

Kalamazoo & Battle Creek

Multifamily Report | 2019

NAI Global[®]
Great Lakes Region



Kalamazoo & Battle Creek Michigan

Population



398,960

The 2019 Population of Kalamazoo & Battle Creek

Education



93.6%

93.6% of Kalamazoo & Battle Creek residents hold a high school degree or higher

Median Household Income



\$53,437

...Since 2011 the median income has grown **4.5%**

Primary Renters



102,533

25.7% of city residents are **primary renter age** between 18-34 years old

Household Value



\$168,813

The median home value is based on owner occupied housing

Businesses



13,718

...**67.4%** of Grand Rapids Residents are in the Labor Force

The Kalamazoo/Battle Creek area offers a great opportunity for real estate investment. Both Kalamazoo and Battle Creek have organizations that promote business development and economic growth. Battle Creek Unlimited and Kalamazoo Promise have the support of philanthropists and public investors that creates regional wealth through business development, retention, and attraction. Battle Creek Unlimited focuses on the business development in downtown Battle Creek. Since 2008, more than \$39 million in investments have been leveraged to create an \$88 million impact within the downtown district, thus creating more than 1,100 jobs for the Battle Creek area. Kalamazoo Promise is a non profit organization supporting the growth of human capital for the Kalamazoo area by funding higher education. The program offers a scholarship for students who attend all four years of high school at, and graduate from, Kalamazoo Public Schools. For these students, 100% of their tuition and fees are covered for any public college or university in the state. The foundation of Kalamazoo Promise has been estimated to be funded for between \$200-\$250 million.

37.6

MEDIAN AGE of KALAMAZOO & BATTLE CREEK RESIDENTS

57.5% OF EMPLOYED KALAMAZOO & BATTLE CREEK RESIDENTS WORK IN

WHITE-COLLAR OCCUPATIONS

OCCUPANCY & RENT TRENDS AT A GLANCE



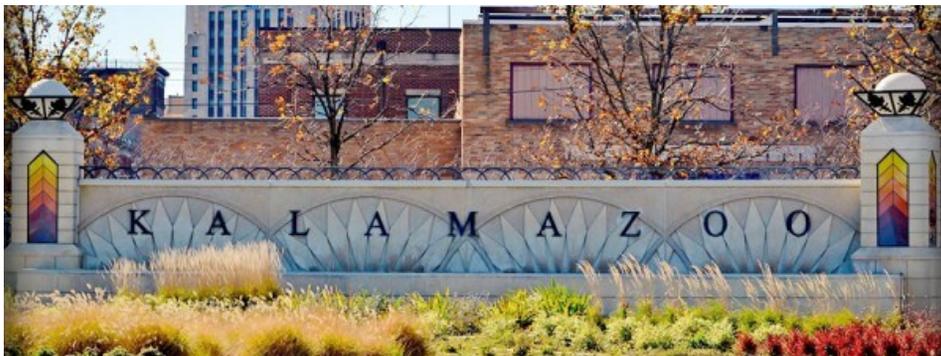
94.5% OCCUPANCY RATE Up 30 bps since 2018



\$968 ASKING RENTS Up 3.4% since 2018



0.62% CONCESSIONS Down 10 bps since 2018



Who's in Kalamazoo & Battle Creek?

Colleges and Universities	Enrollment
Kalamazoo, MI	
Western Michigan University	22,562
Kalamazoo Valley Community College	8,484
Kalamazoo College	1,467
Davenport University – Kalamazoo	1,207
Battle Creek, MI	
Kellogg Community College	5,929
Wright Beauty Academy	10
Total	39,659

Employers	Employees
Bronson Health Care System	8,600
Pfizer	6,000
University Relations	4,245
Western Michigan University	4,219
Denso Manufacturing	3,009
Kellogg Company	2,500
Hart-Dole-Inouye Federal	2,100
PNC Bank	2,000
VA Medical Center	1,400
Michigan Air National Guard	1,300
Hart-Dole-Inouye Federal	1,206
Post Cereals	740
Meijer, Inc	700
Total	38,019

Data Source: Collegestat.org, Collegeportrails.org, City of Kalamazoo, City of Battle Creek, Battle Creek Unlimited, Kalamazoo Promise.

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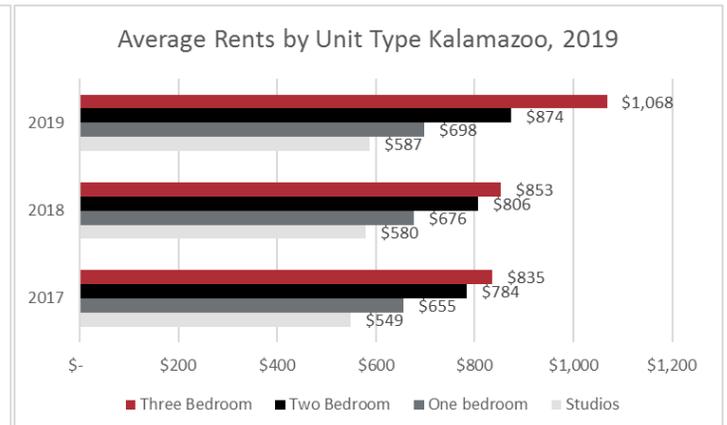
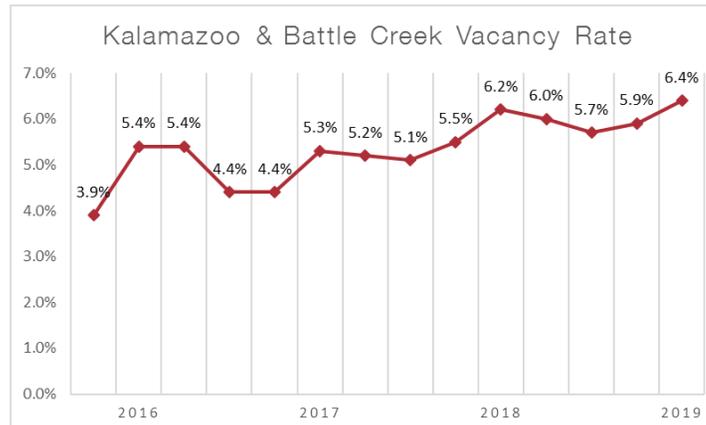
Kellogg's



Why Kalamazoo & Battle Creek ?

398,960
Total Population

Data Source: CoStar Realty Information Inc.
United States Census Bureau



Kalamazoo & Battle Creek Attractions



Wings Stadium Home of the Kalamazoo Wings, a AA Hockey team in the ECHL. This arena can hold up to 5,113 people.



Air Zoo Influenced by Kalamazoo's rich history in aviation, this museum holds more than 50 rare planes along with real flight simulators and park rides.



Gilmore Car Museum Includes numerous historic structures, including vintage dealerships, a small-town train station, a fully-functioning 1941 Silk City Diner, a recreated 1930s Shell Station.



Bells Brewery Bells Brewery's Two Hearted Ale was voted best beer in America. Tours of the facility are a great way to spend an afternoon.



Kalamazoo Institute of Art Rotating exhibition non-profit art museum and home of the 3,000 student enrolled Kirk Newman Art School.



Binder Park Zoo A 433-acre zoo, which is one of the largest in the State of Michigan. It is home to 600 different animals and 140 different species



Inge's Place A local business incubator and showcase, offering office space for start-ups, small non-profits, and anyone needing space to get work done.



Kalamazoo River Valley Trail The newest addition to Kalamazoo's county parks, this trail offers 35 miles of remarkable scenic paved routes.



Kalamazoo Downtown District Central to over 1,000 businesses, this southwest Michigan hub offers plenty of entertainment and dining experiences, perfect for a weekend visit or a night out on the town.



Western Michigan University Waldo Stadium Home of the WMU Broncos Football team, this stadium hosts over 30,000 spectators during game day. Renovated in 2003, this stadium also hosts many high school athletics.

Highlighted Projects



The Milton - Heritage Tower Redevelopment

Built in 1930, Heritage Tower, a historic building in downtown Battle Creek, has remained vacant for over a decade. Now the building is finally getting new life breathed into it. Over 32 million has been awarded to turn the 19-story building into retail, office space, and 85 market-rate apartments.



The Exchange Building

A \$52.7 million, 15 story mixed use building. The 335,674 square foot building will include commercial, retail with a bank as the anchor tenant, apartments on the upper floors, and integrated parking. The apartment portion will include 133 market rate units and the project will be completed by the end of summer 2019.



The Creamery

\$14.7 million, 3 story mixed use apartment community planned for the Edison Neighborhood and has millions of dollars in state funding approved. The Creamery will be build on a brownfield site and consist of 48 apartments, a YWCA Children Center, and business space. The 48 apartment units will have access to a roof top terrace and the finished project will be LEED certified.



Stryker Corp

Stryker Corporation plans to expand on an existing medical manufacturing facility in the city of Portage . With the \$109 million investment, Stryker is expected to add 260 new jobs with an average annual expected salary of \$73,000. Construction is expected to begin this fall and be completed by the end of 2020.



400 Rose

AVB Inc., is planning to build a \$24.2 million mixed-use development located at West Lovell St and S Rose St. The project is expected to be completed in Winter 2019, with 4 stories and 135 "affordable" rate apartments.

Western Michigan University



Introduction

Founded in 1903, Western Michigan University has grown from a small college to a nationally recognized University, now enrolling over 23,000 students from across the U.S. and 100 other countries. Their main campus is located in Kalamazoo, Michigan, which has been ranked by the American Institute for Economic Research as one of the top 20 college towns in the U.S., with populations between 250,000—1,000,000. Western Michigan offers 147 bachelor's, 73 master's, and 30 doctoral degree programs. The degree-granting colleges include the college of arts and sciences, aviation, education and human development, engineering and applied sciences, fine arts, Haworth College of Business, and health and human services.

Twelve Campuses

[Kalamazoo](#) [Battle Creek](#) [Grand Rapids](#) [Grand Rapids](#) [Lansing](#) [Auburn Hills](#) [Clinton Township](#) [Muskegon](#) [Benton Harbor](#) [Traverse City](#) [Punta Gorda](#) [Tampa Bay](#)

Western Michigan University has four local campuses. Kalamazoo, the Main Campus, sits on 1,200 acres just outside of downtown. The Parkview campus is located just south of Main Campus, and is home to the College of Engineering and Business Technology. Oakland Drive Campus includes the College of Health and Human Services and is also the new home to the University Archives and Regional History Collections. The Aviation Campus is located in Battle Creek, at the W.K. Kellogg Airport. Western Michigan's College of Aviation is the only public aviation program offered in the State of Michigan, and is one of the largest aviation programs in the nation. The campus has undergone significant growth and development in the past 5 years, with the construction of the new Valley Dining Center, and the \$4 million expansion of the Parkview Campus to create the new Business Technology and Research Park.

Accolades

- WMU is classified as one of just 157 public, and 222 public and private institutions that conduct research at the "higher" or "highest" levels.
— *The Carnegie Foundation*
- Named the most affordable "highly ranked" university in Michigan
— *Business Insider*
- Named to the Princeton Review's list of "Best Business Schools"
— *The Princeton Review*
- Awarded Best of GRITS—Green Revolving Investment Tracking System—honoring the University as that year's large nonprofit institution with the most carbon emissions saved.
— *The Sustainable Endowments Institute*

WESTERN MICHIGAN
UNIVERSITY

Total Endowment:	\$405.2 Million
Annual Budget:	\$424 Million
Aid Awarded:	\$27.3 Million

Source: Business Insider, Western Michigan University, MLive, Princeton Review



Athletics

WMU is an NCAA Division I school in the Mid-American Conference (football Bowl Subdivision) and National Collegiate Hockey Conference. The school offers 16 varsity sports, including 6 Men's sports and 10 Women's Sports. Their most recent athletic achievement was remaining undefeated and beating Ohio State 29-23 in the 2016 MAC Championship Game.

Student Housing

Western Michigan has multiple options for student housing on campus. There are 13 residence halls that support nearly 5,000 students. Residence hall meal plans are purchased with the overall dining services contract. Options range from unlimited access down to 10 meal swipes a week, including various amounts of dining dollars. 3 apartments are available on campus, as well as Spindler Hall, a historic residence hall with only 80 residents and occupied by mostly senior, graduate or non-traditional students.

Construction Projects

Due to solid demand in attendance at Western Michigan University, the campuses and their assets have continued to grow alongside the West-Michigan economy. Below is a list and details of ongoing or planned future projects on campus:

South Neighborhood

Demographics on campus are shifting towards a strong international enrollment and growing number of students from out of state. The campus plans to expand housing into the newly named South Neighborhood to keep up with the growing numbers. This area of student living is highly visible from Stadium Drive and will provide an attractive face for the "longest continuous face of the campus" according to WMU President, Edward Montgomery. The site previously had Elmwood Apartments, that housed 220 students, but the building was demolished this past May. Plans for occupancy are set to be in 2020.

Student Center

With new housing, a new student center is also in the works. WMU partnered with Cannon Design to plan the facility with an information and welcome center, student services one stop center, student organization support, and student support services. The space will also include affinity spaces, lounges, meeting spaces, retail shops/food service, and student meal plan food service/dining. The new student center is planned to be completed by the 2021-2022 academic year.

Apartment Housing Rates for 2019 - 2020

Western View			
	Per Room	Furnishing	Expanded Floor Plan
1 Bedroom	\$791	\$40	\$37
2 Bedroom	\$582	\$40	\$37
3 Bedroom	\$502	\$40	\$37
4 Bedroom	\$498	\$40	\$37
Goldsworth Valley			
1 Bedroom	\$683	\$40	
2 Bedroom	\$394	\$40	
Stadium Drive			
2 Bedroom	\$406	\$40	
Spindler			
Single Room / Co	\$357		\$60
Single Female Ro	\$384		

Local Market Leadership.

Globally Connected.

Whereas many other brokers may agree, on occasion, to jointly list a property or to share information in house, our team works together as a single unit throughout the entire process from valuation, to marketing, to closing in order to provide you with the best service possible. Most importantly, this enables us to conduct broad based direct calling to prospective buyers. There is no substitute for this approach, which allows us to generate the most offers and the highest price for your property. In addition, the team approach permits us to handle multiple complex transactions and still maintain great client communications.



a network of
7,000+
professionals



a total of
\$20B in
transaction
value



a total of
400
offices



Located in
55
counties

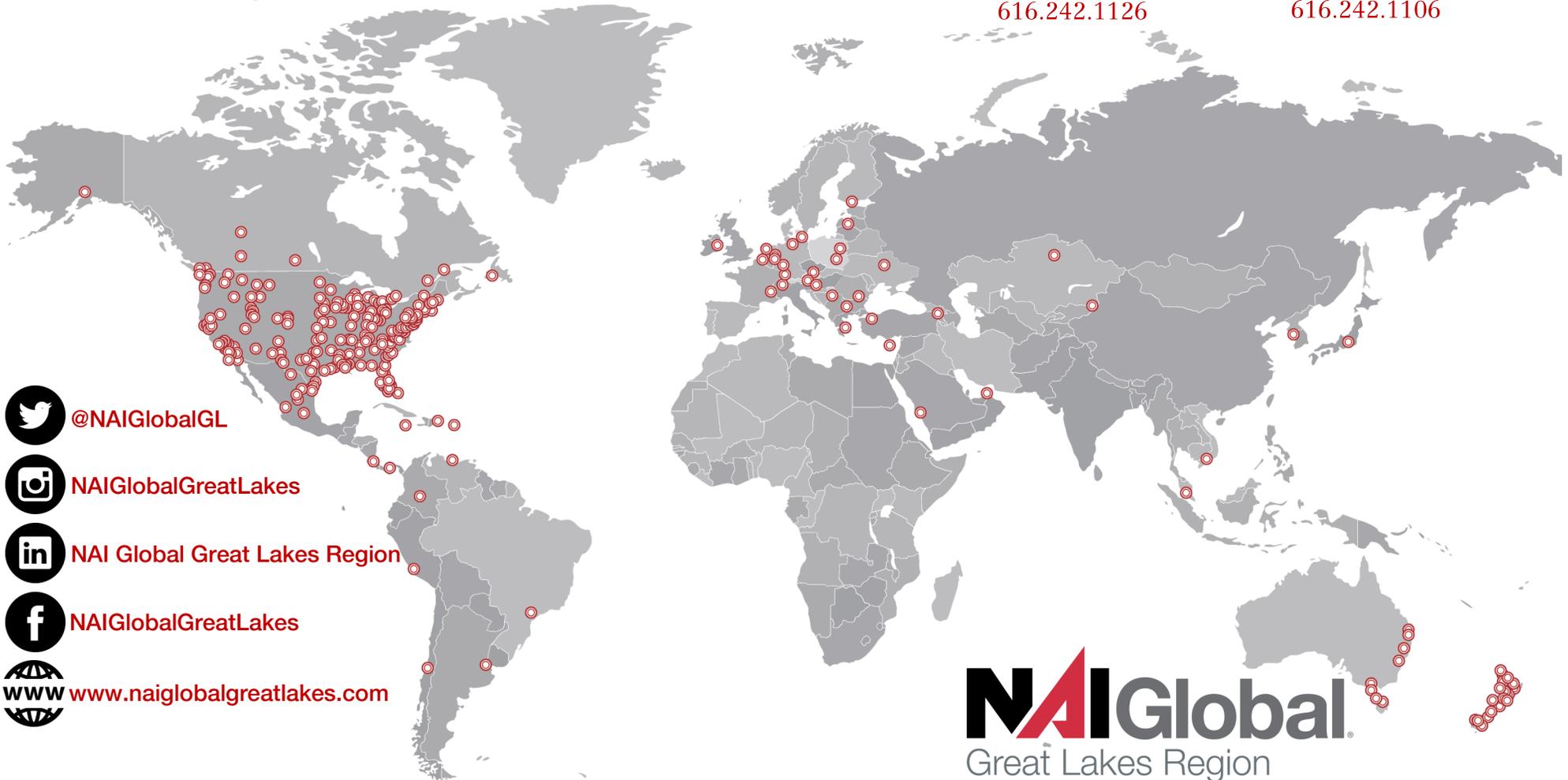
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