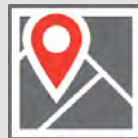


A Market Analysis for Affordable/
Workforce Housing
In the Town of LaPointe, Wisconsin

Prepared For:
Town of LaPointe
LaPointe, Wisconsin

March 2023



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March 4, 2023

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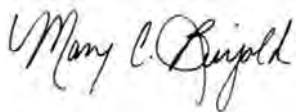
Attached is our study titled "*A Market Feasibility Study for Workforce Housing in the Town of La Pointe, Wisconsin.*" The study considers the potential demand/need for affordable housing, rented and owned that would be targeted to service the local workforce and for those working in the area that desire to live in La Pointe. Although some locations for new housing are under consideration, no specific Sites have been identified or approved.

This study assesses market characteristics of La Pointe and the nearby larger cities of Bayfield, Washburn and Ashland in addition to the counties of Ashland and Bayfield, analyzes the competitive market situation for affordable housing primarily for the local workforce including for-sale and rental housing. The study quantifies demand for general occupancy (all ages) affordable housing (targeted to the workforce) that could be captured in La Pointe. The findings reveal significant demand to support affordable/workforce housing with 20 units of year-round rental, 16 units of clustered efficiencies for seasonal workers and 10 units of owned housing developed in the future. Rental housing would be targeted to households with incomes between 50% and 80% of Area Median with ownership housing targeted at 80% to 100% of AMI. Detailed findings are found in the body of the report.

We enjoyed completing this study and are available should you have any further questions or require additional information.

Sincerely,

MAXFIELD RESEARCH AND CONSULTING, LLC



Mary C Bujold
President
Attachment

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Purpose and Scope

Maxfield Research and Consulting, LLC was engaged by the Town of La Pointe, Wisconsin to complete a market analysis to determine the demand for general occupancy (not age-restricted) housing (for-sale and rental) targeted primarily to the local workforce. Housing would be developed on property on Madeline Island (La Pointe) and may be public land or private land. The scope of this study includes an analysis of demographic and employment growth trends and projections, an analysis of demographic characteristics of the local population and households, identification of housing supply (year-round and seasonal), recent construction trends, and local housing market data. A focus group was conducted with La Pointe residents that work on and off the island and a survey was deployed to obtain additional information on housing market conditions and housing concepts that may be desired. Based on the analysis, demand is calculated for affordable housing in the Market Area (owned and rented) and estimates are provided for the portion of demand that could be captured in La Pointe for new residential units.

Location Evaluation

The Town of La Pointe is situated on Madeline Island, the largest of 22 islands in the Apostle Islands. It is the only island open to commercial and private development. Madeline is not included in the Apostle Islands National Lakeshore, a federal public preserve owned and overseen by the US Forestry Service. Madeline Island and the Town of La Pointe are the most fully developed of the islands and Madeline is connected to the Wisconsin mainland by ferry, which travels daily from March through December although ferry runs can extend into January. When ice covers the channel between Madeline and Bayfield, transportation may be by vehicle, snowmobile, aircraft or wind sled, depending on conditions. The Island's school educates children through 5th grade. Middle school and high school students attend school in Bayfield. The Island's primary industry is summer tourism, although other employment continues year-round including construction, education, local government, transportation, museums, worship and retail goods and services.

Demographic Review

Based on demographic factors influencing the area, with a modest increase in population and household growth, household incomes that are moderate, and a shift in household types, there is now and is projected to be growing demand for affordable/workforce rental and owned units in the PMA, especially considering current economic conditions with high inflation and wage growth that is not keeping pace with that inflation. Labor force challenges have dampened the rate of employment recovery. Typically, households prefer to live near work for convenience. This is having an impact primarily on the need for seasonal workers and a need for housing to accommodate those.

Housing Market Conditions

The overall rental vacancy rate was 0.0%, well below the market equilibrium of 5%, indicating pent-up demand for rental housing. Additionally, for-sale housing availability is also limited and affordable entry-level housing is particularly difficult to find.

Average unit sizes at the surveyed affordable properties range from 540 square feet for studio units to one-bedroom units to 1,314 for three-bedroom units. These units rent for an average rent of \$1,298 per month, with monthly rental rates ranging from \$779 per month for a studio unit to \$1,630 for a three-bedroom unit. One- and two-bedroom units average \$1,109 and \$1,330 per month, respectively, while three-bedroom unit rents average \$1,664 per month. On a per square foot basis, the average rent at these properties is \$1.43 per square foot.

The tight supply of rental units coupled with rising market rents are stimulating development activity, although development of affordable housing has been very limited. We identified only one affordable rental development, containing a total of 50, income-restricted rental units in the City of Ashland.

Conclusions

The housing need levels for year-round housing were calculated using standard industry methodologies. We believe that the figures for seasonal housing are conservative and do not account for projected future employment growth or a significant reduction in labor shortages, which would increase demand for seasonal units.

We have strong confidence in the numbers projected for housing need at the different levels and the corresponding rent/mortgage payments. Figures for the correspondent rent/mortgage payments were based on maximum rents allowed through WHEDA for rental units and were matched also against the focus group and survey results.

The ownership pricing is based on survey/focus group findings for mortgage payments and matching that pricing to a reasonable market mortgage structure.

Overall, we find market support for rental and owned housing products in La Pointe that would target households with incomes primarily ranging from 50% to 60% of AMI for rental housing and from 80% to 100% of AMI for owned housing, still maintaining affordability for the local workforce. Consistent with our findings from the competitive inventory and demand analysis, there is a strong need for affordable/workforce and deep-subsidy housing, as is evidenced by very low vacancy rates and wait lists at several properties. Limited availability and high demand for moderate income housing is expected to continue to result in households searching for affordable rental and ownership alternatives, especially for young to mid-age households (under 55).

EXECUTIVE SUMMARY

We recommend the following housing priorities for developing new affordable/workforce housing in La Pointe:

- 1) Year-round permanent apartments (single-level or two-level walk-up); suggest cottage-style and/or manor home style (20 units);
- 2) Seasonal cluster-style shared units, two people per unit or small efficiencies for singles with shared amenities (16 units);
- 3) Year-round owned duplex or small home units (10 units), affordable under an equity building program or rent to own.

The very limited amount of multifamily housing on Madeline Island and the reality that a number of people (most renting or quasi renting) are living in non-traditional housing situations such as doubling up, in RVs, in non-winterized cabins or with relatives or family members, increases the challenges to determining the number of prospects that would want to live on Madeline year-round. This also applies, to a degree, to those that would work on Madeline seasonally. Those that work seasonally may find they want to convert to full-time residency later.

The focus group and surveys completed were very valuable and, other than for student housing, we do not usually undertake housing focus groups or surveys. In the case of this analysis, incorporating these two components increased the ability to assess demand for affordable housing (rental, owned and seasonal).

There are a number of tourist locations that have significant influxes of visitors and a need for seasonal workers, but most are not on an island. Islands, accessible only by boat, ferry or airplane, present other challenges in attracting and retaining workers and in developing housing for year-round residents and workers.

Also, most of the new housing that has been developed is luxury or priced at the upper end of the market. Affordable housing exists but is much older in age and priced at the low end of the market. Therefore, in considering new construction, it is important to understand what new construction housing will offer and its higher value to the community and prospective renters/buyers.

Providing housing for seasonal workers will increase the number of prospects willing to take jobs on the island because they know they will have a safe and secure place to live while they are working. There are labor shortages across the Upper Midwest and in communities with high seasonal traffic. Reducing housing insecurity can build the local workforce, seasonally and year-round.

Study Purpose

Maxfield Research and Consulting, LLC was engaged by the Town of La Pointe to complete a workforce housing analysis to determine the potential demand for affordable housing (for-sale and rental) that would be developed on property on La Pointe, Wisconsin. Housing developed on the island would be targeted primarily to the local workforce but may also expand to include others that have moderate incomes (between 50% and 80% of Area Median Income (AMI)), want to live on the island and need housing that is modest and moderately priced.

Scope of Services

The scope of this study includes a review of the development concept. The study also provides a review of the economic and demographic characteristics of the area determined to be the primary draw area for rental and owned housing in La Pointe.

Maxfield Research and Consulting, LLC surveyed existing affordable and market rate general occupancy rental developments in the PMA and identified owned housing trends and identified pending developments that are in the pipeline. Based on the analysis, demand is calculated for general occupancy affordable/workforce rental and owned units in the Market Area and the proportion capturable for each target segment.

The report contains primary and secondary research. Primary research includes interviews with workers, housing development agencies and town staff. All the information on competitive properties and pending general occupancy rental housing was collected by Maxfield Research and Consulting, LLC and is accurate to the best of our knowledge. This study also utilizes secondary data from the sources listed below. Secondary research is always used as a basis for analysis and is carefully reviewed considering other factors that may impact projections.

- US Census Bureau
- ESRI, Inc.
- Wisconsin Department of Administration
- WI Department of Workforce Development
- WHEDA (Wisconsin Housing and Economic Development Agency)
- US Department of Housing and Urban Development
- Novogradac (Public accountants and Valuation Consultants)
- Bayfield County Housing and Redevelopment Authority
- Ashland County Housing and Redevelopment Authority
- Local communities
- Maxfield Research and Consulting, LLC

Introduction

This section of the report presents an overview of the location and characteristics of La Pointe, Wisconsin and discusses the Island's regional location and general characteristics. The Island's proximity to employment, shopping, recreation, health care and other services and places of worship are also presented.

La Pointe's Location and Characteristics

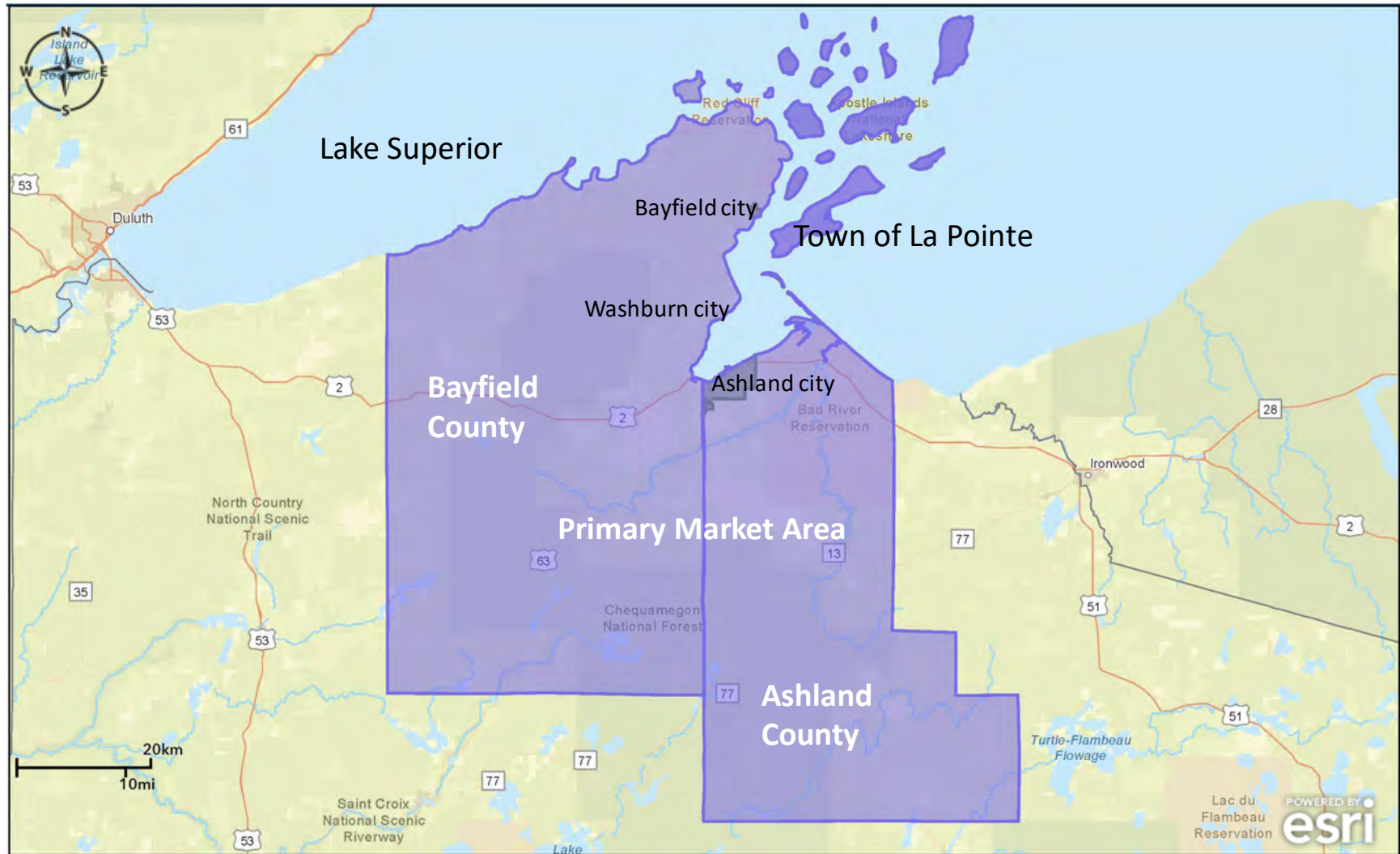
La Pointe is considering two locations near the central commercial district of the community for the development of new housing units that would be targeted to the workforce. These locations are not the only potential sites and other locations may be considered for new workforce housing.

The central commercial district of La Pointe contains most of the retail goods and services available on the island including groceries, gas/convenience items, restaurants/cafes, post office, recreational rentals, museum, gift shops and marina. The commercial district is easily walkable and convenient to most services. The Madeline Island Ferry carries individuals and vehicles back and forth from the Island to Bayfield daily from about April through December. Transportation across to the island can be by wind sled and ice road during the heavy winter months as permissible. Ferrying to and from La Pointe each day is expensive and during the heavy winter months, transportation can be intermittent. It is not ideal to live on-island, but work off-island, unless you have flexibility to work remotely.

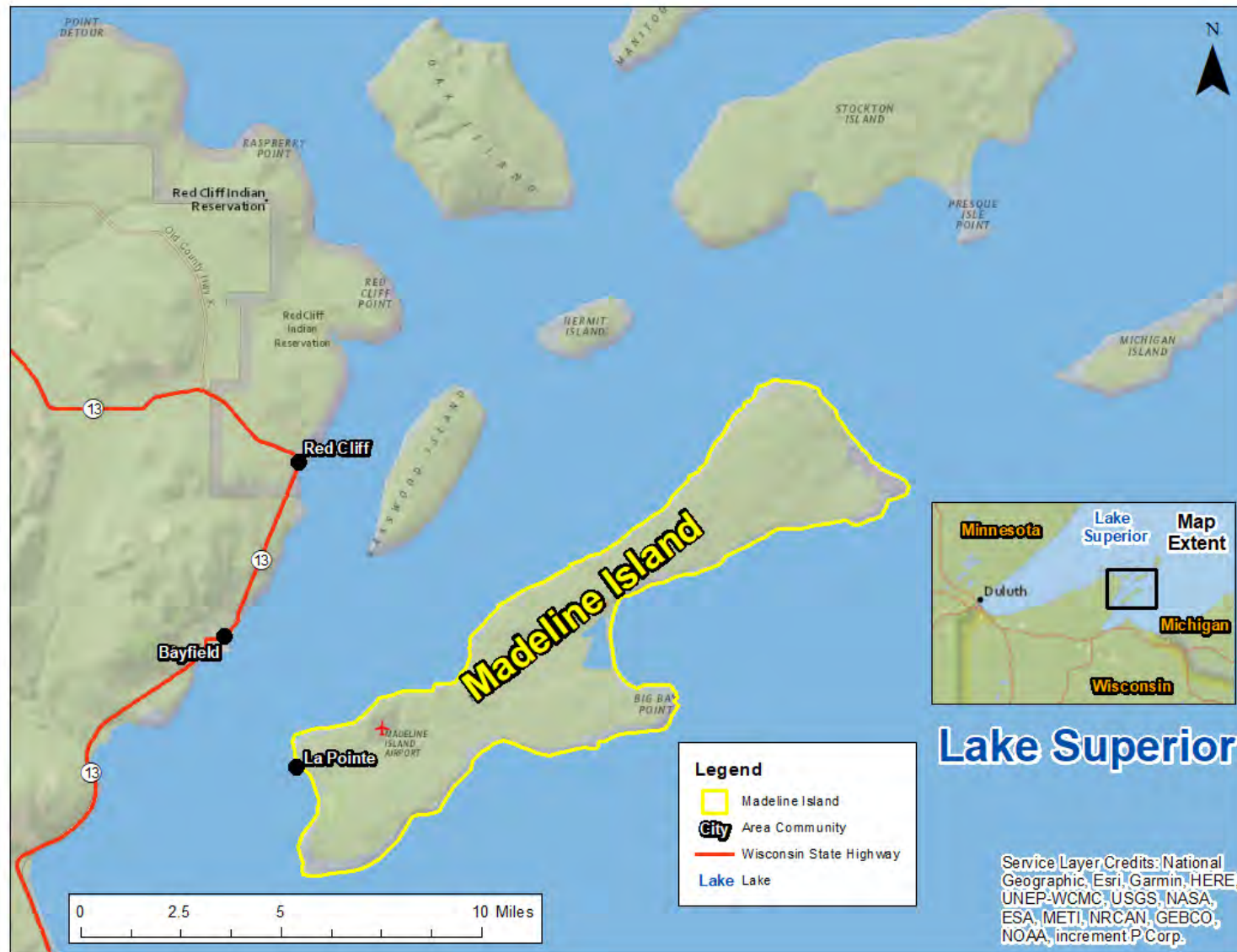
Madeline Island is the largest of the 22 islands in the Apostle Islands. It has the largest population of all the islands and is the only island where commercial and private development is allowed. Other cities in the vicinity include Bayfield, Washburn and Ashland. As of 2023, Ashland County is estimated to have a population of 15,869 people and Bayfield County is estimated to have 16,325 people. Although La Pointe's population increased by 167 people, Ashland County had an overall population decrease between 2010 and 2020 of 130 people, led by a significant decrease in Ashland city's population (-302 people). Bayfield County, however, had a strong population increase (1,206 people) with strong increases in the Towns of Russell (274 people), Iron River (117 people) and Bayfield (107 people) and the City of Bayfield (97 people).

The map on the following page shows the location of the Town of La Pointe and Madeline Island within the regional area of Ashland and Bayfield Counties and the Apostle Islands National Lakeshore.

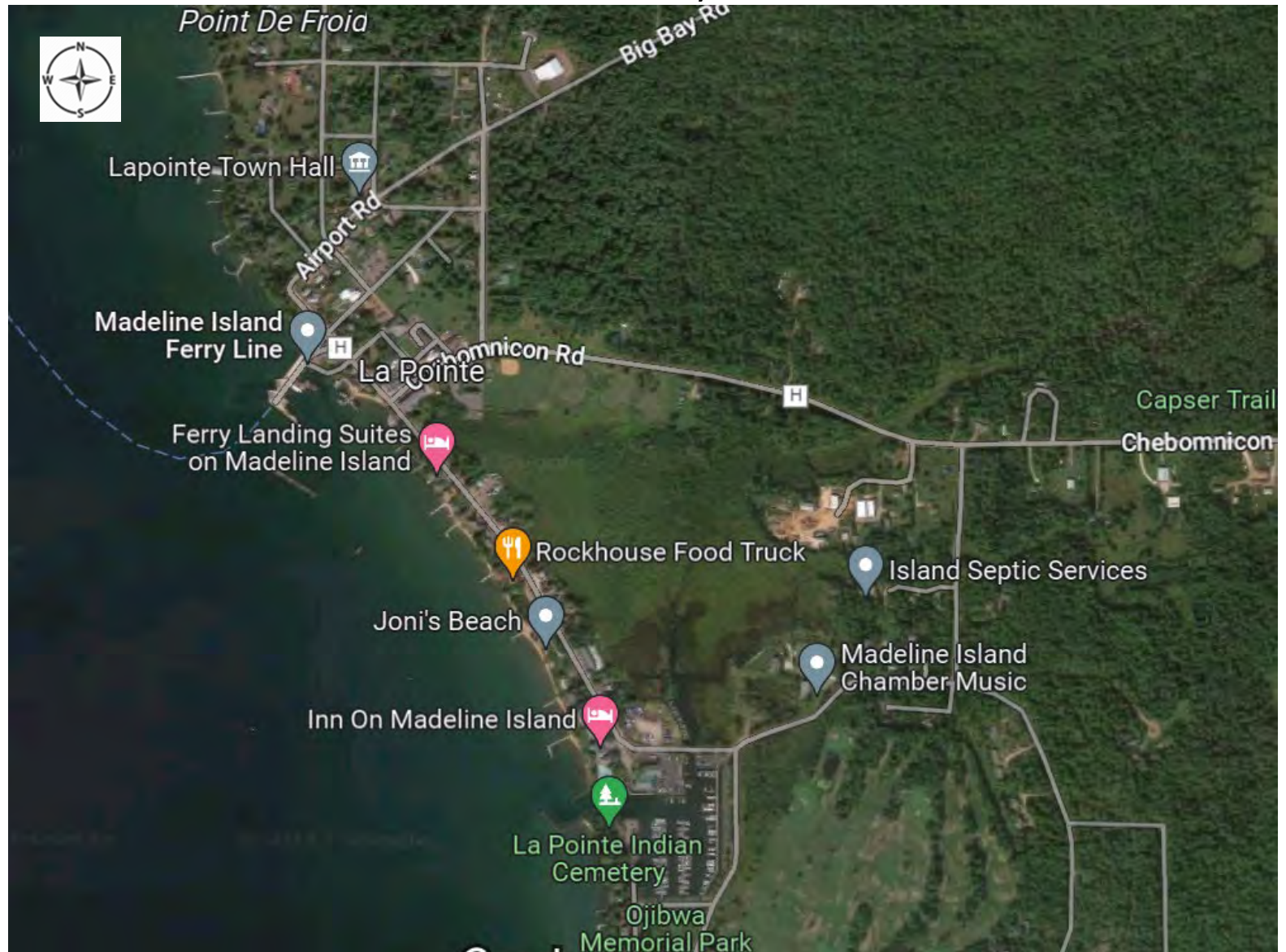
Regional Location



La Pointe, WI and Madeline Island



Aerial View of La Pointe Primary Commercial District



Surrounding Land Uses

Once outside of the immediate commercial area, the island is generally populated by single-family detached dwellings. The Airport, (Major Gilbert Field/4R5) is situated north of the main commercial district along Airport Road, 1.8 miles from the Downtown. The Marina is 0.5 miles from the Downtown. Big Bay State Park and Big Bay Town Park both are approximately 6 miles from the Downtown. Land uses in and near the core commercial district include retail goods, restaurants/cafes, museum, marina, ferry transportation, churches and other businesses. Single-family homes and vacation residences dominate areas that are outside of the core commercial district.

- **North:** Local airport, Library, Town Hall, residential;
- **South:** Commercial, marina, golf club, hotel/motel, seasonal rentals, single-family homes;
- **West:** Lake Superior;
- **East:** Big Bay State Park; Madeline Island School of the Arts; residential and seasonal rentals.

Access and Visibility

Access to locations adjacent to or near the core commercial district are usually within easy walking distance. If new housing is built close to the core commercial district, residents will have easy access to shopping, services and transportation, without the need of a vehicle. Sites that would be developed in other locations on the island or more than one-half mile from the core commercial area may necessitate some type of vehicle transportation.

Most sites that would be off the main street (Fort Road) are likely to be less visible even though they would be conveniently accessible. The population on the island is not sizeable and those coming to and residing on the island or those seeking affordable housing would find that housing through the Town offices, the Chamber of Commerce or other local community connections.

Proximity to Shopping, Employment, Recreation and Services

Tourism is the dominant industry on Madeline Island. During the summer months, the population of the Island swells from its 430 people (2023) to more than 2,500 people. Some businesses on the Island are only open during the high season, while others are open year-round, although may have more limited operating hours. Those living on the island year-round can face challenges with obtaining some goods and services. If weather is inclement and the traditional ferry, wind sled route is impassable or unusable, residents may have difficulties obtaining

PROJECT DESCRIPTION AND SITE EVALUATION

basic goods and services due to shortages. While this does not occur very often, those of low- or moderate incomes may be most directly impacted by goods and services shortages. Goods and services available on Madeline Island and primarily in the core commercial district include:

Transportation

Madeline Island Ferry Line
Madeline Island Airport

Restaurants/Cafes

Beach Club on Madeline Island
Bell Street Tavern
Farmhouse Kitchen and Inn
Grandpa Tony's
Café Seiche
Mission Hill Coffee House
Quinn and Zayda's Bakery
Rock House Food Truck
Inn on Madeline Island

Groceries

Madeline Island Market
Lori's Convenience Store
La Pointe Provisions
Marina

Recreational Rentals

Motion to Go

Public Services

Madeline Island Library
US Post Office
La Pointe Town Hall

Healthcare

La Pointe Community Clinic

Walking and hiking trails are found across the Island including Capser and Nucy Meech Trail, The Borroughs Memorial Trail, North End Long Loop and North End Short Loop. Big Bay State Park is owned and operated by the Wisconsin Department of Natural Resources. The Park offers camping facilities, hiking trails, swimming beach and 1-mile boardwalk. Big Bay Town Park is operated by the Town of La Pointe; it offers camping facilities, hiking trails, swimming beach, and lagoon for nonmotorized vessels. Madeline Island Wilderness Preserve has more than

2,600 acres of forest, wetlands and trails and is a non-profit land trust established in 1987 by residents of Madeline Island.

La Pointe Community Clinic operates year-round on Madeline Island and provides general health care and lab services. Emergency and hospital services are found at Memorial Medical Center in Ashland, Wisconsin. X-ray services are available at Red Cliff Clinic (about two miles from the City of Bayfield).

Two churches are on Madeline Island, St. John's United Church of Christ and St. Joseph Catholic Church. Other nearby churches are in Bayfield and Washburn, Wisconsin.

Local Attributes Supportive for Housing Development

Despite its limited accessibility and limited permanent year-round population, the Town of La Pointe offers a diverse array of goods and services sufficient to support the development of additional housing targeted to the local workforce.

Specifically, La Pointe offers:

- Convenient retail goods and services in the core commercial district and within walking distance of the Madeline Island Ferry Line to Bayfield.
- Locations near the core commercial district are within walking distance of places of worship, public education (elementary school), health care services, entertainment and recreation.
- Unique and picturesque natural setting surrounded by Lake Superior, access to the Madeline Island Wilderness Reserve, Big Bay Town Park, and Big Bay State Park (on Island) and the Apostle Islands National Lakeshore (off-Island).
- Principal employment on the Island consists of retail jobs, transportation, construction, education and public government. A number of those living on the Island are employed at jobs in Ashland/Bayfield County but work remotely or are self-employed.

Introduction

Demographic characteristics and trends are important components in assessing housing needs in any given market area. This section of the report begins by delineating a draw area for affordable workforce housing that would be developed in the Town of La Pointe, Wisconsin and examines the demographic and economic characteristics of the draw area as they relate to demand for general occupancy affordable housing (for-sale and rental). A review of these characteristics provides insight into demand for workforce housing in the draw area.

Primary Market Area Definition

The location of a proposed workforce housing development is the Town of La Pointe, Wisconsin, on Madeline Island in far northern Wisconsin. As mentioned earlier, Madeline Island is the largest of the 22 Apostle Islands and is in Ashland County. Madeline Island is the only commercially and privately developed island in the Apostle cluster and is connected to the City of Bayfield and Bayfield County via ferry and air service. In the winter months, transport to and from the Island can be intermittent due to severe weather conditions and ice depth in the Lake Superior channel between the island and the mainland. The Town of La Pointe and the Island as well as the surrounding area and Lake Superior are picturesque and the area attracts many visitors as well as those that live part of the year on the Island and those that eventually make the Island their permanent home.

Tourism is the Island's primary industry and employs the largest share of workers on the Island. Nevertheless, other government and business services also have need of workers, many of which are employed year-round.

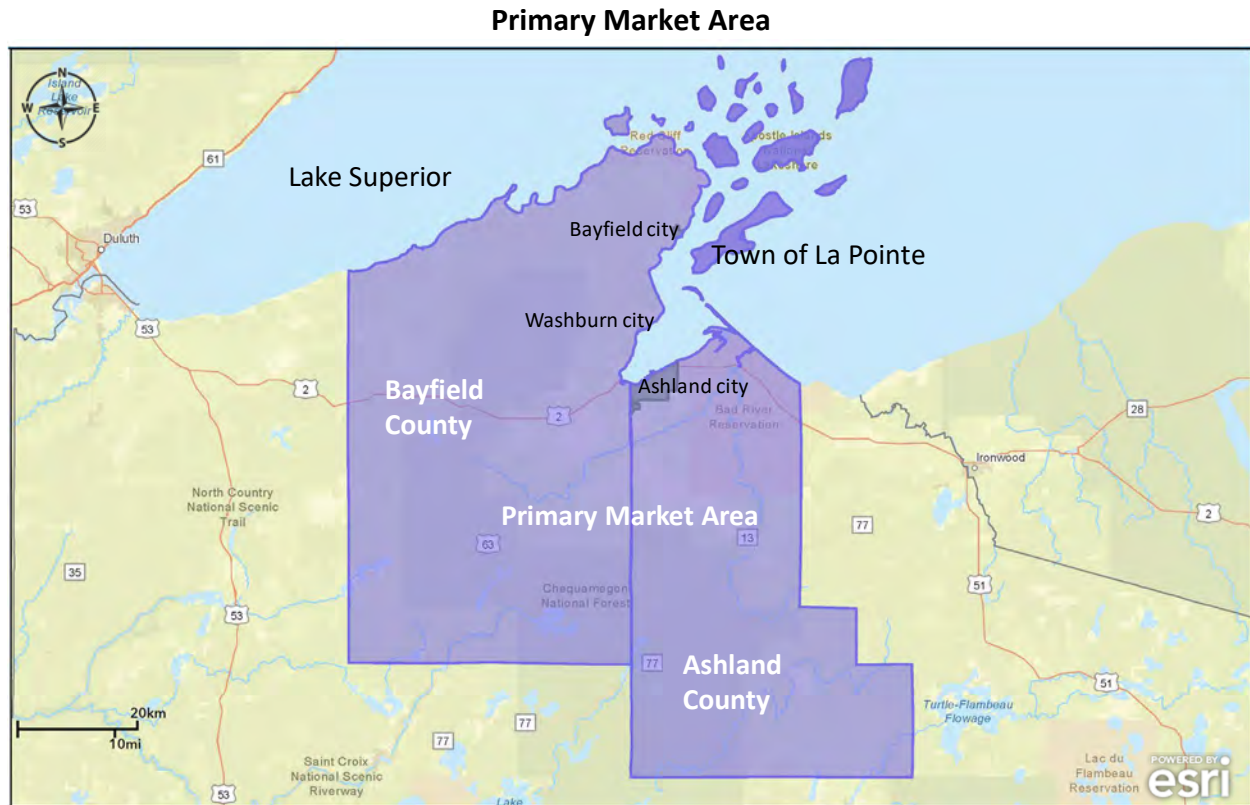
La Pointe has identified some locations near the primary commercial district (Downtown) of the community that may be suitable for new residential units. Other property on the Island may also be appropriate. The Island is under the governmental jurisdiction of Ashland County and is not part of the National Lakeshore, which is under the jurisdiction of the federal government. La Pointe provides municipal services to residents of the Town. Public school students from K through 5th grade attend classes at the school on the Island. Middle school and high school students attend classes in Bayfield. The Ashland Daily Press provide information on local news and events as well as regional news and some limited State news. The Island Gazette publishes a print edition seven times a year.

Geographic features, major transportation routes and connections and regional travel patterns also influence market area boundaries. The primary highway across far Northern Wisconsin is Highway 2 which extends from Superior to the far west into the Upper Peninsula of Michigan over to St. Ignace/Makinaw City. Highway 13 connects Highway 2 to the Cities of Washburn and Bayfield in Bayfield County which provide access to La Pointe, via ferry service. Ashland city is situated on US Highway 2.

DEMOGRAPHIC REVIEW

Maxfield Research determined the draw area from which a workforce housing development is likely to draw most of its prospective residents as Ashland and Bayfield Counties. However, the significant draw of the area for tourism means that potential workers to the Island may come from outside of the immediate geography as they may have an affinity to the area, may have visited the area many times and/or may be attracted to the area for reasons that do not only include employment. As such, the demand calculation for workforce housing on the Island accounts for a portion of demand that will come from those not currently residing on the Island, but who will seek employment and want to reside on the island for work convenience and for the lifestyle.

We estimate that 70% to 80% of the demand for affordable workforce housing in La Pointe will be generated from the PMA (Ashland and Bayfield Counties). The remaining portion of the demand (20% to 30%) will come from outside the defined PMA. The following map illustrates La Pointe's location in the PMA.



Population and Household Growth Trends

Table D-1 presents population and household growth trends in the Market Area from 2000 to 2030. The 2000, 2010 and 2020 population and household figures were obtained from the U.S. Census Bureau (Decennial Census). The 2023 estimates and projections for 2028 and 2030 were based on estimates and forecasts made by the Wisconsin Department of Administration, ESRI, Inc. (a reputable national demographics firm) and Maxfield Research. The following are key points from Table D-1.

- As of 2010, the PMA contained 31,171 people and 13,422 households. Between 2000 and 2010, the PMA experienced a modest decline in population (708 people, -2.2%) but households increased by 497 (3.8%). The increase in households against population indicates an overall aging of the population with fewer people in each household. This pattern is further demonstrated in the 2010 and 2020 Census figures. By comparison, Wisconsin saw growth of 6.0% in population and 9.4% in households during the same period.
- As of 2020, the PMA had 32,247 people and 14,237 households. Between 2010 and 2020, the PMA population increased by 1,076 people (3.5%) and 815 households (6.1%). The proportional growth in households exceeded the proportional growth in population, again indicating that household size continues to decrease. Between 2010 and 2020, La Pointe and

Bayfield experienced significant population and household increases, overshadowing Washburn and Ashland. La Pointe had increases of 64.0% for population and 44.2% for households while Bayfield had increases of 22.9% for population and 26% for households. During this period, Wisconsin experienced growth of 3.6% in population and 6.5% in households, not significantly dissimilar to the PMA.

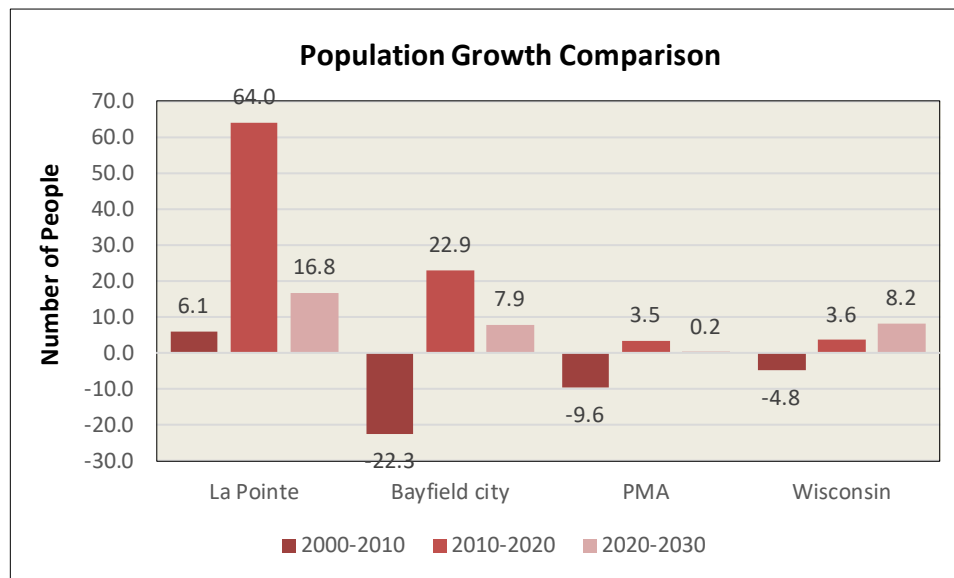
- Land is available in La Pointe for the development of new housing. Current residential land use is predominantly low-density and under current zoning ordinances, most locations do not allow for the development of medium- and high-density housing. The Town has identified two locations near to the commercial district that could accommodate new housing, but the number of units at low-density may be limited. Smaller set-backs and clustering of attached and detached units may increase the number of units that can be accommodated. It will be important to locate new development where appropriate infrastructure is in place or can be connected to the Site. New housing added would result in population and household growth to sustain local employers and new economic development.
- Decreasing household sizes demonstrates the Primary Market Area is gaining households, but that those households have fewer people, on average. The increase in households in La Pointe reflects previously seasonal residents converting to year-round residency as building permits for new residential dwellings does not match the household increase shown between the 2010 and 2020 Censuses.
- Between 2020 and 2023, the population and household bases of La Pointe and surrounding larger cities have increased just slightly or have remained stable. Ashland County is estimated to have decreased in population and households while Bayfield County is estimated to have increased. Although we anticipate that Bayfield County and La Pointe will continue to attract residents, Ashland County is likely to continue to experience population and household declines.

DEMOGRAPHIC REVIEW

TABLE D-1
POPULATION AND HOUSEHOLD GROWTH TRENDS AND PROJECTIONS
LA POINTE, WI MARKET AREA
2010 - 2028

							Change			
	Census			Estimate	Forecast		2010-2020		2020-2030	
	2000	2010	2020	2023	2028	2030	No.	Pct.	No.	Pct.
POPULATION										
Town of La Pointe	246	261	428	433	470	500	167	64.0%	72	16.8%
Bayfield city	611	475	584	586	620	630	109	22.9%	46	7.9%
Washburn city	2,280	2,062	2,051	2,058	2,075	2,090	-11	-0.5%	39	1.9%
Ashland city	8,620	8,207	7,905	7,820	7,780	7,760	-302	-3.7%	-145	-1.8%
Ashland County	16,866	16,157	16,027	15,869	15,850	15,830	-130	-0.8%	-197	-1.2%
Bayfield County	15,013	15,014	16,220	16,325	16,450	16,480	1,206	8.0%	260	1.6%
Total - Cities	11,757	11,005	10,968	10,897	10,945	10,980	-37	-0.3%	12	0.1%
Total - Counties	31,879	31,171	32,247	32,194	32,300	32,310	1,076	3.5%	63	0.2%
Wisconsin	5,363,675	5,686,986	5,893,718	5,931,373	5,961,799	6,375,510	206,732	3.6%	481,792	8.2%
HOUSEHOLDS										
Town of La Pointe	125	138	199	199	210	220	61	44.2%	21	10.6%
Bayfield city	289	254	320	321	322	350	66	26.0%	30	9.4%
Washburn city	938	912	947	956	965	978	35	3.8%	31	3.3%
Ashland city	3,513	3,516	3,446	3,430	3,416	3,425	-70	-2.0%	-21	-0.6%
Ashland County	6,718	6,736	6,805	6,770	6,738	6,805	69	1.0%	0	0.0%
Bayfield County	6,207	6,686	7,432	7,504	7,573	7,590	746	11.2%	158	2.1%
Total - Cities	4,865	4,820	4,912	4,906	4,913	4,910	92	1.9%	-2	0.0%
Total - Counties	12,925	13,422	14,237	14,274	14,311	14,330	815	6.1%	93	0.7%
Wisconsin	2,084,544	2,279,768	2,428,361	2,452,751	2,478,864	2,697,884	148,593	6.5%	269,523	11.1%

Sources: U.S. Census Bureau; Wisconsin Dept of Administration; ESRI, Inc.; Maxfield Research & Consulting, LLC



- Between 2020 and 2030, the PMA is projected to add 63 people (0.2%) and 93 households (0.7%). This compares to growth of 8.2% and 11.1% for Wisconsin, respectively.

- The rate of growth between 2020 and 2030 for all geographies in the PMA is anticipated to be slower than during the previous decade. Locations such as La Pointe, Bayfield, Washburn and other highly-amenitized natural environments are anticipated to experience higher growth rates by comparison over the decade.

Residential Building Permit Trends

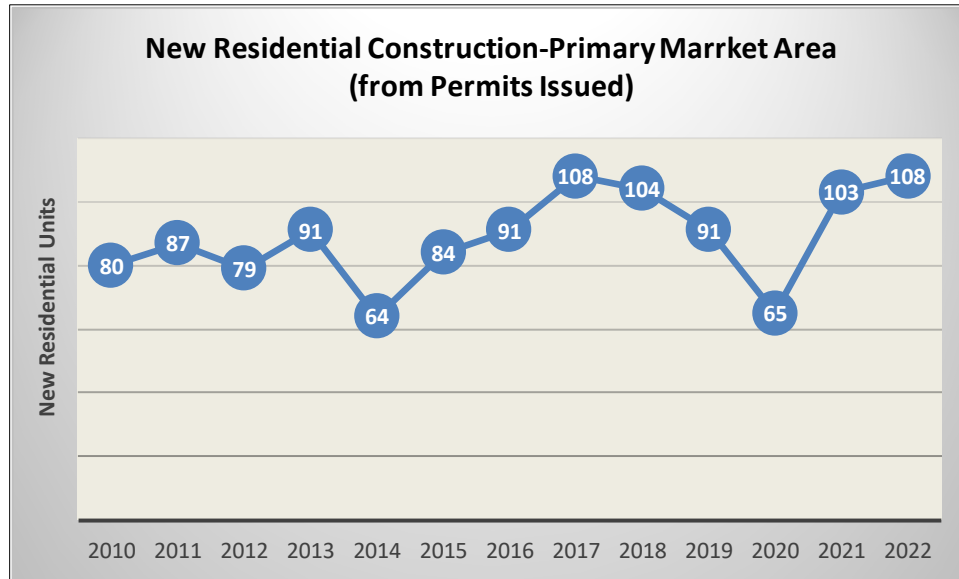
Based on building permit data, Table D-2 presents the number of housing units added in La Pointe and in the PMA from 2010 through 2021. The data is sourced from Town of La Pointe and the HUD SOCDs Database. Data includes single-family detached units, duplex units, 3- to 4-unit buildings and 5+ unit buildings.

- As displayed in the graph on the following page, residential permitting in the Town of La Pointe increased beginning in 2019 and beginning again in 2015 in the Primary Market Area.

TABLE D-2 RESIDENTIAL BUILDING PERMIT TRENDS LA POINTE AND PRIMARY MARKET AREA 2010 THROUGH 2022										
	Town of La Pointe					Primary Market Area				
	<u>SFD</u>	<u>DP</u>	<u>T/Quad</u>	<u>MF</u>	<u>Total</u>	<u>SFD</u>	<u>DP</u>	<u>T/Quad</u>	<u>MF</u>	<u>Total</u>
2010	---	---	---	---	---	80	0	0	0	80
2011	1	0	0	0	1	87	0	8	0	87
2012	4	0	0	0	4	77	2	0	0	79
2013	2	0	0	0	2	91	0	0	0	91
2014	2	0	0	0	2	64	0	0	0	64
2015	2	0	0	0	2	84	0	0	0	84
2016	1	0	0	0	1	89	2	0	0	91
2017	2	0	0	0	2	101	0	0	7	108
2018	2	0	0	0	2	104	0	0	0	104
2019	4	0	0	0	4	91	0	0	0	91
2020	7	0	0	0	7	65	0	0	0	65
2021	3	0	0	0	3	103	0	0	0	103
2022	9	0	0	0	9	108	0	0	0	108
Total	39	0	0	0	39	1,144	4	8	7	1,155
SFD = single-family detached; DP = Duplex; Tri/Quad = 3-4 Units; MF = buildings with 5+ units *Includes Ashland and Bayfield Counties										
Sources: HUD SODQS database; Town of La Pointe; Maxfield Research & Consulting, LLC										

DEMOGRAPHIC REVIEW

- Residential construction activity remained relatively strong during the Recession, dipped in 2014, then increased again, peaking in 2017 at 108 units. Construction dropped from 2017 to only 65 units in 2020, then increased again up to a second peak of 108 in 2022. Most of the new residential construction occurred in Bayfield County. Ashland County accounted only for a little over 10% of new residential construction during the period. Multifamily construction was virtually non-existent.



- All new residential construction in La Pointe has been single-family units and nearly all in the PMA, the same. There was one, seven unit multifamily building, two, four-unit buildings and some duplexes constructed during this period.
- Based on data collected from La Pointe and other databases, the supply of new housing units in the PMA increased 5.0% from 2010 through 2022 (1,155 units). Most new residential development occurred in Bayfield County. Based on population and household growth however, it is likely that many of the new housing units constructed, while physically considered permanent units, are only occupied seasonally.

Age Distribution

Table D-3 shows the age distribution of people in the Primary Market Area in 2000 and 2010 according to the U.S. Census. Detailed age distribution and other demographic data from the 2020 Decennial Census has not yet been released. Estimates for 2023 and projections for 2028 are calculated by Maxfield Research based on the data from ESRI, Inc., a nationally recognized demographic services firm. This information identifies the potential growth in the primary target market segments for the primary workforce.

- In 2010, the Primary Market Area had 31,171 people and 13,422 households. The largest adult age group in the PMA was people ages 25 to 34, which totaled 19,966 people (15.2% of the total population). The second largest age group was people ages 45 to 54 (13.1% of the total population).
- Growth in the population has been observed since 2010. Between 2010 and 2022, the PMA's population is estimated to have grown by 15,575 people (13.1%). By comparison, the population of the Twin Cities Metro Area is estimated to have increased by 378,053 people or 13.3%.
- The highest numerical population growth in the PMA over the next five years is projected to occur in the 35 to 44 age group, which is estimated to increase by 1,791 people (10.3%). The second highest numerical growth in the PMA among adults is projected to be people ages 65 to 74, estimated to increase by 1,170 or 10.8%. This group represents a large portion of the baby boom generation, which as of 2022 are ages 58 to 76.
- Between 2022 and 2027, people under age 20 are projected to increase by 1,206 (3.1%). Households with children will be a primary market segment for the proposed affordable family housing.

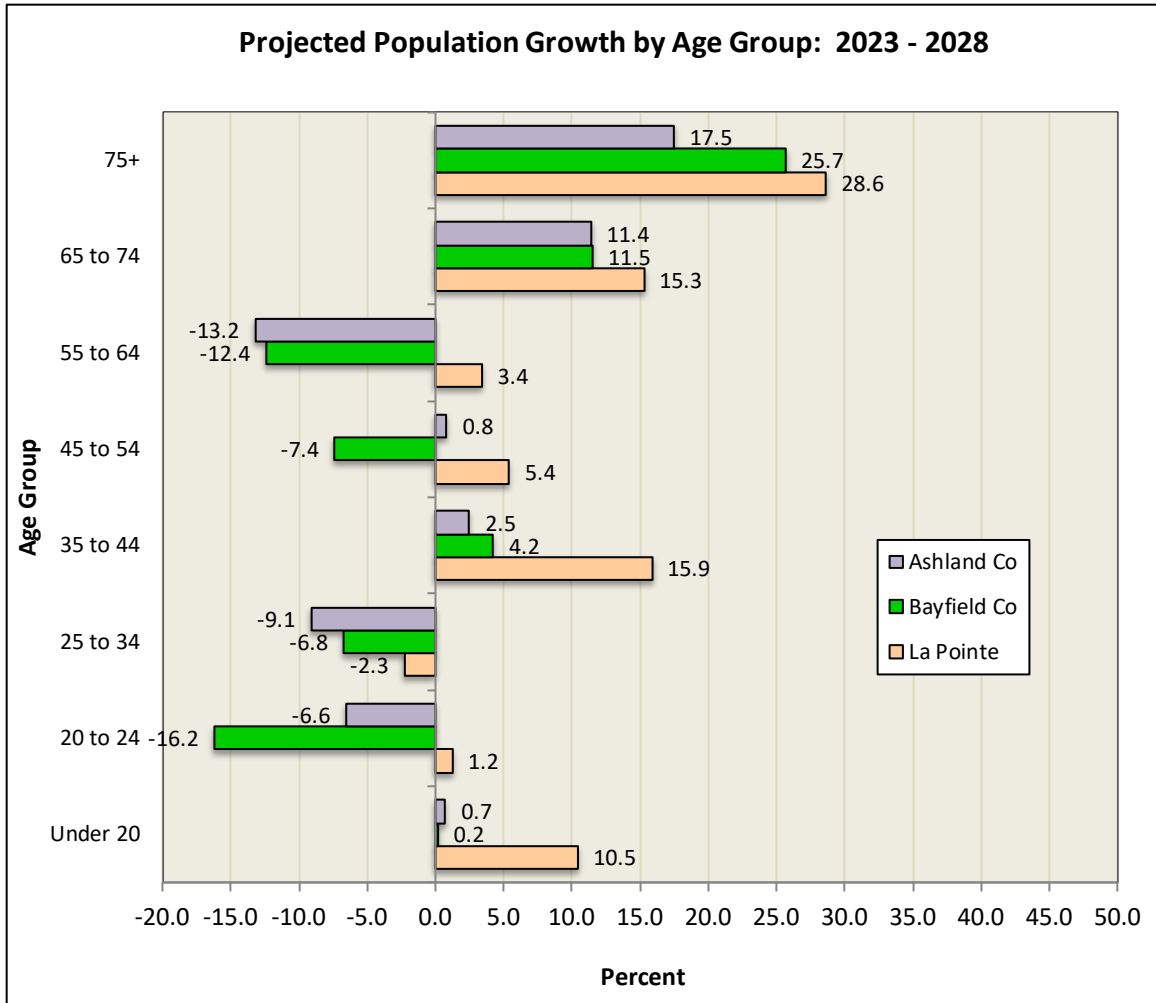


TABLE D-3 AGE DISTRIBUTION TOWN OF LA POINTE AND SURROUNDING AREA 2010 - 2028							
Age	Census	Estimate	Projection	Change			
				2010-2023		2023-2028	
	2010	2023	2028	No.	Pct.	No.	Pct.
La Pointe							
Under-20	43	60	66	17	39.5	6	10.5
20 to 24	8	13	13	5	62.5	0	1.2
25 to 34	23	38	37	15	65.2	-1	-2.3
35 to 44	38	58	67	20	52.6	9	15.9
45 to 54	44	66	70	22	50.0	4	5.4
55 to 64	68	115	119	47	69.1	4	3.4
65 to 74	28	64	74	36	128.6	10	15.3
75+	9	19	24	10	111.1	5	28.6
Total	261	433	470	172	65.9	37	8.7
Ashland County							
Under-20	4,235	3,745	3,772	-490	-11.6	27	0.7
20 to 24	1,121	984	919	-137	-12.2	-65	-6.6
25 to 34	1,856	1,936	1,759	80	4.3	-177	-9.1
35 to 44	1,750	1,825	1,870	75	4.3	45	2.5
45 to 54	2,490	1,682	1,696	-808	-32.4	14	0.8
55 to 64	2,138	2,428	2,108	290	13.6	-320	-13.2
65 to 74	1,307	1,920	2,140	613	46.9	220	11.4
75+	1,260	1,349	1,585	89	7.1	236	17.5
Total	16,157	15,869	15,850	-288	-1.8	-19	-0.1
Bayfield County							
Under-20	3,123	2,874	2,879	-249	-8.0	5	0.2
20 to 24	481	569	477	88	18.3	-92	-16.2
25 to 34	1,263	1,376	1,283	113	8.9	-93	-6.8
35 to 44	1,587	1,594	1,661	7	0.4	67	4.2
45 to 54	2,636	2,096	1,941	-540	-20.5	-155	-7.4
55 to 64	2,812	3,173	2,780	361	12.8	-393	-12.4
65 to 74	1,867	2,876	3,208	1,009	54.0	332	11.5
75+	1,245	1,767	2,221	522	41.9	454	25.7
Total	15,014	16,325	16,450	1,311	8.7	125	0.8
Primary Market Area							
Under-20	7,358	6,619	6,651	-739	-10.0	32	0.5
20 to 24	1,602	1,553	1,396	-49	-3.1	-157	-10.1
25 to 34	3,119	3,312	3,042	193	6.2	-270	-8.1
35 to 44	3,337	3,419	3,532	82	2.5	113	3.3
45 to 54	5,126	3,778	3,637	-1,348	-26.3	-141	-3.7
55 to 64	4,950	5,601	4,888	651	13.2	-713	-12.7
65 to 74	3,174	4,796	5,348	1,622	51.1	551	11.5
75+	2,505	3,116	3,806	611	24.4	690	22.1
Total	31,171	32,194	32,300	1,023	3.3	106	0.3
Sources: U.S. Census Bureau; ESRI; Maxfield Research & Consulting, LLC.							

- The primary target market segments for affordable workforce housing in La Pointe will be singles, roommates and younger couples, a portion of which will be seasonal workers while others will be year-round. Other groups may also be interested in affordable housing such as single-parents and small families, but these groups are likely to be more limited. Households with low and moderate incomes are more likely to rent their housing, including those with children.

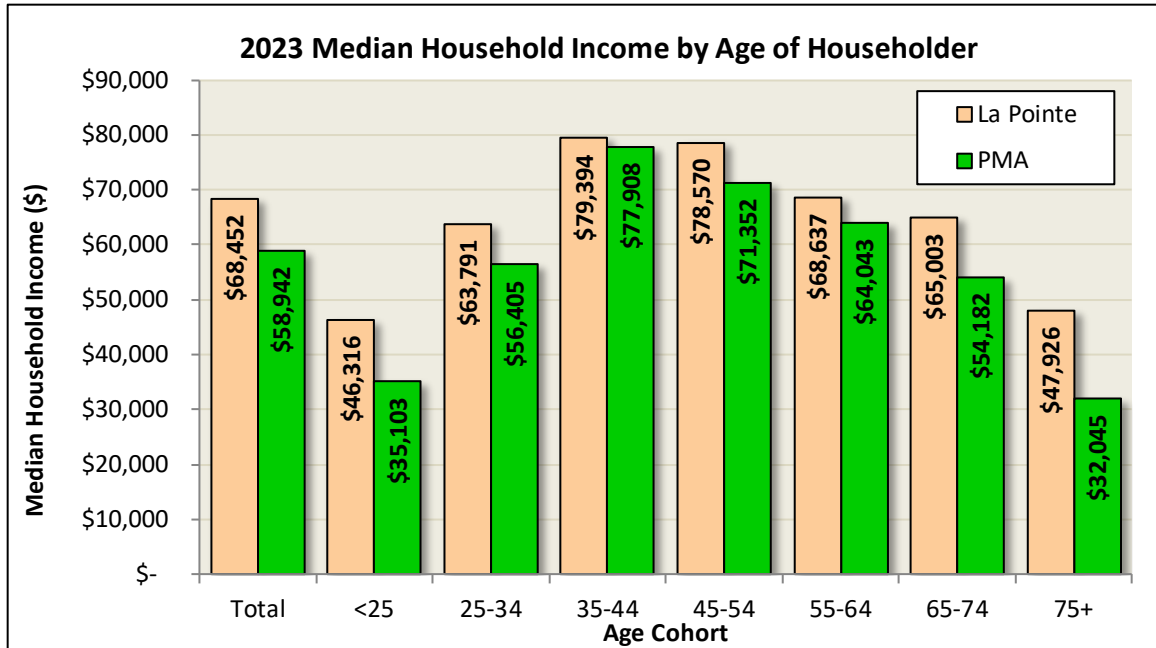
Household Incomes

Tables D-4 and D-5 show incomes for households in La Pointe and the PMA in 2023 and 2028 based on information provided by ESRI, Inc. and the U.S. Census Bureau. The data in the tables help determine demand for affordable rental housing based on the size of the market at specific income levels. This data is analyzed along with the HISTA report data and are incorporated into the demand calculations which are presented later in the report.

Housing is considered affordable if a household pays no more than 30% of their gross income toward housing costs. Owner households typically spend between 25% and 30% of their income towards housing. Renter households may spend more than 30% of their income for housing, depending on their income bracket. Households that spend more than 30% are considered “cost burdened.” Households that spend 50% or more of their income for housing are considered “severely cost burdened.” In general, workforce rental housing targets households with moderate incomes, those between 50% and 60% of AMI. Workforce owned housing targets households with income between 80% and 100% of AMI.

The following are key points from Table D-4 and D-5:

- The median income for all households in the Primary Market Area is estimated at \$58,942 as of 2023. Within this age group, the median income is highest for households between the ages of 35 and 44 (\$79,585), followed by households between the ages of 45 and 54 (\$73,324). Households ages 25 to 34 are estimated to have a median household income of \$57,666. By comparison, median household incomes by age cohort are estimated to be higher in La Pointe than the PMA in every age group. This is likely due to the higher housing price points in La Pointe and many fewer renter households. The estimated median household income in the PMA is 29% less than that of La Pointe (\$68,452).
- The target market for the proposed affordable workforce units is households under age 45, primarily without children with a household income that would not exceed \$33,780 for a one-person household and \$35,580 (60% of AMI) for a two-person household. Most units provided would have either one bedroom or two bedrooms but a limited number of units may be slightly larger, to accommodate a small family. We anticipate the maximum household size would be four people (a maximum allowable income of \$48,180 at 60% AMI). As of 2023, there are an estimated 5,769 households with incomes at or less than \$48,180 and 2,830 households with incomes between \$28,150 (50% of AMI) and \$48,180 (60% of AMI).



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TABLE D-4
HOUSEHOLD INCOME BY AGE OF HOUSEHOLDER
TOWN OF LA POINTE, WI
2023 & 2028

	Age of Householder							
	Total	<25	25-34	35-44	45-54	55-64	65 -74	75+
2023								
Less than \$15,000	7	0	0	1	1	3	1	1
\$15,000 to \$24,999	2	0	0	0	0	2	0	0
\$25,000 to \$34,999	10	0	2	1	1	2	2	2
\$35,000 to \$49,999	43	2	3	5	5	13	9	5
\$50,000 to \$74,999	51	1	4	9	8	16	9	3
\$75,000 to \$99,999	35	0	3	8	6	9	6	2
\$100,000 to \$199,999	35	0	2	7	7	12	5	1
\$200,000 or more	17	0	1	4	3	6	3	0
Total	199	3	15	36	31	64	36	14
Median Income	\$68,452	\$43,833	\$62,826	\$78,318	\$76,472	\$65,574	\$62,504	\$45,664
2028								
Less than \$15,000	5	0	0	1	1	0	1	2
\$15,000 to \$24,999	1	0	0	0	0	1	0	0
\$25,000 to \$34,999	5	0	1	0	0	2	1	1
\$35,000 to \$49,999	19	1	2	2	2	3	4	3
\$50,000 to \$74,999	69	2	5	12	9	22	13	5
\$75,000 to \$99,999	44	0	3	10	8	11	9	3
\$100,000 to \$199,999	42	0	2	9	9	15	7	0
\$200,000 or more	24	0	1	5	4	9	4	0
Total	210	3	15	40	33	64	40	15
Median Income	\$79,688	\$56,250	\$67,652	\$83,698	\$86,962	\$80,888	\$75,000	\$56,972
Change 2023 - 2028								
Less than \$15,000	-2	0	0	0	0	-3	0	1
\$15,000 to \$24,999	-1	0	0	0	0	-1	0	0
\$25,000 to \$34,999	-5	0	-1	-1	-1	0	-1	-1
\$35,000 to \$49,999	-24	-1	-1	-3	-3	-10	-5	-2
\$50,000 to \$74,999	19	1	1	3	1	6	4	2
\$75,000 to \$99,999	9	0	0	2	2	2	3	1
\$100,000 to \$199,999	7	0	0	2	2	3	2	-1
\$200,000 or more	7	0	0	1	1	3	1	0
Total	11	0	0	4	2	-0	4	1
Median Income	\$11,236	\$12,417	\$4,826	\$5,380	\$10,490	\$15,314	\$12,496	\$11,308

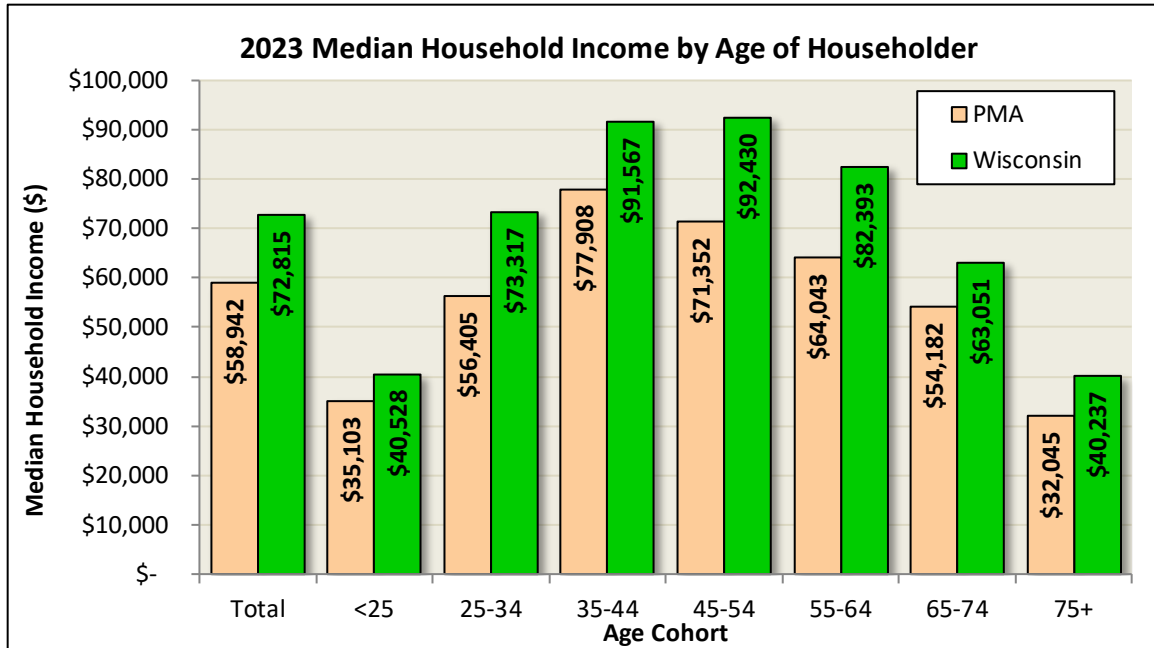
Sources: ESRI; US Census Bureau; Maxfield Research & Consulting, LLC.

DEMOGRAPHIC REVIEW

TABLE D-5
HOUSEHOLD INCOME BY AGE OF HOUSEHOLDER
PRIMARY MARKET AREA (ASHLAND/BAYFIELD COUNTIES)
2023 & 2028

	Age of Householder							
	Total	<25	25-34	35-44	45-54	55-64	65 -74	75+
2023								
Less than \$15,000	1,570	86	158	140	191	388	291	316
\$15,000 to \$24,999	1,345	56	136	94	123	224	269	443
\$25,000 to \$34,999	1,400	48	159	105	131	246	306	405
\$35,000 to \$49,999	1,654	52	194	136	175	309	456	332
\$50,000 to \$74,999	3,009	89	395	381	481	720	679	264
\$75,000 to \$99,999	2,112	31	224	330	371	518	469	169
\$100,000 to \$199,999	2,706	19	270	532	522	755	423	185
\$200,000 or more	478	0	40	98	109	123	80	28
Total	14,274	381	1,576	1,816	2,103	3,283	2,973	2,142
Median Income	\$58,942	\$35,748	\$57,666	\$79,585	\$73,324	\$66,525	\$55,770	\$33,311
2028								
Less than \$15,000	1,364	84	120	115	148	271	274	352
\$15,000 to \$24,999	1,084	41	96	69	84	139	225	430
\$25,000 to \$34,999	1,188	43	117	84	98	169	276	402
\$35,000 to \$49,999	1,483	38	165	113	138	213	435	381
\$50,000 to \$74,999	2,982	93	378	351	425	595	763	378
\$75,000 to \$99,999	2,297	35	234	362	363	475	573	252
\$100,000 to \$199,999	3,330	23	311	639	629	859	658	211
\$200,000 or more	583	0	42	119	131	127	116	47
Total	14,311	358	1,463	1,852	2,017	2,848	3,320	2,453
Median Income	\$67,063	\$38,971	\$63,973	\$87,968	\$83,183	\$78,935	\$63,709	\$39,641
Change 2023 - 2028								
Less than \$15,000	-206	-2	-38	-25	-43	-117	-17	36
\$15,000 to \$24,999	-261	-15	-40	-25	-39	-85	-44	-13
\$25,000 to \$34,999	-212	-5	-42	-21	-33	-77	-30	-3
\$35,000 to \$49,999	-171	-14	-29	-23	-37	-96	-21	49
\$50,000 to \$74,999	-27	4	-17	-30	-56	-125	84	114
\$75,000 to \$99,999	185	4	10	32	-8	-43	104	83
\$100,000 to \$199,999	624	4	41	107	107	104	235	26
\$200,000 or more	105	0	2	21	22	4	36	19
Total	37	-23	-113	36	-86	-435	347	311
Median Income	\$8,121	\$3,223	\$6,307	\$8,383	\$9,859	\$12,410	\$7,939	\$6,330

Sources: ESRI; US Census Bureau; Maxfield Research & Consulting, LLC.



- The number of income-qualified households at between 50% and 60% of Area Median Income is estimated at 2,830 households (19.8% of total households) as of 2023, considering all household ages and sizes of up to four people and 3,543 households (24.8% of total households) for household sizes up to six people, which would include three-bedroom units. By 2028, the number of age and income-qualified households with incomes between 50% and 60% is expected to decrease to 2,238 households (15.6%) for household sizes up to four people and 3,310 households (23.1%) for household sizes up to six people, after accounting for inflation.

Tenure by Age of Householder

Table D-6 shows the number of households that owned and rented their housing in the Town of La Pointe and the PMA in 2010 with an estimate for 2023. Data for 2010 is from the U.S. Census. Data for 2023 utilizes 2020 data from the US Census American Community Survey, adjusted to current estimates. This information lends insight into the number of households among the target market segment that may prefer to rent their housing. Additional data will identify the potential of renter households at various income levels that would be able to qualify for affordable housing (for-sale and rental).

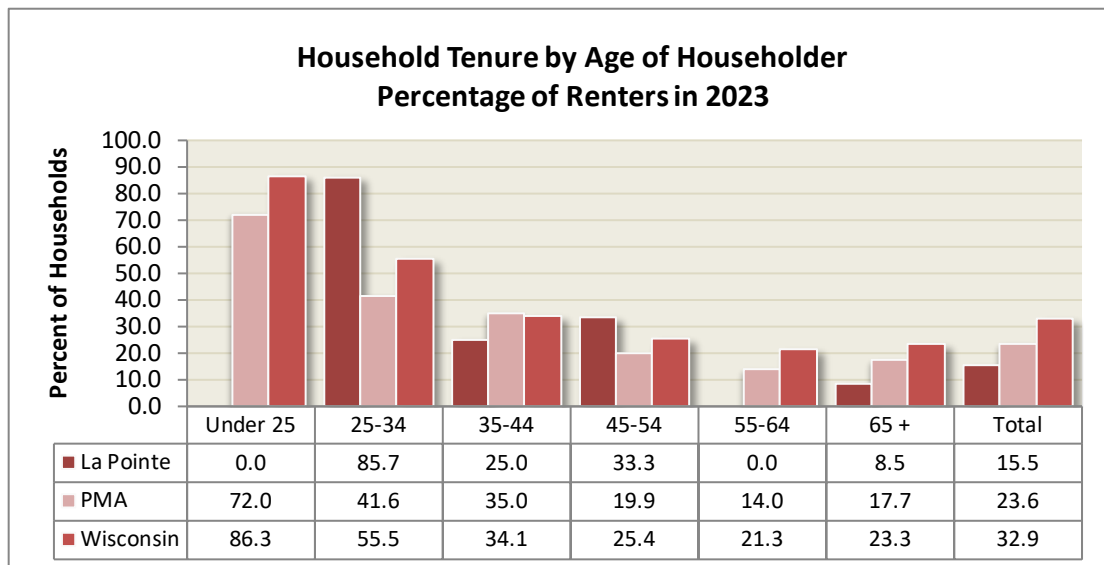
- The data reveals that younger households, those under age 35 typically rent their housing. This is demonstrated in the figures for La Pointe and for the PMA. As of 2023, an estimate 86% of households 25 to 34 rent their housing. This compares with 41.6% of the PMA and 55.5% for Wisconsin. Housing costs on La Pointe are higher than in most of Ashland and Bayfield Counties and most of the housing on the island is owned and not rented.
- Rental rates drop among mid-age and older adult households in the PMA. The older adult rental rate in 2023 is estimated at 35% for households age 35 to 44, dropping to 20% for households age 45 to 54 and declining further to 14% for households age 55 to 64. For households age 65+, it is estimated at 17.7%, indicating that older households may elect to rent rather than own in their later years, seeking more convenience and flexibility in their residence arrangements.
- As of 2023, an estimated 24% of households in the PMA and 15.5% of household in La Pointe, rent their housing. These proportions are much lower than Wisconsin's at 32.9%. From 2010 to 2023, the proportion of households renting their housing dropped in La Pointe and in the PMA but increased by 1% in Wisconsin.
- The proportion of households owning their housing increased in La Pointe and in the PMA during the period but decreased slightly in Wisconsin. Although an increase in the proportion of ownership households is positive, the decline in the proportion of rental households and the lack of new rental housing developed, signals there is a shortage of traditional rental housing in La Pointe and the PMA to accommodate workforce households, those that work in the area that may need a rental situation rather than ownership. Households may need more flexibility in their residential options than an ownership position will allow. This suggests that households in the PMA are modestly more likely to rent their housing. Younger households that have children and modest incomes may also be more likely to rent their housing. Demand calculations that follow in a later section are provided for ownership and rental housing.

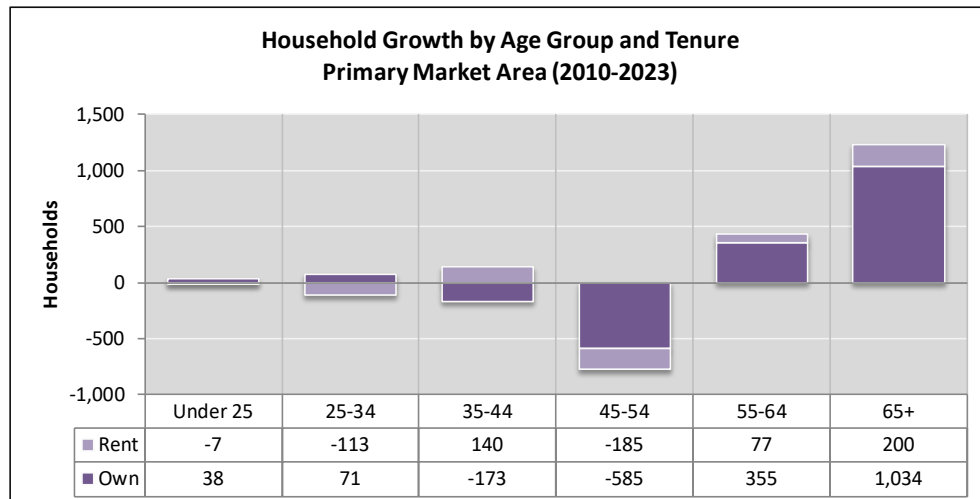
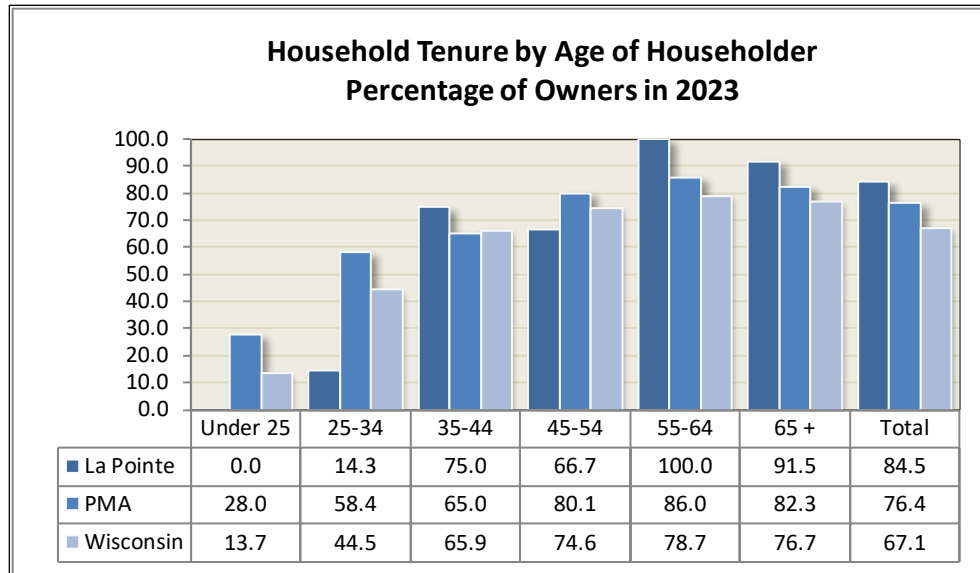
DEMOGRAPHIC REVIEW

TABLE D-6
TENURE BY AGE OF HOUSEHOLDER
TOWN OF LA POINTE AND PRIMARY MARKET AREA
2010 & 2023

Age		Town of La Pointe, WI				Ashland & Bayfield Cos (PMA)				Wisconsin	
		2010		2023		2010		2023		2010	2023
		No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	Pct.	Pct.
Under 25	Own	0	0.0	0	0.0	98	21.6	136	28.0	13.5	13.7
	Rent	3	100.0	0	0.0	356	78.4	349	72.0	86.5	86.3
	Total	3	100.0	0	0.0	454	100.0	485	100.0	100.0	100.0
25-34	Own	3	27.3	2	14.3	801	52.1	872	58.4	47.3	44.5
	Rent	8	72.7	11	85.7	735	47.9	622	41.6	52.7	55.5
	Total	11	100.0	13	100.0	1,536	100.0	1,494	100.0	100.0	100.0
35-44	Own	18	66.7	16	75.0	1,314	73.4	1,141	65.0	69.5	65.9
	Rent	9	33.3	5	25.0	475	26.6	615	35.0	30.5	34.1
	Total	27	100.0	22	100.0	1,789	100.0	1,756	100.0	100.0	100.0
45-54	Own	24	88.9	14	66.7	2,327	79.0	1,742	80.1	76.8	74.6
	Rent	3	11.1	7	33.3	617	21.0	432	19.9	23.2	25.4
	Total	27	100.0	22	100.0	2,944	100.0	2,174	100.0	100.0	100.0
55-64	Own	37	84.1	58	100.0	2,566	86.6	2,921	86.0	80.8	78.7
	Rent	7	15.9	0	0.0	398	13.4	475	14.0	19.2	21.3
	Total	44	100.0	58	100.0	2,964	100.0	3,395	100.0	100.0	100.0
65 +	Own	26	100.0	78	91.5	3,056	81.8	4,090	82.3	74.9	76.7
	Rent	0	0.0	7	8.5	679	18.2	879	17.7	25.1	23.3
	Total	26	100.0	85	100.0	3,735	100.0	4,969	100.0	100.0	100.0
TOTAL	Own	108	78.3	168	84.5	10,162	75.7	10,901	76.4	68.1	67.1
	Rent	30	21.7	31	15.5	3,260	24.3	3,373	23.6	31.9	32.9
	Total	138	100.0	199	100.0	13,422	100.0	14,274	100.0	100.0	100.0

Sources: U.S. Census Bureau; Maxfield Research & Consulting, LLC



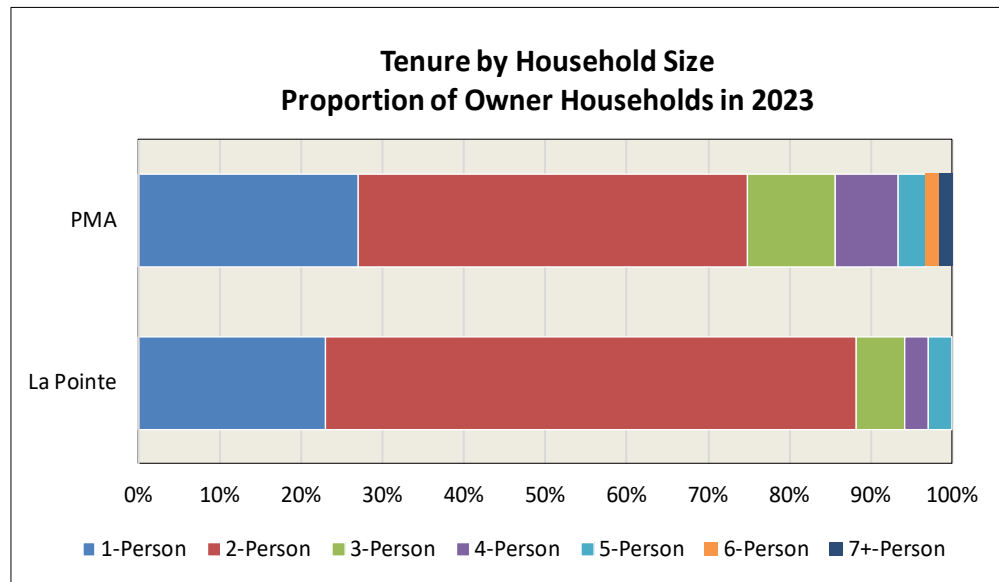
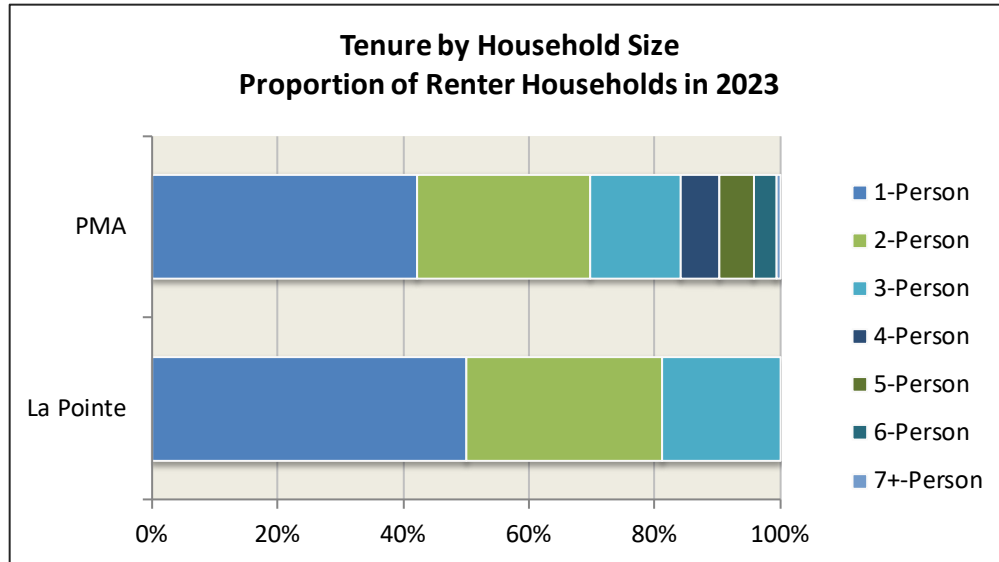


Tenure by Household Size

Table D-7 shows household tenure by size of household in La Pointe and the PMA as of 2010 and 2023 from the U.S. Census Bureau and American Community Survey. The table shows the number and percent of renter- and owner-occupied housing units by size of household in the PMA. All data excludes unoccupied units and group quarters such as nursing homes and dormitories.

Household size for renters tends to be smaller than for owners. This trend is a result of the typical market segments for rental housing, including households that are younger and less likely to be married with children, as well as older adults and seniors who choose to downsize from their single-family homes.

- In 2010, the average renter household in La Pointe consisted of 1.91 persons, while the average owner households included 2.20 persons. By 2023, average household sizes declined slightly to 1.88 persons in renter households and 2.19 persons in owner households. The decline in household sizes can be attributed, in large part, to a shift toward older households.
- In 2020, 29% of all PMA households were living alone while 30% were comprised of two people. An estimated 15% were three-person households, 13% of households consisted of four persons and 7% were five-person households. Six- and seven-or more-person households each represented 3% of PMA households.
- As illustrated in the following graphs, renter households are more likely to be comprised of one or two people in La Pointe and in the PMA while owner households are more likely to be comprised of two people with those living alone following as second. In the PMA, 36.2% of the renter households were single-person households, while 22% were two-person households. A similar pattern occurred throughout the Twin Cities Metro Area, although the proportions were slightly different, as 44% were one-person households and 27% were two-person households.



**TABLE D-7
TENURE BY HOUSEHOLD SIZE
LA POINTE AND PRIMARY MARKET AREA
2010 & 2023**

Age		Town of La Pointe				Primary Market Area			
		2010		2023		2010		2023	
		No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
1-Person	Own	41	71.9	41	79.5	2,610	63.1	2,980	68.7
	Rent	16	28.1	11	20.5	1,524	36.9	1,355	31.3
	Total	57	100.0	51	100.0	4,134	100.0	4,335	100.0
2-Person	Own	48	84.2	116	94.6	4,499	84.4	5,300	85.8
	Rent	9	15.8	7	5.4	832	15.6	878	14.2
	Total	57	100.0	123	100.0	5,331	100.0	6,178	100.0
3-Person	Own	9	81.8	11	72.7	1,342	76.0	1,200	72.2
	Rent	2	18.2	4	27.3	424	24.0	462	27.8
	Total	11	100.0	14	100.0	1,766	100.0	1,661	100.0
4-Person	Own	7	77.8	5	100.0	1,005	79.6	849	80.9
	Rent	2	22.2	0	0.0	258	20.4	200	19.1
	Total	9	100.0	5	100.0	1,263	100.0	1,049	100.0
5-Person	Own	2	66.7	5	100.0	459	76.1	372	67.8
	Rent	1	33.3	0	0.0	144	23.9	177	32.2
	Total	3	100.0	5	100.0	603	100.0	549	100.0
6-Person	Own	1	100.0	0	0.0	132	76.7	185	61.8
	Rent	0	0.0	0	0.0	40	23.3	114	38.2
	Total	1	100.0	0	0.0	172	100.0	299	100.0
7+-Person	Own	0	0.0	0	0.0	115	75.2	185	91.4
	Rent	0	0.0	0	0.0	38	24.8	17	8.6
	Total	0	0.0	0	0.0	153	100.0	202	100.0
TOTAL	Own	108	78.3	178	89.4	10,162	75.7	11,071	77.6
	Rent	30	21.7	21	10.6	3,260	24.3	3,203	22.4
	Total	138	100.0	199	100.0	13,422	100.0	14,274	100.0
Avg. HH Size	Own	1.93		2.02		2.34		2.27	
	Rent	1.77		1.69		2.07		2.20	

Sources: U.S. Census Bureau; Maxfield Research & Consulting, LLC

- No specific development concepts have yet been generated for the proposed workforce housing in La Pointe, other than the workforce will be targeted. It is most likely that rental units will be developed first to provide greater housing flexibility for both seasonal and year-round workers. Additional products may be developed that would target an affordable ownership option for households that may prefer to rent initially but then transition to owned housing. Whichever options are selected, there is a need for additional new affordable housing units in La Pointe that will provide safe, secure and stable housing for low and middle income households.

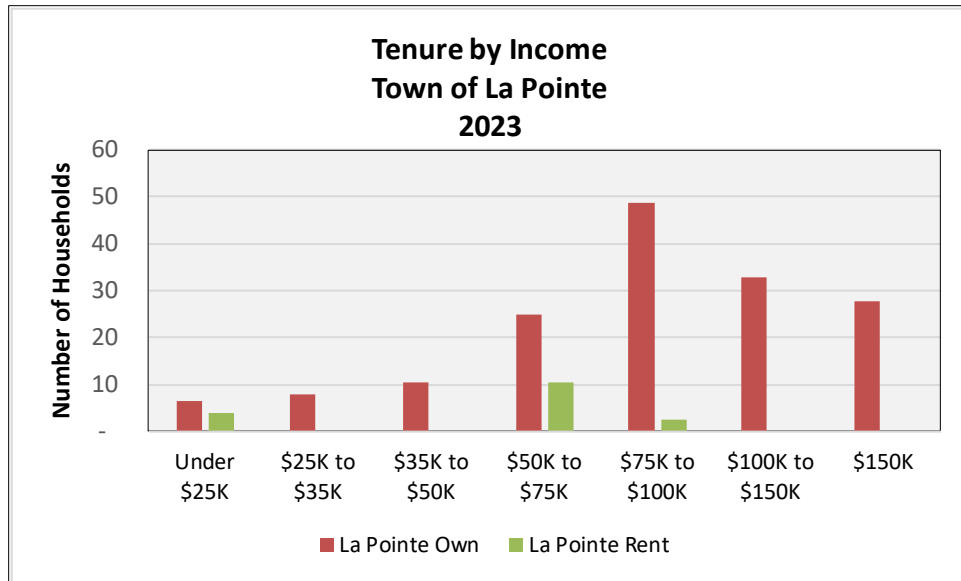
- The number of renter households was estimated to have decreased in La Pointe and in the PMA between 2010 and 2023 while the number of owner households increased. Very little new rental housing was added in the PMA over the period and most new construction was single-family homes. Some of those may be rented, but typically they are for short-term and transient rentals, rather than standard year-round leases.

Household Tenure by Income

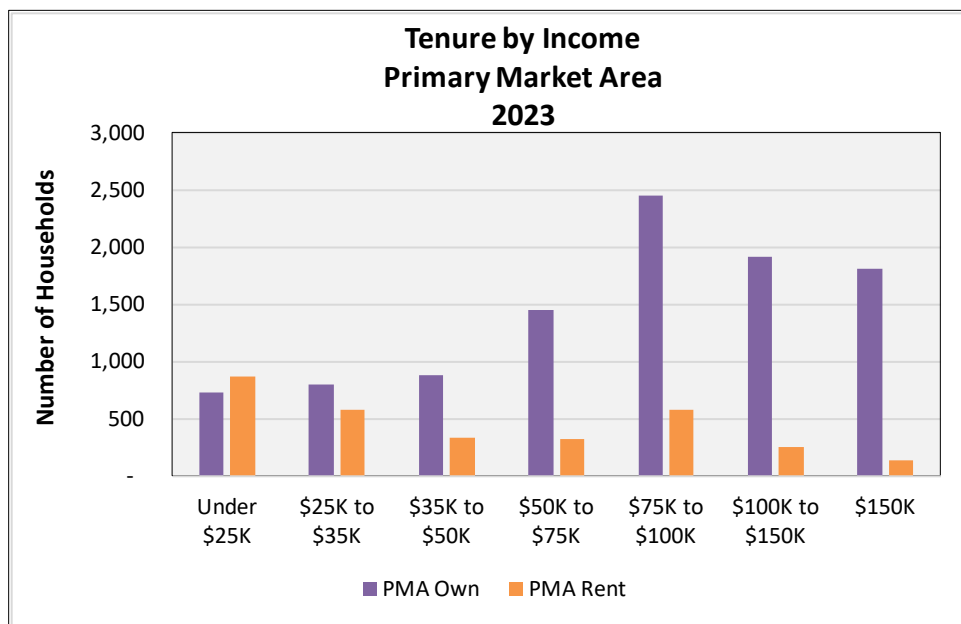
Table 8 shows estimated household tenure by income in the Primary Market Area from the American Community Survey base data as of 2020, with an updated estimate as of 2023. As stated earlier, HUD determines affordable housing as an amount not exceeding 30% of the household's gross income.

The higher the income, the lower percentage a household typically allocates to housing. Many lower income households, as well as many young and senior households, spend more than 30% of their income on housing, while middle-aged households in their prime earning years typically allocate 20% to 25% of their income to housing.

- Typically, as income increases, so does the rate of homeownership. This is demonstrated in the PMA where the homeownership rate increases for households with incomes of \$25,000 and above. For the Town of La Pointe, the data shows a less traditional progression and more fluctuations. This is primarily because American Community Survey data typically does not capture the full spectrum of owners and renters and particularly renters.
- As shown in the table, an estimated 58% of renter households in the PMA had household incomes of less than \$35,000 as of 2023. For La Pointe, the number shown is much smaller (i.e. only four households). Households with incomes of \$50,000 or higher are usually considered as "lifestyle renters," those that may choose to rent rather than own to have greater convenience and flexibility.
- Most smaller households (those with household sizes of two or fewer people) with incomes of less than \$25,000 in 2023 would qualify for deep-subsidy rental housing. An estimated 1,441 renter households in the PMA have incomes less than \$25,000 (an estimated 47% of all renter households).



Source: US Census Bureau: ACS Estimates



Source: US Census Bureau: ACS Estimates

- Households that would be targeted for workforce housing will typically have incomes that range between 50% and 60% AMI for rental housing and between 80% and 100% AMI for ownership housing, although those target AMIs can be somewhat flexible depending on the funding program that is used. Unit types most often range from studio to three-bedroom units, but some larger size units may be developed if there is a significant need to house larger families.

TABLE D-8 TENURE BY HOUSEHOLD INCOME LA POINTE AND PRIMARY MARKET AREA 2023								
	Town of La Pointe				Primary Market Area			
	Own		Rent		Own		Rent	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Less than \$15,000	7	62.5	4	37.5	733	45.8	866	54.2
\$15,000 to \$24,999	8	100.0	0	0.0	798	58.1	575	41.9
\$25,000 to \$34,999	11	100.0	0	0.0	880	72.1	341	27.9
\$35,000 to \$49,999	25	70.4	11	29.6	1,456	81.6	329	18.4
\$50,000 to \$74,999	49	94.9	3	5.1	2,455	80.9	581	19.1
\$75,000 to \$99,999	33	100.0	0	0.0	1,922	88.1	260	11.9
\$100,000+	28	100.0	0	0.0	1,813	93.1	135	6.9
Total	159	90.3	17	9.7	10,057	76.5	3,087	23.5
Median HH Income	\$71,656		\$47,996		\$71,518		\$32,944	
Sources: U.S. Census Bureau; American Community Survey; Maxfield Research & Consulting, LLC								

Household Type

Table D-9 shows household type trends in La Pointe and the Primary Market Area in 2010 and 2023. Data for 2010 is obtained from the Decennial Census, while the 2023 data is an average estimate from the 2016-2020 American Community Survey and adjusted for the most current estimates. Key points from Table D-14 are summarized on the following page.

Shifting household types can stimulate demand for a variety of housing products. Married couple families typically generate demand for single-family detached ownership housing, while married couples without children often desire multifamily housing for convenience reasons. Married couple families without children are generally made up of younger couples that have not had children (and may not have children) and older couples with adult children that have moved out of the home. Other family households, defined as a male or female householder with no spouse present (typically single-parent households), often require affordable housing. Changes in households living alone, households composed of unrelated roommates, and other family households will drive demand for rental housing.

- As of 2023, family households are estimated to be 57% of all La Pointe households and 63% of all PMA households. Family households increased substantially in La Pointe between 2010 and 2023, led by increases in the Married Couple w/o children category, which increased from 29% in 2010 to 41.8% in 2023. The PMA had a modest increase in households in this category, from 32.7% in 2010 to 36.7% in 2023.

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- Non-family households (roommates and those living alone) decreased proportionally in La Pointe over the same period from 51.4% in 2010 to 42.7% in 2023. Non-family households in the PMA increased just slightly from 37.0% to 37.3%. Within the non-family household category, those living alone decreased while roommate households increased. This occurred in La Pointe and in the PMA.
- Between 2010 and 2022, the number of non-family households increased by 14, or 19.8%. All the increase occurred among roommate households. Non-family households in the PMA increased by 7.4% (366 households). Non-family households typically generate demand for rental housing. However, households composed of unrelated roommates can also be unmarried couples that may choose to own and can often afford to own if they have high incomes.
- Other family households also experienced modest proportional declines from 2010 to 2023. Other family households increased slightly in La Pointe and decreased in the PMA. Other family households accounted for 9.1% of all households in La Pointe and 12.6% of all households in the PMA.

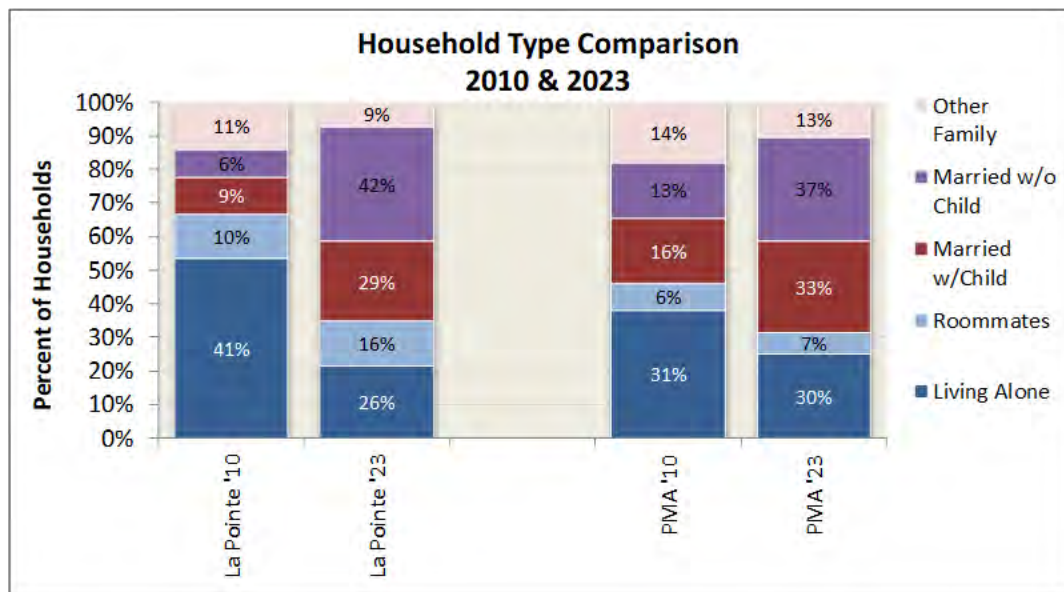


TABLE D-9 HOUSEHOLD TYPE LA POINTE AND PRIMARY MARKET AREA 2010 & 2023				
	La Pointe		Primary Market Area	
	2010	2023	2010	2023
Total Households	138	199	13,422	14,274
Non-Family Households	71	85	4,963	5,329
Living Alone	57	52	4,134	4,270
Other (Roommates)	14	33	829	1,059
Family Households	67	114	8,459	8,945
Married w/ Children	12	13	2,133	1,916
Married w/o Children	40	83	4,393	5,232
Other Family	15	18	1,933	1,796
Change (2010 - 2023)				
	No.	Pct.	No.	Pct.
Total Households	61	44.2%	852	6.3%
Non-Family Households	14	19.8%	366	7.4%
Living Alone	-5	-8.0%	136	3.3%
Other (Roommates)	19	132.6%	230	27.8%
Family Households	47	70.1%	486	5.7%
Married w/ Children	1	5.6%	-217	-10.2%
Married w/o Children	43	108.1%	839	19.1%
Other Family	3	20.6%	-137	-7.1%
Sources: U.S. Census; ESRI; Maxfield Research & Consulting, LLC				

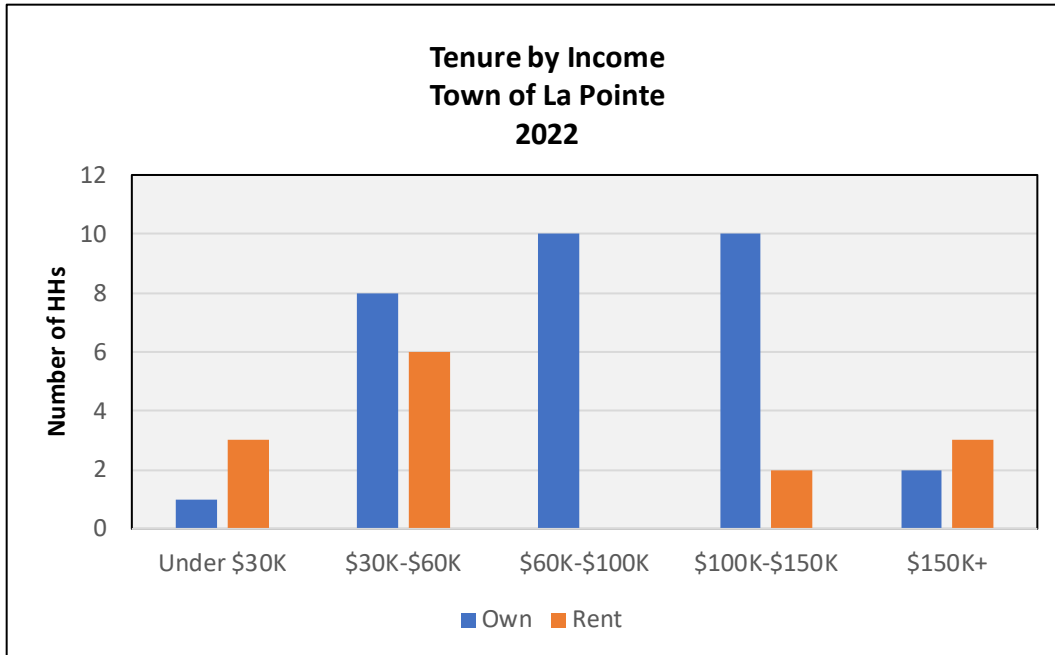
- As depicted in the following chart, La Pointe's household composition shifted between 2010 and 2023, from 41% of households living alone in 2010 to 42% of households Married without Children. Given the aging of Baby Boomers and an increase in working remotely, we are seeing higher proportions of couples without children in "tourism" locations.

HISTA Data

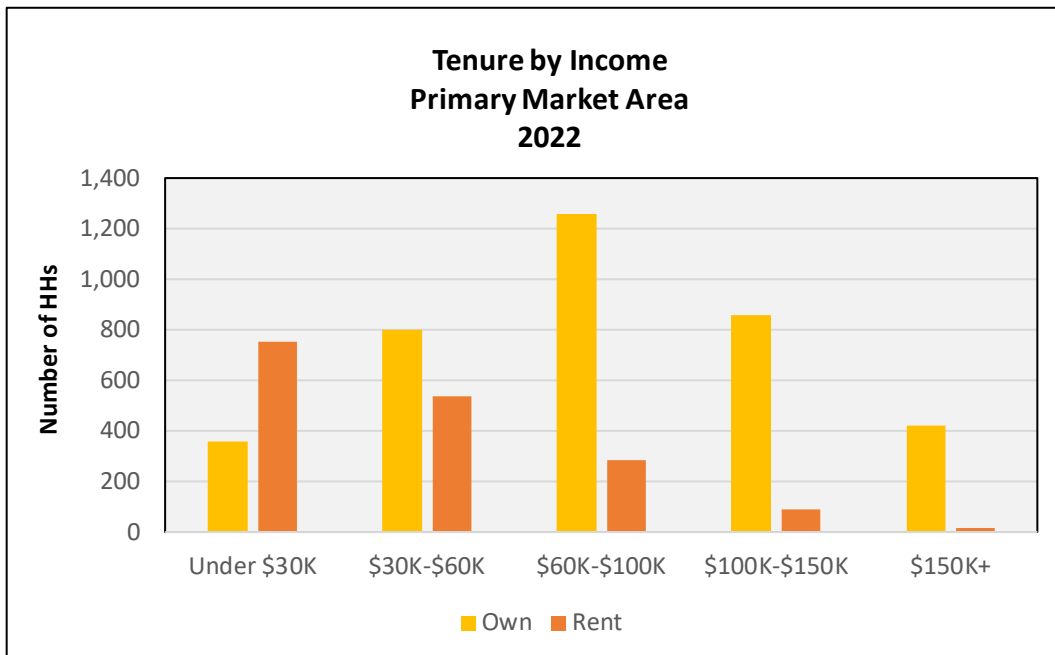
Table D-10 shows the number of owner and renter households by income thresholds and household size. HISTA data is a custom, four-way cross tabulation of American Community household data that breaks down the data at its source, not using interpolations or ratios. It is often relied on by housing finance agencies and other lending institutions when calculating demand for housing at specific income levels. Data is provided on income, tenure, household size and age groupings. This data is used in the demand calculations for owned and rental housing.

- According to the HISTA 2022 profile, a total of seven renter households and eight owner households in La Pointe and 747 renter households and 807 owner households in the PMA would likely qualify under the Ashland County income guidelines for affordable housing at between 50% and 60% of AMI. All households are under age 55. The table on the following page shows a breakdown for owner and renter households by income group. Households with incomes between \$20,000 and \$50,000 would generally qualify for affordable housing targeting households between 50% and 60% of AMI.
- Table D-11 shows a breakdown of incomes by household size for households under age 55 with income ranges highlighted for households that would be able to income qualify. Households with incomes between \$20,000 and \$25,000 may have incomes too low to be able to afford housing costs for a new workforce housing development if the costs would exceed more than 35% of their income. Households leasing new affordable (e.g. tax credit rental) may elect to pay up to 40% of their income for housing and utilities if approved. Because of escalating prices, a portion of households are willing to pay more to secure stable housing that meets their needs.

TABLE D-10 TENURE BY INCOME AGES 15 TO 54 TOWN OF LA POINTE 2022 AND 2027				
	Own		Rent	
	No.	Pct.	No.	Pct.
2022				
\$0-\$10,000	0	0.0%	0	0.0%
\$10,000-\$20,000	1	3.2%	2	14.3%
\$20,000-\$30,000	0	0.0%	1	7.1%
\$30,000-\$40,000	1	3.2%	1	7.1%
\$40,000-\$50,000	1	3.2%	5	35.7%
\$50,000-\$60,000	6	19.4%	0	0.0%
\$60,000-\$75,000	4	12.9%	0	0.0%
\$75,000-\$100,000	6	19.4%	0	0.0%
\$100,000-\$125,000	4	12.9%	1	7.1%
\$125,000-\$150,000	6	19.4%	1	7.1%
\$150,000-\$200,000	2	6.5%	0	0.0%
\$200,000+	0	0.0%	3	21.4%
Total	31	100.0%	14	100.0%
	Own		Rent	
	No.	Pct.	No.	Pct.
2027				
\$0-\$10,000	0	0.0%	0	0.0%
\$10,000-\$20,000	1	3.2%	0	0.0%
\$20,000-\$30,000	0	0.0%	1	12.5%
\$30,000-\$40,000	0	0.0%	2	25.0%
\$40,000-\$50,000	0	0.0%	0	0.0%
\$50,000-\$60,000	5	16.1%	0	0.0%
\$60,000-\$75,000	4	12.9%	0	0.0%
\$75,000-\$100,000	6	19.4%	0	0.0%
\$100,000-\$125,000	4	12.9%	1	12.5%
\$125,000-\$150,000	8	25.8%	2	25.0%
\$150,000-\$200,000	2	6.5%	0	0.0%
\$200,000+	1	3.2%	2	25.0%
Total	31	100.0%	8	100.0%
Source: Ribbon Demographics				



Source: Ribbon Demographics – HISTA data



Source: Ribbon Demographics – HISTA data

TABLE D-11 TENURE BY INCOME AGES 15 TO 54 PRIMARY MARKET AREA 2022 AND 2027				
	Own		Rent	
	No.	Pct.	No.	Pct.
2022				
\$0-\$10,000	97	2.6%	185	11.1%
\$10,000-\$20,000	108	2.9%	296	17.7%
\$20,000-\$30,000	152	4.1%	270	16.2%
\$30,000-\$40,000	261	7.1%	217	13.0%
\$40,000-\$50,000	249	6.7%	203	12.1%
\$50,000-\$60,000	290	7.8%	115	6.9%
\$60,000-\$75,000	501	13.6%	166	9.9%
\$75,000-\$100,000	758	20.5%	116	6.9%
\$100,000-\$125,000	555	15.0%	48	2.9%
\$125,000-\$150,000	303	8.2%	39	2.3%
\$150,000-\$200,000	251	6.8%	5	0.3%
\$200,000+	170	4.6%	11	0.7%
Total	3,695	100.0%	1,671	100.0%
	Own		Rent	
	No.	Pct.	No.	Pct.
2027				
\$0-\$10,000	75	2.1%	183	11.3%
\$10,000-\$20,000	93	2.6%	243	14.9%
\$20,000-\$30,000	124	3.4%	254	15.6%
\$30,000-\$40,000	214	5.9%	196	12.1%
\$40,000-\$50,000	237	6.5%	206	12.7%
\$50,000-\$60,000	259	7.2%	113	6.9%
\$60,000-\$75,000	424	11.7%	176	10.8%
\$75,000-\$100,000	735	20.3%	124	7.6%
\$100,000-\$125,000	587	16.2%	57	3.5%
\$125,000-\$150,000	352	9.7%	57	3.5%
\$150,000-\$200,000	305	8.4%	2	0.1%
\$200,000+	214	5.9%	15	0.9%
Total	3,619	100.0%	1,626	100.0%
Source: Ribbon Demographics				

TABLE D-12 PMA RENTER/OWNER HOUSEHOLDS BY HOUSEHOLD SIZE (with Highlighted Income Qualifications)					
Renter	1-pp HH	2-pp HH	3-pp HH	4-pp HH	5-pp HH
2022					
\$0-\$10,000	109	23	43	6	4
\$10,000-\$20,000	140	68	59	21	8
\$20,000-\$30,000	133	82	30	10	15
\$30,000-\$40,000	117	54	11	14	21
\$40,000-\$50,000	68	35	52	42	6
\$50,000-\$60,000	38	31	33	5	8
\$60,000-\$75,000	11	64	46	37	8
\$75,000-\$100,000	0	34	36	21	25
\$100,000-\$125,000	2	15	8	13	10
\$125,000-\$150,000	15	12	4	7	1
\$150,000-\$200,000	0	1	2	2	0
\$200,000+	5	3	1	0	2
Total	638	422	325	178	108
Owner	1-pp HH	2-pp HH	3-pp HH	4-pp HH	5-pp HH
2022					
\$0-\$10,000	31	25	10	14	17
\$10,000-\$20,000	62	26	7	11	2
\$20,000-\$30,000	47	29	39	18	19
\$30,000-\$40,000	80	75	22	31	53
\$40,000-\$50,000	45	55	53	32	64
\$50,000-\$60,000	46	76	77	50	41
\$60,000-\$75,000	59	132	58	166	86
\$75,000-\$100,000	96	293	131	133	105
\$100,000-\$125,000	12	180	133	153	77
\$125,000-\$150,000	2	52	111	98	40
\$150,000-\$200,000	19	87	50	65	30
\$200,000+	23	40	67	15	25
Total	522	1,070	758	786	559
Source: Ribbon Demographics					

HISTA Reports – Affordability Table

The following table provides a more detailed allocation of the number of age, size and income-qualified households in the PMA that would be prospects for new affordable rental and ownership housing. For rental housing, the qualified band are those households with incomes

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between 50% and 60% of AMI up to households with four people. An additional band was identified up to six people if some three-bedroom units were to be included. If the development is assisted in some manner with public funds but not federal tax credits, then a strict adherence to the 50% to 60% of AMI restrictions is not necessarily applicable. This would be the same for affordable ownership housing. For traditional stick-built homes that would be affordable, the income range is 80% to 100%. For manufactured or modular homes, the income range would be less, from 60% to 80% of AMI or higher.

Based on surveys and other market research in the area, the ideal affordability range for rental and owned housing would be from 50% to 80% of AMI.

AGE, HOUSEHOLD SIZE AND INCOME-QUALIFIED PRIMARY MARKET AREA 2022					
Renters (50%-60% AMI)	1pp HH	2pp HH	3pp HH	4pp HH	5pp+ HH
\$25,180-\$30,000	64	40	14	5	7
\$30,000-\$40,000	117	54	11	14	21
\$40,000-\$48,180	56	29	43	34	5
Subtotal	237	123	68	53	33
\$48,180-\$55,920*	29	38	27	11	6
Total w/HH size increase	266	161	95	64	39
Owners (60% to 80% AMI)					
\$33,780-\$40,000	53	50	15	21	35
\$40,000-\$50,000	45	55	53	32	64
\$50,000-\$60,000	46	76	77	50	41
\$60,000-\$64,240	25	56	25	70	36
Subtotal	169	237	170	173	176
\$64,240-\$74,560*	31	70	30	89	46
Total w/HH size increase	200	307	200	262	222
Owners (80% to 100% AMI)					
\$45,040-\$50,000	40	38	11	15	27
\$50,000-\$60,000	45	55	53	32	64
\$60,000-\$75,000	46	76	77	50	41
\$75,000-\$80,300	20	62	28	28	18
Subtotal	151	231	169	125	150
\$80,300-\$93,200	50	151	69	67	39
Total w/HH size increase	201	382	238	192	189
* Add-on to max of six people					
<div style="display: flex; align-items: center; justify-content: center;"> <div style="width: 20px; height: 10px; background-color: #f4a460; margin-right: 5px;"></div> Households w/1-4 people </div> <div style="display: flex; align-items: center; justify-content: center; margin-top: 5px;"> <div style="width: 20px; height: 10px; background-color: #a4d4a4; margin-right: 5px;"></div> Households w/5-6 people </div>					
Sources: Ribbon Demographics; HISTA Reports; Maxfield Research and Consulting LLC					

Income Limits

Table D-13 on the following page presents income limits for Ashland County as of 2022 from WHEDA (Wisconsin Housing and Economic Development Agency). New affordable housing developed in La Pointe may be subject to meeting maximum income thresholds as outlined for Ashland County on the following table. No specific funding program has been established for housing that would be developed in La Pointe. The proposed housing is intended to target the local workforce. As such, residents of new workforce housing may be required to meet certain income requirements and housing costs may be set against specific thresholds. We present this information for benchmark purposes to identify the range of incomes by household size that would qualify at specific AMI levels. Also provided are Fair Market Rents as listed by HUD for Ashland County. Fair Market Rents are provided for all counties across all states in the US and are updated annually.

- Affordable housing that would be developed in La Pointe is most likely to be targeted to smaller size households, those with four or fewer persons. The following is the typical number of people that may reside in each type of unit:

Studio – one person

1BR – up to two people

2BR – minimum of two people, up to four people

3BR – minimum of three people, up to six people

- Unit sizes for duplex or apartment-style units that are rented are likely to have fewer bedrooms than those that may be detached units of larger bedroom types and owned. Further data and information on building types is found in the focus group summary and the survey summary in a later section of the report.
- Aside from the maximum income limits identified in Ashland County on Table D-12, we anticipate the most households that would reside in new low- or medium density housing on the island would have incomes that range between \$28,000 and \$49,000 annually if rented and between \$36,000 and \$80,000 annually if owned.
- Manufactured housing has a long and historic past in the US and long been considered a poor stepchild to traditional on-site stick-built construction. Technology has benefitted the industry and new products are energy efficient, sustainable, attractive in design and more affordable than stick-built. Factory-built units, whether detached or modular in nature are being developed in many locations across the country including Minnesota and Wisconsin and are bringing new, more affordable housing options.

TABLE D-13								
2022 INCOME LIMITS AND MAXIMUM GROSS RENTS								
ASHLAND COUNTY								
Effective Date: 04/18/2022								
-----Income Limits by Household Size-----								
AMI	1- person	2- person	3- person	4- person	5- person	6- person	7- person	8- person
30%	\$16,890	\$19,290	\$21,690	\$24,090	\$26,040	\$27,960	\$29,880	\$31,800
40%	\$22,520	\$25,720	\$28,920	\$32,120	\$34,720	\$37,280	\$39,840	\$42,400
50%	\$28,150	\$32,150	\$36,150	\$40,150	\$43,400	\$46,600	\$49,800	\$53,000
60%	\$33,780	\$35,580	\$43,380	\$48,180	\$52,080	\$55,920	\$59,760	\$63,600
80%	\$45,040	\$51,440	\$57,840	\$64,240	\$69,440	\$74,560	\$79,680	\$84,800
100%	\$56,300	\$64,300	\$72,300	\$80,300	\$86,800	\$93,200	\$99,600	\$106,000
120%	\$67,560	\$77,160	\$86,760	\$96,360	\$104,160	\$111,840	\$119,520	\$127,200
-----Maximum Gross Rents by Bedroom Size-----								
AMI	0- bedroom	1- bedroom	2- bedroom	3- bedroom	4- bedroom	5- bedroom	6- bedroom	
30%	\$422	\$452	\$542	\$626	\$699	\$771	\$843	
40%	\$563	\$603	\$723	\$835	\$932	\$1,028	\$1,125	
50%	\$703	\$753	\$903	\$1,044	\$1,165	\$1,285	\$1,406	
60%	\$844	\$904	\$1,084	\$1,253	\$1,398	\$1,542	\$1,687	
80%	\$1,126	\$1,286	\$1,446	\$1,606	\$1,736	\$1,864	\$1,992	
100%	\$1,407	\$1,607	\$1,807	\$2,007	\$2,170	\$2,330	\$2,500	
120%	\$1,689	\$1,929	\$2,169	\$2,409	\$2,604	\$2,796	\$2,986	
FAIR MARKET RENTS								
	0BR	1BR	2BR	3BR	4BR			
2022	\$557	\$613	\$807	\$1,000	\$1,094			
2023	\$612	\$662	\$872	\$1,061	\$1,171			
Note: For projects placed in service on or after 04/18/2022								
Sources: WHEDA; Novogradac; Maxfield Research & Consulting, LLC								

Summary of Demographic Trends

The following summary highlights key demographic trends that will impact demand for rental housing throughout the Primary Market Area.

Between 2010 and 2020, the PMA (Ashland and Bayfield counties) experienced little only a modest change in population although La Pointe experienced a significant change in population (increase of 64%) while Bayfield city also demonstrated a strong increase. Households also showed a similar pattern of growth, but households remained stable in Ashland County, but increased substantially in Bayfield County. Growth to 2023 has been minimal.

Between 2023 and 2030, the PMA is projected to add 63 people (0.2%) and 93 households (0.7%). The rate of growth in the PMA is expected to be slower than for La Pointe, which is projected 16.8% population growth (72 people) and 10.6% household growth (21 households). Bayfield and Washburn area also expected to show growth but at lower proportions. Growth in Ashland and Bayfield Counties, primarily Bayfield County, is projected to be higher with continued development on land outside of the municipalities on larger lots in rural sites.

The most rapid growth is expected to occur among older adults in the PMA as the baby boomer population ages. Moderate to strong growth is also projected among people ages 35 to 44 (growth of 8.5% or 1,535 people). Growth in this age cohort and among younger age groups supports demand for affordable housing from households with moderate incomes.

The primary market segments for new workforce housing in La Pointe are anticipated to be primarily people ages 20 to 35, in households of up to three people. The median household income in the PMA is \$58,942. Households targeted for rental workforce housing are most likely to have incomes between \$25,000 and \$50,000, depending on their household size (50% to 60% of AMI). Households targeted for owned housing would most likely have incomes between \$50,000 and \$75,000 (60% to 100% of AMI), depending on the type of housing that would be developed (manufactured housing versus stick-built).

Average pricing of existing traditional rental units in the Cities of Ashland, Bayfield and Washburn range in price from about \$550 to \$900 per month, well below the 30% housing allocation per month for households that earn the median income. The median household income in the PMA however, is weighted more heavily toward ownership as a majority of households own their housing. Homeowners tend to have higher incomes than renters according to Census Data. In 2023, an estimated 7,052 PMA households (49% of total households) are estimated to have incomes of at least \$58,942.

Employment Trends

Employment characteristics are important components in assessing housing needs in any given market area. Employment growth often fuels household growth. Typically, households prefer to live near work for convenience, which is a primary factor in choosing a housing location. This traditional characteristic has shifted to a degree due to remote and hybrid work situations which has enabled a portion of households to increase their residential location options. In the past, young adults entering the workforce, a primary target market for rental housing, had often placed great value on living near employment, education, shopping and entertainment. Households employed in in-person job settings (health care, retail services, lodging) will continue to make their residential location selections based on proximity to services, education and employment.

Employment Growth

Table E-1 shows employment growth trends and projections from 2000 to 2030 based on the most recent information available from the Wisconsin Department of Workforce Development. Data for 2000, 2005, 2010 and 2020 represents the annual average employment for that year. The 2022 estimate is based on data as of 1st Quarter 2022. Projections are based on Employment Outlook Projections as developed by WI DWD. A comparison is made between the Primary Market Area and NW Workforce Development Area No 7. Workforce Development Areas (WDAs) serve as jurisdictions for the administration of workforce development activities and execution of adult, dislocated worker, and youth funds allocated by the State.

Employment growth often parallels population growth but is tied more strongly to transportation access. Cities with interstate access and intra- and inter-metro transportation connections tend to attract more businesses and post higher employment gains. The significant tourism industry of the Apostle Islands National Lakeshore and its concentration in Bayfield County and La Pointe, supports strong job demand.

- In 2000, there were 12,169 jobs in the PMA. Job growth in the PMA was substantial between 2000 and 2005, increasing by 745 jobs, 6.1%. Due to the economic recession, employment in the PMA contracted by more than 1,046 jobs (-8.1%) by 2010. The overall decrease between 2000 and 2010 was a net 300 jobs (-2.5%) in the PMA compared to a net decrease in the NW Workforce Development Area (7) of -8.0%, indicating greater workforce stability in the PMA during this period. NW WDA includes the counties of Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn.
- Data from the Quarterly Census of Employment and Wages shows that the PMA gained employment from 2010 through 2018, contracted in 2020 due to the pandemic, but increased in 2021 as the recovery ensued. PMA gained 4,139 jobs (9.4%) between 2010 and 2021.

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- Modest job growth is expected in the Primary Market Area between 2021 and 2030 and employment continues to increase each quarter. The PMA is projected to add jobs at a rate of 4.7% between 2021 and 2025 and 5.9% between 2025 and 2030, while NW WDA employment is forecast to increase at rates of 1.4% and 3.8%, respectively, for the periods.
- Jobs are returning across the Upper Midwest and north central Wisconsin has also experienced job recovery, although there are many jobs going unfilled in the region due to a scarcity of workers and a mismatch between job requirements and worker skills. Although there will continue to be gradual employment increases moving forward as businesses hire more people, there is a need in the region for further training and workforce development to meet the needs of local businesses and industries.

TABLE E-1 EMPLOYMENT GROWTH TRENDS AND PROJECTIONS PRIMARY MARKET AREA 2000 to 2030				
Annual Employment	Primary Market Area		Workforce Development Area - NW	
2000	12,169		69,908	
2005	12,915		69,234	
2010	11,869		64,290	
2015	12,007		64,980	
2020	11,266		61,979	
2021	11,517		63,645	
2025 Forecast	11,800		64,500	
2030 Forecast	12,500		66,920	
Change	No.	Pct.	No.	Pct.
2000 - 2010	-300	-2.5%	-5,618	-8.0%
2010 - 2021	-352	-3.0%	-645	-1.0%
2021 - 2025	534	4.7%	855	1.4%
2025 - 2030	700	5.9%	2,420	3.8%
Sources: WI Dept of Workforce Development; Maxfield Research & Consulting, LLC				

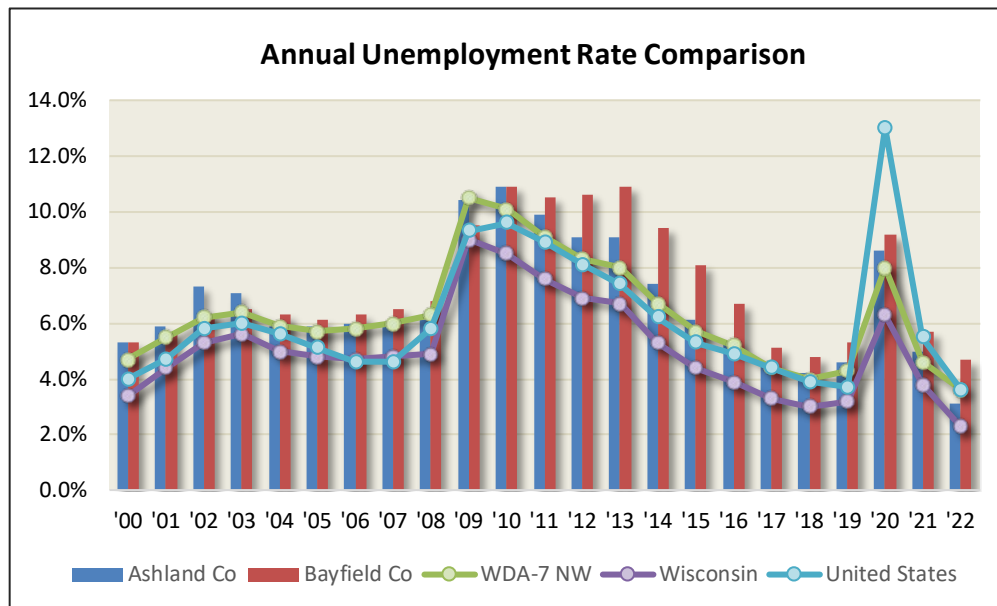
- In the PMA, job growth is anticipated to be focused in Bayfield County, despite a larger employment base in Ashland County as well as a significant education and health care employment base in Ashland city.
- Although remote work has had an impact by enabling primarily higher wage workers to work from home or from other locations, middle and lower wage workers most often must commute to a physical location. Similarly, workers in the tourism industry in La Pointe must work on-site and because of high transportation costs to ferry between Bayfield and La Pointe, a residence on the island, near to jobs is preferred.

Resident Employment

Table E-2 on the following page shows information on the resident labor force and employment in the PMA and the NW Workforce Development Area. The data is sourced from the Wisconsin Department of Workforce Development. Resident employment data reveals the work force and number of employed people living in the area. Not all these individuals necessarily work in the area.

The following points summarize key employment trends that will impact the demand potential for rental housing in the PMA.

- The following chart illustrates how unemployment in the Market Area has generally mirrored national trends and has consistently remained at or slightly above the national rate. The US unemployment rate skyrocketed during the COVID 19 pandemic, while the unemployment rates for Ashland and Bayfield Counties and the NW Workforce Development Area remained lower. The rural character of the PMA and its substantial reliance on seasonal tourism increase the unemployment rate sensitivity in the region.



- At 3.1% and 4.7%, respectively, the December 2022 unemployment rates in Ashland and Bayfield Counties are higher than Wisconsin and similar to the US. Unemployment rates in north central Wisconsin have not recovered as quickly and are subject to more fluctuations than Wisconsin and the US.

TABLE E-2 LOCAL AREA UNEMPLOYMENT STATISTICS LA POINTE-PRIMARY MARKET AREA						
	December 2022			December 2021		
	<u>Labor Force</u>	<u>Employment</u>	<u>UE Rate</u>	<u>Labor Force</u>	<u>Employment</u>	<u>UE Rate</u>
Ashland County	7,096	6,876	3.1%	7,433	7,185	3.3%
Bayfield County	7,029	6,697	4.7%	7,359	7,044	4.3%
Wisconsin	3,050,770	2,980,942	2.3%	3,134,439	3,016,039	3.8%
United States	164,287,000	158,291,000	3.6%	161,204,000	152,581,000	5.3%
Data not seasonally adjusted						
Sources: MN DEED; Maxfield Research & Consulting, LLC						

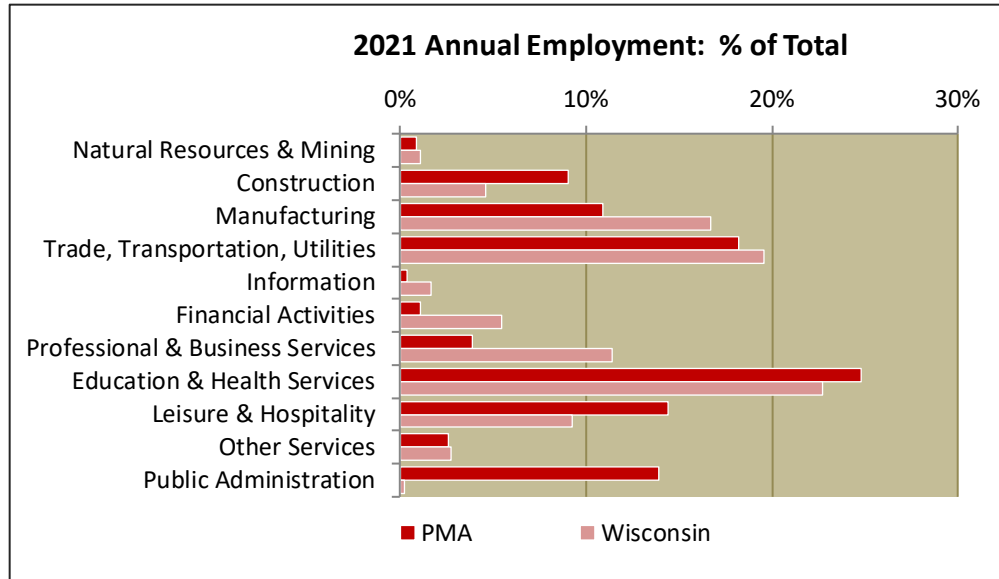
- Unemployment rates have decreased across the Board in all geographies, although more significant recovery has been demonstrated in Wisconsin and the US by comparison to Ashland and Bayfield Counties. Rising inflation rates continue to place pressure on local economies, particularly those that rely heavily on seasonal employment.

Industry Employment and Wage Data

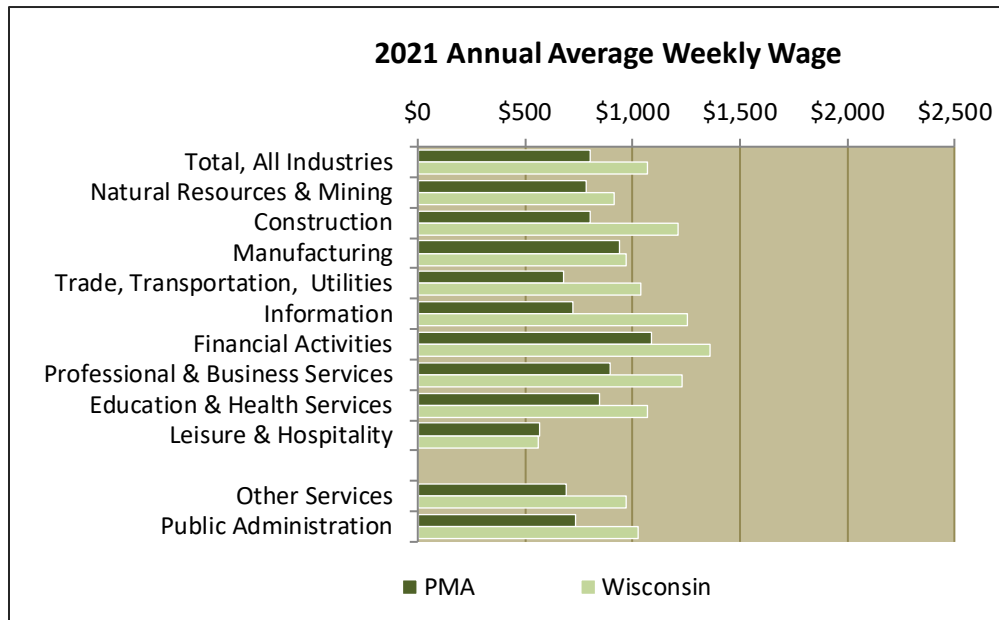
Table E-3 displays information on average employment and average weekly wages in the PMA compared to the State of Wisconsin. The Quarterly Census of Employment and Wages (QCEW) data is sourced from DEED for 2020 and 2021, the most recent data available. All establishments covered under the Unemployment Insurance (UI) Program are required to report wage and employment statistics to DEED quarterly.

Certain industries in the table may not display any information which means that there is either no reported economic activity for that industry or the data has been suppressed to protect the confidentiality of cooperating employers. This generally occurs when there are too few employers or one employer comprises too much of the employment in that geography.

- The largest employment sector in the Primary Market Area is the Education and Health Services sector with 2,894 jobs (24.8% of total employment), followed by the Trade, Transportation and Utilities sector with 2,099 jobs (18.2%). The third largest employment sector is Leisure and Hospitality with 1,659 jobs (14.4%).
- Education and Health Services is also the largest employment sector in Wisconsin with 634,983 jobs (22.7%), followed by the Trade, Transportation and Utilities sector with 547,638 jobs (19.5%). The third largest employment sector is Manufacturing with 465,839 jobs (16.7%).



- In Ashland and Bayfield Counties, total employment increased by 251 jobs (2.2%) between 2021 and 2022, as the region recovered from the pandemic. Several sectors lost jobs during the period, but there were strong increases in Construction (332 jobs, 47.1%) and Leisure and Hospitality (120 jobs, 7.8%).
- Average weekly wages in Ashland and Bayfield Counties as of year-end 2022 were \$805, which is 32.8% lower than the average weekly wage for Wisconsin (\$1,069). Wages did not increase over the year in the region but increased by 3.3% in Wisconsin.



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- Highest average wages in the PMA are found in the Financial Activities sector, at \$1,088, followed by the Manufacturing sector (\$939). The average weekly wage in the Leisure and Hospitality sector was \$568 as of year-end 2021, signaling a significant increase over 2020 (50.3%).
- In Wisconsin, highest weekly wages are found in the Financial Activities (\$1,358), followed by Professional and Business Services (\$1,252).
- A household earning the average weekly wage in the PMA (\$805) would be able to afford an apartment renting for an estimated \$1,047 per month to not exceed 30% of its monthly income on housing costs, substantially higher than the average rent for existing traditional apartment units in the PMA, which usually rent for between \$550 and \$750 per month.

TABLE E-3 QUARTERLY CENSUS OF EMPLOYMENT AND WAGES ASHLAND/BAYFIELD COUNTIES (PMA) AND WISCONSIN										
Industry	2021			2022			Change 2021-2022			
	Establish- ments	Employ- ment	Weekly Wage	Establish- ments	Employ- ment	Weekly Wage	Employment # %		Wage # %	
ASHLAND/BAYFIELD COUNTIES										
Total, All Industries	1,134	11,266	\$805	1,137	11,517	\$805	251	2.2%	\$0	0.0%
Natural Resources & Mining	26	111	\$674	25	102	\$785	(9)	-8.1%	\$111	16.5%
Construction	111	705	\$1,103	117	1,037	\$802	332	47.1%	(\$301)	-27.3%
Manufacturing	49	1,283	\$867	47	1,256	\$939	(27)	-2.1%	\$72	8.3%
Trade, Transportation, Utilities	230	2,014	\$636	227	2,099	\$680	85	4.2%	\$44	6.9%
Information	16	119	\$1,110	16	43	\$720	(76)	-63.9%	(\$390)	-35.1%
Financial Activities	71	313	\$921	72	128	\$1,088	(185)	-59.1%	\$167	18.1%
Professional & Business Services	85	444	\$693	82	444	\$898	0	0.0%	\$205	29.6%
Education & Health Services	194	2,813	\$879	192	2,854	\$844	41	1.5%	(\$35)	-4.0%
Leisure & Hospitality	192	1,539	\$378	192	1,659	\$568	120	7.8%	\$190	50.3%
Other Services	65	308	\$635	67	298	\$688	(10)	-3.2%	\$53	8.3%
Public Administration	97	1,605	\$710	97	1,597	\$735	(8)	-0.5%	\$25	3.5%
WISCONSIN										
Total, All Industries	180,733	2,728,972	\$1,035	188,011	2,796,172	\$1,069	67,200	2.5%	\$34	3.3%
Natural Resources & Mining	2,910	30,772	\$807	2,903	30,950	\$913	178	0.6%	\$106	13.1%
Construction	15,219	126,146	\$1,275	15,328	128,793	\$1,211	2,647	2.1%	(\$64)	-5.0%
Manufacturing	9,303	458,378	\$1,174	9,182	465,839	\$968	7,461	1.6%	(\$206)	-17.5%
Trade, Transportation, Utilities	37,684	533,826	\$876	37,544	547,638	\$1,035	13,812	2.6%	\$159	18.2%
Information	2,569	46,758	\$1,662	2,831	46,766	\$1,252	8	0.0%	(\$410)	-24.7%
Financial Activities	15,040	149,743	\$1,545	15,253	151,550	\$1,358	1,807	1.2%	(\$187)	-12.1%
Professional & Business Services	28,166	311,008	\$1,292	29,455	319,099	\$1,232	8,091	2.6%	(\$60)	-4.6%
Education & Health Services	34,091	627,655	\$1,025	36,655	634,983	\$1,070	7,328	1.2%	\$45	4.4%
Leisure & Hospitality	17,199	236,721	\$387	17,137	258,244	\$559	21,523	9.1%	\$172	44.4%
Other Services	13,538	74,390	\$694	13,419	76,133	\$969	1,743	2.3%	\$275	39.6%
Public Administration	3,678	132,060	\$1,016	3,688	130,417	\$1,035	(1,643)	-1.2%	\$19	1.9%
Unclassified	1,337	1,508	\$1,171	4,596	5,760	\$1,027	4,252	282.0%	(\$144)	-12.3%
Sources: Wisconsin Dept of Workforce Development; Maxfield Research & Consulting, LLC										

Major Employers

Table E-4 ranks the major employers in the Primary Market Area based on the number of employees per establishment. This information was compiled from economic development authorities and city and county government listings.

TABLE E-4 MAJOR EMPLOYERS PRIMARY MARKET AREA 2022		
Name of Company	Product/Service	Est. Employment
Memorial Medical Center	Hospitals, Clinics and Health Care Services	600
Red Cliff	Native American Casinos	300
Bayfield County	County Government	250
Bretting Manufacturing	Custom Contract Manufacturing (OEM)	200
Larson Juhl	Custom Manufacturing Solutions	160
Northland College	Colleges, Universities, and Professional Schools	159
Ashland ISD	Public Schools	58
Norvado	Telecommunications Provider	55
North Lakes Clinic	Hospitals, Clinics and Health Care Services	45
Area North Realty	Real Estate Brokerage	39
Total Employment by Major Employers		1,866
Sources: Ashland County; Bayfield County; Maxfield Research & Consulting, LLC		

- Memorial Medical Center is the largest employer in the Primary Market Area with an estimated 600. The second largest employer is the Red Cliff Tribal Community with their entertainment and lodging facilities at an estimated 300 employees.
- Major employers in the Primary Market Area include a number of different industry types including Health Care, Education, Manufacturing, Telecommunications, Public Administration and Real Estate. As shown on the Table, total employment among the ten major employers is estimated at 1,866.
- The Leisure and Hospitality sector is the second largest industry sector in the Primary Market Area with employment of 1,659 employees as of 2nd quarter 2022. The significant impact of tourism in the region with a heavy emphasis on use of residential dwellings for seasonal vacation purposes has created a significant need for affordable housing for local service workers seasonal and full-time. Although there has been increasing hiring as the recovery has proceeded, companies are still challenged to find sufficient employees to fill positions that are open.

Commuting Patterns

Proximity to employment is often a primary consideration when choosing where to live, particularly for younger and lower income households since transportation costs often account for a greater proportion of their budgets. Tables E-5 and E-6 highlight the commuting patterns of workers in Ashland and Bayfield Counties based on data from the U.S. Census Bureau Longitudinal Employer-Household Dynamics (LEHD) program for 2020, the most recent data available.

- As Table E-5 illustrates, the largest proportion of workers in Ashland County live in Ashland city (29.6%). Much smaller proportions of workers live in Washburn (3.9%), Mellen city (2.1%), New Odanah CDP (1.7%), Superior city (1.7%), Birch Hill CDP (1.1%) and Ironwood, MI (1.0%). An estimated 59.0% of workers commute to work in Ashland County from other locations (some remotely). Those that work outside of Ashland city primarily commute to New Odanah CDP, WI (6.1%), Mellen city, WI (4.8%), Park Falls, WI (3.1%) and Superior, WI (2.8%). The remaining 42.9% commute from other locations.
- An estimated 47% of the workers in Ashland County live within ten miles of their place of employment while 20% travel from 10 to 24 miles. An estimated 6% of the workers commute from a distance of 25 to 50 miles while 27% come from more than 50 miles away.
- An estimated 29.6% of the workers in Ashland city also live in the City. Other people commute from Washburn city, Mellen city, WI, New Odanah CDP, Superior city, Birch Hill CDP, and Superior city. Smaller numbers live in Glidden, Hurley, Marengo and Jolmaville. The limited number of workers residing in Bayfield city identifies the limited amount of workers that work year-round and live in permanent housing in that community.

**TABLE E-5
COMMUTING PATTERNS
ASHLAND COUNTY, WI
2020**

Where Workers Are Employed			Where Workers Live Who Are Employed		
<u>Place of Employment</u>	<u>Count</u>	<u>Share</u>	<u>Place of Residence</u>	<u>Count</u>	<u>Share</u>
Ashland city, WI	2,723	40.3%	Ashland city, WI	2,100	29.6%
New Odanah CDP, WI	411	6.1%	Washburn city, WI	274	3.9%
Mellen city, WI	324	4.8%	Mellen city, WI	148	2.1%
Park Falls city, WI	212	3.1%	New Odanah CDP, WI	119	1.7%
Superior city, WI	188	2.8%	Superior city, WI	119	1.7%
Washburn city, WI	179	2.7%	Birch Hill CDP, WI	77	1.1%
Duluth city, MN	94	1.4%	Ironwood city, MI	73	1.0%
Glidden CDP, WI	86	1.3%	Glidden CDP, WI	52	0.7%
Eau Claire city, WI	84	1.2%	Hurley city, WI	47	0.7%
Butternut village, WI	65	1.0%	Marengo CDP, WI	44	0.6%
Phillips city, WI	53	0.8%	Jolmaville CDP, WI	42	0.6%
All Other Locations	2,335	34.6%	All Other Locations	4,005	56.4%
<u>Distance Traveled</u>			<u>Distance Traveled</u>		
Total Primary Jobs	6,754	100.0%	Total Primary Jobs	7,100	100.0%
Less than 10 miles	3,166	46.9%	Less than 10 miles	3,494	49.2%
10 to 24 miles	1,352	20.0%	10 to 24 miles	1,730	24.4%
25 to 50 miles	401	5.9%	25 to 50 miles	674	9.5%
Greater than 50 miles	1,835	27.2%	Greater than 50 miles	1,202	16.9%
Home Destination = Where workers live who are employed in the selection area					
Work Destination = Where workers are employed who live in the selection area					
Sources: US Census: Local Employment Household Dynamics; Maxfield Research & Consulting, LLC					

**TABLE E-6
COMMUTING PATTERNS
BAYFIELD COUNTY, WI
2020**

Where Workers Are Employed			Where Workers Live Who Are Employed		
<u>Place of Residence</u>	<u>Count</u>	<u>Share</u>	<u>Place of Employment</u>	<u>Count</u>	<u>Share</u>
Ashland city, WI	1,218	18.7%	Washburn city, WI	373	10.1%
Washburn city, WI	588	9.0%	Ashland city, WI	276	7.4%
Bayfield city, WI	322	4.9%	Bayfield city, WI	130	3.5%
Superior city, WI	268	4.1%	Iron River CDP, WI	97	2.6%
Duluth city, MN	267	4.1%	Duluth city, MN	34	0.9%
Iron River CDP, WI	204	3.1%	Cable CDP, WI	27	0.7%
Hayward city, WI	109	1.7%	Drummond CDP, WI	25	0.7%
Cable CDP, WI	97	1.5%	Port Wing CDP, WI	24	0.6%
Madison city, WI	60	0.9%	Superior city, WI	24	0.6%
Port Wing CDP, WI	58	0.9%	Cornucopia CDP, WI	22	0.6%
New Odanah CDP, WI	55	0.8%	Mason city, WI	19	0.5%
All Other Locations	3,261	50.1%	All Other Locations	2,660	71.7%
<u>Distance Traveled</u>			<u>Distance Traveled</u>		
Total Primary Jobs	6,507	100.0%	Total Primary Jobs	3,711	100.0%
Less than 10 miles	2,163	33.2%	Less than 10 miles	1,759	47.4%
10 to 24 miles	1,747	26.8%	10 to 24 miles	1,207	32.5%
25 to 50 miles	937	14.4%	25 to 50 miles	306	8.2%
Greater than 50 miles	1,660	25.5%	Greater than 50 miles	439	11.8%
Home Destination = Where workers live who are employed in the selection area					
Work Destination = Where workers are employed who live in the selection area					
Sources: US Census: Local Employment Household Dynamics; Maxfield Research & Consulting, LLC					

Maxfield Research also reviewed commute data for the Town of La Pointe. As we anticipated, the data included in the Census Bureau's LEHD database is, in our opinion, not accurate. The data is based on estimates of other data collected and aggregated through Census estimates. This occurs, at times, with small geographic areas. Therefore, this information is not included.

Tables E-7 and E-8 summarize the inflow and outflow characteristics of the workers in Ashland and Bayfield Counties (the PMA). Outflow reflects the number of workers living in the PMA but employed outside the area while inflow measures the number of workers that are employed in the PMA but live outside the area. Interior flow reflects the number of workers that live and work in the PMA. For Ashland and Bayfield, which are adjacent, there is crossover of employees between the

- As the table shows, there is almost an equal number of workers that leave the County for work as come into the County (outflow and inflow). There are more workers however, that both live and work in Ashland County (interior flow).

DEMOGRAPHIC REVIEW

- An estimated 30% of the jobs in Ashland County are filled by workers commuting into the county. An estimated 49% of the jobs in Bayfield County are filled by workers commuting into the county. A portion of workers that work in La Pointe or prefer to work and live on La Pointe may be drawn to new affordable rental housing in the community.
- Most workers coming into either Ashland or Bayfield Counties for work are ages 30 to 54. This excludes much younger seasonal workers that would come into the area during the summer for employment primarily in the tourism industry. An estimated 33% of workers commuting into Ashland County and earn between \$1,251 to \$3,333 per month (\$15,000 to \$40,000 per year). An estimated 33% of workers in Bayfield County earn more than \$3,333 per month. (\$40,000 per year). The "All Other Services" sector brings in 62% of the employees in Ashland County and 65% of the employees in Bayfield County.

TABLE E-7
COMMUTING INFLOW/OUTFLOW CHARACTERISTICS
ASHLAND COUNTY, WI
2020

	Outflow		Inflow		Interior Flow	
Primary Market Area	2,761	100.0%	3,107	100.0%	3,993	100.0%
<u>By Age</u>						
Workers Aged 29 or younger	642	23.3%	584	18.8%	862	21.6%
Workers Aged 30 to 54	1,402	50.8%	1,500	48.3%	1,970	49.3%
Workers Aged 55 or older	717	26.0%	1,023	32.9%	1,161	29.1%
<u>By Monthly Wage</u>						
Workers Earning \$1,250 per month or less	842	30.5%	782	25.2%	1,215	30.4%
Workers Earning \$1,251 to \$3,333 per month	846	30.6%	1,016	32.7%	1,357	34.0%
Workers Earning More than \$3,333 per month	1,073	38.9%	1,309	42.1%	1,421	35.6%
<u>By Industry</u>						
"Goods Producing"	541	19.6%	576	18.5%	839	21.0%
"Trade, Transportation, and Utilities"	669	24.2%	584	18.8%	559	14.0%
"All Other Services"*	1,551	56.2%	1,947	62.7%	2,595	65.0%
*includes the following sectors: Information, Financial Activities, Professional & Business Services, Education & Health Services, Leisure & Hospitality, Other Services, and Public Administration						
Sources: US Census: Local Employment Household Dynamics; Maxfield Research & Consulting, LLC						

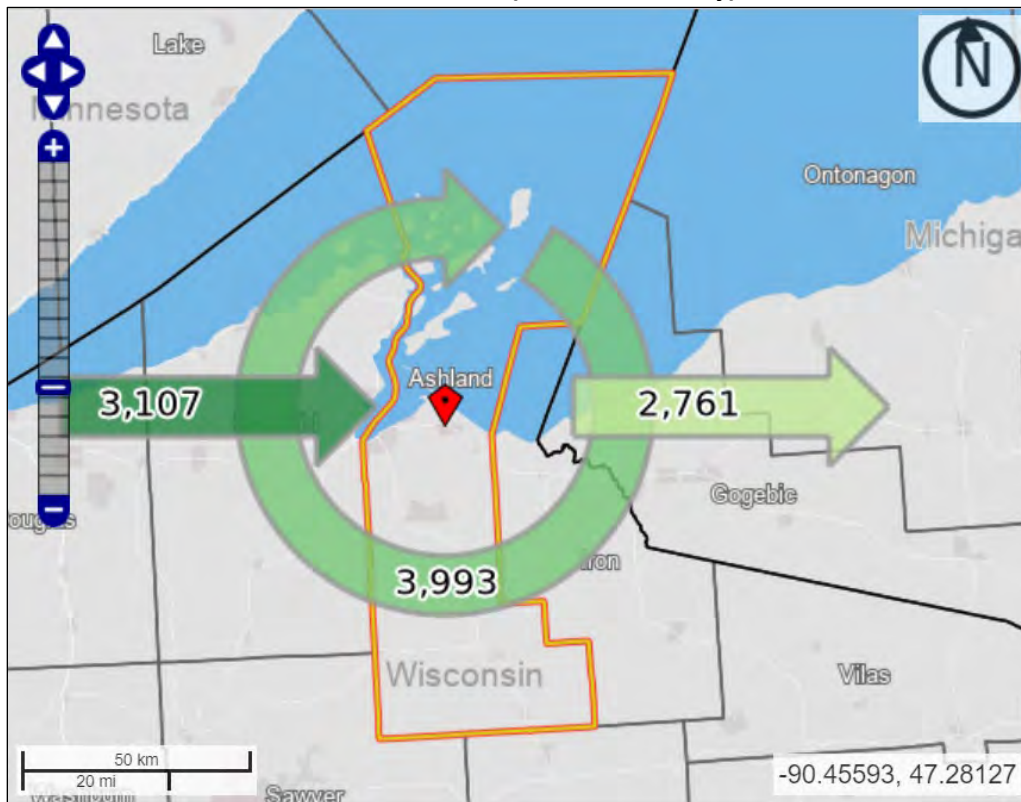
TABLE E-8
COMMUTING INFLOW/OUTFLOW CHARACTERISTICS
BAYFIELD COUNTY, WI
2020

	Outflow		Inflow		Interior Flow	
Primary Market Area	3,888	100.0%	1,092	100.0%	2,619	100.0%
By Age						
Workers Aged 29 or younger	745	19.2%	227	20.8%	435	16.6%
Workers Aged 30 to 54	1,919	49.4%	564	51.6%	1,238	47.3%
Workers Aged 55 or older	1,224	31.5%	301	27.6%	946	36.1%
By Monthly Wage						
Workers Earning \$1,250 per month or less	982	25.3%	375	34.3%	1,042	39.8%
Workers Earning \$1,251 to \$3,333 per month	1,167	30.0%	354	32.4%	807	30.8%
Workers Earning More than \$3,333 per month	1,739	44.7%	363	33.2%	770	29.4%
By Industry						
"Goods Producing"	739	19.0%	296	27.1%	371	14.2%
"Trade, Transportation, and Utilities"	793	20.4%	174	15.9%	377	14.4%
"All Other Services"*	2,356	60.6%	712	65.2%	1,871	71.4%

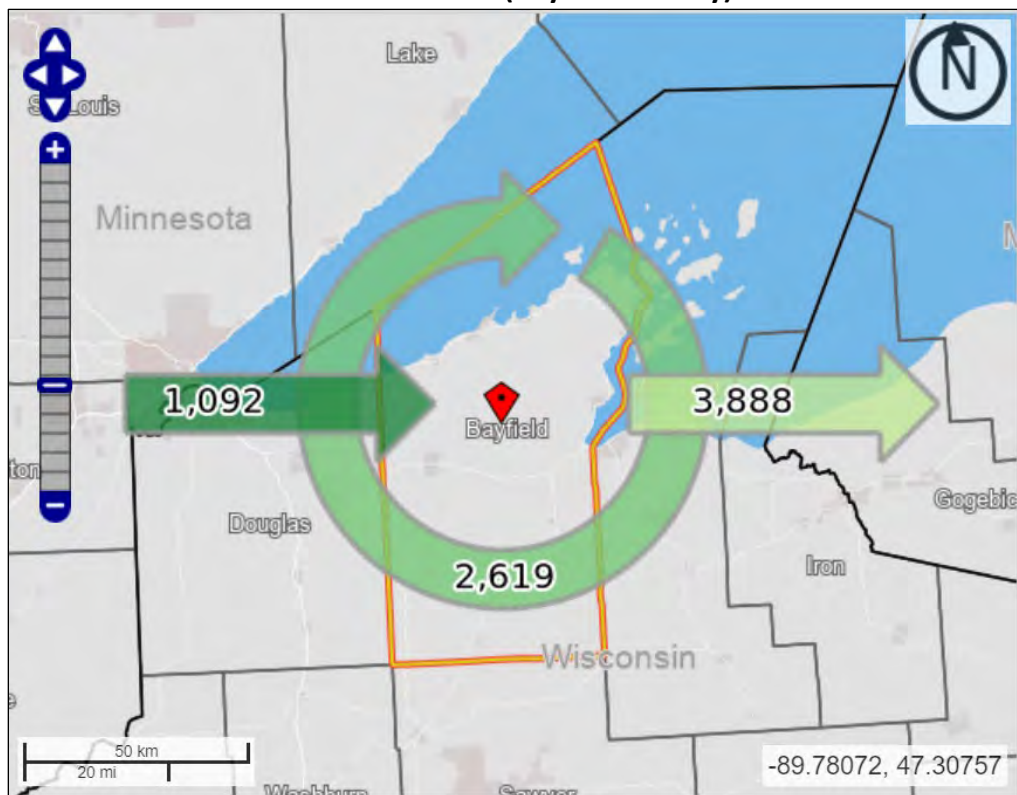
*includes the following sectors: Information, Financial Activities, Professional & Business Services, Education & Health Services, Leisure & Hospitality, Other Services, and Public Administration

Sources: US Census: Local Employment Household Dynamics; Maxfield Research & Consulting, LLC

Inflow-Outflow (Ashland County)



Inflow-Outflow (Bayfield County)



Introduction

The variety and condition of the housing stock in a community provides the basis for an attractive living environment. Housing functions as a building block for neighborhoods and goods and services. We examined the housing market in La Pointe and the Primary Market Area by reviewing data on the age of the existing housing supply and reviewing housing data from the American Community Survey that relates to the area. Building permit data for La Pointe was incorporated into the Demographic Review section of the report.

American Community Survey

The American Community Survey (“ACS”) is an ongoing statistical survey administered by the U.S. Census Bureau that is sent to approximately 3 million addresses annually. The survey gathers data previously contained only in the long form of the decennial census. As a result, the survey is ongoing and provides a more “up-to-date” portrait of demographic, economic, social, and household characteristics every year, not just every ten years. The most recent ACS highlights data collected between 2016 and 2020. Tables HC-1 to HC-4 show key data for La Pointe and the Primary Market Area.

Age of Housing Stock

The following graph shows the age distribution of the housing stock in 2023 based on data from the U.S. Census Bureau from the American Community Survey (5-Year). Table HC-1 includes the number of housing units built in the Market Area, prior to 1950 and during each decade since.

- In total, the Market Area is estimated to have 14,944 housing units, of which 77.5% are owner-occupied and 22.5% are renter-occupied.

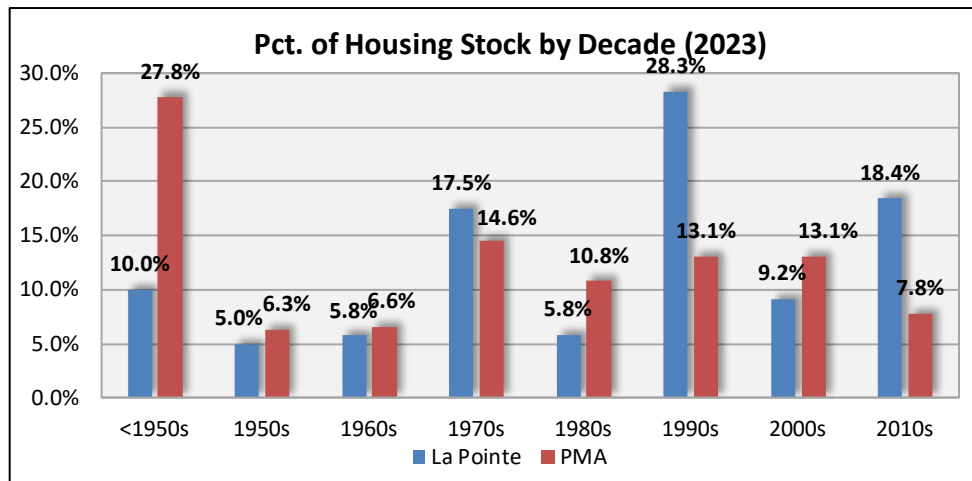
HOUSING CHARACTERISTICS

TABLE HC-1
AGE OF HOUSING STOCK
LA POINTE PRIMARY MARKET AREA
2023

		Year Unit Built																			
		Total Units		Med. Yr. Built		<1950		1950s		1960s		1970s		1980s		1990s		2000s		2010s+	
						No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
LA POINTE																					
Owner-Occupied	187	1988	11	5.8	11	5.8	13	6.8	34	18.4	9	4.8	62	33.0	7	3.9	40	21.4			
Renter-Occupied	31	1983	11	35.3	0	0.0	0	0.0	4	11.8	4	11.8	0	0.0	13	41.2	0	0.0			
Total	217	1986	22	10.0	11	5.0	13	5.8	38	17.5	13	5.8	62	28.3	20	9.2	40	18.4			
MARKET AREA TOTAL																					
Owner-Occupied	11,583	1975	3,012	26.0	714	6.2	741	6.4	1,562	13.5	1,175	10.1	1,571	13.6	1,664	14.4	1,144	9.9			
Renter-Occupied	3,362	1971	1,136	33.8	233	6.9	242	7.2	615	18.3	437	13.0	386	11.5	293	8.7	19	0.6			
Total	14,944	1973	4,149	27.8	947	6.3	983	6.6	2,177	14.6	1,612	10.8	1,956	13.1	1,957	13.1	1,163	7.8			
Note: Total units not equal to total households because data based on sample instead of 100% count.																					
Sources: U.S. Census Bureau - American Community Survey; Maxfield Research & Consulting, LLC																					

HOUSING CHARACTERISTICS

- Overall, homes in La Pointe are newer than homes in the Primary Market Area. This is most likely because there has been consistent construction of newer homes and/or replacement of homes with newer structures as households have replaced seasonal dwellings with permanent homes. In La Pointe, the largest number of owned homes is estimated to have been constructed during the 1990s while most rented homes were built either prior to 1950 or during the 2000s. In the Primary Market Area, construction was spread more evenly through the decades although most homes, owned and rented, were built prior to 1950, indicating an older housing stock. Some of these housing units may be in need of repairs and upkeep. In addition, older homes are more likely to shift from the ownership to rental market due to functional obsolescence.



Housing Units by Structure and Occupancy or (Housing Stock by Structure Type)

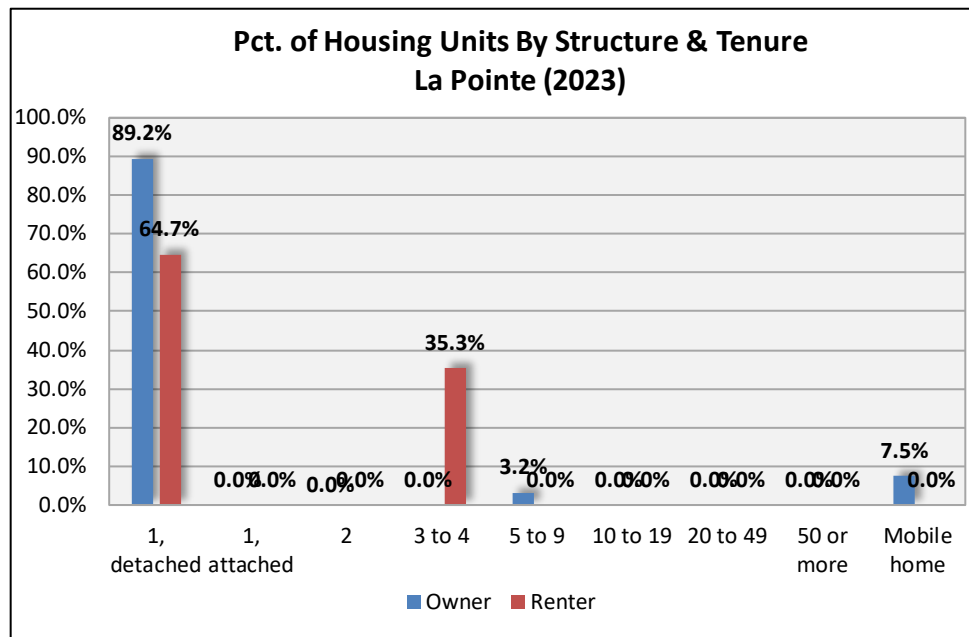
Table HC-2 shows the housing stock in the Market Area by type of structure and tenure as of 2023.

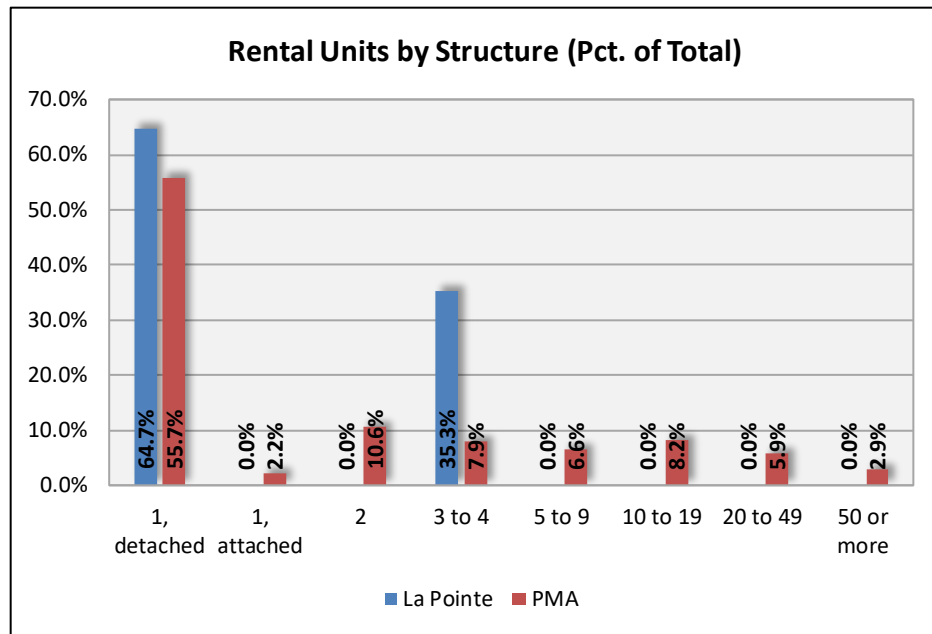
- The dominant housing type in the Primary Market Area is the single-family detached home, representing an estimated 90.9% of all owner-occupied housing units and 53.1% of renter-occupied housing units as of 2023.
- In the Primary Market Area, buildings that have five or more units are primarily renter-occupied which would account for most of the apartment buildings in Ashland and Washburn cities. There are an estimated five units in one structure that are owned in La Pointe.
- Mobile homes account for an estimated 6.6% of all housing units in the Market Area. Most of these homes are owned, 832 (84.8%).

HOUSING CHARACTERISTICS

TABLE HC-2 HOUSING UNITS BY STRUCTURE & TENURE PRIMARY MARKET AREA 2023								
Units in Structure	LA POINTE				PRIMARY MARKET AREA TOTAL			
	Owner-Occupied	Pct.	Renter-Occupied	Pct.	Owner-Occupied	Pct.	Renter-Occupied	Pct.
1, detached	150	89.2%	20	64.7%	9,905	90.9%	1,792	53.1%
1, attached	0	0.0%	0	0.0%	72	0.7%	70	2.1%
2	0	0.0%	0	0.0%	56	0.5%	340	10.1%
3 to 4	0	0.0%	11	35.3%	1	0.0%	256	7.6%
5 to 9	5	3.2%	0	0.0%	10	0.1%	212	6.3%
10 to 19	0	0.0%	0	0.0%	1	0.0%	263	7.8%
20 to 49	0	0.0%	0	0.0%	0	0.0%	189	5.6%
50 or more	0	0.0%	0	0.0%	5	0.0%	94	2.8%
Mobile home	13	7.5%	0	0.0%	832	7.6%	148	4.4%
Boat, RV, van, etc.	0	0.0%	0	0.0%	19	0.2%	8	0.3%
Total	168	100%	31	100%	10,901	100%	3,373	100%

Sources: U.S. Census Bureau - American Community Survey; Maxfield Research & Consulting, LLC



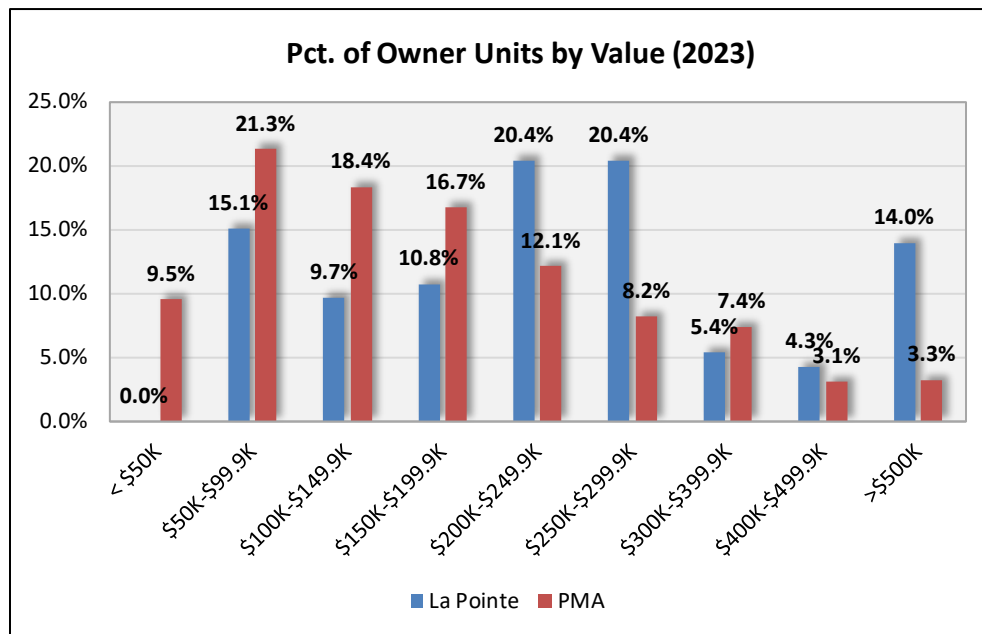


Owner-Occupied Housing Units by Value

Table HC-3 presents data on housing values summarized by nine price ranges. Housing value refers to the estimated price point the property would sell if the property were for sale. For single-family and townhome properties, value includes both the land and the structure. For condominium units, value refers to only the unit.

- Most of the owner-occupied housing stock in La Pointe is estimated to be valued between \$200,000 and \$299,999 (40.8%), followed by homes valued between \$50,000 and \$99,999 (15.1%). Homes valued at more than \$500,000 account for 14%.
- The median owner-occupied home in La Pointe is estimated at \$235,500, or \$89,400 greater than the Primary Market Area value (\$146,100). There is a greater percentage of higher valued homes in La Pointe and in Bayfield County than in Ashland County. In the PMA, an estimated 34.1% of homes are valued at \$200,000 or higher compared to 64.5% in La Pointe. Many of the highest valued homes are on lakefront property or on large land acreages. The significantly higher value of homes in La Pointe also points to greater affluence in La Pointe and the challenges that are present when trying to accommodate the needs of moderate income permanent workers and seasonal employees seeking housing.

TABLE HC-3 OWNER-OCCUPIED UNITS BY VALUE PRIMARY MARKET AREA 2023					
Home Value	LA POINTE		PMA		WI
	No.	Pct.	No.	Pct.	Pct.
Less than \$50,000	0	0.0%	1,038	9.5%	4.4%
\$50,000-\$99,999	25	15.1%	2,320	21.3%	11.4%
\$100,000-\$149,999	16	9.7%	2,001	18.4%	18.5%
\$150,000-\$199,999	18	10.8%	1,824	16.7%	19.2%
\$200,000-\$249,999	34	20.4%	1,323	12.1%	13.9%
\$250,000-\$299,999	34	20.4%	891	8.2%	10.6%
\$300,000-\$399,999	9	5.4%	807	7.4%	11.6%
\$400,000-\$499,999	7	4.3%	342	3.1%	4.9%
Greater than \$500,000	23	14.0%	355	3.3%	5.5%
Total	168	100.0%	10,901	100.0%	100.0%
Median Home Value	\$235,500		\$146,100		\$189,200
Sources: U.S. Census Bureau - ACS; Maxfield Research & Consulting, LLC					



Renter-Occupied Units by Contract Rent

Table HC-4 presents information on the monthly housing costs for renters called contract rent (also known as asking rent). Contract rent is the monthly rent agreed to regardless of any utilities, furnishings, fees, or services that may be included.

- The median contract rent in La Pointe and the Primary Market Area is estimated at \$542 and \$535, respectively. Based on a 30% allocation of income to housing, a household in La Pointe would need an income of \$21,680 to afford the median monthly rent \$542 and an income of \$21,400 in the Primary Market Area to afford the median monthly rent of \$535. The challenge is that there are essentially no vacancies among existing rental units in La Pointe or in the Primary Market Area. Our survey of rental units, included in a later section identifies that market rents are generally higher than the median rent and most renters are paying more than the median monthly rent for their housing.
- An estimated 35% of La Pointe renters are estimated to pay rent ranging from \$250 to \$500 and another 41% pay monthly rents of \$500 or higher. In the PMA, 48% of renters pay monthly rents of \$500 or higher.
- Housing units without payment of rent (“no cash rent”) make up 23.5% of La Pointe renters, a very high proportion. Typically, units may be owned by a relative or friend who lives elsewhere whom allow occupancy without charge. Other sources may include caretakers or ministers who may occupy a residence without charge.

TABLE HC-4 RENTER-OCCUPIED UNITS BY CONTRACT RENT LA POINTE PRIMARY MARKET AREA 2023					
Contract Rent	LA POINTE		PMA		WI
	No.	Pct.	No.	Pct.	Pct.
No Cash Rent	7	23.5%	216	6.8	4.0%
Cash Rent	24	76.5%	2,978	93.2	96.0%
\$0 to \$249	0	0.0%	540	16.9	3.3%
\$250-\$499	11	35.3%	905	28.3	11.8%
\$500-\$749	9	29.4%	1,013	31.7	34.3%
\$750-\$999	4	11.8%	421	13.2	26.3%
\$1,000+	0	0.0%	98	3.1	20.3%
Total	31	100.0%	3,194	100.0	100.0%
Median Contract Rent	\$542		\$535		\$766
Sources: U.S. Census Bureau - ACS; Maxfield Research & Consulting, LLC					

Introduction

The following section of the report analyzes current market conditions for general occupancy affordable workforce rental and owned housing in the Market Area. R-1 Topics covered include an overview of rental housing market conditions in the Market Area, detailed information on individual market rate and affordable rental developments in and near the PMA and information on new rental developments planned or under construction in the PMA.

Overview of Housing Market Conditions

For-Sale Activity

Table R-1 shows the number of homes sold in Ashland and Bayfield Counties from 2010 through 2022 along with the median sales price. The data shows the progression of home prices in the area and overall market activity. Data is sources from the Wisconsin Area Association of Realtors, which provides monthly housing statistics for Wisconsin geographies.

- The table shows that market activity increased after the Great Recession and accelerated after 2016. This is a pattern that occurred in many communities throughout the Upper Midwest as the economy strengthened and mortgage interest rate were low. As mortgage rates dropped even lower during the latter portion of the 2010s, market activity increased again.
- Although sales activity increased by 1.2% in Ashland County, it increased by 0.4% in Bayfield County. The median sales price over the period increased by 65% in Ashland County but more than doubled in Bayfield County (103%).
- With home values climbing in the region and now with higher mortgage interest rates, market activity will drop. There will be fewer homes available for people to purchase. High demand remains with a shortage of supply of homes available, thereby continuing to push prices higher.

TABLE R-1 RESALES OF OWNED HOMES ASHLAND AND BAYFIELD COUNTIES 2010 through 2022				
Year	Ashland County		Bayfield County	
	No. Sold	Median Price	No. Sold	Median Price
2010	119	\$90,000	188	\$123,500
2011	134	\$77,750	191	\$120,000
2012	155	\$87,500	254	\$147,500
2013	151	\$84,500	195	\$150,000
2014	161	\$86,000	263	\$125,000
2015	160	\$76,000	297	\$139,000
2016	191	\$84,500	360	\$156,000
2017	196	\$96,950	348	\$166,000
2018	186	\$92,000	346	\$168,225
2019	227	\$107,000	365	\$168,000
2020	272	\$125,000	411	\$189,900
2021	320	\$134,750	381	\$240,000
2022	264	\$148,250	269	\$250,397
Change '10-'22				
No.	145	\$58,250	81	\$126,897
Pct.	1.2%	65%	0.4%	103%
Source: Wisconsin Realtors				

Recent Home Sales – La Pointe

Table R-2 shows recent home sales in La Pointe from data compiled by the Town of La Pointe Assessor.

Data shows strong market activity, predominantly in seasonal residences from 2020 to March 2023. Most sales were waterfront and dominated by single-family dwellings.

Average and median sales prices fluctuated over the period, but that is due to a limited number of sales in each year.

Overall however, the pricing of homes in La Pointe is higher than Bayfield County as a whole and double that of Ashland County. This further demonstrates that home prices in La Pointe are out of reach for many moderate income households.

TABLE R-2 TOWN OF LA POINTE - RECENT HOME SALES						
	No. of Sales		Waterfront		Dwelling Type	
	Primary	Seasonal	Yes	No	Sgl Family	- Condo
2020	6	21	20	7	20	7
Average Price	\$301,000					
Median Price	\$269,900					
2021	12	20	20	12	29	3
Average Price	\$436,000					
Median Price	\$357,500					
2022	5	12	9	8	14	3
Average Price	\$395,000					
Median Price	\$300,000					
To March 2023	1	3	1	3	3	1
Average Price	n/a					
Median Price	\$366,000					
2020-03/23						
Total	24	56	50	30	66	14
Average Price	\$310,000					
Median Price	\$377,500					
Source: Town of La Pointe Assessor						

Home Listings

As of February 2023, there are 36 homes listed for sale in Bayfield County ranging in price from \$26,000 to a high of \$2.8 million. In Ashland County, there are only 14 homes for sale, ranging in price from a low of \$39,000 to a high of \$550,000 but none are in La Pointe.

We identified two properties for sale in La Pointe, a home priced at \$249,900 and a condominium priced at \$199,900.

Homes priced at the very low end of the market usually have a significant amount of deferred maintenance and the home's structure may have need of upgrades to certify the home to building code standards. Some of these very low priced homes may be purchased only to acquire the land for new construction.

Rental Market

Table R-3 shows a summary of market rate rental properties in the Primary Market Area. Properties were selected with more than just one unit and those generally that are professionally managed. The properties shown represent older rentals in addition to the newest properties that could be identified that are rented. In the case of Schoolhouse Condominiums, not all

units are rented. Renting a unit is at the discretion of the owner. Most properties offer a six to 12 month lease, but properties in Bayfield city are more likely to be subject to shorter term leases if the owner wants to lease the unit during the high-season to seasonal guests. According to findings from the focus group, this practice was found to be somewhat prevalent in Bayfield and in La Pointe as these communities have the highest number of tourists during the season because of their locations directly on Lake Superior.

The table shows nine properties with a total of 139 units. The year built of properties ranges from 1886 to 2007, the most recent. Many of the older properties have been renovated with new appliances, new carpeting/flooring and other features. Properties are in Bayfield, Washburn and Ashland.

Rent levels are diverse, ranging from a low of \$450 per month at 220 Chapple Avenue to a high of \$1,699 per month for a three-bedroom unit at Schoolhouse Condominiums. At the higher rent levels, properties offer more amenities such as in-unit washer/dryer, hardwood floors, walk-in closet; granite counters. For older properties, most apartments have only basic appliances, carpeting or hardwood floors, no air conditioning or wall-unit air. Only a few properties have garages and most have off-street surface parking.

Rent levels for market rate properties are lower in Ashland than Washburn or Bayfield. Rents in Bayfield are the highest. Although rental units tend to be more affordable in Ashland, the significant driving distance to commute between Ashland and La Pointe is not economically feasible with the additional transportation costs, especially during the winter months.

In addition, there were no rental units available at any of the properties with an overall vacancy rate of 0%. The market equilibrium rate is considered to be 5% to allow for adequate consumer turnover in a balanced market. With a vacancy rate of 0%, there is a significant shortage of rental housing and pent-up demand.

HOUSING MARKET ANALYSIS

TABLE R-3 SELECT MARKET RATE PROPERTIES LA POINTE PRIMARY MARKET AREA February 2023											
Project Name/Location	Occp.	No. of	Total	Unit Description				Monthly Rent		Rent/sq. ft.	
	Date	Units	Vacant	Type	No.	Vac.	Size	Min	Max	Min	Max
Park Place Residences 1616 Beaser Ave. Ashland, WI	2006	24	0	2BR	12	0	1,000 - 1,000	\$1,200 - \$1,200		\$1.20 - \$1.20	
			vacancy rate: 0.0%	3BR	12	0	1,200 - 1,200	\$1,425 - \$1,425		\$1.19 - \$1.19	
Notes: Central air; Full kitchen appliance package; in-unit w/dryer; one detached stall included. All utilites included and Wi-fi. Outdoor rain garden and vegetable/flower garden; playground; no vacancies; wait list.											
Ashland Holdings Complex 1122 3rd Avenue East Ashburn, WI	1987	24	0	2BR	24	0	800 - 800	\$705 - \$705		\$0.88 - \$0.88	
			vacancy rate: 0.0%								
Notes: Basic kitchen appliance package, no dishwasher or disposal; wall-unit air; surface parking only; coin-op laundry; All utilities are included.											
Washburn Apts 12 E 3rd Street Washburn, WI	2020	17	0	Studio	7	0	550 - 550	\$650 - \$650		\$1.18 - \$1.18	
			vacancy rate: 0.0%	1BR	10	0	630 - 630	\$750 - \$750		\$1.19 - \$1.19	
Notes: Basic kitchen appliance pkg; coin-operated laundry; all utilities included except telephone, cable and Wi-fi.											
218 2nd Avenue E 218 2nd Avenue E Ashland, WI	1990	15	0	1BR	7	0	700 - 700	\$650 - \$650		\$0.93 - \$0.93	
			vacancy rate: 0.0%	2BR	8	0	825 - 825	\$725 - \$725		\$0.88 - \$0.88	
Notes: Basic kitchen appliance pkg; coin-operated laundry; all utilities included except telephone, cable and Wi-fi. Surface pkg only.											
220 Chapple 220 Chapple Ave Ashland, WI	2019	10	0	1BR	10	0	500 - 500	\$450 - \$450		\$0.90 - \$0.90	
			vacancy rate: 0.0%								
Notes: No air conditioning; basic kitchen appliances; coin-op laundry; outdoor surface parking; no common area amenities; within walking distance of bakery, coffee shop.											
104 11th Ave W 104 11th Ave W Ashland, WI	1950	8	0	1BR	8	0	600 - 1,000	\$750 - \$1,200		\$1.20 - \$1.25	
			vacancy rate: 0.0%								
Notes: Black appliances; wall-unit air; radiator heat; carpeting throughout; walk-in closets; oversized windows; outdoor patio.											
200-210 W Main 200-210 W Main Street Ashland, WI	1886	32	0	1BR	32	0	550 - 550	\$450 - \$450		\$0.82 - \$0.82	
			vacancy rate: 0.0%								
Notes: Basic kitchen appliances; coin-op laundry; water, sewer, trash, heat included and Wi-fi; all other utilities paid by tenant; surface parking in rear of building.											
34 S Broad 34 S Broad St Bayfield, WI	1900	3	0	1BR	3	0	507 - 560	\$850 - \$850		\$1.52 - \$1.68	
			vacancy rate: 0.0%								
Notes: Fully renovated and remodeling building; Outdoor deck; Full kitchen appliances including dishwasher; coin-op laundry; water, sewer, trash, heat included and air conditioning; all other utilities paid by tenant; surface parking in rear of building; high ceilings; oversized windows; hardwood floors.											
Schoolhouse Condos 231 N 1st Street Bayfield, WI	2007R	6	0	2BR	4	0	1,500 - 1,500	\$1,399 - \$1,399		\$0.93 - \$0.93	
			vacancy rate: 0.0%	3BR	2	0	1,800 - 1,800	\$1,699 - \$1,699		\$0.94 - \$0.94	
Notes: Converted school building orginally built in 1910; Large windows; high ceilings; views of Lake Superior; some units are rented; stainless appliances; granite counters; sunroom; hardwood floors; walk-in closets; tile bathroom; loft spaces; in-unit washer/dryers. Outdoor terrace w/patio furniture; outdoor arbor;											
Total Stabilized Properties		139	0	Vacancy Rate = 0.0%							
Source: Maxfield Research & Consulting, LLC											

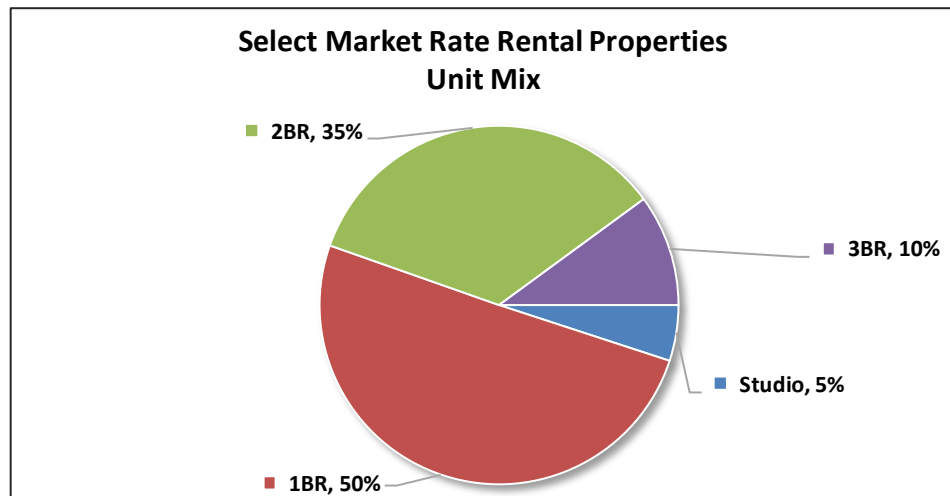
HOUSING MARKET ANALYSIS

Table R-4 shows a summary of information from the properties on Table R-3. As shown, most of the units have one-bedroom (50%) with two-bedroom units accounting for 34.5%. Three-bedroom units account for 10% and studios, 5%. Average rent for all units is \$785, in keeping with our surveys, focus group and other research. The overall rent per square foot is low, \$1.00, demonstrating the advanced age of most of the properties. At a current average rent per square foot of \$1.00, this rent would not justify new construction. Again, because of the significantly low vacancy rate and the advanced age of most of the properties, we cannot consider the \$785 average to be a definitive benchmark for what prospects would be willing to pay for new construction with contemporary in-unit features and amenities.

The combined market rate properties have an average size of 773 square feet.

TABLE R-4 UNIT TYPE SUMMARY SELECTED MARKET RATE RENTAL PROPERTIES February 2023						
Unit Type	Total Units	% of Total	Avg. Size	Monthly Rents		
				Range Low - High	Avg. Rent	Avg. Rent/ Sq. Ft.
Studio	7	5.0%	550	\$650 - \$650	\$650	\$1.18
1BR	70	50.4%	597	\$450 - \$1,200	\$590	\$0.97
2BR	48	34.5%	913	\$705 - \$1,399	\$890	\$0.96
3BR	14	10.1%	1,286	\$1,425 - \$1,699	\$1,464	\$1.15
Total:	139	100%	773	\$450 - \$1,699	\$785	\$1.00

Source: Maxfield Research & Consulting, LLC



Affordable/Subsidized Rental

Maxfield Research compiled information for affordable and subsidized rental properties in the Primary Market Area. Prospective renters with low incomes would be likely to try to obtain a rental unit where they would only be required to pay no more than 30% of their adjusted gross

HOUSING MARKET ANALYSIS

income for rent. Properties with this type of rent structure usually fall under the Federal Government's Section 8 program or under a local HRA's public housing program.

There are three Housing Authorities in the Primary Market Area:

Ashland County Housing Authority
Washburn Housing Authority
Bayfield County Housing Authority

Each of these agencies operates in the PMA and provides income-restricted affordable housing, including apartments, scattered site single-family homes and Housing Choice Vouchers.

There are several subsidized properties that provide affordable rental housing for the elderly. These properties are excluded from the analysis as the focus is on workforce housing.

The Bayfield County Housing Authority has two-bedroom family apartments in Bayfield with rent levels set at 30% of AMI. All units are furnished with a stove, refrigerator, dishwasher and in-unit washer/dryer. An elevator is available in the building. All utilities are included.

Bayfield County Housing Authority also offers scattered site single-family homes (2BR, 3BR and 4BR) with rent levels at 30% of adjusted gross income. Tenants pay utilities but receive an allowance to do so.

Autumn Manor apartments in Washburn has 36, one- and two-bedroom units. Rent is based on 30% of the tenant's adjusted gross income. There is a community room with an outdoor patio attached.

Daniel Kimball Villa has 24, one-bedroom units. Rent is based on 30% of the tenant's adjusted gross income for rent.

Ashland County HRA has public housing units in the communities of Glidden, Butternut and Mellen, a total of 40 units. Four deep-subsidy units are in La Pointe and are owned by the Housing Authority under the Rural Development funding program. Three of the four units have additional rental assistance, which is a deep subsidy program through Rural Development. One unit is currently affordable but does not have the additional rental assistance. A new duplex building with two, three-bedroom units, was recently opened in La Pointe and is also owned by the Ashland County HRA.

Table R-5 on the following page shows a total of five properties with 136 units. All properties are affordable with income restrictions. Three of the five have an income restriction of 50% or less of Adjusted Median Income (AMI) and two others are affordable, with income restrictions but quoted rents.

HOUSING MARKET ANALYSIS

The newest property, Superior View, which will have 50 units, at completion, is under construction. The first units will be available by Summer 2023, with additional buildings coming on-line after that. Units are cottage-style with private entries and single-car attached garage. Rent levels will range from 30% to 50% of AMI or \$300 to \$1,000 per month depending on unit type.

TABLE R-5 SELECTED GENERAL OCCUPANCY AFFORDABLE/SUBSIDIZED RENTAL PROPERTIES LA POINTE PRIMARY MARKET AREA February 2023												
Project Name/Location	Occp. Date	No. of Units	Total Vacant	Unit Description			Monthly Rent		Rent/sq. ft.		Rent/sq. ft.	
				BR / BA	No.	Vac.	Size	Min	Max	Min	Max	Min
Superior View Apts 1265 Frost Ave Ashland, WI	2023	50	0	1BR / 1BA	10	0	700 - 700	\$300 - \$550		\$0.43 - \$0.79		\$0.43 - \$0.79
			vacancy rate: 0.0%	2BR / 2BA	24	0	950 - 950	\$900 - \$900		\$0.95 - \$0.95		\$0.95 - \$0.95
				3BR / 2BA	16	0	1,150 - 1,150	\$1,100 - \$1,100		\$0.96 - \$0.96		\$0.96 - \$0.96
	Notes: Affordable at 30% to 50% AMI; Cottage-style units; community rm; fitness center; single-car garage; outdoor patio; rent includes all utilities; under construction.											
Autumn Manor 1256 Wilson Ave Washburn, WI	1978	36	0	1BR / 1BA	33	0	515 - 515	30% of AGI		n/a - n/a		n/a - n/a
			vacancy rate: 0.0%	2BR / 1BA	81	0	825 - 825	30% of AGI		n/a - n/a		n/a - n/a
	Notes: Rent is based on 30% of adjusted household's gross income; all utilities included in the rent; tenant pays for cable TV and internet; community rm w/patio; units feature stove, refrigerator and dishwasher; additional storage units are available; air conditioning is available during the summer for an additional fee; coin-op laundry facilities on-site.; off-street parking available.											
Daniel Kimball Villa 517 6th Street Ashland, WI	1980	24	0	1BR / 1BA	6	0	515 - 515	30% of AGI		n/a - n/a		n/a - n/a
			vacancy rate: 0.0%									
	Notes: Rents is based on 30% of AMI; Amenities include enclosed, heating parking-\$60/mo; full appliance pkg w/microwave; heat, water, sewer and trash included; pantry; balcony/patio; walk-in closets; children's play area; community room. Contact (651) 288-9939.											
Robert and Nyna Holmes Villa 522 Chapple Avenue Ashland, WI	1999	18	0	1BR / 1BA	2	0	590 - 1,106	30% of AGI		n/a - n/a		n/a - n/a
			vacancy rate: 0.0%	2BR / 1BA	12	0	1,064 - 1,116	30% of AGI		n/a - n/a		n/a - n/a
				3BR / 2BA	4	0	1,191 - 1,212	30% of AGI		n/a - n/a		n/a - n/a
	Notes: Rent is based on 30% of AMI. Central air; balcony-select units; in-unit w/dryer; walk-in closets; 9' ceilings; oversized windows; surface parking; community room, outdoor play area. Contact (612) 455-5133.											
Glidden Apartments 174 E. 2nd Street Glidden, WI	1916	8	0	1BR / 1BA	4	0	500 - 500	\$525 - \$525		\$1.05 - \$1.05		\$1.05 - \$1.05
			vacancy rate: 0.0%	2BR / 2BR	4	0	800 - 800	\$625 - \$625		\$0.78 - \$0.78		\$0.78 - \$0.78
	Notes: Renovated former schoolhouse in 2001; off-street parking											
La Pointe Apts 174 E. 2nd Street La Pointe, WI	1980	6	0	1BR / 1BA	2	0	510 - 510	30% of AGI		n/a - n/a		n/a - n/a
			vacancy rate: 0.0%	2BR / 2BR	2	0	825 - 825	30% of AGI		n/a - n/a		n/a - n/a
				3BR / 2BR	2	0	1,100 - 1,100	30% of AGI		n/a - n/a		n/a - n/a
	Notes: One single-level building; one new duplex w/on-site laundry. Three-bedroom units are in the duplex.											
Mellen Apts 128 W. Bennett Ave Mellen, WI	1963	8	0	2BR / 1BA	8	0	825 - 825	\$625 - \$625		\$0.76 - \$0.76		\$0.76 - \$0.76
			vacancy rate: 0.0%									
	Notes: Renovated former schoolhouse in 2001; off-street parking											
Total		150	0	Vacancy Rate - 0.0%								
Source: Maxfield Research & Consulting, LLC												

Manufactured Homes

There are 21 homes in a manufactured home park at 15185 Trailer Court Road in Bayfield Town.

An additional 20 homes are a short distance from the other Park.

Homes in the park have sold recently for between \$27,000 and \$33,000. Other manufactured homes in Bayfield Town have sold for between \$39,000 and \$116,000.

Homes are of varying sizes and conditions. Manufactured homes and modular homes have been increasing in popularity as many people seek more affordable housing options.

Long-standing companies are developing new manufactured and modular home models and increasing the size and amenity levels of the products they offer. There are several companies in Minnesota and Wisconsin that provide homes that are movable or homes on permanent foundations.

Market Rate Apartment Properties



12 E. 3rd Street, Washburn



620 E. 4th Street, Washburn



427 E. 3rd Street, Washburn



220 Chapple Avenue, Ashland



Ashland Apartments



410 Main St. West, Ashland

Market Rate Apartment Properties



218 2nd Ave E., Ashland



200-210 Main St. W, Ashland, WI



104 11th Ave., Ashland



34 S. Broad St, Bayfield



104 Rittenhouse Ave., Bayfield



Schoolhouse Condos

Affordable Rental Property Photos



Autumn Manor, Washburn



Daniel Kimball Villa



Robert and Nyna Holmes, Ashland



Superior View-Ashland

Need for Affordable Housing in the Market Area

According to information compiled by The Family Housing Fund, housing is affordable if a household pays no more than 30% of their income toward that housing. In the Primary Market Area as of 2023, there are an estimated 40.7% of renter households (1,756 households) paying more than 30% of their income on housing. Post-pandemic, tourism surged back in Wisconsin. From 2020 to 2021, total business sales in Bayfield County increased by 22.4% and tourism employment increased by 18.3%. Direct visitor spending increased by 19.7%. Ashland County's business sales increased 15.1% and employment increased 8.2%. Despite the surge in tourism dollars to the area, there has been little to no development of new affordable housing and no housing specifically developed to target the seasonal workers that are needed during the peak tourism season to support increased business sales. Rent levels in Bayfield and La Pointe, communities that experience the most significant influx of tourists each year, are much higher than in Ashland and Washburn. Despite surveys which identify that a number of households would be able to pay between \$700 and \$1,000 per month for housing costs, with nightly rental rates for apartments and condominiums in the \$350 to \$500 per night range, the economic advantage in the private market to cater to visitors is significant.

Housing Choice Voucher Programs

The Ashland County Housing and Redevelopment Authority facilitates a tenant-based subsidy program for the County, called the Section 8 Housing Choice Voucher Program, which is funded by the Department of Housing and Urban Development (HUD). The purpose of this program is to allow low income seniors, disabled individuals, families and singles access to affordable housing by utilizing the existing private market units. Other Housing and Redevelopment Authorities in the area, Bayfield County and Washburn city, also facilitate Section 8 Housing Choice Voucher Programs.

Under the Section 8 Housing Choice Voucher Program, qualified households are issued a voucher that the household can take to an apartment that has rent levels allowable under HUD guidelines. Since the vouchers are movable (not project-based), the program facilitates a greater dispersion of financially-assisted housing in the area.

The Housing Choice Voucher Program utilizes the existing private rental market to provide affordable housing to low-income households. Program participants pay a minimum of 30% of their monthly adjusted income toward rent. The program provides rental assistance, which is the difference between the participants' rent portion and the contract rent. To be eligible, households must have incomes at or below 50% of median.

Currently, the HRA is allocated 68 vouchers, but is only able to deploy 54 vouchers because of budget constraints. Ashland County residents are given preference for vouchers that come available. All vouchers are being used in Ashland County at this time.

The maximum income thresholds in 2022 for the Section 8 Voucher Program are:

1PP	\$28,150
2PP	\$32,150
3PP	\$36,150
4PP	\$40,150
5PP	\$43,400
6PP	\$46,600
7PP	\$49,800
8PP	\$53,000

The Housing Choice Voucher program's wait list for Ashland County is open and they are accepting applications. According to the Executive Director, there is only a three to six month wait to obtain a Voucher. An affordable/workforce housing development in La Pointe may be able to accept some vouchers depending on the structure of the funding and the payment standards allowed for this program. The majority of residents would not qualify for Vouchers, but for those that have incomes less than 50% of AMI and work on the Island, accepting a voucher would enable them to have reliable and secure housing.

Other Housing Options

Maxfield Research reviewed the impacts to households in the PMA considering housing options that would affect costs of affordable housing choices. These impacts are financial considerations that households need to consider and may limit household choices when deciding to rent versus own. The following points summarize principal findings in these financial considerations.

As shown previously on Table R-1, the median price of owned homes in Ashland County rose 65% from 2010 through 2022 and more than doubled in Bayfield County (103%). Single-family homes for rent in the Primary Market Area are usually more than \$1,200 per month for even a modest home.

- The costs included in buying a home are more complicated than renting. According to the National Association of Realtors, some of the important additional annual costs in addition to the home mortgage (principal and interest) are property taxes (1.15% of value), homeowners insurance (0.42% of value), maintenance (0.39% of value), and utilities (1.57% of value).
- For a single-family home in Ashland and Bayfield Counties (the PMA) valued at the median sales prices of \$148,250 in Ashland County and \$250,400 in Bayfield County, these additional costs over and above the principal and interest on a mortgage could easily run another \$5,233 and \$8,840 per year or \$436 or \$736 per month, respectively over and above the mortgage.

- At today's mortgage interest rates, a 90% loan to value, the median home price in the Market Area at a 7.0% fixed 30-year interest rate would equal \$893 per month for the median home price in Ashland County and \$1,509 per month in Bayfield County. Adding in the costs of homeownership would result in a total of \$1,329 per month in Ashland County and \$2,245 per month in Bayfield County, plus an additional amount for a Mortgage Insurance Premium to secure the mortgage for an additional period.
- The recent decrease in market activity is due to rising inflation and higher home mortgage interest rates, which skyrocketed to an estimated 7% or greater recently. Although these interest rates have moderated slightly as inflation has decreased and the economy has continued to grow, rates are dramatically higher than even one year ago.
- According to the survey, a portion of households that responded indicated they would be willing to pay up to \$1,200 per month for their housing costs. That was not the majority however. For many who are living and working in the area, the costs of homeownership at today's interest rates are likely to be out of reach.

Shadow Market

- There are a number of single-family homes in the PMA that are rented. Most are older homes that are entry-level housing and would traditionally be available for households to purchase. The Great Recession dramatically increased the number of single-family homes that are rented, especially in outlying rural areas.
- In many communities, the number of single-family rentals far exceeds the number of traditional apartment rentals and can, at times, constitute more than one-third of all units that are being rented. Rental single-family homes often exclude utilities and the tenant is also responsible for snow removal and lawn upkeep. In the PMA, 53% of all housing units that are rented are single-family homes and of all single-family homes (owned and rented), those rented account for 15.3%.

Pending Housing Developments

The only development currently under construction is in Ashland, Superior View Apartments, being developed by Commonwealth Development, an affordable housing developer in Wisconsin. Superior View was awarded tax credits and is being funded in part through the Low Income Housing Tax Credit Program. The development at full build-out will have 50 units, a mix of one- two- and three-bedroom units with rents ranging from 30% to 50% of AMI.

The Bayfield County Board approved a plan to support the development of between 40 and 60 units on nearly 10 acres of land that the county will donate for the development of affordable housing for seniors or a mix of seniors, families and workers. The property is situated adjacent

to the Northern Lights Nursing Home in Washburn, Wisconsin. The proposed development is anticipated to be completed by 2025.

Examples of Seasonal Worker Housing-Tourist Communities

Communities that rely heavily on seasonal tourism in the Upper Midwest whether they are islands or lakefront communities (Great Lakes) are all experiencing significant shortages of labor and affordable housing to support their seasonal workers. Traverse City and Glen Arbor, Michigan have, in the past relied on seasonal immigrants to fill at least one-third of the hospitality positions during the summer months utilizing the HB1 Visa program. That program's lottery has been cut back, but regardless, finding ways to house seasonal workers has become an increasing priority. Many jobs go unfilled and positions such as housekeepers and dishwashers are nearly impossible to keep fully staffed. High school and college students, which had been significant labor pools in the past are no longer opting for these less desirable jobs even during the summer months.

Michigan recently implemented a grant program for local communities to develop modular housing for year-round. The grant program is offered for owned housing. Grant funds are offered to the cities who then contract with builders (most often local) to construct the homes and then offer them to low and low-moderate income households. The State grant is repaid when the homes are sold. St. Ignace city recently applied for funds from this grant to construct homes for seasonal workers.

Some employers in Glen Arbor and Traverse City, Michigan are building housing for their seasonal employees.

Affordable rental housing is a significant challenge in the Brainerd Lakes area of Minnesota and along the North Shore of Lake Superior, where communities are short full-time, year-round and seasonal employees. More affordable year-round rental housing is being developed primarily through the Low-Income Tax Credit Program (LITHC). Housing for seasonal workers however, remains in extremely short supply. Rented mobile homes, older cabins, and RVs are often options to accommodate short-term workers.

Summary of Housing Market Conditions

The following points summarize key findings and trends that will impact demand potential for affordable/workforce rental and owned housing in La Pointe.

The equilibrium vacancy rate for rental housing is considered to be 5.0%. This allows for normal turnover and an adequate supply of alternatives for prospective renters. Our survey of existing market rate and affordable rental properties found an overall vacancy rate of 0.0%, indicating significant pent-up demand.

Similarly, there were few affordable entry-level homes for-sale in the Primary Market Area. Several of those exhibit substantial deferred maintenance.

We surveyed nine market rate properties in the PMA with a total of 139 units with a vacancy rate of 0.0%. The weighted average monthly rent at these market rate properties is \$785 which equates to \$1.00 per square foot.

We also obtained information on several affordable and subsidized rental properties. These properties have a total of 150 units with no vacancies, again, indicating significant pent-up demand.

There is one affordable development under construction in Ashland that will have 50 units at build out. Rent levels will target households with incomes between 30% and 80% of AMI with rents between \$344 and \$1,021 per month.

Median resale values for owned housing increased by 65% in Ashland County and 103% in Bayfield County from 2010 through 2022. Although market activity decreased recently due to higher mortgage interest rates, pricing continues to increase. Because of the short supply of housing, we anticipate that prices are likely to continue to rise over the long-term.

Introduction

This section presents a summary of findings from a housing focus group conducted with local La Pointe residents on the evening of January 10, 2023. A Discussion Guide was distributed prior to the focus group session. Questions from the Discussion Guide were covered as well as other questions on topics pertinent to housing and the need for affordable housing. The Discussion Guide is attached in the Appendix to this report. After the focus group, it was determined that additional input from La Pointe residents would be beneficial to this analysis. A short survey of six questions was compiled and then distributed through survey software to La Pointe residents. A summary of the survey findings and responses from open-ended questions are included in this section.

This section presents findings from the longer Housing Survey in addition to the shorter survey conducted post focus group.

Focus Group Discussion

A total of seven individuals attended the virtual focus group session. All those attending were under the age of 55. All were living on the Island or had lived on the Island recently. Most of those participating were renting their housing and one individual was making payments to eventually own the land on which they are living.

All those that attended expressed a significant interest in and preference for living year-round on the island as a permanent resident. Most of those that participated work remotely or are self-employed. They may also be working more than one job to be able to afford their living expenses.

Current housing situations varied dramatically. Some had found a stable leasing arrangement while others had safe housing, but their housing situation may not be permanent.

Highlights of the focus group session included:

All participants had in the past moved more than once per year to find housing and to remain on the island.

All participants had been involved in housing situations where shelter was not winterized and the shelter may not have running water or indoor plumbing.

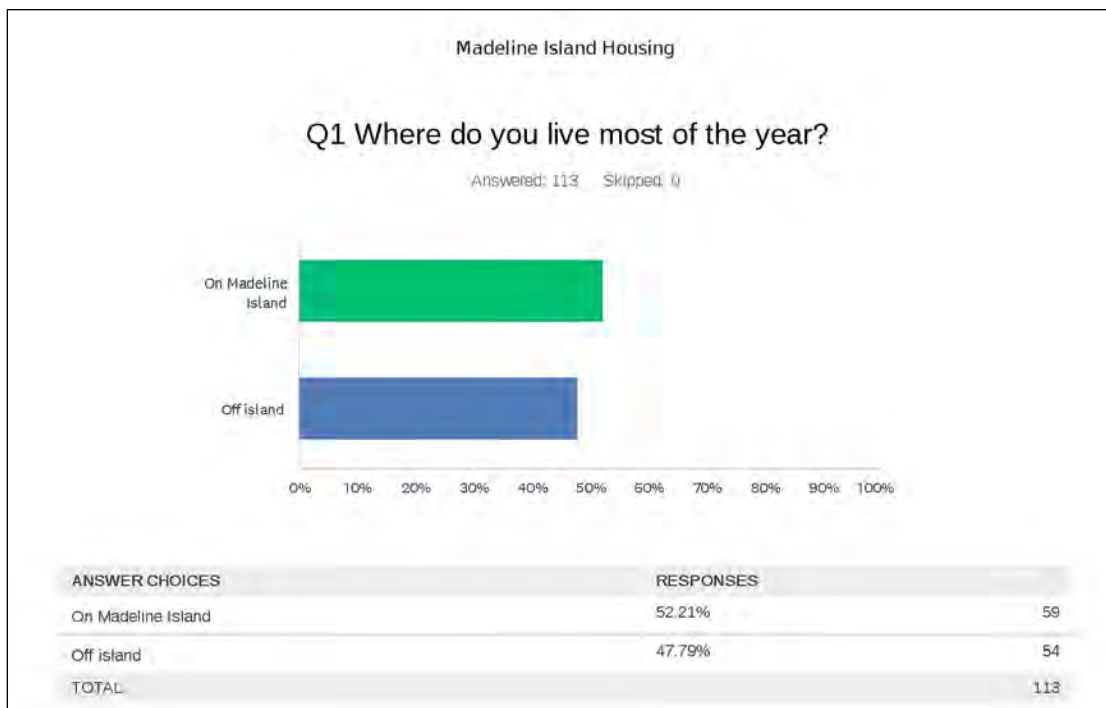
Participants stated that some housing situations that may be available in the winter would not be available once the summer tourist season starts forcing relocation.

Many of the participants indicated that what affordable housing is available to rent on the Island is often substandard and may have mold and/or rodent infestations.

Housing Survey

The initial Housing Survey constituted a total of 15 questions. Four additional survey questions were deployed in the La Pointe community to supplement information gathered in the focus group session. A total of 113 responses were received from the survey. Following presents the findings of the Housing Survey and the Post Focus Group Housing Survey.

Question #1 – Residential Location



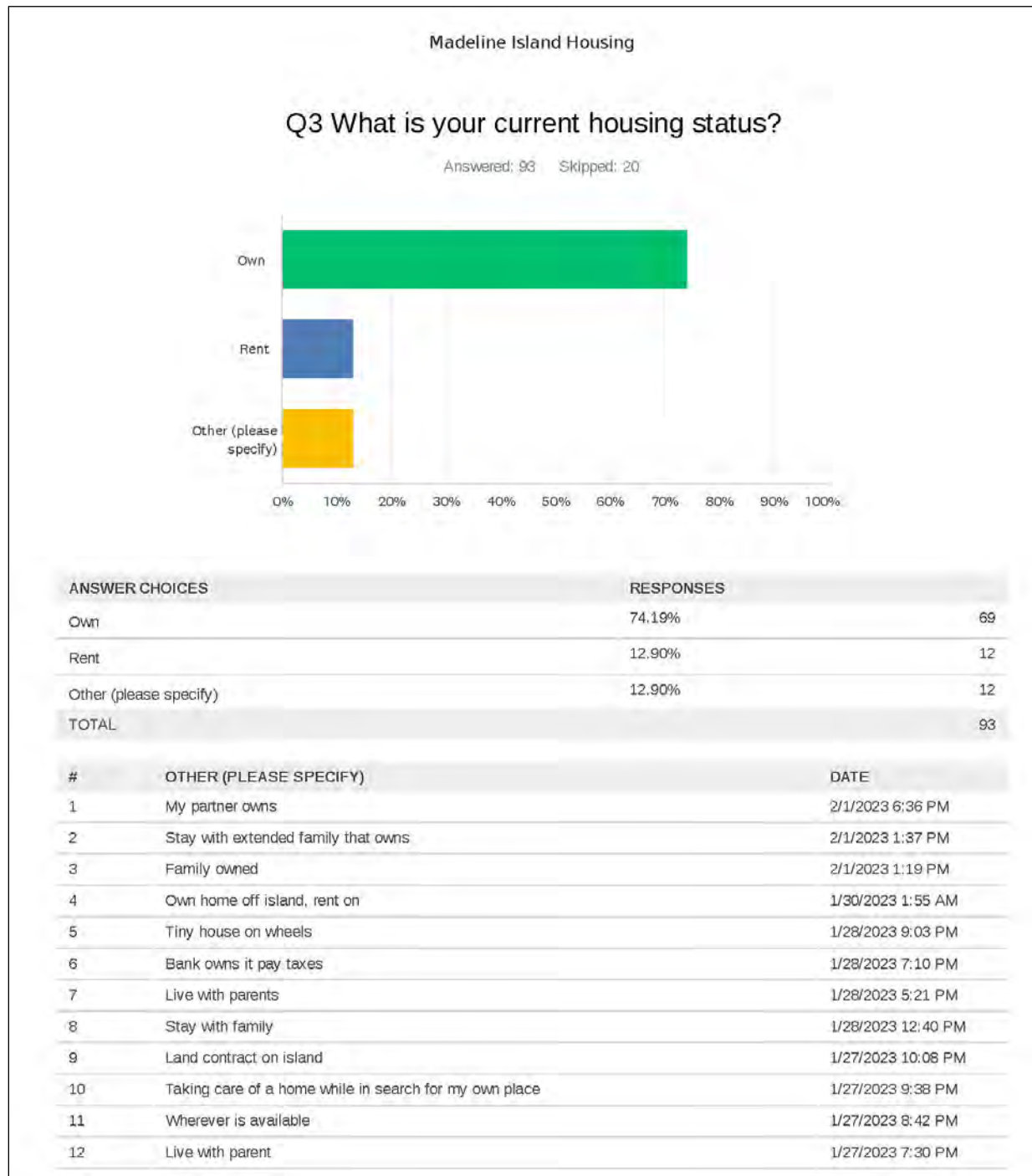
According to the responses, 52% of those live on the Island year-round while 48% primarily live off-island but live on the island seasonally.

Question #2: How Many Months Do You Live on the Island?

Of those that responded and live on the Island year-round, most are on the Island for 12 months. A few reside on the island from 7 to 11 months. A total of 48 of the 56 respondents live on the Island 12 months.

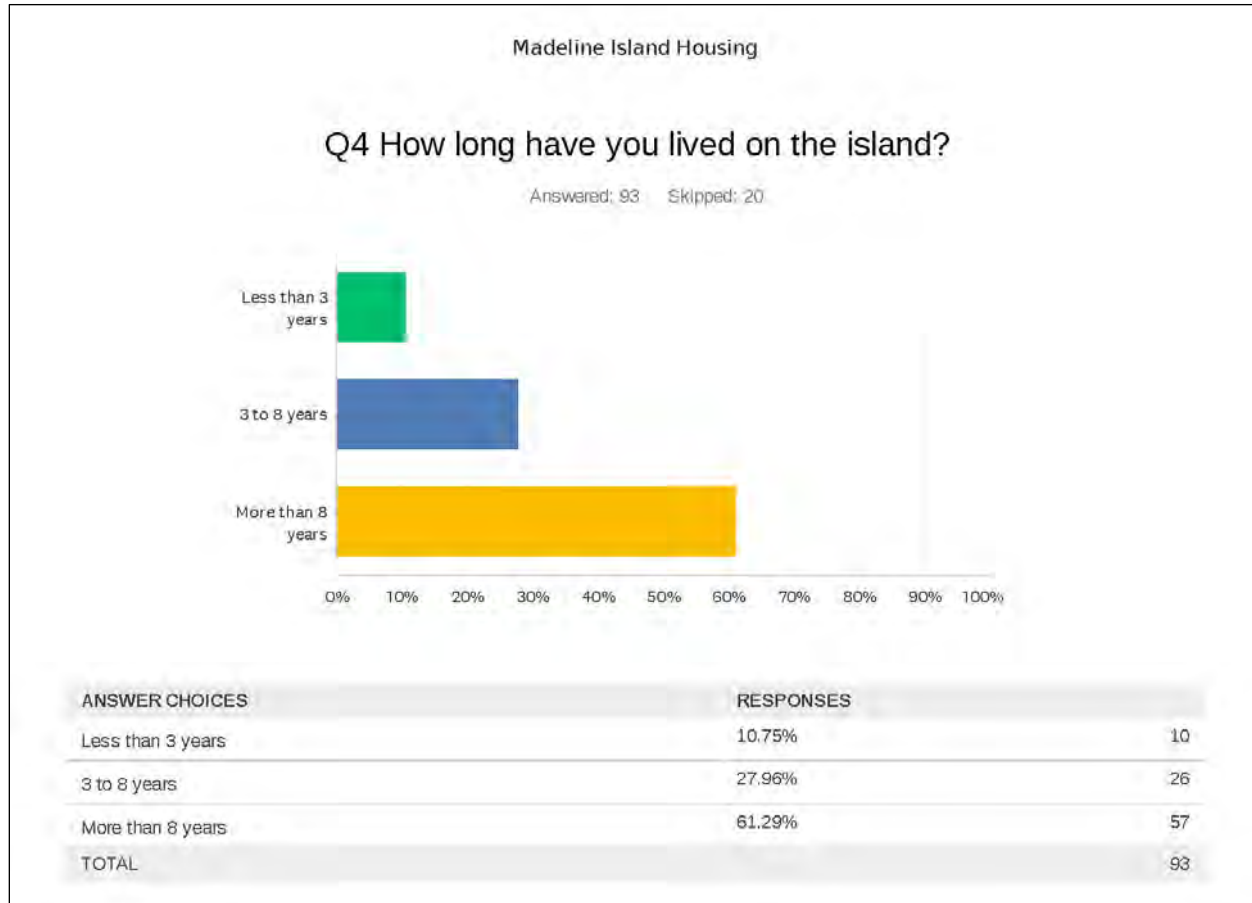
Question #3: What is Your Current Housing Status?

Respondents were asked their current housing status, whether they own or rent their housing. Of those responding, 74% own their housing, 13% rent their housing and 13% indicated an “Other” situation. Those indicating “Other” were asked to specify and responses including living with a parent or relative, housesitting, or wherever is available.



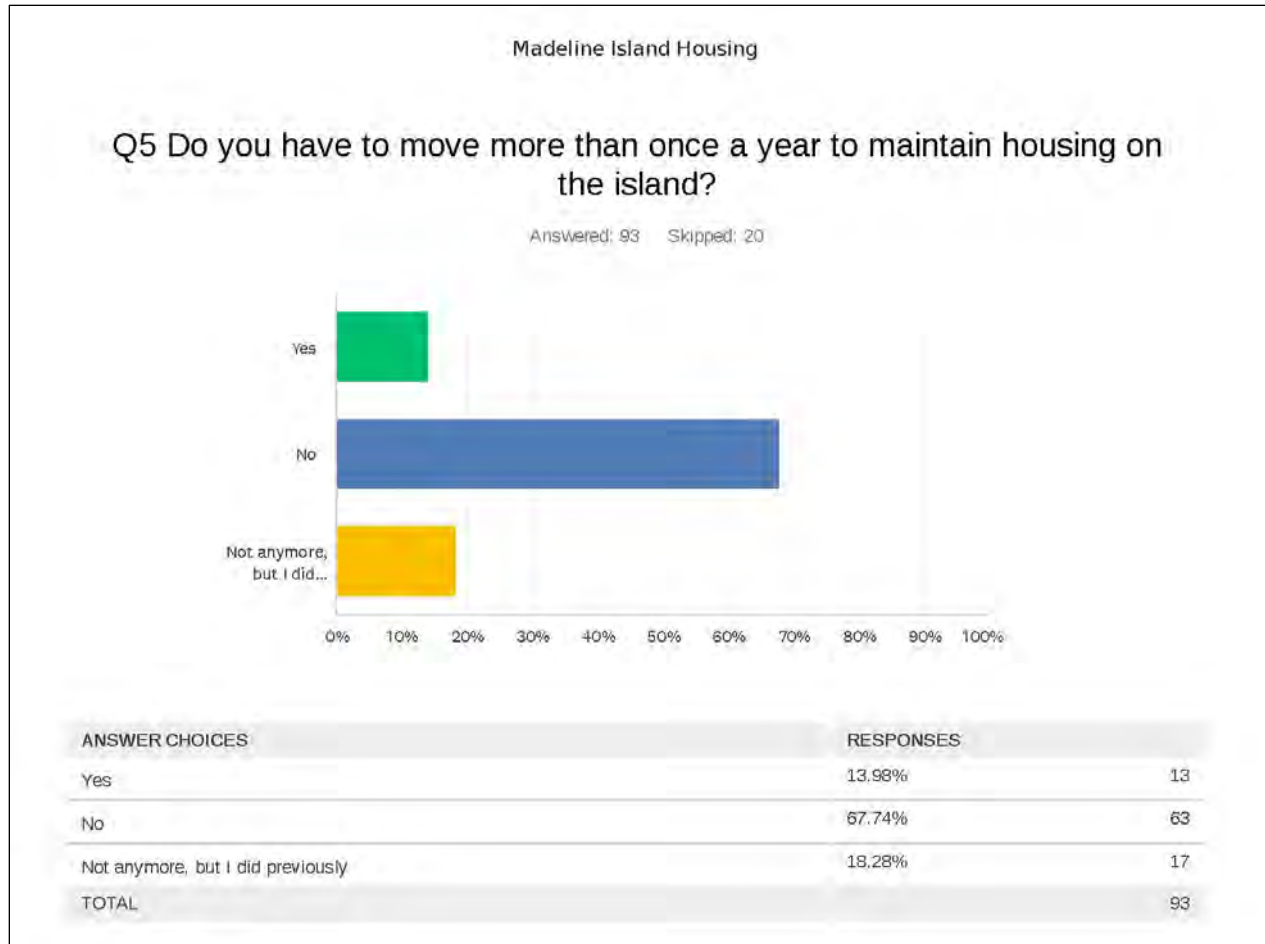
Question #4: How Long Have You Lived on the Island?

Most people living on the Island have lived there for more than eight years (61%). The next largest group has lived on the Island for between three and eight years (28%).



Question #5: Do you Have to Move More than Once a Year to Maintain Housing on the Island?

Most respondents indicated they do not have to move more than once per year (68%), but 14% said Yes and 18% said they previously did have to relocate more than once per year, but have now found a more stable living situation. The responses of housing instability were also identified in the focus group session. Combining those that said Yes with those that previously had to relocate results in 32% of respondents who are currently housing unstable or have been in the past. Again, the significant influx of tourists to the Island during the high season annually reduces the number of housing units that can be used for year-round permanent housing.



Question #6: How Many Times Did/Do You Move in a Typical Year?

Of those responding to this question, the most common response was twice, although there were a number of responses where participants answered they would move two to three times in one year. This is significant that a number of those living on the Island are forced to relocate more than once per year.

Madeline Island Housing

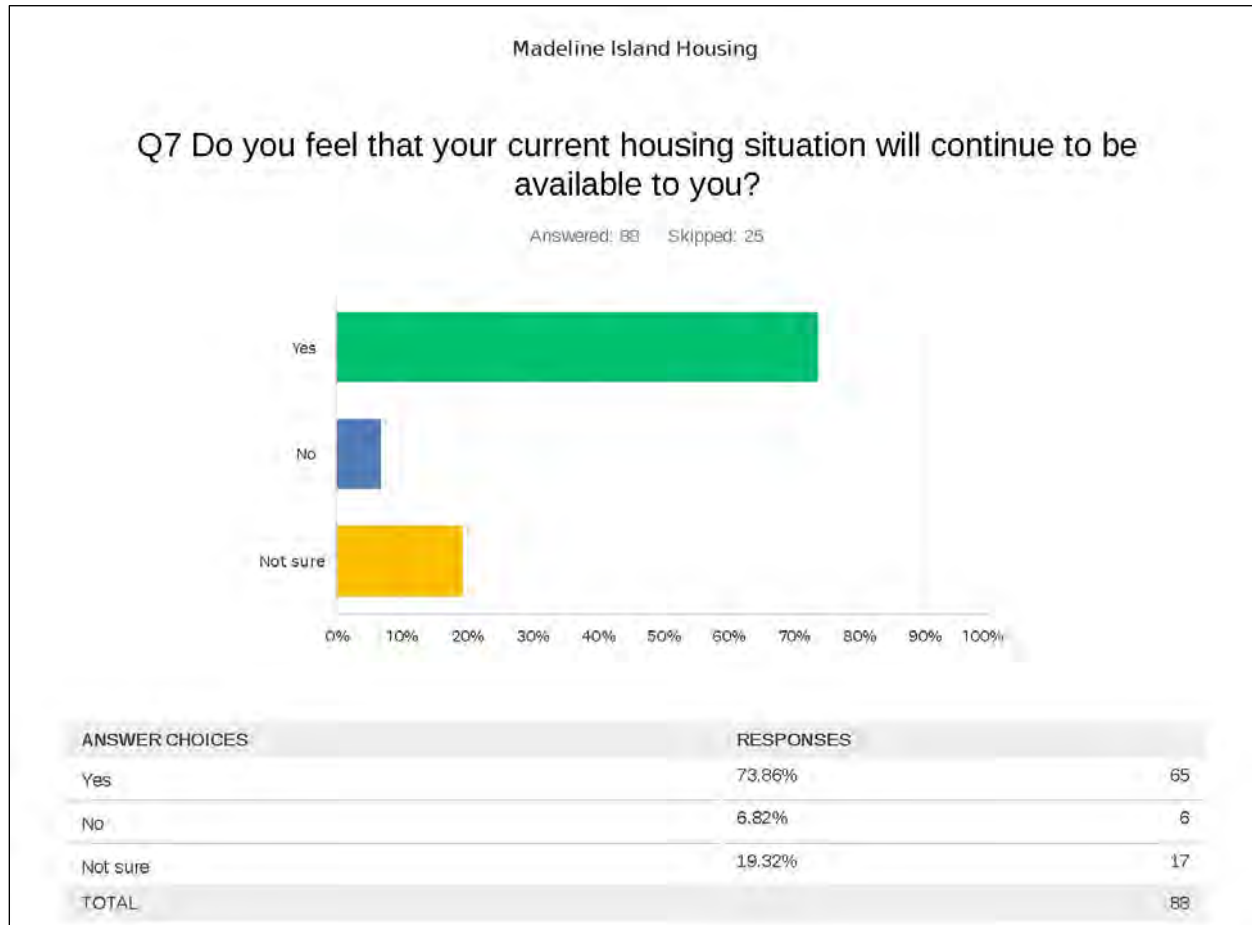
Q6 How many times do you/did you move in a typical year?

Answered: 28 Skipped: 85

#	RESPONSES	DATE
1	2	2/1/2023 7:46 PM
2	2	2/1/2023 2:01 PM
3	3	2/1/2023 1:52 PM
4	twice	2/1/2023 1:31 PM
5	3	1/30/2023 8:23 PM
6	2-3	1/30/2023 1:55 AM
7	2 to 3	1/29/2023 11:35 PM
8	Twice	1/29/2023 10:21 AM
9	2	1/29/2023 8:17 AM
10	2	1/28/2023 9:03 PM
11	At least twice	1/28/2023 7:21 PM
12	Once	1/28/2023 7:10 PM
13	3	1/28/2023 5:11 PM
14	2	1/28/2023 3:48 PM
15	2	1/28/2023 2:03 PM
16	1	1/28/2023 12:21 PM
17	2	1/28/2023 10:43 AM
18	2	1/28/2023 9:15 AM
19	Two times	1/28/2023 4:36 AM
20	Twice	1/27/2023 10:08 PM
21	2	1/27/2023 9:38 PM
22	Twice	1/27/2023 9:29 PM
23	3	1/27/2023 8:55 PM
24	3	1/27/2023 8:42 PM
25	2-4	1/27/2023 8:22 PM
26	2	1/27/2023 7:57 PM
27	2-3	1/27/2023 7:56 PM
28	3	1/27/2023 7:24 PM

Question #7: Do You Feel That Your Current Housing Situation Will Continue to Be Available To You?

Most of the respondents indicated Yes to this question (74%), but 7% indicated No and 19% indicated they were “Not Sure.”



Question #8: Why Not? (Please Explain)

Responses to this question were varied, but generally demonstrated the various precarious living situations that a number of people face in trying to find a stable housing situation on the Island.

Madeline Island Housing

Q8 Why not? Please explain:

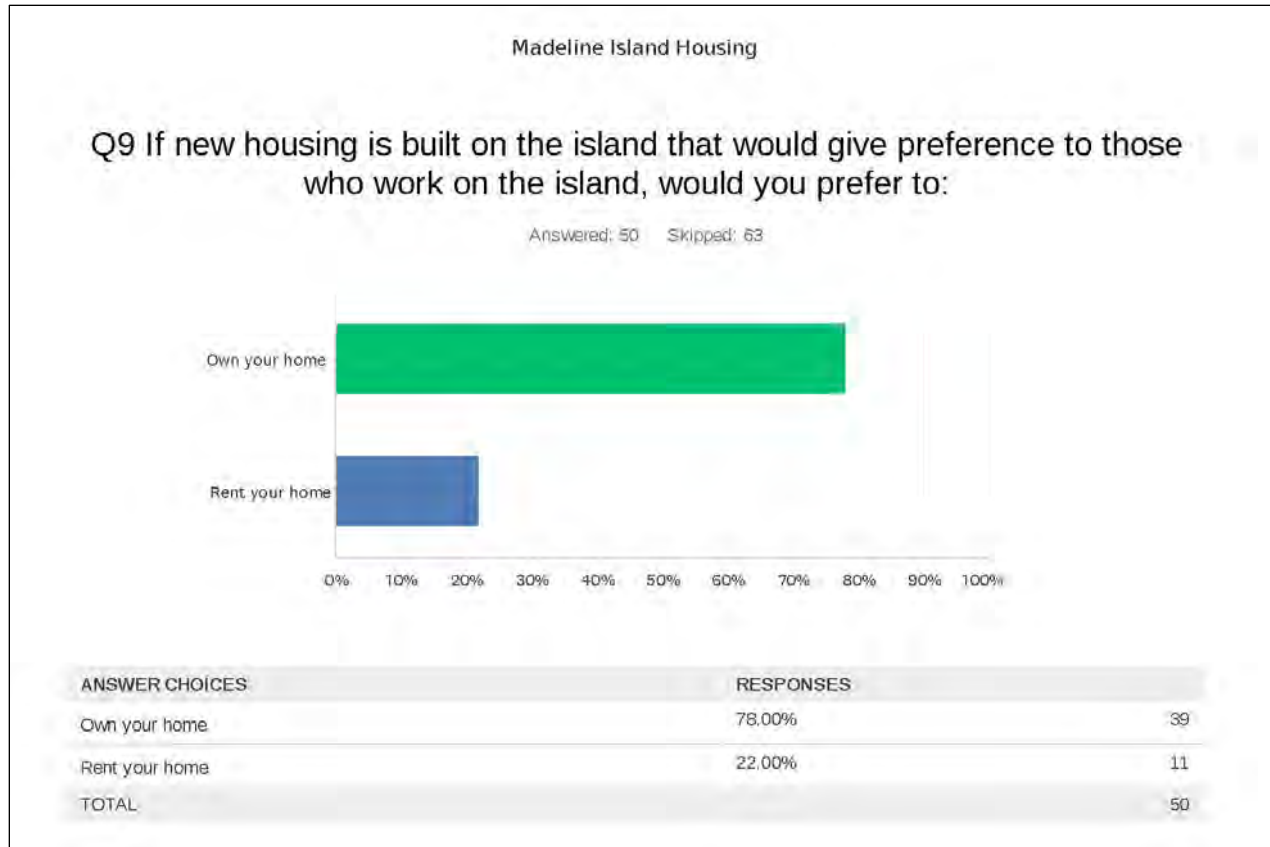
Answered: 18 Skipped: 95

#	RESPONSES	DATE
1	Taxes	2/1/2023 8:26 PM
2	Not enough, if I needed it	2/1/2023 2:01 PM
3	I am not the owner so decisions about housing aren't made by me. Since this is a home owned by several people and families grow, I'm not sure there will always be room for me.	2/1/2023 1:38 PM
4	I have a travel trailer to live in on the Island May thru October. I have been squatting on generous friend's property. But one friend has sold and moved off Island and others aren't sure they want a tenant.	1/30/2023 8:26 PM
5	Tied to job and still expensive. Takin it in the shorts both ways.	1/30/2023 1:56 AM
6	Job dependant. Would appreciate other cost effective options	1/29/2023 11:36 PM
7	Everything is pretty temporary. Also the house we are renting is not well insulated or suited for winter so it is very expensive.	1/29/2023 8:18 AM
8	I do not own the land I'm parked on	1/28/2023 9:24 PM
9	If my right to rent short term is diminished, I will not be able to pay my mortgage.	1/28/2023 7:12 PM
10	Its difficult to find rentals in the winter	1/28/2023 5:11 PM
11	Owner could choose not to rent it or rent to someone else, or it could be too expensive	1/28/2023 3:49 PM
12	I am currently a single adult staying with extended family. As the extended family grows, there is less room for everyone.	1/28/2023 12:43 PM
13	Seasonal month to month rental agreement.	1/28/2023 10:43 AM
14	Cost of living - it's expensive	1/27/2023 11:22 PM
15	Inflation on other bills, makes the future of being able to afford a place on the island uncertain	1/27/2023 10:09 PM
16	It is not available in the summer	1/27/2023 8:42 PM
17	Our rental agreement is month to month	1/27/2023 8:23 PM
18	Could be asked to move out	1/27/2023 7:31 PM

Question #9: If Housing Were Built On the Island That Would Give Preference To Those that Work on the Island, Would You Prefer to:

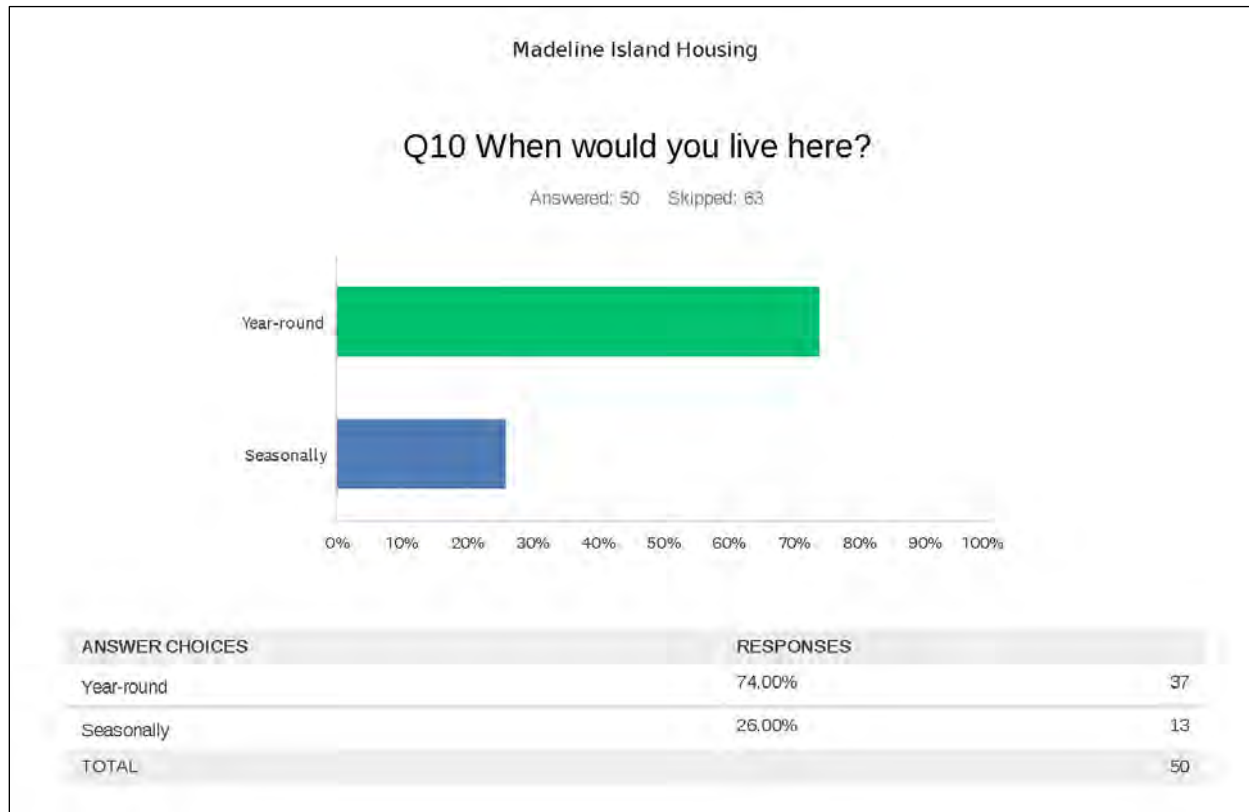
Although most respondents to the survey stated they would prefer to own their home, the current high costs of homeownership presented earlier may make this challenging in the short-term. Considering housing products that could reduce ownership costs and would be more affordable than traditional stick-built construction would assist in expanding ownership opportunities to more households.

In addition, programs such as an equity build up, contract for deed or rent to own situation may also offer options to those that desire homeownership over renting.



Question #10: When Would You Live There?

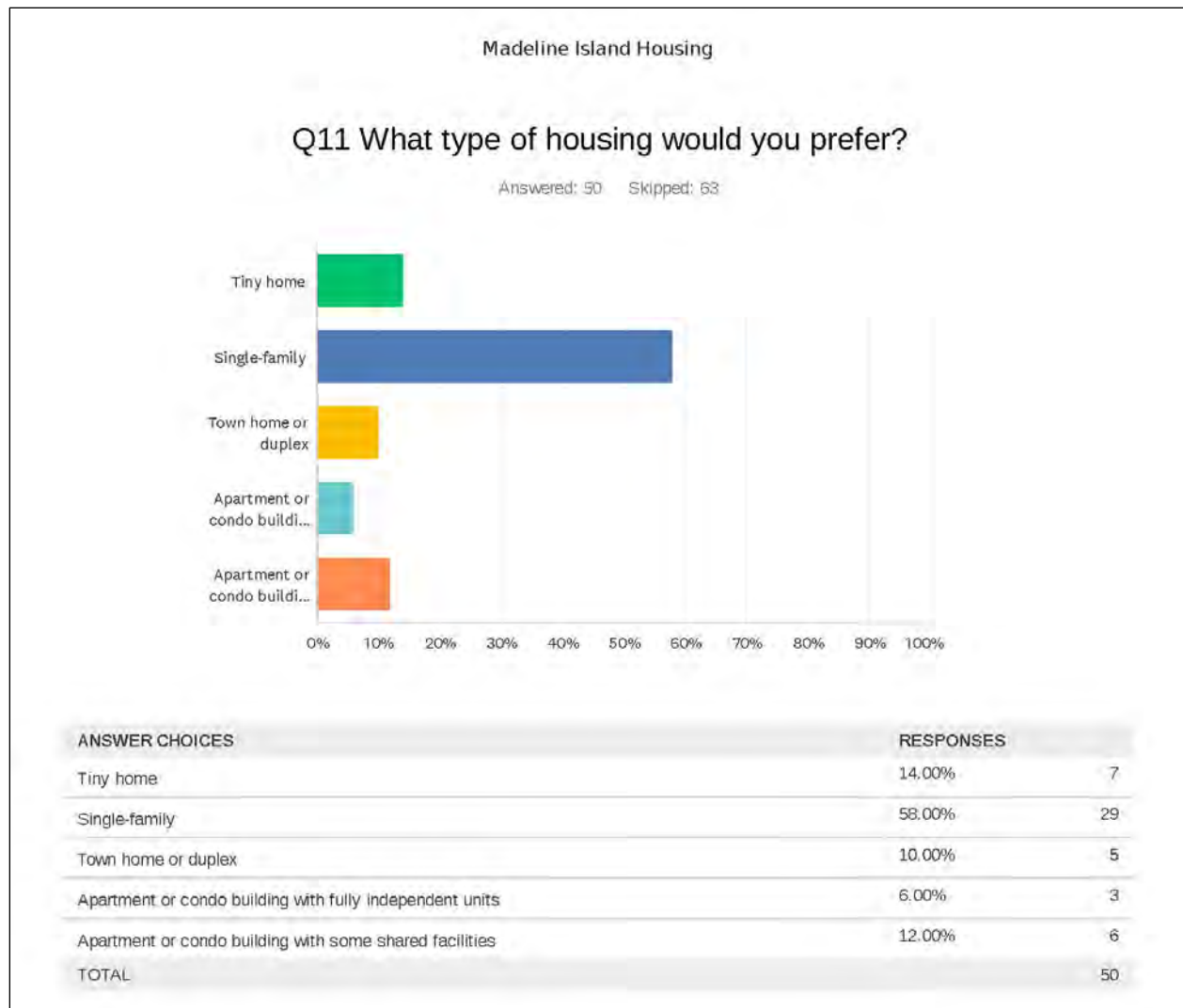
As shown, 74% of respondents would prefer to live on the Island year-round.



Question #11: What Type of Housing Would You Prefer?

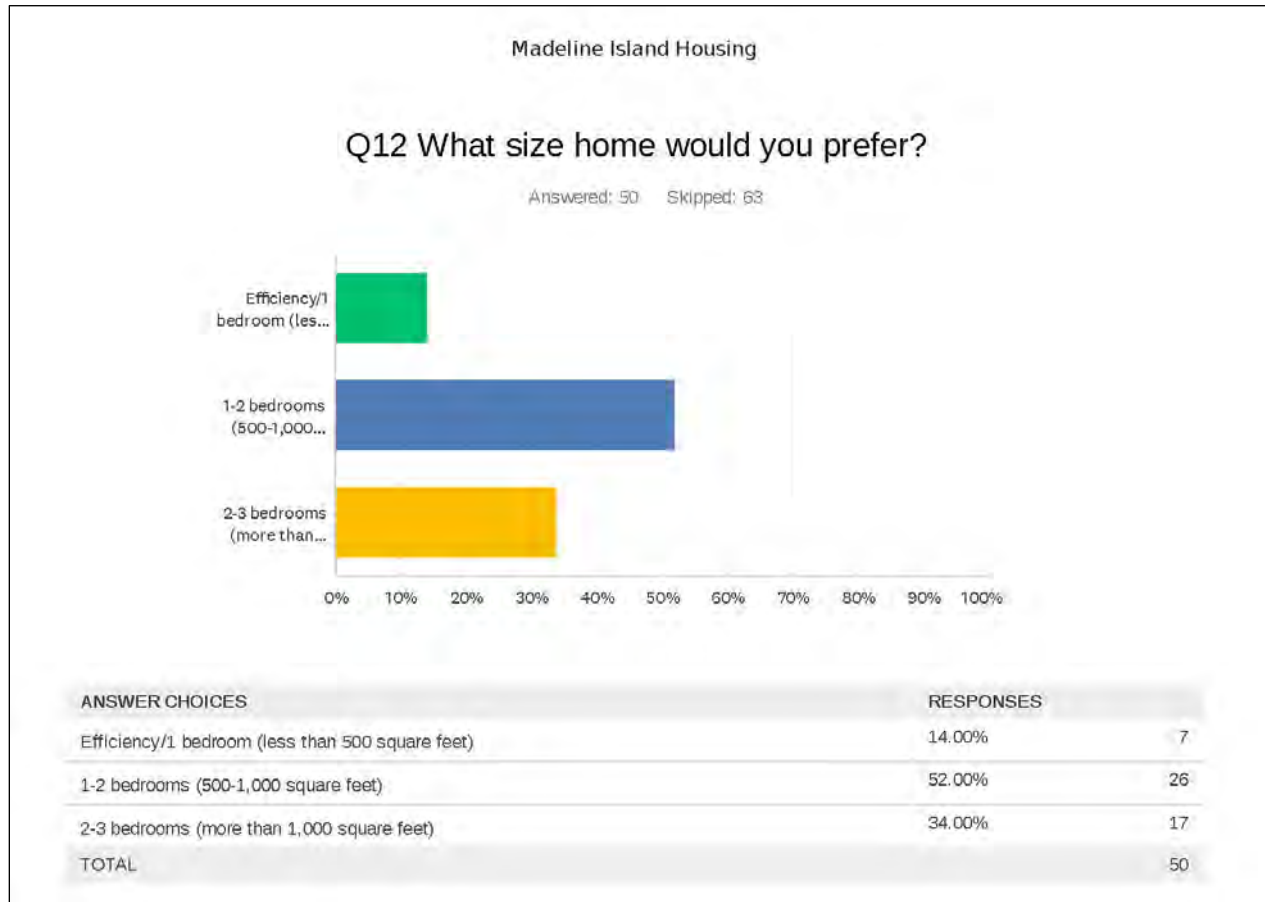
Although most people identified they would prefer a single-family residence, there were some people who would like a tiny home or a townhome/duplex or apartment-style building.

For those that work seasonally on the Island, products that combine more units in a structure or where a number of units are clustered together in one location would reduce development costs and maintenance costs.



Question #12: What Size Home Would You Prefer?

An estimated 52% of participants indicated they would prefer a home with one or two bedrooms ranging in size from 500 to 1,000 square feet. Those that prefer a two or three bedroom home with more than 1,000 square feet totaled 34% of the responses.



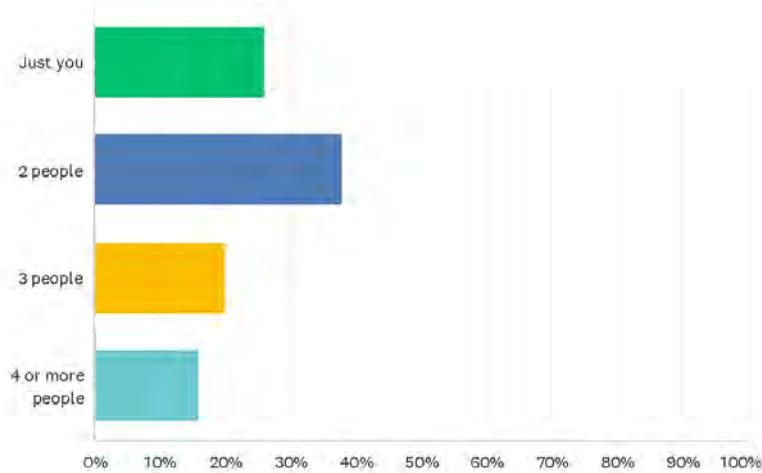
Question #13: How Many People Would Live in This Housing?

Household size was more evenly divided with 26% as a single-person household, 38% as two people, 20% as three people and 16% as four or more people. The responses to this question are different than was found in the focus group session where household size was more likely to be between one and two people.

Madeline Island Housing

Q13 How many people would live in this housing?

Answered: 50 Skipped: 63



ANSWER CHOICES	RESPONSES
Just you	26.00% 13
2 people	38.00% 19
3 people	20.00% 10
4 or more people	16.00% 8
TOTAL	50

#	HOW MANY OF THESE WOULD BE CHILDREN AGE 12 OR YOUNGER?	DATE
1	1	2/2/2023 1:09 AM
2	0	2/1/2023 7:49 PM
3	0	2/1/2023 6:28 PM
4	1	2/1/2023 4:50 PM
5	2	2/1/2023 3:08 PM
6	0	2/1/2023 2:10 PM
7	2	2/1/2023 2:03 PM
8	0	2/1/2023 1:34 PM
9	0	1/31/2023 10:58 AM
10	0	1/30/2023 7:37 PM
11	1	1/29/2023 10:59 AM

HOUSING FOCUS GROUP AND SURVEYS

Madeline Island Housing

12	2	1/29/2023 8:39 AM
13	0	1/29/2023 6:45 AM
14	1	1/28/2023 9:30 PM
15	2	1/28/2023 6:31 PM
16	0	1/28/2023 5:31 PM
17	0	1/28/2023 5:14 PM
18	1	1/28/2023 12:53 PM
19	2	1/28/2023 12:23 PM
20	0	1/28/2023 9:18 AM
21	0	1/28/2023 5:33 AM
22	None	1/28/2023 3:43 AM
23	0	1/27/2023 11:24 PM
24	1	1/27/2023 10:14 PM
25	1	1/27/2023 8:43 PM
26	2	1/27/2023 8:42 PM
27	0	1/27/2023 8:28 PM
28	2	1/27/2023 7:57 PM
29	0	1/27/2023 7:50 PM
30	Zero	1/27/2023 7:39 PM
31	0	1/27/2023 7:33 PM

Question #14: Please Give a Dollar Amount For What Size Rent or Mortgage You Could Afford to Pay Each Month for the Type of Housing You Prefer:

Madeline Island Housing

Q14 Please give a dollar amount for what size rent or mortgage you could you afford to pay each month for the type of housing you prefer:

Answered: 50 Skipped: 63

#	RESPONSES	DATE
1	\$1500	2/2/2023 1:09 AM
2	\$4,000	2/1/2023 8:21 PM
3	800.00	2/1/2023 7:49 PM
4	\$500	2/1/2023 6:28 PM
5	1200	2/1/2023 4:50 PM
6	1000	2/1/2023 3:13 PM
7	1000.00	2/1/2023 3:08 PM
8	1,000	2/1/2023 2:10 PM
9	\$500.00	2/1/2023 2:03 PM
10	1,000-1,500	2/1/2023 1:53 PM
11	\$500	2/1/2023 1:41 PM
12	\$1,000	2/1/2023 1:34 PM
13	700	2/1/2023 1:22 PM
14	\$2000	1/31/2023 10:58 AM
15	\$400	1/30/2023 8:29 PM
16	1,500	1/30/2023 7:37 PM
17	500	1/30/2023 8:22 AM
18	400	1/30/2023 1:58 AM
19	750-1000	1/29/2023 10:59 AM
20	700	1/29/2023 10:42 AM
21	\$1000	1/29/2023 8:39 AM
22	5000	1/29/2023 6:45 AM
23	\$1,500	1/28/2023 9:30 PM
24	Ytkf	1/28/2023 7:12 PM
25	750	1/28/2023 6:57 PM
26	500	1/28/2023 6:48 PM
27	\$1500	1/28/2023 6:31 PM
28	600	1/28/2023 5:31 PM
29	500	1/28/2023 5:14 PM
30	\$700	1/28/2023 3:51 PM
31	1200	1/28/2023 2:04 PM

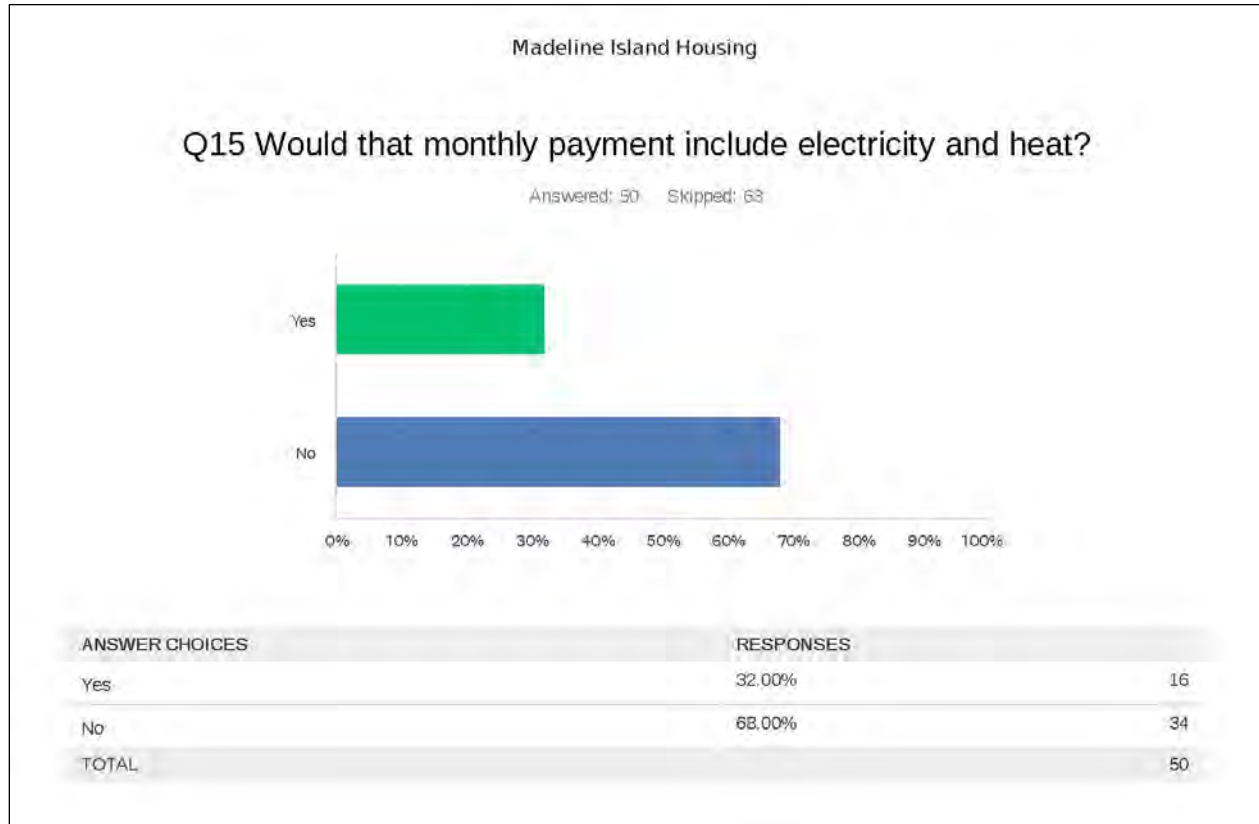
Madeline Island Housing		
32	1200	1/28/2023 12:53 PM
33	800-1000	1/28/2023 12:23 PM
34	\$1000	1/28/2023 10:47 AM
35	1500	1/28/2023 9:18 AM
36	800	1/28/2023 5:33 AM
37	1500	1/28/2023 3:43 AM
38	1000	1/27/2023 11:24 PM
39	\$700-\$800	1/27/2023 10:14 PM
40	2500	1/27/2023 9:40 PM
41	1000	1/27/2023 8:43 PM
42	\$1100	1/27/2023 8:42 PM
43	\$400, more if utilities and plowing are included	1/27/2023 8:28 PM
44	300	1/27/2023 8:03 PM
45	800	1/27/2023 7:58 PM
46	1400	1/27/2023 7:57 PM
47	1500	1/27/2023 7:50 PM
48	\$500.	1/27/2023 7:39 PM
49	600.00	1/27/2023 7:33 PM
50	1200	1/27/2023 7:25 PM

The chart below summarizes the responses from Question 14 in the Housing Survey. The responses do not differentiate between those that would rent and those that would own and/or have a mortgage. The largest number and proportion of respondents indicated they would be willing to pay between \$800 and \$1,000 per month (22.4%). The second largest proportion indicated being willing to pay between \$1,201 and \$1,500 per month (20.4%). Two categories each registered 16.3% with monthly payments ranging between \$500 and \$600 per month and \$601 and \$800 per month.

SUMMARY OF MONTHLY PAYMENT LEVELS RENTAL AND MORTGAGE Question 14 - Housing Survey		
Amount	Number of Responses	Percent
Under \$500	3	6.1%
\$500 to \$600	8	16.3%
\$601 to \$800	8	16.3%
\$801 to \$1,000	11	22.4%
\$1,001 to \$1,200	5	10.2%
\$1,201 to \$1,500	10	20.4%
\$1,501 and Above	4	8.2%
Totals	49	100.0%
Note: One response was not numeric.		
Source: Town of La Pointe Housing Survey		

Question #15: Would that Monthly Number Exclude Electricity and Heat?

Respondents indicated that their affordable monthly cost would be expected to include utilities.



Question #16: What Advice, Comments or Observations Do You Want to Share?

Madeline Island Housing

Q16 What advice, comments, or observations do you want to share?

Answered: 22 Skipped: 91

#	RESPONSES	DATE
1	Siting of multiple family dwelling is important factor to me. Easy walking access to all town of LaPointe amenities would be crucial	2/2/2023 1:09 AM
2	A mobile home park as a start would be wonderful.	2/1/2023 7:49 PM
3	Need housing for workers	2/1/2023 3:08 PM
4	The previous answers were if I went back to renting and not owning my house	2/1/2023 2:03 PM
5	Let's create housing for responsible people who want to genuinely contribute to the island versus coming here to party all the time.	1/31/2023 10:58 AM
6	We need more housing for people that work on the island	1/30/2023 7:37 PM
7	People that run the island only care about tourism and making sure tourists have a place to stay	1/30/2023 8:22 AM
8	The people who make everything nice and accommodating for the folks who stay a couple weeks a year get the shit end of the stick.	1/30/2023 1:58 AM
9	This is a very limited survey, appears to only be interested in workers. Which is great, but not applicable to me. Zoning has made it difficult for employers and employees. conditional use permits, use expires, etc. Too many rules for employee housing, no camping allowed, discussions of no trailer homes. Most earlier year round residents lived how they could until able to purchase a small piece of land and make due. Why isn't the town being more helpful? Wiltz and hartzell have property, why cant the town make it easier for them to open their places for others needing housing? The town should be helpful to the business owners. I lived in a place for several months without water, and it was fine. These days, I'd be in trouble with zoning etc. Good luck, but I don't think you are going to get anywhere, unless its on the backs of the taxpayers, like providing subsidized housing. I had to answer questions that don't fit to my situation. Very unfortunate for a survey. I think these surveys try to lead you down a path instead.	1/29/2023 10:42 AM
10	Housing is a crisis here. Vacation rentals have driven up costs of living making a single family home (on the rare chance one is for sale) unaffordable for locals compared to the availability of jobs that enable people to afford such a home. Having a family and moving between a 'summer home' (camper) and a winter rental is incredibly stressful. Having affordable rentals and options of homes to purchase would be life changing. A moratorium and regulations around Airbnb/vacation rentals would be helpful before that industry drives out the local workforce.	1/29/2023 8:39 AM
11	Home ownership on the island is difficult. Income from rental unit ownership is easier and greater with "vacation rentals" than with "fulltime month-to-month rentals". Until that changes, affordable housing for summer or year round workers will be continue to be a problem.	1/29/2023 6:45 AM
12	There have been 3 properties with houses on it under \$250,000 for sale on the island in the last 12 months. There's also no affordable monthly rental options for the whole year. My family will not be able to live on the island if lower income housing does not become available.	1/28/2023 9:30 PM
13	Yehb	1/28/2023 7:12 PM
14	Affordable housing on the island for year round employees is hard to find.	1/28/2023 5:14 PM
15	Limited housing is greatly impacting adult workers on the island, especially ages 27-40, who either have been unable to afford to purchase or build. Older generations are starting to leave their positions (lots of retirements happening this year) and many of the capable workers are unsure of their longevity on the island because of unstable housing.	1/28/2023 10:47 AM
16	I have been coming to the island since I was 19, I am 36. I have moved every winter and spring back and forth. Fighting for 16 years to have a year round place I can afford. This winter	1/28/2023 9:18 AM

19 / 20

Madeline Island Housing		
	was the first time it ever worked out for me. It can happen but without an options to live it doesn't happen often	
17	Need more affordable housing for workers	1/28/2023 5:33 AM
18	The best way I see you around this situation is to have a good mix of apartments available for rent, communal housing with shared facilities available where you just rent one bedroom, for example, and then also build a series of single-family homes that are smaller in nature and affordable (similar to MNPLS 'mini homes' project) -with rent to own options. Give first preference to families who have lived on the island in the summers for years and worked the summer service industry. These are families that really wish they could live on the island year around, but housing shortages/expense have made that impossible for them. If they had the option for a better housing year-round, many of them would have stayed around. These are the the blue-collar workers.	1/27/2023 10:14 PM
19	Thank you	1/27/2023 9:40 PM
20	I don't think there is adequate housing for year around workers	1/27/2023 8:43 PM
21	Please do not densify the island! Adhere to current zoning regulations.	1/27/2023 7:57 PM
22	People have to choose a community to live in based on being able to afford to live there. Living on the Madeline Island is expensive so those who can't afford to live in a community they can't afford to live in should think twice about it.	1/27/2023 7:33 PM

Additional Survey Questions Post Focus Group

The following are four additional questions that were asked post focus group to offer those that could not attend the initial focus group session an opportunity to weigh-in. A total of 75 responses were received from this additional survey. Some of these individuals may have already responded to the initial housing survey.

Question #1: What Is Your Status on the Island?

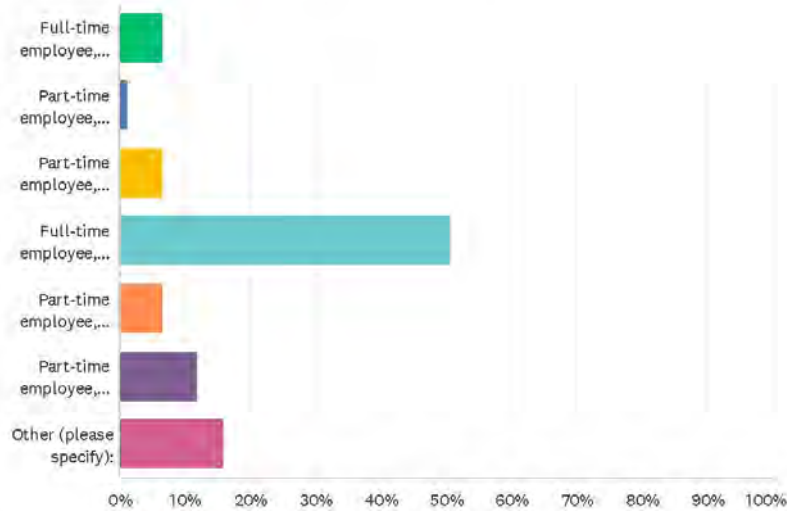
This question focused more on those employed on the Island and whether or not they are employed full-time, part-time year-round or seasonally.

Responses showed that 51% of those participating in the survey are full-time, year-round employees. Another 8% of respondents are full-time and part-time employees, year-round living off the island, who may have an interest in living on the island, either during the peak season (for work) or as a full-time, on-island resident.

"Speak Up" Questionnaire

Q1 What is your status on the island?

Answered: 75 Skipped: 0



ANSWER CHOICES		RESPONSES	
Full-time employee, year-round, living off the island		6.67%	5
Part-time employee, year-round, living off the island		1.33%	1
Part-time employee, seasonal (summer), living off the island		6.67%	5
Full-time employee, year-round, living on the island		50.67%	38
Part-time employee, year-round, living on the island		6.67%	5
Part-time employee, seasonal (summer), living on the island		12.00%	9
Other (please specify):		16.00%	12
TOTAL			75

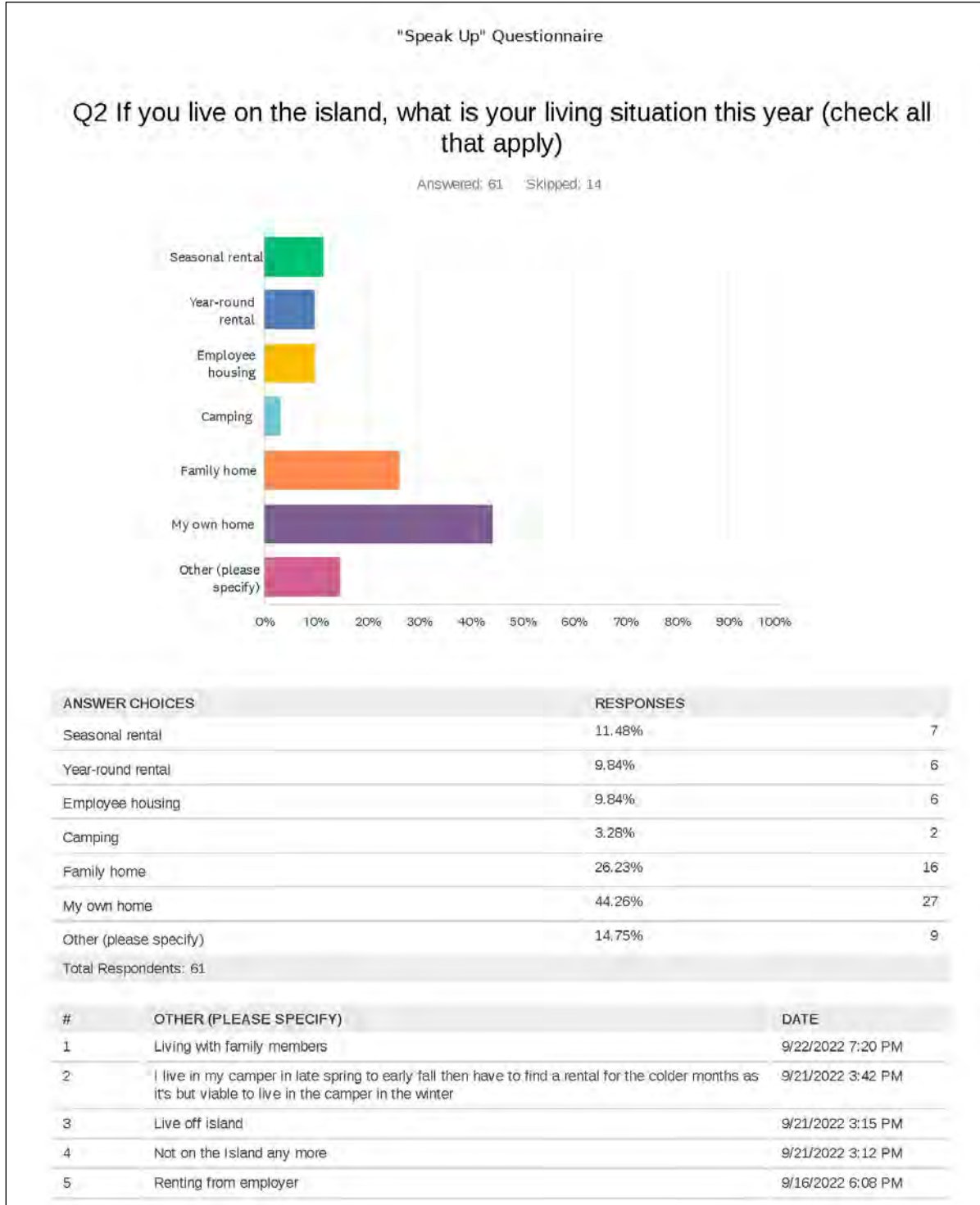
#	OTHER (PLEASE SPECIFY):	DATE
1	other	9/22/2022 4:20 PM
2	Retired	9/21/2022 9:14 PM
3	I spend the summer season splitting my time between the island and mainland. I leave the area in the winter.	9/21/2022 6:30 PM
4	not employed	9/21/2022 5:51 PM
5	Business owner, year round, living on island	9/21/2022 3:48 PM
6	Fulltime, year round, self employed	9/21/2022 3:40 PM

"Speak Up" Questionnaire

7	Retired. Worked on the island for 35 years	9/21/2022 3:14 PM
8	Owned a part-time business with hubby - we both worked there	9/21/2022 3:11 PM
9	Full-time employee, seasonal (summer), living on the island	9/20/2022 5:58 PM
10	Off island employee, seasonal summertime resident	9/16/2022 3:17 PM
11	Part time employee, permanent residency	9/14/2022 3:39 PM
12	Full Time, self employed artist, recently relocated back full time on island	9/14/2022 1:30 PM

Question #2: If You Live On the Island, What is Your Living Situation This Year?

Most of those responding to this question are residing in their own home (44%), followed by 26% living in a family home. Another 12% are living in a season rental and 10% in a year-round rental.

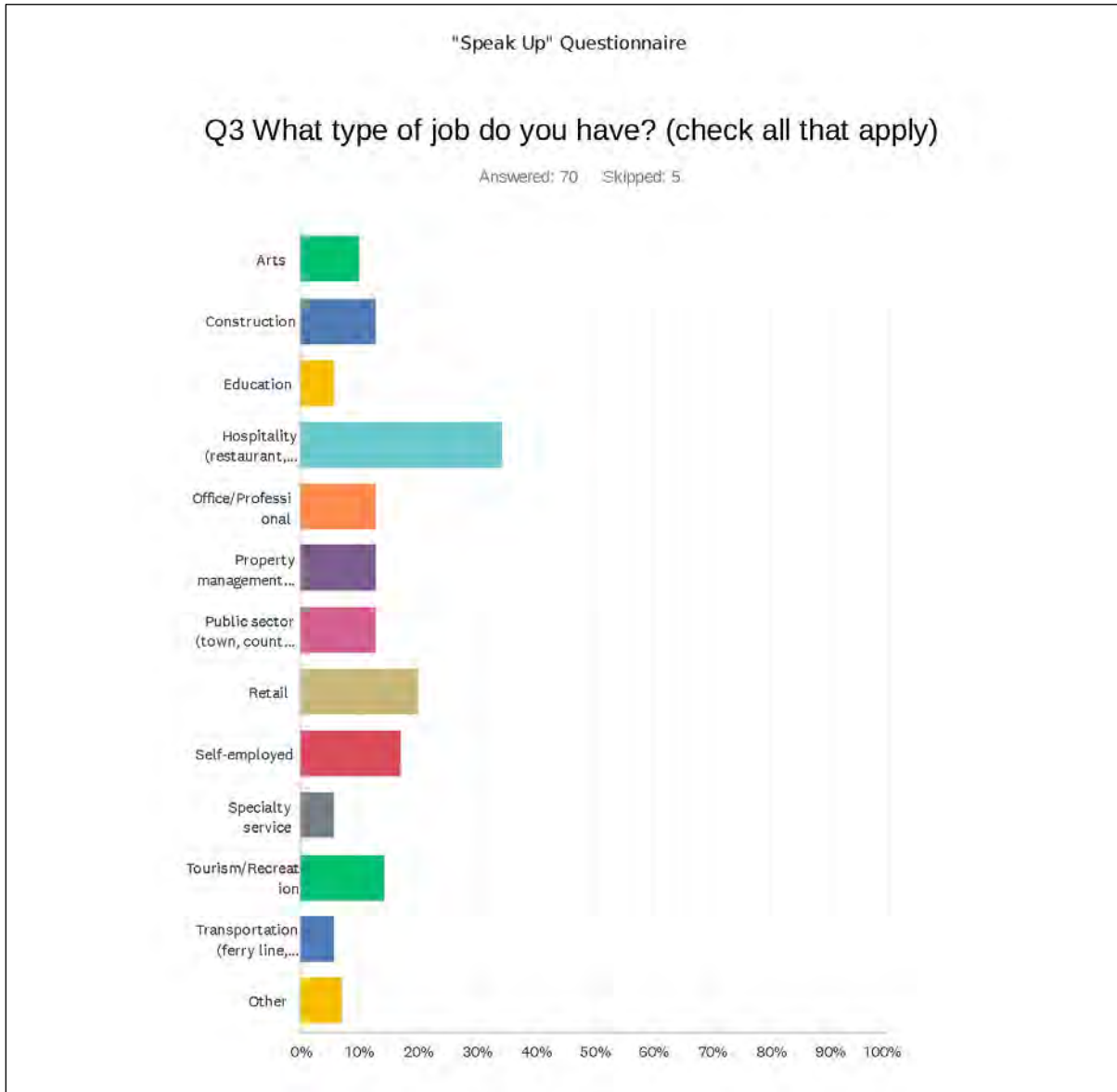


HOUSING FOCUS GROUP AND SURVEYS

"Speak Up" Questionnaire		
6	Camper in the summer, trying to find somewhere to live every winter	9/16/2022 9:57 AM
7	Loaned living space(no rent)	9/15/2022 12:37 PM
8	Partner's camper; seasonal	9/15/2022 9:37 AM
9	Own Land, trying to build, have owned, now move into a rental in winter	9/14/2022 1:31 PM

Question #3: What Type of Job Do You Have?

Most respondents 34% are employed in the hospitality industry and 20% are employed in the retail sector. Another 17% are self-employed, 14% are employed in the tourism industry and 13% each in public government and construction. These findings show a large group of people in the local workforce.



HOUSING FOCUS GROUP AND SURVEYS

"Speak Up" Questionnaire

ANSWER CHOICES	RESPONSES	
Arts	10.00%	7
Construction	12.86%	9
Education	5.71%	4
Hospitality (restaurant, bar)	34.29%	24
Office/Professional	12.86%	9
Property management (housekeeping, landscaping)	12.86%	9
Public sector (town, county, state, federal)	12.86%	9
Retail	20.00%	14
Self-employed	17.14%	12
Specialty service	5.71%	4
Tourism/Recreation	14.29%	10
Transportation (ferry line, etc.)	5.71%	4
Other	7.14%	5
Total Respondents: 70		

#	JOB TITLE	DATE
1	Carpenter	9/22/2022 7:10 PM
2	Instructor, bartender, gopher	9/22/2022 5:51 AM
3	Software development	9/21/2022 10:35 PM
4	Retired	9/21/2022 9:15 PM
5	Cleaning lady	9/21/2022 7:44 PM
6	Maintenance Worker	9/21/2022 6:31 PM
7	Manager	9/21/2022 6:08 PM
8	county board	9/21/2022 5:53 PM
9	Server	9/21/2022 5:17 PM
10	Owner and Business Consultant	9/21/2022 5:01 PM
11	HVAC	9/21/2022 3:49 PM
12	Carpenter	9/21/2022 3:42 PM
13	Manager	9/21/2022 3:42 PM
14	Bookkeeper	9/21/2022 3:35 PM
15	Had	9/21/2022 3:15 PM
16	Owner	9/21/2022 3:13 PM
17	Massage therapist	9/21/2022 11:56 AM
18	Cashier	9/21/2022 11:56 AM
19	Hotel Coordinator	9/16/2022 6:09 PM
20	Remote fin-tech employee	9/16/2022 3:18 PM

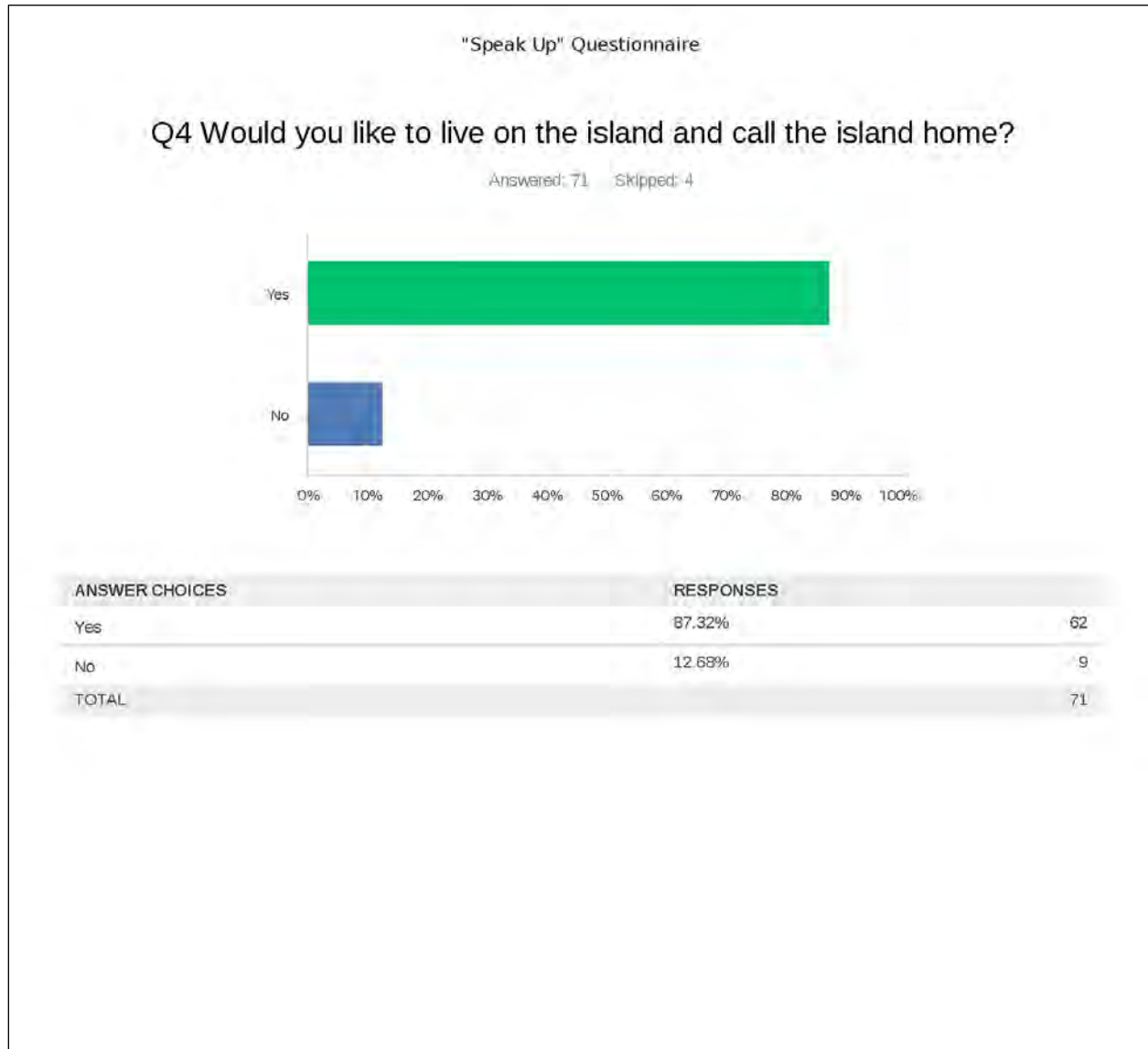
HOUSING FOCUS GROUP AND SURVEYS

"Speak Up" Questionnaire

21	Manager	9/16/2022 9:58 AM
22	Road Foreman/Lead engineer/Mechanic	9/16/2022 9:57 AM
23	Carpenter/home renovation	9/15/2022 5:14 PM
24	Higher Ed Sales - Remote	9/15/2022 4:21 PM
25	Lab technician assistant at thw clinic	9/15/2022 1:19 PM
26	Cook	9/15/2022 1:03 PM
27	Moped /bike rental	9/15/2022 12:39 PM
28	Line cook/ server	9/15/2022 12:34 PM
29	Bartender	9/15/2022 11:57 AM
30	Educator, naturalist, and freelance graphic designer,	9/14/2022 10:02 PM
31	Marine repair technician MIYC	9/14/2022 9:36 PM
32	Admin associate	9/14/2022 8:46 PM
33	Bartender	9/14/2022 3:40 PM

Question #4: Would You Like to Live on the Island and Call the Island Home?

Most of those that responded want to live on the Island. This supports the focus group session findings which identified that many of those currently living on the Island have a strong desire to continue to remain living on the Island.



Employer Survey

Introduction

In August 2021, the Town of La Pointe conducted a survey of local employers regarding the need for housing for workers on Madeline Island. A total of 29 employers were surveyed across all types of industries including transportation, government, public works, retailers, restaurants,

hoteliers, tourism, entertainment and other services. Responses do not identify specific employers.

The following segments identify and summarize the responses received from the survey.

Questions #2 and #3

Number of Workers Employed and Type of Employment

Respondents were asked to quantify the number of employees and the type of employment, whether full-time/part-time and year-round, seasonal or other.

Among the employers surveyed, there were a total of 306 employees, with an average of 11 employees per employer.

The numbers of full-time, year-round and full-time, seasonal workers were nearly equal at 132 full-time year-round and 137, full-time, seasonal. This demonstrates that during the seasonal period, the number of works swells to double the number of year-round. The number of part-time, seasonal workers however, at 140 workers far exceeds the number of part-time, year-round workers at 38.

Housing - Employer Survey

Q2 How many employees do you have?

Answered: 29 Skipped: 0

ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Total:	11	306	28
Full time (total):	6	132	21
Full time (seasonal):	7	137	20
Full time (year-round):	3	41	13
Part time (total):	7	140	20
Part time (seasonal):	6	109	18
Part time (year-round):	5	38	8
Total Respondents: 29			

Estimated Number of Workers that Reside On-Island

Of those that work full-time, year-round, an estimated 43% live on the island and an estimated 54% of full-time seasonal employees live on the island.

HOUSING FOCUS GROUP AND SURVEYS

Of those that work part-time, year-round, 25% live on the island and an estimated 46% of part-time seasonal employees live on the island.

According to the survey data, an estimated 88% of workers live off-island.

Housing - Employer Survey		
Q3 Please give us your best estimate: How many of your employees live on the island?		
Answered: 28 Skipped: 1		
ANSWER CHOICES	RESPONSES	
Total:	100.00%	28
Full time:	71.43%	20
Seasonal:	53.57%	15
Year round:	42.86%	12
Part time:	57.14%	16
Seasonal:	46.43%	13
Year round:	25.00%	7

Who Are These Workers (Question #4)?

Most full-time, year-round workers have permanent housing. Seasonal workers are more often likely to have housing on the island while working there but another housing situation once the season is over. This may include having to relocate at least one to two times per year to have housing on the island year-round.

Housing - Employer Survey

Q4 Please give us your best estimate: How many year-round employees have one arrangement for housing in the summer and different housing at other times of the year?

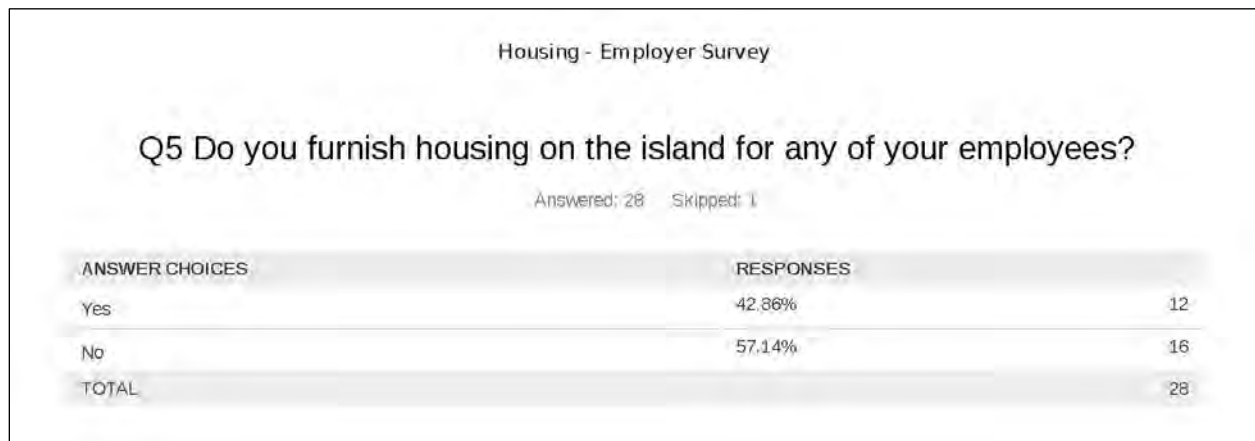
Answered: 28 Skipped: 1

#	RESPONSES	DATE
1	0	9/20/2021 3:31 PM
2	3	9/17/2021 11:29 AM
3	0	9/15/2021 9:45 AM
4	0	9/15/2021 9:41 AM
5	2	9/3/2021 2:52 PM
6	15	9/3/2021 1:21 PM
7	0	9/3/2021 1:16 PM
8	5	9/3/2021 1:12 PM
9	All	9/3/2021 1:08 PM
10	1	9/3/2021 1:00 PM
11	0	9/3/2021 12:57 PM
12	1	9/3/2021 12:52 PM
13	1	9/3/2021 11:49 AM
14	5	9/3/2021 11:42 AM
15	0	9/3/2021 8:37 AM
16	1	9/2/2021 3:55 PM
17	3	9/2/2021 3:52 PM
18	0	9/2/2021 3:49 PM
19	0	9/2/2021 3:43 PM
20	0	8/23/2021 10:28 AM
21	4	8/23/2021 10:22 AM
22	0	8/23/2021 10:16 AM
23	0	8/23/2021 10:13 AM
24	0 Employees are kids of summer people	8/23/2021 10:09 AM
25	0	8/23/2021 10:05 AM
26	0	8/23/2021 10:01 AM
27	0	8/23/2021 9:56 AM
28	0	8/20/2021 12:30 PM

Furnishing Housing for Workers (Question #5)

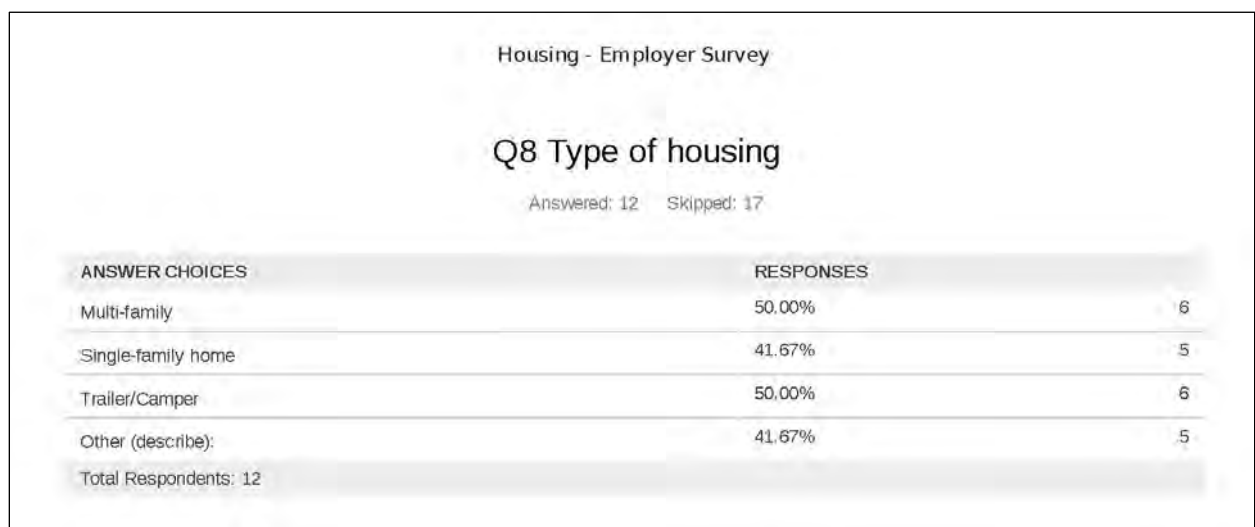
Of employers responding to the survey, 43% stated they furnish housing for their employees and 57% do not.

For those that furnish housing for their employees, they undertake that situation entirely on their own and not in cooperation or collaboration with other employers.



Type of Housing Provided (Question #8)

Of those employers that provide housing for their employees, 50% provide some type of multi-family including trailer or camper and 42% is provided in a single-family home or other living arrangement.



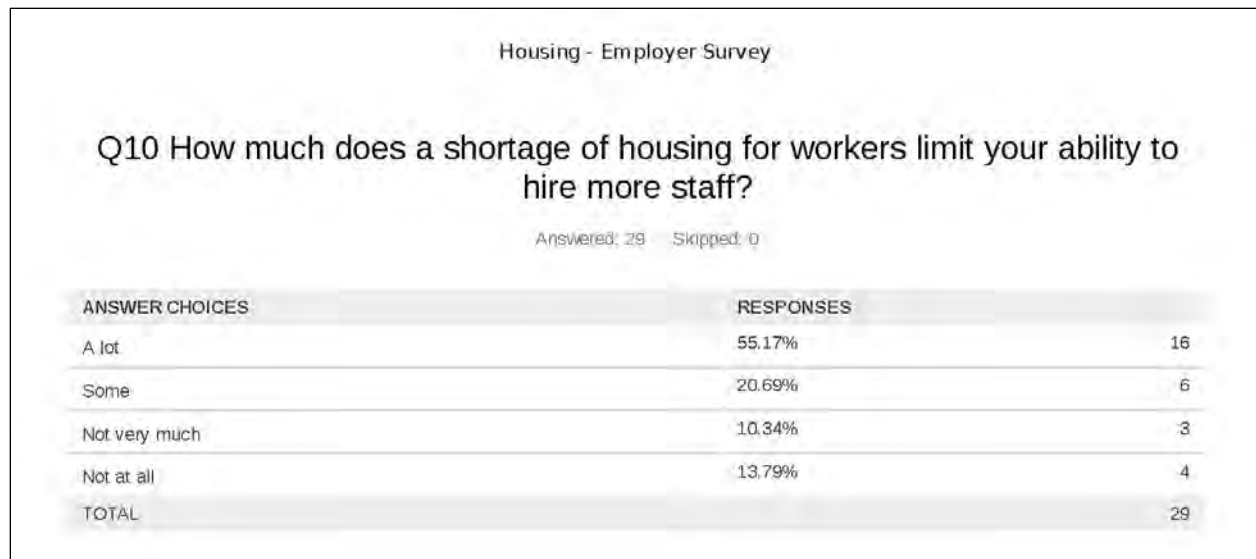
Monthly Rent (Question #9)

The amount of monthly rent charged to provide housing for workers varies dramatically among those that offer this housing. Some workers are charged \$50 per week during the summer months and \$800 per month in the off-season.

Housing - Employer Survey		
Q9 Monthly rent		
Answered: 10 Skipped: 19		
#	RESPONSES	DATE
1	TBD	9/20/2021 3:32 PM
2	0	9/3/2021 2:53 PM
3	\$50 week in summer/\$800 month (utilities included) in off-season	9/3/2021 1:22 PM
4	\$1,100	9/3/2021 1:13 PM
5	\$3200-\$5600	9/3/2021 1:10 PM
6	100	9/3/2021 1:01 PM
7	280-320	9/3/2021 12:52 PM
8	0	9/3/2021 11:43 AM
9	0	8/23/2021 10:13 AM
10	0	8/23/2021 10:01 AM

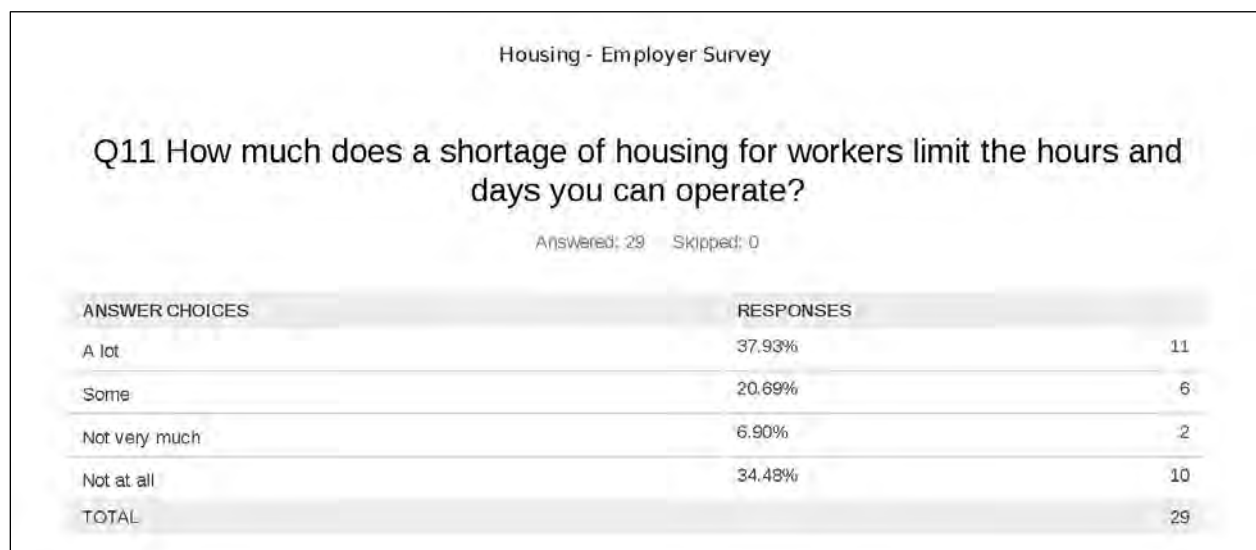
Lack of Housing Limits Hiring Ability (Question #10)

A total of 55% of respondents stated that the lack of housing for workers severely limits their ability to hire for their business. Another 21% stated it somewhat limits their hiring ability. Fourteen percent stated it does not restrict their hiring at all and 10% stated “not very much.” In total, 76% of respondents stated it severely or somewhat restricts their hiring.



Operating Hours (Question #11)

Of those responding to the survey, 38% stated that a lack of workers substantially limits the hours and days they are able to operate while 35% stated they are not at all hindered by days and hours open. Twenty-one (21%) percent stated “some” and 7% stated “not very much.”



Survey of Workers (Question #12)

Most respondents stated they would be willing to distribute a survey to their employees about housing availability on the island (89%).

Suggestions/Statements Made by Survey Participants Regarding Housing for Workers

Housing for Seasonal Workers and Other Household Segments

Comments and suggestions made regarding housing for seasonal workers included a need for affordable housing that may perhaps be dormitory-style or campers/trailers that could be set up to accommodate seasonal workers.

There were requests for grants and collaborations among the Town, businesses and other organizations (housing and finance agencies) to assist to provide housing on the island for workers as well as for others wanting to live on the island that need permanent, affordable housing such as young families and older individuals.

One employer indicated they pay ferry fees during the high season for their workers to come over to the island.

Several respondents mentioned “dorm-style” housing that would be available. Some mentioned different locations on the island that might be appropriate for seasonal worker housing.

On-island housing options are not affordable for full-time or part-time seasonal workers. Many workers have become used to living off the island because there is no housing available on the island and what might be available is very expensive and not targeted to workers but to tourists.

Full-time workers often are displaced during the high tourist season when units are leased to those coming in for vacation.

Transportation was identified as a challenge to getting workers as there is very limited affordable housing on the island, workers cannot work past the ferry operation hours and because of lack of affordable housing, cannot find housing on the island.

Introduction

Affordable housing is a term that has various definitions according to different people and is a product of supply and demand. According to the U.S. Department of Housing and Urban Development (HUD), the definition of affordability is for a household to pay no more than 30% of its annual income on housing (including utilities). Families who pay more than 30% of their income for housing (either rent or mortgage) are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation and medical care.

Generally, housing that is income-restricted to households earning at or below 80% of Area Median Income (AMI) is considered affordable. However, many individual properties have income restrictions set anywhere from 30% to 80% of AMI. Rent is not based on income but instead is a contract amount that is affordable to households within the specific income restriction segment. Moderate-income housing, often referred to as “workforce housing,” refers to both rental and ownership housing. Hence the definition is broadly defined as housing that is income-restricted to households earning between 50% and 120% AMI. Figure 1 below summarizes income ranges by definition.

FIGURE 1 AREA MEDIAN INCOME (AMI) DEFINITIONS	
Definition	AMI Range
Extremely Low Income	0% - 30%
Very Low Income	31% - 50%
Low Income	51% - 80%
Moderate Income Workforce Housing	80% - 120%
Note: Ashland County 4-person AMI = \$80,300 (2022)	

Naturally-Occurring Affordable Housing (i.e. Unsubsidized Affordable)

Although affordable housing is typically associated with an income-restricted property, there may be other housing units in communities that indirectly provide affordable housing. Housing units that were not developed or designated with income guidelines (i.e. assisted) yet are more affordable than other units in a community are considered “naturally-occurring” or “unsubsidized affordable” units. This housing supply, whether owned or rented, is available through the private market, versus housing programs that are assisted through various governmental agencies. Property values on these units are lower based on a combination of factors, such as age of structure/housing stock, location, condition, size, functionally obsolete, school district, etc. Because of these factors, the price of these dwellings tends to be lower.

According to the *Joint Center for Housing Studies of Harvard University*, the privately unsubsidized housing stock supplies three times as many low-cost affordable units than assisted projects nationwide. Unlike assisted developments (most of which are rental units), most unsubsidized affordable units are scattered across small properties (one- to four-unit structures) or in older multifamily structures. Many of these older developments are vulnerable to redevelopment due to their age, modest rents or modest pricing and deferred maintenance.

Because many of these housing units have affordable pricing, project-based and private housing markets cannot be easily separated. Some households (typically those with household incomes of 50% to 60% AMI) income-qualify for market rate and project-based affordable housing. This often occurs in more rural communities where there may not have been continued development of new rental housing. In the case of Ashland and Bayfield Counties, although more so for Bayfield County, previously affordable housing has largely been upgraded to accommodate the seasonal tourist market, significantly reducing the supply of affordable rental housing in the region. Although there are more affordable for-sale homes in Ashland County, the pricing of owned homes in Bayfield County has rapidly increased over the years. Also, the cost of owned housing in La Pointe has increased substantially due to high demand and households relocating from other more affluent housing regions. These trends and an overall shortage of housing, especially for local workers and residents, has exacerbated the need for moderately priced homes/apartments.

Rent and Income Limits

Table HA-1 shows the maximum allowable incomes by household size to qualify for affordable housing and maximum gross rents that can be charged by bedroom size in Ashland County. These incomes are published and revised annually by the Department of Housing and Urban Development (HUD) and also published separately by the Wisconsin Housing and Economic Development Authority (WHEDA) based on the date the project was placed into service. Fair market rent is the amount needed to pay gross monthly rent at modest rental housing in a given area. This table is used as a basis for determining the payment standard amount used to calculate the maximum monthly subsidy for families at financially assisted housing.

Table HA-2 shows the maximum rents by household size and AMI based on income limits illustrated in Table HA-1. The rents on Table HA-2 are based on HUD's allocation that monthly rents should not exceed 30% of income. In addition, the table reflects maximum household size based on HUD guidelines of number of persons per unit. For each additional bedroom, the maximum household size increases by two people.

TABLE HA-1
2022 INCOME LIMITS AND MAXIMUM GROSS RENTS
ASHLAND COUNTY
Effective Date: 04/18/2022

-----Income Limits by Household Size-----								
AMI	1- person	2- person	3- person	4- person	5- person	6- person	7- person	8- person
30%	\$16,890	\$19,290	\$21,690	\$24,090	\$26,040	\$27,960	\$29,880	\$31,800
40%	\$22,520	\$25,720	\$28,920	\$32,120	\$34,720	\$37,280	\$39,840	\$42,400
50%	\$28,150	\$32,150	\$36,150	\$40,150	\$43,400	\$46,600	\$49,800	\$53,000
60%	\$33,780	\$35,580	\$43,380	\$48,180	\$52,080	\$55,920	\$59,760	\$63,600
80%	\$45,040	\$51,440	\$57,840	\$64,240	\$69,440	\$74,560	\$79,680	\$84,800
100%	\$56,300	\$64,300	\$72,300	\$80,300	\$86,800	\$93,200	\$99,600	\$106,000
120%	\$67,560	\$77,160	\$86,760	\$96,360	\$104,160	\$111,840	\$119,520	\$127,200
-----Maximum Gross Rents by Bedroom Size-----								
AMI	0- bedroom	1- bedroom	2- bedroom	3- bedroom	4- bedroom	5- bedroom	6- bedroom	
30%	\$422	\$452	\$542	\$626	\$699	\$771	\$843	
40%	\$563	\$603	\$723	\$835	\$932	\$1,028	\$1,125	
50%	\$703	\$753	\$903	\$1,044	\$1,165	\$1,285	\$1,406	
60%	\$844	\$904	\$1,084	\$1,253	\$1,398	\$1,542	\$1,687	
80%	\$1,126	\$1,286	\$1,446	\$1,606	\$1,736	\$1,864	\$1,992	
100%	\$1,407	\$1,607	\$1,807	\$2,007	\$2,170	\$2,330	\$2,500	
120%	\$1,689	\$1,929	\$2,169	\$2,409	\$2,604	\$2,796	\$2,986	
FAIR MARKET RENTS								
	0BR	1BR	2BR	3BR	4BR			
2022	\$557	\$613	\$807	\$1,000	\$1,094			
2023	\$612	\$662	\$872	\$1,061	\$1,171			
Note: For projects placed in service on or after 04/18/2022								
Sources: WHEDA; Novogradac; Maxfield Research & Consulting, LLC								

HOUSING AFFORDABILITY

TABLE HA-2
MAXIMUM RENT BASED ON HOUSEHOLD SIZE AND AREA MEDIAN INCOME
ASHLAND COUNTY - 2022

Unit Type ¹	HHD Size		Maximum Rent Based on Household Size (@30% of Income)											
	Min	Max	30%		50%		60%		80%		100%		120%	
			Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.
Studio	1	1	\$422 - \$422		\$703 - \$703		\$844 - \$844		\$1,126 - \$1,126		\$1,407 - \$1,407		\$1,689 - \$1,689	
1BR	1	2	\$452 - \$542		\$753 - \$903		\$904 - \$1,084		\$1,286 - \$1,446		\$1,607 - \$1,807		\$1,929 - \$2,169	
2BR	2	4	\$542 - \$699		\$903 - \$1,165		\$1,084 - \$1,398		\$1,446 - \$1,736		\$1,807 - \$2,170		\$2,169 - \$2,604	
3BR	3	6	\$626 - \$843		\$1,044 - \$1,406		\$1,253 - \$1,687		\$1,606 - \$1,992		\$2,007 - \$2,500		\$2,409 - \$2,986	
4BR	4	8	\$699 - \$987		\$1,165 - \$1,550		\$1,398 - \$1,831		\$1,736 - \$2,136		\$2,170 - \$2,644		\$2,604 - \$3,130	
¹ One-bedroom plus den and two-bedroom plus den units are classified as 1BR and 2BR units, respectively. To be classified as a bedroom, a den must have a window and closet.														
Note: Ashland County 4-person AMI = \$80,300 (2022)														
Sources: HUD, MHFA, Novogradac, Maxfield Research & Consulting, LLC														

Housing Cost Burden

Table HA-3 shows the number and percentage of owner and renter households in the Primary Market Area that pay 30% or more of their gross income for housing. This information was compiled from the American Community Survey 2020 estimates and updated to 2023. This information is different than the 2000 Census which separated households that paid 35% or more in housing costs. As such, the information presented in the tables may be overstated in terms of households that may be “cost burdened.” The Federal standard for affordability is 30% of income for housing costs. Without a separate break out for households that pay 35% or more, there are likely a number of households that elect to pay slightly more than 30% of their gross income to select the housing that they choose. Moderately cost-burdened is defined as households paying between 30% and 50% of their income to housing; while severely cost-burdened is defined as households paying more than 50% of their income for housing.

Higher-income households that are cost-burdened may have the option of moving to lower priced housing, but lower-income households often do not. The figures focus on owner households with incomes below \$50,000 and renter households with incomes below \$35,000.

Key findings from Table HA-3 follow.

- An estimated 20% of owner households and 39% of renter households are estimated to be paying more than 30% of their income for housing costs. Compared to the Remainder of the Market Area, the percentage of cost burdened owner and renter households is on par with owner households but higher for renter households. The cost burdened proportions for La Pointe households are estimated at 28% for owner households and 18% for renter households. In addition, 8% of owner households and 0% of renter households are considered severely cost-burdened, meaning they pay more than 50% of their income for housing. The data provided through the American Community Survey does not include seasonal residents and may also not capture a portion of residents in non-traditional dwelling situations.
- The number of cost burdened households in the Primary Market Area increases proportionally based on income level. In La Pointe, an estimated 100% of renters with incomes below \$35,000 are cost-burdened and 38% of owners with incomes below \$50,000 are cost-burdened. In the PMA, an estimated 63% of renters with incomes below \$35,000 and 41% owner households with incomes less than \$50,000.
- By comparison, Wisconsin’s proportion of cost-burdened owner households is lower than the PMA, but its proportion of cost-burdened renter households is higher. This is primarily due to the higher cost of housing in other portions of Wisconsin and also a higher proportion of affluent owner households throughout the State.

HOUSING AFFORDABILITY

TABLE HA-3
HOUSING COST BURDEN
LA POINTE PRIMARY MARKET AREA
2023

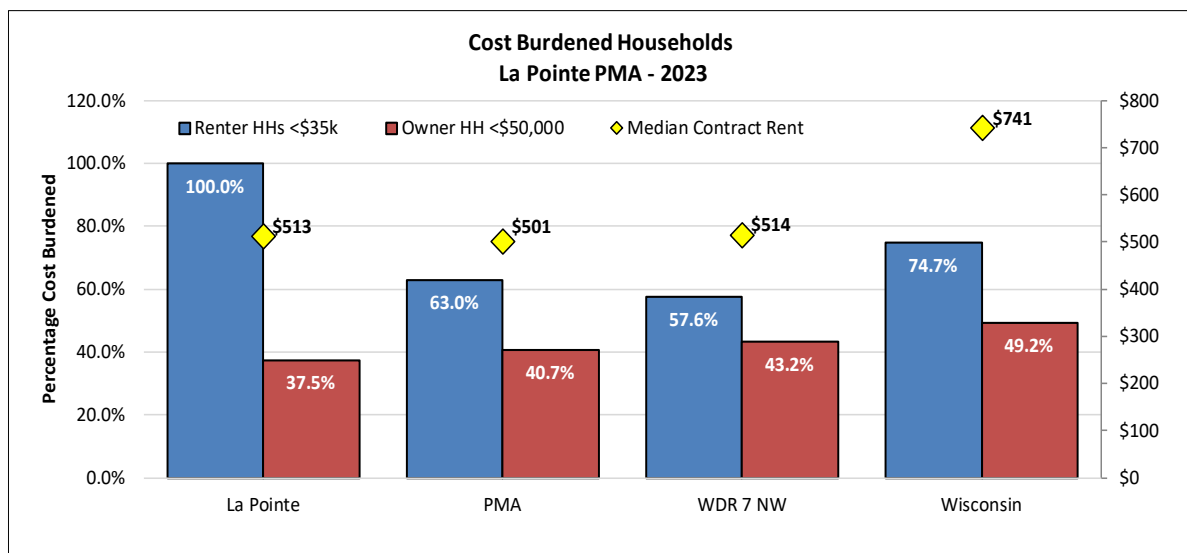
	La Pointe		PMA		WDR 7 - NW*		Wisconsin	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Owner Households								
All Owner Households	168		10,901		60,798		1,645,796	
Cost Burden 30% or greater	47	28.0%	2,180	20.0%	12,599	20.7%	308,501	18.7%
Cost Burden 50% or greater	14	8.6%	839	7.7%	4,760	7.8%	113,101	6.9%
Owner Households w/ incomes <\$50,000	43		4,321		24,349		460,208	
Cost Burden 30% or greater	16	37.5%	1,756	40.7%	10,520	43.2%	226,263	49.2%
Cost Burden 50% or greater	0	0.0%	819	19.0%	2,585	10.6%	103,763	22.5%
Renter Households								
All Renter Households	31		3,373		19,467		806,955	
Cost Burden 30% or greater	5	17.6%	1,326	39.3%	6,952	35.7%	328,760	40.7%
Cost Burden 50% or greater	0	0.0%	2,057	61.0%	4,873	25.0%	161,342	20.0%
Renter Households w/ incomes <\$35,000	5		2,057		10,904		372,138	
Cost Burden 30% or greater	5	100.0%	1,296	63.0%	6,282	57.6%	277,970	74.7%
Cost Burden 50% or greater	0	0.0%	559	27.2%	2,969	47.3%	156,451	56.3%
Median Contract Rent ¹	\$513		\$501		\$514		\$741	

¹ Median Contract Rent 2020 (US Census, American Community Survey 5-year estimate)

Note: Calculations exclude households not computed.

*Includes the counties of Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn.

Sources: American Community Survey; Maxfield Research and Consulting LLC.



Housing Costs as Percentage of Household Income

Housing costs are generally considered affordable at 30% of a households' adjusted gross income. Table HA-4 on the following page illustrates key housing metrics based on housing costs and household incomes in the La Pointe Primary Market Area. The table estimates the percentage of Primary Market Area householders that can afford rental and for-sale housing based on a 30% allocation of income to housing. Housing costs are based on averages in La Pointe and the Ashland-Bayfield County area.

The housing affordability calculations assume the following:

For-Sale Housing

- 10% down payment with good credit score
- Closing costs rolled into mortgage
- 30-year mortgage at 6.75% interest rate
- Private mortgage insurance (equity of less than 20%)
- Homeowners insurance for single-family homes and association dues for townhomes
- Owner household income per 2020 ACS

Rental Housing

- Background check on tenant to ensure credit history
- 30% allocation of income
- Renter household income per 2020 ACS

Because of the down payment requirement and strict underwriting criteria for a mortgage, not all households will meet the income qualifications as outlined above.

- An estimated 77% of the La Pointe PMA households could afford to buy an entry-level home (\$150,000) in the Primary Market Area, although housing prices are generally more expensive the closer to Bayfield and to Lake Superior. Furthermore, about 50% of existing owner households could afford to purchase a home of \$250,000.
- An estimated 66% of existing renter households can afford to rent a one-bedroom unit in the Primary Market Area (approx. \$650/month). The percentage of renter income-qualified households decreases to 55% that can afford an existing three-bedroom unit (approx. \$1,000/month). Furthermore, about 55% of renters could afford to rent a one-bedroom apartment at \$1,000 per month within a new development.
- Based on additional information from the La Pointe Assessor regarding recent sales and the median sales price of a home in La Pointe (\$310,000), an estimated 25.7% of all Market Area households could afford to purchase a home in La Pointe priced at the median price. An estimated 26.4% of all owner households in the PMA could afford a home priced at this level. Housing affordability in La Pointe is lower than in the region overall.

HOUSING AFFORDABILITY

TABLE HA-4 HOUSING AFFORDABILITY - BASED ON HOUSEHOLD INCOME LA POINTE PRIMARY MARKET AREA							
For-Sale (Assumes 10% down payment and good credit)							
	Single-Family			La Pointe	Townhome/Twinhome/Condo		
	Entry-Level	Move-Up	Executive	Median Price	Entry-Level	Move-Up	Executive
Price of House	\$160,000	\$250,000	\$800,000	\$310,000	\$80,000	\$200,000	\$500,000
Pct. Down Payment	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Total Down Payment Amt.	\$16,000	\$25,000	\$80,000	\$31,000	\$8,000	\$20,000	\$50,000
Estimated Closing Costs (rolled into mortgage)	\$4,800	\$7,500	\$24,000	\$9,300	\$2,400	\$6,000	\$15,000
Cost of Loan	\$148,800	\$232,500	\$744,000	\$288,300	\$74,400	\$186,000	\$465,000
Interest Rate	6.750%	6.750%	6.750%	6.750%	6.750%	6.750%	6.750%
Number of Pmts.	360	360	360	360	360	360	360
Monthly Payment (P & I)	-\$965	-\$1,508	-\$4,826	-\$1,870	-\$483	-\$1,206	-\$3,016
(plus) Prop. Tax	-\$133	-\$208	-\$667	-\$258	-\$67	-\$167	-\$417
(plus) HO Insurance/Assoc. Fee for TH	-\$53	-\$83	-\$267	-\$103	-\$100	-\$100	-\$100
(plus) PMI/MIP (less than 20%)	-\$64	-\$101	-\$322	-\$125	-\$32	-\$81	-\$202
Subtotal monthly costs	-\$1,216	-\$1,900	-\$6,081	-\$2,357	-\$681	-\$1,554	-\$3,734
Housing Costs as % of Income	30%	30%	30%	30%	30%	30%	30%
Minimum Income Required	\$48,650	\$76,016	\$243,252	\$94,260	\$27,259	\$62,146	\$149,366
Pct. of ALL Market Area HHDS who can afford ¹	59.2%	36.5%	3.3%	25.7%	67.1%	47.9%	9.8%
No. of Market Area HHDS who can afford ¹	8,454	5,210	478	3,670	9,579	6,843	1,396
Pct. of Market Area owner HHDS who can afford ²	61.7%	38.3%	8.3%	26.4%	71.5%	50.0%	8.3%
No. of Market Area owner HHDS who can afford ²	6,723	4,179	908	2,874	7,792	5,450	908
No. of Market Area owner HHDS who cannot afford ²	4,178	6,721	9,993	11,400	3,108	5,451	9,993
Rental (Market Rate)							
	Existing Rental				New Rental		
	1BR	2BR	3BR		1BR	2BR	3BR
Monthly Rent	\$650	\$850	\$1,000		\$1,000	\$1,200	\$1,350
Annual Rent	\$7,800	\$10,200	\$12,000		\$12,000	\$14,400	\$16,200
Housing Costs as % of Income	30%	30%	30%		30%	30%	30%
Minimum Income Required	\$26,000	\$34,000	\$40,000		\$40,000	\$48,000	\$54,000
Pct. of ALL Market Area HHDS who can afford ¹	78.6%	70.8%	65.9%		65.9%	59.7%	54.8%
No. of Market Area HHDS who can afford ¹	11,219	10,099	9,408		9,408	8,525	7,824
Pct. of Market Area renter HHDS who can afford ²	50.7%	40.3%	35.6%		35.6%	30.1%	26.2%
No. of Market Area renter HHDS who can afford ²	1,709	1,361	1,201		1,201	1,015	883
No. of Market Area renter HHDS who cannot afford ²	1,664	2,013	2,172		2,172	2,358	2,490
¹ Based on 2023 household income for ALL households							
² Based on 2020 ACS household income by tenure (i.e. owner and renter incomes. Owner incomes = \$71,518 vs. renter incomes = \$32,914)							
Source: Maxfield Research & Consulting, LLC							

Introduction

Maxfield Research utilizes various demand methodologies developed over the years to assess housing demand. The demand methodologies are specific to the type of residential units being considered. Different demand methodologies are used for market rate and affordable rental housing, senior housing, student housing, and market rate and affordable ownership housing.

Demand for year-round dwelling units is based on projected household growth over the period analyzed, a portion of household turnover of existing units, and an estimate of the proportion of households that would come to the Island from outside of the Primary Market Area.

La Pointe and Madeline Island attract many people from outside of the immediate Primary Market Area as seasonal residents. A portion of these individuals may want to relocate to La Pointe permanently. In considering growth in La Pointe, we reviewed the number of new residential dwelling units permitted since 2011 and the number of new households added since the 2010 Census based on 2020 Census data. The difference identified that more households are living on La Pointe as year-round residents now because they are no longer just living on the Island seasonally. This information was taken into account when developing the demand for year-round owned and rented housing. The demand for seasonal housing was based on the number of existing employee-based housing units in addition to information from the focus group and surveys.

Maxfield Research and Consulting, LLC was engaged to quantify the demand for affordable and workforce owned and rented housing in La Pointe, Wisconsin. Earlier sections of this report examined the growth trends and demographic characteristics of the household base in the PMA and the overall market for housing in Ashland and Bayfield Counties, which comprise the Primary Market Area. This section of the report quantifies demand for affordable and workforce housing in the PMA and provides recommendations regarding development concepts for affordable and workforce housing to serve permanent residents and seasonal workers. Demand is calculated from 2023 to 2028, a five-year period.

Affordable/Workforce Demand Calculations

Demand calculations analyze information from the demographic (demand-side) and market (supply-side) conditions for affordable/workforce housing. Tables DMD-1 and DMD-2 present a summary of our demand calculations for rental housing and owned housing in the PMA over the next five years, targeting moderate-income households. The projected demographic growth trends and estimated job growth supports the calculations and we believe, represents a conservative stance regarding potential demand.

Rental Demand

Demand for housing in the PMA will be generated by new households in the PMA as well as existing PMA residents seeking new housing. The PMA is conservatively projected to add 93 households from 2023 to 2028. Of the projected growth in households, we anticipate that 35% will seek rental housing (33 households) based on 2020 American Community Survey data.

Maxfield Research reviewed data on household income, household size and tenure to estimate the percentage of renter households in the PMA that would be qualified (based on income with adjustments for household size) and able to afford affordable rental rates at a new development. Based on our analysis, we estimate that 56% of households would be size and income qualified for the units affordable to households earning between 40% and 60% of Area Median Income (AMI). The proportion of households identified as qualified is primarily targeted to households that would have between one and four people, with most having between one and two people. Unit types that would fit with the targeted household sizes would include studio, one-, two and three-bedroom units.

Additional demand for rental housing will also come from existing renter households in the PMA through normal turnover. There are an estimated 3,373 renter households in the PMA and based analysis of Census estimates and 60% of those renters are anticipated to move within the next five years. Of the 2,024 renters that are expected to move, we estimate that 56% are size and income-qualified for affordable rental housing at the proposed development.

Since new housing is typically more desirable than older housing, a portion of the existing renter households turning over will seek new units – we conservatively estimate 30% to 35%. Using these figures, we estimate that 340 to 397 existing PMA size and income-qualified renter households will seek new housing in the PMA between 2023 and 2028.

Combined, demand from household growth plus demand from turnover of existing households results in total PMA demand for 358 to 415 rental units between 2023 and 2028. In addition to demand generated from household growth and turnover in the PMA, a portion of demand will come from households outside of the PMA. We project that an additional 30% will come from outside the PMA. Including demand from outside the PMA, projected demand for new rental housing is estimated to be between 512 and 593 units between 2023 and 2028.

From this total, we subtract affordable rental units that are under construction in the PMA, 50 units at 97% stabilized occupancy (49 units). Therefore, we find excess demand for 465 to 546 affordable rental units in the PMA between 2023 and 2028.

No one site or development can capture all the demand for affordable rental units in the PMA. We recommend that La Pointe consider the development of 20 year-round affordable units (50% to 80% of AMI) and therefore would need to capture 3.5% to 4.1% of the excess age-restricted affordable rental demand in the PMA. Given the exceedingly tight rental housing market conditions in the PMA, we find that this capture rate range would be achievable.

Capture Rate and Penetration Rate – Rental Demand

Based on renter income data from the U.S. Census and ESRI, an estimated 625 households would be income-qualified for affordable housing in the PMA. Dividing the recommended affordable units (20 units) by the number of income-qualified renter households yields a project capture rate of 3.0%. This capture rate indicates that the income-qualified renter base in the PMA is sufficient to support the recommended affordable rental housing units.

To arrive at the market penetration rate, we include the 20 recommended units combined with the 150 existing affordable units in the PMA. Since 30% of the demand will be drawn from outside of the PMA, we only include 70% of the units (or 153 units). The 153 units, divided by the income-qualified renter household base yields a market penetration rate of 23.3%, indicating that the income-qualified base is sufficient to support all the existing and recommended rental units in the PMA.

CONCLUSIONS & RECOMMENDATIONS

TABLE DMD-1 ESTIMATED DEMAND FOR AFFORDABLE/WORKFORCE RENTAL HOUSING LA POINTE PRIMARY MARKET AREA 2023 to 2028		
Demand from Projected Household Growth		
Projected new housing unit demand from household growth, 2023 to 2028	=	93
(times) Estimated rental demand	x	35% - 35%
(equals) Projected PMA demand for rental housing units	=	33 - 33
(times) % of Households Size & Income Qualified ¹	x	56%
(equals) Projected PMA demand for affordable/workforce rental units	=	18 - 18
Demand from Existing Renter Households		
Number of renter households in PMA in 2023	=	3,373
(times) Estimated % Turnover between 2023 and 2028 ²	x	60%
(equals) Total existing households projected to turnover	=	2,024
(times) % of Households Size and Income Qualified	x	56%
(equals) Demand for Affordable Rental Housing, 2023 - 2028	=	1,133
(times) Estimated % desiring new affordable/workforce rental housing	x	30% - 35%
(equals) Demand from existing households	=	340 - 397
Total Demand From Household Growth and Existing Households 2023 to 2028		358 - 415
(plus) Additional demand from outside PMA ³	+	154 - 178
(equals) Projected PMA demand for new affordable/workforce rental units	=	512 - 593
(minus) Affordable units pending for development ⁴	-	49
(equals) Excess demand for affordable/workforce rental units in PMA	=	465 - 546
Number of year-round affordable/workforce rental units recommended in La Pointe		20
(equals) Capture rate of PMA excess affordable rental demand (new construction rental)	=	3.5% - 4.1%
<i>Income-qualified renter households in the PMA in 2023</i>		625
<i>Project penetration rate (20 units) of income-qualified renter households</i>	=	3.0%
<i>Market penetration rate (existing + pending units + subject) of income-qualified renter households⁵</i>	=	23.3%
¹ Affordable to households earning 50% to 80% or below AMI, adjusted for household size		
² This figure is based on data from the American Community Survey		
³ 30% of total units to be captured from outside the PMA.		
⁴ At stabilized occupancy (95%).		
Source: Maxfield Research & Consulting, LLC		

Owned Housing Demand

Demand for housing in the PMA will be generated by new households in the PMA as well as existing PMA residents seeking new housing. The PMA is conservatively projected to add 93 households from 2023 to 2028. Of the projected growth in households, we anticipate that 65% will seek owned housing (33 households) based on 2020 American Community Survey data. Table DMD-2 presents this calculation.

CONCLUSIONS & RECOMMENDATIONS

Maxfield Research reviewed data on household income, household size and tenure to estimate the percentage of owner households in the PMA that would be qualified (based on income with adjustments for household size) and able to afford a monthly housing payment that would be affordable to households earning between 80% and 100% of Area Median Income. Based on our analysis, we estimate that 35% of households would be size and income qualified for the units affordable to households earning between 80% and 100% of Area Median Income (AMI). The proportion of households identified as qualified is primarily targeted to households that would have between one and four people, with most having between one and two people. Unit types that would fit with the targeted household sizes would primarily include one, two- and three-bedroom units.

Additional demand for owned housing will also come from existing owner households in the PMA through normal turnover. There are an estimated 10,901 owner households in the PMA and based analysis of Census estimates and 30% of those renters are anticipated to move within the next five years. Of the 1,145 renters expected to move, we estimate that 35% are size and income-qualified for affordable rental housing at the proposed development.

Since new housing is typically more desirable than older housing, a portion of the existing owner households turning over will seek new units – we conservatively estimate 30% to 35%. Using these figures, we estimate that 343 to 401 existing PMA size and income-qualified owner households will seek new housing in the PMA between 2023 and 2028.

Combined, demand from household growth plus demand from turnover of existing households results in total PMA demand for 365 to 422 owned units between 2023 and 2028. In addition to demand generated from household growth and turnover in the PMA, a portion of demand will come from households outside of the PMA. We project that an additional 30% will come from outside the PMA. Including demand from outside the PMA, projected demand for new owned housing is estimated to be between 456 and 527 units between 2023 and 2028.

From this total, we subtract affordable owned units that are under construction in the PMA, which is none. Therefore, excess demand remains at 456 to 527 affordable owned units in the PMA between 2023 and 2028.

No one site or development can capture all the demand for affordable owned units in the PMA. We recommend that La Pointe consider the development of 10 year-round affordable/work-force owned units (80% to 100% of AMI) and therefore would need to capture 1.8% to 2.1% of the excess age-restricted affordable owned demand in the PMA. Given the tight housing market conditions in the PMA for all types of affordable housing, rented and owned, we find that this capture rate range would be achievable.

CONCLUSIONS & RECOMMENDATIONS

Capture Rate and Penetration Rate-Owned Housing

Based on income data for owner households from the U.S. Census and ESRI, an estimated 1,202 households would be income-qualified for affordable/workforce owned housing in the PMA according to income guidelines. Dividing the recommended affordable/workforce owned units (10) by the number of income-qualified owner households yields a project capture rate of 0.8%. This capture rate indicates that the income-qualified owner base in the PMA is sufficient to support the recommended affordable owned housing units.

TABLE DMD-2 ESTIMATED DEMAND FOR AFFORDABLE/WORKFORCE OWNED HOUSING LA POINTE PRIMARY MARKET AREA 2023 to 2028		
Demand from Projected Household Growth		
Projected new housing unit demand from household growth, 2023 to 2028	=	93
(times) Estimated owned demand	x	65% - 65%
(equals) Projected PMA demand for rental housing units	=	60 - 60
(times) % of Households Size & Income Qualified ¹	x	35%
(equals) Projected PMA demand for owned housing units	=	21 - 21
Demand from Existing Owner Households		
Number of owner households in PMA in 2023	=	10,901
(times) Estimated % Turnover between 2023 and 2028 ²	x	30%
(equals) Total existing households projected to turnover	=	3,270
(times) % of Households Size and Income Qualified	x	35%
(equals) Demand for Affordable/Workforce Ownership Housing, 2023 - 2028	=	1,145
(times) Estimated % desiring new affordable/workforce owned housing	x	30% - 35%
(equals) Demand from existing households	=	343 - 401
Total Demand From Household Growth and Existing Households 2023 to 2028		365 - 422
(plus) Additional demand from outside PMA ³	+	91 - 105
(equals) Projected PMA demand for new affordable/workforce owned units	=	456 - 527
(minus) Affordable units pending for development ⁴	-	0
(equals) Excess demand for affordable/workforce owned units in PMA	=	456 - 527
Number of year-round affordable/workforce owned units recommended in La Pointe		10
(equals) Capture rate of PMA excess affordable rental demand (new construction rental)	=	1.8% - 2.1%
<i>Income-qualified owner households in the PMA in 2023</i>		<i>1,202</i>
<i>Project penetration rate (10 units) of income-qualified owner households</i>	=	<i>0.8%</i>
<i>Market penetration rate (existing + pending units + subject) of income-qualified owner households⁵</i>	=	<i>34.5%</i>
¹ Affordable to households earning 80% to 100% or below AMI, adjusted for household size		
² This figure is based on data from the American Community Survey		
³ 20% of total units to be captured from outside the PMA.		
⁴ At stabilized occupancy (95%).		
Source: Maxfield Research & Consulting, LLC		

CONCLUSIONS & RECOMMENDATIONS

To arrive at the market penetration rate, we include the 10 recommended units combined with the estimated 535 existing affordable ownership units in the PMA. Since 20% of the demand will be drawn from outside of the PMA, we only include 80% of the units (or 436 units). The 436 units, divided by the income-qualified owner household base yields a market penetration rate of 34.5%, indicating that the income-qualified ownership base is sufficient to support all the existing and recommended units in the PMA.

Seasonal Rental Units

Traditional demand calculations are not very accurate in determining demand for worker housing that is seasonal in character. The number of workers employed on Madeline Island during the high season may increase or decrease depending on the number of visitors. According to information published by the Wisconsin Department of Tourism, business sales rose in 2021 and although not yet published, 2022 is estimated to have increased again as a result of the COVID recovery.

There is a limited number of seasonal employee housing in La Pointe and the units that exist are controlled by existing employers. Some of those living year-round on the Island have also lived in these units during the off-season but then may have to relocate once the peak tourism season begins.

The previous comprehensive plan identified a need for additional housing on the Island for seasonal workers and one of the goals of the plan was to encourage employers to develop and/or provide affordable housing for their employees. According to information obtained through surveys and the focus group discussion, there is limited seasonal worker housing and what exists is older and experiencing some deferred maintenance.

Using Department of Tourism data for labor income, Maxfield Research identified an estimated 987 workers that would be employed in the area and related to tourism. Of those, we estimate that one-third of those workers would be part-time, seasonal employees (325 workers). Of those, La Pointe could be expected to attract 5% of the total or 16 workers that would not be staying at a relative's home and would need housing while working on the Island.

In addition to the 20 rental units (these could also be for seasonal workers, but we do not recommend that), there would be demand for another 16 units of short-term housing. During the summer months, we anticipate that all these units would be occupied. During the winter however, some units may be vacant and could be leased out during the winter to those wanting to remain on the Island. The challenge however, is that these seasonal units should be designated and made available for the industries they are to serve and not to create further housing instability in La Pointe.

CONCLUSIONS & RECOMMENDATIONS

Monthly rents should be kept affordable and based on average wages earned by workers during the high-season. We anticipate a cluster housing design, with fewer in-unit amenities, but more common area amenities as these would be enjoyed primarily during the summer months. Features such as a firepit, grilling area, outdoor seating and lawn games area would be beneficial.

Monthly fees per person should not exceed 50% of Area Median Income and we anticipate that all units would have double occupancy. Therefore, if all 16 units are developed, they would house 32 total workers for the season, which is estimated to account for about 30% of the full-time and part-time workers that do not currently live on the island. If more housing were available, then additional workers could be accommodated. You may want to consider a phased development of additional seasonal housing or other product types that could accommodate another 30 to 50 workers for the employment season.

Conclusions

The significant growth in the US economy since the Great Recession and the deep downturn that occurred in the housing market has resulted in an insufficient amount of new housing and particularly housing affordable to moderate income workforce households being constructed. As such, vacancies in the Upper Midwest continue to be some of the lowest in the country and the high cost of construction has strained scarce funding resources. Affordable rental and ownership housing is desperately needed and most often in more rural communities where new construction has significantly lagged rising demand.

The findings of the analysis revealed no vacancies among market rate or affordable rental properties in the Primary Market Area and overall, a limited number of current owned units available for resale. This information demonstrates significant pent-up demand for rental and owned housing in the PMA, particularly for affordable/workforce housing.

Overall, we find sustained market support for affordable/workforce rental and owned units. Consistent with our findings from the housing market conditions analysis and demand calculations, there is a strong need for affordable/workforce and low income housing, as is evidenced by extremely low vacancy rates (0%) and waiting lists at several properties surveyed. Limited availability and high demand for affordable housing is likely to continue to result in households searching for affordable rental alternatives although there remains significant demand for affordable ownership housing, despite some short-term reduced demand due to higher mortgage interest rates.

Housing developed in La Pointe near to the primary commercial district will be conveniently located near employment, public transport, shopping, health care services, schools, public facilities, recreation amenities and other facilities. In fact, most of these facilities and services would be within walking distance of new housing.

CONCLUSIONS & RECOMMENDATIONS

The chart on Page 103 for Question #14 of the Housing Survey shows a distribution of responses from the Housing Survey regarding the amount of rent/mortgage payment that respondents believed they would be willing to pay monthly for new housing in La Pointe that would meet their needs. Those responses and their numerical distribution informed the pricing structure listed in Table CR-1.

As depicted below in Table CR-1, we provide a recommended rent and ownership structure for the housing products to be considered.

TABLE CR-1 UNIT SIZE/MIX/RENT RECOMMENDATIONS AFFORDABLE/WORKFORCE HOUSING LA POINTE, WISCONSIN March 2023					
Unit Type	No. of Units	% of Total	Average Square Feet	Avg. Market Rate Rent Range	Rent Per Square Foot
YEAR-ROUND RENTAL - 20 UNITS					
1BR	10	50%	525 - 540	\$800 - \$850	\$1.52 - \$1.57
2BR	9	45%	850 - 900	\$1,200 - \$1,300	\$1.41 - \$1.44
3BR	1	5%	1,180 - 1,180	\$1,400 - \$1,500	\$1.19 - \$1.27
Total/Average	20	100%	719	\$1,048	Average = \$1.46
SEASONAL RENTAL - 16 UNITS					
Studio	10	63%	350 - 380	\$500 - \$520	\$1.37 - \$1.43
1BR	4	25%	480 - 500	\$850 - \$850	\$1.70 - \$1.77
2BR	2	13%	780 - 800	\$1,000 - \$1,000	\$1.25 - \$1.28
Total/Average	16	100%	449	\$656	Average = \$1.46
YEAR-ROUND OWNERSHIP - 10 UNITS					
1BR	2	20%	800 - 850	\$50,000 - \$65,000	\$62.50 - \$76.47
2BR	6	60%	1,000 - 1,080	\$90,000 - \$130,000	\$90.00 - \$120.37
3BR	2	20%	1,250 - 1,250	\$150,000 - \$180,000	\$120.00 - \$144.00
Total/Average	10	100%	1,039	\$110,500	Average = \$106.35
*Pricing is in 2023 dollars and can be trended upward by 2.0% annually to occupancy.					
Source: Maxfield Research & Consulting, LLC					

Proposed Development Timeframe

The need for affordable housing in La Pointe, as elsewhere in the Primary Market Area is significant. Reducing construction costs through modular and/or manufactured dwellings erected on-site could reduce the time it takes to bring needed housing to the market.

While it is customary to have a pre-leasing period of at least three to six months, a pre-marketing effort is likely to begin far in advance of that and it can be that units may be fully committed

prior to opening. This can be determined closer to a final development concept and product type.

Housing Priorities

We recommend that following priorities for new housing in La Pointe:

- 1) Year-round permanent apartments (single-level or two-level walk-up); suggest cottage-style and/or manor home style (20 units);
- 2) Cluster-style shared units, two people per unit or small efficiencies for singles with shared amenities (16 units, an estimated 32 beds);
- 3) Small, owned duplex or small home units (10 units; affordable under an equity building program or rent to own.

Housing Program Funding Options

Community Land Trust. Community land trusts lower housing costs and allows low-income residents to spend more on healthy foods.

Community land trusts are typically owned by community organizations and/or nonprofits that purchase and permanently own homes and lease them out to prospective homeowners and/or renters.

This type of arrangement keeps housing affordable through “ground leases,” which have parameters around reselling property and income eligibility, according to the WI Governor’s Health Equity Council. When a family sells their appreciated home, the trust keeps part of the profit to help offset low housing costs.

The Council has recommended that \$32 million go toward the development of community land trusts throughout Wisconsin. The funds would come from the Department of Housing and Urban Development’s HOME Investment Partnerships Program, which allocated \$318 million to the state.

Low Income Housing Tax Credit. (Administered by WHEDA)

The Low-Income Housing Tax Credit (LIHTC) program is the most important resource for creating affordable housing in the United States today. Created by the Tax Reform Act of 1986, the LIHTC program gives State and local LIHTC tax allocating authorities the equivalent of approximately \$8 billion in annual budget authority to issue tax credits for the acquisition, rehabilitation, or new construction of rental housing targeted to lower-income households.

CONCLUSIONS & RECOMMENDATIONS

HUD collects LIHTC data at the property level and the tenant level. HUD's property database includes information on the size, unit mix, and location of individual projects. HUD's collects of tenant information includes demographic and economic characteristics of households residing in LIHTC properties from state housing finance agencies that administer the LIHTC program. This page provides access to the property and tenant level data and to data on Qualified Census Tracts and Difficult Development Areas designated by HUD.

Rural Development. (Overseen by the US Department of Agriculture)

Multifamily Housing Loan Guarantees

The program works with qualified private-sector lenders to provide financing to qualified borrowers to increase the supply of affordable rental housing for low- and moderate-income individuals and families in eligible rural areas and towns.

Single-Family Housing Direct Loans

This program assists low- and very-low-income applicants obtain decent, safe and sanitary housing in eligible rural areas by providing payment assistance to increase an applicant's repayment ability.

Single-Family Housing Guaranteed Loan Program

The Section 502 Guaranteed Loan Program assists approved lenders in providing low- and moderate-income households the opportunity to own adequate, modest, decent, safe and sanitary dwellings as their primary residence in eligible rural areas.

Other programs may also be utilized such as general bond funding, low-interest loans, grants and other programs through regional and state non-profit organizations that specialize in providing funding and resources for the development of affordable housing.

Housing Product Examples

The photos below show examples of affordable housing products, rental and owned, that could be developed in La Pointe. The examples are low to mid-density in keeping with the preferences of the community and the character of the Island.



Cottage Rentals



Duplex, side-by-side



Moveable modular



Duplex w/ large porch



Manufactured Homes



Small Home

APPENDIX

DISCUSSION GUIDE FOR WORKFORCE HOUSING FOCUS GROUP (VIRTUAL)
TOWN OF LA POINTE, WISCONSIN
January 10, 2022
5:00pm

- I. Introductions/Purpose of Focus Group
- II. Brief Background of Participants (resident of La Pointe, employed on the island, but reside off-island, etc.)
- III. Current residence (where do participants live currently?) How long have they resided at their current residence? (no specifics, just on-island, off-island in Bayfield, off-island in Washburn, or other location)
- IV. Where are participants employed? (local business, government) Do you have more than one job?
- V. For those living on-island, how did you find your current residence?
- VI. For those living off-island, how did you find your current residence?
- VII. For those living off-island, are you interested in living on-island? If yes, why? If no, why not?
- VIII. For those living off-island, what are some of the major commuting challenges that you face getting to and from work? Would living on-island relieve some of those challenges? Which ones?
- IX. For those living on-island, do you feel as though your housing is secure? Why or why not?
- X. What type of housing or housing features would be important to you if a new housing development were built on the island?
- XI. What size of residence would you require? (i.e. Studio, 1BR, 2BR, 3BR)?
- XII. Would a traditional apartment building be satisfactory is your preferred housing some other type?
- XIII. What do you consider to be an affordable price to pay for your housing? What would you consider unaffordable? Would you want utilities to be included?
- XIV. What other barriers or challenges do you see with new housing on-island or new housing in general in the area?

(Note: Other questions may arise during the discussion and may be explored as part of the focus group session).

Definitions

Absorption Period – The period of time necessary for newly constructed or renovated properties to achieve the stabilized level of occupancy. The absorption period begins when the first certificate of occupancy is issued and ends when the last unit to reach the stabilized level of occupancy has signed a lease.

Absorption Rate – The average number of units rented each month during the absorption period.

Active Adult (or independent living without services available) – Active Adult properties are similar to a general-occupancy apartment building, in that they offer virtually no services but have age-restrictions (typically 55 or 62 or older). Organized activities and occasionally a transportation program are usually all that are available at these properties. Because of the lack of services, active adult properties typically do not command the rent premiums of more service-enriched senior housing.

Adjusted Gross Income “AGI” – Income from taxable sources (including wages, interest, capital gains, income from retirement accounts, etc.) adjusted to account for specific deductions (i.e. contributions to retirement accounts, unreimbursed business and medical expenses, alimony, etc.).

Affordable Housing – The general definition of affordability is for a household to pay no more than 30% of their income for housing. For purposes of this study we define affordable housing that is income-restricted to households earning at or below 80% AMI, though individual properties can have income-restrictions set at 40%, 50%, 60% or 80% AMI. Rent is not based on income but instead is a contract amount that is affordable to households within the specific income restriction segment. It is essentially housing affordable to low or very low-income tenants.

Amenity – Tangible or intangible benefits offered to a tenant in the form of common area amenities or in-unit amenities. Typical in-unit amenities include dishwashers, washer/dryers, walk-in showers and closets and upgraded kitchen finishes. Typical common area amenities include detached or attached garage parking, community room, fitness center and an outdoor patio or grill/picnic area.

Area Median Income “AMI” – AMI is the midpoint in the income distribution within a specific geographic area. By definition, 50% of households earn less than the median income and 50% earn more. The U.S. Department of Housing and Urban Development (HUD) calculates AMI annually and adjustments are made for family size.

Assisted Living – Assisted Living properties come in a variety of forms, but the target market for most is generally the same: very frail seniors, typically age 80 or older (but can be much younger, depending on their particular health situation), who are in need of extensive support

services and personal care assistance. Absent an assisted living option, these seniors would otherwise need to move to a nursing facility. At a minimum, assisted living properties include two meals per day and weekly housekeeping in the monthly fee, with the availability of a third meal and personal care (either included in the monthly fee or for an additional cost). Assisted living properties also have either staff on duty 24 hours per day or at least 24-hour emergency response.

Building Permit – Building permits track housing starts, and the number of housing units authorized to be built by the local governing authority. Most jurisdictions require building permits for new construction, major renovations, as well as other building improvements. Building permits ensure that all the work meets applicable building and safety rules and is typically required to be completed by a licensed professional. Once the building is complete and meets the inspector's satisfaction, the jurisdiction will issue a "CO" or "Certificate of Occupancy." Building permits are a key barometer for the health of the housing market and are often a leading indicator in the rest of the economy as it has a major impact on consumer spending.

Capture Rate – The percentage of age, size, and income-qualified renter households in a given area or "Market Area" that the property must capture to fill the units. The capture rate is calculated by dividing the total number of units at the property by the total number of age, size and income-qualified renter households in the designated area.

Comparable Property – A property that is representative of the rental housing choices of the designated area or "Market Area" that is similar in construction, size, amenities, location and/or age.

Concession – Discount or incentives given to a prospective tenant to induce signature of a lease. Concessions typically are in the form of reduced rent or free rent for a specific lease term, or free amenities, which are normally charged separately, such as parking.

Congregate (or independent living with services available) – Congregate properties offer support services such as meals and/or housekeeping, either on an optional basis or a limited amount included in the rents. These properties typically dedicate a larger share of the overall building area to common areas, in part, because the units are smaller than in adult housing and in part to encourage socialization among residents. Congregate properties attract a slightly older target market than adult housing, typically seniors age 75 or older. Rents are also above those of the active adult buildings, even excluding the services.

Contract Rent – The actual monthly rent payable by the tenant, including any rent subsidy paid on behalf of the tenant, to the owner, inclusive of all terms of the lease.

Demand – The total number of households that would potentially move into a proposed new or renovated housing project. These households must be of appropriate age, income, tenure and

size for a specific proposed development. Components vary and can include, but are not limited to turnover, people living in substandard conditions, rent over-burdened households, income-qualified households and age of householder. Demand is project specific.

Density – Number of units in a given area. Density is typically measured in dwelling units (DU) per acre – the larger the number of units permitted per acre the higher the density; the fewer units permitted results in lower density. Density is often presented in a gross and net format:

Gross Density – The number of dwelling units per acre based on the gross site acreage.

Gross Density = Total residential units/total development area

Net Density - The number of dwelling units per acre located on the site, but excludes public right-of-ways (ROW) such as streets, alleys, easements, open spaces, etc.

Net Density = Total residential units/total residential land area (excluding ROWs)

Detached Housing – a freestanding dwelling unit, most often single-family homes, situated on its own lot.

Effective Rents – Contract rent less applicable concessions.

Elderly or Senior Housing – Housing where all the units in the property are restricted for occupancy by persons age 62 years or better, or at least 80% of the units in each building are restricted for occupancy by households where at least one household member is 55 years of age or better and the housing is designed with amenities, facilities and services to meet the needs of senior citizens.

Extremely Low-Income – Person or household with incomes below 30% of Area Median Income, adjusted for respective household size.

Fair Market Rent – Estimates established by HUD of the Gross Rents needed to obtain modest rental units in acceptable conditions in a specific geographic area. The amount of rental income a given property would command if it were open for leasing at any given moment and/or the amount derived based on market conditions that is needed to pay gross monthly rent at modest rental housing in a given area. This figure is used as a basis for determining the payment standard amount used to calculate the maximum monthly subsidy for families on at financially assisted housing.

Floor Area Ratio (FAR) Ratio of the floor area of a building to area of the lot on which the building is located.

Foreclosure – A legal process in which a lender or financial institute attempts to recover the balance of a loan from a borrower who has stopped making payments to the lender by using the sale of the house as collateral for the loan.

Gross Rent – The monthly housing cost to a tenant which equals the Contract Rent provided for in the lease, plus the estimated cost of all utilities paid by tenants.

Household – All persons who occupy a housing unit, including occupants of a single-family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements.

Household Trends – Changes in the number of households for any particular areas over a measurable period of time, which is a function of new household formations, changes in average household size, and net migration.

Housing Choice Voucher Program – The federal government's major program for assisting very low-income families, the elderly, and the disabled to afford decent, safe, and sanitary housing in the private market. A family that is issued a housing voucher is responsible for finding a suitable housing unit of the family's choice where the owner agrees to rent under the program. Housing choice vouchers are administered locally by public housing agencies. They receive federal funds from the U.S. Department of Housing and Urban Development (HUD) to administer the voucher program. A housing subsidy is paid to the landlord directly by the public housing agency on behalf of the participating family. The family then pays the difference between the actual rent charged by the landlord and the amount subsidized by the program.

Housing Unit – House, apartment, mobile home, or group of rooms used as a separate living quarters by a single household.

HUD Project-Based Section 8 – A federal government program that provides rental housing for very low-income families, the elderly, and the disabled in privately owned and managed rental units. The owner reserves some or all of the units in a building in return for a Federal government guarantee to make up the difference between the tenant's contribution and the rent. A tenant who leaves a subsidized project will lose access to the project-based subsidy.

HUD Section 202 Program – Federal program that provides direct capital assistance and operating or rental assistance to finance housing designed for occupancy by elder household who have incomes not exceeding 50% of Area Median Income.

HUD Section 811 Program – Federal program that provides direct capital assistance and operating or rental assistance to finance housing designed for occupancy of persons with disabilities who have incomes not exceeding 50% Area Median Income.

HUD Section 236 Program – Federal program that provides interest reduction payments for loans which finance housing targeted to households with income not exceeding 80% Area Median Income who pay rent equal to the greater or market rate or 30% of their adjusted income.

Income Limits – Maximum household income by a designed geographic area, adjusted for household size and expressed as a percentage of the Area Median Income, for the purpose of

establishing an upper limit for eligibility for a specific housing program. See income-qualifications.

Inflow/Outflow – The Inflow/Outflow Analysis generates results showing the count and characteristics of worker flows in to, out of, and within the defined geographic area.

Low-Income – Person or household with gross household incomes below 80% of Area Median Income, adjusted for household size.

Low-Income Housing Tax Credit – A program aimed to generate equity for investment in affordable rental housing authorized pursuant to Section 42 of the Internal Revenue Code. The program requires that a certain percentage of units built be restricted for occupancy to households earning 60% or less of Area Median Income, and rents on these units be restricted accordingly.

Market Analysis – The study of real estate market conditions for a specific type of property, geographic area or proposed (re)development.

Market Rent – The rent that an apartment, without rent or income restrictions or rent subsidies, would command in a given area or “Market Area” considering its location, features and amenities.

Market Study – A comprehensive study of a specific proposal including a review of the housing market in a defined market or geography. Project specific market studies are often used by developers, property managers or government entities to determine the appropriateness of a proposed development, whereas market specific market studies are used to determine what housing needs, if any, existing within a specific geography.

Market Rate Rental Housing – Housing that does not have any income-restrictions. Some properties will have income guidelines, which are minimum annual incomes required in order to reside at the property.

Memory Care – Memory Care properties, designed specifically for persons suffering from Alzheimer’s disease or other dementias, is one of the newest trends in senior housing. Properties consist mostly of suite-style or studio units or occasionally one-bedroom apartment-style units, and large amounts of communal areas for activities and programming. In addition, staff typically undergoes specialized training in the care of this population. Because of the greater amount of individualized personal care required by residents, staffing ratios are much higher than traditional assisted living and thus, the costs of care are also higher. Unlike conventional assisted living, however, which deals almost exclusively with widows or widowers, a higher proportion of persons afflicted with Alzheimer’s disease are in two-person households. That means the decision to move a spouse into a memory care facility involves the caregiver’s concern of incurring the costs of health care at a special facility while continuing to maintain their home.

Migration – The movement of households and/or people into or out of an area.

Mixed-Income Property – An apartment property contained either both income-restricted and unrestricted units or units restricted at two or more income limits.

Mobility – The ease at which people move from one location to another. Mobility rate is often illustrated over a one-year time frame.

Moderate Income – Person or household with gross household income between 80% and 100% of the Area Median Income, adjusted for household size.

Multifamily – Properties and structures that contain more than two housing units.

Naturally Occurring Affordable Housing – Although affordable housing is typically associated with an income-restricted property, there are other housing units in communities that indirectly provide affordable housing. Housing units that were not developed or designated with income guidelines (i.e. assisted) yet are more affordable than other units in a community are considered “naturally-occurring” or “unsubsidized affordable” units. This rental supply is available through the private market, versus assisted housing programs through various governmental agencies. Property values on these units are lower based on a combination of factors, such as: age of structure/housing stock, location, condition, size, functionally obsolete, school district, etc.

Net Income – Income earned after payroll withholdings such as state and federal income taxes, social security, as well as retirement savings and health insurance.

Net Worth – The difference between assets and liabilities, or the total value of assets after the debt is subtracted.

Pent-Up Demand – A market in which there is a scarcity of supply and as such, vacancy rates are very low or non-existent.

Population – All people living in a geographic area.

Population Density – The population of an area divided by the number of square miles of land area.

Population Trends – Changes in population levels for a particular geographic area over a specific time period – a function of the level of births, deaths, and in/out migration.

Project-Based Rent Assistance – Rental assistance from any source that is allocated to the property or a specific number of units in the property and is available to each income eligible tenant of the property or an assisted unit.

Redevelopment – The redesign, rehabilitation or expansion of existing properties.

Rent Burden – Gross rent divided by adjusted monthly household income.

Restricted Rent – The rent charged under the restriction of a specific housing program or subsidy.

Saturation – The point at which there is no longer demand to support additional market rate, affordable/subsidized, rental, for-sale, or senior housing units. Saturation usually refers to a particular segment of a specific market.

Senior Housing – The term “senior housing” refers to any housing development that is restricted to people age 55 or older. Today, senior housing includes an entire spectrum of housing alternatives. Maxfield Research Consulting, LLC. classifies senior housing into four categories based on the level of support services. The four categories are: Active Adult, Congregate, Assisted Living and Memory Care.

Short Sale – A sale of real estate in which the net proceeds from selling the property do not cover the sellers’ mortgage obligations. The difference is forgiven by the lender, or other arrangements are made with the lender to settle the remainder of the debt.

Single-Family Home – A dwelling unit, either attached or detached, designed for use by one household and with direct street access. It does not share heating facilities or other essential electrical, mechanical or building facilities with another dwelling.

Stabilized Level of Occupancy – The underwritten or actual number of occupied units that a property is expected to maintain after the initial lease-up period.

Subsidized Housing – Housing that is income-restricted to households earning at or below 30% AMI. Rent is generally based on income, with the household contributing 30% of their adjusted gross income toward rent. Also referred to as extremely low-income housing.

Subsidy – Monthly income received by a tenant or by an owner on behalf of a tenant to pay the difference between the apartment’s contract/market rate rent and the amount paid by the tenant toward rent.

Substandard Conditions – Housing conditions that are conventionally considered unacceptable and can be defined in terms of lacking plumbing facilities, one or more major mechanical or electrical system malfunctions, or overcrowded conditions.

Target Population – The market segment or segments of the given population a development would appeal or cater to.

Tenant – One who rents real property from another individual or rental company.

Tenant-Paid Utilities – The cost of utilities, excluding cable, telephone, or internet necessary for the habitation of a dwelling unit, which are paid by said tenant.

Tenure – The distinction between owner-occupied and renter-occupied housing units.

Turnover – A measure of movement of residents into and out of a geographic location.

Turnover Period – An estimate of the number of housing units in a geographic location as a percentage of the total house units that will likely change occupants in any one year.

Unrestricted Units – Units that are not subject to any income or rent restrictions.

Vacancy Period – The amount of time an apartment remains vacant and is available on the market for rent.

Workforce Housing – Housing that is income-restricted to households earning between 80% and 120% AMI; however, some government agencies define workforce housing from 50% to 100% AMI. Also referred to as moderate-income housing.

Zoning – Classification and regulation of land use by local governments according to use categories (zones); often also includes density designations and limitations.

Maxfield Research and Consulting, LLC

Maxfield Research and Consulting, LLC is a full service real estate research company that provides comprehensive real estate market information.

We have more than 35 years of experience in real estate market feasibility and consult on a variety of real estate related market issues. Our expertise enables us to offer solutions to the many challenges that developers and communities face. The relationship we develop with our clients is a critical component to the success of our research approach and serves as a source of direction and information during the development and planning stages.

Since our inception, we have completed over 2,700 research assignments for nearly 1,500 clients. Our clients are wide ranging and include:

- Real Estate Developers
- Marketing and Management Companies
- City and County Government Agencies
- Local and Regional Housing Authorities
- Native American Tribes
- Financial Institutions
- Health Care Organizations
- Investors and Lenders
- Architects and Law Firms
- Rental Housing Agencies
- Educational Institutions with Student Housing Needs
- Townhome and Condominium Housing Developers
- Financial Institutions
- Downtown Improvement Districts

Our Services include:

Market Feasibility Studies for all types of development, with particular expertise in multifamily rentals, for-sale, multifamily, and senior housing. Market feasibility studies provide our clients with the information they need to determine the likelihood of successful implementation of the project they are evaluating.

Market Assessments provide clients with relevant information to make site selection decisions, gain additional knowledge about current and evolving markets, or reposition existing properties to take advantage of changing markets or competitive conditions.

Comprehensive Housing Studies help cities and/or counties anticipate housing needs, direct housing policies, and understand key issues/conditions in the housing market.

Senior Housing Studies provide developers with an analysis of the factors involved in senior housing feasibility. We maintain a proprietary database tracking all of the determinants of senior housing's success.

Affordable Housing Studies determine need that cities and counties can evaluate to determine development issues and allocation of funds.

Commercial Analyses determine the market potential for the development of office and retail space, banks, recreational facilities, hospitality projects, and industrial space.

Land Use Planning enables clients to redefine and reposition downtown areas, redevelop older neighborhoods, explore the highest and best uses of land and evaluate the capabilities of diverse land uses.

Consulting Services are customized to meet individual client needs, and may include a variety of services tailored to the individual project.

Financial Studies determine need for additional financial institutions in a market area by evaluating current financial/deposit data of a given market.

Student Housing Studies identify current market conditions for student rental housing and determine the market for reallocating on-campus student housing.

Rental Housing Studies determines the need for general occupancy in a multi-family housing concept.

Condominium Studies provide developers with an analysis of potential feasibility and marketability of condominium projects in an area.

Economic Impact Studies provide developers with an analysis of the local economy and the impact that local businesses have on the community.

Retail Studies identify the competitive retail environment and estimates the demand potential for new retail space in the trade area.

Hospitality Studies analyze demographic and market data assessing market conditions that impact the feasibility of developing a limited-service or full-service hotel.



Maxfield

Research & Consulting

Breaking Ground since 1983

GENERAL BACKGROUND

Mary has over 35 years of experience in real estate research and consulting and is considered a market expert in the field of residential real estate and in market analysis for financial institutions. She regularly testifies as an expert witness for eminent domain, tax appeal and other types of real estate litigation.

As President, she heads projects for large-scale land use and redevelopment studies including downtown revitalization for private developers and municipalities as well as private developers and universities on their student housing needs.

Mary frequently gives presentations at seminars and workshop sessions on current real estate market topics.

EDUCATION

Bachelor of Arts in Business Administration
Marquette University
Masters of Business Administration
University of Minnesota

PROFESSIONAL DESIGNATIONS AND APPOINTMENTS

Counselors of Real Estate (CRE)
CRE Vice Chair Liaison
CRE Budget & Finance Committee
CRE Minneapolis Chapter Chair
Housing Development Committee-Project for Pride in Living

PROFESSIONAL ORGANIZATIONS

Counselors of Real Estate (CRE)
National Association of Realtors (NAR)
Minnesota Association of Realtors (MAR)
Minneapolis Area Association of Realtors (MAAR)
National Historic Trust – Main Street Center
Sensible Land Use Coalition
Lambda Alpha International (LAI)



Mary Bujold
President

EXPERIENCE

- ♦ *Large-scale Redevelopment*
- ♦ *Master-planned Communities*
- ♦ *Rental Housing*
- ♦ *Condominium Housing*
- ♦ *Senior Housing*
- ♦ *Student Housing*
- ♦ *Financial Institutions*
- ♦ *Expert Testimony and Litigation Support*
- ♦ *Comprehensive Housing Needs*
- ♦ *Retail Analysis*
- ♦ *Downtown Revitalization*
- ♦ *Industrial Analyses*
- ♦ *Fiscal Impact Analyses*

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