

BREAKFAST March 31, 2015

• PRESENTED BY •



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• WITH THE HELP OF •





UNIVERSITY OF MINNESOTA DULUTH Driven to Discover









ECONOMIC AND DEMOGRAPHIC TRENDS



Michelle Scott

Bureau of Business and Economic Research Labovitz School of Business and Economics, UMD



BIG PICTURE TRENDS

Positive Impacts

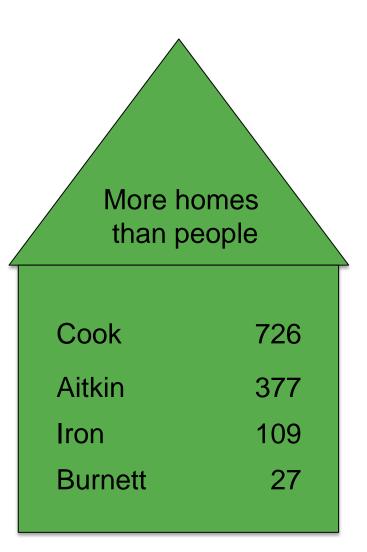
- Unemployment rate has declined
- Building permits have increased
- Homeownership is high

Negative Impacts

- Employment for all sectors has decreased
- Poverty level is high
- The age demographic of the population is getting older

SURPRISING FINDINGS

In some counties, there are more homes than there are people.



SURPRISING FINDINGS

The number of establishments throughout the region has decreased



Employees per establishment 2004: 11.70

Employees per establishment 2012: 12.45



Brian Honness

University of Wisconsin-Superior

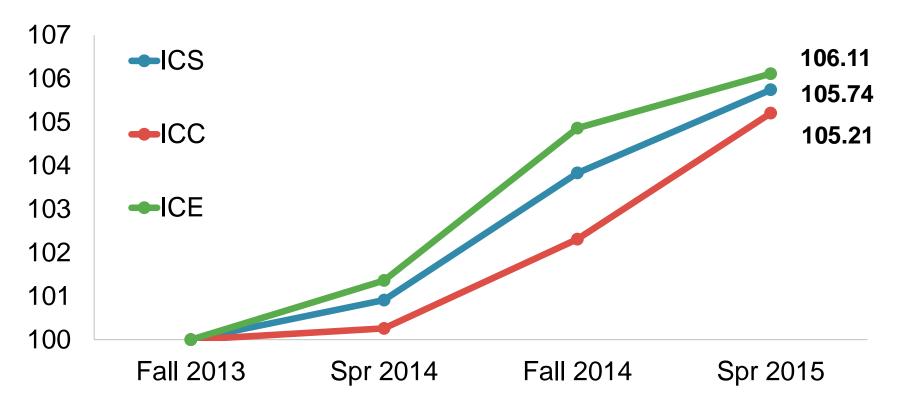


• INDEX OF CONSUMER SENTIMENT (ICS)

Consumer outlook on personal finances, business conditions and consumption spending

- INDEX OF CURRENT CONDITIONS (ICC)
 Gauges current state of the economy
- INDEX OF CONSUMER EXPECTATIONS (ICE) Projects future economic and financial conditions

PUBLIC SURVEY (RANDOM SAMPLE)

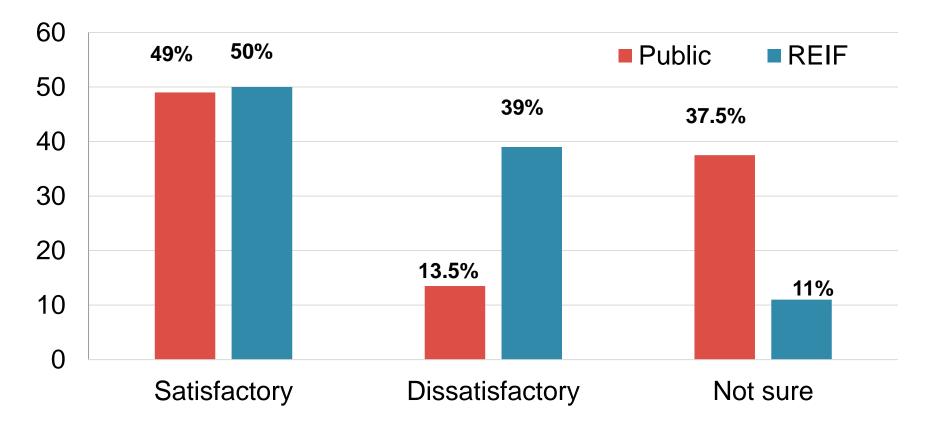


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Indicator	Public Survey (Random)	REIF Survey (Non-random)
	Rising optimism about short-term economic outlook	Weakening short-term economic outlook
	Strong current state of the economy	Economy is slowing down
	Expectations of continued economic expansion	Expectations of future economic slowdown

PERCEPTIONS ABOUT HOUSING

HOUSING: QUALITY AND QUANTITY



HOUSING POLICY SOLUTIONS (Ranked by votes)

Public Survey

- Reduction in government red tape
- 2. Government incentives to to improve housing
- 3. Government enforcement of property maintenance requirements
- Government buyout and redevelopment of existing properties

REIF Survey

- Government incentives for rehabilitation and renovation of existing homes
- 2. Reduction in government red tape
- 3. Government rebates or other financial incentives to improve parts of property
- 4. Lower property taxes

HOUSING SOLUTIONS SUGGESTED BY SURVEY RESPONDENTS

- Programs and incentives for affordable homes for low and middle income families.
- Create more better-paying jobs, as poor housing is the result of lowpaying jobs.
- Upgrade public infrastructure: sewer, water, roads, etc.
- Avoid "mixed use" zoning, need livable residential communities.
- Improve properties and home values through increasing lot sizes.
- Demolish homes unsafe for human occupancy.
- Provide tax reductions to help offset home improvement costs.
- Programs for construction of small, affordable, energy efficient homes.
- Reduce or remove costly barriers on home builders.
- Reduce barriers to entry for traditional home buyers
- Help qualified residents with loan down payment.

REGIONAL EQUITY INDEX



Jason Ojala

University of Wisconsin-Superior

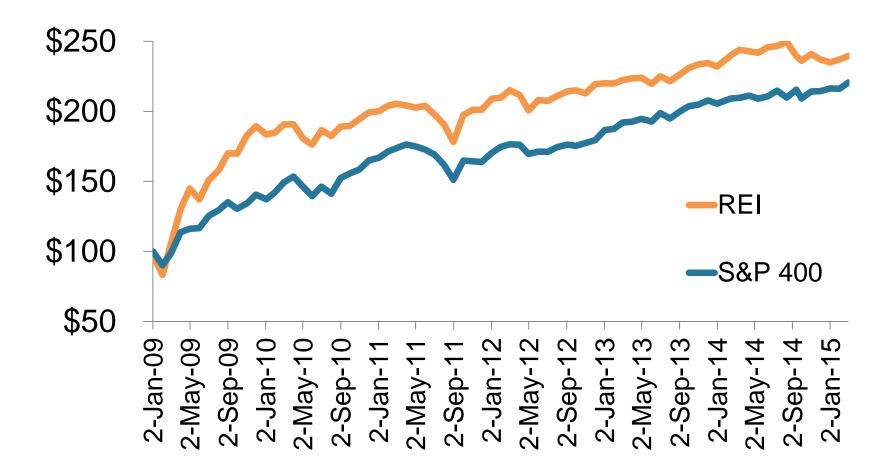


REGIONAL EQUITY INDEX

	2009	2010	2011	2012	2013	2014	2015
Allete (ALE)	6.59%	18.91%	16.45%	15.50%	22.93%	12.00%	-1.25%
Ascena Retail Group (ASNA)	115.49%	12.52%	12.24%	23.22%	19.82%	-35.07%	10.02%
Calumet (CLMT)	136.31%	25.41%	2.97%	64.90%	-11.49%	-19.02%	18.27%
Canadian National Railway							
(CNI)	46.32%	23.34%	18.86%	17.40%	25.59%	27.48%	1.38%
Cliffs Natural Resources							
(CLF)	57.62%	63.28%	-23%	-38.73%	-30.86%	-63.37%	-2.70%
Enbridge Energy Partners							
(EEP)	113.93%	22.99%	11.99%	-9.36%	11.03%	40.70%	-3.35%
Ikonics (IKNX)	9.78%	14.97%	1.05%	19.44%	77.71%	-10.63%	10.00%
Louisiana-Pacific (LPX)	328.22%	29.95%	-17.23%	134.47%	-6.04%	-5.65%	1.75%
Polymet (PLM)	286.96%	-26.41%	-55.39%	-16.67%	12.35%	-0.93%	2.80%
Sappi Limited (SPPJY)	14.70%	6.19%	-44.89%	25.68%	-18.28%	18.67%	16.01%
UnitedHealth Group (UNH)	10.63%	15.89%	38.28%	6.91%	40.28%	39.43%	12.75%
US Steel (X)	41.32%	1.30%	-55.84%	-14.66%	15%	2.03%	-9.93%
Median	51.97%	17.40%	2.01%	16.45%	13.68%	0.55%	2.28%
Average	97.32%	17.36%	-7.88%	19.01%	13.17%	0.47%	4.65%
Benchmark	39.81%	25.72%	-1.41%	17.09%	35.44%	10.53%	4.21%

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REI vs. S&P INDEX



SUMMARY OF MAJOR FINDINGS

Performance Measures

Value Line[®] Measures

Morningstar[®] Measures

BUSINESS CONFIDENCE INDICATORS



Cassidy Jayne

The School of Business and Technology, Economics Department The College of St. Scholastica



GENERAL CONFIDENCE INDICATORS

Previous Six Months:

- General business activity and company outlook increased in 50% of businesses
- Both also decreased in approximately a quarter of businesses

Next Six Months:

- General business activity and company outlook expected to increase in more than 50% of businesses
- Expected to decline in only 16% of businesses

SPECIFIC CONFIDENCE INDICATORS

Previous Six Months:

- Sales revenue and profits both grew in over 40% of businesses
- Capital expenditures rose in 42%
- Average hours worked rose in 39%
- More than a quarter of businesses decreased number of employees

Next Six Months:

- Sales revenue and profits expected to climb in majority of businesses
- Selling prices and average hours worked expected to increase in 35% of businesses

FACTORS LIMITING BUSINESS ACTIVITY

Factor	Respondent %		
Demand	34%		
Shortage of Skilled Labor	34%		
Weather Conditions	24%		
Cost of Labor	21%		
Competition within own Sector	20%		
Government Policy	19%		
Housing	1%		



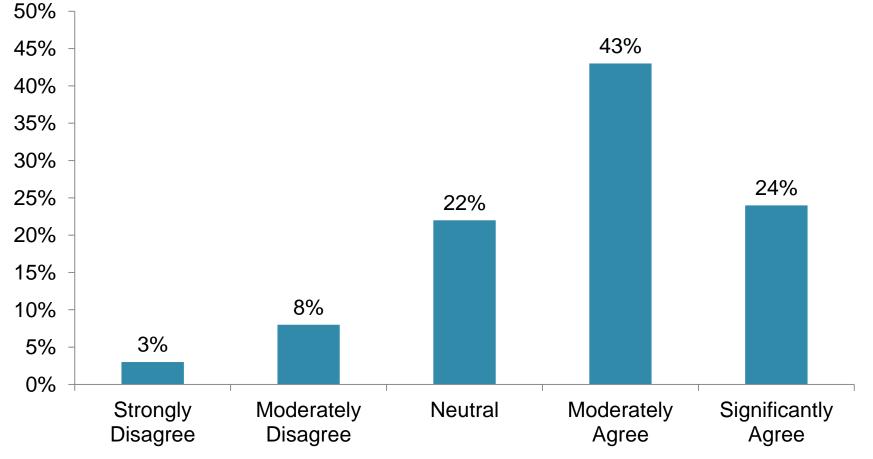
"DO YOU BELIEVE THE REGION HAS A LACK OF HOUSING?"



• Nor 49%



"DO YOU AGREE WITH THE STATEMENT 'THE LACK OF HOUSING IS A BARRIER TO ECONOMIC GROWTH IN THE REGION'"



TEXT YOUR QUESTIONS at any time during this presentation to

218.721.8318

HOUSING ASSESSMENTS AS AN INDICATOR OF COMMUNITY HEALTH: DULUTH/SUPERIOR



Karl Green, Associate Professor

Department of Community Resource Development UW-Extension

HOUSING ASSESSMENTS: WHAT ARE THEY?

- Value placed on your property for land & buildings by your local assessor
 - Service provided by County (MN)
 - Service provided through municipality (WI)
 - Municipal staff
 - Contract assessor
- Not arbitrary determined by three main conditions
 - Market sales (similar properties selling at "arms-length")
 - Income producing ability
 - Reconstruction costs/insurability

WHAT IS THE IMPACT OF LOW HOUSING VALUES?

Higher Taxes

Why?

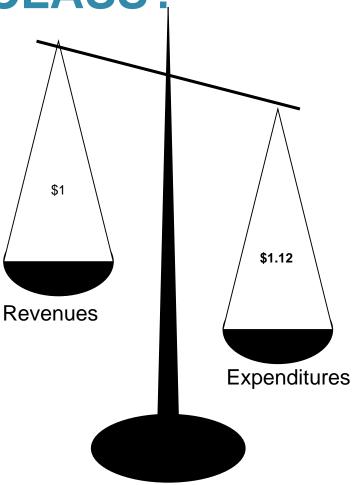
- Regardless of property
 value residential housing
 creates a certain demand
 for services
 - Police
 - Fire
 - Capital improvements
 - Solid waste
 - Roads/Levees
 - Debt service
 - Parks
 - Etc.

Revenues < Expenses

If the revenues (taxation & fees) of housing stock doesn't cover all expenses, these expenses are passed onto commercial, manufacturing and personal property through a higher mill rate.

WHAT ARE THE EXPENDITURES AND REVENUES FOR EACH TAXATION CLASS?

- Typically, residential development creates the highest demand for services (expenditures)
- If average housing values are low – this creates greater impact on the municipal mill rate



WHO IS PAYING THE LEVY?

Mill rate = <u>Levy</u>

Total Assessed Value

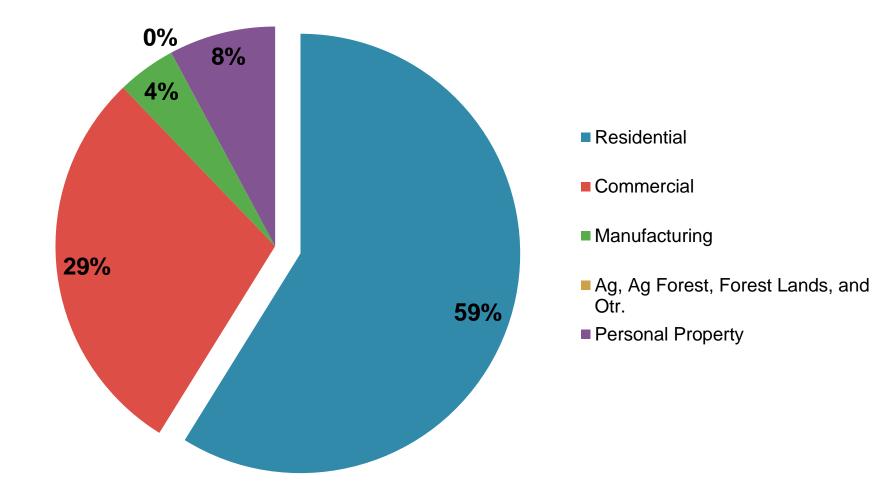
- In a village or city the four main tax assessment classifications are:
 - Residential
 - Commercial
 - Manufacturing
 - Personal Property
- The total value of these four categories = Total Assessed Value

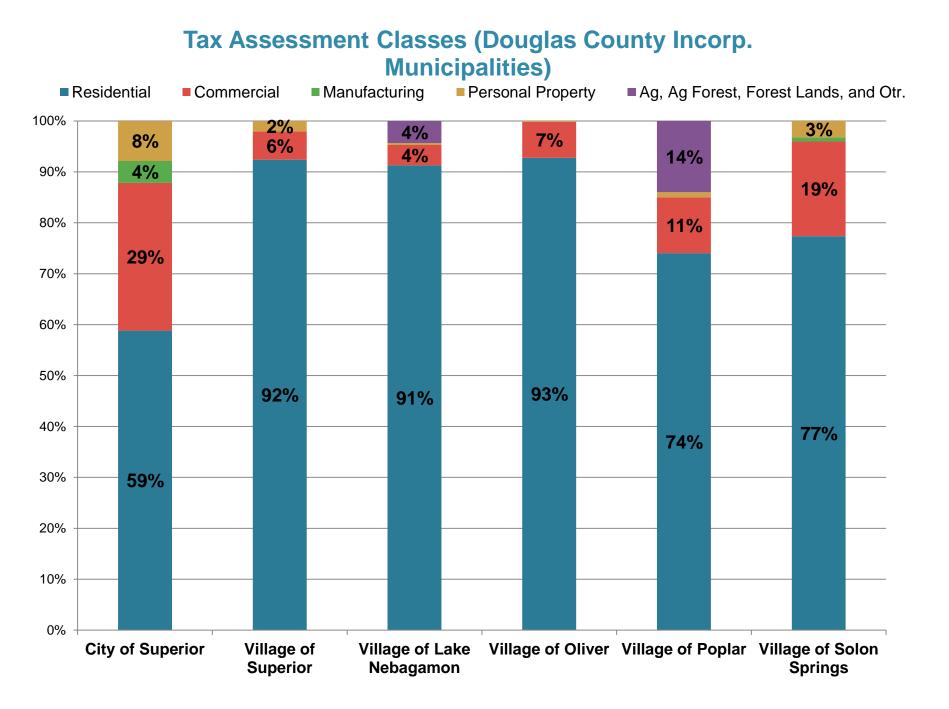
MILL RATE CALCULATION

ANNUAL LEVY/ANNUAL ASSESSED VALUE

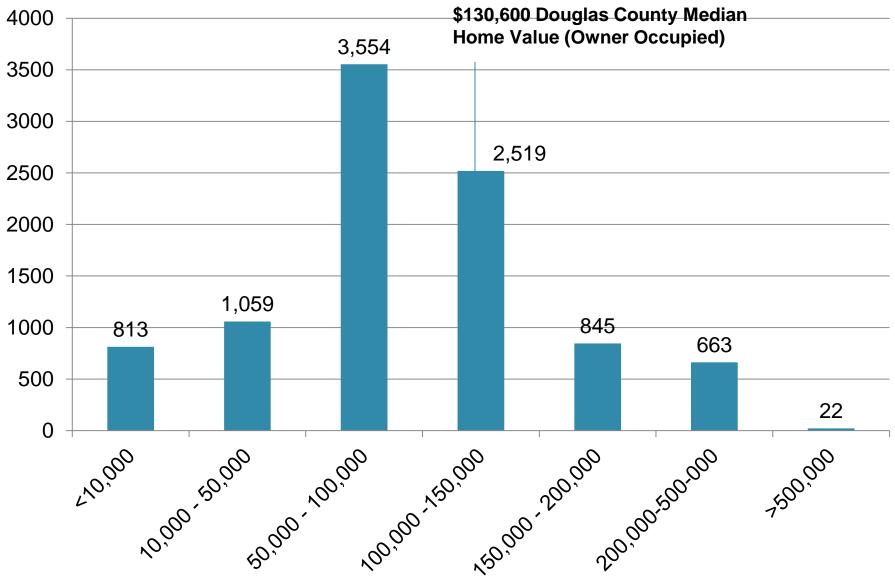
- City of Superior Budget: **\$27.76 M**
- City of Superior Levy: **\$11.91 M**
- City of Superior Total Assessed Value: \$1.76B
- \$11.91 million/\$1.76 billion
- \$7.38 per \$1,000 of assessed value
- Or a mill rate of 7.38

CITY OF SUPERIOR TAX ASSESSMENT CLASSES



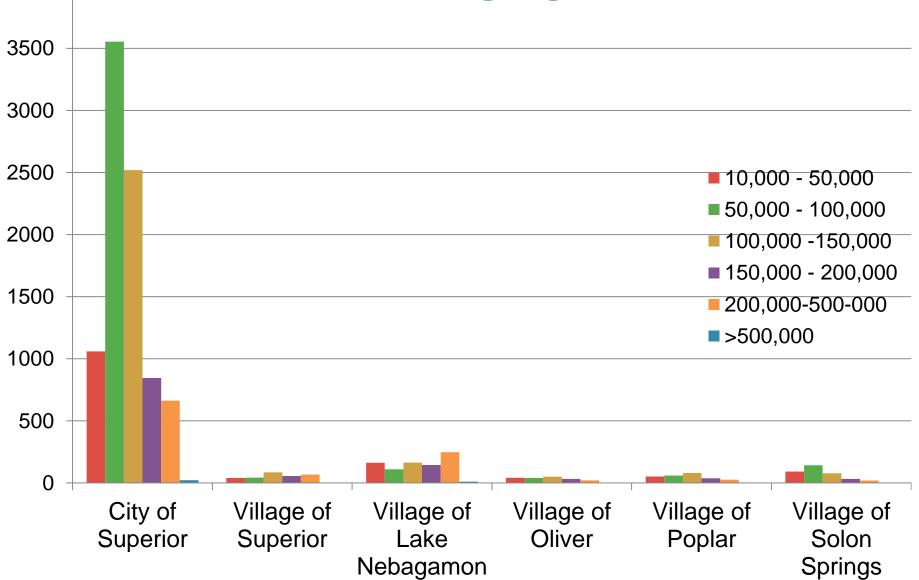


City of Superior



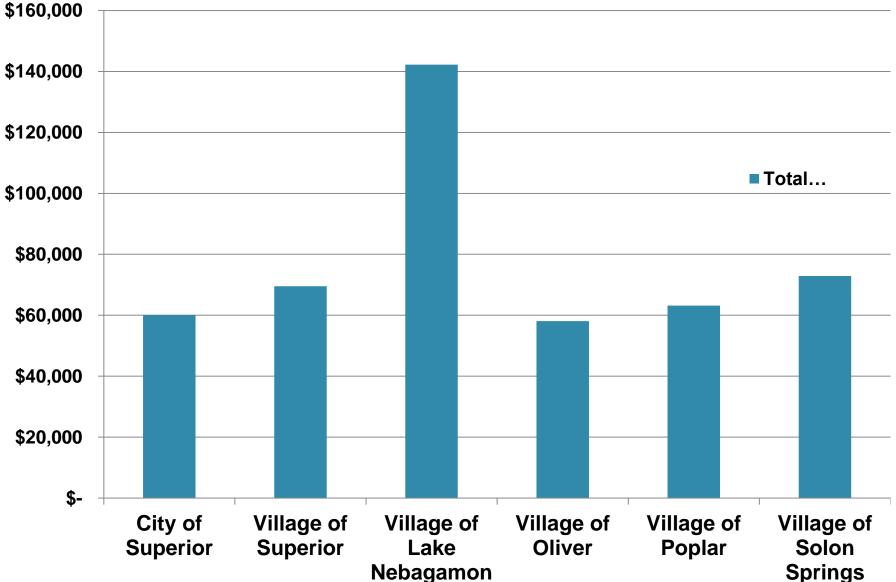
DOUGLAS COUNTY RESIDENTIAL VALUES

4000

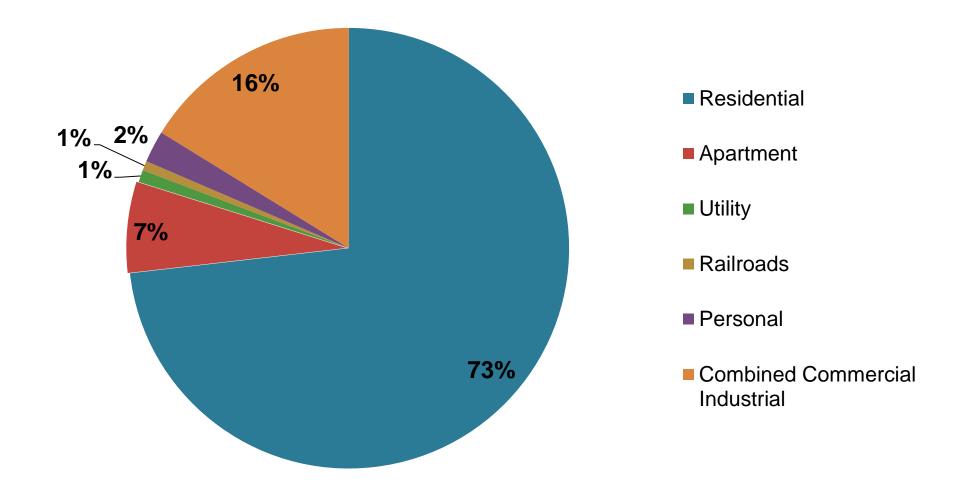


DOUGLAS COUNTY INCORPORATED MUNICIPALITIES (W/O SUPERIOR) 300 **10,000 - 50,000** 250 **50,000 - 100,000 100,000 - 150,000** 150,000 - 200,000 200 200,000-500-000 ■ >500,000 150 100 50 0 Village of Village of Village of Village of Village of Superior **Solon Springs** Lake Oliver Poplar Nebagamon

DOUGLAS COUNTY

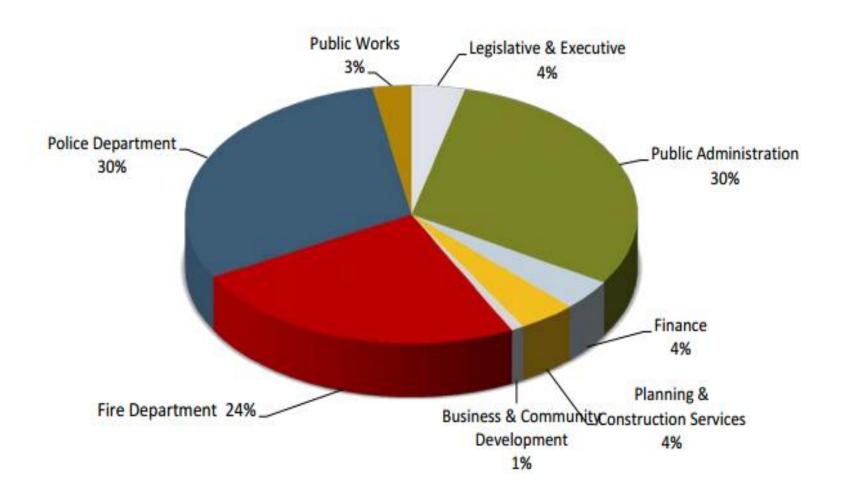


DULUTH TAX ASSESSMENT CLASSES



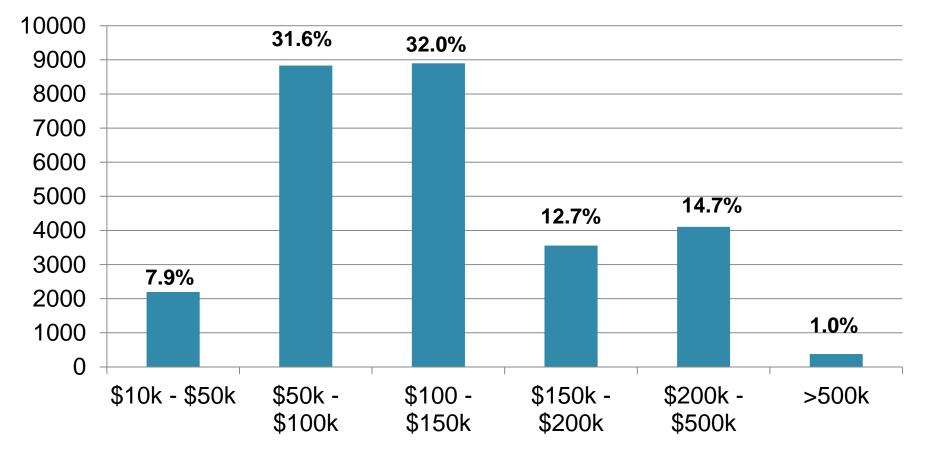
City of Duluth Minnesota - 2015 Budget

General Fund Personnel Summary

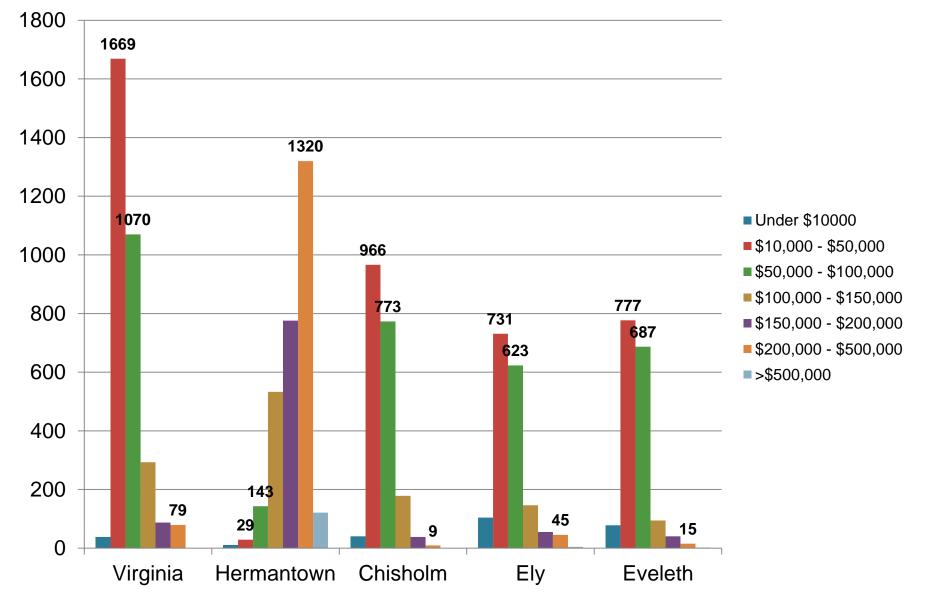


DULUTH RESIDENTIAL HOUSING PROFILE (W/O EMPTY LOTS)

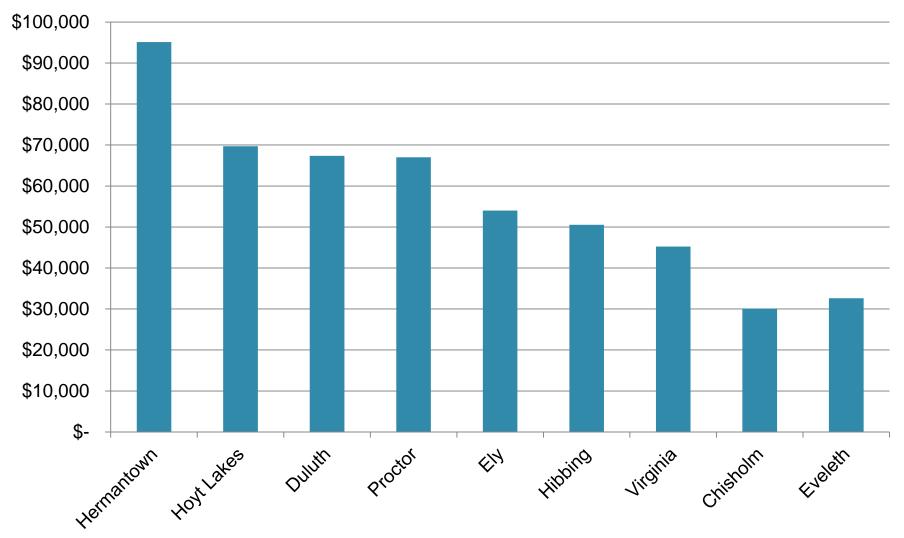
Homes



ST. LOUIS COUNTY CITIES



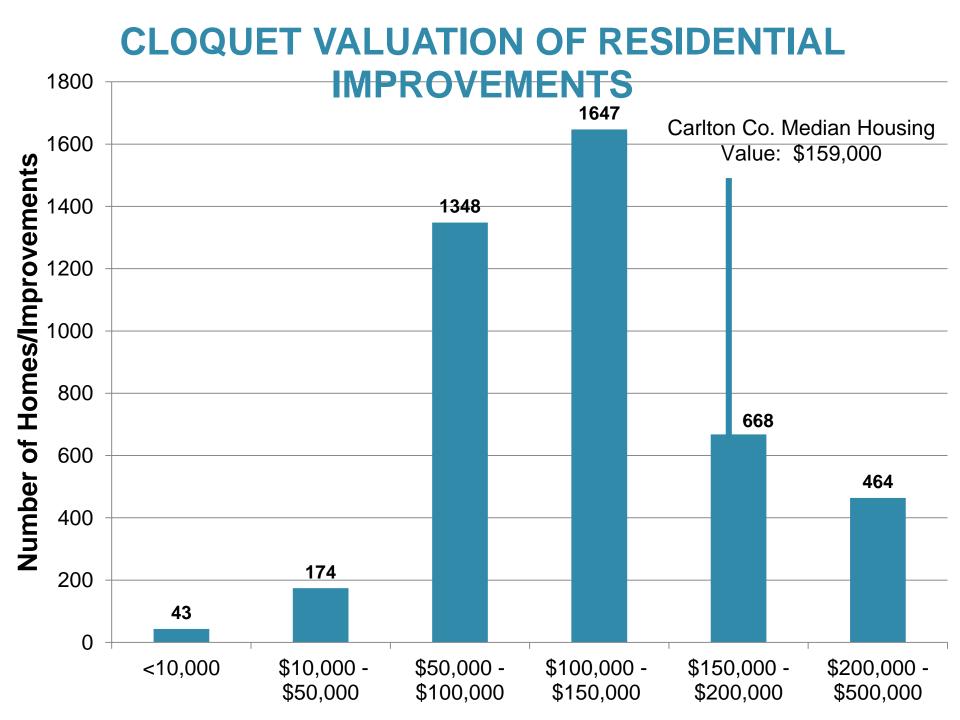
ST. LOUIS COUNTY MARKET VALUE/CAPITA



MINNESOTA COMMUNITIES

City	Year	Value	City Tax	City Tax w/ Credit	Total Tax	Total Tax w/ Credit
Chisholm	2014	100,000	683	683	1,474	1,474
City	Year	Value	City Tax	City Tax w/ Credit	Total Tax	Total Tax w/ Credit
Duluth	2014	100,000	279	279	1,143	1,143
City	Year	Value	City Tax	City Tax w/ Credit	Total Tax	Total Tax w/ Credit
Ely	2014	100,000	713	713	1,384	1,384
City	Year	Value	City Tax	City Tax w/ Credit	Total Tax	Total Tax w/ Credit
Hermantown	2014	100,000	260	260	1,041	1,041
City	Year	Value	City Tax	City Tax w/ Credit	Total Tax	Total Tax w/ Credit
Hoyt Lakes	2014	100,000	662	662	1,405	1,405
City	Year	Value	City Tax	City Tax w/ Credit	Total Tax	Total Tax w/ Credit
Virginia	2014	100,000	614	614	1,225	1,225

http://www.lmc.org/page/1/property-tax-calc-iframe.jsp



CHANGING CONSUMER TRENDS

- A national Realtors Association[®] study indicated the following leading issues for homebuyers:
 - Perceptions of crime
 - Perceptions of school district
 - Affordability of home/value
- Bigger homes w/ greater dependence on electrical use
- Homeowners own more vehicles (parking demands)

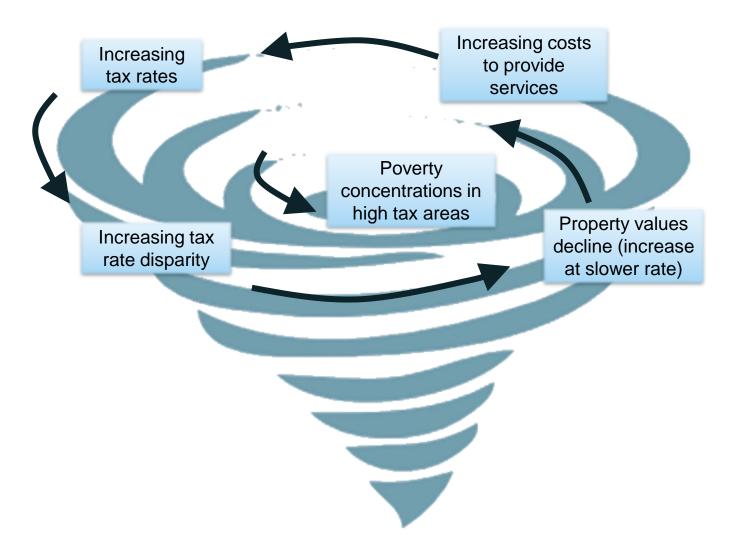
LA CROSSE HOUSING SURVEY

	Age Group (No Live La Crosse, n=2,074)							
Influencing Factors in Next Residence	21-29	30-39	40-49	50-59	60+			
Perception of crime in neighborhood	1	1	1	1	1			
Neighborhood conditions (what other homes around you look like)	2	2	2	2	2			
Amount of property taxes	3	3	3	3	3			
Nice parks and other public places (library, community centers, etc.)	5	6	5	4	4			
Large yard, privacy, and/or rural setting	6	4	4	5	9			
Move-in ready/new construction	7	7	6	7	6			
Walk-able or bike-able, with sidewalks, pedestrian crosswalks, bike lanes, etc.	8	9	8	6	5			
School district the home resides in	4	5	9	11	11			
Short commute time (15 minutes or less)	10	8	7	8	7			
Close to services, hospitals, restaurants, shopping, and entertainment	11	11	10	9	7			
Close to family and friends	9	10	11	10	10			

LA CROSSE HOUSING SURVEY

	Age Group (La Crosse Resident, n=1					
Influencing Factors in Next Residence	21-29	30-39	40-49	50-59	60+	
Neighborhood conditions (what other homes around you look like)	2	1	1	2	1	
Perception of crime in neighborhood	1	2	2	1	2	
Amount of property taxes	5	3	4	3	5	
Short commute time (15 minutes or less)	3	4	3	4	7	
Nice parks and other public places (library, community centers, etc.)	4	5	5	5	4	
Walk-able or bike-able, with sidewalks, pedestrian crosswalks, bike lanes, etc.	7	7	6	7	6	
Close to services, hospitals, restaurants, shopping, and entertainment	8	9	7	6	3	
Large yard, privacy, and/or rural setting	6	8	9	9	10	
Move-in ready/new construction	9	10	10	8	8	
School district the home resides in	10	6	8	11	11	
Close to family and friends	11	11	11	10	9	

THE CHALLENGING TRENDS EXPRESSED AS A CYCLE



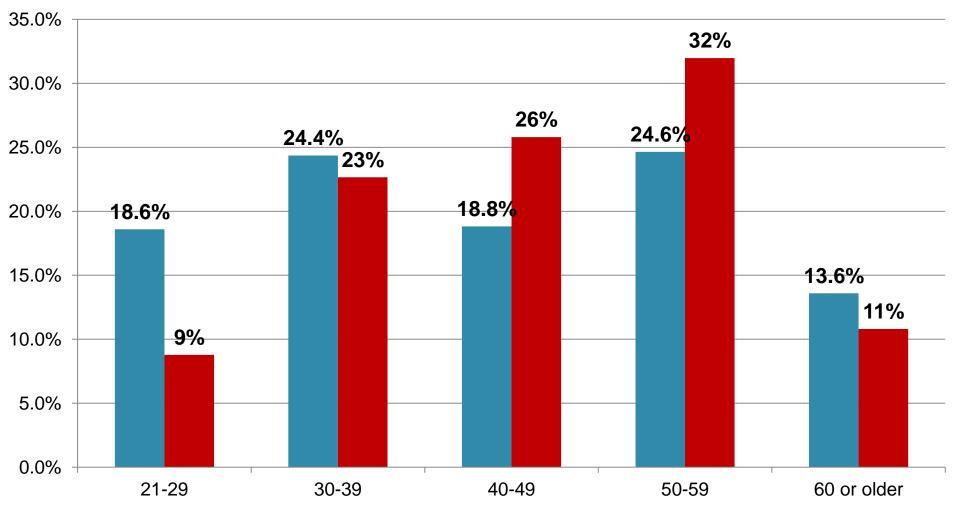
REDEVELOPMENT VS. NEW DEVELOPMENT

- New annexations adds population
 - Increased population increases expenditures
- Replacement of existing housing with higher valued housing
 - Revenues to expenditure ratios is enhanced (greater volume of revenues per capita)

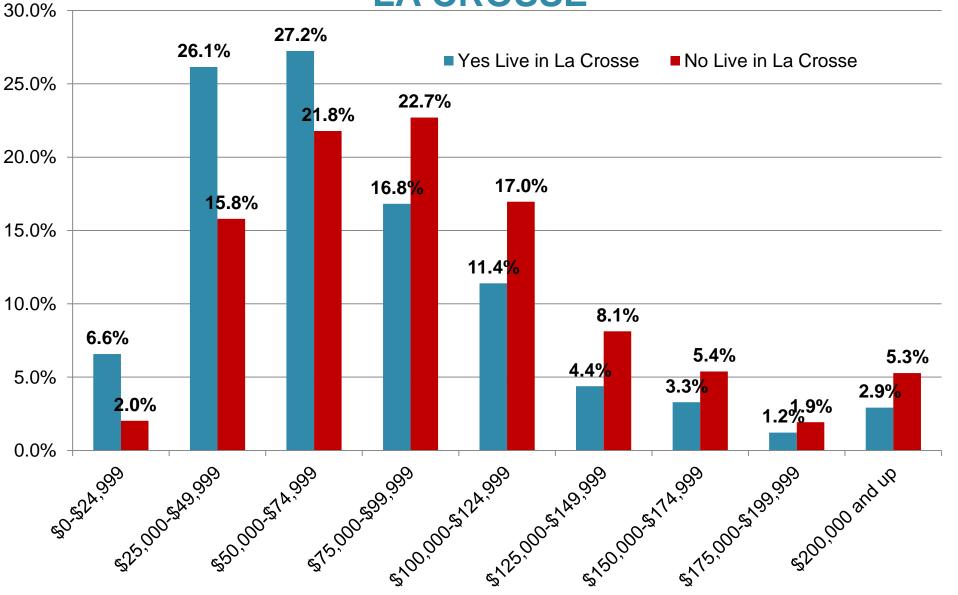
City of Superior Housing Impact											
% Increase in Housing Value	0%	10%	25%	50%	75%						
Total Full Value Residential	\$949,733,300.00	\$1,044,706,630.00	\$1,187,166,625.00	\$1,424,599,950.00	\$1,662,033,275.00						
Total Full Value Commercial	\$468,109,700.00	\$468,109,700.00	\$468,109,700.00	\$468,109,700.00	\$468,109,700.00						
Total Full Value Manufacturing	\$ 69,573,700.00	\$ 69,573,700.00	\$ 69,573,700.00	\$ 69,573,700.00	\$ 69,573,700.00						
Total Personal Property	\$ 126,709,000.00	\$ 126,709,000.00	\$ 126,709,000.00	\$ 126,709,000.00	\$ 126,709,000.00						
Total Municipal Assessed Value	\$ 1,614,125,700.00	\$ 1,709,178,030.00	\$ 1,851,638,025.00	\$ 2,089,071,350.00	\$ 2,326,504,675.00						
Projected Mill Rate	7.38	6.97	6.43	5.70	5.12						

AGE GROUP YES LIVE IN LA CROSSE VS. NO LIVE IN LA CROSSE

Yes Live in La Crosse Response (%)No Live in La Crosse Response (%)

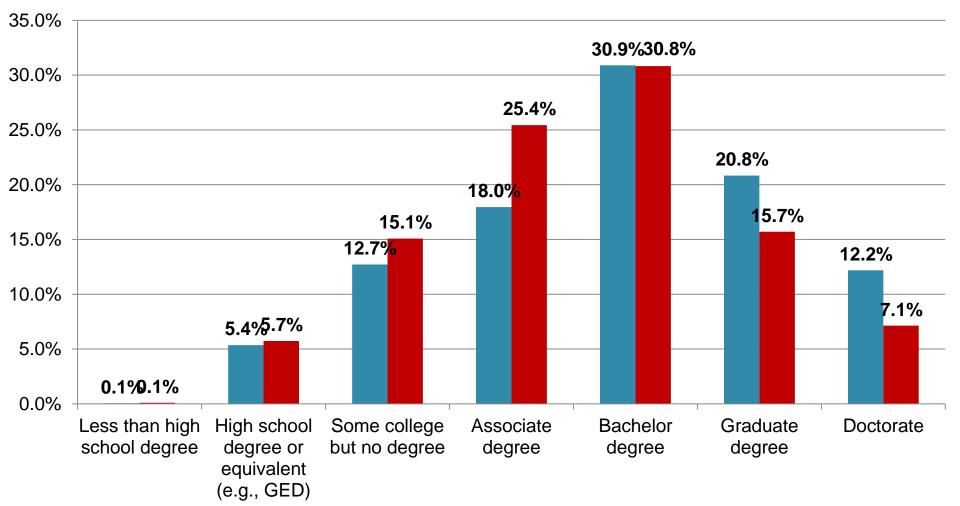


HOUSEHOLD INCOME YES LIVE IN LA CROSSE VS. NO LIVE IN LA CROSSE



EDUCATION LEVEL YES LIVE IN LA CROSSE VS. NO LIVE IN LA CROSSE

Yes Live La Crosse
No Live La Crosse



QUESTIONS?

Karl Green La Crosse County UW-Extension (608) 785-9593 Karl.green@ces.uwex.edu

http://lacrosse.uwex.edu/community-development/

TEXT YOUR QUESTIONS

AT ANY TIME DURING THIS PRESENTATION TO

218.721.8318

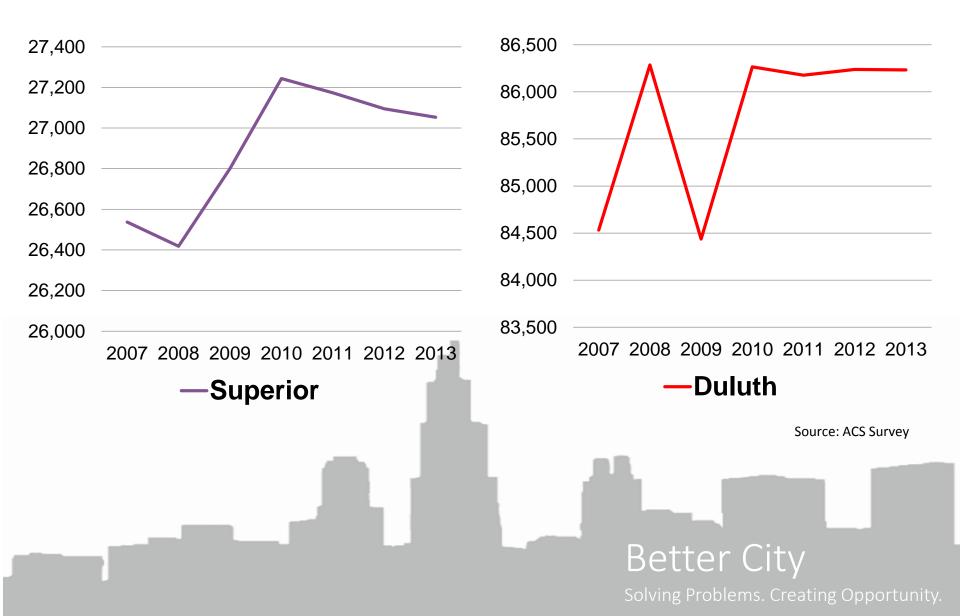
REGIONAL HOUSING OPPORTUNITY AND CHALLENGES

Matthew Godfrey, CEO

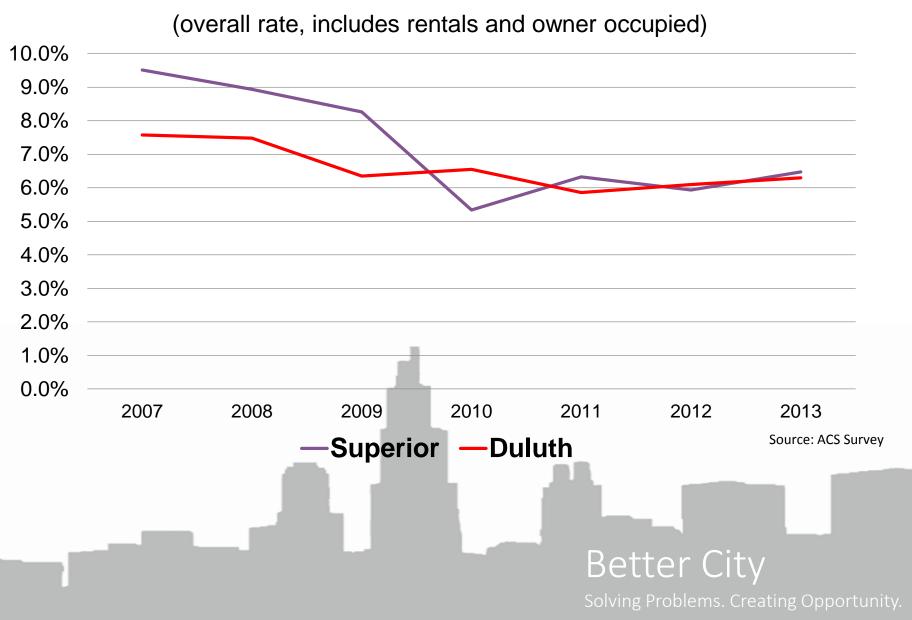
Better City

Better City Solving Problems. Creating Opportunity.

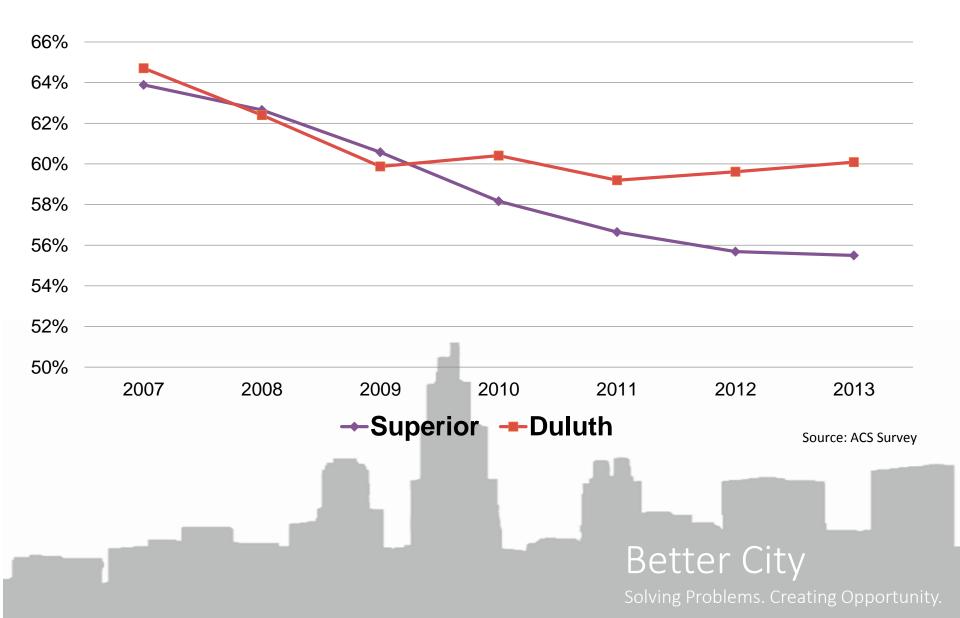
POPULATION TREND BY CITY



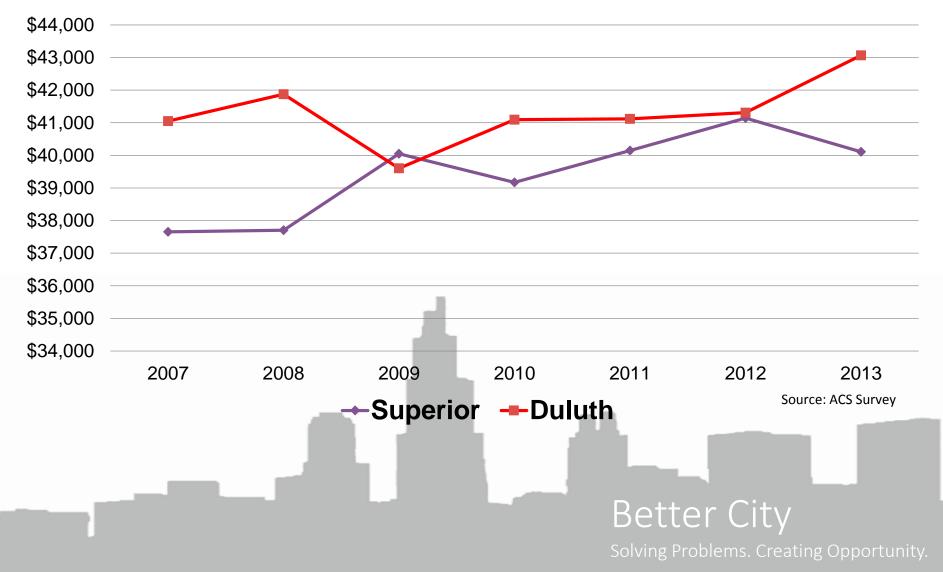
VACANCY RATES HAVE STABILIZED



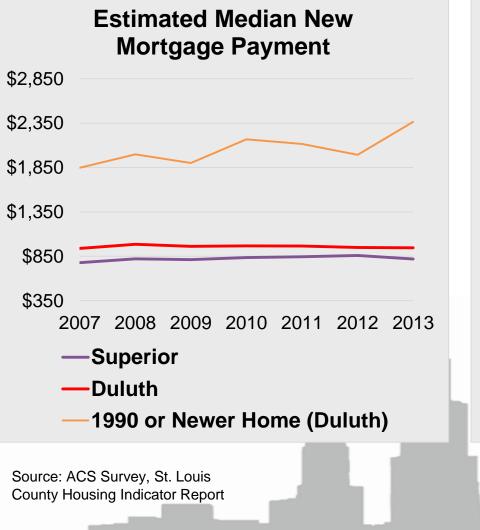
OWNERSHIP RATES ON THE DECLINE

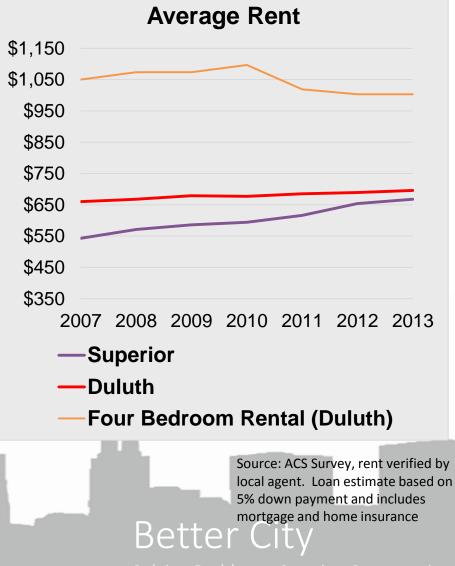


MEDIAN INCOMES ARE RELATIVELY STAGNANT



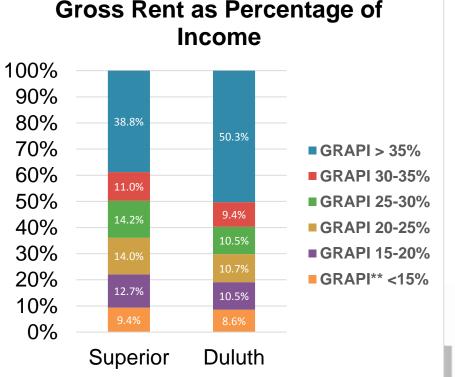
RENT AND MORTGAGE EXPENSE





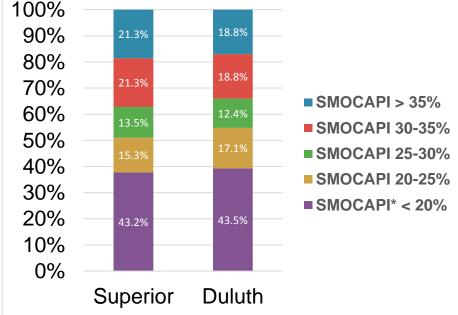
Solving Problems. Creating Opportunity.

AVERAGE RENT/MORTGAGE PAYMENT ESTIMATES



49.9% and 59.7% of renters spend 30% or more of their gross income on rent in Superior and Duluth, respectively.

Selected Monthly Owner Costs as Percentage of Income



41.6% and 37.6% of home owners spend 30% or more of their gross income on rent in Superior and Duluth, respectively. Source: 2013 ACS Survey

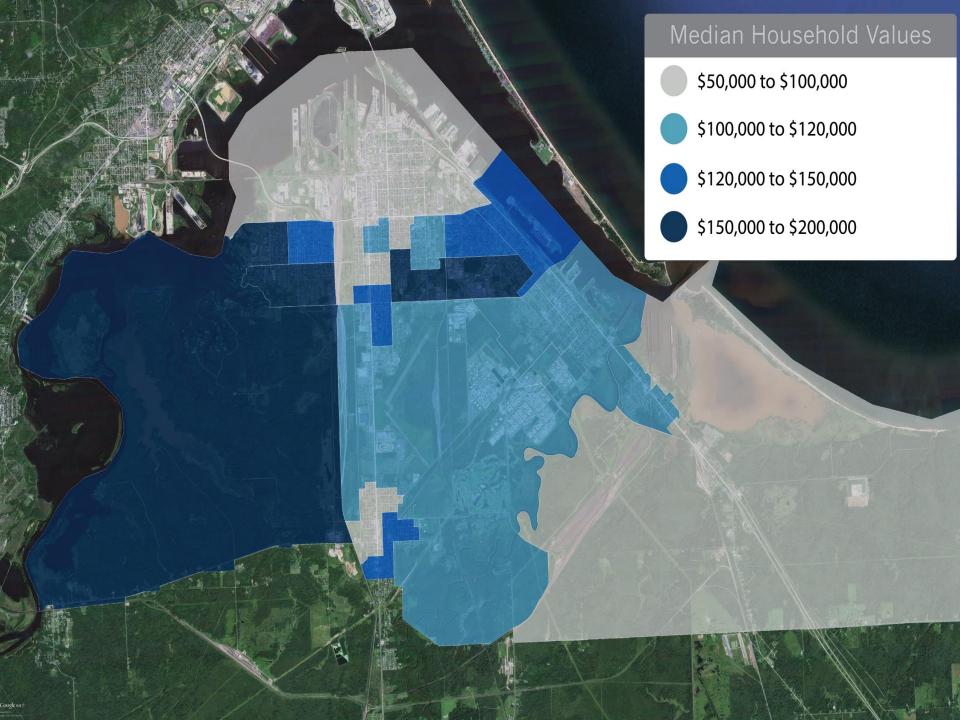
Better City

Solving Problems. Creating Opportunity.

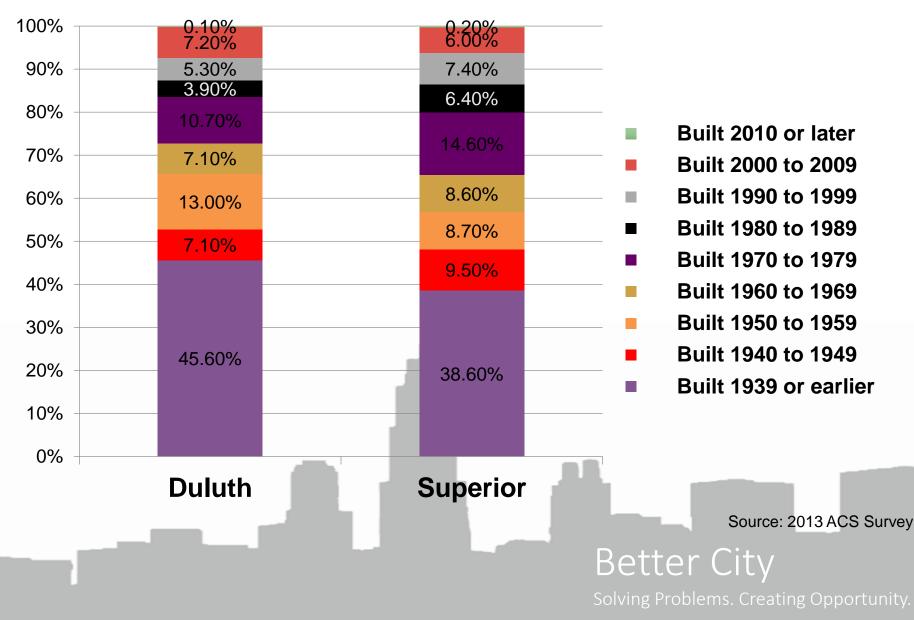
Median Household Values

N. FIS





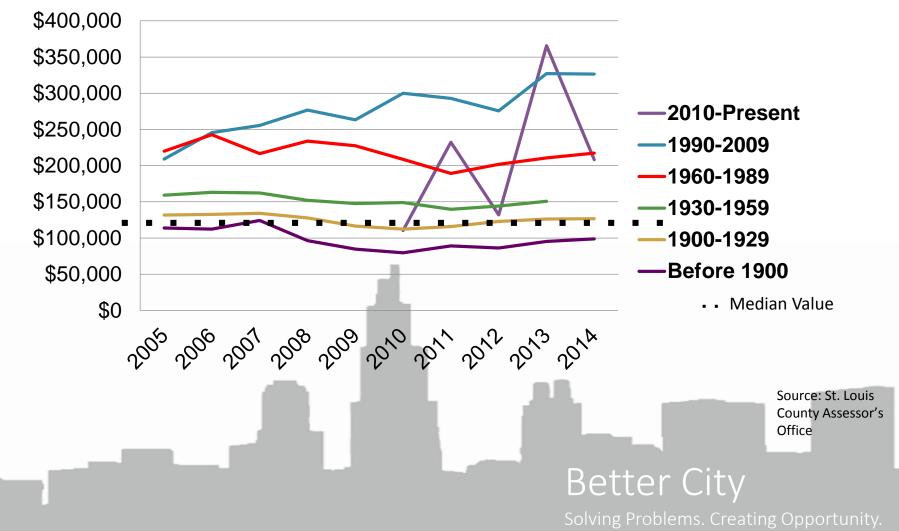
ADVANCED AGE OF HOUSING STOCK



AGE OF HOME NEGATIVELY EFFECTS SALES PRICE

Average Sales Price Based on Age

Duluth, MN



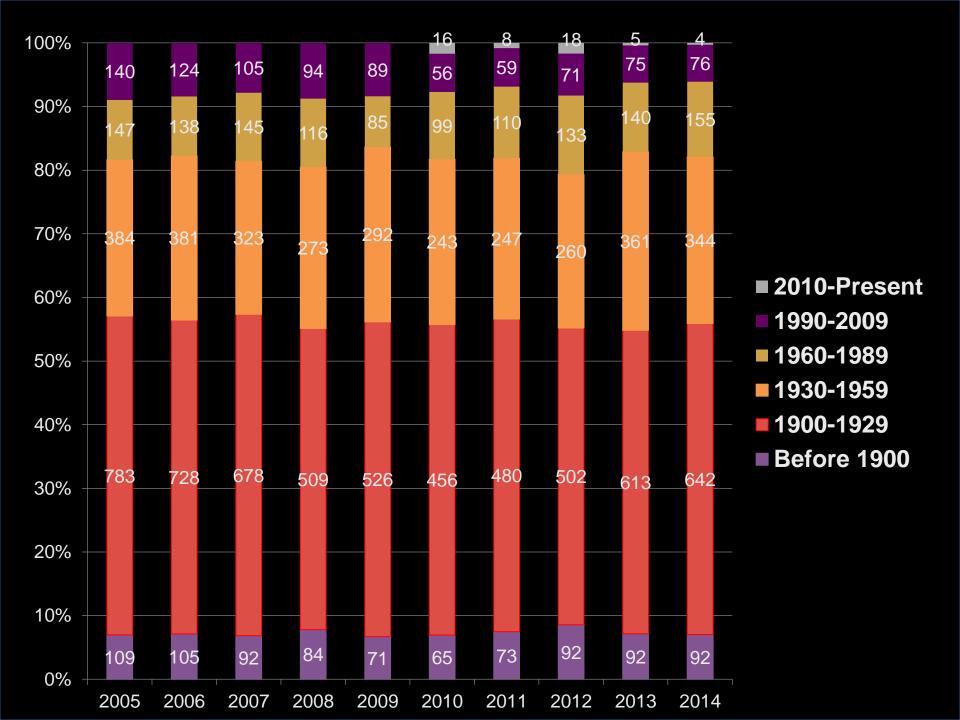


Table 17. Fermits and Demontions 2002 – 2015												
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
New permits (residential)	139	146	151	132	105	87	45	31	55	25	35	41
Units of 1 family dwellings	131	138	121	113	87	70	36	31	36	21	33	39
Units of 2 family dwellings	10	10	30	17	2	26	8	0	17	4	2	2
Units of 3 or 4 family dwellings	4	8	28	16	19	0	0	0	2	0	0	0
Units of 5 or more family dwellings	88	6	206	103	494	18	104	0	0	16	106	60
Number of Units Created	233	162	385	249	602	114	148	31	57	41	141	101
Alteration permits (residential)	1,037	883	904	865	810	819	808	821	855	471	1,794	1,514
Addition permits (residential)	140	134	120	109	113	89	82	59	65	55	54	38
Single family demolitions	29	20	22	47	19	32	38	44	45	32	31	52
Multi-family units demolished	31	16	166	93	18	4	10	0	8	71	0	11
Number of Units Demolished	60	36	188	140	37	36	48	44	53	103	31	63
Net Gain Single Family	102	118	99	66	68	38	-2	-13	-9	-11	2	-13
Net Production Multi- family Units	71	8	98	43	497	40	102	0	11	-51	106	49
Net Gain Units (Total)	173	126	197	109	565	78	100	-13	2	-62	108	36

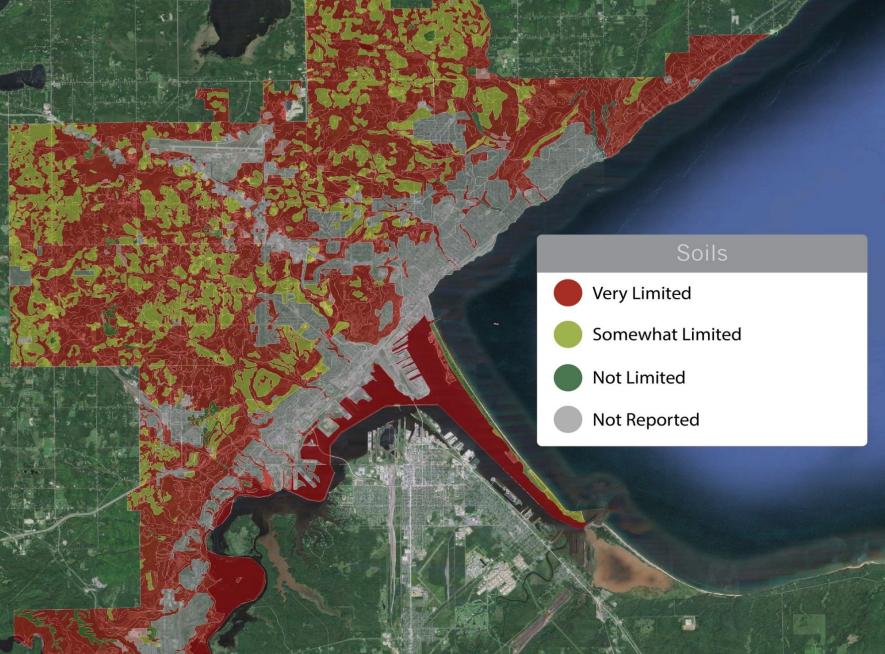
Table 19. Permits and Demolitions 2002 – 2013

NOTE: The numbers in the table above are based on the number of permits issued, not on certificates of occupancy. *Permits can be issued a year or two before the completion of construction and the issuance of an occupancy*

LIMITED DEMAND FOR CURRENT **PRODUCT OFFERINGS**



The Spartan Drive, Superior subdivision has been listed for more than 11 months, yet only 3 of 35 parcels have been sold

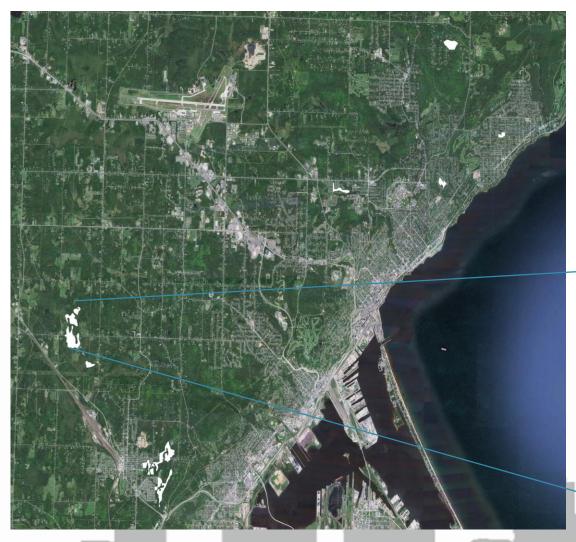






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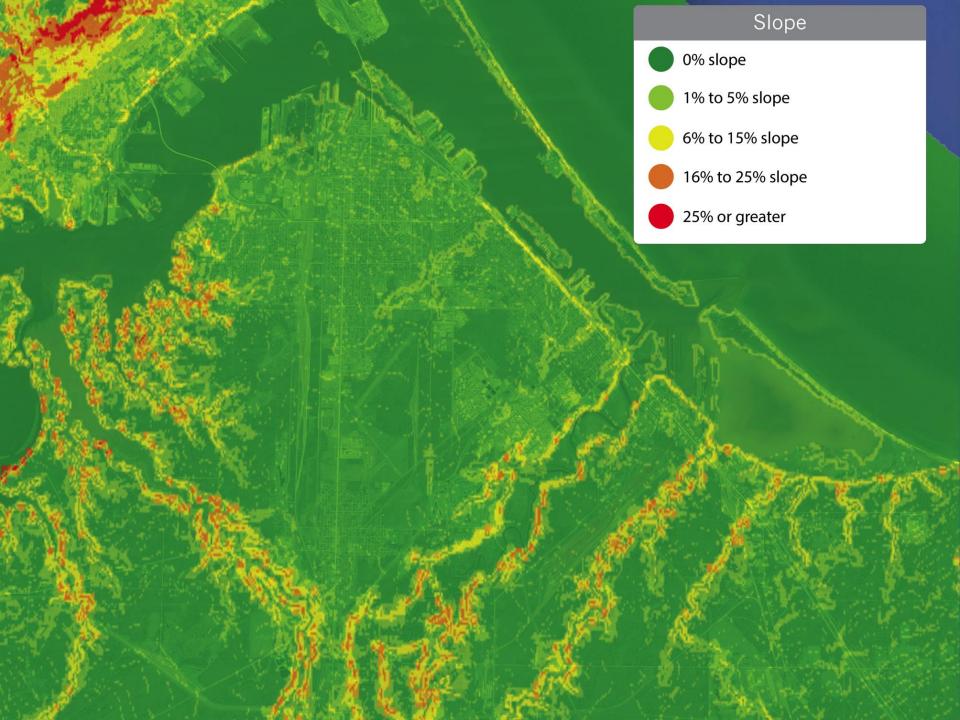
DULUTH BUILDABLE LAND (WHITE)

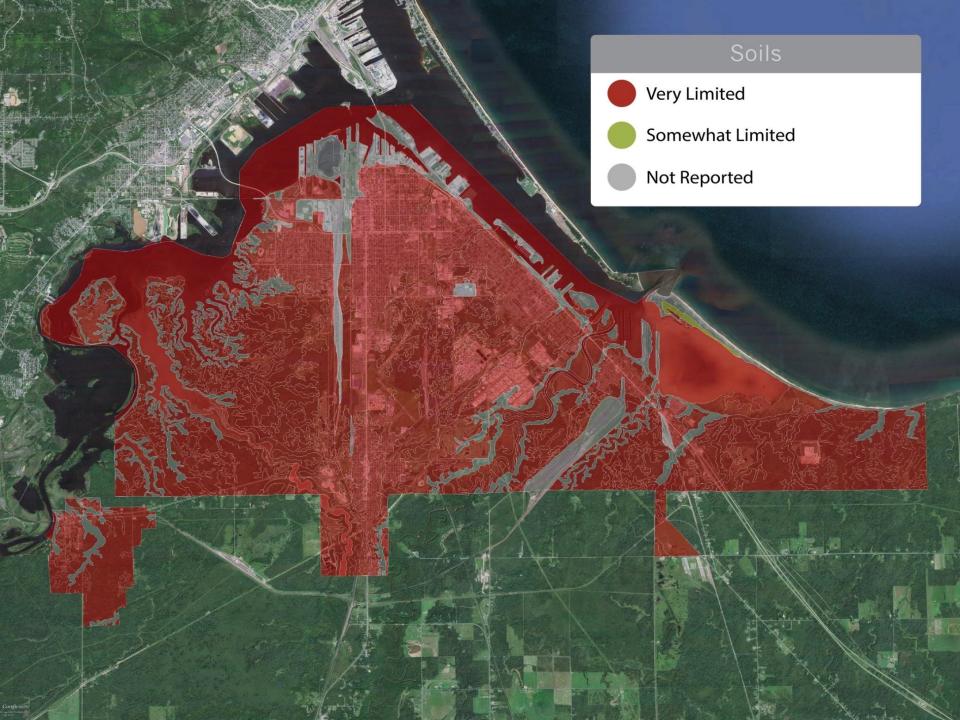


- Approximately 266 acres of developable green space
- Often intertwined with poor soil and access issues

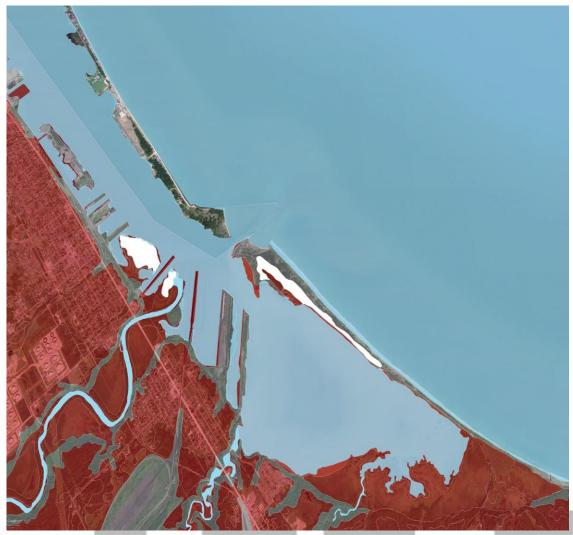


Better City Solving Problems. Creating Opportunity.





SUPERIOR BUILDABLE LAND (WHITE)



 Approximately 108 acres of developable land

Better City Solving Problems, Creating Opportu

CHALLENGES

- Little developable land
- Stagnant home pricing
- Low sales volume
- Demand for lower end homes

OPPORTUNITIES

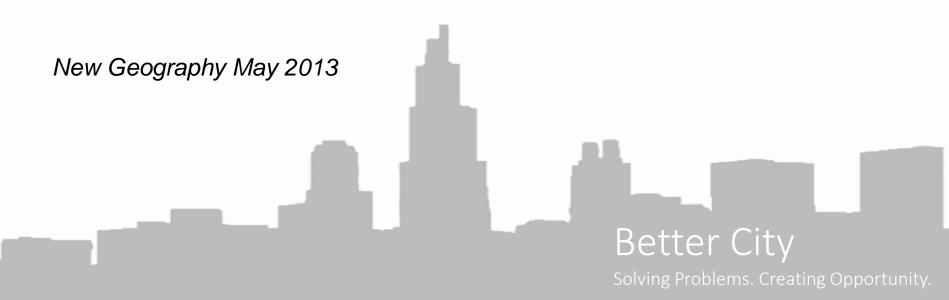
- Redevelopment
- New product types
- Millennials
- Empty Nesters (Baby Boomers)



- America's largest generation
- \$1 Trillion of demand
- Different lifestyle
- More rentals
- \$1 Trillion of debt

Better City Solving Problems. Creating Opportunity.

...Millennials look more for value than "pizzazz" in a new home. Seventy-seven percent told BHGRE they preferred an "essential" home over a "luxury" model. And more than half (56%) believe the technological capabilities of a house are more important than its "curb appeal."



Millennials also take their concern for the environment into account when choosing a home. Almost half (45%) don't want a home that wastes energy.

New Geography May 2013



- By 2020 one third of adults will be a Millennial
- 1/2 of Millennial renters expect to buy a home by 2017
- More focused on community than previous generations
- Value exercise and recreation at greater levels











NEW GENERATION OF HOUSING

- Affordable
- High Tech
- Energy Efficient
- Tied to Lifestyle



BABY BOOMERS

- 10,000 turning 65 every day
- Leaving large homes
- Seeking quality of life
- No maintenance
- Social
- Gather places
- Most physically active retiree generation









HOUSING BENEFITS

- Start in downtown
- Provide product market is seeking
- Support existing small businesses
- Makes downtown "cool"
- Spill over to neighborhoods





















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TEXT YOUR QUESTIONS

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RESOURCES

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FOR THE NEXT REGIONAL ECONOMIC INDICATORS FORUM

Tuesday, October 27, 2015

DECC Harbor Side Ballroom

Special Topic – Skills Gap