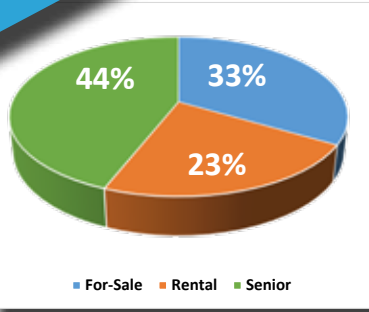


2024

MARION COUNTY HOUSING OPPORTUNITIES



Executive Summary



Maxfield Research & Consulting was contracted by Marion County Development in 2023 to conduct a Comprehensive Housing Needs Assessment similar to the study completed in 2016. For the study, the county is divided into 5 submarkets to more accurately account for the demand within each portion of the county. Data is available by submarket for for-sale housing, senior housing and rental housing.

The Marion County total housing demand from all submarkets is 3,067 by 2035. The demand is broken down to include: 1,349 senior housing units, 1,027 for-sale housing units and 691 rental housing units.

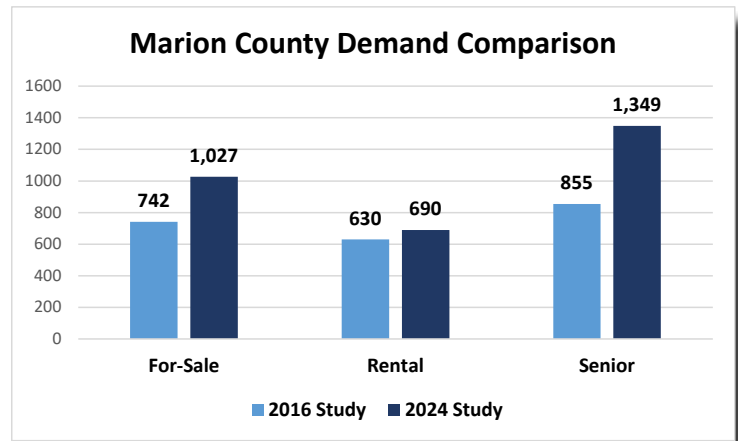
In 2023, there were an estimated 19,110 jobs in Marion County which compares to 17,320 jobs in 2020. As of Q3 in 2023, the manufacturing industry employed 8,580 employees accounting for 43.9% of employment. The average weekly wage across all industries in Marion County was \$1,067. Jobs in Marion County are projected to grow by 24.5% from 2020 to 2030.

Marion County Housing Demand (2024-2035)

Type:	Category:	Units Needed:
For-Sale: 1,027	Single Family	741
	Multi-Family	286
Rental: 691	Subsidized	126
	Affordable	167
	Market Rate	398
Senior: 1,349	Active Adult Subsidized Rent	49
	Active Adult Affordable Rent	317
	Active Adult Market Rate Rent	294
	Active Adult Market Rate Own	203
	Independent Living	192
	Assisted Living	146
	Memory Care	148

TOTAL MARION COUNTY HOUSING DEMAND, 2024-2035:

3,067



Prepared By:

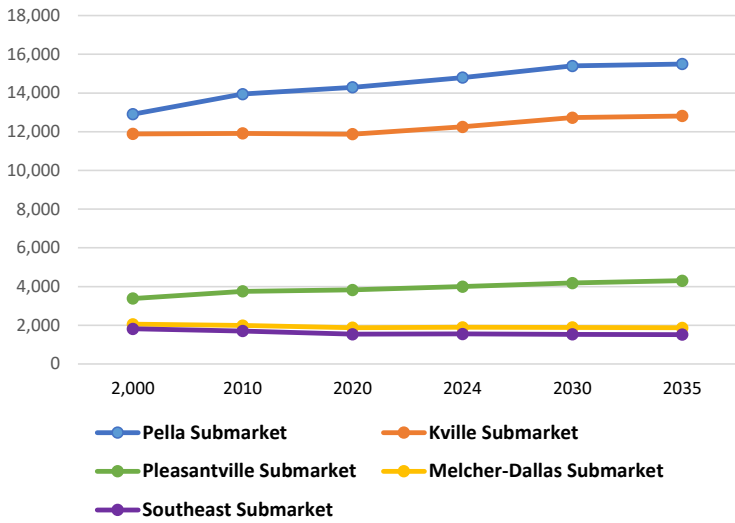
Prepared For:

The Marion County Comprehensive Housing Assessment was completed by Maxfield Research for Marion County Development in May, 2024. A special thanks to our sponsors, stakeholders, cities, Marion County Board of Supervisors, Marion County Assessors Department and Marion County GIS for their help.

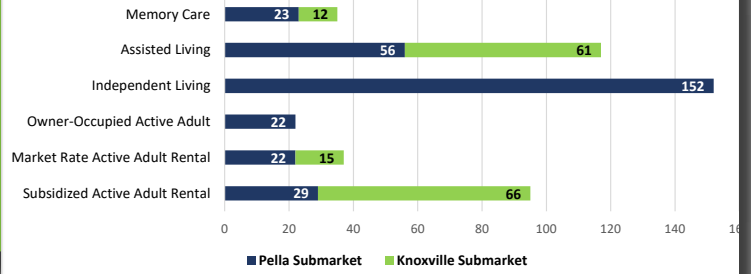
MarionCountyIowa.com

MARION COUNTY COMPREHENSIVE HOUSING ASSESSMENT SPONSORS: PLATINUM: ATI Group, Marion County Development, PACE Alliance, Pella Corporation, and Weiler; GOLD: Mid-American Energy; SILVER: City of Pleasantville and Pella Rural Electric Cooperative; BRONZE: Marion County Bank, Peoples Bank, and Precision Inc.; FRIEND: Van Maanen, Sietstra, Meyer & Nikkel

Population Forecast



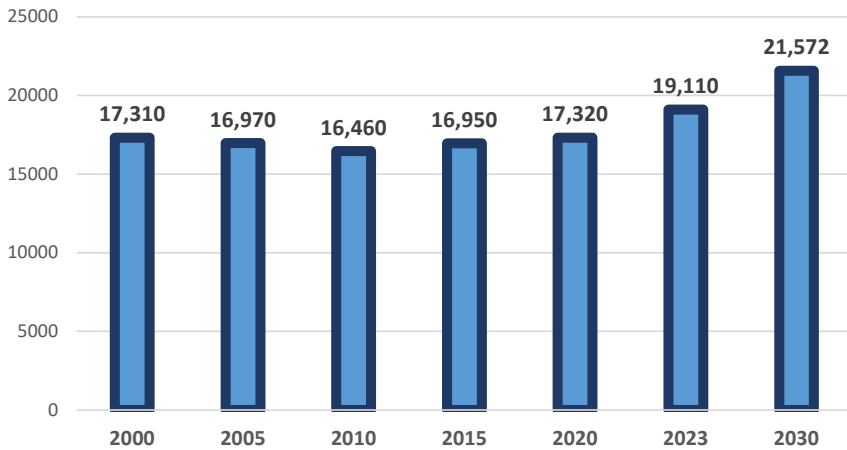
Current Senior Housing by Submarket



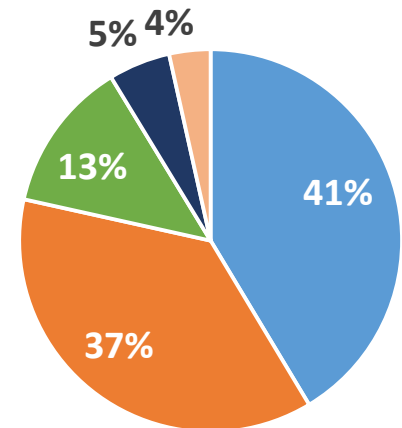
Home Resales

	Year	No. Sold	Avg. Sold Price	Avg. PSF
Marion County	2018	458	\$163,015	\$119
	2019	510	\$180,927	\$127
	2020	514	\$194,420	\$136
	2021	557	\$209,827	\$144
	2022	483	\$219,356	\$157
	2023	436	\$257,909	\$185

Employment Growth and Projections



Marion County Total Demand by Submarket, 2024-2035



Marion County Commuting, 2021



The median household income in Marion County in 2024 is \$72,896 which is higher than Iowa at \$69,423.

Marion County median household income is expected to grow to \$82,469 by 2030.

- Pella Sub
- Knoxville Sub
- Pleasantville Sub
- Melcher-Dallas Sub
- Southeast Sub