USA has been engaged to conduct this Residential Target Market Analysis (TMA) for the East Central Michigan (ECM) Prosperity Region 5. This region includes eight counties, including Midland County plus Arenac, Bay, Clare, Gladwin, Gratiot, Isabella, and Saginaw counties. Results are documented in separate reports for each county; and this document focuses mainly on Midland County.

This study has been made possible through the initiative and administrative support of the East Michigan Council of Governments (EMCOG), which assists communities with services in Economic and Community Development, Transportation, and Planning. Its members include 14 counties, plus the Saginaw Chippewa Indian Tribe. Its fourteen-county service area includes all of Prosperity Region 5 (East Central Michigan), and also spans portions of Prosperity Region 3 (Northeast Michigan) and Prosperity Region 6 (East Michigan).

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Northeast Region 3	East Central Region 5	East Region 6
Iosco	Arenac	Huron
Ogemaw	Bay	Sanilac
Roscommon	Clare	Tuscola
	Gladwin	
	Gratiot	
	Isabella	
	Midland	
	Saginaw	

This study has also been funded by each of the eight counties in Region 5, plus a matching grant under the State of Michigan's Place-based Planning Program. The program is funded through a matching grant provided by the Michigan State Housing Development Authority (MSHDA), and has also has the support of the state's Community Development division within the Michigan Economic Development Corporation (MEDC). The Regional Community Assistance Team (CATeam) specialists are available to help jurisdictions develop strategies for leveraging the local market potential and becoming redevelopment ready for reinvestment into downtown districts.

This Executive Summary highlights the results and provides comparisons across the eight counties in the East Central Michigan (ECM) Prosperity Region 5. It is followed by a more complete explanation of the market potential for attached units under conservative (minimum) and aggressive (maximum) scenarios, with a focus on Midland County. Results are based on internal migration within each place; movership rates by tenure and lifestyle cluster; and housing preferences among target market households.

The analysis has been completed for the City of Midland, including 0.5 and 1.0 mile rings around its downtown. The market potential model has also been completed for the three largest cities and villages (and sometime more) within each county across the region. For Midland County, this includes the City of Coleman and the Village of Sanford; and results are reported in the following narrative and attachments.

Maximum Market Potential – Based on the Target Market Analysis results for an aggressive scenario, there is a maximum annual market potential for up to 3,263 attached units throughout Midland County, plus 2,149 detached houses (for a total of 5,412 units). The market potential for 3,263 attached units includes 377 units among duplexes and triplexes (which may include subdivided houses); and 2,886 units among other formats like townhouses, row houses, lofts, flats, multiplexes, and midrise buildings.

About 82% of the maximum market potential for attached units throughout Midland County will be captured by the City of Midland. This includes 304 migrating households that will be seeking duplexes or triplexes in the city each year, plus 2,357 migrating households that will be seeking units in larger buildings.

In addition, about 1% of the market potential for attached units will be intercepted by the City of Coleman and the Village of Sanford, collectively. Results for all three places (including Midland) are shown in the following Summary Table A.

The balance (17%) of migrating households will be intercepted by other locations throughout Midland County. Some will choose townships surrounding the City of Midland, and others will seek locations along Sanford Lake; the Tittabawassee and Chippewa Rivers; and commuter routes like State Highway 10 and County Highway 20.

Summary Table A

Annual Market Potential – Attached and Detached Units
 Renters and Owners – Aggressive (Maximum) Scenario
 Midland County – East Central Michigan Prosperity Region 5 – 2016

Annual Market Potential Aggressive Scenario	Detached Houses	Attached		Total Potential
		Duplex Triplex	Larger Formats	
The City of Midland	1,486	304	2,357	4,147
Downtown Midland				
0.5 Mile Ring	90	17	105	212
1.0 Mile Ring	272	42	187	501
The City of Coleman	36	5	30	71
The Village of Sanford	19	1	5	25
Subtotal 2 Listed Places	55	6	35	96
<u>Townships & Other Places</u>	<u>608</u>	<u>67</u>	<u>494</u>	<u>1,169</u>
Midland County Total	2,149	377	2,886	5,412
Format as a Share of Total				
The City of Midland	36%	7%	57%	100%
Midland County	40%	7%	53%	100%

Missing Middle Typologies – Within the East Central Michigan (ECM) Prosperity Region 5, each county, city, and village is unique with varying degrees of market potential across a range of building sizes and formats. Results of the analysis are intended to help communities and developers focus on Missing Middle Housing choices (see www.MissingMiddleHousing.com for building typologies), which include triplexes and fourplexes; townhouses and row houses; and other multiplexes like courtyard apartments, and flats/lofts above street-front retail.

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

Missing Middle Housing Formats – Recommended Strategies

1. Conversion of high-quality, vacant buildings (such as schools, city halls, hospitals, hotels, theaters, and/or warehouses) into new flats and lofts.
2. New-builds among townhouses and row houses, particularly in infill locations near rivers and lakes (including inland lakes) to leverage waterfront amenities.
3. Rehab of upper level space above street-front retail within downtown districts.
4. New-builds with flats and lofts in mixed-use projects, above new merchant space with frontage along main street corridors.
5. New-builds among detached houses arranged around cottage courtyards, and within established residential neighborhoods.
6. The addition of accessory dwelling units like flats above garages, expansions to existing houses with attached or detached cottages, or other carriage-style formats.

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

Within any group of households sharing similar lifestyles, there are variances in their preferences across building sizes and formats. For example, 52% of the “Bohemian Grooves” households, but only 11% of the “Digital Dependent” households will choose attached housing formats. Both groups are among top target markets for East Central Michigan (ECM) and Midland County.

In general, moderate-income renters tend to have higher movership rates, are more likely to live in compact urban places, and are more likely to choose attached units. However, there are many exceptions and better-income households and owners are also showing renewed interest in attached products. Across the nation, single householders now represent the majority (albeit by a narrow margin). Households comprised of unrelated members, and multi-generational households are also gaining shares. These diverse householders span all ages, incomes, and tenures; and many are seeking urban alternatives to detached houses.

Under the aggressive scenario, the aggregate market potential for Midland County is average compared to all others in the region, and most similar to Bay County. As shown in the following Summary Table B, 60% of Midland County's annual market potential will be generated by Upscale Target Markets, which is exceptional because upscale target markets are usually more inclined to migrate to larger metropolitan cities.

About 37% of the market potential for Midland County will be generated by Moderate Target Markets. The relatively small balance of 3% will be generated by other households that are also prevalent in the market. Households in this later group tend to be settled and are less inclined to choose attached formats – when they move at all.

Additional observations can be made from the data in Summary Table B. In general, the upscale target markets are gravitating toward the larger counties in larger numbers, and in higher proportions. Relatively small cities and places will need to work the hardest at intercepting upscale target market households migrating throughout the region.

Summary Table B
 Annual Market Potential – Attached Units Only
 Renters and Owners – Aggressive Scenario
 East Central Michigan Prosperity Region 5 – 2016

Renters and Owners Aggressive Scenario Attached Units Only	Upscale Target Markets	Moderate Target Markets	Other Prevalent Clusters	All 71 Lifestyle Clusters
5 Saginaw County	3,004	4,820	284	8,108
Share of County Total	37%	59%	4%	100%
5 Isabella County	1,506	6,436	43	7,985
Share of County Total	19%	80%	1%	100%
5 Midland County	1,957	1,193	113	3,263
Share of County Total	60%	37%	3%	100%
5 Bay County	1,021	2,250	156	3,427
Share of County Total	30%	66%	4%	100%
5 Gratiot County	239	926	81	1,246
Share of County Total	19%	74%	7%	100%
5 Clare County	122	483	45	650
Share of County Total	19%	74%	7%	100%
5 Gladwin County	84	382	48	514
Share of County Total	16%	75%	9%	100%
5 Arenac County	7	75	16	98
Share of County Total	7%	77%	16%	100%

Largest Places and Unique Targets – The following Summary Table C shows the region's three largest counties (and cities) because they are unique in attracting some of the target markets. For example, the majority of Colleges and Cafés moderate households are choosing Isabella County and the City of Mount Pleasant – the location of Central Michigan University. This group is accountable for the county's exceptionally high annual market potential.

In comparison, Midland is the only county that is intercepting affluent households in the Full Pockets Empty Nests group. The Status Seeking Singles are also relatively affluent households, and they also tend to migrate toward Midland County. Similarly, the Wired for Success and Hope for Tomorrow target markets are most inclined to choose the City of Saginaw.

Summary Table C

Three Largest Counties with Unique Target Markets East Central Michigan Prosperity Region 5 – 2016

Region County	Largest <u>Places</u>	Target Markets that are Unique to the <u>Counties</u>
5 Isabella County	The City of Mt. Pleasant	O53 Colleges and Cafes
5 Midland County	The City of Midland	E19 Full Pockets Empty Nests G24 Status Seeking Singles
5 Saginaw County	The City of Saginaw	K37 Wired for Success R67 Hope for Tomorrow

These observations are only intended as an overview and to provide some regional perspective. The detailed market potential results for the cities and villages within each county are provided within their respective Market Strategy Report, independent from this document. The remainder of this document focuses mainly on the results for Midland County, the City of Midland, and the county's other largest places.

Report Outline

This narrative accompanies the Market Strategy Report with results of a Residential Target Market Analysis (TMA) for Midland County and the City of Midland. The outline and structure of this report are intentionally replicated for each of the eight counties in the East Central Michigan (ECM) Prosperity Region 5. This leverages work economies, helps keep the reports succinct, and enables easy comparisons between counties in the region.

Results of the TMA and study are presented by lifestyle cluster (71 clusters across the nation), and target markets (8 upscale and 8 moderate), scenario (conservative and aggressive), tenure (renter and owner), building format (detached and missing middle housing), place (city, village, and census designated place), price point (rent and value), and unit sizes (square feet). These topics are also shown in the following list and supported by attachments with tables and exhibits that detail the quantitative results.

Variable	General Description
Target Markets	Upscale and Moderate
Lifestyle Clusters	71 Total and Most Prevalent
Scenario	Conservative and Aggressive
Tenure	Renter and Owner Occupied
Building Sizes	Number of Units per Building
Building Formats	Missing Middle Housing, Attached and Detached
Places	Cities, Villages, and Census Designated Places (CDP)
Seasonality	Seasonal Non-Resident Households
Prices	Monthly Rents, Rent per Square Foot, Home Values
Unit Sizes	Square Feet and Number of Bedrooms

This Market Strategy Report also includes a series of attached exhibits in [Section A](#) through [Section H](#), and an outline is provided in the following [Table 1](#).

Table 1
TMA Market Strategy Report – Outline
Midland County – ECM Prosperity Region 5

The Market Strategy Report		Geography
Narrative	Executive Summary	County and Places
Narrative	Technical Report	County and Places
Narrative	Market Assessment	County and Places
Section A	Investment Opportunities	Places
Section B	Summary Tables and Charts	County
Section C	Conservative Scenario	County
Section D	Aggressive Scenario	County
Section E	Aggressive Scenario	Places
Section F1	Contract Rents	County and Places
Section F2	Home Values	County and Places
Section G	Existing Households	County and Places
Section H	Market Assessment	County and Places

This Market Strategy Report is designed to focus on data results from the target market analysis. It does not include detailed explanations of the analytic methodology and approach, determination of the target markets, derivation of migration and movership rates, Missing Middle Housing typologies, or related terminology. Each of those topics is fully explained in the Methods Book, which is part of the Regional Workbook.

The Regional Workbook is intended to be shared among all counties in the East Central Michigan (ECM) Prosperity Region 5, and it includes the following: a) advisory report of recommended next-steps, b) methods book with terminology and work approach; c) target market profiles, and d) real estate analysis of existing housing choices, which includes forecasts for new-builds and rehabs. An outline is provided in the following [Table 2](#).

Table 2
TMA Regional Workbook – Outline
East Central Michigan Prosperity Region 5

The Regional Workbook

Narrative	The Advisory Report
Narrative	The Methods Book

Target Market Profiles

Section J	Formats by Target Market
Section K	Building Typologies
Section L	Lifestyle Profiles Charts
Section M	Lifestyle Profiles Narratives

The Regional Workbook (including the Methods Book) is more than a supporting and companion document to this Market Strategy Report. Rather, it is essential for an accurate interpretation of the target market analysis and results, and should be carefully reviewed by every reader and interested stakeholder.

The Target Markets

To complete the market potential, 8 upscale and 8 moderate target markets were selected based on their propensity to a) migrate throughout the State of Michigan; b) choose a place in East Central Michigan; and c) choose attached housing formats in small and large urban places. More than half of the target markets are migrating into and within Midland County, particularly the Bohemian Groove, Digital Dependent, and Striving Single upscale targets; plus the Family Trooper moderate target market.

The following [Table 3](#) provides an overview of the target market inclinations for attached units, renter tenure, and average movership rate. Detailed profiles are included in [Section B](#) attached to this report and in the Regional Workbook.

Table 3
 Preferences of Upscale and Moderate Target Markets
 Midland County – ECM Prosperity Region 5 – Year 2016

Group	Target Market Name	Share in Attached Units	Renters as a Share of Total	Average Movership Rate
Upscale	K37 Wired for Success	76%	80%	40%
Upscale	K40 Bohemian Groove	52%	91%	17%
Upscale	O50 Full Steam Ahead	100%	98%	54%
Upscale	O51 Digital Dependents	11%	34%	36%
Upscale	O54 Striving Single Scene	98%	96%	50%
Moderate	O55 Family Troopers	64%	99%	40%
Moderate	Q65 Senior Discounts	100%	71%	13%
Moderate	R66 Dare to Dream	37%	98%	26%
Moderate	S70 Tight Money	92%	100%	36%

Upscale Target Markets for Midland County

- K37** Wired for Success – About 80% of these households rent apartments in buildings that tend to be relatively new and that have at least 10 units. They are found in small cities that offer good-paying tech jobs and leisure-intensive lifestyles. These are upwardly mobile households, so they are highly transient. Head of householder’s age: 60% are 45 year or less, including 34% who are between 36 and 45 years.
- K40** Bohemian Groove – Nearly eighty percent are renting units in low-rise multiplexes, garden apartments, and row houses of varying vintage. They are scattered across the nation and tend to live unassuming lifestyles in unassuming neighborhoods. Just in case they get the urge to move on, they don’t like to accumulate possessions - including houses. Head of householder’s age: 48% are between 51 and 65 years.

Upscale Target Markets for Midland County (continued)

- O50 Full Steam Ahead – Vertical lifestyles with 97% living in rental apartments, including garden-style complexes with at least 50 units in the building. These are young residents in second-tier cities, living in buildings that were built over recent decades to accommodate fast-growing economies in technology and communications industries. Today, their apartments are still magnets for transient singles who are drawn to good paying jobs. Head of householder's age: 67% are 45 years or less, including 42% who are between 36 and 45 years.
- O51 Digital Dependents – Widely scattered across the country, these households are found in a mix of urban and second-tier cities, and usually in transient neighborhoods. Many have purchased a house, townhouse, flat, or loft as soon as they could; and a high percent are first-time homeowners. Two-thirds are child-free; they are independent and upwardly mobile; and over two-thirds will move within the next three years. Head of householder's age: 90% are 19 to 35 years.
- O54 Striving Single Scene – Young, unattached singles living in city apartments across the country, usually in relatively large cities and close to the urban action. They are living in compact apartments and older low-rise and mid-rise buildings that were built between 1960 and 1990 – some of which are beginning to decline. These are diverse households and most hope that they are just passing through on the way to better jobs and larger flats or lofts. Head of householder's age: 53% are 35 years or younger.

Moderate Target Markets for Midland County

- O55 Family Troopers – Families living in small cities and villages, and many have jobs linked to national and state security, or to the military. In some markets they may even be living in barracks or older duplexes, ranches, and low-rise multiplexes located near military bases, airports, and water ports. They are among the most transient populations in the nation and may have routine deployments and reassignments – so renting makes smart sense. Head of householder's age: 85% are 35 years or younger.
- Q65 Senior Discounts – Seniors living throughout the country and particularly in metro communities, big cities, and inner-ring suburbs. They tend to live in large multiplexes geared for seniors, and prefer that security over living on their own. Many of them reside in independent and assisted living facilities. Head of householder's age: 98% are over 51 years, including 84% who are over 66 years.

Moderate Target Markets for Midland County (continued)

- R66 Dare to Dream – Young households scattered in mid-sized cities across the country, particularly in the Midwest, and within older transient city neighborhoods. They are sharing crowded attached units to make ends meet; and in buildings built before 1925 that offer few amenities. Some are growing families living in older ranch-style houses and duplexes. Head of householder’s age: 71% are younger than 45 years, and 32% are younger than 30 years.
- S70 Tight Money – Centered in the Midwest and located in exurban and small cities and villages, including bedroom communities to larger metro areas, and in transitioning and challenging neighborhoods. They are living in low-rises and some in duplexes, but few can afford to own a house. Head of householder’s age: 53% are between 36 and 50 years.

Prevalent Lifestyle Clusters

While upscale and moderate target markets represent most of the annual market potential for Midland County, the model also measures the potential among other prevalent lifestyle clusters. The most prevalent lifestyle clusters for the county are documented in [Section G](#) attached to this report, plus details for the City of Midland, 0.5 and 1.0 mile rings around its downtown, and the two smaller places (the City of Coleman and the Village of Sanford).

The most prevalent lifestyle clusters in Midland County include Unspoiled Splendor, Aging in Place, Stockcars and State Parks, Aging of Aquarius, and Town Elders. Through their large numbers, households in these clusters collectively generate additional market potential for attached units in the county.

The following [Table 4](#) provides a summary of the most prevalent lifestyle clusters with their propensity to choose attached units, renter tenure, and renter movership rates. The Digital Dependents is an upscale target market and is also among the prevalent lifestyle clusters. As shown in the previous section of this report, households in this cluster have exceptionally high movership rates, and a higher propensity to choose attached units. Although they represent a smaller share of existing households, they generate a significant share of the total market potential for attached units in Midland County.

Table 4
Most Prevalent Lifestyle Clusters
Midland County – ECM Prosperity Region 5 – Year 2016

Prevalent Target Markets	Share in Attached Units	Renters as a Share of Total	Average Movership Rate	Midland County Hhlds.
O51 Digital Dependents	11%	34%	36%	2,078
Other Prevalent Clusters				
E21 Unspoiled Splendor	2%	2%	2%	3,464
J34 Aging in Place	1%	1%	1%	2,997
I30 Stockcars, State Parks	3%	3%	5%	2,630
C11 Aging of Aquarius	2%	1%	2%	2,420
Q64 Town Elders	3%	4%	2%	1,651

Prevalent Lifestyle Clusters in Midland County

- E21 Unspoiled Splendor** – Scattered locations across small remote rural communities in the Midwest. Most live in detached houses that are relatively new and built since 1980, on sprawling properties with at least 2 acres. Head of householder’s age: 87% are between 51 and 65 years.
- J34 Aging in Place** – Scattered throughout the country and living in older suburban neighborhoods near metropolitan, second-tier cities. Many moved into detached houses as part of a flight to suburbia during the 1950s and 1960s, and the houses are now showing signs of wear. Most resist moving into retirement communities. Head of householder’s age: 82% are over 65 years, and 37% are over 75 years.
- I30 Stockcars and State Parks** – Scattered locations across the country and Midwest states, mostly in small cities, villages, and exurban suburbs. Neighborhoods are stable with settled residents that have put down roots. Houses are usually recently built on large lots with carefully tended gardens. Head of householder’s age: 80% are between 36 and 65 years; and 22% are between 46 to 50 years.

Prevalent Lifestyle Clusters in Midland County (continued)

- C11 Aging of Aquarius – Dispersed throughout the nation and living in large metros and mid-sized cities. Almost all are empty nesters with owner-occupied detached houses built in the 1970s and 1980s. Many have settled in established neighborhoods on quiet streets that are within a reasonable commute to downtown jobs, restaurants, and entertainment venues. Head of householder’s age: 96% are between the ages of 51 and 75; 85% are between the ages of 51 and 65.
- Q64 Town Elders – Seniors living in small and rural communities; in detached ranch houses and bungalows typically situated on small lots and built more than half a century ago. Head of householder’s age: 98% are over 66 years.

Conservative Scenario

The TMA model for Midland County has been conducted for two scenarios, including a conservative (minimum) and aggressive (maximum) scenario. The conservative scenario is based on in-migration into the county and each of its local places, and is unadjusted for out-migration. It does not include households that are already living in and moving within its urban and rural places.

Results of the conservative scenario for the county are presented among the three exhibits in [Section C](#) attached to this report, with a focus on county totals. [Exhibit C.1](#) is a summary table showing the county-wide, annual market potential for all 71 lifestyle clusters, the 8 upscale target markets, and the 8 moderate target markets. The 71 lifestyle clusters include all existing households currently living in Midland County, whether they are prevalent or represent a small share of the total.

Under the conservative scenario, Midland County has an annual market potential for at least 2,156 attached units (i.e., excluding detached houses), across a range of building sizes and formats. Of these 2,156 attached units, 1,410 (65%) will be occupied by households among the upscale target markets, and 687 (32%) will be occupied by moderate target market households.

The remaining 59 units (3%) will be occupied by other lifestyle clusters that are prevalent in the county. However, they include households that tend to be settled and are more likely to choose detached houses - if they move at all.

[Exhibit C.2](#) and [Exhibit C.3](#) show more detailed data results, with owners at the top of the table and renters at the bottom of the table. Also shown are the detailed results for each of the upscale target markets ([Exhibit C.2](#)) and moderate target markets ([Exhibit C.3](#)).

Under the conservative scenario and based on in-migration into Midland County, the largest share (32%) of the market potential for attached rental units will be generated by the Striving Singles upscale target market. Relatively smaller shares will be generated by the Family Troopers (13%), Senior Discounts (11%), Digital Dependents (10%), and Bohemian Grooves (9%).

Aggressive Scenario

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

Attached [Section D](#) of this report includes a series of tables that detail the market potential under the aggressive (maximum) scenario. The following [Table 5](#) provides a summary and comparison between the aggressive and conservative scenarios, with a focus on attached units only. In general, Midland County’s annual market potential under the aggressive scenario is only 50% larger than the conservative scenario (+151%, or 3,263 v. 2,156 attached units). This relationship is low compared to most other counties, and suggests that existing households may be disinclined to move; and meanwhile the county is doing a good job of attracting new households.

Under the aggressive scenario, about 2.5% (113 units) of the annual market potential for Midland County will be generated by its most prevalent households. Although they are prevalent, they have low movership rates and are more inclined to choose houses – when they move at all.

The vast majority (over 97%) of Midland County’s annual market potential will be generated by households that have a higher propensity to choose attached units (thus, they are the “Target Markets”). Relatively high numbers already reside in the county; they have high movership rates; and they are good targets for new housing formats.

Table 5
Annual and Five-Year Market Potential – Attached Units Only
71 Lifestyle Clusters by Scenario
Midland County – ECM Prosperity Region 5 – 2016

Renters and Owners Attached Units Only	Conservative Scenario (Minimum)		Aggressive Scenario (Maximum)	
	Annual # Units	5 Years # Units	Annual # Units	5 Years # Units
Upscale Targets	1,410	7,050	1,957	9,785
Moderate Targets	687	3,435	1,193	5,965
Other Prevalent Clusters	59	295	113	565
71 Lifestyle Clusters	2,156	10,780	3,263	16,315

All figures for the five-year timeline assume that the annual potential is fully captured in each year through the rehabilitation of existing units (and particularly among the student rentals), plus conversions of vacant buildings (such as vacant warehouses or schools), and *some* new-builds. If the market potential is not captured in each year, then the balance does not roll-over to the next year. Instead, the market potential will dissipate into outlying areas or be intercepted by competing counties and cities in the region.

Note: Additional narrative is included in the Methods Book within the Regional Workbook, with explanations of the conservative and aggressive scenarios, upscale and moderate target markets, and the annual and 5-year timelines.

“Slide” by Building Format

All exhibits in the attached [Section B](#) through [Section F](#) of show the model results before any adjustments are made for the magnitude of market potential relative to building size. For example, within 0.5 miles of downtown Midland, there is an annual market potential for 22 units in buildings with 100 or more units. Assuming that one large building can capture a 100% market share (which is unlikely), this implies that it would take at least five years to fill one 100-unit building.

Instead of waiting five years to fill one large building, the market potential can be fitted to several buildings that are smaller and more appropriately sized. [Table 6](#) demonstrates the adjusted results for 0.5 and 1.0 mile rings around downtown Midland, and details for other places are provided in [Section E](#) attached to this report.

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

Table 6
Annual Market Potential – “Slide” along Formats (in Units)
71 Lifestyle Clusters – Aggressive Scenario
Downtown Rings – The City of Midland, Michigan – 2016

Number of Units by Building Format/Size	Downtown - 0.5 Mile		Downtown - 1.0 Mile	
	Unadjusted w/out Slide	Adjusted with Slide	Unadjusted w/out Slide	Adjusted with Slide
1 Detached Houses	90	90	272	272
2 Side-by-Side & Stacked	6	6	16	16
3 Side-by-Side & Stacked	11	9	26	24
4 Side-by-Side & Stacked	7	4	15	12
5-9 Townhouse, Live-Work	32	37	78	83
10+ Multiplex: Small	11	11	19	19
20+ Multiplex: Large	17	55	24	24
50+ Midrise: Small	16	.	21	51
100+ Midrise: Large	22	.	30	.
Subtotal Attached	122	122	229	229

The following [Table 7](#) shows the city-wide results for Midland, plus the City of Coleman and the Village of Sanford. Again, the table shows a) unadjusted model results for the aggressive scenario, and b) adjustments with a “slide” along building sizes. The conservative scenario (reflecting in-migration only) is not provided for the cities, but it can be safely assumed that results would be about 65% of the aggressive scenario.

Based on the magnitude and profile of households already moving into and within the City of Midland (i.e., the entire city), it has an annual market potential for up to 2,661 attached units through the year 2020, which represents 82% of the county-wide market potential. Again, results are detailed in the following [Table 7](#).

Under the aggressive scenario, the City of Coleman has an annual market potential for 16 units among buildings with 20 or more units. This is not enough to support development of a 20+ unit building. However, these units can “slide” down into smaller buildings, and [Table 7](#) demonstrates the adjusted results. Results for the Village of Sanford are also shown, and details for all places are provided in [Section E](#) attached to this report.

Intercepting Migrating Households – The market potential for each city is based on the known inclination for households to move into and within that place. When few if any households are moving into or within a given place, then the market potential will be similarly low.

To experience population growth, smaller places like Coleman and Sanford must compete with the City of Midland to intercept the migrating households. Some (albeit not all) of these households will be seeking townhouses and waterfront lofts/flats with balconies and vista views of inland rivers (like the Tittabawassee and Chippewa Rivers) and inland lakes (particularly Sanford Lake). Others will seek choices within active and vibrant downtowns and surrounding neighborhoods.

Table 7
Annual Market Potential – “Slide” along Formats (in Units)
71 Lifestyle Clusters – Aggressive Scenario
Places in Midland County – ECM Prosperity Region 5 – 2016

Number of Units Unadjusted Model Results	The City of Midland	The City of Coleman	The Village of Sanford
1 Detached Houses	1,486	36	19
2 Side-by-Side & Stacked	101	2	.
3 Side-by-Side & Stacked	203	3	1
4 Side-by-Side & Stacked	125	1	.
5-9 Townhouse, Live-Work	561	9	4
10+ Multiplex: Small	391	4	.
20+ Multiplex: Large	403	7	1
50+ Midrise: Small	274	4	.
100+ Midrise: Large	603	5	.
Subtotal Attached	2,661	35	6
Number of Units Adjusted for “Slide”	The City of Midland	The City of Coleman	The Village of Sanford
1 Detached Houses	1,486	36	19
2 Side-by-Side & Stacked	100	2	.
3 Side-by-Side & Stacked	201	3	.
4 Side-by-Side & Stacked	124	.	.
5-9 Townhouse, Live-Work	565	10	6
10+ Multiplex: Small	391	20	.
20+ Multiplex: Large	403	.	.
50+ Midrise: Small	274	.	.
100+ Midrise: Large	603	.	.
Subtotal Attached	2,661	35	6

Rents and Square Feet

This section of the report focuses on contract rents and unit sizes, and stakeholders are encouraged to review the materials in [Section F1](#) for information on rents (see [Section F2](#) for home values). [Section F1](#) includes tables showing the general tolerance of the upscale and moderate target markets to pay across contract rent brackets, with averages for the State of Michigan. The exhibits also show the allocation of annual market potential across rent brackets for Midland County. Results are also shown in the following [Table 8](#), with a summary for the upscale and moderate target markets under the aggressive scenario.

Table 8
Annual Market Potential by Contract Rent Bracket
71 Lifestyle Clusters – Aggressive Scenario
Midland County – ECM Prosperity Region 5
(2016 Constant Dollars)

Renter Occupied Units (Attached & Detached)	Renter-Occupied Contract (Cash) Rent Brackets					Total Potential
	\$ 0- \$600	\$600- \$800	\$800- \$1,000	\$1,000- \$1,500	\$1,500- \$2,000+	
Upscale Targets	530	894	580	323	260	2,587
Moderate Targets	444	452	220	107	75	1,298
Other Clusters	136	150	91	63	44	484
Midland County	1,110	1,496	891	493	379	4,369
Share of Total	26%	34%	20%	11%	9%	100%

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

[Section F1](#) also includes tables showing the median contract rents for Midland County and its places, which can be used to make local level adjustments as needed. Also included is a table showing the relationships between contract rent (also known as cash rent) and gross rent (with utilities, deposits, and extra fees). For general reference, there is also a scatter plot showing the direct relationship between contract rents and median household incomes among all 71 lifestyle clusters.

Existing choices among attached-for-rent units are documented with scatter plots and tables in [Section F1](#). Scatter plots show the relationships between rents and square feet, and existing choices are listed after the scatter plots. Results are used to forecast unit sizes by rent bracket, as summarized in the following [Table 9](#).

Table 9
Typical Unit Sizes by Contract Rent Bracket
Attached Units Only
Midland County – ECM Prosperity Region 5
(2016 Constant Dollars)

Contract Rent Brackets (Attached Units Only)	Renter-Occupied Contract (Cash) Rent Brackets					
	\$ 0- \$ 600	\$ 600- \$ 700	\$ 700- \$ 800	\$ 800- \$ 900	\$ 900- \$1,000	
Minimum Square Feet	350	425	475	575	675	sq. ft.
Maximum Square Feet	450	500	600	700	800	sq. ft.

[Table 9](#) is only intended to demonstrate the general relationships between contract rents and unit sizes for Midland County. [Section F1](#) includes numerous charts and tables with far more detail. The materials can be used to gauge the appropriate rents for refurbished and remodeled units; and the appropriate sizes among new-builds.

The analysis is also conducted for owner-occupied choices, and stakeholders are encouraged to review the materials in [Section F2](#) for those results. Again, additional explanations of the methodology and approach are also provided within the Methods Book included in the Regional Workbook.

Comparison to Supply

This last step of the TMA compares the market potential to Midland County's existing supply of housing by building format, and for all 71 lifestyle clusters. Histograms in the attached [Section B](#) display the results for Midland County and the City of Midland.

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

Although the seven years is the national average absorption rate, a significantly lower factor of three years is applied to the largest metropolitan places (Midland, Bay City, Mt. Pleasant, and Saginaw). Households in the City of Midland have exceptionally high movership rates attributed to the Digital Dependent and Striving Single target markets (see histograms in [Section G](#), attached). At least 35% of these households move each year and they represent a significant share of existing households in the city.

Results for the City of Midland are shown in the following [Table 10](#) and reveal that there is little or no need for building new detached houses. The city currently has 12,689 detached houses, and only 4,458 households will be seeking that product over the next 3 years. (Note: Theoretically, it will take at least 8 years for the city's existing supply of detached houses to turn-over.)

In comparison, the City of Midland has a net market potential for buildings with 5 to 9 units, which may include a combination of new townhouses, row houses, and flats or lofts. The city currently has 1,153 units in this building size (and format), which falls short of meeting the expectations of 1,683 migrating households over the next three years. Note: Similar conclusions can be deduced for the smaller cities and by using the data tables provided in [Section E](#) and [Section H](#), attached.

Table 10
Three-Year Cumulative Market Potential v. Existing Units
 71 Lifestyle Clusters – Aggressive Scenario
 The City of Midland – ECM Prosperity Region 5
 Years 2016 – 2018

Number of Units by Building Format	Potential 3-Year Total	Existing Housing Units	Implied Gap for New-Builds	
1 Detached Houses	4,458	12,689	-	<i>surplus</i>
2 Subdivided House, Duplex	303	1,710	-1,407	<i>surplus</i>
3-4 Side-by-Side, Stacked	984	687	297	potential
Subtotal Duplex – Fourplex	1,287	2,397	-1,110	<i>surplus (net)</i>
5-9 Townhouse, Live-Work	1,683	1,153	530	potential
10-19 Multiplex: Small	1,173	1,012	161	potential
20-49 Multiplex: Large	1,209	341	868	potential
50+ Midrise: Small, Large	2,631	841	1,790	potential
Subtotal Multiplex & Midrise	5,013	2,194	2,819	potential (sum)
Total Attached Units	7,983	5,744	2,239	potential (net)

In general, the City of Midland has a surplus among subdivided houses that is offset by insufficient supply among larger buildings, and results in a net potential (and “gap”) for 2,239 attached units over the span of three years. Derivation of this net market potential is also shown in Table 10, above.

Additional Note: All histograms comparing the market potential to existing housing units are intended only to provide a general sense of magnitude. Direct comparisons will be imperfect for a number reasons described in the following list.

Comparisons to Supply – Some Cautions

1. The market potential has not been refined to account for the magnitude of market potential among building sizes, and is not adjusted for a “slide” along building formats.
2. The histogram relies on data for existing housing units as reported by the American Community Survey (ACS) and based on five-year estimates through 2013. The data and year for the market potential is different, so comparisons will be imperfect.
3. The number of existing housing units is not adjusted for vacancies, including units difficult to sell or lease because they do not meet household needs and preferences. Within the cities and villages, a small share may be reported vacant because they are seasonally occupied by non-residents. Seasonal occupancy rates tend to be significantly higher in places with vista views of the lakes and rivers.
4. On average, the existing housing stock should be expected to turnover every seven years, with variations by tenure and lifestyle cluster. However, owner-occupied units have a slower turn-over rate (about 15 years), whereas renter occupied units tend to turn-over at least every three years. Again, these differences mean that direct comparisons are imperfect.
5. The 3-year market potential assumes that the market potential is fully met within each consecutive year. However, if Midland County (and the City of Midland) cannot meet the market potential in any given year, then that opportunity will dissipate.

Market Assessment – Introduction

The following section of this report provides a qualitative market assessment for Midland County and its largest City of Midland. It begins with an overview of countywide economic advantages, followed by a market assessment for the city. Materials attached to this report include Section A with a county-wide map and downtown aerials, plus some local materials.

Section A - Contents

- Midland County | Countywide Map
- The City of Midland | Aerial Photo, 0.5 and 1.0 Miles
- The City of Midland | Proposed Future Land Use Map
- The City of Midland | Downtown Aerial Photo
- The City of Midland | Downtown Visitor Map
- The City of Midland | Photo Collages
- The City of Coleman | Aerial Photo, 0.5 and 1.0 Miles
- The Village of Sanford | Aerial Photo, 0.5 and 1.0 Miles

Section H includes demographic profiles and a scatter plot of seasonal vacancies. It also includes two tables and two scatter plots demonstrating the results of a PlaceScore™ Analysis for the City of Midland, which is explained in the last section of this report.

Section H – Contents

- Tables with Demographic Profiles
- Scatter Plot of Seasonal Vacancies
- PlaceScore™ Analysis

The following narrative provides a summary of some key observations, and stakeholders are encouraged to study the attachments for additional information.

Note: This narrative includes lists of economic assets that are imperfect and may require corrections from local stakeholders. They may also contribute other materials for Section A by email to sharonwoods@landuseusa.com.

Midland County – Overview

Regional Overview – Midland County is located in the heart of the East Central Michigan Prosperity Region 5. It shares boundaries with (in clockwise order) Isabella County to the west, Gladwin County to the north, Bay County to the east, Saginaw County to the southeast, and Gratiot County to the southwest.

Regional Transportation Networks – Midland County is ideally located along State Highway 10, which links west to State Highway 127 and east to Interstate 75. These highway connections have benefited the county economically, and it rivals Bay and Saginaw Counties in attracting major employers with good-paying jobs; health care providers; colleges and universities; and other anchor institutions. Resident workers can also commute easily to jobs in Mt. Pleasant (west), Bay City (east), and Saginaw (southeast).

Traffic Volumes – Within Midland County, 2014 traffic volumes peaked at 36,000 vehicles per day along State Highway 10 (see the following [Table 11](#) for county summaries) and within the City of Midland. Traffic volumes along Highway 10 were significantly lower near the Village of Sanford (14,000 vehicles daily) and the City of Coleman (7,800 vehicles). See the tables in [Section H](#) for details on these local places.

Largest Industry Sectors – Midland County’s largest industry sector includes educational services (public schools) combined with health care (hospitals). The second largest industry sector is manufacturing, followed by retail trade; arts, entertainment, and recreation; construction; and finance, insurance and real estate. Manufacturing represents an impressive 21.6% of total employment across the county, which is exceptionally high compared to other counties in the region.

Unemployment Rates – With 33,709 households in 2014, Midland County is the third largest in Prosperity Region 5. Consistent with other counties across the region, unemployment is low at just 3.1 percent of the labor force. Within the City of Midland, unemployment rates are impressively low at just 2.5 percent. Unemployment rates are slightly higher in Sanford and Coleman (4.1% and 3.2%, respectively).

Table 11
Selected Economic Indicators
8 Counties – ECM Prosperity Region 5

	2014 Number of Households	2014 Peak Daily Traffic Volume	2015 Average Unemployment Rate	2015 Number of Daytime Workers	Manufg. Share of Employment
Saginaw County	77,589	65,200	3.5%	111,683	15.5%
Bay County	43,712	50,900	3.5%	45,749	14.7%
Midland County	33,709	36,000	3.1%	43,423	21.6%
Isabella County	24,773	23,600	3.4%	31,522	8.2%
Gratiot County	14,705	21,100	3.3%	17,275	16.6%
Clare County	13,208	21,800	3.8%	9,587	13.1%
Gladwin County	10,827	8,500	3.4%	6,952	17.4%
Arenac County	6,409	21,500	3.8%	5,415	15.6%

Daytime Workers – Midland County had 43,423 daytime workers in 2015, which is favorable and partly reflects its relatively large size. Nearly 80% of the county's daytime workers are filling jobs located in the City of Midland; and less than 2% are split between the much smaller Village of Sanford and City of Coleman. Major employers in the City of Midland are addressed in the following section of this report.

The City of Midland – Advantage

Locational Advantages – The City of Midland is located in the east central portion of Midland County. The Village of Sanford is located about five miles northwest and along State Highway 10, and serves as a bedroom community to the City of Midland. The City of Coleman is located another twelve miles northwest (also along State Highway 10); and is about ten miles southeast of the City of Clare (in nearby Clare County).

Great Lakes and Local Rivers – The City of Midland is located about 25 miles west of Lake Huron's Saginaw Bay, so residents can easily reach the lake and its amenities. The City of Midland and the Village of Coleman are both located along the Tittabawassee River, which also provides recreational opportunities for local residents, visitors, and paddling enthusiasts. The City of Sanford arguably has the best water resources, because it is located the banks of Sanford Lake, a sizeable inland lake with nearly 1,500 acres and connected to the Tittabawassee River.

Downtown Midland – The City of Midland's downtown buildings are aligned along Main Street and inset by about two blocks from the main thoroughfares (Business Route 10 and County Highway 20). This disadvantage is somewhat offset by its proximity and walkability to the Tittabawassee River. The city has earned accolades for its riverfront, which includes an impressive trail system that links with the Pere Marquette Rail-Trail. The riverfront has also been reclaimed for public green space and farmers' market.

Stadium District – The City of Midland also has a minor league team (the Great Lakes Loons) and baseball stadium (Dow Diamond Baseball Stadium), and is actively promoting reinvestment and redevelopment of surrounding commercial properties. Recent success stories include development of the East End project, a four-story (225,000 sq. ft.) office and retail center across from the stadium (former McKay Press property and brownfield site).

County Seat – The City of Midland benefits economically as the Midland County seat, and the courthouse anchors the northwest end of Main Street and the downtown. County government and administrative operations provide good paying jobs while generating some support for local businesses in finance (tax preparation, investment consulting, banking); property and business insurance; real estate (mortgage and title services, and property surveying); and legal counsel (attorneys, lawyers, and bond services).

Economic Assets – Most of Midland County’s major employers, health care facilities, and advanced educational institutions are located in the City of Midland. The City of Midland is a hub for chemical and technological manufacturing, and its largest private-sector employer is Dow Chemical Company with over 5,000 employees. Dow has helped fuel the local economy through job creation, training, trade, technological advancements, and community investment. A few plastics manufacturers are also located in the City of Coleman, and they reinforce a county-wide niche in that category.

Midland Cogeneration Venture is also among the city’s top employers, and is one of the nation’s largest natural gas-fired electrical & steam energy generating plants. Note: The plant is jointly owned by CMS Energy (49%), El Paso Corporation (44%), and Dow Chemical (7%). Other top employers are included in the following lists of economic assets and anchor institutions. The lists are not intended to be all-inclusive; and they intentionally exclude public school systems and local-level government.

The City of Midland | Manufacturing Employers

- Dow Chemical Company (Dow Corning) | Fortune 500 Corporation
- Midland Cogeneration Venture | High-Tech
- Three Rivers Corporation | Construction
- Bierlein Co. | Demo., Envir. Services, Recycling
- Quad Graphics | Commercial Printing
- Trinseo | Plastics, Latex, Rubber Manufg.

The City of Midland | Advanced Education

- Northwood University (~5,300 domestic enrollment)
- Delta College Midland Center (branch)
- Davenport University (branch)
- Central Michigan University (branch)
- Discovery Square | Michigan Molecular Institute
- Midland County Educational Service Agency

(Economic assets are continued on the following page.)

The City of Midland is also the home base for Northwood University, which has about 5,300 domestic students. Other colleges have branch location in the city, and resident students can also drive west to Central Michigan University (CMU - Mt. Pleasant), and east to Grand Valley State University (GVSU - Saginaw).

The City of Midland | Other Economic Assets (Partial Listing)

- MidMichigan Medical Center | Health Care
- Family Medicine Associates | Health Care
- Chemical Bank | Finance
- Jack Barstow Municipal Airport | Aviation, Transportation
- Dolce Hotels | The H Hotel | Traveler Accommodations
- Meijer & Walmart Supercenters | Retail Trade
- Discovery Square | Midland Center for the Arts | Entertainment
- Discovery Square | Whiting Forest Event Facilities | Entertainment
- Midland County Fairgrounds | Entertainment Venue

The City of Coleman | Major Employers in Plastics Industry

- Robinson Industries (Coleman) | Plastic Pallets
- Huhtamaki Plastics (Coleman) | Plastic Food Containers, Supplies

Analysis of PlaceScores™

Introduction – Placemaking is a key ingredient in achieving the City of Midland’s full residential market potential, particularly under the aggressive or maximum scenario. Extensive Internet research was conducted to evaluate the city’s success relative to other communities throughout Michigan. PlaceScore™ criteria are tallied for a possible 30 total points, and based on an approach that is explained in the Methods Book (see the Regional Workbook). Results are detailed in [Section H](#) of this report.

PlaceScore v. Market Size – There tends to be a correlation between PlaceScore and the market size in population. If the scores are adjusted for the market size (or calculated based on the score per 1,000 residents), then the results reveal an inverse logarithmic relationship (compare the scatter plots in [Section H](#)).

After adjusting for population size, the scores for most places tend to align with their size. Smaller markets may have lower scores, but their points per 1,000 residents tend to be higher. Larger markets have higher scores, but their points per 1,000 residents tend to be lower.

The City of Midland has an overall PlaceScore of 23 points, which is equal to that of Mount Pleasant, higher than Bay City (22 points), and lower than the City of Saginaw (25 points). Reinvestment and development of new projects within the downtown will present new opportunities to increase the score and address related criteria. Ideally, ongoing initiatives will help the city achieve an exemplary score of 24 to 26 points over the next few years, with a focus on the items listed below.

PlaceScore Strategies for the City of Midland

1. Preparing and following a downtown streetscape or transportation improvement plan.
2. Preparing a downtown retail market study, posting it online, and following the strategy.
3. Working with state agencies to create and implement a façade improvement program.
4. Participating in and following the MEDC’s Redevelopment Ready Communities program.
5. Participating in the Michigan Main Street Program and practicing its 4-point approach.
6. Increasing the downtown’s WalkScore, which is based on walkability to places that are added by that application’s user community (i.e., by pedestrian residents and visitors).

Contact Information

Electronic copies of all eight county Target Market Analysis county-wide studies and the accompanying Regional Workbook are available for download at www.emcog.org or by contacting Jane Fitzpatrick at the email or phone number shown below.

Program Manager
Jane Fitzpatrick
jfitzpatrick@emcog.org
(989) 797-0800 x205

East Michigan Council of Governments
3144 Davenport Avenue, Ste. 200
The City of Saginaw, Michigan 48602
www.emcog.org

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

Sharon M. Woods, CRE
Principal, TMA Team Leader
LandUseUSA, LLC
sharonwoods@landuseusa.com
(517) 290-5531 direct
www.landuseusa.com



Sections A - H

Prepared by:



LandUseUSA

Prepared for:

East Central Michigan Prosperity Region 5

Michigan State
Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY



Prepared by:



Table of Contents

Investment Opportunities Places	A
Summary Tables and Charts	B
Conservative Scenario County	C
Aggressive Scenario County	D
Aggressive Scenario Places	E
Contract Rents County and Places	F ₁
Home Values County and Places	F ₂
Existing Households County and Places	G
Market Assessment County and Places	H



Section A

Investment Opportunities

Places

Prepared by:



LandUseUSA

Prepared for:

East Central Michigan Prosperity Region 5

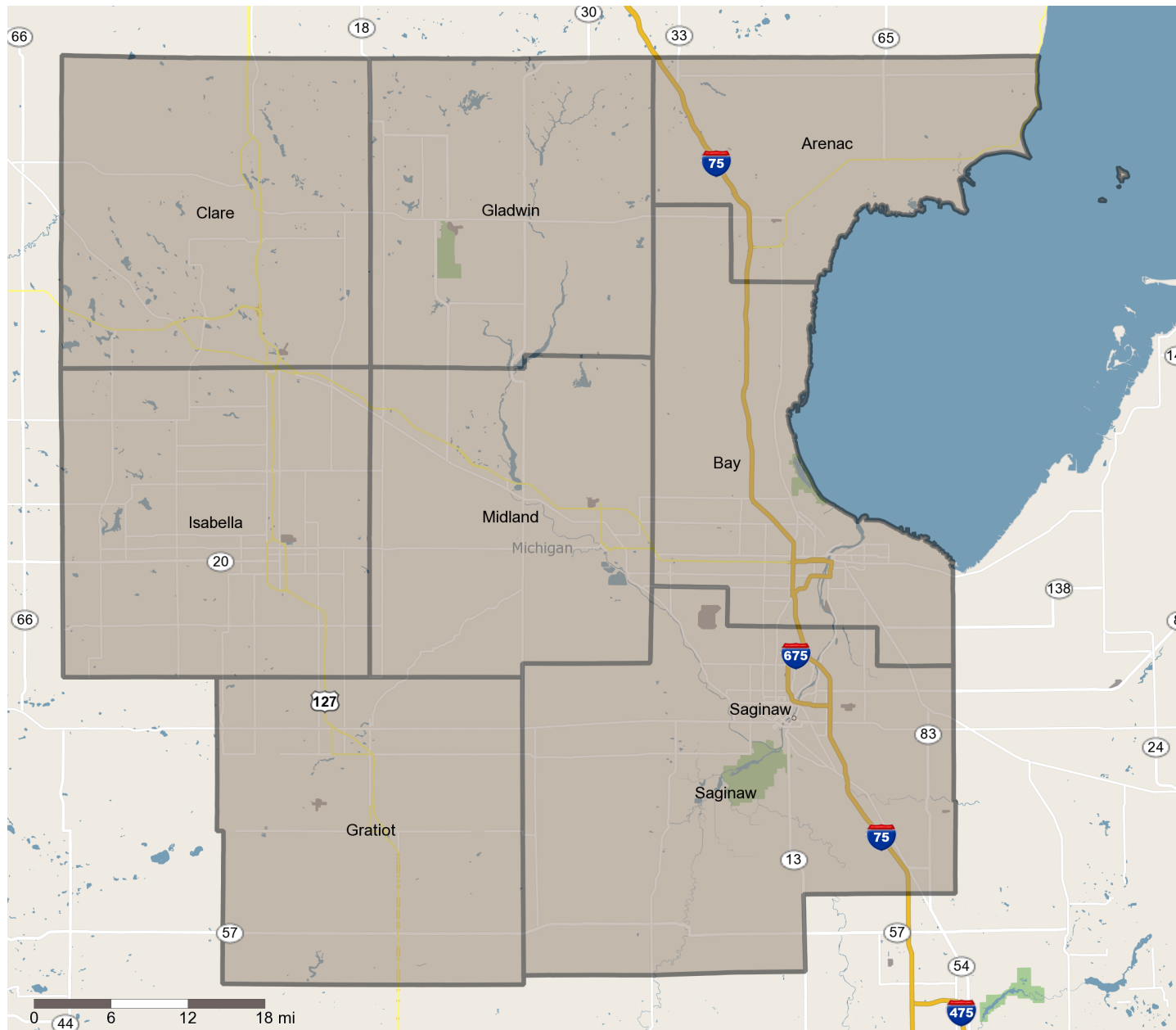
Michigan State
Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

Regional Overview and Geographic Setting

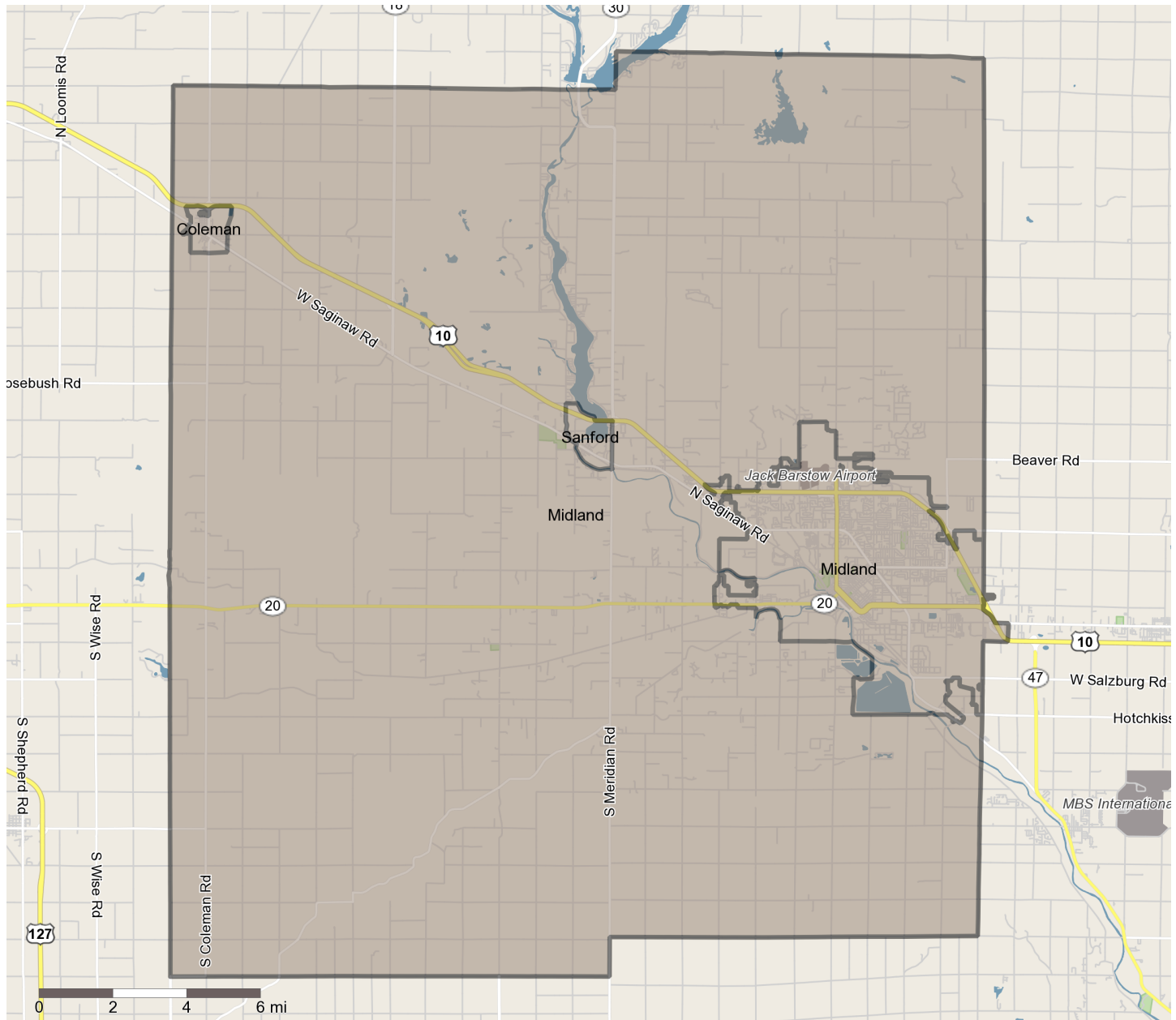
8 Counties | East Central Michigan Prosperity Region 5



Source: Underlying Map by Alteryx, Inc.; Exhibit prepared by LandUseUSA, 2016.

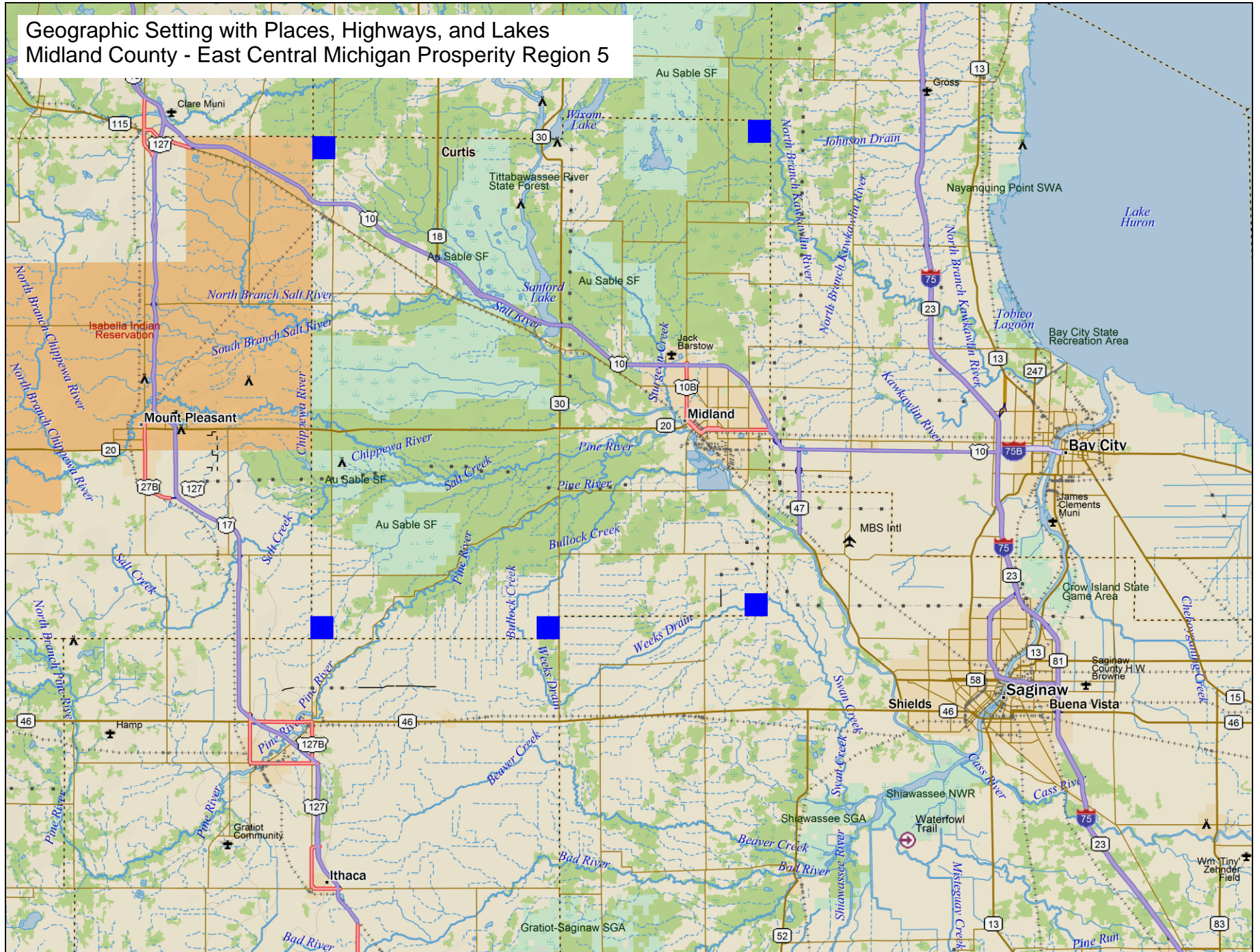
Regional Overview and Geographic Setting

Midland County | East Central Michigan Prosperity Region 5

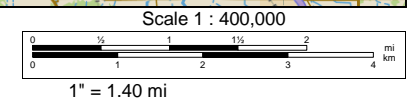


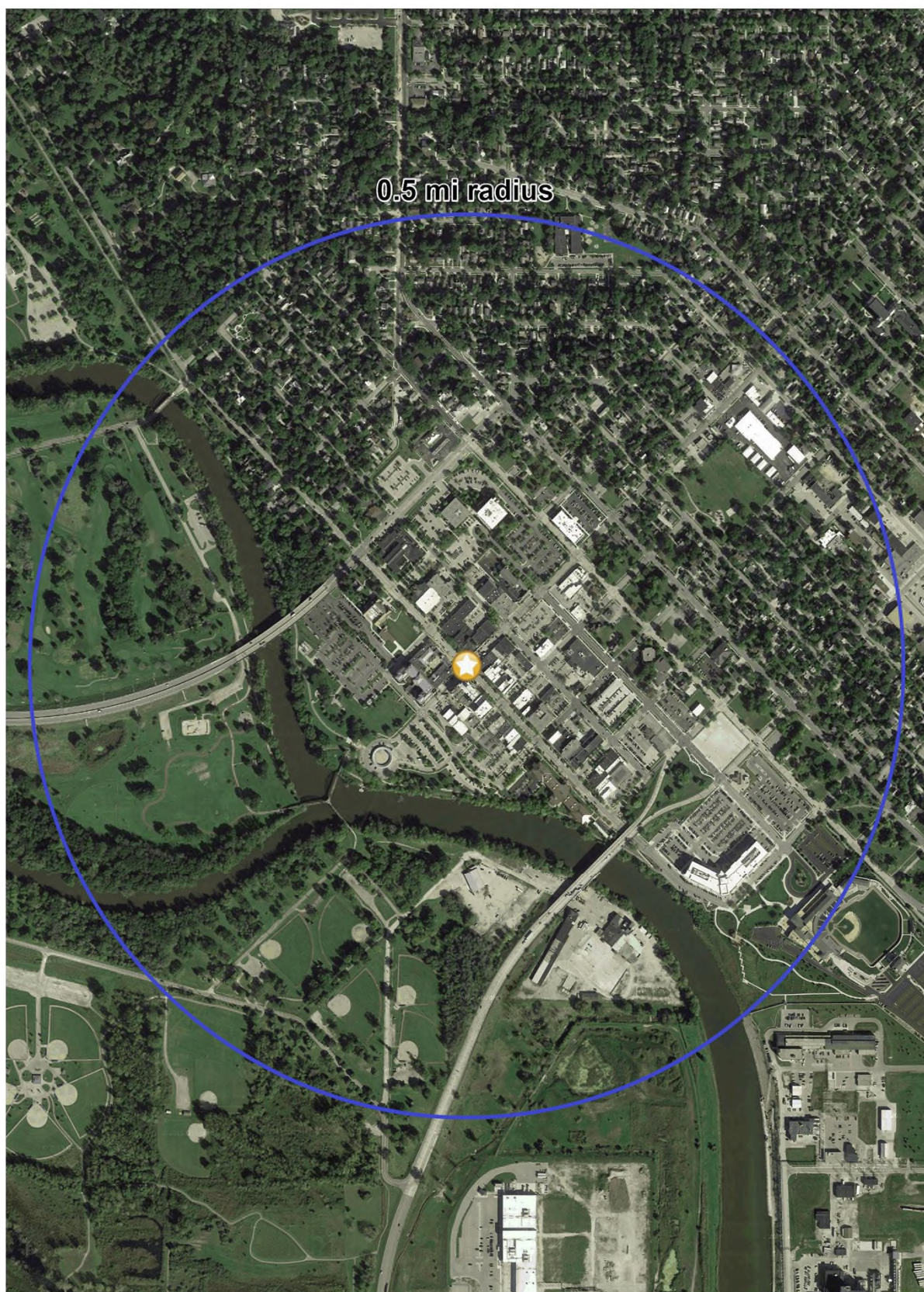
Source: Underlying Map by Alteryx, Inc.; Exhibit prepared by LandUseUSA, 2016.

Geographic Setting with Places, Highways, and Lakes
Midland County - East Central Michigan Prosperity Region 5



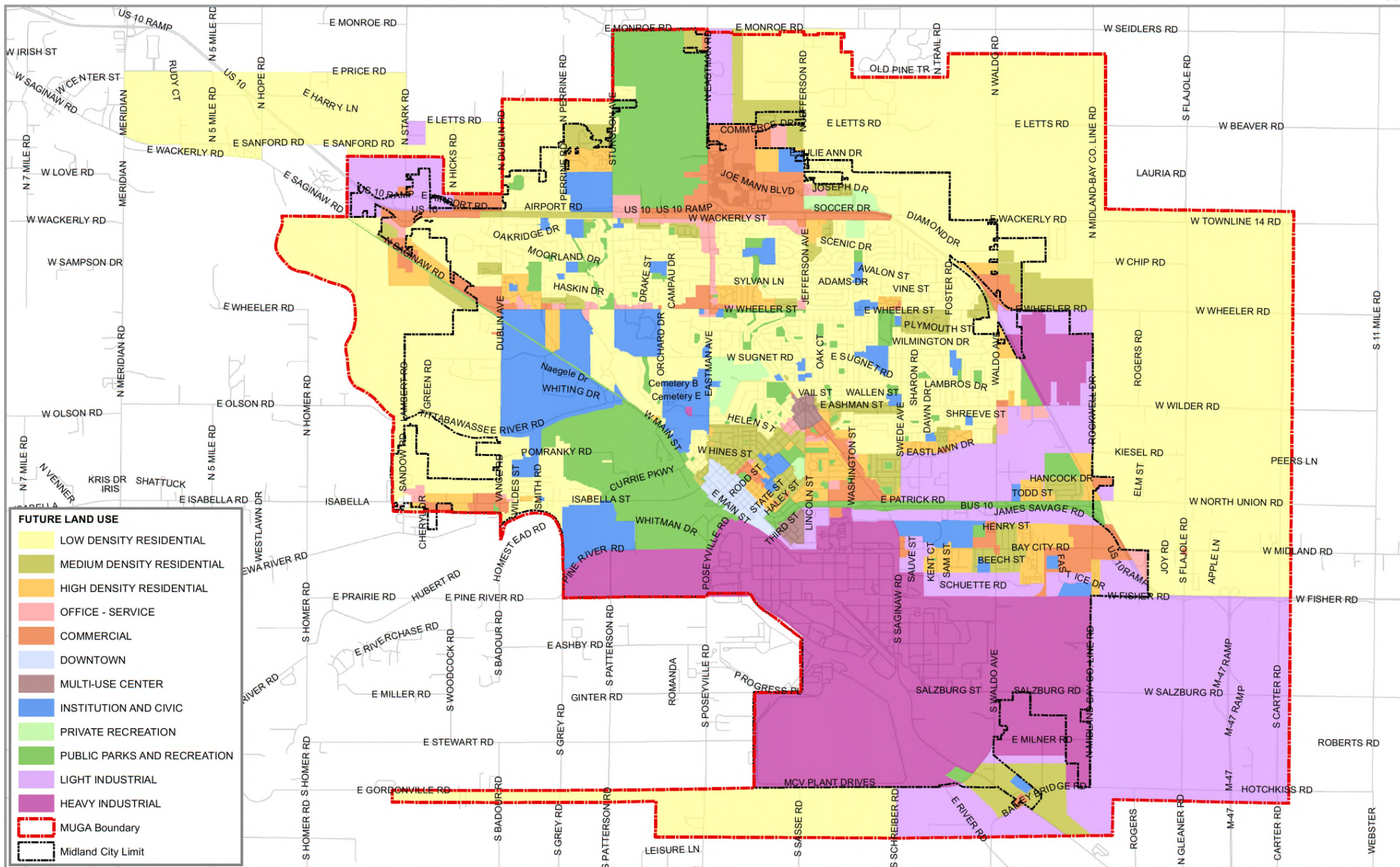
Source: Mapping provided by DeLorme; exhibit prepared by LandUse|USA; 2016 ©.
Blue squares indicate the inside corners of the county.





Proposed Future Land Use Map | City of Midland Master Plan

Map 5.1 | 2016 Update



FUTURE LAND USE	
[Yellow Box]	LOW DENSITY RESIDENTIAL
[Light Green Box]	MEDIUM DENSITY RESIDENTIAL
[Orange Box]	HIGH DENSITY RESIDENTIAL
[Light Orange Box]	OFFICE - SERVICE
[Red Box]	COMMERCIAL
[Light Blue Box]	DOWNTOWN
[Brown Box]	MULTI-USE CENTER
[Dark Blue Box]	INSTITUTION AND CIVIC
[Light Green Box]	PRIVATE RECREATION
[Dark Green Box]	PUBLIC PARKS AND RECREATION
[Purple Box]	LIGHT INDUSTRIAL
[Dark Purple Box]	HEAVY INDUSTRIAL
[Red Dashed Line]	MUGA Boundary
[Black Dashed Line]	Midland City Limit

**Aerial Photo with Road Linkages, Building Mass, Riverfront Setting
Downtown City of Midland, Michigan | 2016**

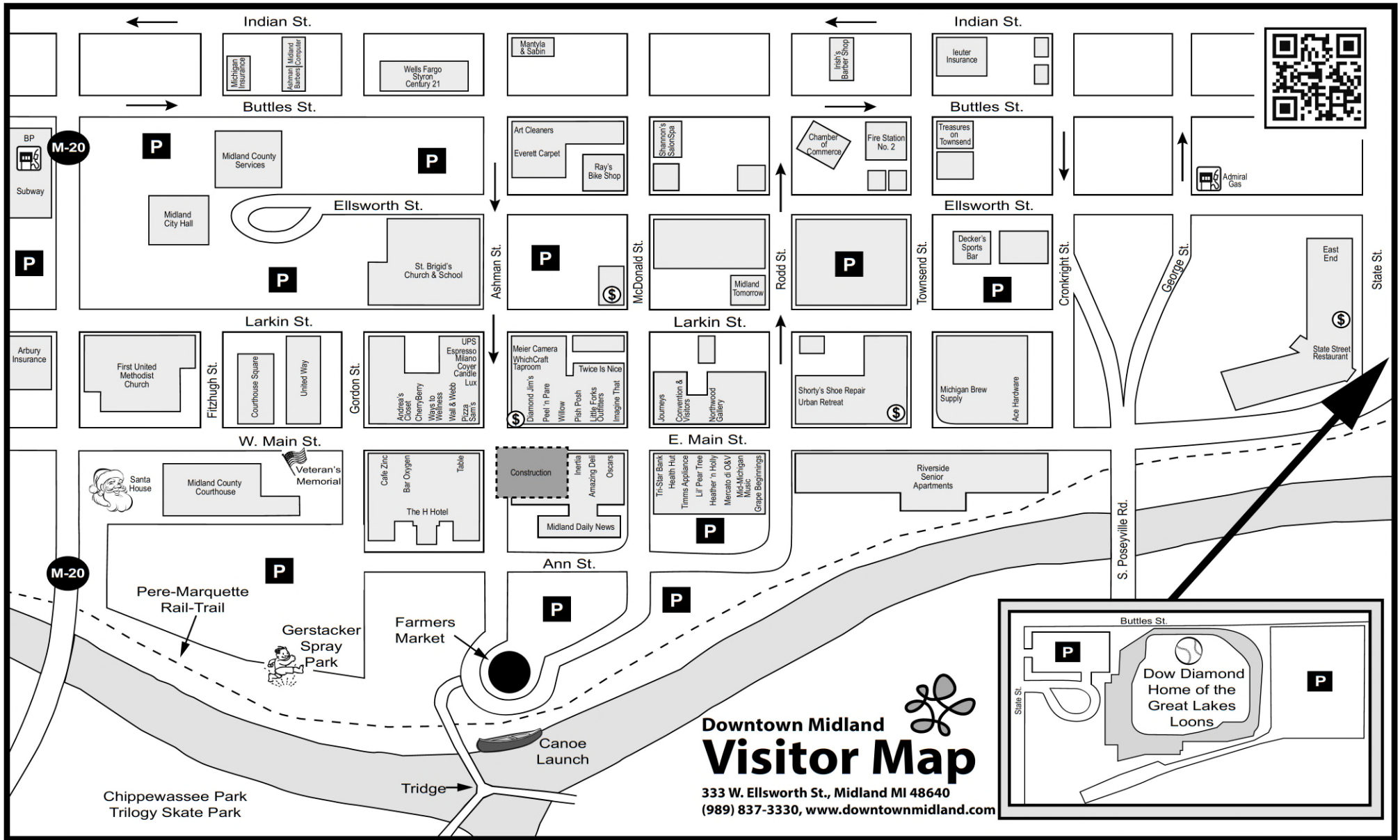


Source: Midland Tomorrow, powered by Map-N-Tour.com

Mapping by Earthstar Geographics SIO © 2016 Microsoft Corporation | Courtesy of USGS, State of Michigan

Visitor Map | Traditional Street Grid, Building Mass, Riverfront Setting
The City of Midland, Michigan | 2016

Exhibit A.7



Source: Midland Area Chamber of Commerce.



Above - The East End Dow Stadium



Above - The East End Retail and Office Complex



Above - Downtown Lofts under construction



Above - "Table" Restaurant and "H" Hotel in Downtown Midland

Source: All original Photos by LandUseUSA, 2015 - 2016.

Note: Images are primarily intended to demonstrate the quality of recent investments into the City of Midland, which could catalyze additional investment into mixed-use projects that include attached housing formats.

Downtown Scale, Possibly with Some Opportunities for Mixed-Use Projects
The City of Midland | Midland Co. | ECM Prosperity Region 5

Exhibit A.9



Source: All original Photos by LandUseUSA, 2015 - 2016.

Note: Images are partly intended to demonstrate the scale of buildings in the downtown core, and can also be used to identify some opportunities for mixed-use projects that include flats or lofts above street-front retail, rental rehabs, and/or façade restorations. Interested parties are encouraged to contact city staff or real estate brokers for details on specific buildings or properties.

Downtown Scale, Possibly with Some Opportunities for Mixed-Use Projects
The City of Midland | Midland Co. | ECM Prosperity Region 5

Exhibit A.10



Source: All original Photos by LandUseUSA, 2015 - 2016.

Note: Images are partly intended to demonstrate the scale of buildings in the downtown core, and can also be used to identify some opportunities for mixed-use projects that include flats or lofts above street-front retail, rental rehabs, and/or façade restorations. Interested parties are encouraged to contact city staff or real estate brokers for details on specific buildings or properties.

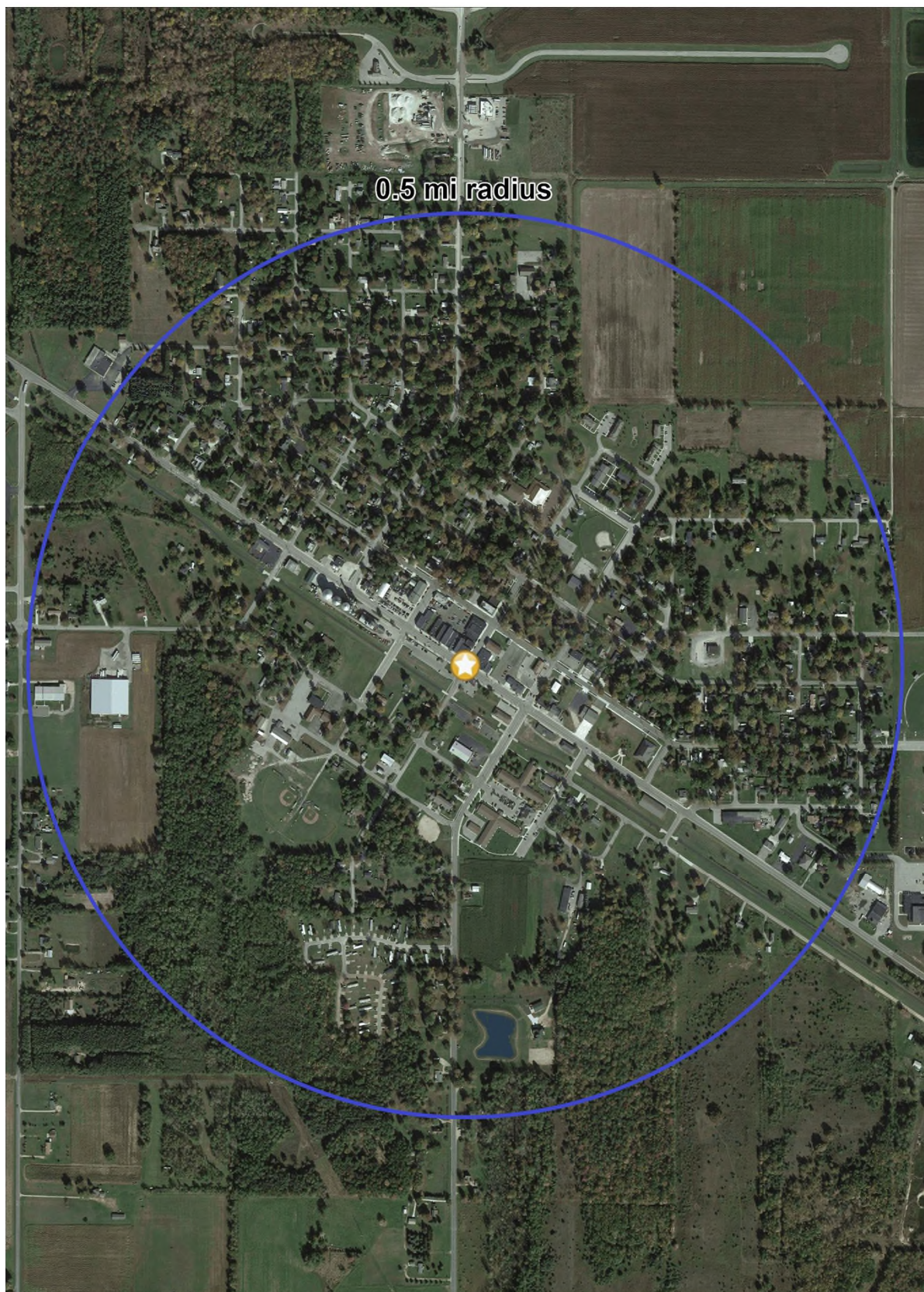
Downtown Scale, Possibly with Some Opportunities for Mixed-Use Projects
The City of Midland | Midland Co. | ECM Prosperity Region 5

Exhibit A.11



Source: All original Photos by LandUseUSA, 2015 - 2016.

Note: Images are mainly intended to demonstrate the scale of buildings in the downtown core, and can also be used to identify some opportunities for mixed-use projects that include flats or lofts above street-front retail, rental rehabs, and/or façade restorations. Interested parties are encouraged to contact city staff or real estate brokers for details on specific buildings or properties.







Section B

Summary Tables and Charts

Prepared by:



LandUseUSA

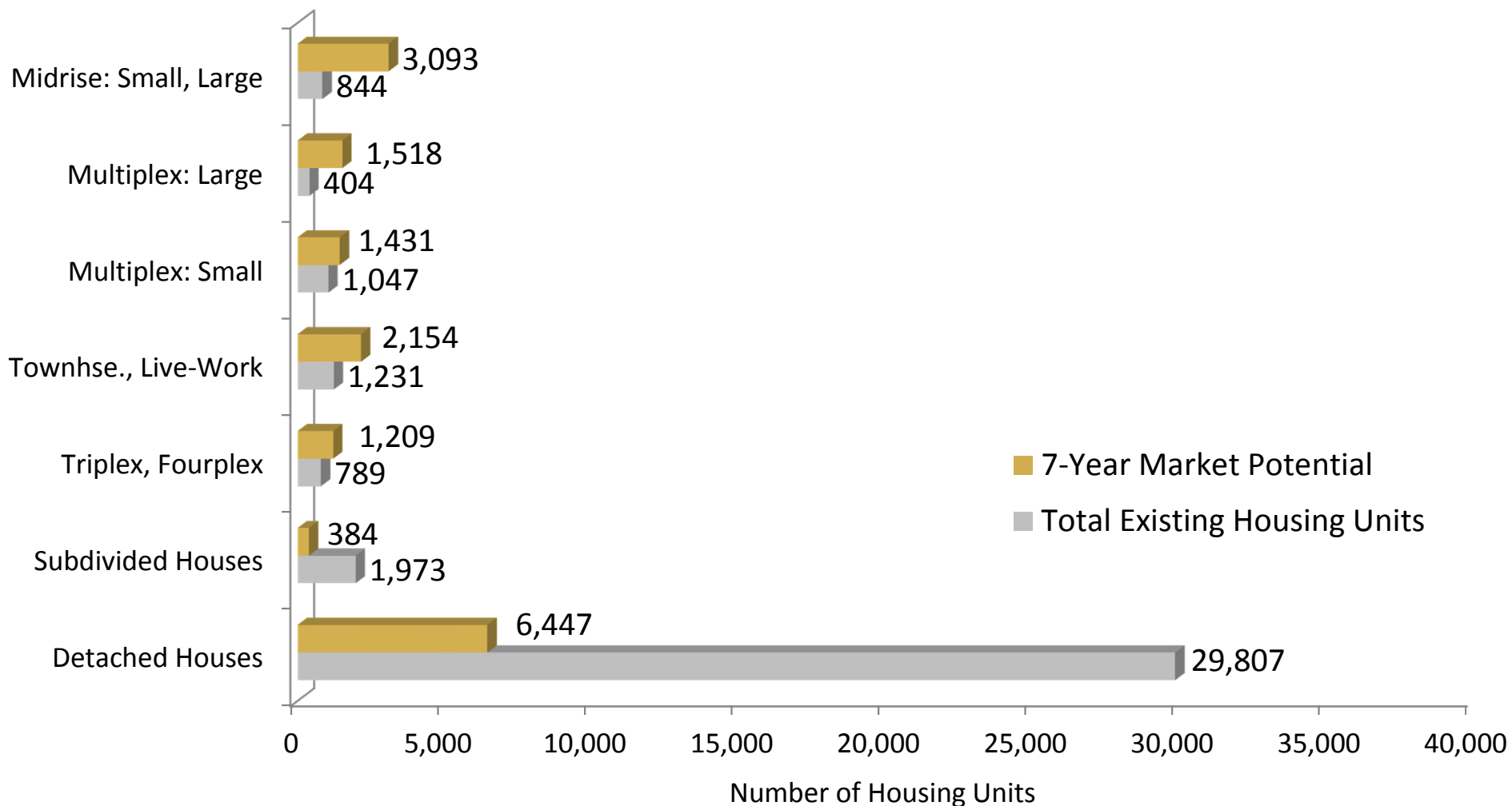
Prepared for:

East Central Michigan Prosperity Region 5

Michigan State
Housing Development Authority

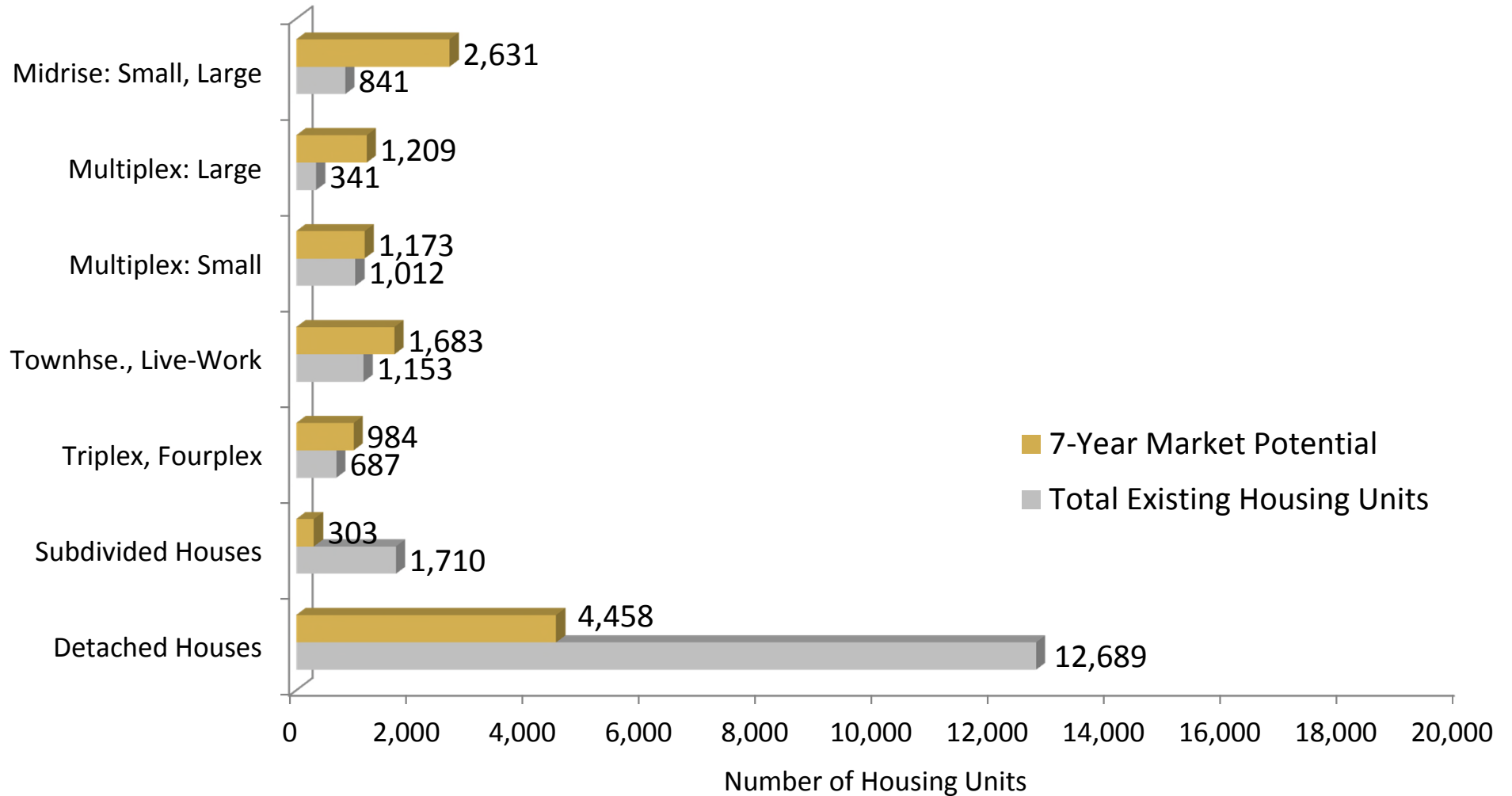


3-Year Market Potential v. Total Existing Housing Units
 All 71 Lifestyle Clusters - Aggressive Scenario
 Midland County | ECM Prosperity Region 5 | 2016 - 2018



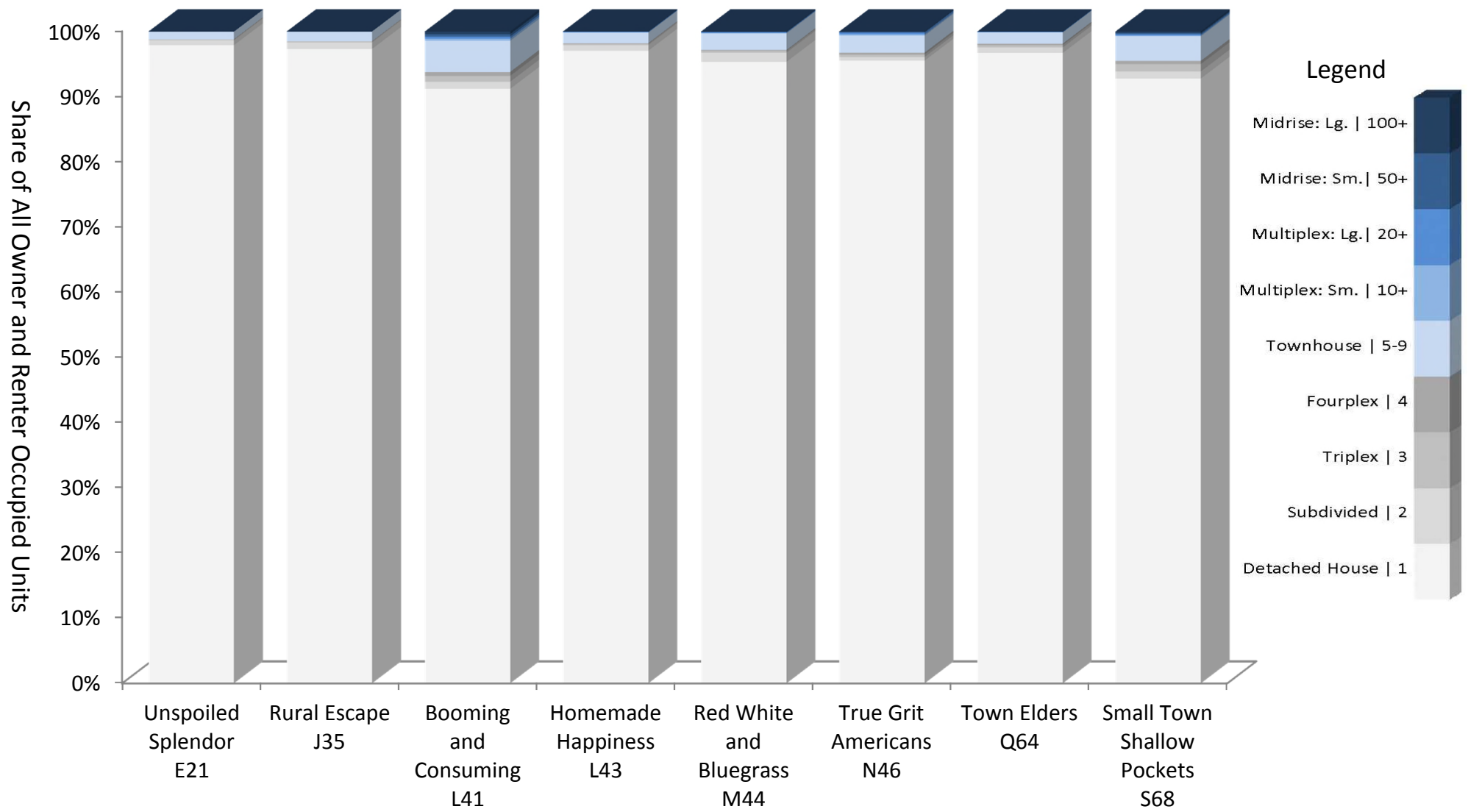
Source: Based on analysis and target market analysis modelling conducted exclusively by LandUse|USA; 2016 (c) with all rights reserved. Unadjusted for seasonal, non-resident households.

3-Year Market Potential v. Total Existing Housing Units
 All 71 Lifestyle Clusters - Aggressive Scenario
 The City of Midland | Midland County | 2016 - 2018



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

Missing Middle Housing Formats v. Detached Houses
 Preferences of Most Prevalent Lifestyle Clusters
 East Central Michigan Prosperity Region 5 | Year 2016



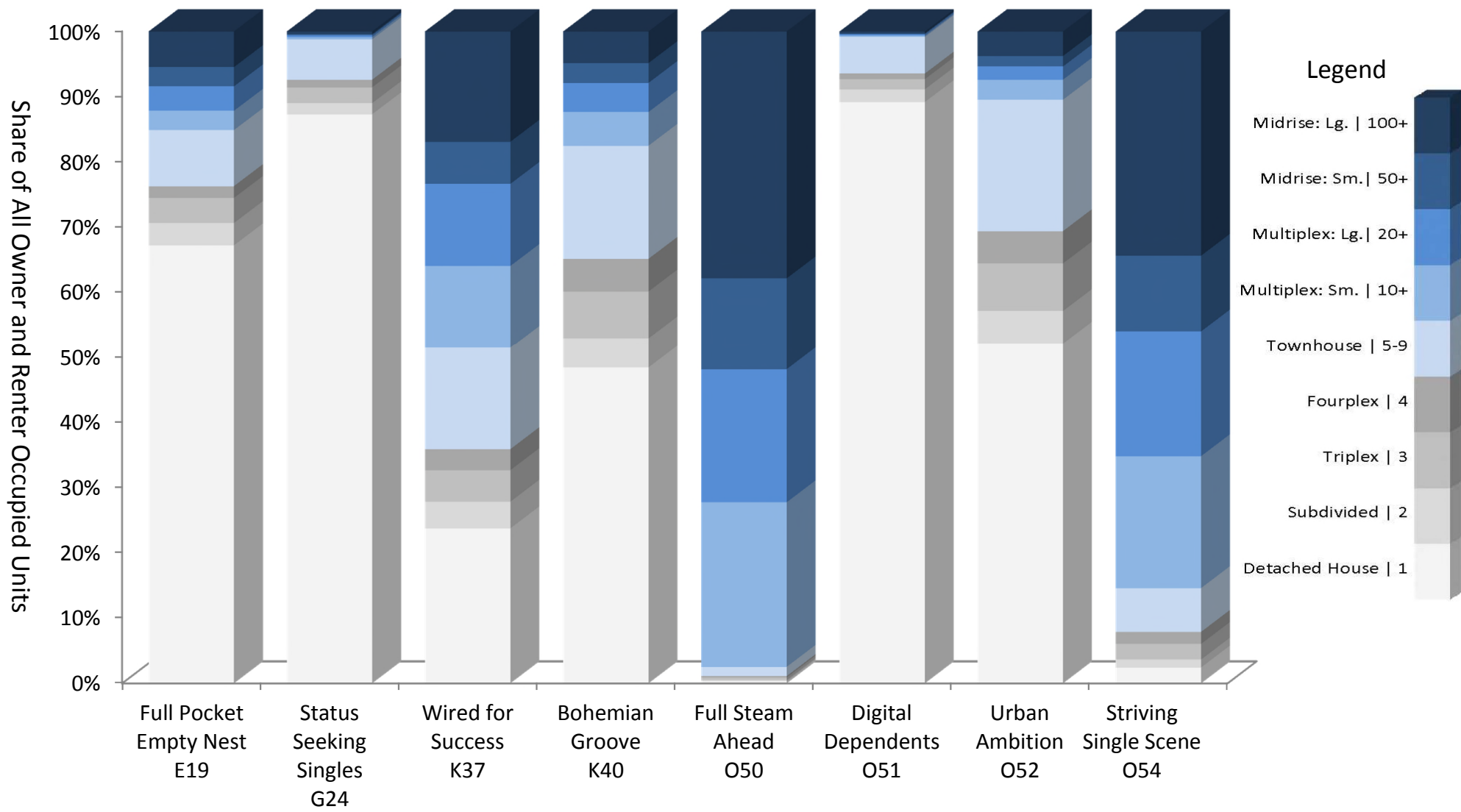
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Residential Market Parameters and Movership Rates
 Prevalent Lifestyle Clusters - East Central Michigan Prosperity Region 5
 With Averages for the State of Michigan - 2015

OTHER PREVALENT LIFESTYLE CLUSTERS	Detached House 1 Unit	Renters Share of Total	Blended Mover- ship Rate	Predominant Counties
HIGH INCOMES				
Aging of Aquarius C11	98.4%	1.1%	1.7%	Midland
No Place Like Home E20	97.9%	2.9%	7.2%	Bay
Unspoiled Splendor E21	97.9%	2.0%	1.8%	- most -
Stockcars, State Parks I30	97.1%	3.3%	4.6%	- most -
BETTER INCOMES				
Aging in Place J34	99.2%	0.6%	1.3%	Saginaw, Midland, Bay
Rural Escape J35	97.3%	3.2%	3.9%	- most -
Settled and Sensible J36	97.8%	2.7%	4.4%	Saginaw, Bay
Booming, Consuming L41	91.2%	17.3%	14.5%	Gladwin
MODERATE INCOMES				
Homemade Happiness L43	97.0%	4.9%	5.8%	- most -
Red, White, Bluegrass M44	95.3%	11.3%	5.6%	- most -
Infants, Debit Cards M45	95.0%	29.7%	15.5%	- most -
True Grit Americans N46	95.5%	9.3%	11.4%	- most -
Touch of Tradition N49	97.6%	5.7%	9.8%	Clare, Gladwin, Arenac
LOWEST INCOMES				
Town Elders Q64	96.7%	4.4%	2.4%	- most -
Small Town, Shallow Pocket S68	92.8%	34.5%	14.9%	- most -
Urban Survivors S69	94.6%	27.8%	8.2%	Saginaw

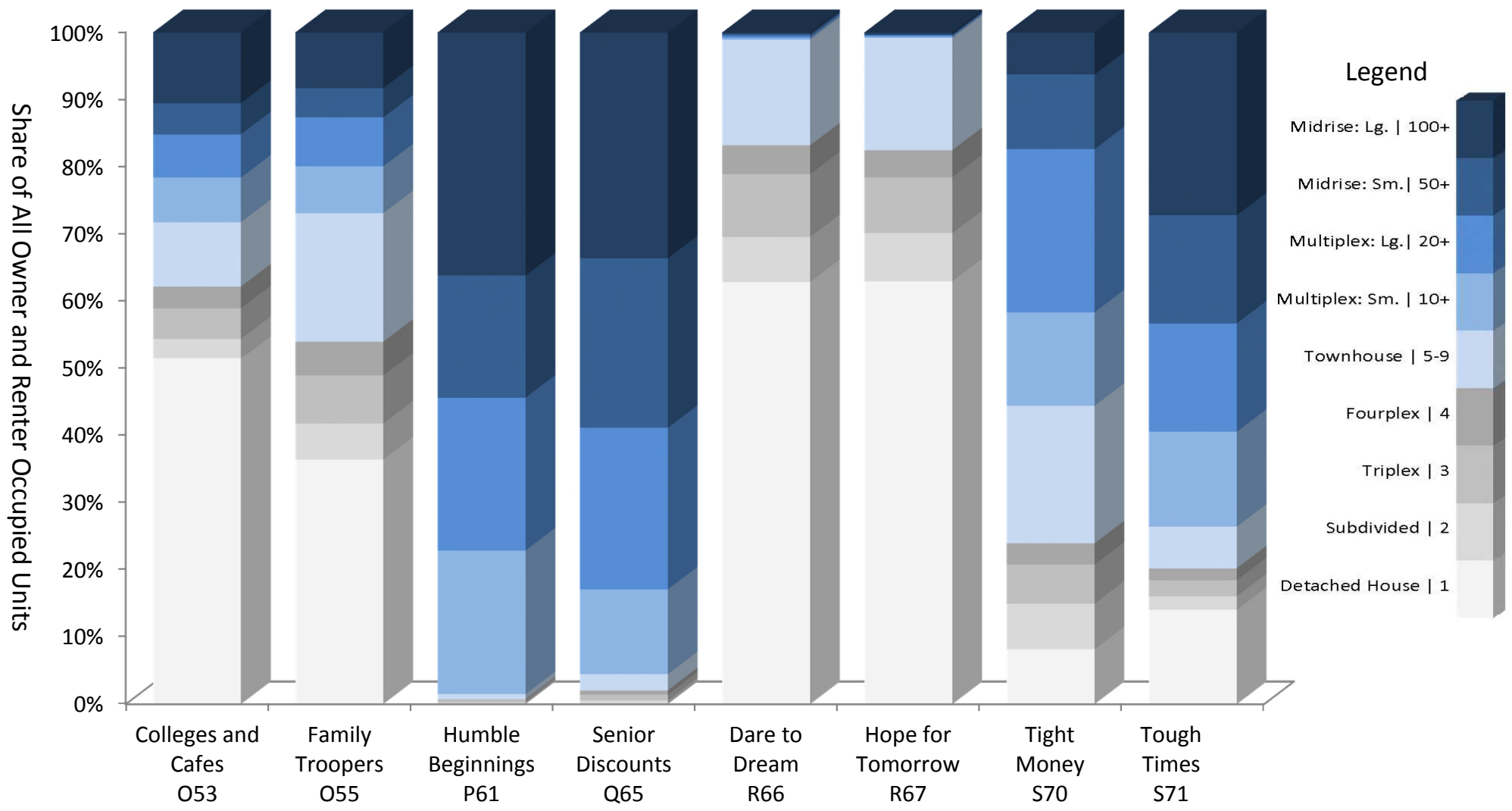
Source: Underlying data represents Mosaic|USA data provided by Experian, Powered by Regis and Sites|USA. Analysis and exhibit prepared exclusively by LandUse|USA; 2016 © with all rights reserved.
 Intermittent lifestyle clusters tend to reside only in unique places and not across the entire county or region.

Missing Middle Housing Formats v. Houses Preferences of Upscale Target Markets East Central Michigan Prosperity Region 5 | Year 2016



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

Missing Middle Housing Formats v. Houses Preferences of Moderate Target Markets East Central Michigan Prosperity Region 5 | Year 2016



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Residential Market Parameters and Movership Rates
 Upscale and Moderate Target Markets | East Central Michigan Prosperity Region 5
 With Averages for the State of Michigan | Year 2015

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

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

Conservative Scenario

County

Prepared by:



LandUseUSA

Prepared for:

East Central Michigan Prosperity Region 5

Michigan State
Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

CONSERVATIVE SCENARIO	Midland COUNTY 71 Lifestyle Clusters			Midland COUNTY Upscale Target Markets			Midland COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	3,249	458	2,791	1,913	130	1,783	759	10	749
1 Detached Houses	1,093	445	648	503	126	377	72	1	71
2 Side-by-Side & Stacked	74	1	73	40	1	39	29	0	29
3 Side-by-Side & Stacked	148	0	148	77	0	77	64	0	64
4 Side-by-Side & Stacked	92	0	92	51	0	51	39	0	39
5-9 Townhse., Live-Work	435	1	434	243	1	242	160	0	160
10-19 Multiplex: Small	338	1	337	254	0	254	82	1	81
20-49 Multiplex: Large	349	3	346	230	1	229	116	2	114
50-99 Midrise: Small	221	3	218	135	0	135	84	3	81
100+ Midrise: Large	499	4	495	380	1	379	113	3	110
Total Units	3,249	458	2,791	1,913	130	1,783	759	10	749
Detached Houses	1,093	445	648	503	126	377	72	1	71
Duplexes & Triplexes	222	1	221	117	1	116	93	0	93
Other Attached Formats	1,934	12	1,922	1,293	3	1,290	594	9	585

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

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

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

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

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

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit C.2

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Midland COUNTY - Total	3,249	1,913	7	19	114	179	124	625	0	851
Midland COUNTY - Owners	458	130	2	4	3	2	0	118	0	4
1 Detached Houses	445	126	2	4	2	2	0	115	0	1
2 Side-by-Side & Stacked	1	1	0	0	0	0	0	1	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	1	1	0	0	0	0	0	1	0	0
10-19 Multiplex: Small	1	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	3	1	0	0	0	0	0	0	0	1
50-99 Midrise: Small	3	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	4	1	0	0	0	0	0	0	0	1
Midland COUNTY - Renters	2,791	1,783	5	15	111	177	124	507	0	847
1 Detached Houses	648	377	2	9	7	29	0	326	0	4
2 Side-by-Side & Stacked	73	39	0	1	3	8	0	21	0	6
3 Side-by-Side & Stacked	148	77	0	1	7	21	0	27	0	21
4 Side-by-Side & Stacked	92	51	0	1	4	15	0	15	0	16
5-9 Townhse., Live-Work	434	242	1	3	22	52	2	102	0	60
10-19 Multiplex: Small	337	254	0	0	18	16	33	4	0	183
20-49 Multiplex: Large	346	229	0	0	18	13	26	4	0	168
50-99 Midrise: Small	218	135	0	0	9	9	17	2	0	98
100+ Midrise: Large	495	379	1	0	23	14	46	5	0	290

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

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

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

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

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit C.3

CONSERVATIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Midland COUNTY - Total	3,249	759	46	313	0	184	98	0	119	0
Midland COUNTY - Owners	458	10	1	0	0	9	0	0	0	0
1 Detached Houses	445	1	1	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	1	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	1	1	0	0	0	1	0	0	0	0
20-49 Multiplex: Large	3	2	0	0	0	2	0	0	0	0
50-99 Midrise: Small	3	3	0	0	0	3	0	0	0	0
100+ Midrise: Large	4	3	0	0	0	3	0	0	0	0
Midland COUNTY - Renters	2,791	749	45	313	0	175	98	0	119	0
1 Detached Houses	648	71	8	34	0	0	27	0	2	0
2 Side-by-Side & Stacked	73	29	1	15	0	0	8	0	5	0
3 Side-by-Side & Stacked	148	64	4	32	0	2	19	0	7	0
4 Side-by-Side & Stacked	92	39	2	23	0	1	9	0	4	0
5-9 Townhse., Live-Work	434	160	8	88	0	4	33	0	27	0
10-19 Multiplex: Small	337	81	5	33	0	23	1	0	19	0
20-49 Multiplex: Large	346	114	5	33	0	43	1	0	32	0
50-99 Midrise: Small	218	81	3	19	0	44	1	0	14	0
100+ Midrise: Large	495	110	8	36	0	58	0	0	8	0

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

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

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



Section D

Aggressive Scenario County

Prepared by:



LandUseUSA

Prepared for:

East Central Michigan Prosperity Region 5

Michigan State
Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO	Midland COUNTY 71 Lifestyle Clusters			Midland COUNTY Upscale Target Markets			Midland COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	5,412	1,041	4,371	2,885	298	2,587	1,319	23	1,296
1 Detached Houses	2,149	1,007	1,142	928	283	645	126	4	122
2 Side-by-Side & Stacked	128	3	125	68	3	65	52	0	52
3 Side-by-Side & Stacked	249	1	248	128	1	127	109	0	109
4 Side-by-Side & Stacked	154	0	154	82	0	82	67	0	67
5-9 Townhse., Live-Work	718	2	716	391	2	389	270	0	270
10-19 Multiplex: Small	477	3	474	330	1	329	141	2	139
20-49 Multiplex: Large	506	6	500	298	2	296	201	4	197
50-99 Midrise: Small	329	7	322	174	1	173	150	6	144
100+ Midrise: Large	702	12	690	486	5	481	203	7	196
Total Units	5,412	1,041	4,371	2,885	298	2,587	1,319	23	1,296
Detached Houses	2,149	1,007	1,142	928	283	645	126	4	122
Duplexes & Triplexes	377	4	373	196	4	192	161	0	161
Other Attached Formats	2,886	30	2,856	1,761	11	1,750	1,032	19	1,013

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit D.2

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Midland COUNTY - Total	5,412	2,885	15	37	179	339	143	1,128	0	1,052
Midland COUNTY - Owners	1,041	298	5	9	7	5	1	266	0	10
1 Detached Houses	1,007	283	5	9	5	4	0	259	0	1
2 Side-by-Side & Stacked	3	3	0	0	0	0	0	3	0	0
3 Side-by-Side & Stacked	1	1	0	0	0	0	0	1	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	2	2	0	0	0	0	0	2	0	0
10-19 Multiplex: Small	3	1	0	0	0	0	0	0	0	1
20-49 Multiplex: Large	6	2	0	0	0	0	0	0	0	2
50-99 Midrise: Small	7	1	0	0	0	0	0	0	0	1
100+ Midrise: Large	12	5	0	0	1	0	0	0	0	4
Midland COUNTY - Renters	4,371	2,587	10	28	172	334	142	862	0	1,042
1 Detached Houses	1,142	645	3	17	11	55	0	554	0	5
2 Side-by-Side & Stacked	125	65	0	1	5	15	0	36	0	8
3 Side-by-Side & Stacked	248	127	1	2	10	40	1	47	0	26
4 Side-by-Side & Stacked	154	82	0	1	7	28	0	26	0	20
5-9 Townhse., Live-Work	716	389	2	6	34	99	2	173	0	73
10-19 Multiplex: Small	474	329	1	0	28	30	38	6	0	226
20-49 Multiplex: Large	500	296	1	0	27	25	29	7	0	207
50-99 Midrise: Small	322	173	1	0	13	16	19	3	0	121
100+ Midrise: Large	690	481	1	0	35	26	53	9	0	357

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit D.3

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Midland COUNTY - Total	5,412	1,319	87	490	0	350	186	0	208	1
Midland COUNTY - Owners	1,041	23	2	1	0	20	1	0	0	0
1 Detached Houses	1,007	4	2	1	0	0	1	0	0	0
2 Side-by-Side & Stacked	3	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	2	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	3	2	0	0	0	2	0	0	0	0
20-49 Multiplex: Large	6	4	0	0	0	4	0	0	0	0
50-99 Midrise: Small	7	6	0	0	0	6	0	0	0	0
100+ Midrise: Large	12	7	0	0	0	7	0	0	0	0
Midland COUNTY - Renters	4,371	1,296	85	489	0	330	185	0	208	1
1 Detached Houses	1,142	122	15	53	0	0	50	0	4	0
2 Side-by-Side & Stacked	125	52	3	23	0	1	16	0	9	0
3 Side-by-Side & Stacked	248	109	7	50	0	3	36	0	13	0
4 Side-by-Side & Stacked	154	67	5	36	0	2	17	0	7	0
5-9 Townhse., Live-Work	716	270	14	138	0	8	62	0	48	0
10-19 Multiplex: Small	474	139	10	51	0	44	1	0	33	0
20-49 Multiplex: Large	500	197	9	51	0	81	1	0	55	0
50-99 Midrise: Small	322	144	7	30	0	82	1	0	24	0
100+ Midrise: Large	690	196	15	57	0	109	1	0	14	0

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

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

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



Section E

Aggressive Scenario Places

Prepared by:



LandUseUSA

Prepared for:

East Central Michigan Prosperity Region 5

Michigan State
Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

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

Places in Midland COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	City of Midland 71 Lifestyle Clusters			Midland - 0.5 Mi. Ring 71 Lifestyle Clusters			Midland - 1.0 Mi. Ring 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	4,147	679	3,468	212	34	178	501	101	400
1 Detached Houses	1,486	649	837	90	31	59	272	97	175
2 Side-by-Side & Stacked	101	3	98	6	0	6	16	1	15
3 Side-by-Side & Stacked	203	1	202	11	0	11	26	0	26
4 Side-by-Side & Stacked	125	0	125	7	0	7	15	0	15
5-9 Townhse., Live-Work	561	2	559	32	0	32	78	0	78
10-19 Multiplex: Small	391	2	389	11	0	11	19	0	19
20-49 Multiplex: Large	403	5	398	17	1	16	24	1	23
50-99 Midrise: Small	274	6	268	16	1	15	21	1	20
100+ Midrise: Large	603	11	592	22	1	21	30	1	29
Total Units	4,147	679	3,468	212	34	178	501	101	400
Detached Houses	1,486	649	837	90	31	59	272	97	175
Duplexes & Triplexes	304	4	300	17	0	17	42	1	41
Other Attached Formats	2,357	26	2,331	105	3	102	187	3	184

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

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

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

Places in Midland COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	City of Midland 71 Lifestyle Clusters			City of Midland Upscale Target Markets			City of Midland Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	4,147	679	3,468	2,391	242	2,149	1,000	22	978
1 Detached Houses	1,486	649	837	714	229	485	105	5	100
2 Side-by-Side & Stacked	101	3	98	58	3	55	37	0	37
3 Side-by-Side & Stacked	203	1	202	110	1	109	82	0	82
4 Side-by-Side & Stacked	125	0	125	71	0	71	50	0	50
5-9 Townhse., Live-Work	561	2	559	328	2	326	191	0	191
10-19 Multiplex: Small	391	2	389	285	1	284	101	1	100
20-49 Multiplex: Large	403	5	398	257	1	256	140	4	136
50-99 Midrise: Small	274	6	268	152	1	151	118	5	113
100+ Midrise: Large	603	11	592	416	4	412	176	7	169
Total Units	4,147	679	3,468	2,391	242	2,149	1,000	22	978
Detached Houses	1,486	649	837	714	229	485	105	5	100
Duplexes & Triplexes	304	4	300	168	4	164	119	0	119
Other Attached Formats	2,357	26	2,331	1,509	9	1,500	776	17	759

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

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

Places in Midland COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	City of Coleman 71 Lifestyle Clusters			Village of Sanford 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	71	19	52	25	10	15
1 Detached Houses	36	19	17	19	10	9
2 Side-by-Side & Stacked	2	0	2	0	0	0
3 Side-by-Side & Stacked	3	0	3	1	0	1
4 Side-by-Side & Stacked	1	0	1	0	0	0
5-9 Townhse., Live-Work	9	0	9	4	0	4
10-19 Multiplex: Small	4	0	4	0	0	0
20-49 Multiplex: Large	7	0	7	1	0	1
50-99 Midrise: Small	4	0	4	0	0	0
100+ Midrise: Large	5	0	5	0	0	0
Total Units	71	19	52	25	10	15
Detached Houses	36	19	17	19	10	9
Duplexes & Triplexes	5	0	5	1	0	1
Other Attached Formats	30	0	30	5	0	5

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.4

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

City of Midland | Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Midland - Total	4,147	2,391	16	39	153	352	130	822	0	886
City of Midland - Owners	679	242	6	10	7	5	1	209	0	9
1 Detached Houses	649	229	5	10	5	4	0	204	0	1
2 Side-by-Side & Stacked	3	3	0	0	0	0	0	3	0	0
3 Side-by-Side & Stacked	1	1	0	0	0	0	0	1	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	2	2	0	0	0	0	0	2	0	0
10-19 Multiplex: Small	2	1	0	0	0	0	0	0	0	1
20-49 Multiplex: Large	5	1	0	0	0	0	0	0	0	1
50-99 Midrise: Small	6	1	0	0	0	0	0	0	0	1
100+ Midrise: Large	11	4	0	0	1	0	0	0	0	3
City of Midland - Renters	3,468	2,149	10	29	146	347	129	613	0	877
1 Detached Houses	837	485	3	17	9	57	0	394	0	5
2 Side-by-Side & Stacked	98	55	0	1	5	16	0	26	0	7
3 Side-by-Side & Stacked	202	109	1	2	9	41	1	33	0	22
4 Side-by-Side & Stacked	125	71	0	1	6	29	0	18	0	17
5-9 Townhse., Live-Work	559	326	2	6	29	102	2	123	0	62
10-19 Multiplex: Small	389	284	1	0	24	31	34	4	0	190
20-49 Multiplex: Large	398	256	1	0	23	26	27	5	0	174
50-99 Midrise: Small	268	151	1	0	11	17	18	2	0	102
100+ Midrise: Large	592	412	1	0	30	27	48	6	0	300

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.5

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

City of Midland | Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Midland - Total	4,147	1,000	93	401	0	334	151	0	24	1
City of Midland - Owners	679	22	3	1	0	19	1	0	0	0
1 Detached Houses	649	5	3	1	0	0	1	0	0	0
2 Side-by-Side & Stacked	3	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	2	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	2	1	0	0	0	1	0	0	0	0
20-49 Multiplex: Large	5	4	0	0	0	4	0	0	0	0
50-99 Midrise: Small	6	5	0	0	0	5	0	0	0	0
100+ Midrise: Large	11	7	0	0	0	7	0	0	0	0
City of Midland - Renters	3,468	978	90	400	0	315	150	0	24	1
1 Detached Houses	837	100	16	43	0	0	41	0	0	0
2 Side-by-Side & Stacked	98	37	3	19	0	1	13	0	1	0
3 Side-by-Side & Stacked	202	82	7	41	0	3	29	0	2	0
4 Side-by-Side & Stacked	125	50	5	29	0	2	13	0	1	0
5-9 Townhse., Live-Work	559	191	15	113	0	8	50	0	5	0
10-19 Multiplex: Small	389	100	11	42	0	42	1	0	4	0
20-49 Multiplex: Large	398	136	10	42	0	77	1	0	6	0
50-99 Midrise: Small	268	113	7	24	0	78	1	0	3	0
100+ Midrise: Large	592	169	16	46	0	104	1	0	2	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.6

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

Midland - 0.5 Mi. Ring | Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
AGGRESSIVE SCENARIO (Per In-Migration Only)	All 71	Upscale	U	U	U	U	U	U	U	U
Target Market - Level	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Midland - 0.5 Mi. Ring - Total	212	107	0	0	2	50	0	60	0	0
Midland - 0.5 Mi. Ring - Owners	34	16	0	0	0	1	0	15	0	0
1 Detached Houses	31	16	0	0	0	1	0	15	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	1	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	1	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	1	0	0	0	0	0	0	0	0	0
Midland - 0.5 Mi. Ring - Renters	178	91	0	0	2	49	0	45	0	0
1 Detached Houses	59	37	0	0	0	8	0	29	0	0
2 Side-by-Side & Stacked	6	4	0	0	0	2	0	2	0	0
3 Side-by-Side & Stacked	11	8	0	0	0	6	0	2	0	0
4 Side-by-Side & Stacked	7	5	0	0	0	4	0	1	0	0
5-9 Townhse., Live-Work	32	23	0	0	0	14	0	9	0	0
10-19 Multiplex: Small	11	4	0	0	0	4	0	0	0	0
20-49 Multiplex: Large	16	4	0	0	0	4	0	0	0	0
50-99 Midrise: Small	15	2	0	0	0	2	0	0	0	0
100+ Midrise: Large	21	4	0	0	0	4	0	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.7

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

Midland - 0.5 Mi. Ring | Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Midland - 0.5 Mi. Ring - Total	212	67	1	11	0	50	6	0	0	0
Midland - 0.5 Mi. Ring - Owners	34	3	0	0	0	3	0	0	0	0
1 Detached Houses	31	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	1	1	0	0	0	1	0	0	0	0
50-99 Midrise: Small	1	1	0	0	0	1	0	0	0	0
100+ Midrise: Large	1	1	0	0	0	1	0	0	0	0
Midland - 0.5 Mi. Ring - Renters	178	64	1	11	0	47	6	0	0	0
1 Detached Houses	59	3	0	1	0	0	2	0	0	0
2 Side-by-Side & Stacked	6	2	0	1	0	0	1	0	0	0
3 Side-by-Side & Stacked	11	2	0	1	0	0	1	0	0	0
4 Side-by-Side & Stacked	7	2	0	1	0	0	1	0	0	0
5-9 Townhse., Live-Work	32	6	0	3	0	1	2	0	0	0
10-19 Multiplex: Small	11	7	0	1	0	6	0	0	0	0
20-49 Multiplex: Large	16	12	0	1	0	11	0	0	0	0
50-99 Midrise: Small	15	13	0	1	0	12	0	0	0	0
100+ Midrise: Large	21	17	0	1	0	16	0	0	0	0

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.8

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

Midland - 1.0 Mi. Ring | Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
AGGRESSIVE SCENARIO (Per In-Migration Only)	All 71	Upscale	U	U	U	U	U	U	U	U
Target Market - Level	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Midland - 1.0 Mi. Ring - Total	501	299	0	0	7	75	0	217	0	0
Midland - 1.0 Mi. Ring - Owners	101	56	0	0	0	1	0	55	0	0
1 Detached Houses	97	55	0	0	0	1	0	54	0	0
2 Side-by-Side & Stacked	1	1	0	0	0	0	0	1	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	1	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	1	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	1	0	0	0	0	0	0	0	0	0
Midland - 1.0 Mi. Ring - Renters	400	243	0	0	7	74	0	162	0	0
1 Detached Houses	175	116	0	0	0	12	0	104	0	0
2 Side-by-Side & Stacked	15	10	0	0	0	3	0	7	0	0
3 Side-by-Side & Stacked	26	18	0	0	0	9	0	9	0	0
4 Side-by-Side & Stacked	15	11	0	0	0	6	0	5	0	0
5-9 Townhse., Live-Work	78	56	0	0	1	22	0	33	0	0
10-19 Multiplex: Small	19	9	0	0	1	7	0	1	0	0
20-49 Multiplex: Large	23	8	0	0	1	6	0	1	0	0
50-99 Midrise: Small	20	6	0	0	1	4	0	1	0	0
100+ Midrise: Large	29	9	0	0	1	6	0	2	0	0

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.9

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

Midland - 1.0 Mi. Ring | Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Midland - 1.0 Mi. Ring - Total	501	104	2	33	0	52	21	0	1	0
Midland - 1.0 Mi. Ring - Owners	101	3	0	0	0	3	0	0	0	0
1 Detached Houses	97	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	1	1	0	0	0	1	0	0	0	0
50-99 Midrise: Small	1	1	0	0	0	1	0	0	0	0
100+ Midrise: Large	1	1	0	0	0	1	0	0	0	0
Midland - 1.0 Mi. Ring - Renters	400	101	2	33	0	49	21	0	1	0
1 Detached Houses	175	10	0	4	0	0	6	0	0	0
2 Side-by-Side & Stacked	15	4	0	2	0	0	2	0	0	0
3 Side-by-Side & Stacked	26	7	0	3	0	0	4	0	0	0
4 Side-by-Side & Stacked	15	4	0	2	0	0	2	0	0	0
5-9 Townhse., Live-Work	78	17	0	9	0	1	7	0	0	0
10-19 Multiplex: Small	19	10	0	3	0	7	0	0	0	0
20-49 Multiplex: Large	23	15	0	3	0	12	0	0	0	0
50-99 Midrise: Small	20	14	0	2	0	12	0	0	0	0
100+ Midrise: Large	29	20	0	4	0	16	0	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.10

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

City of Coleman | Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
AGGRESSIVE SCENARIO (Per In-Migration Only)										
City of Coleman - Total	71	21	0	0	0	0	0	21	0	0
City of Coleman - Owners	19	6	0	0	0	0	0	6	0	0
1 Detached Houses	19	6	0	0	0	0	0	6	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
City of Coleman - Renters	52	15	0	0	0	0	0	15	0	0
1 Detached Houses	17	10	0	0	0	0	0	10	0	0
2 Side-by-Side & Stacked	2	1	0	0	0	0	0	1	0	0
3 Side-by-Side & Stacked	3	1	0	0	0	0	0	1	0	0
4 Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	9	3	0	0	0	0	0	3	0	0
10-19 Multiplex: Small	4	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	7	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	4	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	5	0	0	0	0	0	0	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.11

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

City of Coleman | Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Coleman - Total	71	32	0	7	0	9	2	0	14	0
City of Coleman - Owners	19	0	0	0	0	1	0	0	0	0
1 Detached Houses	19	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
City of Coleman - Renters	52	32	0	7	0	8	2	0	14	0
1 Detached Houses	17	2	0	1	0	0	1	0	0	0
2 Side-by-Side & Stacked	2	1	0	0	0	0	0	0	1	0
3 Side-by-Side & Stacked	3	2	0	1	0	0	0	0	1	0
4 Side-by-Side & Stacked	1	1	0	1	0	0	0	0	0	0
5-9 Townhse., Live-Work	9	6	0	2	0	0	1	0	3	0
10-19 Multiplex: Small	4	4	0	1	0	1	0	0	2	0
20-49 Multiplex: Large	7	7	0	1	0	2	0	0	4	0
50-99 Midrise: Small	4	4	0	0	0	2	0	0	2	0
100+ Midrise: Large	5	5	0	1	0	3	0	0	1	0

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.12

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

Village of Sanford | Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
AGGRESSIVE SCENARIO (Per In-Migration Only)	All 71	Upscale	U	U	U	U	U	U	U	U
Target Market - Level	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of Sanford - Total	25	14	0	0	0	2	0	14	0	0
Village of Sanford - Owners	10	3	0	0	0	0	0	3	0	0
1 Detached Houses	10	3	0	0	0	0	0	3	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Village of Sanford - Renters	15	11	0	0	0	2	0	11	0	0
1 Detached Houses	9	7	0	0	0	0	0	7	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	1	1	0	0	0	0	0	1	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	4	3	0	0	0	1	0	2	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	1	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

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

Village of Sanford | Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of Sanford - Total	25	2	0	0	0	1	0	0	3	0
Village of Sanford - Owners	10	0	0	0	0	0	0	0	0	0
1 Detached Houses	10	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Village of Sanford - Renters	15	2	0	0	0	1	0	0	3	0
1 Detached Houses	9	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	4	1	0	0	0	0	0	0	1	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	1	1	0	0	0	0	0	0	1	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0

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

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

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



Section F₁

Contract Rents County and Places

Prepared by:



LandUseUSA

Prepared for:

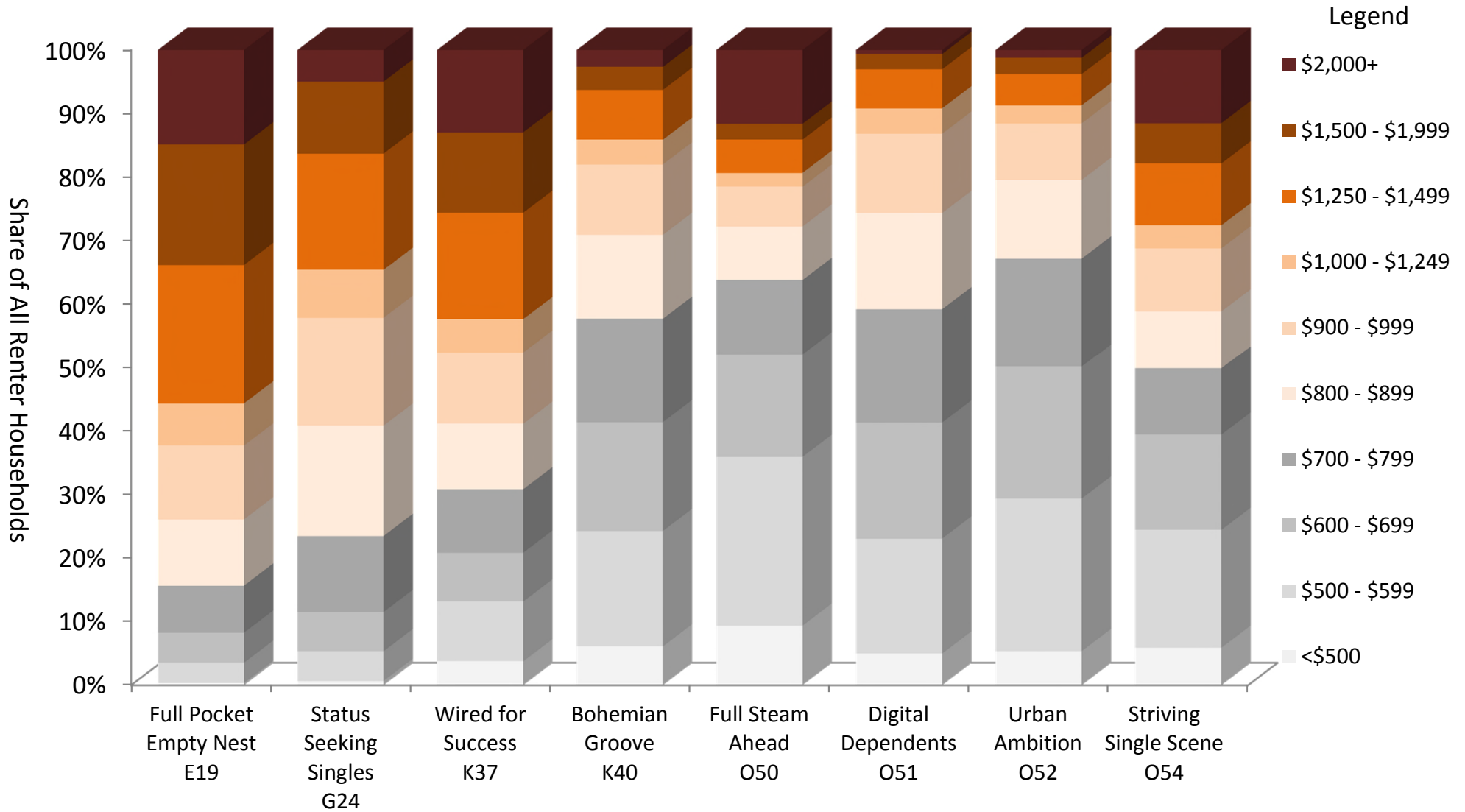
East Central Michigan Prosperity Region 5

Michigan State
Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

Upscale Target Markets for Missing Middle Housing Formats Stacked by Contract Rent Brackets Averages for the State of Michigan | 2016



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

Current Contract Rent Brackets | Existing Households by Upscale Target Market
Midland County | East Central Michigan Prosperity Region 5 | Year 2016

Contract Rent Brackets	All 71		Status						
	Mosaic Lifestyle Clusters	Full Pocket Empty Nest E19	Seeking Singles G24	Wired for Success K37	Bohemian Groove K40	Full Steam Ahead O50	Digital Dependents O51	Urban Ambition O52	Striving Single Scene O54
<\$500	5.6%	0.3%	0.6%	3.5%	5.5%	8.9%	4.5%	4.9%	5.5%
\$500 - \$599	12.3%	2.8%	4.0%	8.2%	15.2%	23.2%	15.0%	20.2%	16.1%
\$600 - \$699	12.1%	5.2%	6.5%	8.4%	18.0%	17.7%	18.9%	21.8%	16.3%
\$700 - \$799	13.3%	9.9%	15.4%	13.2%	20.9%	15.6%	22.7%	21.8%	13.8%
\$800 - \$899	9.2%	9.8%	15.6%	9.5%	11.8%	7.8%	13.3%	11.0%	8.3%
\$900 - \$999	11.1%	13.1%	18.6%	12.6%	11.9%	7.0%	13.3%	9.6%	11.1%
\$1,000 - \$1,249	4.8%	7.0%	7.6%	5.5%	3.9%	2.3%	3.9%	2.8%	3.7%
\$1,250 - \$1,499	13.6%	22.4%	18.0%	16.9%	7.6%	5.3%	5.9%	4.8%	9.8%
\$1,500 - \$1,999	9.1%	16.5%	9.5%	10.9%	3.0%	2.2%	2.0%	2.1%	5.4%
\$2,000+	9.0%	12.9%	4.1%	11.1%	2.2%	10.0%	0.5%	1.0%	9.9%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	\$655	\$833	\$717	\$742	\$564	\$576	\$543	\$523	\$642

Source: Underlying data provided by Experian Decision Analytics and the American Community Survey (ACS) with 1-yr estimates through 2014. Analysis, forecasts, and exhibit prepared exclusively by LandUse|USA; 2016 © with all rights reserved.

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Contract Rent Bracket
 Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit F1.3

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
Target Market	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Midland COUNTY - Total	5,394	2,893	15	37	179	339	143	1,128	0	1,052
Midland COUNTY - Renters	4,369	2,587	10	28	172	334	142	862	0	1,042
<\$500	343	133	0	0	6	18	13	38	0	58
\$500 - \$599	767	397	0	1	14	51	33	130	0	168
\$600 - \$699	761	435	1	2	14	60	25	163	0	170
\$700 - \$799	735	459	1	4	23	70	22	195	0	144
\$800 - \$899	428	273	1	4	16	39	11	115	0	87
\$900 - \$999	463	307	1	5	22	40	10	114	0	115
\$1,000 - \$1,249	157	101	1	2	9	13	3	34	0	39
\$1,250 - \$1,499	336	222	2	5	29	25	8	51	0	102
\$1,500 - \$1,999	171	111	2	3	19	10	3	17	0	57
\$2,000+	208	149	1	1	19	7	14	4	0	103
Summation	4,369	2,587	10	27	171	333	142	861	0	1,043
Med. Contract Rent	\$807	--	\$1,000	\$860	\$890	\$676	\$691	\$652	\$628	\$770

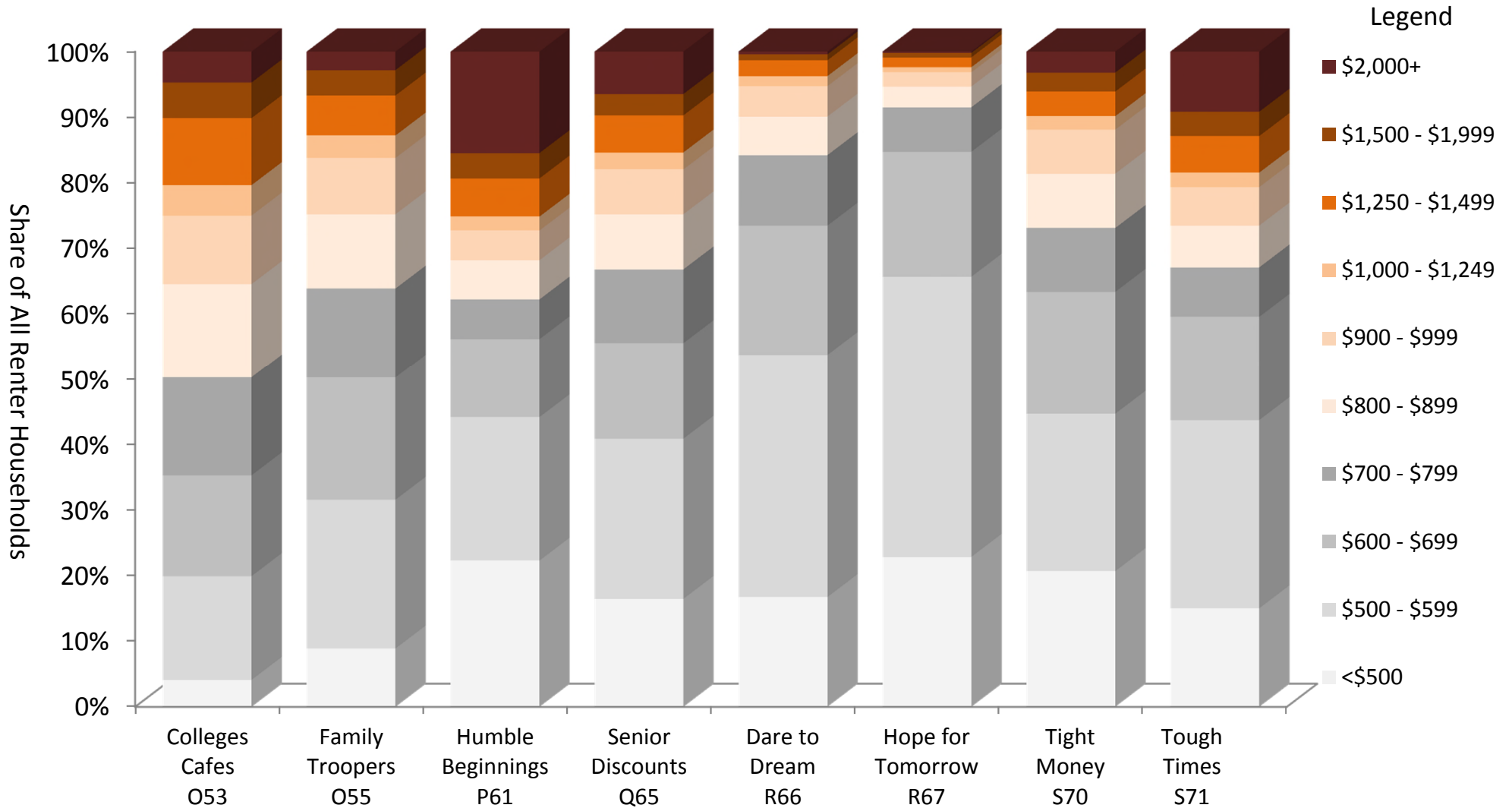
Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

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

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

Median Contract Rents include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

Moderate Target Markets for Missing Middle Housing Formats
 Stacked by Contract Rent Brackets
 Averages for the State of Michigan | 2016



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

Current Contract Rent Brackets | Existing Households by Moderate Target Market
Midland County | East Central Michigan Prosperity Region 5 | Year 2016

Contract Rent Brackets	All 71								
	Mosaic Lifestyle Clusters	Colleges Cafes O53	Family Troopers O55	Humble Beginnings P61	Senior Discounts Q65	Dare to Dream R66	Hope for Tomorrow R67	Tight Money S70	Tough Times S71
<\$500	5.6%	3.8%	8.2%	21.8%	15.5%	15.8%	22.2%	19.5%	14.5%
\$500 - \$599	12.3%	13.4%	19.4%	19.8%	21.3%	32.4%	38.5%	20.9%	25.6%
\$600 - \$699	12.1%	16.3%	19.9%	13.5%	16.0%	21.6%	21.4%	20.4%	17.7%
\$700 - \$799	13.3%	19.3%	17.7%	8.3%	15.0%	14.3%	9.3%	12.9%	10.2%
\$800 - \$899	9.2%	12.8%	10.3%	5.7%	7.8%	5.5%	3.0%	7.7%	6.0%
\$900 - \$999	11.1%	11.3%	9.4%	5.2%	7.6%	5.2%	2.5%	7.5%	6.7%
\$1,000 - \$1,249	4.8%	4.6%	3.5%	2.3%	2.7%	1.6%	0.8%	2.1%	2.3%
\$1,250 - \$1,499	13.6%	10.0%	6.0%	6.1%	5.7%	2.4%	1.6%	3.8%	5.8%
\$1,500 - \$1,999	9.1%	4.5%	3.3%	3.4%	2.8%	0.8%	0.6%	2.5%	3.3%
\$2,000+	9.0%	3.9%	2.4%	13.8%	5.6%	0.4%	0.2%	2.7%	8.0%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	\$655	\$606	\$540	\$586	\$536	\$442	\$403	\$490	\$549

Source: Underlying data provided by Experian Decision Analytics and the American Community Survey (ACS) with 1-yr estimates through 2014. Analysis, forecasts, and exhibit prepared exclusively by LandUse|USA; 2016 © with all rights reserved.

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Contract Rent Bracket
 Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit F1.6

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Midland COUNTY - Total	5,394	1,318	87	490	0	350	186	0	208	1
Midland COUNTY - Renters	4,369	1,298	85	489	0	330	185	0	208	1
<\$500	343	164	3	40	0	51	29	0	41	0
\$500 - \$599	767	280	11	95	0	70	60	0	44	0
\$600 - \$699	761	247	14	98	0	53	40	0	42	0
\$700 - \$799	735	205	16	87	0	49	26	0	27	0
\$800 - \$899	428	113	11	50	0	26	10	0	16	0
\$900 - \$999	463	107	10	46	0	25	10	0	16	0
\$1,000 - \$1,249	157	37	4	17	0	9	3	0	4	0
\$1,250 - \$1,499	336	70	9	29	0	19	5	0	8	0
\$1,500 - \$1,999	171	35	4	16	0	9	1	0	5	0
\$2,000+	208	40	3	12	0	18	1	0	6	0
Summation	4,369	1,298	85	490	0	329	185	0	209	0
Med. Contract Rent	\$807	--	\$727	\$648	\$703	\$643	\$530	\$484	\$588	\$659

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

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

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

Median Contract Rents include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

Market Parameters and Forecasts | Households in Renter-Occupied Units
 All Counties in East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
		Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.
Order	East Central PR-5								
1	Arenac Co.	1,096	1,141	1,188	1,129	1,099	1,120	1,170	1,266
2	Bay Co.	9,918	9,374	9,519	10,034	10,300	10,178	10,353	10,353
3	Clare Co.	2,724	2,757	2,786	2,784	2,759	2,791	2,814	2,814
4	Gladwin Co.	1,646	1,728	1,763	1,786	1,800	1,783	1,814	1,814
5	Gratiot Co.	3,753	3,346	3,404	3,579	3,761	4,005	4,193	4,193
6	Isabella Co.	10,715	10,541	10,629	10,817	10,910	10,736	10,604	10,471
7	Midland Co.	7,663	8,212	8,102	8,429	8,826	8,927	8,992	8,992
8	Saginaw Co.	21,924	20,474	21,318	22,057	22,462	22,447	22,539	22,802

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts | Households in Renter-Occupied Units
 Midland County by Place | East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
Order	County Name	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.
	Midland Co.	7,663	8,212	8,102	8,429	8,826	8,927	8,992	8,992
1	Coleman City	--	204	215	232	224	283	330	372
2	Midland City	--	6,346	6,236	6,440	6,752	6,856	7,001	7,001
3	Sanford Village	--	117	155	187	148	154	166	186

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016. Owner- and renter-occupied households have been adjusted by LandUse|USA.

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



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

Market Parameters and Forecasts | Median Contract Rent
 All Counties in East Central Michigan Prosperity Region 5

		2010	2011	2012	2013	2014	2016	2020
		ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast
		Median	Median	Median	Median	Median	Median	Median
		Contract	Contract	Contract	Contract	Contract	Contract	Contract
		Rent	Rent	Rent	Rent	Rent	Rent	Rent
Order	East Central PR-5							
1	Arenac Co.	\$380	\$396	\$407	\$424	\$424	\$424	\$424
2	Bay Co.	\$470	\$482	\$500	\$507	\$515	\$531	\$562
3	Clare Co.	\$410	\$420	\$419	\$422	\$429	\$443	\$470
4	Gladwin Co.	\$415	\$425	\$437	\$428	\$428	\$428	\$428
5	Gratiot Co.	\$442	\$431	\$429	\$433	\$439	\$451	\$474
6	Isabella Co.	\$563	\$574	\$588	\$602	\$609	\$623	\$650
7	Midland Co.	\$529	\$547	\$576	\$590	\$611	\$655	\$743
8	Saginaw Co.	\$511	\$525	\$531	\$535	\$541	\$553	\$576

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts | Median Contract Rent
 Midland County by Place | East Central Michigan Prosperity Region 5

Order	County Name	2010 ACS 5-yr Median Contract Rent	2011 ACS 5-yr Median Contract Rent	2012 ACS 5-yr Median Contract Rent	2013 ACS 5-yr Median Contract Rent	2014 ACS 5-yr Median Contract Rent	2016 Forecast Median Contract Rent	2020 Forecast Median Contract Rent
	Midland Co.	\$529	\$547	\$576	\$590	\$611	\$655	\$743
1	Coleman City	\$502	\$502	\$502	\$502	\$502	\$502	\$502
2	Midland City	\$540	\$563	\$592	\$610	\$638	\$698	\$821
3	Sanford Village	\$436	\$445	\$445	\$480	\$480	\$480	\$480

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

Market Parameters - Contract and Gross Rents

All Counties in East Central Michigan Prosperity Region 5 | Year 2016

Geography	Median Household Income Renters	Monthly Median Contract Rent	Monthly Median Gross Rent	Gross v. Contract Rent Index	Monthly Utilities and Fees	Fees as a Share of Gross Rent	Gross Rent as a Share of Renter Income
The State of Michigan	\$28,834	\$658	\$822	1.25	\$164	20.0%	34.2%
East Central Michigan Prosperity Region 5							
1 Arenac County	\$21,007	\$448	\$614	1.37	\$166	27.1%	35.1%
2 Bay County	\$22,699	\$544	\$714	1.31	\$170	23.9%	37.7%
3 Clare County	\$18,241	\$442	\$623	1.41	\$181	29.0%	41.0%
4 Gladwin County	\$23,958	\$451	\$612	1.36	\$161	26.4%	30.6%
5 Gratiot County	\$21,639	\$453	\$627	1.38	\$174	27.7%	34.7%
6 Isabella County	\$22,631	\$640	\$730	1.14	\$90	12.4%	38.7%
7 Midland County	\$31,070	\$663	\$791	1.19	\$128	16.2%	30.6%
8 Saginaw County	\$26,987	\$558	\$739	1.32	\$181	24.5%	32.9%

Source: Underlying data provided by the U.S. Census and American Community Survey (ACS) through 2014. Analysis, forecasts, and exhibit prepared by LandUse|USA; 2016 ©.

Residential Building Permits | Average Investment per Unit
 Counties | East Central Michigan Prosperity Region 5 | Year 2015

Geography	Year	Units Detached (Single-Fam.)	Invest./Unit Detached (Single-Fam.)	Units Attached (Multi-Fam.)	Invest./Unit Attached (Multi-Fam.)	Index Attached v. Detached
Arenac County	2015	18	\$201,000	.	.	.
Bay County	2015	49	\$208,000	98	\$73,000	0.35
Clare County	2015	24	\$144,000	4	.	.
Gladwin County	2015	54	\$201,000	.	.	.
Gratiot County	2015	23	\$184,000	.	.	.
Isabella County	2015	54	\$186,000	60	\$65,000	0.35
Midland County	2015	108	\$183,000	22	\$154,000	0.84
Saginaw County	2015	156	\$203,000	226	\$80,000	0.39

Source: Underlying data collected by the U.S. Bureau of the Census with some imputation.

Exhibit and analysis prepared by LandUseUSA, 2016.

Residential Building Permits | Average Investment per Unit
 Midland County | East Central Michigan Prosperity Region 5 | Through 2015

Year	Units Detached (Single-Fam.)	Invest./Unit Detached (Single-Fam.)	Units Attached (Multi-Fam.)	Invest./Unit Attached (Multi-Fam.)	Index Attached v. Detached
2015	108	\$183,000	22	\$154,000	0.84
2014	107	\$183,000	155	\$33,000	0.18
2013	138	\$170,000	62	\$81,000	0.48
2012	194	\$146,000	2	\$107,000	0.73
2011	131	\$159,000	14	\$95,000	0.60
2010	113	\$164,000	10	\$80,000	0.49
2009	70	\$143,000	2	\$86,000	0.60
2008	97	\$144,000	.	.	.
2007	117	\$126,000	20	\$66,000	0.52
2006	175	\$107,000	4	\$86,000	0.80
2005	198	\$108,000	.	.	.
2004	211	\$110,000	13	\$29,000	0.26
2003	239	\$121,000	16	\$38,000	0.31
2002	238	\$107,000	.	.	.
2001	251	\$124,000	96	\$85,000	0.69
2000	234	\$118,000	65	\$83,000	0.70

Source: Underlying data collected by the U.S. Bureau of the Census with some imputation.
 Exhibit and analysis prepared by LandUseUSA, 2016.

Cash or Contract Rents by Square Feet | Attached Units Only
 Forecasts for New Formats | Townhouses, Row Houses, Lofts, and Flats
 East Central Michigan Prosperity Region 5 | Year 2016

Total Sq. Ft.	County-Wide Bay County		City of Midland Midland County		City Mt. Pleasant Isabella County		City of Saginaw Saginaw County	
	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent
500	\$1.41	\$705	\$1.60	\$800	\$1.36	\$680	\$1.41	\$705
600	\$1.29	\$775	\$1.50	\$895	\$1.29	\$775	\$1.31	\$785
700	\$1.19	\$835	\$1.41	\$985	\$1.23	\$860	\$1.22	\$855
800	\$1.10	\$880	\$1.33	\$1,065	\$1.17	\$940	\$1.15	\$920
900	\$1.02	\$920	\$1.26	\$1,135	\$1.12	\$1,010	\$1.08	\$975
1,000	\$0.96	\$955	\$1.20	\$1,200	\$1.08	\$1,080	\$1.02	\$1,025
1,100	\$0.89	\$980	\$1.15	\$1,260	\$1.04	\$1,145	\$0.97	\$1,065
1,200	\$0.83	\$1,000	\$1.10	\$1,315	\$1.01	\$1,210	\$0.92	\$1,105
1,300	\$0.78	\$1,015	\$1.05	\$1,365	\$0.97	\$1,265	\$0.88	\$1,140
1,400	\$0.73	\$1,025	\$1.01	\$1,410	\$0.94	\$1,320	\$0.83	\$1,170
1,500	\$0.69	\$1,030	\$0.97	\$1,450	\$0.92	\$1,375	\$0.80	\$1,195
1,600	<i>\$0.85</i>	<i>\$1,035</i>	\$0.93	\$1,485	\$0.89	\$1,420	\$0.76	\$1,215
1,700	<i>\$0.84</i>	<i>\$1,040</i>	\$0.89	\$1,520	\$0.86	\$1,470	\$0.73	\$1,235
1,800	<i>\$0.84</i>	<i>\$1,045</i>	\$0.86	\$1,550	\$0.84	\$1,515	\$0.69	\$1,250
1,900	<i>\$0.83</i>	<i>\$1,050</i>	\$0.83	\$1,580	\$0.82	\$1,555	\$0.66	\$1,260
2,000	<i>\$0.83</i>	<i>\$1,055</i>	\$0.80	\$1,600	\$0.80	\$1,595	\$0.63	\$1,270

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

Based on market observations, phone surveys, and assessor's records.

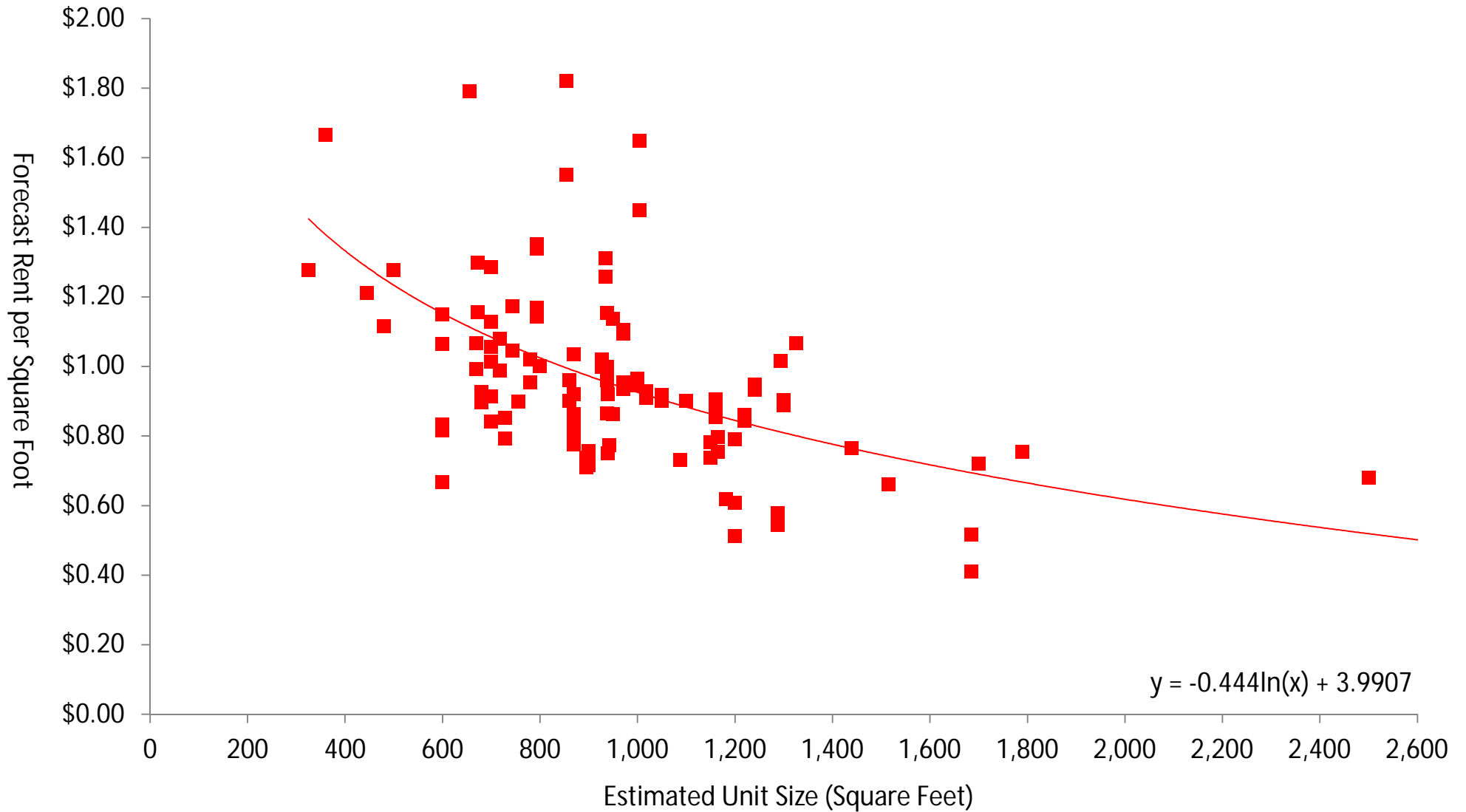
Figures that are italicized with small fonts have relatively high variances in statistical reliability.

Cash or Contract Rents by Square Feet | Attached Units Only
 Forecasts for New Formats | Townhouses, Row Houses, Lofts, and Flats
 East Central Michigan Prosperity Region 5 | Year 2016

Total Sq. Ft.	County-Wide Arenac County		County-Wide Clare County		County-Wide Gladwin County		County-Wide Gratiot County	
	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent
500	\$1.47	\$735	\$1.50	\$750	\$1.25	\$625	\$1.42	\$710
600	\$1.31	\$785	\$1.33	\$800	\$1.11	\$665	\$1.25	\$745
700	\$1.18	\$825	\$1.18	\$830	\$0.99	\$690	\$1.10	\$770
800	\$1.06	\$850	\$1.06	\$845	\$0.88	\$705	\$0.97	\$775
900	\$0.96	\$865	\$0.95	\$850	\$0.79	\$715	\$0.87	\$780
1,000	\$0.87	\$870	\$0.98	\$855	\$0.67	\$720	\$0.79	\$785
1,100	\$1.11	\$875	\$0.98	\$860	\$0.63	\$725	\$0.72	\$790
1,200	\$1.11	\$880	\$0.98	\$865	\$0.60	\$730	\$0.66	\$795
1,300	\$1.11	\$885	\$0.98	\$870	\$0.58	\$735	\$0.62	\$800
1,400	\$1.11	\$890	\$0.98	\$875	\$0.56	\$740	\$0.58	\$805
1,500	\$1.10	\$895	\$0.98	\$880	\$0.54	\$745	\$0.54	\$810
1,600	\$1.10	\$900	\$0.98	\$885	\$0.53	\$750	\$0.51	\$815
1,700	\$1.10	\$905	\$0.98	\$890	\$0.51	\$755	\$0.48	\$820
1,800	\$1.10	\$910	\$0.98	\$895	\$0.50	\$760	\$0.46	\$825
1,900	\$1.10	\$915	\$0.98	\$900	\$0.49	\$765	\$0.44	\$830
2,000	\$1.10	\$920	\$0.98	\$905	\$0.48	\$770	\$0.42	\$835

Source: Estimates and forecasts prepared exclusively by LandUse|USA; 2016 ©.
 Based on market observations, phone surveys, and assessor's records.
 Figures that are italicized with small fonts have relatively high variances in statistical reliability.

Forecast Contract Rent per Square Foot v. Unit Size
Attached Renter-Occupied Units
The City of Midland | ECM Michigan Prosperity Region 5 | Year 2016



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

Existing Choices by Place | Attached For-Rent Units Only
 The City of Midland | Midland Co. | ECM Region 5 | Year 2016

Exhibit F1.18

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
Nortgate	205 Northgate Dr	Twnhse.	1996	.	3	2.5	2,500	\$1,700	\$0.68
Ivy Terrace	402 Joseph Dr	Attached 3 Levels	.	.	.	1	2014	49	2	1.5	1,004	\$1,655	\$1.65
									2	1	854	\$1,555	\$1.82
									2	1.5	1,004	\$1,455	\$1.45
									1	1	656	\$1,375	\$2.10
									2	1	854	\$1,325	\$1.55
Clearpointe Landing	204 Commerce Dr	Aptmt. 1 Level	2015	110	2	2	1,326	\$1,415	\$1.07
									2	2	1,294	\$1,315	\$1.02
Sadie	915+ Sadie Ct	Side by Side	2	3	2.5	1,790	\$1,350	\$0.75

Source: Based on market observations, surveys, and assessors records.
 Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached For-Rent Units Only
 The City of Midland | Midland Co. | ECM Region 5 | Year 2016

Exhibit F1.19

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.									
Perrine Pointe	4100 Perrine Pt Midland	Duplex Twnhse. Cottage	1978	53	2	1	935	\$1,225	\$1.31									
									2	1	935	\$1,175	\$1.26									
									2	2.5	1,165	\$930	\$0.80									
									2	2.5	1,165	\$880	\$0.76									
									2	1	860	\$825	\$0.96									
									1	1	700	\$790	\$1.13									
									2	1	780	\$745	\$0.96									
									1	1	670	\$715	\$1.07									
Letts	3926 E Letts Rd Midland	Twnhse. Duplex	2013	2	3	3.5	1,700	\$1,225	\$0.72									
									Birchwood Pointe Lane	1500 Wood Pointe Midland	Aptmt.	2003	154	3	2	1,240	\$1,175	\$0.95
									3									2	1,300	\$1,175	\$0.90	
									3									2	1,300	\$1,155	\$0.89	
									2									2	1,220	\$1,050	\$0.86	
									2									2	1,220	\$1,030	\$0.84	
									2									1	1,160	\$990	\$0.85	
									2									1	1,050	\$965	\$0.92	
									1									1	1,018	\$925	\$0.91	

Source: Based on market observations, surveys, and assessors records.
 Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached For-Rent Units Only
 The City of Midland | Midland Co. | ECM Region 5 | Year 2016

Exhibit F1.20

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
Oretta	6222 Loretta Ln	Twnhse.	1997	.	3	2.5	1,440	\$1,100	\$0.76
Northwind Forest	5220 Hedgewood Dr	Aptmt. 3 Levels	.	.	1	.	1981	181	2	1	950	\$1,080	\$1.14
									2	1	940	\$1,080	\$1.15
									2	1	940	\$900	\$0.96
									2	1	950	\$820	\$0.86
									1	1	720	\$775	\$1.08
Brooks Estates	2414 Swede Ave	Aptmt. 4 Levels	2016	137	2	1	794	\$1,070	\$1.35
									2	1	971	\$1,070	\$1.10
									2	2	971	\$1,060	\$1.09
									2	2	971	\$925	\$0.95
									2	1	971	\$905	\$0.93
									1	1	744	\$870	\$1.17
								1	1	744	\$775	\$1.04	

Source: Based on market observations, surveys, and assessors records.
 Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached For-Rent Units Only
 The City of Midland | Midland Co. | ECM Region 5 | Year 2016

Exhibit F1.21

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
Chippewassee Court	3010 Isabella St	Twnhse.	.	.	1	.	2003	11	3	1	.	\$1,040	.
									2	1	.	\$890	.
									3	1	.	\$870	.
									2	1	.	\$745	.
Russell	4805 Russell St	Twnhse.	2	2	3	1,515	\$1,000	\$0.66
Pfeiffer	3903 Pfeiffer Ct	Duplex	1986	2	3	1.5	.	\$950	.
Union	2798 W North Union	Twnhse.	2015	.	2	2	1,200	\$950	\$0.79
Heritage Arms	6123 Eastman Ave	Aptmt. 3 Levels	88	2	1	870	\$900	\$1.03
									2	1	870	\$800	\$0.92
									2	1	870	\$750	\$0.86
									2	1	870	\$700	\$0.80
									2	1	870	\$675	\$0.78

Source: Based on market observations, surveys, and assessors records.
 Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached For-Rent Units Only
 The City of Midland | Midland Co. | ECM Region 5 | Year 2016

Exhibit F1.22

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
Adams Acres and Lee Street	Lee & Quincy Sts	Aptmt.	.	.	1	.	2003	26	3	1.5	1,685	\$870	\$0.52
									3	1.5	1,685	\$690	\$0.41
Robin Oaks	1811+ Eastlawn Dr	Aptmt.	1966	132	2	1	940	\$865	\$0.92
									2	1	940	\$705	\$0.75
Carolina	1404 Carolina St	Twnhse.	1980	2	2	1	800	\$800	\$1.00
Village St Joseph Run	700 Village E	Aptmt. 2 Levels	.	.	1	.	.	128	3	2	1,088	\$795	\$0.73
									2	2	942	\$730	\$0.77
Village Townhomes	3860 Todd St	Twnhse.	1960	112	2	1	1,288	\$745	\$0.58
									2	1	1,288	\$700	\$0.54
Bracken Woods	6301 Dublin Ave	Aptmt. 2 Levels	1995	104	3	2	1,182	\$735	\$0.62
									2	2	870	\$685	\$0.79
									1	1	630		

Source: Based on market observations, surveys, and assessors records.
 Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached For-Rent Units Only
 The City of Midland | Midland Co. | ECM Region 5 | Year 2016

Exhibit F1.23

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
Gettysburg	3808+ Gettysburg St	Duplex	1987	2	2	1.5	1,200	\$730	\$0.61
									2	1.5	1,200	\$615	\$0.51
Todd	3828 Todd St	Twnhse.	1960	.	2	1	1,288	\$730	\$0.57
Woodland Place	4512 N Saginaw Rd	Aptmt. 3 Levels	1975	454	1	1	600	\$690	\$1.15
									1	1	700	\$640	\$0.91
									2	1	700	\$590	\$0.84
									1	1	600	\$500	\$0.83
Eastlawn Arms	2211 Eastlawn Dr	Aptmt. 2 & 3 Levels	1966	154	2	1	900	\$680	\$0.76
									2	1	900	\$655	\$0.73
									1	1	680	\$630	\$0.93
									1	1	680	\$610	\$0.90
									1	1	480	\$535	\$1.11
Midland Manor	619 Eastlawn Dr	Aptmt.	.	1	2	1	756	\$680	\$0.90
Stratford Place	4835 E Patrick Rd	Aptmt.	.	1	1	.	1994	53	2	1	896	\$660	\$0.74
									1	1	728	\$620	\$0.85

Source: Based on market observations, surveys, and assessors records.
 Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached For-Rent Units Only
 The City of Midland | Midland Co. | ECM Region 5 | Year 2016

Exhibit F1.24

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
Gerald	616 Gerald Ct	Twnhse.	2	1	.	\$650	.
Village East	1389 Colony Sq	Aptmt. 2 Levels	.	.	1	.	1979	48	2	1	896	\$635	\$0.71
									1	1	728	\$575	\$0.79
Springfield	1417 Springfield Dr	Aptmt.	0.5	1	360	\$600	\$1.67
Cleveland Manor II	2200 Cleveland St	Aptmt. 3 Levels	.	1	1	1	.	.	1	1	445	\$540	\$1.21
									0.5	1	325	\$420	\$1.29
Charter Square	6100 Jefferson	Twnhse.	.	.	1	1	1980	152	3	1.5	1,140	.	.
									2	1	1,050	.	.
									2	1.5	975	.	.
									1	1	440	.	.
Mulberry Lane	2630 Abbott Rd	Aptmt. 3 Levels	1970	264	3	1.5	1,240	.	.
									2	1.5	1,060	.	.
									2	1	975	.	.
									1	1	675	.	.

Source: Based on market observations, surveys, and assessors records.
 Analysis and exhibit prepared by LandUseUSA; 2016.



Section F₂

Home Values County and Places

Prepared by:



LandUseUSA

Prepared for:

East Central Michigan Prosperity Region 5

Michigan State
Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Home Value Bracket
 Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit F2.1

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
Target Market	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Midland COUNTY - Total	5,394	2,893	15	37	179	339	143	1,128	0	1,052
Midland COUNTY - Owners	1,025	306	5	9	7	5	1	266	0	10
< \$50,000	66	16	0	0	0	0	0	15	0	1
\$50 - \$74,999	95	33	0	0	0	1	0	31	0	1
\$75 - \$99,999	147	56	0	1	1	1	0	51	0	2
\$100 - \$149,999	142	55	0	1	1	1	0	51	0	1
\$150 - \$174,999	130	45	0	1	1	1	0	41	0	1
\$175 - \$199,999	117	36	1	1	1	1	0	31	0	1
\$200 - \$249,999	87	22	1	1	1	0	0	18	0	1
\$250 - \$299,999	73	15	1	1	1	0	0	11	0	1
\$300 - \$349,999	48	10	1	1	1	0	0	6	0	1
\$350 - \$399,999	46	8	1	1	1	0	0	5	0	0
\$400 - \$499,999	48	8	1	1	1	0	0	4	0	1
\$500 - \$749,999	16	1	0	0	0	0	0	1	0	0
\$750,000+	10	1	0	0	0	0	0	0	0	1
Summation	1,025	306	6	9	9	5	0	265	0	12
Med. Home Value	\$169,532	--	\$232,647	\$180,858	\$199,426	\$117,618	\$131,179	\$106,427	\$98,488	\$159,119

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

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

Median Home Values include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Home Value Bracket
 Midland COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit F2.2

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Midland COUNTY - Total	5,394	1,318	87	490	0	350	186	0	208	1
Midland COUNTY - Owners	1,025	20	2	1	0	20	1	0	0	0
< \$50,000	66	4	0	0	0	4	0	0	0	0
\$50 - \$74,999	95	3	0	0	0	3	0	0	0	0
\$75 - \$99,999	147	3	0	0	0	3	0	0	0	0
\$100 - \$149,999	142	3	0	0	0	3	0	0	0	0
\$150 - \$174,999	130	2	0	0	0	2	0	0	0	0
\$175 - \$199,999	117	1	0	0	0	1	0	0	0	0
\$200 - \$249,999	87	1	0	0	0	1	0	0	0	0
\$250 - \$299,999	73	1	0	0	0	1	0	0	0	0
\$300 - \$349,999	48	0	0	0	0	0	0	0	0	0
\$350 - \$399,999	46	0	0	0	0	0	0	0	0	0
\$400 - \$499,999	48	1	0	0	0	1	0	0	0	0
\$500 - \$749,999	16	0	0	0	0	0	0	0	0	0
\$750,000+	10	1	0	0	0	1	0	0	0	0
Summation	1,025	20	0	0	0	20	0	0	0	0
Med. Home Value	\$169,532	--	\$137,395	\$109,385	\$142,840	\$111,701	\$64,082	\$49,094	\$91,813	\$120,550

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

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

Median Home Values include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

Market Parameters and Forecasts | Households in Owner-Occupied Units
 All Counties in East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
		Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.
Order	East Central PR-5								
1	Arenac Co.	5,605	5,545	5,338	5,306	5,264	5,289	5,314	5,339
2	Bay Co.	34,685	34,971	34,486	33,884	33,827	33,534	33,359	33,359
3	Clare Co.	10,242	10,388	10,384	10,517	10,456	10,417	10,394	10,394
4	Gladwin Co.	9,107	9,593	9,563	9,325	9,095	9,044	9,013	9,013
5	Gratiot Co.	11,099	11,372	11,313	11,142	11,026	10,700	10,512	10,512
6	Isabella Co.	14,871	14,263	14,117	13,935	13,907	14,037	14,169	14,302
7	Midland Co.	25,774	25,350	25,556	25,267	24,891	24,782	24,717	24,717
8	Saginaw Co.	57,087	56,290	55,510	55,369	54,950	55,142	55,334	55,528

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts | Households in Owner-Occupied Units
 Midland County by Place | East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
Order	County Name	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.
	Midland Co.	25,774	25,350	25,556	25,267	24,891	24,782	24,717	24,717
1	Coleman City	--	334	327	327	316	272	250	250
2	Midland City	--	11,251	11,578	11,198	10,995	10,747	10,602	10,602
3	Sanford Village	--	301	282	267	258	260	261	263

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016. Owner- and renter-occupied households have been adjusted by LandUse|USA.

Median Home Value v. Median Household Income
71 Lifestyle Clusters (Mosaic|USA)
The State of Michigan | 2015



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

Market Parameters and Forecasts | Median Home Value
 All Counties in East Central Michigan Prosperity Region 5

		2010	2011	2012	2013	2014	2016	2020
		Census	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast
		Median	Median	Median	Median	Median	Median	Median
		Home	Home	Home	Home	Home	Home	Home
		Value	Value	Value	Value	Value	Value	Value
Order	East Central PR-5							
1	Arenac Co.	\$99,000	\$94,900	\$90,900	\$90,200	\$87,800	\$89,565	\$91,370
2	Bay Co.	\$107,800	\$104,600	\$99,200	\$93,800	\$93,300	\$95,175	\$97,093
3	Clare Co.	\$92,500	\$87,000	\$84,100	\$80,000	\$79,300	\$80,894	\$82,524
4	Gladwin Co.	\$117,700	\$112,100	\$108,300	\$103,300	\$99,000	\$100,990	\$103,025
5	Gratiot Co.	\$93,600	\$90,300	\$88,200	\$86,600	\$87,300	\$89,055	\$90,849
6	Isabella Co.	\$128,000	\$124,100	\$122,100	\$119,800	\$120,600	\$123,024	\$125,503
7	Midland Co.	\$132,800	\$131,900	\$130,200	\$128,600	\$128,000	\$130,573	\$133,204
8	Saginaw Co.	\$110,000	\$106,400	\$101,600	\$97,800	\$94,800	\$96,705	\$98,654

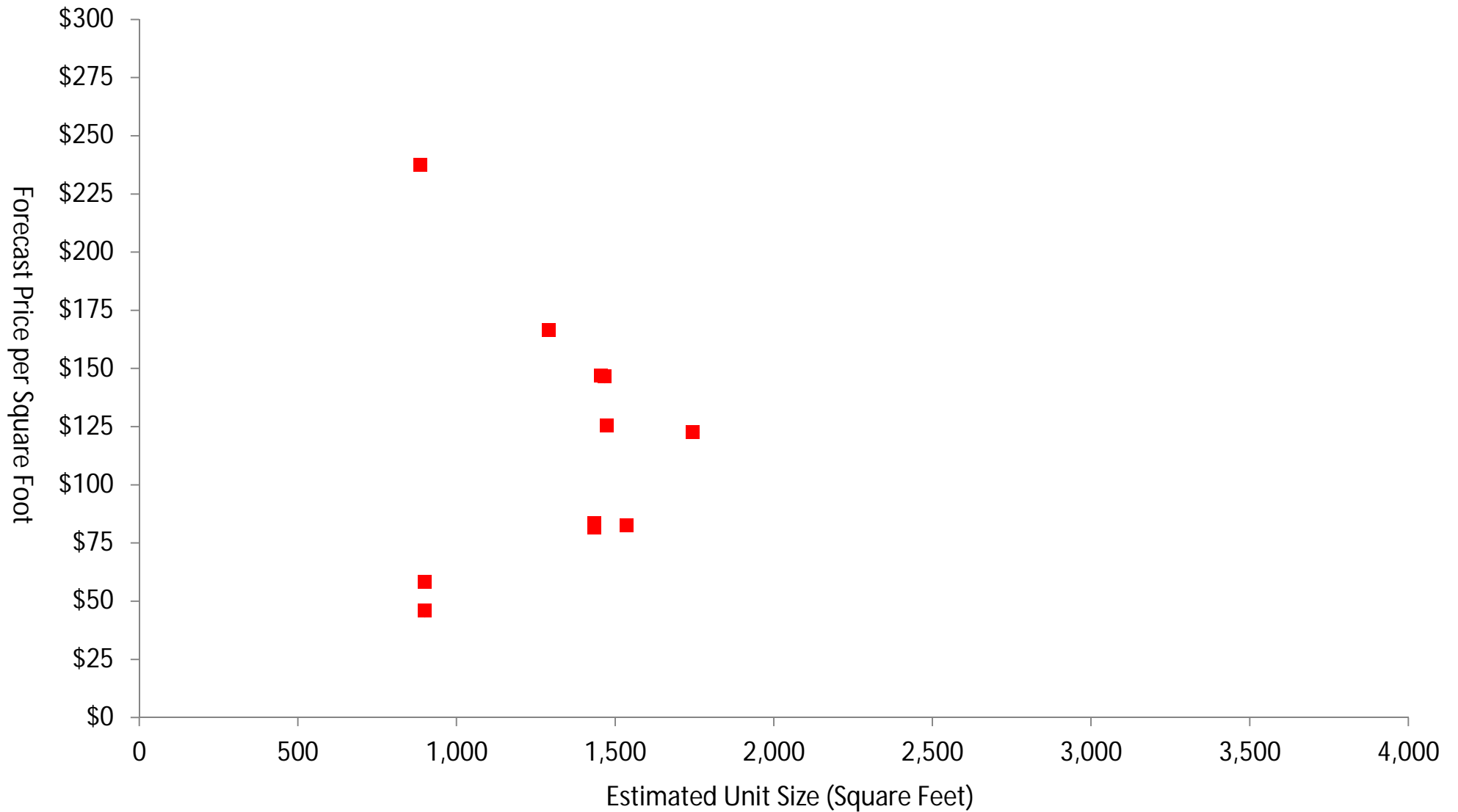
Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts | Median Home Value
 Midland County by Place | East Central Michigan Prosperity Region 5

Order	County Name	2010	2011	2012	2013	2014	2016	2020
		Census Median Home Value	ACS 5-yr Median Home Value	ACS 5-yr Median Home Value	ACS 5-yr Median Home Value	ACS 5-yr Median Home Value	ACS 5-yr Median Home Value	Forecast Median Home Value
	Midland Co.	\$132,800	\$131,900	\$130,200	\$128,600	\$128,000	\$130,573	\$133,204
1	Coleman City	\$79,500	\$80,900	\$81,000	\$74,000	\$64,900	\$66,204	\$67,539
2	Midland City	\$140,300	\$140,100	\$138,800	\$139,500	\$137,900	\$140,672	\$143,506
3	Sanford Village	\$126,800	\$115,600	\$111,800	\$116,500	\$113,500	\$115,781	\$118,114

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Forecast Home Value per Square Foot v. Unit Size
Attached Owner-Occupied Units
The City of Midland | ECM Michigan Prosperity Region 5 | Year 2016



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

Existing Choices by Place | Attached for-Sale Units Only
 The City of Midland | Midland Co. | ECM Region 5 | Year 2016

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Estimated Selling Price	Estimated Selling Price/Sq Ft
H Residence	110 E Main St	Attached	.	1	2016	10	3	3.5	3,228	\$1,250,000	\$387
							2	2.5	2,719	\$1,200,000	\$441
							2	2.5	2,641	\$1,000,000	\$379
							2	2.5	2,496	\$900,000	\$361
							2	2.5	2,125	\$800,000	\$376
							2	2.5	1,924	\$700,000	\$364
							2	2.5	1,971	\$650,000	\$330
Forestridge	5402+ Greenridge	Duplex	2+	2 or 3	1,292	\$215,000	\$166
DeShano	233+ Morning Meadow	Duplex Side by Side	.	.	2015	.	2	2	1,467	\$215,000	\$147
							2	2	1,455	\$215,000	\$148

Source: Based on market observations, surveys, and assessors records.
 Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached for-Sale Units Only
 The City of Midland | Midland Co. | ECM Region 5 | Year 2016

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Estimated Selling Price	Estimated Selling Price/Sq Ft
Greenridge	5507 Greenridge	Duplex	2	4	1,746	\$215,000	\$123
Springfield	1305 Springfield	Fourplex	.	.	1984	4	2	1	885	\$210,000	\$237
Carolina Cove	2629+ Kitty Hawk	Duplex	.	.	2016	.	2	2	1,473	\$185,000	\$126
Grandview Circle	4964 Grandview Cir Midland	Twnhse.	2	1	1,536	\$125,000	\$81
Alyse	6225 Alyse Midland	Twnhse.	3	2.5	1,435	\$120,000	\$84
Loretta	6203 Loretta Ln	Twnhse.	.	.	1997	.	3	2.5	1,434	\$115,000	\$80
Maple	700+ Maple	Duplex	3	1.5	900	\$105,000	\$117
Patterson	1458+ S Patterson	Duplex	2	1	900	\$85,000	\$94

Source: Based on market observations, surveys, and assessors records.
 Analysis and exhibit prepared by LandUseUSA; 2016.



Section G

Existing Households County and Places

Prepared by:



LandUseUSA

Prepared for:

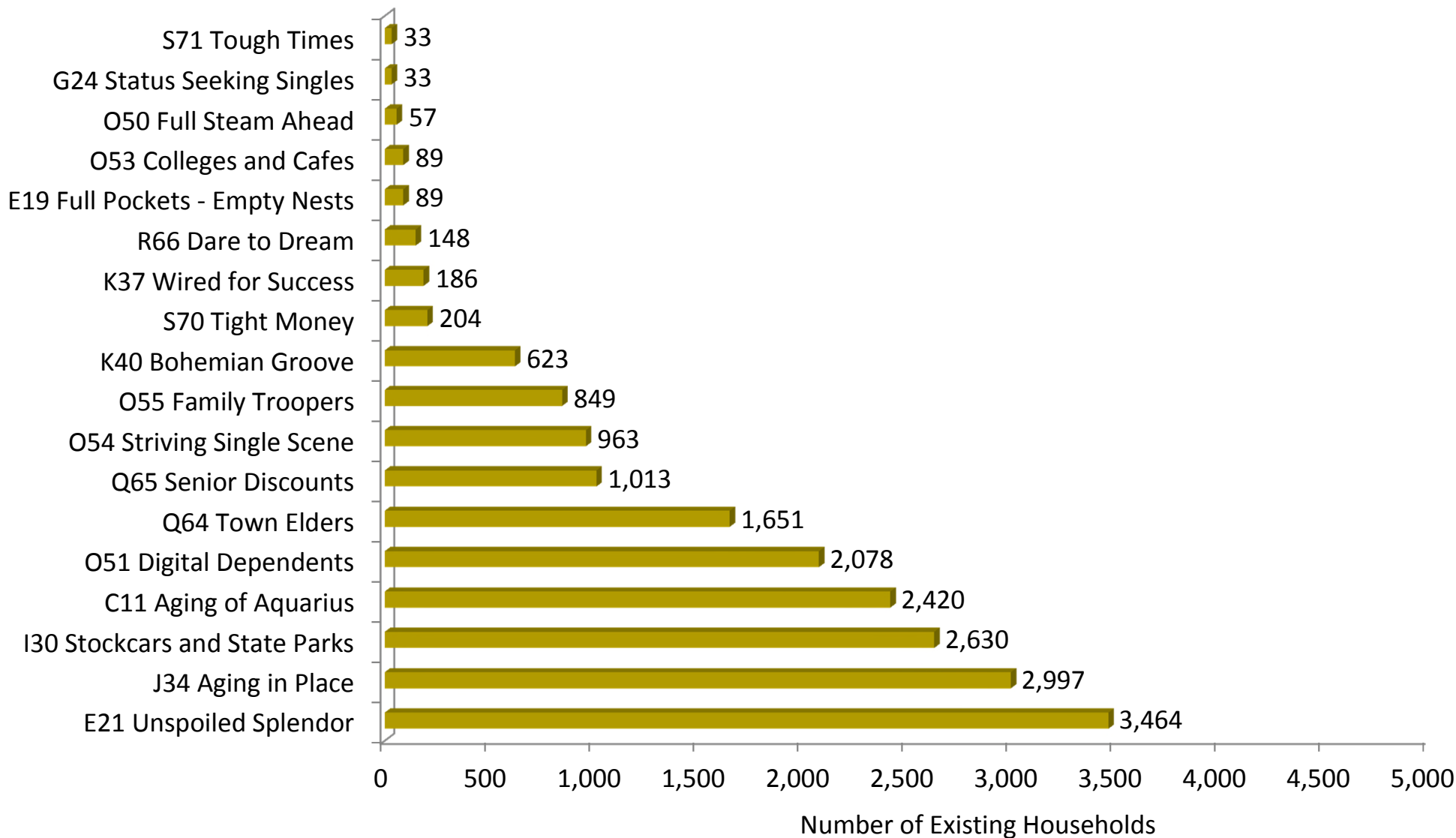
East Central Michigan Prosperity Region 5

Michigan State
Housing Development Authority



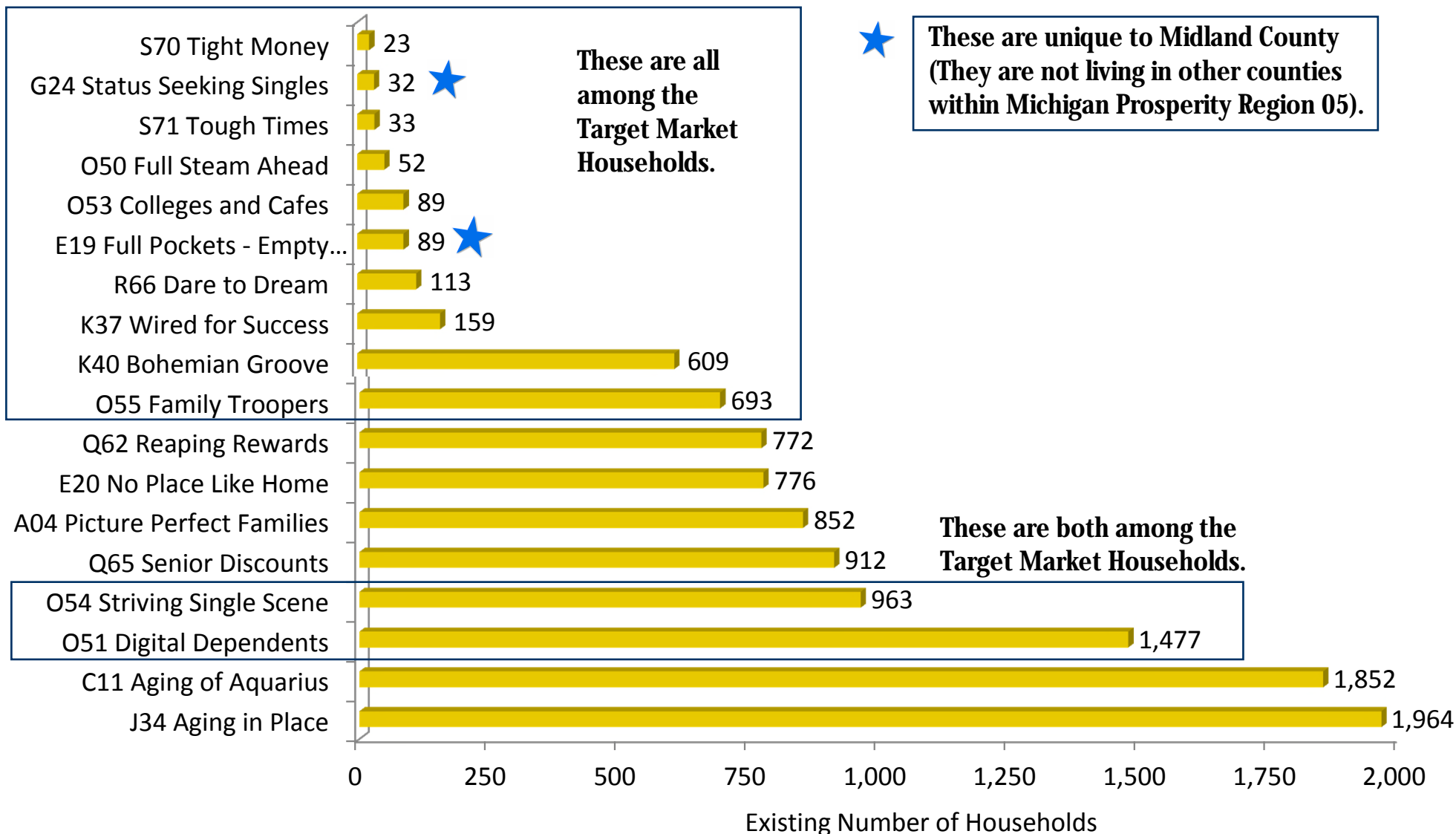
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MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

Existing Households by Predominant Lifestyle Cluster
 Midland COUNTY | ECM Prosperity Region 5 | Year 2015



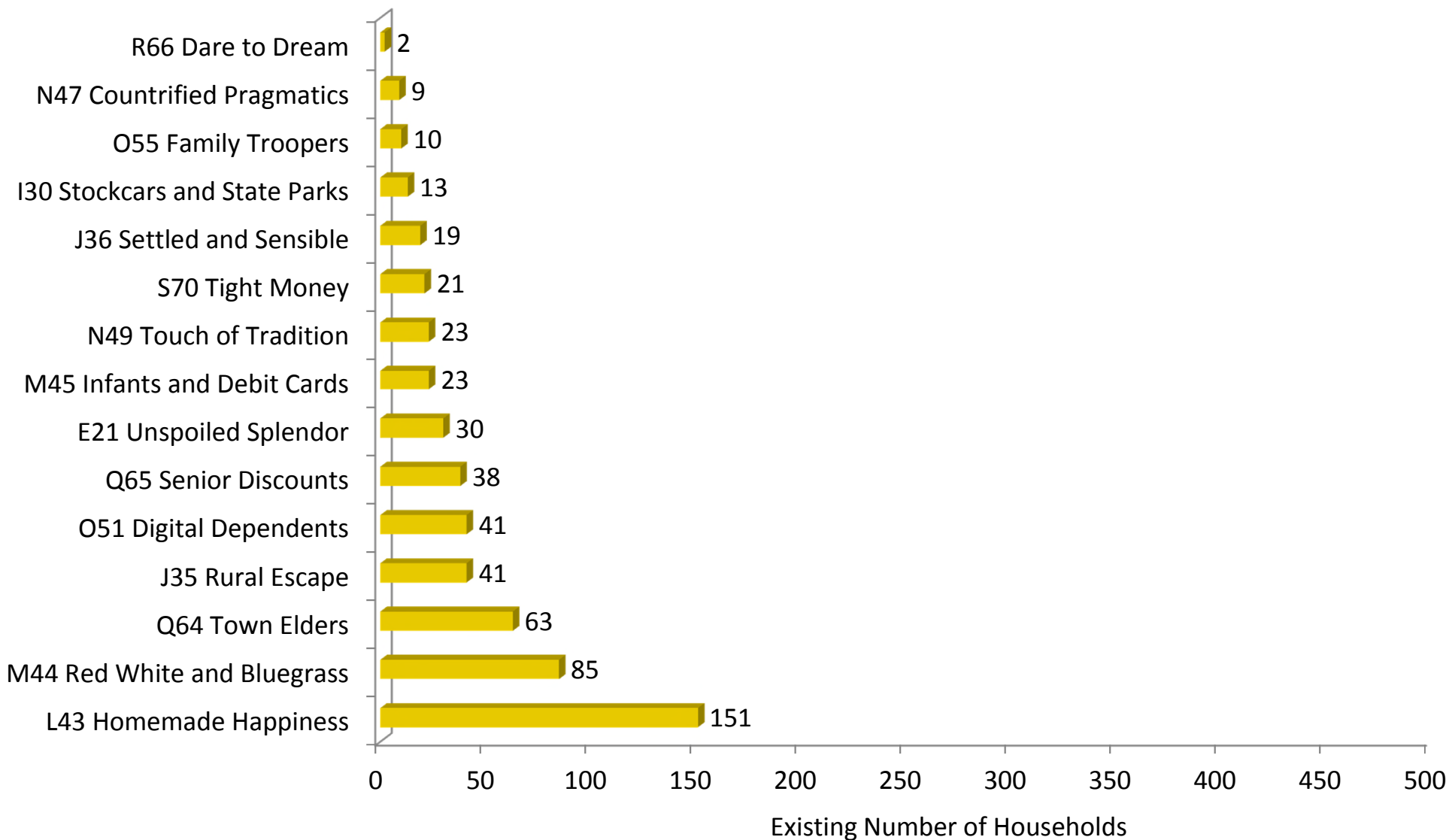
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster
 The City of Midland | Midland County, Michigan | Year 2015



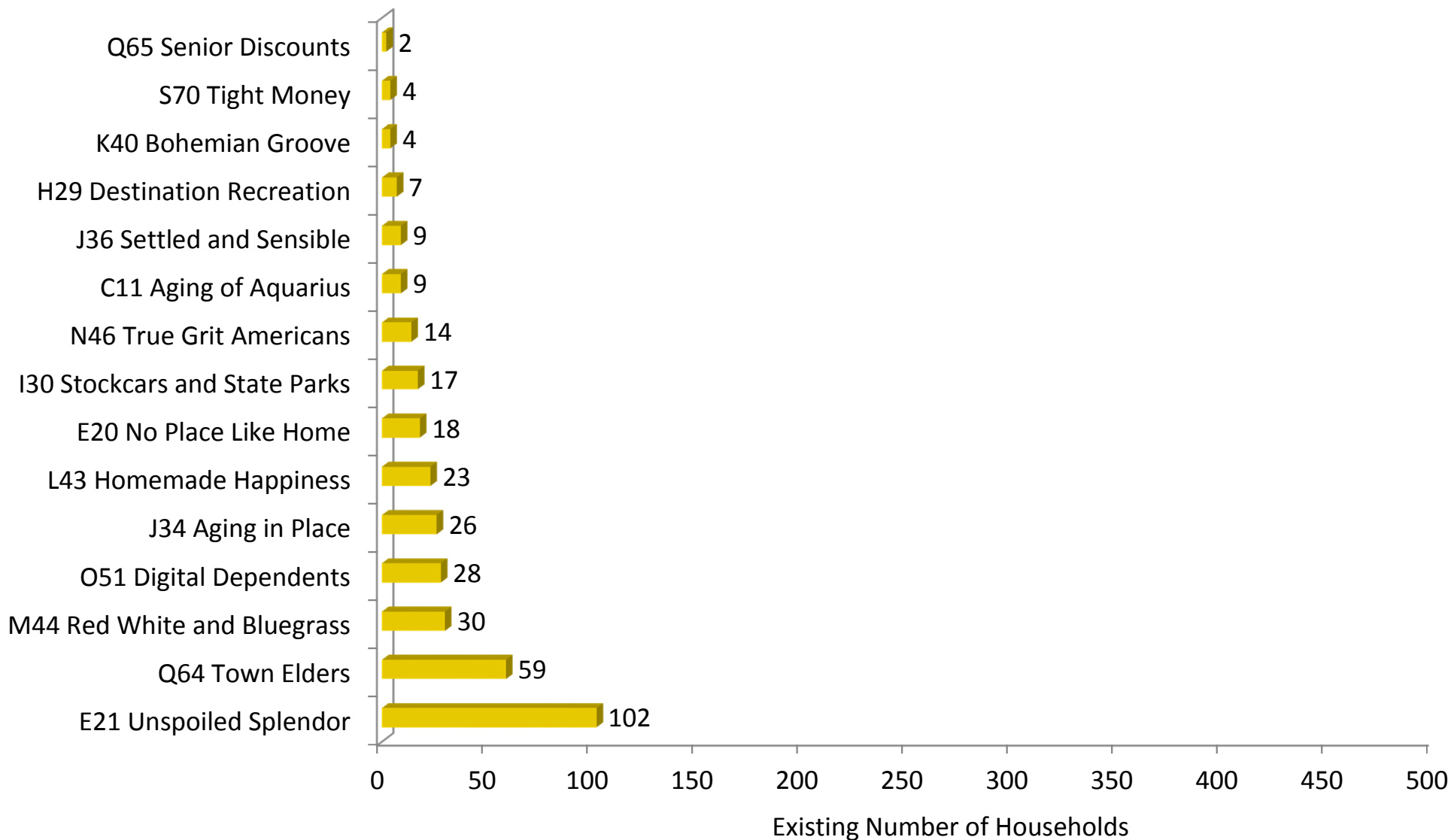
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster
 The City of Coleman | Midland County, Michigan | Year 2015



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

Existing Households by Predominant Lifestyle Cluster
 The Village of Sanford | Midland County, Michigan | Year 2015



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

Market Parameters and Forecasts | Total Housing Units, Including Vacancies
 All Counties in East Central Michigan Prosperity Region 5

		2010	2011	2012	2013	2014	2016	2020
		Census	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast
		Total	Total	Total	Total	Total	Total	Total
		Housing	Housing	Housing	Housing	Housing	Housing	Housing
		Units	Units	Units	Units	Units	Units	Units
Order	East Central PR-5							
1	Arenac Co.	9,871	9,807	9,824	9,785	9,771	9,771	9,771
2	Bay Co.	48,216	48,238	48,184	48,104	48,100	48,100	48,100
3	Clare Co.	23,259	23,248	23,218	23,175	23,169	23,169	23,169
4	Gladwin Co.	17,825	17,712	17,717	17,610	17,642	17,693	17,765
5	Gratiot Co.	16,321	16,353	16,326	16,268	16,259	16,259	16,259
6	Isabella Co.	28,409	28,403	28,393	28,309	28,394	28,531	28,723
7	Midland Co.	35,865	35,947	35,975	35,961	36,095	36,311	36,615
8	Saginaw Co.	87,292	87,089	86,953	86,778	86,814	86,872	86,952

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts | Total Housing Units, Including Vacancies
 Midland County by Place | East Central Michigan Prosperity Region 5

Order	County Name	2010 Census Total Housing Units	2011 ACS 5-yr Total Housing Units	2012 ACS 5-yr Total Housing Units	2013 ACS 5-yr Total Housing Units	2014 ACS 5-yr Total Housing Units	2016 Forecast Total Housing Units	2020 Forecast Total Housing Units
	Midland Co.	35,865	35,947	35,975	35,961	36,095	36,311	36,615
1	Coleman City	599	594	624	617	603	607	612
2	Midland City	18,475	18,639	18,424	18,506	18,433	18,543	18,698
3	Sanford Village	471	487	484	431	443	446	449

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts | Households
 All Counties in East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
		Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.
Order	East Central PR-5								
1	Arenac Co.	6,701	6,686	6,526	6,435	6,363	6,409	6,483	6,604
2	Bay Co.	44,603	44,345	44,005	43,918	44,127	43,712	43,712	43,712
3	Clare Co.	12,966	13,145	13,170	13,301	13,215	13,208	13,208	13,208
4	Gladwin Co.	10,753	11,321	11,326	11,111	10,895	10,827	10,827	10,827
5	Gratiot Co.	14,852	14,718	14,717	14,721	14,787	14,705	14,705	14,705
6	Isabella Co.	25,586	24,804	24,746	24,752	24,817	24,773	24,773	24,773
7	Midland Co.	33,437	33,562	33,658	33,696	33,717	33,709	33,709	33,709
8	Saginaw Co.	79,011	76,764	76,828	77,426	77,412	77,589	77,873	78,330

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts | Households
 Midland County by Place | East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
Order	County Name	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.
	Midland Co.	33,437	33,562	33,658	33,696	33,717	33,709	33,709	33,709
1	Coleman City	--	538	542	559	540	555	580	622
2	Midland City	--	17,597	17,814	17,638	17,747	17,603	17,603	17,603
3	Sanford Village	--	418	437	454	406	414	427	449

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts | Median Household Income
All Counties in East Central Michigan Prosperity Region 5

		2010	2011	2012	2013	2014	2016	2020	2014	2014
		ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast	ACS 5-yr	ACS 5-yr
		Median	Median	Median	Median	Median	Median	Median	Owner	Renter
		Household	Household	Household	Household	Household	Household	Household	Household	Household
		Income	Income	Income	Income	Income	Income	Income	Income	Income
Order	PR-5									
1	Arenac Co.	\$36,689	\$36,689	\$36,937	\$38,874	\$38,129	\$38,129	\$38,129	\$42,658	\$18,861
2	Bay Co.	\$44,659	\$45,962	\$46,068	\$45,376	\$45,715	\$46,194	\$46,875	\$53,194	\$21,174
3	Clare Co.	\$34,399	\$34,431	\$34,431	\$32,668	\$33,264	\$34,119	\$35,356	\$37,648	\$17,016
4	Gladwin Co.	\$37,936	\$38,160	\$38,571	\$37,626	\$37,725	\$37,864	\$38,060	\$42,683	\$19,129
5	Gratiot Co.	\$40,114	\$40,114	\$40,224	\$40,359	\$41,833	\$43,999	\$47,234	\$50,525	\$20,185
6	Isabella Co.	\$36,880	\$36,880	\$36,880	\$36,372	\$37,615	\$39,436	\$42,145	\$56,212	\$19,447
7	Midland Co.	\$51,103	\$52,465	\$52,947	\$53,076	\$52,613	\$52,613	\$52,613	\$63,793	\$27,572
8	Saginaw Co.	\$42,954	\$43,258	\$43,258	\$42,331	\$43,566	\$45,364	\$48,014	\$53,069	\$23,394

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts | Median Household Income
 Midland County by Place | East Central Michigan Prosperity Region 5

Order	County Name	2010 ACS 5-yr Median Household Income	2011 ACS 5-yr Median Household Income	2012 ACS 5-yr Median Household Income	2013 ACS 5-yr Median Household Income	2014 ACS 5-yr Median Household Income	2016 Forecast Median Household Income	2020 Forecast Median Household Income	2014 ACS 5-yr Owner Household Income	2014 ACS 5-yr Renter Household Income
	Midland Co.	\$51,103	\$52,465	\$52,947	\$53,076	\$52,613	\$52,613	\$52,613	\$63,793	\$27,572
1	Coleman City	\$35,096	\$31,875	\$29,125	\$29,265	\$27,695	\$27,695	\$27,695	\$37,841	\$19,375
2	Midland City	\$48,843	\$50,203	\$50,497	\$50,928	\$50,433	\$50,433	\$50,433	\$70,860	\$26,422
3	Sanford Village	\$43,500	\$39,327	\$35,385	\$39,250	\$37,500	\$37,500	\$37,500	\$50,125	\$20,795

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts | Population
 All Counties in East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 1-yr	2011 ACS 1-yr	2012 ACS 1-yr	2013 ACS 1-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast	2014 ACS 5-yr
		Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Persons per Hhld.
Order	East Central PR-5									
1	Arenac Co.	15,899	16,487	16,226	15,952	15,753	15,564	15,564	15,564	2.5
2	Bay Co.	107,771	108,156	107,838	107,633	107,312	107,074	107,074	107,074	2.5
3	Clare Co.	30,926	31,162	31,058	30,924	30,823	30,786	30,786	30,786	2.3
4	Gladwin Co.	25,692	26,076	25,906	25,736	25,664	25,599	25,599	25,599	2.3
5	Gratiot Co.	42,476	42,612	42,495	42,340	42,148	42,057	42,057	42,057	2.9
6	Isabella Co.	70,311	69,451	69,861	70,186	70,400	70,506	70,718	71,145	2.8
7	Midland Co.	83,629	83,626	83,708	83,744	83,842	83,620	83,620	83,620	2.5
8	Saginaw Co.	200,169	202,336	200,998	200,017	198,841	197,727	197,727	197,727	2.6

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.



Section H

Market Assessment County and Places

Prepared by:



LandUseUSA

Prepared for:

East Central Michigan Prosperity Region 5

Michigan State
Housing Development Authority



MSHDA
MICHIGAN STATE HOUSING
DEVELOPMENT AUTHORITY

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

	Midland County	The City of Coleman	The City of Midland	The Village of Sanford
Households Census (2010)	33,437	533	17,506	369
Households ACS (2014)	33,709	555	17,603	414
Population Census (2010)	83,629	1,243	41,863	859
Population ACS (2014)	83,620	1,162	42,067	950
Group Quarters Population (2014)	1,339	0	1,198	0
Correctional Facilities	144	0	142	0
Nursing/Mental Health Facilities	404	0	364	0
College/University Housing	602	0	591	0
Military Quarters	0	0	0	0
Other	188	0	101	0
Daytime Employees Ages 16+ (2015)	43,423	458	34,493	261
Unemployment Rate (2015)	3.1%	3.2%	2.5%	4.1%
Employment by Industry Sector (2014)	100.0%	100.0%	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	0.9%	10.5%	0.1%	0.8%
Arts, Ent. Rec., Accom., Food Service	9.4%	7.9%	11.2%	8.0%
Construction	6.9%	6.3%	4.9%	8.0%
Educ. Service, Health Care, Soc. Asst.	24.6%	18.0%	25.8%	22.9%
Finance, Ins., Real Estate	3.9%	5.2%	3.8%	5.1%
Information	1.4%	0.8%	1.9%	1.6%
Manufacturing	21.6%	14.4%	21.2%	13.9%
Other Services, excl. Public Admin.	5.0%	9.2%	4.5%	6.7%
Profess. Sci. Mngmt. Admin. Waste	8.1%	8.6%	9.6%	8.5%
Public Administration	2.5%	1.5%	1.9%	2.7%
Retail Trade	10.4%	7.9%	10.8%	16.8%
Transpo., Wrhse., Utilities	3.6%	8.2%	2.6%	2.9%
Wholesale Trade	1.7%	1.5%	1.8%	2.1%
Avg. Daily Traffic Peak Highway	36,600	7,800	36,600	14,000

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014; and Applied Geographic Solutions (AGS) for 2015. Analysis and exhibit prepared by LandUseUSA, 2016. Average Daily Traffic (ADT) reported by the Michigan Dept. of Transportation, 2014.

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

Exhibit H.2

	Midland County	The City of Coleman	The City of Midland	The Village of Sanford
Total Housing Units (2014)	36,095	603	18,433	443
1, mobile, other	29,807	449	12,689	400
1 attached, 2	1,973	14	1,710	7
3 or 4	789	31	687	34
5 to 9	1,231	40	1,153	0
10 to 19	1,047	3	1,012	2
20 to 49	404	63	341	0
50 or more	844	3	841	0
Premium for Seasonal Households	2%	1%	1%	2%
Vacant (incl. Seasonal, Rented, Sold)	2,386	48	830	29
1, mobile, other	2,045	40	512	29
1 attached, 2	119	0	104	0
3 or 4	60	0	60	0
5 to 9	39	8	31	0
10 to 19	46	0	46	0
20 to 49	77	0	77	0
50 or more	0	0	0	0
Avail. (excl. Seasonal, Rented, Sold)	932	35	410	9
1, mobile, other	799	29	253	9
1 attached, 2	46	0	51	0
3 or 4	23	0	30	0
5 to 9	15	6	15	0
10 to 19	18	0	23	0
20 to 49	30	0	38	0
50 or more	0	0	0	0
Total by Reason for Vacancy (2014)	2,386	48	830	29
Available, For Rent	236	8	188	0
Available, For Sale	296	19	133	0
Available, Not Listed	<u>400</u>	<u>8</u>	<u>89</u>	<u>9</u>
Total Available	932	35	410	9
Seasonal, Recreation	1,285	13	354	20
Migrant Workers	16	0	0	0
Rented, Not Occupied	29	0	0	0
Sold, Not Occupied	<u>124</u>	<u>0</u>	<u>66</u>	<u>0</u>
Not Yet Occupied	153	0	66	0

Source: American Community Survey (ACS) 2009 - 2014 (5-yr estimates).
Analysis and exhibit prepared by LandUse|USA; 2016.

PlaceScores™ - Local Placemaking Initiatives and Amenities
 (As evident through Online Search Engines)
 Selected Places | East Michigan Prosperity Region 5

Primary County	Isabella The City of Mt. Pleasant	Midland The City of Midland	Bay The City of Bay City	Saginaw The City of Saginaw
2010 Population (Decennial Census)	26,016	41,863	34,932	51,508
2014 Population (5-yr ACS 2009-2014)	26,095	42,067	34,578	50,700
City/Village-Wide Planning Documents				
1 City-Wide Master Plan (not county)	1	1	1	1
2 Has a Zoning Ordinance Online	1	1	1	1
3 Considering a Form Based Code	1	1	1	1
4 Parks & Rec. Plan and/or Commiss.	1	1	1	1
Downtown Planning Documents				
5 Established DDA, BID, or Similar	1	1	1	1
6 DT Master Plan, Subarea Plan	1	1	1	1
7 Streetscape, Transp. Improv. Plan	1	1	0	1
8 Retail Market Study or Strategy	0	0	0	0
9 Residential Market Study, Strategy	0	0	1	1
10 Façade Improvement Program	1	1	0	0
Downtown Organization and Marketing				
11 Redevelopment Ready Community	1	1	0	1
12 Designation: Michigan Cool City	0	0	1	1
13 Member of Michigan Main Street	0	0	0	0
14 Facebook Page	1	1	1	1
Listing or Map of Merchants and Amenities				
15 City/Village Main Website	0	0	1	1
16 DDA, BID, or Main Street Website	0	1	1	1
17 Chamber or CVB Website	1	1	1	1
Subtotal Place Score (17 points possible)	11	12	12	14

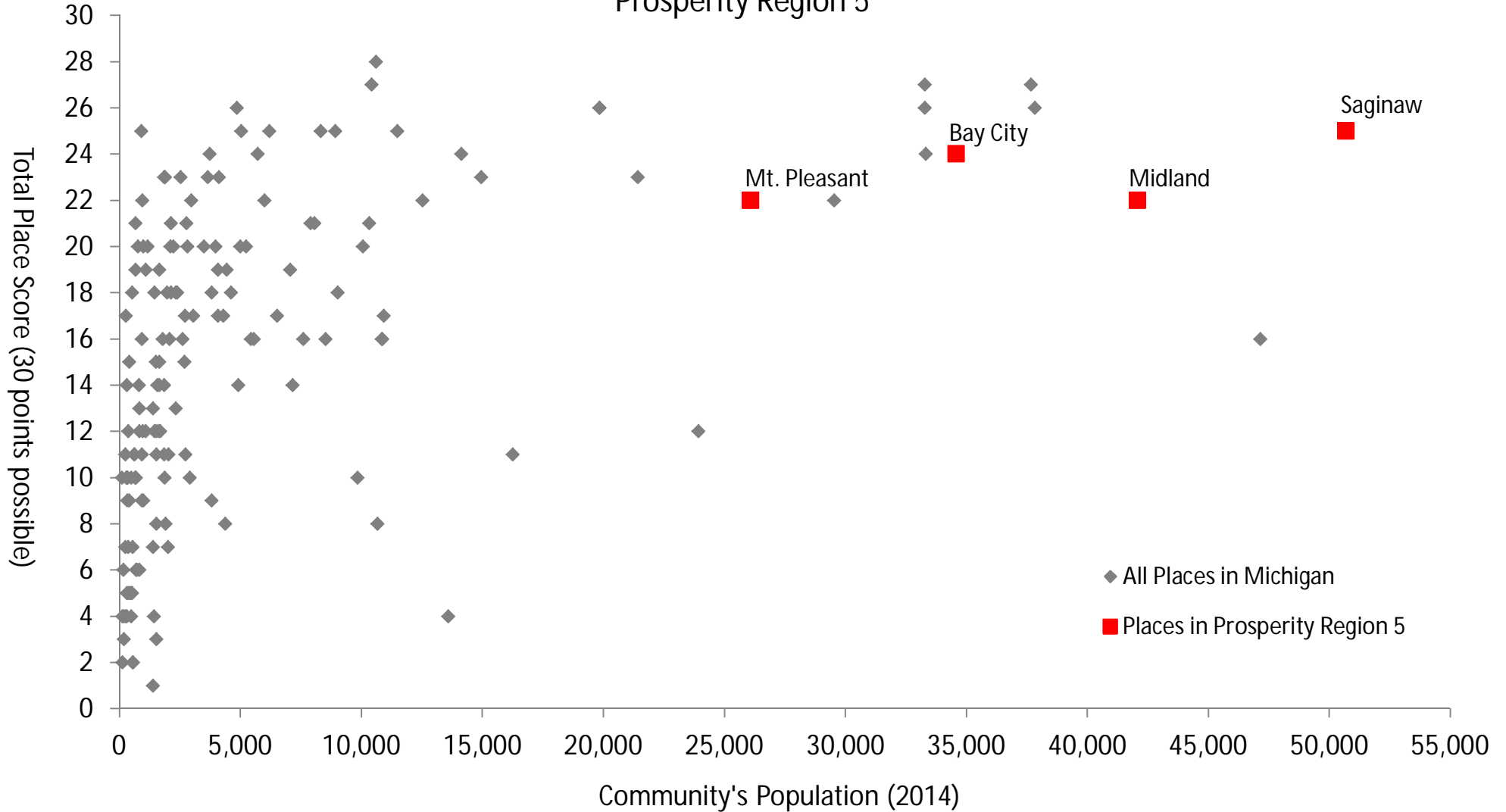
This PlaceScore assessment is based only on internet research, and has not been field verified. Analysis and assessment by LandUse|USA © 2016, and may reflect some input from local stakeholders. If a community's amenities and resources are not listed, then the challenge is to improve marking efforts, and ensure that the resources are available and easy to find through mainstream online search engines. The PlaceScore term and methodology is trademarked by LandUse|USA with all rights reserved.

PlaceScores™ - Local Placemaking Initiatives and Amenities
 (As evident through Online Search Engines)
 Selected Places | East Michigan Prosperity Region 5

Primary County	Isabella	Midland	Bay	Saginaw
Jurisdiction Name	The City of Mt. Pleasant	The City of Midland	The City of Bay City	The City of Saginaw
2010 Population (Decennial Census)	26,016	41,863	34,932	51,508
2014 Population (5-yr ACS 2009-2014)	26,095	42,067	34,578	50,700
Unique Downtown Amenities				
1 Cinema/Theater, Playhouse	1	0	1	1
2 Waterfront Access/Parks	1	1	1	1
3 Established Farmer's Market	1	1	1	1
4 Summer Music in the Park	1	1	1	1
5 National or Other Major Festival	0	0	1	1
Downtown Street and Environment				
6 Angle Parking (not parallel)	1	1	1	0
7 Reported Walk Score is 50+	1	1	1	1
8 Walk Score/1,000 Pop is 40+	0	0	0	0
9 Off Street Parking is Evident	1	1	1	1
10 2-Level Scale of Historic Buildings	1	1	1	1
11 Balanced Scale 2 Sides of Street	1	1	1	1
12 Pedestrian Crosswalks, Signaled	1	1	1	1
13 Two-way Traffic Flow	1	1	1	1
Subtotal Place Score (13 points possible)	11	10	12	11
Total Place Score (30 Points Possible)	22	22	24	25
Total Place Score per 1,000 Population	0.8	0.1	0.7	0.5
Reported Walk Score (avg. = 42)	88	70	84	78
Walk Score per 1,000 Population	3.4	1.7	2.4	1.5

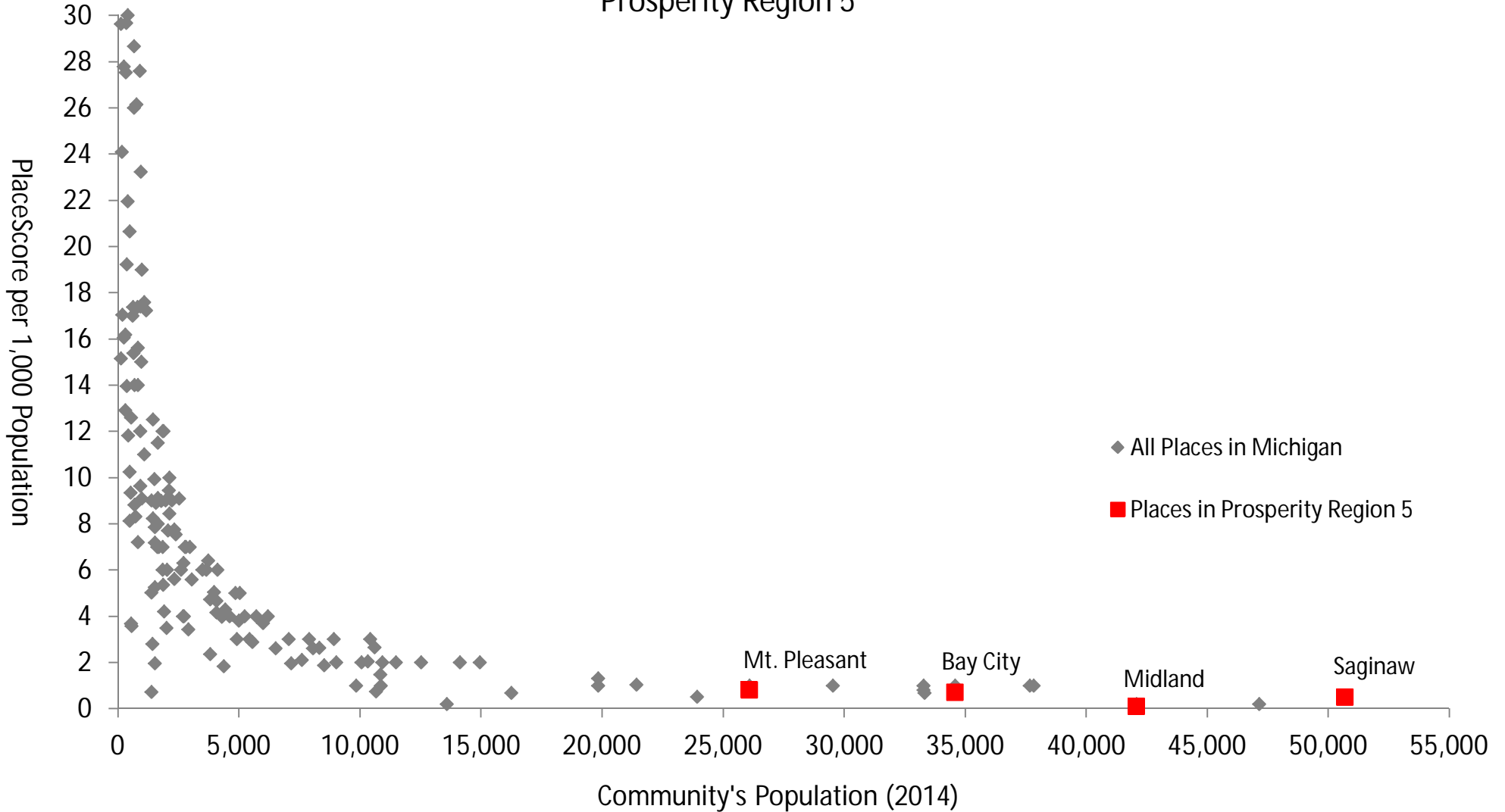
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Total PlaceScore™ v. Total Population Places in East Central Michigan v. Others in Michigan Prosperity Region 5



Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified. Population is ACS 5-year estimates for 2010-2014. PlaceScore terms and methodologies are trademarked by LandUse|USA (c) 2016.

PlaceScore™ per 1,000 Population Places in East Central Michigan v. Others in Michigan Prosperity Region 5



Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified. Population is ACS 5-year estimates for 2010-2014. PlaceScore terms and methodologies are trademarked by LandUse|USA (c) 2016.