

COMMUNITY OVERVIEW & HOUSING MARKET SUMMARY

Kingsley/Paradise Township,
Michigan



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NATIONAL
RESEARCH

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I. INTRODUCTION

A. PURPOSE

Housing North retained Bowen National Research in April 2023 for the purpose of conducting a Community Overview and Housing Market Summary of Kinglsey/Paradise Township, Michigan.

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

- Provide an overview of present-day Kinglsey/Paradise Township, Michigan.
- Present and evaluate past, current and projected detailed demographic characteristics.
- Determine current characteristics of major housing components within the market (for-sale/ownership and rental housing alternatives).

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

B. METHODOLOGIES AND DATA SOURCES

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

Study Area Delineation

The primary geographic scope of this study is Kinglsey/Paradise Township, Michigan. A description of the individual study areas and corresponding maps are included in Section II.

Demographic Information

Demographic data for population, households, and housing was secured from ESRI, the 2000, 2010 and 2020 U.S. Census, the U.S. Department of Commerce, and the American Community Survey. This data has been used in its primary form and by Bowen National Research for secondary calculations. Estimates and projections of key demographic data for 2022 and 2027 were also provided.

Housing Supply

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

C. REPORT LIMITATIONS

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

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

II. COMMUNITY OVERVIEW & HOUSING MARKET SUMMARY

The primary focus of this Community Overview and Housing Market Summary is on the community of Kingsley/Paradise Township, Michigan. The analyses on the following pages provide overviews of key demographic data, summaries of the multifamily and non-conventional rental market, for-sale housing supply, and general conclusions on the housing needs of the overall community. For comparison purposes, the demographic and housing characteristics of Grand Traverse County, the 10-county Northern Michigan Region, and the state of Michigan are also included, when applicable. 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.

It is important to note that 2010 and 2020 demographic data are based on U.S. Census data (actual count), while 2022 and 2027 data are based on calculated estimates provided by ESRI, a nationally recognized demography firm. Additionally, secondary housing data included within this analysis uses a combination of ESRI estimates and data obtained from the 2016-2020 American Community Survey (ACS). As such, differences in totals and shares among various tables within this analysis may exist.

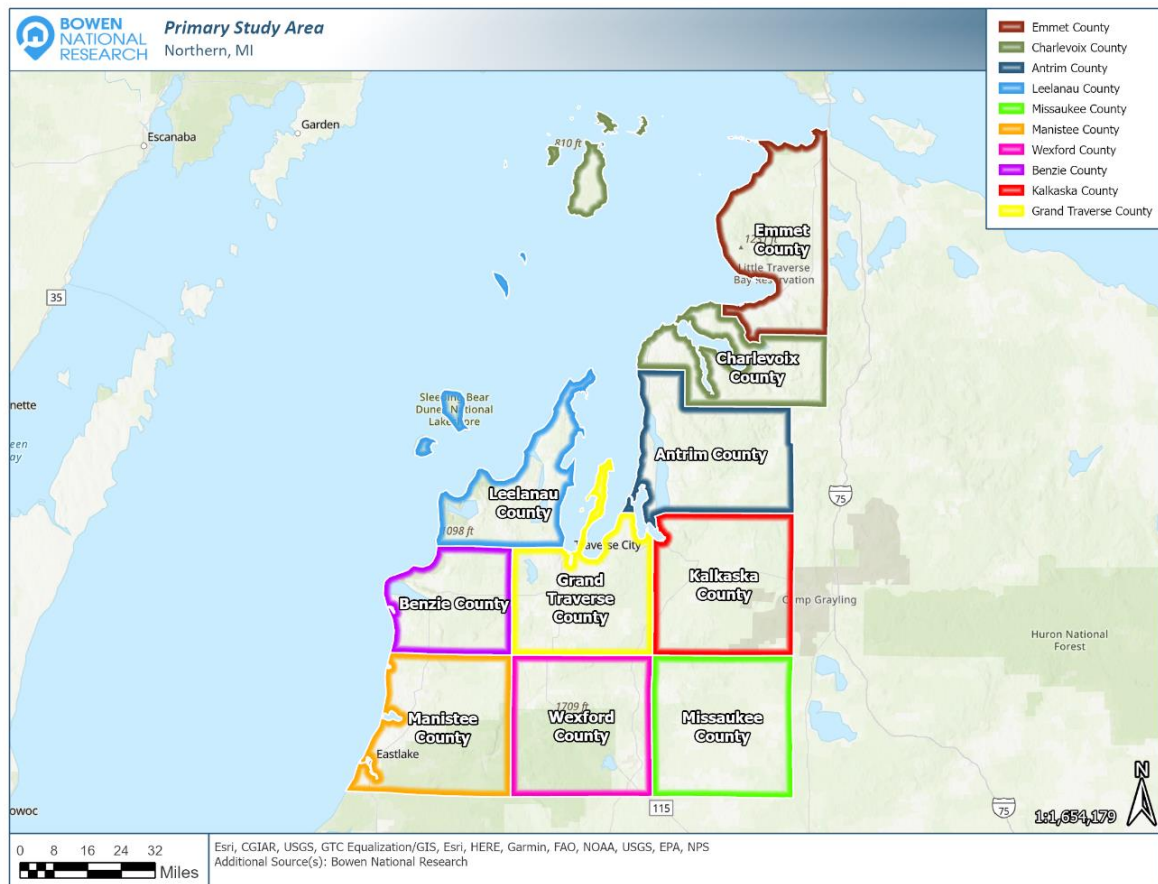
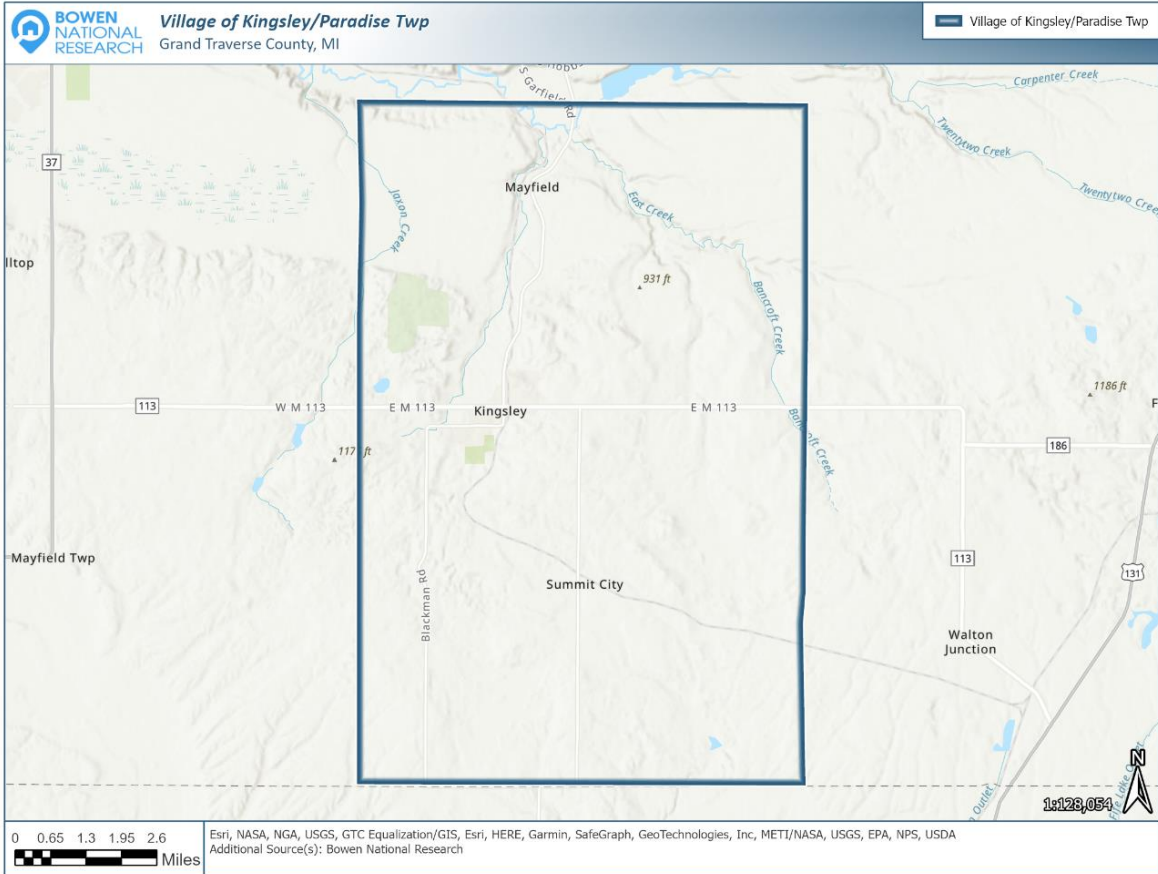
A. INTRODUCTION

The village of Kingsley is within Paradise Township, which is located in the southern portion of Grand Traverse County. Part of the Traverse City micropolitan area, the Kingsley/Paradise Township area contains approximately 53.0 square miles. The 2022 estimated population is 4,967, which is representative of approximately 5.1% of the population in Grand Traverse County and 1.6% of the total population in the 10-county Northern Michigan Region.

The 10 counties within the Northern Michigan Region are listed below.

- Antrim County
- Benzie County
- Charlevoix County
- Emmet County
- Grand Traverse County
- Kalkaska County
- Leelanau County
- Manistee County
- Missaukee County
- Wexford County

Maps illustrating Kingsley/Paradise Township, Michigan and the Northern Michigan Region are on the following page.



B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for the community of Kingsley/Paradise Township. 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
Kingsley/ Paradise Twp.	4,717	4,952	235	5.0%	4,967	15	0.3%	5,010	43	0.9%
Grand Traverse Region	86,986	95,238	8,252	9.5%	96,832	1,594	1.7%	98,662	1,830	1.9%
Michigan	297,912	310,802	12,890	4.3%	311,690	888	0.3%	313,166	1,476	0.5%
	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 Kingsley/Paradise Township increased by 235 (5.0%), which represents a smaller percentage increase as compared to Grand Traverse County (9.5%) during this time period, but a larger increase than the 10-county Northern Michigan Region (4.3%) and the state of Michigan (2.0%). The population in Kingsley/Paradise Township increased by 0.3% between 2020 and 2022, and it is projected that the population within the area will further increase by 0.9% between 2022 and 2027. This represents a smaller rate of increase compared to the county (1.9%), but a larger increase than the region (0.5%). 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, Kingsley/Paradise Township experienced significant positive *household* growth between 2010 and 2020 and is expected to experience additional household growth between 2022 and 2027.

Other notable population statistics for Kingsley/Paradise Township include the following:

- Minorities comprise 7.9% of the community's population, which is smaller than the shares for Grand Traverse County (9.2%), the Northern Michigan Region (8.7%), and the state of Michigan (26.1%).
- Married persons represent 47.4% of the adult population, which is lower than the shares reported for Grand Traverse County (53.8%), the Northern Michigan Region (55.3%), and the state of Michigan (49.0%).

- The share of the adult population without a high school diploma is 6.9%, which is higher than the shares reported for Grand Traverse County (3.9%) and the Northern Michigan Region (6.1%), but lower than the state share of Michigan (7.7%).
- Approximately 8.2% of the population lives in poverty, which is notably lower than the respective shares in Grand Traverse County (10.3%), the Northern Michigan Region (10.3%) and the state of Michigan (13.7%).
- The annual movership rate (population moving within or to Kingsley/Paradise Township) is 19.4%, which is notably higher than the shares in Grand Traverse County (13.9%), the Northern Michigan Region (12.1%) and Michigan (13.4%).

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
Kingsley/Paradise Twp.	1,588	1,772	184	11.6%	1,790	18	1.0%	1,815	25	1.4%
Grand Traverse	35,328	39,819	4,491	12.7%	40,604	785	2.0%	41,553	949	2.3%
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 total number of households within Kingsley/Paradise Township increased by 184 (11.6%), which is smaller than the county growth rate of 12.7%, but larger than the regional growth rate of 7.2% during this same time period. Kingsley/Paradise Township experienced household growth of 1.0% between 2020 and 2022, which is less than the growth within Grand Traverse County (2.0%). Household growth (1.4%) is again projected for Kingsley/Paradise Township between 2022 and 2027. While this is less than the increase projected for the county (2.3%) during this time, this represents a larger growth rate than the Northern Michigan Region (1.0%) and the state of Michigan (0.3%) over the next five years.

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 area for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs.

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+
Kingsley/Paradise Twp.	2010	40 (2.5%)	223 (14.0%)	336 (21.2%)	389 (24.5%)	299 (18.8%)	177 (11.1%)	124 (7.8%)
	2022	50 (2.8%)	297 (16.6%)	327 (18.3%)	355 (19.8%)	381 (21.3%)	237 (13.2%)	143 (8.0%)
	2027	40 (2.2%)	337 (18.6%)	323 (17.8%)	328 (18.1%)	336 (18.5%)	286 (15.8%)	165 (9.1%)
	Change 2022-2027	-10 (-20.0%)	40 (13.5%)	-4 (-1.2%)	-27 (-7.6%)	-45 (-11.8%)	49 (20.7%)	22 (15.4%)
Grand Traverse	2010	1,354 (3.8%)	4,734 (13.4%)	5,660 (16.0%)	7,840 (22.2%)	7,253 (20.5%)	4,242 (12.0%)	4,245 (12.0%)
	2022	1,177 (2.9%)	5,515 (13.6%)	6,015 (14.8%)	6,495 (16.0%)	8,539 (21.0%)	7,476 (18.4%)	5,387 (13.3%)
	2027	1,181 (2.8%)	5,225 (12.6%)	6,424 (15.5%)	6,402 (15.4%)	7,504 (18.1%)	8,187 (19.7%)	6,630 (16.0%)
	Change 2022-2027	4 (0.3%)	-290 (-5.3%)	409 (6.8%)	-93 (-1.4%)	-1,035 (-12.1%)	711 (9.5%)	1,243 (23.1%)
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 55 and 64 within Kingsley/Paradise Township comprise the largest share of households (21.3%) by age. Household heads between the ages of 45 and 54 represent the next largest share (19.8%), followed by those between the ages of 35 and 44 (18.3%). Household heads ages 55 and older comprise over two-fifths (42.5%) of all households within the area, although this represents a much smaller share of senior households as compared to Grand Traverse County (52.7%) and the Northern Michigan Region (56.8%). Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise nearly one-fifth (19.4%) of Kingsley/Paradise Township households, which represents a larger share of such households when compared to the county (16.5%), region (14.1%) and state (17.8%). Between 2022 and 2027, household growth within Kingsley/Paradise Township is projected to occur among the age cohorts 65 years and

older and those between the ages of 25 and 34. The most significant growth, in terms of *percentage*, will occur among households between the ages of 65 and 74, with the area experiencing a 20.7% increase within this age cohort. Households under the age of 25 and between the ages of 35 and 64 are projected to decline over the next five years, with the largest percentage decline (20.0%) projected for the cohort under the age of 25.

Households by tenure (renters versus owners) 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
Kingsley/Paradise Twp.	Owner-Occupied	1,172	85.5%	1,361	85.7%	1,563	87.3%	1,593	87.8%
	Renter-Occupied	199	14.5%	227	14.3%	228	12.7%	221	12.2%
	Total	1,371	100.0%	1,588	100.0%	1,791	100.0%	1,814	100.0%
Grand Traverse	Owner-Occupied	27,337	77.4%	26,489	75.0%	30,425	74.9%	31,516	75.8%
	Renter-Occupied	7,991	22.6%	8,839	25.0%	10,179	25.1%	10,037	24.2%
	Total	35,328	100.0%	35,328	100.0%	40,604	100.0%	41,553	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, Kingsley/Paradise Township has an 87.3% share of owner households and a 12.7% share of renter households. This is a much larger share of owner households as compared to Grand Traverse County (74.9%), the Northern Michigan Region (79.6%), and state of Michigan (71.4%). Overall, Kingsley/Paradise Township owner households represent 5.1% of all owner households within Grand Traverse County, while Kingsley/Paradise Township renter households comprise only 2.2% of the county's renter households. Between 2022 and 2027, the number of owner households in the area is projected to increase by 30 (1.9%), while the number of renter households is projected to decline by seven (3.1%). The increase among owner households over the next five years will likely contribute to an increase in demand within the for-sale market of Kingsley/Paradise Township.

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
Kingsley/Paradise Twp.	\$45,347	\$65,261	43.9%	\$74,441	14.1%
Grand Traverse	\$45,681	\$69,310	51.7%	\$77,541	11.9%
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 Kingsley/Paradise Township is \$65,261, which is 5.8% lower than the median household income in Grand Traverse County. Between 2010 and 2022, Kingsley/Paradise Township experienced a 43.9% increase in median household income. The increase in Kingsley/Paradise Township was less than the increase within Grand Traverse County (51.7%), but slightly larger than the increase in the Northern Michigan Region (42.5%) and the state of Michigan (42.3%). The median household income in Kingsley/Paradise Township is projected to increase by an additional 14.1% between 2022 and 2027, resulting in a projected median income of \$74,441 in 2027, which will remain below the projected median household incomes for the county (\$77,541) and state (\$75,988), but greater than the median income in the region (\$71,177) for this time period.

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+
Kingsley/Paradise Twp.	2010	22 (9.8%)	52 (23.0%)	49 (21.7%)	30 (13.4%)	26 (11.6%)	15 (6.5%)	27 (12.0%)	5 (2.0%)
	2022	9 (3.8%)	26 (11.2%)	42 (18.3%)	46 (20.0%)	32 (14.1%)	15 (6.7%)	41 (17.9%)	18 (8.0%)
	2027	7 (3.2%)	22 (10.0%)	40 (18.2%)	54 (24.3%)	27 (12.4%)	12 (5.2%)	35 (15.8%)	24 (10.9%)
	Change 2022-2027	-2 (-22.2%)	-4 (-15.4%)	-2 (-4.8%)	8 (17.4%)	-5 (-15.6%)	-3 (-20.0%)	-6 (-14.6%)	6 (33.3%)
Grand Traverse	2010	874 (9.9%)	1,981 (22.4%)	1,710 (19.3%)	1,309 (14.8%)	1,039 (11.8%)	548 (6.2%)	1,095 (12.4%)	283 (3.2%)
	2022	559 (5.5%)	1,319 (13.0%)	1,707 (16.8%)	1,665 (16.4%)	1,118 (11.0%)	795 (7.8%)	2,075 (20.4%)	940 (9.2%)
	2027	533 (5.3%)	1,115 (11.1%)	1,474 (14.7%)	1,824 (18.2%)	1,006 (10.0%)	777 (7.7%)	2,146 (21.4%)	1,163 (11.6%)
	Change 2022-2027	-26 (-4.7%)	-204 (-15.5%)	-233 (-13.6%)	159 (9.5%)	-112 (-10.0%)	-18 (-2.3%)	71 (3.4%)	223 (23.7%)
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 \$30,000 and \$39,999 (20.0%) and \$20,000 and \$29,999 (18.3%) comprise the largest shares of renter households by income level within Kingsley/Paradise Township. Over half (53.3%) of all renter households within the area earn less than \$40,000, which is a larger share compared to Grand Traverse County (51.7%), but a slightly smaller share than the region (55.5%). Renter households earning \$60,000 or more comprise slightly over one-fourth (25.9%) of all Kingsley/Paradise Township renter households, which is a smaller share as compared to Grand Traverse County (29.6%). As a result, the distribution of renter households by income in Kingsley/Paradise Township is slightly more concentrated among the lower and middle earning households as compared to households within the county. Projected growth among renter households within Kingsley/Paradise Township, while moderate in number, is limited to households earning between \$30,000 and \$39,999 and those earning \$100,000 or more. Renter households earning less than \$30,000 and those earning between \$40,000 and \$99,999 are projected to decline. The largest growth in terms of the *percentage* is projected among the income cohort earning \$100,000 or more (33.3%). This is generally consistent with the projected growth within Grand Traverse County, with the exception that households earning between \$60,000 and \$99,999 are projected to increase within the county during this time period. While the overall number of renter households in Kingsley/Paradise Township is projected to decline, the increase among the highest income cohort will likely affect demand for premium rental product in the area over the next five years.

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+
Kingsley/ Paradise Twp.	2010	46 (3.4%)	132 (9.7%)	184 (13.5%)	171 (12.5%)	176 (12.9%)	164 (12.1%)	346 (25.4%)	143 (10.5%)
	2022	14 (0.9%)	53 (3.4%)	116 (7.4%)	179 (11.5%)	171 (10.9%)	122 (7.8%)	473 (30.3%)	434 (27.8%)
	2027	11 (0.7%)	43 (2.7%)	98 (6.1%)	192 (12.1%)	152 (9.5%)	94 (5.9%)	409 (25.7%)	594 (37.3%)
	Change 2022-2027	-3 (-21.4%)	-10 (-18.9%)	-18 (-15.5%)	13 (7.3%)	-19 (-11.1%)	-28 (-23.0%)	-64 (-13.5%)	160 (36.9%)
Grand Traverse	2010	933 (3.5%)	2,456 (9.3%)	2,817 (10.6%)	3,170 (12.0%)	3,210 (12.1%)	2,848 (10.8%)	6,407 (24.2%)	4,648 (17.5%)
	2022	363 (1.2%)	1,000 (3.3%)	1,716 (5.6%)	2,555 (8.4%)	2,343 (7.7%)	2,361 (7.8%)	9,358 (30.8%)	10,730 (35.3%)
	2027	280 (0.9%)	710 (2.3%)	1,213 (3.8%)	2,446 (7.8%)	2,057 (6.5%)	2,230 (7.1%)	9,430 (29.9%)	13,149 (41.7%)
	Change 2022-2027	-83 (-22.9%)	-290 (-29.0%)	-503 (-29.3%)	-109 (-4.3%)	-286 (-12.2%)	-131 (-5.5%)	72 (0.8%)	2,419 (22.5%)
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, 58.1% of *owner* households in Kingsley/Paradise Township earn \$60,000 or more annually, which represents a smaller share of such households compared to the shares within Grand Traverse County (66.1%), the Northern Michigan Region (59.2%), and the state of Michigan (63.2%). Approximately 18.7% of owner households in Kingsley/Paradise Township earn between \$40,000 and \$59,999, and the remaining 23.2% earn less than \$40,000. As such, the overall distribution of owner households by income in Kingsley/Paradise Township is notably more weighted toward the lower and middle income cohorts as compared to households within Grand Traverse County. Between 2022 and 2027, owner household growth is projected to be heavily concentrated among households earning \$100,000 or more within Kingsley/Paradise Township, with this cohort projected to experience 36.9% growth in the number of

households. More moderate growth (7.3%) is projected for owner households earning between \$30,000 and \$39,999, while households earning less than \$30,000 and those earning between \$40,000 and \$99,999 are projected to decline in the area. By comparison, owner household growth within Grand Traverse County will be isolated to households earning \$60,000 or more, with the largest growth (22.5%) occurring among households earning \$100,000 or more.

C. HOUSING METRICS

The estimated distribution of the area housing stock by tenure for Kingsley/Paradise Township in 2022 is summarized in the following table:

		Occupied and Vacant Housing Units by Tenure 2022 Estimates				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
Kingsley/ Paradise Twp.	Number	1,790	1,563	228	150	1,940
	Percent	92.3%	87.3%	12.7%	7.7%	100.0%
Grand Traverse County	Number	40,604	30,425	10,179	6,168	46,772
	Percent	86.8%	74.9%	25.1%	13.2%	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 1,940 housing units within Kingsley/Paradise Township in 2022. Based on ESRI estimates and 2020 Census data, of the 1,790 total *occupied* housing units in the area, 87.3% are owner occupied, while the remaining 12.7% are renter occupied. Approximately 7.7% of the housing units within Kingsley/Paradise Township are classified as vacant, which is a lower share than that reported for Grand Traverse County (13.2%), the Northern Michigan Region (28.3%), and the state of Michigan (11.6%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units. While this represents a comparably small share of the total housing units being classified as vacant, it is important to point out that 73.1% of the vacant housing units within the area are classified as “Seasonal or Recreational” based on 2016-2020 American Community Survey (ACS) data. Thus, many of the vacant housing units illustrated in the preceding table for the area are not reflective of true vacant/unoccupied housing units. In comparison, 82.6% of all vacant housing units within the Northern Michigan Region and 45.7% of those throughout the state of Michigan are classified as “Seasonal or Recreational.” While the Kingsley/Paradise Township housing market does not appear to be as heavily influenced by seasonal/recreational units as the region, the data indicates that seasonal/recreational units are more prolific within Kingsley/Paradise Township than they are within the state, overall.

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
Kingsley/Paradise Twp.	68	26.3%	282	20.2%	10	3.8%	34	2.4%	0	0.0%	0	0.0%
Grand Traverse	2,370	26.6%	7,058	24.3%	277	3.1%	290	1.0%	169	1.9%	81	0.8%
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 Kingsley/Paradise Township, 26.3% of the renter-occupied housing units and 20.2% of the owner-occupied units were built prior to 1970. As such, the renter- and owner-occupied housing stock in Kingsley/Paradise Township appears to be generally newer than the housing in the county and region, and notably newer than housing within the state. The respective shares of renter households (3.8%) and owner households (2.4%) in Kingsley/Paradise Township that experience overcrowding is greater than the shares in the county, region, and state. Housing units within Kingsley/Paradise Township, regardless of tenure, do not appear to have issues related to incomplete plumbing or kitchens. Overall, the housing inventory within Kingsley/Paradise Township does not appear to have any major deficiencies.

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
Kingsley/Paradise Twp.	\$65,261	\$211,171	\$872	38.6%	22.7%	19.7%	11.5%
Grand Traverse County	\$69,310	\$263,652	\$1,011	48.7%	20.3%	24.5%	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 estimated median home value in Kingsley/Paradise Township of \$211,171 is 19.9% lower than the median home value for the county (\$263,652) and 0.7% higher than that reported for the region (\$209,788). The average gross rent in Kingsley/Paradise Township (\$872) is 13.7% lower than the county average gross rent (\$1,011) and 1.8% lower than the regional average (\$888). While the share of housing cost burdened renter households (38.6%) in Kingsley/Paradise Township is lower than the shares within Grand Traverse County (48.7%) and the region (43.3%), the share of cost burdened owner households (22.7%) is slightly higher than the county (20.3%) and region (20.4%). Overall, there are an estimated 100 renter households and 316 owner households that are housing cost burdened in Kingsley/Paradise Township, of which 51 renter households and 160 owner households are severe cost burdened. As such, affordable housing alternatives should continue to be part of future housing solutions.

Rental Housing

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

Multifamily Apartments

No multifamily apartments were surveyed within Kingsley/Paradise Township during our research. Additionally, data provided by the 2016-2020 American Community Survey indicates that multifamily apartments only comprise 10.4% of the rental units within the area. It is worth pointing out that apartments surveyed in Grand Traverse County have an overall 99.1% occupancy rate, which is considered high. These are likely smaller multifamily apartments containing a limited number of units, which are not representative of the multifamily apartment supply typical in most markets. Therefore, the analysis of the rental supply in Kingsley/Paradise Township will be limited to non-conventional rental alternatives.

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. These units account for 89.6% of the total rental units in Kingsley/Paradise Township. The following table illustrates the distribution of renter-occupied housing by the number of units in the structure for Kingsley/Paradise Township, Grand Traverse County, the Northern Michigan Region, and the state of Michigan according to the American Community Survey.

		Renter-Occupied Housing by Units in Structure			
		1 to 4 Units	5 or More Units	Mobile Homes/Boats/RVs	Total Units
Kingsley/Paradise Twp.	Number	100	27	132	259
	Percent	38.6%	10.4%	51.0%	100.0%
Grand Traverse County	Number	4,196	3,971	752	8,919
	Percent	47.0%	44.5%	8.4%	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 Kingsley/Paradise Township, over half (51.0%) of non-conventional rental units are mobile homes or other similar rental units, while 38.6% of the units are within structures containing four or less units. This combined 89.6% share of non-conventional rental units is much larger as compared to Grand Traverse County (55.4%), the Northern Michigan Region (54.9%), and the state of Michigan (52.3%). Additionally, the share (51.0%) of rental units within mobile homes and similar structures in Kingsley/Paradise Township is exceptionally higher than the county (8.4%), region (11.2%), and state (4.2%). While rental housing alternatives only comprise 12.7% of all housing units in the area, the preceding data illustrates that non-conventional rentals dominate this segment of the housing market within Kingsley/Paradise Township.

The following summarizes monthly gross rents for area rental alternatives based on American Community Survey estimates. These rents are for all rental product types including apartments, non-conventional rentals, and mobile homes. Since a vast majority (89.6%) of all rentals in Kingsley/Paradise Township are considered non-conventional rentals, the rents in the following table provide insight as to likely rents for non-conventional rentals in the area.

		Estimated 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
Kingsley/Paradise Twp.	Number	3	29	58	82	71	7	0	11	261
	Percent	1.1%	11.1%	22.2%	31.4%	27.2%	2.7%	0.0%	4.2%	100.0%
Grand Traverse County	Number	223	710	1,167	2,535	3,173	560	166	385	8,919
	Percent	2.5%	8.0%	13.1%	28.4%	35.6%	6.3%	1.9%	4.3%	100.0%
Northern Michigan 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, over half (53.6%) of rental units in Kingsley/Paradise Township have rents between \$500 and \$1,000, which is a much higher share of renters within this price range compared to Grand Traverse County (41.5%), the Northern Michigan Region (47.8%) and state of Michigan (48.2%). Nearly one-third (31.4%) of Kingsley/Paradise Township rental units have rents between \$750 and \$1,000, which is a higher share compared to the county (28.4%), region (25.3%), and state (27.9%). While 29.9% of units in the area have rents of \$1,000 or higher, the data illustrates the dominance of affordably priced (less than \$1,000) rental product in the market.

In order to gain additional perspective on the rental alternatives offered in the Kingsley/Paradise Township market, the following table illustrates the distribution of the renter-occupied housing by number of bedrooms based on 2016-2020 American Community Survey data.

Renter-Occupied Housing Units by Number of Bedrooms		
Bedroom	Number	Percent
Studio	0	0.0%
One-Bedroom	10	3.9%
Two-Bedroom	115	44.4%
Three-Bedroom+	134	51.7%
Total	259	100.0%

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

As the preceding illustrates, of the approximate 259 total rental units in Kingsley/Paradise Township, two-bedroom (44.4%) and three-bedroom or larger (51.7%) units comprise the vast majority of the housing stock. The limited supply of one-bedroom units in the market indicates that one-person households and seniors who are looking to downsize have limited rental options available from which to choose. While 44 *available* non-conventional rental properties were identified within Grand Traverse County during our research, none were located within Kingsley/Paradise Township.

For-Sale Housing

The following table summarizes the total number of homes sold and median sale prices during the study period.

Historical Sales (Sept. 12, 2022 to Mar. 15, 2023)		
Study Area	Homes Sold	Median Price
Kingsley/Paradise Twp.	27	\$280,000
Grand Traverse County	591	\$350,000
Region	1,567	\$285,000

Source: Realtor.com and Bowen National Research

As the preceding table illustrates, 27 homes were sold in Kingsley/Paradise Township between September 12, 2022, and March 15, 2023. This equates to approximately 53.3 homes sold on an annual basis, or 4.4 homes sold per month, based on the recent historical sales volume. The homes sold during this period of time had a median sale price of \$280,000, which is approximately 20.0% lower than the median sale price of homes sold within Grand Traverse County and 1.8% lower than those sold within the region during this time period.

The following table illustrates sales activity from September 2022 to March 2023 for Kingsley/Paradise Township.

Sales History by Price (Sept. 12, 2022 to Mar. 15, 2023)		
Sale Price	Number Available	Percent of Supply
Up to \$99,999	0	-
\$100,000 to \$199,999	5	18.5%
\$200,000 to \$299,999	13	48.1%
\$300,000 to \$399,999	8	29.6%
\$400,000+	1	3.7%
Total	27	100.0%

Source: Realtor.com and Bowen National Research

Nearly half (48.1%) of the recent sales activity in Grand Traverse County were among homes that were priced between \$200,000 and \$299,999. Homes that were priced between \$300,000 and \$399,999 account for 29.6% of all recent home sales. While 81.4% of recent home sales have been for homes that sold for \$200,000 or more, nearly one-fifth (18.5%) of homes sold for less than \$200,000. While limited, this indicates that some affordable for-sale options have been available to lower income households and first-time homebuyers in the area recently. Overall, this is a reasonably well-balanced distribution of recent home sales by price point.

To better understand the overall value of the existing inventory of homes in Kingsley/Paradise Township, the following table illustrates the distribution of homes in the area by *estimated* home value for 2022. Note that these are estimated values provided by the owners through the American Community Survey, and as such, these values can be highly subjective. Regardless, this provides a reasonable estimate of the overall distribution of owner-occupied home values in the area.

2022 Estimated Home Value of Owner-Occupied Homes		
Estimated Home Value	Number Available	Percent of Supply
Up to \$99,999	184	11.8%
\$100,000 to \$199,999	505	32.3%
\$200,000 to \$299,999	577	36.9%
\$300,000 to \$399,999	190	12.2%
\$400,000+	107	6.8%
Total	1,563	100.0%

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

As the preceding table illustrates, the largest share (36.9%) of homes in Kingsley/Paradise Township has an estimated value of between \$200,000 and \$299,999, followed by homes valued between \$100,000 and \$199,999 (32.3%). In total, over two-fifths (44.1%) of homes in the area are valued at less than \$200,000. Conversely, nearly one-fifth (19.0%) of homes are valued at \$300,000 or more. The distribution of homes by estimated value in the area is considered well-balanced and is a positive attribute in the market. This indicates that there is a high likelihood that future available for-sale homes will likely accommodate a variety of affordability levels should owners place them on the market.

Based on information provided by the Multiple Listing Service, we identified two housing units within Kingsley/Paradise Township that were listed as *available* for purchase as of February 28, 2023. While it is possible that additional for-sale residential units are available for purchase, such homes were not identified during our research due to the method of advertisement or simply because the product was not actively marketed.

There are two inventory metrics most often used to evaluate the health of a for-sale housing market. This includes *Months Supply of Inventory* (MSI) and availability rate. Overall, based on the recent monthly absorption rate of 4.4 homes sold in Kingsley/Paradise Township, the two homes listed as available for purchase represent less than one month (0.5 months) of supply. Typically, healthy and well-balanced markets have an available supply that should take about four to six months to absorb (if no other units are added to the market). The area’s less than one month of inventory is considered extremely low and indicates limited available supply. The two homes available for sale in Kingsley/Paradise Township represent 0.1% of the 1,563 owner-occupied units in the area. 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, though due to recent national housing market pressures it is not uncommon for most markets to have an availability rate below 2.0%.

The following table summarizes key attributes of *available* for-sale residential units in Kingsley/Paradise Township.

Available For-Sale Housing (As of Feb. 28, 2023)						
Property Type	Number of Bedrooms	Number of Bathrooms	Square Feet	List Price	Price per Sq. Ft	Days on Market
Single-family	3	2.0	2,694	\$464,900	\$172.57	217
Single-family	4	2.0	1,462	\$379,900	\$259.85	62

Source: Realtor.com and Bowen National Research

As previously indicated, only two available for-sale housing units were identified within Kingsley/Paradise Township. These units have list prices of \$379,900 (four-bedroom/two-bathroom) and \$464,900 (three-bedroom/two-bathroom). While the 62 days on market for the four-bedroom unit is considered normal in most markets, the 217 days on market for the three-bedroom unit is notably high. Regardless, the limited number of for-sale options in the market likely restrains the ability of the area to attract new households and allow for the inner-mobility of current residents. This may result in current area households and potential future area households seeking housing options outside the area. As such, this likely represents a potential future development opportunity within Kingsley/Paradise Township.

D. CONCLUSIONS AND RECOMMENDATIONS

Demographics – Rapid overall household growth has occurred in the market since 2010 and is projected to somewhat slow through 2027. Although the market has a relatively small base of seniors aged 65 and older, a majority of the household growth in the area is projected for this age cohort over the next five years. While there is minimal projected change in the distribution of *renter* households by income for the subject market over the five year period, *owner* households are projected to experience growth among the highest income households (earning \$100,000 or more). The preceding attributes and trends will influence the area’s housing needs.

Housing Supply – The local housing supply is dominated by owner-occupied housing units and seasonal/recreational housing. Overcrowded housing is slightly more prevalent in the area, while households living in cost overburdened situations is not a common issue in this market. Large multifamily apartments comprise a minimal share of the overall rental units in the market, while a majority of the non-conventional rentals (e.g., houses, duplexes, mobile homes, etc.) in the area are mobile homes. Regardless, there appears to be an extremely low inventory of available rentals in the market. There were only two homes available for purchase in the market. As such, there is very limited available for-sale housing stock.

While this is not a comprehensive Housing Needs Assessment and therefore does not include a detailed action plan, we do believe there are some initial steps the community can take to help address local housing issues.

Recommendations – Based on this analysis of the Kingsley/Paradise Township market, we recommend local officials, stakeholders and housing advocates consider the following to address local housing issues:

- Support efforts to encourage residential development of both rental and for-sale housing product, particularly one-bedroom units for single-persons and senior households.
- Emphasize and support projects that consider a variety of affordability levels and target segments (e.g., seniors, individuals, young families, professionals, etc.).
- Identify and reach out to advocates, foundations, developers and investors that could be potential residential development partners.
- Reach out to and work with housing organizations and professionals that can bring expertise and increase the community’s capacity to address housing issues.
- Consider identifying possible sites for residential development and determine if the sites’ appeal could be enhanced with land preparation, pre-development assistance or infrastructure help.

III. QUALIFICATIONS

The Company

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

Primary Contact and Report Author



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

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

Housing Needs Assessment Experience		
Location	Client	Completion Year
Dublin, GA	City of Dublin Purchasing Departments	2018
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2018
Beaufort County, SC	Beaufort County	2018
Burke County, NC	Burke County Board of REALTORS	2018
Ottawa County, MI	HOUSING NEXT	2018
Bowling Green, KY	City of Bowling Green Kentucky	2019
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2019
Zanesville, OH	City of Zanesville Department of Community Development	2019
Buncombe County, NC	City of Asheville Community and Economic Development Department	2019
Cleveland County, NC	Cleveland County Government	2019
Frankstown Twp., PA	Woda Cooper Companies, Inc.	2019
Taylor County, WV	Taylor County Development Authority	2019
Lac Courte Oreilles Reservation, WI	Lac Courte Oreilles Ojibwa Community College	2019
Owensboro, KY	City of Owensboro	2019
Asheville, NC	City of Asheville Community and Economic Development Department	2020
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2020

(continued)

Housing Needs Assessment Experience		
Location	Client	Completion Year
Youngstown, OH	Youngstown Neighborhood Development Corporation (YNDC)	2020
Richlands, VA	Town of Richlands, Virginia	2020
Elkin, NC	Elkin Economic Development Department	2020
Grand Rapids, MI	Grand Rapids Area Chamber of Commerce	2020
Morgantown, WV	City of Morgantown	2020
Erwin, TN	Unicoi County Economic Development Board	2020
Ferrum, VA	County of Franklin (Virginia)	2020
Charleston, WV	Charleston Area Alliance	2020
Wilkes County, NC	Wilkes Economic Development Corporation	2020
Oxford, OH	City of Oxford - Community Development Department	2020
New Hanover County, NC	New Hanover County Finance Department	2020
Ann Arbor, MI	Smith Group, Inc.	2020
Austin, IN	Austin Redevelopment Commission	2020
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2021
Giddings, TX	Giddings Economic Development Corporation	2021
Georgetown County, SC	Georgetown County	2021
Western North Carolina (18 Counties)	Dogwood Health Trust	2021
Carteret County, NC	Carteret County Economic Development Foundation	2021
Ottawa County, MI	HOUSING NEXT	2021
Dayton, OH	Miami Valley Nonprofit Housing Collaborative	2021
High Country, NC (4 Counties)	NC REALTORS	2022
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2022
Barren County, KY	The Barren County Economic Authority	2022
Kirksville, MO	City of Kirksville	2022
Rutherfordton, NC	Town of Rutherfordton	2022
Spindale, NC	Town of Spindale	2022
Wood County, WV	Wood County Development Authority & Parkersburg-Wood County Area Development Corporation	2022
Yancey County, NC	Yancey County	2022
Cherokee County, NC	Economic and Workforce Development, Tri-County Community College	2022
Rowan County, KY	Morehead-Rowan County Economic Development Council	2022
Avery County, NC	Avery County	2022
Muskegon, MI	City of Muskegon	2023
Firelands Region, OH	Firelands Forward	2023
Marshall County, WV	Marshall County Commission	2023
Lebanon County, PA	Lebanon County Coalition to End Homelessness	2023

The following individuals provided research and analysis assistance:

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

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

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

Gregory Piduch, Market Analyst, has conducted site-specific analyses in both metropolitan and rural areas throughout the country. He is familiar with multiple types of rental housing programs, the day-to-day interaction with property managers and leasing agents and the collection of pertinent property details. Mr. Piduch holds a Bachelor of Arts in Communication and Rhetoric from the University of Albany, State University of New York and a Master of Professional Studies in Sports Industry Management from Georgetown University.

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

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

No subconsultants were used as part of this assessment.