



VILLAGE OF EMPIRE

Public Input
Event

March 12,
2018



MASTER PLAN ROLES/RESPONSIBILITIES

- Networks Northwest provides technical assistance
 - Develop materials, update data, write the document, collect input, draft goals – **WITH GUIDANCE** from Master Plan Committee.
 - Planning Commission (6)
 - Village Trustees (2)
 - Village residents (5)

- Master Plan Committee provides guidance on all Master Plan update activities
 - Drives wording, formatting, language, graphics, etc.
 - Seeks input/guidance from public, Village officials, stakeholders

MASTER PLAN UPDATE

- Data

- Updated – including census/population, economic, housing, etc.

- Goals & Objectives

- Review and Update
- Public input information/results will be used/referenced by MPC to review/develop community goals in the master plan

MASTER PLAN UPDATE

- Once a Draft Master Plan is developed
 - Send to Planning Commission
 - Review, ID needed changes, or accept as is
 - Public hearings to consider comments
 - Recommendation to Village Council to be released for review
 - Village Council
 - If agrees, formally release the plan for required 63 day review period
 - Distributed to neighboring units of government, county and others as required by law
 - During that time, Draft MP will be available for review on the Village and/or NN website and Village office.
 - Public can provide comments in writing and/or public hearing at the end of review period

WHAT A MASTER PLAN IS NOT

- Not the Law
- Not meant to endorse a single issue
- Not implementation
- Not rigid
- Not the END/CURE ALL – starting of the process

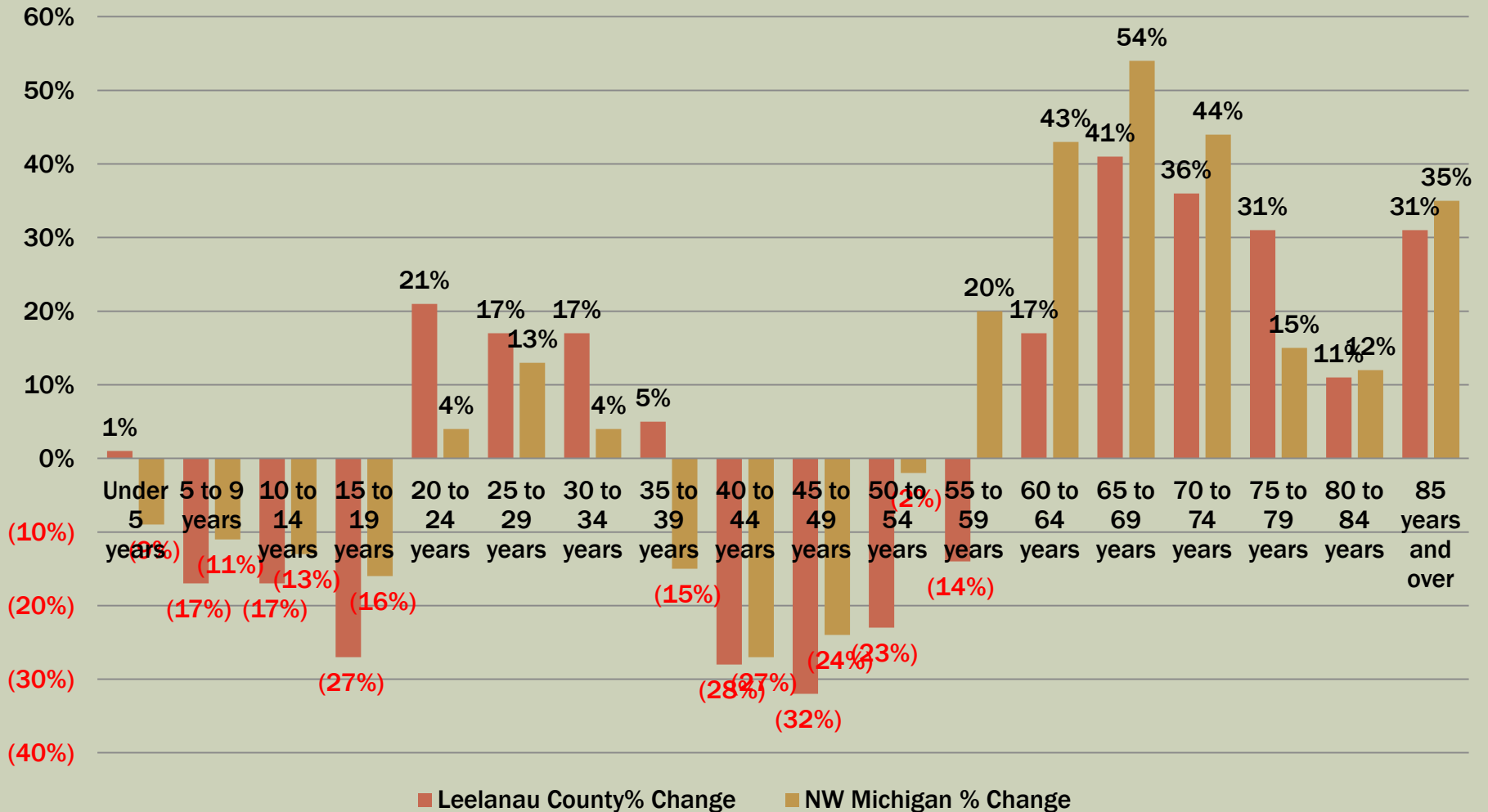
TONIGHT'S GOALS

- 1. Data trends**
- 2. Survey's top votes**
- 3. Implementation tools**
- 4. COMMUNITY INPUT**

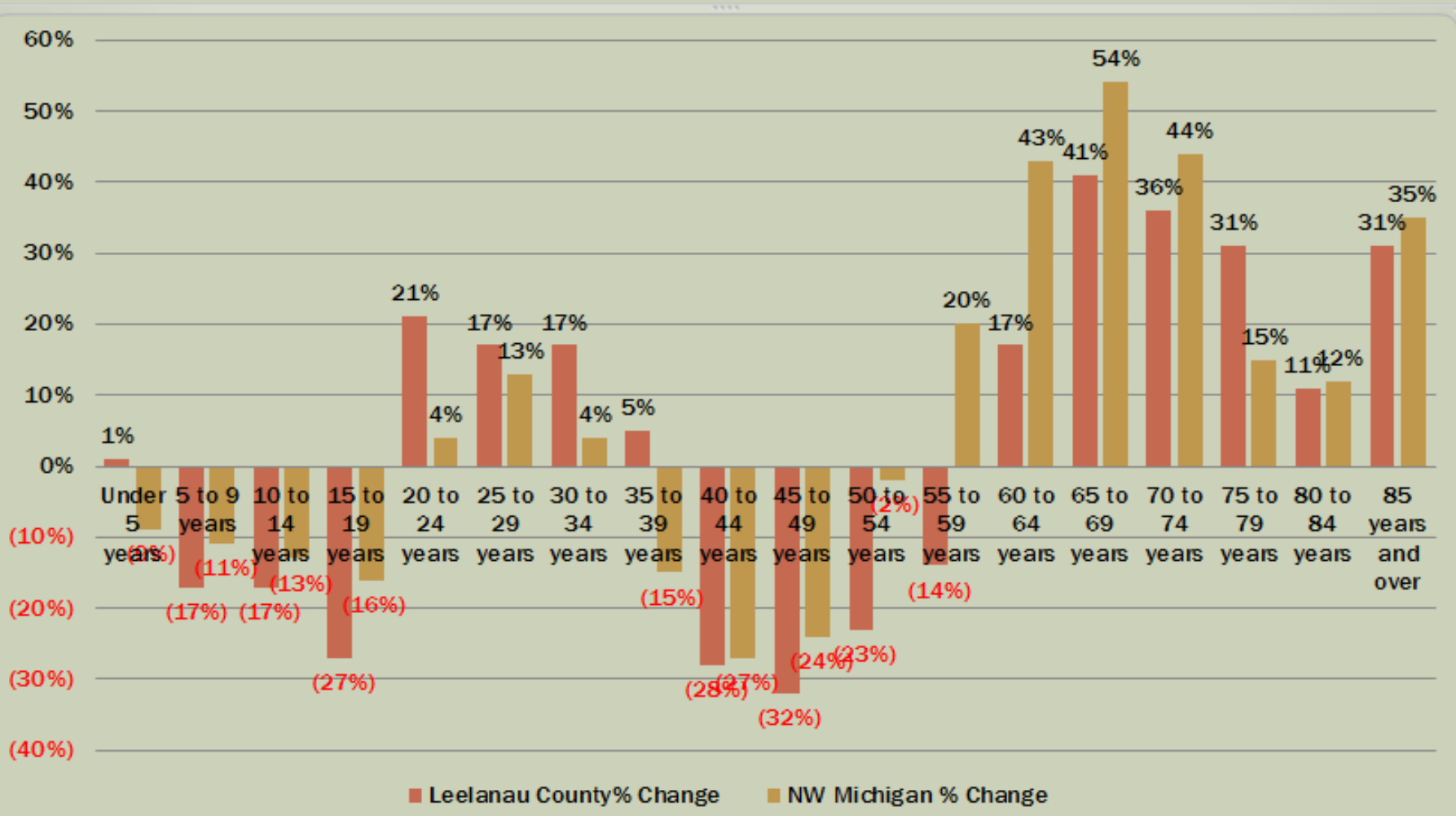
EMPIRE'S DEMOGRAPHICS & ECONOMY : A SNAPSHOT

- Total Population, Village of Empire: 363 (-12 people from 2010)
- Total Housing Units: 347
 - 32% of housing units are “for seasonal, recreational, or occasional use)
- Changing demographics
 - Aging population: 57.1 years (median age)
 - Losing young people/families
- High land and housing values
- Business and economic development
 - Economic development/new investment depends on the presence of a workforce
 - Businesses can't hire staff
 - Who will provide services for aging population/seasonal residents/vacationers?

POPULATION CHANGE BY AGE IN LEELANAU COUNTY & NW MICHIGAN, 2010-2017



POPULATION CHANGE BY AGE IN LEELANAU COUNTY & NW MICHIGAN, 2010-2017



POTENTIAL ANNUAL MARKET DEMAND IN EMPIRE, 2014-2019

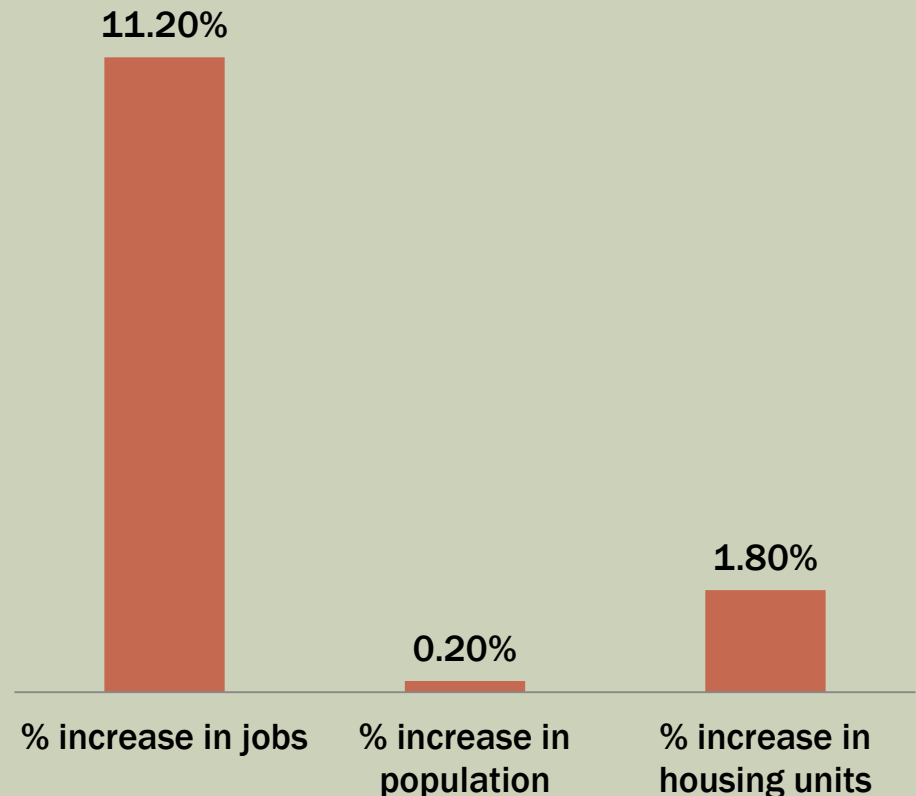
- Analyzes demand from all movers – inside and outside the County

	Annual Market Demand - Owners	Annual Market Demand - Renters	Median Household Income	% that are single-person households	Median rent	Median Home value
Young singles	2	4	\$37,000	64%	\$550	\$89,000
Lower-income families/households	0	2	\$29,000	17%	\$525	\$92,000
Lower-income Boomers	0	1	\$34,500	80%	\$525	\$92,000
Moderate-income Boomers	2	2	\$48,500	51%	\$700	\$147,000
Lower-income seniors	0	1	\$20,000	69%	\$500	\$95,000
Moderate-income seniors	1	0	\$38,500	48%	\$875	\$187,500
Higher-income seniors	1	0	\$92,000	30%	\$1,100	\$275,000
	6	10				

LEELANAU COUNTY ECONOMY

- \$44,808 average earnings per job annually
- Top 5 Job Providers:
 - Government,
 - Accommodation and Food Services
 - Construction
 - Real Estate/Rental and Leasing
 - Retail Trade
- 20% of jobs are in tourism-related industries
 - Average annual earnings for tourism-related industries-\$23,784
 - 19% increase in visitors to Sleeping Bear National Park

Leelanau County Jobs, Population, & Housing Unit Growth, 2010-2016



**Data from Michigan Department of Labor and Economic Growth*

JOBS, SALES, EARNINGS BY INDUSTRY IN LEELANAU COUNTY, 2016

Industry	Jobs	Earnings	Sales	Average Earnings
Government	1,730	\$91,415,833	\$333,819,627	\$52,842
Accommodation and Food Services	1,123	\$28,294,295	\$75,329,767	\$25,195
Construction	1,076	\$40,119,999	\$99,105,945	\$37,286
Real Estate and Rental and Leasing	1,074	\$31,701,505	\$139,514,939	\$29,517
Retail Trade	848	\$21,966,009	\$57,522,791	\$25,903
Agriculture, Forestry, Fishing and Hunting	790	\$19,939,256	\$76,146,929	\$25,240
Health Care and Social Assistance	742	\$38,847,364	\$66,179,248	\$52,355
Professional, Scientific, and Technical Services	707	\$27,817,991	\$52,508,420	\$39,347
Finance and Insurance	679	\$36,974,364	\$78,469,061	\$54,454
Other Services (except Public Administration)	591	\$14,522,626	\$29,028,375	\$24,573
Manufacturing	587	\$22,727,598	\$128,905,901	\$38,718
Administrative and Support and Waste Management and Remediation Services	481	\$13,369,164	\$29,534,089	\$27,795
Arts, Entertainment, and Recreation	435	\$8,810,030	\$19,108,375	\$20,253
Wholesale Trade	353	\$11,930,171	\$32,375,786	\$33,797
Educational Services	231	\$5,256,803	\$7,935,099	\$22,757
Information	106	\$4,217,240	\$18,194,813	\$39,785
Mining, Quarrying, and Oil and Gas Extraction	98	\$8,526,259	\$21,878,756	\$87,003
Transportation and Warehousing	96	\$3,665,569	\$10,308,756	\$38,183
Management of Companies and Enterprises	14	\$354,350	\$683,345	\$25,311
Utilities	<10	\$266,162	\$990,598	\$38,023
	11,769	\$430,722,591	\$1,277,540,621	\$36,598

ALICE: ASSET-LIMITED, INCOME-CONSTRAINED, EMPLOYED

	Leelanau County	Michigan
Median household income	\$56,189	\$51,084
Annual household 'survival budget' – 2 adults, 1 infant, 1 preschooler	\$57,708	\$56,064
Unemployment	7.1%	7.2%
ALICE Households	20%	25%
Poverty Households	8%	15%
Total ALICE + Poverty	28%	40%

Empire Township: 26% of households are ALICE

SURVEY DATA RESULTS

Voted as most important/top votes

Important characteristic for creating a desirable future

- Unique/small town character AND Well maintained Village beaches and parks

Enhance the Village's economy

- More basic commercial services (grocery/convenience stores.)

Enhance downtown

- More entertainment options (dining/restaurants, etc.)

Enhance community engagement

- Volunteer driven activities/Create more opportunities (public art events, activities, displays)

Addressing housing needs

- Encourage housing that's affordable

Public infrastructure improvement

- Improve pedestrian safety

SURVEY DATA RESULTS - RECREATION

Voted as most important/Top votes

Strategies to preserve/enhance nat. resources

- Encourage preservation and vitality of Lake Michigan Shoreline

Most often used Village park

- Lake Michigan Beach Park
- LEAST – Shalda Park

Recreational activities most enjoyed

- Walking/Hiking AND Swimming/Beach most enjoyed activities

Rating overall Parks & Recreation program

- BEST - Maintenance of Park Facilities
- LEAST – Recreation Programming

IMPLEMENTATION TOOLS

Zoning

- Missing Middle housing: Townhomes, duplexes, fourplexes, “cottage housing”
- Design guidelines to enhance/preserve community character
- Form-based codes
- Flexibility
- Procedural predictability: streamline the process

Grants

- USDA, MSHDA/MEDC, RRC, Philanthropy

Brownfield authority & Land bank authority

- Tax increment financing
- Reduce development costs by helping to finance site prep, infrastructure costs and land costs



IMPLEMENTATION TOOLS

Infrastructure

- Water and sewer

Budgeting

- Capital Improvements Plan

Public/Private/Nonprofit Partnerships

- Developers have know-how and financing
- Nonprofits can bring eligibility for grants
- Governments can provide land, policy support, incentives to lower development costs



COMMUNITY INPUT

- What tools or resources would you like the Village to employ to address the following issues?:
 - Housing
 - Infrastructure
 - Economic/Business development
 - Recreation
 - Other