

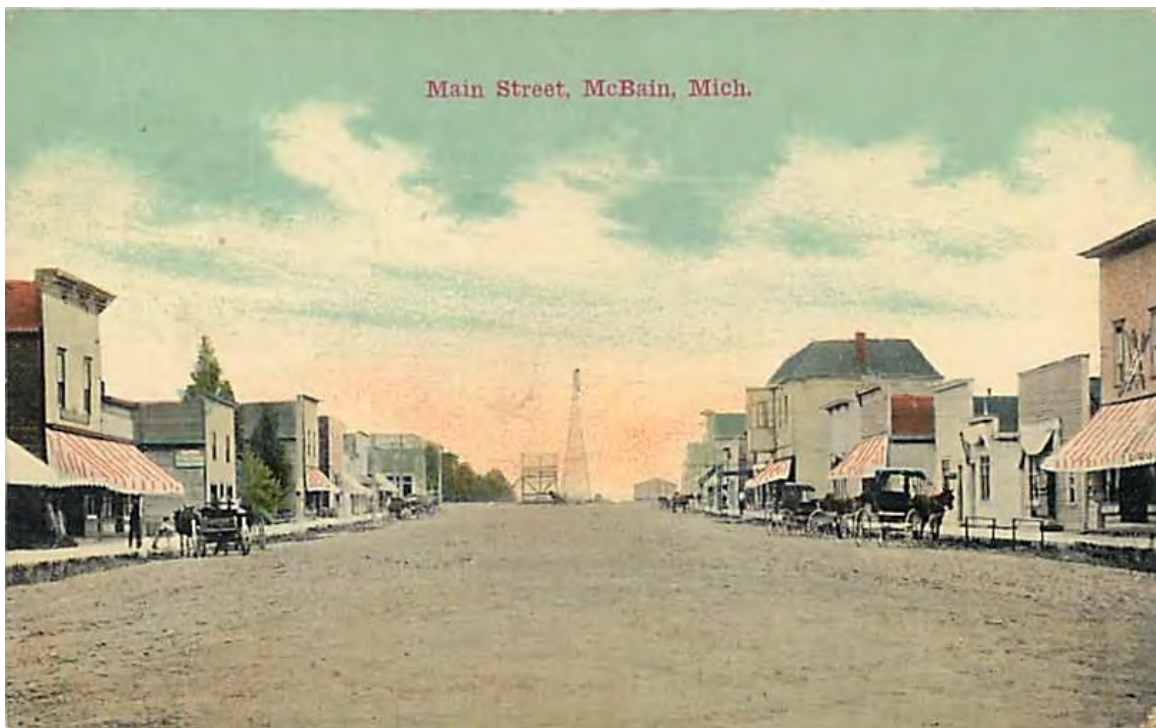


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MASTER PLAN



2018



Main Street, 1911 Postcard

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CHAPTER 1

BACKGROUND & PURPOSE

The purpose of a master plan is to translate community values and goals into a framework for decisions on growth, land use, public facilities and services. It expresses a long-range vision of how citizens want their community to look and function in the future and gives guidance for achieving those goals.

The plan is a vision of how the city should grow and develop while protecting its quality of life.

Residential, commercial, and industrial growth should occur in a pattern that protects public health and safety while enhancing varied community character, natural beauty, and environmental quality.

The plan is intended to help achieve these ends by indicating clearly where new housing, shopping, and economic development should be encouraged and where open space and recreational areas should be protected. The plan provides a framework in which the city can effectively and responsibly manage growth and development, as well as establish an orderly process for accommodating change.

The plan provides a guide to the growth and development of the city, while recognizing the variety of natural and man-made features, the desire of its residents, and the need for adequate public facilities and services.

GENERAL GOALS

The general goals of the City of McBain are:

- Guide growth and development to protect public health and safety and maintain a quality environment.
- Indicate clearly where growth can best be accommodated and is most desirable and encourage development in these areas.
- Encourage economic development that provides

diverse and continuing employment opportunities for McBain residents.

- Expand retail, commercial, and service establishments and improve the central business district.
- Encourage the provision of adequate recreation facilities located adjacent to neighborhoods and meeting community needs.
- Encourage affordable housing and diversity in housing types and lifestyle choices.
- Stabilize and improve existing housing stock and residential neighborhoods.

FUNCTION OF THE PLAN

Through the Michigan Planning Enabling Act, Public Act 33 of 2008, as amended, the master plan provides a legally recognized framework for making decisions about land use in the city. It is intended to aid a broad range of public and private users, including community groups, builders, developers, city officials, and other government agencies. It provides the framework for regulations that govern the location and intensity of land uses in the city. It provides city officials with direction for developing detailed plans and reviewing development proposals.

The plan also provides a framework for decisions about public facilities and services such as where facilities should be located to support planned growth. It is intended that city officials use the plan in preparing their functional plans for delivering services. Work should not be initiated on any major physical project involving the expenditure of funds by the city until the work is reviewed by the Planning Commission.

Map 1: Location Map



RELATIONSHIP BETWEEN THE MASTER PLAN AND ZONING ORDINANCE

The Master Plan and Zoning Ordinance are closely connected, and both have important impacts on land use and development. The Michigan Zoning Enabling Act (PA 110 of 2006) requires zoning to be based on an adopted plan that is designed to promote the health, safety, and general welfare of all citizens. The master plan provides guidance for zoning decisions, including amendments to the text or the zoning map. As such, zoning is the method most commonly used to achieve master plan goals. However, it's important to recognize that the Master Plan is only a guide, and cannot enforce where or how something is built. The Zoning Ordinance, on the other hand, is a legally enforceable law that regulates land and buildings, and establishes standards for development. The Master Plan contains a zoning plan that provides an explanation of how the land use categories on the future land use map relate to the districts on the zoning map.

CHAPTER 2

COMMUNITY PROFILE

LOCATION

The City of McBain is located approximately 15 miles southeast of the City of Cadillac in northwestern Michigan. It is located on M-66, five miles south of M-55, representing good access to two important state highways. It is located between the townships of Richland and Riverside in southern Missaukee County. It is one of only two cities in Missaukee County. The City of Lake City is located 10 miles to the north along M-66. The total land area of McBain is 800 acres, or about 1 ¼ square miles.

PHYSICAL CHARACTERISTICS

The city has very little change in elevation and is basically level. The soils in the city are within two major general soil associations. In the northern half of the city, soils are nearly level, somewhat poorly and very poorly drained sandy and mucky soils on outwash plains and till plains. The predominant soils in the south are characterized as being nearly level to gently rolling, well drained and somewhat poorly drained loamy and sandy soils on till plains and moraines.

Clay deposits can also be found throughout the city. Large wetlands areas are located in the north and southeast.

REGIONAL TRENDS

The northern lower peninsula of Michigan experienced strong population growth in the midst of a slight decline in the state as a whole. The ten-county Northwest Michigan Prosperity Region experienced a 5.8% growth rate while Missaukee County experienced a 2.6% growth rate between 2000 and 2010. During the same period, the state of Michigan population declined by 0.55%, mostly due to the 2008 Recession and housing market crash. Since 2010, County population growth has slowed but remains positive. Missaukee County increased by 1.0% from 2010 to 2017.

Significant changes in the economy of McBain have taken place since 1990. The creation and ensuing expansion of the City's industrial park has brought investment into the community and the potential for regional employment opportunities. Industrial development in Cadillac has also been strong in recent years; McBain stands to benefit from this employment growth as the preferred place of residence of at least some of these employees. To be successful, the City must offer a quality residential environment, retail and service amenities, recreational opportunities, and a quality school system.

LOCAL POPULATION

Between 2000 and 2010, Missaukee County grew by 2.6%, while McBain experienced a 12.3% growth rate, which outpaced that of the state, region and county during the same period. The major growth areas between 2000 and 2010 were the City of McBain and Riverside Township, both of which grew by over 12%. In 2017, the population has generally remained the same since 2010.

According to the 2010 Census, the City of McBain had a population of 656. The Census Bureau estimates the 2017 population at 655, a decrease of 1 resident.

The median age of residents is 42.4, higher than the statewide median of 39.5. Nearly 30% of residents are 65 years or older.

TRANSPORTATION

Streets and Highways

The majority of city streets are asphalt paved, two-lane facilities with a 66-foot right-of-way. Street and road development is more extensive in the southern and central portions of the city than it is in the outlying portions. Gerwoude Drive in the northwest section of the city serves the industrial park. M-66 enters the city from the north along north-south Pine Street and turns

Table 1: Population Change 1990-2017

	1990	2000	% change 1990-2000	2010	% change 2000-2010	2017	% change 2010-2017
City of McBain	694	584	-15.9%	656	12.3%	655	-0.1%
Richland Township	1,227	1,445	-17.8%	1,491	3.2%	1,501	0.7%
Riverside Township	866	1,050	21.2%	1,179	12.3%	1,193	1.2%
Missaukee County	12,147	14,478	19.2%	14,849	2.6%	14,998	1.0%
NW Michigan	230,962	281,468	21.9%	297,912	5.8%	303,254	1.8%
<i>Source: US Census-ACS Data</i>							

east in the center of the city along Maple Street. M-66 serves the state from Charlevoix to the north and the Indiana border to the south.

Railroad Service

The Great Lakes Central (formerly the Tuscola and Saginaw Bay Railroad) traverses the city from the northwest near the industrial park, through the center of the city and exits the city through the southern city limits. The railroad provides carrier service from Ann Arbor to Traverse City and Petoskey.

Air Service

Wexford County Airport, located in Cadillac is the nearest public use airport. Home Sky Ranch Airport is a private airport located just south of Lake City.

EXISTING LAND USE

Significant land use changes have occurred in the city over the past few years. High density housing has occurred in the southern portion of the city, including apartments, a senior citizen housing complex and a nursing home. New industry as occurred in the annexed areas in the northwest portion of the city.

The major land use in the city is agriculture located in the west and southeast portions of the city. The second major land use for the city is single-family residential located near the downtown and west of Pine Street to the south. Lot sizes in the residential core are relatively small with those in outlying areas considerably larger.

Table 2: Median Age 2016

	Median Age	Percentage Change from 2010
City of McBain	42.4	-7.6%
Richland Township	43.6	14.1%
Riverside Township	31.7	-2.4%
Missaukee County	43.2	0.9%
Michigan	39.5	1.5%
<i>Source: US Census-ACS Data</i>		

Some multi-family housing is located in the southeast portion of the city, including a 95-unit nursing home and 30-unit senior housing complex. The downtown area is primarily commercial properties, offering a mix of general merchandise and specialty shops. These activities are generally located along Roland Street

Table 3: Existing Land Use Inventory

	Acreage	Percentage
Agricultural/Open Land	390	54%
Single Family Residential	120	16%
Multiple Family Residential	12	2%
Commercial	39	5%
Industrial	107	15%
Public/Semi-Public	57	8%
TOTAL	725	100%
<i>Source: Networks Northwest</i>		

Map 2: Existing Land Use Inventory

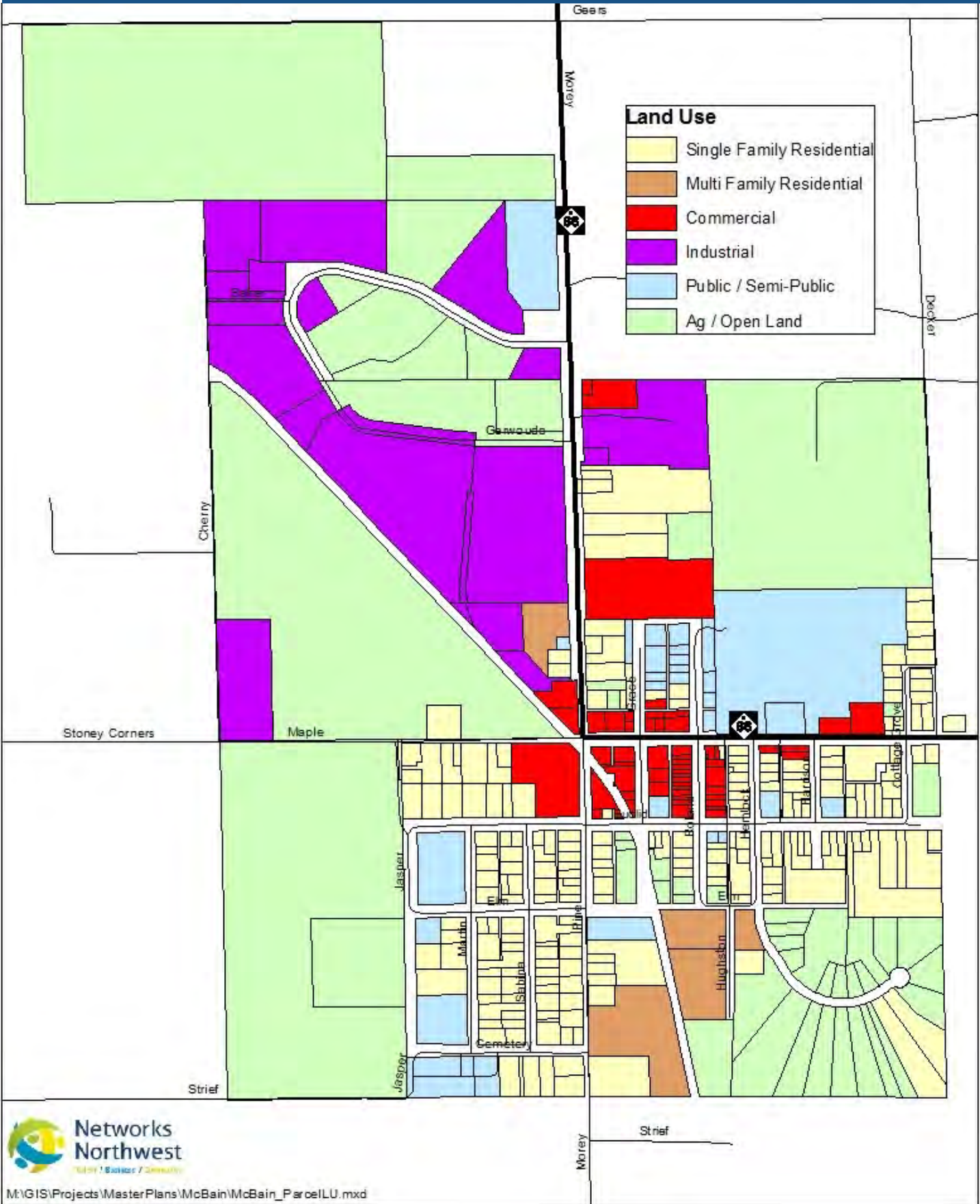


Table 4: Housing and Households 2016

	City of McBain	Richland Township	Riverside Township
Total Housing Units	292	632	455
<i>Percentage Change from 2010</i>	<i>6.2%</i>	<i>1.8%</i>	<i>-1.1%</i>
Total Households	256	536	381
<i>Percentage Change from 2010</i>	<i>2.8%</i>	<i>-2.4%</i>	<i>-2.6%</i>
Households with Children (under 18)	37.5%	27.4%	37.5%
Average Household Size	2.56	2.80	3.13
<i>Percentage Change from 2010</i>	<i>-7.0%</i>	<i>2.9%</i>	<i>4.0%</i>
Median Home Value	\$87,100	\$114,700	\$146,400
<i>Source: US Census-ACS Data</i>			

between Maple and Euclid Streets in the downtown area. A second commercial area is located on M-66 through the center of the city.

Other commercial properties may be found at a few isolated locations.

Along M-66 northwest of the town center is the major industrial area of the city. Existing industries include a sawmill, cogeneration plant, and a pole and wood treating plant. Public lands and institutional uses are located throughout the city.

HOUSING

The 2016 American Community Survey reports 292 total housing units, of which 88.7% are occupied. Of the occupied housing, 59.8% are owner-occupied by 40.2% are renter-occupied. Based on a population of 655 and using occupied housing units, the number of persons per household was 2.56.

INCOME & EDUCATION

With a median income of \$35,125, McBain residents have a considerably lower than county, regional, and state levels. However, poverty levels for families are similar to county, region, and state levels.

The number of McBain residents that are a high school graduate or higher is 85.3%. This is slightly less than the county and state. The percentage with bachelor's

degree is noticeably lower at 11.9% when compared to the state.

RECREATION

There are several outdoor recreation areas in the City:

- The McBain softball diamonds located near the northern city limits along M-66 include three softball diamonds.
- The McBain Municipal Park located in the center of the city provides four basketball courts and three tennis courts.
- The McBain Rural Agricultural School has an outdoor football field and a softball/hardball field. The school also offers indoor recreation such as a gym, basketball court, volleyball court, gymnastics and a multi-purpose room.
- The Northern Michigan Christian School located in the City includes a gym, basketball court, baseball field, soccer field, volleyball court, gymnastics and a multi-purpose room.

For a more detailed discussion of recreational facilities and programs, please refer to the 2017 Missaukee County Community Recreation Plan.

COMMUNITY FACILITIES AND SERVICES

Municipal Sanitary Sewer

The municipal sanitary sewer system is comprised of three service area components, each with the capacity to serve 400 to 500 equivalent units (one equivalent unit represents one housing unit, see the unit assignment table included in the appendix for additional information). The southern leg has the capacity for roughly 200 to 250 additional households; the center leg has the capacity of 400 to 500 units; and the eastern leg has the capacity of 400 to 500 units. The lagoon treatment facility is designed for a total capacity of approximately 750 homes; with an estimated 292 homes in 2016, the system has additional capacity for at least 450 homes.

Municipal Water

The municipal water system has a capacity for approximately 1,100 to 1,200 dwelling units. As of 2016, there are approximately 292 dwelling units in the city. The capacity of the system will meet the needs of the projected population by the year 2040.

Storm Sewer

The storm sewer system in the city generally flows from the industrial park in the northwest section of the city toward the south and east; the system is comprised of natural wetlands, drainage courses and culverts.

Police, Ambulance, and Fire Protection

Police protection is currently provided by the Missaukee County Sheriff's Department. There has been ongoing consideration of making additional office space available for county sheriff personnel in the proposed new city offices. This is intended to encourage the county personnel to spend more time in the city and to become more visible.

Ambulance service is provided by the Missaukee County EMS; response time is considered excellent so no modifications are proposed.

Fire protection is provided by the McBain Volunteer Fire Department; response time is also considered excellent for local fire protection services. Additionally, the McBain Volunteer Fire Department participates in

Table 5: Personal Income 2016

	Median Household Income (2016 dollars)	Per Capita Annual Income (2016 dollars)
City of McBain	\$35,125	\$16,722
Richland Township	\$54,800	\$28,871
Riverside Township	\$52,841	\$19,479
Missaukee County	\$42,077	\$21,124
Michigan	\$50,803	\$27,549
<i>Source: US Census-ACS Data</i>		

Table 6: Education 2016

	High School Graduate or higher	Bachelor's Degree or higher
City of McBain	85.3%	11.9%
Richland Township	95.1%	18.9%
Riverside Township	83.6%	14.2%
Missaukee County	87.7%	13.4%
Michigan	89.9%	27.4%
<i>Source: US Census-ACS Data</i>		

Table 7: Top Employers 2018

	Estimated Number of Employees
Biewer Sawmill, Inc.	100
McBain Nursing Center LLC	95
McBain Rural Agricultural School	84
Viking Energy/McBain	71
Northern Michigan Christian School Association	35
Hydrolake, Inc.	25
McBain Grain Co.	14
<i>Source: Various Internet Sources</i>	

mutual aid agreements with all fire departments within Missaukee County and the City of Cadillac, which further enhances response times in the event of having more than one emergency response at a time.

CHAPTER 3

GOALS & OBJECTIVES

BENEFITS OF POLICY STATEMENTS

A vital step in the development of a master plan is the establishment of a policy plan or statement. The formulation of such statements may evolve from a desire to remedy an existing or projected problem or may be based on a perception of an ideal community. Policy development is the most important element of the master plan.

By establishing concise policies, McBain can meet the challenges of the future in a definitive manner. The policy planning process is based on the assumption that a community-wide consensus should be developed before realistic plans for future growth can be prepared.

The process of establishing policy is an aid to the daily decision-making process. Clear statements benefit municipal government, developers, and the public. Local government, in particular, can perform more efficiently and consistently when policy is established. The time necessary for considering and acting on recurring problems can be greatly reduced if policy guidelines have been established.

Private enterprise and the public benefit when specific policy statements are adopted. By establishing policies, they can have a better understanding of the general rules governing future development and can make decisions accordingly. In addition, public confidence in the local level of government is enhanced with a clear understanding of the planning process and how the goals for the community are to be achieved.

The benefits of establishing goals and policies for the City of McBain are as follows:

- **Consistency:** A comprehensive list of policies concerning a variety of planning issues can do much to minimize arbitrary decision-making.
- **Efficiency:** Clearly stated policies may reduce the

amount of time spent on individual projects while providing sound planning principles to aid in the process.

- **Coordination:** Policy statements create a single framework within which the city council, planning commission, staff, and the public can work under in the development of the city.
- **Stability:** Policies are general in nature and, thus, provide an element of stability as the plan is modified over time.
- **Guide to Decision-Making and Review:** Policies are necessary in adopting sound land use decisions and are helpful to the courts in judging the fairness of specific controls in the context of an overall plan for the community.

To determine the priorities of the City of McBain, the City conducted a series of three surveys: the Community Survey, the McBain Area Economic Survey; and the Student Economic Survey. These surveys provide indication by the respondents what may be important for the City and function as one part of public input in the master plan process. Summaries of the survey results are provided here.

COMMUNITY SURVEY RESULTS

In 2016, the McBain Planning Commission conducted a community survey of the residents in the 49657 zip code. The survey was an attempt to more fully understand the goals, needs, problems, and assets of the city and greater McBain area. The community survey is intended to function as a vital component of the city's master plan process.

1,654 surveys were mailed to all residents and businesses within the 49657 zip code at the beginning of October, 2016. There were 116 completed surveys returned as of the end of business on Friday, November 4, 2016.

92% of the respondents would recommend McBain to family and friends as a good place to live. More than half of respondents strongly agree that it is very important to attract new businesses and new jobs to the area to strengthen McBain's economy. 77% of respondents say McBain should actively work to increase residential availabilities throughout the city. Respondents were also felt there was enough recreation facilities in McBain (including sports fields, bike paths, walking trails, etc.) and that McBain has done a good job of protecting the quality of its drinking water. Respondents were less agreeable on whether McBain has an acceptable ration of rental homes to owned homes. 60% agreed to the statement while 40% disagreed.

When it comes to the current conditions of streets and highways, 74% agreed that they are adequate to handle McBain's current and future needs. Respondents were exactly even when asked if McBain should develop additional streets to accommodate traffic patterns at and around both of the schools. 96% of respondents felt McBain has enough services and facilities related to fire protection and 88% of respondents agreed McBain has enough services and facilities related to public works (road maintenance, drainage, etc.). Respondents disagreed on whether McBain has enough services and facilities for its senior citizens. 51% disagreed with the statement while 49% agreed with the statement.

A large majority of respondents felt that McBain has an acceptable level of zoning regulations and enforcement with the City limits. Two-thirds of respondents felt that McBain has enough affordable and variety of housing. Respondents also agreed that McBain should not increase taxes and/or fees to expand or improve City services.

For the City's website, the majority were unaware of it and most were uncertain about using the option to pay property taxes online. When gaining information regarding important McBain news and planning commission decisions, the top two preferred methods were direct letter to residents and the Missaukee Sentinel newspaper. When it comes to describing commercial/business growth in McBain, the majority of

respondents said, "Commercial growth is necessary for the economy and current regulations are satisfactory." If McBain is to work towards additional commercial/business growth, the top three types of businesses identified by respondents were grocery store, dollar store and high speed internet. In the next question, respondents identified the top three types of businesses not desired in McBain, including tavern/bar, dollar store and big box stores.

When it comes to industrial properties, the most popular opinion of respondents was "McBain should try to establish alternative uses and attract new industry within the existing industrial zoned properties. If McBain is to work towards additional industrial growth, the top three types of industry desired by respondents are jobs, manufacturing, milk/dairy, and agriculture related industries.

Respondents identified the top three city services to be improved are recreational facilities, roads and streets, and emergency medical services. When asked what do you like most about living in McBain, respondents identified the following top three responses: excellent schools, quiet town, and small town convenience. When asked what do you dislike most about living in McBain, respondents identified the following top three responses: small selection of stores in town, no activities for youth/adults, and continuous tax/fee increases. Finally, when rating the quality of life in McBain, most respondents felt that the schools have improved but most other services and facilities have stayed the same.

ECONOMIC SURVEY RESULTS

To help guide the City of McBain for future economic development and growth, the City conducted two economic surveys in 2018. The first survey focused on the economic needs of residents and businesses in the McBain area. The City mailed out survey questionnaires to every household in the 49657 zip code and provided opportunity to return the survey at various drop box locations or to complete the survey online. With the second survey, the City of McBain sought input from local high school students. This separate, shorter economic survey for students focused on the interest of students in what businesses, activities, and

opportunities they'd like to see in the McBain area. The two high schools surveyed included the McBain Rural Agricultural School and the Northern Michigan Christian School.

McBain Area Economic Survey

The McBain area economic survey questionnaire was distributed via US mail and made available on the City website in late March and early April, 2018. One hundred sixty-five (165) responses were received for this survey. The following summary reviews survey results with an eye towards identifying economic preferences and needs from residents and businesses.

Based on the input of the survey, an overall view of community interests from residents and businesses could be identified. The following overview outlines those interests with the higher priority.

- Top destination for the McBain area residents for shopping and dining is Cadillac.
- The primary shopping destination is a supermarket.
- One-third of the community travels 20 miles or more once a week for shopping.
- The vast majority of dining preferences is for a casual /family style restaurant.
- Unlike shopping, residents are less likely to travel long distances for dining.
- Healthcare services were the top responses for needed services in the McBain area while top desire for goods was a grocery store and/or a discount store.
- City infrastructure was rated above average in terms of quality and cost by both residents and businesses.
- Roughly one-third of both residents and businesses feel their Internet service is not adequate.
- McBain is a community of long-standing, family businesses. Their biggest issues are the size of the customer base and competition from nearby communities, particularly Cadillac.
- For recruiting new businesses, business owners and operators favored the City considering tax

base/revenue and sense of community.

- Residents were more likely to be favorable to zoning while businesses were mixed on the issue.
- Many respondents supported making the community more attractive for young people (gathering places, creative places, etc.).

The typical respondent of the McBain area economic survey can be generally identified as a long term resident over the age of 50. While all of the age groups from the "20-24 years" range to the "85 years and over" range were represented, at least 60% of the respondents were over 50. The largest age group represented was 65 to 74 years with 21% of the respondents followed by the 45 to 54 years age group at 15%. Roughly 60% of the respondents have lived in the McBain area for 30 years or more with 41% of those living in the area for 40 years or more.

Student Economic Survey

The Student Economic Survey was conducted via Internet and hard copy form in late March and early April, 2018. Two hundred eighty-nine (289) responses were received. The following summary reviews survey results with an eye towards identifying economic preferences and needs from high school students.

Based on the input of the survey, an overall view of community interests from students could be identified. The following overview outlines those interests with the higher priority:

- Students indicated a positive outlook with 63% rating their quality of life from good to excellent.
- Top choice for what students would like to see is more choices in restaurants.
- 7 out of 10 students plan to attend college after high school.

While 42% of the students were not likely to live in McBain, 34% were somewhat likely and 19% were highly likely to live in McBain as an adult. Most students not staying are seeking greater opportunities beyond McBain or just wanting to see the world.

For what they'd like to see more of in McBain, students identified places to gather with other teens, increased

job opportunities, new fast-food restaurants and clothing stores, and improved parks with athletic facilities as their top choices.

When reviewing survey results, it's important to note that the questionnaires are not statistically valid. Results must be balanced with additional data sources and dialogues, including committee discussion, other forms of public input, and research and analysis. Further, survey responses are only one factor to consider when engaging in discussion and making decisions about Master Plan content and goals, and as such should be evaluated in the perspective of the planning process as a whole.

GOALS AND OBJECTIVES

The master plan provides a blueprint for the future through the establishment of goals and objectives and provides a shared image of what the community is to become over the next 20 years in the future. Goals provide general direction and address issues and specific needs, but are broad in scope. Objectives are a tangible means of achieving goals. They are action steps and can be measured.

The goals (identified by numbers below) and objectives (identified by letters below) in this chapter are intended to guide future development, policy initiatives, and other activities in a manner that reflects the community's values and priorities. These goals were developed using public input, previously adopted plans and studies, and analysis of current conditions, as discussed in other plan chapters.

GOAL #1: Encourage 1) economic development, 2) improved employment opportunities in the city, and 3) population growth.

- a. Encourage both commercial and industrial development in appropriate locations in the city.
- b. Improve public services such as streets, sidewalks, and police and fire protection to prepare for and attract new commercial and industrial establishments.
- c. Encourage stores and businesses to locate in the city.
- d. Promote the existing industrial park to attract light

industrial development.

- e. Consider and plan for future annexations to the city to promote continued economic growth and residential opportunities.
- f. Make it easier for interested businesses and developers to invest in the City by clearly listing available incentives and development approval processes on the City website.
- g. Build and maintain relationships with state and federal economic development organizations including the Michigan Economic Development Corporation and USDA Rural Development.
- h. Consider making application for the Redevelopment Ready Communities (RRC) program provided by the MEDC.
- i. Work towards improving and expanding high speed Internet service for local businesses and residents.
- j. Investigate brownfield remediation opportunities for underutilized properties in the City.
- k. Develop a city-wide business/employer inventory and profile with information regarding purpose of business, employees, wage levels, education levels, etc.

GOAL #2: Improve and maintain high quality public services to meet the needs of a growing community.

- a. Develop a capital improvement plan for capital outlays for equipment and on-going maintenance of infrastructure, including water, sewer, street and sidewalk improvements.
- b. Plan and construct a new public works garage facility for City services and operations.
- c. Plan and construct a new office building for City Council and City office functions.
- d. Improve and expand the City's transportation by expanding sidewalks, paving alleys, and developing planned streets that improve and expand access to properties.
- e. Coordinate public services between the city, county, and neighboring communities whenever possible.

- f. Study the parking conditions in the downtown area to identify alternatives to the present parking problems.
- g. Improve police protection in the city.
- h. Increase access to advanced education, workforce development, and job training opportunities.
- i. Keep improving the quality of K-12 education.
- j. Conduct market study for childcare that supports working families living in McBain.
- k. Explore the re-establishment of a senior citizens center/program.

GOAL #3: Provide for a well-balanced land use pattern to minimize conflicts between various land uses.

- Educate the local government and city residents of the goals and policies of this plan.
- Strive for compliance with the future land use map to ensure a minimum of land use conflicts.
- Update the Zoning Ordinance as needed to implement the land use policies identified in this plan.
- Protect the residential areas of the city from incompatible, higher density land uses.
- Encourage new commercial development in the downtown, in existing commercial areas, or along major transportation routes.
- Encourage new industrial development to locate in the industrial park to provide more efficient business environment and to minimize conflicts with neighboring land uses.

GOAL #4: Provide additional high quality residential opportunities for the residents of the city.

- Encourage and promote new residential areas with access to full public services.
- Allow low to medium density single-family residential development in most areas of the city.
- Provide for multi-family residential growth, provided it is located in appropriate areas and made compatible with adjacent uses.

- Conduct housing market study to determine the range of housing types needed in the city.

GOAL #5: Provide ample recreational opportunities for city residents.

- Develop a new city recreation plan and apply for state or federal recreation grant monies.
- Encourage an adequate range of recreational opportunities for city residents, such as playgrounds, picnic areas, and neighborhood parks.
- Maintain all existing park and playground facilities in peak condition and upgrade where necessary.
- Optimize the utilization of all existing facilities including county and school properties and foster cooperation among various levels of government.
- Promote and encourage annual festivals and celebrations in the City that bring people together and provide activities.

GOAL #6: Actively promote McBain as a great place to live and work.

- Utilize the Internet and social media outlets to market McBain.
- Connect with current and former residents and business owners to help promote the City.
- Explore options for new businesses including conducting a market study for a grocery market, health service providers, and any other identified businesses.
- Approach potential developers for stores and/or services that are desired by the community.

CHAPTER 4

FUTURE LAND USE

To reduce the cost of community services and to encourage a compatible land use pattern, it is recommended that commercial, industrial, and higher density residential development take place in select areas of the city. The proper location of land uses will provide the greatest long-term benefit to the community and its residents. The Future Land Use Map (Map 3) demonstrates the intended areas for future growth and development. This section provides guidelines for the location of various land use activities based on the needs of the city and based on community input.

RESIDENTIAL AREAS

The master plan calls for residential development patterns that make efficient use of land and public services. The plan encourages a wide variety of affordable housing choices.

This land should be primarily located adjacent to residential areas and existing or proposed utilities as shown in the future land use map.

A variety of low, medium, and high density housing opportunities should be added to the existing housing stock. The demand for housing should be met by senior citizen housing, apartments, and low and medium density single-family homes. There is considerable demand for additional single-family home sites.

Demand for mobile home development within the city does not appear to be strong. The city should discourage single-wide mobile homes in areas other than mobile home parks as desired by residents. Mobile home parks should be separated from lower density residential areas and should be served by complete public improvements.

The majority of the city has been set aside for residential uses. Three residential areas are included in

the future land use map. The intent, character, and proposed densities for these areas are discussed below.

Low Density Residential District

The first residential district is termed Low Density Residential. This area consists of outlying open space, agricultural land, and very low-density housing located in areas not suitable for development due to the presence of wetlands. The intent of this area is to encourage large lots and low-density uses in areas not appropriate for higher density development while encouraging development to locate in more suitable areas. Agricultural activities are allowed to continue as secondary activities.

This area should not be provided with public services. The anticipated density is very low, 0-1 unit per acre to protect ground and surface waters. Lots should be approximately 30,000 to 40,000 square feet in size if septic tank systems are required.

Medium Density Residential District

The second residential district is termed Medium Density Residential and consists of areas nearest to the downtown, adjacent to existing residential areas and in areas with soils suitable for development. Small lots and access to existing or planned public sewer and water characterize properties in this area. Single and two-family residential uses are the primary use intended. This area is intended to be served by a fully developed range of public services, such as sewer, water, sidewalks, and roads. The anticipated density is 2-3 units per acre, or approximately 10,000-12,000 square foot lot sizes.

High Density Residential District

The third residential district is termed High Density Residential. This area is intended to provide adequate land for potential high-density, planned residential

development. It is located adjacent to existing compatible uses such as the nursing home, senior citizen housing and multi-family housing, and separated to the extent possible from lower density single-family areas.

Possible uses in this area are single, two, and multiple family dwellings, mobile home parks, senior citizen housing, and nursing homes.

Planned unit developments (PUDs) should be encouraged to allow a mix of residential or other uses along with proper site planning and development. Anticipated densities in this area are 5 or more units per acre, provided that the appropriate public services are available. Development should not take place outside of existing water and sewer service areas without plans to accomplish extensions.

COMMERCIAL AREAS

Commercial development is necessary to provide goods and services to the city's growing population, to provide employment opportunities and to assure a stable tax base. The role of the master plan is to establish general criteria for the location of commercial growth to ensure that it is compatible with neighboring uses and those public facilities and services are adequate to support the area.

The existing downtown is anticipated to continue as the major commercial activity center. This will provide jobs, goods, and services close to the major residential area of the city. Compact groupings encourage pedestrian travel and reduce conflicts with neighboring uses. In addition, businesses generally prefer locations near similar and supporting businesses. The location of commercial areas should be designed to make use of existing public improvements. Existing vacant lots and buildings should be utilized before expanding into adjacent residential areas.

It is the intent of this plan to provide for commercial growth in appropriate areas separated from residential uses as much as possible. However, commercial development requires a variety of services and can result in changes throughout the city such as traffic and parking problems and the need to expand or extend water and sewer services and street lighting.

Furthermore, the existence of commercial development attracts additional commercial activities. By consolidating commercial development, public services can be provided more economically and land use conflicts can be minimized. The future land use map designates two primary commercial areas in the city.

General Commercial District

The first commercial district is termed General Commercial and is located in the existing downtown area, along Maple Street and at the intersection of Maple Street and M-66. Activities encouraged here are general retail stores and services, restaurants specialty shops and professional offices. This area should serve as the major commercial service area of the city in order to support existing commercial establishments and to maintain the character of the downtown.

The appearance and efficiency of the downtown is an essential component of a healthy business environment, which is necessary for continued economic growth for the entire city. To this end, the master plan supports the improvement and design recommendations of the McBain Downtown Development Authority's Tax Increment Finance and Development Plan.

Furthermore, the master plan encourages communication and cooperation among the city council, planning commission, and downtown development authority regarding all proposed improvements in the downtown area.

Highway Commercial District

The second commercial district is termed Highway Commercial, located north of the downtown along M-66. This area is intended for larger scale and higher intensity land uses which would be inappropriate in the downtown area or uses serving the motoring public. Suggested uses in this area include outdoor sales areas, wholesale establishments, warehousing, lumber yards, filling stations, motels, and restaurants.

M-66 is attractive to commercial developers because of its high level of traffic flow. Strip commercial development, however, creates traffic flow problems, encroaches on residential areas, increases the cost of

providing public services, and draws potential markets away from the downtown. Therefore, commercial development should be restricted to the area shown on the future land use map. In addition, appropriate performance standards and screening should be required to protect residential homes from higher density encroachment.

INDUSTRIAL AREAS

Industrial development is an essential component of a sound economic development policy for the city. The industrial base of a community plays an important role in its economic strength and prosperity. Industrial activities provide both employment opportunities and tax base. The goal of the master plan in industrial development is to provide guidelines for the location of industrial uses in relation to existing services and adjacent uses.

Industrial activities should be located in close proximity to each other. This improves the flow of shipping and employee traffic, allows firms to share facilities and services and helps reduce land use conflicts. Industrial development should have direct access to and from arterial roadways. Access points should be combined and limited in number to allow smooth traffic flow.

Industrial areas can be desirable components of the city, without being undesirable neighbors. Landscaping and comprehensive design can make them attractive working environments and provide a pleasing appearance compatible with adjacent, less intensive uses. Well-planned industrial parks can be attractive locations for research and development firms and light industrial activities.

Industrial uses can also be made compatible with adjacent land uses. Off-site impacts such as noise, odors, light, and glare can be prevented through pollution control measures, setbacks, fencing, landscaping, and other techniques.

Public improvements and services for industrial areas are essential to ensure an efficient business environment, to allow easy access for the community, and to make the area more compatible with neighboring uses.

Industrial developments should provide the following minimum improvements:

- Paved streets (sidewalks optional).
- Adequate off-street parking for employees.
- Landscaping for streets, sidewalks, and parking areas and screening from adjacent non-residential uses.
- Adequate storm drainage.
- Public water and sewer.
- Controlled traffic access to arterials and intersections.
- On-site docking and loading facilities and turning areas for shipping and receiving.

Industrial District

The future land use map designates one industrial area. The Industrial District provides for a mix of light to heavy industrial uses. The most appropriate area for industrial development, primarily because of existing industrial activities and services, is the existing industrial park in the northwest section of the city. A section within Gerwoude Drive is proposed as a passive recreation area. This area is wet and wooded and would serve as a stormwater detention area as well as for recreation purposes. The Gerwoude Drive right-of-way should be improved to provide additional available industrial land.

Much of the existing industrial park is within identified wetlands, and there are three large tenants currently in place within the park. Of the 110 acres planned for industrial use east of the railroad right-of-way, half is currently in industrial use or in wetlands. Therefore, additional industrial land may be necessary in the future. The plan recommends industrial expansion to the north, south, and west, across from the existing railroad right-of-way. This area is separated from residential uses, adjoins the sewage lagoons and has access to the railroad.

PUBLIC/SEMI-PUBLIC AREAS

Public lands are those areas that are intended for public or institutional use; such as public parks, schools, churches, and city government buildings.

Public District

The Public District identifies areas for all public lands, including existing parks.

OPEN SPACE AREAS

Wetlands serve important functions such as flood control, groundwater recharge, and water purification. In addition, they provide passive recreation opportunities and support biological habitats.

Open Space District

The open space district intended for preservation of relatively large wetland areas in the city. The plan intends on preserving these areas in their natural state and encouraging development to locate elsewhere.

ZONING PLAN

Section 33, (2), (d), of the Michigan Planning Enabling Act (Act 33 of 2008) requires that Master Plans adopted after September 1, 2008 include a Zoning Plan to explain how the future land use categories in this Plan relate to the zoning districts incorporated in the City's Zoning Ordinance. The following table relates the more general future land use categories with the zoning districts and discusses features and

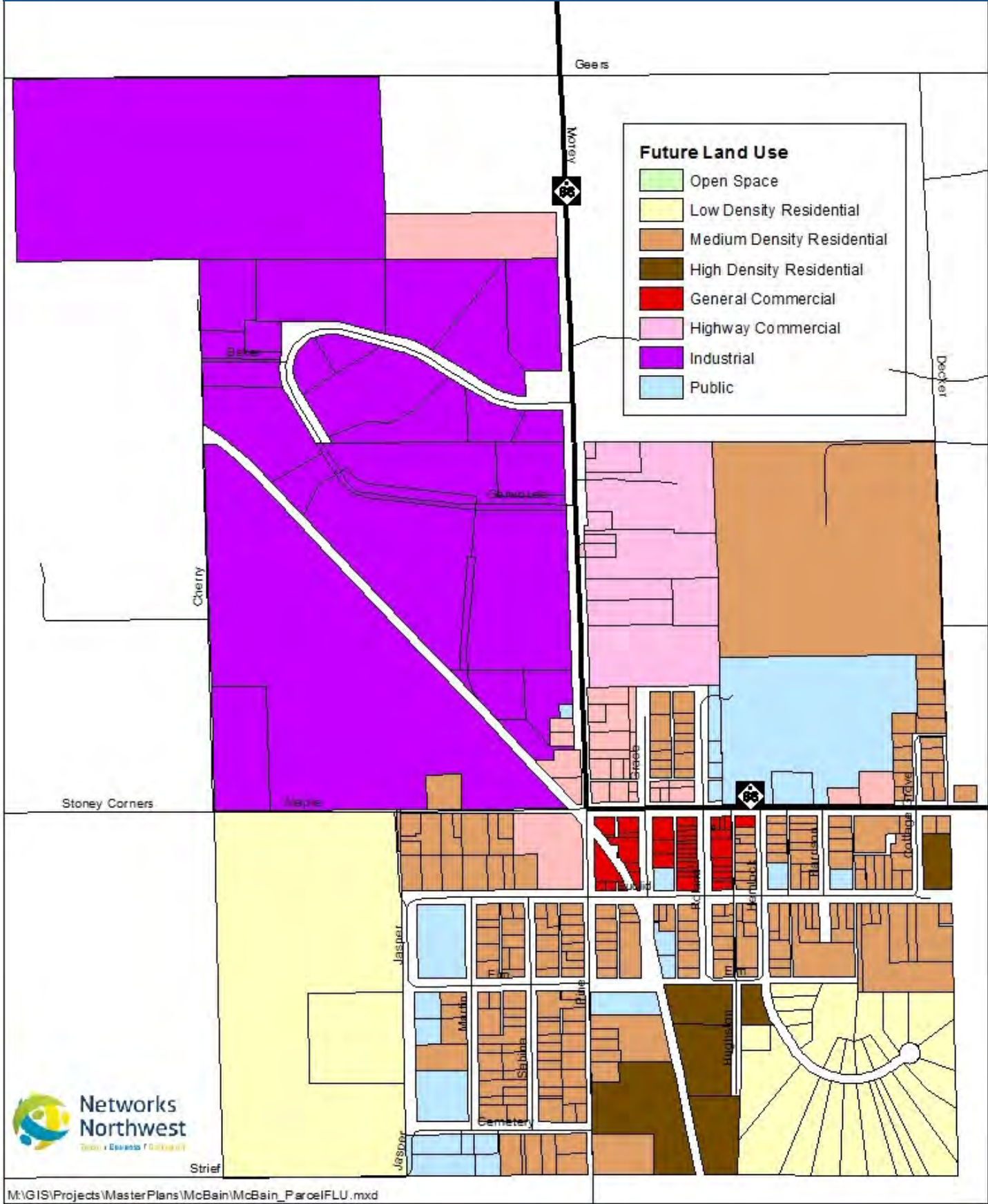
factors to be considered in reviewing requests to rezone lands in the City consistent with this plan.

In considering a request to rezone property in the City of McBain, the Planning Commission shall consider the future land use map and the future land use descriptive narrative of this plan. The following table shall be used to evaluate the degree to which proposed rezoning is, or may be, consistent with this plan together with an evaluation of the specific request. The proposed rezoning shall also consider whether the proposed site may be reasonably used as it is currently zoned, whether the proposed site is an appropriate location for any and all of the land uses that might be permitted within the requested zoning district, whether there may be other locations in the community that are better suited to accommodate such uses and any potential detrimental impact on the surrounding property that could result from the proposed rezoning.

In all cases, this Zoning Plan shall be applied as a guideline for the Planning Commission subject to the appropriate application of the discretionary authority permitted to the Planning Commission and City Council by statutory authority, case law and good planning practice.

<i>Zoning Plan</i>			
Future Land Use Districts	Supporting and Compatible Zoning Districts	Potentially Compatible Zoning Districts	Planned Future Land Use Districts by Acreage
Low Density Residential	R-1 Low Density Residential		125
Medium Density Residential	R-2 Medium Density Residential	R-1 Low Density Residential	165
High Density Residential	R-3 High Density Residential	R-1 Low Density Residential R-2 Medium Density Residential	23
General Commercial	C-1 General Commercial		20
Highway Commercial	C-2 Highway Commercial		38
Industrial	I-1 Industrial		218
Public	Any residential district		48
Open Space	Any residential district		89

Map 3: Future Land Use



CHAPTER 5

COMMUNITY FACILITIES

Efficient and affordable utilities and facilities such as roads, sewage disposal, water supply, drainage, fire and police protection, parks and schools are necessary to encourage continued economic growth and to protect the public health, safety and welfare of city residents. The ability to attract high quality residential, commercial, and industrial development is greatly enhanced with adequate public utilities and facilities. Proper planning for facilities and services ensures that needed improvements and services are available to serve projected growth. Public planning can also reduce the costs of providing such facilities and services by coordinating development and services, thus utilizing the existing and proposed improvements to the greatest extent.

The policies in this chapter set forth the city's approach to assuring adequate facilities and services. Public facilities and services should be provided at levels necessary to support the growth and development planned for residential, commercial, and industrial areas.

The master plan provides a basis for identifying needs and setting spending priorities for facilities and services. Consideration of existing and proposed public facilities and services is an important component of this plan. Public improvements and services should also be considered when regulations are adopted and when individual land development proposals are reviewed. The McBain Planning Commission should carry out its responsibility for adequate facilities and services by planning for needed facilities and services through a more detailed six-year capital improvement program. Existing built-up areas have priority for public spending over undeveloped areas. In general, public spending for facilities and services should be as follows:

First, to maintain or upgrade existing facilities and

services where necessary to serve existing development at appropriate service level standards.

Second, to upgrade facilities and services within existing service areas where possible to support planned growth at higher service levels.

Third, to serve new planned development at appropriate service levels as necessary.

The master plan should be consulted in considering the placement or improvements of public facilities. The future land use map has identified areas where public services should be provided. Priority should be given to these areas, while other areas should remain undeveloped unless sufficient demand is demonstrated.

TRANSPORTATION

Residential local access streets provide safe access to housing and are often used for bicycle and pedestrian travel. Auto traffic should be light and slow and truck traffic minimized. Commercial and industrial local access streets provide convenient vehicle and pedestrian access to businesses for shoppers, employees and service vehicles. Local access street patterns and design should:

- Avoid difficult driveway approaches.
- Avoid too many intersections and connections with arterials.
- Provide safe intersections and access points distanced from intersections to avoid traffic conflicts.
- Separate local traffic from through traffic.
- Allow safe, convenient pedestrian and bicycle travel.
- Support existing and planned future arterial patterns.

- Separate truck traffic from shoppers and employees.
- Provide good solar access for adjacent residential lots.
- Minimize storm water runoff and site disturbance.
- Provide safe vehicular access and turning movements to and from abutting lots.
- Discourage through traffic and reduce speed.
- Provide curbs and gutters or other devices effective for drainage control.
- Provide durable landscaping and street trees.
- Ensure adequate width, turning radii and sight distances for large truck traffic in industrial area.
- Accident prevention is a major concern in street design standards. At higher densities, sidewalks or improved walkways and clearly marked crossing points are essential for pedestrian safety.

For all residential streets, on-street parking areas should be viewed as a means of accommodating occasional “overflow” parking demand from visitors or service vehicles. Residents’ parking needs should be accommodated off- street and, in the case of multi-family development, as close as possible to the dwelling units served. Off-street parking provides greater safety and is more cost-effective than accommodating extensive on street parking through wider streets.

Rights-of-way for all local street classifications should be the standard minimum sixty-six (66) feet necessary to accommodate the roadway, transit- related improvements, sidewalks and utilities necessary for existing and planned development. The only street in the city with less than a 66 foot right- of-way is Elm Street east of the railroad track. Acquisition of additional right-of- way along this section of Elm Street is recommended.

Local access streets will be required in areas currently undeveloped but planned for medium density residential development. The cost for providing these may be borne by the developer as a private road meeting city standards or by the city

itself to encourage additional growth. The layout of these roads may be in the traditional geometric shape to conform with the remainder of the city, or in a more curvilinear fashion to maximize the developable area in more environmentally restrictive sites.

An extension of Elm Street across the railroad right-of-way is recommended. This will provide a second east-west access to the planned higher density residential area in the southwest portion of the city and will help to reduce traffic along Roland and Maple Streets.

Finally, an extension of Jasper Street from Euclid Avenue to Maple Street is recommended to provide secondary access to the residential area to the south. An access from Maple Street will also be necessary if the 80 acre parcel in the southwestern most section of the city becomes developed.

WATER SUPPLY

Service level standards for water supplies should assure continued water quality, adequate domestic supplies and fire flow levels. A decision to expand existing water services should be based on the following criteria:

- If it is economically feasible with no increase in planned densities.
- Water quality problems that threaten public health exist which can best be solved by public service.
- Water quantity problems exist which can best be solved by public service.

The existing water distribution system and new water tower have adequate capacity to meet the water service needs of the city through the planning period. The system has a capacity for approximately 1,100 to 1,200 in the year 2010. In addition, a new well is currently proposed near the existing well site, east of Pine Street and South of Elm Street.

Future waterline extensions will be appropriate in areas designated as medium to high density residential, commercial and industrial as well as newly annexed areas of the city intended for development. Low-density residential areas are not intended for

sufficient density to require water service.

SANITARY SEWERS

Adequate sewage treatment and disposal are essential for economic growth, to protect public health and safety and to maintain high quality for all water resource users. Sewer system projects should be limited to extending services to development areas of the city much the same as the proposed water system extensions. In general, the following criteria should be applied in considering sewer service extensions:

Land use plans and zoning for urban uses and densities support the proposed addition.

On-site wastewater disposal methods are not feasible for planned land uses and densities or water quality is threatened by the presence or potential of health hazards resulting from inadequate wastewater disposal methods.

Sewers are technically and financially feasible within the proposed area.

The lagoon treatment facility has a capacity of approximately 750 dwelling units. The collection system may have certain limitations geographically. The southern leg has a 200 to 250 unit capacity. However, this leg would serve the proposed 80-acre subdivision in the southwest corner of the city. Assuming three units per acre, this subdivision would meet the system's capacity. The central leg of the system has a 100 to 150 unit capacity. This leg serves the downtown area as well as the industrial park. Future commercial and industrial growth will be served by this leg, so there will be little capacity available for residential development. The eastern leg has the greatest capacity for residential growth. It has a capacity of 400 to 500 units.

Long-term future residential growth should be encouraged to locate within this service area.

STORM DRAINAGE

Natural drainage systems have many important functions, including storing and regulating storm water flow, purifying surface water, recharging

groundwater, transporting water and supporting important biological activities. Alteration of natural drainage systems results in public costs and can result in environmental degradation including flooding, erosion, sedimentation and damage to water quality and habitats elsewhere in the system.

Various land uses can have significant effect on water quality. Sedimentation from ground disturbed by grading, new development and farming can reduce storm water flow, fill wetlands and smother aquatic life and habitat. Surface water runoff from developed areas can carry pollutants such as oil, heavy metals, garden chemicals and animal wastes into the water system.

The most direct and effective approach to protect water quality is to control the amount and quality of surface water runoff. New development and agricultural activities can be modified to prevent significant runoff and water quality problems.

The existing storm water management system needs modifications to drain specific low areas and to minimize flooding potential. Improvements are currently planned to drain a wet, low area between Martin and Sabina Streets south of Euclid. The plan recommends that the entire drainage system be studied to determine the future required improvements.

UTILITIES

This section contains policies to guide the city in the operation and regulation of utilities, allocating public funds for utilities, approving or denying private development proposals and reviewing utility services and facilities provided by other public agencies and the private sector.

The following general guidelines should apply to all utilities:

- Utility plans and proposals should support and be consistent with the master plan.
- Utilities should be designed, located and constructed to avoid significant adverse environmental impacts and to protect valuable environmental features.

- Where utilities are inadequate to serve existing development, necessary improvements should be provided. Utility capital improvement programs should give priority to improving systems with significant inadequacies.
- Plans for utility service should be consistent with long-term, low-density development in rural areas.
- Whenever possible, utilities should make joint use of utility rights-of-way. Underground utilities should be grouped together and easily accessible for maintenance, repair and additions.
- Power and telephone wires should be installed underground where feasible, particularly in newly developing and high-density areas.
- Aboveground utility installations should be designed and located to minimize unsightly views and environmental impacts. Power and telephone poles should be as far from right-of-way centerlines as possible.

CITY BUILDINGS

A 5,000-square foot city maintenance building was constructed in 1989 to store maintenance equipment and vehicles. It is recommended that a new city hall be constructed at a future date. The existing 2,000 square foot building is inadequate for the city's purposes. The existing office should be demolished to make room for a new city hall on the same site. The proposed city hall should be approximately 5,000 square feet and should provide office space for the mayor, clerk, treasurer, assessor and public personnel, as well as a separate meeting room for public meeting purposes. The cost for some or all of these activities may be financed through tax increment financing. The DDA plan includes the demolition of the old city offices as well as the construction of a new city hall.

SCHOOL SYSTEMS

There are two school systems serving McBain. The McBain Rural Agricultural School District is a K-12 public school system. The Northern Michigan Christian School is a K-12 private school system.

McBain Rural Agricultural School

In 1880, the first school in the area was a one room school in what was known as the Village of Owens. In 1888, a two story school was built in the present location on the north end of Roland Street. Due to a large enrollment, an addition was added in 1895. In 1902 a separate primary school was built. In 1927, talk of reorganization with area schools was discussed. More land was purchased in 1927 for playground and athletic purposes. Over-crowding and the use of other buildings for school rooms was inconvenient and serious building needs were discussed.

Then fire destroyed the old building on January 5, 1929. The neighborhood churches and the Odd Fellows Hall were used for classrooms. By fall of 1929, the new school was completed. There were 7 classrooms, a gym, and a study hall. District reorganization was investigated in 1944, and in 1945 the reorganization of the surrounding school districts took place. The name of the school was changed to The McBain Rural Agricultural School on July 2, 1945. The Shop and Ag Building was built in 1946. At this time the Cavanagh and Galt schools were moved into position behind the existing school and used for classrooms.

In 1950, a building program resulted in eight new classrooms, and the elementary grades were moved into that portion. The enrollment continued to increase and the need for high school facilities was especially urgent. In 1957 a new gym auditorium and four high school rooms and two elementary classrooms were built. In 1995 a new library was built, followed by a new high school gymnasium in 1998. With a continued increase in enrollment, an addition was added to the middle school in 2001 and to the elementary in 2002. In 2012, there were energy upgrades added to the existing building. The newest addition is the auditorium, which was added in the fall of 2015.

Today, McBain Rural Agricultural Schools has 1,020 students in grades Pre-Kindergarten and Kindergarten through 12th grade with a student-teacher ratio of 20

to 1. The graduation rate for McBain Rural Agricultural Schools in 2016-2017 was 86%, higher than the State of Michigan Average at 80%.

Northern Michigan Christian School

Previous Christian schools were established in the McBain since 1909. The Northern Michigan Christian School (NMCS) had its inception in 1940, where those who sensed the need of higher Christian education met to discuss the possibility of having the parents of all the neighboring Christian Reformed churches combine into a Christian High School Association. The first class of seniors graduated in 1942. Today, NMCS has 320 students in grades Pre-Kindergarten and Kindergarten through 12th grade with a student-teacher ratio of 15 to 1.

Additionally, NMCS offers various athletic activities, including golf, basketball, soccer, volleyball, baseball, softball, and track and field. The school is accredited by the North Central Association Commission on Accreditation and School Improvement and Christian Schools International.

CHAPTER 6

RECREATION

Convenient and worthwhile recreation opportunities are vital component of the city's growth. Recreation plays an increasingly important role in a family's decision to move to a community. In addition, recreation facilities provide an opportunity for entertainment giving younger people within the community constructive leisure time. The role of the master plan in recreation is to identify recreation deficiencies and needs, and suggest facility improvements.

CLASSIFICATION

For the purposes of this plan, recreational areas are divided into two classifications: neighborhood and community parks. A summary of these park classifications is provided below:

Neighborhood parks are areas for intense recreational activities such as field games, court games, playground, skating and picnicking. Neighborhood parks should be easily accessible to neighborhood population, centrally located with safe pedestrian access. The service area should be approximately one-half mile.

Community parks are passive and active recreation areas serving the entire community. Community parks are generally larger in size and provide passive recreation such as walking, trails, seating areas and picnic areas. Service areas for community parks should be approximately two miles. For the purpose of this plan, Michigan Department of Natural Resources' recreation standards will be used. These standards are shown in the following table.

INVENTORY

There are four outdoor recreation areas in the city, three of which are owned and/or operated by the city. The fourth is owned by the McBain Public School System and is not included in this analysis. The city recreation facilities are shown in the following table.

The McBain softball diamonds complex is classified as a community park as it serves the entire community and is not readily accessible by pedestrians or a nearby neighborhood. The McBain Municipal Park and Stuart Park are classified as neighborhood parks because of their size and close proximity to a neighborhood.

NEEDS AND ACTION PLAN

Based on the Michigan Department of Natural Resources' standards, there is sufficient total acreage in the city for both neighborhood and community parkland.

The one-half mile service area of the McBain Municipal Park serves virtually the entire residential area of the city. However, the footbridge across the railroad track south of Elm proposed by the DDA and TIFA should be constructed to connect the park with the existing and proposed residential areas to the east. This project is included in both the DDA and TIFA plans and may be funded through them. The two-mile service area of the McBain softball diamond complex easily serves the entire city.

According to the Michigan Department of Natural Resources, the following standards apply for local recreation opportunities based on the population of the community. According to these standards, the city has deficiencies in the number of picnic tables and playground facilities. Both of these would be appropriate at either a neighborhood or community park facility.

According to Michigan Department of Natural Resources' State Recreation Plan, Missaukee County as a whole has the following deficiencies; ball fields, outdoor basketball courts, outdoor ice rinks, playgrounds, and soccer fields. In applying for state grant moneys for recreational facilities, those recreation opportunities determined to be deficient in a particular area would receive greater consideration.

Passive recreation areas and trails should be developed within the wetlands and wooded areas within the industrial park. The McBain Municipal Park should be expanded to the north with needed park facilities as identified in this plan. Both of these projects have been identified in the TIFA's Tax Increment Finance and Development plan and may be funded in whole or in part by the TIFA. In addition, the vacant parcel at the northwest corner of Elm and Roland Streets would be an excellent location for a one-half acre "pocket park" or play lot. This would serve as a transitional area between the downtown and the higher density housing to the south. As proposed in the DDA plan, it would include sidewalks, benches, landscaping, drinking fountains and play equipment.

The city should develop a recreation plan meeting the Department of Natural Resources standards so that it may apply for state and federal grant moneys.

CHAPTER 7

ECONOMIC DEVELOPMENT & HOUSING

Economic development is important to McBain in order to accomplish successful future growth. It is vital that jobs and adequate housing are available so that high school graduates do not have to leave the city. At this point, many young people graduating from high school are leaving the city rather than staying to raise families because there is a shortage of jobs and housing.

In addition, increased tax revenues will help ensure a higher quality of life for city residents. Expanded commercial and industrial growth will supplement current revenues without overburdening existing local taxpayers. A strong economy is a key ingredient to a high quality of life; and a high quality of life is an important determinant of successful economic growth.

Economic development should be accomplished in cooperation with business and industry. It is typically accomplished by one of the following techniques:

- Providing or improving land and services
- Providing public financing or incentives to make projects attractive, feasible and competitive
- Marketing and promoting the community
- Improving the community's business climate, reputation and receptivity to business
- Removing or limiting governmental impediments to development.

The City of McBain has already accomplished significant economic development projects. It has a very successful Tax Increment Finance Authority (TIFA) and Downtown Development Authority (DDA) which uses tax increment financing monies to provide needed infrastructure improvement in the city for continued economic expansion. It has been awarded Community Development Block Grant (CDBG) funds for economic growth, and it has a relatively new industrial park providing jobs and additional tax revenue.

This chapter will discuss methods by which the city can expand on its achievements to help ensure continued economic growth. An important component of this will be to provide adequate land to meet the housing needs for those employed in area business and industry.

LAND AREA NEEDS

One of the most effective means of encouraging economic growth is to provide ample land for development. This can be in the form of providing needed public improvements (i.e. sewer, water and roads), land grants, appropriate zoning and annexation. The future land use map identifies the most appropriate areas for future development and establishes public improvement priorities for these areas. Areas intended for commercial industrial and higher density residential should be provided with adequate public services to enable and encourage growth.

As documented previously, there may be a need for additional industrial land within the city. The Future Land Use Map provides for an area south and west of the existing industrial park as future industrial land. This area should be provided with complete public services to ensure that it is attractive to new industry. The planning for these services should be done in conjunction with a community-wide capital improvement program to determine if other higher priority projects should be funded first. Future industrial park improvements may be funded through Community Development Block Grant Funds as was the existing park. Additional industrial and/or commercial land may also be provided through annexation.

Future housing needs may also require future land area through annexation. There is little available land appropriate for residential use in the city. The demand for housing currently exceeds the supply, while future growth will create an even greater housing shortage.

Currently, there are several vacant lots within the

residential areas of the city. However, few if any of these are available for residential use. Most are owned by adjacent homeowners desiring double lots, while others are unbuildable due to wetlands, size or lack of access. Any increase of the existing population will require additional housing units in the city during the next 20 years.

The Future Land Use Map has set aside two relatively large undeveloped areas for residential usage. One of these areas is owned by the McBain Rural Agricultural Schools and may never be developed for residential use. The remaining 80-acre areas could provide housing for well over 100 units; however, it is currently in use as a successful agricultural operation and may not be converted to residential use in the near future to meet the city's housing needs.

FUTURE ANNEXATIONS

The plan recommends consideration of annexation of land in three areas as displayed on the Future Annexation Recommendations Map (Map 4). The first area is located directly east of the city, adjacent to the northeast quadrant of the city. This area is high and dry and presently platted for a residential subdivision. It would be ideal for residential use. The sewer system in this area has capacity which will meet the growth needs of the city throughout the planning period. This area is adjacent to residential and open space uses in the city limits. The intended area for annexation is approximately 80 acres in size.

The second area is located directly north of the northeast quadrant of the city along M-66. This area would be appropriate for residential use, as well as commercial usage along the highway frontage. This area would square off the city limits east of the industrial park, is also high and dry, and would provide excellent housing opportunities. The area is approximately 92 acres in size.

The third area is located directly east of the city, adjacent to the southeast quadrant of the city. This area has frontage along M-66 that would match the first area considered for annexation. The frontage would be ideal for commercial use with the rear area for residential use. The area does have wetlands that

would limit development potential. The intended area for annexation is approximately 80 acres in size.

The rationale for annexation is first of all based upon the need of the city to acquire additional land for future economic growth and housing. It is also based on the fact that the city has the ability to provide higher quality public infrastructure, such as sewer, water, and roads, than the neighboring communities. The city has the existing capacity for both sewer and water and has the staff to ensure adequate maintenance of any improvements.

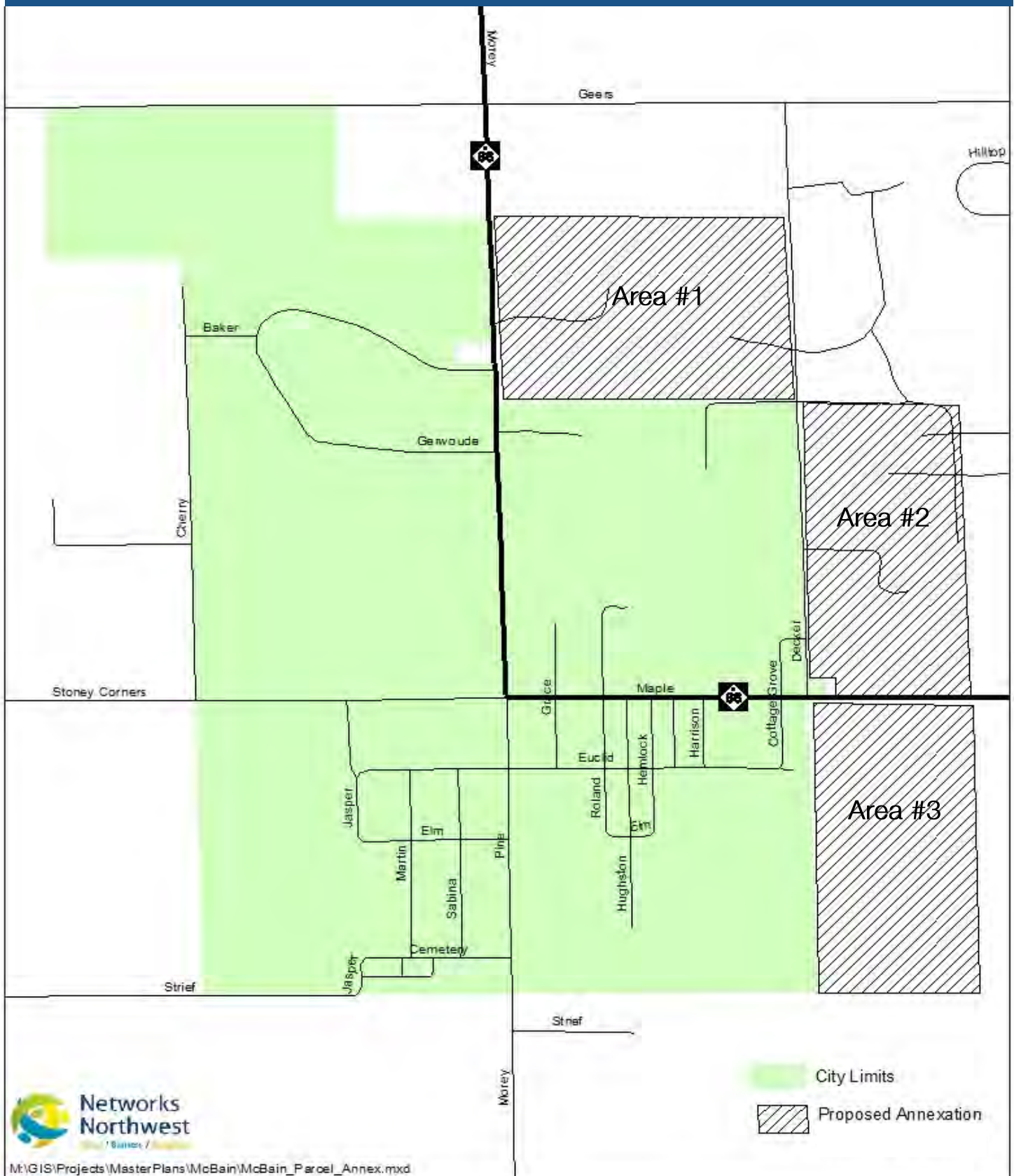
Each annexation will need to be evaluated and considered to determine if it is feasible and beneficial. Annexation may be accomplished through purchase agreements, petition or the local legislative body, depending on what body is initiating the annexation action and the amount of local support.

MARKETING THE COMMUNITY

Marketing the community is a vital step in the economic development process. In order to attract future business or residential developer, developers and business owners must be aware of the positive business climate, available public services and other amenities that the city has to offer. The city has developed contacts with local and regional planning and development bodies, such as Networks Northwest, Michigan Economic Development Corporation, and the Missaukee County Planning Commission. The city may consider developing an attractive brochure and digital media products featuring the assets of the city as a tool to attract developers to the areas. These products should include the following information:

- A map of the city including attractive photographs
- A list of existing employers in the city
- Labor market information
- Available municipal services
- Tax information
- A list of available commercial industrial or residential sites
- A master plan summary

Map 4: Future Annexation Recommendations



- Other relevant information, such as housing, transportation, and recreation

These products may be incorporated into an organized marketing process where specific “target” industries are contacted and made aware of the city. Target industries should be those that would blend well with existing industrial activities. Industries relating to the image of the city, such as lumbering and forest products, would be appropriate.

Incubator buildings were developed and sold, attracting small-scale commercial or industrial uses to the city. Incubators are designed to provide flexible terms and adaptable space for small businesses that are just starting up. The goal is to encourage new businesses to locate in the city which may later “hatch” into the industrial park or other commercial/ industrial areas.

The city should make every possible effort to assist new commercial, industrial or residential developments with financial and regulatory issues. The city should ensure that its ordinances are in compliance with its goal of encouraging growth.

CHAPTER 8

IMPLEMENTATION TECHNIQUES

The Master Plan should be used as a guideline for making future land use decisions in the City of McBain. One of the primary goals of the Plan is to provide for an orderly and rational process of growth. The basic intent of the Plan is to provide for economic development within the city while maintaining a high quality and attractive residential environment.

This will be accomplished by separating higher density residential, commercial and industrial activities from lower density single family uses wherever possible. Where this is not possible, the Plan recommends adequate buffer requirements be included in the Zoning Ordinance. The Future Land Use Map sets aside adequate land for commercial and industrial land uses during the planning period. However, the clear majority of the city is reserved for residential land uses.

Only land use changes in accordance with the Plan should be permitted. If changing circumstances make certain types of development desirable that are not in accordance with the present Plan, the Plan should be reviewed prior to construction of the development to determine if a revision to the Master Plan is appropriate.

IMPLEMENTATION TECHNIQUES

The purpose of the Master Plan is to establish a coordinated approach to land use and development and to promote the general health, safety, convenience, welfare, economy, and efficiency of the city. However, the Plan must be implemented so that the benefits of the planning process can be realized. The Plan will be successful only if it is continually used in the decision-making process of the City.

Zoning Ordinance

The primary means for implementing the goals and objectives expressed in the Master Plan is through a zoning ordinance. The Plan itself has no legal basis to restrict or encourage development. Rather, the Plan

serves as the basis for the rational development and administration of a zoning ordinance which is specifically designed to accomplish the goals and objectives expressed in the Plan.

The Planning Commission does not have final authority regarding requests for development in the City. Rather, this authority rests with the City Council. The Planning Commission's responsibility is to make informed recommendations to the Council based on the policies of the Master Plan and the needs of the community.

Subdivision Controls

Where zoning regulates the use of land, subdivision regulations control the subdivision of land. These regulations are designed to ensure that the development is compatible with the community, that adequate public facilities are provided and that all applicable regulations are met. Subdivision regulations typically consider such elements as streets, drainage, public services, natural amenities, street lighting, and off-street parking.

The Planning Commission plays an instrumental role in the subdivision review process. It has been given the authority and responsibility to meet with the developer throughout the review process, to provide an adequate public hearing and to present their recommendations of either approval or disapproval to the City Council.

Capital Improvement Programming

A third means of implementing the Plan is through a Capital Improvement Program (CIP). The CIP is a six year capital improvement budget for the City enabling it to plan for needed improvements on an orderly basis within its capabilities. For example, the City may determine a need for improvements in certain areas (public infrastructure such as sewer, water, and roads) or can encourage various types of development through the expenditure of public funds.

The advantage of a CIP is that attention can be focused on the community's needs and objectives and the methods of implementing them. In addition, the administration of the city can be improved thereby optimizing its tax revenues. The process is so important, in fact, the no street, park, open space, or public building can be constructed or authorized within the city without review and approval of Planning Commission.

Public Cooperation

McBain residents have an opportunity as well as the responsibility to provide comments and discussion regarding development in the City. As representatives of its citizens, the City Council and Planning Commission welcome input from the public. Prior to making a major land use change and prior to making modifications to this Plan, a public hearing will be held to allow all interested and affected citizens to express their opinions and have their interests considered by the decision making body.

The City should work and cooperate with surrounding townships to help ensure compatible, neighboring land uses for the betterment of the entire community. The city should also coordinate its land use activities with the County. The Planning Commission should provide copies of this Plan to interested parties and welcome input concerning its implementation.

The Master Plan will be most successful if City residents are involved in the drafting of the Plan and support its goals and recommendations. McBain has accomplished this through the distribution of a community survey to the residents of the city when the 1990 Plan was written and adopted by the City. This involvement must also be encouraged during the implementation of the Plan. An informed and supportive public may be the crucial link to the successful implementation of this Plan.

APPENDIX

2016 Community Survey Report City of Mc Bain Planning Commission	A-1
2016 Community Survey Questionnaire	A-19
Economic Surveys Results Summary Report May 2018	A-23
Economic Survey Questionnaire	A-99
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**2016 Community Survey Report
City of Mc Bain Planning Commission
May 15, 2017**

The City of Mc Bain Planning Commission was charged with updating the Master Plan for the City. This process has been on-going since early 2016. As a part of that process, the recommendation was made from the Planning Commission to the City Council to conduct a Community Survey in order to gain input from as many people as possible. The City Council approved that recommendation as a means to gain much needed valuable input and ideas to be incorporated within the new Master Plan for Mc Bain.

1,654 surveys were mailed to all residents and businesses within the 49657 zip code at the beginning of October, 2016. There were 116 completed surveys returned as of the end of business on Friday, November 4, 2016. The returned surveys are broken down in the following categories:

Residents	49
Resident Business Owners	6
Community	53
Community Business Owners	2
Business Owners No Designation	3
No Designation	3
Total Responses:	116

Business Owners – No Designation	3
Business Owners – Residents	6
Business Owners – Community	2
Total Business Owners:	11

Residents	49
Residents – Business Owners	6
Total Residents:	55

Community Members	53
Community Members – Business Owners	2
Total Community Members:	55

No Designation – Business Owner	3
No Designation	3
Total No Designation:	6

A full compilation of all returned surveys has now been completed and is presented on accompanying pages.

Respectfully submitted,
Craig Fisher, Chair
Phil Beerens
Donna Lutke
Joey Roberts

**2016 Community Survey
City of Mc Bain, Michigan Master Plan Update
Overall Compilation with Notes
One Hundred Sixteen (116) Completed Surveys**

1. What would you say is the most critical issue facing Mc Bain today:

(The topical headings have been added **only** to help categorize the received comments and were not included in the initial survey. If a comment appears more than once, it was made on more than one survey.)

Business/Jobs

- Lack of business growth.
- Lack of Grocery store.
- Employment.
- More jobs to move more people in.
- Gas station/store.
- No jobs.
- Gas station on the corner looks bad.
- Lack of stores.
- Gas station that has air for tires.
- Good paying jobs.
- Too much commercial real estate vacant.
- Employment.
- No new business.
- Need grocery store and another new gas station.
- Maintaining economic sufficiency for the business community.
- Grocery store.
- Too much commercial development.
- A good restaurant with a bar.
- What to do with old (specifically named) site?
- Consumer growth

Cultural

- No Teen Center or nothing for the youth to do after school.
- Substance abuse.
- Drug use in town.
- Poor families who need help with the "extras" in life, as well as necessities. Backpack program is great but doesn't help all children w/ food, clothing, school supplies and some enjoyment items/activities/extras.

Downtown

- Punk a—kids hanging out behind McNally's smoking.
- Kids smoking and other in the alley behind the stores.
- Keeping a vital downtown and industry base.

General

- Growing, while still maintaining small town feel.
- Nothing.
- Lack of growth.
- Empty buildings.
- Maintaining small town atmosphere while expanding economically.
- Fill the empty lots and buildings in town.
- Lack of potential growth.
- Vacant properties all over town.
- It's stuck in the mud.
- Dying town.
- School system.
- None that I'm aware of.
- Keeping our small town atmosphere and not being greedy for more economic development or expansion in housing and business. If the population stays around the same amount, you don't need all the other things you are proposing.
- I'm not aware of any critical issues.
- Employment.
- Lacking growth.

1. What would you say is the most critical issue facing Mc Bain today (continued):

Government

- Keeping good people on Council, DDA & TIFA to make good decisions.
- Poor communication to taxpayers.
- Revenue source.
- Funding.
- Good ole boys government – unfriendly to work with – women treated as a joke!!
- Too high taxes for what you get
- Do nothing Council.
- Tax increases.
- Keep taxes low enough for new and existing businesses.
- Finances
- Lack of leadership
- Leadership interested in the entire city, not just special interests i.e. hunting
- Property taxes

Housing

- Assisted living facility.
- Not everyone can afford to buy a house here and we have far too many rentals within City limits.
- Housing – Apartment – Condo.
- Too many rentals.
- We have too many low-income housing.

Industrial

- Industrial Park Management
- Industrial growth

Infrastructure

- Traffic.
- Lack of sidewalks to NMCS.

Public Safety

- Ordinance enforcement.
- Speeding on the streets incoming and outgoing within City Limits.
- Keeping our City safe from drugs; air and water free of pollution.
- Safety of kids.
- Cleaning up two old gas stations.
- Safety.

Utilities/Energy

- Old water wells.
- Getting good water for everyone.

Zoning

- Scummy looking house just east of RR tracks on Euclid.
- ___(specific address_____) is a complete mess and they should clean it up
- Overgrown trees in people's yards – people not taking care of their places.

	SA	A	D	SD
2. I would recommend Mc Bain to my family and friends as a good place to live. <u>Comments:</u> We have enough people.	50	54	9	1
3. It is very important to attract new businesses and new jobs to this area to strengthen Mc Bain's economy. <u>Comments:</u> Our economy is fine the way it is. Good paying jobs.	61	47	8	1
4. Mc Bain should actively work to increase residential availabilities throughout the City. <u>Comments:</u> Yes, but limit rental properties.	26	56	21	4
5. There is enough recreation facilities in Mc Bain (sports fields, bike paths, walking trails, etc.) <u>Comments:</u> Not much at all.	15	67	22	2
6. Mc Bain has done a good job of protecting the quality of its drinking water. <u>Comments:</u> Water is brown, stinky. Fix problems associated with the water tower being re-done. Water tastes bad-can't drink.	17	78	10	2
7. Mc Bain has an acceptable ratio of rental homes to owned homes. <u>Comments:</u> Too many rentals. (4) Don't need more people. Are we getting too many rentals in town? Don't limit either. Not sure how many.	6	54	24	12

	SA	A	D	SD
8. Current conditions of our streets and highways, intersections, etc. are adequate to handle Mc Bain's current and future needs. <u>Comments:</u> Keep maintained. Sidewalks are not smooth. Don't need re-paving.	12	71	22	7
9. Should Mc Bain develop additional streets to accommodate traffic patterns at and around both of our schools? <u>Comments:</u> NMC- agree, Public-disagree. Prime drop-off/pick-up times traffic is only a problem during. What we have needs to be better utilized. Yes with public near elementary/middle school doors.	17	37	46	8
10. Mc Bain has enough services and facilities related to fire protection. <u>Comments:</u> Very good service.	20	81	4	0
11. Mc Bain has enough services and facilities related to Public Works (road maintenance, drainage, etc.) <u>Comments:</u> Drainage. Road maintenance. Road maintenance-are you kidding?	13	78	11	2
12. Mc Bain has enough services and facilities for its Senior Citizens. <u>Comments:</u> Our Senior Center was closed, but we can get by. No-service – yes-facilities. Don't know what they have. Senior meals/activities.	7	46	48	8

	SA	A	D	SD
13. Mc Bain has an acceptable level of Zoning regulations and enforcement within the City limits. <u>Comments:</u> Officer? What vehicle is he driving? Do we really need enforcement? Why is he here? Don't know; Less would be OK with me.	12	74	11	10
14. Mc Bain has enough affordable and variety of housing. <u>Comments:</u> We don't need more people.	6	63	29	7
15. Mc Bain should increase taxes and/or fees to expand or improve City services. <u>Comments:</u> Only maintenance Only if needed	1	14	57	28
		Yes	No	NO
16. Are you aware of Mc Bain's website and our current efforts to communicate with residents using this method? <u>Comments:</u>	38	68	8	
17. Mc Bain's website (www.cityofmcbainmichigan.com) offers the option of paying your property taxes online. In the future, would you like the City to take the necessary steps in order to offer the option of paying your quarterly City Services (water, sewer and garbage pick-up) on-line through the website? <u>Comments:</u> Only with proper security. No extra fees.	38	31	37	
18. Mc Bain's website is easy to navigate. <u>Comments:</u> Didn't know you had one.	31	5	54	

	Yes	No	NO
19. Is there any other information you would like to see available on Mc Bain's website? If "Yes", please list:	2	20	56

Comments:

City Plat Map

Clearer information regarding events/activities and services happening in the City.

Keep it up-to-date.

Meeting notices and news.

20. What is your preferred method of gaining information regarding important Mc Bain news and Planning Commission decisions? Please check all that apply:

- City of Mc Bain website **34**
- Facebook **24**
- Twitter **0**
- Sentinel newspaper **43**
- Direct letter to residents **70**

- Other:

Email

Cadillac News (6)

Town Meeting (2)

Friends and Neighbors

Coffee Shop

Word of Mouth

Comments:

Has the water tower issue been resolved? Updates haven't been made to the website and haven't been announced in the Sentinel.

Communicate with residents.

Definitely keep notices in the Sentinel.

21. Which of the following statements **best** describes your opinion about **commercial/business** growth in Mc Bain? Please check **only one** circle:

- | | |
|---|-----------|
| ○ Mc Bain must preserve the special qualities of our community by limiting commercial growth. | 22 |
| ○ Commercial growth is necessary for the economy and current regulations are satisfactory. | 50 |
| ○ Commercial growth is necessary for the economy and current regulations are unsatisfactory. | 14 |
| ○ I have no opinion on this topic. | 20 |

Comments:

With the understanding that with a growing community, commercial growth will be necessary.

What commercial growth?

Grow, but at the same time keep our community's special qualities.

Small businesses would be much better than chain stores.

NO DOLLAR STORE.

22. If Mc Bain is to work towards additional commercial/business growth, what types of businesses would you like to see in our City? Please check **all** circles that apply.

- | | |
|------------------------------|-----------|
| ○ Antique stores | 22 |
| ○ Bars/entertainment | 20 |
| ○ Credit Union | 16 |
| ○ Dollar Store | 48 |
| ○ Grocery Store | 67 |
| ○ High Speed Internet | 37 |
| ○ Local artists/craftspeople | 31 |

Other:

- | | |
|--|---|
| Gas station (15) | Optical |
| Gas station with Party Store (2) | Assisted Living |
| Gas station with longer hours | Charter Internet |
| Gas station in a more convenient location | Fast Food (4) |
| Gas station - Wesco (3) | Industrial types (2) |
| Wood related industry | Produce market in the summer |
| Donut/coffee shop (2) | Ice rink in the winter |
| Entertainment (2) | Retail, but no box stores |
| Work-out/Fitness Club (3) | Locally owned shops |
| I like Mc Bain the way it is | Destination instead of a place to pass by |
| Any <u>clean</u> business | Please get us a bigger grocery store |
| Restaurants | Family Entertainment |
| Clothing Store | Arcade/Pool Hall |
| Car dealership | |
| Possibly stores/services that stay open in evening (2) | |
| Maybe entertainment/arcades/family-type activities/businesses | |
| Christian band concerts in new auditorium, give existing food suppliers a heads-up when concerts and lectures will be so can supply food afterwards – extended hours – enough food, etc. | |
| Bring lectures into new auditorium and have support businesses available after hours | |
| We already have a craft show every November at the Public school, that's all we need | |

23. If Mc Bain is to work towards additional commercial/business growth, what types of businesses would you NOT like to see in our City? Please list:

Tavern/Bar (46)	Dollar Store (16)	Casino/gambling (4)
Car Dealership (2)	Foundry	Strip Club (3)
Adult Entertainment (4)	Liquor Store (2)	Big Box Stores (7)
Pool Hall	Tattoo Parlor (2)	Chemical Processing
Franchise Restaurants	Recreation for kids	Grocery store
Wesco	Junk stores	Farm Products
Drugs/pot	Jobs are jobs	Co gen-no burn tires
Any business that creates traffic and contaminates		
Alcoholism is a problem		

24. Which of the following statements **best** describes your opinion about Mc Bain's industrial properties? Please check only **one** circle:

- ☐ Mc Bain should try to attract and maintain industry within its existing industrial boundaries. **29**
 - ☐ Mc Bain should try to establish alternative uses and attract new industry within the existing industrial zoned properties. **36**
 - ☐ Mc Bain should try to expand the existing industrial zoned boundaries. **19**
 - ☐ I have no opinion on this topic. **22**
 - ☐ Other:
- Must not be harmful to the environment
Clean industry
Good paying jobs

25. If Mc Bain is to work towards additional industrial growth, what types of industry would you like to see in our industrial zone? Please list:

Milk/dairy (6)	Manufacturing (7)	Wood Related (3)
Anything profitable for owner and generates tax revenue		Jobs (13)
Machine trades (4)	Good paying jobs (6)	Places that employ people
Ag related/new cropping/support (5)		Cheese plant
Pallet shop	Ethanol plant	Alternative Energy (2)
Energy production (3)	Jobs for women-line work	Promote local products
Tree Nursery	Appliance factory	Clean industry (4)
Gas station	No heavy industry	No used car dealerships
Whatever would be best option		Bio-digester
Use local resources	No more toxic fumes	Boat industry
Clothing industry	Lower water bills (2)	City electric
Methane produced from food scraps of schools, nursing home and manure		
We have enough industry polluting our air quality		

26. Which City Services do you think need to be expanded or improved? Please check all that apply:

- ☐ Fire protection **10**
- ☐ Roads/streets **31**
- ☐ Police protection **21**
- ☐ Recreational facilities **37**
- ☐ Emergency Medical Services **23**

Other:

Buy less toys and spend more on building maintenance
Something for veterans None Strip mall
Horse watering station Mc Bain does a good job Sidewalks
Adjust for present population I think services are adequate We are good here
Remove ice rink and put in play area for young children
Safe walkways and bike paths Ordinances enforced NA
Police don't need to police the City on Sunday mornings when the town is quiet-we need policing in the afternoon and evenings-mostly people running stop signs.

27. What do you like **most** about living in Mc Bain?

Please check all that apply:

- ☐ Small town convenience **75**
- ☐ Cost of living **33**
- ☐ Medical facilities **29**
- ☐ Knowing everyone **42**
- ☐ Quiet town **76**
- ☐ Friendly town **68**
- ☐ Family atmosphere **59**
- ☐ Caring community **70**
- ☐ Peaceful neighborhoods **64**
- ☐ Library **49**
- ☐ Excellent schools **87**

Other:

Country living Clean community
Leave it as it is-stop tinkering Our economy is somewhat self-sufficient
The church I attend Excellent schools-for the most part
Peaceful neighborhoods-for the most part there are still revving engines, dirt bikes without mufflers and barking dogs

28. What do you like **least** about living in Mc Bain?

Please check all that apply:

- | | |
|---|-----------|
| ○ Continuous tax/fee increases | 30 |
| ○ City government | 12 |
| ○ Very little population growth | 7 |
| ○ No activities for youth/adults | 36 |
| ○ Small selection of stores in town | 55 |
| ○ Lack of housing | 7 |
| ○ Lack of recreational/entertainment activities | 29 |
| ○ Poor City services | 5 |
| ○ Poor streets/sidewalks | 17 |

Other:

Tax & fee increases-fees & taxes we pay now are OK-as long as we are getting the services we pay for	
I love it here	City doesn't maintain their building on Cottage Grove, trees
City smells like barn	growing in gutters, etc. zoning officer would talk to a homeowner
Wouldn't change a thing	for these things.
Co-gen plant	Air quality issues w/wood burning
Air quality issues	Slow load internet w/cell phone service
Lack of parking at Mc Bain Public School	
Newly improved sidewalks	Community/county transportation
Up to more tinkering	Nice flowers in the summertime
If we didn't like it, we wouldn't live here	
I like Mc Bain the way it is	Our schools used to be a priority to study to go to college, now kids
No bike or walking paths	are being told you're not going to make it at college, go to trade
	school.
Why would anyone want to move here?	
Businesses not being respectful of neighbors-Co-Op	
Nothing for kids to do; no community social events like Art Fair	

29. In the past five (5) years, how do you believe the quality of life in Mc Bain has changed? Please rate each choice:		Improved	Stayed the Same	Declined
City Parks		33	60	5
Sidewalks: Uneven-1; declined-1		28	58	14
Appearance of City: Love flowers lining road-1		39	49	16
Availability of jobs		14	62	21
Recreation: None-1		4	77	13
Taxes and fees: went up-1; always going up-1; increased-1		5	47	20
Government: Lot of turn around on Council-is there a reason?-1		7	58	18
Streets/roads condition		16	60	20
Crime: there's more-1		9	69	12
Schools		51	44	7
Law enforcement		10	70	16
Services (water, sewer, etc.)		13	62	8
Other: Please list				

Air quality declined (2)

McBain Days declined

Gas station declined

Appearance: improved with _(specifically named)_ out of town; changed a lot but not necessarily declined

Taxes and Fees: Raised more than what you received; increased and saw no improvements

Government: Nothing has changed

Services: Fees increased; sewer improved; water declined

General Comments received on last page of Survey

(The topical headings have been added **only** to help categorize the received comments and were not included in the initial survey. If a comment appears more than once, it was made on more than one survey.)

Business

- Allowing a restaurant and/or bar would keep people in our community as well as keep money local and provide jobs and things to do.
- A Family Dollar store or something similar would prevent some from going to Cadillac.
- Mc Bain needs to deal with the two old gas stations. We also need a gas station that stays open longer and lets you pay for gas with a credit card without penalty.
- We could use a good grocery store.
- We also need to find a good use for the vacant ____ (specifically named) _____ store.
- Continue to think of ways to support young people that want to work, have a business and live in Mc Bain as business gets harder and harder to manage and be successful in a small town.

Business Comments (continued):

- A business I would like to see in our town would be a Credit Union do residents can take ownership where their money is being placed. This would be a community business that many residents, if not all residents – could utilize.
- We need to remember to take care of and support our local businesses. These people work hard and are dedicated to our community.
- Family Dollar.
- Ask __ (specific individual) _ if he'd open a "sister" store in actual town of Mc Bain. Or, Amish Baked Goods Store?
- A grocery store would be nice, but of it can't compete with the big stores, what's the point.
- Need Dollar Store – every other small town has one. Keep our dollars in town.
- Every small town needs a complete grocery store. For the convenience for the elderly and not a glorified party store that over prices on what they carry. You want to help the people of Mc Bain get a good grocery store that carries a complete line of groceries for the people of Mc Bain. If you continue on the path you are, Mc Bain is going to dry up and blow away.
- We need a grocery store!
- Also, a gas station that is open more often.
- Bring some business into town that provide services that meet our needs.
- Maybe another good restaurant
- While bringing in Dollar General, Wal Mart, etc would be more convenient for some, I'd rather pay more at _ (specifically named stores), etc. and remain local and loyal! Prime example is _ (specifically named business) __ , no longer local owned = no loyalty.
- We need business growth.

Cultural

- Communities need things to do for children and adults. People are going to surrounding communities for these things.
- We need a pool hall/game room for the younger people, and a bar again would be cool.
- Festival every year "Farming Related".
- Give Amish families time to show all their gifts/talents/produce, etc.
- More Senior Citizens buildings and recreation for the older people.
- Invest in festivities such as Mc Bain Days and help those succeed and improve.

Cultural Comments (continued):

- We must remember what this city was formed on and by – the people – agricultural people- need to plan some town activities – it's dead around here compared to years ago – kids don't even hang out and cause problems like they used to – they are moving out ASAP after graduating.
- Help beautify the City – clean sidewalks, pull weeds.
- Turn old __(specifically named)__ property into a tri-county Teen Center – do not destroy it for a parking lot. - Get teens involved in the development of a huge center for them to go to.

Downtown

- I enjoy the library, but have felt uncomfortable when older students are around. There was a feel of disrespect.
- I avoid town during lunch because of students. I'm actually surprised it's still the way it is with students leaving campus for lunch.
- Need more attractive downtown like other small towns – trees, sidewalks with brick alongside and raised flower beds.
- A more vibrant downtown would improved business and attractions to increase population participation.
- I believe the school principal and administration should take a more serious attitude toward hazing. Sports are nice but not more important than the children and academic studies.
- Business groups don't seem to exist – could we have a Chamber like Lake City?

General

- What would bring you to Mc Bain today?
- I think Mc Bain does a good job. We have a good reputation and we need to keep it!
- Mc Bain has always been an attractive area, homes, yards, out buildings all well maintained. Do what you can to maintain that. Things get treated better when they're well maintained. A little recognition, not anyone or any place in particular, but compliment the people and let them know it's noticed.
- I live in Vogel Center. The farms and tractor store is getting too big too fast. It seems now it is all about getting rich. The talk is of old fashion values and hard work, but it's the same old greed and haves and have nots.
- Need good sidewalks to both schools, not just Public. Why wait until something happens and lawsuits arise?

General Comments (continued):

- "Too much tinkering spoils the pot. Beware of your greed."
- Leave well enough alone. Do not expand Mc Bain. It's charm is in being small and not commercialized. It does not need more people moving in either. It is well located near other places that have dollar stores, etc. We have a good grocery store already with _(specifically named store)_, and do not need any other. Mc Bain is a treasure because it has not cheapened itself or expanded too much. Please leave it as is and keep it maintained to good standards.
- It is very distressing to worry that you are going to change Mc Bain, making it more like everywhere else and it will lose its specialness. Can't you see that it shines like a diamond in a five and ten cent world? Leave it alone.
- Will you send a mailing to announce a town meeting so we can attend to protest proposed expansions?
- I enjoy Mc Bain the way it is. While I cannot buy groceries in Mc Bain, this is not a hardship. And, the _(specifically named)_store just a few miles East of town is superior to the stores in Cadillac, in my opinion.
- I like Mc Bain!
- I feel Mc Bain is a great town. Life does not have neutral. Keep moving forward with everything in #29.
- We like more businesses. We like Mc Bain.
- I live in Lucas, but when I need something, I can find it in Mc Bain. I like it that in a few minutes, I can "run" into Mc Bain and most of the time find what I want without the traffic of Cadillac or searching for what I want in big box stores.
- During the almost 70 years I have lived here, McBain has declined in almost everything that was here. Not the caring close community it used to be. No active activities – Memorial Day, McBain Street Day, Christmas and other holidays. Too many rentals that are not taken care of. No trees or flowers at them. Our problems are not addressed or taken care of. No police action. No decent stores to shop in. Even our City Council and business people do not attend the small amount of activities we do have. Our young people don't come here to live because we have nothing here.
- Keep supporting our schools.
- Farming is changing small to big, we need to capture families and hold them by having decent jobs that pay good.

Government

- Both Marion and Cadillac have lower tax base and seem to provide just as much or more.
- City officials should do their best to continue to support our industries – timber, agriculture and small businesses that compliment and aid the industries.
- The City of Mc Bain officials need to continue to hold the success of our current and new businesses very dear to them and do their best to make Mc Bain a great place to live, work and operate a business.
- City workers sure spend a lot of time at _(specifically named)_. Go in almost any time and there they are. Do they punch a time clock? Too many family members fill all City jobs.
- City Council members need to do what is best for the City and not just what is best for their own agenda or their own business.
- Follow through with ideas from these surveys.
- Also, don't dismiss people early when they attend Council meetings – they are allowed to be there for the entire meeting unless there is Closed Session.

Housing

- Too many rentals.
- Could there be rules for rental houses/apartments? Do they get inspected – are there rules for them?
- I feel we are moving more and more towards a rental community – people who rent are generally not invested in the community and don't keep the properties up to standard.

Industrial

- Industrial growth would be good
- If Industry is coming, make sure it will pay a good wage and good insurance for the workers, or at least affordable co-pays for the workers.
- Need industry to grow and shopping attractions.

Infrastructure

- Need good sidewalks to both schools, not just Public. Why wait until something happens and lawsuits arise?
- Intersection of 66 and Stoney Corners requires change.

Infrastructure Comments (continued):

- The appearance of the City has declined with _(specifically named)___ moving outside of town. Gives it a "ghost town" feel with the two closed gas stations on the same corner. Would like to see these properties put to some use.
- East Euclid Street is in great need of resurfacing and speeds signs of 25 mph and more street lights.
- The City should buy the _(specifically named)_ for a city office.
- Take care of the sidewalk on Euclid.
- Have at least 8 people fall on sidewalk – 5 years ago City painted red line on it and it has worn off.
- Stated by DPW that hill in front of house would be leveled and still waiting at least 7 years later.
- Clean up sold lots, the trash left is disgusting.
- Taking care of over grown trees over streets and over people's yards.
- While we have good infrastructure in town, we need to keep a step ahead of it.
- The park by the tennis courts is so nice, would like to see a play area with swings and slides for younger children to play on.

Public Safety

- Public School drop-off needs change.
- We need to preserve air and water quality. Those who choose to burn wood need to insure that smoke is released high enough to avoid making residents ill. "Camp fires" and trash burning need to be limited, and always have someone in attendance and not permitted where neighbors have health issues, such as allergies, asthma, cancer, heart disease, etc.
- Would like to see a City Police Officer interacting with the public, DARE program at school, getting to know the residents, youth and who lives in Missaukee County.
- No favoritism with certain neighbors, make things safe for all of them.
- I think we need something to enhance safety at the intersection of M66 and Roland Street.
- I have seen some burning of trash in yards after the news said no burning.
- Enforcing people to take care of their yards and places such as homes. Old cars in the yards and old buildings that are unkept.
- Dogs that are loose that should be tied up or on a leash.

Public Safety Comments (continued):

- Was very dismayed by the fact that a cell phone tower was placed next to the City's water source. These kind of towers emit radiation into the air around it. Are we now going to have to be concerned about radiation levels in our city water and can we even test for this? Could this happen other places in the city – I hope not. I like not living near the bigger cities where these kinds of towers are on every other block.
- Recreational vehicles continue to increase in the city limits with no law enforcement in the area – these vehicles are abusing their privileges and being inconsiderate of smaller children and being loud and obnoxious while in the city limits. Go carts have also been observed going up and down the streets operated by SMALL children with no adult supervision.
- Maintaining vacant lots.
- Maintaining personal property.
- Would love to see a walk bridge structure for school in front where cross walk is for safety of the kids. I'd be willing to donate towards it!

Utilities/Energy

- Solar generation. We have a lot of roofs, put up panels, sell the power back to Consumer's and put in the City budget or pay residents or business owners whose roofs host the panels.
- Potential watershed contamination.
- Improve DPW.
- Please follow through with water tower improvements – fix our water. It's brown at times and has an odor.
- Potential water shed contamination.

Zoning

- Is there something in place to control all the incoming towers for internet, etc.?
- Can anything be done about the house at _(specifically named)_? Cars, trash, campers, pools? This property is a huge mess and should not be allowed. Are there rules as to how many junk cars can be on a property?
- Zoning and enforcement needs to be kept very strong.

2016 Community Survey
City of Mc Bain, Michigan Master Plan Update

Dear Community:

Please take a few minutes to answer the following questions. The City of Mc Bain, through its Planning Commission, is providing this Survey as a way to collect your direct input for the decisions needed to be made in updating Mc Bain's Master Plan. Your answers will help in shaping the future of Mc Bain for many years to come. Please feel free to complete this form and share any additional comments in the space provided at the end of the form. **Thank you** for your participation and for giving your time to be a vital part of the process.

Please return all completed surveys by November 1, 2016 to: City Clerk, P.O. Box 95, Mc Bain, MI 49657 – OR – the Professional Building at 100 Roland Street – OR – the Mc Bain Hardware.

1. What would you say is the most critical issue facing Mc Bain today: _____ _____				
	Strongly Agree	Agree	Disagree	Strongly Disagree
2. I would recommend Mc Bain to my family and friends as a good place to live.				
3. It is very important to attract new businesses and new jobs to this area to strengthen Mc Bain's economy.				
4. Mc Bain should actively work to increase residential availabilities throughout the City.				
5. There is enough recreation facilities in Mc Bain (sports fields, bike paths, walking trails, etc.)				
6. Mc Bain has done a good job of protecting the quality of its drinking water.				
7. Mc Bain has an acceptable ratio of rental homes to owned homes.				
8. Current conditions of our streets and highways, intersections, etc. are adequate to handle Mc Bain's current and future needs.				
9. Should Mc Bain develop additional streets to accommodate traffic patterns at and around both of our schools?				
10. Mc Bain has enough services and facilities related to fire protection.				
11. Mc Bain has enough services and facilities related to Public Works (road maintenance, drainage, etc.)				
12. Mc Bain has enough services and facilities for its Senior Citizens.				
13. Mc Bain has an acceptable level of Zoning regulations and enforcement within the City limits.				
14. Mc Bain has enough affordable and variety of housing.				
15. Mc Bain should increase taxes and/or fees to expand or improve City services.				

		Yes	No	No Opinion
16. Are you aware of Mc Bain's website and our current efforts to communicate with residents using this method?				
17. Mc Bain's website (www.cityofmcbainmichigan.com) offers the option of paying your property taxes online. In the future, would you like the City to take the necessary steps in order to offer the option of paying your quarterly City Services (water, sewer and garbage pick-up) on-line through the website?				
18. Mc Bain's website is easy to navigate.				
19. Is there any other information you would like to see available on Mc Bain's website? If "Yes", please list: _____ _____				
20. What is your preferred method of gaining information regarding important Mc Bain news and Planning Commission decisions? Please check all that apply: <ul style="list-style-type: none"> <input type="radio"/> City of Mc Bain website <input type="radio"/> Facebook <input type="radio"/> Twitter <input type="radio"/> Sentinel newspaper <input type="radio"/> Direct letter to residents <input type="radio"/> Other: _____ 				
21. Which of the following statements best describes your opinion about commercial/business growth in Mc Bain? Please check only one circle: <ul style="list-style-type: none"> <input type="radio"/> Mc Bain must preserve the special qualities of our community by limiting commercial growth. <input type="radio"/> Commercial growth is necessary for the economy and current regulations are satisfactory. <input type="radio"/> Commercial growth is necessary for the economy and current regulations are unsatisfactory. <input type="radio"/> I have no opinion on this topic. 				
22. If Mc Bain is to work towards additional commercial/business growth, what types of businesses would you like to see in our City? Please check all circles that apply. <ul style="list-style-type: none"> <input type="radio"/> Antique stores <input type="radio"/> Bars/entertainment <input type="radio"/> Credit Union <input type="radio"/> Dollar Store <input type="radio"/> Grocery Store <input type="radio"/> High Speed Internet <input type="radio"/> Local artists/craftspeople <input type="radio"/> Other: _____ 				

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<p>23. If Mc Bain is to work towards additional commercial/business growth, what types of businesses would you NOT like to see in our City? Please list: _____</p>				
<p>24. Which of the following statements best describes your opinion about Mc Bain's industrial properties? Please check only one circle:</p> <ul style="list-style-type: none"> <input type="radio"/> Mc Bain should try to attract and maintain industry within its existing industrial boundaries. <input type="radio"/> Mc Bain should try to establish alternative uses and attract new industry within the existing industrial zoned properties. <input type="radio"/> Mc Bain should try to expand the existing industrial zoned boundaries. <input type="radio"/> I have no opinion on this topic. 				
<p>25. If Mc Bain is to work towards additional industrial growth, what types of industry would you like to see in our industrial zone? Please list: _____</p>				
<p>26. Which City Services do you think need to be expanded or improved? Please check all that apply:</p> <ul style="list-style-type: none"> <input type="radio"/> Fire protection <input type="radio"/> Roads/streets <input type="radio"/> Police protection <input type="radio"/> Recreational facilities <input type="radio"/> Emergency Medical Services <input type="radio"/> Other: _____ 				
<p>27. What do you like most about living in Mc Bain? Please check all that apply:</p> <ul style="list-style-type: none"> <input type="radio"/> Small town convenience <input type="radio"/> Cost of living <input type="radio"/> Medical facilities <input type="radio"/> Knowing everyone <input type="radio"/> Quiet town <input type="radio"/> Friendly town <input type="radio"/> Family atmosphere <input type="radio"/> Caring community <input type="radio"/> Peaceful neighborhoods <input type="radio"/> Library <input type="radio"/> Excellent schools <input type="radio"/> Other: _____ 				
<p>28. What do you like least about living in Mc Bain? Please check all that apply:</p> <ul style="list-style-type: none"> <input type="radio"/> Continuous tax/fee increases <input type="radio"/> City government <input type="radio"/> Very little population growth <input type="radio"/> No activities for youth/adults <input type="radio"/> Small selection of stores in town <input type="radio"/> Lack of housing <input type="radio"/> Lack of recreational/entertainment activities <input type="radio"/> Poor City services <input type="radio"/> Poor streets/sidewalks <input type="radio"/> Other: _____ 				

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29. In the past five (5) years, how do you believe the quality of life in Mc Bain has changed? Please rate each choice:		Improved	Stayed the Same	Declined
City Parks				
Sidewalks				
Appearance of City				
Availability of jobs				
Recreation				
Taxes and fees				
Government				
Streets/roads condition				
Crime				
Schools				
Law enforcement				
Services (water, sewer, etc.)				
Other: Please list: _____				

Please use this space to share any other comments, thoughts and ideas you wish the City to consider in our Master Plan development: _____

Please check any of the following categories that apply directly to you as the individual who completed this survey:

- ☐ City of Mc Bain Resident
- ☐ City of Mc Bain Business Owner
- ☐ Member of the Community surrounding the City of Mc Bain

THANK YOU for your time given to fill out this Survey.

The information we gather will be very helpful in planning for the future of the City of Mc Bain.



Economic Surveys Results Summary Report

May 2018

Prepared for the City of McBain by



**Networks
Northwest**
Talent / Business / Community

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Introduction

To help guide the City of McBain for future economic development and growth, the City conducted two economic surveys. The first survey focused on the economic needs of residents and businesses in the McBain area. The City mailed out survey questionnaires to every household in the 49657 zip code and provided opportunity to return the survey at various drop box locations or to complete the survey online. With the second survey, the City of McBain sought input from local high school students. This separate, shorter economic survey for students focused on the interest of students in what businesses, activities, and opportunities they'd like to see in the McBain area. The two high schools surveyed included the McBain Rural Agricultural School and the Northern Michigan Christian School. This report provides a summary of the responses in both surveys.

PART 1: City of McBain Economic Survey for Residents and Businesses

The questionnaire was distributed via US mail and made available on the City website in late March and early April, 2018. One hundred sixty-five (165) responses were received for this survey. The following summary reviews survey results with an eye towards identifying economic preferences and needs from residents and businesses.

Note: When reviewing survey results, it's important to note that the questionnaire is **not a statistically valid survey**. Results must be balanced with additional data sources and dialogues, including committee discussion, other forms of public input, and research and analysis. Survey results will help to point the way towards additional research, input opportunities, and discussion throughout the process.

Highlights

Based on the input of the survey, an overall view of community interests from residents and businesses could be identified. The following overview outlines those interests with the higher priority.

- Top destination for the McBain area residents for shopping and dining is Cadillac.
- The primary shopping destination is a supermarket.
- One-third of the community travels 20 miles or more once a week for shopping.
- The vast majority of dining preferences is for a casual /family style restaurant.
- Unlike shopping, residents are less likely to travel long distances for dining.
- Healthcare services were the top responses for needed services in the McBain area while top desire for goods was a grocery store and/or a discount store.
- City infrastructure was rated above average in terms of quality and cost by both residents and businesses.
- Roughly one-third of both residents and businesses feel their Internet service is not adequate.
- McBain is a community of long-standing, family businesses. Their biggest issues are the size of the customer base and competition from nearby communities, particularly Cadillac.
- For recruiting new businesses, business owners and operators favored the City considering tax base/revenue and sense of community.
- Residents were more likely to be favorable to zoning while businesses were mixed on the issue.
- Many respondents supported making the community more attractive for young people (gathering places, creative places, etc.).

Profile of Respondents

The typical respondent can be generally identified as a long term resident over the age of 50. While all of the age groups from the “20-24 years” range to the “85 years and over” range were represented, at least 60% of the respondents were over 50. The largest age group represented was 65 to 74 years with 21% of the respondents followed by the 45 to 54 years age group at 15%. Roughly 60% of the respondents have lived in the McBain area for 30 years or more with 41% of those living in the area for 40 years or more.

Resident/Consumer Preferences

#3: Where do you primarily shop for everyday items and services? Please select only 1 choice.

Majority of respondents (78%) indicated that Cadillac is their primary destination for shopping for everyday items and services. McBain was second with 11% of responses. Other locations include Lake City, Marion, Falmouth, and the Amish community.

#4: In order of frequency, what are your top three shopping locations? Please rank your top 3 choices 1, 2, and 3.

The top shopping location was Cadillac at 80%. While McBain only garnered 16% of the responses as a top destination, it did receive 60% of the responses as the number two destination. This would indicate that the primary competition for McBain stores is the Cadillac area. With 65% of the responses, the third most frequent shopping location was Lake City.

#5: What are your shopping preferences? Please rank your top 3 choices 1, 2, and 3.

It's clear that the top shopping preference was a supermarket at 72%. The second choice was department store at 48%. A dollar store was the third choice at 57%. While not a top 3 choice, there was noticeable interest in a discount store. When combining the interest in both a dollar store and a discount store, the community may support some type of discount store.

#6: How often do you travel 20 miles or more to shop for everyday items or services? Please select only 1 choice. AND #7: How often do you travel 60 miles or more to shop for everyday items and services? Please select 1 one.

At 35% of the response, more than 1/3 of the community travels 20 miles or more on a weekly basis to shop for everyday items or services. Around a 1/3 of the community also travels 60 miles or more once a month to shop.

#8: In order of frequency, what are your top three dining locations? Please rank your top 3 choices 1, 2, and 3.

Similar to shopping location preferences, the top three choices are Cadillac, McBain and Lake City. Cadillac had 75% of the first choice for dining. McBain had 49% of the second choice, while Lake City had 49% of the third choice.

#9: What are your dining preferences? Please select a maximum of 3 choices.

The vast majority of respondents prefer a casual/family style restaurant as 90% identified as the first choice. Second was fast-food restaurant at 55% followed by buffet restaurant at 36%.

#10: Would you like a restaurant that serves alcohol with meals?

47% of respondents would like a restaurant that services alcohol with meals.

#11: How often do you travel 20 miles or more to dine out? Please select only 1 choice.

Unlike shopping, respondents were less likely to travel for dining. 47% of respondents would travel 20 miles or more once or twice a month to dine out.

#12. What SERVICES can't you find in McBain that you wish you could?

The top response for needed services was healthcare services at 28%, with many noting dentist in the “other” section of the question. Technology services were the highest service at 23% followed by general services (dry cleaning, photography, wedding services, travel agency, etc.) at 13%.

#13. What GOODS can't you find in McBain that you wish you could?

The top response for needed goods was food and beverage options at 52%. This would mean desire for a grocery store or supermarket. Clothing options at 33% and sporting goods and outdoor gear at 27% were second and third respectively.

#14: How would you grade the QUALITY of the following infrastructure? (Water, Sewer, Streets, Sidewalks)

Overall, on a A to F grading scale, respondents gave the infrastructure a grade of B which means “good, adequate for now.” Water and sewer each received a solid B while streets received a B+ and sidewalks received a B-.

#15: How would you rate the COST of the following infrastructure? (Water, Sewer)

For those respondents that do have water and sewer services, the cost of water and sewer was considered “fair, reasonable” with 65% agreeing water and 75% for sewer.

#16: If you have Internet service, is your current service adequate?

For this question, 79% had Internet service. Of those respondents that have Internet service, 63% felt their service was adequate while more than a third, 36%, felt their service was not adequate.

#17: What is your perception of the impact of zoning on the community? Please select only 1 choice.

56% of respondents believed that zoning helps the community (protects property values, protects against nuisances, etc.) while 18% believed that zoning is a hindrance to the community (costly, time consuming, etc.). More than a quarter, 26%, of the respondents was not sure or did not have an opinion.

#18: What ways do you support to keep young people in McBain?

Respondents were presented with various ways on supporting young people in McBain. The top three responses were “Make the community more attractive for young people (gathering places, creative places, etc.)” at 47%; “Actively engage and consult young people in community development planning processes” at 38%; and, “Improve high-speed Internet service” at 38%. Topping the write-in responses was providing greater job opportunities.

Business Owners and Operators Preferences

#19: Are you a business owner and/or operator?

21% of the respondents were a business owner and/or operator while 79% of the respondents were not.

#20: Which of the following would best describe your business? Please select only 1 choice.

With 34 total respondents, the businesses represented were wide-ranging. At least one representative was identified from the following business types: retail, service, restaurant or bar,

grocery store, professional office, medical, heavy industrial/manufacturing, agricultural, and trades. The top three respondents were retail, trades and service. The only business types missing representatives were light industrial/manufacturing and warehousing/storage.

#21: How long has your business been located in McBain? Please select only 1 choice.

90% of business respondents have been here longer than five years.

#22: Why did you open your business in McBain? Please select a maximum of 3 choices.

The top reason a respondent opened their business in McBain was “family” at 52%. No other response was definitive. Other responses included “business-friendly climate,” “access to customer base,” and, “school system.”

#23: What are the biggest issues facing businesses in McBain? Please select a maximum of 3 choices.

The top three issues facing businesses were the “size of customer base” at 56%, “competition from nearby communities” at 41% and “workforce” at 28%.

#24: In order of magnitude, what are your top 3 sources of competition for McBain businesses? Please rank your top 3 choices 1, 2, 3.

With 81% of the response for number one, Cadillac was identified as the top competition for McBain businesses. Internet sales were number two and Lake City was the third highest choice.

#25: What criteria should the City most strongly consider in recruiting new businesses? Please rank your top 3 choices 1, 2, and 3

For this question, tax base/revenue and sense of community scored a tie for the top choice. Environmental impact and affordable housing were also noted.

#26: How would you grade the QUALITY of the following infrastructure? (Water, Sewer, Streets, Sidewalks)

Overall, on an A to F grading scale, respondents gave the infrastructure a grade of B which means “good, adequate for now.” Water, sewer, and streets each received a B+ while sidewalks received a B-.

#27: How would you rate the COST of the following infrastructure? (Water, Sewer)

For those respondents that do have water and sewer services, the cost of water and sewer was considered “fair, reasonable” with 57% agreeing water and 64% for sewer.

#28: If you have Internet service, is your current service adequate?

For this question, 90% of the business respondents had Internet service. Of those respondents that have Internet service, 61% felt their service was adequate while more than a third, 39%, felt their service was not adequate.

#29: What shipping options does your business currently use? Please rank top 3 choices 1, 2, and 3.

The top responses were US Postal Service, Highway/Freight, and FedEx/UPS.

**#30: What shipping options for your business would you like to see expanded or made available?
Please rank your top 3 choices 1, 2, and 3.**

For expansion choices, business respondents selected FedEx/UPS and US Postal Service as their top choices.

#31: What is your perception of the impact of zoning on the community? Please select only 1 choice.

Business respondents were mixed when it came to the question of zoning. 39% believed that zoning is a hindrance to the community (costly, time consuming, etc.) while 26% of respondents believed that zoning helps the community (protects property values, protects against nuisances, etc.). More than a third, 36%, of the respondents was not sure or did not have an opinion.

#32: What can the City do to further assist the business community?

Multiple write-in answers were provided. Answers for Question #32 are included in the Appendix. Responses generally focused on incentives or attraction activities for business growth and development.

Master Plan Input

#33: Please use this space to share any other comments, thoughts and ideas you wish the City to consider in our Master Plan Development:

Multiple write-in answers were provided. Answers for Question #33 are included in the Appendix. A wide range of suggestions were provided regarding development and issues in the City.

PART 2: City of McBain Economic Survey for Students

The questionnaire was distributed via Internet and hard copy form in late March and early April, 2018. Two hundred eighty-nine (289) responses were received. The following summary reviews survey results with an eye towards identifying economic preferences and needs from high school students.

Note: When reviewing survey results, it's important to note that the questionnaire is **not a statistically valid survey**. Results must be balanced with additional data sources and dialogues, including committee discussion, focus groups, other forms of public input, and research and analysis. Survey results will help to point the way towards additional research, input opportunities, and discussion throughout the process.

Highlights

Based on the input of the survey, an overall view of community interests from students could be identified. The following overview outlines those interests with the higher priority:

- Students indicated a positive outlook with 63% rating their quality of life from good to excellent.
- Top choice for what students would like to see is more choices in restaurants.
- 7 out of 10 students plan to attend college after high school.
- While 42% of the students were not likely to live in McBain, 34% were somewhat likely and 19% were highly likely to live in McBain as an adult. Most students not staying are seeking greater opportunities beyond McBain or just wanting to see the world.
- For what they'd like to see more of in McBain, students identified places to gather with other teens, increased job opportunities, new fast-food restaurants and clothing stores, and improved parks with athletic facilities as their top choices.

#1: In what zip code do you currently live?

Top answers include McBain at 44%, Marion at 16%, and Lake City at 11%. Other responses (less than 10%) included Cadillac, Falmouth, Tustin, Evart, and Harrison.

#2: How do you rate your quality of life in McBain?

Students enjoy the quality of life in the McBain area. 46% rated the quality of life at good or very good. Another 17% rated the quality of life as excellent. Together, these responses indicate a positive outlook for students with 63% rate their quality of life from good to excellent. The remaining respondents list it as average at 34% while 3% rated it as poor, very poor or unsure.

#3: What would you like to see made available in McBain?

Top three selections for students is for more choices in restaurants at 60%, more choices in shopping at 48%, and gathering places, recreation center, etc. at 40%.

#4: Based on your response above, let us know what kind of restaurants, shops, jobs or recreation activities you are interested in seeing more of...

Multiple write-in answers were provided. Answers for Question #4 are included in the Appendix. For what they'd like to see more of in McBain, students identified places to gather with other teens,

increased job opportunities, new fast-food restaurants and clothing stores, and improved parks with athletic facilities as their top choices.

#5: What are your plans after high school?

The majority of students plan to attend college as 71% of respondents selecting college as their after high school plans. The second highest response was Employment at 12%. The third highest response pointed to Undecided at this time. The fourth response was Trades/Vocational then Military.

#6: How likely will you live in McBain when you are an adult?

While 42% of the students were not likely to live in McBain, 34% were somewhat likely and 19% were highly likely to live in McBain. Another 3% of the students indicated “definitely.” By combining these three responses, 53% of the students were somewhat likely, highly likely or would definitely live in McBain. 6% of respondents were undecided.

#7: Why or why not?

For those who want to leave, there is a common theme summed up by one of the answers provided: “I like McBain alot but the things I want to do are not here.” Many of these responses are from those students seeking greater opportunities beyond McBain or just wanting to see the world. For those students that are desiring to stay in the McBain area, their focus and reason for staying is often family, the community and country life.

#8: What can the City do to assist the youth in our community?

Multiple write-in answers were provided. Answers for Question #32 are included in the Appendix. Based on responses, the primary way to assist youths is to provide them with more activities. These can be school-related events or places for youth to gather such as improved parks or a teen recreation center or club. Greater availability and variety of jobs were also important.

#9: Please use this space to share any other comments, thoughts and ideas you wish the City to consider in our Master Plan Development

Multiple write-in answers were provided. Answers for Question #32 are included in the Appendix. Students generally like McBain and want to see the community improve itself by citing everything from safety to new stores and restaurants to new activities and gathering places.

Appendix

Raw Responses for Questions #32 and #33 from McBain Economic Survey

Question #32 from Economic Survey for Residents and Businesses:

What can the City do to further assist the business community?

- No Zoning.
- Loans or less taxes for businesses interested to come to McBain.
- Lower taxes & water bill.
- Use huge fund balance in TIFA to attract new housing, grocery, industry, and lodging.
- Detail every service/item for sale on signage and fliers.
- Develop the Industrial Park Area w/more manufacturing facilities. Seek manufacturing plants/facilities.
- Help the industrial base expand & do what it can to help the Retail Businesses.
- Actively assist current businesses in marketing as a town.
- Promote community involvement/festivals/events.
- We have the same issues as many commuters, some want it to grow and some do not. In order for the community to develop a plan, there.
- Keep zoning away (thank-you).
- More activities that draw people into town. Plans to have more housing (not government assisted) inside the city limits. Business needs people living here to grow.
- Start a conversation with community leaders/business owners on how to market McBain to the outside world and recruit new businesses/people.
- Allow a bar, less zoning, Increase population & traffic.
- Better use of available space, remodeling of old businesses.

Question #33 from Economic Survey for Residents and Businesses:

Please use this space to share any other comments, thoughts and ideas you wish the City to consider in our Master Plan Development.

- Need for more business. Have concerts like Marion has. Have a clock in town with the temperature on it like we use to have at the bank. Homecoming Days.
- Need New Affordable Housing For Zoning in Missaukee County for ALL Let the #66 Traffic know of what businesses are here now! Bill-Board on the North end & the South end. Your city has little room to expand in any form that would bring new businesses to this town. Why did you let Ellens move out- they needed (and left!?) Great schools here for youth, but don't forget the Elder! We pay the taxes. Back in 1998! It wasn't the town folks who made one feel welcome. They were & still are (if not family you don't belong). Churches aren't the most friendly either! McNally's & the Post Office have always been the BEST greeters you have to new-comers. Local farmers - are the best in gardening & keeping a A GREAT enjoyable countryside for Michigan Tourists. Keep your laundry mat - Ice Cream Shoppe - Maybe small mall on Ellen's old City Land. Don't like seeing business out in our countryside landscape! that have moved in to area - in the last 20 yrs. Amish Stores - factories

- Something should be done to help small farmers stay in business & prevent large farmers to get so crazy bug.
- Please do not allow Dollar Stores in McBain. They are trashy and cheapen the area.
- I live out of the city's. I'm happy where I live in this community.
- Like to see less rentals in McBain. To build up McBain Days-Tent/Music/BOB like Lake City's. Community room to rent out.
- I'd like to see us have a clock like we had on the bank. A lot of people miss that.
- Love the "McBain Lumber Yard" and McBain Pharmacy. Can find what we need, and good service.
- Paying outrageous fees for water and then having to drink brown water!
- A good restaurant that serves alcohol with meals would be great. But the majority of McBain's population would rather go out of town for this rather than take the risk of being seen by others.
- I do not think people living in and around McBain want growth and change.
- I am glad that we have the chance to fill out a survey and share our opinions. I like the thought of some growth, but part of our charm is our smaller size.
- Need a city office building, update DPW buildings (crowded and in poor condition).
- There are so many empty buildings that are not taken care of and it makes the town look very run down.
- Mixed opinion. Zoning can be both good and bad - and generally means higher costs of government to a community with few benefits.
- Perhaps reach out to Lake City & Marion and make it a three-some, not each going it alone. Cadillac will BURY each community. Hang together or be hung individually.
- Pg. 1 Note: {Beware: Don't spoil a good town.} Pg. 2 Note: It sounds like all this planning will change McBain TOO MUCH. We will have to find another Mayberry to live out our days. 4. 3) Other: T.C. 8. 2) Other: T.C. 16. Don't want it (internet) 17. Protects against nuisances is underlined. LIMIT expansion. We like a SMALL COUNTRY town. A taxi service is all that's needed. *It is better to LIVE in a RURAL town & travel to Cadillac for multiple things than to have to live in an over-developed area. (I wouldn't want to LIVE in CADILLAC.)
- LIMIT expansion. We like a SMALL COUNTRY town. A taxi service is all that's needed. *It is better to LIVE in a RURAL town & travel to Cadillac for multiple things than to have to live in an over-developed area. (I wouldn't want to LIVE in CADILLAC.)
- McBain needs a full-time gas station. McBain needs a restaurant that serves Sunday dinners.
- We are not a tourist town! Seek out business/plants that complement our community's strengths-dairy, timber, rail. Economic prosperity is achieved when we as a group see our strengths-promote and acknowledge them. McBain is a very unique town, we help and grow w/each other, many small towns would love to have the ability to survive, grow and be prosperous like McBain and sometimes I feel like many leaders on the council and in the area don't give McBain and it's hard working people & business owners credit for what they are doing in these tough times to be a small business in a very small community. Help McBain by finding business prospects that add to our strengths and complement our existing businesses. We didn't become a self-sufficient community by relying on tourists-we need manufacturing and industry that complement our resources. Also, seek out credit union companies. A credit union would not only help business in this area, but also many local citizens. Credit Unions are everywhere and seeking prospect should be a priority because it would benefit citizens, businesses, non-profits and anyone that wants ownership in a company that stores their money.
- Restrict rentals (Too many now. They lower property values).

- I would like to see better rules & enforcement to people to keep their property looking neat making a nice place to live.
- Need grocery store. Some way to relieve traffic at traffic light AM-PM
- Enforce zoning. Keep pets controlled. Buildings kept up. Yards & leaves kept up. McBain is going down hill rapidly!! Too many homes & buildings not being kept up. The city hired this gentleman & nothing is getting done.
- We are a farm community! Sell it as that!
- Would like to see an updated, safe play ground with picnic tables & shade. Affordable, attractive family housing.
- It would be nice to have a dollar store or Dollar General so when I go to McBain to the pharmacy or hardware I could get household items there too.
- Better Internet
- Jobs are good, but a business that only provides minimum wage jobs doesn't really help a community. It only adds to the cycle of welfare dependency.
- Quit asking what McBain doesn't have. McBain has things that most towns our size would Love to have (Example: Like Marion, Manton, Mesick). - We have an industrial base, large & med. farms, two schools, nursing home, & several larger retail businesses that offer jobs. - Our retail businesses cover a lot of the basic needs of a city (except large grocery store) (and that is not going to come). For a small town of 600-700 people & an area population of a few thousand-we do pretty good. It isn't practical to think we can get large chain stores or restaurants in a town this size but we should encourage & help when possible the businesses we have. Another item the council should think about. -Don't think of area farms as dad & mom & the kids milking a few cows & feeding the chickens. These farms are multi-million dollar businesses which offer decent jobs for many of our area residents. Anything that we can do to promote the dairy and farming industry should be done. I know that the city government cannot do things that must be done by the private sector. But, promoting our city, contacting local & state politicians, working with Michigan COFE or Farm Bureau to stop certain regulations or laws that would hurt our area are items that the city could do.
- When Tom Anderson owned the pharmacy I really enjoyed the gift items & toys & jewelry. The other pharmacy is excellent, I would just like to not have to go to Cadillac for birthday presents, etc.
- I think something does have to be done with the water. I'm sick of doing laundry and having "rusty" water!
- As a town I think we easily get into a habit of shying away from the "norm". We need to do a better job at accepting new & innovative businesses & stop making entrepreneurs jump through so many hoops to open a business here. We need to figure out how to be a destination. What will drive people to McBain?
- Summer family events such as food truck district w/live music, drive-in movies at old ball fields. Restaurant you can get a drink with dinner.
- Renters are a problem. Landlords and property owners don't clean up their yards or plant flowers or trees. Also plant some trees on Main Street so people will find it interesting to tour down-town Main Street. Change the color of flowers in the huge pots. Always the same.
- More jobs in manufacturing, grocery store.
- Thanks for seeking our opinions! Grateful for a community that cares!!
- Attract a brewery to downtown and make wi-fi freely available. Beer and internet attract young people. Don't over think it.
- Cell and Internet is the worst in this area - NOT ADEQUATE! :(
- Whatever you develop has to be reasonably priced. Things can be found cheaper in Cadillac.

- Needs - Chamber of Commerce, Dentist, Eye Doctor, grocery store. We will not compare w/Cadillac but should be more competitive with Lake City. Also need a gas station/convenience store, assisted living center.
- Has to be a plan that will allow the community to grow- it appears that this survey is what your trying to do.
- 14. Some sidewalks are uneven. Some have cracks. 16. But could be faster 32. It would be nice to see our downtown swept & clean, like it used to be; set the community clock to current time at each time change; pay attention to the little things while contemplating bigger changes. Tell the mayor to keep comments off social media-his personal opinion does not belong there.
- Please keep the town (family oriented). NO TAVERNS PLEASE! We REALLY enjoy McBain. God Bless your efforts!
- 22. Need for more more businesses 23. Cadillac 24. Retail opportunities 32. More business in downtown, grocery, general goods. Maybe small specialty shops so it is a destination and not a "drive-by" town.
- I do not live in town so have no idea. 15. I'd like to see the Amish GONE from our area.
- We are out in Vogel Center, east of town. McBain is a wonderful community.
- We do not have city water but hear that there seems to be some valid concerns about the water quality. We appreciate the flowers along the street during the summer time and the winter decorations, as well. We also enjoyed the ice skating rink this winter and the tennis courts during the summer. The tennis nets could use some repair, however.
- Biggest problem for business in McBain is population. Not enough traffic to keep a business open.
- Yes, McBain is the quiet, small city life. But even from a small city viewpoint, McBain seems "behind the times". Having grown up here, I have seen so many of my friends and some family move away because McBain doesn't have the means of measuring up to what is becoming the new standard of living. High-speed internet, 24-hr services, and services within walking distance. Yes there are a few places you can walk to, to get milk or bread(if they are open), but other things needed for everyday living are not able to walk to. One issue I've had with McBain is that it seems to be run by those who want McBain to remain a stagnated pond, never changing, never growing. Always remaining the same little city where kids grow up in and run from as soon as they are old enough. Yes there are a lot of older residents who want McBain to remain the quiet little city it is until the day they die. But remaining stagnate will ensure the City of McBain will die right along with them.
- Since moving to McBain, I have been both amazed and disappointed at what I have seen around me. I am amazed by the peaceful beauty and friendliness of the good people of this city. However, it is also a disappointment to me that McBain seems to be stuck in a past era, with either no hope or actual desire, to catch up and join the 21st century. By its own definition, McBain is a city, and a city should have more to offer its current and future residents than three restaurants, one of which is failing, Two parks which are mediocre at best and a lack of any sort of entertainment other than sporting events. With Cadillac not too far away, it is understandable that the governing body of McBain would not see bringing new venues into the city to be very important, but is it not in the communities best interest to make McBain attractive to its citizens as well as outsiders by bringing in job opportunities and other venues that would make the city grow and thrive?
- Preserve small town and family safe community
- It's frustrating to pay more for water only to have more problems- the quality is completely unacceptable! The road layout and traffic flow options are problematic, especially at peak times.

- More money has to be found to invest in new businesses that bring new opportunity and jobs to Mc Bain. We also desperately need a grocery store, PLEASE!
- We need a gas station that is open every day and at least until 8 or 9.
- McBain is lacking high speed internet service. If the City of McBain could convince Charter Cable to the area it would make a huge difference. The community could really benefit from a grocery store or a Dollar General. There are not affordable places to buy groceries or household items in McBain, I always drive to Cadillac. It would be also nice to have some more places to eat. Cornerstone coffee is a great addition to the community. Also, a farmers market would be a big plus for someone like me that doesn't live on a farm.
- Create a Facebook page for McBain for the community to share news and things like small business. The web site is generally not updated regularly. Make it a high school project for a few good kids and engage other savvy members of the community to Admin it.
- what-ever you do don't make mistakes
- Affordable housing for low income families
- Internet is one thing that needs to be addressed. Currently there is really only one option and it can be spotty on a good day.
- Funding is an issue, put together a small group of potential financial investors to assist in start-up businesses as well as much needed City Hall and City parks and recreation.
- It's an out there idea but McBain needs a Mexican restaurant. McBain is a booming Mexican community and I'm sure it would benefit. A Taco Bell, Burger King etc would do excellently especially during school. I know so many people who go to Cadillac specifically for a Taco Bell. McBain also needs a 24 hr gas station ex. Wesco.

Raw Responses for Questions #4, #8, and #9 from McBain Student Survey

Questions #4 from Economic Survey for Students:

Based on your response above, let us know what kind of restaurants, shops, jobs or recreation activities you are interested in seeing more of...

- Qdoba restaurant, clothing store
- More sit-down restaurants, choices to please teenage or younger people clothes
- Non-fried food restaurant, clothing stores
- Culver's restaurant, lacrosse nets, soccer nets
- McDonald's, gas station, stores, restaurants
- More fast food restaurants
- Italian food restaurant, clothing stores
- Mexican food restaurants, clothing store
- Fast food restaurant, Dollar store
- Chik-Fil-A, retail store
- Fast food restaurants, grocery store
- Grocery stores, more parks
- Different types of sports at parks
- More fast food restaurants
- Burger King, jobs - more agricultural offices
- Faster, easier options for restaurants, organized community activities
- Little shops
- Nice sit-down restaurant, grocery store, another gas station
- Fast food restaurant, Foster's
- Garden store, Aviation jobs
- Wendy's, Meijer, business jobs
- Buffalo Wild Wings
- Dinner restaurants, general stores
- Fast food restaurants, clothing stores
- Boutique stores
- Buffalo Wild Wings restaurant, business jobs, new hoops for parks
- Shoe stores, clothing stores, etc. Walking
- Clothing stores, Equine jobs
- International restaurant, fast food, supercenter store
- Chain restaurants
- Clothing store
- Fast food restaurants, baseball
- Sit down restaurants, grocery store, more variety of job opportunities
- More sit down restaurants that serve more than pizza, supermarket
- Fast food and sit down restaurants, clothing stores, grocery store
- Places that don't serve fast food primarily, a grocery store, jobs in which there can be upward movement
- Diversity in restaurants, Clothing stores
- Healthier choices in restaurants
- Nicer restaurants, jobs at stores, restaurants
- A nicer sit-down restaurant, clothing stores, summer jobs for high schoolers

- Denny's, More parks with sports activities
- Taco Bell/fast food, Meijer/Wal-Mart
- Clothing stores
- Family restaurants, jobs available for high school students
- Family style restaurant, jobs for high schoolers
- Fast food, clothing
- Steakhouse
- Chick-Fil-A
- Malls....
- I think a recreation center would be great in McBain. The community needs an inside center to exercise in. basketball hoops, a running track, a community weight room, things like that would be wonderful in McBain.
- Grocery store Jobs there and with making McBain look nicer
- Recreation activities like good bike riding paths and other outside activities.
- S'all gooooooood
- just fun places, like latitude 44 in Manton
- I would like to see more restaurant options that aren't fast food.
- some kind of fast food, some kind of fun place where kids could hangout out rather than the school
- Any type of store that sells more than just snacks, like a dollar store or grocery store
- A miscellaneous store, with essential things without food.
- I'm interested in seeing like a city but that will never happen so im moving and never coming back
- arcade, fast food
- available playgrounds, or things to do in the summer
- Anything that will keep people in McBain without having to travel to Cadillac for their needs
- A dollar store would be nice.
- Fast food
- Anything that isn't farming.
- I would like to see more places for adults and students alike to express themselves without being oppressed by religious, sexual, racial, and other restrictions.
- fast food, buffalo wild wings
- More places to work because all that is in McBain is basically farms and restaurants.
- Hunting and Fishing shops
- i would like a gas station that takes credit cards, a dog park or something, maybe more jobs would show up if you add more restaurants
- for the parks you could teach kids about gun safely and like a dollar store
- A park with a place for kids to play and others to sit, eat ice cream, or read. Really it's the only thing McBain is lacking.
- Any type of restaurant
- a bigger hardware store for more tools and like an outdoors shop
- Just different places to eat that have a variety of food decisions
- McBain area already has a lot of job opportunities and we have parks over all i think we are a nice little town that doesn't really need a whole lot of improvement
- I would like there to be more options for clothes shopping in McBain. Most people have to drive all the way out to Traverse City or even Grand Rapids just to get school clothes. It would be nice if that didn't have to happen and we could save on gas. I also think there should be more available restaurants in McBain. Basically all we have is a tiny little Coffee shop,

Kelleys, Subway, Co-op, and Reedys. The majority of these options are not even in very good condition and don't taste that good so people just go to Cadillac.

- more types of classes in the facility
- more clothing stores or shops
- Buffalo Wild Wings, McDonald's, mini mart
- I hope they can update the park a little bit update the hoops and also Kelley's is a good place to eat, but something that looks a little more friendly.
- More of a variety of jobs. In McBain all we really have are farming and waiting food.
- I think there should be a better park
- More "fast food" places. Because after a while subway gets old.
- maybe like laser tag or bowling or something
- We need a McDonalds, a pole barn with inside basketball court.
- Places for people to go and have a good time with friends and family and to meet new people all over McBain.
- good sit down restaurant
- Maybe a fast food place, another gas station, a bakery. With these places it would create more jobs for high school kids.
- gun range, fix the high schools baseball field and softball,
- More shops that are kid and teen friendly.
- more small cafe areas
- Buffalo Wild Wings, Olive Garden, Outback
- We need some places to hang out with our friends at, like the tennis courts. But more places that we can just go and hangout with our friends at.
- We should have a city park where we could have events. Maybe also a cafe.
- Buffalo Wild Wings, fast food, family restaurants like sit down
- It would be nice to have a place to hang out during lunch that isn't inside or behind McNally's.
- More construction
- I think there should be more coffee shops, food shops not just ice cream places. More clothes shops like the downtown trends. Maybe a McDonalds.
- More sit down, less bad for you, and more jobs that don't have to be adults.
- better football gear
- More fast food
- Buffalo Wild Wings
- fast food for lunch
- just good food and more jobs for teens
- Taco bell
- I would like to see more of like twisted cow type of restaurants. More jobs that don't require you to be 16
- I think there should be more clothes shops like hot topic and better restaurants like McDonald's. I don't think that there even is a park in McBain.
- A parkour class.
- Maybe a fast food restaurant and an Aldi or small supermarket.
- We should get a McDonalds and a mini mall.
- I would like to see more jobs for kids my age
- a McDonald's, and more fast food places
- Any jobs and any parks.
- We need to improve the gathering places such as the Tennis courts, and put more in. Also should have more small boutiques like Trends on main street.

- The gym to be open more
- I would like to see more hobby shops around McBain
- Parks
- job opportunities because there is only one place where teens could get hired
- Fix up the basketball courts and fix up the volleyball courts and maybe add other fun things to do
- McDonald's, dairy queen, parks, etc.
- McDonalds, Big B Coffee, Supermarket, Family Diner, Blossom, new park, Rose Nails, makeup artist, arcade, pool for the summer,
- More resources
- There's only a limited amount of places to work.
- For jobs maybe something other than farmer or mechanic. For shops maybe something other than corner store.
- McDonalds, Big B coffee, Super Market, Family Diner, Blossom, new park, nail parlor and makeup artist, ARCADE, POOL FOR THE SUMMER
- Disk golf, a cafe etc.
- A park where more people would hang out
- Marcus, penny's, rute 21
- Parks, food restaurants, stores with different products.
- fast food
- we need more shopping areas, like food wise, and maybe more merchandise
- More choice in shopping. like a small supper market
- A big mall filled with mall big store
- parks
- More fast food or different types of restaurants and more places to go for lunch other than kelleys and mcnallys.
- a huge ice cream shop
- More fast food restaurants that you can go to for lunch, that are not expensive.
- baseball and basketball
- new pole vault stuff
- TACOBELL AND STARBUCKS
- Agricultural jobs, farming, trucking etc. Maybe a thrift shop our small outlet
- hunting and fishing or any outdoors stuff
- For the restaurants it doesn't matter, there's just really only one or two options to get food here especially if we're just getting lunch. For the gathering places, there just isn't a lot of places that people can hang out in around here.
- Really the only place I go is the library, and that's fine.
- I'd like to see a small food truck lot or a variety of shops
- Another gas station
- I don't think McBain needs anymore.
- another gas station
- hunting stores
- I liked to see more jobs for kids who want to start working. I also think that having a place for people to gather would be nice.
- just more choices than the once we have in general
- More of fast food places with drive thrus and a lake.
- Fast Food or sit down restaurants like McDonald's and Red Lobster
- more restaurants for lunch

- Fueled by Bacon
- Just a nice park where you could hold like a family gathering or something.
- more fast food
- Walking trails Disc golf. Art gallery.
- More clothing stores
- taco bell, mcdonalds, maybe another ice cream place
- Like a township hall, people could rent it out, have banquets there, people could go vote there, etc.
- I want to see a buffalo wild wings, or like a taco bell or something good or A&W root beer restaurant.
- None, Stop asking questions
- A fast food restaurant Clothing stores Just more jobs in general
- A fast food restaurant and maybe a little grocery store like dollar general and other family owned restaurants.
- Something besides farming! parks and café
- like cafés, and coffee places
- Finding jobs are really hard.
- I am interested in seeing more job opportunities for people like us that can't quite drive yet but still need something to do. I say more gathering places or places that teens can hang out because there is no place for us.
- McDonalds, Wendy's, Taco Bell...
- Just a building that is like a rec center here so that people that are board at home they can go to the rec center and chill maybe hang out with some homies.
- A new baseball field that is actually put first, not just an after thought like it's going to be in the new proposal.
- A steakhouse or BBQ place.
- I think that we could ad in a grocery store and a fast food place.
- A dinner
- Maybe another park somewhere or improve the park where the tennis courts are
- Burger King
- More homemade restaurants with good food, and parks with trees and play sets and other stuff.
- I want to see more family restaurants
- I want a diner. Like a small little place where teens can just go and hang out.
- I would like to see more places for kids to just go and hang out after school or during the summer time.
- Just a place that kids can go to after school or something and hangout.
- something more fun to do than just walk around and go to the post office
- Fast food restaurants so we don't just only have pizza.
- Quicker restaurants that you can be in and out like subway. Clothing shops. For the activities I want something fun that I could make a Saturday out of.
- Clothing store, something like a YMCA, jobs for teens
- i would like to see more job opportunities that can involve our age of stunts to be able to work with higher trained adults.
- More jobs for the growing youth. Such as working in a shop, restaurant, etc. Recreation activities such as parks, and gathering areas.
- Chinese restaurant, Taco Bell
- Restaurants- anything besides Kelley's Jobs- places where students can work Gathering places- places where students can go and hang out wthout feeling judged by their peers.

- Java
- I'd like to see more job opportunities like cashiers, waitress, just more jobs.
- more little homey restaurants
- Just more restaurants to choose from and eat at. And have more jobs around here.
- I would like to see more job opportunities for younger people.
- I don't know.
- Chinese restaurant, a craft store, and a drive in.
- I would like to see some more options in food and some more shopping options.
- I feel like all of McBain has to offer in terms of cheap fast food is Kelly's so I would like to see cheaper and different alternatives.
- Wendy's or even a Wesco, GD
- McDonald's.
- I would like to see more parks because the only park in the town of McBain is the one at the school and I feel like it would be nice for the people in the town of McBain to have more parks.
- I think that there should be trails that we could ride our horses down.
- I want like nice sit down restaurants besides Kelly's and Reedy's
- more food places for lunch/ easier access
- Clothing stores would be nice, or maybe a grocery store, some restaurants that would be nice would be like Chinese or something. another gas station for more jobs more restaurants for jobs
- Maybe like a small public park for family gatherings.
- I would like to see a bakery
- I think it would be cool to have a bakery.
- Fast food, because we don't have a long lunch.
- more food places, another gas station with donuts, nice park
- I want more places to hangout run around
- I think there should be more options for different types of people like thrift stores, books stores, record shops.
- Sports center to make up for the things the town doesn't sell.
- I want more "student friendly" hangouts out of the school.
- Jobs that teenagers would be able to have, other than farming. Shopping places like smaller stores and recreation activities like a youth center that's separate from school or a church.
- food places
- just more stuffs to do, make McBain more dynamic
- restaurants- Taco Bell KFC McDonalds shopping- Aldi's opportunities-
- no idea
- Hot topic, McDonalds, a dog park, a Spencers.
- More healthy choices for eating establishments and more places for parks.
- We could use an actual grocery store, nothing big, just maybe we could have a Dollar General
- The tennis courts are the only park around here and they are really old. maybe we could fix it up.
- More parks and other small, family owned shops
- I would like to have more jobs made available for the kids in the summer.
- McNally's is fine we just need a wider variety,
- a community pool
- more jobs for teenagers more parks to hangout in
- Just more jobs in general and like a place for people to hangout outside.

- McDonald's
- Just different places besides Kelly's.
- NONE
- Mexican, parks, etc
- N/A
- More clothes stores. Maybe another place to eat, restaurants.
- Skate park
- More volleyball courts available for public uses
- I would like to see maybe a community pond put in where people could fish or take a walk with some neat scenery
- make the basketball hoops more nice
- Fast food, movie theater, grocery store, etc.
- Maybe a McDonald's or other chain restaurants
- RACE TRACK
- Kind of like a YMCA
- Firehouse subs
- Any kind that teenagers can work at.
- Slushie Machine
- Italian restaurants, shops that have semi-decent options
- just more places to eat, and more jobs
- More food places, just so we can go eat nice, healthy lunch.
- Baseball Parks and restaurants(not fast food)
- clothing stores
- McDonald's
- Sporting Goods
- some shops would be maybe a mini mall or something like that, for restaurants a dominos or mexican place
- Fast Food, or a nice sit down bar or restaurant.
- McDonalds, bowling
- fast food
- more sit down restaurants, an dollar general or something.
- More family restaurants to sit down and eat in
- Just more public recreational areas.

Question #8 from Economic Survey for Students:

What can the City do to assist the youth in our community?

- Places to meet up together, recreational areas
- More spots to hang out
- More spots to hangout
- More spots to hangout
- Better roads
- More food and drink options
- Make the City Council more accessible
- Monitor the alley behind McNally's
- More food and drink options
- More places to hang out

- Maybe have more parks with play equipment
- I don't live here so I don't know
- By reaching out to the schools more
- I would like to see a rec center
- Help stop bullying
- Have more options for employment
- Activities made for teens, not just young kids or older adults
- Have more activities
- Better roads
- Make more places to eat and things to do. There is not much entertainment.
- Make an organization for people who are in need or poor
- Movie theater
- Develop better sporting fields for kids
- I think they're doing pretty well
- Create more places to gather with friends
- New basketball hoops
- More recreation places and more activities
- Gathering places for the youth
- I don't know
- Create more spaces for teens to gather and hangout
- Offer fun activities periodically throughout the summer
- More stores, places to hang out
- Help with sports, help the youth to be more recognized
- Create more places for youth to hang out
- Provide more opportunities - involvement
- Better education to keep kids off the streets
- Have more options for activities. I'm sick of just driving around because there is nothing better to do
- Provide more opportunities for involvement in the community
- Provide more opportunities for people
- Letting high schoolers know of job opportunities
- Better city activities and more youth facilities
- More to do
- Keep roads safe
- Finding ways to provide and alert youth of summer job opportunities
- By making sure people in this city knew their kids are safe
- More jobs available for high school students during the school year and summers.
- More gathering places
- More places for activities.
- Hold more events and have more clubs like races/running clubs, concerts/music clubs, sporting clubs and things of that sort.
- Help with money situations for college.
- The youth is fine.
- Continue making improvements to the school
- be more involved in a fun way just plan activities not some stupid educational thing no one would want to go to anyway
- Better the park
- more things for us to do, more activities for us

- lego robotics, or the tech challenge
- Make more healthy options of things to do when not at school, weekends, summer, etc. Also some kind of tutoring thing, there are plenty of struggling students and they need more out of school guidance than what is provided.
- create more opportunities for recreational activity
- I don't know what a youth is.
- have more arts things
- More after school arts programs available for the students who would like to take part. It kind of sucks that we can't do the things that people are interested in due to the fact that this stupid school is more concerned in sports.
- better parks
- Create more jobs
- i don't know
- more events for the community to go to
- have more place to hang out at teach them some cool things
- Have more clubs, biking, art, running, etc. there would be less likely hood for kids to go out drinking if they had an outlet.
- get more restaurants
- making is so everyone has to do the youth show
- Groups or clubs for them to join
- I think the city should have a couple people patrolling around the town, because I am sick of hearing about all those people who go and smoke somewhere like behind McNally's or in the alley and get away with it. I think that we need to work on getting all those people out of such bad habits. McBain should be known for things other than the people who smoke weed, etc.
- Maybe provide bike trails throughout the city on state land
- update the courts downtown
- Get them outside more without electronics
- I don't think the city can help the youth it's more of the parents' responsibility
- help make the public school better and not make everything about sports
- More activities like McBain days.
- Make a big pole barn and have basketball, but it can double as a place where we can have school dances
- give them more sport options
- idk
- More job opportunities for high school kids maybe.
- Give them more actual gathering places, so they don't hang out behind buildings or in parking lots.
- give us more options to get to know each other, especially new people
- Stop spoiling them.
- Create some more jobs, and more places to hangout.
- I think the City should put on events.
- Reduce technology
- Work harder to get rid of drugs?
- Try and give more high schoolers jobs
- Bowling alley, arcade, sky zone, spa place maybe a candy place too, BARN FOR DANCES, rope course, Craig Cruisers.
- idk
- Be more involved in the youth not just with athletics.

- get them outside more and off those damn video games
- clean up basketball courts more
- I don't know
- Maybe have more activities that the youth can be involved in.
- skate tricity, pool, sky zone, skateboarding rink, rope course, clubs
- I'm not sure.
- There isn't anything I can think of.
- get another skate tricity
- They could actually teach us things that we need for other jobs.
- you can't
- Nothing
- I don't know
- Have more programs for the youth to participate in.
- Give more support
- To combat drug and illicit substance problems I feel like the youth needs more solid mentor figures that can enhance their logical decision making skills.
- Bowling alley
- it could have more clubs in school or outside of the school
- Create more places for them to hang out
- More choices for the kids.
- Make Volleyball courts please
- More opportunity for community togetherness.
- I don't know, the town is really good. It's peaceful.
- Maybe get some more recreational places or events to keep them occupied
- Make beach volleyball courts. PLEASE
- Youth groups, tutors, public speakers, and help finding jobs.
- Be more supportive of all sports and all clubs
- pick up trash
- idk
- extracurricular activities
- ??????
- Make something for the teens in town.
- Get more area's around here in McBain, and re do some things in McBain Schools
- Nothing.
- Get a huge ice cream bar.
- Better lunch at school
- Have more sports leagues or different things to do in town.
- Get a mall
- More things to do here, like in Cadillac.
- I don't know.
- better track stuff
- Add better food
- have more town events, make our community a more remberal place, parades and such summer events
- I don't really know
- I think we're fine right now.
- The City can assist our youth by catching the people that smoke behind the hardware store.
- some place for them to go after school

- They can maybe donate for things that include the youth.
- They could put in somewhere for us to go after school/before sports games
- I don't know
- The city can assist our youth by making it a safer place and getting rid of bad things.
- More places to go so people won't just be home bored.
- Make parks for the kids and do more field trips.
- They can help out with school events and hold school events
- Provide rec centers for people to play/work together.
- By changing the rims in the park to plastic rims because you couldn't make a shot to say your life.
- It's really not useful that we aren't allowed to have boosters so we can't do things like band camp before school starts. It would make things so much easier.
- Add a family-friendly park
- Create more local jobs
- I think we are doing fine now
- Make a lot more things to do
- More stuff for us to do actually in McBain
- They can have like a youth gun shooting league for like practicing shooting guns. And a youth bow shooting league.
- Nothing
- Provide jobs for younger kids.
- N/A
- They are doing good to assist us.
- Stay close and friendly.
- More easy good job opportunities
- I'm not sure.
- build a rec center
- Give us a say in matters. We are the ones that have to deal with the school matters so why don't we get to choose?
- Show up to baseball games more often and not just basketball and football games.
- they are already doing a good job.
- More hangouts for kids to hang out
- I am not sure
- It can make it have more security
- I feel like we should have more hangout places.
- Have more activities or more places to play sports for fun and more places that are well taken care of to hang out.
- Free voting rights.
- I don't know man I'm not a youth assister either. quit trying to outsource your problems to me
- More kid friendly.
- Organize events.
- Create a place for them to hang out like something like a YMCA
- Bring awareness of mental illness and understand well our viewpoints and that we are part of the community as well. We are important and we must be heard. Have someone at school so we students can talk to and listen to our issues. Whether that be emotional or worries.
- More jobs for minors.
- Have more job openings.
- More job opportunities, or more activities

- Maybe some parks.
- I think the city is doing great at assisting our youth.
- I don't know.
- More jobs for minors.
- I believe the youth are well cared for in our case.
- Help combat the growing number of teens getting hooked on drugs and alcohol, because there is a lot of them.
- I'm not sure
- There should be more youth activities.
- Shut down the pot operations
- help keep it clean
- I don't know
- Have something after school that the high school is invited to, like activities (free)
- redo the track
- Have some more fun events.
- Less school, its tiring. I don't think I've been well rested since school started with a job
- Slushy machine
- I think there should be more for them to do, parks to hang out in, a cinema, more shops.
- Not sure
- Make more student hangouts.
- The city can give more activities and places that aren't sports related and try to separate from the farming stereotypes
- I don't know
- the school assist the youth, not really the city
- have more out of school programs
- better internet
- Provide more language classes, possibly have more courses on how to deal with stress.
- Accept the fact that there are transgender and different cultured people in the city and welcome them as much as Dutch farming families.
- Continue focus on our schools
- idk stop people from smoking pot
- Create an outreach facility to help the youth that may be less fortunate
- They can make more jobs
- I don't know I'll get back to you on that one
- More programs & such to encourage good activities
- Give them something to grow on.
- I feel like the youth are fine in our community.
- maybe have more activities to do with them
- Get them involved
- Curfew laws bro
- Maybe be more supportive of our athletics
- Improve parks
- Add more to do like stores, fast restaurants, and parks
- The City can maybe create more ways to make money for people that are younger. (High school age though)
- I don't know
- They already do a pretty good job
- Allow the kids to go to any playground in the summer and play on them

- Not sure
- Stop the school shootings
- Be more open to ideas
- not sure
- Start more youth sports
- More parks
- Support Athletics
- i don't know.
- Hire on a school liaison officer or two.

Question #9 from Economic Survey from Students:

Please use this space to share any other comments, thoughts and ideas you wish the City to consider in our Master Plan Development

- Add a Wesco and maybe a pool area
- In the abandoned Sunoco, put Wesco
- More police presence is needed
- More parking by McNally's
- Nah
- Nope
- Wesco, public pool
- Increased police protection
- Improve building because they are old and worn down
- Build more stuff to do
- Keep it an old-school town and realize bring something big in could hurt the little stores and shops
- Get a golf course
- I with the City to be more lively by staying "lively." I mean I want to see more people in the City every day.
- McBain is a wonderful and beautiful place to grow up and make friends
- It's pretty good and very American because its the first US city I've lived in
- Doing a good job from what I can tell
- Continue in the agricultural development
- I would like to see the City expand
- Improve the four-way by the gas station
- More stuff to do so we don't have to go to Cadillac
- More jobs that aren't just manual labor but require an education or specialized training.
- The tennis courts are starting to fall apart, i think work needs to be done on them for a more enjoyable experience and a better atmosphere.
- As you consider everyone's input, think hard about how each idea will impact the community, and choose the greatest good.
- put in a place downtown that is shaded
- McBain will never be big and have things. Cadillac is so close everyone will just continue to go there
- no
- I find it absolutely ridiculous how downhill the arts have gone in the last 10 years. Our theatre program is not allowed to do just about any musicals/plays/etc because of the awful censorship that has been laid down by our administration. Principal Bronkema needs to

accept the fact that shows like Spring Awakening, Legally Blonde, and other shows like them address real issues and ideas that are in the world. By completely censoring all of these shows, you give us little to no options as to what we are allowed to do. Along with that, we can't have more students in the program due to scheduling. More people WANT to do theatre, but they can't because of the overruling of athletics. I highly doubt you'll even take the time to read into my concerns, as these surveys are quite often put into place to make it seem like you actually care about our problems.

- Don't care
- do it soon
- There needs to be more stress on bringing the community together. Programs to fix up houses, feed and clothe the ones who need it.
- outdoor shop
- I think McBain has very good potential, and if we got lots of members from the community to help, we could get stuff done, but we need to make stuff happen. Most people don't even think of coming back after school is out unless they either don't have any other option or want to be a teacher.
- Good luck
- help get training for teachers so they can conceal carry in schools to help protect them better
- WE NEED A MCDONALDS, so the high schoolers can have even cheaper lunches
- McBain is a great town, you don't need much just a few small changes.
- Change isn't always a good thing
- Master Plan Development sounds like the title of a quest in a video game, sorry.
- McBain is very nice but it needs some new upgrades.
- Have a spa place maybe a candy place
- That is all.
- The track need fixed. I think we really need to make th whole town get excited for football games because our most kids on our JV (mostly freshman) dont get hype and dont play with any heart, so I think they need some motivation to have a reason to play on the McBain Ramblers Football team. I want them to feel proud to be a part of our city team.
- McBain is awesome. but it needs a McDonalds.
- I don't have any other comments.
- more restaurants
- I wish that they would build an arcade/waterpark and roller skating park in McBain.
- Give us more of a chance to get in shape
- I feel like the addition of some sort of indoor or outdoor shooting range in McBain will be a nice fit for the type of people that inhabit McBain. Those who partake in firearms as a hobby can provide revenue to the city through income generated from range rentals and other products while the hunting community has opportunity to practice in a suitable environment.
- A water park for swimming
- there could be a swimming pool by the tennis courts
- Don't favor the bad kids in the school they need to actually learn and do work. and i understand why they do but they need to be like us
- Don't favor the kids that choose to do nothing. You can favor the kids who have ACTUAL disabilities not kids who just don't choose when they are capable.
- Make McBain Great Again!
- Make something for the teens in town.
- I think we should redo our football field, Track, and other things inside the schools
- McBain is cool
- the school food, park

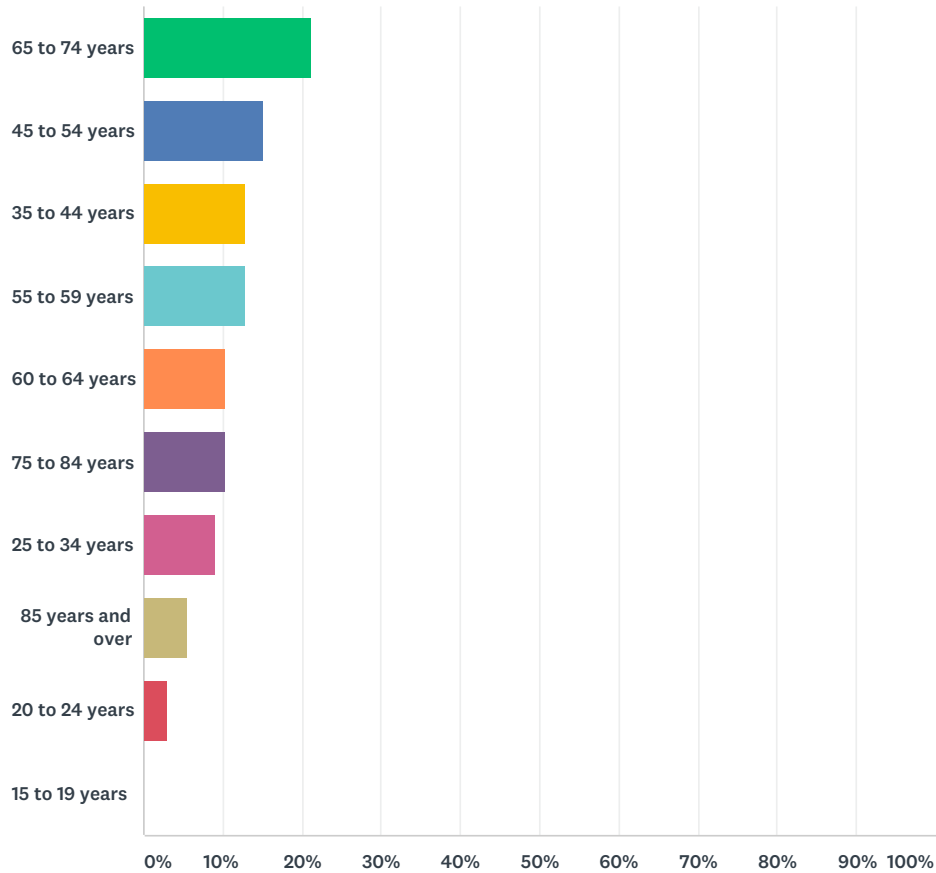
- go on more school trips
- I was thinking about maybe there could be more school activities such as an end of the school party. (If there isn't already one)
- new pole vault football stuff
- Get a taco bell
- use all space we have in our town to make something good, like where the old gas station is change it to something good and have more summer events to keep the community close
- To let us and NMCS maybe have same teams like others.
- I believe McBain is fine as it is.
- I think that we should bring more industries in, even if they aren't the largest.
- i don't know
- I honestly don't know
- hi
- A better football field.
- To improve the softball organization and have more kids in the school
- No new buildings because I don't want to pay the taxes for something I can't vote on.
- I do enjoy this city and it's really nice that we can go downtown and I really appreciate that aspect.
- Add a family-friendly park
- I'd ask for repairs and updates to the baseball/softball fields just outside of town, and yeah more stuff to do
- (◡‿◡)
- N/A
- McBain is a cute small town I just wish we would be more close and friendly and trusted.
- Let more people know before you pass it. We are going to have to pay for it so why can't we get to decide if we want it to pass or not?
- Bass pro shops or NFL franchise. A public fishing pond would be AWESOME.
- I think the school is pretty good
- I think more parking space is a great Idea, our basketball games are always packed
- maybe have a super market
- I WANT A PARK FOR TEENS
- I don't exactly know what the Master Plan Development is.
- Fix the track. That is all.
- I have always said a nice skate park would be really cool.
- I would like to see the community more involved in the school and with students
- Hi, How are you doing, I'm doing swell. Eat more bacon.
- More restaurants
- i just feel like if we had more jobs more people would be willing to live here, McBain is a boring town there's not much to see around here but farms. if it had more stores and restaurants it'd bring more people here and not everyone would have to work on a farm.
- New track?
- we need solar panels for the school leadership class already has a plan on how it will work and how much they will cost
- I honestly just love this town. Life here is so much fun.
- Add in things that the kids would be able to walk to from the school
- i dont know
- idk

- With the upcoming 100 year anniversary of the end of World War 1, I would like to see a Veterans Memorial, for all veterans who have served, living or deceased, as far as we can go back records wise from McBain and our surrounding community.
- we don't have a lot of activities to do as a community
- Not much else to say, thanks for all you do!
- N/A
- Slushie machine
- I got nothing.

McBain Economic Survey and McBain Student Survey Complete Results

Q1 What is your age?

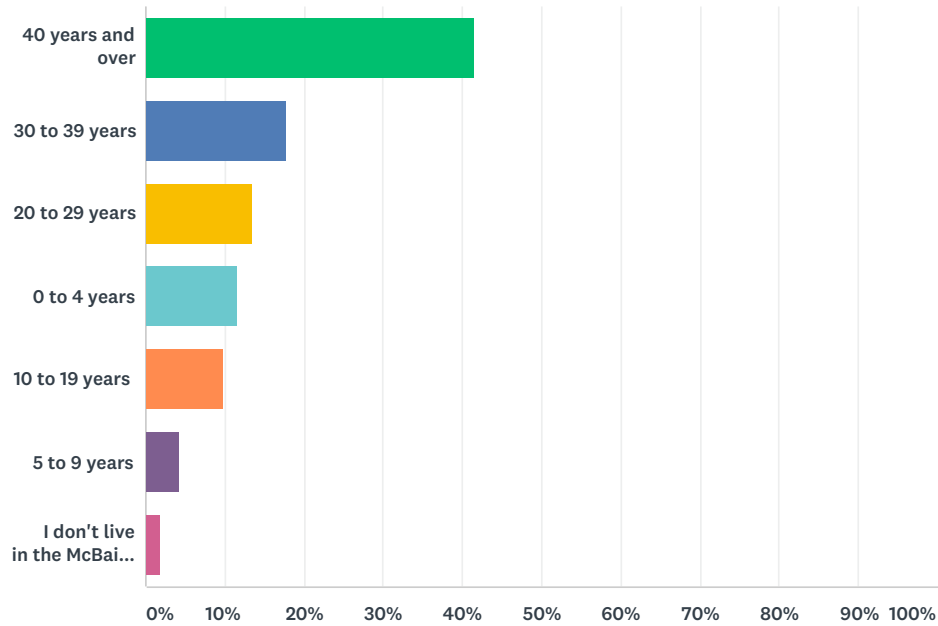
Answered: 165 Skipped: 2



ANSWER CHOICES	RESPONSES	
65 to 74 years	21.21%	35
45 to 54 years	15.15%	25
35 to 44 years	12.73%	21
55 to 59 years	12.73%	21
60 to 64 years	10.30%	17
75 to 84 years	10.30%	17
25 to 34 years	9.09%	15
85 years and over	5.45%	9
20 to 24 years	3.03%	5
15 to 19 years	0.00%	0
TOTAL		165

Q2 How long have you lived in the McBain area (zip code 49657)?

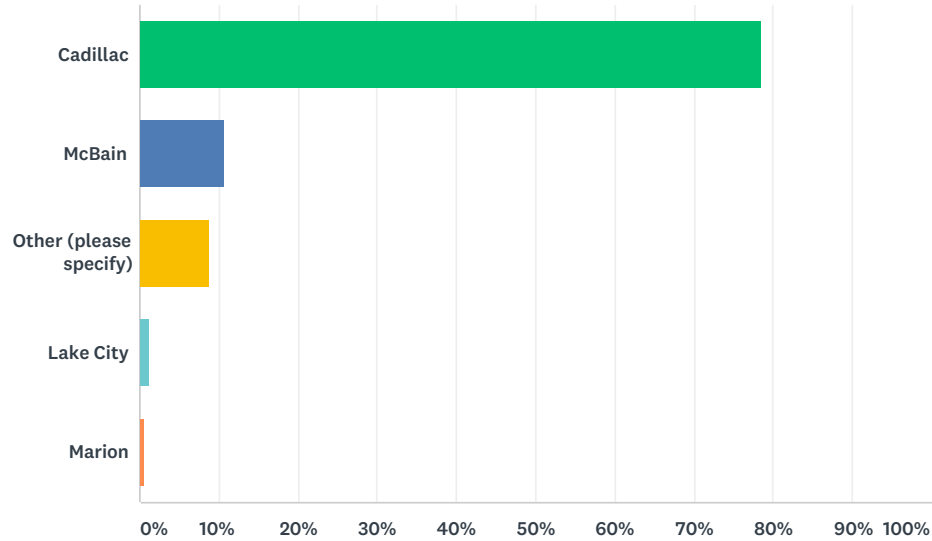
Answered: 164 Skipped: 3



ANSWER CHOICES	RESPONSES	
40 years and over	41.46%	68
30 to 39 years	17.68%	29
20 to 29 years	13.41%	22
0 to 4 years	11.59%	19
10 to 19 years	9.76%	16
5 to 9 years	4.27%	7
I don't live in the McBain area	1.83%	3
TOTAL		164

Q3 Where do you primarily shop for everyday items and services? Please select only 1 choice.

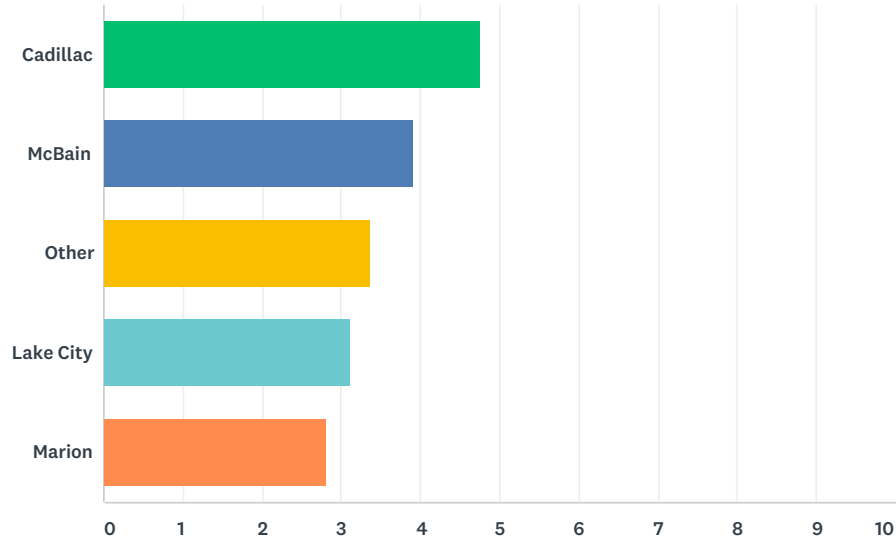
Answered: 158 Skipped: 9



ANSWER CHOICES		RESPONSES
Cadillac		78.48% 124
McBain		10.76% 17
Other (please specify)		8.86% 14
Lake City		1.27% 2
Marion		0.63% 1
TOTAL		158

**Q4 In order of frequency, what are your top three shopping locations?
Please rank your top 3 choices 1, 2, and 3.**

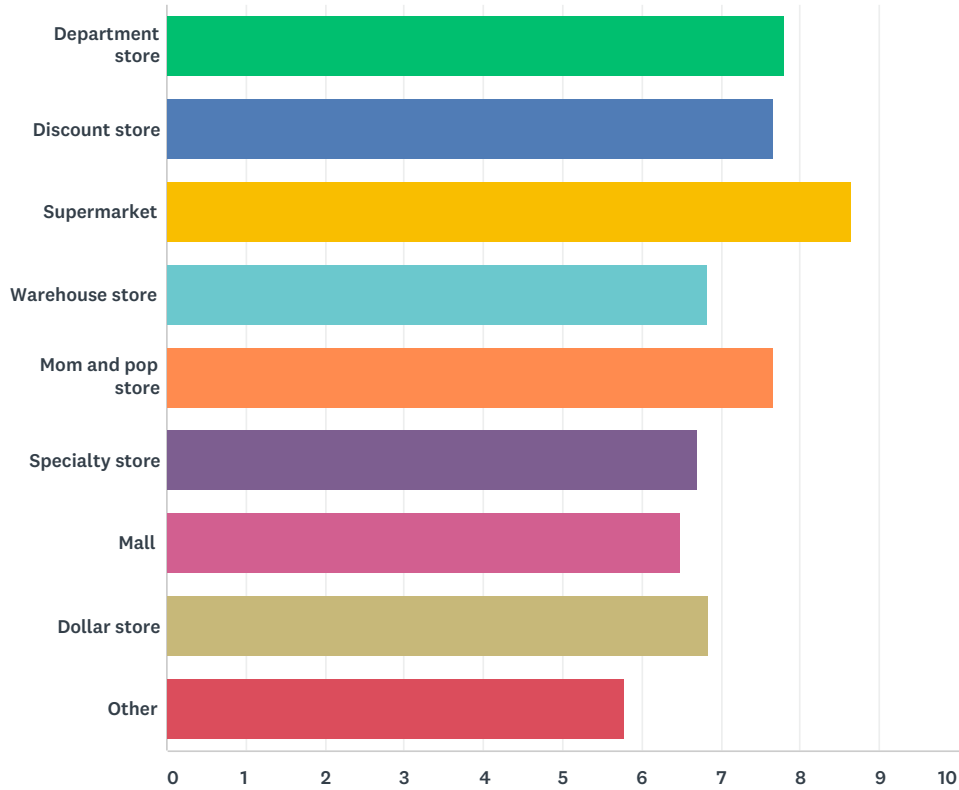
Answered: 161 Skipped: 6



	1	2	3	4	5	TOTAL	SCORE
Cadillac	79.75% 126	15.19% 24	4.43% 7	0.63% 1	0.00% 0	158	4.74
McBain	16.06% 22	59.85% 82	24.09% 33	0.00% 0	0.00% 0	137	3.92
Other	13.64% 9	30.30% 20	42.42% 28	6.06% 4	7.58% 5	66	3.36
Lake City	2.82% 2	19.72% 14	64.79% 46	11.27% 8	1.41% 1	71	3.11
Marion	4.17% 2	20.83% 10	45.83% 22	10.42% 5	18.75% 9	48	2.81

Q5 What are your shopping preferences? Please rank your top 3 choices 1, 2, and 3.

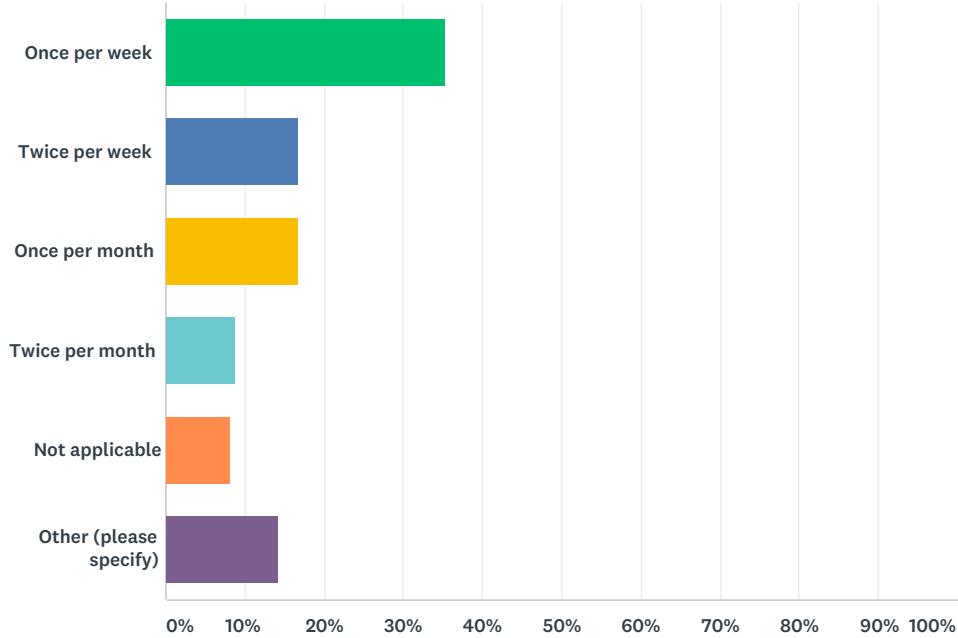
Answered: 158 Skipped: 9



	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Department store	18.99% 15	48.10% 38	29.11% 23	2.53% 2	1.27% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	79	7.81
Discount store	21.21% 14	40.91% 27	33.33% 22	0.00% 0	0.00% 0	3.03% 2	0.00% 0	0.00% 0	1.52% 1	66	7.65
Supermarket	72.34% 102	19.15% 27	8.51% 12	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	141	8.64
Warehouse store	6.90% 2	37.93% 11	31.03% 9	6.90% 2	3.45% 1	3.45% 1	6.90% 2	3.45% 1	0.00% 0	29	6.83
Mom and pop store	22.03% 13	38.98% 23	30.51% 18	1.69% 1	5.08% 3	1.69% 1	0.00% 0	0.00% 0	0.00% 0	59	7.66
Specialty store	0.00% 0	28.57% 10	48.57% 17	5.71% 2	5.71% 2	5.71% 2	2.86% 1	2.86% 1	0.00% 0	35	6.69
Mall	26.09% 6	4.35% 1	43.48% 10	0.00% 0	4.35% 1	0.00% 0	8.70% 2	13.04% 3	0.00% 0	23	6.48
Dollar store	1.89% 1	28.30% 15	56.60% 30	3.77% 2	0.00% 0	0.00% 0	3.77% 2	5.66% 3	0.00% 0	53	6.85
Other	17.39% 4	13.04% 3	39.13% 9	0.00% 0	0.00% 0	4.35% 1	0.00% 0	0.00% 0	26.09% 6	23	5.78

Q6 How often do you travel 20 miles or more to shop for everyday items or services? Please select only 1 choice.

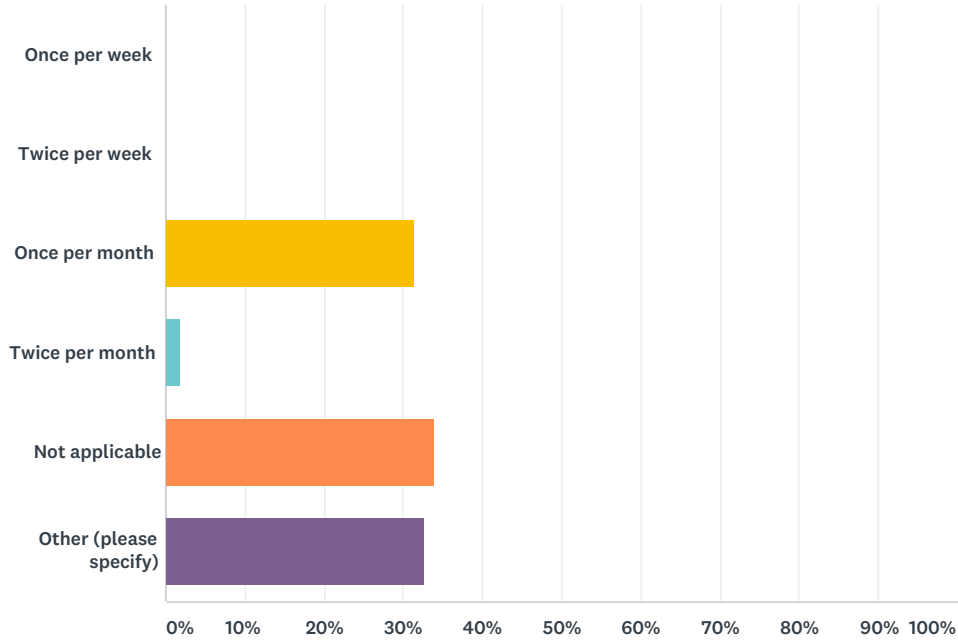
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ANSWER CHOICES	RESPONSES	
Once per week	35.40%	57
Twice per week	16.77%	27
Once per month	16.77%	27
Twice per month	8.70%	14
Not applicable	8.07%	13
Other (please specify)	14.29%	23
TOTAL		161

Q7 How often do you travel 60 miles or more to shop for everyday items and services? Please select 1 one.

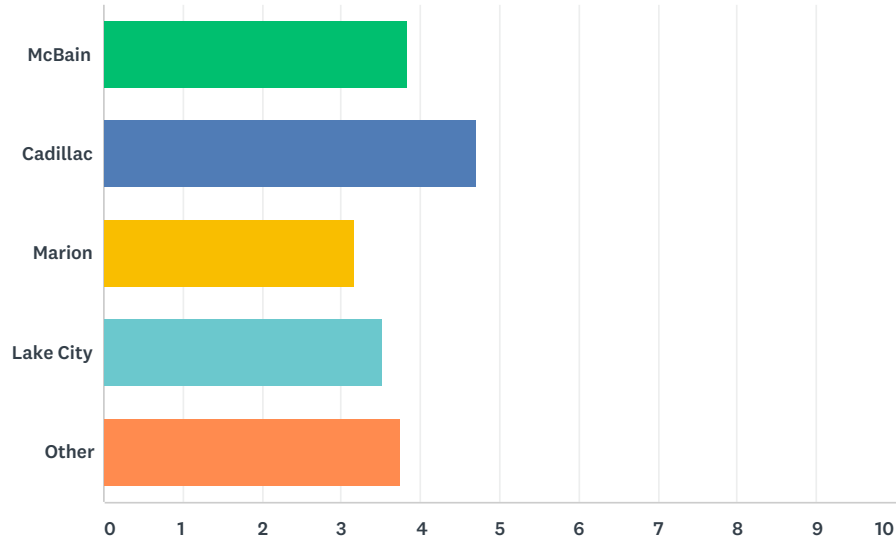
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ANSWER CHOICES	RESPONSES	
Once per week	0.00%	0
Twice per week	0.00%	0
Once per month	31.45%	50
Twice per month	1.89%	3
Not applicable	33.96%	54
Other (please specify)	32.70%	52
TOTAL		159

**Q8 In order of frequency, what are your top three dining locations?
Please rank your top 3 choices 1, 2, and 3.**

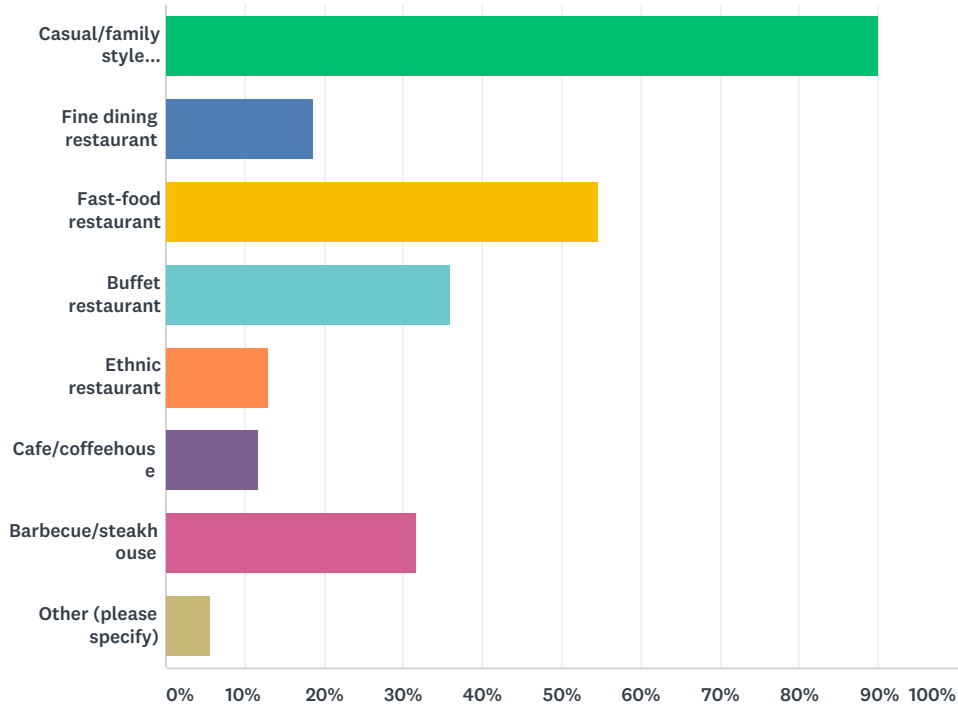
Answered: 160 Skipped: 7



	1	2	3	4	5	TOTAL	SCORE
McBain	18.35% 20	48.62% 53	32.11% 35	0.00% 0	0.92% 1	109	3.83
Cadillac	74.66% 109	21.23% 31	4.11% 6	0.00% 0	0.00% 0	146	4.71
Marion	7.89% 3	26.32% 10	47.37% 18	10.53% 4	7.89% 3	38	3.16
Lake City	7.06% 6	40.00% 34	49.41% 42	3.53% 3	0.00% 0	85	3.51
Other	28.77% 21	28.77% 21	35.62% 26	1.37% 1	5.48% 4	73	3.74

Q9 What are your dining preferences? Please select a maximum of 3 choices.

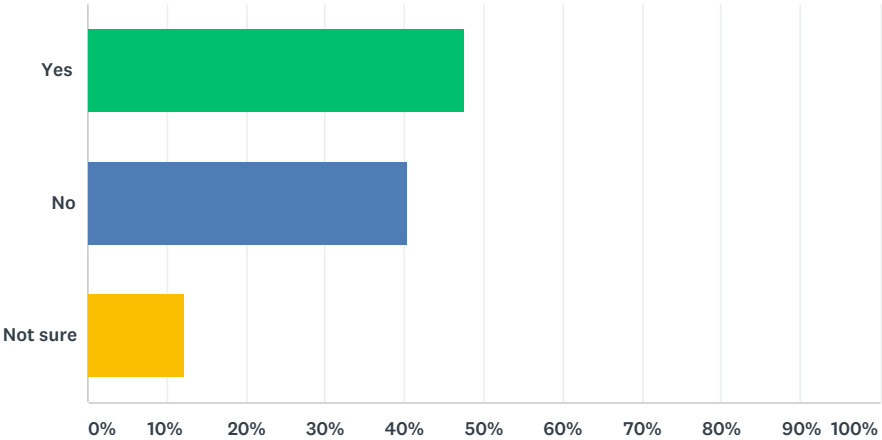
Answered: 161 Skipped: 6



ANSWER CHOICES	RESPONSES	
Casual/family style restaurant	90.06%	145
Fine dining restaurant	18.63%	30
Fast-food restaurant	54.66%	88
Buffet restaurant	36.02%	58
Ethnic restaurant	13.04%	21
Cafe/coffeehouse	11.80%	19
Barbecue/steakhouse	31.68%	51
Other (please specify)	5.59%	9
Total Respondents: 161		

Q10 Would you like a restaurant that serves alcohol with meals?

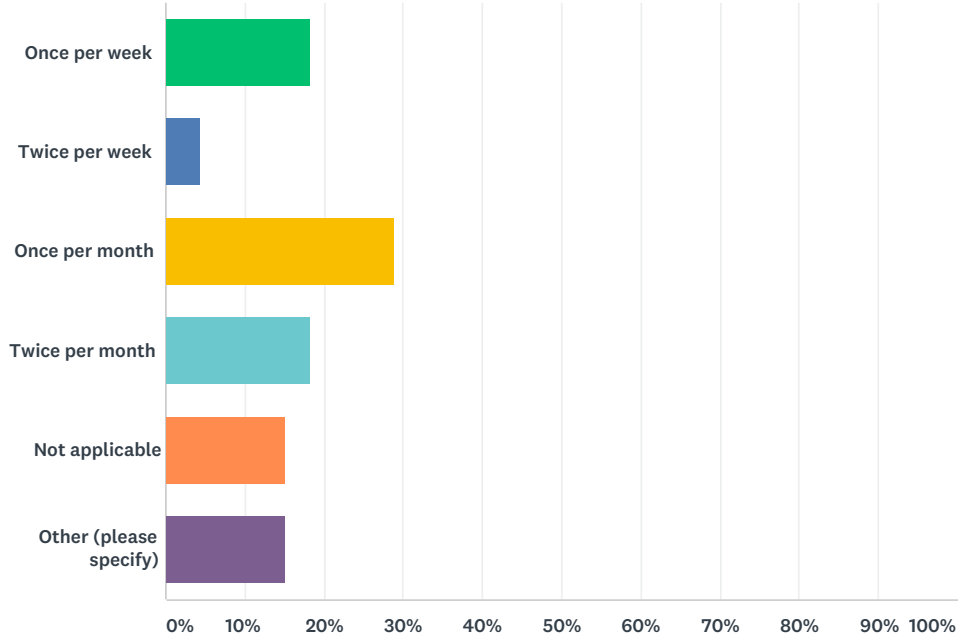
Answered: 156 Skipped: 11



ANSWER CHOICES		RESPONSES	
Yes		47.44%	74
No		40.38%	63
Not sure		12.18%	19
TOTAL			156

Q11 How often do you travel 20 miles or more to dine out? Please select only 1 choice.

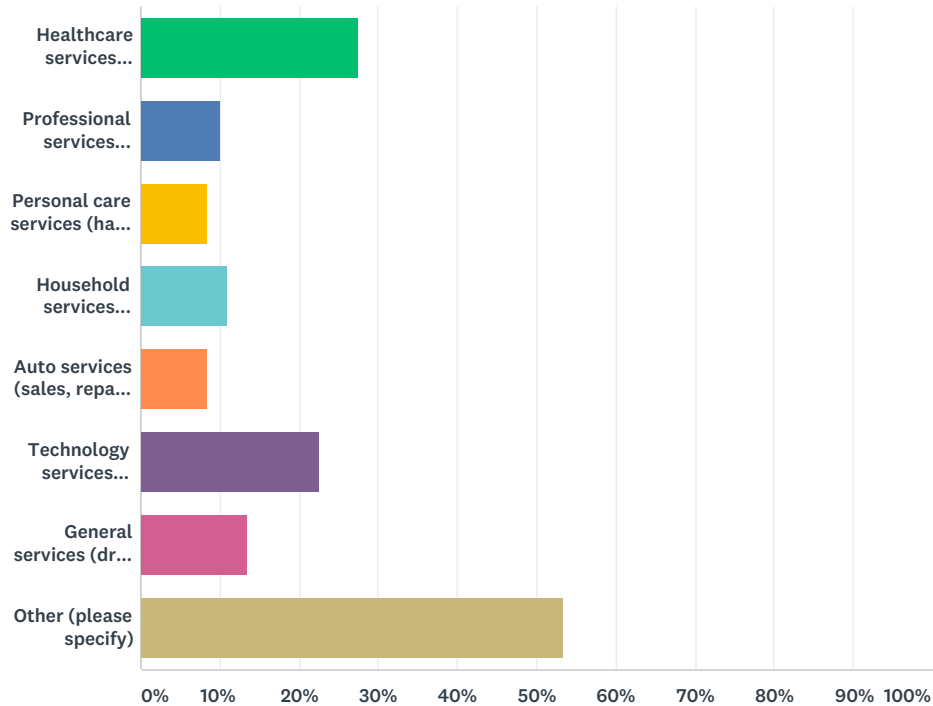
Answered: 159 Skipped: 8



ANSWER CHOICES	RESPONSES	
Once per week	18.24%	29
Twice per week	4.40%	7
Once per month	28.93%	46
Twice per month	18.24%	29
Not applicable	15.09%	24
Other (please specify)	15.09%	24
TOTAL		159

Q12 What services can't you find in McBain that you wish you could?

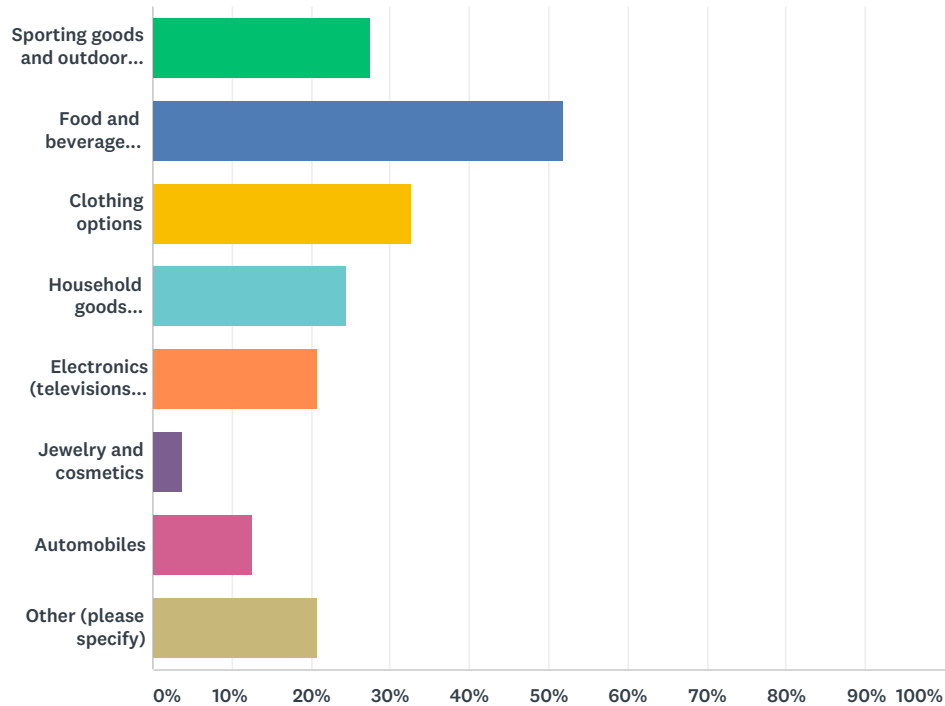
Answered: 120 Skipped: 47



ANSWER CHOICES	RESPONSES	
Healthcare services (doctor, dentist, optical, senior care, etc.)	27.50%	33
Professional services (accounting, financial services, real estate, legal services, etc.)	10.00%	12
Personal care services (hair salon, spa, tanning, etc.)	8.33%	10
Household services (electrical, plumbing, remodeling, appliance repair, painting, etc.)	10.83%	13
Auto services (sales, repair, body work, etc.)	8.33%	10
Technology services (computers, internet, satellite television, etc.)	22.50%	27
General services (dry cleaning, photography, wedding services, travel agency, etc.)	13.33%	16
Other (please specify)	53.33%	64
Total Respondents: 120		

Q13 What goods can't you find in McBain that you wish you could?

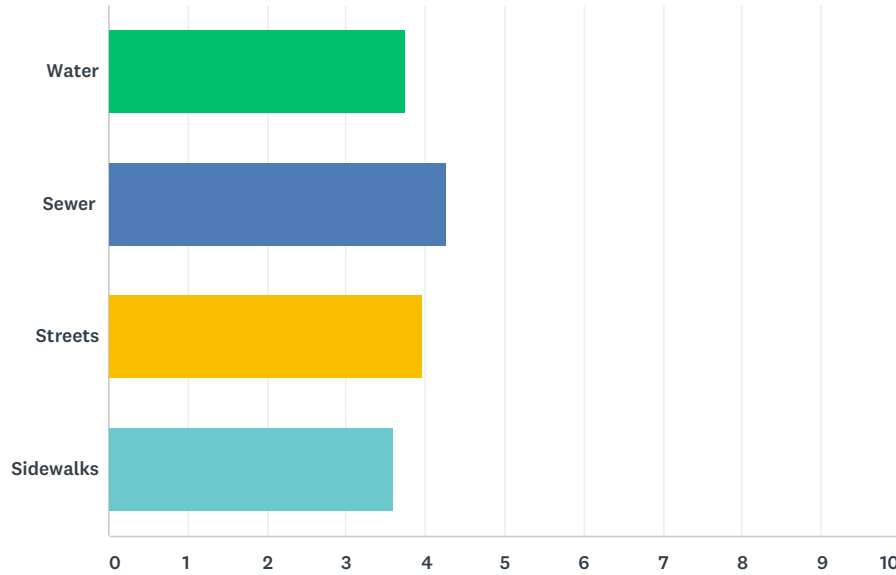
Answered: 135 Skipped: 32



ANSWER CHOICES	RESPONSES	
Sporting goods and outdoor gear	27.41%	37
Food and beverage options	51.85%	70
Clothing options	32.59%	44
Household goods (furniture, appliances, etc.)	24.44%	33
Electronics (televisions, cellphones, etc.)	20.74%	28
Jewelry and cosmetics	3.70%	5
Automobiles	12.59%	17
Other (please specify)	20.74%	28
Total Respondents: 135		

Q14 How would you grade the QUALITY of the following infrastructure?
Please enter a grade for each type of infrastructure: A - exceptional, fit for the future; B - good, adequate for now; C - mediocre, requires attention; D - poor, at risk; or, F - failing, unfit for purpose.

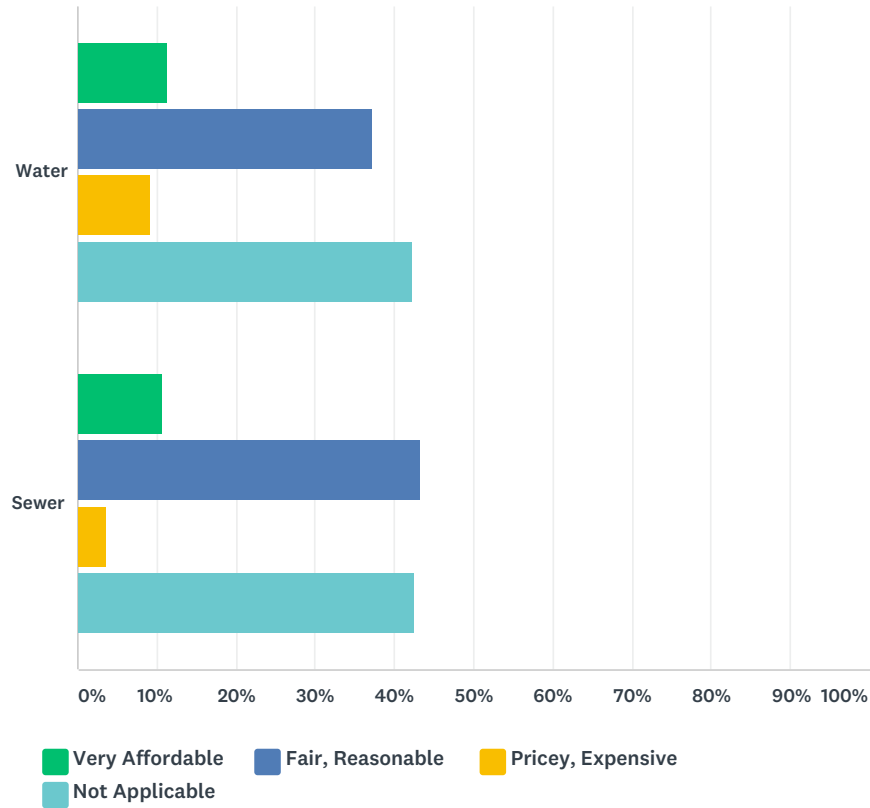
Answered: 135 Skipped: 32



	A	B	C	D	F	TOTAL	WEIGHTED AVERAGE
Water	21.93% 25	48.25% 55	14.04% 16	14.04% 16	1.75% 2	114	3.75
Sewer	33.03% 36	59.63% 65	7.34% 8	0.00% 0	0.00% 0	109	4.26
Streets	16.42% 22	64.18% 86	17.91% 24	1.49% 2	0.00% 0	134	3.96
Sidewalks	14.96% 19	43.31% 55	32.28% 41	5.51% 7	3.94% 5	127	3.60

Q15 How would you rate the COST of the following infrastructure?

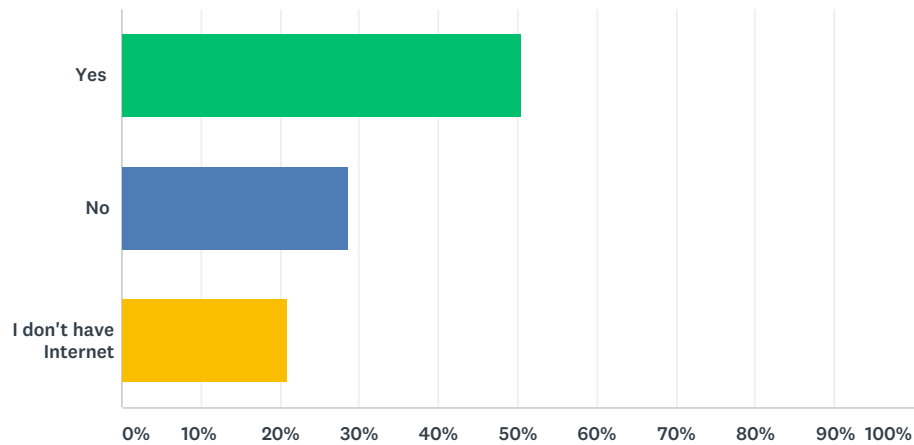
Answered: 142 Skipped: 25



	VERY AFFORDABLE	FAIR, REASONABLE	PRICEY, EXPENSIVE	NOT APPLICABLE	TOTAL
Water	11.27% 16	37.32% 53	9.15% 13	42.25% 60	142
Sewer	10.64% 15	43.26% 61	3.55% 5	42.55% 60	141

Q16 If you have Internet service, is your current service adequate?

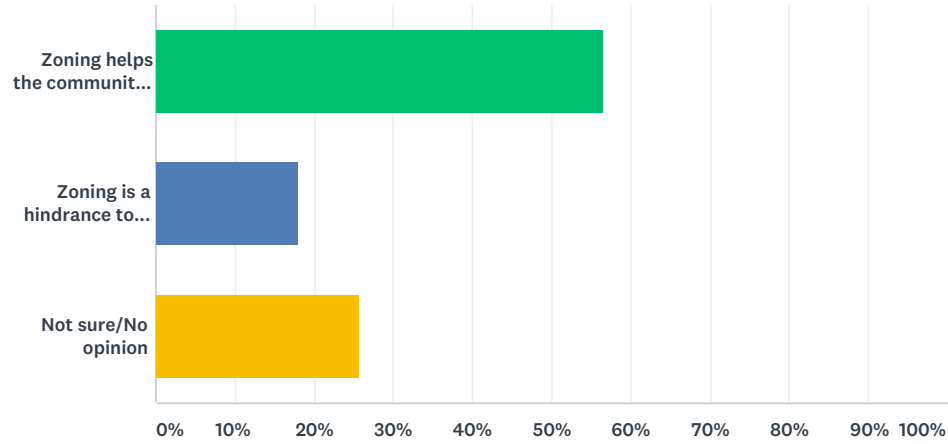
Answered: 157 Skipped: 10



ANSWER CHOICES		RESPONSES	
Yes		50.32%	79
No		28.66%	45
I don't have Internet		21.02%	33
TOTAL			157

Q17 What is your perception of the impact of zoning on the community?
Please select only 1 choice.

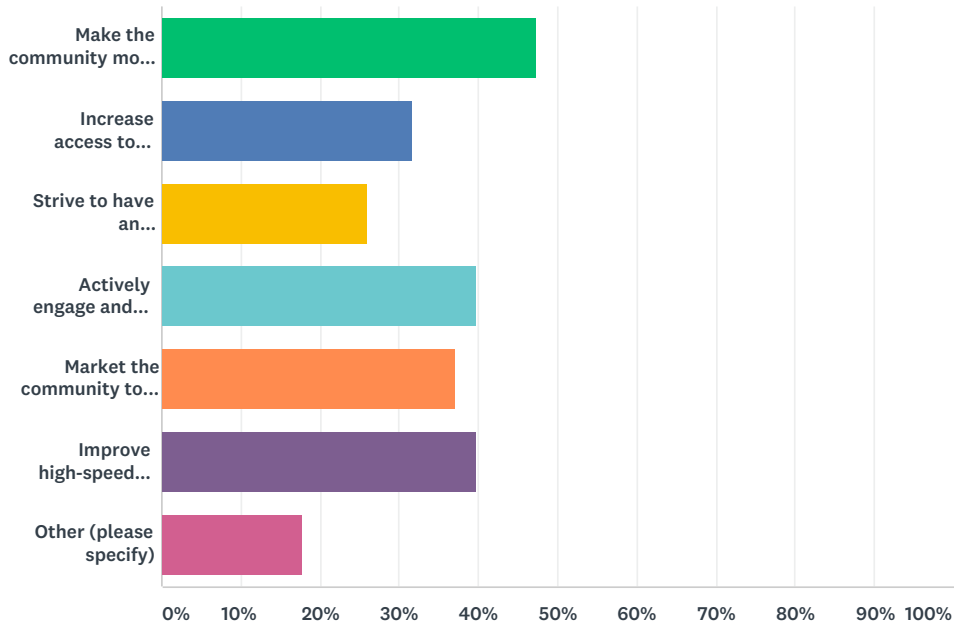
Answered: 156 Skipped: 11



ANSWER CHOICES	RESPONSES	
Zoning helps the community (protects property values, protects against nuisances, etc.)	56.41%	88
Zoning is a hindrance to the community (costly, time consuming, etc.)	17.95%	28
Not sure/No opinion	25.64%	40
TOTAL		156

Q18 What ways do you support to keep young people in McBain?

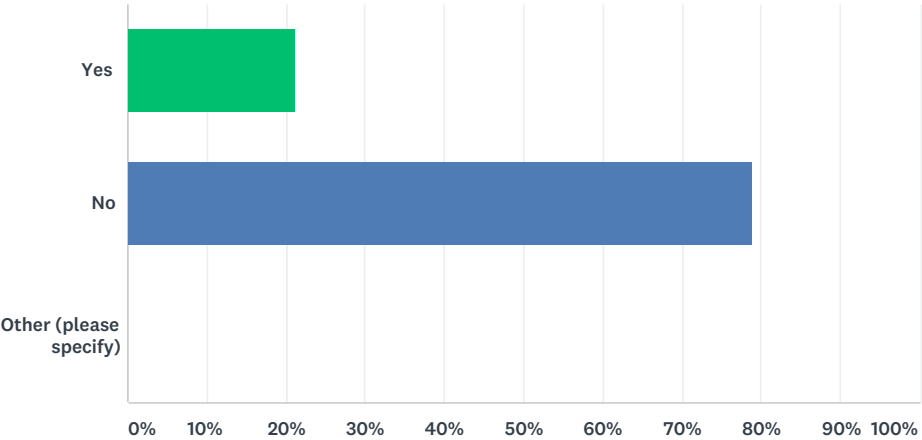
Answered: 146 Skipped: 21



ANSWER CHOICES	RESPONSES	
Make the community more attractive for young people (gathering places, creative places, etc.)	47.26%	69
Increase access to post-secondary education and training opportunities	31.51%	46
Strive to have an entrepreneurial culture that builds economic opportunities through entrepreneurship	26.03%	38
Actively engage and consult young people in community development planning processes	39.73%	58
Market the community to young people as an attractive place to live with opportunities for entrepreneurs	36.99%	54
Improve high-speed Internet service	39.73%	58
Other (please specify)	17.81%	26
Total Respondents: 146		

Q19 Are you a business owner and/or operator?

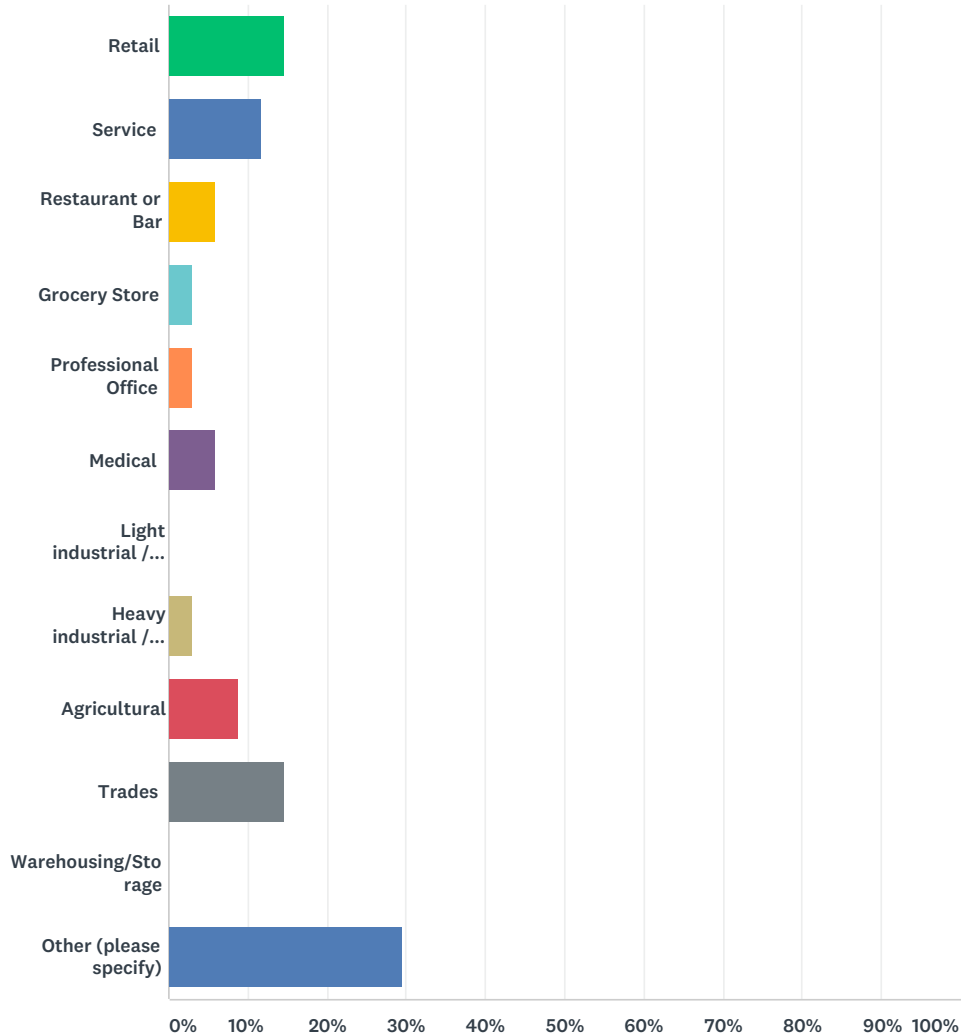
Answered: 161 Skipped: 6



ANSWER CHOICES		RESPONSES	
Yes		21.12%	34
No		78.88%	127
Other (please specify)		0.00%	0
TOTAL			161

Q20 Which of the following would best describe your business? Please select only 1 choice.

Answered: 34 Skipped: 133



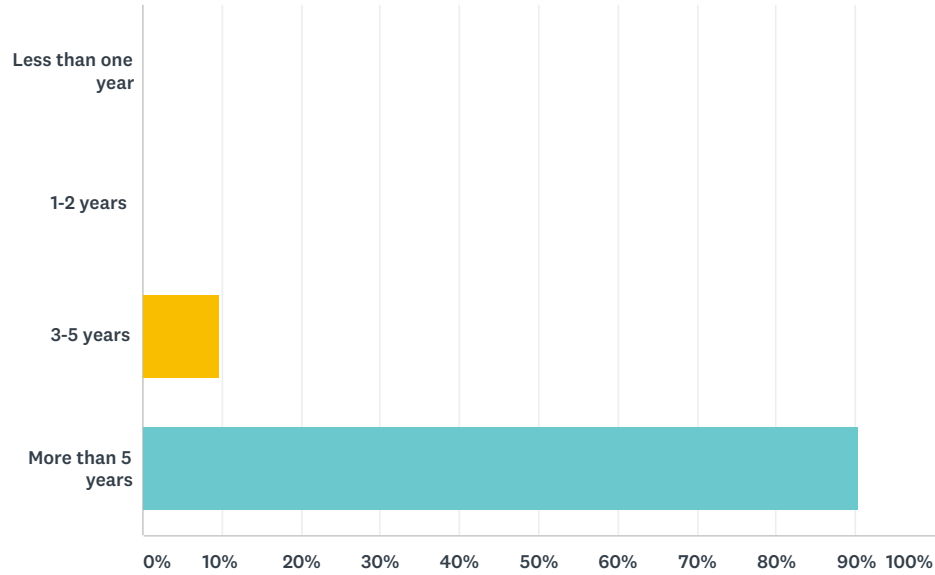
ANSWER CHOICES	RESPONSES	
Retail	14.71%	5
Service	11.76%	4
Restaurant or Bar	5.88%	2
Grocery Store	2.94%	1
Professional Office	2.94%	1
Medical	5.88%	2
Light industrial / Manufacturing	0.00%	0
Heavy industrial / Manufacturing	2.94%	1
Agricultural	8.82%	3

City of McBain Economic Survey

Trades	14.71%	5
Warehousing/Storage	0.00%	0
Other (please specify)	29.41%	10
TOTAL		34

Q21 How long has your business been located in McBain? Please select only 1 choice.

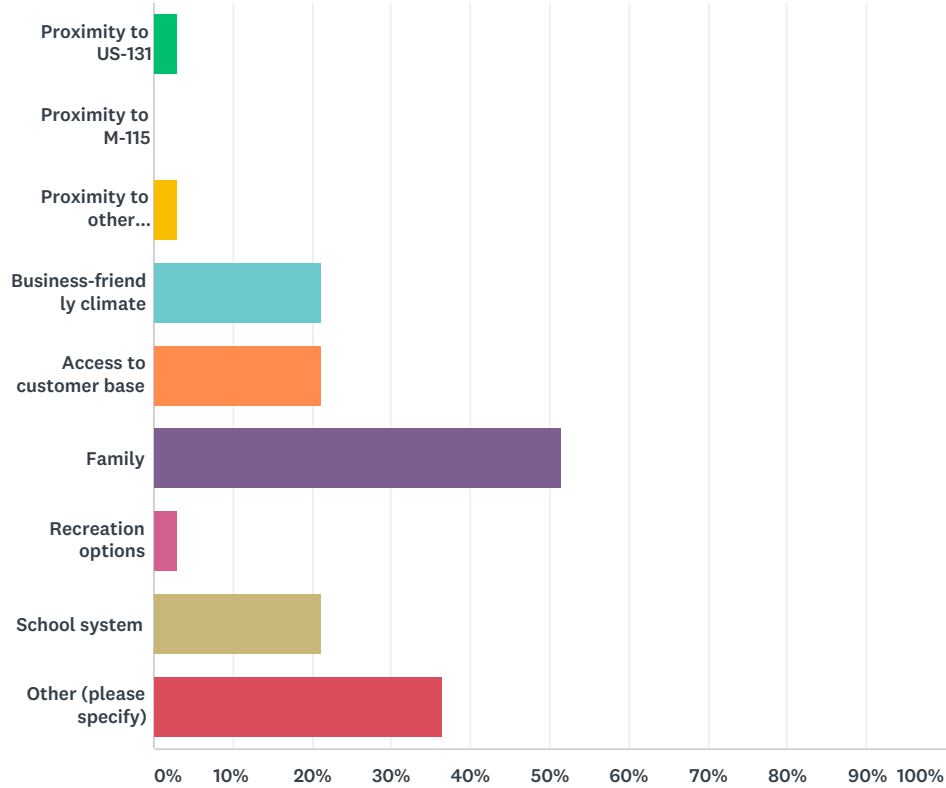
Answered: 31 Skipped: 136



ANSWER CHOICES		RESPONSES	
Less than one year		0.00%	0
1-2 years		0.00%	0
3-5 years		9.68%	3
More than 5 years		90.32%	28
TOTAL			31

Q22 Why did you open your business in McBain? Please select a maximum of 3 choices.

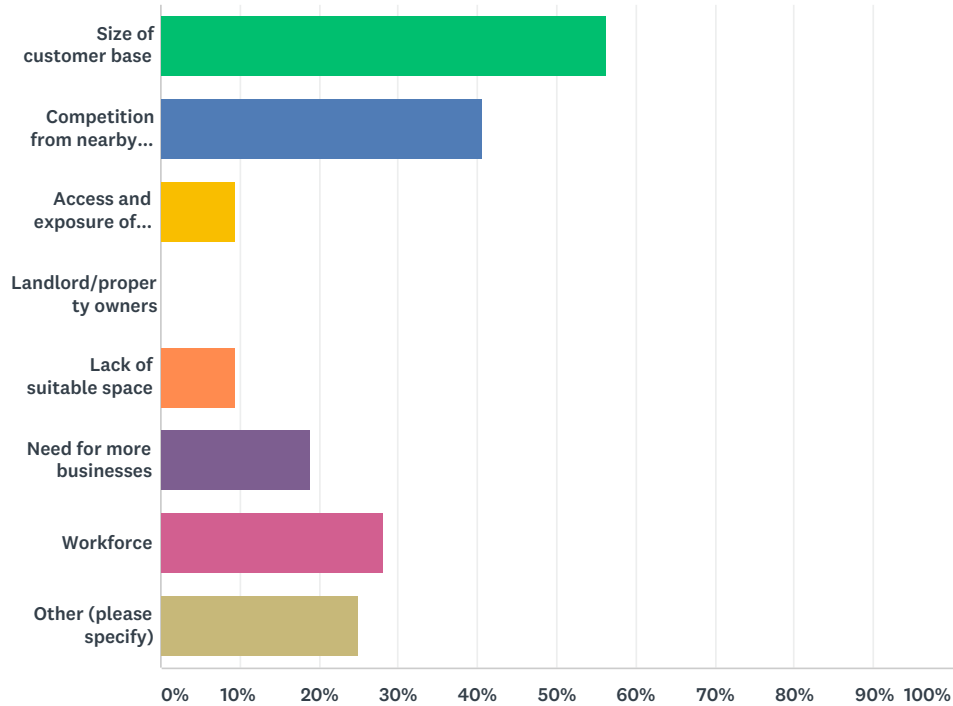
Answered: 33 Skipped: 134



ANSWER CHOICES	RESPONSES	
Proximity to US-131	3.03%	1
Proximity to M-115	0.00%	0
Proximity to other communities	3.03%	1
Business-friendly climate	21.21%	7
Access to customer base	21.21%	7
Family	51.52%	17
Recreation options	3.03%	1
School system	21.21%	7
Other (please specify)	36.36%	12
Total Respondents: 33		

Q23 What are the biggest issues facing businesses in McBain? Please select a maximum of 3 choices.

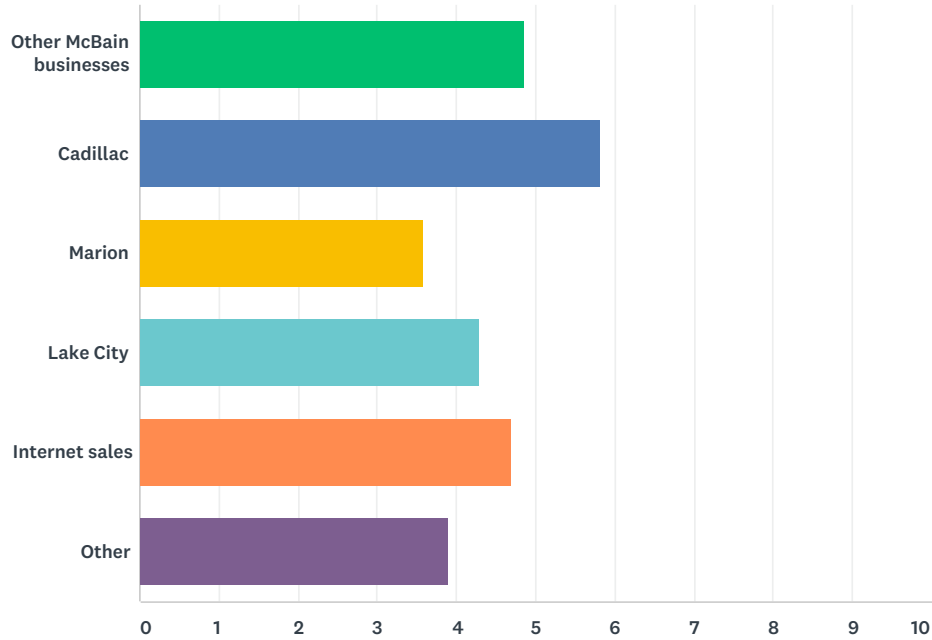
Answered: 32 Skipped: 135



ANSWER CHOICES	RESPONSES	
Size of customer base	56.25%	18
Competition from nearby communities	40.63%	13
Access and exposure of commercial areas	9.38%	3
Landlord/property owners	0.00%	0
Lack of suitable space	9.38%	3
Need for more businesses	18.75%	6
Workforce	28.13%	9
Other (please specify)	25.00%	8
Total Respondents: 32		

Q24 In order of magnitude, what are your top 3 sources of competition for McBain businesses? Please rank your top 3 choices 1, 2, 3.

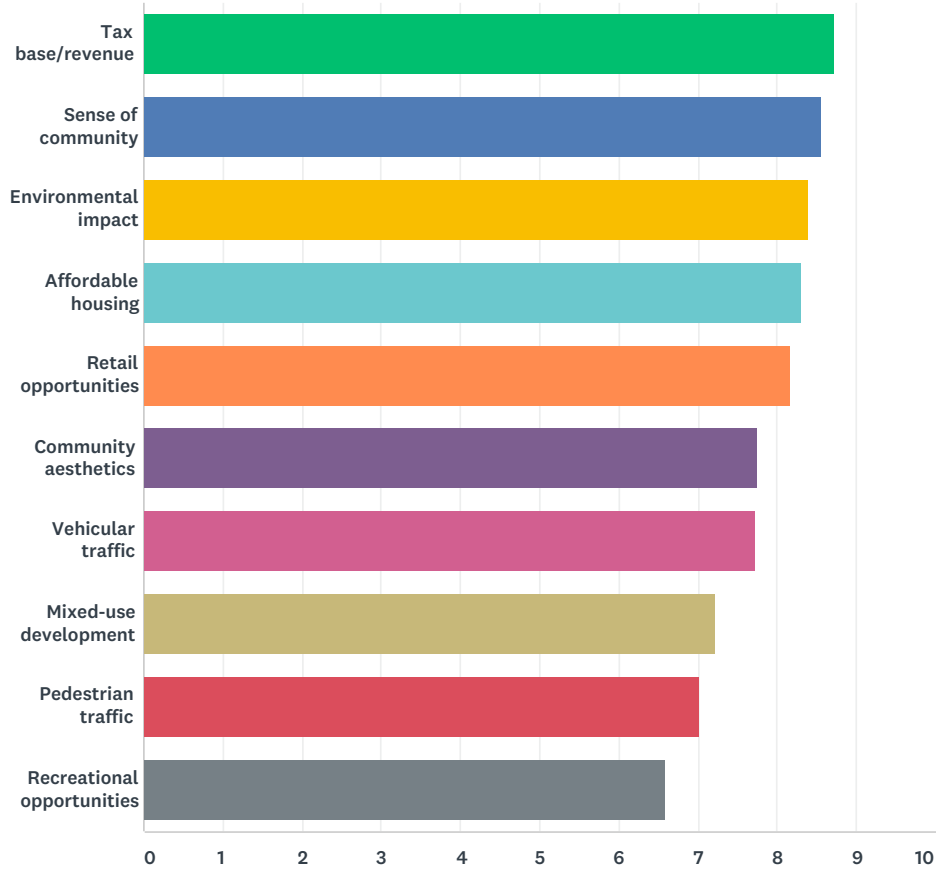
Answered: 31 Skipped: 136



	1	2	3	4	5	6	TOTAL	SCORE
Other McBain businesses	42.86% 6	21.43% 3	21.43% 3	7.14% 1	7.14% 1	0.00% 0	14	4.86
Cadillac	80.77% 21	19.23% 5	0.00% 0	0.00% 0	0.00% 0	0.00% 0	26	5.81
Marion	0.00% 0	28.57% 2	42.86% 3	0.00% 0	14.29% 1	14.29% 1	7	3.57
Lake City	0.00% 0	28.57% 4	71.43% 10	0.00% 0	0.00% 0	0.00% 0	14	4.29
Internet sales	12.50% 2	56.25% 9	18.75% 3	12.50% 2	0.00% 0	0.00% 0	16	4.69
Other	20.00% 2	30.00% 3	20.00% 2	0.00% 0	10.00% 1	20.00% 2	10	3.90

Q25 What criteria should the City most strongly consider in recruiting new businesses? Please rank your top 3 choices 1, 2, and 3

Answered: 28 Skipped: 139



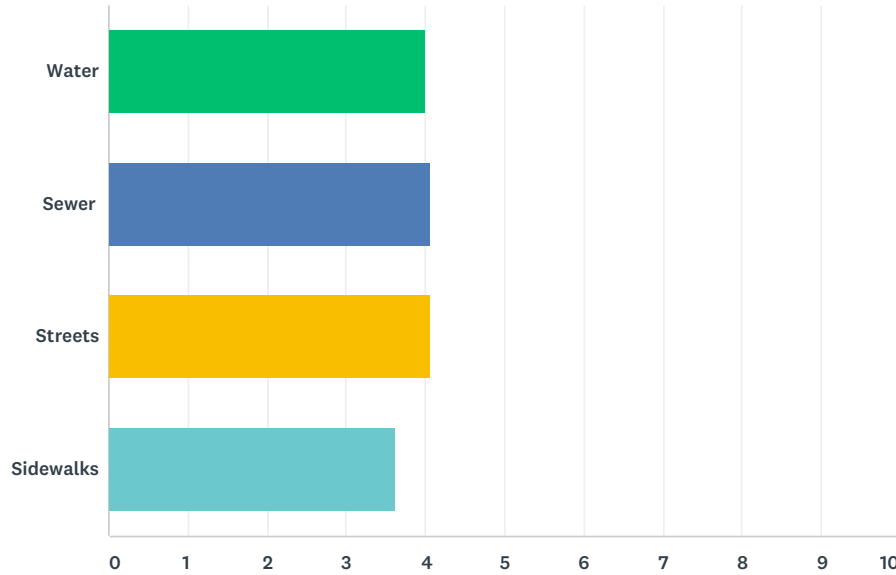
	1	2	3	4	5	6	7	8	9	10	TOTAL	SCORE
Tax base/revenue	63.64% 7	9.09% 1	18.18% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	9.09% 1	11	8.1
Sense of community	63.64% 7	18.18% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	18.18% 2	0.00% 0	0.00% 0	11	8.1
Environmental impact	25.00% 2	25.00% 2	37.50% 3	0.00% 0	0.00% 0	12.50% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	8	8.1
Affordable housing	23.08% 3	46.15% 6	15.38% 2	7.69% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7.69% 1	13	8.1
Retail opportunities	23.08% 3	38.46% 5	23.08% 3	0.00% 0	0.00% 0	7.69% 1	0.00% 0	0.00% 0	7.69% 1	0.00% 0	13	8.1
Community aesthetics	0.00% 0	50.00% 2	25.00% 1	0.00% 0	0.00% 0	25.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4	7.1
Vehicular traffic	28.57% 2	0.00% 0	28.57% 2	28.57% 2	0.00% 0	0.00% 0	14.29% 1	0.00% 0	0.00% 0	0.00% 0	7	7.1
Mixed-use development	22.22% 2	22.22% 2	22.22% 2	0.00% 0	11.11% 1	0.00% 0	11.11% 1	0.00% 0	0.00% 0	11.11% 1	9	7.1
Pedestrian traffic	16.67% 1	33.33% 2	0.00% 0	0.00% 0	33.33% 2	0.00% 0	0.00% 0	0.00% 0	16.67% 1	0.00% 0	6	7.1
Recreational opportunities	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.0

City of McBain Economic Survey

Recreational opportunities	0.00% 0	10.00% 1	60.00% 6	0.00% 0	0.00% 0	0.00% 0	10.00% 1	10.00% 1	10.00% 1	0.00% 0	10	6.6
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Q26 How would you grade the QUALITY of the following infrastructure?
Please enter a grade for each type of infrastructure: A - exceptional, fit for the future; B – good, adequate for now; C - mediocre, requires attention; D – poor, at risk; or, F – failing, unfit for purpose.

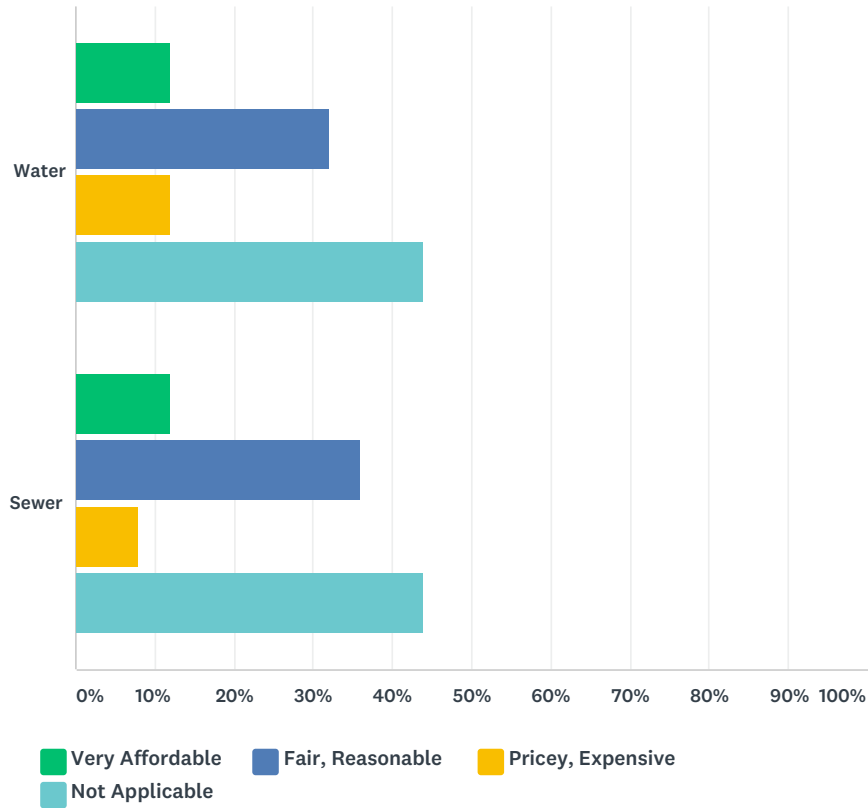
Answered: 22 Skipped: 145



	A	B	C	D	F	TOTAL	WEIGHTED AVERAGE
Water	31.58% 6	42.11% 8	21.05% 4	5.26% 1	0.00% 0	19	4.00
Sewer	26.32% 5	52.63% 10	21.05% 4	0.00% 0	0.00% 0	19	4.05
Streets	18.18% 4	68.18% 15	13.64% 3	0.00% 0	0.00% 0	22	4.05
Sidewalks	9.52% 2	52.38% 11	33.33% 7	0.00% 0	4.76% 1	21	3.62

Q27 How would you rate the COST of the following infrastructure?

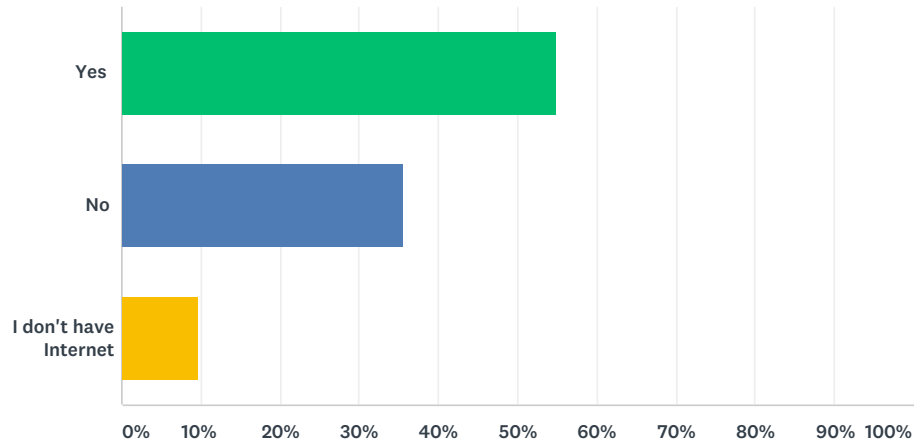
Answered: 25 Skipped: 142



	VERY AFFORDABLE	FAIR, REASONABLE	PRICEY, EXPENSIVE	NOT APPLICABLE	TOTAL
Water	12.00% 3	32.00% 8	12.00% 3	44.00% 11	25
Sewer	12.00% 3	36.00% 9	8.00% 2	44.00% 11	25

Q28 If your business has Internet service, is your current service adequate?

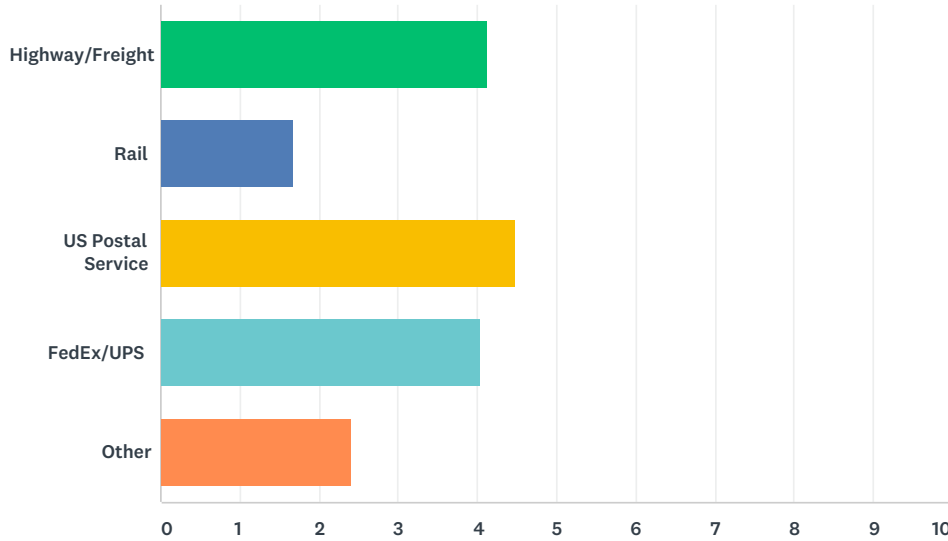
Answered: 31 Skipped: 136



ANSWER CHOICES		RESPONSES	
Yes		54.84%	17
No		35.48%	11
I don't have Internet		9.68%	3
TOTAL			31

Q29 What shipping options does your business currently use? Please rank top 3 choices 1, 2, and 3.

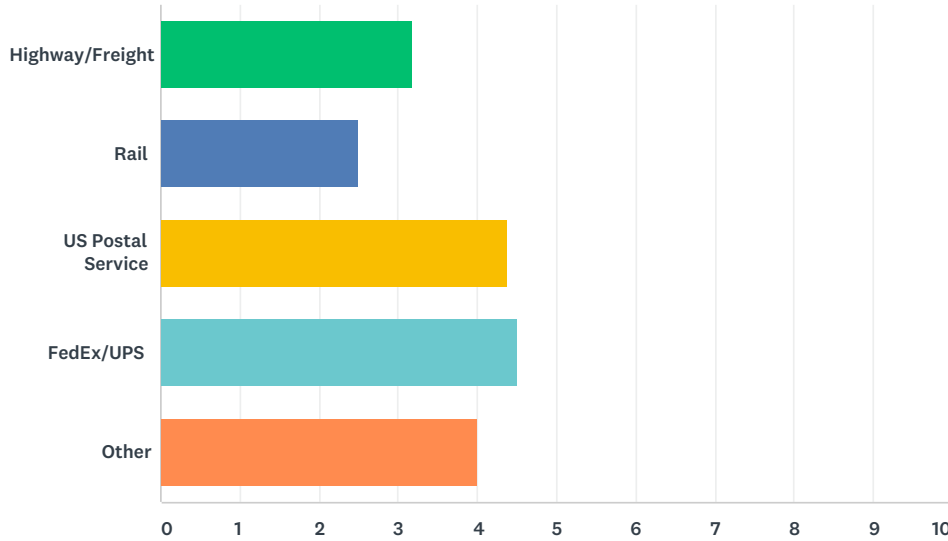
Answered: 30 Skipped: 137



	1	2	3	4	5	TOTAL	SCORE
Highway/Freight	56.25% 9	6.25% 1	31.25% 5	6.25% 1	0.00% 0	16	4.13
Rail	0.00% 0	0.00% 0	0.00% 0	66.67% 2	33.33% 1	3	1.67
US Postal Service	56.00% 14	36.00% 9	8.00% 2	0.00% 0	0.00% 0	25	4.48
FedEx/UPS	24.00% 6	56.00% 14	20.00% 5	0.00% 0	0.00% 0	25	4.04
Other	20.00% 1	0.00% 0	20.00% 1	20.00% 1	40.00% 2	5	2.40

Q30 What shipping options for your business would you like to see expanded or made available? Please rank your top 3 choices 1, 2, and 3.

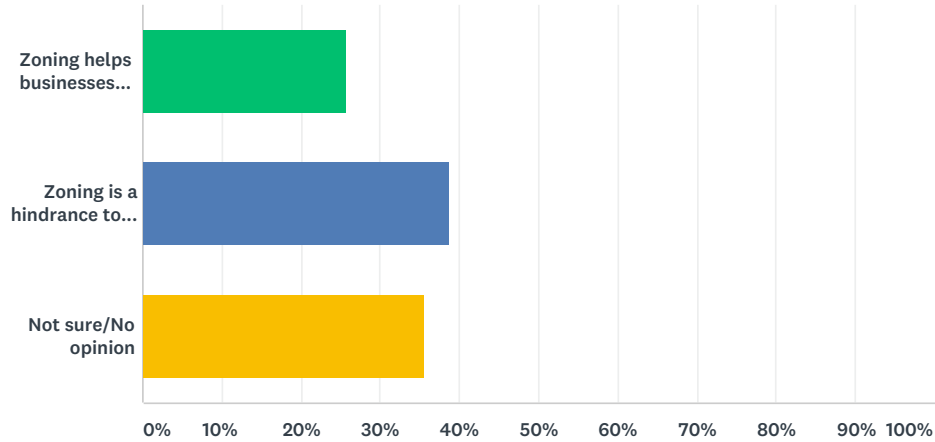
Answered: 17 Skipped: 150



	1	2	3	4	5	TOTAL	SCORE
Highway/Freight	16.67% 1	0.00% 0	66.67% 4	16.67% 1	0.00% 0	6	3.17
Rail	0.00% 0	50.00% 1	0.00% 0	0.00% 0	50.00% 1	2	2.50
US Postal Service	62.50% 5	25.00% 2	0.00% 0	12.50% 1	0.00% 0	8	4.38
FedEx/UPS	58.33% 7	33.33% 4	8.33% 1	0.00% 0	0.00% 0	12	4.50
Other	66.67% 4	0.00% 0	16.67% 1	0.00% 0	16.67% 1	6	4.00

**Q31 What is your perception of the impact of zoning on your business?
Please select only 1 choice.**

Answered: 31 Skipped: 136



ANSWER CHOICES	RESPONSES	
Zoning helps businesses (protects property values, protects against nuisances, etc.)	25.81%	8
Zoning is a hindrance to business (costly, time consuming, etc.)	38.71%	12
Not sure/No opinion	35.48%	11
TOTAL		31

Q32 What can the City do to further assist the business community?

Answered: 17 Skipped: 150

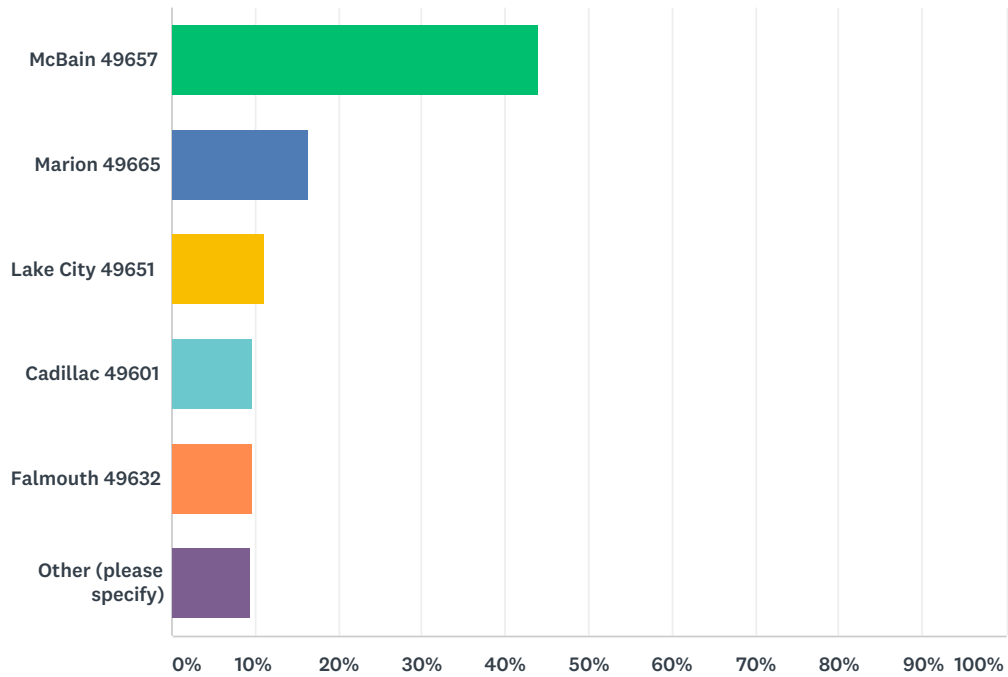
Q33 Please use this space to share any other comments, thoughts and ideas you wish the City to consider in our Master Plan Development:

Answered: 89 Skipped: 78

City of McBain Student Survey

Q1 In what zip code do you currently live?

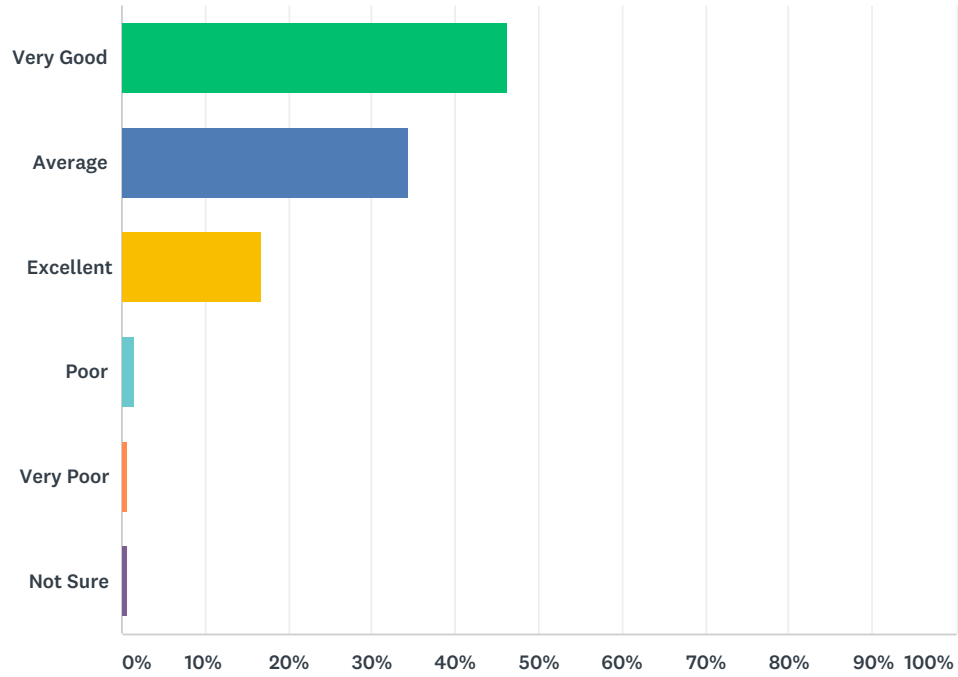
Answered: 289 Skipped: 0



ANSWER CHOICES	RESPONSES	
McBain 49657	43.94%	127
Marion 49665	16.26%	47
Lake City 49651	11.07%	32
Cadillac 49601	9.69%	28
Falmouth 49632	9.69%	28
Other (please specify)	9.34%	27
TOTAL		289

Q2 How do you rate your quality of life in McBain?

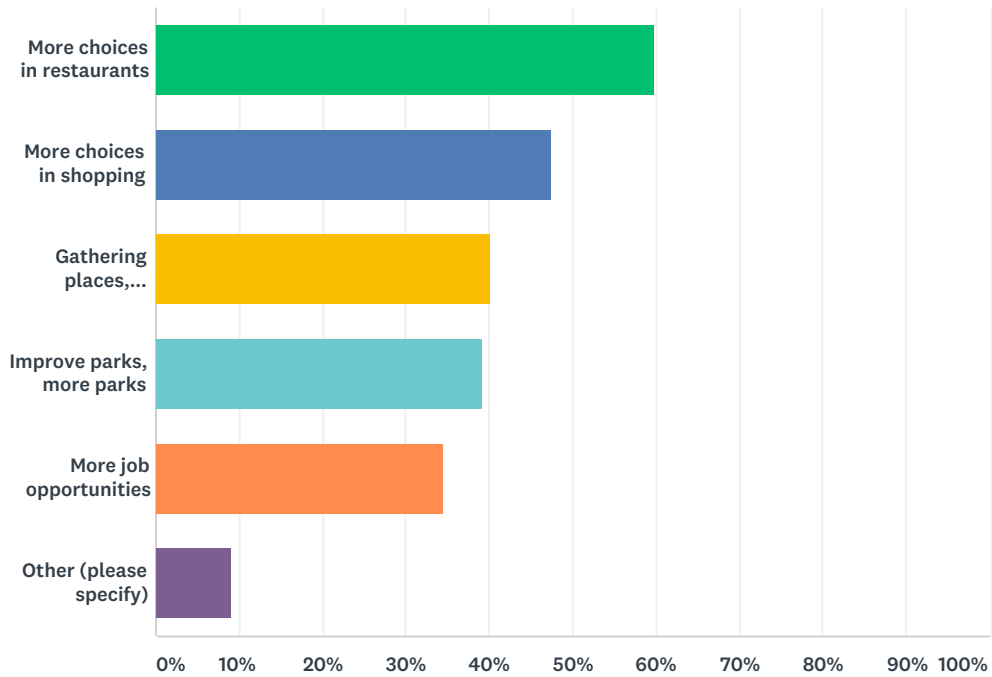
Answered: 288 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very Good	46.18%	133
Average	34.38%	99
Excellent	16.67%	48
Poor	1.39%	4
Very Poor	0.69%	2
Not Sure	0.69%	2
TOTAL		288

Q3 What would you like to see made available in McBain?

Answered: 286 Skipped: 3



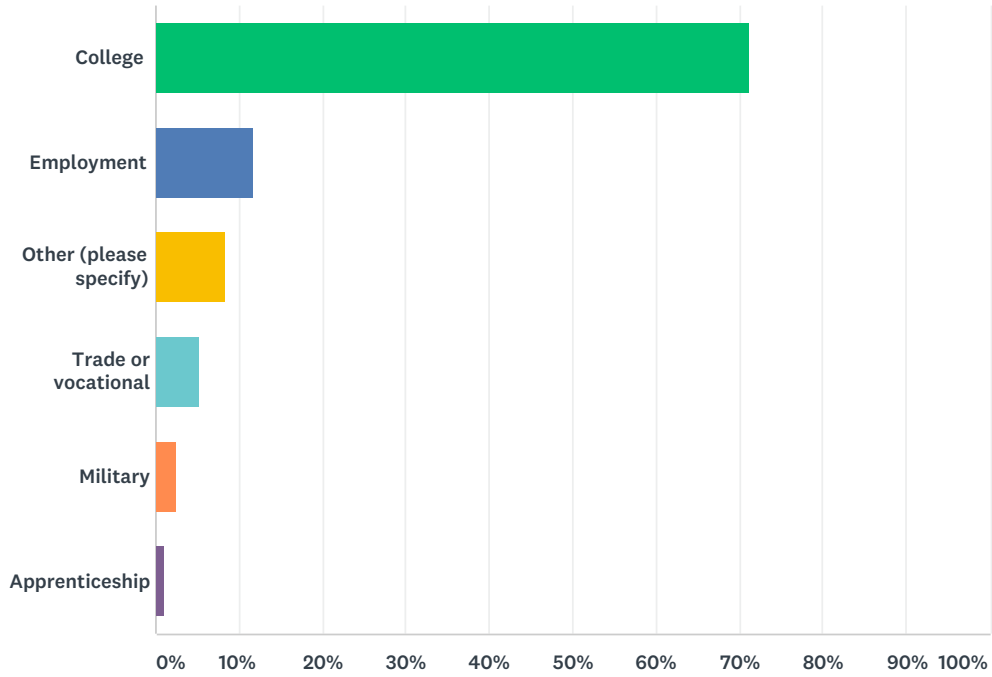
ANSWER CHOICES	RESPONSES	
More choices in restaurants	59.79%	171
More choices in shopping	47.55%	136
Gathering places, recreation center, etc.	40.21%	115
Improve parks, more parks	39.16%	112
More job opportunities	34.62%	99
Other (please specify)	9.09%	26
Total Respondents: 286		

Q4 Based on your response above, let us know what kind of restaurants, shops, jobs or recreation activities you are interested in seeing more of...

Answered: 263 Skipped: 26

Q5 What are your plans after high school?

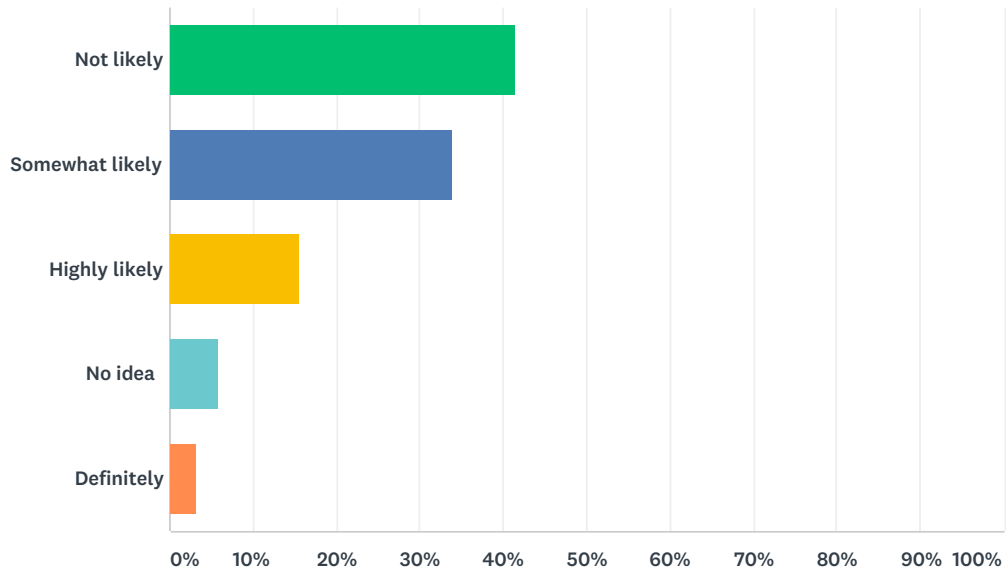
Answered: 288 Skipped: 1



ANSWER CHOICES	RESPONSES	
College	71.18%	205
Employment	11.81%	34
Other (please specify)	8.33%	24
Trade or vocational	5.21%	15
Military	2.43%	7
Apprenticeship	1.04%	3
TOTAL		288

Q6 How likely will you live in McBain when you are an adult?

Answered: 289 Skipped: 0



ANSWER CHOICES	RESPONSES	
Not likely	41.52%	120
Somewhat likely	33.91%	98
Highly likely	15.57%	45
No idea	5.88%	17
Definitely	3.11%	9
TOTAL		289

Q7 Why or why not?

Answered: 279 Skipped: 10

Q8 What can the City do to assist the youth in our community?

Answered: 237 Skipped: 52

Q9 Please use this space to share any other comments, thoughts and ideas you wish the City to consider in our Master Plan Development

Answered: 104 Skipped: 185



ECONOMIC SURVEY

Dear Community:

In follow-up to the Community Survey, the City of McBain is now focusing on our economic future. Please take a few minutes to answer the following questions. As consumers and business owners, your feedback is important to establishing priorities for economic growth. Thank you for your participation and for giving your time to be a vital part of the process!

You may fill out the following hard copy survey or fill it out online at: cityofmcbaingmichigan.com

Completed surveys must be returned by April 6, 2018 to: City Clerk, PO Box 95, McBain, MI 49657 – OR – Cornerstone Coffee, 109 N Roland St – OR – McBain Hardware, 118 Roland St.

1. What is your age?

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> 15 to 19 years | <input type="checkbox"/> 35 to 44 years | <input type="checkbox"/> 60 to 64 years | <input type="checkbox"/> 85 years and over |
| <input type="checkbox"/> 20 to 24 years | <input type="checkbox"/> 45 to 54 years | <input type="checkbox"/> 65 to 74 years | |
| <input type="checkbox"/> 25 to 34 years | <input type="checkbox"/> 55 to 59 years | <input type="checkbox"/> 75 to 84 years | |

2. How long have you lived in the McBain area (zip code 49657)?

- | | | |
|---|--|---|
| <input type="checkbox"/> 0 to 4 years | <input type="checkbox"/> 20 to 29 years | <input type="checkbox"/> I don't live in the McBain area. |
| <input type="checkbox"/> 5 to 9 years | <input type="checkbox"/> 30 to 39 years | |
| <input type="checkbox"/> 10 to 19 years | <input type="checkbox"/> 40 years and over | |

3. Where do you primarily shop for everyday items and services? Please select only 1 choice.

- | | | |
|-----------------------------------|------------------------------------|---------------------------------------|
| <input type="checkbox"/> McBain | <input type="checkbox"/> Marion | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Cadillac | <input type="checkbox"/> Lake City | |

4. In order of frequency, what are your top three shopping locations? Please rank your top 3 choices 1, 2, and 3.

- | | | |
|------------|-------------|----------------|
| — McBain | — Marion | — Other: _____ |
| — Cadillac | — Lake City | |

5. What are your shopping preferences? Please rank your top 3 choices 1, 2, and 3.

- | | | |
|--------------------|---------------------|----------------|
| — Department store | — Warehouse store | — Mall |
| — Discount store | — Mom and pop store | — Dollar store |
| — Supermarket | — Specialty store | — Other: _____ |

6. How often do you travel 20 miles or more to shop for everyday items and services? Please select only 1 choice.

- | | | |
|-------------------------------------|--------------------------------------|---|
| <input type="checkbox"/> Once/week | <input type="checkbox"/> Once/month | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Twice/week | <input type="checkbox"/> Twice/month | <input type="checkbox"/> Not Applicable |

7. How often do you travel 60 miles or more to shop for everyday items and services? Please select only 1 choice.

- | | | |
|-------------------------------------|--------------------------------------|---|
| <input type="checkbox"/> Once/week | <input type="checkbox"/> Once/month | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Twice/week | <input type="checkbox"/> Twice/month | <input type="checkbox"/> Not Applicable |

8. In order of frequency, what are your top three dining locations? Please rank your top 3 choices 1, 2, and 3.

<input type="checkbox"/> McBain	<input type="checkbox"/> Marion	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Cadillac	<input type="checkbox"/> Lake City	

9. What are your dining preferences? Please select a maximum of 3 choices.

<input type="checkbox"/> Casual/family style restaurant	<input type="checkbox"/> Fast-food restaurant	<input type="checkbox"/> Café/coffeehouse
<input type="checkbox"/> Fine dining restaurant	<input type="checkbox"/> Buffet restaurant	<input type="checkbox"/> Barbecue/steakhouse
	<input type="checkbox"/> Ethnic restaurant	<input type="checkbox"/> Other: _____

10. Would you like a restaurant that serves alcohol with meals?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
------------------------------	-----------------------------	-----------------------------------

11. How often do you travel 20 miles or more to dine out? Please select only 1 choice.

<input type="checkbox"/> Once/week	<input type="checkbox"/> Once/month	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Twice/week	<input type="checkbox"/> Twice/month	<input type="checkbox"/> Not Applicable

12. What services can't you find in McBain that you wish you could?

<input type="checkbox"/> Healthcare services (doctor, dentist, optical, senior care, etc.)
<input type="checkbox"/> Professional services (accounting, financial services, real estate, legal services, etc.)
<input type="checkbox"/> Personal care services (hair salon, spa, tanning, etc.)
<input type="checkbox"/> Household services (electrical, plumbing, remodeling, appliance repair, painting, etc.)
<input type="checkbox"/> Auto services (sales, repair, body work, etc.)
<input type="checkbox"/> Technology services (computers, internet, satellite television, etc.)
<input type="checkbox"/> General services (dry cleaning, photography, wedding services, travel agency, etc.)
<input type="checkbox"/> Other: _____

13. What goods can't you find in McBain that you wish you could?

<input type="checkbox"/> Sporting goods and outdoor gear	<input type="checkbox"/> Electronics (televisions, cellphones, etc.)
<input type="checkbox"/> Food and beverage options	<input type="checkbox"/> Jewelry and cosmetics
<input type="checkbox"/> Clothing options	<input type="checkbox"/> Automobiles
<input type="checkbox"/> Household goods (furniture, appliances, etc.)	<input type="checkbox"/> Other: _____

14. How would you grade the QUALITY of the following infrastructure? Please enter a grade for each type of infrastructure: A - exceptional, fit for the future; B – good, adequate for now; C - mediocre, requires attention; D – poor, at risk; or, F – failing, unfit for purpose.

	A	B	C	D	F
Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sewer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. How would you rate the COST of the following infrastructure?

	Affordable	Fair, Reasonable	Pricey, Expensive	Not Applicable
Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sewer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. If you have Internet service, is your current service adequate?

- ☐ Yes ☐ No ☐ I don't have Internet

17. What is your perception of the impact of zoning on the community? Please select only 1 choice.

- ☐ Zoning helps the community (protects property values, protects against nuisances, etc.)
☐ Zoning is a hindrance to the community (costly, time consuming, etc.)
☐ Not sure/No opinion

18. What steps do you support taking in order to keep young people in McBain?

- ☐ Make the community more attractive for young people (gathering places, creative places, etc.)
☐ Increase access to post-secondary education and training opportunities
☐ Strive to have an entrepreneurial culture that builds economic opportunities through entrepreneurship
☐ Actively engage and consult young people in community development planning processes
☐ Market the community to young people as an attractive place to live with opportunities for entrepreneurs
☐ Improve high-speed Internet service
☐ Other: _____

Business Questions: The following questions are for **business owners and operators**. Residents skip to question #32.

19. Which of the following would best describe your business? Please select only 1 choice.

- | | | |
|--|---|--|
| <input type="checkbox"/> Retail | <input type="checkbox"/> Medical | <input type="checkbox"/> Trades |
| <input type="checkbox"/> Service | <input type="checkbox"/> Light Industrial / | <input type="checkbox"/> Warehousing / Storage |
| <input type="checkbox"/> Restaurant or Bar | Manufacturing | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Grocery Store | <input type="checkbox"/> Heavy Industrial / | |
| <input type="checkbox"/> Convenience Store | Manufacturing | |
| <input type="checkbox"/> Professional Office | <input type="checkbox"/> Agricultural | |

20. How long has your business been located in McBain? Please select only 1 choice.

- | | |
|---|--|
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> 3-5 years |
| <input type="checkbox"/> 1-2 years | <input type="checkbox"/> 5 or more years |

21. Why did you open your business in McBain? Please select a maximum of 3 choices.

- | | | |
|---|--|--|
| <input type="checkbox"/> Proximity to US-131 | <input type="checkbox"/> Business-friendly climate | <input type="checkbox"/> School system |
| <input type="checkbox"/> Proximity to M-115 | <input type="checkbox"/> Access to customer base | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Proximity to other communities | <input type="checkbox"/> Family | |
| | <input type="checkbox"/> Recreation options | |

22. What are the biggest issues facing businesses in McBain? Please select a maximum of 3 choices.

- | | |
|--|---|
| <input type="checkbox"/> Size of customer base | <input type="checkbox"/> Lack of suitable space |
| <input type="checkbox"/> Competition from nearby communities | <input type="checkbox"/> Need for more businesses |
| <input type="checkbox"/> Access and exposure of commercial areas | <input type="checkbox"/> Workforce |
| <input type="checkbox"/> Landlord/property owners | <input type="checkbox"/> Other: _____ |

23. In order of magnitude, what are the top 3 sources of competition for McBain businesses? Please rank your top 3 choices 1, 2, and 3.

- | | | |
|-----------------------------|--------------------|------------------|
| ___ Other McBain businesses | ___ Marion | ___ Other: _____ |
| ___ Cadillac | ___ Lake City | |
| | ___ Internet sales | |

24. What criteria should the City most strongly consider in attracting new business? Please rank your top 3 choices 1, 2, and 3.

- | | | |
|---|--|---|
| <input type="checkbox"/> Tax base/revenue | <input type="checkbox"/> Community aesthetics | <input type="checkbox"/> Recreational opportunities |
| <input type="checkbox"/> Pedestrian traffic | <input type="checkbox"/> Mixed-use development | <input type="checkbox"/> Affordable housing |
| <input type="checkbox"/> Vehicular traffic | <input type="checkbox"/> Retail opportunities | |
| <input type="checkbox"/> Environmental impact | <input type="checkbox"/> Sense of community | |

25. How would you grade the QUALITY of the following infrastructure? Please enter a grade for each type of infrastructure: A - exceptional, fit for the future; B – good, adequate for now; C - mediocre, requires attention; D – poor, at risk; or, F – failing, unfit for purpose.

	A	B	C	D	F
Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sewer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. How would you rate the COST of the following infrastructure?

	Affordable	Fair, Reasonable	Pricey, Expensive	Not Applicable
Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sewer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. If your business has Internet service, is your current service adequate?

- ☐ Yes ☐ No ☐ I don't have Internet

28. What shipping options does your business currently use? Please rank your top 3 choices 1, 2, and 3.

- ☐ Highway/Freight ☐ US Postal Service ☐ Other: _____
- ☐ Rail ☐ FedEx/UPS

29. What shipping options for your business would you like to see expanded or made available? Please rank your top 3 choices 1, 2, and 3.

- ☐ Highway/Freight ☐ US Postal Service ☐ Other: _____
- ☐ Rail ☐ FedEx/UPS

30. What is your perception of the impact of zoning on your business? Please select only 1 choice.

- ☐ Zoning helps businesses (protects property values, protects against nuisances, etc.)
- ☐ Zoning is a hindrance to business (costly, time consuming, etc.)
- ☐ Not sure/No opinion

31. What can the City do to further assist the business community?

32. Please use this space to share any other comments, thoughts and ideas you wish the City to consider in our Master Plan development:

City of McBain Student Survey

(Note: This survey will be strictly an online survey. A link will be provided to access the survey at SurveyMonkey.com. The link will be distributed by school teachers and staff and will be available until April 6, 2018.)

Dear High School Student:

The City of McBain is focusing on our economic future and wants to hear from you, our next generation! Please take a few minutes to answer the following questions. Thank you for your participation and for giving your time to complete this important survey!

1. In what zip code do you currently live?

- | | | |
|---|--|---------------------------------------|
| <input type="checkbox"/> McBain 49657 | <input type="checkbox"/> Lake City 49651 | <input type="checkbox"/> Marion 49665 |
| <input type="checkbox"/> Cadillac 49601 | <input type="checkbox"/> Falmouth 49632 | <input type="checkbox"/> Other _____ |

2. How do you rate your quality of life in McBain?

- | | | |
|------------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Average | <input type="checkbox"/> Not Sure |
| <input type="checkbox"/> Very Good | <input type="checkbox"/> Poor | |
| <input type="checkbox"/> Good | <input type="checkbox"/> Very Poor | |

3. What would you like to see made available in McBain? Please rank your top 3 choices 1, 2, and 3.

- ___ More choices in restaurants. If so, what kind of restaurants: _____
- ___ More choices in shopping. If so, what kind of stores: _____
- ___ More job opportunities. If so, what kind of jobs: _____
- ___ Gathering places, recreation center, etc.
- ___ Improve parks, more parks. If so, what kind of activities: _____
- ___ Other: _____

4. What are your plans after high school?

- | | |
|---|---|
| <input type="checkbox"/> College | <input type="checkbox"/> Military |
| <input type="checkbox"/> Trade or vocational school | <input type="checkbox"/> Employment |
| | <input type="checkbox"/> Apprenticeship |

5. How likely will you live in McBain when you are an adult?

- | | | |
|--|--|----------------------------------|
| <input type="checkbox"/> Definitely | <input type="checkbox"/> Somewhat likely | <input type="checkbox"/> No idea |
| <input type="checkbox"/> Highly likely | <input type="checkbox"/> Not likely | |

6. Why or why not?

7. What can the City do to assist the youth in our community?

8. Please use this space to share any other comments, thoughts and ideas you wish the City to consider in our Master Plan Development:

Thank You!