

# Central UP CEDS Meeting #5

December 14, 2023

## Agenda

- ▶ Welcome and introductions
- ▶ 2024 Meeting Schedule
- ▶ Central UP Regional Housing Partnership update
- ▶ Outdoor Recreation Industry Strategy
- ▶ Partner Updates



**CUPPAD**

# Welcome and Introductions

<b>Alan Barr</b>	<i>Creative Change</i>	<b>Vince Bevins</b>	<i>Michigan Department of Transportation</i>
<b>Trent Bellinger</b>	<i>Delta Schoolcraft ISD</i>	<b>Victoria George</b>	<i>Schoolcraft Tourism &amp; Commerce</i>
<b>Craig Cugini</b>	<i>City of Ishpeming</i>	<b>Lois Ellis</b>	<i>Dickinson Area Economic Development Alliance</i>
<b>Trae Forgette</b>	<i>Marquette-Alger RESA</i>	<b>Marty Fittante</b>	<i>Invest UP</i>
<b>Christopher Germain</b>	<i>Lake Superior Community Partnership</i>	<b>Geri Grant</b>	<i>Superior Watershed Partnership</i>
<b>Abbie Hanson</b>	<i>Michigan EGLE</i>	<b>Nate Heffron</b>	<i>Superior Trade Zone/ City of Negaunee</i>
<b>Janice Ketcham</b>	<i>City of Gladstone</i>	<b>Julee Kaurala</b>	<i>Michigan Department of Health and Human Services</i>
<b>Alex Kofsky</b>	<i>Accelerate UP</i>	<b>Karen Kovacs</b>	<i>City of Marquette</i>
<b>Donna LaCourt</b>	<i>Michigan Department of Agricultural and Rural Development</i>	<b>Dotty LaJoye</b>	<i>Central UP Planning and Development</i>
<b>Brigitte LaPointe</b>	<i>Keweenaw Bay Indian Community</i>	<b>Ed LeGault</b>	<i>Delta County Economic Development Alliance</i>
<b>Emily Leach</b>	<i>Marquette County Planning</i>	<b>Jessie Viau</b>	<i>Hannahville Indian Community</i>
<b>Holly Peoples</b>	<i>Michigan Works of the Upper Peninsula</i>	<b>Kathy Reynolds</b>	<i>Greater Munising Bay Partnership of Commerce</i>
<b>Sue Roll</b>	<i>U.P. Arts &amp; Culture Alliance</i>	<b>Holly Thomma</b>	<i>USDA</i>
<b>Ryan Stern</b>	<i>UP Regional Labor Federation</i>	<b>Julie Shaw</b>	<i>Superior Alliance for Independent Living</i>
<b>Jordan Stanchina</b>	<i>City of Iron Mountain</i>	<b>Joe Thiel</b>	<i>Innovate Marquette SmartZone</i>
<b>Zak Aubert</b>	<i>Menominee County/Menominee DDA</i>	<b>David Nyberg</b>	<i>Northern Michigan University</i>
<b>Dave Ollila</b>	<i>Shophouse Park</i>	<b>Vicki Schwab</b>	<i>Michigan Economic Development Corporation</i>
<b>Irina Bruno</b>	<i>Bonifas Fine Arts Center</i>	<b>Steve Gillotte</b>	<i>MI Dept. of Labor and Economic Growth</i>

# CEDS 2024 Proposed Dates

Meetings held every other fourth Thursday, 10:00 - 11:30 AM

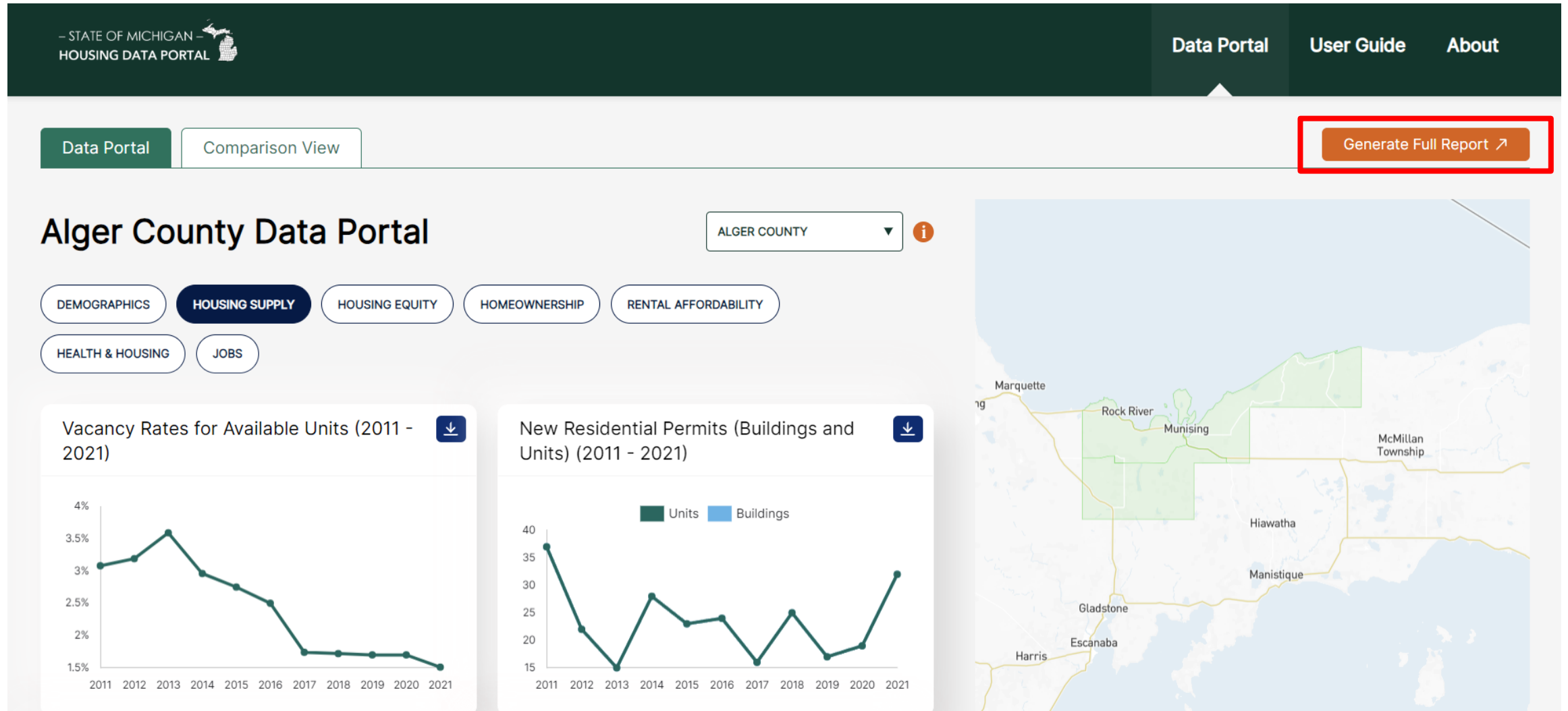
- ▶ February 22 - Virtual only
- ▶ April 25 - Virtual only
- ▶ June 27 - Escanaba in-person and virtual option
- ▶ August 22 - Marquette in-person and virtual option
- ▶ October 24 - Virtual only
- ▶ **December 19** - Virtual only

# Regional Housing Partnership Update

- ▶ Statewide Housing Plan (SHP) created - 2022
- ▶ Kickoff and Work Group meetings - Summer 2023
- ▶ Central UP's RHP Action Plan established - Sept. 30<sup>th</sup>
- ▶ MSHDA Update meeting - Nov. 9<sup>th</sup>
- ▶ Central UP RHP and CEDS meetings merge - December 14<sup>th</sup>
  - ▶ Member sign-up:  
<https://www.surveymonkey.com/r/XG57J7M>
- ▶ SB 293 legislation reintroduction - TBD ~January 2024
  - ▶ Greater flexibility to HCDF - targeting middle income, support capacity development, local planning, and housing studies
- ▶ Common Application windows open - TBD



# Michigan Housing Data Portal - [https://mihousingdata.org/data\\_portal](https://mihousingdata.org/data_portal)





RHP	All Domains Equally Weighted	Regional Targets
A	1.8%	\$ 1,195,000
B	3.8%	\$ 2,485,000
C	0.6%	\$ 416,000
D	5.0%	\$ 3,238,000
E	2.5%	\$ 1,596,000
F	20.1%	\$ 13,083,000
G	8.7%	\$ 5,627,000
H	12.6%	\$ 8,166,000
I	5.9%	\$ 3,866,000
J	13.6%	\$ 8,863,000
K	14.7%	\$ 9,547,000
L	2.6%	\$ 1,707,000
M	2.7%	\$ 1,773,000
N	2.7%	\$ 1,773,000
O	2.6%	\$ 1,665,000





# Regional Investment Strategy (2024)

## Per Capita

- Households (2022)

## Economic

- Employment (2022)
- Employment Growth (2019-2022)
- MEDC Job Projections (2023-2024)

## Racial Equity

- Decrease in Black Homeownership Rate (2012-2016 & 2017-2021)
- Percent of Minority Population

## Housing Need

- Household Growth (2019-2022)
- Rate of Housing Instability (2022)
- Share of 190k Housing Unit Need
- Share of For-Sale Homes Affordable to 100% AMI
- Change in Share of For-Sale Homes Affordable to 100% AMI (2019-2022)
- Share of Housing Stock Built Prior to 1970
- Point-in-Time Homeless Count (2022)
- Housing + Transportation (2019)





# Cycle of Common Application (2024)

- January: A, B, C

- February: D, E, F

- March: G, H, I

- April: J, K, L

- May: M, N, O

- June: Any remaining

- July: A, B, C

- August: D, E, F

- September: G, H, I

- October: J, K, L

- November: M, N, O

- December: Any remaining

Depends on passage of SB 293



Priorities	Goals	Strategies
HOUSING ECOSYSTEM	<b>HIGHLIGHTED - Goal 2.6.:</b> Enhance the efficiency and effectiveness of the Central UP housing ecosystem by fostering collaboration on housing and improving access to regional market-level data on housing needs and opportunities.	<b>Strategy 2.6.A.</b> - Establish the "Central UP Housing Collaborative" to enhance collaboration, capacity, and efficiency within the housing ecosystem. Through information sharing and best practices, the collaborative will develop housing market intelligence <b>through the creation of studies</b> , address workforce and training matters, and explore housing topics in the Central UP region, <b>such as the creation of a regional housing trust fund or leverage fund</b> .
		<b>Strategy 2.6.B.</b> - Conduct comprehensive target market analyses across the six Central UP counties to accurately assess housing needs and markets in the Central UP region. Additionally, support will be provided to communities through grants and other opportunities to track relevant housing data, ultimately fostering a well-informed and responsive housing ecosystem that addresses diverse housing needs effectively.
		<b>Strategy 2.6.C.</b> - Utilizing the Central UP Housing Collaborative, begin unifying a strong regional network of technical expertise to build new measures from existing models. For example, create a regional Central UP Community Preference Survey modeled off of previous surveys from NAR and AARP to better understand housing choices in the region.
		<b>Strategy 2.6.D.</b> - Close the gap between the political structure and the marketplace to streamline community planning and zoning allowances to develop additional housing solutions. <b>The Central UP Housing Collaborative will seek technical assistance to provide training to streamline community planning and zoning to align and support attainable and affordable housing.</b>
HOUSING STOCK	<b>HIGHLIGHTED - Goal 4.1:</b> Increase the supply of the full spectrum of housing that is affordable and attainable to Central UP residents.	<b>Strategy 4.1.X.</b> - Build capacity for community and economic development, non-profit, faith-based, and other purpose-driven housing development and staffing <b>by providing training, education, summits, and technical assistance</b> .
		<b>Strategy 4.1.Y:</b> Incentivize development of <b>attainable and affordable housing units up to 120% AMI with a priority to increase the housing supply</b> and <del>accessible housing units</del> for households at or below 30% AMI to increase supply.
		<b>Strategy 4.1.Z:</b> Identify where gaps exist, attempt to mitigate, and create new funding opportunities for new senior facilities providing a continuum of care through the collaboration of a broad array of partners.
	<b>HIGHLIGHTED - Goal 4.4:</b> Increase the rehabilitation and/or preservation of housing stock.	<b>Strategy 4.4.X.</b> - Increase the amount of funding and ease of access to resources for rehab, repair, and preservation. <b>These types of activities will be done in coordination with environmental resilience goals and the MI Healthy Climate Plan, with high a priority for targeting seniors, veterans, and low-income populations.</b>
	<b>HIGHLIGHTED - Goal 4.6:</b> Increase missing middle and workforce housing stock to facilitate greater housing choice.	<b>Strategy 4.6.X.</b> - Provide more regionally controlled incentives like BuildUP and MSHDA Missing Middle to address development and appraisal gaps, uplift missing middle and workforce housing, and drive meaningful growth in housing stock.
RENTAL HOUSING	<b>HIGHLIGHTED - Goal 6.2:</b> Reduce the number of underserved and vulnerable populations experiencing rent burden by removing barriers and increasing resources.	<b>Strategy 6.2.X.</b> - Mitigate rent burden for underserved and vulnerable populations by identifying local funding sources, developing targeted financial assistance programs reflecting ALICE budget considerations, and promoting affordable housing initiatives, thereby increasing resources and removing barriers to housing affordability.

# Central UP Housing Collaborative

## *Strategic Approach*

Enhance  
Housing  
Intelligence

Establish  
Permissive  
Policies

Build  
Capacity

Incentivize  
Development

Target  
Assistance

# Central UP Housing Collaborative

## *Questions to answer*

- ▶ Is our approach clear?
- ▶ What actions do we want to see executed the most?
- ▶ Who will apply for HCDF funding when the application windows open?



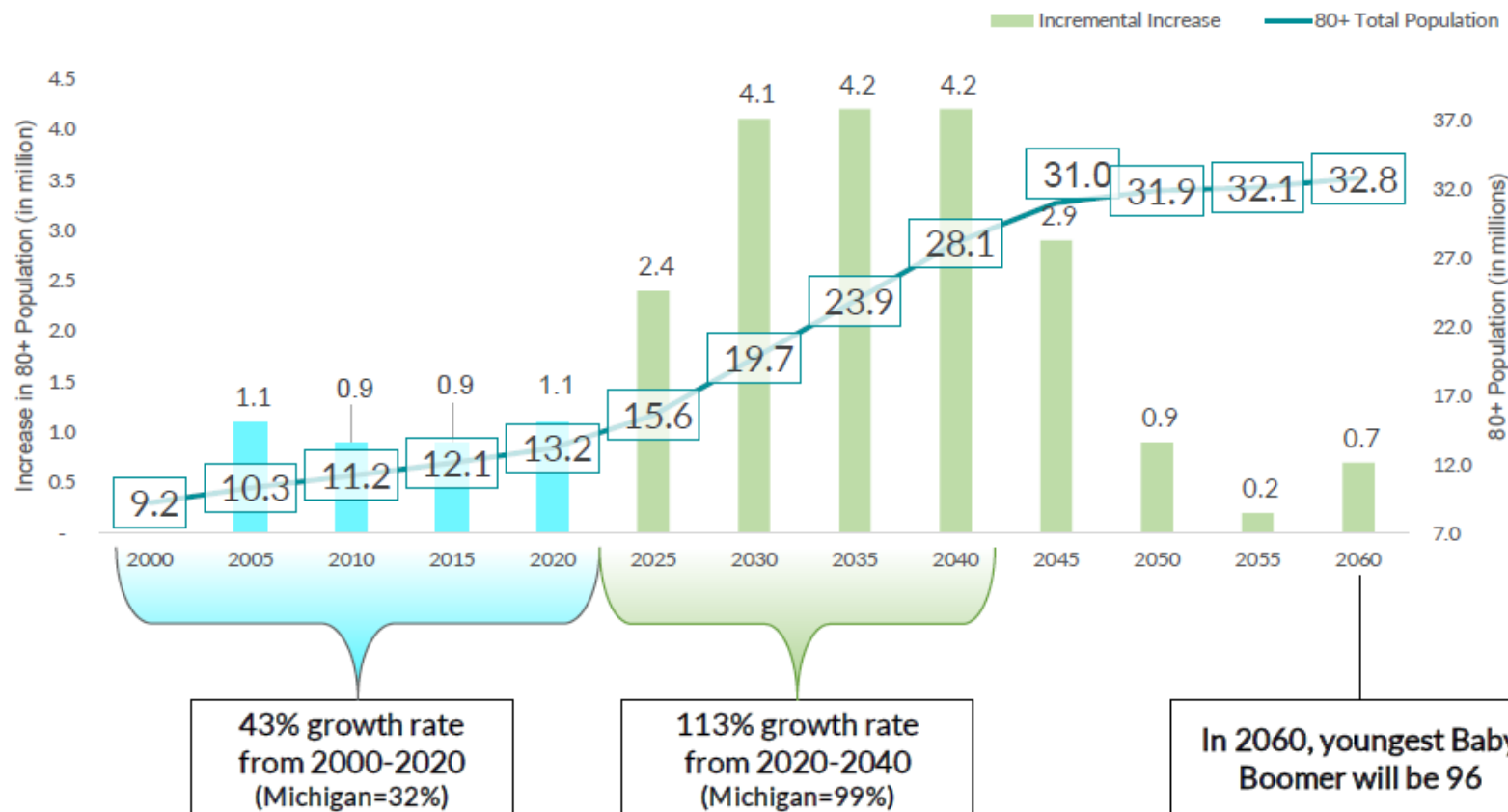
# Demographic Tailwinds – Long Term US

Tremendous growth in the 80+ population over the next 40 years; with the most growth occurring over the next 20 years; beginning in **2026**.

80+ population is expected to grow at more than **double** the growth rate from 2020-2040 than 2000-2020.

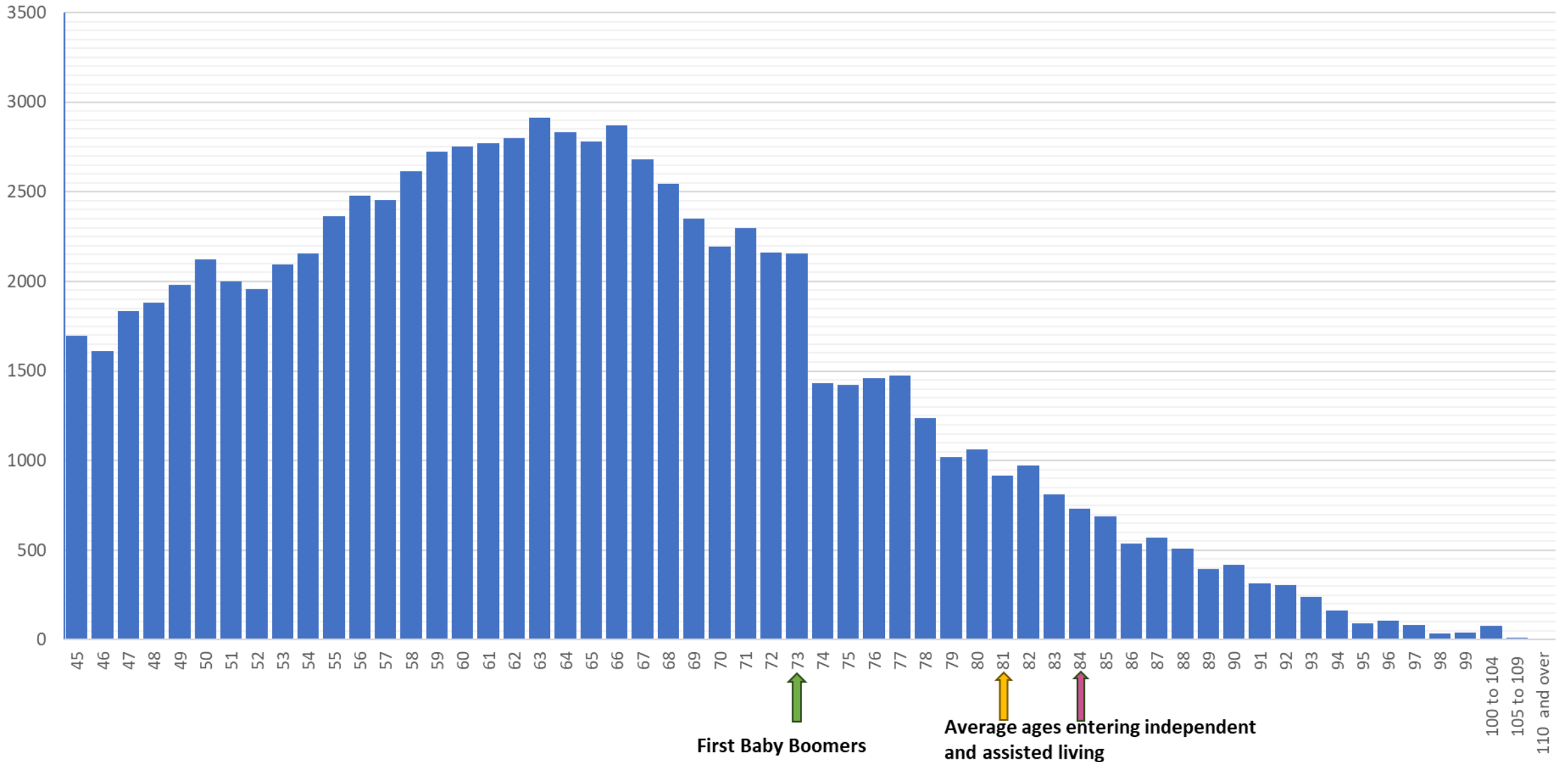
80+ population grew **4M** from 2000 to 2020; it will grow **15M** from 2020 to 2040.

80+ population will grow at a **113%** growth rate from 2020 to 2040 compared to an **8%** growth rate for the rest of the population.



Source: US Census Bureau

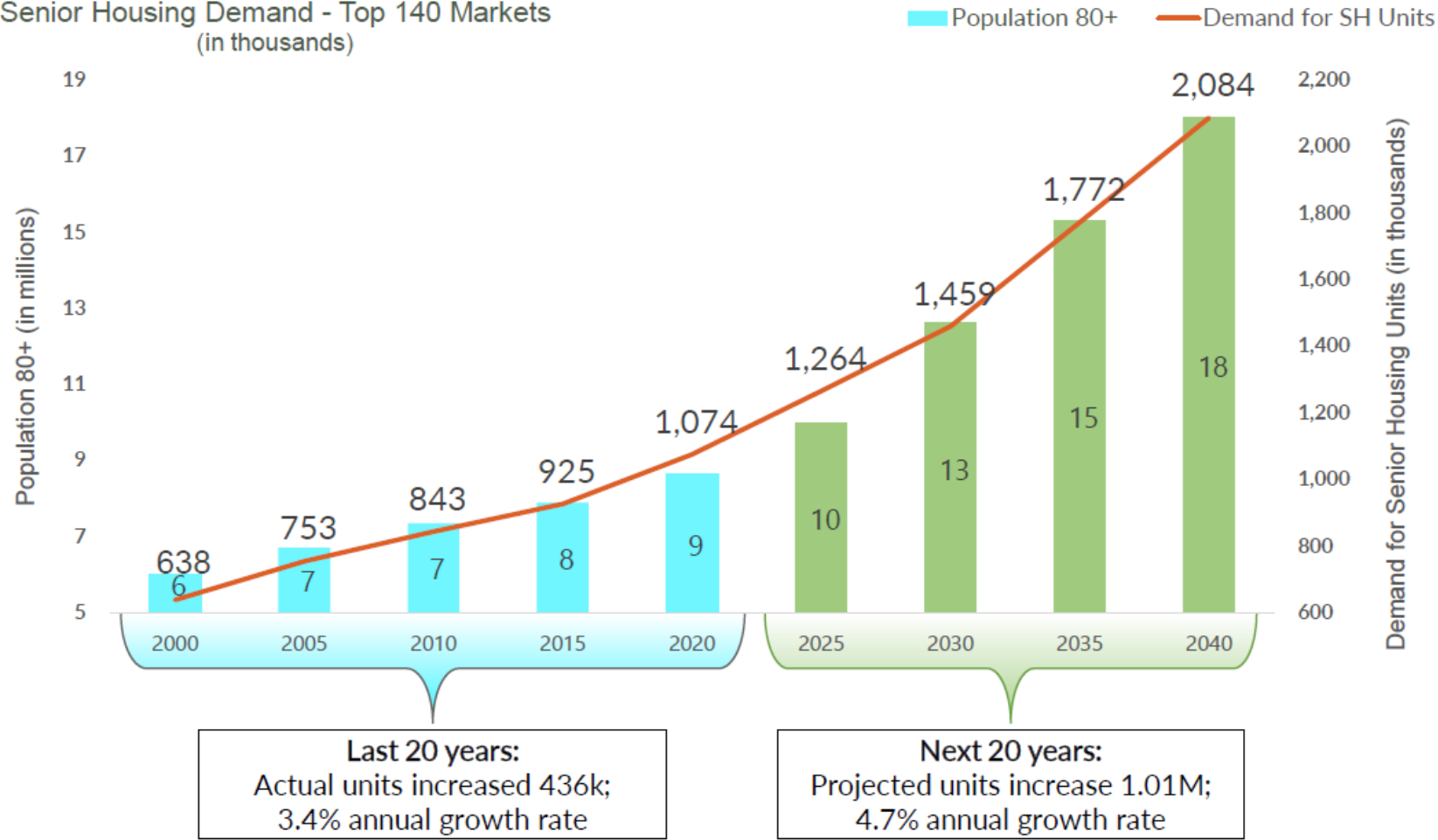
Central UP - Older Adults by Single Year Age - 2020 Census





# Growth for the Future – Long Term

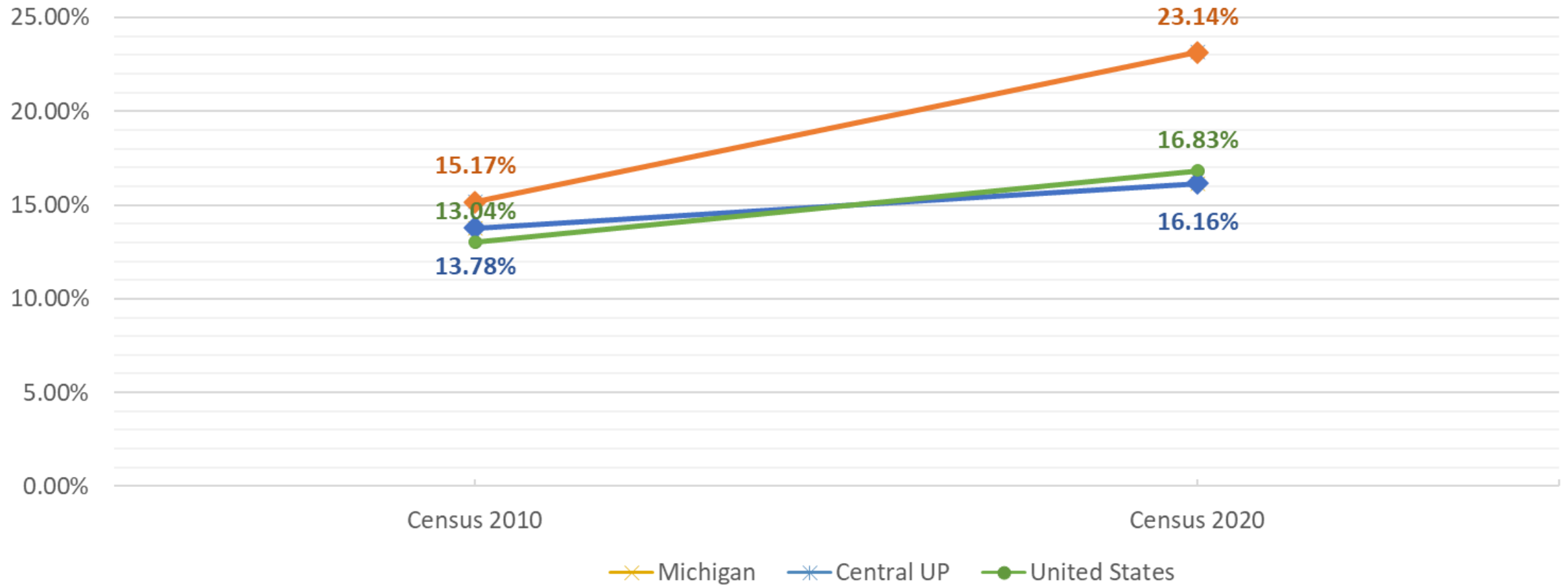
Senior Housing Demand - Top 140 Markets  
(in thousands)



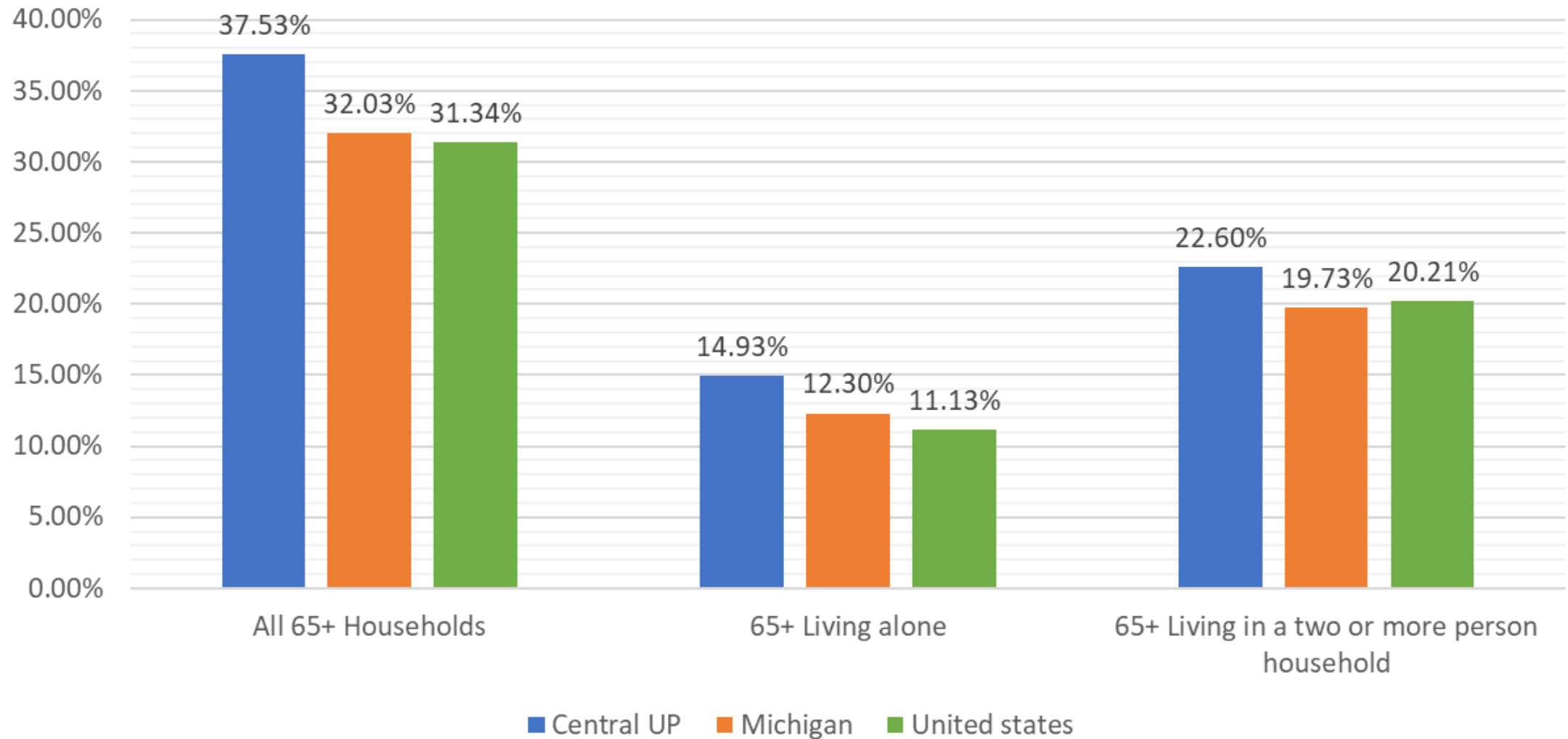
**Demographic Tailwinds:**  
The Baby Boomers will be the  
Seniors Housing occupants;  
First Baby Boomers will be 80  
in **2026**

Source: US Census Bureau and ESRI; Top 140 markets are 65% of the total US population Historical units are based on NIC MAP® Data Service assumptions; 2025-2040 projected units are calculated as: (population 80+) x (11% penetration rate) / (95% occupancy)

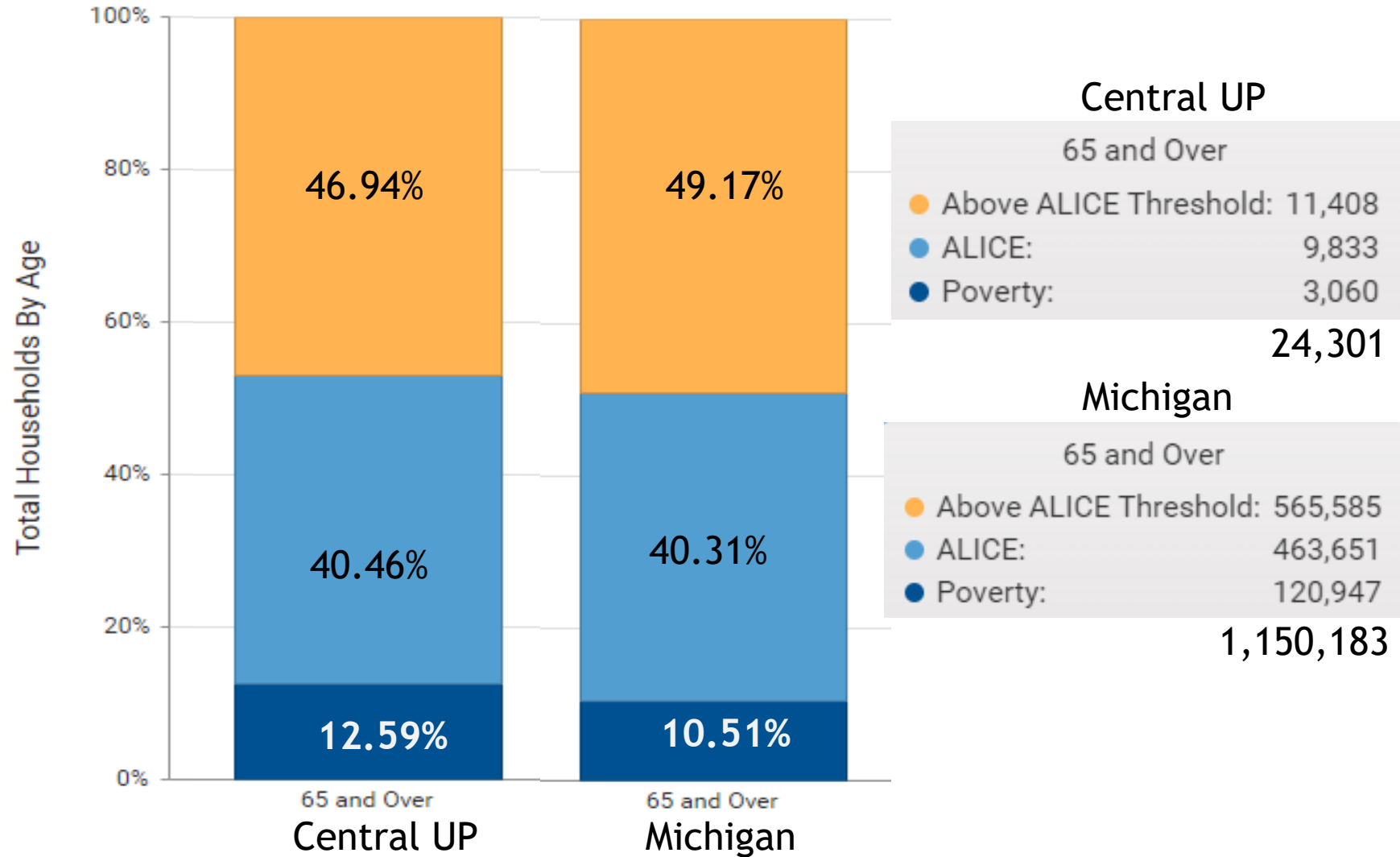
### Percent of Age 65+ Population 2010 - 2020 United States, Michigan, and Central UP



Percent of Age 65+ Households, 2020  
United States, Michigan, and Central UP

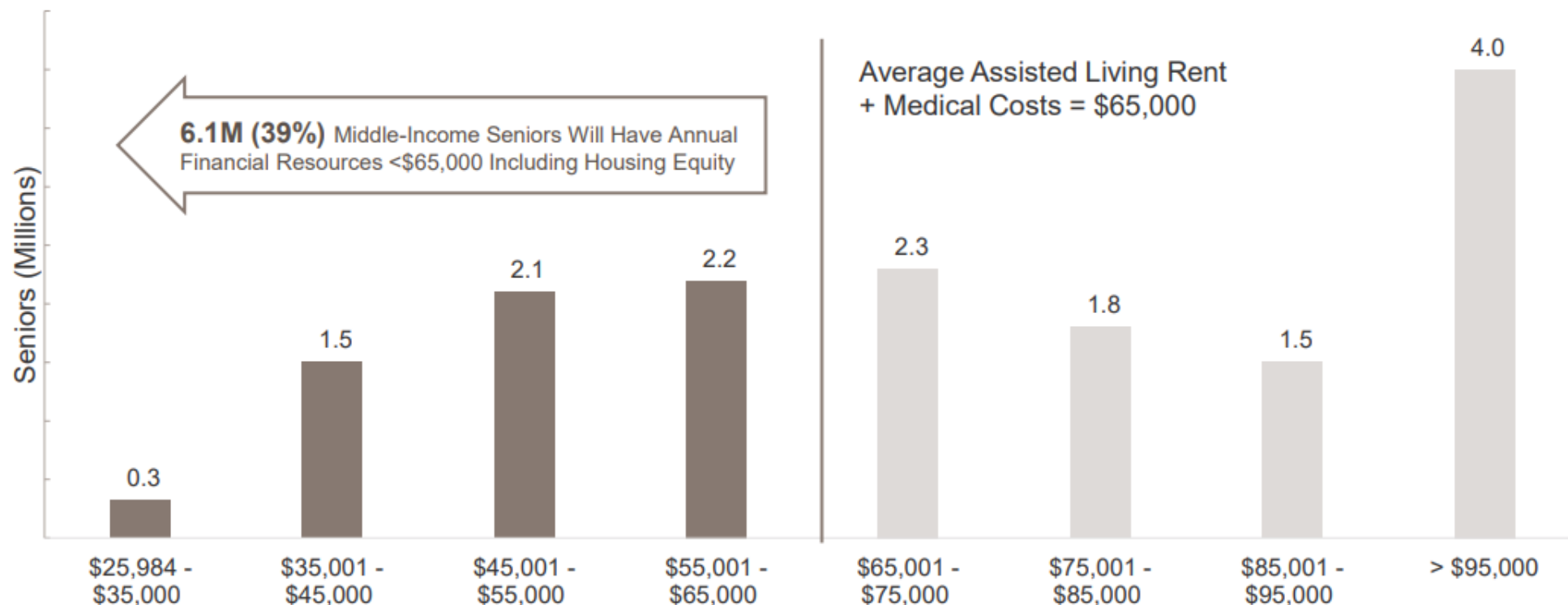


## 2021 ALICE Report



Including home equity, 39% of middle-income seniors still do not have sufficient resources for private-pay senior housing

Projected Financial Resources of Middle-Income Seniors Including Housing Equity  
Compared to Assisted Living Costs, 75+ 2033



Average private-pay assisted living rent for 2018 supplied by the National Investment Center for Seniors Housing & Care. Average out-of-pocket medical costs from Kaiser Family Foundation.



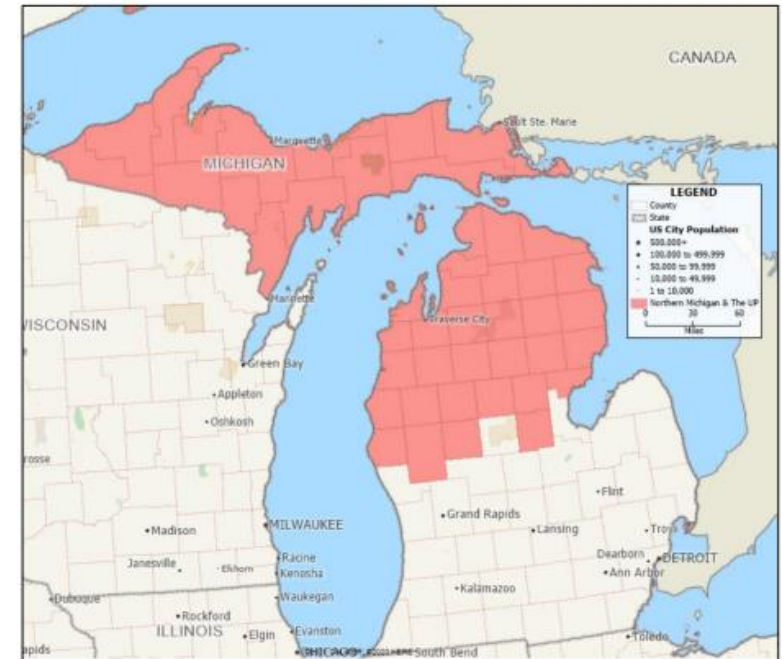
# The State of the Senior Living Industry

## Work Force is Dwindling and Will Continue to Do So – Northern Michigan/Non-MSA Michigan

In Northern Michigan and the UP the Work Force population is decreasing 7% with the 75+ % of total population is increasing 87%!  
The ratio of work force to senior population will decrease from 5.5 in 2020 to 2.7 in 2040.

Northern Michigan & the UP Work Force Population (in Thousands)				
	2020	2030	2040	Growth from 2020-2040
<b>Total Population</b>	1,149,450	1,165,872	1,170,285	<b>2%</b>
<b>Work Force (20-64 Population)</b>				
Population Age 20-64	627,390	585,031	585,893	<b>-7%</b>
Age 20-64 Pop. as % of Total Pop.	55%	50%	50%	
<b>75+ Population</b>				
Population 75+	114,094	170,837	213,626	<b>87%</b>
Age 75+ Pop. As % of Total Pop.	10%	15%	18%	
<b>Ratio of Work Force to Population 75+</b>				
Ratio of Work Force to Population 75+	5.5	3.4	2.7	<b>-50%</b>

Source: Long Term Population Projections by County prepared by Woods & Poole Economics



# Is a senior care crisis approaching?

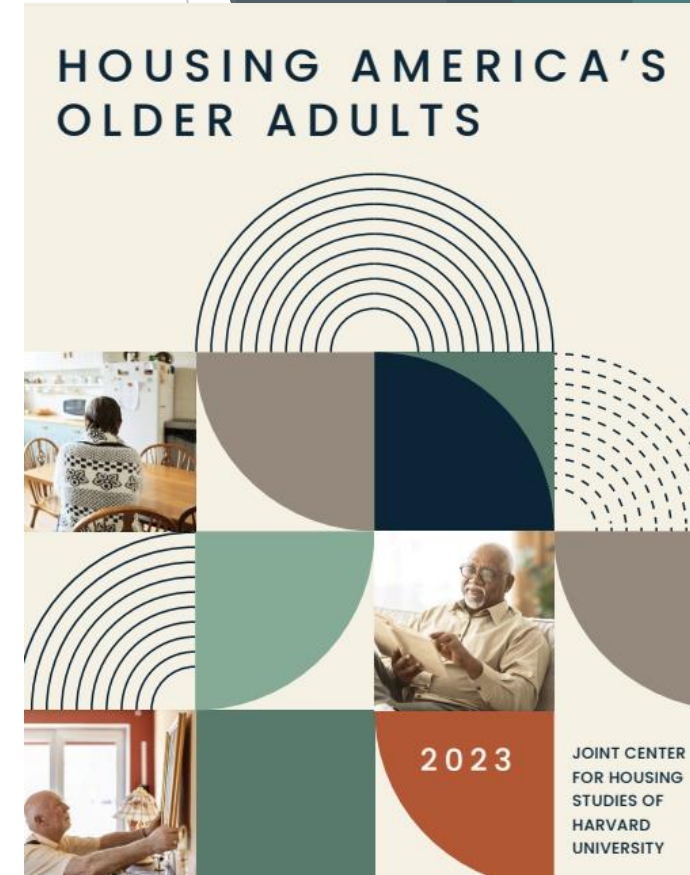
- ▶ Senior age population of CUP increasing at a faster rate than the state and nation.
- ▶ Higher percentage of senior households living alone in the CUP than the state.
- ▶ Expected smaller pool of family caregivers to provide in-home care.
- ▶ Challenges with regional workforce attraction - lack of housing and generally low compensation for senior care occupations.
- ▶ Rural emergency response times greater than urban counterparts. Transit is inadequate.
- ▶ Fewer households with access and capability to engage in telehealth, but quickly improving.
- ▶ Many senior homes will need modifications to accommodate the ability to age in place.
- ▶ Functionally obsolete buildings? Inadequate investments over the years?

**88%** of senior households strongly agree that they would like to stay in their **CURRENT RESIDENCE** as long as possible, preventing a move to senior living as long as they can.

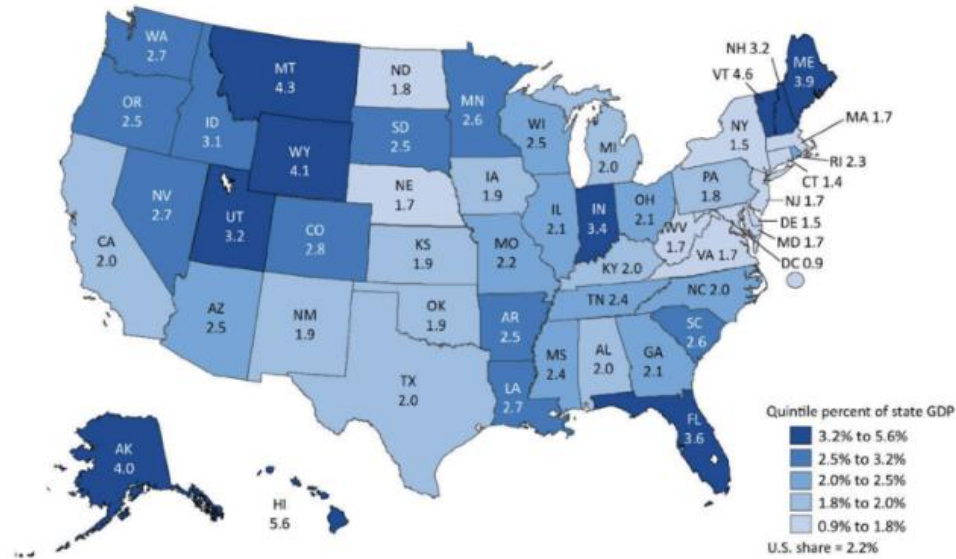
**89%** of senior households strongly agree they would like to **remain in their COMMUNITY** as long as possible avoiding the need to move to a new city or location outside of their current city.

# Some possible objectives

- ▶ Conduct a deeper demographic analysis, needs assessment, and market study for senior housing in the Central UP to fully understand future conditions.
- ▶ Project workforce and industry needs.
- ▶ Support the professionalization of the caregiver occupation - training and certification.
- ▶ Develop the talent pipeline and attract talent from a diversity of educational/career fields (education, social work, etc.)
- ▶ Zoning changes to allow multifamily, ADUs, elder care housing
- ▶ Additional resource:  
[https://www.jchs.harvard.edu/sites/default/files/reports/files/Harvard\\_JCHS\\_Housing\\_Americas\\_Older\\_Adults\\_2023.pdf](https://www.jchs.harvard.edu/sites/default/files/reports/files/Harvard_JCHS_Housing_Americas_Older_Adults_2023.pdf)



State Outdoor Recreation Value Added as a Percent of State GDP, 2022



U.S. Bureau of Economic Analysis

## Michigan sees another year of double-digit growth for outdoor industry



Overall Size	GDP (\$B)	Growth 2021-2022	%	Growth 2019-2022	%	% State GDP	%
Michigan	\$12.4	Michigan	11.7	Michigan	5.8	Michigan	2.0

- Michigan's outdoor recreation industry grew by nearly 12 percent last year, it's second straight year of double-digit growth
- Industry proponents say to sustain the growth, Michigan must invest more heavily in trails, public lands and outdoors-related businesses
- State officials are expecting a slowdown next year as a pandemic-era boom subsides



# Outdoor Recreation Industry Growth Strategy

## Phase I: Establish the Outdoor Recreation Innovation Action Network (ORIAN)

- ▶ Develop an RFP and procure a consultant to form and lead the ORIAN collaborative.
- ▶ Assemble the ORIAN steering committee and identify public-private network of stakeholders.
- ▶ Develop outdoor recreation businesses database.
- ▶ Host and organize an outdoor recreation Summit with regional stakeholders.



# Outdoor Recreation Industry Growth Strategy

## Phase II: Create the Outdoor Recreation Industry Growth Strategy

- ▶ Assets inventory
- ▶ Data collection
- ▶ Analysis of trends and projections regarding the region's growth, gaps, and opportunities relative to other geographies,
- ▶ Evaluation of the regional outdoor recreation industry,
- ▶ Messaging for outreach and asset development efforts,
- ▶ Baseline economic impact of outdoor recreation businesses,
- ▶ Goals, strategies, and recommended actions, and
- ▶ Priority projects of the region.



# Outdoor Recreation Industry Growth Strategy

## Phase III: Conduct an Electrified Trails Feasibility Study

- ▶ Student-led, consultant-guided project
- ▶ Identify existing motorized trail network in the six-county Central UP region.
- ▶ Interview key leaders including those from local government, DNR and other trail owners, energy providers, and recreational vehicle clubs; solicit suggestions on trail segments.
- ▶ Develop maps which identify the location of trail segments to be studied.
- ▶ Assess trail segments against various factors, such as strategic location, land use compatibility, difficulty of implementation, and estimated costs.
- ▶ Develop a ranked list of preferred options using a weighted criteria.
- ▶ Develop a brief report that summarizes the results and provides recommendations for the top options; coordinate recommendations with the development of the Outdoor Recreation Innovation Growth Strategy.
- ▶ Present findings.

# Grant Opportunities

- ▶ [MDARD Rural Development Fund Grant](#) - Deadline: January 9, 2024
- ▶ [American Trails Trails Capacity Grant](#) - Deadline: January 15, 2024
- ▶ [US DOT RAISE Discretionary Grants](#) - Deadline: February 28, 2024
- ▶ [USDA Rural Business Development Grant](#) - Deadline: February 28, 2024
- ▶ [EGLE Agriculture and Rural Businesses Energy Incentive](#) - Deadline March 3, 2024
- ▶ [EDA Public Works and Economic Adjustment Assistance](#) - No deadline!
- ▶ [MHEF Community Impact and Capacity Building Grant](#) - Opening soon.

# Partner updates

Anything to share that's relevant to regional development?

Thank you for attending.

NEXT MEETING: Thursday, February 22<sup>nd</sup>, 10:00 - 11:30 AM  
Eastern - Virtual only