

SOCIAL AND ECONOMIC PROFILE

Introduction

This section of the plan provides an overview of the social and economic environment of the Mayville Community. For the purpose of this plan, we have used figures provided from the U.S. Census Bureau, the Tuscola County general Development Plan, the Bureau of Labor Statistics, the U.S. Department of Commerce and Project GoodSTART.

Income

Household income is an important gauge of the economic well being of a community. The amount of income households earn can affect local retail spending, home purchasing and other local investments. *Table 7* displays the 2000 median household income for the Mayville Community. As shown in *Table 7*, the median income of people in both the Village of Mayville and Fremont Township falls below the overall medians recorded for both Tuscola County and the State.

Table 7. Mayville Community, Tuscola Co., and State Median Household Income, 2000				
	Village of Mayville	Fremont Township*	Tuscola County	Michigan
Household Income	\$ 33,375	\$ 38,909	\$ 40,174	\$ 44,667
*Township numbers include Village numbers Source: U.S. Census Bureau, 2000				

Poverty

Table 8 reports the percentage of families that were living at or below the federal poverty level in 2000 for the Mayville Community. This census data indicates that both the Village of Mayville and Fremont Township have higher percentages of families living in poverty than was typical for Tuscola County and the State.

Table 8. Mayville Community, Tuscola Co., and State Poverty Status of Families, 2000				
	Village of Mayville	Fremont Township*	Tuscola County	Michigan
% Families Below Poverty Level	10.1	6.7	5.4	7.4
*Township numbers include Village numbers Source: U.S. Census Bureau, 2000				

Employment and Unemployment

The Project GoodSTART *Final Report* provides an excellent summary of the 2004 economic and employment environment for the Village of Mayville. It is important to note, that employment



information from Fremont Township was not included in this summary. The following two paragraphs are excerpted from that report.

The Economy and Business in Mayville, Michigan report by TOWNUSA.org explains there were 67 local establishments with 502 employees that generated an \$8.4 million payroll in 2004. A breakdown of local companies in the Mayville area follows.

**Table 9.
Employment by Industry, 2004**

Industry	Total Establishments	Local Companies: Number of Employees				
		1 - 4	5 - 9	10 - 19	20 - 49	50 - 99
Construction	16	15	1	0	0	0
Manufacturing	3	1	2	0	0	0
Wholesale Trade	1	1	0	0	0	0
Retail Trade	7	1	3	1	1	1
Transportation/Warehousing	1	0	0	0	0	0
Information	1	1	0	0	0	0
Finance/Insurance	7	6	0	1	1	0
Real Estate/Rental/Leasing	2	1	0	1	0	0
Professional, Scientific and Technical Services	5	5	0	0	0	0
Administrative and Support/Waste Mgmt./Remediation	1	0	0	0	1	0
Health Care/Social Asst.	6	2	3	0	0	1
Arts/Entertainment/Recreation	2	1	0	1	0	0
Accommodation/Food Service		0	2	1	1	0
All Others (except Public Administration)	11	10	1	0	0	0

Source: Project Good START Final Report

Many businesses are located along Main Street, including those specializing in auto service/repair, salons, restaurants, convenience/full grocery stores, laundry, fraternal organizations and a new subdivision being developed for the elderly. Main Street's major intersection with Fulton Street also contains many types of businesses including florists, restaurants, automobile parts, hardware, insurance, a medical center, fraternal organizations, library, banks, post office, veterinary clinic and the Mayville Community School buildings. In addition, a secondary business district has begun to emerge along M-24 which passes through the east end of the village. This area contains such businesses as a car wash, bowling alley, a fuel company, banks, churches, real estate offices, lumber yard, tax/bookkeeping business, several apartment buildings, and a convalescent home. This M-24 business area has grown beyond the village limits, including several similar businesses, a computer repair shop, a well driller, health care businesses and a mini-storage facility. It should be noted that despite apparent growth, all of



the village's business districts contain at least one empty building with the downtown area having several vacancies.

In addition to the report provided by Project GoodSTART, it was helpful to examine employment figures provided by the U.S. Department of Commerce for Tuscola County. While these statistics do not specifically represent the Mayville Community, they can provide insight into the employment trends within the region. *Table 10* indicates that overall employment for Tuscola County dipped in 1998 and made a modest recovery by 2000, but had not returned to 1997 levels. Employment in retail trade increased from 17% to 21% of the total employment between 1997 and 2000. Employment in services decreased from 27% to 21% of the total employment.

Table 10.
Tuscola County Employment by Industry, 1997-2000

	1997		1998		1999		2000	
	#	%	#	%	#	%	#	%
Total Employment	21,436	100%	19,374	100%	19,594	100%	19,764	100%
Farm Employment	1,718	8%	1,680	9%	1,733	9%	1,692	9%
Non-Farm Employment	19,718	92%	17,694	91%	17,861	91%	18,072	91%
Ag. serv., forestry, fishing, and other	239	1%	260	1%	273	2%	0	0%
Mining	30	0%	26	0%	25	0%	0	0%
Construction	1,332	7%	1,053	6%	1,057	6%	1,090	6%
Manufacturing	2,989	15%	2,855	16%	2,709	15%	2,851	16%
Transportation and public Utilities	780	4%	788	4%	806	5%	797	4%
Wholesale trade	843	4%	819	5%	785	4%	786	4%
Retail trade	3,411	17%	3,402	19%	3,670	21%	3,724	21%
Finance, insurance, and real Estate	1,082	5%	869	5%	931	5%	890	5%
Services	5,276	27%	3,846	22%	3,780	21%	3,796	21%
Government and government enterprises	3,736	19%	3,776	21%	3,825	21%	3,823	21%

Source: U.S. Department of Commerce - Economics and Statistics Administration - Bureau of Economic Analysis, 2002

Due to the limited employment opportunities within the Mayville Community, many citizens commute to jobs outside the Mayville Community. *Table 11* reports the number of people who worked within and outside the Mayville Community as well as their means of transportation and the average commute times in 2000. A majority of citizens, especially Township residents, worked outside the Mayville Community. Their primary means of getting to work was by car and the average round-trip commute was approximately one-hour.

Unemployment figures for the Mayville Community show that the unemployment rate for the Village of Mayville was higher than Tuscola County and almost twice the rate of the State. On the other hand, the unemployment rate for Fremont Township was lower than Tuscola County and the State. *Table 12* shows the unemployment figures for the Mayville Community.



Table 11. Mayville Community Work Location, Means of Transportation and Commute Time, 2000		
	Village of Mayville	Fremont Township
Work Place Location		
Work in Township of Residence	199	276
Work Outside of Township of Residence	357	1,201
Means of Transport to Work (Vehicle, Alone)	340	1,121
Average Commute to Work	33.6	36.6
Sources: U.S. Census Bureau		

Table 12. Mayville Community, Tuscola County and State Unemployment Rates, 2000				
	Village of Mayville	Fremont Township	Tuscola County	Michigan
Unemployment rates	6.4%	3%	5.2	3.4
Sources: Census, Tuscola County Gerberal Development Plan, Bureau of Labor Statistics				

Education

The type and amount of formal education an individual obtains usually has a bearing on their personal income. In general, people with higher educational levels are able to earn more income over their lifetimes than people with less education. Therefore, the educational attainment of a community can help predict the potential income generating capacity of the community. *Table 13* shows the educational attainment, by sex, for citizens over 25 in the Mayville Community. More than half the community has at least a high school degree and some college experience. However, only a small proportion of citizens have a Bachelors or Master Degree. The proportion of citizens that have a Bachelors Degree is consistent with the proportion of Tuscola County but below the proportion of Michigan.



Table 13.
Educational Attainment by Sex for the Population Over 25, in 2000

	Village of Mayville		Fremont Township	
	#	%	#	%
Males over 25	298		1,080	
High school graduate (includes equivalency)	135	45%	449	42%
Some college, less than 1 year	13	4%	72	7%
Some college, 1 or more years, no degree	55	18%	156	14%
Associate degree	9	3%	55	5%
Bachelor's degree	14	5%	69	6%
Master's degree	8	3%	21	2%
Professional school degree	0	0%	0	0%
Females over 25	317		1,170	
High school graduate (includes equivalency)	131	41%	475	41%
Some college, less than 1 year	28	9%	96	8%
Some college, 1 or more years, no degree	43	14%	156	13%
Associate degree	29	9%	95	8%
Bachelor's degree	25	8%	78	7%
Master's degree	2	1%	25	2%
Professional school degree	2	1%	2	0%

Source: U.S. Census Bureau, 2000, SF(3)

Housing

Along with the population growth in the Mayville Community, the number of housing units in the Community has increased. *Table 14* shows the growth of housing units within the Mayville Community. Over a ten year period, from 1990 to 2000, there was a 9.8% increase in housing units in the Village of Mayville and a 20% increase in the number of housing units in Fremont Township. The 20% increase within Fremont Township is nearly double the percentage increase experienced overall by Tuscola County.

Table 14.
Housing Units; 1980, 1990, 2000

	1980	1990	% Change 1980 - 1990	2000	% Change 1990 - 2000
Village of Mayville	369	386	4.6%	424	9.8%
Fremont Township	962	1,106	15.0%	1,332	20.0%
Tuscola County	20,252	21,231	5.9%	22,278	10.0%
State of Michigan*	3.6M	3.8M	5.6%	4.2M	10.5%

* State figures in millions of housing units
Source: U.S. Census Data

Over the same ten-year period, the number of owner occupied housing units has decreased in the Village of Mayville and increased in Fremont Township. This would suggest an increase in rental units in the Village of Mayville. *Table 15* presents the numbers and percentages of housing units in the Mayville Community, Tuscola County and the State in 1990 and 2000.



Table 15. Owner Occupied Homes, 1990 - 2000				
	Total Owner Occupied Units 1990	% of Total Units 1990	Total Owner Occupied Units 2000	% of Total Units 2000
Village of Mayville	352	76%	275	65%
Fremont Township	842	87.5%	1,082	81.2%
Tuscola County	15,817	74.5%	18,037	77%
State of Michigan*	2.4M	63.2%	2.8M	66%

* State figures in millions of housing units
Source: U.S. Census Data

Like most areas of the state, the median housing value in the Mayville Community has grown significantly. These values are fairly consistent with the median housing values of Tuscola County in general, but fall well short of the median housing value of the State as a whole. *Table 16* presents the median values of housing for the Mayville Community, Tuscola County and the State.

Table 16. Median Home Value		
	Median Value 1990	Median Value 2000
Village of Mayville	\$ 41,500	\$ 79,600
Fremont Township	\$ 44,100	\$ 88,300
Tuscola County	\$ 46,000	\$ 87,100
State of Michigan*	\$ 60,600	\$ 115,600

* State figures in millions of housing units
Source: U.S. Census Data

When considering the typical age of housing in a community, it can be helpful to look at the median year of construction for all structure built. According to 2000 U.S. Census data, the median year housing structures were built is 1945 for the Village of Mayville and 1970 for Fremont Township.

Mobile Homes

The 1993 *Fremont Township Master Plan*, noted a trend in the development of mobile homes throughout the Township. Using 1990 Census data, that plan indicated that there were 184 mobile home units in the Township, representing approximately 16.6% of all the housing units. 2000 Census data shows that there were 213 mobile home units in the Township, representing approximately 25.8% of all the housing units. Most recently, a permit summary report from the *South Central Michigan Construction Code Inspections* revealed that from Jan. 2, 2002 through December 28, 2006, 6 mobile home building permits were issued in the Village of Mayville and 55 mobile homes building permits were provided in Fremont Township.

