FOR IMMEDIATE RELEASE
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Housing the focus of May 26 meeting

The next step in a process to review existing and anticipate future housing market conditions in the Eastern Upper Peninsula (EUP) will take place on Thursday, May 26.

Last November, the EUP Regional Planning and Development Commission launched efforts to have a specialized consultant study housing in the region using a target market analysis (TMA). At the May meeting, the consultant will present her findings, explain how the data should be used, and take feedback from regional stakeholders concerned with available housing stock.

Underwritten by Regional Prosperity Initiative funds and a matching grant from the Michigan State Housing Development Authority (MSHDA), the TMA will be critical for both public- and private-sector professionals. It will bolster comprehensive planning on the public side and exhibit the demand that justified investment on the private side.

Organizers are particularly hopeful that business owners, property developers, real estate professionals, economic developers, and other local residents with an interest in the region’s housing outlook will participate and lend their insights. The meeting is open to the public.

Any number of communities within the EUP stand to benefit from the TMA. Major targets include St. Ignace, Sault Ste. Marie, Newberry, and Mackinac Island.

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

The TMA meeting will be held in the SmartZone Building on Meridian Street in Sault Ste. Marie. Because a number of hand-out materials must be prepared, organizers ask that those considering attendance RSVP no later than May 13 by emailing Rebecca Bolen at rbolen@eup-planning.org.

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