

ADDENDUM J: MANISTEE COUNTY OVERVIEW

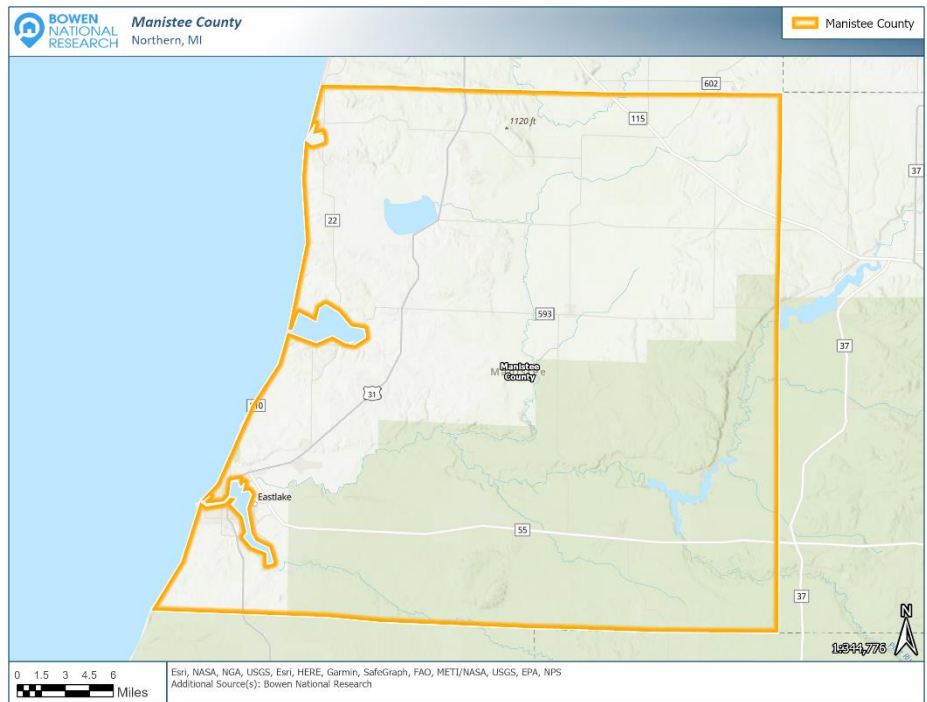
While the primary focus of this Housing Needs Assessment is on the Northern Michigan Region, this section of the report includes a cursory overview of demographic and housing metrics of Manistee County. To provide a base of comparison, various metrics of Manistee County were compared with overall statewide numbers. A comparison of the subject county in relation with other counties in the state is provided in the Regional Overview portion of the Northern Michigan Housing Needs Assessment.

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

A. INTRODUCTION

Manistee County is located in the northwestern portion of the Lower Peninsula of Michigan along the eastern shore of Lake Michigan. Manistee County contains approximately 557.69 square miles and has an estimated population of 24,930 for 2022, which is representative of approximately 8.0% of the total population for the 10-county Northern Michigan Region. The city of Manistee serves as the county seat and is accessible via U.S. Highway 31 in the southwestern portion of the county. Other notable population centers within the county include the villages of Bear Lake, Copemish, Eastlake, Kaleva, and Onekama. Major arterials that serve the county include U.S. Highway 31 as well as State Routes 22, 55, and 115.

A map illustrating Manistee County is below.



B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for Manistee County. Demographic comparisons provide insights into the human composition of housing markets.

Population by numbers and percent change (growth or decline) for selected years is shown in the following table. It should be noted that some total numbers and percentages may not match the totals within or between tables in this section due to rounding. Note that declines are illustrated in **red** text, while increases are illustrated in **green** text:

| | Total Population | | | | | | | | | |
|-----------------|------------------|----------------|------------------|---------|-------------------|------------------|---------|-------------------|------------------|---------|
| | 2010 Census | 2020 Census | Change 2010-2020 | | 2022 Estimated | Change 2020-2022 | | 2027 Projected | Change 2022-2027 | |
| | | | Number | Percent | | Number | Percent | | Number | Percent |
| Manistee | 24,733 | 25,032 | 299 | 1.2% | 24,930 | -102 | -0.4% | 24,884 | -46 | -0.2% |
| Region | 297,912 | 310,802 | 12,890 | 4.3% | 311,690 | 888 | 0.3% | 313,166 | 1,476 | 0.5% |
| Michigan | 9,883,297 | 10,077,094 | 193,797 | 2.0% | 10,077,929 | 835 | 0.0% | 10,054,166 | -23,763 | -0.2% |

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the population within Manistee County increased by 299 (1.2%). This increase in population for Manistee County is less than the 4.3% population growth within the PSA and 2.0% growth in the state during this time period. In 2022, the estimated total population of Manistee County is 24,930, which comprises 8.0% of the total PSA population. Between 2022 and 2027, the population of Manistee County is projected to decrease by 0.2%, which contrasts the projected growth rate within the PSA (0.5%) during this time. It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. As illustrated on the following page, Manistee County is projected to have a 0.2% increase in households between 2022 and 2027.

Other notable population statistics for Manistee County include the following:

- Minorities comprise 11.5% of the county’s population, which is higher than the Northern Michigan Region share of 8.7% and lower than the statewide share of 26.1%.
- Married persons represent approximately half (50.4%) of the adult population, which is lower than the share reported for the Northern Michigan Region (55.3%) and comparable to the share for the state of Michigan (49.0%).
- The adult population without a high school diploma is 9.5%, which is higher than shares reported for the Northern Michigan Region (6.1%) and the state of Michigan (7.7%).
- Approximately 10.8% of the population lives in poverty, which is similar to the Northern Michigan Region share of 10.7% and below the statewide share of 13.7%.
- The annual movership rate (population moving within or to Manistee County) is 10.6%, which is lower than both Northern Michigan Region (12.1%) and statewide (13.4%) shares.

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. Note that declines are illustrated in red text, while increases are illustrated in green text:

| | Total Households | | | | | | | | | |
|-----------------|------------------|----------------|------------------|---------|-------------------|------------------|---------|-------------------|------------------|---------|
| | 2010 Census | 2020 Census | Change 2010-2020 | | 2022 Estimated | Change 2020-2022 | | 2027 Projected | Change 2022-2027 | |
| | | | Number | Percent | | Number | Percent | | Number | Percent |
| Manistee | 10,308 | 10,597 | 289 | 2.8% | 10,579 | -18 | -0.2% | 10,601 | 22 | 0.2% |
| Region | 122,388 | 131,151 | 8,763 | 7.2% | 131,968 | 817 | 0.6% | 133,293 | 1,325 | 1.0% |
| Michigan | 3,872,302 | 4,041,552 | 169,250 | 4.4% | 4,055,460 | 13,908 | 0.3% | 4,067,324 | 11,864 | 0.3% |

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the number of households within Manistee County increased by 289 (2.8%), which represents a smaller rate of increase compared to the region (7.2%) and state (4.4%). In 2022, there is an estimated total of 10,579 households in Manistee County, which represents a 0.2% decrease in households compared to 2020. In total, the households within Manistee County account for 8.0% of all households within the region. Between 2022 and 2027, the number of households in Manistee County is projected to increase by 0.2%, or 22 households. The projected increase in households within Manistee County over the next five years is less than the projected increase in households for the region (1.0%) and only slightly lower than the moderate increase in the state (0.3%).

It should be noted that household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs. These factors are addressed throughout this report.

Household heads by age cohorts for selected years are shown in the following table. Note that five-year declines are in red, while increases are in green:

| | | Household Heads by Age | | | | | | |
|-----------------|---------------------|---------------------------------|----------------------------------|--------------------------------|----------------------------------|----------------------------------|--------------------------------|---------------------------------|
| | | <25 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 to 74 | 75+ |
| Manistee | 2010 | 270 (2.6%) | 865 (8.4%) | 1,379 (13.4%) | 2,066 (20.0%) | 2,352 (22.8%) | 1,766 (17.1%) | 1,610 (15.6%) |
| | 2022 | 242 (2.3%) | 925 (8.7%) | 1,246 (11.8%) | 1,552 (14.7%) | 2,351 (22.2%) | 2,487 (23.5%) | 1,776 (16.8%) |
| | 2027 | 230 (2.2%) | 852 (8.0%) | 1,279 (12.1%) | 1,480 (14.0%) | 2,067 (19.5%) | 2,613 (24.6%) | 2,080 (19.6%) |
| | Change 2022-2027 | -12 (-5.0%) | -73 (-7.9%) | 33 (2.6%) | -72 (-4.6%) | -284 (-12.1%) | 126 (5.1%) | 304 (17.1%) |
| Region | 2010 | 3,841 (3.1%) | 13,648 (11.2%) | 18,314 (15.0%) | 26,363 (21.5%) | 26,039 (21.3%) | 18,114 (14.8%) | 16,069 (13.1%) |
| | 2022 | 3,249 (2.5%) | 15,367 (11.6%) | 17,843 (13.5%) | 20,514 (15.5%) | 28,678 (21.7%) | 26,939 (20.4%) | 19,378 (14.7%) |
| | 2027 | 3,134 (2.4%) | 14,210 (10.7%) | 18,674 (14.0%) | 19,693 (14.8%) | 25,393 (19.1%) | 29,053 (21.8%) | 23,136 (17.4%) |
| | Change 2022-2027 | -115 (-3.5%) | -1,157 (-7.5%) | 831 (4.7%) | -821 (-4.0%) | -3,285 (-11.5%) | 2,114 (7.8%) | 3,758 (19.4%) |
| Michigan | 2010 | 170,982 (4.4%) | 525,833 (13.6%) | 678,259 (17.5%) | 844,895 (21.8%) | 746,394 (19.3%) | 463,569 (12.0%) | 442,370 (11.4%) |
| | 2022 | 150,466 (3.7%) | 572,672 (14.1%) | 630,554 (15.5%) | 677,148 (16.7%) | 814,827 (20.1%) | 695,910 (17.2%) | 513,883 (12.7%) |
| | 2027 | 144,849 (3.6%) | 535,146 (13.2%) | 653,008 (16.1%) | 642,114 (15.8%) | 736,410 (18.1%) | 749,254 (18.4%) | 606,543 (14.9%) |
| | Change 2022-2027 | -5,617 (-3.7%) | -37,526 (-6.6%) | 22,454 (3.6%) | -35,034 (-5.2%) | -78,417 (-9.6%) | 53,344 (7.7%) | 92,660 (18.0%) |

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, household heads between the ages of 65 and 74 within Manistee County comprise the largest share of all households (23.5%). Household heads between the ages of 55 and 64 (22.2%) and those ages 75 and older (16.8%) comprise the next largest shares of the total households in Manistee County. Overall, senior households (age 55 and older) constitute over three-fifths (62.5%) of all households within the county. This is a notably higher share of senior households as compared to the Northern Michigan Region (56.8%) and the state of Michigan (50.0%). Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise 11.0% of all Manistee County households, which represents a much smaller share of such households when compared to the region (14.1%) and the state (17.8%). Between 2022 and 2027, household growth within Manistee County is projected to occur among the age cohorts of 35 to 44 years and 65 years and older. The most significant growth will occur among households ages 75 and older, with Manistee County experiencing a 17.1% increase within this age cohort. Aside from the age cohort of 35 to 44, which is projected to increase by 2.6%, households under the age of 65 are projected to decline over the next five years within the county.

Households by tenure (renter and owner) for selected years are shown in the following table. Note that 2027 numbers which represent a decrease from 2022 are illustrated in red text, while increases are illustrated in green text:

| | | Households by Tenure | | | | | | | |
|----------------|-----------------|----------------------|---------|-----------|---------|-----------|---------|-----------|---------|
| | | 2000 | | 2010 | | 2022 | | 2027 | |
| Household Type | | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| Manistee | Owner-Occupied | 8,376 | 81.3% | 8,131 | 78.9% | 8,818 | 83.4% | 8,883 | 83.8% |
| | Renter-Occupied | 1,932 | 18.7% | 2,177 | 21.1% | 1,761 | 16.6% | 1,718 | 16.2% |
| | Total | 10,308 | 100.0% | 10,308 | 100.0% | 10,579 | 100.0% | 10,601 | 100.0% |
| Region | Owner-Occupied | 98,506 | 80.5% | 96,114 | 78.5% | 105,039 | 79.6% | 106,857 | 80.2% |
| | Renter-Occupied | 23,882 | 19.5% | 26,274 | 21.5% | 26,929 | 20.4% | 26,436 | 19.8% |
| | Total | 122,388 | 100.0% | 122,388 | 100.0% | 131,968 | 100.0% | 133,293 | 100.0% |
| Michigan | Owner-Occupied | 2,857,499 | 73.8% | 2,793,208 | 72.1% | 2,895,751 | 71.4% | 2,936,335 | 72.2% |
| | Renter-Occupied | 1,014,803 | 26.2% | 1,079,094 | 27.9% | 1,159,709 | 28.6% | 1,130,990 | 27.8% |
| | Total | 3,872,302 | 100.0% | 3,872,302 | 100.0% | 4,055,460 | 100.0% | 4,067,325 | 100.0% |

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, Manistee County has an 83.4% share of owner households and a 16.6% share of renter households. Manistee County has a larger share of owner households as compared to the Northern Michigan Region (79.6%) and the state (71.4%). Overall, Manistee County renter households represent 6.5% of all renter households within the Northern Michigan Region. Between 2022 and 2027, the number of owner households in Manistee County is projected to increase by 65 households (0.7%), while the number of renter households is projected to decrease by 43 households (2.4%). The increase among owner households in the county will likely contribute to an increase in demand within the for-sale housing market over the next five years.

Median household income for selected years is shown in the following table:

| | Median Household Income | | | | |
|----------|-------------------------|----------------|--------------------|----------------|--------------------|
| | 2010 Census | 2022 Estimated | % Change 2010-2022 | 2027 Projected | % Change 2022-2027 |
| Manistee | \$38,088 | \$59,828 | 57.1% | \$67,768 | 13.3% |
| Region | \$44,261 | \$63,085 | 42.5% | \$71,177 | 12.8% |
| Michigan | \$46,042 | \$65,507 | 42.3% | \$75,988 | 16.0% |

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, the estimated median household income in Manistee County is \$59,828. Between 2010 and 2022, the county experienced an increase of 57.1% in median household income. The increase in Manistee County was larger than the increases for both the region (42.5%) and the state of Michigan (42.3%). The median household income within the county in 2022 is 5.2% lower than that reported in the region (\$63,085). The median household income in the county is projected to increase by an additional 13.3% between 2022 and 2027, resulting in a projected median income of \$67,768 by 2027, which will remain below the projected median income for the region (\$71,177) and state (\$75,988).

The distribution of *renter* households by income is illustrated below. Note that declines between 2022 and 2027 are in **red**, while increases are in **green**:

| | | Renter Households by Income | | | | | | | |
|-----------------|------------------|-----------------------------------|-----------------------------------|-----------------------------------|----------------------------------|---------------------------------|-------------------------------|---------------------------------|---------------------------------|
| | | <\$10,000 | \$10,000 - \$19,999 | \$20,000 - \$29,999 | \$30,000 - \$39,999 | \$40,000 - \$49,999 | \$50,000 - \$59,999 | \$60,000 - \$99,999 | \$100,000+ |
| Manistee | 2010 | 330 (15.2%) | 600 (27.6%) | 439 (20.1%) | 268 (12.3%) | 224 (10.3%) | 106 (4.9%) | 187 (8.6%) | 23 (1.0%) |
| | 2022 | 209 (11.8%) | 303 (17.2%) | 298 (16.9%) | 270 (15.3%) | 176 (10.0%) | 128 (7.3%) | 290 (16.5%) | 88 (5.0%) |
| | 2027 | 186 (10.8%) | 252 (14.7%) | 257 (15.0%) | 282 (16.4%) | 153 (8.9%) | 134 (7.8%) | 333 (19.4%) | 120 (7.0%) |
| | Change 2022-2027 | -23 (-11.0%) | -51 (-16.8%) | -41 (-13.8%) | 12 (4.4%) | -23 (-13.1%) | 6 (4.7%) | 43 (14.8%) | 32 (36.4%) |
| Region | 2010 | 3,632 (13.8%) | 6,097 (23.2%) | 4,944 (18.8%) | 3,611 (13.7%) | 2,920 (11.1%) | 1,464 (5.6%) | 2,903 (11.1%) | 702 (2.7%) |
| | 2022 | 2,324 (8.6%) | 3,845 (14.3%) | 4,696 (17.4%) | 4,084 (15.2%) | 2,979 (11.1%) | 2,099 (7.8%) | 4,829 (17.9%) | 2,074 (7.7%) |
| | 2027 | 1,965 (7.4%) | 3,032 (11.5%) | 4,394 (16.6%) | 4,134 (15.6%) | 2,829 (10.7%) | 2,222 (8.4%) | 5,265 (19.9%) | 2,596 (9.8%) |
| | Change 2022-2027 | -359 (-15.4%) | -813 (-21.1%) | -302 (-6.4%) | 50 (1.2%) | -150 (-5.0%) | 123 (5.9%) | 436 (9.0%) | 522 (25.2%) |
| Michigan | 2010 | 199,712 (18.5%) | 246,606 (22.9%) | 177,623 (16.5%) | 132,096 (12.2%) | 102,309 (9.5%) | 60,184 (5.6%) | 120,836 (11.2%) | 39,728 (3.7%) |
| | 2022 | 130,946 (11.3%) | 162,366 (14.0%) | 160,440 (13.8%) | 142,557 (12.3%) | 118,579 (10.2%) | 91,322 (7.9%) | 228,712 (19.7%) | 124,786 (10.8%) |
| | 2027 | 101,174 (8.9%) | 121,966 (10.8%) | 136,822 (12.1%) | 131,187 (11.6%) | 112,648 (10.0%) | 96,571 (8.5%) | 262,502 (23.2%) | 168,120 (14.9%) |
| | Change 2022-2027 | -29,772 (-22.7%) | -40,400 (-24.9%) | -23,618 (-14.7%) | -11,370 (-8.0%) | -5,931 (-5.0%) | 5,249 (5.7%) | 33,790 (14.8%) | 43,334 (34.7%) |

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, renter households earning between \$10,000 and \$19,999 (17.2%) and between \$20,000 and \$29,999 (16.9%) comprise the largest shares of renter households by income level within the county. Over three-fifths (61.2%) of all renter households within the county earn less than \$40,000 which is a larger share compared to the region (55.5%). Between 2022 and 2027, growth among renter households within Manistee County is projected to be concentrated among households earning \$50,000 or more, with moderate growth also projected for those earning between \$30,000 and \$39,999. The Northern Michigan Region will primarily experience growth among the same income cohorts over the next five years. The largest growth by percentage (36.4%, or 32 households) within the county is projected to occur among renter households earning \$100,000 or more, while the largest growth in terms of number of households (43) is projected to occur among renter households earning between \$60,000 and \$99,999. Despite the projected growth among higher-income renter households between 2022 and 2027, well over half (56.9%) of renter households within Manistee County will continue to earn less than \$40,000 annually.

The distribution of *owner* households by income is included below. Note that declines between 2022 and 2027 are in **red**, while increases are in **green**:

| | | Owner Households by Income | | | | | | | |
|-----------------|------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| | | <\$10,000 | \$10,000 - \$19,999 | \$20,000 - \$29,999 | \$30,000 - \$39,999 | \$40,000 - \$49,999 | \$50,000 - \$59,999 | \$60,000 - \$99,999 | \$100,000+ |
| Manistee | 2010 | 490 (6.0%) | 1,083 (13.3%) | 1,146 (14.1%) | 1,050 (12.9%) | 1,049 (12.9%) | 861 (10.6%) | 1,732 (21.3%) | 720 (8.9%) |
| | 2022 | 286 (3.2%) | 515 (5.8%) | 667 (7.6%) | 870 (9.9%) | 751 (8.5%) | 833 (9.4%) | 2,738 (31.1%) | 2,157 (24.5%) |
| | 2027 | 225 (2.5%) | 379 (4.3%) | 476 (5.4%) | 787 (8.9%) | 634 (7.1%) | 826 (9.3%) | 2,892 (32.6%) | 2,665 (30.0%) |
| | Change 2022-2027 | -61 (-21.3%) | -136 (-26.4%) | -191 (-28.6%) | -83 (-9.5%) | -117 (-15.6%) | -7 (-0.8%) | 154 (5.6%) | 508 (23.6%) |
| Region | 2010 | 4,344 (4.5%) | 9,146 (9.5%) | 11,100 (11.5%) | 12,022 (12.5%) | 11,861 (12.3%) | 10,277 (10.7%) | 23,379 (24.3%) | 13,986 (14.6%) |
| | 2022 | 2,552 (2.4%) | 4,891 (4.7%) | 7,765 (7.4%) | 9,550 (9.1%) | 8,967 (8.5%) | 9,135 (8.7%) | 30,773 (29.3%) | 31,405 (29.9%) |
| | 2027 | 2,034 (1.9%) | 3,540 (3.3%) | 6,333 (5.9%) | 8,594 (8.0%) | 7,858 (7.4%) | 8,551 (8.0%) | 31,453 (29.4%) | 38,493 (36.0%) |
| | Change 2022-2027 | -518 (-20.3%) | -1,351 (-27.6%) | -1,432 (-18.4%) | -956 (-10.0%) | -1,109 (-12.4%) | -584 (-6.4%) | 680 (2.2%) | 7,088 (22.6%) |
| Michigan | 2010 | 135,263 (4.8%) | 233,420 (8.4%) | 278,350 (10.0%) | 300,038 (10.7%) | 283,387 (10.1%) | 274,521 (9.8%) | 702,775 (25.2%) | 585,454 (21.0%) |
| | 2022 | 79,236 (2.7%) | 127,936 (4.4%) | 183,925 (6.4%) | 219,479 (7.6%) | 219,662 (7.6%) | 236,316 (8.2%) | 752,251 (26.0%) | 1,076,947 (37.2%) |
| | 2027 | 62,652 (2.1%) | 95,491 (3.3%) | 147,512 (5.0%) | 184,824 (6.3%) | 191,349 (6.5%) | 215,963 (7.4%) | 741,472 (25.3%) | 1,297,072 (44.2%) |
| | Change 2022-2027 | -16,584 (-20.9%) | -32,445 (-25.4%) | -36,413 (-19.8%) | -34,655 (-15.8%) | -28,313 (-12.9%) | -20,353 (-8.6%) | -10,779 (-1.4%) | 220,125 (20.4%) |

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, 55.6% of *owner* households in Manistee County earn \$60,000 or more annually, which represents a smaller share compared to the Northern Michigan Region (59.2%) and the state of Michigan (63.2%). Over one-fourth (27.8%) of owner households in Manistee County earn between \$30,000 and \$59,999, and the remaining 16.6% earn less than \$30,000. As such, the overall distribution of owner households by income in the county is slightly more concentrated among the lower income cohorts as compared to that within the Northern Michigan Region. Between 2022 and 2027, owner household growth is projected to be concentrated among households earning \$60,000 or more within both Manistee County and the Northern Michigan Region. Specifically, owner households in the county earning \$100,000 or more are projected to increase by 23.6%, or 508 households, while those earning between \$60,000 and \$99,999 are projected to experience a more moderate increase (5.6%). All income cohorts earning less than \$60,000 are projected to decline in the county over the next five years.

The following table illustrates the cumulative change in total population for Manistee County and the PSA (Northern Michigan Region) between April 2010 and July 2020.

| Estimated Components of Population Change for Manistee County and the PSA (Northern Michigan Region) April 1, 2010 to July 1, 2020 | | | | | | | | |
|---|------------|---------|---------|---------|----------------------|--------------------|-------------------------|---------------|
| Area | Population | | Change* | | Components of Change | | | |
| | 2010 | 2020 | Number | Percent | Natural Increase | Domestic Migration | International Migration | Net Migration |
| Manistee County | 24,747 | 24,738 | -9 | -0.1% | -1,240 | 1,089 | 152 | 1,241 |
| Region | 297,921 | 307,719 | 9,798 | 3.3% | -3,601 | 12,217 | 1,320 | 13,537 |

Source: U.S. Census Bureau, Population Division, October 2021

*Includes residuals (-10, Manistee County; -138, Region) representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the moderate population decline (0.1%) within Manistee County from 2010 to 2020 was primarily the result of natural decrease (more deaths than births). While net migration (1,241) had a positive influence on the population within Manistee County between 2010 and 2020, natural decrease (-1,240) resulted in an overall slight decrease in population during this time period. This trend of positive domestic and international migration combined with natural decrease in Manistee County is consistent with the regionwide trends within the PSA (Northern Michigan Region). In order for Manistee County to continue benefiting from positive net migration, it is important that an adequate supply of income-appropriate rental and for-sale housing is available to accommodate migrants, and to retain young families in the county, which can contribute to natural increase in an area.

The following table illustrates the top 10 gross migration counties (total combined inflow and outflow) for Manistee County with the resulting net migration (difference between inflow and outflow) for each. Note that data for counties contained within the PSA (Northern Michigan Region) are highlighted in red text.

| County-to-County Domestic Population Migration for Manistee County Top 10 Gross Migration Counties* | | | |
|--|-----------------|---------------|---------------|
| County | Gross Migration | | Net-Migration |
| | Number | Percent | |
| Benzie County, MI | 179 | 5.9% | 83 |
| Muskegon County, MI | 176 | 5.8% | 86 |
| Kent County, MI | 162 | 5.3% | -20 |
| Mason County, MI | 151 | 5.0% | 33 |
| Mecosta County, MI | 132 | 4.3% | -132 |
| Wayne County, MI | 113 | 3.7% | 43 |
| Wexford County, MI | 107 | 3.5% | -7 |
| Jackson County, MI | 105 | 3.4% | 3 |
| Lenawee County, MI | 104 | 3.4% | 12 |
| Kalamazoo County, MI | 93 | 3.1% | -17 |
| All Other Counties | 1,726 | 56.6% | 178 |
| Total Migration | 3,048 | 100.0% | 262 |

Source: U.S. Census Bureau, 2019 5-Year American Community Survey; Bowen National Research

*Only includes counties within the state and bordering states

As the preceding illustrates, over two-fifths (43.4%) of the gross migration for Manistee County is among the top 10 counties listed. Benzie County, which is the top gross migration county and is within the PSA (Northern Michigan Region), has an overall positive net-migration (83) influence for Manistee County. In total, two of the top 10 migration counties (Benzie and Wexford) for Manistee County are within the PSA. Combined, these two PSA counties have a positive net-migration (76) influence for Manistee County. Among the counties from which Manistee County has the largest net gain of residents are Muskegon County (86) and Benzie County (83), while Mecosta County (-132) receives the largest influx of Manistee County residents.

The following table details the *shares* of domestic in-migration by three select age cohorts for Manistee County from 2012 to 2021.

| Domestic County Population In-Migrants by Age, 2012 to 2021 – Manistee County | | |
|---|-----------|-----------|
| Age | 2012-2016 | 2017-2021 |
| 1 to 24 | 36.8% | 27.4% |
| 25 to 64 | 56.1% | 63.1% |
| 65+ | 7.1% | 9.5% |
| Median Age (In-state migrants) | 32.5 | 41.3 |
| Median Age (Out-of-state migrants) | 33.3 | 31.9 |
| Median Age (County Population) | 48.7 | 49.7 |

Source: U.S. Census Bureau, 2016 and 2021 5-Year ACS Estimates (S0701); Bowen National Research

The American Community Survey five-year estimates from 2012 to 2016 in the preceding table illustrate that 56.1% of in-migrants to Manistee County were between the ages of 25 and 64, while 36.8% were less than 25 years of age, and 7.1% were ages 65 and older. The share of in-migrants between the ages of 25 and 64 increased to 63.1% during the time period between 2017 and 2021, while the share of in-migrants under the age of 25 decreased to 27.4%. The data between 2017 and 2021 also illustrates that the median age of in-state migrants (41.3 years) is notably higher than out-of-state migrants (31.9 years), but lower than the existing population of the county (49.7 years).

Geographic mobility by *per-person* income is distributed as follows (Note that this data is provided for the county *population*, not households, ages 15 and above):

| Manistee County: Income Distribution by Mobility Status for Population Age 15+ Years* | | | | | | |
|---|--------------------------|---------|---|---------|----------------------------|---------|
| 2021 Inflation Adjusted Individual Income | Moved Within Same County | | Moved From Different County, Same State | | Moved From Different State | |
| | Number | Percent | Number | Percent | Number | Percent |
| <\$10,000 | 244 | 29.4% | 125 | 20.7% | 27 | 11.5% |
| \$10,000 to \$14,999 | 71 | 8.6% | 70 | 11.6% | 7 | 3.0% |
| \$15,000 to \$24,999 | 147 | 17.7% | 87 | 14.4% | 56 | 23.8% |
| \$25,000 to \$34,999 | 106 | 12.8% | 114 | 18.9% | 36 | 15.3% |
| \$35,000 to \$49,999 | 125 | 15.1% | 111 | 18.4% | 57 | 24.3% |
| \$50,000 to \$64,999 | 50 | 6.0% | 33 | 5.5% | 6 | 2.6% |
| \$65,000 to \$74,999 | 58 | 7.0% | 25 | 4.1% | 4 | 1.7% |
| \$75,000+ | 28 | 3.4% | 38 | 6.3% | 42 | 17.9% |
| Total | 829 | 100.0% | 603 | 100.0% | 235 | 100.0% |

Source: U.S. Census Bureau, 2021 5-Year American Community Survey (B07010); Bowen National Research

*Excludes population with no income

According to data provided by the American Community Survey, over two-fifths (46.7%) of the population that moved to Manistee County from a different county within Michigan earned less than \$25,000 per year. While a much smaller number of individuals moved to Manistee County from out-of-state, a notable share (38.3%) of these individuals earned less than \$25,000 per year. By comparison, the share of individuals earning \$50,000 or more per year is much smaller for both in-migrants from a different county within Michigan (15.9%) and those from outside the state (22.2%). Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children and young adults considered to be dependents within a larger family, this illustrates that affordable housing options are likely important for a significant portion of in-migrants to Manistee County.

Labor Force

The following table illustrates the employment base by industry for Manistee County, the PSA (Northern Michigan Region), and the state of Michigan.

| NAICS Group | Employment by Industry | | | | | |
|--|------------------------|--------------|---------------|--------------|----------------|--------------|
| | Manistee County | | Region | | Michigan | |
| | Employees | Percent | Employees | Percent | Employees | Percent |
| Agriculture, Forestry, Fishing & Hunting | 80 | 0.7% | 1,037 | 0.6% | 18,094 | 0.4% |
| Mining | 34 | 0.3% | 416 | 0.2% | 6,059 | 0.1% |
| Utilities | 25 | 0.2% | 566 | 0.3% | 14,450 | 0.3% |
| Construction | 439 | 4.1% | 8,709 | 4.9% | 163,027 | 3.6% |
| Manufacturing | 1,488 | 13.9% | 16,371 | 9.1% | 513,197 | 11.2% |
| Wholesale Trade | 200 | 1.9% | 4,703 | 2.6% | 193,695 | 4.2% |
| Retail Trade | 1,529 | 14.2% | 25,115 | 14.0% | 576,665 | 12.6% |
| Transportation & Warehousing | 125 | 1.2% | 2,863 | 1.6% | 95,658 | 2.1% |
| Information | 91 | 0.8% | 2,773 | 1.5% | 91,050 | 2.0% |
| Finance & Insurance | 255 | 2.4% | 4,834 | 2.7% | 168,540 | 3.7% |
| Real Estate & Rental & Leasing | 148 | 1.4% | 3,412 | 1.9% | 95,407 | 2.1% |
| Professional, Scientific & Technical Services | 293 | 2.7% | 7,617 | 4.3% | 295,491 | 6.5% |
| Management of Companies & Enterprises | 3 | 0.0% | 227 | 0.1% | 8,827 | 0.2% |
| Administrative, Support, Waste Management & Remediation Services | 148 | 1.4% | 4,042 | 2.3% | 111,717 | 2.4% |
| Educational Services | 493 | 4.6% | 9,834 | 5.5% | 378,891 | 8.3% |
| Health Care & Social Assistance | 1,547 | 14.4% | 38,645 | 21.6% | 765,165 | 16.7% |
| Arts, Entertainment & Recreation | 227 | 2.1% | 7,845 | 4.4% | 139,513 | 3.1% |
| Accommodation & Food Services | 2,028 | 18.9% | 20,986 | 11.7% | 398,782 | 8.7% |
| Other Services (Except Public Administration) | 477 | 4.4% | 8,794 | 4.9% | 270,042 | 5.9% |
| Public Administration | 1,078 | 10.0% | 9,313 | 5.2% | 238,652 | 5.2% |
| Non-classifiable | 28 | 0.3% | 914 | 0.5% | 30,131 | 0.7% |
| Total | 10,736 | 100.0% | 179,016 | 100.0% | 4,573,053 | 100.0% |

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

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

Manistee County has an employment base of approximately 10,736 individuals within a broad range of employment sectors. The labor force within the county is based primarily in four sectors: Accommodation & Food Services (18.9%), Health Care & Social Assistance (14.4%), Retail Trade (14.2%), and Manufacturing (13.9%). It is interesting to note that these sectors also comprise the largest sectors of employment

within the PSA (Northern Michigan Region) and the state of Michigan. Combined, these four job sectors represent over three-fifths (61.4%) of the county employment base. This represents a greater concentration of employment within the top four sectors compared to the top four sectors in the PSA (56.4%) and state (49.2%). Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. With a more concentrated overall distribution of employment, the economy within Manistee County may be slightly more vulnerable to economic downturns compared to the PSA and state overall. However, it should be noted that Health Care & Social Assistance, which is one of the top sectors in the county, is typically less vulnerable to economic downturns and may help partially insulate the county against economic declines. Although health care and manufacturing contain some occupations that offer competitive wages, it is important to understand that a significant number of the support occupations within these sectors, as well as many within the retail and food services industries typically have lower average wages. This can contribute to demand for affordable housing options.

Data of overall total employment and unemployment rates of the county and the overall state since 2013 are compared in the following tables.

| Year | Total Employment | | | | | |
|-------|------------------|----------------|--------------|----------------|---------------|----------------|
| | Manistee County | | Michigan | | United States | |
| | Total Number | Percent Change | Total Number | Percent Change | Total Number | Percent Change |
| 2013 | 9,417 | - | 4,323,410 | - | 143,929,000 | - |
| 2014 | 9,497 | 0.8% | 4,416,017 | 2.1% | 146,305,000 | 1.7% |
| 2015 | 9,754 | 2.7% | 4,501,816 | 1.9% | 148,833,000 | 1.7% |
| 2016 | 9,866 | 1.1% | 4,606,948 | 2.3% | 151,436,000 | 1.7% |
| 2017 | 9,753 | -1.1% | 4,685,853 | 1.7% | 153,337,000 | 1.3% |
| 2018 | 9,758 | 0.1% | 4,739,081 | 1.1% | 155,761,000 | 1.6% |
| 2019 | 9,852 | 1.0% | 4,773,453 | 0.7% | 157,538,000 | 1.1% |
| 2020 | 9,060 | -8.0% | 4,379,122 | -8.3% | 147,795,000 | -6.2% |
| 2021 | 8,993 | -0.7% | 4,501,562 | 2.8% | 152,581,000 | 3.2% |
| 2022 | 9,174 | 2.0% | 4,632,539 | 2.9% | 158,291,000 | 3.7% |
| 2023* | 8,601 | -6.2% | 4,624,229 | -0.2% | 159,715,000 | 0.9% |

Source: Department of Labor; Bureau of Labor Statistics

*Through March

| Year | Unemployment Rate | | |
|-------|-------------------|----------|---------------|
| | Manistee County | Michigan | United States |
| 2013 | 10.5% | 8.7% | 7.4% |
| 2014 | 8.5% | 7.2% | 6.2% |
| 2015 | 6.8% | 5.4% | 5.3% |
| 2016 | 6.6% | 5.0% | 4.9% |
| 2017 | 6.4% | 4.6% | 4.4% |
| 2018 | 5.8% | 4.2% | 3.9% |
| 2019 | 5.6% | 4.1% | 3.7% |
| 2020 | 11.2% | 10.0% | 8.1% |
| 2021 | 7.2% | 5.8% | 5.4% |
| 2022 | 5.9% | 4.2% | 3.7% |
| 2023* | 8.2% | 4.5% | 3.8% |

Source: Department of Labor, Bureau of Labor Statistics

*Through March

From 2013 to 2019, the employment base in Manistee County increased by 435 employees, or 4.6%, which was less than the state increase of 10.4% during that time. In 2020, which was largely impacted by the economic effects related to COVID-19, total employment decreased in Manistee County by 8.0%, which was a smaller decline compared to the state (8.3%). In 2021, total employment for the county decreased by an additional 0.7%, followed by an increase of 2.0% in 2022. Although total employment in Manistee County has declined 6.2% through March 2023, which may be due, in part, to seasonality, the increase in total employment in 2022 is a positive sign that the local economy is recovering from the effects of the COVID-19 pandemic. It is noteworthy that total employment still remains well below the 2019 level, and Manistee County has only recovered to 93.1% (2022 full year) of the total employment in 2019. This represents a recovery rate well below that for the state of Michigan (97.0%) and indicates the county continues to struggle from the economic decline during 2020.

The unemployment rate within Manistee County steadily declined from 2013 (10.5%) to 2019 (5.6%). It is also noteworthy that the unemployment rate within the county has typically been higher than the rate within the state since 2013. In 2020, the unemployment rate increased sharply to 11.2%, which represents an unemployment rate above that of the state (10.0%) during this time. In 2021, the unemployment rate within the county decreased to 7.2%. As of 2022, the unemployment rate within the county decreased to 5.9%. This represents an unemployment rate that is higher than the state (4.2%) and nation (3.7%). The 5.9% unemployment rate within the county in 2022 is much more comparable to the rate in 2019 (5.6%) and is a positive sign of continuing recovery in the local economy.

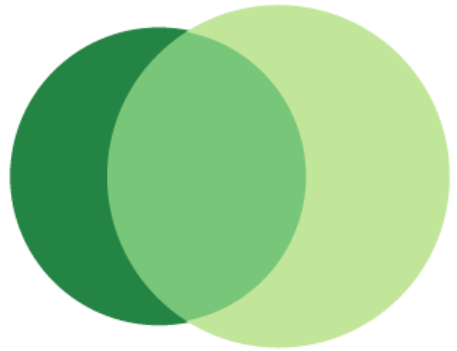
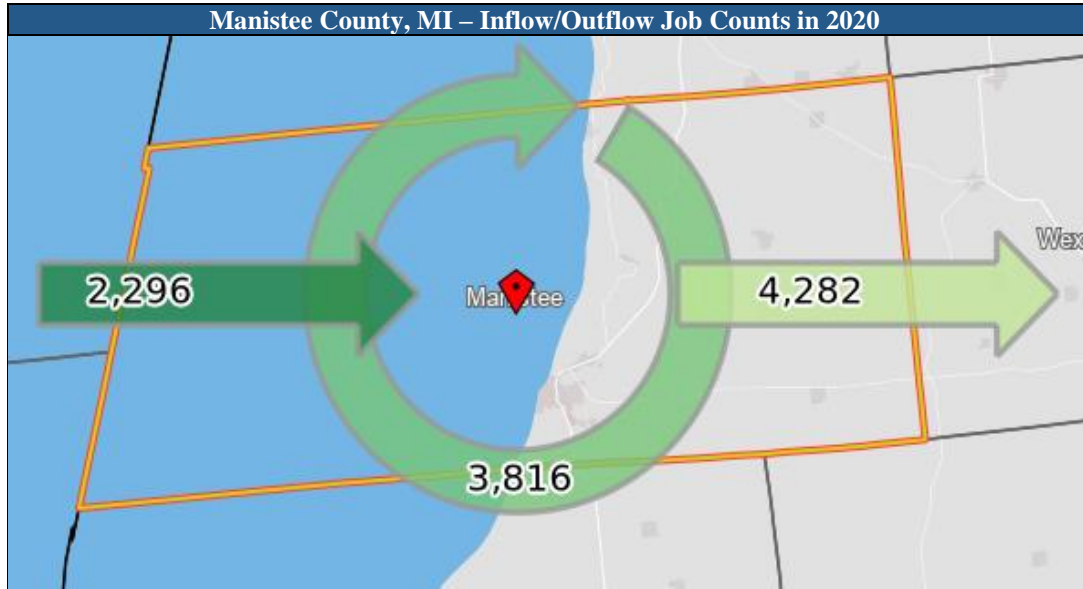
Commuting Data

According to the 2016-2020 American Community Survey (ACS), 90.4% of Manistee County commuters either drive alone or carpool to work, 1.6% walk to work and 5.4% work from home. ACS also indicates that 71.5% of Manistee County workers have commute times of less than 30 minutes, while 5.1% have commutes of 60 minutes or more. This represents shorter commute times compared to the state, where 62.6% of workers have commute times of less than 30 minutes and 6.0% have commutes of at least 60 minutes. Tables illustrating detailed commuter data are provided on pages V-18 and V-19 in Section V: Economic Analysis.

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 8,098 employed residents of Manistee County, 4,282 (52.9%) are employed outside the county, while the remaining 3,816 (47.1%) are employed within Manistee County. In addition, 2,296 people commute into Manistee County from surrounding areas for employment. These 2,296 non-residents account for nearly two-fifths (37.6%) of the people employed in the county and represent a notable base of potential support for future residential development.

The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters. The distribution of age and earnings for each commuter cohort is also provided.

Manistee County, MI – Inflow/Outflow Job Counts in 2020



■ 2,296 - Employed in Selection Area, Live Outside
■ 4,282 - Live in Selection Area, Employed Outside
■ 3,816 - Employed and Live in Selection Area

Inflow/Outflow Job Counts (All Jobs) 2020

| | Count | Share |
|---|-------|--------|
| Employed in the Selection Area | 6,112 | 100.0% |
| Employed in the Selection Area but Living Outside | 2,296 | 37.6% |
| Employed and Living in the Selection Area | 3,816 | 62.4% |
| Living in the Selection Area | 8,098 | 100.0% |
| Living in the Selection Area but Employed Outside | 4,282 | 52.9% |
| Living and Employed in the Selection Area | 3,816 | 47.1% |

Commuting Flow Analysis by Age and Earnings (2020, All Jobs)

| Worker Characteristics | Resident Outflow | | Workers Inflow | | Resident Workers | |
|----------------------------|------------------|---------------|----------------|---------------|------------------|---------------|
| | Number | Share | Number | Share | Number | Share |
| Ages 29 or younger | 1,049 | 24.5% | 487 | 21.2% | 681 | 17.8% |
| Ages 30 to 54 | 2,073 | 48.4% | 1,220 | 53.1% | 2,018 | 52.9% |
| Ages 55 or older | 1,160 | 27.1% | 589 | 25.7% | 1,117 | 29.3% |
| Earning <\$1,250 per month | 1,245 | 29.1% | 616 | 26.8% | 1,140 | 29.9% |
| Earning \$1,251 to \$3,333 | 1,519 | 35.5% | 718 | 31.3% | 1,268 | 33.2% |
| Earning \$3,333+ per month | 1,518 | 35.5% | 962 | 41.9% | 1,408 | 36.9% |
| Total Worker Flow | 4,282 | 100.0% | 2,296 | 100.0% | 3,816 | 100.0% |

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

Note: Figures do not include contract employees and self-employed workers

Of the county’s 2,296 in-commuters, over one-half (53.1%) are between the ages of 30 and 54, 25.7% are age 55 or older, and 21.2% are under the age of 30. This is a similar distribution of workers by age compared to the resident outflow workers. Over two-fifths (41.9%) of inflow workers earn more than \$3,333 per month (\$40,000 or more annually), nearly one-third (31.3%) earn between \$1,251 and \$3,333 per month

(approximately \$15,000 to \$40,000 annually), and the remaining 26.8% earn \$1,250 or less per month. By comparison, over one-third (35.5%) of outflow workers earn between \$1,251 and \$3,333 per month, which is a similar share of outflow workers that earn more than \$3,333 per month. The remaining 29.1% of outflow workers earn \$1,250 or less per month. Based on the preceding data, people that commute *into* Manistee County for employment are typically similar in age and more likely to earn *higher* wages when compared to residents commuting out of the county for work. Regardless, given the diversity of incomes and ages of the nearly 2,300 people commuting into the area for work each day, a variety of housing product types could be developed to potentially attract these commuters to live in Manistee County.

C. HOUSING METRICS

The estimated distribution of the area housing stock by tenure for Manistee County for 2022 is summarized in the following table:

| | | Occupied and Vacant Housing Units by Tenure 2022 Estimates | | | | |
|------------------------|---------|---|----------------|-----------------|---------|-----------|
| | | Total Occupied | Owner Occupied | Renter Occupied | Vacant | Total |
| Manistee County | Number | 10,579 | 8,818 | 1,761 | 4,924 | 15,503 |
| | Percent | 68.2% | 83.4% | 16.6% | 31.8% | 100.0% |
| Region | Number | 131,968 | 105,039 | 26,929 | 52,017 | 183,985 |
| | Percent | 71.7% | 79.6% | 20.4% | 28.3% | 100.0% |
| Michigan | Number | 4,055,460 | 2,895,751 | 1,159,709 | 533,313 | 4,588,773 |
| | Percent | 88.4% | 71.4% | 28.6% | 11.6% | 100.0% |

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In total, there are an estimated 15,503 housing units within Manistee County in 2022. Based on ESRI estimates and 2020 Census data, of the 10,579 total *occupied* housing units in Manistee County, 83.4% are owner occupied, while the remaining 16.6% are renter occupied. As such, Manistee County has a higher share of owner-occupied housing units when compared to the Northern Michigan Region (79.6%) and the state of Michigan (71.4%). Note that 31.8% of the housing units within Manistee County are classified as vacant, which represents a higher share of vacant units than the region (28.3%) and state (11.6%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units.

The following table compares key housing age and conditions based on 2016-2020 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

| | Housing Age and Conditions | | | | | | | | | | | |
|------------------------|----------------------------|---------|-----------|---------|-------------|---------|--------|---------|--------------------------------|---------|--------|---------|
| | Pre-1970 Product | | | | Overcrowded | | | | Incomplete Plumbing or Kitchen | | | |
| | Renter | | Owner | | Renter | | Owner | | Renter | | Owner | |
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| Manistee County | 593 | 39.7% | 3,964 | 48.3% | 35 | 2.3% | 99 | 1.2% | 59 | 4.0% | 43 | 0.5% |
| Region | 7,662 | 31.6% | 30,923 | 30.2% | 781 | 3.2% | 1,204 | 1.2% | 619 | 2.5% | 605 | 0.6% |
| Michigan | 526,133 | 46.8% | 1,373,485 | 48.1% | 32,741 | 2.9% | 31,181 | 1.1% | 24,376 | 2.2% | 16,771 | 0.6% |

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Manistee County, 39.7% of the renter-occupied housing units and 48.3% of the owner-occupied housing units were built prior to 1970. Based on these figures, the renter-occupied housing stock in Manistee County appears to be older in age compared to housing within the region but newer compared to housing units statewide. Owner-occupied housing stock in the county also appears to be older than housing within the region while similar in age to owner-occupied housing statewide. The share of renter units (2.3%) in the county that experience overcrowding are below rates within the region and state, while the share of owner-occupied units (1.2%) is similar to regional and state shares of similar housing units. The share of renter housing units (4.0%) in the county with incomplete plumbing or kitchens is higher than in the region and state, while the share of owner housing units (0.5%) in Manistee County with incomplete plumbing or kitchens is similar to regional and statewide rates.

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

| Household Income, Housing Costs and Affordability | | | | | | | |
|---|-------------------------|-----------------------------|--------------------|------------------------------------|-------|--|-------|
| | Median Household Income | Estimated Median Home Value | Average Gross Rent | Share of Cost Burdened Households* | | Share of Severe Cost Burdened Households** | |
| | | | | Renter | Owner | Renter | Owner |
| Manistee County | \$59,828 | \$153,542 | \$730 | 43.6% | 20.2% | 20.3% | 7.0% |
| Region | \$63,085 | \$209,788 | \$888 | 43.3% | 20.4% | 20.0% | 7.7% |
| Michigan | \$65,507 | \$204,371 | \$968 | 44.9% | 18.8% | 23.1% | 7.4% |

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

*Paying more than 30% of income toward housing costs

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

The median household income of \$59,828 within Manistee County is lower than the median household income for the Northern Michigan Region (\$63,085) and the state of Michigan (\$65,507). The estimated median home value and average gross rent in Manistee County are significantly lower than estimated median home values and average gross rents for the region and state. Note that the significantly lower estimated median home value and average gross rent do not appear to result in lower shares of cost burdened households in Manistee County, as 43.6% of renter households and 20.2% of owner households are cost burdened. Each of these figures are consistent with regional and state shares. Overall, Manistee County has an estimated 650 renter households and 1,662 owner households that are housing cost burdened. As such, affordable housing alternatives should be part of future housing solutions.

Based on the 2016-2020 American Community Survey (ACS) data, the following is a distribution of all occupied housing by units in structure by tenure (renter or owner) for Manistee County, the Northern Michigan Region and the state of Michigan.

| | | Renter-Occupied Housing by Units in Structure | | | | Owner-Occupied Housing by Units in Structure | | | |
|------------------------|---------|--|--------------------|--------------------------|-----------|---|--------------------|--------------------------|-----------|
| | | 4 Units or Less | 5 Units or More | Mobile Home/ Other | Total | 4 Units or Less | 5 Units or More | Mobile Home/ Other | Total |
| Manistee County | Number | 1,026 | 370 | 96 | 1,492 | 7,705 | 2 | 502 | 8,209 |
| | Percent | 68.8% | 24.8% | 6.4% | 100.0% | 93.9% | 0.0% | 6.1% | 100.0% |
| Region | Number | 13,338 | 8,236 | 2,710 | 24,284 | 93,237 | 969 | 7,958 | 102,164 |
| | Percent | 54.9% | 33.8% | 11.1% | 100.0% | 91.3% | 1.0% | 7.8% | 100.0% |
| Michigan | Number | 588,520 | 488,828 | 47,520 | 1,124,868 | 2,669,942 | 35,543 | 149,878 | 2,855,363 |
| | Percent | 52.3% | 43.5% | 4.2% | 100.0% | 93.5% | 1.2% | 5.2% | 100.0% |

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Manistee County, over two-thirds (68.8%) of the *rental* units are within structures of four units or less, while mobile homes comprise an additional 6.4% of county rental units. The combined share of these two types of structures (75.2%) is higher when compared to that of the region (66.0%) and state (56.5%). Overall, Manistee County also has a lower share (24.8%) of multifamily rental housing (five or more units within a structure) when compared to the region (33.8%) and state (43.5%). Among *owner*-occupied units in Manistee County, there is a similar share (93.9%) of units within structures of four units or less with the shares of such units in the state. The 6.1% share of owner-occupied mobile homes is lower than the share in the region and higher than the share within the state. According to ACS data, there are very few owner-occupied housing units in Manistee County within structures of five or more units.

The following table summarizes monthly gross rents (per unit) for area rental alternatives within Manistee County, the Northern Michigan Region, and the state of Michigan. While this data encompasses all rental units, which includes multifamily apartments, a sizable majority (75.2%) of the county's rental supply consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted, gross rents include tenant-paid rents and tenant-paid utilities.

| | | Estimated Monthly Gross Rents by Market | | | | | | | | |
|------------------------|---------|---|------------------|------------------|--------------------|----------------------|----------------------|----------|-----------------|-----------|
| | | <\$300 | \$300 - \$500 | \$500 - \$750 | \$750 - \$1,000 | \$1,000 - \$1,500 | \$1,500 - \$2,000 | \$2,000+ | No Cash Rent | Total |
| Manistee County | Number | 110 | 127 | 490 | 411 | 190 | 3 | 5 | 156 | 1,492 |
| | Percent | 7.4% | 8.5% | 32.8% | 27.5% | 12.7% | 0.2% | 0.3% | 10.5% | 100.0% |
| Region | Number | 1,235 | 2,176 | 5,475 | 6,155 | 6,264 | 794 | 375 | 1,810 | 24,284 |
| | Percent | 5.1% | 9.0% | 22.5% | 25.3% | 25.8% | 3.3% | 1.5% | 7.5% | 100.0% |
| Michigan | Number | 51,846 | 69,698 | 227,872 | 314,293 | 299,877 | 70,403 | 33,633 | 57,245 | 1,124,867 |
| | Percent | 4.6% | 6.2% | 20.3% | 27.9% | 26.7% | 6.3% | 3.0% | 5.1% | 100.0% |

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the largest share (32.8%) of Manistee County rental units has gross rents between \$500 and \$750, while units with gross rents between \$750 and \$1,000 represent the second largest share (27.5%). Overall, over 75% of rental units in the county have gross rents that are \$1,000 or less, which is a significantly higher share of these units compared to the region (61.9%) and state (59.0%). Overall, this larger share of units with lower gross rents demonstrates the dominance of the lower and moderately priced product among the rental units in the market.

Bowen National Research’s Survey of Housing Supply

Multifamily Rental Housing

A field survey of conventional apartment properties was conducted as part of this Housing Needs Assessment. The following table summarizes the county’s surveyed multifamily rental supply.

| Multifamily Supply by Product Type – Manistee County | | | | |
|--|-------------------|-------------|--------------|----------------|
| Project Type | Projects Surveyed | Total Units | Vacant Units | Occupancy Rate |
| Market-rate | 7 | 72 | 1 | 98.6% |
| Market-rate/Tax Credit | 1 | 49 | 0 | 100.0% |
| Tax Credit | 2 | 95 | 0 | 100.0% |
| Tax Credit/Government-Subsidized | 4 | 211 | 14 | 93.4% |
| Government-Subsidized | 8 | 46 | 0 | 100.0% |
| Total | 22 | 473 | 15 | 96.8% |

In Manistee County, a total of 22 apartment properties were surveyed, which comprised a total of 473 units. These 473 units had an occupancy rate of 96.8%, which reflects 15 vacant units. An additional 50 units were under construction at the time of this survey. The largest share (54.3%) of units surveyed in the county were at 12 subsidized properties. These surveyed subsidized properties also contain 14 of the 15 vacant units in the county. The remaining 10 properties contain either market-rate or non-subsidized Tax Credit units. Rents at market-rate properties range from \$675 to \$1,088, while rents at non-subsidized Tax Credit properties range from \$717 to \$950. Based on rent ranges for market-rate and Tax Credit properties in the county, it appears that both unit types are competitive and potentially affordable for lower income households. The 22 surveyed properties have quality ratings ranging from “B” to “C+,” which reflects properties in satisfactory to good condition. The overall occupancy rate of 96.8% is high and indicative of a strong market for apartments. Note that 19 of the 22 properties surveyed in Manistee County have wait lists, reflective of pent-up demand for apartment units.

Non-Conventional Rental Housing

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, mobile homes, etc. and account for 75.2% of the total rental units in Manistee County. The following table illustrates the distribution of renter-occupied housing by the number of units in the structure for Manistee County, Northern Michigan Region, and the state of Michigan.

| | | Renter-Occupied Housing by Units in Structure | | | |
|-----------------|---------|---|-----------------|------------------------|-------------|
| | | 1 to 4 Units | 5 or More Units | Mobile Homes/Boats/RVs | Total Units |
| Manistee County | Number | 1,026 | 370 | 96 | 1,492 |
| | Percent | 68.8% | 24.8% | 6.4% | 100.0% |
| Region | Number | 13,338 | 8,236 | 2,710 | 24,284 |
| | Percent | 54.9% | 33.9% | 11.2% | 100.0% |
| Michigan | Number | 588,520 | 488,828 | 47,520 | 1,124,868 |
| | Percent | 52.3% | 43.5% | 4.2% | 100.0% |

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Manistee County, over two-thirds (68.8%) of non-conventional rental units are within structures containing one to four units. The overall share is a higher rate of rental units within one- to four-unit structures compared to the Northern Michigan Region (54.9%) and the state of Michigan (52.3%). As a significant share of the rental housing stock in Manistee County is comprised of non-conventional rentals, it is clear that this housing segment warrants additional analysis.

Bowen National Research conducted an online survey between March and May 2023 and identified two non-conventional rentals that were listed as *available* for rent in Manistee County. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other characteristics of non-conventional rentals.

The following table summarizes the sample survey of *available* non-conventional rentals identified in Manistee County.

| Surveyed Non-Conventional Rental Supply – Manistee County | | | | |
|---|--------------|-------------------|-------------|-----------------------------|
| Bedroom | Vacant Units | Rent Range | Median Rent | Median Rent Per Square Foot |
| Studio | 0 | - | - | - |
| One-Bedroom | 0 | - | - | - |
| Two-Bedroom | 0 | - | - | - |
| Three-Bedroom | 2 | \$1,600 - \$2,800 | \$2,200 | \$1.09 |
| Four-Bedroom+ | 0 | - | - | - |
| Total | 2 | | | |

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

When compared with all non-conventional rentals in the county, the two available rentals represent an occupancy rate of 99.8%. This is an extremely high occupancy rate for rental housing. The identified non-conventional rentals in Manistee County consist of three-bedroom units that range in rent from \$1,600 to \$2,800. In addition to gross rents within this range not being affordable to most households in the county, the limited available inventory and lack of bedroom options means that non-conventional rentals likely do not represent a viable housing option for a significant share of households within Manistee County.

For-Sale Housing

The following table summarizes the available (as of February 2023) and recently sold (between September 2022 and March 2023) housing stock for Manistee County.

| Manistee County - Owner For-Sale/Sold Housing Supply | | |
|--|-------|--------------|
| Type | Homes | Median Price |
| Available* | 46 | \$293,500 |
| Sold** | 28 | \$241,250 |

Source: Realtor.com and Bowen National Research

*As of Feb. 28, 2023

**Sales from Sept. 12, 2022 to Mar. 15, 2023

The available for-sale housing stock in Manistee County as of February 2023 consists of 46 total units with a median list price of \$293,500. The 46 available units represent 8.3% of the 551 available units within the Northern Michigan Region. Historical sales ranging from September 2022 to March 2023 consisted of 28 homes sold with a median sale price of \$241,250. The 46 available homes represent only 0.5% of the estimated 8,818 owner-occupied units in Manistee County. Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households. Based on this low share of homes available for sale, Manistee County appears to have a disproportionately low number of housing units available for purchase.

The following table illustrates sales activity from September 2022 to March 2023 for Manistee County.

| Manistee County Sales History by Price (Sept. 12, 2022 to Mar. 15, 2023) | | |
|---|------------------|-------------------|
| Sale Price | Number Available | Percent of Supply |
| Up to \$99,999 | 2 | 7.1% |
| \$100,000 to \$199,999 | 10 | 35.7% |
| \$200,000 to \$299,999 | 7 | 25.0% |
| \$300,000 to \$399,999 | 5 | 17.9% |
| \$400,000+ | 4 | 14.3% |
| Total | 28 | 100.0% |

Source: Realtor.com and Bowen National Research

Recent sales activity in Manistee County reflects a relatively balanced market by price point. Note that 42.8% of recent sales were for units priced under \$200,000, a price point generally targeted by first-time homebuyers. A notable share (25.0%) of homes sold for between \$200,000 and \$300,000, a price point generally sought after by middle-class households. The remaining share (32.2%) of sold units were priced at \$300,000 and above.

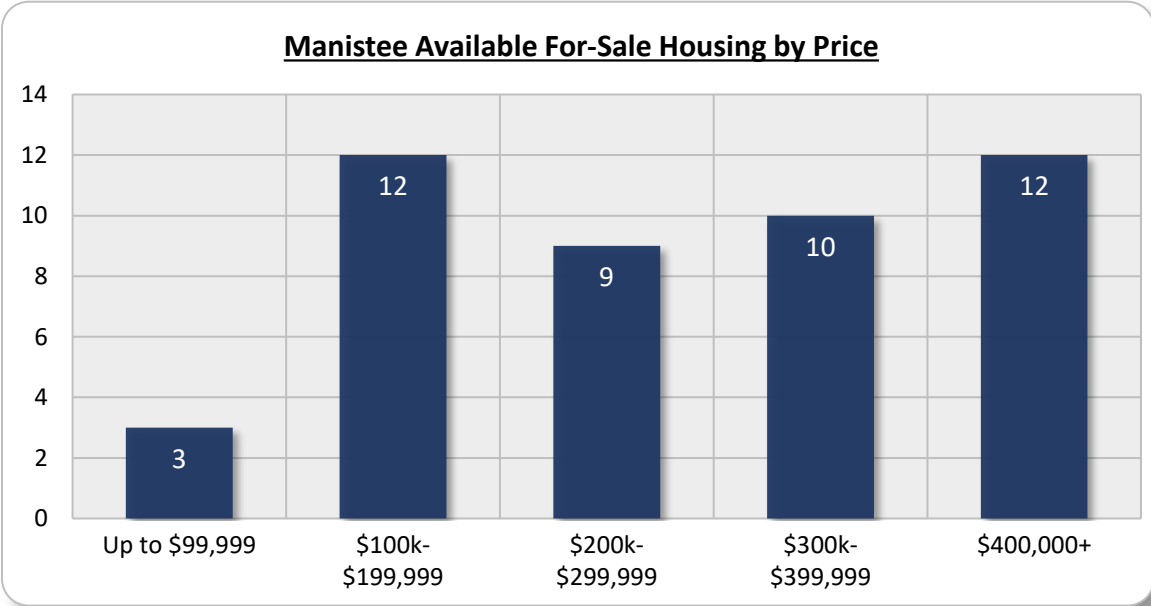
The following table summarizes the distribution of *available* for-sale residential units by *price point* for Manistee County:

| Manistee County Available For-Sale Housing by Price (As of Feb. 28, 2023) | | |
|--|------------------|-------------------|
| List Price | Number Available | Percent of Supply |
| Up to \$99,999 | 3 | 6.5% |
| \$100,000 to \$199,999 | 12 | 26.1% |
| \$200,000 to \$299,999 | 9 | 19.6% |
| \$300,000 to \$399,999 | 10 | 21.7% |
| \$400,000+ | 12 | 26.1% |
| Total | 46 | 100.0% |

Source: Realtor.com and Bowen National Research

The current housing market in Manistee County includes a notable share of listings at both lower and higher price points. Nearly one-third (32.6%) of available housing units in Manistee County are priced below \$200,000, while nearly half (47.8%) of listings are priced at \$300,000 and above. A smaller share (19.6%) of homes is priced between \$200,000 and \$300,000, a price point typically sought after by middle-class households.

The distribution of available homes in Manistee County by *price point* is illustrated in the following graph:



The distribution of available homes by *bedroom type* for Manistee County is summarized in the following table.

| Manistee County Available For-Sale Housing by Bedrooms (As of Feb. 28, 2023) | | | | | |
|---|------------------|---------------------|-------------------------|-------------------|--------------------------|
| Bedrooms | Number Available | Average Square Feet | Price Range | Median List Price | Median Price per Sq. Ft. |
| One-Br. | 3 | 1,229 | \$125,000 - \$360,000 | \$249,900 | \$189.03 |
| Two-Br. | 13 | 1,114 | \$28,000 - \$399,000 | \$225,000 | \$205.11 |
| Three-Br. | 16 | 1,829 | \$99,500 - \$1,400,000 | \$327,000 | \$197.32 |
| Four-Br.+ | 14 | 3,024 | \$114,500 - \$2,850,000 | \$414,000 | \$153.39 |
| Total | 46 | 1,952 | \$28,000 - \$2,850,000 | \$293,500 | \$166.56 |

Source: Realtor.com and Bowen National Research

As shown in the preceding table, available homes offered for sale in the county appear to be balanced between two-, three-, and four-bedroom or larger homes. One-bedroom units, which typically represent condominium units, only account for three of the 46 units offered for sale in the county. Median list prices range from \$225,000 to \$414,000. These median housing prices by bedroom are generally lower than median list prices in other counties within the Northern Michigan Region.

D. HOUSING GAP

Based on the demographic data for both 2022 and 2027 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units Manistee County can support. The following summarizes the metrics used in our demand estimates.

- Rental Housing – We included renter household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and rent levels.
- For-Sale Housing – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and price points.

The county has an overall housing gap of 1,902 units, with a gap of 525 rental units and a gap of 1,377 for-sale units. The following tables summarize the rental and for-sale housing gaps by income and affordability levels for Manistee County. Details of the methodology used in this analysis are provided in Section VII of this report.

| Manistee County, Michigan | | | | |
|--|------------|-------------------|-------------------|-----------|
| Rental Housing Gap Estimates (2022-2027) | | | | |
| Percent of Median Income | ≤ 50% | 51%-80% | 81%-120% | 121%+ |
| Household Income Range | ≤\$37,850 | \$37,851-\$60,560 | \$60,561-\$90,840 | \$90,841+ |
| Monthly Rent Range | ≤\$946 | \$947-\$1,514 | \$1,515-\$2,271 | \$2,272+ |
| Household Growth | -105 | -13 | 32 | 44 |
| Balanced Market* | -4 | 18 | 9 | 5 |
| Replacement Housing** | 82 | 15 | 5 | 1 |
| External Market Support^ | 45 | 16 | 11 | 6 |
| Severe Cost Burdened^^ | 215 | 107 | 36 | 0 |
| Step-Down Support | 29 | -1 | -6 | -22 |
| Less Pipeline Units | 0 | 0 | 0 | 0 |
| Overall Units Needed | 262 | 142 | 87 | 34 |

*Based on Bowen National Research's survey of area rentals

**Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for each county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

| Manistee County, Michigan | | | | |
|--|------------|---------------------|---------------------|------------|
| For-Sale Housing Gap Estimates (2022-2027) | | | | |
| Percent of Median Income | ≤ 50% | 51%-80% | 81%-120% | 121%+ |
| Household Income Range | ≤\$37,850 | \$37,851-\$60,560 | \$60,561-\$90,840 | \$90,841+ |
| Price Point | ≤\$126,167 | \$126,168-\$201,867 | \$201,868-\$302,800 | \$302,801+ |
| Household Growth | -454 | -142 | 102 | 559 |
| Balanced Market* | 59 | 45 | 55 | 60 |
| Replacement Housing** | 52 | 22 | 13 | 8 |
| External Market Support^ | 93 | 78 | 92 | 118 |
| Severe Cost Burdened^^ | 370 | 185 | 62 | 0 |
| Step-Down Support | 38 | 59 | 201 | -298 |
| Less Pipeline Units | 0 | 0 | 0 | 0 |
| Overall Units Needed | 158 | 247 | 525 | 447 |

*Based on Bowen National Research's analysis of for-sale product within the county

**Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for each county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

As the preceding tables illustrate, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. It appears the greatest *rental* housing gaps in the county are for the two lowest housing affordability segments (rents below \$1,515 that are affordable to households earning up to 80% of AMHI), while the greatest *for-sale* housing gap in the county is for product priced between \$201,868 and \$302,800, which is affordable to households earning between \$60,561 and \$90,840. Although development within Manistee County should be prioritized to the housing product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county's ability to attract potential workers and help meet the changing and growing housing needs of the local market.

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

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

The following is a summary of key findings from this SWOT analysis for Manistee County.

| SWOT Analysis | |
|--|--|
| Strengths | Weaknesses |
| <ul style="list-style-type: none">• High level of rental housing demand• Strong demand for for-sale housing• Positive projected household growth• Positive median household income growth | <ul style="list-style-type: none">• Limited available rentals and for-sale housing• Disproportionately low share of rentals• Lack of affordable workforce and senior housing alternatives |
| Opportunities | Threats |
| <ul style="list-style-type: none">• Housing need of 525 rental units• Housing need of 1,377 for-sale units• Attract some of the 2,296 commuters coming into the county for work to live in the county• More than 80 parcels that could potentially support residential development (see page VI-56) | <ul style="list-style-type: none">• The county risks losing residents to other areas/communities• Vulnerable to deteriorating and neglected housing stock• Inability to attract businesses to county• inability of employers to attract and retain workers due to local housing issues• Influence of seasonal/recreational housing |

The county's housing market has availability and affordability issues, particularly among housing that serves lower income households. These housing challenges expose the county to losing residents to surrounding areas, making the community vulnerable to the existing housing stock becoming neglected, discouraging potential employers coming to the area, and creating challenges for local employers to retain and attract workers. There are housing gaps for both rental and for-sale housing alternatives at a variety of rents and price points. As such, county housing plans should encourage and support the development of a variety of product types at a variety of affordability levels.