Background

- Resident Market Analysis conducted in 2009
- Over 30% of the housing was second homeowners
- Need to study second homeowners
- Funding supplied through state CDBG planning grant
Background

- Market area consists of six towns
- Many lakes and ponds within the six towns
- Population of six town region 7,293
- 17% of the households have income under $15,000
Background

- 2010 census reveals 36.8% housing is second homeowners a 6.8% increase from 2000

- Second homeowner spending is a significant market segment
Background

• Early 2011 Stakeholder group was formed

• Group develops survey tool

• In May of 2011, 686 surveys were mailed out

• End of July 200 surveys were returned