



## Minocqua Affordable Housing Market Study

*Minocqua, Wisconsin*

Hunden Strategic Partners was engaged by the Minocqua Visitors Bureau and Chamber of Commerce to conduct a housing market study and opportunity assessment for Minocqua and the surrounding communities, including Arbor Vitae and Woodruff, Wisconsin. This unique area is comprised of thousands of lakes, rivers, and streams located in the Northwoods Region of Wisconsin, which relies heavily on economic stimulation from seasonal tourism. At the Client's request, Hunden specifically addressed issues of supply shortages and pricing challenges regarding existing housing in the three towns.

The study evaluated the existing housing market, current and projected future demand of the community, housing options at different affordability levels, key housing issues, and related context. The Client was provided with findings that illustrated the need for and viability of workforce and other housing options, and an action plan for forward development.

Hunden's recommendations included policy options, strategies, and tools the Client can use to effectively guide future housing development in Minocqua. Overall implications were given to help the Client understand determining factors for future development success, including pursuing affordable housing tax credits, strong community leadership support, and creativity when designing affordable housing developments.

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**Client:** The Minocqua Visitors Bureau & Chamber of Commerce

**Time Period:** 2021