

CITY OF BERLIN MARKET ANALYSIS

City of Berlin, Wisconsin



2017 | Retail + Housing + Office

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EXECUTIVE SUMMARY

Berlin is a community of fewer than 5,500 residents, located along the Fox River in central Wisconsin. The community serves as a regional hub of economic activity, and the City has been proactive in providing suitable commercial and industrial land for development, managing targeted programs to promote private investment, and undertaking initiatives to revitalize its riverfront and downtown area. As a result of these efforts, the City has experienced sustained private investment and witnessed \$3.9 million (source: Statement of Changes in Equalized Value, Wis. Dept. of Revenue) in net new construction during 2016, 2.4 million in 2015, and 4 million in 2014. This growth is equivalent to 2 percent of the City's total value and represents almost twice the growth of the state as a whole. This document provides an overview of the current and emerging real estate and demographic trends associated with Berlin's retail, housing, and commercial markets. Opportunities for growth within each of these markets are also identified to help focus future initiatives to align with anticipated market demand.

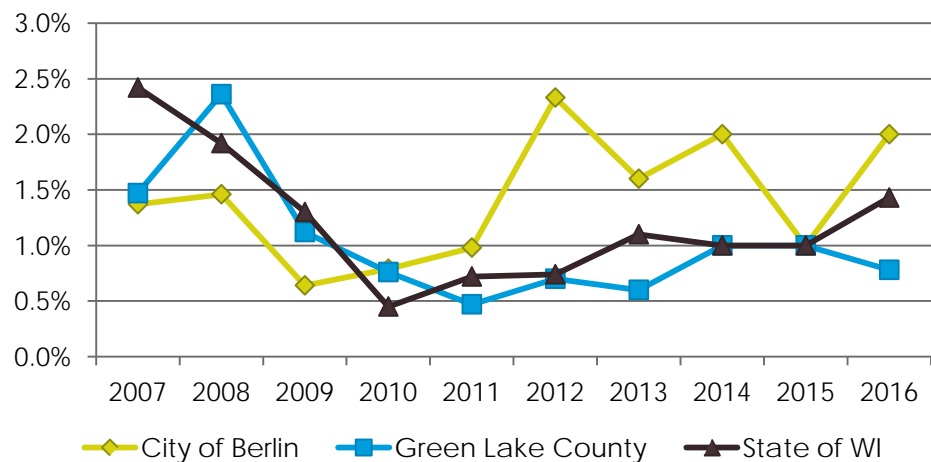
Project Overview

This 2017 Market Analysis is intended to provide an update to the City's 2013 Market Analysis and previous 2015 Market Analysis update to better reflect the current economic realities and incorporate changes in local demographics and overall business climate stemming from the continued recovery from the 2008 recession. Additional changes to the local business mix have also influenced traffic and consumer patterns within the community, including development around the Super Wal-Mart on the west side of the community, new commercial development on the east side, and small business activity throughout the City.

Economic Position

The past several years have brought significant new activity to Berlin, despite an overall sluggish economy and slow recovery. This investment has included new retail and commercial development, as well as hiring by local manufacturers. The \$3.9 million in 2016 net

Figure 1 Net New Construction Trends



new construction represents a greater

Source: City of Berlin, Wisconsin Department of Revenue

rate of growth than both the County and State, but is lower than 2012, and is still higher than the average annual investment in pre-recession years. Employment levels continue to be high, with a 97.5% employed workforce in 2016 up from 95.7% in 2014.

Recently completed developments in Berlin include a new Kwik Trip gas station, Dialysis Center on the CHN campus, a 40-unit apartment conversion from the old middle school, and a 37-bed residential care facility. The Juliette Manor building has been demolished and is the potential site for a 51-room hotel and conference center.

The changing market has also created opportunities to cater to the growing local workforce and older adult population through targeted development of rental and senior housing opportunities. Berlin is committed to growing its local economy and is committed to providing suitable land and spaces to meet the needs of existing businesses, and customers, including retail, residential or commercial sector uses.

Summary of Opportunities

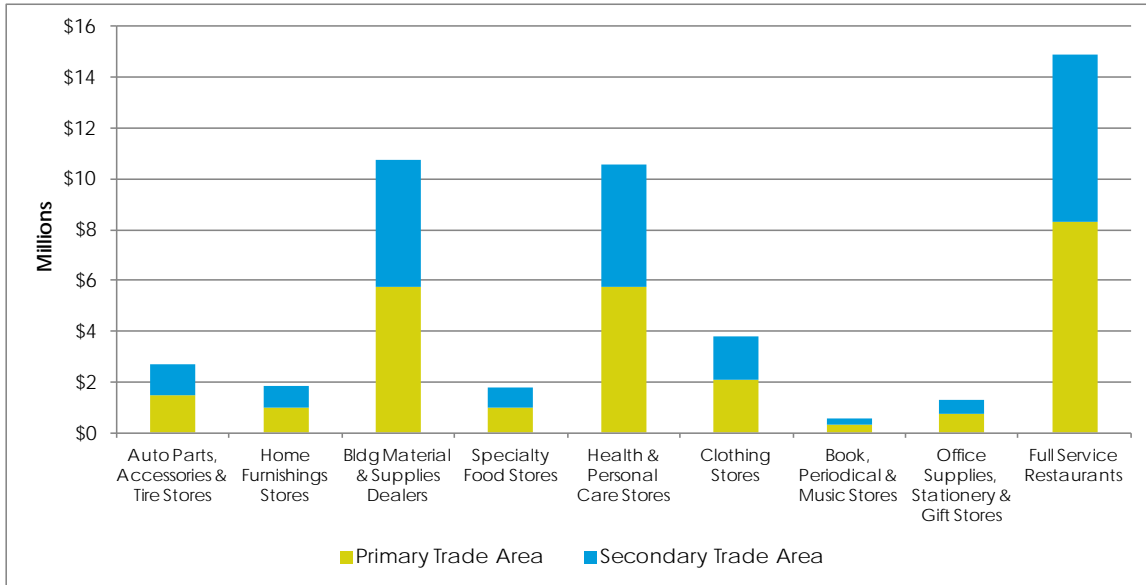
The market analysis identified market opportunities associated with the retail, residential and commercial market sectors. These opportunities represent business recruitment, business expansion, and new development potential, and also include marketing and programming opportunities which can help existing businesses and property owners capitalize on Berlin's regional draw. Specific opportunities within each sector are highlighted in the following section.

Retail

Berlin benefits from being the largest community in the tri-county region, and residents from a wide radius are likely to choose Berlin as their shopping destination, especially for larger purchases or specialty items. The presence of both well-known regional draws, such as Wal-Mart, and established niche retail providers, such as Russell Moccasin Company, Eskimo Comfort or Mike's Bike Shop, regularly draw customers from an area larger than the primary convenience trade area. Household spending growth has increased since the 2015 Market Analysis. Berlin's position as a regional hub has created opportunities for retailers to tap into a broader customer pool and grow overall sales. This regional capture is also reflected by the 10 percent increase in sales taxes collected at the County level in 2014. In 2014, the regional capture reflected a 10.4 percent increase in sales taxes collected at the County level over the 2012 sales tax collection. In 2016, there was an additional 3 percent increase in sales taxes collected at the County level since the 2014 numbers.

Growth in consumer spending has not been evenly distributed among retail sectors, and there are several retail types which demonstrate sufficient surplus demand to support additional businesses. These sectors are indicated in Figure 2 and include restaurants, health and personal care stores, clothing stores, and building material & supplies dealers. In addition to their ability to capitalize on existing trade area demand, these sectors represent areas of growth given regional demographic and consumer trends. The increased population of older adults creates a built-in market for health and personal care items. There is significant potential to capture increased consumer spending by the City's existing retailers by using operational and marketing tactics. Examples might include a joint ad buy, shared radio purchase with the wraparound tagline, or joint billboard purchase.

Figure 2: Surplus Consumer Demand by Trade Area



Source: ESRI, Inc.

Residential

Population growth, the primary driver of housing demand, is expected to continue to grow at a slow rate before beginning to decline in the next 15 or 20 years. However, this slowdown in population growth has occurred simultaneously with a shift in housing preferences within the local population and smaller households, resulting in a steady increase in net new housing formation. Additionally, changing demographics have shifted demand, creating increased demand for rental and senior housing. Berlin recently developed one elderly residential care facility and one 47-unit apartment. Demand in these sectors indicates a need for about 35 additional senior housing units and nearly 40 rental units by 2025.

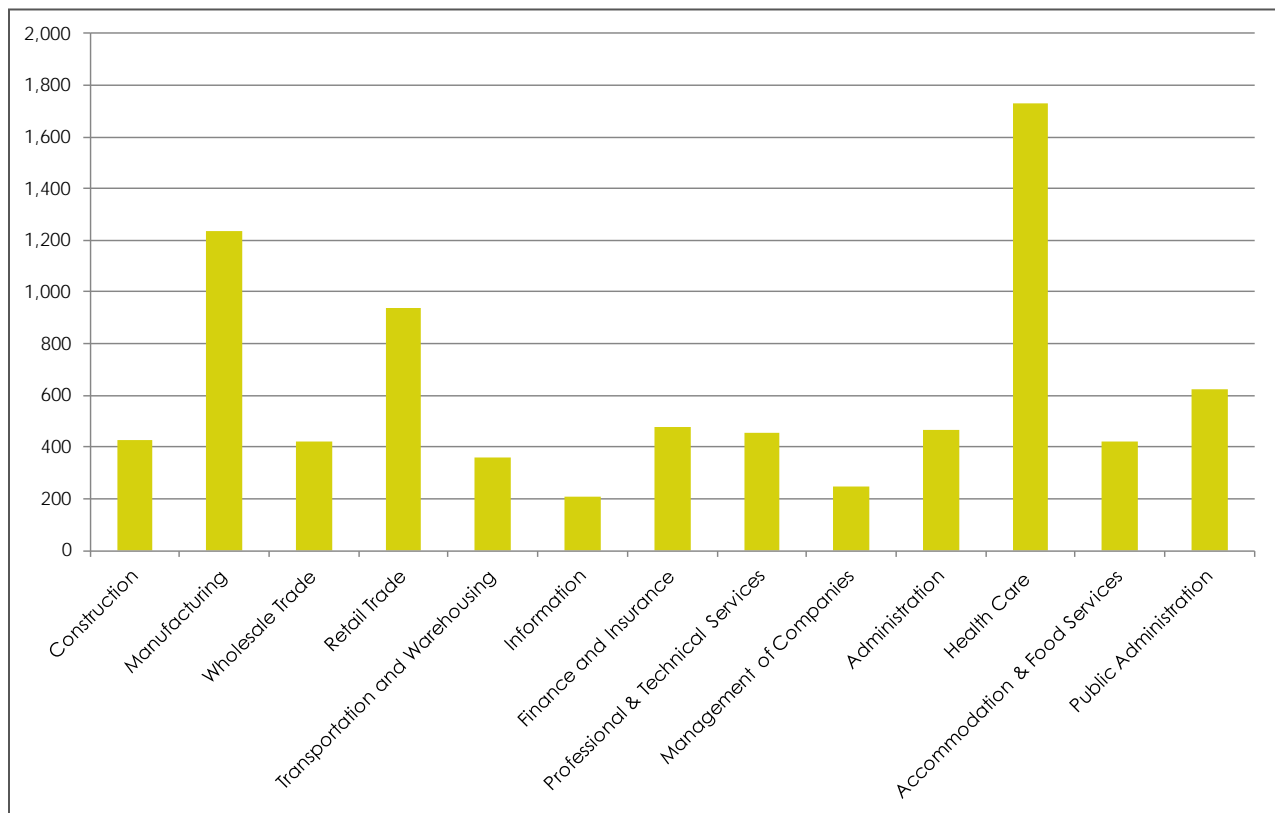
While Berlin's housing prices are affordable, there is still demand for mid-range (monthly rents between \$650 and \$950) multifamily properties to support the more than 400 households headed by individuals under age 34 who prefer to rent and currently struggle to find suitable housing in the City. Development of in-demand housing types would also provide existing workers with the choice to live in the community rather than commuting, as more than one-fifth of workers travel more than 25 miles to jobs in the City. Similarly, the age 75 and older population has unique housing needs, including independent living and short and long-term care facilities. In Berlin's trade area, significant growth in older households will result in a nearly 25 percent increase in households headed by individuals over age 75 in the next 20 years. Many of these households will require some form of assisted living and/or long term care in closer proximity to medical facilities, and many more would prefer the convenience of low-maintenance rental or owned multi-family units with minimal upkeep. Each of these trends represents an opportunity to create targeted development opportunities within the City.

Commercial

Berlin's regional draw is evident in the size and nature of the local workforce, which demonstrates the ability of local companies to recruit employees from a 30-mile labor shed. Additionally, there are multiple occupational categories with skilled workers in the labor shed where no

corresponding jobs are available, requiring these individuals to travel to larger metropolitan areas for employment. While some of the industries represented by these occupational categories require proximity to suppliers, vendors or customers not available in Berlin, there is a significant labor pool available in many sectors which could benefit from Berlin's central location and qualified employee base. The chart below indicates sectors where a significant number of locally-residing workers commute outside the trade area for employment (largely to Oshkosh/Ripon). While some workers may prefer to commute for higher wages or more employment options, in the majority of instances, there are more skilled workers in these sectors than there are local jobs, forcing a significant percentage of workers to commute elsewhere to find suitable employment. Industry sectors represented by particularly large segments of the local workforce commuting elsewhere include: information technology, legal, insurance and back office industries. Health care and professional services are also industries which employ a greater share of younger workers, who are underrepresented in the City's workforce.

Figure 3: Employees Currently Commuting Out of Trade Area by Sector



Source: US Census Bureau 2016

Methodology

To appropriately define local market opportunities, projections of key economic and demographic variables are included in this analysis. These projections form the basis for decisions concerning future demand and supply within each of the analysis areas. Specific variables which utilize projected data include population, households and median family income. These projections are developed based on 2010 census data, historic trend data, 2017 data and

projections provided by ESRI, a global market leader in Geographic Information Systems. These projections are based on nationwide demographic trends for similar environments, and calculations made by Vierbicher and informed by local observations. These assumptions and calculations are used to project demand for the City and for the larger Trade Area, which is defined in the following chapter. Projections associated with downtown sales are based on the existing commercial mix and trade area capture and can be significantly influenced by the addition of new retail or consumers to the downtown core, as well as by the departure of existing merchants.

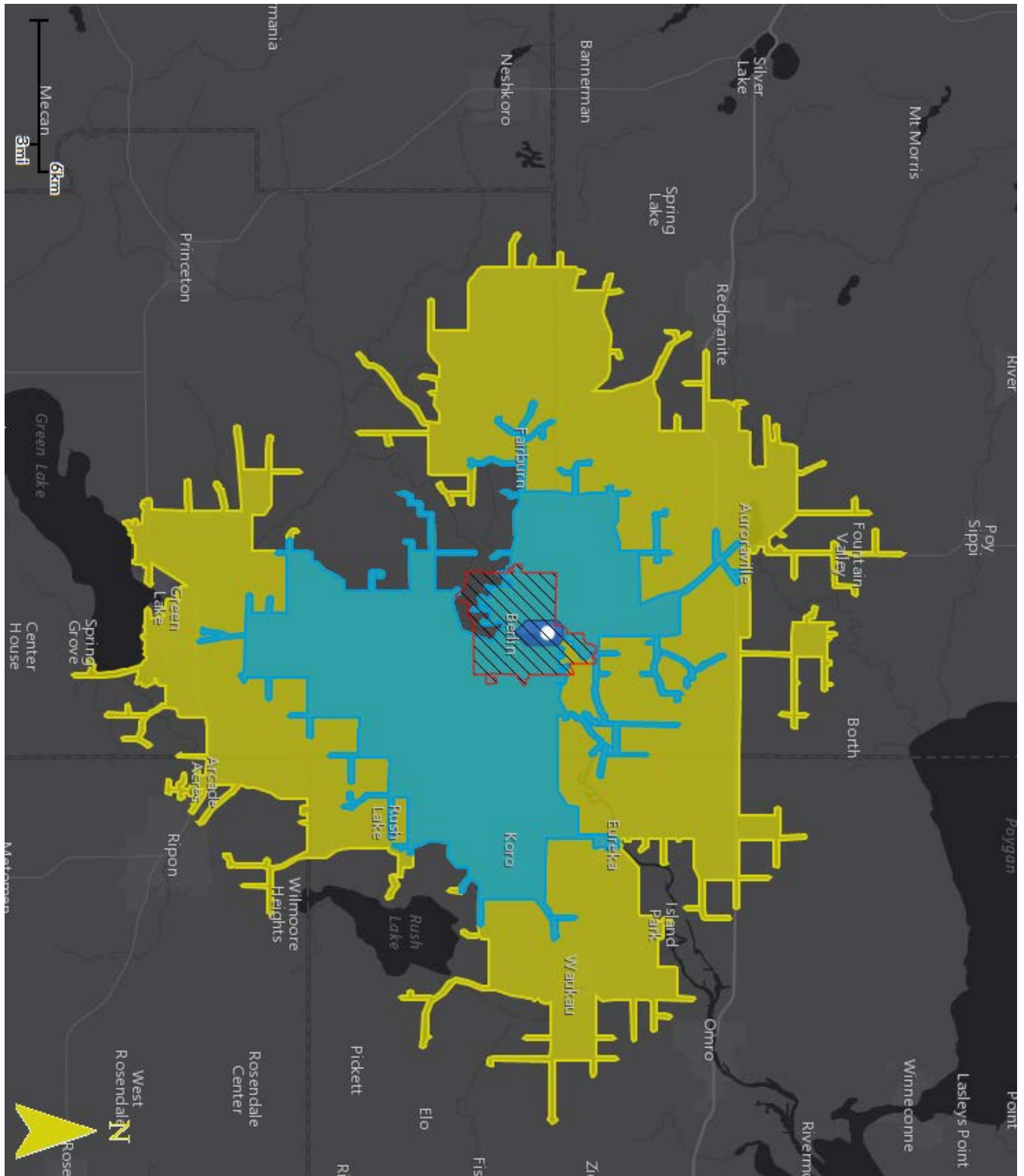
Berlin Trade Area Delineation

The demand for local housing, goods, services, and employment are derived from an area larger than the City of Berlin. A trade area is defined as the region from which a majority of this demand is generated. This 2017 update changed the trade area boundaries to reflect the influence of other secondary trade areas. The previous secondary trade area also overlapped with Ripon's secondary trade area, which creates conflicting data. The primary trade area is a 10-minute drive from the center of Berlin, and the secondary trade area is a 15-minute drive from the center of Berlin. These trade areas provide a better consumer capture within the boundary illustrating those that are most likely to travel to Berlin to shop. Customers in these extended areas are still likely to make day to day purchases in areas closer to their home or place of employment, but are likely to travel to Berlin for larger purchases or specific items. Common destinations for this type of trip might include dining establishments, big ticket purchases such as cars or furniture, and consolidated shopping at stores such as the Super Wal-Mart. The presence of retailers which are able to attract customers from a larger Secondary Trade Area will also benefit primary retailers, as consumers will combine purchases during larger shopping trips. For instance, a shopper at the Super Wal-Mart may also stop for lunch. This lunch purchase would have otherwise been made in their Primary Trade Area, but the regional draw causes the consumer to shift primary purchases to the Berlin area as well.

Retail Trade Areas

The primary trade area includes more than 7,000 consumers, and the secondary trade area includes more than 11,000 consumers. Figure 4 illustrates these trade areas. The primary trade area in blue spans a 10-minute drive time. The secondary trade area in green is the 15-minute drive time. Household incomes throughout the region are anticipated to grow by 2.8 percent over the next five years, approximately the same growth rate that was projected in 2015.

Figure 4: City of Berlin Primary and Secondary Trade Areas



Labor Shed

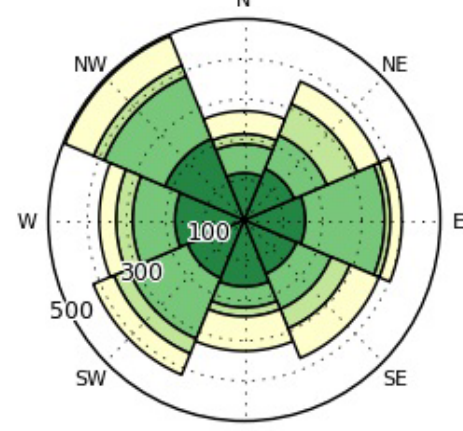
A second relevant regional boundary referenced in this document is the distance from which Berlin companies draw employees. Commonly referred to as the labor shed, the size, demographics, education, and occupation of individuals within this area are important factors. In Companies often decide whether to locate or expand in a region based on the perceived ability to recruit qualified workers at competitive wages. Information from the 2014 Economic Census is used to determine worker flows within the region.

Employees working at jobs within the City come from a comparable region as the consumer population, with a stronger draw from areas north and west of the community. However, Berlin employers could attract a larger number of employees from Oshkosh, Redgranite, Ripon, Princeton, and Fond du Lac. According to the economic census, 42 percent of employees commute from a distance of fewer than 10 miles, with 31 percent of workers traveling between 10 and 24 miles. Interestingly, 23 percent more individuals are traveling greater than 50 miles to work in Berlin than in 2011.

On the other hand, most Berlin residents can find employment within the labor shed, but many commute to Oshkosh or other major Fox Valley cities for employment. A total of 1,053 individuals, or 37 percent of residents, travel more than 25 miles to work from Berlin. Figures 5, and 8 illustrate the geographic reach of this labor shed.

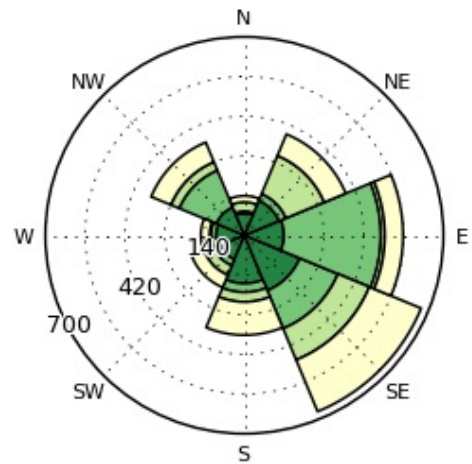
The size and composition of an area’s labor shed significantly influences the type of employers which may be attracted to Berlin based on a need for skilled labor. These implications are discussed in Commercial/Office Market Analysis. However,

Figure 5: Distance and Direction for Berlin Employees to Home



Less than 10 miles	1,275
10 to 24 miles	950
25 to 50 miles	309

Figure 6: Distance and Direction for Berlin Residents to Work

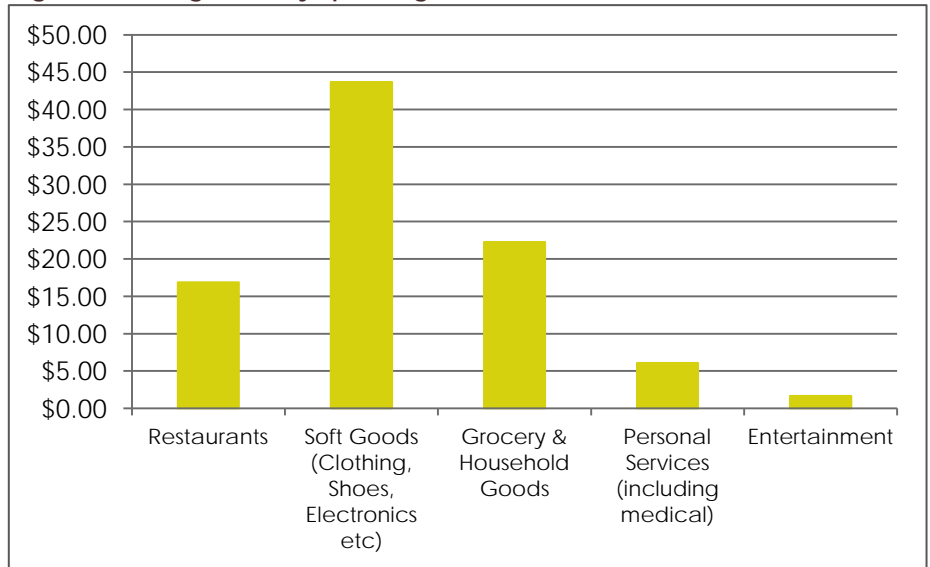


Less than 10 miles	1028
10 to 24 miles	734
25 to 50 miles	419
Greater than 50 miles	634

these daily commuters also represent a significant pool of potential customers for local retailers. On average, workers in rural communities spend over \$90 per week on trips associated with the workday excluding gas, but including lunch hour dining, shopping, and errands run en route to their place of employment.

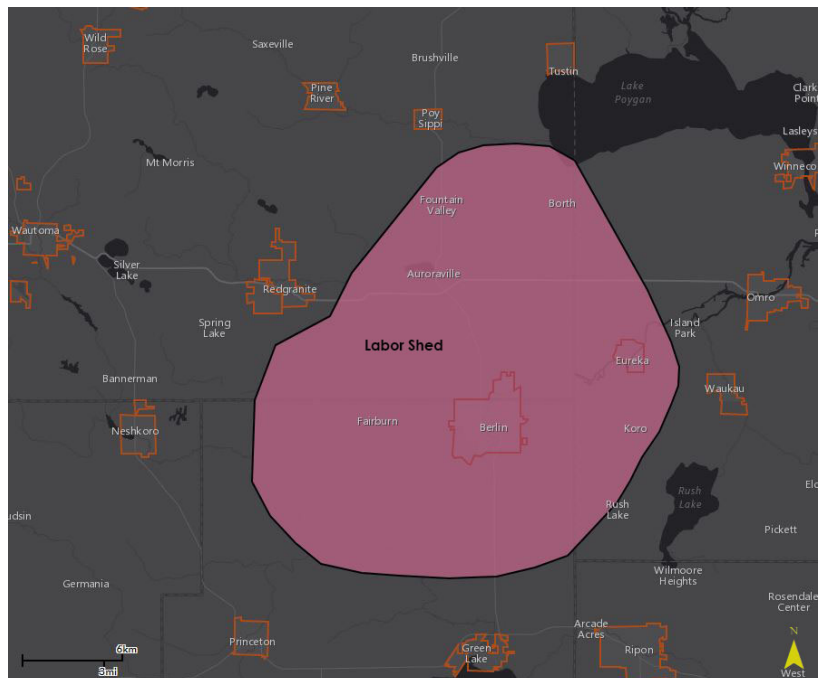
Figure 7 shows the nature of this spending. Of course, the availability of retail significantly influences these habits, with employees in downtowns or business parks with nearby retail spending 20 percent more than employees with less access to retail amenities. Spending on dining is especially impacted, as workers substitute lunch from home when restaurant options are not available. In contrast, restaurants in areas with daytime populations typically depend on this daytime (breakfast and lunch) spending for as much as 40 percent of total sales. The type of employment also changes the nature of spending, with shift workers less able to take advantage of the lunch hour for spending, but with greater pre- or post-work time frames to complete purchases.

Figure 7: Average Weekly Spending, Rural Worker



Source: International Council of Shopping Centers, 2012

Figure 8: City of Berlin Labor Shed



CHAPTER 1: RETAIL MARKET ANALYSIS

Retailers in Berlin attract customers from both the immediate community and the broader region. No business will be able to capture 100 percent of the dollars being spent on a particular category of goods within any population group. Primary convenience retailers with little competition (i.e., local grocer) may be able to retain as much as 75 percent of local spending, while smaller retailers, especially those in more competitive market sectors, base projections on capturing 20 percent or less of local demand. Customers within each of these areas have numerous choices for retail offerings, and they make decisions based on proximity, price and quality of goods, customer experience and convenience. Retailers in a downtown, with a limited immediate residential trade area, must especially rely on their ability to provide a unique product, service or experience which will allow them to recruit some customers from a broader trade area, as well as daytime employee populations. Finding ways to assist local retailers in identifying and collectively marketing to these broader groups who are already traveling to the City for other purposes will help boost spending throughout the community.

Secondary Market Spending

As noted previously, Berlin attracts significant discretionary spending from a large regional trade area. The presence of both well-known regional draws, such as Wal-Mart, and established niche retail providers, such as Russell Moccasin Company, Eskimo Comfort or Mike's Bike Shop, regularly draw customers from an area larger than the primary convenience trade area. Obviously, the impact of Wal-Mart is much larger regarding total customer draw, but localized attractions may impact individual retail nodes by providing foot traffic in a specific area. Ultimately, both types of regional destinations present opportunities to increase traffic by creating local clusters which encourage customers to patronize adjacent and/or complementary retailers. Providing complementary support infrastructure can also reinforce these clusters as they emerge. For instance, locating a boat launch or bike path adjacent to a sporting goods store can provide an additional draw. Similarly, providing suitable restaurant or to-go food space adjacent to the Wal-Mart caters to the evening and weekend crowd dynamics of the customer base.

The Super Wal-Mart has been open for five years. Typically, customer patterns can take up to three years to solidify following the introduction of a new retail opportunity. The City's regional dominance in attracting retail and service dollars to the community is clear, with significant increases in both total spending and per capita spending for both the Primary and Secondary Trade Areas.

Opportunity Sectors

Drawing on existing community strengths and its position as a regional economic hub, there is an opportunity to capture additional sales by providing goods and services that address currently unmet retail demand within the trade area. Table 1 identifies some of the major retail types which have significant surplus demand and which are suitable for recruitment to Berlin. The potential additional stores ranking in the far right column indicates the potential for additional stores in both primary and secondary trade areas. The total surplus demand was divided by the regional average per store revenue for the retail category. Using this approach, categories which have surplus demand equivalent to three or more stores are considered to have a sufficient opportunity gap to support a new retailer. Stores ranked medium or high have the potential for more than three stores. Many retail store types will incorporate various line items in the store, which minimizes the amount of capture needed for a specific item line (i.e., book stores that also have a coffee bar, etc.).

Other smaller surplus categories present opportunities for existing retailers to expand their product line to accommodate specific needs. For instance, existing bike or sporting goods stores may be able to provide a more diversified product mix to attract customers seeking additional sporting goods, or existing building supply retailers may be able to add gardening products to capture currently unmet demand in the home and garden sector. Other sectors are less likely to be competitive locally – for instance, electronics purchases will primarily still be made in larger big box stores where greater opportunities for comparison shopping are available.

Table 1: Primary and Secondary Surplus Demand

Retail Category	Primary Demand Area Surplus Demand	Secondary Trade Area Surplus Demand (Additional Surplus Dollars)	Potential Additional Stores Ranking
Auto Parts, Accessories & Tire Stores	\$1,495,927	\$1,239,010	Low
Home Furnishings Stores	\$1,026,700	\$833,178	Low
Bldg Material & Supplies Dealers	\$5,738,687	\$5,035,050	High
Specialty Food Stores	\$973,371	\$792,548	Medium
Health & Personal Care Stores	\$5,728,659	\$4,846,456	Medium
Clothing Stores	\$2,126,219	\$1,651,442	Medium
Book, Periodical & Music Stores	\$318,717	\$242,749	None
Office Supplies, Stationery & Gift Stores	\$731,800	\$589,864	Medium
Other Miscellaneous Store Retailers	\$1,925,094	\$1,697,795	Medium
Vending Machine Operators	\$180,942	\$146,340	None
Food Services & Drinking Places	\$8,330,648	\$6,564,939	High

Source: ESRI

Based on current spending patterns, retail recruitment opportunities exist for restaurants, specialty stores, furniture and home furnishings, clothing, office supply and stationery, and health and personal care establishments. Retailers in many of these sectors are mostly locally owned and operated in small communities, although representative regional or national brands which have

been known to locate in smaller communities include CVS, Walgreens, Culver's, Slumberland and Sally Beauty Supply.

Other companies have corporate strategies of locating adjacent to a Wal-Mart facility, and also fall within the opportunity categories identified for the Berlin trade area. The most frequent Wal-Mart co-tenants nationally, which also have Midwest locations, include Sally Beauty Supply, Payless ShoeSource, Dollar Tree, RadioShack, GNC, Subway, McDonald's and Charming Shoppes, the parent company of clothing stores including Fashion Bug and Lane Bryant (Source: CoStar Group). Many of these companies have pre-set trade area thresholds, and communities of less than 10,000 will need to demonstrate the ability to draw significant traffic from a broader population to be considered a viable location. For instance, Berlin's trade area encompasses parts of a three-county area which is home to more than 11,000 consumers.

In 2014 the University of Minnesota Extension published a study that reviewed the retail market of thirteen Greater Minnesota cities where a Wal-Mart Supercenter opened between 2000 and 2008. A total of 779 total retail and consumer service businesses were reported to have opened in those 13 cities after a Wal-Mart Supercenter had opened. There was a greater growth in eating and drinking establishments in cities with a Wal-Mart Supercenter than for other Minnesota cities on average. The most frequently reported new or expanded business types in the 13-city study following a Wal-Mart Supercenter opening were limited-service and full-service restaurants, personal care services, health and personal care stores, sporting and hobby stores, auto repair and maintenance and other miscellaneous retail. Another detailed multi-year study of Wal-Mart consumer influence in rural communities conducted by the Small Business Development Center identified a significant positive sales influence on home goods retailers (furniture, appliance, floor covering, drapery, etc.) and eating and drinking establishments for communities which are home to regional Wal-Mart stores. These establishments offer products, which do not compete with goods available at Wal-Mart and are complementary products that are typically associated with destination shopping trips and/or extended shopping excursions. Both of these categories have significant regional retail demand which could be accommodated in Berlin. The study also indicated ancillary activities associated with arts and entertainment benefit from the increased audience attracted by Wal-Mart.

A secondary recruitment strategy focuses on complementary products or services in sectors where Berlin is already drawing a significant amount of secondary spending, although a significant gap may not exist locally. Based on spending patterns, Berlin attracts the largest external spending in the categories of motor vehicle & parts dealers, automobile dealers, grocery stores, furniture stores, gasoline stations, restaurants, building materials, garden equipment, and general merchandise stores. Discount and dollar stores were mentioned as a common co-tenant for Wal-Mart facilities, and could start to create a concentration of general merchandisers. However, the dominance of the grocery sector leaves minimal additional dollars available locally and regionally, making it difficult to introduce new retailers targeting these segments. Still, complementary product offerings may be a potential target if new retailers can attract existing customers within these segments.

Growth Potential

The market analysis shows strong evidence that the economy has recovered because of increases in median disposable income and per capita income for Berlin residents. Considering this Market Analysis update changed the primary and secondary trade boundary, this update cannot compare the trade areas to previous years. However, the data shows that the median disposable income is similar to the City of Berlin residents' median disposable income. The data also shows there will be a slight decrease in population by 2022.

As customer demand has shifted, the supply of goods and services has also changed. Expansion of existing stores, including the opening and further establishment of Super Wal-Mart, and small business transitions have changed customer habits. Several categories that show strong sales locally include specialty foods, building material and supplies, garden equipment and supply stores, used merchandise stores, florists, home furnishing stores, and furniture stores, to name a few. Several categories with decreased sales locally include books and periodicals; and electronic shopping and mail order.

Electronic shopping and mail order is an interesting category that will need to be reviewed in the coming years. The electronic shopping and mail order demand in Berlin was roughly \$3 million in 2015 and only \$1.5 million in 2017, which is out of the ordinary, considering many more Americans are buying merchandise online. One of the largest industry leaders in the electronic shopping and mail order sector is Amazon.com Inc. Due to more Americans buying online through retailers like Amazon, brick and mortar stores are closing. These stores, like J.C Penny, Macy's, Sears and K-Mart, are not closing because of a deep recession but because of shifting spending habits.

Another trend impacting retail is the shift of spending from material goods to meals out with friends. In the City of Berlin, spending on food services and drinking places increased 39 percent. As mentioned, the electronic shopping and mail order demand decreased in Berlin. However, demand for dining and drinking establishments increased. There is a strong demand for electronic shopping and mail order in the primary and secondary trade areas; along with a high demand for food services and drinking places.

General merchandise sales are primarily associated with large discounters (Wal-Mart) and dollar stores, while other categories reflect new store opportunities or increased capture from regional customers.

The change in consumer spending and the local business mix has slightly altered spending habits, with customers more willing to focus spending in limited and focused trips. Currently, \$0.73 of every dollar spent in the trade area comes from customers who reside within the trade area, while the remaining \$0.27 of every dollar is attracted to the community in the form of regional visitors. This is a considerable improvement over 2010 when only \$0.15 of every dollar came from outside the trade area. At the same time, Berlin's capture of local spending has decreased, with nearly 30 percent of local spending leaving the trade area, up from 16 percent in 2010. This may be explained by the fact that as per capita income has increased; consumers now have more disposable income and are making larger purchases. Unfortunately, these larger purchases are likely being made in larger market areas, such as Oshkosh or the other larger Fox Valley cities.

Coordinated Marketing Strategies

There is significant potential for increased consumer spending capture in the City as a result of the regional traffic already attracted to Berlin. However, marketing to this population will be critical to the ability to maximize this potential. Because of Wal-Mart's location on the western edge of the City, customers from the south and east will travel through downtown to reach the store, providing increased traffic and marketing opportunities for smaller businesses. Additional opportunities exist to reach this audience through other channels in advance of planned trips. This is critical if the City wishes to reinforce this brand recognition and increase customer crossover between Wal-Mart and other local retailers. Marketing should focus on goods and services which complement popular Wal-Mart line items, or which can be accommodated during an existing trip (i.e., on weekends or evenings when Wal-Mart visits are highest). This may require adjusting operating or event hours to coordinate with Wal-Mart customer patterns. Because Berlin's trade area is large, finding ways to share the cost of marketing among multiple retailers will be critical. Examples might include a joint ad buy, shared radio purchase with the wraparound tagline or joint billboard purchase.

CHAPTER 2: HOUSING MARKET ANALYSIS

The housing market analysis provides an overview of local demographic, income and social factors which contribute to the demand for housing in the City of Berlin. The analysis examines the impact of household size, income, age, and ownership status of Berlin's population. By studying this relationship and changes in these factors over time, we can identify current and future gaps in supply based on household need. Categories which are projected to have potential needs are divided based upon the type of housing which is most commonly demanded by these groups. For instance, the need for rental housing and affordable housing, as well as active senior and retirement communities are frequently areas of future need in our aging society. As with the retail trade area, housing demand comes from a broader geographic area than just the City. This larger pool includes: employees currently working in or near the City and would prefer to live closer to their place of employment, downsized households resulting from emancipated children("empty nesters"), and senior migration from rural areas seeking closer access to services and medical care. All of these factors can drive future housing demand in Berlin beyond the needs of its existing population.

Income & Housing Affordability

Household income is a critical factor impacting housing demand. The ability of local households to afford existing housing stock influences the decision to purchase or rent, and indicates the price point at which future units will be absorbed. Table 2 indicates the percent of monthly income that a household earning the area median income would spend to purchase a median value home. Housing is generally deemed to be affordable when households spend less than 25 percent of their income on housing. Berlin's housing stock remains affordable compared with the state. However, housing prices have risen 37 percent, and local incomes have declined since 2015. This increased housing cost prevents local households from being able to enjoy a higher quality of life by requiring them to spend more of their discretionary income on housing.

Table 2: Housing Affordability

Housing Affordability		
	City	State
Median HH Income	\$39,395	\$53,357
Maximum Affordable Home Price*	\$227,000	\$285,000
Median Home Value	\$145,000	\$170,490

* 20% down payment, 25% of income toward housing, 30-year rate, 4% interest.

Source: US Census

Although housing as a whole is affordable within the City, a further analysis of demand and supply of units meeting the needs of individual age and income levels indicates that there are significant segments of the population which have household incomes below this threshold. These households, if they do not already own a home, are unlikely to be able to afford a market priced unit in Berlin based on their current income.

Table 3 indicates the number of households within various age and income groups in the City. The bottom row shows the percentage of households within each age group that do not make an income sufficient to obtain housing in the City for less than 25 percent of household income. Cells that are shaded blue indicate that more than 75 percent of households rent and light blue shaded cells indicate that 40-74 percent of households rent. Although in many cases the decision to rent is driven by income, a growing percentage of the population falls into demographic groups that are predisposed to rent, including younger households, older households, immigrants and relocating workers. As indicated in the column at the far right, these households can afford monthly rental rates in line with the market but are currently unable to rent due to limited supply.

Table 3: Affordability of Owner-Occupied Units

Affordability of Owner-Occupied Units								
Income Bracket	<25	25-34	35-44	45-54	55-64	65-74	75+	Affordable Rent**
<\$15,000	18	36	28	46	50	34	56	\$312
\$15,000-\$24,999	26	36	37	26	52	34	92	\$417
\$25,000-\$34,999	6	34	33	29	38	56	72	\$625
\$35,000-\$49,999	16	62	66	65	85	77	49	\$875
\$50,000-\$74,999	19	76	107	136	123	82	22	\$1,292
\$75,000-\$99,999	4	43	45	85	64	35	12	
\$100,000-\$149,999	3	20	43	43	38	16	12	
\$150,000-\$199,999	0	5	8	11	7	4	3	
\$200,000 or more	0	3	4	5	3	1	0	
Total	92	315	371	446	460	339	318	
Population with Housing Costs over 25% of Income*	48%	23%	18%	16%	22%	20%	47%	

*Based on monthly mortgage payment with 20% down, 30 years fixed at 4%, with estimates of property taxes and insurance. **25% of income. Sources: US Census Bureau, 2010 Census, Vierbicher

Age and family status are the most influential factors for households considering renting versus owning. The percentage of all households headed by individuals under age 25 renting is 75 percent; half of the households headed by individuals between the ages of 25 and 34 or over age 75 are renting, and one-third of households headed by individuals ranging in age from 35 to 45 rent rather than own. Within the renter pool, there are differences in the type of units preferred. A majority of younger renters (under 25) live in larger apartment buildings of 5-50 units, while middle-aged renters prefer single-family homes or buildings with less than four units. Approximately 14.2% of housing units in Berlin are in buildings larger than five units. Older renters are split between smaller buildings and larger senior housing apartment buildings. Tables 4 and 5 more clearly display this data by age of householder.

Table 4: Percent Distribution of Ownership by Age Cohort

Percent Distribution of Ownership by Age Cohort							
Tenure	15-24	25-34	35-44	45-54	55-64	65-74	75+
Owner Occupied	25%	49%	64%	68%	80%	75%	51%
Renter Occupied	75%	51%	36%	32%	20%	25%	49%
Total	100%	100%	100%	100%	100%	100%	100%

Source: US Census 2010

Owner occupied units within Berlin are largely limited to single family homes and duplexes, with a limited number of senior-oriented condominium projects and mobile homes, as indicated in the table below. According to the Wisconsin Realtor’s Association, home sales activity for Green Lake County have been well over 200 homes each year since 2013. In 2007, a total of 131 homes sold in Green Lake County. In 2007, 309 homes sold in Waushara County. In 2015 and 2016, 346 and 343 homes sold in Waushara County respectively.

Table 5: Owner Occupied Units by Age Cohort

Owner Occupied Units by Age Cohort							
Type of Unit	15-24	25-34	35-44	45-54	55-64	65-74	75+
1, detached/attached	93%	93%	97%	99%	97%	91%	91%
2-4 units	7%	7%	3%	1%	3%	0%	0%
5-19 units	0%	0%	0%	0%	0%	5%	5%
20-49 units	0%	0%	0%	0%	0%	0%	0%
50+ units	0%	0%	0%	0%	0%	0%	0%
Mobile Home	0%	0%	0%	0%	0%	4%	4%

Source: US Census, 2010

In contrast to home owners, renters have greater choice in housing types. Although a significant number prefer to rent single family homes, younger and older renters are more concentrated in multifamily apartments or senior housing properties. These larger properties typically offer a combination of amenities, limited upkeep and social opportunities which are attractive to these age groups. Market evidence of this growing rental market is evident by the 84 percent of rental housing which has been built in the City since 1980, with consistent delivery of approximately ten units per year until the last several years. Perhaps because of consistent increases in supply, 2015 housing statistics identified a vacancy rate of approximately six percent of the City’s apartment stock, but less than three percent vacancy for the sales market.

Table 6: Renter Occupied Units by Age Cohort

Renter Occupied Units by Age Cohort							
Type of Unit	15-24	25-34	35-44	45-54	55-64	65-74	75+
1 detached/attached	25%	25%	35%	35%	35%	26%	26%
2-4 units	13%	13%	39%	39%	39%	20%	20%
5-19 units	40%	40%	22%	22%	22%	36%	36%
20-49 units	16%	16%	4%	4%	4%	18%	18%
50+ units	0%	0%	0%	0%	0%	0%	0%
Mobile Home	6%	6%	0%	0%	0%	0%	0%

Source: US Census, 2010

Since the recession, an increasingly large number of households have switched to renting as opposed to home ownership, especially in the younger and older age groups. Half of the households headed by individuals aged 25-34 now opt to rent, an increase from 2000 when 42 percent of these households rented. Adults aged 75 and over also saw more than a ten percent increase in the percentage of households renting over the same decade. A portion of this increase may be a result of additional facilities that were constructed over this period, especially larger apartment buildings and senior-oriented facilities, which are most attractive to these age groups.

Projected Demand

Projections for household growth over the next several decades are provided in Table 7 below. Green shading indicates segments of the population anticipated to experience household growth, while the white shading indicates a decline in households with the age group for the corresponding decade. According to both leading demographic firm ESRI and the Wisconsin Department of Administration, the overall trend shows a slow increase in population through about 2030. Household

growth will increase faster, however, than the anticipated growth in population. Household growth will be uneven due to the general trend toward an aging population. The decline is most pronounced in the younger and middle-aged households, extending to include a decline in all but the oldest households if current trends continue through 2035. As with

Table 7: City Household Trends 2015-2035

City Household Trends 2015-2035				
Age of Householder	2015-2020	2020-2025	2025-2030	2030-2035
<25 years	-3	-4	-4	-5
25-34 years	1	-1	-3	-8
35-44 years	4	1	-3	-7
45-54 years	10	7	2	-4
55-64 years	-7	9	1	-4
65-74 years	30	45	35	28
75+ years	14	20	28	23
Total Change in Households	49	77	56	23
New Rental Units Supported	16	22	18	6
New Owned Units Supported	33	55	38	17

retail spending, there is significant potential for Berlin to attract additional households from the region, which is anticipated to grow fairly steadily over the next two decades, even after population growth slows and reverses as average household size continues to decline. This is especially true for households moving to senior housing facilities, which are typically located in hub communities where adequate medical care and amenities are available, drawing from the surrounding region for their resident base. If Berlin were to continue to capture a proportional share of regional and age cohort growth, this would provide an additional 14 households over age 75 by 2020, and 71 additional households over age 75 by 2035. These households are most likely to rent and to make changes in living arrangements based on life changes (i.e., the death of a spouse, injury, physical ability).

The current trend in senior housing is to create continuum of care projects located near existing commercial environments that provide access to amenities. Desirable nearby amenities include pharmacies, medical care, restaurants and park space. These elements are abundant downtown, making senior housing an ideal redevelopment strategy in or surrounding the downtown area. Facilities that provide a continuum of care, including independent living arrangements, also provide a larger consumer base for downtown businesses, including residents and visitors.

Empty nesters are also a target for urban neighborhood living, and represent an additional growth sector within the City and region. Providing a unique urban living environment can enable Berlin to attract a greater share of empty nester households wishing to downsize. However, attracting this demographic segment will require adequate downtown amenities, especially restaurant and park space. As empty nester households are still more likely to own than rent and condominium financing at competitive rates is not currently available, this product type represents a longer term opportunity.

CHAPTER 3: COMMERCIAL/OFFICE MARKET ANALYSIS

This market analysis includes an assessment of the local commercial and professional office sectors for Berlin. In contrast to the industrial and retail sectors, there are no specific industry classifications which correspond to the need for professional office space. Commercial office uses have historically been associated with upper floor commercial spaces and/or non-storefront first-floor space, and continue to occupy such spaces. However, as consumer needs have shifted from a downtown-centered model to a more regional trade area, downtown storefront use has shifted. Additionally, professional service tenants have found that first-floor storefront spaces provide greater visibility, marketing, and customer convenience. Landlords appreciate the lower buildout costs and longer-term leases typical of many service-oriented tenants in contrast with retail businesses. Modern downtown commercial districts now include an average ratio of 45 percent customer-oriented retail/restaurant and 65 percent professional and personal services. This ratio is true of both large urban downtowns and smaller community main streets. The section below highlights potential opportunities to attract additional professional service firms which are likely to be successful in drawing a local workforce and/or customer base. While it is still desirable to create clusters of related consumer-oriented retail to support multi-stop visits, the size of Berlin's downtown makes it likely that professional business spaces continue to have a significant presence in downtown storefronts.

Workforce Profile

As mentioned previously, Berlin can draw from a regional workforce to fill jobs within the community. As of 2017, there were 284 more jobs available within the City for the sectors shown than residents in the local workforce. Because of the net immigration of workers, residents of Berlin have a wide variety of employment opportunities, with an abundance of jobs per local worker in nearly every sector. Within the City, agriculture and mining; construction; manufacturing; transportation and warehousing; public administration; arts, entertainment and recreation; and accommodation and food service have sufficient local workers and do not import additional workers from the region.

Table 8 identifies the number of residents in these occupational classifications (workers in the city) and the number of jobs available in these occupational classifications in the city. If there are more workers than jobs available, then workers will have to commute out of the city. For example, there are 111 workers identified in the construction occupation, but only 21 jobs available in the city. Therefore, 90 residents must commute out of Berlin.

Table 8: Occupational Classification for City of Berlin

Occupational Classification	Workers in City	Jobs in City	Surplus Workforce (population commuting out)
Agriculture & Mining	41	15	26
Construction	111	21	90
Manufacturing	756	691	65
Wholesale Trade	97	99	-2
Retail Trade	312	380	-68
Transportation & Warehousing	84	43	41
Information	34	43	-9
Finance/Insurance/Real Estate	108	196	-88
Educational Services	172	287	-115
Public Administration	123	81	42
Health Care & Social Assistance	375	717	-342
Arts, Entertainment, and Recreation	20	2	18
Accommodation & Food Service	150	92	58
Total	2,383	2,667	-284

Similarly, there are some occupational classifications within the labor shed which are underrepresented in Berlin and the surrounding communities. Particularly, workers with manufacturing skills are required to travel to Oshkosh or other larger employment centers for employment. This commuting workforce represents 37 percent of the workforce within the labor shed, or more than 4,000 local workers who would be available to employers locating in Berlin. While some occupations cannot be accommodated locally and some commuters will choose to commute for higher wages or greater occupational choice, there is a segment of these workers who would prefer to work closer to home if the opportunity were available. Sectors with surplus workers as compared to jobs within the labor shed are included in the table below. Most sectors in the labor shed have a shortage of local employment, meaning that workers from outside the region must commute into work.

Of these sectors, some represent more likely recruitment targets than others. For instance, Public Administration employment opportunities are limited by the size of local government and are likely located in Green Lake and Wautoma. Similarly, wholesale trade related businesses are most likely to locate adjacent to major transportation corridors not present in Berlin. However, other sectors represent viable short or long term targets for relocation or satellite office locations in the community. Some specific occupations within these sectors are less driven by a need for proximity to specific customer or client bases and are recommended as short term targets. These target recruitment sectors include Information technology, legal, insurance or other back office industries (processing, claims) and health care. Many of these sectors are represented in the new commercial node on the City's east side, but would also be appropriate tenants for downtown if suitable space is made available.

Table 9: Occupational Classification for the Berlin Labor Shed

Occupational Classification	Workers in Labor Shed	Jobs in Labor Shed	Surplus Workforce (population commuting out)
Agriculture & Mining	84	49	35
Construction	204	61	143
Manufacturing	1306	775	531
Wholesale Trade	175	144	31
Retail Trade	543	428	115
Transportation & Warehousing	158	70	88
Information	53	43	10
Finance/Insurance/Real Estate	198	199	-1
Educational Services	306	350	-44
Public Administration	242	115	127
Health Care & Social Assistance	649	738	-89
Arts, Entertainment, and Recreation	33	4	29
Accommodation & Food Service	285	100	185
Total	4,236	3,076	1,160

Source: Community & Economic Census

Recruitment success requires the presence of suitably sized spaces with modern buildout. Facilitating upgrades to older and vacant spaces can help create an affordable and efficient environment to cater to potential new businesses.

Future Trends

An additional long-term opportunity for Berlin is the ability to increase its market share of younger workers. More than a quarter (29%) of the jobs in the community are held by individuals aged 55 and older, which is up 2 percent from the 2015 Market Analysis. In the regional labor shed, 29 percent of jobs regionally are held by workers aged 55 or older. However, younger workers are concentrated in different professions than those currently reflected in the community (specifically in healthcare and professional services), which suggests that recruiting these types of businesses specifically can increase local employment options for younger households, encouraging them to stay or relocate to the community. Additionally, there are significantly more workers aged 55 and older employed in the retail trade and finance and insurance sectors, including a significant number of locally serving retail and service businesses. Facilitating the transition of ownership in these businesses to the next generation of entrepreneurs will help retain these local services and create additional employment opportunities which appeal to entrepreneurial individuals. Traditionally, this transition is difficult to make, and current financing options for the purchase of businesses, especially retail businesses, are limited. The ability to work with businesses to facilitate this transition and retain these locally owned and operated establishments can help create a local culture of entrepreneurship and create opportunities for local partnerships.