FOR IMMEDIATE RELEASE
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EUP Housing market study topic of Nov. 13 meeting

A thorough review of current and future housing markets in four Eastern Upper Peninsula communities will kick-off on Friday, Nov. 13, when the public is invited to a Target Market Analysis (TMA) Tutorial at Bayliss Public Library in Sault Ste. Marie.

A TMA analyzes the range of household types, the complete range of building types, housing available in downtown settings, housing market potential, and the associated population trends in those areas.

Organizers say a variety of people will benefit from the information gathered. Those who should consider attending the tutorial include business owners, land developers, real estate professionals, local residents and anyone with an interest in the region’s housing picture.

“The information we expect to see from the TMA will be very helpful for future planning purposes for government and private-sector professionals alike,” said Jeff Hagan, CEO of EUP Regional Planning and Development Commission. “This presents a unique opportunity to gather very focused, very targeted information for a particular sector and that will be useful to many initiatives across the Upper Peninsula.”

Underwritten by Regional Prosperity Initiative funds and a matching grant from the Michigan State Housing Development Authority (MSHDA), a representative from LandUSE USA will be on hand to explain how the process will proceed, what kind of information will be gathered and how the forthcoming data might be interpreted when the final report is received.

The four EUP communities to benefit from the TMA are St. Ignace, Sault Ste. Marie, Newberry, and Mackinac Island. An additional community may still be added.

Leading the presentation is Sharon Woods, chief executive officer of LandUse USA. Woods specializes in feasibility studies, market strategies, community and economic development, place-making, and retailer recruitment.

The TMA is expected to yield information about the types of housing needed for the next five years, which will be instrumental when shaping future zoning ordinances, planning for future developments and generally appealing to target audiences.

The tutorial is anticipated to last 60-90 minutes and will begin at 10:30a.m. Attendance is open to the public, but participants are asked to RSVP to insure enough materials are available for all. Please email Rebecca at planner@eup-planning.org.

Bayliss Public Library is located at 541 Library Drive in Sault Ste. Marie. This TMA Tutorial will be the only one held in the Eastern Upper Peninsula. Similar events will be held in the Central and Western U.P.

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For more info, contact:
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