

Broadway and Entrance to Idlewild

The main entrance to Idlewild is located at the junction of US-10 and Broadway Street. This intersection is marked with decorative signage and landscaping installed recently by members of the Idlewild community and leads to Broadway Avenue, the main corridor by which most visitors reach Idlewild. Possibly the most notable landmark in the area near the entrance is the Casa Blanca Hotel, built in 1949 (Idlewild Cultural Resource Management Plan, 2009) and currently vacant. The intersection and nearby historic landmarks are shown in Figure 33.

The Yates Township master plan (2010) recommends creating a business corridor from the existing “downtown” area across Williams Island and up Broadway. Except for Williams Island and the existing neighborhood commercial district, the entire corridor is currently zoned for residential use. However, according to an interviewee who serves on the Yates Township Planning Commission, Yates Township will soon begin developing a new zoning ordinance, which will likely allow for commercial use along the Broadway corridor if it follows the recommendations in the comprehensive plan.



Figure 33: Entrance to Idlewild and Nearby Landmarks. Map by ESRI (2013) with landmark information added.

Figure 34 shows the land ownership status of the area surrounding Broadway Street. Much of the property to the east of Broadway is owned by the federal government. The Lake County Land Bank owns many properties between Broadway and Williams Island, and Yates Township owns several properties in this area as well.

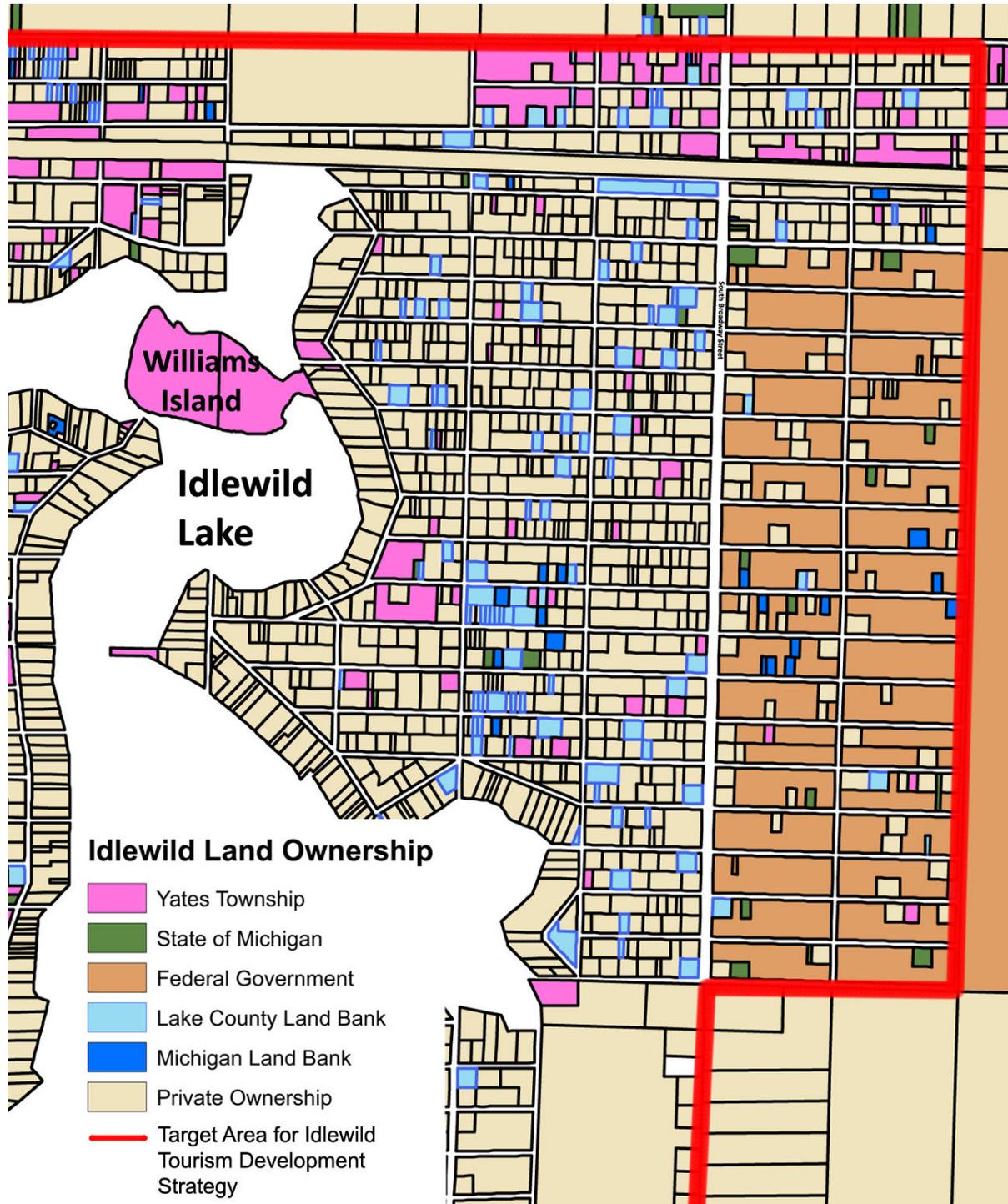


Figure 34: Land Ownership in Area Surrounding Broadway Street. Map generated from GIS files supplied by Lake County, 2013.

Figures 35 through 44 show key historic structures in the vicinity of Broadway. The vacant Casa Blanca hotel, constructed in 1949 by architect and builder Woolsey Coombs (Cultural Resources Management Plan, 2009), is shown in Figures 35 and 36.



Figure 35: Casa Blanca Hotel, 1396 E. Hall Road (Vacant). Photo by Emilio Voltaire, 2013.

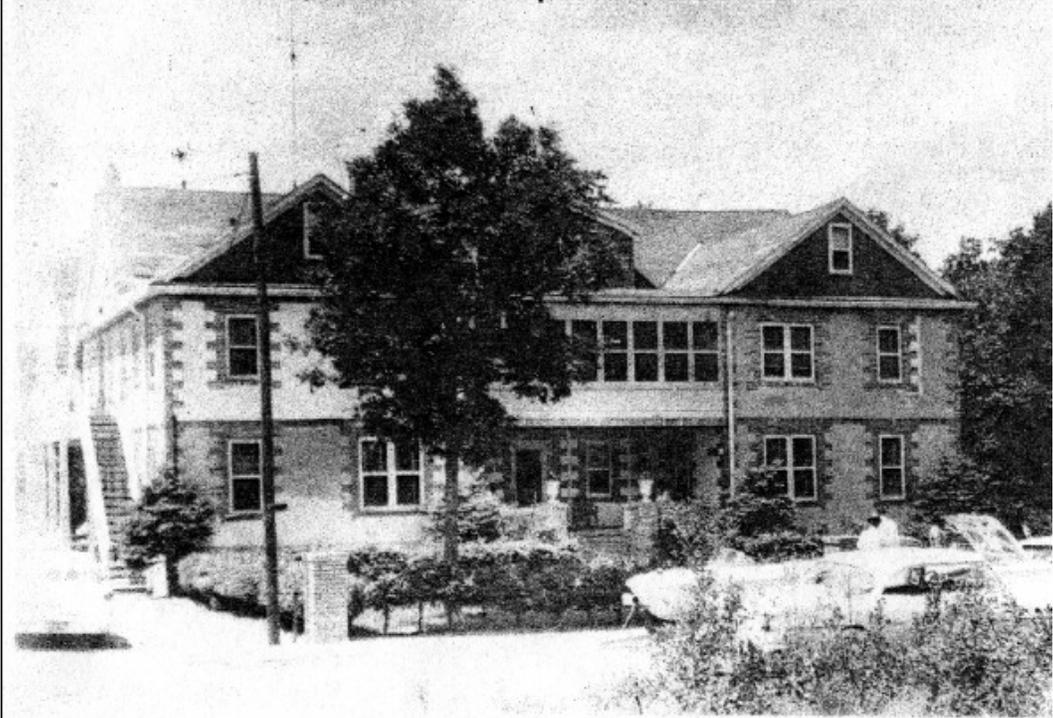


Figure 36: Historical Photo of Casa Blanca Hotel. Idlewild Cultural Resource Management Plan, 2009.

The next two photographs show the seasonal homes of famous doctors. Figure 37 is the house of Daniel Hale Williams, the first person to perform a successful open-heart surgery. Figure 38 is the residence of Ida Gray Nelson Rollins, the first African American woman to earn a doctorate of dental surgery. Both doctors lived and worked in Chicago (ibid.).



Figure 37: Daniel Hale Williams Residence, 15712 Lake Drive. Cultural Resource Management Plan, 2009.



Figure 38: Rollins/Hudson House, 14712 Lake Drive. Cultural Resource Management Plan, 2009.

Figure 39 shows the house of Charles Waddell Chesnutt, a popular author and attorney whose main residence was in Cleveland. Figure 40 is “Bayview,” designed by and constructed for Henry Gregory, an electrical contractor from Detroit who installed Idlewild’s first electrical generator system (ibid.).



Figure 39: Charles Waddell Chesnutt House, 14240 Lake Drive. Cultural Resource Management Plan, 2009.



Figure 40: “Bayview,” 14180 Lake Drive. Cultural Resource Management Plan, 2009.

Figure 41 shows the Robert Riffe Youth Center, owned by the Idlewild Lot Owners Association (ILOA). Formed in 1921, ILOA is the oldest active homeowners' association in Idlewild. Figure 42 shows the Idlewild Historic and Cultural Center, formerly the Yates Township Hall; the building was renovated by Five-Cap Inc. with federal Enterprise Community funding (ibid.).



Figure 41: Idlewild Lot Owners Association Bldg., 11330 Lake Drive. Cultural Resource Management Plan, 2009.



Figure 42: Idlewild Historic and Cultural Center, 7025 S. Broadway. Cultural Resource Management Plan, 2009.

Figure 43 shows the Detroit Idlewilders' Clubhouse. The Detroit Idlewilders are one of six Idlewilders' Clubs that were established to maintain the friendships formed in Idlewild (ibid.). The Detroit club is the only one with property in the historic district; however, all Idlewilders' Clubs visit on the second week of August for Idlewild Week.



Figure 43: Detroit Idlewilders' Club House, 13174 Lake Drive. Cultural Resource Management Plan, 2009.

Figure 44 shows the new sign at US-10 and Broadway, the main entrance to Idlewild.



Figure 44: Entrance Sign at US-10 and Broadway Street. Idlewild Cultural Resource Management Plan, 2009.

Land Cover in Idlewild

The Idlewild National Register Historic District is subdivided into thousands of small parcels, many of which contain cottages and other small buildings. However, even at the peak of its popularity in the 1950s, Idlewild retained its significant cover of second-growth forest (Cultural Resource Management Plan, 2010). This still true of Idlewild today, creating the visual impression of a collection of cottages in the woods. Idlewild's rural character is illustrated by the satellite map in Figure 45.

The region around Idlewild is also heavily forested. The area encompassing Idlewild and Yates Township is classified as pine, aspen, and birch forestland (U.S. Forest Service, undated).

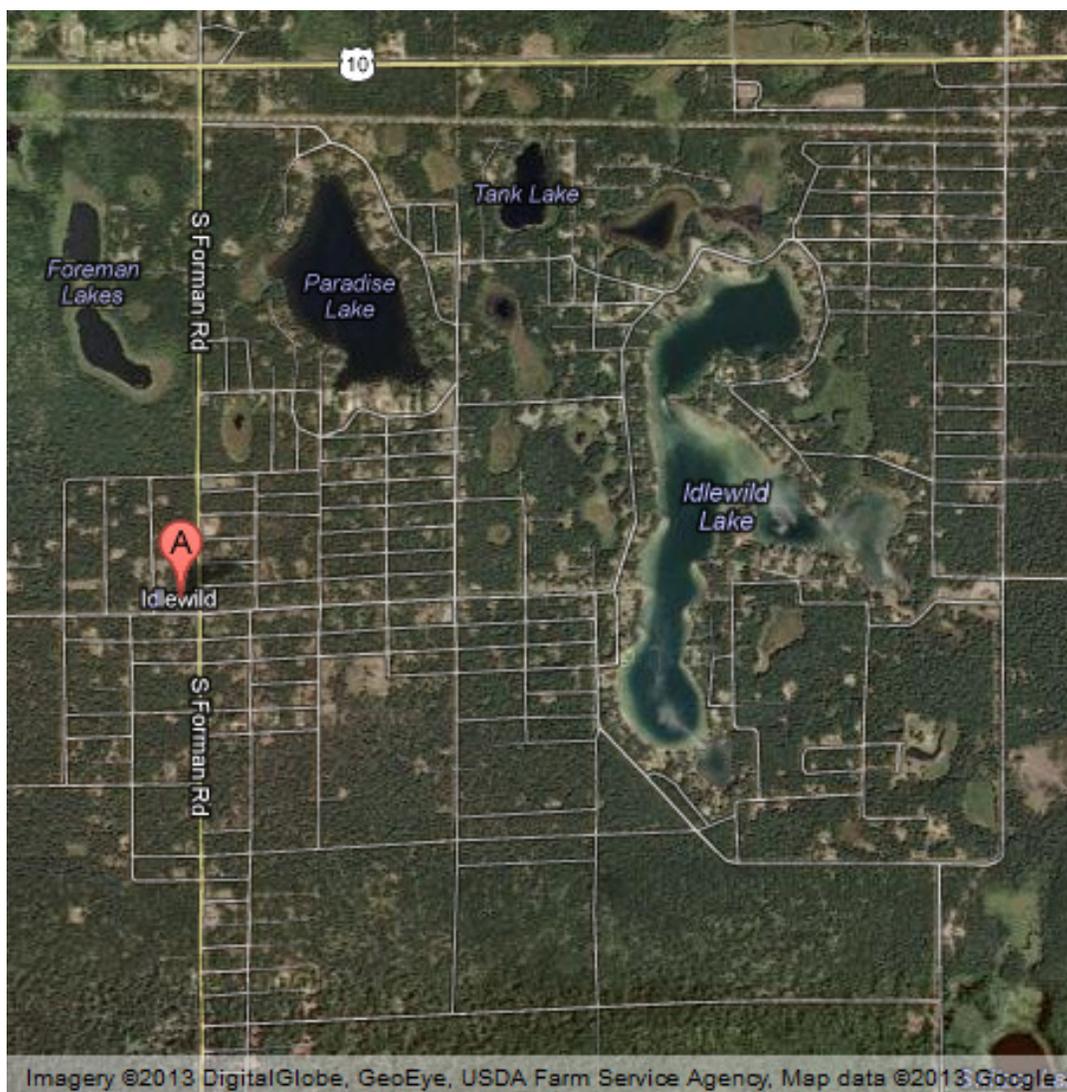


Figure 45: Satellite Map of Idlewild. Google, 2013.

Another notable land cover feature in Idlewild is its wildflowers. According to the U.S. Forest Service (2011), the sandy soil within and around Idlewild boasts one of the most impressive displays of savannah/barrens wildflower species in the mid-Michigan region. These displays occur throughout the growing season and could be leveraged as an additional attraction for spring, summer, and autumn tourism. Examples are shown in Figures 46 and 47.



Figure 46: Smooth Yellow False Foxglove (*Aureolaria flava*). This species is rare in the Huron-Manistee National Forest but abundant in Idlewild. U.S. Forest Service, 2011.



Figure 47: Assorted Wildflowers on the Corner of Broadway and Baldwin Streets in Idlewild. U.S. Forest Service, 2011.

SOCIOECONOMIC PROFILE

The purpose of this section is to understand long-term trends in the socioeconomic health of Yates Township and Lake County. Data sources include U.S. Census records from 1990, 2000, and 2010. Where ten-year Census data were not available, comparable American Community Survey data were used; this was particularly true of the 2010 census, as full census records for that year were not yet available at the time this report was written.

To provide a frame of reference for understanding the findings, the profile includes data for the State of Michigan where feasible. The findings are presented in three subsections: a Social Profile, an Educational Profile, and an Economic Profile.

Note on Census Tract Changes

The analysis of socioeconomic trends in Yates Township is complicated by a change in census tract boundaries during the study period. In 1990, the Yates tract encompassed only Yates Township and part of Chase Township. The tract size increased significantly in 2000, adding Pleasant Plains, Lake, and parts of Sweetwater and Webber Townships (including all of the village of Baldwin). In 2010, the tract shrank somewhat to encompass Yates, Chase, and parts of Pleasant Plains, Webber, Cherry Valley, and Pinora Townships (including half of the village of Baldwin). The change in tract size is shown in Figure 48.

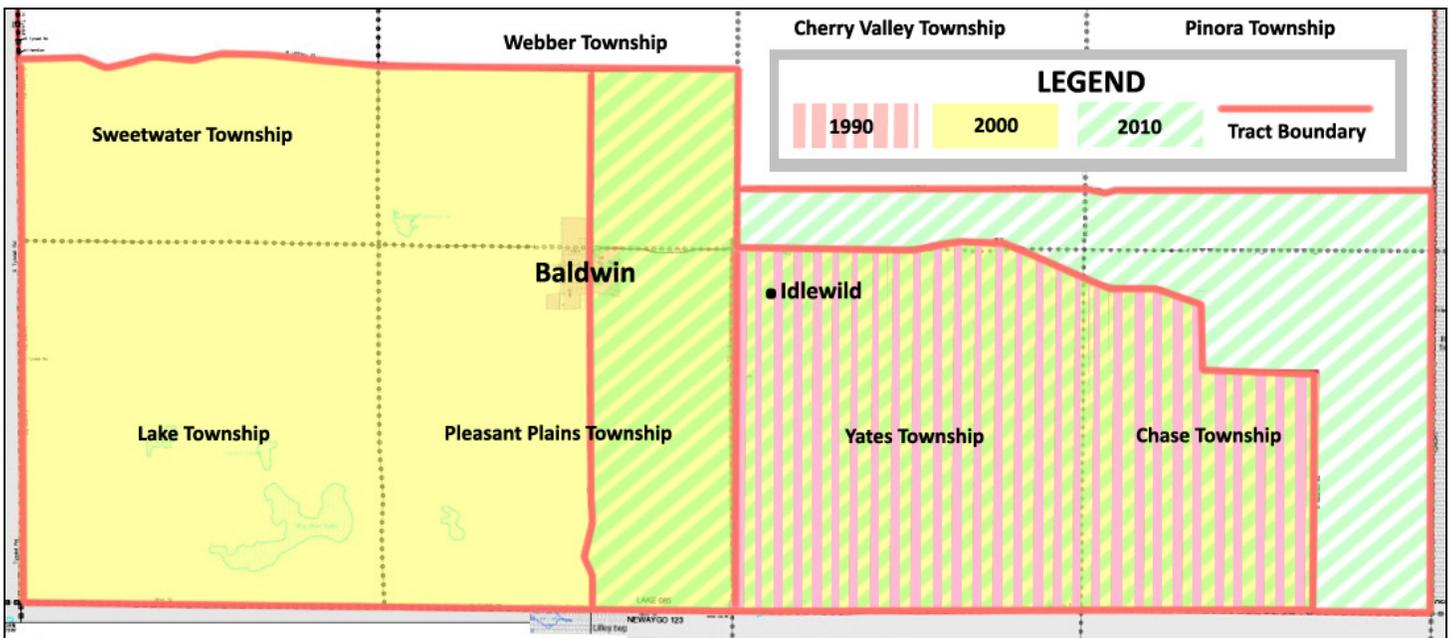


Figure 48: Census Tract Encompassing Yates Township, 1990-2010. Composite map created by practicum team from U.S. Census Bureau maps (2002 and 2011).

These changes in census-tract size must be considered when interpreting the demographic changes that have occurred in Yates Township in the last 20 years, and their implications are discussed further in the subsections below. The data for Lake County provide a useful frame of reference for understanding the changes that occurred in Yates Township, as Lake County is also sparsely populated and its census boundaries did not change during the study period.

Social Profile

The social profile provides information on demographic changes in the study area, including trends in population size, age, and race.

Population

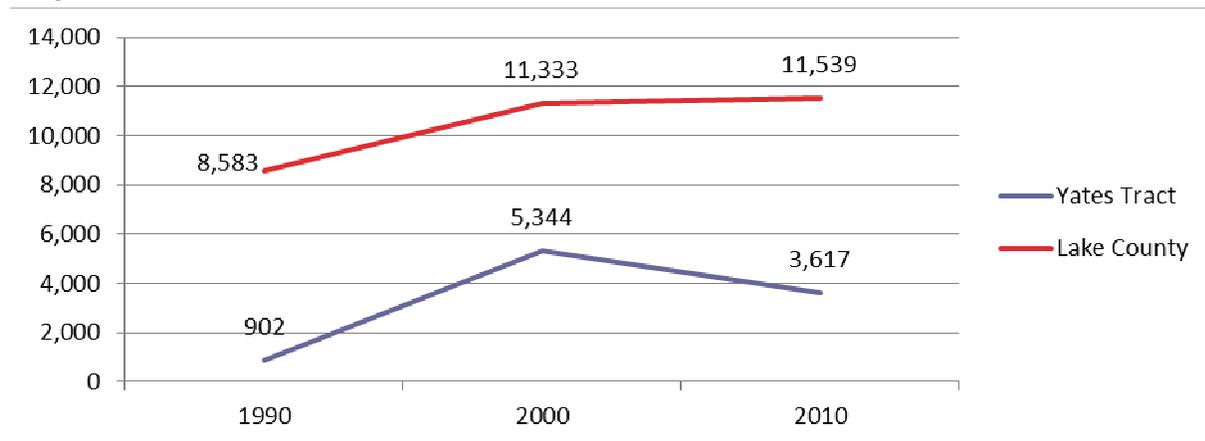


Figure 49: Population of Yates Tract and Lake County, 1990-2010. Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

As shown in Figure 49, Lake County experienced population growth from 1990 to 2000, but its growth leveled off considerably from 2000 to 2010. The interpretation of population change in Yates Township is complicated by the changes in its census tract, which grew sharply from 1990 to 2000 and then shrank somewhat from 2000 to 2010. Actual population trends in Yates Township over the 20-year period appear similar to those for Lake County, whose population increased 32% from 1990 to 2000 and then leveled off (increasing only 1.8%) in the last ten years. Population change in Michigan (not pictured) followed a trajectory somewhat similar to that of Lake County, growing 6.9% in 1990-2000 and declining slightly (0.6%) from 2000-2010 (U.S. Census, 1990, 2000, 2010).

Age

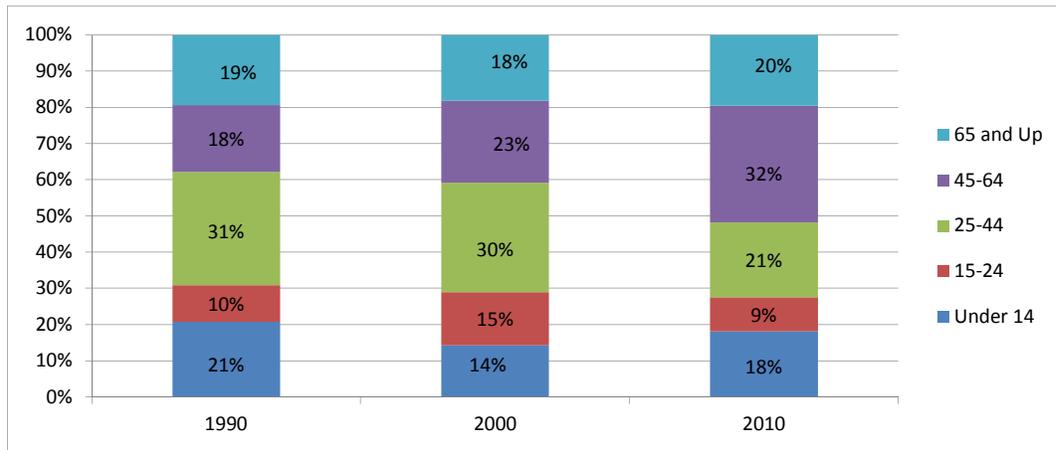


Figure 50: Population by Age in Yates Census Tract, 1990-2010. Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

As shown in Figure 50, the proportion of older residents in the Yates tract is increasing. Despite the significant shrinkage of the census tract from 2000 to 2010, the percentage of residents aged 65 and up held steady, and persons aged 45-64 increased by nine percent.

The net increase in the age of the population can be seen more clearly in Lake County (Figure 51). Again, the strongest population gains were for individuals aged 45 and up. The percentage of residents aged 25 or under decreased steadily throughout the study period.

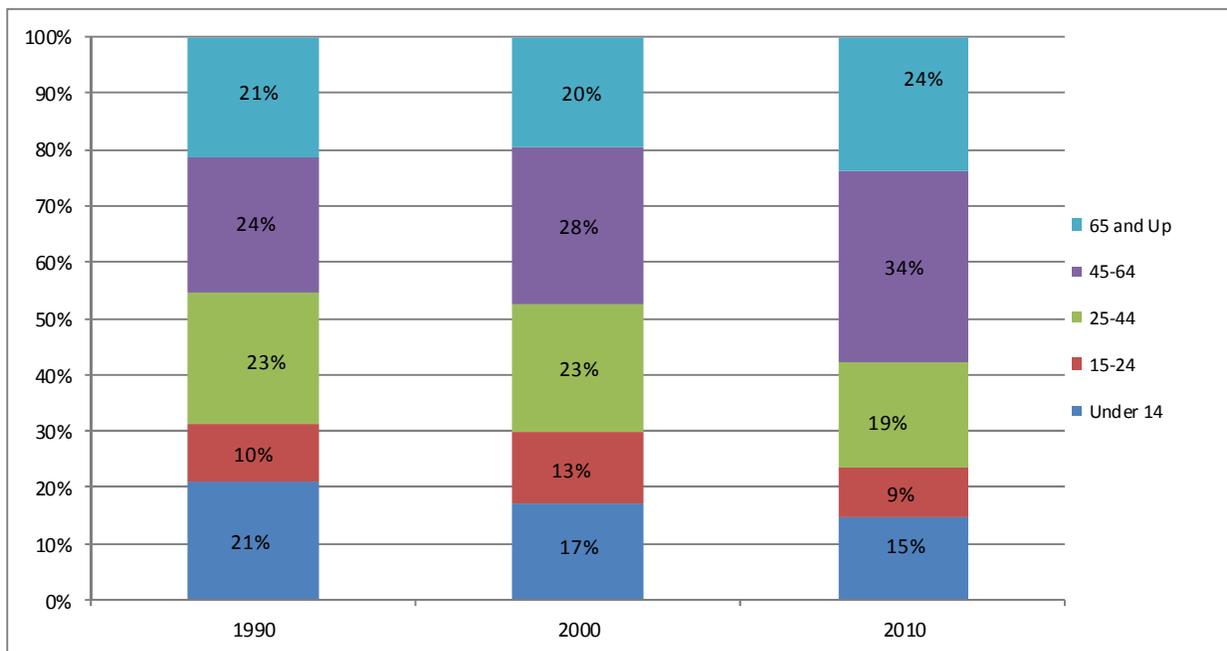


Figure 51: Population by Age in Lake County, 1990-2010. Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Race

As shown in Table 3, the Yates tract appeared to register a significant decline in the percentage of residents who were African American between 1990 and 2000—again, a possible reflection of the change in census tract dimensions. However, Lake County also registered a steady (but much slower) decline in African American residents. Meanwhile, African American populations held steady in the state of Michigan.

Table 3: Racial Composition of Yates Tract, Lake County, and Michigan, 1990-2010

	Yates Tract			Lake County			Michigan		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
White	55.2 %	72.1%	79.3%	85 %	84.7%	87%	83.4%	80.2%	79%
Black	43.6%	22.8%	16.8%	13.3%	11.2%	9.2%	13.9%	14.2%	14.2%
American Indian, Eskimo, or Aleut	.8%	1.4%	.9%	.9%	1%	.8%	.6%	.6%	.6%
Asian or Pacific Islander	0%	.2%	.1%	.1%	.2%	.2%	1.1%	1.8%	2.4%
Other	0%	3.5%	2.9%	0%	2.9%	2.9%	.9%	3.2%	3.8%

Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Educational Profile

Education can be an important indicator of the potential for economic growth due to the availability of skilled workers to take jobs or start businesses of their own. An educational profile of Yates Township, Lake County, and the state of Michigan is provided in this section.

School Enrollment Levels

As shown in Table 4, school enrollment for Yates Township and Lake County was consistently lower than that of the state of Michigan, and it declined at a much faster rate than state-level enrollment. The data apply to the entire population over three years of age.

Table 4: School Enrollment for Yates Tract, Lake County, and Michigan, 1990-2010

<i>Persons over 3 years of age</i>	Yates Tract			Lake County			Michigan		
	1990	2000	2010*	1990	2000	2010*	1990	2000	2010*
Enrolled	25.1%	21%	15.4%	23.9%	21.1%	20.2%	29.1%	29.1%	28.8%
Not Enrolled	74.9%	79%	84.6%	76.1%	78.9%	79.9%	70.9%	70.9%	71.3%

Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

*Five-year American Community Survey data.

Figure 52 provides a visualization of the change in enrollment in the Yates Tract, Lake County, and Michigan from 1990 to 2010.

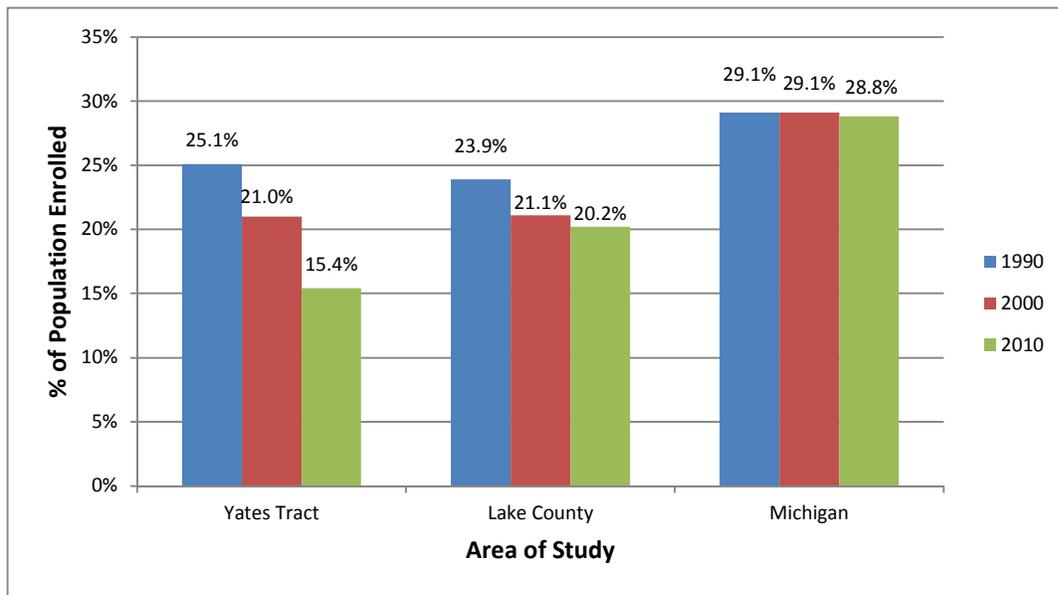


Figure 52: Enrollment in the Yates Tract, Lake County, and Michigan, 1990-2010. Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Educational Attainment

As shown in Table 5, the Yates tract and Lake County area have a high proportion of high school graduates. However, the attainment of bachelor's and master's degrees in these areas is below that of the state of Michigan.

Table 5: Educational Attainment for Yates Tract, Lake County, and Michigan, 1990-2010

<i>Persons 25 and older</i>	Yates Tract			Lake County			Michigan		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
Less than High School	28.9%	29.4%	22.3%	38.7%	27.8%	20.3%	23.2%	16.6%	12.0%
High School Graduate	44.6%	34.8%	44.8%	36.6%	39.8%	44.5%	32.2%	31.3%	31.5%
Some College	19.8%	26.9%	27.7%	18.1%	24.6%	26.7%	27.1%	30.3%	31.6%
Bachelor's Degree	3.3%	5.8%	5.2%	4.6%	5.6%	6.1%	10.9%	13.7%	15.5%
Master's	3.4%	2.3%	0%	2.0%	1.7%	2.2%	6.4%	5.7%	7.0%
Professional Degree	NA	.6%	0%	NA	.5%	.1%	NA	1.6%	1.7%
Doctorate	NA	.2%	0%	NA	.1%	.1%	NA	.8%	.9%

Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Figures 53, 54, and 55 provide a visualization of educational attainment in the three study areas.

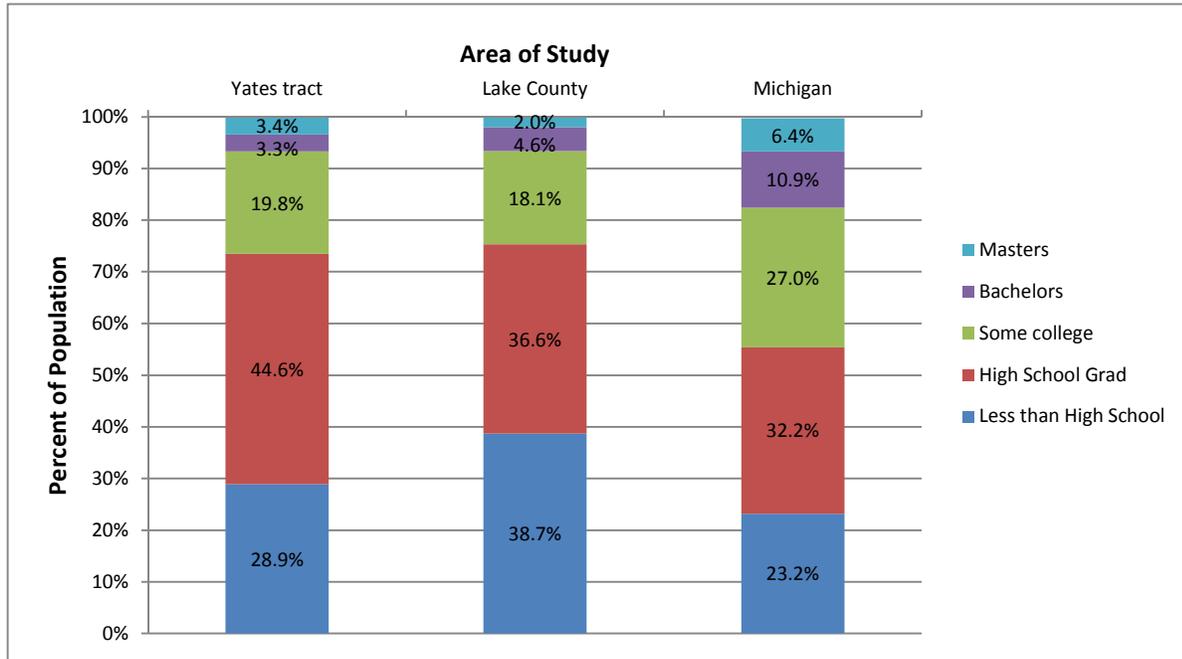


Figure 53: 1990 Educational Attainment in the Yates tract, Lake County, and Michigan. Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

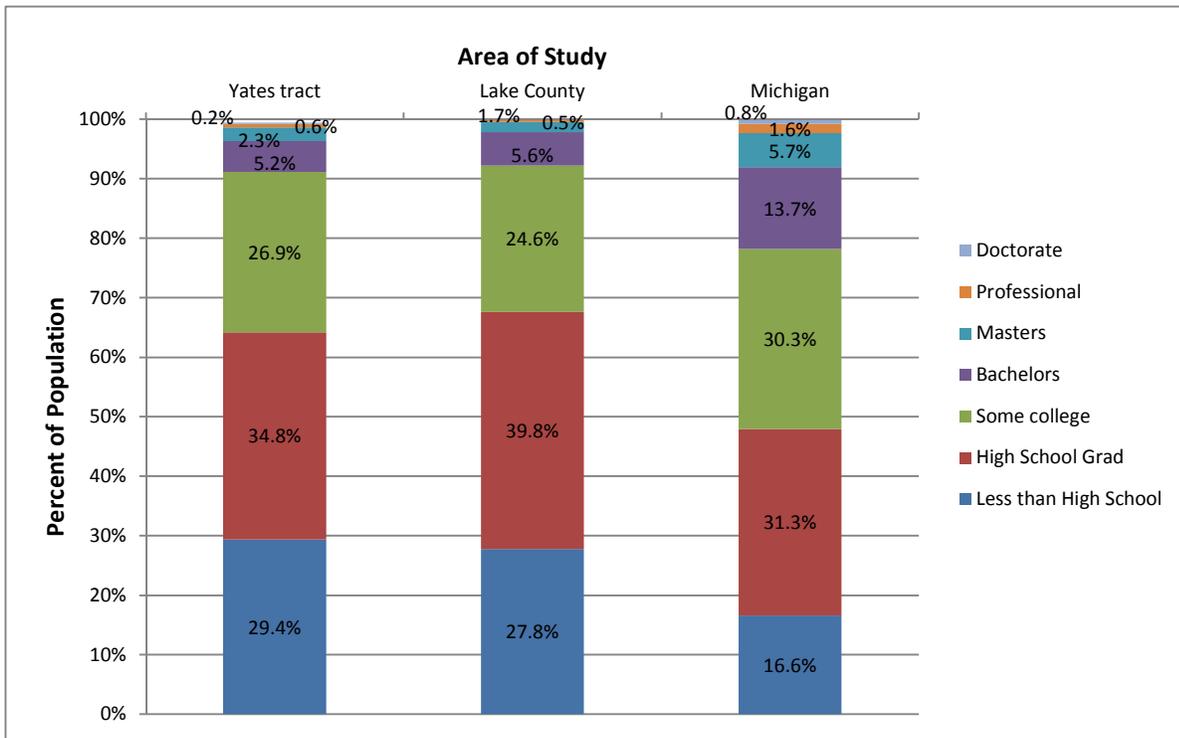


Figure 54: 2000 Educational Attainment in the Yates tract, Lake County, and Michigan. Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

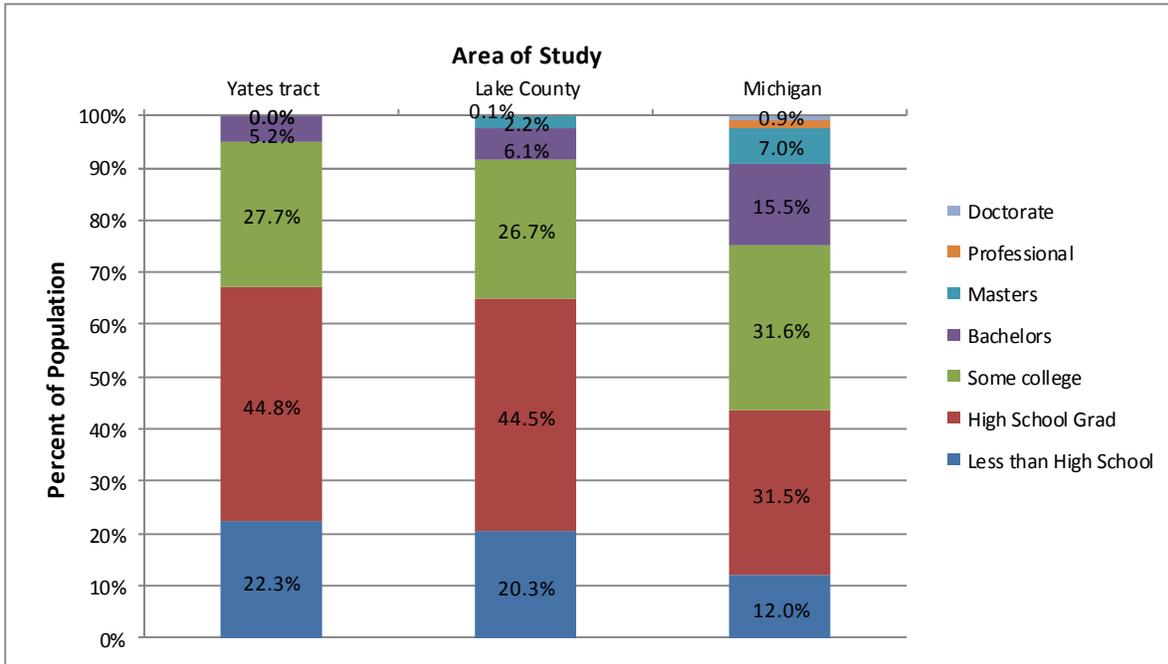


Figure 55: 2010 Educational Attainment in the Yates tract, Lake County, and Michigan. Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

High School Graduation/Enrollment and Dropout Rate

High school graduation/enrollment and dropout rates are shown in Table 6. Both the Yates tract and Lake County registered a dramatic increase in high school dropout rates from 1990 to 2000, then experienced an even more pronounced decrease by 2010. In contrast, Michigan dropout rates declined steadily during the study period; in 2010, dropout rates were slightly higher for the Yates tract and Lake County than for the state of Michigan. It is unclear why the Yates tract and Lake County experienced such a significant rise and fall in dropout rates during the study period.

Table 6: High School Dropout Rates for Yates Tract, Lake County, and Michigan, 1990-2010

<i>Persons aged 16-19 years</i>	Yates Tract			Lake County			Michigan		
	1990	2000	2010*	1990	2000	2010*	1990	2000	2010*
Not High School Grad – Dropped out	7.3%	35.9%	0%	9.2%	25.1%	6.7%	10%	8.7%	5.5%
High school grad, or enrolled	92.7%	64.2%	100%	90.8%	74.9%	93.3%	90%	91.3%	94.5%

Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

*Five-year American Community Survey data.

Figure 56 provides a visualization of high school graduation/enrollment trends in the three study areas.

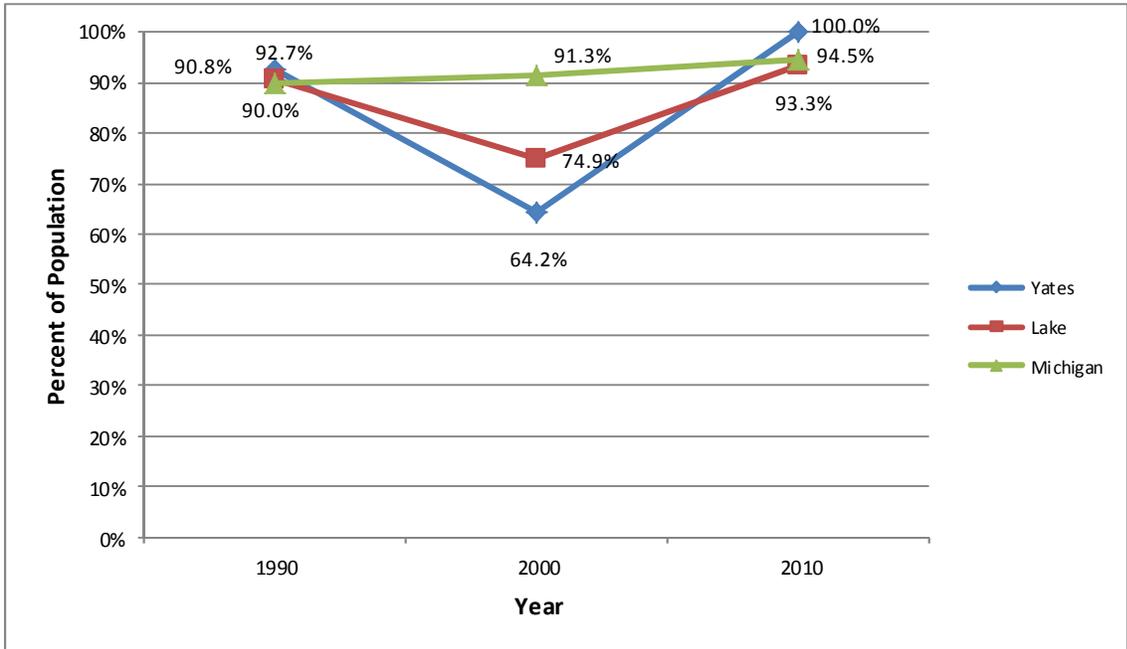


Figure 56: High School Graduation/Enrollment Rates in the Yates Tract, Lake County, and Michigan, 1990-2010. Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Economic Profile

The following section details average household income; employment and unemployment; income below poverty level; households receiving public assistance; and housing patterns in Yates Township, Lake County, and Michigan.

Average Household Income

As shown in Figure 57, average household income for the Yates tract and Lake County is much lower than the average for the state of Michigan. The Michigan average is nearly double that of the Yates tract throughout the study period.

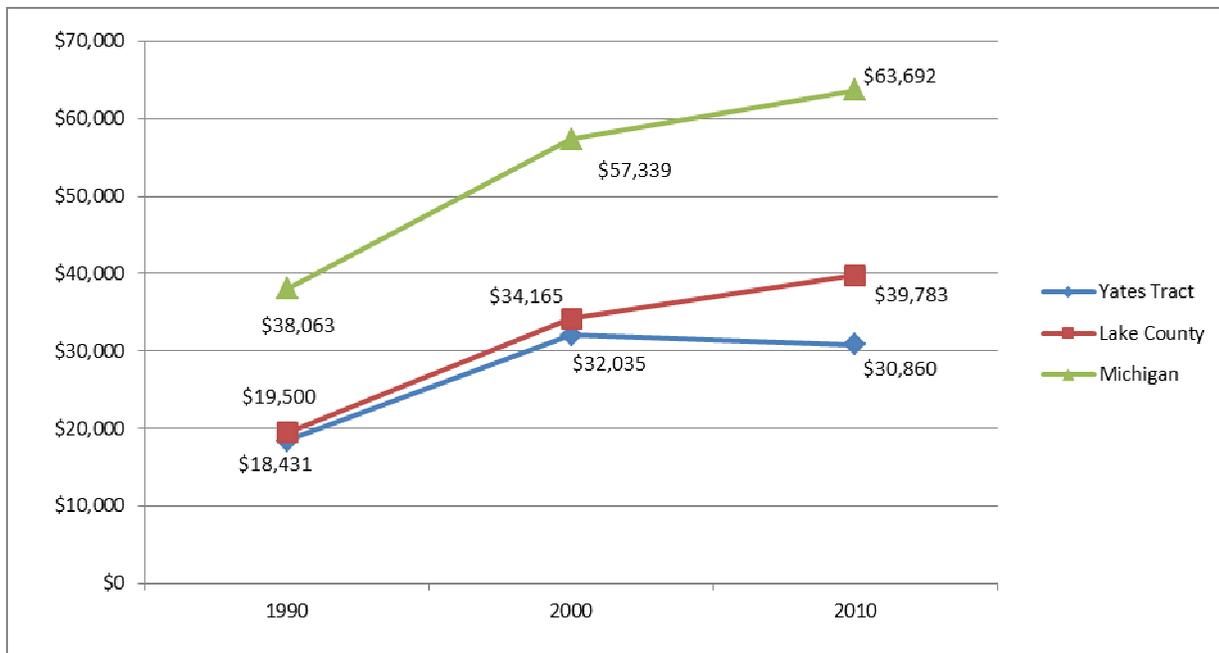


Figure 57: Average Household Income in the Yates Tract, Lake County, and Michigan, 1990-2010. Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Employment, Unemployment, and Labor Force Participation

As shown in Table 7, the labor force is similar in Yates Township and Lake County, and much lower than in the State of Michigan. Employment is consistently lower than the state average, and unemployment began much higher than the state average but is currently lower than the state average.

Table 7: Employment, Unemployment, and Labor Force Participation, 1990-2010

<i>Persons over 16 years of age</i>	Yates Tract			Lake County			Michigan		
	1990	2000	2010	1990	2000	2010*	1990	2000	2010
In Labor Force	45.8%	42.9%	45.8%	41.4%	46.4%	42.2%	64.1%	64.6%	63.1%
Employed	78.7%	39.2%	39.9%	82.4%	42.5%	35.7%	91.8%	60.8%	55.8%
Unemployed	21.3%	3.8%	5.9%	17.6%	3.9%	6.5%	8.2%	3.7%	7.3%

Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Income Below Poverty Level

As shown in Figure 58, the poverty levels in Lake County and Yates Township were significantly higher than in the state of Michigan in 1990, but they leveled off with the county and state levels in 2000 and 2010. The very significant increase in population at or above poverty level in Yates Township from 2000 to 2010 may have been a result of the change in the census tract encompassing the township during that period.

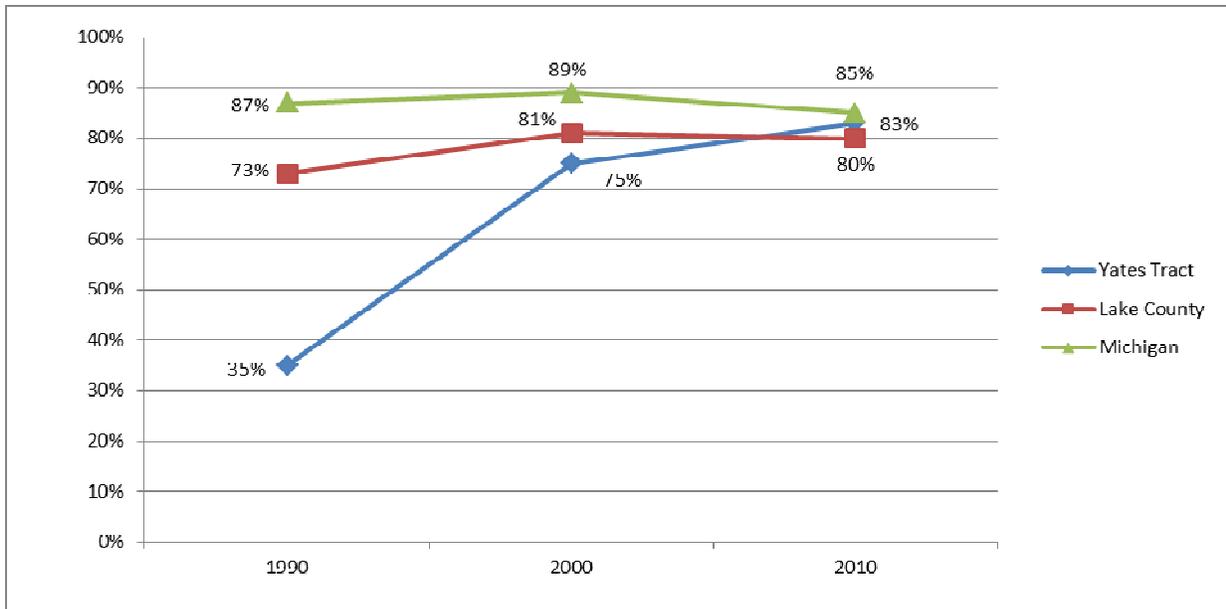


Figure 58: Population At or Above Poverty Level in the Yates Tract, Lake County, and Michigan, 1990-2010.
 Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Households Receiving Public Assistance Income

As shown in Figure 59, all three study areas have seen a drop in the number of households receiving public assistance. Public assistance levels in the Yates tract and Lake County, once much higher than the state average, are now comparable to the state average.

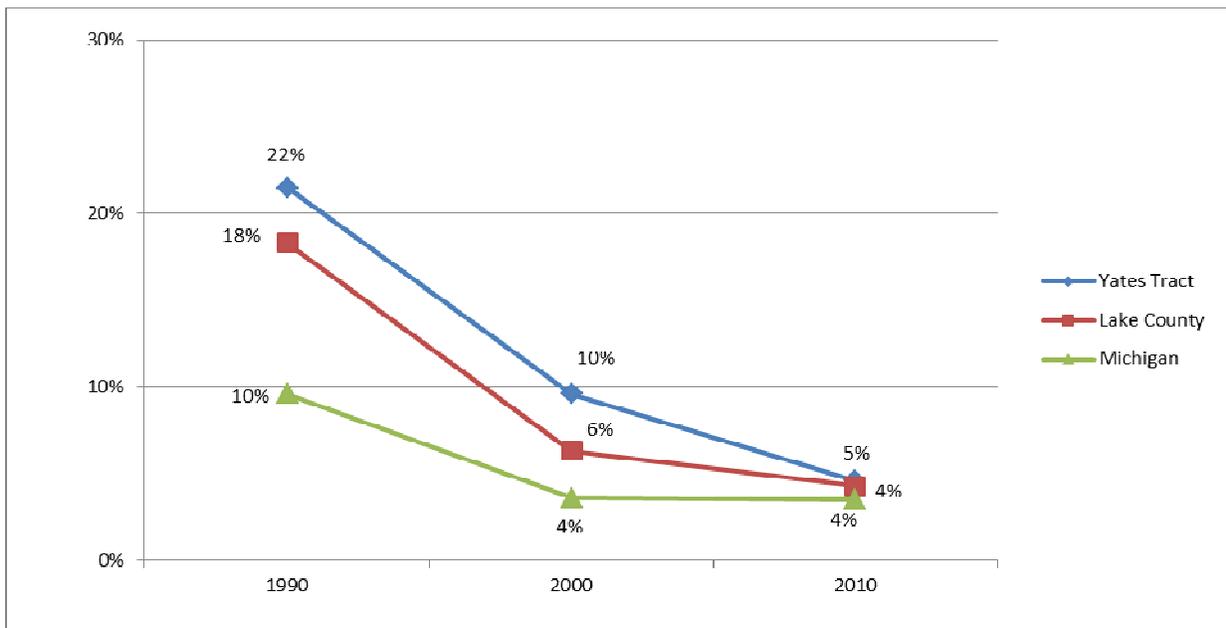


Figure 59: Households Receiving Public Assistance Income in Yates Tract, Lake County, and Michigan, 1990-2010.
 Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Housing Units

As shown in Table 8, Lake County and Michigan had an increase of housing structures, indicating steady growth. The dramatic rise and decline in the number of housing units in the Yates tract is perhaps a function of the change in census tracts from 1990 to 2010.

Table 8: Housing Units in Yates Tract, Lake County, and Michigan, 1990-2010

	Yates Tract			Lake County			Michigan		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
Housing units	1,269	6,599	4,008	12,114	13,498	14,966	3,847,926	4,234,279	4,532,233

Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Housing Occupancy and Vacancy

As shown in Table 9, housing vacancies exceed housing occupancies in both the Yates tract and Lake County during the entire study period. The “vacant housing” category of the Census includes seasonal, recreational, and occasional housing (Mazur & Wilson, 2011). According to MEDC and the MSU Extension (2005), 61% of Lake County’s housing is seasonal/recreational (see Table 12); these seasonal residences appear to account for the large proportion of vacant housing found by the Census.

Table 9: Housing Occupancy in Yates Tract, Lake County, and Michigan, 1990-2010

	Yates Tract			Lake County			Michigan		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
Total units	1,269	6,599	4,008	12,114	13,498	14,966	3,847,926	4,234,279	4,532,233
Occupied	29%	33%	40%	29%	35%	34%	89%	89%	85%
Vacant	71%	67%	60%	71%	65%	66%	11%	11%	15%

Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Housing Vacancy Status

As shown in Table 10, housing vacancy status changed little from 1990 to 2000 in the three study areas but shifted from 2000 to 2010. The percentage of units for sale increased significantly in all three study areas—from 2% to 88% in the Yates tract, from 2% to 92% in Lake County, and from 10% to 55% in the state of Michigan.

Table 10: Housing Vacancy Status in Yates Tract, Lake County, and Michigan, 1990-2010

	Yates Tract			Lake County			Michigan		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
Total vacant units	905	4,449	2,416	8,578	8,794	9,808	428,595	448,618	659,725
For rent	1%	1%	2%	1%	1%	1%	18%	16%	22%
For sale	2%	2%	88%	1%	2%	92%	7%	10%	55%
Other	97%	97%	10%	98%	97%	7%	75%	74%	23%

Source: Census 1990, 2000, 2010, Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Seasonal Residency Patterns

Table 11 compares seasonal residency in Lake County with that of its contiguous counties.

Table 11: Seasonal Residency Patterns in Lake County Region

County	Total Population	Total Housing Units	Seasonal Housing Units	Percentage of Housing Units that are Seasonal
Lake	11,333	13,498	8,235	61%
Manistee	24527	14272	3488	24.4%
Mason	28274	27739	3774	23.5%
Newaygo	47874	23202	4394	18.9%
Mecosta	40553	19593	3611	18.4%
Wexford	30484	14872	3048	14.8%

Source: Michigan Economic Development Corporation and Michigan State University Extension, 2005.

The data indicate that nearly two out of three (61%) Lake County housing units are seasonal homes. This means that 8,235 out of the 11,333 homes could be occupied only seasonally, increasing Lake County's population during the peak months of spring and summer (see Figure 50 on the next page). Compared to the other counties, Lake County has the smallest population but the highest number of seasonal homes. It also has more housing units than people counted in the Census, which generally takes place in April.

Median Year Structure Built

As shown in Figure 60, the median construction year of housing structures increased steadily from 1990 to 2010 in all three study areas. When average housing age is aggregated over the 20-year period, housing in the Yates tract is slightly older than in Lake County (43 years in the Yates tract versus 39 years in the county) but younger than in the state of Michigan (49 years).

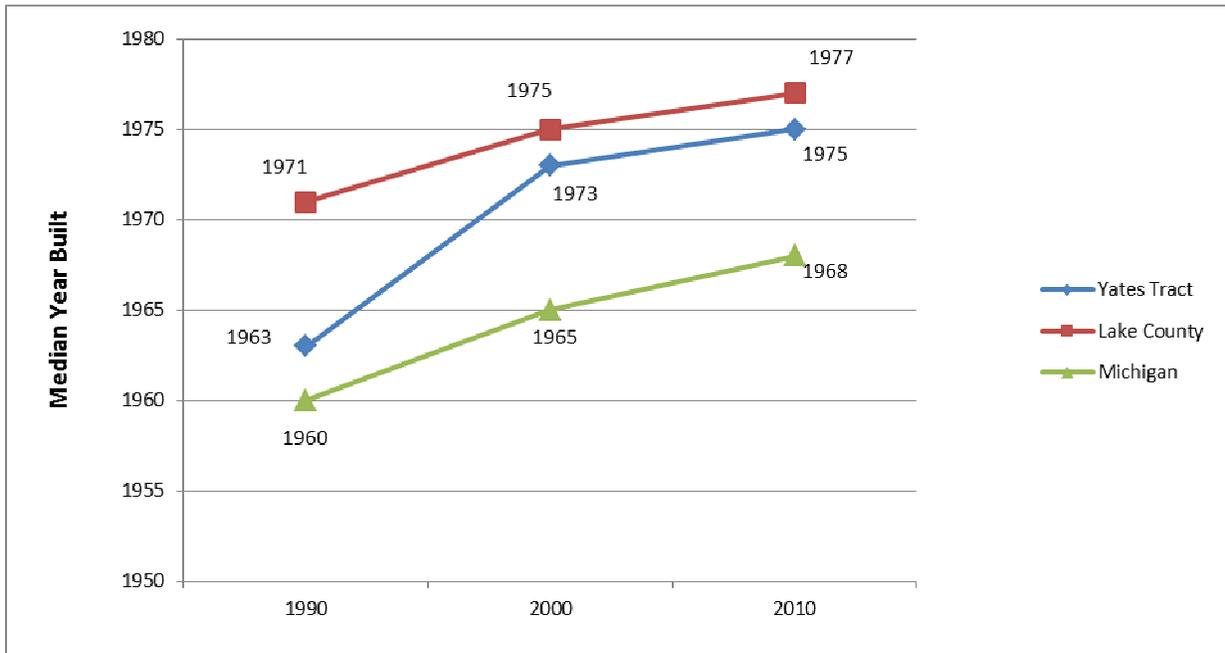


Figure 60: Median Structure Age in Yates Tract, Lake County, and Michigan, 1990-2010. Source: Census 1990, 2000, ACS 2010; Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Average Gross Rent

As shown in Figure 61, average gross rent was lower in the Yates tract than in Lake County in 2000, but this trend reversed by 2010. (Data on average gross rent were not available in 1990.) Rent in both the Yates tract and Lake County remained less expensive than in the state of Michigan.



Figure 61: Average Gross Rent in Yates Tract, Lake County, and Michigan, 2000-2010. Source: Census 2000, ACS 2010; Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Average Housing Value

Figure 62 shows average housing values in the Yates Tract, Lake County, and Michigan. Housing value in all three study areas increased dramatically during the study period. However, housing value in both the Yates tract and Lake County remained well below the state average. Average housing values in the Yates tract and Lake County were very similar. However, the value in the Yates tract was slightly lower in 1990 and 2000 and then rose slightly higher than the Lake County average in 2010.

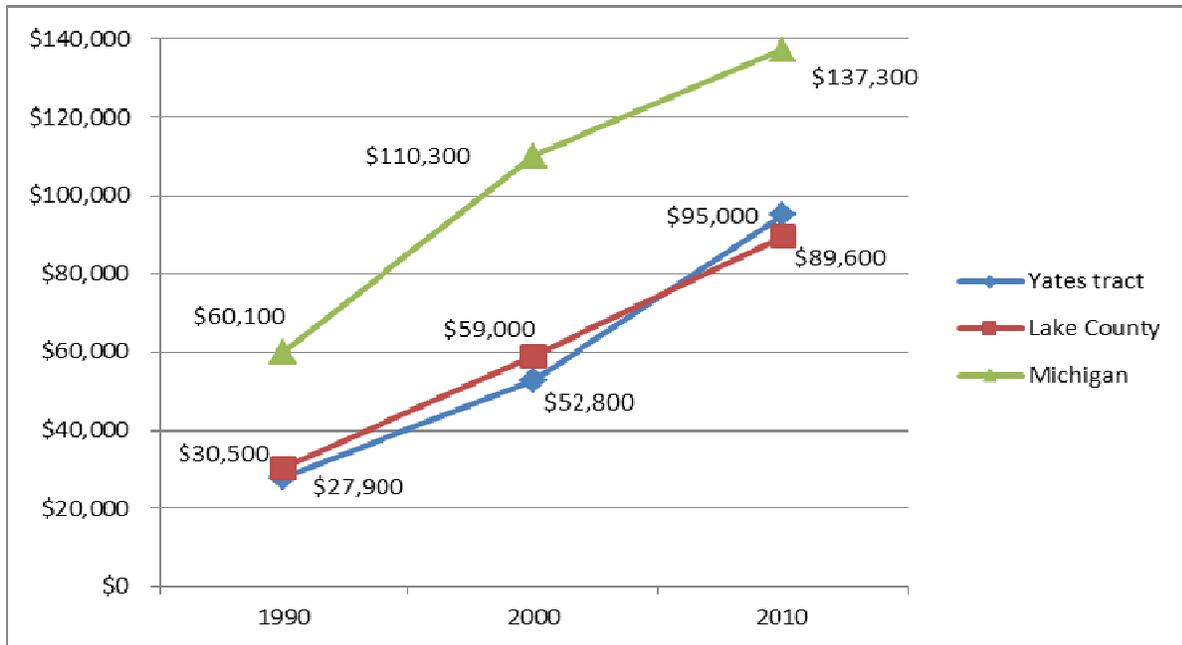


Figure 62: Average Housing Value in the Yates Tract, Lake County, and Michigan, 1990-2010. Source: Census 1990, 2000; ACS 2010; Social Explorer Dataset (SE), Social Explorer; U.S. Census Bureau.

Summary

As noted at the start of this section, caution is required when interpreting the findings of the socioeconomic profile for Yates Township because of the significant changes in the census tract encompassing the township between 1990 and 2010. However, the data for Lake County provide an indication of likely socioeconomic trends in Yates Township. These are summarized in the order of the sections of the socioeconomic profile, with a discussion at the end that synthesizes the findings.

Social Profile

Slow increase in population. The population of the Yates tract and Lake County registered a net increase between 1990 and 2010. The extent of the increase in the Yates Tract is unclear because of the changes in the size of the census tract changes, but the general trajectory—a relatively rapid increase from 1990 to 2000 followed by a leveling off from 2000 to 2010—was repeated in the Yates tract, Lake County, and the state of Michigan.

Increasing age. Both the Yates tract and Lake County showed a steady increase in the age of the population, with a growing percentage of residents aged 45 and up and a declining percentage of residents aged 44 and under.

Decrease in African-American residents. Both the Yates Tract and Lake County showed a steady decrease in the percentage of African American residents, with a commensurate increase in the percentage of Caucasian residents.

Educational Profile

Decreasing school enrollment. School enrollment in the Yates tract and Lake County declined steadily during the study period.

Low educational attainment. Educational attainment steadily improved across all three study areas; the Yates tract and Lake County saw notable increases in the percentage of high school graduates. However, the Yates tract and Lake County remained behind the state in the percentage of residents with post-high school education, and the percentage of Yates and Lake County residents with less than a high school diploma remained higher than in the state of Michigan.

Low high school dropout rate. All three study areas experienced a net decline in the high school dropout rate; however, the Yates tract and Lake County followed a different trajectory than the state of Michigan. The former study areas registered a notable increase and an even more pronounced decrease in dropout rates from 1990 to 2010.

Economic Profile

Household income well below the state average. For both the Yates tract and Lake County, household income remained consistently lower than the state average.

Small labor force and low employment; decreasing unemployment. For both the Yates tract and Lake County, the labor force and the employment rate are consistently lower than in the State of Michigan. Unemployment in the Yates tract and Lake County were much higher than the state average at the start of the study period but is now lower than the state average.

Decreasing proportion of residents with income below poverty level. The proportion of residents below poverty level was much higher in the Yates tract and Lake County at the start of the study period but is now comparable to that of the state of Michigan.

Decreasing proportion of households receiving public assistance income. As with poverty levels, the proportion of households receiving public assistance income in the Yates Tract and Lake County was much higher at the start of the study period and was comparable to that of the state at the end of the study period.

Steady increase in housing units. Lake County and Michigan had an increase of housing structures, indicating steady growth. The Yates tract showed a rapid rise and decline in housing units, which may have been a function of the change in census tracts during the study period.

Very high housing vacancy—probably because of seasonal residences. Across the study period, roughly two-thirds of the housing in the Yates tract and Lake County was vacant, compared with only about 10 percent of housing statewide. However, this proportion correlates strongly with the proportion of seasonal housing in Lake County.

Relatively new housing. In all three study areas, the median construction year increased steadily, but the average housing age is slightly newer in the Yates tract and Lake County than in Michigan.

Much lower rent and housing values. Average gross rent and housing value increased steadily in all three study areas. They were very similar in the Yates tract and Lake County, and both were much lower than in Michigan throughout the study period.

Discussion

The socioeconomic profile indicates that Yates Township and Lake County are growing—albeit slowly—in several indicators. The population is trending upward, but much of this growth is in residents aged 45 and up. African-American populations, although still larger than in the state of Michigan, have decreased steadily.

School enrollment is decreasing, as is the labor force. Taken together with the decrease in residents in poverty and on public assistance income as well as the large proportion of seasonal homes, the data may indicate an increasing population of older residents who do not have children or whose children have grown, and who do not have high incomes but are economically self-sufficient. If this is true, then this population could provide an audience for new tourist attractions or events in Idlewild. However, because of the low overall population numbers in Lake County, it will be necessary to market outside the county in order to make tourist attractions viable in Idlewild.

The decreasing workforce and the low educational attainment in the Yates tract and Lake County suggest a limited number of potential employees to staff tourism facilities in Idlewild. If this is the case, Idlewild may need to search outside the county to find workers—especially for managerial positions and other jobs requiring highly skilled employees. The workforce and educational attainment data may indicate a similar difficulty in generating locally based entrepreneurs, although a business incubator might be able to grow entrepreneurs from within the community.

Although they remain much lower than the state average, housing value and rent have increased steadily. Together with the population numbers, this suggests that while Yates Township and Lake County are less desirable than other places in Michigan, they are not in decline. Given that the population and housing value already appear to be increasing, the client's interest in providing affordable housing while promoting tourism may be justified. If Idlewild's tourism economy grows significantly, then the population will probably increase as well, and with it the cost of living and the need for affordable housing for low-income residents.

TOURISM ASSET STUDY

The tourism asset study provides data on tourist attractions and tourism amenities in Lake County and the contiguous counties of Manistee, Mason, Mecosta, Newaygo, Oceana, Osceola, and Wexford. The study is intended to highlight existing tourism “hot spots” in the region as well as gaps in tourism resources that Idlewild could potentially fill.

The research includes Lake County industry trends from 2000 to 2010, Lake County and regional comparisons of numbers of businesses, Lake County and regional industry maps, and a brief overview of major tourist attractions in the northwestern Lower Peninsula that may provide examples for Idlewild.

Tourism and Hospitality Industry Patterns

As shown in the tables and maps on the following pages, Lake County does not offer as much to the tourist as do the surrounding counties. This is especially true of tourist attractions, which occur rarely in the county (with the notable exception of the Huron-Manistee National Forest, which covers much of Lake County). It is also true of tourism amenities such as lodging, attractions, restaurants, and bars, albeit to a lesser extent.

Figure 63 shows the significant lack of tourist attractions in Lake County vis-à-vis the surrounding counties. This map is a visualization of the NAICS data on tourist attractions (code 71) in Table 12.

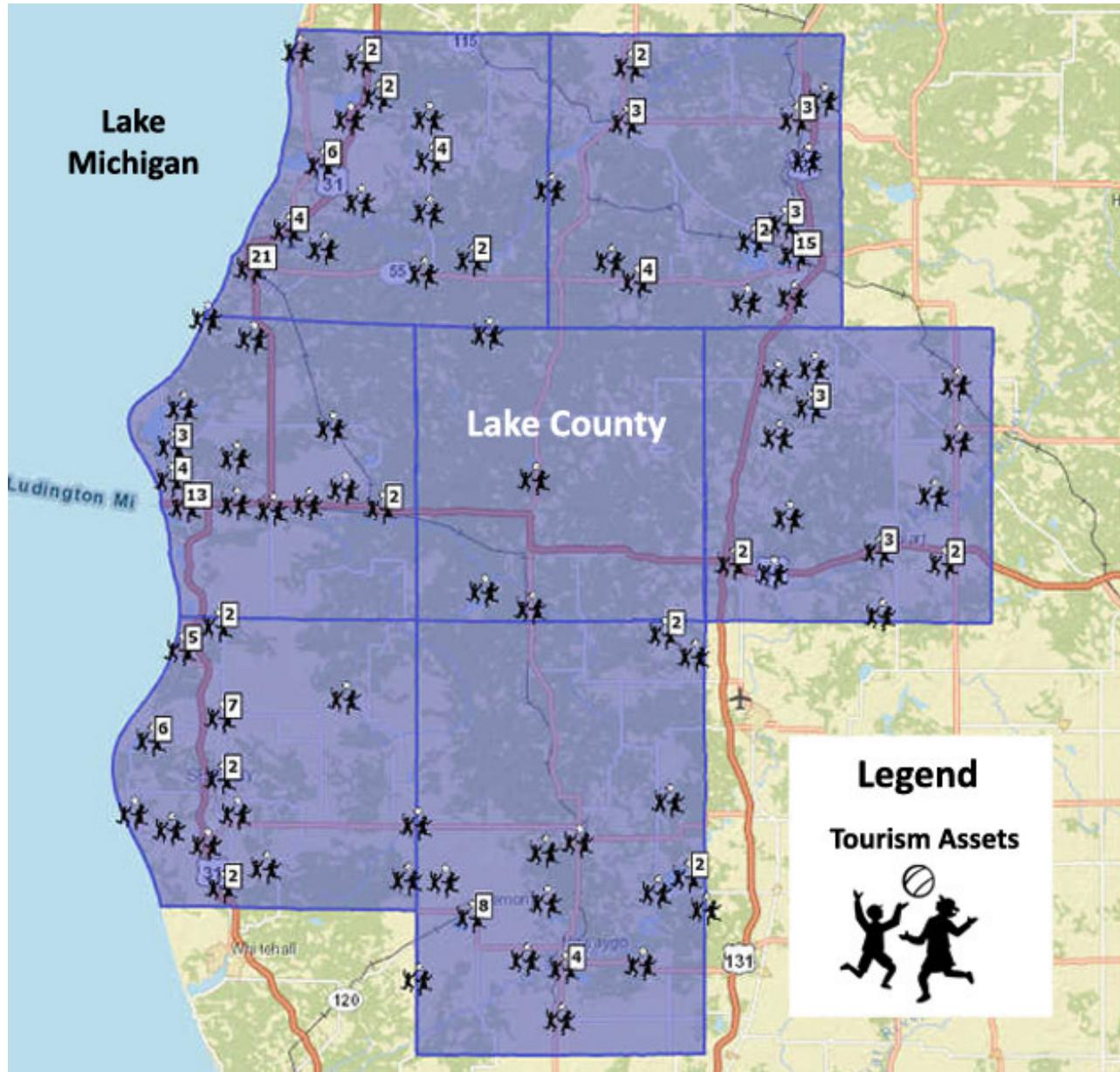


Figure 63: Distribution of Tourist Attractions in Lake County and Surrounding Region. Source: ESRI, 2010.

Table 12 shows the extremely low number of tourism attractions (with the exception of the Huron-Manistee National Forest, which was not included as an attraction in the listing) in Lake County.

Table 12: Tourist Attractions in Lake, Manistee, Mason, Mecosta, Newaygo, Oceana, Osceola, and Wexford Counties (NAICS Code 71)

County	Number of Businesses
Lake	4
Manistee	41
Mason	32
Newaygo	39
Oceana	31
Osceola	19
Wexford	38

Source: ESRI, 2010.

Figure 64 shows the distribution of tourism amenities in the region surrounding Lake County. Tourism amenities are relatively well distributed in Lake County; however, the numbers of amenities in Lake County are lower than in the surrounding counties. This map is a visualization of the NAICS data on accommodations and food services (code 72) in Tables 13, 14, and 15.

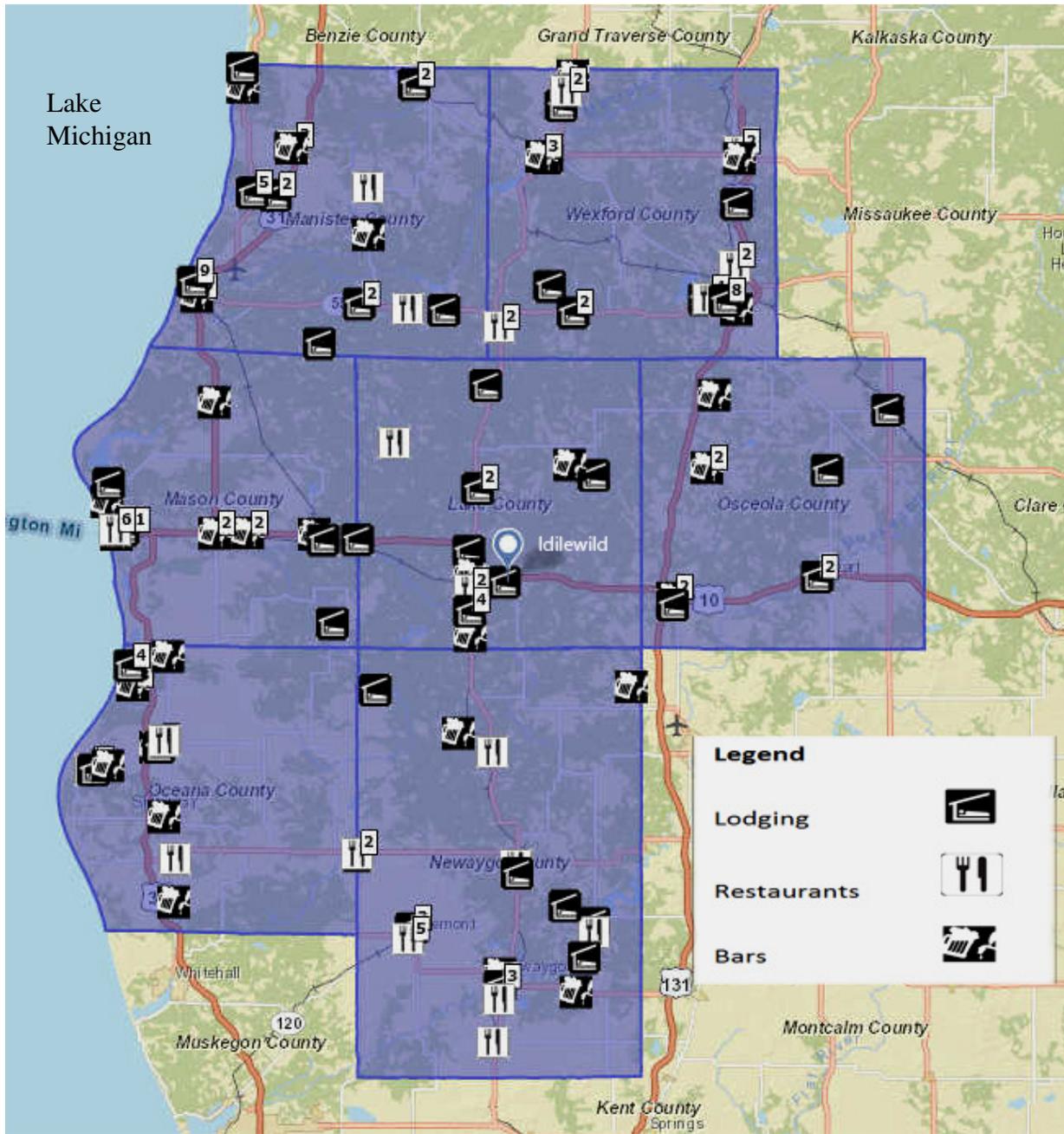


Figure 64: Distribution of Tourism Amenities in Lake County and Surrounding Region. Source: ESRI, 2010.

Table 13 shows that Lake County has fewer lodging places than any other county in the region. Furthermore, Lake County has no hotels—all of the lodging places listed for Lake County are motels (ESRI, 2010).

Table 13: Lodging in Manistee, Mason, Mecosta, Newaygo, Oceana, Osceola, and Wexford Counties

County	Number of Businesses
Lake	11
Manistee	24
Mason	25
Newaygo	11
Oceana	10
Osceola	5
Wexford	14

Source: ESRI, 2010.

As shown in Tables 14 and 15, Lake County has fewer restaurants and bars than any other county in the region.

Table 14: Restaurants in Manistee, Mason, Mecosta, Newaygo, Oceana, Osceola, and Wexford Counties

County	Number of Businesses
Lake	18
Manistee	33
Mason	46
Newaygo	47
Oceana	31
Osceola	24
Wexford	53

Source: ESRI, 2010.

Table 15: Bars in Manistee, Mason, Mecosta, Newaygo, Oceana, Osceola, and Wexford Counties

County	Number of Businesses
Lake	5
Manistee	21
Mason	14
Newaygo	11
Oceana	11
Osceola	6
Wexford	9

Source: ESRI, 2010.

Figure 65 provides a closer view of the distribution of tourist attractions (NAICS code 71) within Lake County. The addresses of these attractions are shown in Table 16.

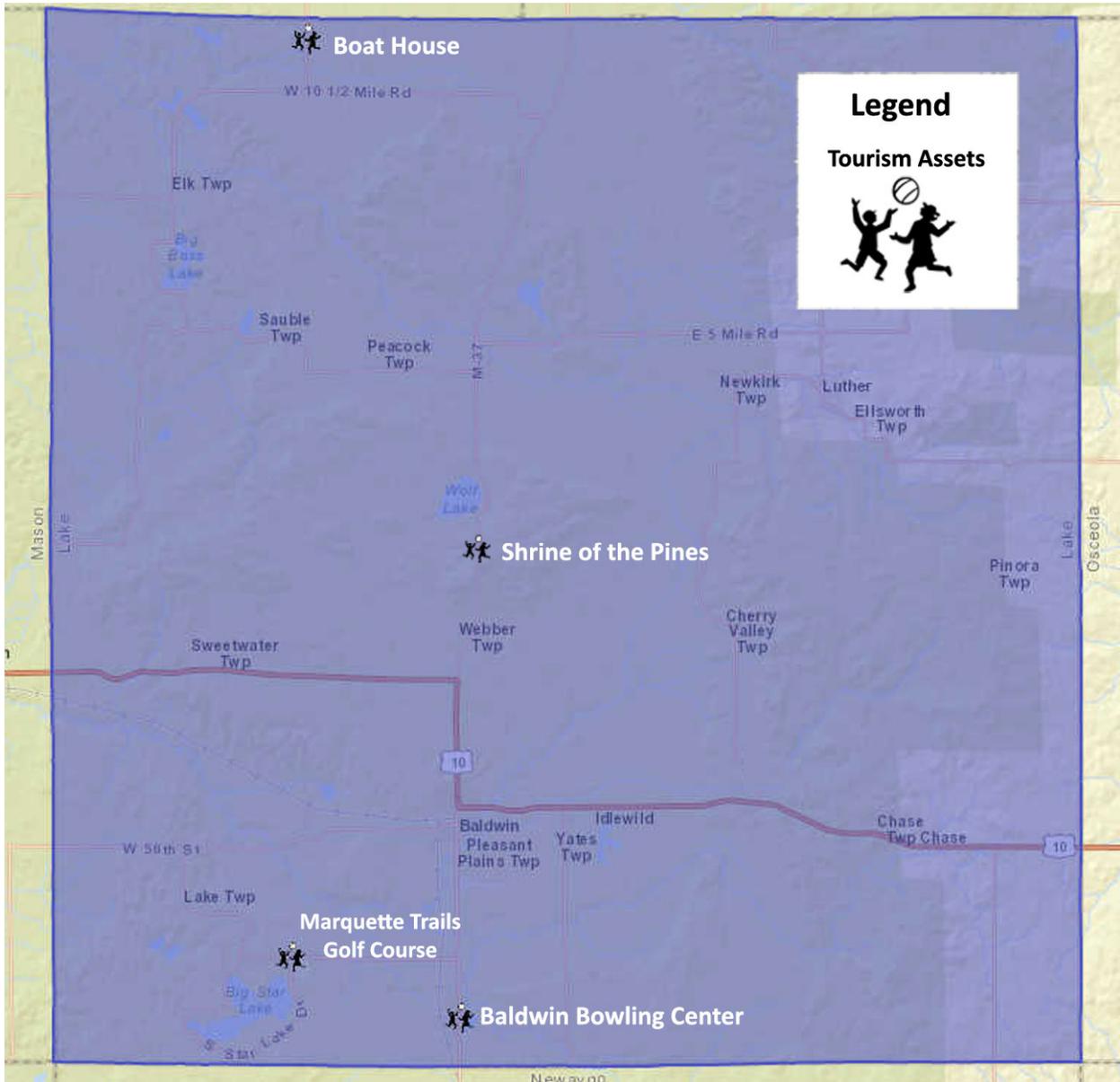


Figure 65: Distribution of Tourist Attractions in Lake County. Source: ESRI, 2010.

Table 16: Tourist Attractions in Lake County

Amusements	Address	City	State	ZIP
Baldwin Bowling Center	708 Michigan Ave	Baldwin	MI	49304
Marquette Trails Golf Course	6409 W 76th St	Baldwin	MI	49304
Boat House	11551 N Brooks Rd	Irons	MI	49644
Shrine of the Pines	8962 S M 37	Baldwin	MI	49304

Source: ESRI, 2010.

Finally, Figure 66 shows a closer view of the distribution of tourism amenities in Lake County. As the figure shows, the greatest concentration of existing tourism amenities is in the Baldwin/Idlewild area, but even in these locations, tourism amenities are very sparsely concentrated.

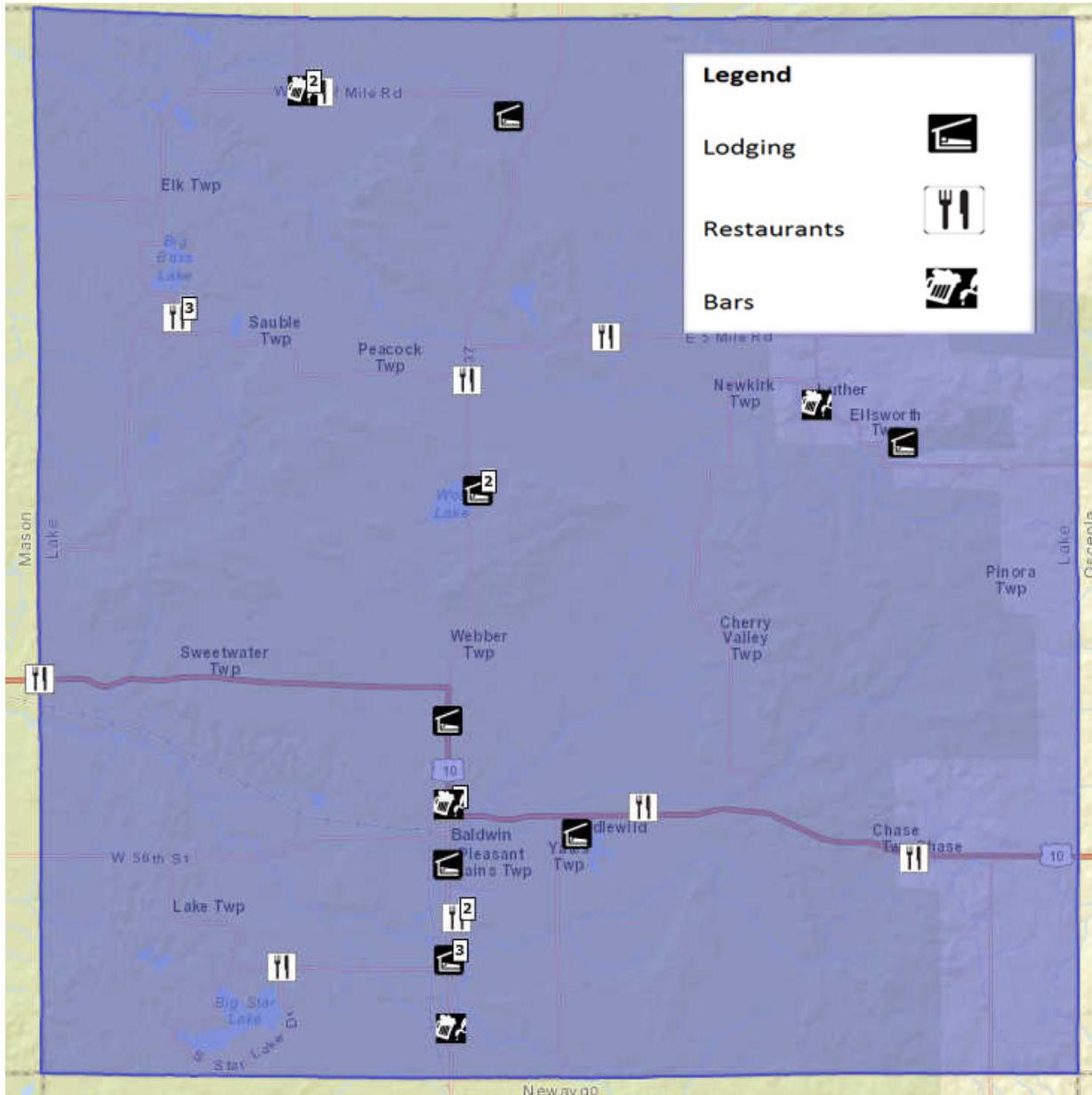


Figure 66: Distribution of Tourism Amenities in Lake County. Source: ESRI, 2010.

Tables 17 and 18 describe specific tourism amenities in Lake County. Amenities in Idlewild are shaded. As shown in the tables, there are few amenities available to accommodate visitors to Lake County, and even fewer in Idlewild.

Table 17: Bars in Lake County

Bars	Address	City	State	ZIP
Edie's Log Bar	846 Michigan Ave	Baldwin	MI	49304
Barski	4016 S M 37	Baldwin	MI	49304
North Bar	216 State St	Luther	MI	49656
Jackie's Place	6016 W 10 1/2 Mile Rd	Irons	MI	49644
Oak Grove Tavern	5482 W 10 1/2 Mile Rd	Irons	MI	49644
Red Rooster Tavern	15655 Lake Dr	Idlewild	MI	49642

Source: ESRI, 2010.

Table 18: Lodging in Lake County

Lodging	Address	City	State	ZIP
Dreamcatcher Motel	9261 S M 37	Baldwin	MI	49304
Red Moose Lodge	8982 S M 37	Baldwin	MI	49304
Motel BBT	9425 S M 37	Baldwin	MI	49304
Outdoor Inn	7176 S M 37	Baldwin	MI	49304
Cloud Nine Resort	3360 S M 37	Baldwin	MI	49304
Morton's Motel	6389 S Tacoma	Idlewild	MI	49642
Paradise Lake Motel	6534 Tampa	Idlewild	MI	49642
Wolf Lake Motel & Resort	1197 N M 37	Baldwin	MI	49304
Day Star Motel	1140 N M 37	Baldwin	MI	49304
Lazy Days Motel	11978 W Us Highway 10	Branch	MI	49402
Rockwell Lake Lodge	3943 N Skookum Rd	Luther	MI	49656
Irons Motel	516 Merrillville Rd	Irons	MI	49644

Source: ESRI, 2010.

The following tables show change over time in the number of tourist attractions and amenities in Lake County, based on North American Industry Classification System or NAICS codes. Table 19 shows a slight decrease of tourist attractions such as museums, historical sites, gambling, and recreational sporting (NAICS Code 71).

**Table 19: Tourist Attractions in Lake County
(Arts, Entertainment, and Recreation—NAICS Code 71)**

Year	Number of Businesses
2000	9
2005	6
2010	6

Source: U.S. Census Bureau, 2000, 2005, 2010.

As shown in Table 20, the number of tourism amenities—i.e., accommodations and food services (NAICS Code 72)—remained steady from 2000 to 2010.

**Table 20: Accommodations and Food Services in Lake County
(Hotels/motels, camps, bars, and restaurants—NAICS Code 72)**

Year	Number of Businesses
2000	31
2005	28
2010	31

Source: U.S. Census Bureau, 2000, 2005, 2010.

Regional Tourism Highlights

This section highlights several communities in the region surrounding Lake County that have been classified as tourism “Hot Spots” by the State of Michigan. These communities have established a strong tourism base and share similar amenity and land characteristics to Yates Township. This also provides additional detail on the character of the region’s tourist attractions. An examination of these places can shed light on what tourism strategies are already working for the region. With attractions that complement those which exist already, Idlewild could draw visitors from elsewhere in the region for day trips or longer stays.

Ludington

Just under an hour away from Idlewild is the city of Ludington. The two are not only joined by the Huron-Manistee National Forest, but also by U.S. Highway 10. Ludington is defined by its 5½ mile beach along the eastern coast of Lake Michigan and its historic lighthouses. The city is the starting point to The Lake Michigan Carferry’s SS 4 hour voyage to Manitowoc, WI. Visitors enjoy fishing on break wall of the Ludington North Breakwater Light, hiking dunes and walking the boardwalk decorated with original bronze sculptures. Given its proximity to Ludington, Idlewild could benefit from Ludington’s tourist traffic if it were to develop unique tourist attractions such as a refurbished Flamingo Club or new seasonal festivals.



Figure 67: Ludington Breakwater Lighthouse. Source: Michigan.org, 2013.

Manistee

Like Ludington, Manistee is about one hour away from Idlewild, is another important part of the tourism mix in the region, and could be a source of tourist traffic to Idlewild. Manistee’s Fifth Avenue beach is shown in Figure 68. Manistee draws people with beaches like this and

also its river walk, sport fishing, golf resort, and outdoor concert experiences. A unique attraction to bring winter visitors is the annual Victorian Sleigh Bell Parade. This parade is profiled in greater detail in the Case Studies section, as it provides an example of how Idlewild could draw visitors in winter.



Figure 68: Fifth Avenue Beach, Manistee. Source: Michigan.org, 2013.

Traverse City

Figure 69 shows Clinch Park Beach, one of the many beaches available to visit in the Grand Traverse area. Traverse City, a 90-minute drive from Idlewild, was named 2nd in Trip Advisor's top 10 Charming Small Towns (Michigan.org, 2013a) and is another important source of tourist traffic in the region that surrounds Idlewild. The Grand Traverse region is defined by its outdoor recreation as well as its shopping, wine, and eateries. As with Ludington and Manistee, Traverse City is close enough to supply visitors to Idlewild for special events or attractions.



Figure 69: Clinch Park Beach, Traverse City. Source: Michigan.org, 2013a.

Cadillac

Cadillac is located in the northern Lower Peninsula, a 45-minute drive from Idlewild. Like Idlewild, Cadillac is surrounded by a National Forest. This community prides itself on having one of the oldest ski resorts in Michigan. Fishing, hunting and hiking are enjoyed year round. Cadillac also has a central downtown that provides shopping for all ages and several restaurants.



Figure 70: Manistee River Little Mac Pedestrian Bridge, Cadillac. Source: Michigan.org, 2013.

Mount Pleasant

Mount Pleasant, a 1.25-hour drive from Idlewild, is located in the central Lower Peninsula. This community is home to seven different parks that promote camping, fishing, boat/canoe launches, and swimming. Mount Pleasant is most famous for the Soaring Eagle Casino and Resort, which brings people from all over the state and country, as well as Central Michigan University. The Ziiibiwing Cultural Center brings rich culture to the area as well.



Figure 71: Mount Pleasant Kayaking. Source: Michigan.org, 2013.

Summary

The data from the tourism asset study indicate that Lake County is lacking in tourism assets in the midst of a tourism-rich region. Given its proximity to these other assets, its picturesque lakes and forests, its historical importance and its easy freeway access (see Figure 5), Idlewild has the potential for providing tourism attractions and amenities in Lake County that would complement other attractions in the region and draw upon the tourists who already visit Northwest Michigan.

TOURISM MARKET STUDY

The data in this section are intended to reveal potential tourism markets for Idlewild. They include visitor spending patterns, popular activities, seasonal visitation and residency patterns, tourist volume and length of stay, regions of origin, niche tourism, and visitor demographics, as well as surplus and leakage data for tourism-related retail.

Visitor Demographics

Table 21 shows that visitors aged 18-34 account for the largest average number of leisure days in Michigan. Nationwide, visitors aged 35-54 account for the most leisure days.

Age	Michigan	USA
18-34	40	34
35-54	36	38
55+	24	29

Source: D.K. Shifflet & Associates, Ltd., 2010.

Table 22 provides an overview of visitor demographics in Michigan regions in 2009. Northwest Michigan visitors are slightly younger than visitors to the rest of the state, with the dominant life stage being young families (visitors aged 18-34 with children) or “young and free” (visitors aged 18-34 without children). In all regions of the state, “Gen X” travelers—i.e., those born between 1965 and 1980—account for the largest proportion of Michigan leisure days.

	Mich.	SE	NW	SW	NE	UP
Average Age	43	43	40	42	42	44
Average HH Income	\$78,580	\$84,374	\$75,453	\$76,284	\$76,837	\$61,748
Have Children in HH	50%	52%	46%	45%	58%	51%
Dominant Life Stage	Young Family	Young Family	Young Family; Young & Free	Young Family	Young Family	Young Family
Dominant Generation	GenXers	GenXers	GenXers	GenXers	GenXers	GenXers

Source: D.K. Shifflet & Associates, Ltd., 2010.

Travel Spending

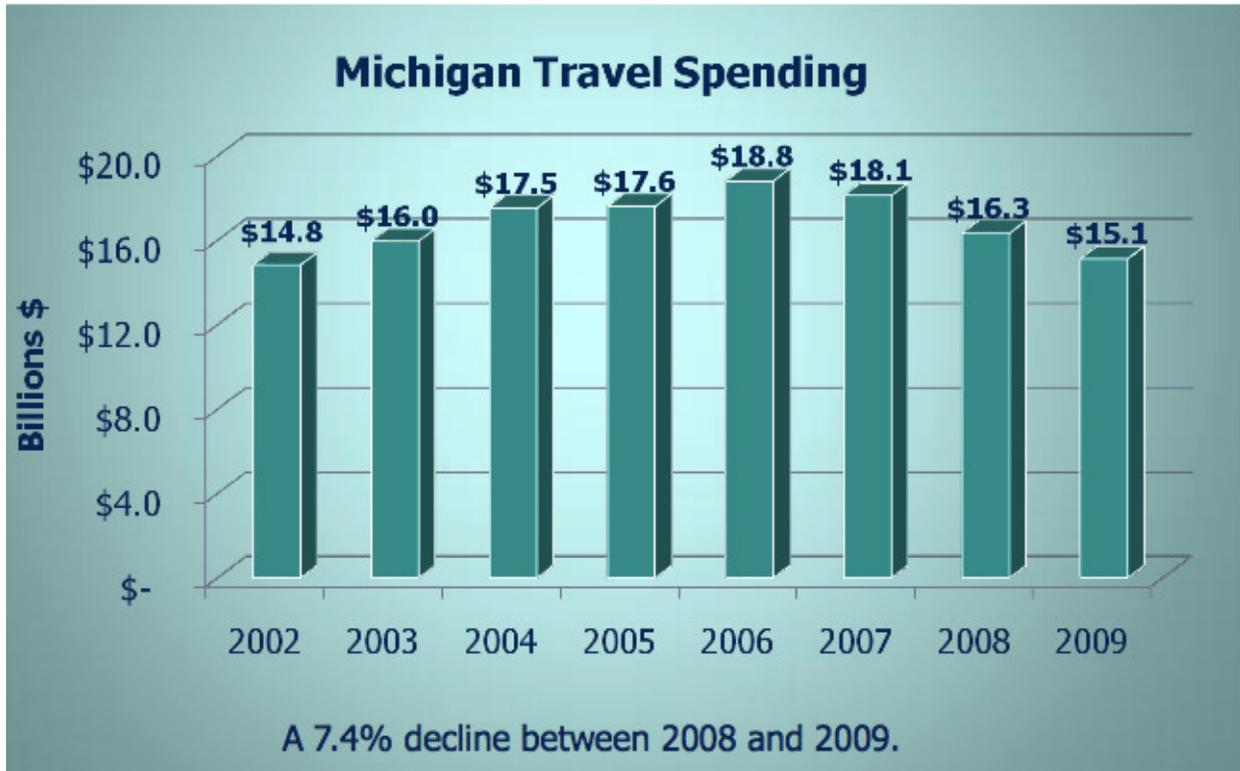


Figure 72: Total Michigan Travel Spending, 2002-2009. Pure Michigan, 2012.

Michigan's overall travel spending from 2002 to 2009 is shown in Figure 72. Travel spending peaked in 2006 and then declined into 2009; however, the 2009 travel expenditure was still slightly higher than the 2002 expenditure.

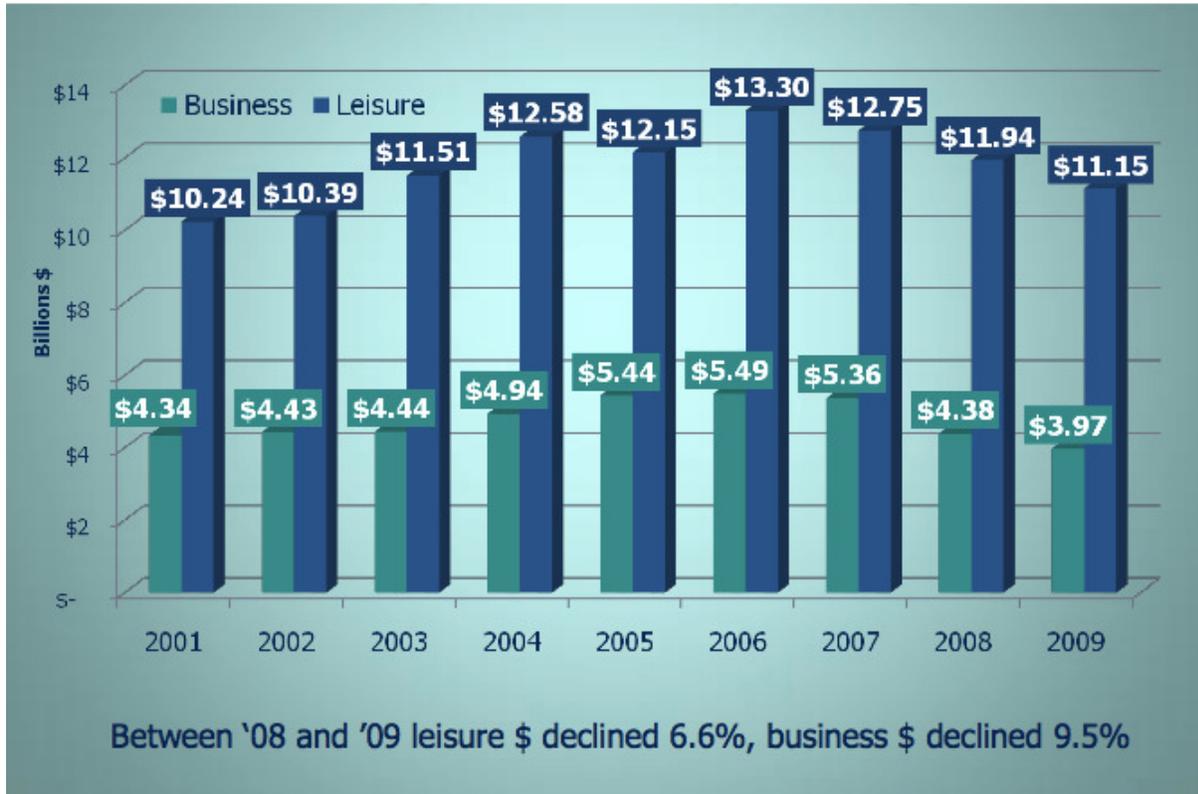


Figure 73: Business and Leisure Spending in Michigan, 2001-2009. Pure Michigan, 2012.

As shown in Figure 73, \$3.97 billion was spent on business travel and \$11.15 billion on leisure travel in Michigan in 2009. Both business and leisure spending increased in the mid-2000s, then declined toward the end of the decade. The figure also shows that leisure travel commands a much larger proportion of travel spending in Michigan than does business travel.

Table 23 shows the average daily spending of Michigan tourists by region compared to the United States in 2009. The average daily spending in this table combines expenditures for transportation, food, lodging, shopping, entertainment, and miscellaneous spending. As shown in Table 23, tourists in Northwest Michigan spend an average of \$70 per day—more than in Northeast Michigan or the Upper Peninsula, but less than in southern Michigan or the United States.

	USA	Southeast Michigan	Southwest Michigan	Upper Peninsula	Northwest Michigan	Northeast Michigan
Average Dollars Spent	\$97	\$80	\$79	\$69	\$70	\$65

Source: D.K. Shifflet & Associates, Ltd., 2010

Purpose of Stay

Table 24 compares the percentage of person-days for different types of leisure visits in northwest Michigan and the United States. As shown in the table, most visitors traveled to the area to visit friends and relatives or for a weekend getaway. These short-stay visitors could be a target for Idlewild. They are already coming to the area, and they might be enticed to visit Idlewild if more attractions and activities were available.

**Table 24: Purpose of Stay, Northwest Michigan and United States:
Percentage of Leisure Person-Days, 2007-2009**

	Northwest Michigan	U.S.
Getaway Weekend	28%	15%
General Vacation	22%	21%
Special Event	10%	14%
Other Personal	11%	13%
Visit Friends/Relatives	29%	38%

Source: D.K. Shifflet & Associates, Ltd., 2010

Accommodation Type

Table 25 compares the percentage of overnight person-days for different types of accommodations in northwest Michigan and the United States. As shown in the table, hotels make up the largest proportion of accommodation types in northwest Michigan, followed by private homes. When hotels are combined with “other paid” accommodations, paid accommodations make up nearly two-thirds of the overnight person-days in northwest Michigan.

**Table 25: Types of Accommodation in Northwest Michigan:
Percentage of Overnight Person-Days, 2009**

	Northwest Michigan	U.S.
Hotel	40%	39%
Other Paid	20%	12%
Private Home	31%	40%
All Other	10%	10%

Source: D.K. Shifflet & Associates, Ltd., 2010

Popular Activities

**Table 26: Percentage of Popular Tourism Activities:
Northwest Michigan and USA**

	Northwest Michigan	USA
Dining	18	29
Shopping	21	23
Entertainment	23	21
Sightseeing	17	15
Beach/Waterfront	11	6
Gamble	13	6
Festival/Craft Fair	5	4
National or State Park	4	5
Hunt/Fish	14	2
Concert	2	4
Hiking/Biking	2	3
Historic site visit	3	4
Camping	2	2
Museum/Art Exhibit	1	4
Nature/Eco-travel	3	3
Other Adventure Sports	2	1
Snow ski	1	1

Source: D.K. Shifflet & Associates, Ltd., 2010.

Table 26 compares the popularity of an array of tourism activities in northwest Michigan versus the rest of the United States. The highlighted figures show that that entertainment, sightseeing, beach/waterfront activities, gambling, arts and crafts festivals, hunting, fishing, and other adventure sports are more popular in Northwest Michigan than across the country. The chart also indicates that Northwest Michigan appears to have a stronger market in nature/eco-travel and camping compared to the rest of the country. This information may prove useful to Idlewild, which boasts waterfront property; hunting, fishing, camping, and seasonal adventure sport opportunities; and a seasonal music festival. In addition, a new snowmobile trail has been proposed that would link Yates Township with other snowmobile trails throughout the region (Mulherin, 2013); this feature could help increase Idlewild’s attractiveness as a winter tourism destination.

Top States of Origin for Michigan Tourism

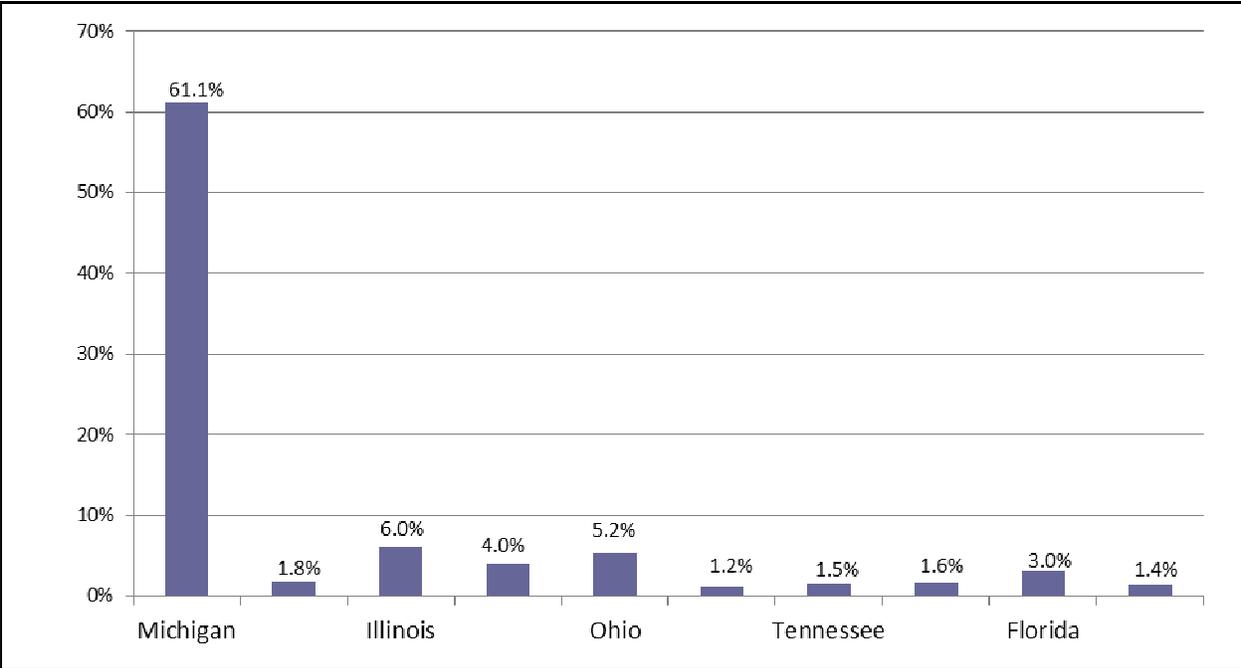


Figure 74: Top States of Origin for Michigan Tourism. D.K. Shifflet & Associates, 2010.

Figure 74 shows that in-state visitors contributed 61.1% of Michigan visitor days in 2009. The top ten origin markets were Illinois, Ohio, Indiana, Florida, Wisconsin, Georgia, Tennessee, California and New York, accounting for 86.8% of Michigan Leisure visitor days in 2009. The next largest groups of tourists in Michigan are other Midwestern residents. This brings advantages and disadvantages: Many Michigan residents are contributing to the state economy by spending their leisure dollars here. However, Michigan is not drawing much tourism from outside the Great Lakes region. Michigan’s strongest out-of-state tourism market is Illinois, accounting for six percent of its visitor days.

Tourist Volume Per County Visited

Table 27 shows visitor person-days and person-trips to the Lake County region. The total number of days spent is calculated by dividing the total number of person-days by total number of person-trips. Lake County has the smallest person-days per trip, and the total days spent for Lake County is the second lowest in the region. People stay an estimated 1.8 days per trip in Lake County.

**Table 27: Visitor Person-Days and Person-Trips in Lake County Region
Calculated from 2000-2004 Data**

County	Estimated Person-Trips	Estimated Person-Days	Estimated Total Days Spent Per Person
Mason	555,991	1,786,391	3.2
Newaygo	901,551	1,898,282	2.1
Manistee	822,050	1,576,783	1.9
Mecosta	900,401	1,322,720	1.5
Wexford	618,007	1,181,191	1.9
Lake	299,260	541,845	1.8

Source: D.K. Shifflet & Associates, Ltd, 2005.

Seasonal Travel to Northwest Michigan

Figure 75 ranks the seasonal frequency of travel to northwest Michigan. This pie chart was generated by calculating the average number of trips started in a month. The months were then divided into quarters, added, then divided to get the average trip start per quarter. The third quarter, which is comprised of the months of July, August, and September, is the most popular time to travel, followed by the second quarter. The fourth quarter—i.e., the winter months—is the least popular season for travel.

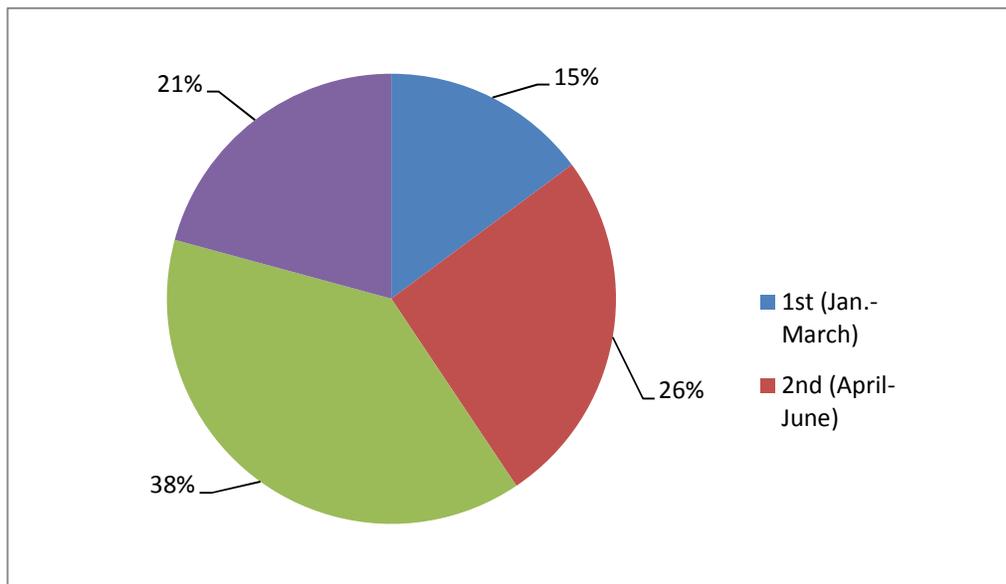


Figure 75: Quarterly Travel Patterns for Northwest Michigan. D.K. Shifflet & Associates, 2010.

Average Length of Stay

Figure 76 shows how long visitors stay in Michigan counties; the average length of stay (LOS) was calculated by averaging the days spent in each county in 2000-2004.

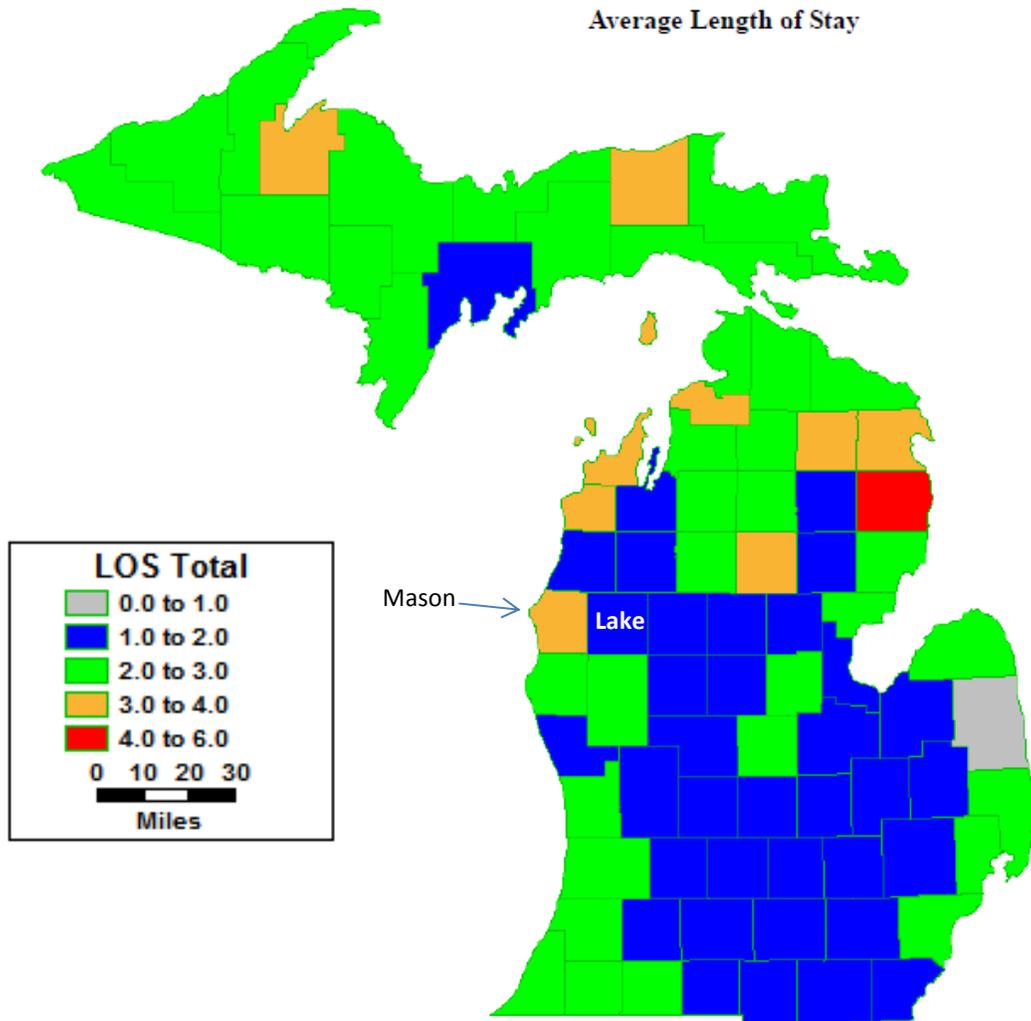


Figure 76: Average Length of Stay in Michigan Counties. MEDC and MSU Extension, 2005.

Figure 76 shows that visitors stay for an average of one to two days per trip to Lake County. In contrast, visitors to nearby Mason County (whose county seat is Ludington) stay for three to four days per trip; most of the counties with a length of stay greater than two days are located along Great Lakes shorelines. The lack of hotels and other accommodations in Lake County vis-à-vis the rest of the region (see the Tourism Asset Study) may help account for this discrepancy, as well as the fact that Lake County is landlocked. On the other hand, Idlewild's geographic location and picturesque lakes might help it capture the tourist traffic of its neighboring counties if new and unique attractions were developed.

Average Person-Trips

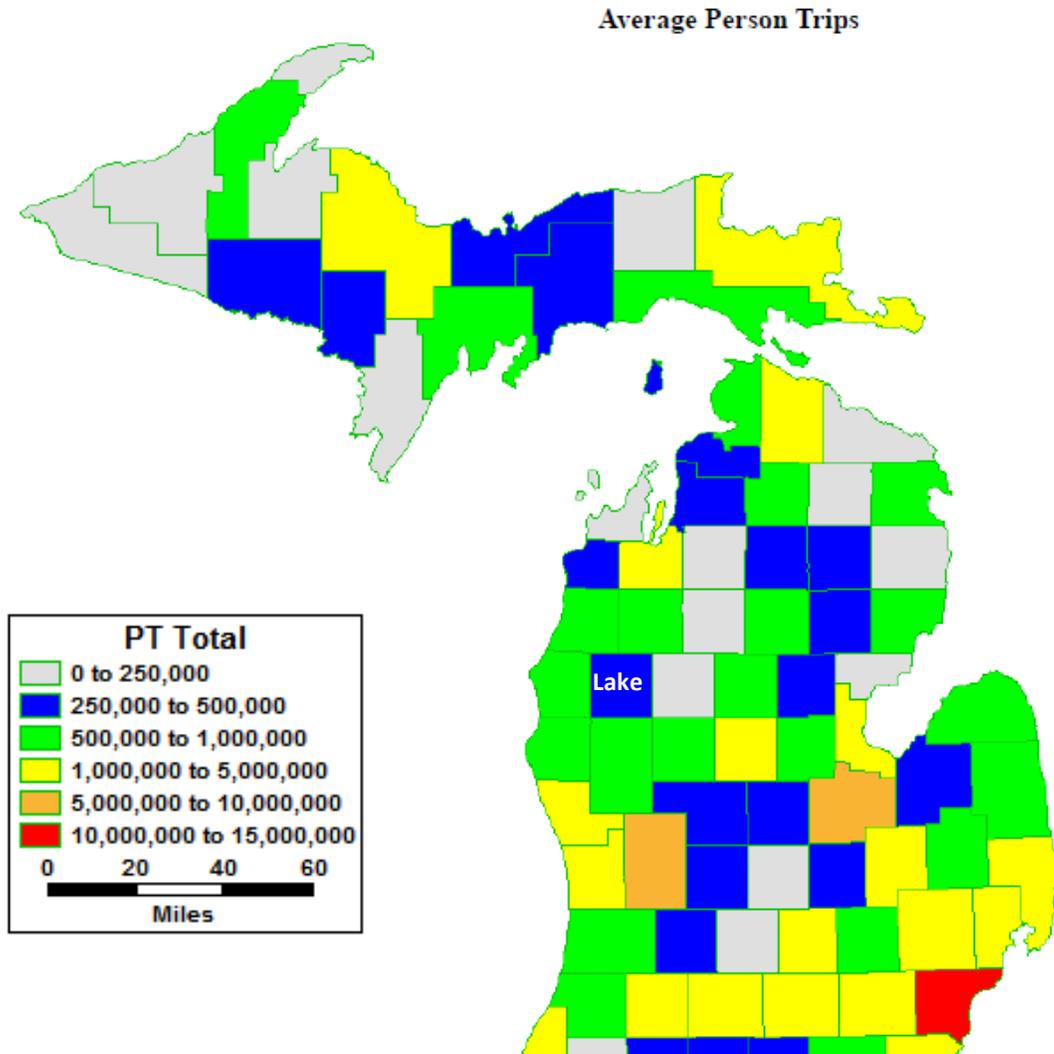


Figure 77: Average Person-Trips in Michigan Counties. MEDC and MSU Extension, 2005.

As shown in Figure 77, Lake County is also on the lower end of Michigan counties in the average number of person-trips; all but one of the counties bordering Lake County have more person-trips.

Cultural Tourism Market Data

This section provides data on patterns in cultural tourism. Due to the difficulty in finding recent cultural tourism data, these findings are not definitive.

According to the National Endowment of the Arts *1997 Survey of Public Participation in the Arts*, cultural tourists tend to have a higher education; for example, 70% of people with a graduate degree reported having visited an art museum or art gallery in the past year. The rate of visitation decreased as education level decreased:

- 70% for graduate degrees.
- 58% for college graduates.
- 43% for some college.
- 25% for high school graduates.
- 14% for some high school.
- 6% for grade school. (Smithsonian Institution Office of Policy & Analysis, 2001)

According to the same paper, 77% of visitors to the Anacostia Museum and Center for African American History and Culture, excluding visitors in organized groups, identified themselves as African Americans in a study conducted in the winter and spring of 1991.

The data on visits to the Smithsonian Museums are much more recent. As shown in Table 28, the National Museum of African Art and the Anacostia Museum receive far fewer visits than do most other Smithsonian Museums. However, the data still show evidence of public interest in African and African-American history.

Table 28: Visits to the Smithsonian Museums, January-February 2013

Museum	Total Visits
National Museum of African Art	33,870
National Air and Space Museum	542,229
National Air and Space Museum's Steven F. Udvar-Hazy Center	137,839
National Museum of American History	460,237
National Museum of the American Indian (Washington, D.C.)	144,270
National Museum of the American Indian Heye Center (New York City)	65,032
Anacostia Community Museum	4,441
Arts and Industries Building	Closed for renovation
Cooper-Hewitt, National Museum of Design (New York City)	Closed for renovation
Hirshhorn Museum and Sculpture Garden	99,476
National Museum of Natural History	810,776
Renwick Gallery of the Smithsonian American Art Museum	17,990
S. Dillon Ripley Center	32,799
Smithsonian Institution Building, "The Castle"	125,065
Arthur M. Sackler Gallery	35,456
Freer Gallery of Art	44,514
National Postal Museum	45,915
National Zoo	79,212
Donald W. Reynolds Center for American Art and Portraiture	137,211

Source: Smithsonian Institution, 2013.

In relation to the data above, it is important to note the ongoing construction of the National Museum of African American History and Culture, which is expected to open to the public in 2015 (Smithsonian Institution, 2013). This museum could be seen as an indication that African American history and culture are important and should be a part of the other national museums. With this new museum, people will be able to gain knowledge on African American history along with the other national museums on the Mall in Washington, D.C.

Eco-Tourism Market Data

This section provides data on visitation patterns for sustainable or eco-tourism through data on visitation patterns to national parks and national forests, comparing visits to the Huron-Manistee National Forest with visits to national forests across the country.

Purpose of Visit to Huron-Manistee National Forest

Figure 78 shows data on reasons for visiting Manistee National Forest, based on interviews with park visitors in 2011. Exactly two-thirds of visitors were there for recreational purposes.

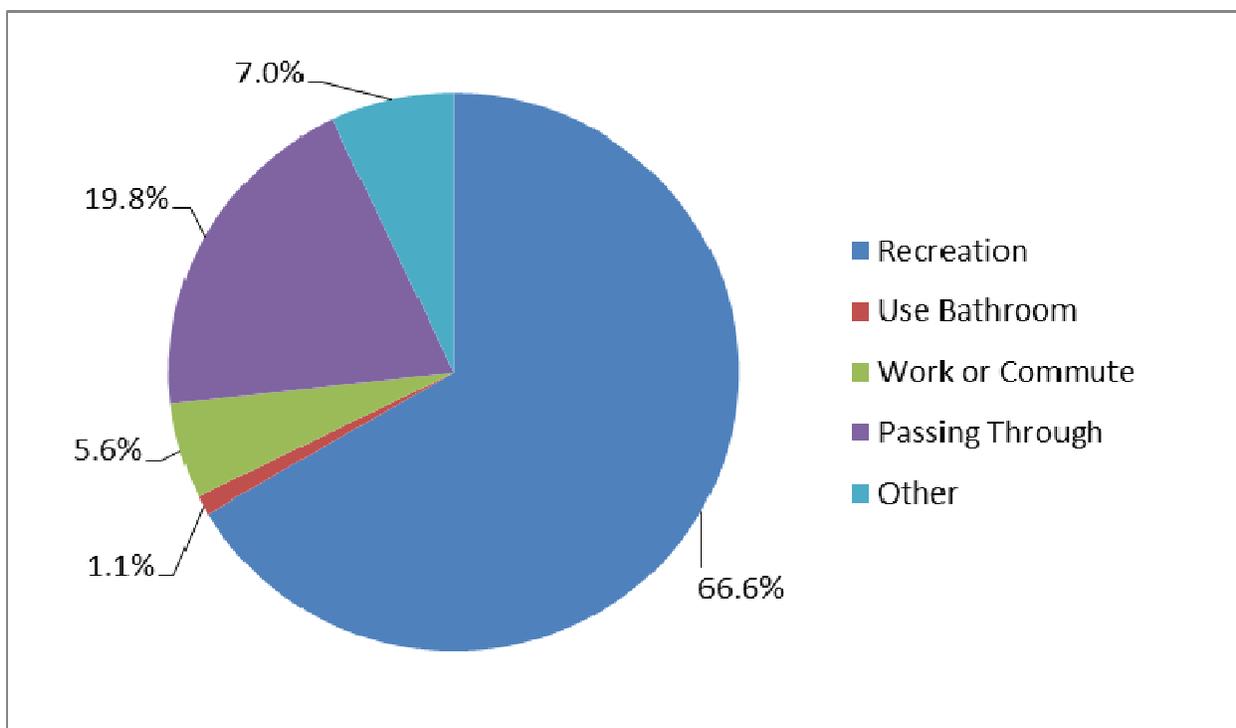


Figure 78: Purpose of Visit to Huron-Manistee National Forest, 2011. U.S. Forest Service, 2012.

Activity Participation at Huron-Manistee National Forest

Table 29 shows popular activities at Huron-Manistee National Forest. Viewing natural features is the most common, with high percentages of visitors viewing wildlife, hunting, relaxing, and hiking. These activities are similar to those reported for Northwest Michigan in Table 25.

Activity	Participation*
Viewing Natural Features	43.7%
Viewing Wildlife	27.8%
Hunting	25.2%
Relaxing	24.9%
Hiking/Walking	24.5%
Driving for Pleasure	17.8%
Gathering Forest Products	16%
Fishing	13.1%
Camping	6.7%
Motorized Trail Activity	4.6%
Picnicking	4.4%
Non-motorized water activity	4.1%
Snowmobiling	3.3%
Nature Study	3.1%
Other non-motorized	3%
Visiting Historic Sites	2.5%
Backpacking	2.5%
Bicycling	2%
Motorized Water Activities	1.4%

Source: U.S. Forest Service, 2012.

*The percentages add up to more than 100% because respondents were able to choose more than one activity.

Spending and Lodging Use at Huron-Manistee National Forest

According to the U.S. Forest Service (2012), the average spending per party at the Huron-Manistee National Forest was \$248 in 2011.

2011 lodging figures for the Huron-Manistee National Forest are shown in Table 30. Most of the people who visit the Huron-Manistee stay in a home that they own or an underdeveloped campground. No hotels are shown, presumably because the survey that gathered the data asked only about the use of lodging *within* the national forest.

Table 30: Lodging Use at Huron-Manistee National Forest, 2011

Lodging Type	Percentage
National Forest Service Campground	8.6%
Underdeveloped camping in National Forest	16.3%
National Forest cabin	0.8%
Other Public Campground	3.4%
Private Campground	6%
Rented Private Home	11.2%
Home of Friends/Family	14%
Own Home	38.5%
Other Lodging	0.1%

Source: U.S. Forest Service, 2012.

Huron-Manistee National Forest Visitation by Household Income

Table 31 shows visitation to the Manistee National Forest by annual household income. Individuals earning \$50,000-\$74,999 comprise the highest percentage of visitors.

Table 31: Visitation at Huron-Manistee National Forest by Income, 2011

Annual Household Income	Percentage of Visits
Under \$25,000	6.1%
\$25,000-\$49,999	37%
\$50,000-\$74,999	36.7%
\$75,000-\$99,999	3.2%
\$100,000-\$149,999	13%
\$150,000 and up	4%

Source: U.S. Forest Service, 2012.

National Forest Visitation by Gender

Table 32 shows national forest visitation by gender from 2007 through 2011, comparing data from the Huron-Manistee with data from all national forests. As shown in the table, more than three-quarters of visitors to the Huron-Manistee National Forest are male; for all national forests, nearly two out of three visitors are male.

Gender	Huron-Manistee National Forest	All National Forest Visits
Female	24.1%	35.5%
Male	75.9%	64.5%
Total	100%	100%

Source: U.S. Forest Service, 2012.

National Forest Visitation by Age

Table 33 shows national forest visitation by age. The age distribution for the Huron-Manistee is similar to that of other national forests. Overall, individuals between the ages of 40-59 comprise the highest percentage of national forest visitors.

Age in Years	Huron-Manistee National Forest	All National Forest Visits
Under 16	18.8%	17.3%
16-19	2.2%	3.5%
20-29	9.6%	13.2%
30-39	16%	15.3%
40-49	26.1%	18.9%
50-59	15.6%	17.3%
60-69	9.8%	10.9%
70 and older	1.9%	3.7%

Source: U.S. Forest Service, 2012.

National Forest Visitation by Race or Ethnicity

Table 34 shows national forest visitation by self-identified race or ethnicity. For both the Huron-Manistee and the aggregate of national forests, more than 95% of visitors identify as white. However, the proportions of visitors who identify as American Indian, African American, and Hispanic or Latino are higher for the Huron-Manistee than for other national forests.

Table 34: National Forest Visitation by Race or Ethnicity, 2011

Self-Identified Race or Ethnicity	Huron-Manistee National Forest*	All National Forest Visits*
American Indian/ Alaska Native	8.1%	2.6%
Asian	0%	2.2%
Black/ African American	3.1%	1.2%
Native Hawaiian/ Pacific Islander	Not asked	1.1%
Spanish/Hispanic or Latino	6.9%	5.5%
White	96.9%	95.1%

Source: U.S. Forest Service, 2012.

*The percentages add up to more than 100% because respondents were able to choose more than one race.

Distance Traveled to a National Forest

Table 35 shows the distances traveled to national forests. Slightly more than one-quarter (28.7%) of visitors travel under 25 miles to reach the Huron-Manistee, compared to more than one-third (35%) of visitors to all national forests. More than four in ten (40.6%) visitors to the Huron-Manistee travel 100 miles or more, compared to only 33.5% across all national forests.

Table 35: Distance Traveled to a National Forest, 2011

Distance Traveled	Huron-Manistee National Forest	All National Forest Visits*
Under 25 miles	28.7%	35%
25-49 miles	12.3%	16%
50-74 miles	7%	9%
75-99 miles	11.4%	6.5%
100-199 miles	33.2%	10.5%
200-499 miles	6.2%	9%
Over 500 miles	1.2%	14%

Source: U.S. Forest Service, 2012.

In summary, visitors to the Huron-Manistee National Forest tend to be there to view natural features and wildlife, hunt, relax, hike, or walk. They do not usually stay in paid lodging; however, the data do not reveal information about the use of lodging outside the national forest. Visitors tend to be white males aged 40-59 who earn \$50,000-\$75,000 per year, and they frequently travel 100 miles or more to visit the forest.

Retail Marketplace Profile

This section of the market study focuses on the market potential of Idlewild and its surroundings. This retail marketplace profile analyzes the supply and demand for retail businesses that could support a tourism market in Idlewild, based on the number of residents located within a one-mile, 10-mile, and 20-mile radius of Idlewild. It helps provide an understanding of the extent to which the retail demands of local residents are being met and, in so doing, provides a rough indication of potential retail opportunities. This is done by calculating the retail surplus and leakage within the study radii.

A retail *leakage* (i.e., a number higher than zero) for a given industry indicates that residents are traveling outside the study radius to obtain goods or services in that industry category. This could mean that a new retailer in that industry has potential for success if established within the study area. On the other hand, it could mean that there is a retailer in a nearby community that draws customers from throughout the region (Buxton, 2010).

A retail *surplus* (i.e., a number lower than zero) for a given industry indicates that residents are meeting their retail needs in that industry category and are also attracting shoppers from outside the area (ibid.). This could mean that the local market for that product or service is saturated and that a new retailer in that industry category would be unlikely to succeed. However, the study area might still be able to support additional businesses in that industry category—as long as those businesses were able to attract additional clients from outside the study area, as might be the case in what economic developers call an industry cluster (e.g., furniture or automobile sales).

Because of the potential differences in interpretation of retail surplus and leakage data, additional information is usually needed to interpret the findings. The findings of this retail marketplace profile are interpreted using information from the tourism asset study in the previous chapter.

Figure 79 shows the surplus (negative numbers) and leakage (positive numbers) for tourism-related retailers in a one-mile radius surrounding Idlewild. The chart shows near-complete leakage for tourism-related retail—that is, Idlewild’s residents meet nearly all of their needs outside the one-mile radius. The only exceptions are general-merchandise stores and limited-service eating places. This is not surprising, given that the tourism asset study found very few tourism-related businesses in Idlewild.



Figure 79: Retail Marketplace Profile for the One-Mile Radius Surrounding Idlewild. ESRI, 2010.

Figure 80 shows the surplus and leakage for tourism-supporting retailers in a ten-mile radius surrounding Idlewild. The retail leakage is not as significant in the ten-mile radius as in the one-mile radius; however, nearly all categories still show a retail leakage, with the only exceptions being general merchandise stores and beer, wine, and liquor stores.

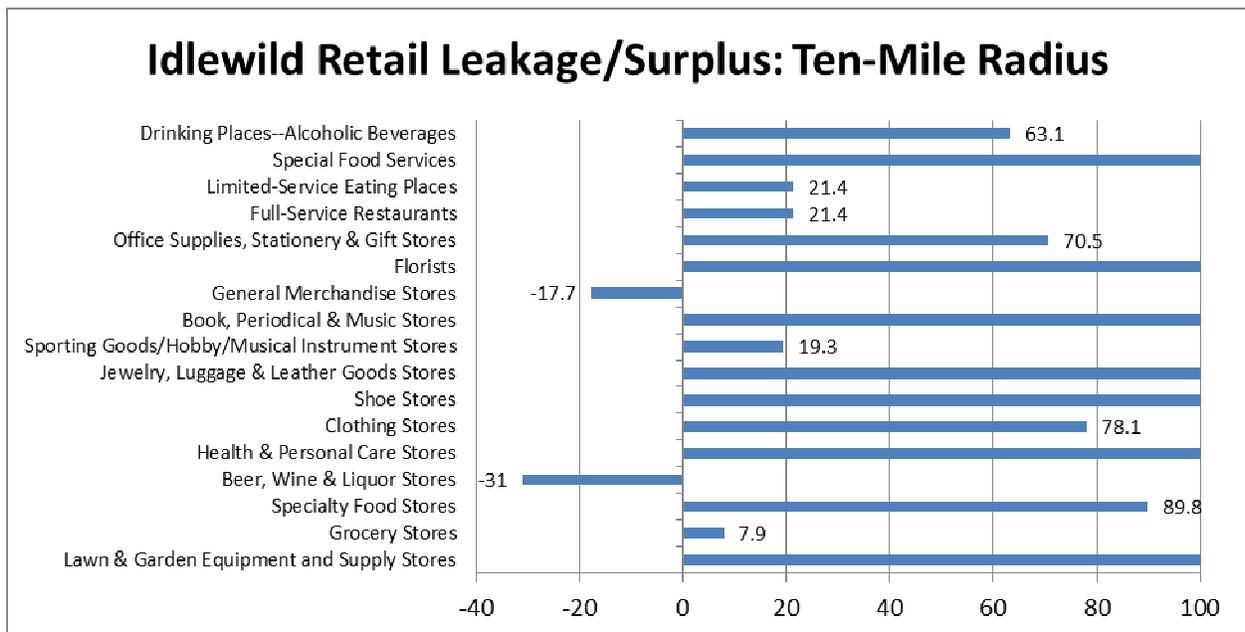


Figure 80: Retail Marketplace Profile for the Ten-Mile Radius Surrounding Idlewild. ESRI, 2010.

Figure 81 shows the surplus and leakage for tourism-supporting retailers in a 20-mile radius surrounding Idlewild. Within this radius, a few more retail categories show a surplus; however, most still show retail leakage.

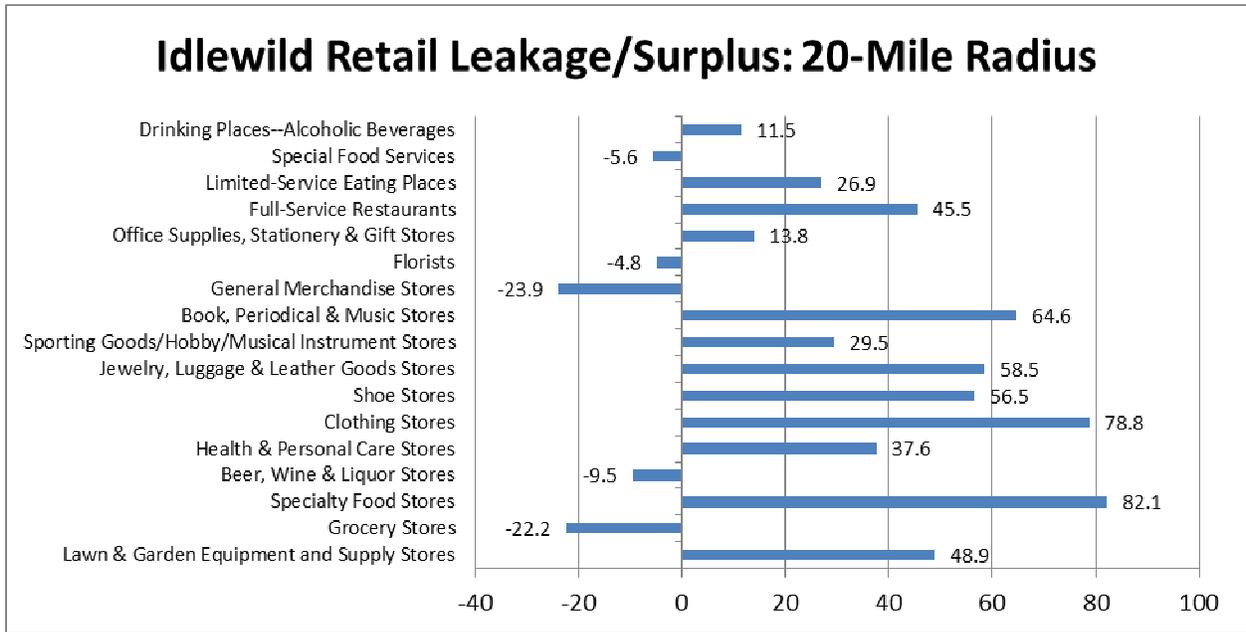


Figure 81: Retail Marketplace Profile for the 20-Mile Radius Surrounding Idlewild. ESRI, 2010.

Summary of Findings from the Market Study

Based on the wide array of data analyzed here, Idlewild has several potential markets for tourism. The northwest Michigan region is a strong tourism market, corroborating the findings from the tourism asset study. With increased tourism attractions, Idlewild could tap into this built-in market, which encompasses Idlewild and Lake County.

Entertainment and nature related tourism (sightseeing, water activities, visits to Manistee National Forest, hiking, fishing, camping) are popular activities throughout Northwest Michigan. Many people who visit the Northwest region of Michigan are there for to visit friends and family or for a weekend getaway, so people are in the area and Idlewild may be able to capture this existing market. Also, many people are staying in hotels and rented homes, which should be kept in mind. The data for the Huron-Manistee National Forest indicate a large number of middle aged white males visiting, but that does not mean that other demographics of people cannot travel to the area. In the Northwest region of Michigan, there are families and young couples traveling and spending money.

Also notable is the fact that Illinois is Michigan's largest source of out-of-state visitors. Chicago has been an important source of tourism for Idlewild since the earliest days of the resort. It is the home of two still-extant Idlewilders' Clubs. Furthermore, there appears to be an abiding interest in Idlewild among Chicagoans. According to an individual interviewed for this report, articles on Idlewild are still published regularly in Chicago. For example, a recent Chicago Tribune story profiled a group of Chicago teens who were preparing a performance about Idlewild for the Chicago History Fair (Trice, 2013).

The retail marketplace study found retail leakage in a wide variety of retail sectors that could have potential for supporting a tourist market—including full-service restaurants and bars, gift shops, book and music stores, clothing stores, and more. This suggests that tourism-related retailers could find possible success in Idlewild, attracting customers from throughout Lake County. This interpretation is supported by the tourism asset study, which found very few tourism-related amenities within Lake County. However, the asset study also found that the surrounding counties are much better supplied with tourism amenities than is Lake County. To entice customers from outside Lake County, Idlewild would need to provide unique retail offerings and/or attractions that are not available in the surrounding counties. For example, the combination of a refurbished Flamingo Club; new or enhanced seasonal festivals; and/or unique and interesting clothing, music, or gift stores could be a draw for visitors from throughout the region. With the numerous vacant lots in Idlewild's existing neighborhood commercial district and along the Broadway corridor, these locations could be logical places to locate additional retail businesses.

SUMMARY OF RECENT PLANNING ACTIVITIES AND REPORTS

Thanks in large part to the partnership established with the State of Michigan in 2006, several plans have been developed for the revitalization of Idlewild in the last several years. All of these plans contain important recommendations for Idlewild's community and tourism development, and all are recent enough to provide useful strategies and tactics for engineering Idlewild's revitalization. This paper contributes to that body of work by providing tourism asset and market data as well as additional strategies designed to expand tourism in Idlewild. However, the large volume of planning reports presents a very confusing array of recommendations, and many of these recommendations overlap across reports. The practicum team has developed this summary of recent planning documents in hopes that the client will find them useful for navigating and taking full advantage of the important information they contain.

This section provides an overview of planning activities and reports that were prepared for Idlewild and Yates Township in the last seven years. Each summary discusses the content and recommendations from each plan, with special emphasis on strategies pertaining to—or with implications for—tourism development in Idlewild. Page numbers are included to allow the reader to research individual sections in greater detail. Table 36 offers a shorthand reference to these plans, their recommendations, and the status of the recommendations as of early 2013.

Note of Caution on Status of Recommendations

The status of the recommendations was tentatively determined by the practicum team through consultation with the client and review of available documents; however, due to limitations in the time available for the project and the knowledge of the practicum team, the current status of some of the activities may not be accurately represented. Therefore, the status column only serves as a general guideline.

Table 36: Recent Planning Documents for Idlewild and Surrounding Community

Date	Title	Authors	Recommendations	Status in 2013
2006	Idlewild CED Readiness Initiative	National Resource Team	1. Preserve Idlewild as inhabited functioning community	Numerous activities completed or in progress
			2. Strategic partnership between Idlewild and State of MI	Established 2006 and still active
			3. Invest in community building process concurrent with master planning	Many plans & strategic investments completed or ongoing
			4. Historic land/landscape prioritized as highly as historic buildings	Idlewild Cultural Resource Mgt Plan prioritizes both
			5. Emphasize historic preservation and environmental stewardship	Yates Comprehensive Plan strongly emphasizes both
			6. Establish legal self-governing structure for Idlewild	Not pursued
			7. Encourage creative business formats (e.g., incubator, food co-op)	Grant received; work not completed yet
			8. Create "special projects" structure to facilitate interdept. collaboration	Idlewild, MI Transformation Initiative continues to be active
			9. Commit State funding/budget for major long-term involvement	Numerous/significant/ongoing commitments of resources
			10. Planning work done by professionals with strong cultural competency	Most plans done by Jacobsen Daniels Assoc planning firm
2008	Idlewild Economic Development Action Strategy	Jacobsen Daniels Associates Inc.	1. Priority Projects a. Hire Professional Economic Development and Planning Coordinator b. Update Yates Township Master Plan and Zoning Ordinances c. Establish the Idlewild Downtown Development Authority d. Develop a Branding and Marketing Strategy – "A Sense of Place" e. Initiate a 'Getting Ready' Initiative f. Establish a Lake County Land Bank Authority	a. Not pursued b. Master plan finished 2010; zoning ordinances in progress c. Not pursued d. Not pursued e. Not pursued f. Established 2012
			2. Community Projects a. Solicit Proposals for the Flamingo Club b. Develop Central Business District c. Construct a Yates Township Civic Complex d. Develop an Idlewild Contemporary Arts Center (ICAC) e. Expand the Idlewild Memorial Library	a. Feasibility study completed 2011; no proposals solicited b. CBD development plan done 2007 by Nederveld Inc. c. Yates Twp Hall moved to school building d. Not pursued e. Not pursued
			3. Business Projects a. Develop an Idlewild Website b. Create an Economic Development Informational Package c. Develop an Idlewild Resort Housing Directory d. Implement Wireless Idlewild e. Establish an Idlewild Convention and Visitor's Bureau f. Develop Retail Business Incubators g. Perform Economic Impact Study of Economic Development Strategy h. Develop an Idlewild Farmer's Market and Co-op	a. At least three exist; single main site needed b. Not pursued c. Not pursued d. Currently seeking grant funding e. Not pursued f. Grant received but not yet complete g. Not pursued h. Grant received but not yet complete
			4. Physical Development Projects a. Develop a Golf Range b. Construct a Lodge and Conference Center c. Create Architectural Design Standards d. Develop Eden Gardens and Parks	a. Not pursued b. Not pursued c. Design standards included in Cultural Resource Mgt Plan d. Not pursued
			5. Heritage Tourism Projects a. Apply for National Register and Landmark Status b. Apply for National Trust's Dozen Distinctive Destinations c. Create Idlewild Gifts and Souvenirs d. Become a Preserve America Community e. Develop the Idlewild Hall of Fame and Paradise Gardens f. Develop an Idlewild Walking Tour	a. National Register District expanded 2011 b. Not pursued c. Not pursued d. Not pursued e. Not pursued f. Two walking tour itineraries developed (Appendix C)

Table 36: Recent Planning Documents for Idlewild and Surrounding Community

Date	Title	Authors	Recommendations	Status in 2013
2008	Idlewild Economic Development Action Strategy, Cont'd.	Jacobsen Daniels Associates Inc.	6. Arts and Culture Projects a. Host a Regatta at Lake Idlewild b. Host a Flamingo Festival c. Establish an Idlewild Arts and Cultural Council d. Host an Idlewild Arts Festival (p. 105) e. Implement an Idlewild Public Art Installation and Poetry Tour	a. Not pursued b. Not pursued c. Not pursued d. Not pursued e. Not pursued
			7. Sustainability Projects a. Develop an Idlewild ReCycle and ReUse Center b. Create a Natural Resource Management Plan c. Create an Idlewild Green Map	a. Not pursued b. Parks and Recreation Master Plan completed 2012 c. Not pursued
			8. Transportation Vision and Action Plan a. Establish Bike Idlewild Program b. Develop Streetscaping and Fencing along Arterials c. Apply for US-10 Heritage Route Status d. Develop Signage Plan and Wayfinding System	a. Not pursued b. Not pursued c. Not pursued d. Several signs installed—signage plan still needed
2009	Idlewild Cultural Resource Management Plan	Commonwealth Cultural Resource Group	1. Lakes and Waterways a. Partner with MI Dept of Envir. Quality (DEQ) to Monitor Water Quality b. Seek Grant Funding to Replace Williams Island Culverts with Bridges c. Develop Idlewild Water Management Plan	a. Not pursued b. Not pursued c. Not pursued
			2. Entrances to Idlewild a. US-10 and Broadway i. Add historic district signage and/or maps ii. Establish a visitor center b. Paradise Path at Baldwin Road i. Recruit a local group to restore garden medians ii. Add a state historical marker c. Forman Road and US-10 i. Add a state historical marker ii. Add a historic district map iii. Add directional sign for local businesses d. Broadway and Lake Drive i. Expand hours of Idlewild Historic and Cultural Center ii. Add directional sign for local businesses iii. Expand painted map at Cultural Center e. Baldwin and Forman Roads i. Add a historic district map: Provide a large map of the historic district with selected destinations highlighted. ii. Add directional sign for local businesses	a. Not pursued b. Not pursued c. Not pursued d. Not pursued e. Not pursued
			3. Develop a Trail System a. Bicycle Loops i. Establish a formal network of bicycle loops ii. Create tended bike trails (unpaved where possible) iii. Once established, add bike trails to maps, signage, and brochures iv. Add wayfinding signage to designate the bike route b. Walking/Jogging Trails i. Establish walking/jogging trails in areas not conducive to bicycling ii. Add wayfinding signage to designate the walking/jogging trails	a. Not pursued b. Not pursued
			4. Open Spaces and Woodlands a. Develop plan for Idlewild parks system b. Maintain large areas of unoccupied/undeveloped land as forest c. Consider acquiring more land for public use d. Create more public lake access, including handicapped accessibility	a. Parks & Recreation Plan completed 2012 b. No major removal of forestland as of 2013 c. Not pursued d. New public park on Idlewild Lake; boat launch on Paradise Lake

Table 36: Recent Planning Documents for Idlewild and Surrounding Community

Date	Title	Authors	Recommendations	Status in 2013
2009	Idlewild Cultural Resource Management Plan, Cont'd.	Commonwealth Cultural Resource Group	5. Maintain Historic Views a. To Idlewild from US-10: Use gateway or marker to reinforce view of entrance park and state historical marker b. To Idlewild Lake from Williams Island & to Williams Island from shore: Maintain existing large trees but clear understory c. From lakefront properties to bodies of water: Keep most understory vegetation low d. To and from Pere Marquette Rail Trail: Develop Idlewild version of standard state trail marker where trail intersects with Broadway, Forman Drive, and recommended bicycle/walking/hiking trails	a. Not pursued b. Not pursued c. Not pursued d. Not pursued
			6. Williams Island a. Develop comprehensive master plan specific to Island b. Re-create bridges to island c. Install interpretive signage designating historical features of island d. Construct an outdoor amphitheater e. Enhance Williams Island beach as sand beach for swimming f. Create hub for bike & boat rentals in summer; ice skates in winter	a. Not pursued b. Not pursued c. State historical marker for Flamingo Club installed d. Not pursued e. Further enhancement needed f. Not pursued
			7. Phil Giles' Flamingo Club a. Reestablish existing club for formal and informal events b. Add modest amenities (e.g., snacks, picnic tables) c. Offer changing rooms and restrooms	a. Feasibility study completed 2011; further action needed b. Feasibility study completed 2011; further action needed c. Feasibility study completed 2011; further action needed
			8. Downtown Area a. Construct small-scale infill development; retain historic buildings b. Consider reuse of concrete block houses, Chamber of Commerce building, and former Idlewild Party Store as a cluster of souvenir and gift shops c. Offer walk-up dining facilities like ice cream stands	a. Some historic buildings remain; no infill yet b. Not pursued c. Not pursued
			9. Daniel Hale Williams Property (15712 Lake Drive) a. Develop parcel across street from Williams House as open space, garden b. Link recommended walking/biking loops with this property	a. Not pursued b. Not pursued
			10. Wilson's Grocery (332 E. Wilson Drive) a. Work with current owners to identify appropriate use & historic preservation tax credits or other incentives b. Reestablish as a grocery store or other appropriate use c. Offer outdoor amenities and refreshments to visitors d. Maintain as independently owned/operated business, not franchise	a. Not pursued b. Not pursued c. Not pursued d. Not pursued
			11. Casa Blanca Hotel (1362 E. Hall St.) a. Reestablish as a working hotel, rental hall, office space, or medical facility b. Maintain as independently owned/operated business, not franchise	a. Owner interested in developing as hotel b. Property is locally owned
			12. Establishing a Local Historic District a. Consider establishing local historic district ordinances and historic district commissions for the sections of the historic district in Yates and Pleasant Plains Townships.	a. Not pursued
			13. Revolving Funds a. Consider establishing a revolving fund program to acquire, rehabilitate and sell buildings, then use the proceeds to repeat the process with more buildings	a. Not pursued
			14. Marketing Vacant Property a. Seek assistance from State Historic Preservation Office or Michigan Historic Preservation Network on how to market historic properties b. Advertise properties in historic preservation media, Idlewild websites	a. Not pursued b. Not pursued

Table 36: Recent Planning Documents for Idlewild and Surrounding Community

Date	Title	Authors	Recommendations	Status in 2013
2009	Idlewild Cultural Resource Management Plan, Cont'd.	Commonwealth Cultural Resource Group	15. Vacant Property Programs/Affordable Housing <ol style="list-style-type: none"> a. Seek partnerships, grants with MI chapter of Local Initiatives Support Coalition (LISC) b. Conduct neighborhood surveys/property assessments c. Identify community anchors/landmarks d. Communicate with public through articles, Web media, public meetings e. Adopt a "fix it first" policy f. establish a land bank in Lake County g. Establish CDC and/or community land trust 	<ol style="list-style-type: none"> a. Not pursued b. Conducted for historic asset inventory c. Identified in walking tour itineraries/maps (see Appendix C) d. Ongoing public communications from ICDC e. Not pursued f. Established 2012 g. ICDC established 2010; in process of establishing land trust
2010	Yates Township Comprehensive Master Plan	Jacobsen Daniels Associates	1. Land Use <ol style="list-style-type: none"> a. Update Yates Township Zoning Ordinance b. Develop Central Business District c. Develop Design Guidelines d. Develop a Green Belt along Pere Marquette River e. Transfer of Development Rights f. Purchase of Development Rights g. Develop Historic District Zoning h. Require Site Plans i. Develop a Natural Resource Management Plan 2. Transportation <ol style="list-style-type: none"> a. Develop a Yates Township Public Parking Plan b. Develop Signage Plan and Wayfinding System c. Official and Honorary Street Names d. Re-Design Traffic Routes e. Develop Non-Motorized Facilities Plan f. Pave Road Segments as Recommended by Community 3. Infrastructure Development <ol style="list-style-type: none"> a. Municipal Water Service b. Expansion of Sewer Network 4. Community Development <ol style="list-style-type: none"> a. Solicit Proposals for the Flamingo Club b. Develop New Yates Township Civic Complex c. Redevelopment of Casablanca Hotel d. Expand Yates Township Public Library e. Locate and Construct an Outdoor Amphitheater f. Develop a Yates Township Recreation Commission 5. Residential Development <ol style="list-style-type: none"> a. New Housing Development b. Infill Development 	<ol style="list-style-type: none"> a. Work on new zoning ordinance will begin in 2013 b. Not pursued c. Not pursued d. Not pursued e. Not pursued f. Not pursued g. Not pursued h. Not pursued i. Cultural Resource Mgt Plan (2009) includes <ol style="list-style-type: none"> a. Not pursued b. Historic walking tour maps added by state DNR c. Not pursued d. Not pursued e. Not pursued f. Not pursued <ol style="list-style-type: none"> a. Not pursued b. System expanded recently <ol style="list-style-type: none"> a. Not pursued b. Township hall moved to school building c. Not pursued d. Not pursued e. Not pursued f. Not pursued <ol style="list-style-type: none"> a. At least one affordable housing development completed recently b. Several private infill developments completed or ongoing
2011	Flamingo Club Feasibility Study	Jacobsen Daniels Associates	6. Rehabilitate and Reopen Flamingo Club as Restaurant, Bar, and Multipurpose Venue <ol style="list-style-type: none"> a. First Scenario: Township develops and manages the facility alone b. Second Scenario: Township leases the facility to a third party c. Third Scenario: Township partners with a third party to develop and manage the facility 	<ol style="list-style-type: none"> a. Not pursued b. Not pursued c. Not pursued
2012	Yates Township Parks and Recreation Master Plan	Jacobsen Daniels Associates	1. Develop a Yates Township Parks and Recreation Commission <ol style="list-style-type: none"> a. Improve and expand snowmobile trails and RV parking b. Construct the Idlewild athletic field and perform playground improvements c. Provide improved facilities and landscaping on Williams Island d. Rehabilitation of the historic Flamingo Club on Williams Island e. Develop a five acre community park 	<ol style="list-style-type: none"> a. Snowmobile trail expansion proposed in 2013 b. Not pursued c. Not pursued d. Not pursued e. Not pursued

Table 36: Recent Planning Documents for Idlewild and Surrounding Community

Date	Title	Authors	Recommendations	Status in 2013
2012	Yates Township Parks and Recreation Master Plan, Cont'd.	Jacobsen Daniels Associates	2. Develop a Natural Resource Management Plan a. Form a Natural Resource Management Plan Committee b. Identify and enlist key partner, i.e. MDNR, National Forest, MUCC, etc. c. Conduct inventory and survey of natural resources features d. Designate management plans for each natural resource feature	a. Not pursued b. Not pursued c. Not pursued d. Not pursued
			3. Develop Non-Motorized Facilities Plan a. Provide signage linking walking and bicycling facilities with points of interest; including Idlewild Historic Walking & Bicycling Tour b. Develop multi-use trails connecting central business district with community & recreation facilities around Paradise Lake, Idlewild Lake c. Provide bike parking at community & recreational facilities, sites of interest d. Create bike lanes or shared-use roadway signage along major transportation corridors e. Connect DNR trail to Central Business District	a. Not pursued b. Not pursued c. Not pursued d. Not pursued e. Not pursued
			4. Encourage public/non-profit/private partnerships and improve the community's social and economic quality of life a. Consolidate community & recreational facilities so they are located near each other & supported by housing development b. Develop facilities that provide for the cultural needs of the community c. Serve existing and future demand for community and recreational facilities d. Provide a balance of recreational infrastructure to meet the present and planned needs of the community e. Develop areas for recreational purpose and restore areas that are currently used for recreation	a. Not pursued b. Not pursued c. Not pursued d. Not pursued
			5. Locate and Construct an Outdoor Amphitheater a. This permanent music facility would be located on Williams Island	a. Not pursued
			6. Develop a Green Belt along Pere Marquette River a. Form a Pere Marquette Green Belt Commission b. Create conceptual plan involving public and key stakeholders c. Develop funding strategies and identify potential funding partners d. Contract with landscape architectural firm to develop plans e. Solidify financial planning per probable cost estimates f. Determine programmatic and maintenance responsibilities, objectives g. Execute plan	a. Not pursued b. Not pursued c. Not pursued d. Not pursued e. Not pursued f. Not pursued g. Not pursued
			7. Evaluate Existing Recreation Facilities (Natural & Man-Made) & Identify Needs & Service Gaps a. Establish & execute a protocol for regularly evaluating recreation facilities to ensure their safety, upkeep, relevance/usefulness to the community	a. Not pursued

