

Village of Onekama 2024 Master Plan

AUGUST 7, 2024

Today's Agenda

1. Introductions and outlining expectations of the Steering Committee
2. Data and trends overview
3. SWOT summary review, Master Plan title/tagline discussion
4. Overview of goals/objectives, next steps and questions

Village of Onekama Demographic Profile

Why the data is important

Current
economic
conditions

Gives us a
baseline to
improve upon

Provides a
basis for our
key messages

See how we fit
into the
greater region

Helps us
create a vision

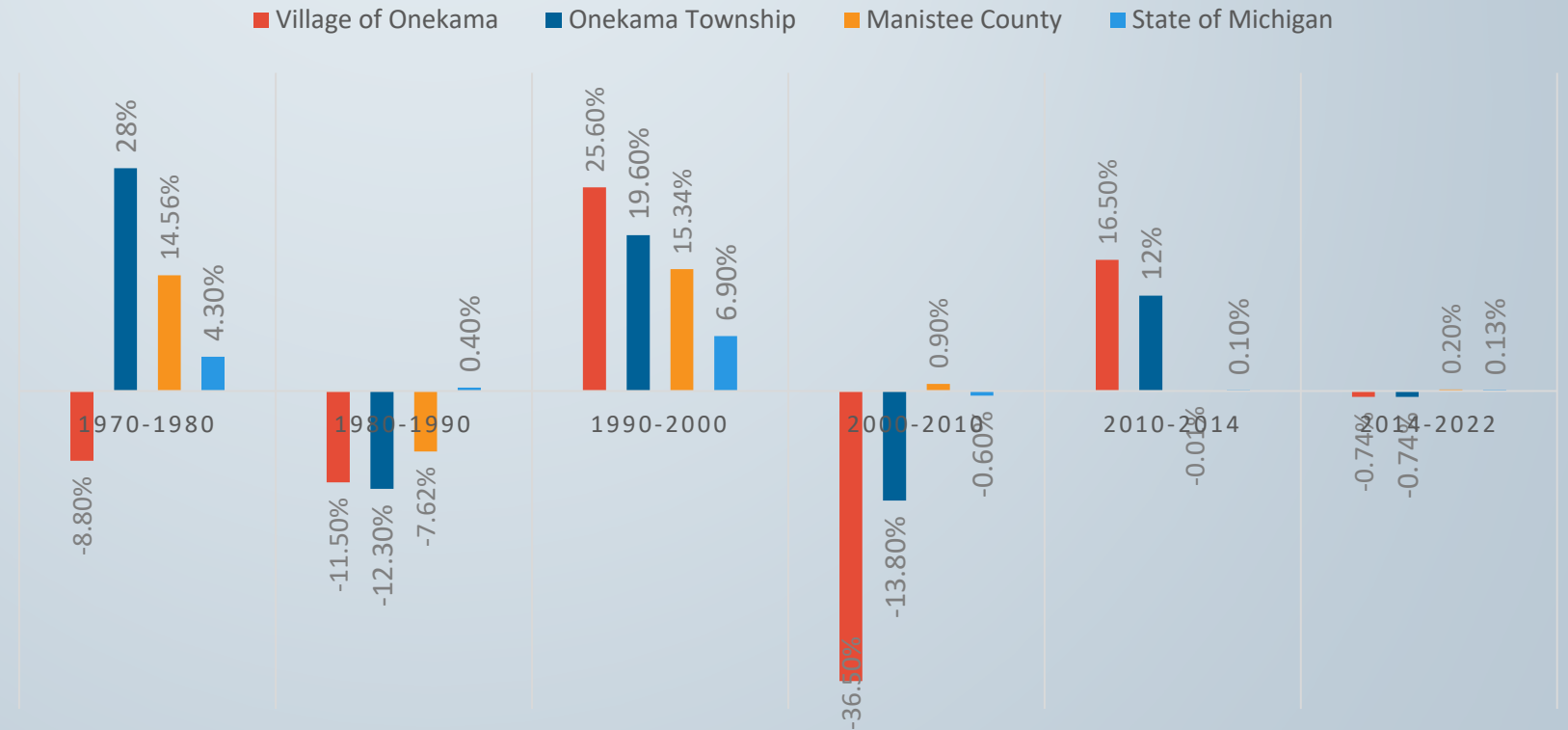
Population

2022 Estimate: 402 (American Community Survey 5-Year Estimate)

Comparative Population Gain/Loss, 1970-2022

Source: US Census and American Community Survey 5-year estimates

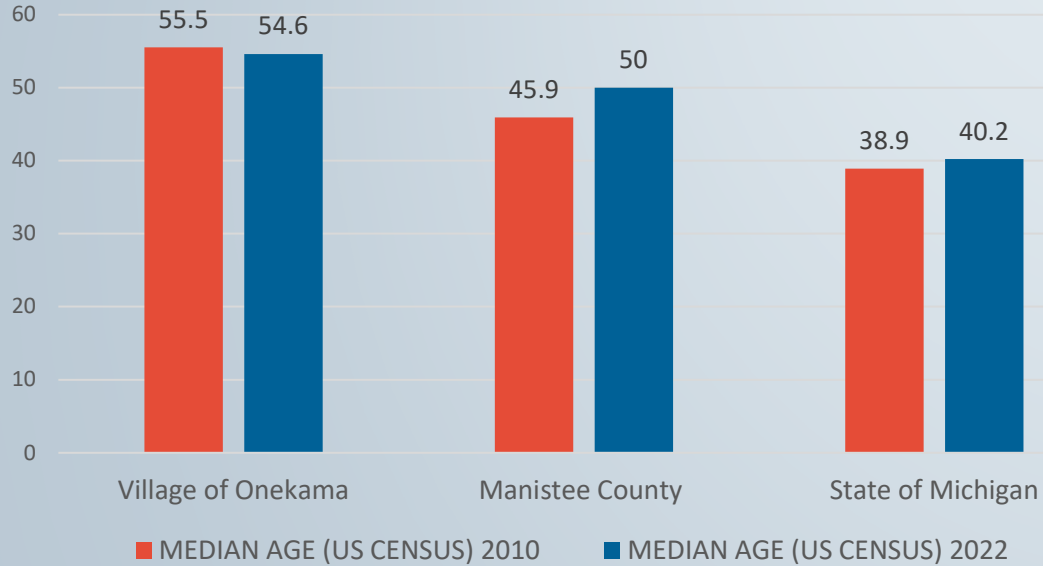
	Year	
Geography	2014	2022
Village of Onekama	405	402
Onekama Township	1,354	1,344
Manistee County	24,545	25,058
State of Michigan	9,909,877	10,034,118



Age

Age Comparison, 2010 and 2022

Source: US Census and 5-year Estimates

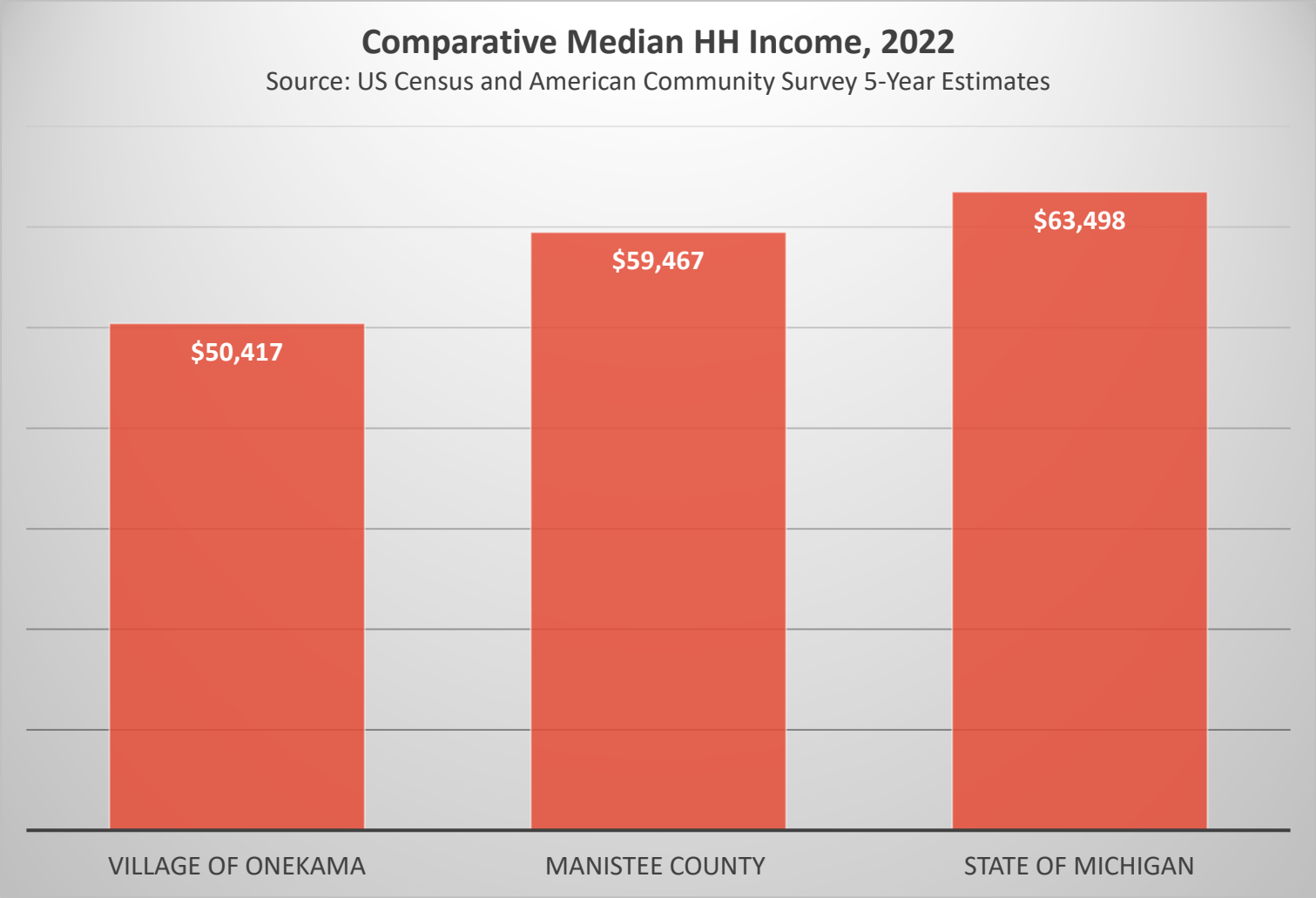


Village of Onekama Age Rank, 2022

Source: US Census and American Community Survey 5-Year Estimates



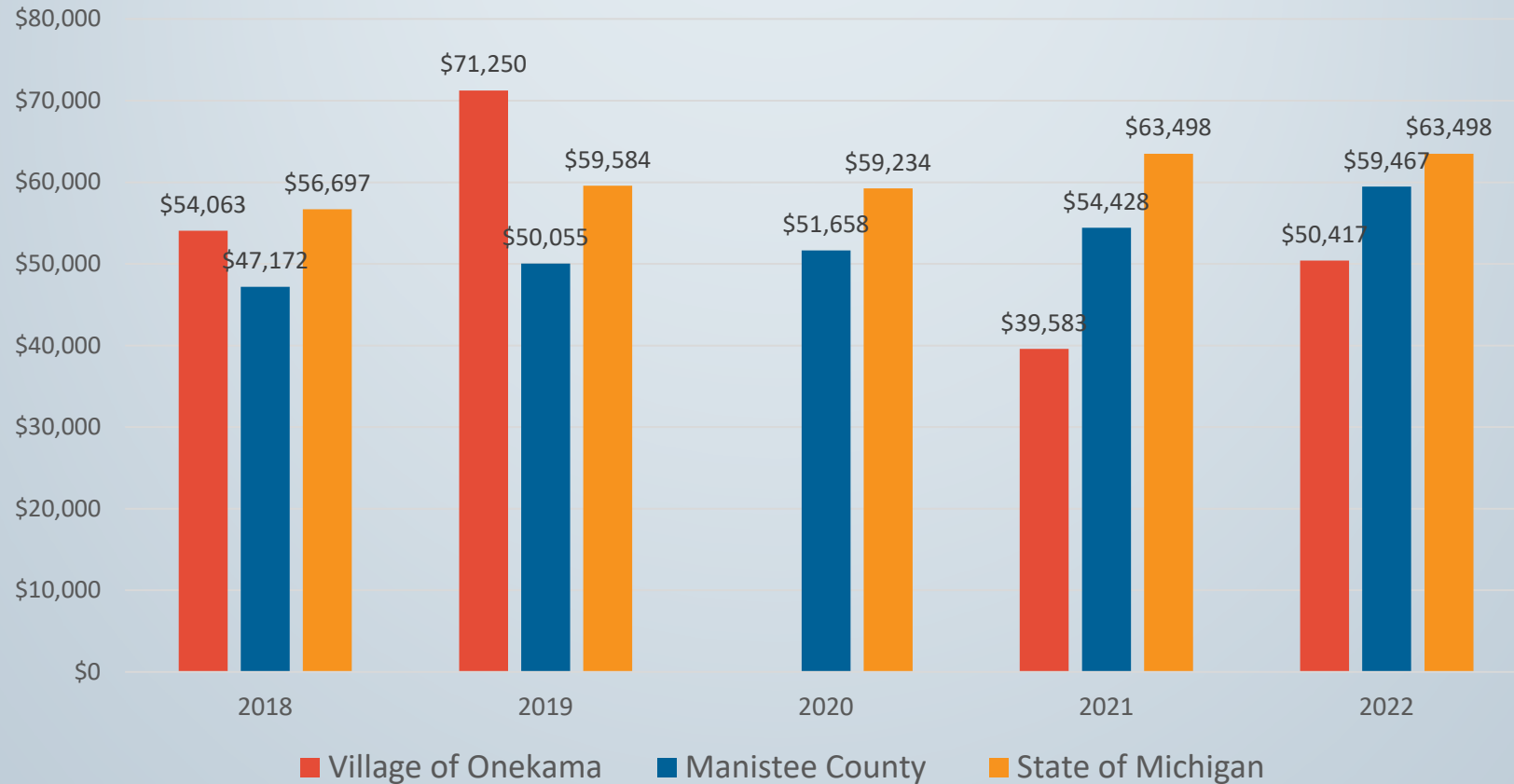
Income



Income Over Time

Comparative Median HH Income Over 6 Years

Source: US Census and American Community Survey 5-Year Estimates



*Note the 2020 US Decennial Census does not list the 2020 median household income for Village of Onekama.

Race

Population of one race:	385
White alone	376
Black or African American alone	0
American Indian and Alaska Native alone	3
Asian alone	2
Native Hawaiian and Other Pacific Islander alone	0
Some Other Race alone	4

Civilian employed population 16 years and over	166
Agriculture, forestry, fishing and hunting, and mining	0
Construction	7
Manufacturing	25
Wholesale trade	11
Retail trade	10
Transportation and warehousing, and utilities	10
Information	0
Finance and insurance, and real estate and rental and leasing	8
Professional, scientific, and management, and administrative and waste management services	13
Educational services, and health care and social assistance	35
Arts, entertainment, and recreation, and accommodation and food services	22
Other services, except public administration	0
Public administration	25

Industry Occupation of Residents

Source: 2022 ACS 5-Year Estimates
Population 16 Years and Over

Household Size Comparison, 2000-2020

Average household size						
	2000	2010	2015	2020	<i>10-Year Change (2000 to 2020)</i>	2022
Village of Onekama	2.11	1.98	2	2.22	<i>0.052</i>	2.07
Manistee County	2.37	2.2	2.3	2.38	<i>0.004</i>	2.37
State of Michigan	2.59	2.6	2.52	2.45	<i>-0.054</i>	2.4

Household Characteristics

HOUSEHOLDS	
Total households	168
Average household size	2.07
FAMILIES	
Total families	89.0
Average family size	2.9
AGE OF OWN CHILDREN	
Households with own children of the householder under 18 years	29.0
Under 6 years only (%)	0.0
Under 6 years and 6 to 17 years (%)	37.9
6 to 17 years only (%)	62.1

SELECTED HOUSEHOLDS BY TYPE		(%)
Households with one or more people under 18 years		18.5
Households with one or more people 60 years and over		64.3
Households with one or more people 65 years and over		55.4
Householder living alone		43.5
65 years and over		32.7
UNITS IN STRUCTURE		
1-unit structures		96.4
2-or-more-unit structures		3.6
Mobile homes and all other types of units		0.0
HOUSING TENURE		
Owner-occupied housing units		90.5
Renter-occupied housing units		9.5

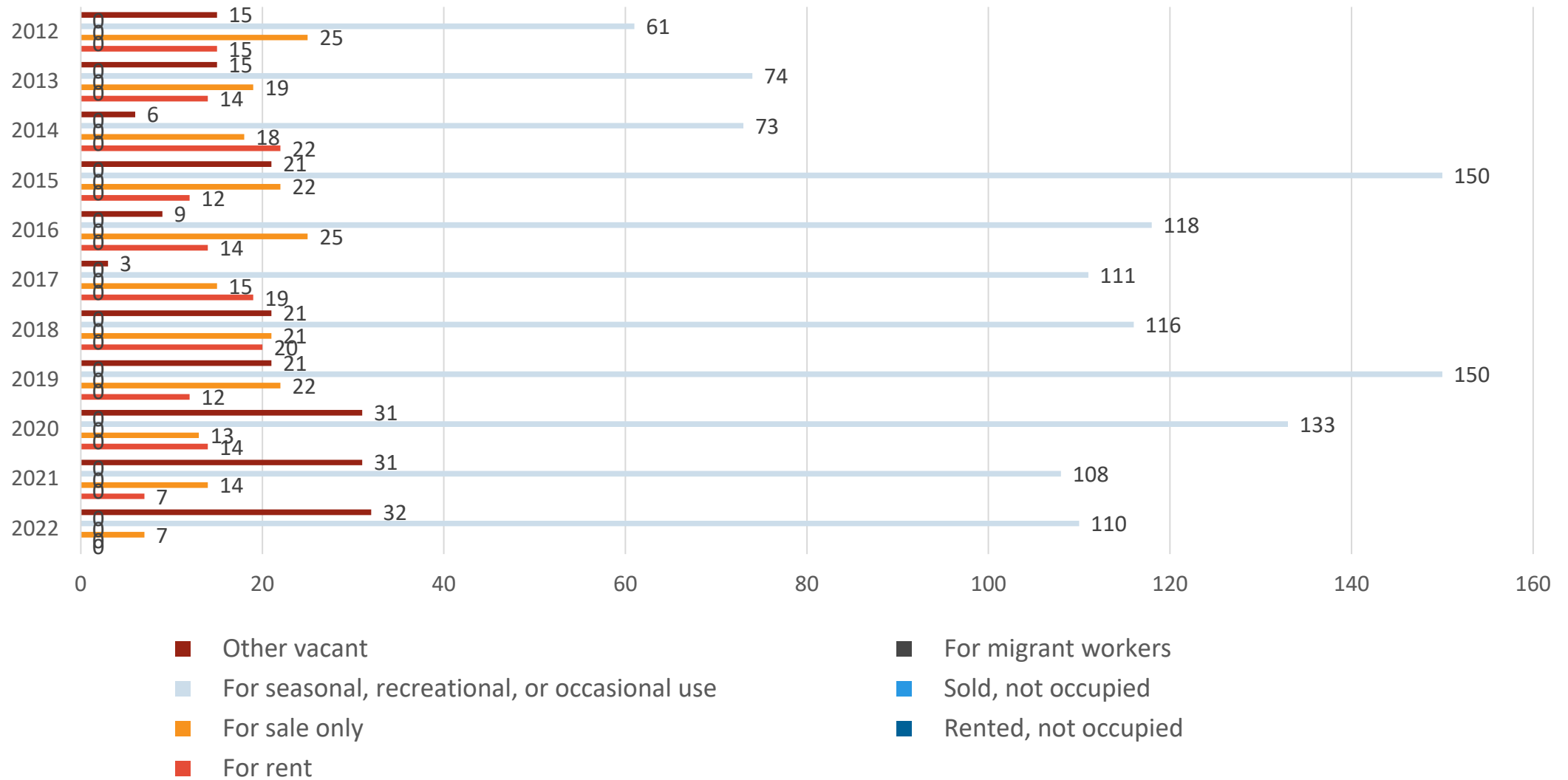
Number of Housing Units in 2020: 327

HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2021 INFLATION-ADJUSTED DOLLARS)

Less than \$5,000	5
\$5,000 to \$9,999	0
\$10,000 to \$14,999	0
\$15,000 to \$19,999	42
\$20,000 to \$24,999	9
\$25,000 to \$34,999	18
\$35,000 to \$49,999	9
\$50,000 to \$74,999	22
\$75,000 to \$99,999	16
\$100,000 to \$149,999	31
\$150,000 or more	16
Median household income (dollars)	\$50,417

Village of Onekama Occupancy Status, 2012-2022

Source: US Census and American Community Survey 5-year estimates



Owner-Occupied Housing Costs, 2022

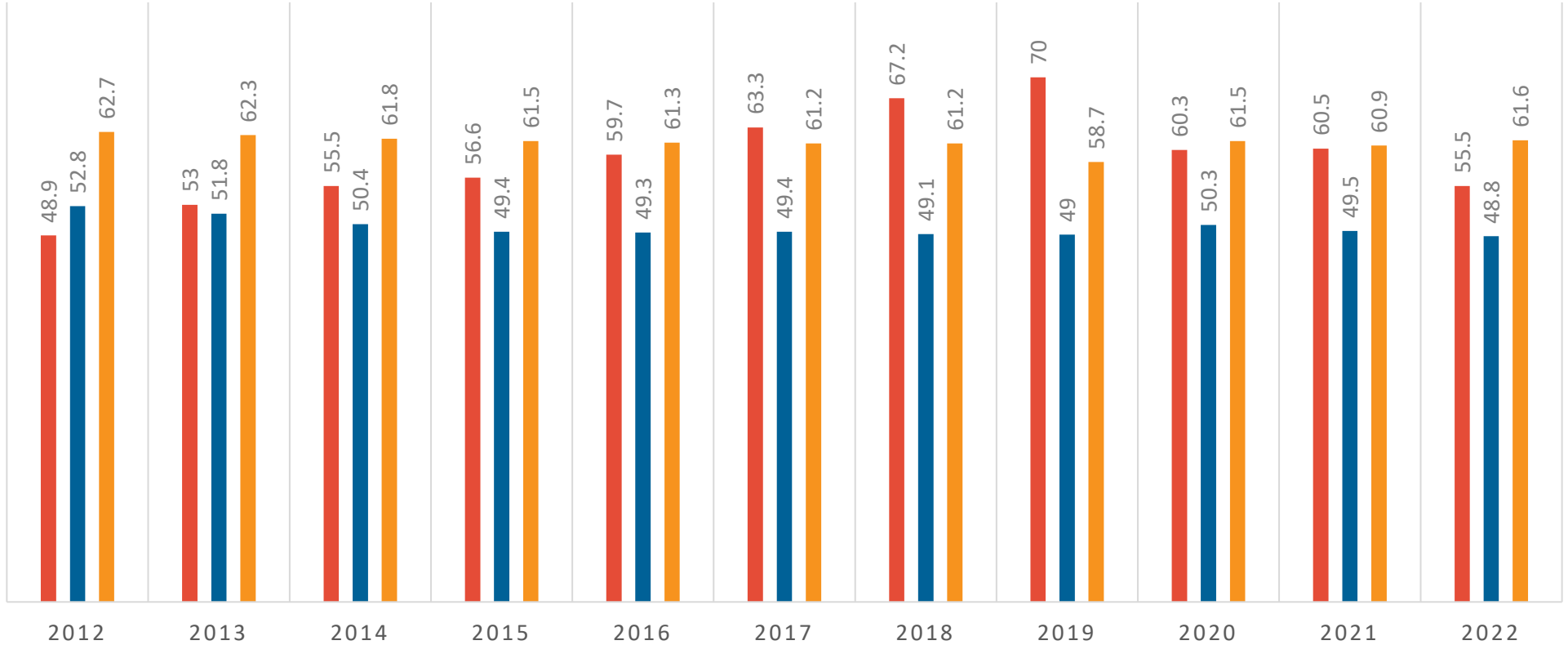
MONTHLY HOUSING COSTS	
Less than \$300	5
\$300 to \$499	63
\$500 to \$799	28
\$800 to \$999	35
\$1,000 to \$1,499	21
\$1,500 to \$1,999	12
\$2,000 to \$2,499	2
\$2,500 to \$2,999	0
\$3,000 or more	0
No cash rent	2
Median (dollars)	\$600

Source: US Census and Census estimates

COMPARATIVE LABOR PARTICIPATION RATE

Source: US Census and American Community Survey 5-year estimates

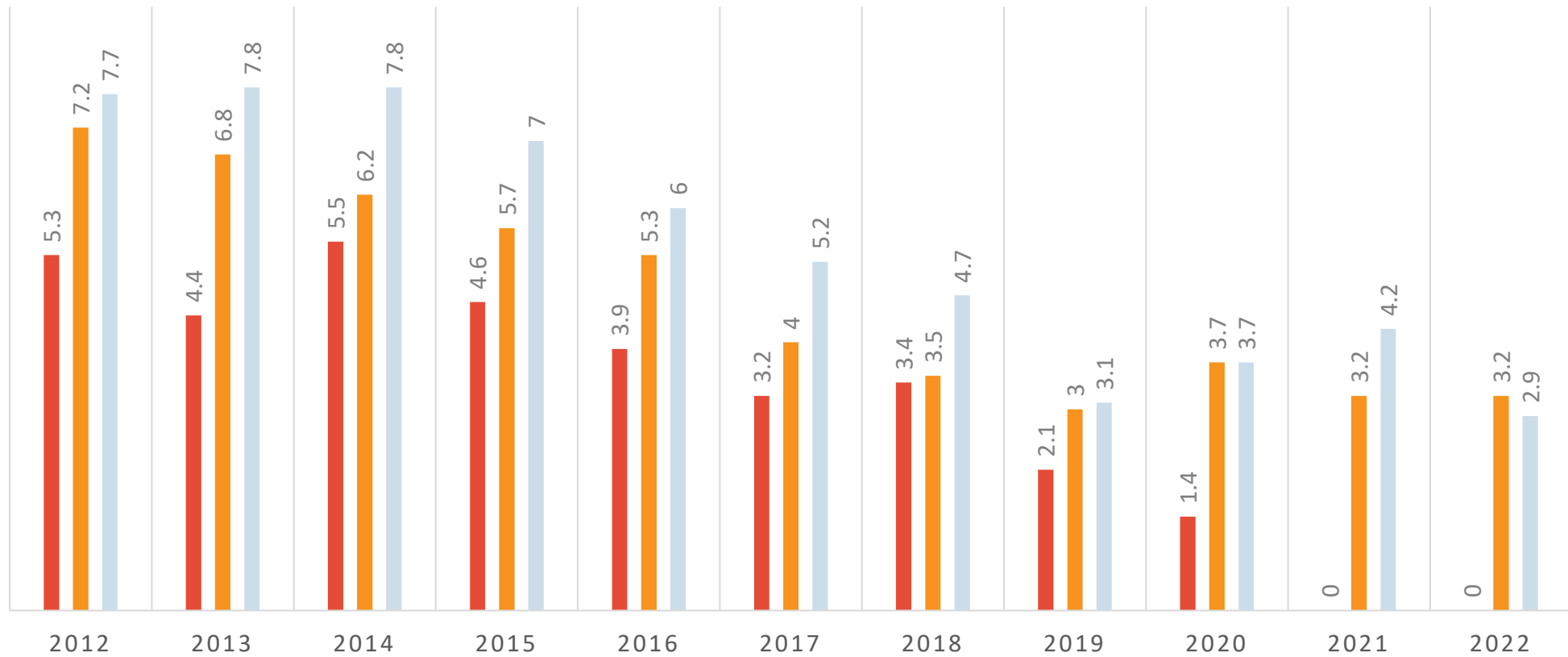
■ Village of Onekama ■ Manistee County ■ State of Michigan



Comparative Unemployment by Percent of Workforce 16+, 2012-2022

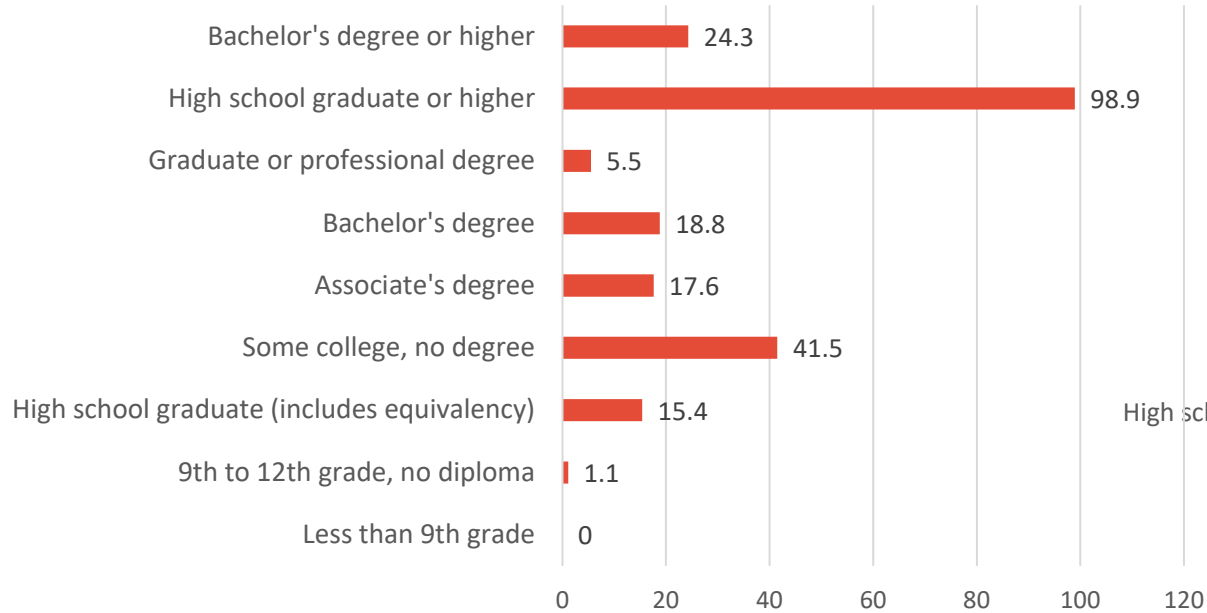
Source: US Census and American Community Survey 5-year estimates

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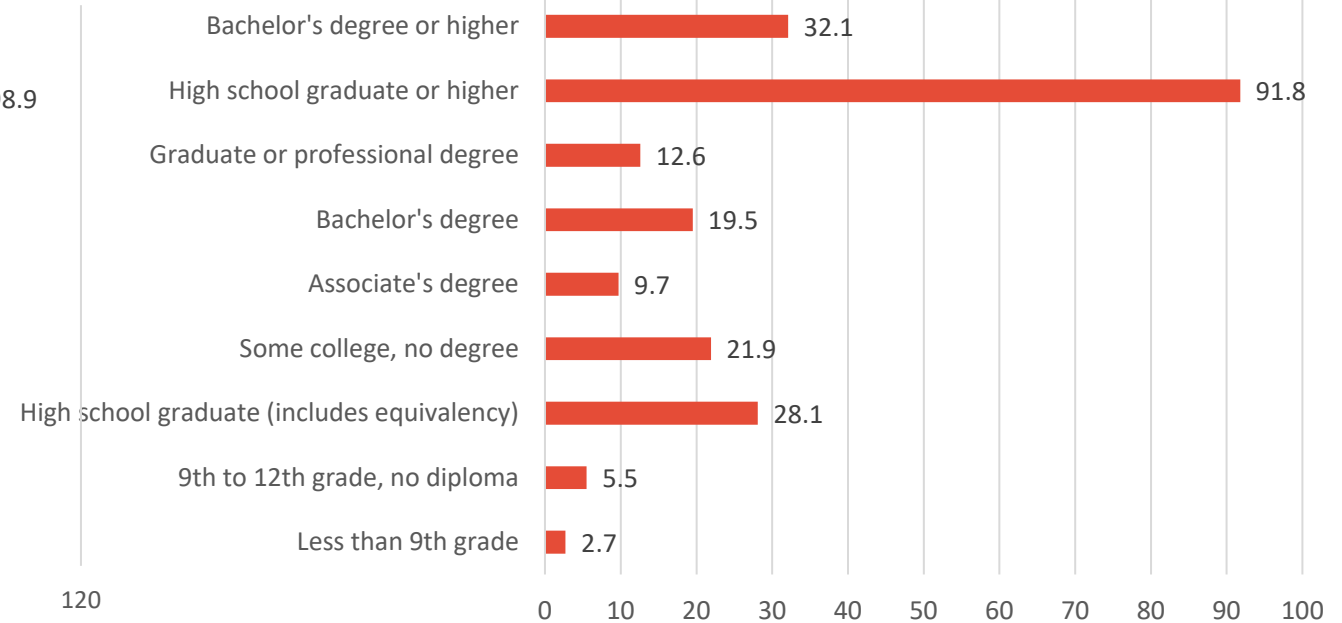


Educational Attainment

Village of Onekama Educational Attainment, 2022



Percent of Population by Education, State of Michigan 2022

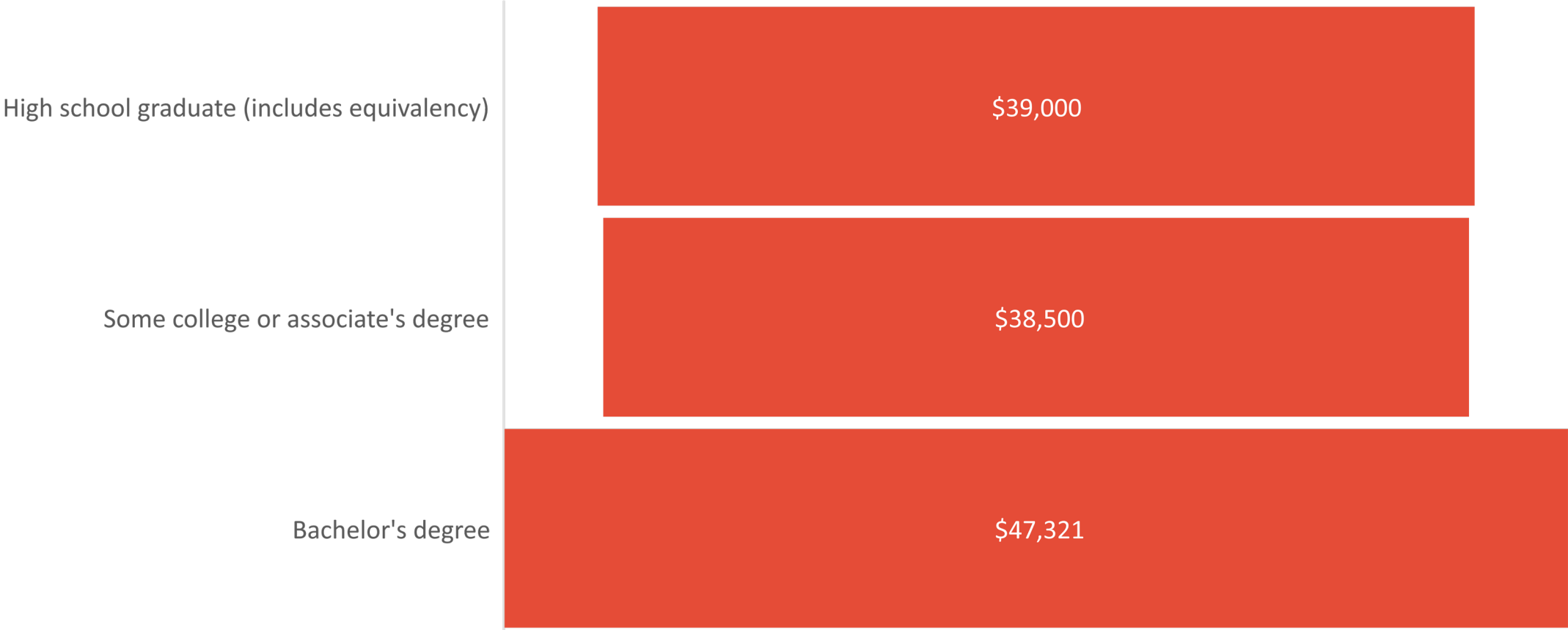


Source: 2022 ACS 5-Year Estimates

*Population 25 years and over

Earnings by Educational Attainment

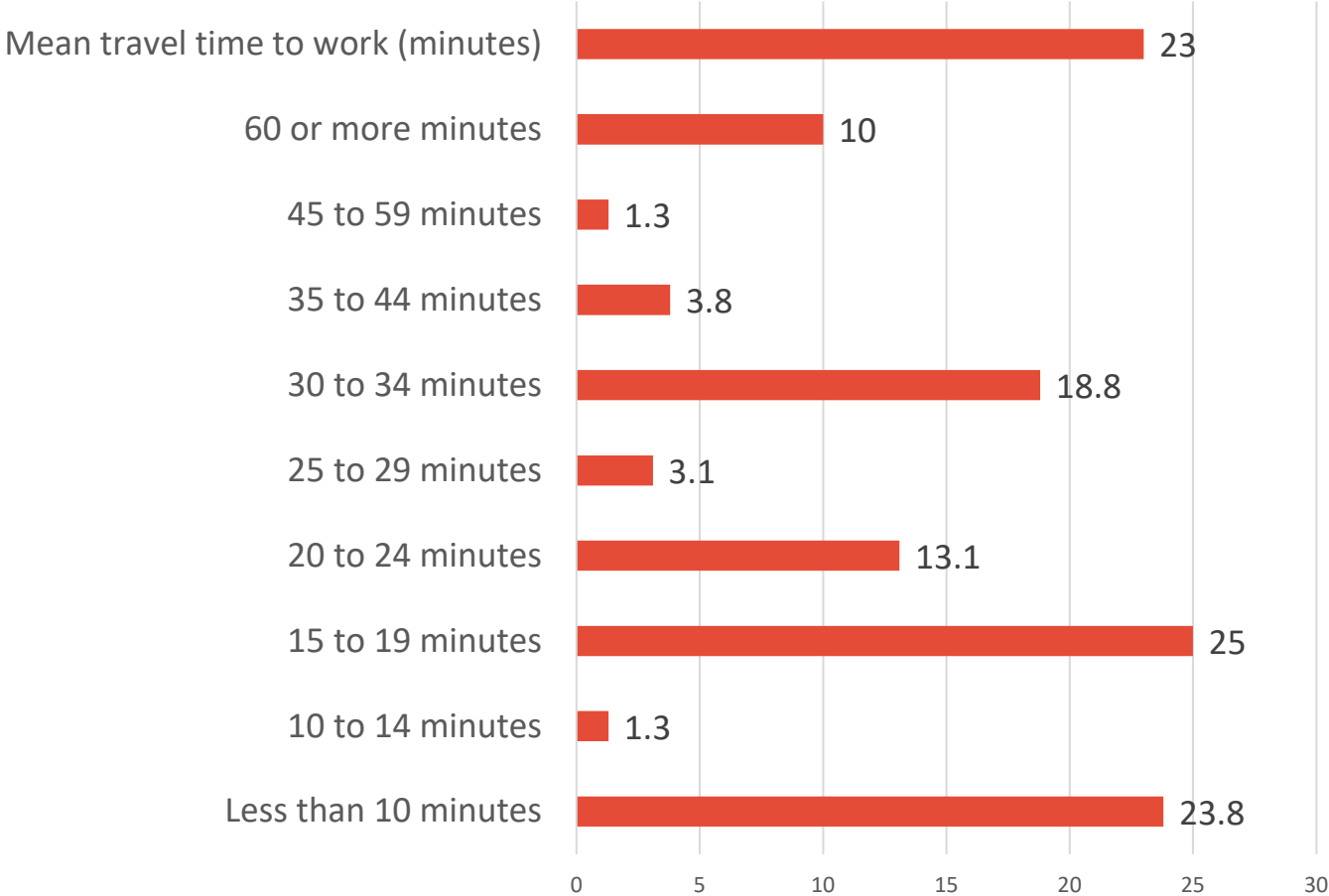
Median Earnings in 2022 by Education



Commuting Time, 2022

Mean travel time to work (minutes): 23

Percent of Population that works from home: 3%



Key Takeaways from Demographic Data

- While population has been slowly decreasing, it's not decreasing at an alarming rate, and has been reasonably stable. If it's desirable to add tax base, what should be added?
- Median age increased slightly since 2010.
- Residents aged 50+ account for 49% of the population.
- Median income is slightly below County and State levels.
- Labor rate was comparably high at 70% in 2019 and has decreased slightly since then.
- The current unemployment rate is at 0%, which is an indication of a strong local economy but a challenge for businesses to find workers.
- There are 168 households and 89 families.
- We need to access assessing records to identify total number of homestead and non-homestead properties.
- Educational attainment is in line with the State's levels.

Trends

Residential:

- Short term rentals
- Small/tiny homes (less than 1,000 sq. ft.) and smaller lots
- Challenges due to zoning lot size requirements for residential redevelopment (infill development or new development)
- Code enforcement challenges due to lack of staff (blight)

Population:

- Trending older, services for seniors a continued need
- Seasonal population continuing—municipal services see additional burden but non-homestead taxes assist

SWOT Analysis and Listening Sessions Summary

Strengths

Character and Location

- Safe, welcoming, close-knit community where Village residents are friendly, supportive, welcoming, and civically engaged
- Portage Lake and Lake Michigan access bring much to offer tourists and residents, especially for water recreation
- Natural beauty of the area draws strong tourism during the summer and fall seasons
- Great location at the gateway of M-22, a scenic by-way with proximity to Manistee, hospitals, an airport, and a casino
- Great school system

Amenities and Infrastructure

- Lakes, community beach and playground, local parks, weekly summertime concerts in the park, walking trails, freshwater springs, abundant birdlife at Northpoint Park, dining establishments, the downtown with charming retailers, a small Farmer's Market, Petunia Parade, Farr Center, library
- Sewer system (both an asset and threat due to the capacity and maintenance issues)
- Striving to working toward stronger intergovernmental cooperation between the Village and Township
- Village services: proactive snowplowing and fire department



Weaknesses

Non-motorized Pathways, Blight, Zoning, Infrastructure/Utilities

- Downtown contains some blight and vacant properties, and lack of enforcement exacerbates issues (need for a zoning enforcement officer)
- In need of sidewalk improvement including ADA-compliant measures and non-motorized lane option with pedestrian crosswalks, and continued maintenance throughout the seasons
- Scarcity of resources due to a lack of economic development within the downtown
- Sewer system needs repair and expansion
- Safety risk due to high vehicular traffic that runs through M-22 and Main Street
- Periodically unpleasant odors from nearby oil well nearby

Population and Housing

- Population decline and “brain drain”
- Lack of housing, especially workforce housing

Village Identity and Intergovernmental Cooperation

- Currently seen as a pass-through area instead of a destination, even though the Village is not lacking in potential to draw tourists
- Historically, the Village has suffered from political animosity with neighboring Onekama Township

Opportunities

Intergovernmental Collaboration

“Better Together”- to leverage resources and create a more cohesive community, the Village and Township have opportunities to foster collaboration through a few different avenues:

- 425 Agreement: The Township and Village should explore entering into a 425 Agreement that would allow for the extension of public services while appropriately sharing in newly generated tax revenues.
- Reignite the DDA: Despite a previous setback, the Village of Onekama remains optimistic in that leadership could reignite and revisit the development of a Downtown Development Authority (DDA), which would provide much-needed financial support for downtown businesses and infrastructure.

Non-Motorized Pathways and Public Access

- Bike lane feasibility
- Streetscape revival
- Possible rail-to-trail connection
- Public boat dock

Opportunities (continued)

Water Sports and Recreation

- Recreation: Kayaking, paddleboarding, and sailing--more recreational and tourism-based opportunities in this realm could be explored
- Wetlands Park Collaboration: A joint effort between the village and township could establish a 40-acre wetlands park. Boardwalks and nature trails would enhance the area and attract visitors.

Zoning

- Business-friendly zoning
- Zoning standards and signage
- Desired development
- Smaller homes on vacant lots
- Short-term rental ordinance

Leadership and Change

- Onekama acknowledges the need for fresh leadership. Overcoming resistance to change is crucial for progress.

Opportunities (continued)

Sustainability Initiatives

Solar and wind generation projects align with Onekama's commitment to sustainability.

Retail, Commercial, Entertainment

- Extending retail seasons
- Summer entertainment
- Fresh fish market
- Family-friendly restaurants

Educational Opportunities

Internship programs: With continued and additional community support for the school system and collaboration with local and area business, internship programs for high school students could increase and expand. This could lead to more opportunities for the youth to stay in the area long-term, thus fueling the economic cycle of continual growth and improvement of the community.

Threats

Leadership and Change


- Potential risk of inaction and resistance to change at the leadership level
- Budget constraints
- Objectives in the former Master Plan were not fully executed (a lack of commitment to meeting Master Plan objectives)

Infrastructure, Utilities, and Public Spaces

- Sewer system at capacity and in need of maintenance
- Seasonal nature of the Village's economy and the lack of a more consistent year-round population to sustain local businesses compounds the risk of inaction when it comes to future growth
- Some speed limit signs along M-22 are obstructed by landscaping and a lack of trash receptacles and year-round restrooms in the downtown

Environmental Concerns and Emergency Preparedness

- Desire to conduct an environmental study and protect the local ecosystem
- Changing climate affects ice fishing, fire risks, and utility infrastructure
- Village lacks readiness for some emergencies



Master Plan tagline/title

Village of Onkama Master Plan: Our Vision, Our Village

Next Steps

- Goals and Objectives conversation (future land use policy, future growth, etc.) in late September