

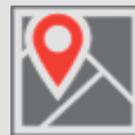


# A Comprehensive Housing Needs Analysis for the City of Grinnell, Iowa

*Prepared for:*

**City of Grinnell**  
Grinnell, IA

September 2025



**Maxfield**  
Research & Consulting

Breaking Ground since 1983

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**Maxfield**  
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September 25, 2025

Mr. Russell L. Behrens  
City Manager  
520 4<sup>th</sup> Avenue  
Grinnell, IA 50112

Mr. Behrens:

Attached is the analysis titled, "A Comprehensive Housing Needs Analysis for the City of Grinnell, Iowa." The Housing Needs Analysis examines current housing market conditions and determines the market potential for developing different types of owned and rented housing in the community to 2035.

The scope of this study includes an analysis of the demographic and economic characteristics of the City of Grinnell and surrounding area, a review of existing housing stock characteristics, and market analyses covering the for-sale, rental, and senior housing markets. Additionally, the study includes an assessment of housing affordability in the community. Detailed demand calculations and development concept recommendations are provided for Grinnell, and the study concludes with an evaluation of key opportunities and challenges associated with housing development in the community.

Please contact us if you have questions or require additional information.

Sincerely,

**MAXFIELD RESEARCH AND CONSULTING**

Joe Hollman  
Director of Research

Attachment

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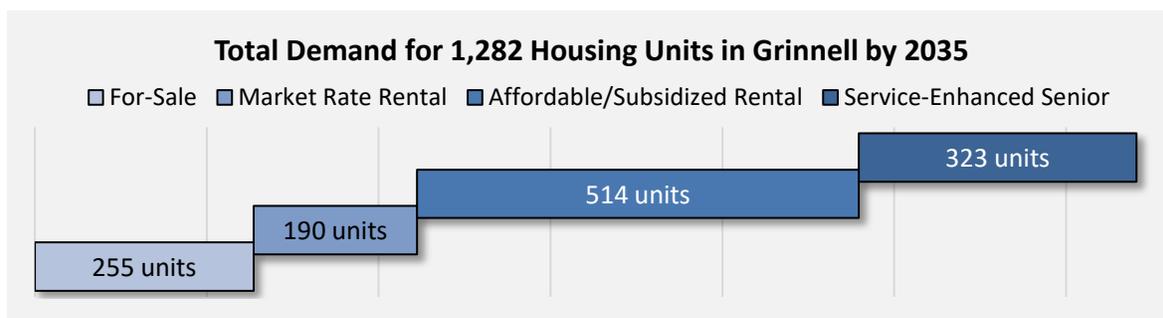
### Purpose and Scope of Study

Maxfield Research and Consulting was engaged by the City of Grinnell to prepare a Comprehensive Housing Needs Analysis for the City. The analysis provides recommendations on the amount and types of housing that may be developed to meet the needs of current and future households in the community.

The scope of this study includes an analysis of the demographic and economic characteristics of Grinnell and the surrounding Primary Market Area (PMA), a review of existing housing stock characteristics, and market analyses covering the for-sale, rental, and senior housing markets. Additionally, the study includes an assessment of housing affordability in the area. Detailed housing demand calculations to 2035 and development concept recommendations are provided for the community. The study concludes with an evaluation of challenges and opportunities associated with housing development in Grinnell.

### Key Findings

- There are needs across the housing continuum, but feedback from area stakeholders suggests that moderately priced housing, both owner and renter, that would target younger people and provide living options for the area's workforce is the priority need. Single-level housing alternatives that would target independent older adults and move-up detached single-family homes for families were also identified as significant needs.
- Roughly 40% of the projected demand will be for affordable and subsidized rental housing (general occupancy and senior), while 25% will be for service-enhanced housing (independent living, assisted living, memory care). Another 20% will be for owned housing units (all ages) and 15% of the demand will be for market rate rental housing (general occupancy and active adult).



- It's important to note that much of this projected demand may not be satisfied, particularly senior housing as many seniors prefer to age in place instead of moving into alternative housing. Additionally, funding availability for affordable and subsidized housing is limited, which will make it difficult to develop enough new housing to meet the projected demand.

### Demographic Analysis

- As of the 2020 Census, Grinnell contained 9,764 people and 3,829 households, while there were 4,320 people and 1,716 households in the Remainder of the PMA. Between 2010 and 2020, Grinnell's population increased 3.8%, adding 346 people, while the household base expanded 4.4% (157 households). We estimate that Grinnell experienced solid growth since the COVID-19 pandemic, adding 200 people (2.1% growth) and 105 households (2.8% growth) between 2020 and 2025.
- Grinnell's population is projected to increase 2.5%, adding 244 people between 2025 and 2030, while the household base expands 3.3% (127). Grinnell is expected to add another 250 people (2.5% growth) and 135 households (3.4% growth) between 2030 and 2035.
- Achieving any population and household growth in Grinnell will be highly dependent on the availability of suitable housing options in the community catering to a variety of household types, age groups, and income levels. Growth will also be impacted by increased, or decreased, hiring by area employers.
- In 2025, the largest adult cohorts by age in Grinnell are 20 to 24 and 75 and older, totaling an estimated 1,397 people (14.3% of the population) and 1,195 people (12.3%), respectively. Age 75 and older is projected to become the largest age group in Grinnell by 2035, representing 15.7% of the total population.
- Notable population shifts projected for Grinnell between 2025 and 2035, include solid growth among the 25 to 34, 45 to 54, and 75 and older age groups and contraction for the age 35 to 44, 55 to 64, and 65 to 74 cohorts.
- In 2025, Grinnell's median household income is estimated to be \$64,701, roughly -10% lower than the PMA (\$71,641) and -14% lower than Iowa (\$75,042). The average annual median household income growth of 1.3% projected in Grinnell between 2025 and 2030 will trail the historic annual inflation rate of 2.9% over the past ten years.
- In Grinnell, 62.7% of all households own in 2025, giving it a homeownership rate that is lower than Iowa (70.5%). The total number of renter households residing in Grinnell grew by an estimated 159 households between 2010 and 2025, an increase of 13%, while the number of owner households expanded 5% (103 households).
- Households living alone are estimated to be the most common household type in Grinnell (44% of all households), followed by married couple without children households (29%).
- Between 2010 and 2025, family households experienced modest contraction in Grinnell, declining by an estimated -64 households (-3.2%). The number of non-family households increased 21%, adding 326 households, including 28% growth among households living alone (371 households).

### **Employment Analysis**

- Poweshiek County has historically maintained annual unemployment rates that have tracked lower than the surrounding Market Area and below equilibrium (generally considered to be 5.0%). The 2024 average annual unemployment rate of 2.7% in Poweshiek County was well-below equilibrium and lower than the Region (3.6%) and Iowa (3.0%).
- The Market Area experienced a solid recovery of jobs post-COVID, and the area is expected to sustain modest employment growth over the next several years. Poweshiek County is projected to add 521 jobs between 2024 and 2035 (5.4% growth), compared to 5.1% growth in the Region. Labor availability will greatly impact the ability of Grinnell to sustain employment levels and achieve the projected job growth. New housing will be needed to support economic development in the area.
- Approximately 4,251 workers commute into Grinnell for employment daily (inflow), while 1,995 resident workers leave the community (outflow). An estimated 1,835 people both live and work in the City (interior flow).
- Overall, Grinnell is an importer of workers as a higher number of nonresidents commute into the City for employment than resident workers commute out. With 4,251 workers commuting into the City for employment daily, many commuting more than 50 miles away, there is an opportunity to provide housing options for a portion of this workforce.
- A household earning the average weekly wage in Poweshiek County (\$1,186) would be able to afford an apartment renting for approximately \$1,542 per month to not exceed 30% of its monthly income on housing costs, notably higher than the average rent for market rate rental housing units in Grinnell (\$827).
- Assuming that a potential home buyer has good credit and makes a 10% down payment, a household would need a minimum annual income of \$65,739 to be able to afford a single-family home sold at the 2024 median sale price of \$208,000 in Grinnell. The average weekly wage in the County equates to an annual income of roughly \$61,672.
- This data indicates that rental housing in Grinnell is relatively affordable proportionate to wages, but much of the for-sale housing would not be affordable for many workers.

### **Housing Characteristics**

- There are an estimated 4,170 housing units in Grinnell, roughly 92% of which are occupied (3,801). By comparison, an estimated 91% of the housing units in Iowa are occupied.
- Compared to Iowa, Grinnell has higher proportions of units in attached, single-unit structures and multifamily structures with fewer than 50 units. The proportion of detached single-unit structures in Grinnell (60%) is substantially lower than Iowa (73%).

- Roughly 27% of the housing units in Grinnell were built prior to 1940, slightly higher than in Iowa (23%). The 1970s and 1980s were the most active decades in Grinnell for housing unit production. An estimated 15% of Grinnell's housing stock was built from 1970 to 1979 (618 units) and 13% of the housing units were constructed from 1980 to 1989 (551 units).
- From 2015 through May 2025, 285 new housing units were permitted in the City of Grinnell for an average of 26.8 new units per year, including 6.3 new detached single-family units, 0.2 attached single-family/duplex units, and 20.3 multifamily units per year.
- The pace of new detached single-family construction decreased from 7.6 units per year from 2015 through 2019 to 5.0 units per year (2020 through 2024). Multifamily unit production increased from 19.4 units per year (2015 through 2019) to 21.2 units per year.

### **For-Sale Housing Market Analysis**

- Increased competition for homes (as indicated by the decreasing supply of available housing and shortened marketing times) caused strong price appreciation in recent years.
- In Grinnell the median price for detached single-family homes increased 49%, climbing from \$140,000 in 2019 to \$208,500 year-to-date in 2025, averaging 7.0% increases annually. Median multifamily sale prices declined from \$228,000 in 2020 (two sales) to \$159,000 in 2024 (six sales) before increasing to \$180,500 in 2025 (two sales).
- Detached single-family homes comprised 97% of all closed sales in Grinnell since 2019, and the remaining 3% were multifamily (townhome, twin home, condominium) units.
- New construction detached single-family homes have a median price of \$425,000 in Grinnell and \$403,350 in the surrounding Market Area. New construction multifamily (i.e. townhome, twin home) units have a median price of \$389,950 in the Market Area.
- Based on the supply of available for-sale housing in the City as of August 2025, there is a 3.8-month supply of homes available for sale on the market.
  - Equilibrium in the for-sale housing market is generally considered to be a six-month supply, indicating that there is pent-up demand for homes in Grinnell.
- As of August 2025, there were four residential lots available for sale in the PMA on the MLS, including three lots in Grinnell and one lot in the Remainder of the PMA. In addition to these lots that are being marketed for sale, there are also lots available to purchase as part of a new home construction package, but these lots are not available to purchase outright.
- Actively-marketing lots in Grinnell have a median list price of \$1.99 psf (\$86,667 per acre) based on the median list price of \$26,000 and a median lot size of 13,068 square feet (0.30-acre).

**Rental Housing Market Analysis**

- Nationally, the equilibrium vacancy rate for rental housing is considered to be 5.0% which allows for normal turnover and an adequate supply of alternatives for prospective renters.
  - Based on our survey of general occupancy apartment properties in the community, we found that affordable and subsidized facilities are 5.0% vacant and the market rate rental properties are 4.0% vacant. This data indicates that supply and demand for general occupancy rental units is fairly balanced, although there is some pent-up demand for new general occupancy market rate rental housing in Grinnell.
- Additionally, according to American Community Survey (ACS) estimates, rental housing vacancy rates in Grinnell have tracked below equilibrium, averaging 3.8% vacancy over the past five ACS survey periods.
- We identified 77 rental housing units pending in two projects in Grinnell, including 61 market rate units at The Emera and 16 market rate rental duplex units in the Scout Subdivision. Both projects are under construction.
- The average monthly rental rate across all market rate general occupancy properties is \$827 (\$0.91 per square foot). There is a notable difference in rents between older and newer properties. The majority of the rental housing units in the City were built in the 1970s and 1980s. Rents for units in properties built during these two decades are -25% to -30% lower than newer units built in 2000 or more recently.

**Senior Housing Market Analysis**

- Strong growth is occurring among seniors in the PMA. Aging of baby boomers led to 33% growth in the 65 to 74 population between 2010 and 2025 (237 people). As this group ages, the 75 and older age group is expected expand 35% by 2035, adding 414 people.
- Maxfield Research identified a total of 11 senior housing facilities in the PMA, totaling 534 units, including ten in the City of Grinnell (525 units) and one nine-unit facility in Malcom. In total, there are 288 market rate active adult ownership units, 161 affordable and subsidized rental units, and 85 service-enhanced units. Among the service-enhanced facilities, there are 57 assisted living units and 28 memory care units. Additionally, there is a proposal to redevelop the site of Davis Elementary School into 21 rental units targeting residents age 55 and older. The developer is pursuing tax credits to help finance the project
- The affordable and subsidized rental properties were 31.1% vacant at the time of our survey. It's important to note that most of these vacant units are not currently available to be rented because they're in need of repair, and the timing for these repairs will be determined based on funding availability. There were also four market rate active adult units available for sale at the time of our research, resulting in a 1.4% vacancy rate.

- Combined, the stabilized assisted living and memory care properties are 10.4% vacant, slightly above equilibrium (considered to be 7.0% vacancy for assisted living and memory care). Assisted living facilities are 8.8% vacant (five vacancies), while the stabilized memory care units are 15.0% vacant (three vacancies).

### **Housing Affordability**

- As of September 2025, the Grinnell Housing Authority has 135 active Housing Choice Vouchers under lease in Poweshiek County with 165 applicants on a wait list.
- An estimated 30% of all households in Grinnell are considered cost-burdened (paying more than 30% of their income for housing costs), including 20% of owner households and 47% of renter households. By comparison, 17% of owner households and 40% of renter households are cost burdened in Iowa.
- An estimated 16.3% of all households in Grinnell are severely cost-burdened (paying 50% or more of their income toward housing), notably higher than 10.3% in Iowa. In Grinnell, 10.5% of owner households and 25.9% of renter households are severely cost-burdened.
- Based on current home prices, roughly 61% of owner households in the PMA could afford to purchase an entry-level detached single-family home at the 2024 median sale price of \$208,000. The proportion drops to 30% that could afford a new construction move-up detached single-family home priced at \$400,000.
- Roughly 60% of renter householders could afford to rent a one-bedroom unit at existing market rate rental properties in the community at the average rent of \$852 per month. However, the income-qualified percentage drops to 45% that could afford monthly rents for a new construction one-bedroom unit priced at \$1,200 per month.

### **Peer Community Comparisons**

- Maxfield Research compared housing related metrics for Grinnell to six other cities in Iowa identified by the Client as peer communities, including Decorah, Newton, Oskaloosa, Pella, Storm Lake, and Waverly.
- Recent housing development activity in Grinnell is in the middle when compared to the peer communities. However, the pace of new single-family development activity in Grinnell was slowest among the peer communities. Nearly 20% of owner households in Grinnell are cost burdened, highest among the peer communities, while 47% of renter households are cost burdened (second highest)

**Housing Demand Analysis**

- As summarized in the following figure, we find demand for 603 general occupancy (not age-restricted) housing units in Grinnell between 2025 and 2035, including 204 for-sale units and 399 rental housing units.
- We also estimate that there is excess demand for 610 housing units targeting older adults and seniors in Grinnell in 2025, increasing to 694 units in 2035.
- There are a total of 64 existing vacant lots among eight active subdivisions in Grinnell, although just three lots are listed for sale on the MLS in Grinnell as of August 2025. Based on the for-sale housing demand calculations, there is just a 0.1-year supply of actively-marketing lots in Grinnell, increasing to a 3.3-year supply when all vacant lots are included, although several of these lots may or may not be available for future development. Additional lots will need to be platted to meet long-term demand for new ownership housing.

**Summary of Housing Demand in Grinnell  
2025 to 2035**

<b>General Occupancy Housing Demand 2025 to 2035</b>	
<b>For-Sale Units</b>	<b>204</b>
Detached Single-Family Units	142
Other/Multifamily Units*	61
<b>General Occupancy Rental Units</b>	<b>384</b>
Market Rate	133
Affordable^	114
Subsidized^	137
<b>Total General Occupancy Housing Units</b>	<b>588</b>

<b>Excess Senior Housing Demand</b>			
	<b>2025</b>	<b>2030</b>	<b>2035</b>
<b>Market Rate Active Adult</b>	<b>101</b>	<b>103</b>	<b>108</b>
Ownership Units	34	48	51
Rental Units	67	55	57
<b>Affordable &amp; Subsidized Senior Housing^</b>	<b>267</b>	<b>258</b>	<b>263</b>
Subsidized Units	106	99	101
Affordable Units	161	159	162
<b>Service-Enhanced Senior Housing</b>	<b>242</b>	<b>300</b>	<b>323</b>
Independent Living (IL)	129	146	158
Assisted Living (AL)	63	88	97
Memory Care (MC)	50	66	68
<b>Total Senior Housing Units</b>	<b>610</b>	<b>661</b>	<b>694</b>

\*Includes twin homes, townhomes, condominiums

^Subsidized = affordable to households at 30% AMI or less

^Affordable = affordable to households at 30% to 60% AMI

## Recommendations

- Based on findings from this analysis, we recommend for-sale and rental housing development concepts in Grinnell. These proposed concepts are intended to act as a development guide to meet the housing needs of existing and future households in the community. The following figures summarize recommended development concepts and price points for various housing product types in Grinnell. Detailed findings are described in the *Conclusions & Recommendations* section of this report.
- The following table summarizes a potential pricing breakdown for new construction for-sale housing units in Grinnell, including “entry-level”, “move-up”, and “executive” housing.

**New Construction For-Sale Housing Pricing Recommendations**

	Purchase Price*	Pct.	Units
<b>Detached Single-Family</b>			
Entry-level	Less than \$275,000	30%	43
Move-up	\$400,000 to \$500,000	60%	85
Executive/Luxury	\$600,000+	10%	14
<b>Detached Single-Family Total:</b>		<b>100%</b>	<b>142</b>
<b>Other (townhomes, twin homes)</b>			
Entry-level	Less than \$250,000	35%	21
Move-up	\$325,000+	65%	40
<b>Multifamily Total:</b>		<b>100%</b>	<b>61</b>
*Pricing is in 2025 dollars and can be adjusted to account for inflation.			

- Based on anecdotal feedback, we consider homes priced below \$275,000 to be entry-level, while move-up new construction detached single-family homes would likely be priced in the \$400,000 to \$500,000 range. Pricing for a new construction move-up multifamily units (i.e. townhome, twin home, condominium) would likely begin at \$325,000.
- We anticipate that 60% of the new detached single-family units (85 units) will target move-up buyers and recommend that 30% (43) be priced for less than \$275,000 to target moderate income buyers (entry-level). A limited number (10%) are expected to be priced for the executive/luxury market.
  - A household would need to have a minimum income of \$86,914 to afford a home purchased at \$275,000, which falls within the range considered to be “moderate-income” (i.e. \$63,360 for a two-person household at 80% AMI to \$98,900 at 100% AMI for a four-person household).
- We anticipate that 65% of the new construction multifamily units (40) will target move-up buyers and/or empty nesters and recommend that 35% (21 units) should be priced at \$250,000 or lower to target moderate income buyers.

- The development of any new for-sale housing products in the community priced to target moderate income buyers will likely require a public-private partnership or alternative development concept (i.e. community land trust, affordable housing cooperative).
- Entry-level home demand will primarily be satisfied through turnover of the existing supply of older single-family homes in Grinnell by increasing the supply of move-up housing or with the increased development of townhome and twin home products.
- In addition to demand for owned housing products, we find demand for additional general occupancy rental housing options in Grinnell.
- Vacancy data suggests that supply and demand for general occupancy rental units is fairly balanced, although there is some pent-up demand for new general occupancy market rate rental housing in Grinnell.
- The following figure provides a summary of the recommended rental housing by product type, including monthly rent ranges, development timing, and target markets.

**General Occupancy Rental Housing Recommendations**

		Monthly Rent Range <sup>1</sup>			No. of Units	Development Timing
<b>Market Rate &amp; Workforce Rental</b>						
Apartments	Studio	\$1,050	-\$1,400	2BR	28 - 32	2025+
Townhomes	2BR	\$1,450	-\$1,550	3BR	10 - 14	2025+
Target Markets: An apartment building would likely attract younger workforce renters, lifestyle renters, older adults, and seniors. Rental townhomes would target young family households, empty-nesters, and seniors.						
<b>Affordable Rental<sup>2</sup></b>						
Apartments	Studio	\$693	-\$1,113	2BR	20 - 24	2028+
Townhomes	2BR	\$891	-\$1,286	3BR	8 - 12	2028+
Target Markets: We recommend projects targeting households at 40% to 60% AMI which would likely be comprised of singles, single-parent households, older adults and seniors.						
<sup>1</sup> Pricing in 2025 dollars and can be adjusted to account for inflation.						
<sup>2</sup> Affordability subject to income guidelines; recommended rent ranges based on max rents at 40% and 50% AMI						
Note - Recommended development concepts do not equate to total demand.						

- We recommend modestly sized projects (i.e. 28- to 32-unit market rate apartment building, 20- to 24-unit affordable building, 8- to 14-unit rental townhome projects). We also recommend a phased approach to rental housing development in the City, beginning with a new market rate project priced to target the community’s workforce.

- Feedback from area employers and other stakeholders indicates that many workers that need moderately priced housing (i.e. young teachers, manufacturing workers, etc.) earn roughly \$18 to \$25 per hour, equating to approximately \$37,000 to \$52,000 per year. We recommend a market rate rental housing project with rent limits set to target households earning between 60% and 120% AMI (\$41,580 to \$83,160 for a one-person household).
- The growing older adult and senior population will support long-term demand for senior housing units in Grinnell through 2035. Demand exists for a variety of senior housing products, and we recommend the development of additional senior housing units to provide housing options for these residents as they age.
- The development of new senior housing will satisfy housing needs in Grinnell by increasing the number of options for older adult and senior residents that want to relocate into new age-restricted housing. Additionally, the development of housing alternatives for seniors will stimulate the turnover of existing homes and rental units occupied by seniors, creating more opportunities for general occupancy buyers and renters.
- The following table summarizes a recommended mix of senior housing units by service level including product type, pricing, project size, and development timing.

#### Recommended Senior Housing Development Concepts

	Pricing Range <sup>1</sup>	No. of Units	Development Timing
<b>Age Restrictd Senior Housing</b>			
<b><u>Active Adult Rental Housing</u></b>			
Market Rate <sup>2</sup>	\$1,200/1BR - \$1,600/2BR	18 - 22	2025+
Affordable <sup>2,3</sup>	\$928/1BR - \$1,113/2BR	24 - 28	2028+
<b><u>Active Adult For-Sale Housing</u></b>			
Detached Villas/Townhomes/Condos	\$275,000 - \$450,000+	Ongoing	2025+
<b><u>Market Rate Service-Enhanced Senior Housing</u></b>			
Independent Living	\$1,900/1BR - \$2,900/2BR	28 - 32	2025+
Assisted Living	\$3,400/Studio - \$5,200/2BR	16 - 20	2028+
Memory Care <sup>4</sup>	\$5,000/Studio - \$6,500/1BR	10 - 14	2025+
<sup>1</sup> Pricing in 2025 dollars. Pricing can be adjusted to account for inflation. <sup>2</sup> Alternative concept is to combine affordable and market rate active adult into mixed-income building. <sup>3</sup> Affordability subject to income guidelines; rates based on max rents at 50% AMI <sup>4</sup> Memory care housing could be a component of an assisted-living or service-intensive building.  Note - Unit amounts reflect recommended size of property that for a single project, but do not equal total calculated long-term demand			

## Purpose and Scope of Study

Maxfield Research and Consulting was engaged by the City of Grinnell to prepare a Comprehensive Housing Needs Analysis for the community. The analysis provides recommendations on the amount and types of housing that may be developed to meet the needs of current and future households in the community.

The scope of this study includes an analysis of the demographic and economic characteristics of Grinnell and the surrounding area, a review of existing housing stock characteristics, and market analyses covering the for-sale, rental, and senior housing markets. Additionally, the study includes an assessment of housing affordability in the area.

Detailed housing demand calculations to 2035 and development concept recommendations are provided for the community. The study concludes with an evaluation of challenges and opportunities associated with housing development in Grinnell.

## Methodology

This report includes both primary and secondary research. Primary research includes personal interviews, data on existing rental properties, and information on pending developments. Secondary research, which is credited to the source when used, is always used as a basis for analysis and is carefully considered along with other factors that may impact projections. Secondary data resources include:

- City of Grinnell and Poweshiek County
- Bureau of Labor Statistics
- Central Iowa Board of Realtors
- Columbia University CIESIN
- Craftsman Construction Cost Manual
- ESRI
- Iowa Department of Inspections & Appeals Health Facility Database
- Iowa Workforce Development
- Iowa State Data Center
- Jasper County
- Realtor.com
- United States Census Bureau Decennial Census, American Community Survey, and Local Employment Dynamics
- United States Department of Housing and Urban Development (HUD)

# Demographic Review

## Introduction

Demographic characteristics and trends are important factors when evaluating housing needs in any given market. This section of the report reviews the demographic and economic characteristics of Grinnell and the surrounding area to provide insight into demand for various housing product types. The following topics are evaluated.

- ▶ Population and household growth trends and projections
- ▶ Age distribution of the population
- ▶ Household income distribution by age group
- ▶ Household tenure by income and age group
- ▶ Average household sizes
- ▶ Household types
- ▶ Race and ethnicity
- ▶ Household mobility

Data sources utilized for this analysis include ESRI, a nationally recognized demographic services firm, the Iowa State Data Center, the U.S Census Bureau Decennial Census, and the U.S. Census Bureau American Community Survey (“ACS”). Additionally, population projections from the Columbia University Center for International Earth Science Information Network (CIESIN) and the NASA Socioeconomic Data and Applications Center are referenced.

The ACS is an ongoing statistical survey that gathers data previously contained only in the long form of the Decennial Census to provide an ongoing portrait of demographic, economic, social, and household characteristics every year, not just every ten years. Maxfield Research and Consulting utilizes five-year data estimates, which provide a larger sample size and have a longer data collection period than the one-year data estimates. At the time this analysis was prepared, the 2019-2023 ACS was the most recent five-year data available.

For reference, a household is an occupied housing unit, while a householder refers to the person in whose name the housing unit is owned or rented. Housing unit is defined as a house, an apartment, a group of rooms, or a single room occupied or intended for occupancy as separate living quarters.

## Market Area Definition

Maxfield Research determined the draw area for housing in Grinnell, Iowa based on geographic and man-made barriers, commuting patterns, community orientation, places of employment, proximity to other communities, and our general knowledge of housing draw areas. Grinnell-Newburg Community School District boundaries were also taken into consideration.

Based on these factors, we delineated a Primary Market Area (PMA) consisting of the City of Grinnell along with ten townships surrounding Grinnell, including seven in Poweshiek County and three in Jasper County as summarized below.

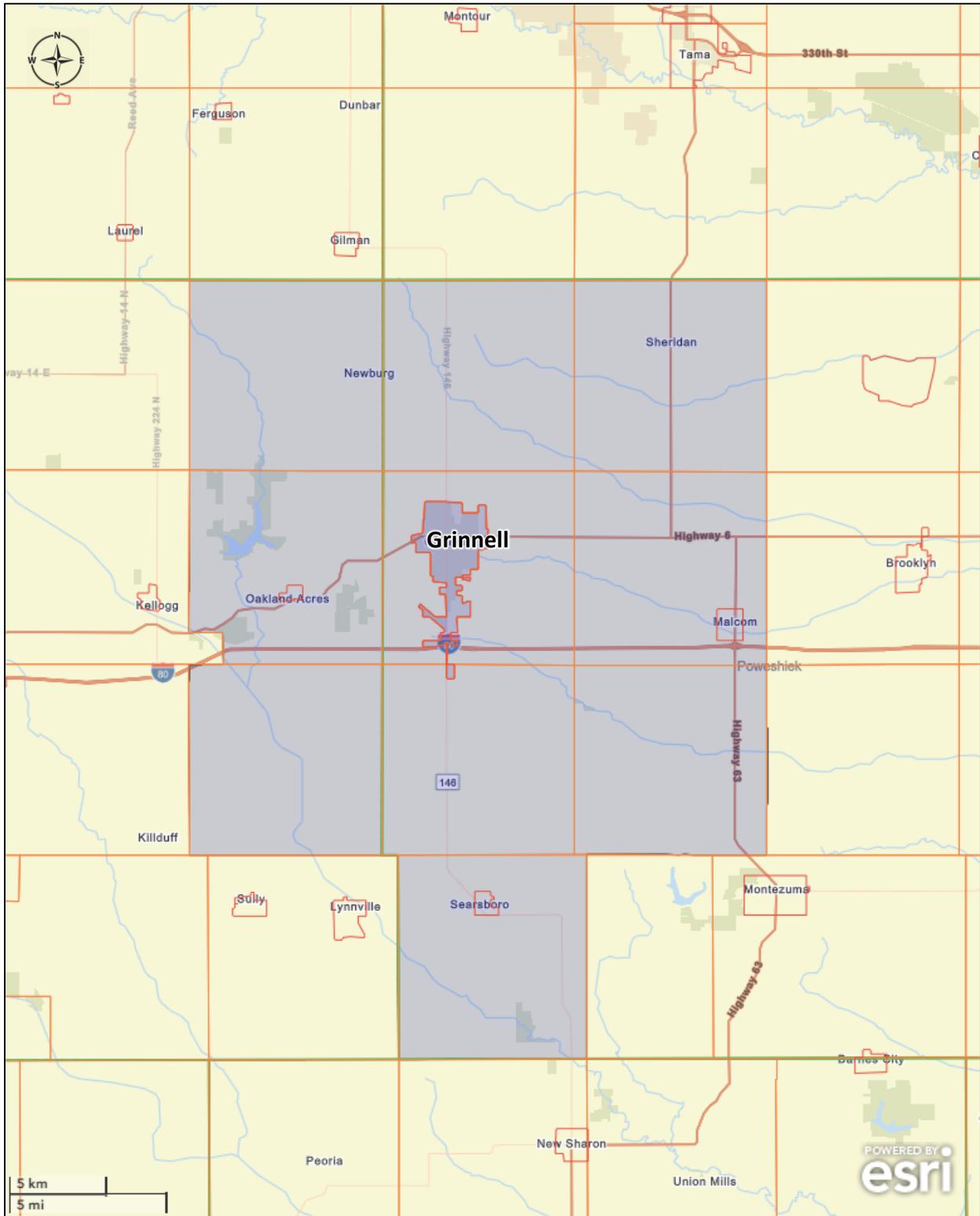
Primary Market Area	
<u>Poweshiek County</u>	<u>Jasper County</u>
City of Grinnell	Hickory Grove township
Chester township	Richland township
Grant township	Rock Creek township
Malcom township	
Pleasant township	
Sheridan township	
Sugar Creek township	
Washington township	

Housing demand in Grinnell will be driven primarily by household growth and turnover of existing households in the PMA. A portion of the demand, however, will be generated from outside the area, so select demographic and economic comparisons are made to Poweshiek County, the 14-County South Central Iowa Local Workforce Development Area as defined by the Iowa State Workforce Development Board, and the State of Iowa throughout this report.

We estimate that 70% to 75% of the demand for housing units in Grinnell will be generated from the PMA, depending on product type. The remaining portion of demand (25% to 30%) will come from outside the defined PMA.

The following maps illustrate the location of Grinnell within the PMA along with its regional location in Iowa.

Primary Market Area



Regional Location

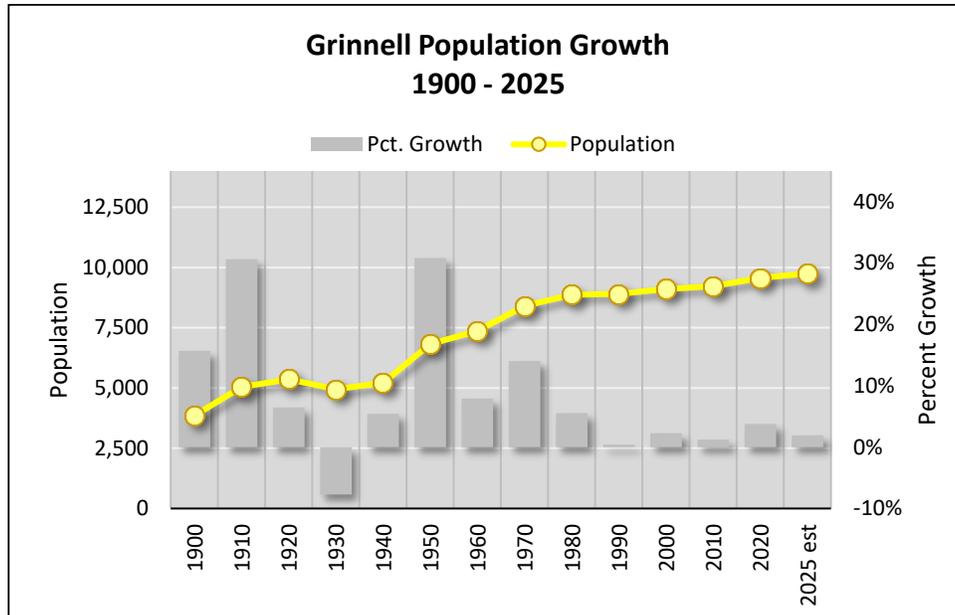


## Population and Household Growth Trends

The table on the following page presents population and household growth trends in the Market Area from 2010 to 2035. The 2010 and 2020 figures are from the United States Census. Estimates for 2025 are based on a review of population and household estimates provided by the Iowa State Data Center and ESRI, with adjustments made by Maxfield Research based on recent building permit trends (new housing unit construction) to reflect current year data.

The 2030 and 2035 population projections for Grinnell are based on forecasts published in the October 2024 “Plan Grinnell” comprehensive plan. Maxfield Research utilized the 0.5% annual growth rate scenario to arrive at the projections for the City. We then made projections for the PMA based on a review of changes to the proportion of the PMA’s population that reside in Grinnell and the Remainder of the PMA since 2010. Population projections for Iowa are based on growth rate projections provided by the Columbia University Center for International Earth Science Information Network (CIESIN). Household projections for 2030 and 2035 are based on average household size trends and forecasts from ESRI. Housing projects in the development pipeline were also taken into consideration.

- The following graph depicts historical population growth trends in Grinnell from 1900 to 2025. As shown, Grinnell’s population declined in the 1930s but has experienced continual growth since 1940, although the rate of growth was minimal during the 1990s.



- Historically, Grinnell averaged 0.9% population growth on an annual basis, although the rate of growth has decelerated to 0.2% growth annually since 1990. The pace of growth accelerated slightly to 0.4% average annual growth since 2010.

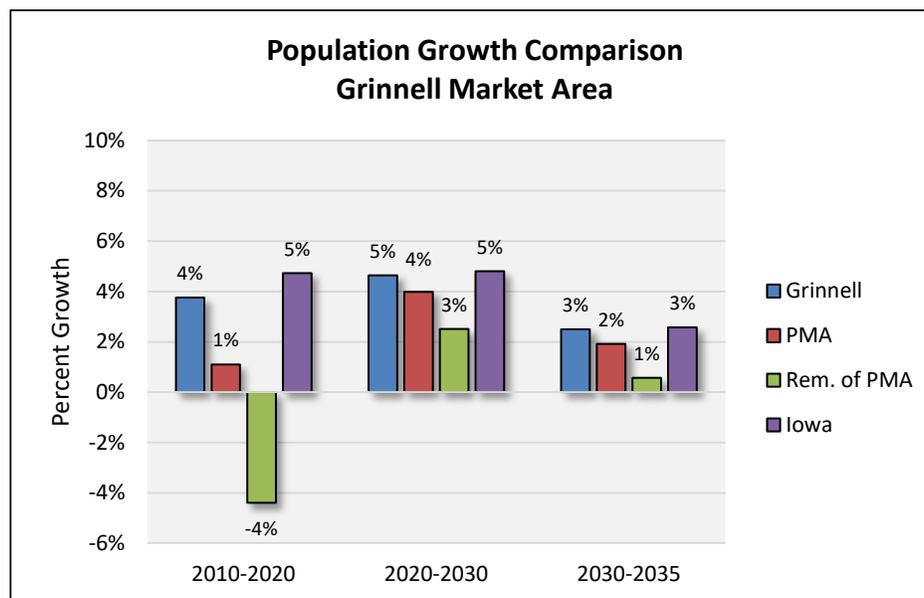
**TABLE 1**  
**POPULATION AND HOUSEHOLD GROWTH TRENDS AND PROJECTIONS**  
**GRINNELL MARKET AREA**  
**2010 to 2035**

Population								
	Grinnell		PMA		Remainder of PMA		Iowa	
2010 Census	9,218		13,657		4,439		3,046,355	
2020 Census	9,564		13,808		4,244		3,190,369	
2025 Estimate	9,745		14,057		4,312		3,254,358	
2030 Forecast	9,988		14,331		4,342		3,343,706	
2035 Forecast	10,238		14,605		4,367		3,429,869	
Change	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
2010 - 2020	346	3.8%	151	1.1%	-195	-4.4%	144,014	4.7%
2020 - 2025	181	1.9%	249	1.8%	68	1.6%	63,989	2.0%
2025 - 2030	244	2.5%	274	1.9%	30	0.7%	89,348	2.7%
2030 - 2035	250	2.5%	274	1.9%	25	0.6%	86,162	2.6%
Households								
	Grinnell		PMA		Remainder of PMA		Iowa	
2010 Census	3,567		5,340		1,773		1,221,576	
2020 Census	3,724		5,410		1,686		1,288,560	
2025 Estimate	3,829		5,545		1,716		1,320,762	
2030 Forecast	3,956		5,698		1,742		1,360,890	
2035 Forecast	4,090		5,853		1,762		1,398,805	
Change	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
2010 - 2020	157	4.4%	70	1.3%	-87	-4.9%	66,984	5.5%
2020 - 2025	105	2.8%	135	2.5%	30	1.8%	32,202	2.5%
2025 - 2030	127	3.3%	153	2.8%	26	1.5%	40,128	3.0%
2030 - 2035	135	3.4%	155	2.7%	20	1.1%	37,915	2.8%

Sources: US Census; ESRI; Iowa State Data Center; City of Grinnell; CIESIN; Maxfield Research & Consulting

- As of 2020, Grinnell contained 9,764 people and 3,829 households, while there were 4,320 people and 1,716 households in the Remainder of the PMA.
- Between 2010 and 2020, Grinnell's population increased 3.8%, adding 346 people, while the household base expanded 4.4% (157 households).
  - The population in the Remainder of the PMA contracted -4.4% (-195 people) during the decade against -4.9% decrease in households (-87 households).
- We estimate that the Market Area experienced solid growth since the COVID-19 pandemic, with Grinnell adding 200 people (2.1% growth) and 105 households (2.8% growth) between 2020 and 2025, while the Remainder of the PMA gained 76 people (1.8%) and 30 households (1.8%).

- By comparison, Iowa experienced 4.7% population growth and 5.5% household growth from 2010 to 2020. Between 2020 and 2025, the State's population expanded an estimated 2.0% while the household base increased 2.5%.
- Between 2025 and 2030, Iowa's population is expected to increase 2.7% against household growth of 3.0%. The State's population is projected to expand another 2.6% between 2030 and 2035 while the household base increases 2.8%.
- The PMA is expected to add 249 people (1.8% growth) and 153 households (2.8%) between 2025 and 2030, including 2.5% population growth (244 people) and 3.3% household growth (127 households) in Grinnell.



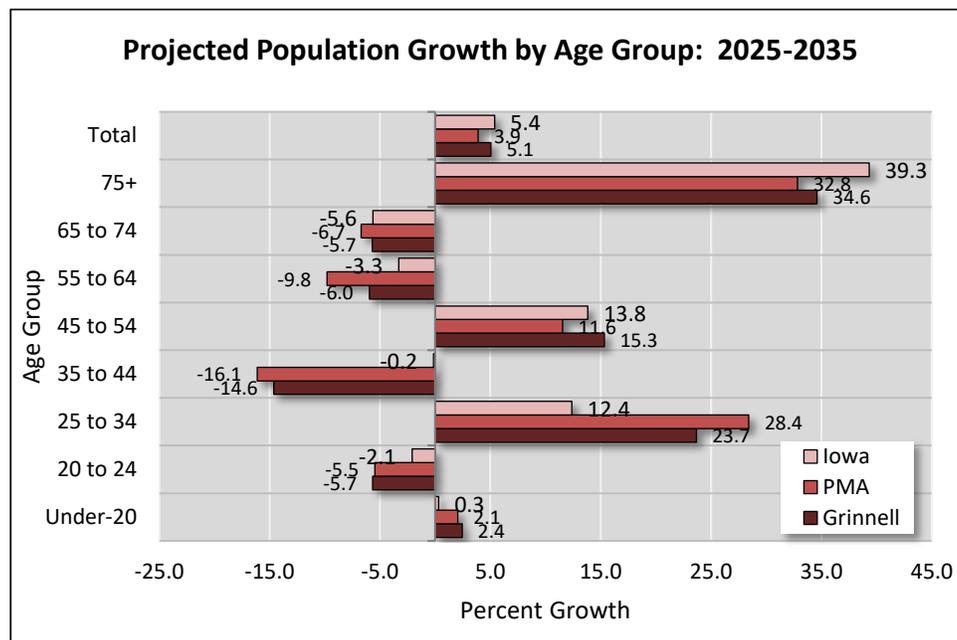
- Between 2030 and 2035, the PMA is projected to experience 1.9% population growth (274) against 2.7% household growth (155). Grinnell is expected to add 250 people (2.5% growth) and 135 households (3.4% growth) between 2030 and 2035.
  - The pace of growth in Grinnell is projected to exceed growth in the Remainder of the PMA, which is expected to increase by 55 people (1.3%) and 46 households (2.8%) between 2025 and 2035.
- Achieving any population and household growth in Grinnell will be highly dependent on the availability of suitable housing options in the community catering to a variety of household types, age groups, and income levels.
  - Increased, or decreased, hiring at area employers will also impact growth.

## Population Age Distribution

The age distribution of a community's population helps evaluate the type(s) of housing needed. For example, younger and older people are more attracted to higher-density housing located near services and entertainment while middle-aged people (particularly those with children) traditionally prefer lower-density single-family homes.

The table on the following page presents the age distribution of the Market Area population from 2010 to 2035. Information from 2010 and 2020 is sourced from the U.S. Census. The 2025 estimates and projections for 2030 were provided by ESRI, with adjustments made by Maxfield Research to reflect current information. The 2035 projections are based on county-level data provided by the CIESIN, adjusted by Maxfield Research to reflect the local 2035 population forecasts.

- Generation Z (age 13 to 28) represents the largest share of the population in Grinnell (30.0%), followed by Baby Boomers (age 61 to 79) at 18.2%. Millennials (age 29 to 44) and Generation X (age 45 to 60) represent 16.4% and 15.4% of Grinnell's population, respectively. Generation Alpha (age 0 to 12) represents 12.0% of the population, while the Greatest and Silent Generations (age 80+) represent 8.1% of the area's population in 2025.
- In 2025, the largest adult cohorts by age in Grinnell are 20 to 24 and 75 and older, totaling an estimated 1,397 people (14.3%) and 1,195 people (12.3%), respectively.
- Age 55 to 64 is the largest cohort in the PMA with 1,674 people (11.9% of the population), followed closely by the 75 and older age cohort with 1,636 people (11.6%). In Iowa, age 35 to 44 is the largest cohort with 12.6% of the total population.



- Age 75 and older is projected to become the largest age group in Grinnell and the PMA by 2035, representing 15.7% and 14.9% of the total population, respectively. Age 25 to 34 is expected to become the largest age cohort in Iowa (13.2% of the population) by 2035.

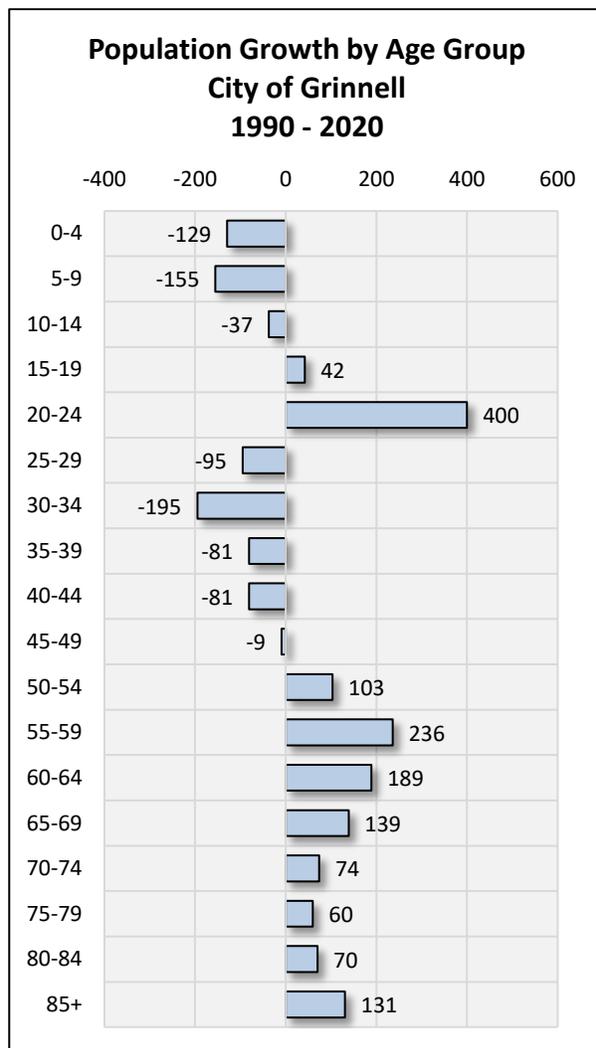
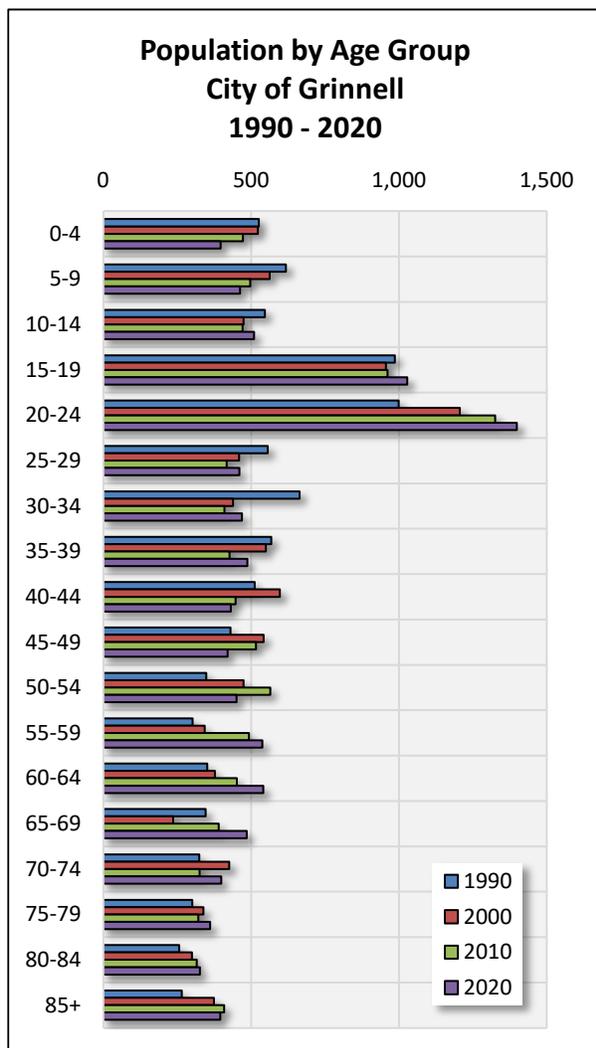
**TABLE 2**  
**POPULATION AGE DISTRIBUTION**  
**GRINNELL MARKET AREA**  
**2010 - 2035**

Age	Census		Estimate	Projection		Change			
	2010	2020	2025	2030	2035	2010-2025		2025-2035	
	No.	Pct.	No.	No.	No.	No.	Pct.	No.	Pct.
<b>Grinnell</b>									
Under-20	2,402	2,398	2,308	2,210	2,364	-95	-3.9	56	2.4
20 to 24	1,326	1,399	1,397	1,411	1,318	71	5.4	-79	-5.7
25 to 34	826	930	975	967	1,206	149	18.0	231	23.7
35 to 44	874	918	1,008	1,022	861	134	15.4	-147	-14.6
45 to 54	1,083	872	880	931	1,015	-203	-18.8	135	15.3
55 to 64	946	1,079	1,030	986	969	84	8.9	-61	-6.0
65 to 74	717	884	952	1,014	898	235	32.8	-54	-5.7
75+	1,044	1,084	1,195	1,448	1,608	151	14.5	413	34.6
<b>Total</b>	<b>9,218</b>	<b>9,564</b>	<b>9,745</b>	<b>9,988</b>	<b>10,238</b>	<b>527</b>	<b>5.7</b>	<b>493</b>	<b>5.1</b>
<b>Primary Market Area</b>									
Under-20	3,484	3,439	3,333	3,196	3,401	-151	-4.3	68	2.1
20 to 24	1,495	1,572	1,591	1,619	1,504	96	6.4	-87	-5.5
25 to 34	1,201	1,304	1,353	1,400	1,737	152	12.6	385	28.4
35 to 44	1,481	1,339	1,494	1,496	1,253	13	0.9	-241	-16.1
45 to 54	1,921	1,452	1,363	1,402	1,520	-558	-29.1	158	11.6
55 to 64	1,622	1,862	1,674	1,545	1,510	52	3.2	-164	-9.8
65 to 74	1,135	1,415	1,613	1,707	1,505	478	42.1	-108	-6.7
75+	1,318	1,425	1,636	1,967	2,173	318	24.1	537	32.8
<b>Total</b>	<b>13,657</b>	<b>13,808</b>	<b>14,057</b>	<b>14,331</b>	<b>14,605</b>	<b>400</b>	<b>2.9</b>	<b>548</b>	<b>3.9</b>
<b>Iowa</b>									
Under-20	820,510	833,116	817,901	800,654	820,508	-2,609	-0.3	2,607	0.3
20 to 24	213,350	216,654	230,602	240,399	225,780	17,252	8.1	-4,822	-2.1
25 to 34	382,583	397,833	401,729	411,587	451,520	19,146	5.0	49,791	12.4
35 to 44	364,548	388,763	411,537	420,675	410,918	46,989	12.9	-618	-0.2
45 to 54	439,726	359,346	367,782	399,823	418,685	-71,944	-16.4	50,904	13.8
55 to 64	372,750	420,204	381,320	357,669	368,777	8,570	2.3	-12,543	-3.3
65 to 74	224,656	330,155	362,266	371,737	341,863	137,610	61.3	-20,403	-5.6
75+	228,232	244,298	281,223	341,162	391,818	52,991	23.2	110,595	39.3
<b>Total</b>	<b>3,046,355</b>	<b>3,190,369</b>	<b>3,254,358</b>	<b>3,343,706</b>	<b>3,429,869</b>	<b>208,003</b>	<b>6.8</b>	<b>175,511</b>	<b>5.4</b>

Sources: US Census; ESRI; CIESIN; Maxfield Research & Consulting

- The fastest population growth in the Market Area is projected to occur among the 75 and older age group, as aging of baby boomers led to a substantial increase in the 65 to 74 age group between 2010 and 2025, increasing 33% in Grinnell, 42% in the PMA, and 61% in Iowa.
  - As this group ages, the 75 and older age group is expected to increase 35% in Grinnell, 33% in the PMA, and 39% in the State between 2025 and 2035.
  - The 55 to 64 and 65 to 74 age groups are projected to contract -6.0% and -5.7%, respectively, in Grinnell between 2025 and 2035. By comparison, the 55 to 64 and 65 to 74 age groups are expected to decline -3.3% and -5.6%, respectively, in Iowa.
- The 45 to 54 age group is expected to expand 15% in Grinnell, adding 135 people, between 2025 and 2035, as the “echo boom” (Millennial) generation moves into this age cohort. The age 45 to 54 cohort is projected to increase 12% in the PMA and 14% in Iowa during that time period.
- Grinnell is also expected to experience solid growth among people age 25 to 34, adding 231 people between 2025 and 2035 (24% growth).
  - The 25 to 34 age cohort is projected to increase 28% in the PMA (385 people) and 12% in Iowa during that time period.
- Typical housing products sought by households in various age groups include:
  - Rental housing targeting the young adult (20 to 24 and 25 to 34) age groups
  - Maintenance-free, single-level housing (ownership or rental) targeting the empty nester population (55 to 74 age group)
  - Entry-level ownership housing for first-time home buyers (age 25 to 34)
  - Move-up ownership housing for family households (age 35 to 54), and,
  - Age-restricted active adult or service-enhanced (i.e. assisted living) senior housing for people age 65 and older.
- Based on age distribution projections for Grinnell and the PMA, housing demand growth is expected to be strongest for units catering to the senior population, move-up ownership housing, as well as entry-level housing and rental housing for the younger age groups.
- The graphs on the following page illustrate shifts in Grinnell’s population by age group from 1990 to 2020. Data is sourced from the Decennial Census.
- Due, in large part, to the presence of Grinnell College, the 20 to 24 and 15 to 19 age groups have been the largest age cohorts in the City since the 1990 Census.

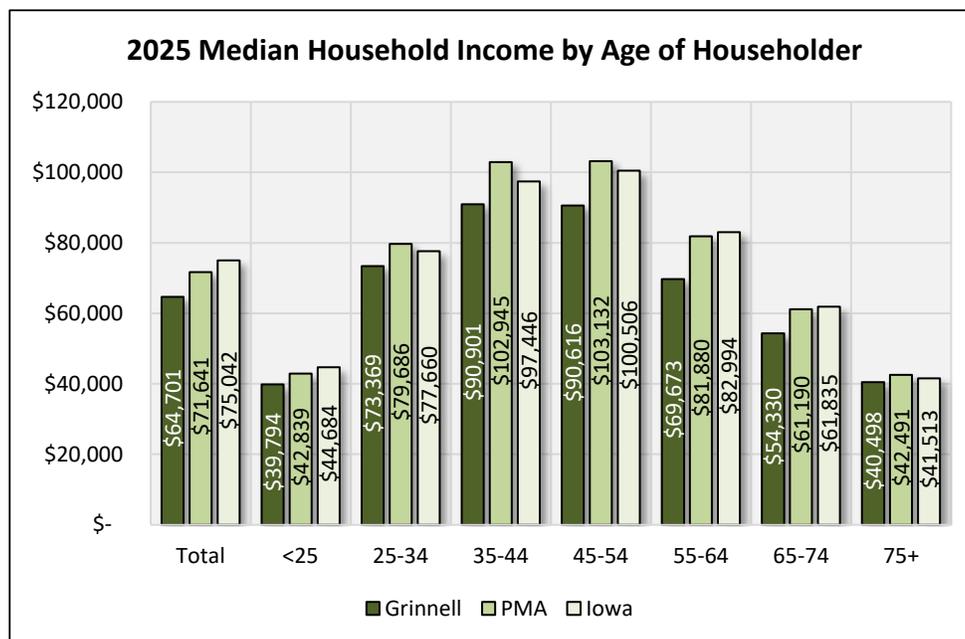
- Aside from the college-age cohorts, Grinnell’s age group concentrations have trended older.
  - In 1990, the two largest age groups (excluding 15 to 19 and 20 to 24), were 30 to 34 and 35 to 39, representing 7.5% and 6.4% of the total population, respectively. The largest population concentrations shifted to age 35 to 39 (6.0%) and age 40 to 44 (6.5%) in 2000, then age 45 to 49 (5.6%) and age 50 to 54 (6.1%) in 2010.
  - As of the 2020 Census, the two largest age groups, aside from 15 to 19 and 20 to 24, in Grinnell were 60 to 64 (5.7%) and 55 to 59 (5.6%).
- From 1990 to 2020, the largest population growth in Grinnell occurred in the 20 to 24 age group, adding 400 people (40% growth), followed by the 55 to 59 age group (236 people, 78% growth) and the 60 to 64 age group (189 people, 54% growth).
- All cohorts age 50 and older experienced population growth between 1990 and 2020, while contraction occurred in all age cohorts between 25 and 49.



## Household Income

Household income data helps ascertain the demand for different types of housing based on the size of the market at specific cost levels. In general, housing costs of up to 30% of income are considered affordable by the U.S. Department of Housing and Urban Development (HUD). The tables on the following pages present data on household income by age of householder for Grinnell and the PMA in 2025 and 2030. The data is estimated by ESRI with adjustments made by Maxfield Research to reflect current household estimates and projections.

- In 2025, Grinnell’s median household income is estimated to be \$64,701, roughly -10% lower than the PMA (\$71,641) and -14% lower than Iowa (\$75,042).
- As households age through the lifecycle, incomes tend to peak in their 40s to early 50s. As illustrated in the following chart, this trend is evident in the Market Area, as the 35 to 44 age group has the highest estimated incomes at \$90,901 in Grinnell, the age 45 to 54 has the highest incomes in the PMA (\$103,132) and Iowa (\$100,506).



- By 2030, the median household income is expected to increase 6.5% to \$68,899 in Grinnell. The average annual increase (1.3%) will trail the historic average annual inflation rate of 2.9% over the past ten years.
  - By comparison, the median household income is projected to increase 1.8% annually between 2025 and 2030 in the PMA and 2.0% annually in Iowa.

- Household growth is projected to be strongest among the highest income brackets, as the total number of households with incomes of \$100,000 or higher increases 13% (164 households) in Grinnell and 14% in the PMA (285 households).

TABLE 3

**HOUSEHOLD INCOME BY AGE OF HOUSEHOLDER  
CITY OF GRINNELL  
2025 & 2030**

	Age of Householder							
	Total	<25	25-34	35-44	45-54	55-64	65 -74	75+
<b>2025</b>								
Less than \$15,000	386	30	39	26	36	59	68	128
\$15,000 to \$24,999	347	29	26	21	22	46	78	124
\$25,000 to \$34,999	363	25	55	43	34	59	62	86
\$35,000 to \$49,999	459	39	57	52	49	71	81	110
\$50,000 to \$74,999	611	36	87	77	74	98	102	137
\$75,000 to \$99,999	444	19	76	70	78	68	60	71
\$100,000 to \$149,999	569	16	96	123	110	89	76	59
\$150,000 to \$199,999	286	4	43	53	53	65	41	27
\$200,000 or more	363	1	41	71	81	79	59	31
<b>Total</b>	<b>3,829</b>	<b>199</b>	<b>519</b>	<b>538</b>	<b>538</b>	<b>634</b>	<b>628</b>	<b>774</b>
<b>Median Income</b>	<b>\$64,701</b>	<b>\$39,794</b>	<b>\$73,369</b>	<b>\$90,901</b>	<b>\$90,616</b>	<b>\$69,673</b>	<b>\$54,330</b>	<b>\$40,498</b>
<b>2030</b>								
Less than \$15,000	362	28	31	22	32	46	61	141
\$15,000 to \$24,999	333	26	24	19	19	40	68	139
\$25,000 to \$34,999	354	25	47	40	36	49	64	94
\$35,000 to \$49,999	447	35	48	48	46	61	81	127
\$50,000 to \$74,999	628	33	82	75	71	95	108	164
\$75,000 to \$99,999	449	19	67	72	80	66	60	85
\$100,000 to \$149,999	622	18	100	130	121	89	84	80
\$150,000 to \$199,999	353	3	51	63	59	78	54	45
\$200,000 or more	407	1	45	69	94	82	74	43
<b>Total</b>	<b>3,956</b>	<b>189</b>	<b>495</b>	<b>537</b>	<b>558</b>	<b>605</b>	<b>655</b>	<b>917</b>
<b>Median Income</b>	<b>\$68,899</b>	<b>\$40,078</b>	<b>\$79,494</b>	<b>\$97,017</b>	<b>\$97,912</b>	<b>\$78,667</b>	<b>\$60,097</b>	<b>\$44,006</b>
<b>Change 2025 - 2030</b>								
Less than \$15,000	-24	-1	-7	-5	-3	-13	-7	12
\$15,000 to \$24,999	-14	-2	-3	-3	-4	-6	-11	14
\$25,000 to \$34,999	-9	-0	-8	-3	3	-10	1	8
\$35,000 to \$49,999	-12	-3	-9	-4	-3	-10	-0	17
\$50,000 to \$74,999	17	-2	-4	-2	-3	-3	7	26
\$75,000 to \$99,999	5	-1	-10	2	2	-3	0	14
\$100,000 to \$149,999	53	1	4	7	11	-0	8	21
\$150,000 to \$199,999	67	-1	8	10	6	13	13	17
\$200,000 or more	44	0	4	-3	12	3	15	12
<b>Total</b>	<b>127</b>	<b>-10</b>	<b>-24</b>	<b>-1</b>	<b>21</b>	<b>-29</b>	<b>27</b>	<b>143</b>
<b>Median Income</b>	<b>\$4,198</b>	<b>\$284</b>	<b>\$6,125</b>	<b>\$6,116</b>	<b>\$7,296</b>	<b>\$8,994</b>	<b>\$5,767</b>	<b>\$3,508</b>
Sources: ESRI; US Census Bureau; Maxfield Research & Consulting								

**TABLE 4**  
**HOUSEHOLD INCOME BY AGE OF HOUSEHOLDER**  
**PRIMARY MARKET AREA**  
**2025 & 2030**

	Age of Householder							
	Total	<25	25-34	35-44	45-54	55-64	65 -74	75+
<b>2025</b>								
Less than \$15,000	435	30	41	31	39	72	80	143
\$15,000 to \$24,999	436	32	32	29	25	61	104	154
\$25,000 to \$34,999	479	29	63	49	42	75	96	125
\$35,000 to \$49,999	609	49	75	74	59	99	119	133
\$50,000 to \$74,999	923	45	110	112	107	151	198	202
\$75,000 to \$99,999	645	27	97	103	102	111	116	89
\$100,000 to \$149,999	970	22	150	209	185	177	147	80
\$150,000 to \$199,999	507	4	58	109	107	126	69	34
\$200,000 or more	542	2	62	119	118	117	86	38
<b>Total</b>	<b>5,545</b>	<b>239</b>	<b>687</b>	<b>834</b>	<b>784</b>	<b>990</b>	<b>1,014</b>	<b>997</b>
<b>Median Income</b>	<b>\$71,641</b>	<b>\$42,839</b>	<b>\$79,686</b>	<b>\$102,945</b>	<b>\$103,132</b>	<b>\$81,880</b>	<b>\$61,190</b>	<b>\$42,491</b>
<b>2030</b>								
Less than \$15,000	404	29	34	28	34	50	72	157
\$15,000 to \$24,999	410	29	29	20	23	51	90	168
\$25,000 to \$34,999	457	26	56	45	42	61	87	140
\$35,000 to \$49,999	560	45	62	57	54	78	115	149
\$50,000 to \$74,999	922	44	110	99	91	137	197	244
\$75,000 to \$99,999	640	26	93	103	103	98	116	101
\$100,000 to \$149,999	1,050	26	164	205	207	168	165	115
\$150,000 to \$199,999	632	4	74	135	125	136	101	57
\$200,000 or more	622	1	70	128	131	125	110	58
<b>Total</b>	<b>5,698</b>	<b>230</b>	<b>693</b>	<b>819</b>	<b>809</b>	<b>904</b>	<b>1,054</b>	<b>1,189</b>
<b>Median Income</b>	<b>\$77,946</b>	<b>\$44,052</b>	<b>\$87,875</b>	<b>\$109,809</b>	<b>\$109,540</b>	<b>\$92,978</b>	<b>\$69,085</b>	<b>\$47,513</b>
<b>Change 2025 - 2030</b>								
Less than \$15,000	-31	-0	-6	-2	-4	-22	-9	14
\$15,000 to \$24,999	-25	-2	-2	-9	-3	-10	-13	15
\$25,000 to \$34,999	-21	-3	-7	-4	-0	-14	-8	15
\$35,000 to \$49,999	-49	-4	-13	-17	-5	-21	-4	15
\$50,000 to \$74,999	-1	-1	0	-13	-15	-14	-0	43
\$75,000 to \$99,999	-5	-2	-3	0	1	-13	0	12
\$100,000 to \$149,999	80	4	14	-4	21	-9	19	35
\$150,000 to \$199,999	125	0	16	26	18	10	32	24
\$200,000 or more	81	-1	7	9	13	8	25	21
<b>Total</b>	<b>153</b>	<b>-10</b>	<b>6</b>	<b>-15</b>	<b>25</b>	<b>-86</b>	<b>40</b>	<b>193</b>
<b>Median Income</b>	<b>\$6,305</b>	<b>\$1,213</b>	<b>\$8,189</b>	<b>\$6,864</b>	<b>\$6,408</b>	<b>\$11,098</b>	<b>\$7,895</b>	<b>\$5,022</b>

Sources: ESRI; US Census Bureau; Maxfield Research & Consulting

- The United States Department of Housing and Urban Development (HUD) defines affordable housing cost as less than 30% of a household's adjusted gross income. Generally, housing that is income-restricted to households earning at or below 80% of Area Median Income (AMI) is considered affordable.

- Based on the 2025 median household income in the PMA (\$71,641), a household could afford an apartment unit renting for \$1,791 per month. The following figure illustrates affordable monthly rents by age group (based on 30% of median household income).

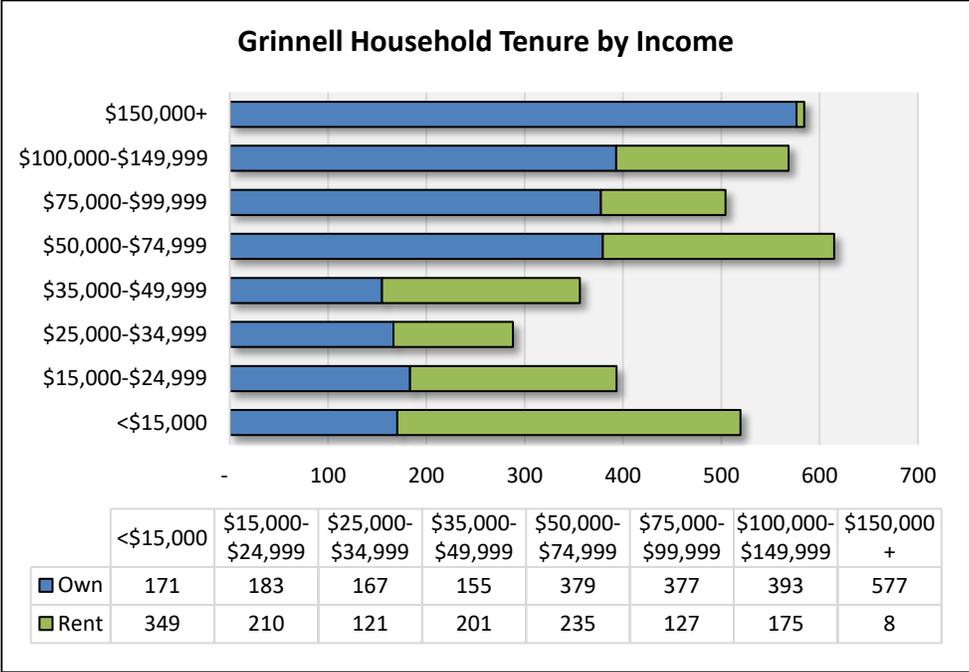
Rent Affordability by Age Group in PMA Based on Median Household Income		
Age Group	Household Income	Affordable Rent
Total	\$71,641	\$1,791
<25	\$42,839	\$1,071
25-34	\$79,686	\$1,992
35-44	\$102,945	\$2,574
45-54	\$103,132	\$2,578
55-64	\$81,880	\$2,047
65-74	\$61,190	\$1,530
75+	\$42,491	\$1,062

- As presented in the Rental Housing Market section of this study, the average monthly rent for market rate rental housing units in Grinnell is \$827. Based on this rent, a household would need to have an annual income of \$33,080 or greater to not exceed 30% of its monthly income on rental housing costs.
  - In 2025, an estimated 4,287 households in the PMA (77% of the total) are estimated to have incomes of at least \$33,080.
  - Rental housing affordability varies by age group, ranging from 65% of all households under the age of 25 to 88% of households age 35 to 44.
- As presented in the For-Sale Market section of this study, the 2024 median resale price for detached single-family homes in Grinnell was \$208,000. A household would need a minimum annual income of \$65,739 to be income-qualified (based on 30% of income) for a single-family home purchased at the median price. This assumes a 30-year interest rate of 6.56% (August 2025), a buyer makes a 10% down payment and has good credit.
  - An estimated 3,005 households in the PMA (54% of the total) have incomes of \$65,739 or higher.
  - For-sale housing affordability in Grinnell (based on the 2024 median resale price for detached single-family homes) ranges from 30% of households under the age of 25 to 70% of households in the 45 to 54 age group.
- This data indicates that the existing rental housing stock is relatively affordable proportionate to household incomes in the PMA, while for-sale housing in Grinnell may be unattainable for many PMA households.

### Household Tenure by Income

The following table shows estimated household tenure by income in the Market Area in 2025. Data is based on an estimate from the 2019-2023 American Community Survey and adjusted by Maxfield Research to reflect 2025 data. Generally, the higher the income, the lower the percentage a household typically allocates to housing. Many lower income households, as well as many young and senior households, spend more than 30% of their income on housing, while middle-aged households in their prime earning years generally allocate 20% to 25% of their income to housing.

- In Grinnell, roughly 33% of households with incomes below \$15,000 are owner households while 47% of households with incomes in the \$15,000 to \$24,999 range own.
- The homeownership rate increases to 69% of all households with incomes in the \$100,000 to \$149,999 range and 99% of households with incomes of \$150,000 or higher.



- Among owner households in Grinnell, the highest proportion have incomes of \$150,000 or higher (24% of all owner households), followed by households with incomes in the \$100,000 to \$149,999 (16%). Nearly 16% of owner households in Grinnell have incomes between \$75,000 and \$99,999 while another 16% have incomes between \$50,000 and \$74,999.
- In the PMA, 22% of all owner households have incomes above \$149,999, while 20% have incomes in the \$50,000 to \$74,999 range. In Iowa, 22% of owner households have incomes between \$100,000 and \$149,999 and another 22% have incomes of \$150,000 or higher.

- The highest proportion of renter households in Grinnell have incomes less than \$15,000 (25% of renter households), followed by the \$50,000 to \$74,999 range (17% of renter households). In the PMA, 20% of renter households have incomes below \$25,000 and 18% have incomes in the \$50,000 to \$74,999 range.
- In Iowa, households with incomes in the \$50,000 to \$74,999 range represent the largest proportion of renter households (20% of all renter households), followed by households with incomes under \$15,000 (16%).
- Median household incomes are substantially higher among owner households than renter households in the Market Area. In Grinnell, owner households have an estimated median household income of \$89,522 compared to \$38,077 among renter households.
- In Iowa, owner households have a median household income of \$94,184 while the median renter household income is at \$44,410.

TABLE 5

TENURE BY HOUSEHOLD INCOME GRINNELL MARKET AREA 2025						
	Grinnell		PMA		Iowa	
	No.	Pct.	No.	Pct.	No.	Pct.
<b>Owner Households</b>						
Less than \$15,000	171	32.8	199	37.7	36,206	36.2
\$15,000 to \$24,999	183	46.6	283	55.0	43,059	46.2
\$25,000 to \$34,999	167	57.8	227	58.6	50,027	51.3
\$35,000 to \$49,999	155	43.5	334	61.2	91,577	59.0
\$50,000 to \$74,999	379	61.7	765	72.1	159,154	67.6
\$75,000 to \$99,999	377	74.8	543	82.3	144,514	78.0
\$100,000 to \$149,999	393	69.2	692	73.4	206,436	85.6
\$150,000+	577	98.7	845	93.4	200,022	93.8
<i>Subtotal:</i>	<i>2,402</i>	<i>62.7</i>	<i>3,889</i>	<i>70.1</i>	<i>930,995</i>	<i>70.5</i>
<b>2025 Median HH Income</b>	<b>\$89,522</b>		<b>\$89,905</b>		<b>\$94,184</b>	
<b>Renter Households</b>						
Less than \$15,000	349	67.2	329	62.3	63,690	63.8
\$15,000 to \$24,999	210	53.4	232	45.0	50,113	53.8
\$25,000 to \$34,999	121	42.2	160	41.4	47,450	48.7
\$35,000 to \$49,999	201	56.5	212	38.8	63,633	41.0
\$50,000 to \$74,999	235	38.3	297	27.9	76,115	32.4
\$75,000 to \$99,999	127	25.2	117	17.7	40,668	22.0
\$100,000 to \$149,999	175	30.8	250	26.6	34,764	14.4
\$150,000+	8	1.3	60	6.6	13,333	6.2
<i>Subtotal:</i>	<i>1,427</i>	<i>37.3</i>	<i>1,656</i>	<i>29.9</i>	<i>389,766</i>	<i>29.5</i>
<b>2025 Median HH Income</b>	<b>\$38,077</b>		<b>\$39,312</b>		<b>\$44,410</b>	
<b>Total Households</b>	<b>3,829</b>	<b>100</b>	<b>5,545</b>	<b>100</b>	<b>1,320,761</b>	<b>100</b>

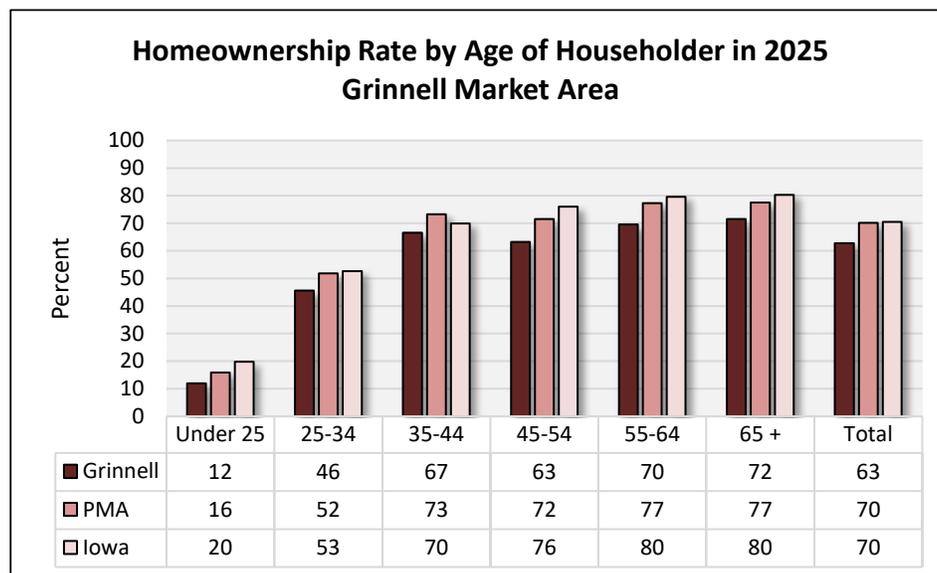
Sources: 2019-2023 American Community Survey; Maxfield Research &amp; Consulting

## Household Tenure by Age

The table on the following page summarizes household tenure by age of householder for the Market Area in 2010 and 2025. Data for 2010 is obtained from the Decennial Census, while the 2025 information is based on the 2020 Decennial Census and adjusted by Maxfield Research to reflect 2025 household estimates. The table shows the number and percent of renter- and owner-occupied housing units in the Market Area. All data excludes unoccupied units and group quarters such as dormitories and nursing homes.

Household tenure information is important in understanding households' preferences to rent or own their housing. In addition to preferences, factors that contribute to these proportions include mortgage interest rates, household age, and lifestyle considerations, among others.

- In Grinnell, an estimated 63% of all households own in 2025, giving it a homeownership rate that is lower than the PMA (70%) and Iowa (71%).
- Within the prime ownership years (35 to 64), 67% of households in Grinnell own in 2025, compared to 74% in the PMA and 75% in Iowa.



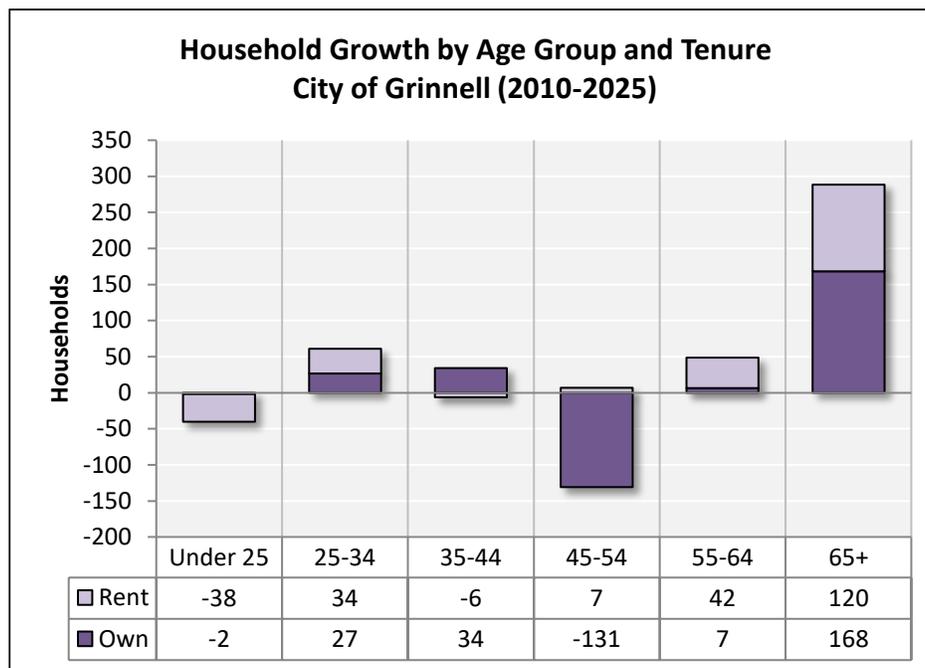
- Typically, the youngest and oldest households rent their housing in greater proportions than middle-age households. This pattern is apparent among younger households in Grinnell as 84% of households under the age of 35 rent in the City, including 88% under age 25.
- In the PMA, an estimated 57% of households under the age of 35 rent (84% under the age of 25) while 56% of households under age 35 (80% under age 25) in Iowa rent.

**TABLE 6**  
**TENURE BY AGE OF HOUSEHOLDER**  
**GRINNELL MARKET AREA**  
**2010 & 2025**

Age		City of Grinnell				Primary Market Area				Iowa			
		2010		2025		2010		2025		2010		2025	
		No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Under 25	Own	26	10.9	24	12.0	31	11.6	38	15.9	14,484	20.1	13,244	19.8
	Rent	213	89.1	175	88.0	237	88.4	201	84.1	57,638	79.9	53,803	80.2
	<b>Total</b>	<b>239</b>	<b>100.0</b>	<b>199</b>	<b>100.0</b>	<b>268</b>	<b>100.0</b>	<b>239</b>	<b>100.0</b>	<b>72,122</b>	<b>100.0</b>	<b>67,047</b>	<b>100.0</b>
25-34	Own	210	45.9	237	45.6	321	50.4	356	51.8	107,397	56.3	104,599	52.6
	Rent	248	54.1	282	54.4	316	49.6	331	48.2	83,407	43.7	94,332	47.4
	<b>Total</b>	<b>458</b>	<b>100.0</b>	<b>519</b>	<b>100.0</b>	<b>637</b>	<b>100.0</b>	<b>687</b>	<b>100.0</b>	<b>190,804</b>	<b>100.0</b>	<b>198,931</b>	<b>100.0</b>
35-44	Own	324	63.5	358	66.6	569	70.1	611	73.2	144,288	73.2	156,266	69.9
	Rent	186	36.5	180	33.4	243	29.9	223	26.8	52,747	26.8	67,294	30.1
	<b>Total</b>	<b>510</b>	<b>100.0</b>	<b>538</b>	<b>100.0</b>	<b>812</b>	<b>100.0</b>	<b>834</b>	<b>100.0</b>	<b>197,035</b>	<b>100.0</b>	<b>223,560</b>	<b>100.0</b>
45-54	Own	471	71.1	340	63.2	850	76.6	561	71.5	194,528	78.9	157,128	76.0
	Rent	191	28.9	198	36.8	259	23.4	223	28.5	52,041	21.1	49,614	24.0
	<b>Total</b>	<b>662</b>	<b>100.0</b>	<b>538</b>	<b>100.0</b>	<b>1,109</b>	<b>100.0</b>	<b>784</b>	<b>100.0</b>	<b>246,569</b>	<b>100.0</b>	<b>206,742</b>	<b>100.0</b>
55-64	Own	434	74.2	441	69.5	771	80.0	765	77.3	184,322	83.7	176,700	79.6
	Rent	151	25.8	193	30.5	193	20.0	225	22.7	35,774	16.3	45,398	20.4
	<b>Total</b>	<b>585</b>	<b>100.0</b>	<b>634</b>	<b>100.0</b>	<b>964</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>	<b>220,096</b>	<b>100.0</b>	<b>222,098</b>	<b>100.0</b>
65 +	Own	834	74.9	1,002	71.5	1,220	78.7	1,558	77.5	235,616	79.9	323,057	80.3
	Rent	279	25.1	399	28.5	330	21.3	453	22.5	59,334	20.1	79,326	19.7
	<b>Total</b>	<b>1,113</b>	<b>100.0</b>	<b>1,402</b>	<b>100.0</b>	<b>1,550</b>	<b>100.0</b>	<b>2,011</b>	<b>100.0</b>	<b>294,950</b>	<b>100.0</b>	<b>402,383</b>	<b>100.0</b>
<b>TOTAL</b>	Own	2,299	64.5	2,402	62.7	3,762	70.4	3,889	70.1	880,635	72.1	930,995	70.5
	Rent	1,268	35.5	1,427	37.3	1,578	29.6	1,656	29.9	340,941	27.9	389,766	29.5
	<b>Total</b>	<b>3,567</b>	<b>100.0</b>	<b>3,829</b>	<b>100.0</b>	<b>5,340</b>	<b>100.0</b>	<b>5,545</b>	<b>100.0</b>	<b>1,221,576</b>	<b>100.0</b>	<b>1,320,761</b>	<b>100.0</b>

Sources: U.S. Census; Maxfield Research & Consulting

- The total number of renter households residing in Grinnell grew by an estimated 159 households between 2010 and 2025, an increase of 13%, while the number of owner households expanded 5% (103 households).
- Renter household growth occurred in the 25 to 34, 45 to 54, 55 to 64, and 65 and older age groups between 2010 and 2025, while contraction occurred among the under age 25 and 35 to 44 age cohorts.
- Owner household growth occurred in the 25 to 34, 35 to 44, 55 to 64, and 65 and older age groups but contracted in the under 25 and 45 to 54 age cohorts between 2010 and 2025.
- As depicted in the following chart, the largest overall increase occurred in the 65 and older age group in Grinnell, with the addition of 168 owner households (20% growth) and 120 renter households (43% growth).



- The 25 to 34 age group added 27 owner households (13% growth) and 34 renter households (14%), while the 55 to 64 age group added seven owner households (2%) and 42 renter households (28%). Growth also occurred in the 35 to 64 age group with the addition of 34 owner households (11%) against a -3% decline in renter households (-6 households).
- The 45 to 54 and under 25 age groups contracted between 2010 and 2025, decreasing by an estimated -124 households (-19%) and -40 households (-17%), respectively.

## Tenure by Household Size

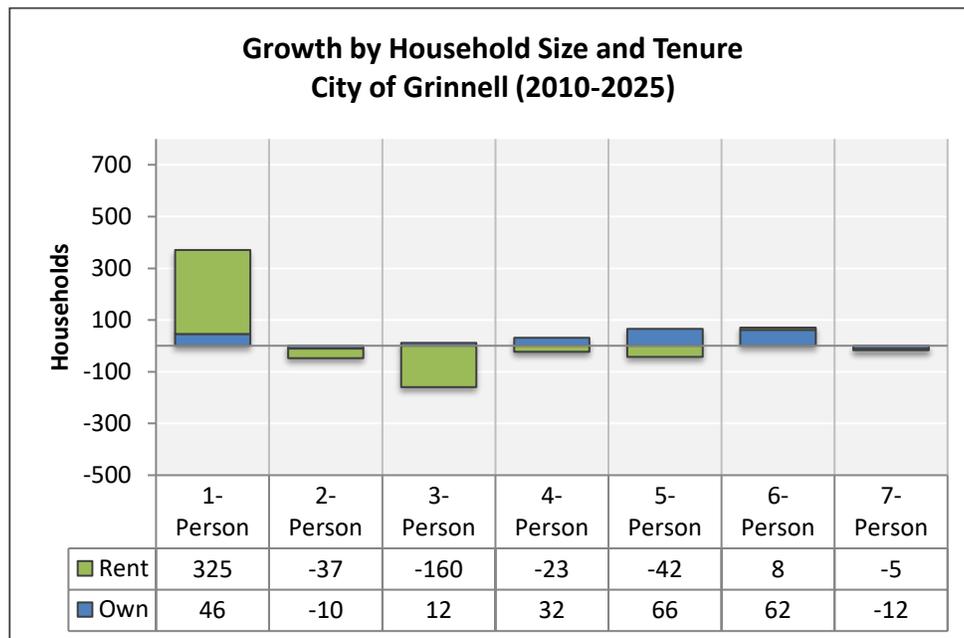
The following table summarizes household tenure by size of household in the Market Area during 2010 and 2025 from the U.S. Census and American Community Survey, with adjustments made by Maxfield Research to reflect 2025 household estimates. Note that some totals may not add due to rounding. The tables show the number and percent of renter- and owner-occupied housing units by household size. All data excludes unoccupied units and group quarters.

**TABLE 7**  
TENURE BY HOUSEHOLD SIZE  
GRINNELL MARKET AREA  
2010 & 2025

HH Size		Grinnell				Primary Market Area				Iowa			
		2010		2025		2010		2025		2010		2025	
		No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
1-Person	Own	674	51.4	720	42.8	931	55.6	988	48.8	197,923	57.0	226,592	56.2
	Rent	637	48.6	962	57.2	742	44.4	1,038	51.2	149,556	43.0	176,897	43.8
	<b>Total</b>	<b>1,311</b>	<b>100</b>	<b>1,682</b>	<b>100</b>	<b>1,673</b>	<b>100</b>	<b>2,026</b>	<b>100</b>	<b>347,479</b>	<b>100</b>	<b>403,489</b>	<b>100</b>
2-Person	Own	916	74.5	906	76.6	1,579	79.5	1,632	78.4	355,975	79.8	379,829	79.1
	Rent	314	25.5	277	23.4	406	20.5	450	21.6	89,901	20.2	100,305	20.9
	<b>Total</b>	<b>1,230</b>	<b>100</b>	<b>1,183</b>	<b>100</b>	<b>1,985</b>	<b>100</b>	<b>2,081</b>	<b>100</b>	<b>445,876</b>	<b>100</b>	<b>480,134</b>	<b>100</b>
3-Person	Own	300	64.5	312	98.4	526	71.9	452	96.8	127,879	73.7	128,680	74.3
	Rent	165	35.5	5	1.6	206	28.1	15	3.2	45,533	26.3	44,547	25.7
	<b>Total</b>	<b>465</b>	<b>100</b>	<b>317</b>	<b>100</b>	<b>732</b>	<b>100</b>	<b>467</b>	<b>100</b>	<b>173,412</b>	<b>100</b>	<b>173,227</b>	<b>100</b>
4-Person	Own	269	74.1	301	81.0	476	78.4	449	83.2	115,932	78.7	119,157	80.0
	Rent	94	25.9	71	19.0	131	21.6	90	16.8	31,353	21.3	29,804	20.0
	<b>Total</b>	<b>363</b>	<b>100</b>	<b>372</b>	<b>100</b>	<b>607</b>	<b>100</b>	<b>539</b>	<b>100</b>	<b>147,285</b>	<b>100</b>	<b>148,960</b>	<b>100</b>
5-Person	Own	92	68.7	158	100	173	74.2	216	85.7	54,480	78.4	60,225	79.8
	Rent	42	31.3	0	0.0	60	25.8	36	14.3	15,050	21.6	15,253	20.2
	<b>Total</b>	<b>134</b>	<b>100</b>	<b>158</b>	<b>100</b>	<b>233</b>	<b>100</b>	<b>252</b>	<b>100</b>	<b>69,530</b>	<b>100</b>	<b>75,478</b>	<b>100</b>
6-Person	Own	36	76.6	98	83.5	57	71.3	136	88	18,720	76.2	20,098	77.9
	Rent	11	23.4	19	16.5	23	28.8	19	12.3	5,859	23.8	5,709	22.1
	<b>Total</b>	<b>47</b>	<b>100</b>	<b>118</b>	<b>100</b>	<b>80</b>	<b>100</b>	<b>156</b>	<b>100</b>	<b>24,579</b>	<b>100</b>	<b>25,807</b>	<b>100</b>
7+Person	Own	12	71	0	--	20	66.7	25	100	9,726	72.5	10,196	74.6
	Rent	5	29.4	0	--	10	33.3	0	0	3,689	27.5	3,469	25.4
	<b>Total</b>	<b>17</b>	<b>100</b>	<b>0</b>	<b>--</b>	<b>30</b>	<b>100</b>	<b>25</b>	<b>100</b>	<b>13,415</b>	<b>100</b>	<b>13,665</b>	<b>100</b>
<b>TOTAL</b>	Own	2,299	64.5	2,402	62.7	3,762	70.4	3,889	70.1	880,635	72.1	930,995	70.5
	Rent	1,268	35.5	1,427	37.3	1,578	29.6	1,656	29.9	340,941	27.9	389,766	29.5
	<b>Total</b>	<b>3,567</b>	<b>100</b>	<b>3,829</b>	<b>100</b>	<b>5,340</b>	<b>100</b>	<b>5,545</b>	<b>100</b>	<b>1,221,576</b>	<b>100</b>	<b>1,320,761</b>	<b>100</b>
Avg. HH Size	Own	2.28		2.52		2.37		2.44		2.51		2.52	
	Rent	1.93		1.35		2.03		1.59		2.13		1.96	

Sources: U.S. Census; 2019-2023 American Community Survey; Maxfield Research & Consulting

- In 2010, the average renter household in Grinnell contained 1.93 persons, while the average owner household included 2.28 persons. By 2025, average household sizes declined to 1.35 for renter households but increased to 2.52 for owner households.
  - By comparison, average owner household sizes are 2.44 persons per household in the PMA and 2.52 persons per household in Iowa. Average renter household sizes are at 1.59 in the PMA and 1.96 in the State.
- In 2025, one- and two-person households are, by far, the most common household size in Grinnell, representing 75% of all households (44% one-person and 31% two-person).
  - The PMA has a slightly larger proportion of two-person households (38%) but a lower proportion of one-person households (37%). In Iowa, 31% of all households are one-person while 36% are two-person households.
- Grinnell experienced strong growth in the number of one-person households between 2010 and 2025, adding 371 households (28%). Modest growth occurred among the number of four-, five-, and six-person households. These gains were partially offset by decreases in the number of two-, three-, and seven-person households.

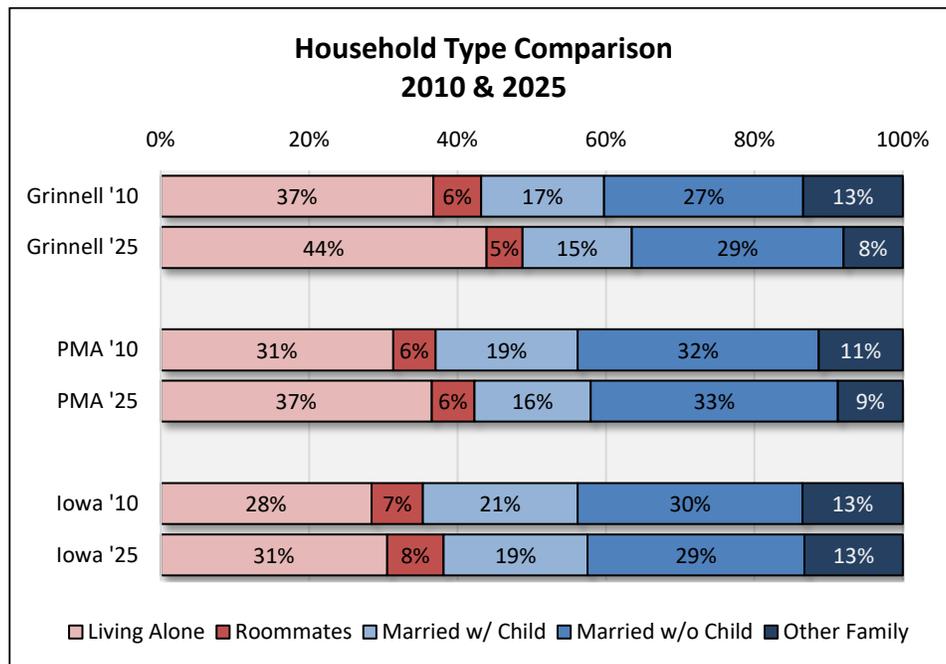


- One-person households comprise the majority of renter households in Grinnell in 2025, at 67% of all renter households, followed by two-person (19%) households.
- The largest proportion of owner households in Grinnell are two-person households (38%), followed by one-person households (30%) and three-person households (13%).

### Household Type

The following table summarizes household type trends in Grinnell and the PMA compared to Iowa in 2010 and 2025. Data for 2010 is obtained from the Decennial Census, while the 2025 data is based on the 2019-2023 American Community Survey and adjusted by Maxfield Research to reflect 2025 household estimates. Shifting household types can stimulate demand for a variety of housing products.

- Married couple family households with children typically generate demand for single-family detached ownership housing.
  - Married couples without children, which are generally younger couples that have not had children (and may not have children) and older couples with adult children that have moved out of the home, often desire multifamily housing for convenience reasons.
  - Other family households, defined as a male or female householder with no spouse present (typically single-parent households), often require affordable housing.
  - Changes in non-family households (households living alone and households composed of unrelated roommates) drive demand for rental housing.
- In Grinnell, households living alone are estimated to be the most common household type (44% of all households), followed by married couple without children households (29%).
  - Similarly, households living alone are the most common household type in the PMA (37%) and Iowa (31%), followed by married couple without children households at 33% in the PMA and 29% in Iowa.



**TABLE 8**  
**HOUSEHOLD TYPE**  
**GRINNELL MARKET AREA**  
**2010 & 2025**

	Grinnell		Primary Market Area		Iowa	
	2010	2025	2010	2025	2010	2025
<b>Total Households</b>	<b>3,567</b>	<b>3,829</b>	<b>5,340</b>	<b>5,545</b>	<b>1,221,576</b>	<b>1,320,761</b>
<b>Non-Family Households</b>	<b>1,541</b>	<b>1,867</b>	<b>1,978</b>	<b>2,345</b>	<b>431,542</b>	<b>503,515</b>
Living Alone	1,311	1,682	1,673	2,026	347,479	403,489
Other (Roommates)	230	185	305	319	84,063	100,026
<b>Family Households</b>	<b>2,026</b>	<b>1,962</b>	<b>3,362</b>	<b>3,200</b>	<b>790,034</b>	<b>817,246</b>
Married w/ Children	591	564	1,023	868	255,151	256,433
Married w/o Children	957	1,093	1,734	1,848	370,022	385,863
Other Family	478	305	605	484	164,861	174,950
<b>Change (2010 - 2025)</b>	<b>No.</b>	<b>Pct.</b>	<b>No.</b>	<b>Pct.</b>	<b>No.</b>	<b>Pct.</b>
<b>Total Households</b>	<b>262</b>	<b>7.3%</b>	<b>205</b>	<b>3.8%</b>	<b>99,185</b>	<b>8.1%</b>
<b>Non-Family Households</b>	<b>326</b>	<b>21.1%</b>	<b>367</b>	<b>18.6%</b>	<b>71,973</b>	<b>16.7%</b>
Living Alone	371	28.3%	353	21.1%	56,010	16.1%
Other (Roommates)	-45	-19.5%	14	4.6%	15,963	19.0%
<b>Family Households</b>	<b>-64</b>	<b>-3.2%</b>	<b>-162</b>	<b>-4.8%</b>	<b>27,212</b>	<b>3.4%</b>
Married w/ Children	-27	-4.6%	-155	-15.2%	1,282	0.5%
Married w/o Children	136	14.2%	114	6.6%	15,841	4.3%
Other Family	-173	-36.2%	-121	-20.1%	10,089	6.1%

Sources: U.S. Census; 2019-2023 American Community Survey; Maxfield Research & Consulting

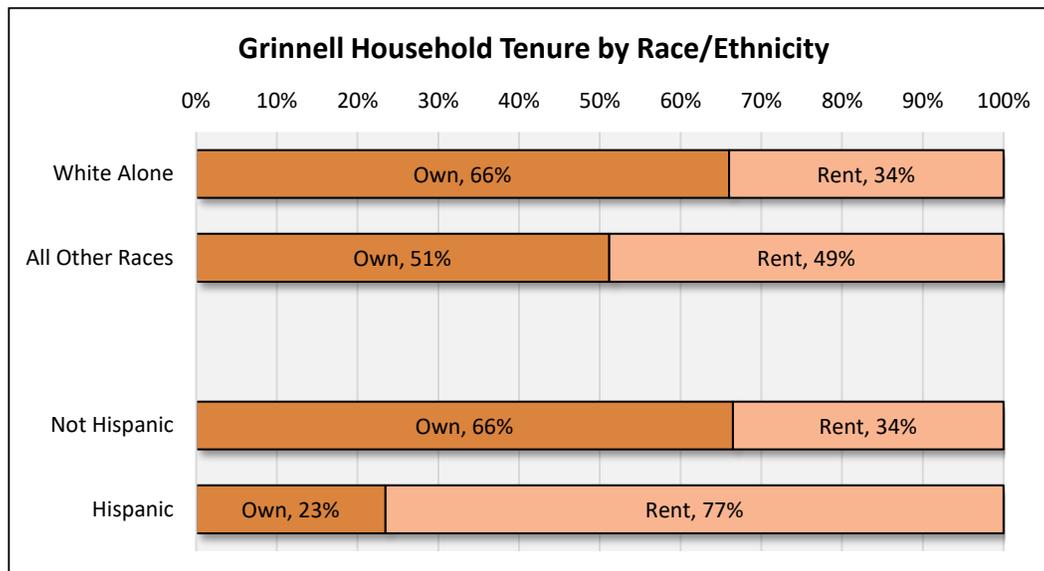
- In 2025, family households comprise an estimated 51% of all households in Grinnell compared to 58% in the PMA and 62% in Iowa.
- Family households experienced modest contraction between 2010 and 2025 in Grinnell, declining by an estimated -64 households (-3.2%). The number of family households decreased -4.8% in the PMA while increasing 3.4% in Iowa between 2010 and 2025.
  - Grinnell experienced a -4.6% decline in married couple with children households (-27 households) between 2010 and 2025, while the number of married couples without children expanded 14.2% (136 households). The number of other family households declined -36% (-173 households).
- Between 2010 and 2025, non-family households increased 21%, adding 326 households, in Grinnell, compared to a 19% increase in the PMA (367) and 17% growth in Iowa.
  - Households living alone expanded 28.3% in Grinnell between 2010 and 2025, adding 371 households, while the number of roommate households contracted -19.5% (-45 households) since 2010.

## Race and Ethnicity

The table on the following page displays the breakdown of the Market Area population by race and ethnicity. This data is useful in that it illustrates shifts in the demographic characteristics of the Market Area population from 2010 to 2025. Data for 2010 is obtained from the Decennial Census, while current estimates are sourced from ESRI and adjusted by Maxfield Research to reflect 2025 population estimates.

Federal standards mandate that race and ethnicity are separate and distinct identities and Census results are based on self-identification. A person may be categorized as one of two ethnic categories; “Hispanic or Latino” origin or “Not Hispanic or Latino.” In addition, a person can self-identify as having one or more racial identity, including “White,” “Black or African American,” “American Indian or Alaska Native,” “Asian,” and “Native Hawaiian or Other Pacific Islander.” Respondents could also identify as being “Some Other Race.”

- In 2025, “White Alone” comprises the largest proportion of Grinnell’s population, at an estimated 88% compared to 90% in the PMA and 83% in Iowa. People identified as Two or More Races was the second most populous group in Grinnell (5% of the population), the PMA (5%), and Iowa (6%).
- Based on 2019-2023 American Community Survey estimates, approximately 66% of White Alone households in Grinnell own their housing while the remaining 34% rent. The home ownership rate declines to 51% among all other races in the City. An estimated 23% of Hispanic households own compared to 66% of non-Hispanic households in Grinnell.



- Most races experienced population growth between 2010 and 2025 in Grinnell. Largest growth occurred among people identifying as being Two or More Races (302 people, 155% growth) and Black Alone (128 people, 70% growth).

- Similarly, largest population gains in Iowa occurred among people identifying as being Two or More Races (146,048) and Black Alone (57,343).
- The number of people self-identifying as being of Hispanic or Latino origin expanded in Grinnell between 2010 and 2025, adding 180 people (62% growth), compared to 62% growth in the PMA and 62% growth in Iowa.

TABLE 9

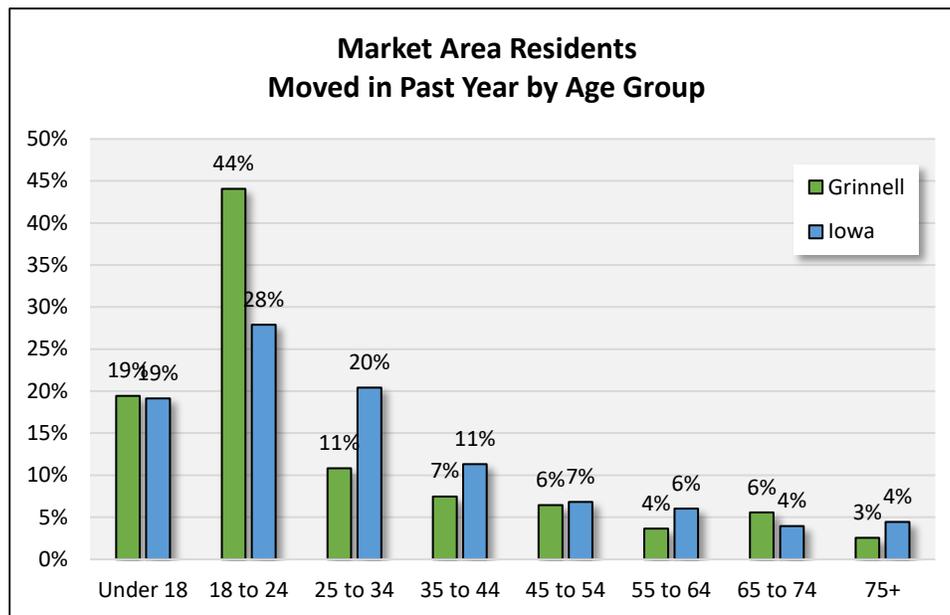
**POPULATION DISTRIBUTION BY RACE & ETHNICITY  
GRINNELL MARKET AREA  
2010 - 2025**

Race/Ethnicity	2010		2025		Change 2010-2025	
	No.	Pct.	No.	Pct.	No.	Pct.
	<b>Grinnell</b>					
White Alone	8,468	91.9%	8,541	87.6%	73	0.9%
Black Alone	183	2.0%	311	3.2%	128	70.1%
American Indian Alone	30	0.3%	38	0.4%	8	27.9%
Asian Alone	246	2.7%	193	2.0%	-53	-21.6%
Pacific Islander Alone	21	0.2%	19	0.2%	-2	--
Some Other Race Alone	75	0.8%	146	1.5%	71	95.0%
Two or More Races	196	2.1%	497	5.1%	302	154.1%
<b>Total</b>	<b>9,218</b>	<b>100%</b>	<b>9,745</b>	<b>100%</b>	<b>527</b>	<b>5.7%</b>
Hispanic (ethnicity)	292	3.2%	471	4.8%	180	61.6%
<b>Primary Market Area</b>						
White Alone	12,820	93.9%	12,602	89.6%	-218	-1.7%
Black Alone	208	1.5%	328	2.3%	120	57.6%
American Indian Alone	36	0.3%	50	0.4%	14	37.9%
Asian Alone	257	1.9%	209	1.5%	-48	-18.7%
Pacific Islander Alone	21	0.2%	21	0.1%	0	-1.5%
Some Other Race Alone	88	0.6%	178	1.3%	90	102.1%
Two or More Races	227	1.7%	670	4.8%	443	195.2%
<b>Total</b>	<b>13,657</b>	<b>100%</b>	<b>14,057</b>	<b>100%</b>	<b>400</b>	<b>2.9%</b>
Hispanic (ethnicity)	344	2.5%	557	4.0%	213	62.0%
<b>Iowa</b>						
White Alone	2,781,561	91.3%	2,702,231	83.0%	-79,330	-2.9%
Black Alone	89,148	2.9%	146,491	4.5%	57,343	64.3%
American Indian Alone	11,084	0.4%	16,405	0.5%	5,321	48.0%
Asian Alone	53,094	1.7%	80,324	2.5%	27,230	51.3%
Pacific Islander Alone	2,003	0.1%	9,339	0.3%	7,336	366.3%
Some Other Race Alone	56,132	1.8%	100,186	3.1%	44,054	78.5%
Two or More Races	53,333	1.8%	199,381	6.1%	146,048	273.8%
<b>Total</b>	<b>3,046,355</b>	<b>100%</b>	<b>3,254,358</b>	<b>100%</b>	<b>208,003</b>	<b>6.8%</b>
Hispanic (ethnicity)	151,544	5.0%	245,774	7.6%	94,230	62.2%
Sources: U.S. Census; ESRI; Maxfield Research & Consulting						

## Resident Mobility

The table on the following page summarizes mobility patterns of Market Area residents within a one-year timeframe. Data for 2025 is based on the 2019-2023 American Community Survey and adjusted by Maxfield Research to reflect current year population estimates. People move for various reasons, but housing is a primary motivator, followed by family-related reasons, and job-related reasons. Local moves are generally housing-related, while longer-distance moves are often job-related.

- The majority of residents in the Market Area did not change residences within a one-year time period of the ACS Survey, including 76% of residents in Grinnell, 82% in the PMA, and 87% of residents in Iowa.
- Among the 24% of residents that moved in Grinnell, most moved from within Poweshiek County (9.7% of all residents). Another 8.8% of residents relocated to Grinnell from another State and 4.8% moved from a different County in Iowa.
- The following graph illustrates the number of residents that moved to Grinnell in the past year by age group compared to resident mobility by age group in Iowa.



- Renter households and younger households tend to be more highly mobile than owner households and older households. This trend is evident in the Market Area, as 74% of the residents that moved within the one-year time period were under age 34 in Grinnell compared to 67% in Iowa.

**TABLE 10**  
**RESIDENT MOBILITY IN PAST YEAR BY AGE GROUP**  
**GRINNELL MARKET AREA**  
**2025**

Age	Not Moved		----- Moved from -----							
			Within Same County		Different Co, Same State		Different State		Abroad	
Grinnell	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Under 18	1,325	13.6%	268	2.8%	139	1.4%	9	0.1%	43	0.4%
18 to 24	974	10.0%	239	2.5%	117	1.2%	645	6.6%	39	0.4%
25 to 34	577	5.9%	135	1.4%	54	0.6%	67	0.7%	0	0.0%
35 to 44	871	8.9%	80	0.8%	71	0.7%	26	0.3%	0	0.0%
45 to 54	839	8.6%	46	0.5%	64	0.7%	42	0.4%	0	0.0%
55 to 64	882	9.1%	52	0.5%	8	0.1%	26	0.3%	0	0.0%
65 to 74	878	9.0%	84	0.9%	0	0.0%	47	0.5%	0	0.0%
75+	1,034	10.6%	44	0.5%	16	0.2%	0	0.0%	0	0.0%
<b>Total</b>	<b>7,382</b>	<b>75.8%</b>	<b>949</b>	<b>9.7%</b>	<b>469</b>	<b>4.8%</b>	<b>862</b>	<b>8.8%</b>	<b>82</b>	<b>0.8%</b>
PMA	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Under 18	2,207	15.7%	298	2.1%	140	1.0%	9	0.1%	43	0.3%
18 to 24	1,310	9.3%	267	1.9%	144	1.0%	640	4.6%	39	0.3%
25 to 34	933	6.6%	163	1.2%	88	0.6%	68	0.5%	0	0.0%
35 to 44	1,383	9.8%	98	0.7%	77	0.6%	25	0.2%	0	0.0%
45 to 54	1,302	9.3%	51	0.4%	65	0.5%	44	0.3%	0	0.0%
55 to 64	1,711	12.2%	62	0.4%	10	0.1%	25	0.2%	0	0.0%
65 to 74	1,339	9.5%	86	0.6%	0	0.0%	47	0.3%	0	0.0%
75+	1,323	9.4%	44	0.3%	16	0.1%	0	0.0%	0	0.0%
<b>Total</b>	<b>11,507</b>	<b>81.9%</b>	<b>1,068</b>	<b>7.6%</b>	<b>540</b>	<b>3.8%</b>	<b>859</b>	<b>6.1%</b>	<b>82</b>	<b>0.6%</b>
Iowa	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Under 18	639,948	19.7%	49,395	1.5%	18,811	0.6%	12,325	0.4%	1,952	0.1%
18 to 24	208,102	6.4%	54,942	1.7%	40,025	1.2%	22,984	0.7%	2,239	0.1%
25 to 34	319,508	9.8%	44,464	1.4%	25,903	0.8%	14,964	0.5%	2,713	0.1%
35 to 44	365,928	11.2%	26,580	0.8%	12,134	0.4%	8,301	0.3%	1,795	0.1%
45 to 54	343,916	10.6%	16,179	0.5%	6,947	0.2%	5,436	0.2%	847	0.0%
55 to 64	396,220	12.2%	13,548	0.4%	6,595	0.2%	4,986	0.2%	798	0.0%
65 to 74	324,672	10.0%	8,658	0.3%	4,308	0.1%	3,417	0.1%	600	0.0%
75+	225,115	6.9%	11,804	0.4%	4,152	0.1%	2,556	0.1%	590	0.0%
<b>Total</b>	<b>2,823,408</b>	<b>86.8%</b>	<b>225,570</b>	<b>6.9%</b>	<b>118,876</b>	<b>3.7%</b>	<b>74,969</b>	<b>2.3%</b>	<b>11,535</b>	<b>0.4%</b>

Sources: 2019-2023 American Community Survey; Maxfield Research & Consulting

# Employment Trends

## Introduction

Employment characteristics are relevant when evaluating housing needs in any given market area as employment growth often fuels household growth. Typically, households prefer to live near work for convenience, which is a primary factor in choosing a housing location. Many households, however, choose to commute greater distances to work provided their housing is affordable enough to offset the additional transportation costs. In many areas, particularly less densely populated areas, people will choose to live further from their place of work because they prefer a rural lifestyle (i.e. they want to live on a wooded lot or be near a body of water) or suitable housing may not be available in their employer's community.

This section of the report evaluates employment trends and characteristics in Grinnell and Poweshiek County as they relate to housing demand in the community, with comparisons made to the surrounding region. The following topics are reviewed.

- ▶ Labor force, resident employment, and unemployment trends
- ▶ Commuting patterns
- ▶ Job growth trends and projections
- ▶ Employment and average wages by industry sector
- ▶ Major employers

Iowa Workforce Development is the primary data resource for this section of the market study. Other information sources include the United States Bureau of Labor Statistics, and the United States Census Bureau Longitudinal Employer-Household Dynamics (LEHD) program.

## Resident Employment

The following table shows information on labor force, resident employment, and unemployment trends over the past ten years in Poweshiek County compared to the 14-County South Central Iowa Local Workforce Development Area (LWDA) and Iowa. Data is sourced from Iowa Workforce Development. City-level resident employment data is only available for large cities in Iowa, so information specific to Grinnell is not provided. Resident employment data reveals the workforce and number of employed people living in the area. It is important to note that not all of these individuals necessarily work in the area.

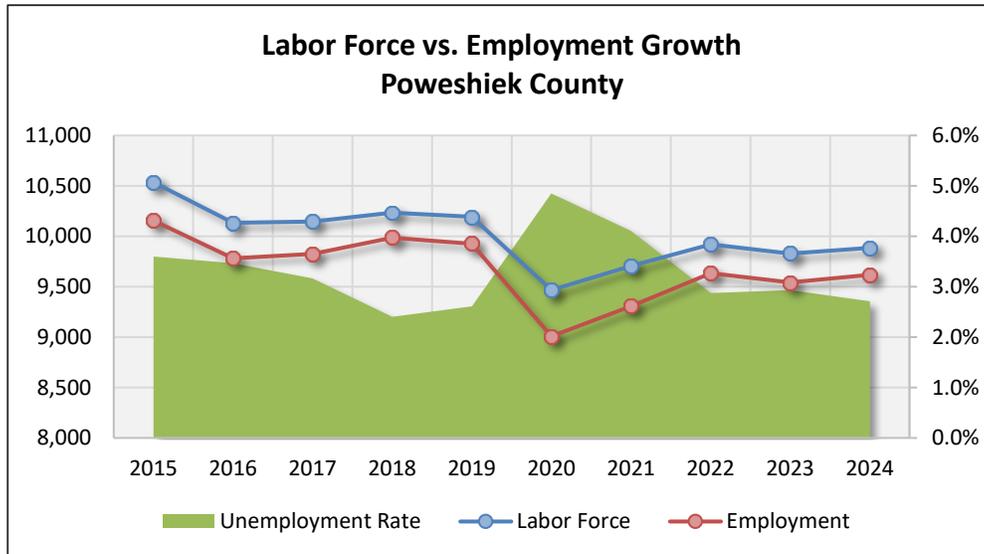
**TABLE 11**  
**LABOR FORCE AND RESIDENT EMPLOYMENT TRENDS**  
**GRINNELL MARKET AREA**  
**2015 - 2024**

Year	Poweshiek County			South Central LWDA			Iowa		
	Labor Force	Employed Residents	UE Rate	Labor Force	Employed Residents	UE Rate	Labor Force	Employed Residents	UE Rate
2024	9,886	9,618	2.7%	113,444	109,374	3.6%	1,713,051	1,660,854	3.0%
2023	9,830	9,542	2.9%	113,190	109,186	3.5%	1,712,045	1,661,883	2.9%
2022	9,920	9,635	2.9%	112,953	109,239	3.3%	1,702,042	1,653,643	2.8%
2021	9,707	9,308	4.1%	111,754	107,059	4.2%	1,675,922	1,611,000	3.9%
2020	9,467	9,008	4.8%	111,733	105,783	5.3%	1,664,714	1,578,414	5.2%
2019	10,193	9,927	2.6%	116,142	112,491	3.1%	1,735,436	1,689,018	2.7%
2018	10,233	9,987	2.4%	115,243	111,647	3.1%	1,706,085	1,662,044	2.6%
2017	10,148	9,827	3.2%	114,983	110,748	3.7%	1,691,506	1,639,273	3.1%
2016	10,133	9,782	3.5%	117,737	112,596	4.4%	1,708,344	1,646,841	3.6%
2015	10,536	10,157	3.6%	118,656	113,471	4.4%	1,704,563	1,641,119	3.7%

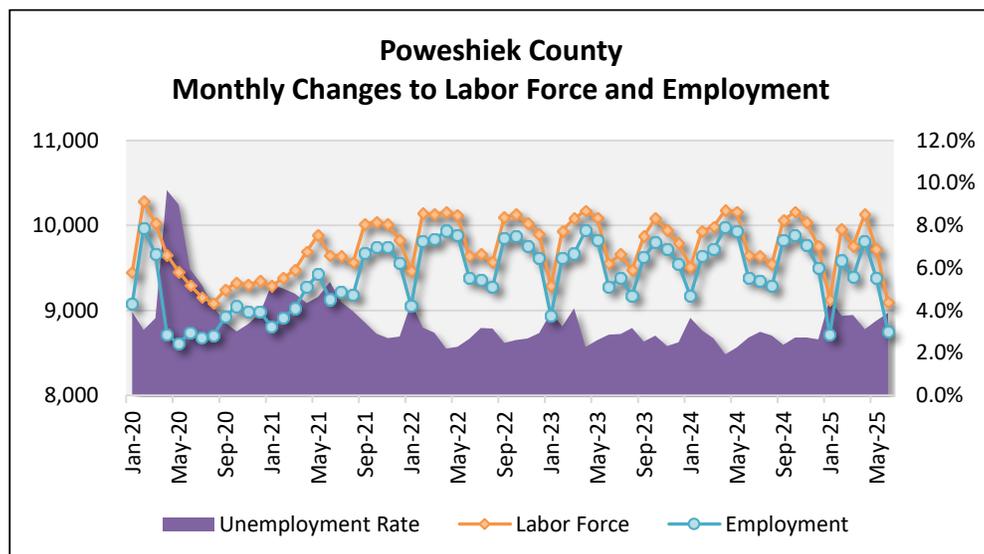
Sources: Iowa Workforce Development; Maxfield Research & Consulting

- In 2024, Poweshiek County had an annual labor force of 9,886 with 9,618 employed residents (2.7% unemployment). By comparison, the unemployment rate was at 3.6% in the LWDA and 3.0% in Iowa.
- Poweshiek County's labor force contracted by -650 people (-6.2%) over the past ten years (2015 to 2024), while resident employment contracted -5.3% (-539).
  - By comparison, the LWDA experienced -4.4% labor force contraction against a -3.6% decline in resident employment between 2015 and 2024, while Iowa's labor force expanded 0.5% against a 1.2% increase in resident employment.
- Because labor force contraction was larger than the decline in resident employment in Poweshiek County, unemployment rates declined from 3.6% in 2015 to 2.7% in 2024, while LWDA unemployment decreased from 4.4% in 3.6%. Iowa's unemployment rate declined from 3.7% to 3.0% as resident employment growth outpaced labor force growth.

- Resident employment dropped sharply in the Market Area in 2020 due to job losses related to the COVID-19 pandemic and subsequent economic recession, declining -9.3% (-919) in the County compared to declines of -6.0% in the LWDA and -6.5% in Iowa.



- Unemployment rates spiked in the first half of 2020, peaking at 9.7% in the County, compared to peaks of 9.8% in the LWDA, 10.7% in Iowa, and 14.4% in the United States. The following chart illustrates how unemployment rates have declined in Poweshiek County since April 2020, but it also reveals the seasonal nature of employment in the County.
  - The County typically experiences its lowest unemployment rates of the year during the summer and early fall months and its highest rates in January and February. This trend results from high concentrations of businesses in industries requiring seasonal/temporary workers, such as construction and agricultural sectors.



## Commuting Patterns

Proximity to employment is often a primary consideration when choosing where to live, particularly for younger and lower income households since transportation costs often account for a greater proportion of their budgets. For this analysis, we reviewed commuting pattern data for the City of Grinnell from the U.S. Census Bureau Local Employment Dynamics data for 2022, the most recent data available.

The following table provides a summary of the inflow and outflow characteristics of the workers in Grinnell. Outflow reflects the number of workers living in the area but employed outside the City, while inflow measures the number of workers that are employed in the City but live outside the area. Interior flow reflects the number of workers that live and work in Grinnell.

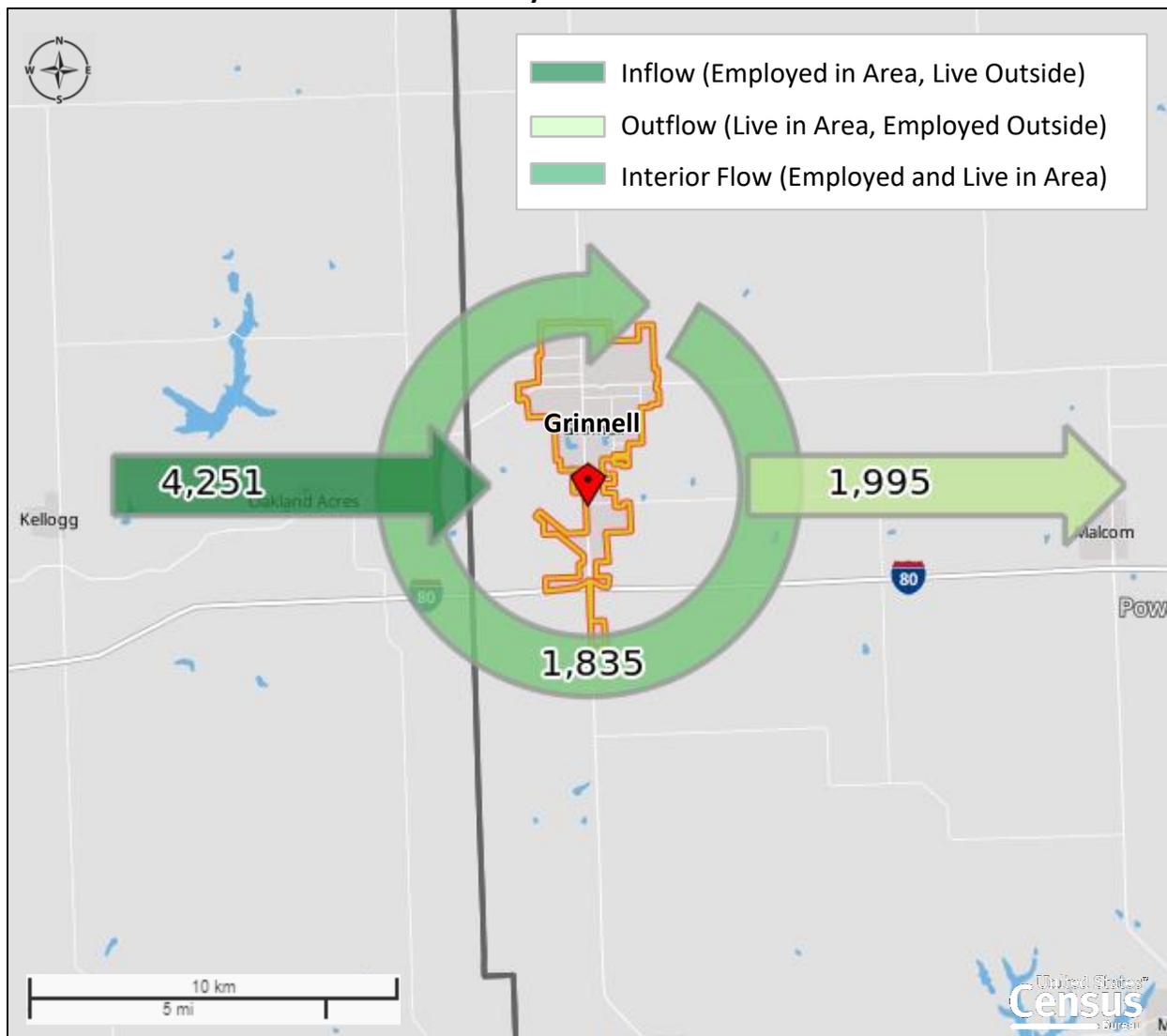
- Approximately 4,251 workers commute into Grinnell for employment daily (inflow), while 1,995 resident workers leave the community (outflow). An estimated 1,835 people both live and work in the City (interior flow).
- Roughly 70% of the jobs in Grinnell are filled by workers commuting into the City. The highest proportion of workers coming into the area are aged 30 to 54 and earn more than \$3,333 per month (\$40,000 per year). The “All Other Services” industries bring the largest percentage of employees (54%).

**TABLE 12**  
**COMMUTING INFLOW/OUTFLOW CHARACTERISTICS**  
**CITY OF GRINNELL**  
**2022**

	Outflow		Inflow		Interior Flow	
<b>Primary Jobs</b>	<b>1,995</b>	<b>100%</b>	<b>4,251</b>	<b>100%</b>	<b>1,835</b>	<b>100%</b>
<b>By Age</b>						
Workers Aged 29 or younger	559	28.0%	1,010	23.8%	356	19.4%
Workers Aged 30 to 54	959	48.1%	2,133	50.2%	947	51.6%
Workers Aged 55 or older	477	23.9%	1,108	26.1%	532	29.0%
<b>By Monthly Wage</b>						
Workers Earning \$1,250/month or less	394	19.7%	608	14.3%	313	17.1%
Workers Earning \$1,251 to \$3,333/month	588	29.5%	996	23.4%	402	21.9%
Workers Earning More than \$3,333/month	1,013	50.8%	2,647	62.3%	1,120	61.0%
<b>By Industry</b>						
"Goods Producing"	429	21.5%	1,111	26.1%	393	21.4%
"Trade, Transportation, and Utilities"	576	28.9%	832	19.6%	120	6.5%
"All Other Services"*	990	49.6%	2,308	54.3%	1,322	72.0%
*includes the following sectors: Information, Financial Activities, Professional & Business Services, Education & Health Services, Leisure & Hospitality, Other Services, and Public Administration						
Sources: US Census Bureau Local Employment Dynamics; Maxfield Research & Consulting						

- Overall, Grinnell is an importer of workers as a higher number of nonresidents commute into the City for employment than residents commute out of the City.
- With 4,251 workers commuting into Grinnell for employment daily, many coming from over 50 miles, there appears to be an opportunity to provide housing options for a portion of these workers.
- While data does not yet fully reflect impacts on commuting patterns post-pandemic, we anticipate that with potential shifts in work locations long-term for some worker segments (i.e. increased telecommuting), more people are likely to remain within the City boundaries.

### 2022 Commuting Pattern City of Grinnell



The following table highlights the commuting patterns, including distance and destination, of workers with primary jobs in Grinnell based on Local Employment Dynamics data for 2022. Home Destination summarizes where workers live who are employed in the City, while Work Destination represents where workers are employed who live in Grinnell.

- Roughly 70% of the workers employed in Grinnell reside outside the City, while 30% (1,835) reside in the City. The largest proportion of workers commuting into Grinnell come from Newton (6.4%), Marshalltown (3.4%), Montezuma (1.9%), and Brooklyn (1.7%).
- Approximately 38% of the workers in Grinnell reside within ten miles of their place of employment while 32% travel from 10 to 24 miles. Roughly 11% of the workers commute from a distance of 25 to 50 miles and another 19% come from more than 50 miles away.

**TABLE 13**  
**COMMUTING PATTERNS**  
**CITY OF GRINNELL**  
**2022**

Home Destination by Place			Work Destination by Place		
Place of Residence	Count	Share	Place of Employment	Count	Share
Grinnell city, IA	1,835	30.2%	Grinnell city, IA	1,835	47.9%
Newton city, IA	388	6.4%	Des Moines city, IA	153	4.0%
Marshalltown city, IA	208	3.4%	Newton city, IA	105	2.7%
Montezuma city, IA	117	1.9%	Cedar Rapids city, IA	97	2.5%
Brooklyn city, IA	105	1.7%	Marshalltown city, IA	86	2.2%
Des Moines city, IA	98	1.6%	West Des Moines city, IA	75	2.0%
Tama city, IA	87	1.4%	Ankeny city, IA	69	1.8%
Oskaloosa city, IA	55	0.9%	Waterloo city, IA	56	1.5%
Ankeny city, IA	53	0.9%	Montezuma city, IA	52	1.4%
Toledo city, IA	49	0.8%	Iowa City city, IA	41	1.1%
All Other Locations	3,091	50.8%	All Other Locations	1,261	32.9%
Home Destination			Work Destination		
Distance Traveled	Count	Share	Distance Traveled	Count	Share
Primary Jobs	6,086	100.0%	Primary Jobs	3,830	100.0%
Less than 10 miles	2,324	38.2%	Less than 10 miles	1,961	51.2%
10 to 24 miles	1,939	31.9%	10 to 24 miles	441	11.5%
25 to 50 miles	661	10.9%	25 to 50 miles	454	11.9%
Greater than 50 miles	1,162	19.1%	Greater than 50 miles	974	25.4%
Home Destination = Where workers live who are employed in the selection area					
Work Destination = Where workers are employed who live in the selection area					
Sources: US Census Bureau Local Employment Dynamics; Maxfield Research & Consulting					

- Roughly 52% of the workers living in Grinnell commute outside of the City, most notably to Des Moines (4.0%), Newton (2.7%), and Cedar Rapids (2.5%). Roughly 51% of resident workers in Grinnell travel less than ten miles for their jobs, while 12% have a commute distance from 10 to 24 miles. Approximately 12% commute between 25 and 50 miles while 25% commute more than 50 miles for employment.

## Employment Growth Trends

The table on the following page shows employment growth trends and projections from 2010 to 2035 for Poweshiek County, the South Central LWDA, and Iowa. Data is sourced from the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW) and represents annual average employment. City-level QCEW data is not available from the BLS or Iowa Workforce Development, so information specific to Grinnell is not provided.

All establishments covered under the Unemployment Insurance Program are required to report wage and employment data quarterly. Federal government establishments are also covered by the QCEW program. Workers and jobs excluded from these statistics include the self-employed, family farm workers, and those who work only on a commission basis.

Projections for 2035 are based on 2022-2032 industry projections for Iowa and the South Central LWDA, the most recent forecast available from Iowa Workforce Development. Maxfield Research applied the projected annual rate of growth to 2024 employment data to arrive at the forecast for the Region. We then projected employment for the County based on a review of changes to the proportion of the Region's growth that occurred in the County since 2010.

- As of 2023, there were 9,571 jobs in Poweshiek County, representing roughly 10.9% of all jobs in the South Central LWDA.
- Data from the Quarterly Census of Employment and Wages indicates that employment in Poweshiek County expanded 3.3% (305 jobs) between 2010 and 2024, while employment in the Remainder of the LWDA region contracted -0.8% (-602 jobs). Iowa experienced a 9% increase in jobs during that time period.
  - The LWDA added 2,204 jobs (2.3% increase) between 2010 and 2019, including 5.8% growth (541 jobs) in Poweshiek County and 1.9% growth (1,483 jobs) in the Remainder of the Region.
  - Due, in part, to the COVID-19 pandemic and subsequent recession, employment in the LWDA contracted by -3,862 jobs (-4.3%) between 2019 and 2020, including a -3.9% decrease in Poweshiek County (-378 jobs) and a -4.3% decline (-3,484 jobs) in the Remainder of the Region.
  - Employment is recovering, as the number of jobs in the LWDA increased 1.8% (1,541 jobs) between 2020 and 2024, including 1.5% job growth in Poweshiek County (142 jobs) and 1.8% growth (1,399 jobs) in the Remainder of the Region.
  - After contracting -5.0% from 2019 to 2020, employment in Iowa expanded 5.8% between 2020 and 2024, adding 85,908 jobs.

- Modest job growth is anticipated in the Market Area over the next several years. Based on annual growth rate projections from Iowa Workforce Development, the South Central LWDA is expected to experience 5.1% job growth (4,529 jobs) between 2024 and 2035.
  - By comparison, Iowa is projected to experience 7.6% job growth between 2024 and 2035.
- We anticipate that Poweshiek County will add 521 jobs (5.4% growth) between 2024 and 2035, while the Remainder of the Region experiences 5.1% growth (4,008 jobs).

**TABLE 14**  
**EMPLOYMENT GROWTH TRENDS AND PROJECTIONS**  
**GRINNELL MARKET AREA**  
**2010 to 2035**

Annual Employment	Poweshiek County	Remainder of Region	South Central Iowa LWDA*	Iowa
2010	9,266	79,004	88,270	1,436,340
2019	9,807	80,487	90,294	1,553,350
2020	9,429	77,003	86,432	1,475,704
2024 (p)	9,571	78,402	87,973	1,561,612
2035 Forecast	10,092	82,410	92,502	1,681,011

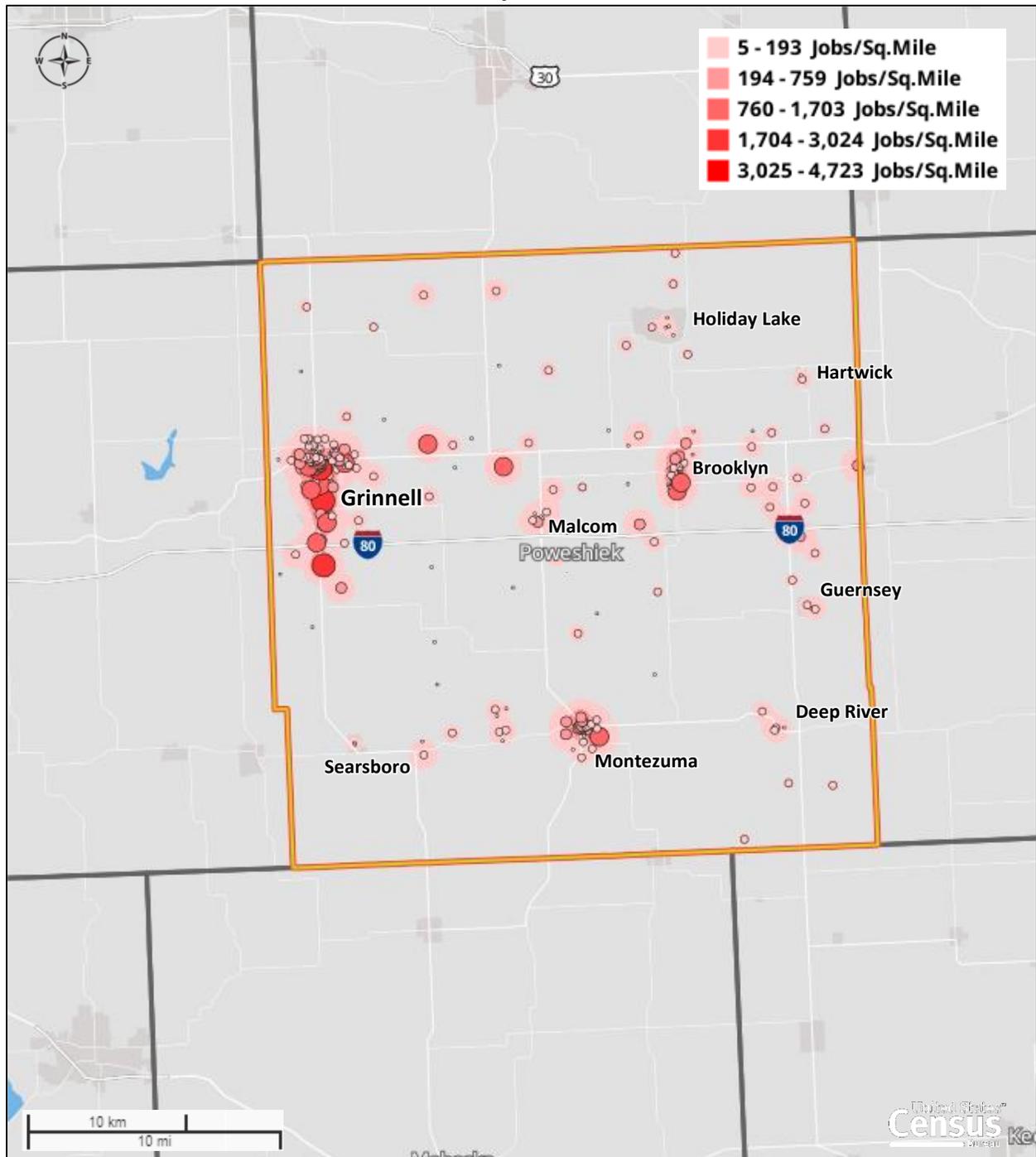
Change	Poweshiek County		Remainder of Region		South Central Iowa LWDA*		Iowa	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
2010 - 2019	541	5.8%	1,483	1.9%	2,024	2.3%	117,010	8.1%
2019 - 2020	-378	-3.9%	-3,484	-4.3%	-3,862	-4.3%	-77,646	-5.0%
2020 - 2024	142	1.5%	1,399	1.8%	1,541	1.8%	85,908	5.8%
2024 - 2035	521	5.4%	4,008	5.1%	4,529	5.1%	119,399	7.6%

\*14-County South Central Iowa Local Workforce Development Area (LWDA)  
(p) preliminary data

Sources: BLS; Iowa Workforce Development; Maxfield Research & Consulting

- While projections indicate employment growth in the County, actual job growth will be based on increased, or decreased, hiring at area employers.
  - **Labor availability will be a key factor impacting the ability of Grinnell and Poweshiek County to sustain employment levels and achieve the projected job growth. New housing will be needed to support potential labor force growth in the area.**
- Additionally, job growth in nearby Metro Areas (i.e. Des Moines, Cedar Rapids) may also stimulate some housing demand in Grinnell.
- Within Poweshiek County, job growth will likely be focused near concentrations of existing businesses in the larger communities (i.e. Grinnell) located along the major transportation corridors where there is convenient highway access.

Poweshiek County Job Concentrations

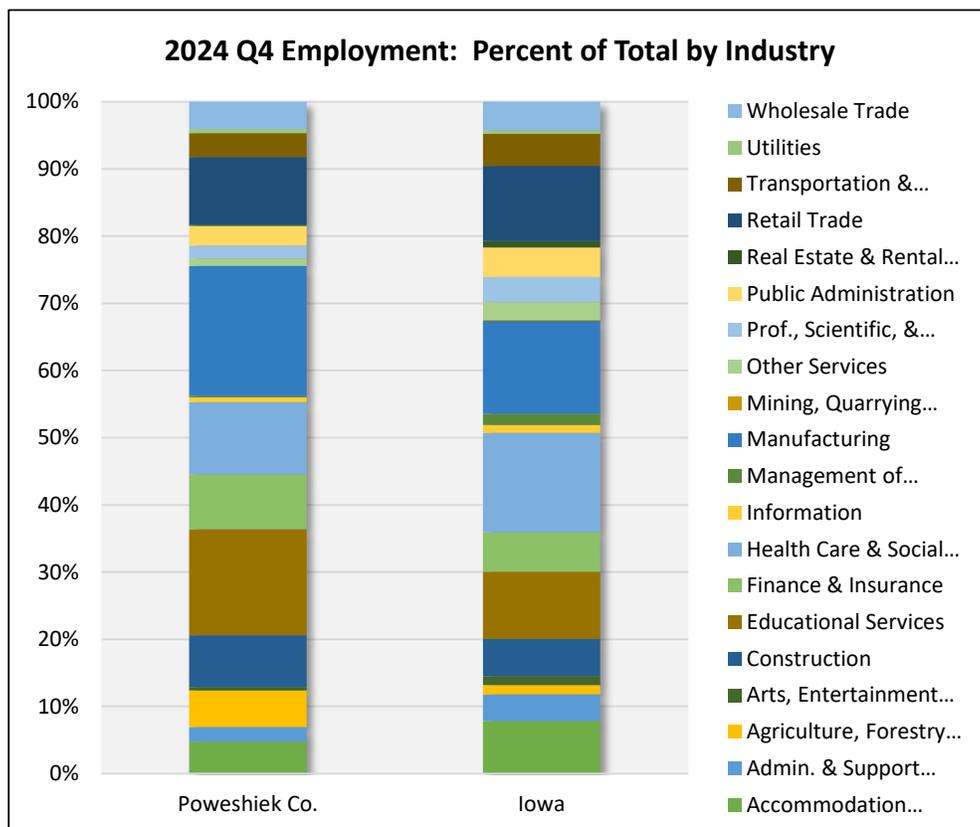


### Industry Employment and Wage Data

The tables on the following pages display information on the employment and wage situation in Poweshiek County compared to Iowa. The Quarterly Census of Employment and Wages (QCEW) data is sourced from Iowa Workforce Development and represents fourth quarter data for 2024, 2023, and 2022.

Certain industries may not display any information which means that there is either no reported economic activity for that industry or the data has been suppressed to protect the confidentiality of cooperating employers. This generally occurs when there are too few employers or one employer comprises too much of the employment in that geography.

- Manufacturing is the largest employment sector in Poweshiek County with 1,818 reported jobs (19.4% of the total), followed by Educational Services with 1,481 jobs (15.8%) and Health Care and Social Assistance with 1,007 jobs (10.7%).
- Health Care and Social Assistance is the largest employment sector in Iowa (14.8% of total jobs), followed by Manufacturing (13.9%) and Retail Trade (11.2%).



**TABLE 15**  
**INDUSTRY EMPLOYMENT TRENDS**  
**GRINNELL MARKET AREA**  
**2022 - 2024**

Industry	2022 Q4	2023 Q4	2024 Q4	Change			
				2022-2023		2023-2024	
				No.	Pct.	No.	Pct.
<b>Poweshiek County</b>							
<b>Total, All Industries</b>	<b>9,613</b>	<b>9,458</b>	<b>9,392</b>	<b>-155</b>	<b>-1.6%</b>	<b>-66</b>	<b>-0.7%</b>
Accommodation & Food Services	473	453	449	-20	-4.2%	-4	-0.9%
Admin. & Support, Waste Mgmt...	256	246	201	-10	-3.9%	-45	-18.3%
Agriculture, Forestry, Fishing...	477	494	510	17	3.6%	16	3.2%
Arts, Entertainment, & Recreation	49	54	50	5	10.2%	-4	-7.4%
Construction	742	719	724	-23	-3.1%	5	0.7%
Educational Services	1,488	1,511	1,481	23	1.5%	-30	-2.0%
Finance and Insurance	899	820	772	-79	-8.8%	-48	-5.9%
Health Care & Social Assistance	959	979	1,007	20	2.1%	28	2.9%
Information	76	72	66	-4	-5.3%	-6	-8.3%
Management of Companies	17	18	18	1	5.9%	0	0.0%
Manufacturing	1,902	1,828	1,818	-74	-3.9%	-10	-0.5%
Mining, Quarrying...	--	--	--	--	--	--	--
Other Services	105	108	104	3	2.9%	-4	-3.7%
Prof., Scientific, & Technical Svcs	169	181	184	12	7.1%	3	1.7%
Public Administration	259	265	271	6	2.3%	6	2.3%
Real Estate & Rental & Leasing	28	16	19	-12	-42.9%	3	18.8%
Retail Trade	949	938	946	-11	-1.2%	8	0.9%
Transportation & Warehousing	397	339	333	-58	-14.6%	-6	-1.8%
Utilities	60	59	58	-1	-1.7%	-1	-1.7%
Wholesale Trade	305	356	381	51	16.7%	25	7.0%
<b>Iowa</b>							
<b>Total, All Industries</b>	<b>1,552,749</b>	<b>1,570,605</b>	<b>1,567,942</b>	<b>17,856</b>	<b>1.1%</b>	<b>-2,663</b>	<b>-0.2%</b>
Accommodation & Food Services	117,687	121,551	122,664	3,864	3.3%	1,113	0.9%
Admin. & Support, Waste Mgmt...	67,829	65,793	62,240	-2,036	-3.0%	-3,553	-5.4%
Agriculture, Forestry, Fishing...	20,517	21,408	21,650	891	4.3%	242	1.1%
Arts, Entertainment, & Recreation	18,934	19,785	20,660	851	4.5%	875	4.4%
Construction	84,526	87,838	86,482	3,312	3.9%	-1,356	-1.5%
Educational Services	154,119	156,548	157,726	2,429	1.6%	1,178	0.8%
Finance and Insurance	93,732	93,503	91,778	-229	-0.2%	-1,725	-1.8%
Health Care & Social Assistance	219,740	225,727	231,745	5,987	2.7%	6,018	2.7%
Information	19,476	18,590	18,513	-886	-4.5%	-77	-0.4%
Management of Companies	24,888	24,359	25,796	-529	-2.1%	1,437	5.9%
Manufacturing	225,499	225,526	217,784	27	0.0%	-7,742	-3.4%
Mining, Quarrying...	2,299	2,273	2,239	-26	-1.1%	-34	-1.5%
Other Services	39,774	40,976	41,390	1,202	3.0%	414	1.0%
Prof., Scientific, & Technical Svcs	56,417	58,194	58,336	1,777	3.1%	142	0.2%
Public Administration	66,013	67,360	68,766	1,347	2.0%	1,406	2.1%
Real Estate & Rental & Leasing	15,081	14,689	14,702	-392	-2.6%	13	0.1%
Retail Trade	176,107	176,872	176,128	765	0.4%	-744	-0.4%
Transportation & Warehousing	75,382	73,657	74,299	-1,725	-2.3%	642	0.9%
Utilities	7,271	7,495	7,487	224	3.1%	-8	-0.1%
Wholesale Trade	67,458	68,461	67,556	1,003	1.5%	-905	-1.3%

Sources: Iowa Workforce Development; Maxfield Research & Consulting

**TABLE 16**  
**AVERAGE WEEKLY WAGES**  
**GRINNELL MARKET AREA**  
**2022 - 2024**

Industry	2022 Q4	2023 Q4	2024 Q4	Change			
				2022-2023		2023-2024	
				No.	Pct.	No.	Pct.
<b>Poweshiek County</b>							
<b>Total, All Industries</b>	<b>\$1,120</b>	<b>\$1,152</b>	<b>\$1,186</b>	<b>\$32</b>	<b>2.9%</b>	<b>\$34</b>	<b>3.0%</b>
Accommodation & Food Services	\$332	\$344	\$375	\$12	3.6%	\$31	9.0%
Admin. & Support, Waste Mgmt...	\$872	\$832	\$941	-\$40	-4.6%	\$109	13.1%
Agriculture, Forestry, Fishing...	\$1,473	\$1,477	\$1,349	\$4	0.3%	-\$128	-8.7%
Arts, Entertainment, & Recreation	\$262	\$257	\$313	-\$5	-1.9%	\$56	21.8%
Construction	\$1,500	\$1,674	\$1,824	\$174	11.6%	\$150	9.0%
Educational Services	\$1,200	\$1,188	\$1,229	-\$12	-1.0%	\$41	3.5%
Finance and Insurance	\$1,800	\$1,858	\$1,988	\$58	3.2%	\$130	7.0%
Health Care & Social Assistance	\$974	\$1,009	\$991	\$35	3.6%	-\$18	-1.8%
Information	\$962	\$1,138	\$992	\$176	18.3%	-\$146	-12.8%
Management of Companies	\$1,263	\$1,630	\$1,358	\$367	29.1%	-\$272	-16.7%
Manufacturing	\$991	\$1,048	\$1,078	\$57	5.8%	\$30	2.9%
Mining, Quarrying...	--	--	--	--	--	--	--
Other Services	\$835	\$803	\$868	-\$32	-3.8%	\$65	8.1%
Prof., Scientific, & Technical Svcs	\$1,662	\$1,417	\$1,448	-\$245	-14.7%	\$31	2%
Public Administration	\$877	\$937	\$1,013	\$60	6.8%	\$76	8.1%
Real Estate & Rental & Leasing	\$676	\$644	\$606	-\$32	-4.7%	-\$38	-5.9%
Retail Trade	\$523	\$535	\$562	\$12	2.3%	\$27	5.0%
Transportation & Warehousing	\$1,083	\$1,214	\$1,067	\$131	12.1%	-\$147	-12.1%
Utilities	1,614	1,650	\$1,997	\$36	2.2%	\$347	21.0%
Wholesale Trade	\$1,975	\$1,800	\$1,851	-\$175	-8.9%	\$51	2.8%
<b>Iowa</b>							
<b>Total, All Industries</b>	<b>\$1,153</b>	<b>\$1,199</b>	<b>\$1,236</b>	<b>\$46</b>	<b>4.0%</b>	<b>\$37</b>	<b>3.1%</b>
Accommodation & Food Services	\$413	\$426	\$438	\$13	3.1%	\$12	2.8%
Admin. & Support, Waste Mgmt...	\$942	\$967	\$1,028	\$25	2.7%	\$61	6.3%
Agriculture, Forestry, Fishing...	\$1,064	\$1,107	\$1,156	\$43	4.0%	\$49	4.4%
Arts, Entertainment, & Recreation	\$465	\$470	\$502	\$5	1.1%	\$32	6.8%
Construction	\$1,415	\$1,519	\$1,609	\$104	7.3%	\$90	5.9%
Educational Services	\$982	\$1,004	\$1,043	\$22	2.2%	\$39	3.9%
Finance and Insurance	\$1,754	\$1,847	\$1,936	\$93	5.3%	\$89	4.8%
Health Care & Social Assistance	\$1,103	\$1,118	\$1,147	\$15	1.4%	\$29	2.6%
Information	\$1,412	\$1,528	\$1,615	\$116	8.2%	\$87	5.7%
Management of Companies	\$2,239	\$2,388	\$2,331	\$149	6.7%	-\$57	-2.4%
Manufacturing	\$1,445	\$1,533	\$1,578	\$88	6.1%	\$45	2.9%
Mining, Quarrying...	\$1,403	\$1,434	\$1,443	\$31	2.2%	\$9	0.6%
Other Services	\$890	\$927	\$965	\$37	4.2%	\$38	4.1%
Prof., Scientific, & Technical Svcs	\$1,819	\$1,902	\$1,988	\$83	4.6%	\$86	4.5%
Public Administration	\$1,169	\$1,235	\$1,272	\$66	5.6%	\$37	3.0%
Real Estate & Rental & Leasing	\$1,172	\$1,176	\$1,259	\$4	0.3%	\$83	7.1%
Retail Trade	\$658	\$669	\$682	\$11	1.7%	\$13	1.9%
Transportation & Warehousing	\$1,086	\$1,132	\$1,148	\$46	4.2%	\$16	1.4%
Utilities	\$1,885	\$1,900	\$2,149	\$15	0.8%	\$249	13.1%
Wholesale Trade	\$1,673	\$1,724	\$1,751	\$51	3.0%	\$27	1.6%

Sources: Iowa Workforce Development; Maxfield Research & Consulting

- Employment in Poweshiek County contracted -0.7% (-66 jobs) in 2024, after declining -1.6% (-155 jobs) in 2023. Wholesale Trade experienced the largest increase, adding 76 jobs (25% growth) since the fourth quarter of 2022, followed by Health Care and Social Assistance with the addition of 48 jobs (5.0%)
- Iowa experienced 1.0% job growth between 2022 and 2024, with Health Care and Social Assistance experiencing the largest growth.
- Average weekly wages in Poweshiek County (\$1,186) are -4% lower than in the State of Iowa (\$1,236).
- Since the fourth quarter of 2022, average weekly wages increased 5.9% in Poweshiek County compared to a 7.2% increase in Iowa.
- Highest average wages in Poweshiek County are found in the Utilities (\$1,997), Finance and Insurance (\$1,988), and Wholesale Trade (\$1,851) industry sectors.
- The Management of Companies sector also has the highest average weekly wage in Iowa (\$2,331), followed by Utilities (\$2,149), and the Professional, Scientific, and Technical Services (\$1,988) sector.
- A household earning the average weekly wage in Poweshiek County (\$1,186) would be able to afford an apartment renting for approximately \$1,542 per month to not exceed 30% of its monthly income on housing costs, notably higher than the average rent for market rate rental housing units in Grinnell (\$827).
- Assuming that a potential home buyer has good credit and makes a 10% down payment, a household would need a minimum annual income of \$65,739 to be able to afford a single-family home sold at the 2024 median sale price of \$208,000 in Grinnell. The average weekly wage equates to an annual income of roughly \$61,672.
- This data indicates that rental housing in Grinnell is relatively affordable proportionate to wages, but much of the for-sale housing would not be affordable for many workers.

## Major Employers

The following list provides a summary of the major employers in Grinnell. Data was sourced from the City of Grinnell via the Municipal Securities Rulemaking Board (MSRB) Electronic Municipal Market Access (EMMA) General Obligation Capital Loan Notes Official Statement for the City, which was posted in 2022, the most recent data available.

- Grinnell Mutual Reinsurance Company, Grinnell College, and Jeld-Wen Doors & Windows are the three largest employers in Grinnell, totaling an estimated 2,800 jobs (30% of total employment in the County).

**TABLE 17**

**MAJOR EMPLOYERS  
CITY OF GRINNELL  
2025**

<b>Employer</b>	<b>Industry</b>	<b>Employees*</b>
Grinnell Mutual Reinsurance Co.	Insurance	1,000
Grinnell College	Higher education	1,000
Jeld-Wen Doors & Windows	Doors & Windows	800
Grinnell Regional Medical Ctr.	Healthcare	400
Brownells Co., Inc.	Firearms Accessories & Gunsmithing Tools	370
Grinnell Community School District	Public education	292
St. Francis Manor/Seeland Park	Retirement Living	162
Mayflower Homes	Retirement Living	156
Engineered Plastic Components, Inc.	Manufacturing	68
City of Grinnell	Government	65
*estimated number of employees in 2022		
Sources: City of Grinnell; EMMA MSRB; Maxfield Research & Consulting		

- Based on the industry sector composition of these employers, it appears that Grinnell's economy is fairly diverse as six different industry sectors are represented by these ten major employers, although weighted toward the Health Care and Social Assistance sector.
  - Three of the ten largest employers in the City are in Health Care and Social Assistance (30%). There are also two each in the Manufacturing and Educational Services sectors. Other industry sectors include Wholesale Trade, Finance and Insurance, and Public Administration.
- Combined, these ten major employers employ an estimated 4,313 workers, representing approximately 46% of all the jobs in Poweshiek County based on four quarter 2024 QCEW data.

# Housing Characteristics

## Introduction

This section of the report examines characteristics of the existing housing stock in Grinnell and the surrounding area compared to Iowa. Housing demand is influenced, in large part, by factors related to the supply of housing in a market area such as the age and condition of the housing stock, as well as financial considerations (i.e. home values, rental rates). The following topics are covered in this analysis.

- ▶ Housing units by structure type and tenure
- ▶ Age of the existing housing stock
- ▶ Residential building permit trends, and
- ▶ Geographic Information System (GIS) maps illustrating key characteristics of Grinnell's existing housing stock

The U.S. Census Bureau American Community Survey (“ACS”) is the primary data resource for the Housing Characteristics section of this report. Maxfield Research and Consulting utilizes five-year data estimates which provide a larger sample size and has a longer period of data collection than the one-year data estimates. At the time this analysis was prepared, the 2019-2023 ACS was the most recent five-year data available, although data is adjusted by Maxfield Research to reflect the 2020 Census and recent residential building permit data. Residential construction data for the PMA was provided by the City of Grinnell, Poweshiek County, and Jasper County, while permit data for Iowa was sourced from the HUD State of the Cities Data Systems (SOCDS).

Housing unit is defined as a house, an apartment, a group of rooms, or a single room occupied or intended for occupancy as separate living quarters, while a household is an occupied housing unit. A householder refers to the person in whose name the housing unit is owned or rented.

## Housing Stock by Structure Type and Tenure

Information presented in the following table summarizes the number of housing units by structure type and tenure in Grinnell compared to the Remainder of the PMA and Iowa. Data is sourced from the 2019-2023 ACS, adjusted by Maxfield Research to reflect 2025 housing unit estimates based on 2020 Census data and building permit trends.

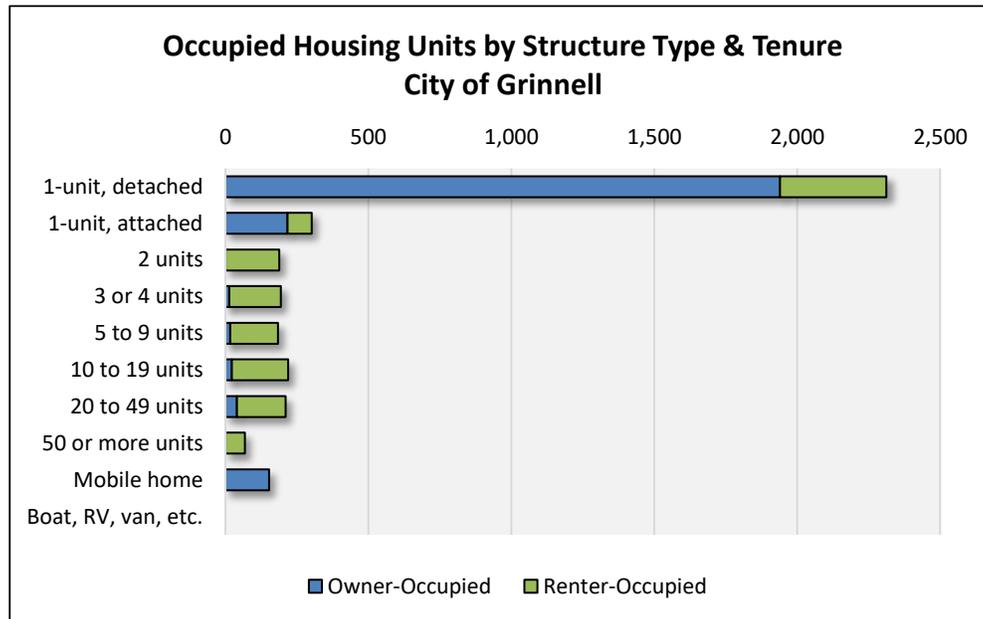
- There are an estimated 4,170 housing units in Grinnell, roughly 92% of which are occupied (3,802), and there are an estimated 1,905 housing units in the Remainder of the PMA (90% occupied). In Iowa, 91% of the housing units are occupied.
  - Within the Remainder of the PMA, housing unit concentrations are highest in Rock Creek Township (Jasper County) and Malcom Township (Poweshiek County).

**TABLE 18**  
**HOUSING UNIT STRUCTURE TYPE BY TENURE**  
**GRINNELL MARKET AREA**  
**2025**

	Grinnell		Remainder of PMA		PMA		Iowa	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
<b>Total Housing Units</b>	<b>4,170</b>		<b>1,905</b>		<b>6,075</b>		<b>1,475,579</b>	
<b>Occupied Housing Units</b>	<b>3,829</b>	<b>91.8%</b>	<b>1,716</b>	<b>90.1%</b>	<b>5,545</b>	<b>91.3%</b>	<b>1,338,792</b>	<b>90.7%</b>
<b>Owner-Occupied</b>	<b>2,402</b>	<b>62.7%</b>	<b>1,486</b>	<b>86.6%</b>	<b>3,889</b>	<b>70.1%</b>	<b>943,705</b>	<b>70.5%</b>
1-unit, detached	1,940	50.7%	1,439	83.9%	3,379	60.9%	850,382	63.5%
1-unit, attached	217	5.7%	8	0.5%	225	4.1%	39,641	3.0%
2 units	0	0.0%	0	0.0%	0	0.0%	3,476	0.3%
3 or 4 units	14	0.4%	0	0.0%	14	0.2%	5,184	0.4%
5 to 9 units	17	0.4%	0	0.0%	17	0.3%	3,086	0.2%
10 to 19 units	22	0.6%	0	0.0%	22	0.4%	4,093	0.3%
20 to 49 units	40	1.1%	0	0.0%	40	0.7%	3,540	0.3%
50 or more units	0	0.0%	0	0.0%	0	0.0%	2,225	0.2%
Mobile home	153	4.0%	39	2.3%	192	3.5%	31,791	2.4%
Boat, RV, van, etc.	0	0.0%	0	0.0%	0	0.0%	287	0.0%
<b>Renter-Occupied</b>	<b>1,427</b>	<b>37.3%</b>	<b>230</b>	<b>13.4%</b>	<b>1,656</b>	<b>29.9%</b>	<b>395,087</b>	<b>29.5%</b>
1-unit, detached	371	9.7%	182	10.6%	553	10.0%	127,036	9.5%
1-unit, attached	85	2.2%	7	0.4%	92	1.7%	21,341	1.6%
2 units	188	4.9%	3	0.2%	192	3.5%	23,211	1.7%
3 or 4 units	179	4.7%	1	0.1%	181	3.3%	38,760	2.9%
5 to 9 units	167	4.4%	27	1.6%	195	3.5%	44,093	3.3%
10 to 19 units	198	5.2%	1	0.0%	199	3.6%	49,034	3.7%
20 to 49 units	170	4.4%	0	0.0%	170	3.1%	49,392	3.7%
50 or more units	68	1.8%	0	0.0%	68	1.2%	33,682	2.5%
Mobile home	0	0.0%	8	0.5%	8	0.1%	7,831	0.6%
Boat, RV, van, etc.	0	0.0%	0	0.0%	0	0.0%	707	0.1%

Sources: 2019-2023 American Community Survey; US Census; Maxfield Research & Consulting

- Among all occupied units, detached single-unit (one-unit) structures are the most common housing type in the Market Area, comprising 71% of units in the PMA, including 60% of the units in Grinnell and 95% of units in the Remainder of the PMA. By comparison, roughly 73% of occupied housing units in Iowa are single unit detached structures.

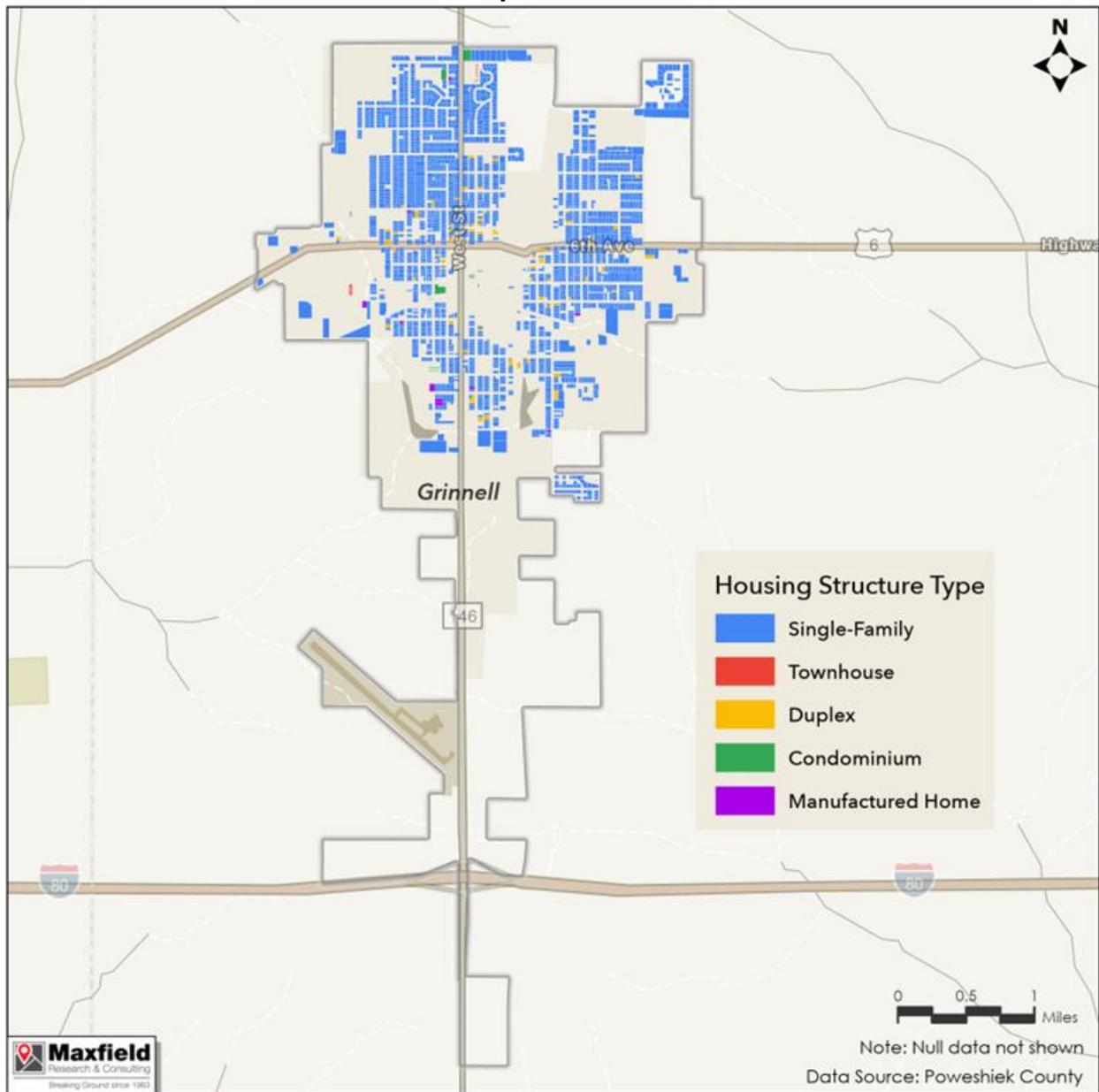


- Of the owner-occupied units in Grinnell, an estimated 81% are single-unit, detached structures (1,940 owner-occupied units), lower than 97% in the Remainder of the PMA and 90% in Iowa. Another 6% of the owner-occupied units in Grinnell are attached single-unit structures and 4% are in mobile homes and 7% compared to 3% and 2% in Iowa, respectively.
- An estimated 26% of the renter-occupied units in Grinnell (371) are in detached, single-unit structures, while 5% (198) are in multifamily structures with 10 to 19 units. By comparison, the highest proportions of renter-occupied units in Iowa are detached single-unit structures (32%) and structures with 20 to 49 units (13%).
- Attached single-unit structures (e.g. twin homes and townhomes) represent an estimated 7.9% of Grinnell's occupied housing stock, higher than 0.9% in the Remainder of the PMA and 4.6% in Iowa. An estimated 72% of Grinnell's supply of attached single-unit structures are owner-occupied, higher than 65% in Iowa.
- Compared to Iowa, Grinnell has higher proportions of units in attached, single-unit structures and multifamily structures with fewer than 50 units. The proportion of detached single-unit structures in Grinnell (60% of all occupied units) is substantially lower than Iowa (73%).

The series of maps on the following pages illustrate key characteristics of Grinnell’s existing housing stock, including residential structure type, housing units by homestead status, and the market value for residential properties. Data is sourced from Poweshiek County’s parcel dataset.

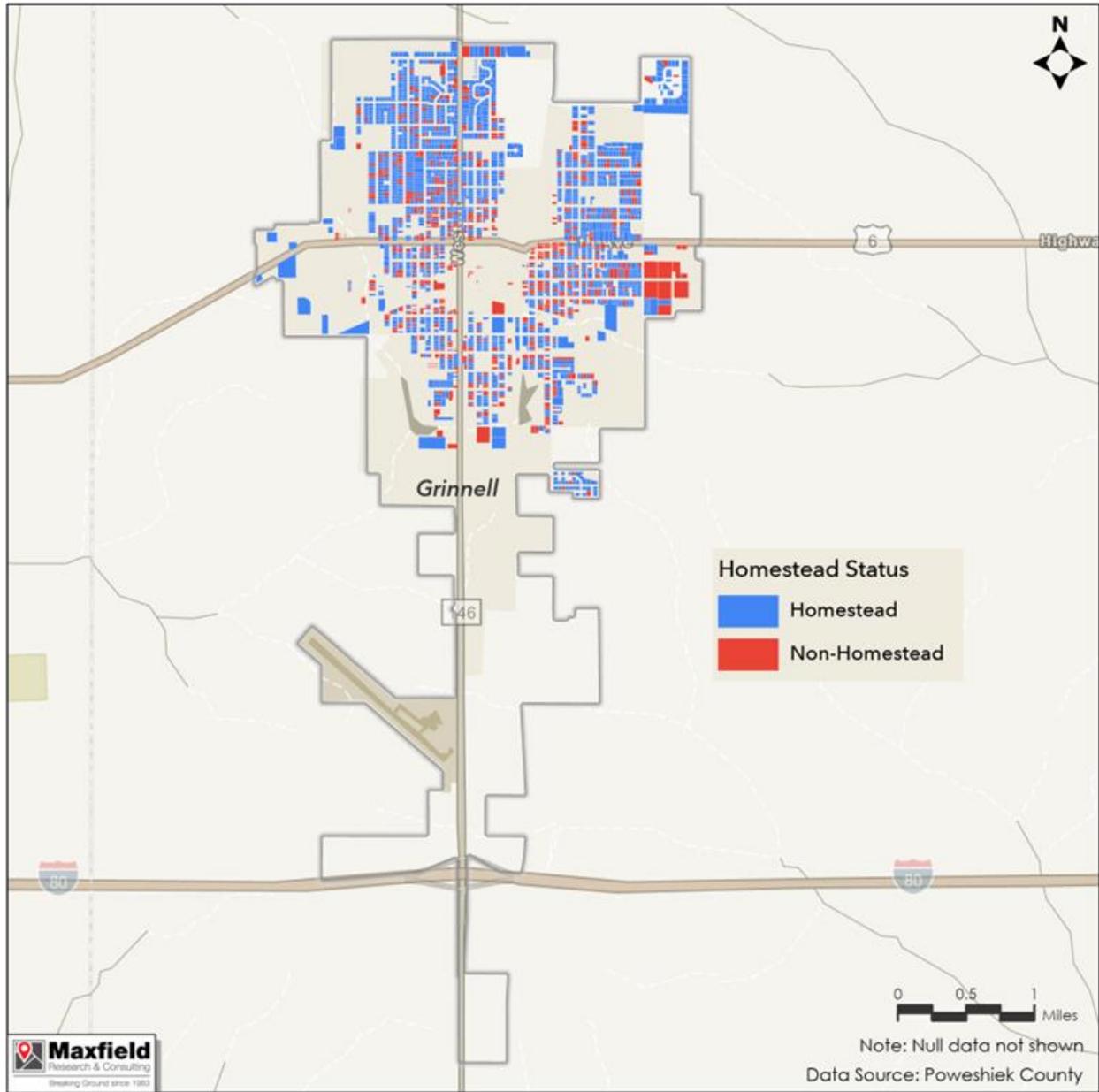
- The following map illustrates residential parcels in Grinnell by property tax code description. As shown, the vast majority of homes in the City are classified as “single-family” properties.

**2025 Residential Structure Type  
City of Grinnell**



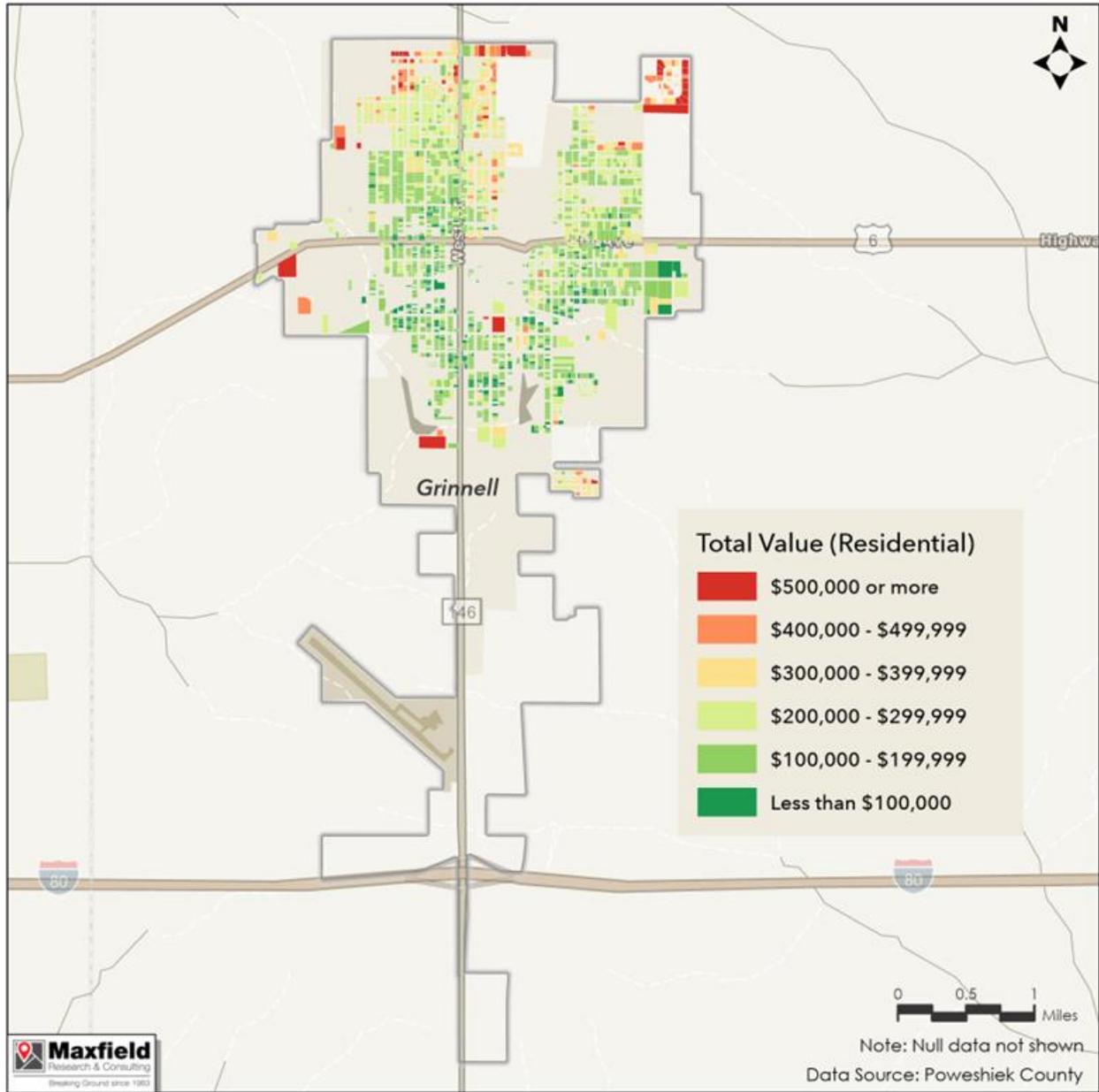
- The following map illustrates the location of residential parcels in Grinnell by homestead status. A property is designated as a homestead if it is the owner’s principal residence. Examples of non-homestead residential property include rental units and second homes.

**Homestead vs. Non-Homestead Property Map  
City of Grinnell**



- The following map illustrates the value of residential properties in Grinnell by market value. As shown, the highest value properties are situated in the northern third of the City, while properties with the lowest values are concentrated in the central portion of the community.

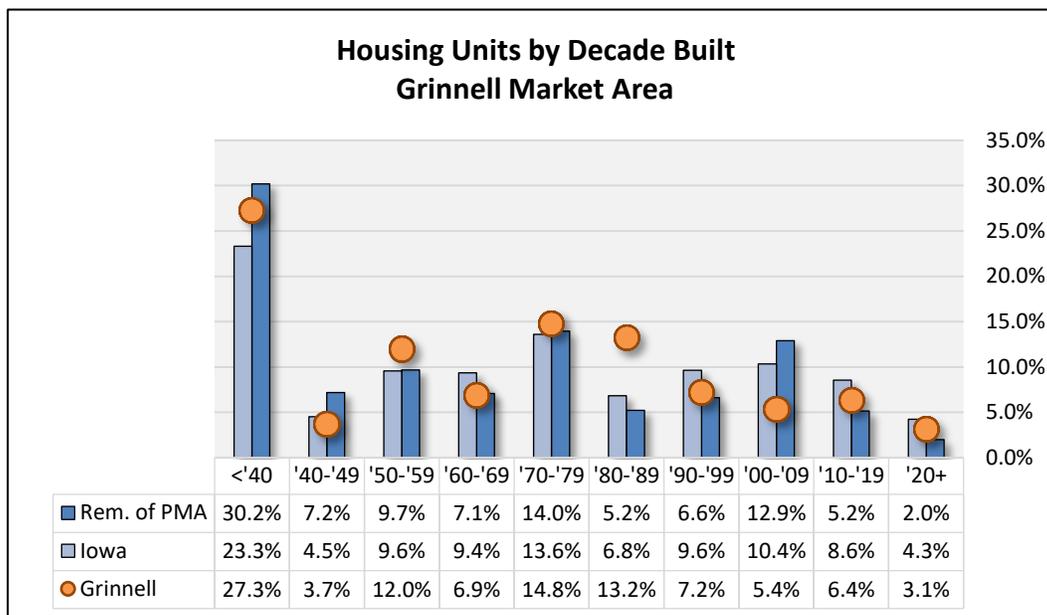
**2025 Residential Property Values  
City of Grinnell**



### Age of Housing Stock

Information in the table on the following page is sourced from the 2019-2023 American Community Survey (ACS) with adjustments made by Maxfield Research to reflect 2025 housing unit estimates based on 2020 Census data and residential building permit data. The table includes the number of housing units built prior to 1940 and during each subsequent decade in Grinnell and the Remainder of the PMA compared to Iowa. The Census Bureau began collecting year-built data in 1940.

- As depicted in the following chart, roughly 27% of the housing units in Grinnell (1,140 units) were built prior to 1940. By comparison, 30% of all housing units in the Remainder of the PMA and 23% of all housing units in Iowa were built prior to 1940.
  - While many homes built before 1940 may be in good condition, housing units this age are at risk of becoming substandard or functionally obsolete, and maintenance costs are generally higher than newer housing units.
- The 1970s and 1980s were the most active decades in Grinnell for housing unit production. An estimated 15% of Grinnell’s housing stock was built from 1970 to 1979 (618 units) and 13% of the housing units were constructed from 1980 to 1989 (551 units).



- The 1970s and 2000s were the most active decade in the Remainder of the PMA (14.0% and 12.9% of all units, respectively) while the 1970s was the most active decade in Iowa (14% of all units).
- Aside from the 1970s and 1980s, the most active decades in Grinnell were the 1950s (12% of the units) and the 1990s (7%).

TABLE 19

HOUSING UNITS BY YEAR STRUCTURE BUILT GRINNELL MARKET AREA 2025								
	Grinnell		Remainder of PMA		PMA		Iowa	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
<b>Total</b>	<b>4,170</b>	<b>100%</b>	<b>1,905</b>	<b>100%</b>	<b>6,075</b>	<b>100%</b>	<b>1,475,579</b>	<b>100%</b>
2020 or later	131	3.1%	38	2.0%	169	2.8%	62,790	4.3%
2010 to 2019	265	6.4%	98	5.2%	363	6.0%	126,191	8.6%
2000 to 2009	223	5.4%	246	12.9%	469	7.7%	152,841	10.4%
1990 to 1999	299	7.2%	126	6.6%	426	7.0%	142,198	9.6%
1980 to 1989	551	13.2%	99	5.2%	650	10.7%	101,071	6.8%
1970 to 1979	618	14.8%	266	14.0%	884	14.5%	200,551	13.6%
1960 to 1969	289	6.9%	135	7.1%	424	7.0%	138,217	9.4%
1950 to 1959	500	12.0%	184	9.7%	684	11.3%	141,102	9.6%
1940 to 1949	154	3.7%	137	7.2%	291	4.8%	66,716	4.5%
1939 or earlier	1,140	27.3%	575	30.2%	1,715	28.2%	343,903	23.3%

Sources: 2019-2023 American Community Survey; US Census; Maxfield Research & Consulting

## Residential Construction Trends

The table on the following page displays the number of new housing units permitted for detached single-family, attached single-family/duplex, and multifamily structures in Grinnell from 2015 through May 1, 2025. Data was provided by the City of Grinnell.

- From 2015 to May 2025, 285 housing units were permitted in the City of Grinnell. Approximately 22% of all residential units permitted in Grinnell since 2015 were detached single-family units (64) and 6% were attached single-family/duplex units (18), while 71% were units in multifamily structures (203).
  - Annually, Grinnell averages 26.8 new units per year, including 6.3 new detached single-family units, 0.2 attached single-family/duplex units, and 20.3 multifamily units per year.
- From 2015 through 2019, 137 new housing units were permitted in Grinnell, for an average of 27.4 new units per year. The pace of development activity slowed modestly from 2020 through 2024, averaging 26.2 units per year (131 total units) over the past five years.
- The pace of new detached single-family construction decreased from 7.6 units per year from 2015 through 2019 to 5.0 units per year (2020 through 2024). Multifamily unit production increased from 19.4 units per year (2015 through 2019) to 21.2 units per year.
  - There were 16 duplex units permitted in 2025 year-to-date, after just two duplex units were permitted during the previous ten years.

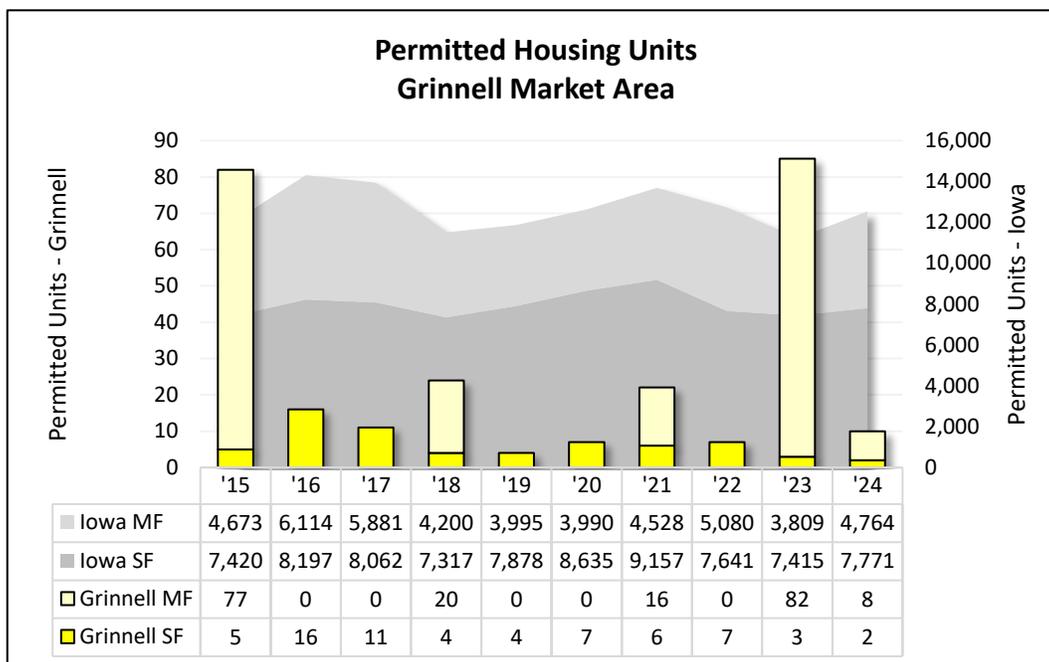
TABLE 20

RESIDENTIAL CONSTRUCTION TRENDS CITY OF GRINNELL 2015 - 2024				
Year	Detached Single-family	Attached Single-family/Duplex	Multifamily Units	Total Units
2015	5	0	77	82
2016	14	2	0	16
2017	11	0	0	11
2018	4	0	20	24
2019	4	0	0	4
2020	7	0	0	7
2021	6	0	16	22
2022	7	0	0	7
2023	3	0	82	85
2024	2	0	8	10
2025 ytd*	1	16	0	17
<b>Units Permitted</b>	<b>64</b>	<b>18</b>	<b>203</b>	<b>285</b>

\*2025 year-to-date data through May 1  
Excludes 109-unit Renfrow Hall (Grinnell College Dorm) which opened in 2024. Dormitories are classified as Group Quarters, not Housing Units

Sources: City of Grinnell; Maxfield Research & Consulting

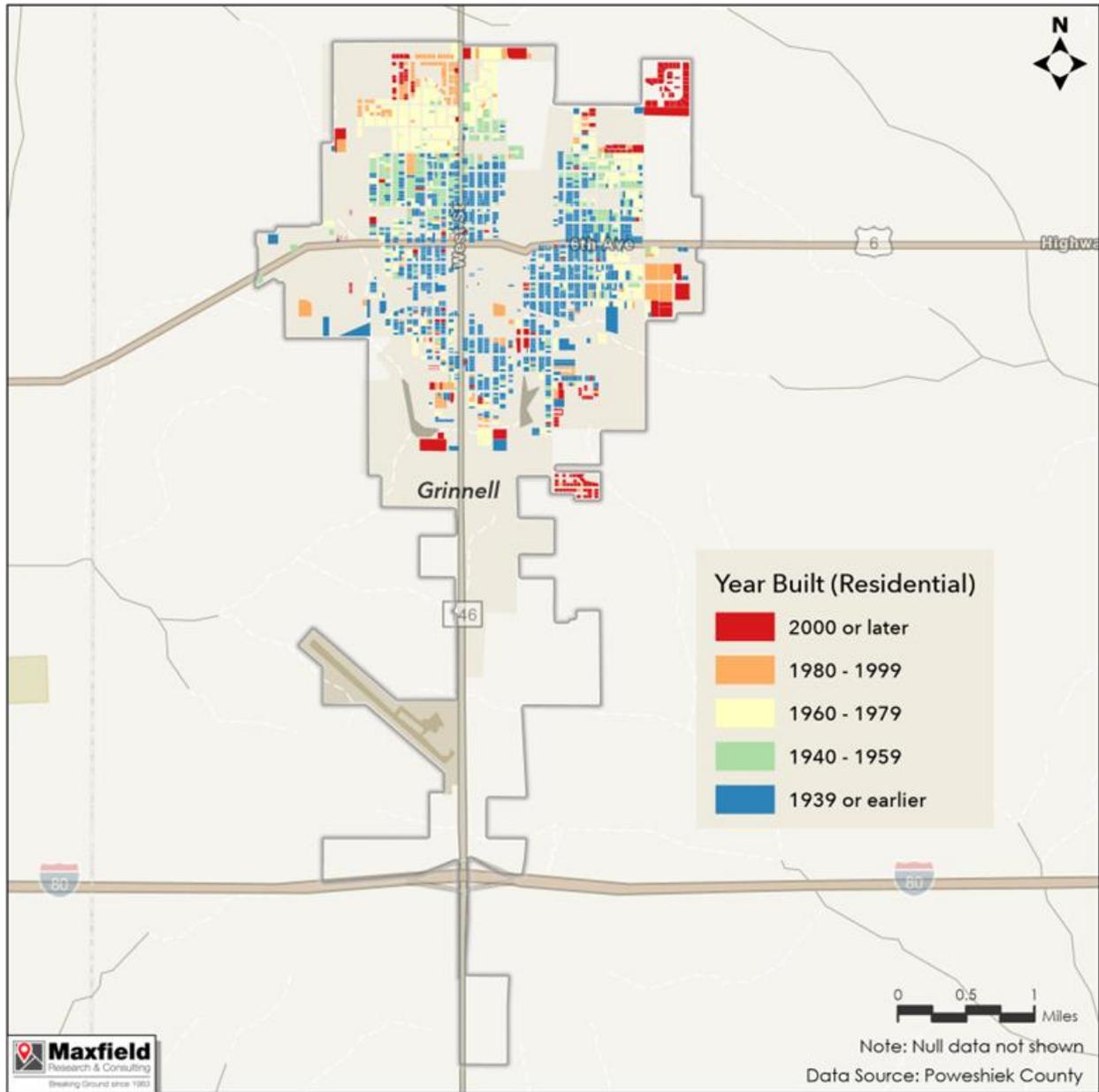
The following graph illustrates residential building permit trends in Grinnell compared to Iowa from 2015 through 2024. Permit data for Iowa was obtained from the HUD State of the Cities Data Systems (SOCDS).



The HUD SOCDs takes data from the U.S. Census Building Permit Survey (BPS) which is based on reports submitted by local permit officials and includes any subsequent Census revisions to achieve higher quality data. For this comparison, single-family is defined as fully detached, semi-detached (semi-attached, side-by-side), row houses, and townhouses, so single-family data includes detached units and attached single-family/duplex units.

- Based on data from HUD SOCDs, Iowa averaged 12,653 permitted housing units per year from 2015 through 2024.
- Across Iowa, 63% of all permitted units were single-family over the past ten years while 37% of the units were in multifamily structures
  - Roughly 61% of all permitted units from 2015 through 2019 were single-family, increasing to 65% from 2020 through 2024.
  - The proportion of permitted multifamily units in the Region declined slightly from 39% of all permitted units from 2015 through 2019 to 35% since 2020.
- In Iowa, housing production peaked in 2016 (14,311 units permitted) and 2017 (13,943 units permitted) before slowing to 11,517 units in 2018 and 11,873 units in 2019.
- Residential development activity in the State accelerated post-COVID, climbing to 13,685 permitted units in 2021.
- Due, in part, to rising interest rates, new housing construction slowed to 11,224 units permitted in 2023. Activity appears to be accelerating, as 12,535 units were permitted in 2024, a 12% increase from 2023.
- The map on the following page illustrates the age of housing units in Grinnell by year built. Data is sourced from the Poweshiek County parcel dataset. For the purpose of this mapping illustration, year-built data was divided into five groups.
- As shown, a majority of the newest housing units (built in 2000 or later) are located along the outer edges of the community, particularly in the northern portion of the City, while the oldest housing units (built prior to 1940) are concentrated in the central portion of Grinnell.

### Residential Properties by Year Built City of Grinnell



The following photographs represent a sample of Grinnell’s housing inventory.



New construction detached single-family neighborhood



New construction multifamily rental building



Pre-1940’s detached single-family homes



1970’s era detached single-family homes



Attached single-family townhomes



1980’s era owned multifamily (condominium) building

# For-Sale Market

## Introduction

Maxfield Research analyzed the for-sale housing market in Grinnell and the surrounding area by collecting data on home sales, home listings, and the supply of residential lots in the area. This section of the report reviews recent home sale trends against the supply of available for-sale housing, including detached single-family and multifamily housing. For the purposes of this analysis, housing sales data for townhomes and twin home/duplex units (i.e. attached single-family) are combined with sales information for condominium units under the “multifamily” description. This section evaluates for-sale housing market conditions in Grinnell by examining the following data.

- ▶ Home sale trends
- ▶ The supply of homes currently listed as available for sale
- ▶ A review and analysis of the residential lot supply
- ▶ Information on new construction sales activity

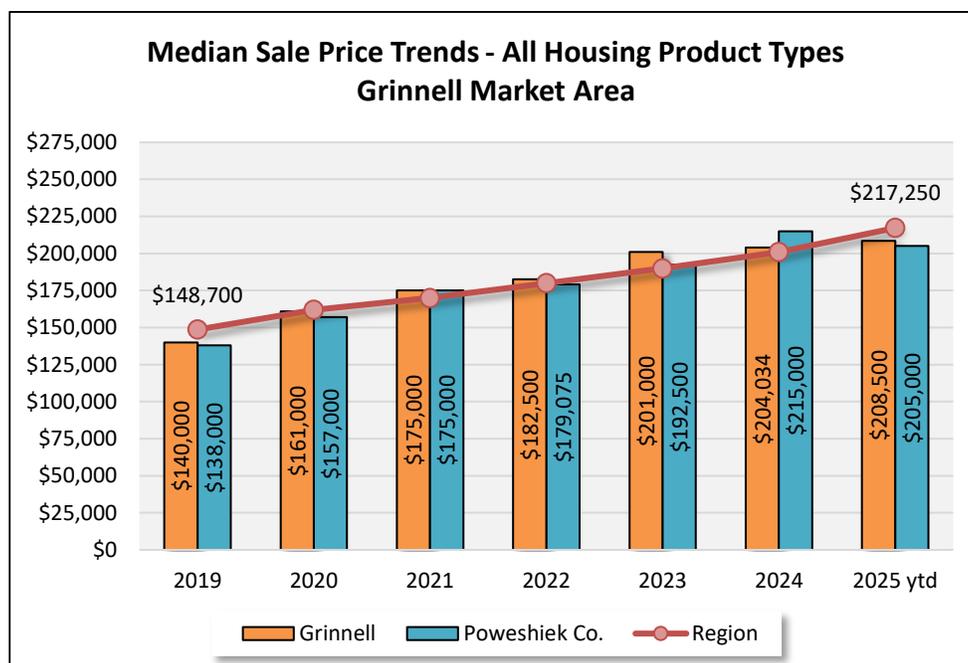
Data was collected in August 2025. Information on home sale trends was obtained from Central Iowa Realtors and includes all transactions sold through a Realtor via the Multiple Listing Service (MLS) which generally accounts for 90% to 95% of all home sales. Private sales (not sold on the MLS by a Realtor) are not included. Information on the price distribution of homes sold in Grinnell was sourced from Poweshiek County. Information on active listings was obtained from various Multiple Listing Services via Realtor.com.

Residential lot supply data was sourced from the City of Grinnell and Poweshiek County property records, while information on actively-marketing residential lots was sourced from Realtor.com via the MLS.

## Home Sale Trends

The following graph summarizes median home sale price trends from 2019 through July 2025 for Grinnell and Poweshiek County compared to the 13-County Central Iowa Board of Realtors Region. Data is source from the Central Iowa Board of Area Realtors. Data represents pricing for all housing product types (i.e. detached single-family, townhomes, condominiums, etc.)

- In Grinnell, the median sale price jumped 49%, climbing from \$140,000 in 2019 to \$208,500 in 2025 (through July), averaging 7.9% increases annually.
- By comparison, median sale prices increased 49% in Poweshiek County (9.3% annual growth) and 46% in the Region (6.2% annual growth) between 2019 and July 2025.



- Median sale price trends in Grinnell have tracked consistently with Poweshiek County and Central Iowa, although prices are slightly lower in Grinnell than the Region. In 2025, the median sale price for all product types in Grinnell (\$208,500) was 1.7% higher than Poweshiek County (\$205,000) but -4.0% lower than the Region (\$217,250).

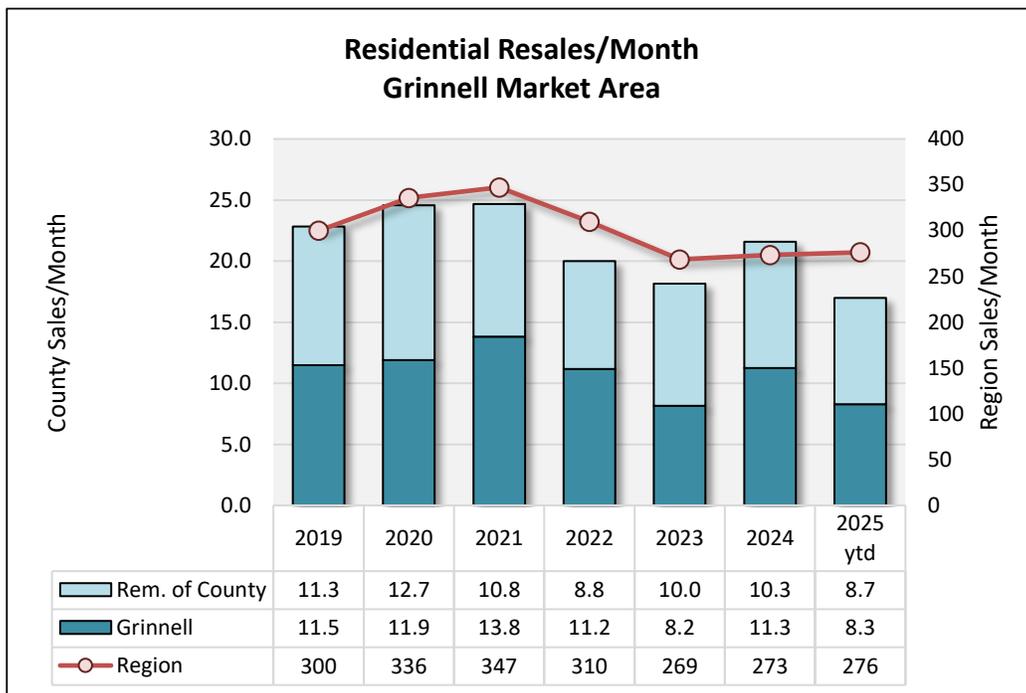
The table on the following page presents home sale data from 2019 through July 2025 for Grinnell and Poweshiek County compared to the Central Iowa Region. The table displays the median sale price, number of closed transactions, and marketing times (median days on market) for all detached single-family and multifamily (i.e. townhomes, twin homes, condominiums) resales. Note that data is based on the location of the sale as entered by a Realtor into the MLS, so it's possible that some sales listed under Grinnell may have occurred in a nearby township.

**TABLE 21**  
**RESIDENTIAL SALE TRENDS**  
**GRINNELL MARKET AREA**  
**2019 - 2025**

	Detached Single-family					Multifamily				
	Median Price	Pct. Change	Closed Sales	Pct. Change	Med. DOM <sup>^</sup>	Median Price	Pct. Change	Closed Sales	Pct. Change	Med. DOM <sup>^</sup>
<b>Grinnell</b>										
2025 ytd	\$208,500	0.2%	56	-56.6%	11	\$180,500	13.5%	2	-66.7%	24
2024	\$208,000	-0.5%	129	40.2%	32	\$159,000	-11.7%	6	0.0%	12
2023	\$209,000	13.0%	92	-29.8%	19	\$180,000	0.8%	6	100.0%	5
2022	\$185,000	4.2%	131	-16.6%	21	\$178,650	2.1%	3	-66.7%	65
2021	\$177,500	13.1%	157	11.3%	31	\$175,000	-23.2%	9	350.0%	14
2020	\$157,000	12.1%	141	2.2%	60	\$228,000	--	2	--	103
2019	\$140,000	--	138	--	60	--	--	--	--	--
<b>Poweshiek County</b>										
2025 ytd	\$205,000	-6.8%	117	-53.8%	10	\$180,500	13.5%	2	-66.7%	24
2024	\$220,000	10.8%	253	19.3%	26	\$159,000	-11.7%	6	0.0%	12
2023	\$198,500	10.6%	212	-10.5%	27	\$180,000	0.8%	6	100.0%	5
2022	\$179,500	2.6%	237	-16.8%	21	\$178,650	2.1%	3	-72.7%	65
2021	\$175,000	12.9%	285	-2.7%	25	\$175,000	-23.2%	11	450.0%	14
2020	\$155,000	12.3%	293	6.9%	51	\$228,000	--	2	--	103
2019	\$138,000	--	274	--	63	--	--	--	--	--
<b>Central Iowa Region</b>										
2025 ytd	\$215,000	7.5%	1,793	-41.5%	13	\$240,750	14.1%	142	-34.3%	26
2024	\$200,000	6.4%	3,065	1.1%	16	\$211,000	-1.9%	216	13.1%	14
2023	\$188,000	4.5%	3,032	-13.2%	12	\$215,000	16.2%	191	-15.1%	8
2022	\$179,900	7.1%	3,493	-10.7%	10	\$185,000	-2.0%	225	-12.1%	14
2021	\$168,000	5.0%	3,910	3.3%	10	\$188,750	-0.6%	256	5.3%	8
2020	\$160,000	9.2%	3,786	5.2%	26	\$189,968	8.6%	243	25.9%	38
2019	\$146,500	--	3,598	--	30	\$175,000	--	193	--	41
Multifamily includes attached single-family (townhomes, twin homes) and condominiums										
^DOM = Days on Market										
2025 year-to-date (ytd) data through July										
Sources: Central Iowa Board of Realtors; Maxfield Research & Consulting										

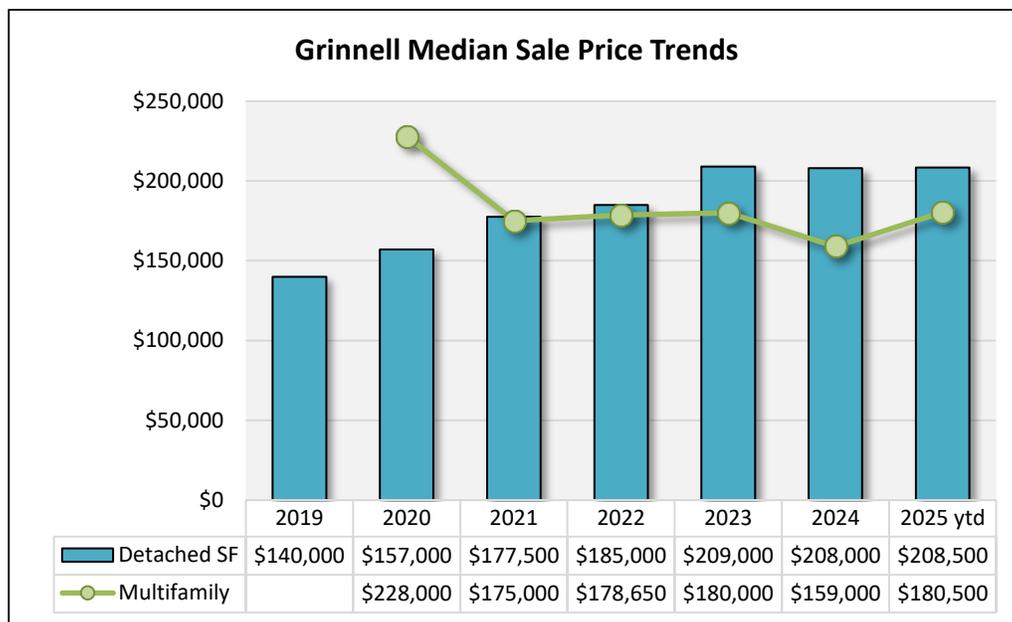
- From 2019 through July 2025, there were 1,701 residential sales in Poweshiek County.
  - Within the County, 51% of all sales (872) were in Grinnell and the remaining 49% (829 sales) were in the Remainder of the County.
- Of all sales in Poweshiek County since 2019, 98% have been detached single-family homes (1,671) while just 2% (30) were sales of multifamily units. In Grinnell, 97% of all sales were detached single-family (844) while 3% were multifamily (28). By comparison, 94% of all residential sales in the Region were detached single-family and 6% were multifamily units.

- Sales activity in the County increased from 22.8 sales per month in 2019 to 24.6 sales per month in 2020 and 24.7 sales per month in 2021. Sales volume declined to 18.2 sales per month in 2023 before increasing to 21.6 sales per month in 2024.
  - In Grinnell, sales activity peaked at 13.8 sales per month in 2021, before declining to 8.2 sales per month in 2023. Sales volume in Grinnell increased to 11.3 sales per month in 2024 but has since declined to 8.3 sales per month in 2025 (through July).
- Sales volume decelerated due, in large part, to rising mortgage rates, which caused sales activity to slow across much of Iowa. In Central Iowa, sales volume declined roughly -11% in 2022 and -13% in 2023, but increased 2% in 2024, after peaking in 2020 and 2021.



- In 2024, Poweshiek County averaged 21.1 detached single-family sales per month, including 10.8 sales per month in Grinnell and 10.3 sales per month in the Remainder of the County.
- With six sales, Poweshiek County averaged 0.5 multifamily sales per month in 2024, all of which occurred in Grinnell. Since 2019, 93% of all multifamily sales in the County occurred in Grinnell.
- Multifamily sales activity in Grinnell peaked in 2021 with nine sales, followed by 2023 and 2024 with six sales each year.

- Marketing times declined in Grinnell between 2019 and 2025, as the median number of days on market for detached single-family homes dropped from 60 days in 2019 to 19 days in 2023, before increasing to 32 days in 2024. Through the first seven months of 2025, marketing times for detached single-family homes declined to 11 days on market.
- Due to limited sales volume, marketing times for multifamily units in Grinnell experienced large fluctuations, ranging from 103 days on market in 2020 to five days on market in 2023. The median marketing time for multifamily units was 12 days in 2024 and 24 days in 2025.
- Increased competition for homes (as indicated by the decreasing supply of available housing and shortened marketing times) helped stimulate strong price appreciation in recent years.
- In Grinnell the median price for detached single-family homes increased 49%, climbing from \$140,000 in 2019 to \$208,500 year-to-date in 2025, averaging 7.0% increases annually.
- Median multifamily sale prices declined from \$228,000 in 2020 (two sales) to \$159,000 in 2024 (six sales) before increasing to \$180,500 in 2025 (two sales).



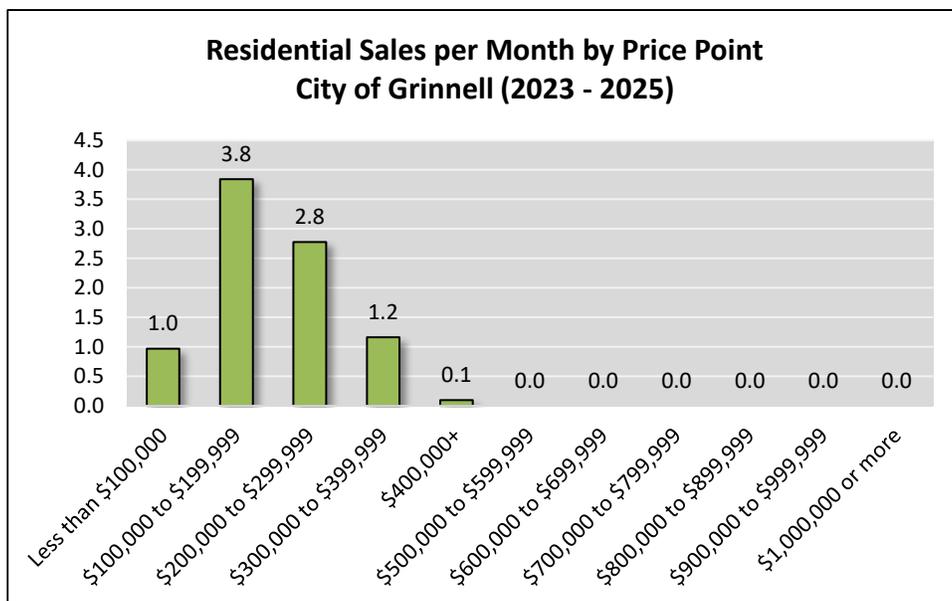
- The 2024 median price for detached single-family homes of \$208,000 in Grinnell was lower than Poweshiek County (\$220,000), but higher than \$200,000 in Central Iowa. In Grinnell, the 2024 median sale price for multifamily units was \$159,000, notably lower than \$211,000 in Central Iowa.

The following figures summarize residential resales in Grinnell from 2023 through July 2025 by price range, including the price distribution for detached single-family and multifamily sales combined. Data for this table was sourced from Poweshiek County via Beacon and includes all “Qualified” residential sales in Grinnell.

- Homes priced between \$100,000 and \$199,999 were the most commonly purchased product in Grinnell since 2023, representing 43.4% of all sales, followed by homes priced in the \$200,000 to \$299,999 (31.4%) and \$300,000 to \$399,999 (13.1%) ranges. Another 10.9% of sales were priced below \$100,000 while 1.1% were priced between \$400,000 and \$499,999.



- The following chart illustrates the average number of sales per month in Grinnell by price point since 2023. As shown, homes priced in the \$100,000 to \$199,999 average 3.8 sales per month in the City, while homes priced in the \$200,000 to \$299,999 range average 2.8 sales per month.



## Active Listings

The following table presents a summary of housing units listed for sale by a Realtor on the MLS in Grinnell as of August 7, 2025. Data is presented by price range, including information on the number of active listings, median year built, median size (based on total finished square feet), median price, and median price per square foot.

- There were 36 homes listed for sale in Grinnell as of August 7, 2025, 92% of which (33) were detached single-family homes while 8% were multifamily units (three).

**TABLE 22**  
**ACTIVE LISTINGS**  
**CITY OF GRINNELL**  
**August 2025**

	Listings	% of Total	Median Year Built	Median Size	Median Price	Price per Sq. Ft.
<b>Detached Single-family</b>						
Less than \$100,000	3	8.3%	1900	1,227	\$53,000	\$43
\$100,000 to \$199,999	14	38.9%	1900	1,358	\$154,950	\$114
\$200,000 to \$299,999	11	30.6%	1913	1,728	\$239,500	\$139
\$300,000 to \$399,999	2	5.6%	1959	2,382	\$316,250	\$133
\$400,000 to \$499,999	2	5.6%	1963	2,284	\$425,000	\$186
\$500,000 to \$599,999	1	2.8%	2022	2,156	\$519,900	\$241
\$600,000 to \$699,999	0	0.0%	--	--	--	--
\$700,000 to \$799,999	0	0.0%	--	--	--	--
\$800,000 to \$899,999	0	0.0%	--	--	--	--
\$900,000 to \$999,999	0	0.0%	--	--	--	--
\$1,000,000 or more	0	0.0%	--	--	--	--
<b>Total:</b>	<b>33</b>	<b>92%</b>	<b>1900</b>	<b>1,630</b>	<b>\$194,500</b>	<b>\$119</b>
<b>Multifamily (Townhome, Twin Home, Condo, etc.)</b>						
Less than \$100,000	0	--	--	--	--	--
\$100,000 to \$199,999	1	2.8%	1982	1,290	\$159,000	\$123
\$200,000 to \$299,999	2	5.6%	2005	1,594	\$214,450	\$135
\$300,000 to \$399,999	0	--	--	--	--	--
\$400,000 to \$499,999	0	--	--	--	--	--
\$500,000 to \$599,999	0	--	--	--	--	--
\$600,000 to \$699,999	0	--	--	--	--	--
\$700,000 to \$799,999	0	--	--	--	--	--
\$800,000 to \$899,999	0	--	--	--	--	--
\$900,000 to \$999,999	0	--	--	--	--	--
\$1,000,000 or more	0	--	--	--	--	--
<b>Total:</b>	<b>3</b>	<b>8%</b>	<b>2004</b>	<b>1,407</b>	<b>\$208,900</b>	<b>\$148</b>
<b>Total</b>	<b>36</b>	<b>100%</b>	<b>1900</b>	<b>1,615</b>	<b>\$201,700</b>	<b>\$125</b>

Sources: Realtor.com; Maxfield Research & Consulting

- The median asking price for detached single-family homes was \$194,500, -7% lower than the 2025 median sale price of \$208,500. The median list price for multifamily units (\$208,900) is 16% higher than the 2025 median sale price of \$180,500.
- The median size of the detached single-family homes listed for sale was 1,630 square feet which equates to a median price per square foot (psf) of \$119, while the median list price for multifamily units is \$148 psf based on the median size of 1,407 square feet.
- Detached single-family homes priced in the \$100,000 to \$199,999 range are the most common listings in Grinnell, with 14 homes listed for sale (39% of all listings), followed by detached single-family homes in the \$200,000 to \$299,999 range with 11 listings (31%).
  - There are also three detached single-family homes priced less than \$100,000, two priced in the \$300,000 to \$399,999 range, two priced in the \$400,000 to \$499,999 range, and one priced over \$500,000.
- Among the three multifamily units listed for sale, two are priced in the \$200,000 to \$299,999 range (6% of all listings) and one is priced in the \$100,000 to \$199,999 range.
- The median year built of the detached single-family homes listed for sale is 1900, while the multifamily units have a median year built of 2004.
- Since 2023, Grinnell has averaged 9.4 sales per month, including 3.7 detached single-family home sales per month and 0.5 multifamily sales per month.
  - Based on the supply of available for-sale housing in the City as of August 2025, there is a 3.8-month supply of homes available for sale on the market, including a 3.7-month supply of detached single-family homes and a 6.0-month supply of multifamily units.
- Equilibrium in the for-sale housing market is generally considered to be a six-month supply, indicating that there is pent-up demand for homes in Grinnell.

## Actively Marketing Residential Lots

The table on the following page summarizes residential lots listed for sale by a Realtor on the MLS in the City of Grinnell and the Remainder of the PMA as of August 2025. Data is sourced from Realtor.com.

- As of August 2025, there were four residential lots available for sale in the PMA on the MLS, including three lots in Grinnell and one lot in Oakland Acres. This information excludes larger acreages and commercial land that may also be listed for sale in the PMA.
- The median size of lots currently available for sale in the PMA is 14,810 square feet (0.34-acre), ranging from 0.21-acre (8,999 square feet) for an unplatted lot in Grinnell to 0.69-acre (30,056 square feet) for a lot in Grinnell's Prairie Pointe Estates.
- Lot prices vary depending on location and features, ranging from \$24,000 for a 13,068 square-foot lot in Prairie Pointe Estates to \$60,000 for a 20,473 square-foot lot in Oakland Acres. The median list price for lots in the PMA is \$48,000, which equates to \$3.24 psf (\$141,176 per acre) based on the median size of 14,810 square feet (0.34-acre).
- Actively-marketing lots in Grinnell have a median price of \$1.99 psf (\$86,667 per acre) based on the median price of \$26,000 and a median size of 13,068 square feet (0.30-acre).

**TABLE 23**  
**ACTIVELY-MARKETING RESIDENTIAL LOT SUPPLY**  
**PRIMARY MARKET AREA**  
**August 2025**

Subdivision City/Township	Lots for Sale	----- Lots Listed For Sale -----				
		Lot Size Range		Lot Price Range		
		Min Ac Max	Median Ac Median SF	Min Max	Median Price	Price/Ac Price/SF
Prairie Pointe Estate Grinnell	2	0.30 0.69	0.50 20,473	\$24,000 \$33,900	\$28,950	\$57,900 \$1.41
Unplatted Parcel Grinnell	1	0.21 0.21	0.21 8,999	\$26,000 \$26,000	\$26,000	\$123,810 \$2.89
Oakland Acres 8th Addn Oakland Acres	1	0.47 0.47	0.47 20,473	\$60,000 \$60,000	\$60,000	\$127,660 \$2.93
<b>Summary</b>	<b>4</b>	<b>0.21 0.69</b>	<b>0.34 14,810</b>	<b>\$24,000 \$60,000</b>	<b>\$48,000</b>	<b>\$141,176 \$3.24</b>

Sources: Realtor.com; Maxfield Research & Consulting

- In addition to these lots that are being marketed for sale, there are also lots available to purchase as part of a new home construction package, but these lots are not available to purchase outright.

## Residential Lot Supply

The following table identifies the supply of vacant residential lots in the City of Grinnell, as of August 2025. Data is provided by the City of Grinnell along with property records from Poweshiek County.

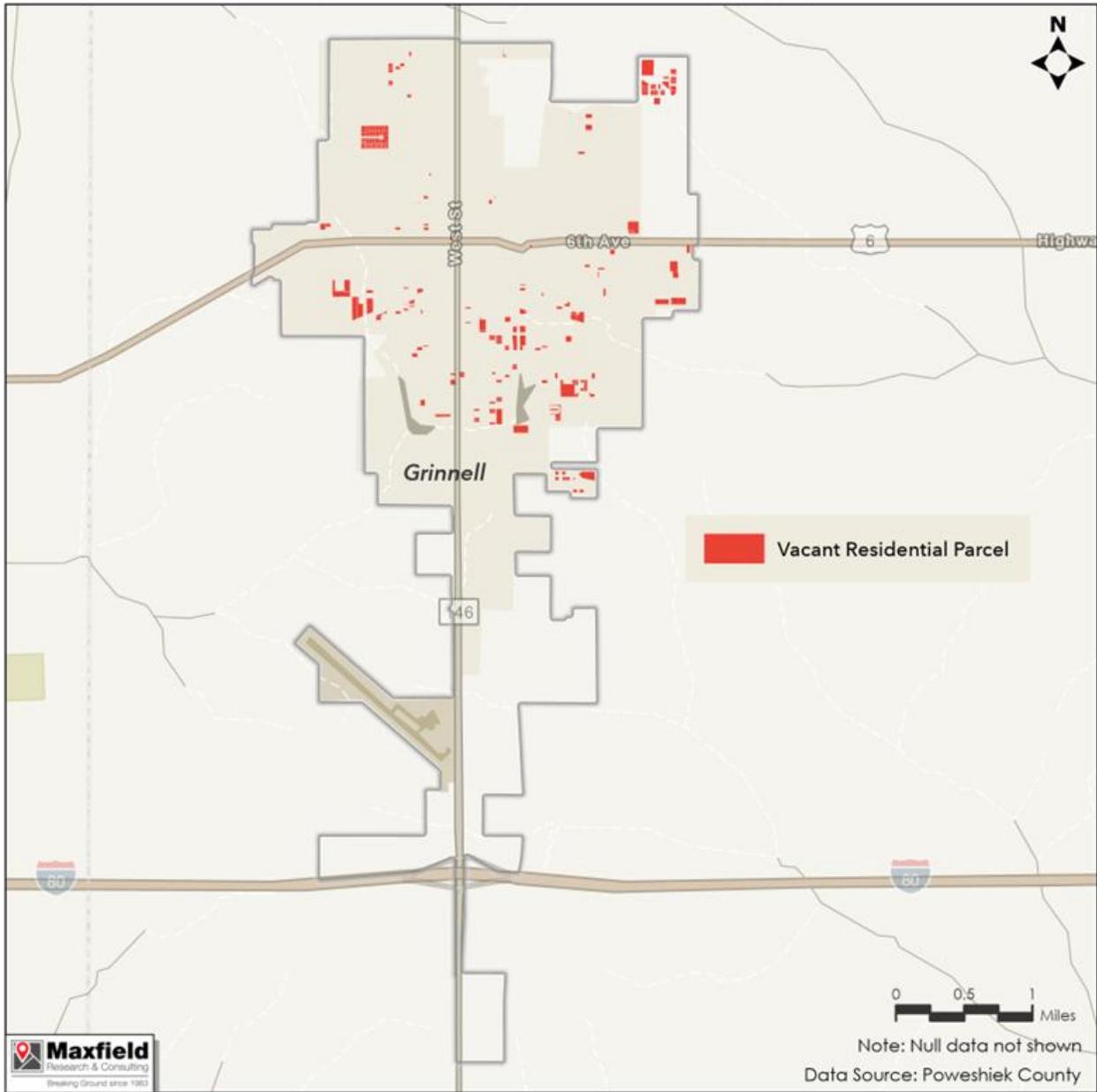
- Overall, we identified a total of 64 vacant residential parcels in Grinnell. It's important to note that many of these vacant lots are not currently being marketed for sale. Also, several of these lots are owned privately (i.e. not by a builder/developer) and may or may not be available for future development.
- We identified 64 existing vacant lots among eight subdivisions in Grinnell, although the majority are not currently listed for sale on the MLS. As noted previously, there are four lots listed for sale on the MLS in Grinnell.
  - It's important to note that several of these lots are owned privately or by adjacent land-owners and may or may not be available for future development.
- With 24 vacant lots, the recently platted Scout Subdivision contains the largest number of vacant lots, followed by Prairie Pointe Estates with 16 and Becks Second Addition with ten.

**TABLE 24**  
**RESIDENTIAL LOT SUPPLY BY SUBDIVISION**  
**CITY OF GRINNELL**  
**August 2025**

Subdivision Name	Total Lots	Developed Lots	Vacant Lots
<b>Detached Single-Family</b>			
Becks Second Addition	24	14	10
Becks 3rd Subdivision - Plat 2	19	13	6
East Gate Estates Phase II	11	6	5
East Gate Estates Phase III	18	17	1
Prairie Pointe Estates	55	39	16
Renaud Subdivision	3	2	1
Scout Subdivision	41	17	24
Grinnell Central (not in a subdivision)	NA	NA	1
<b>Vacant Residential Lots in Grinnell:</b>			<b>64</b>
Sources: City of Grinnell; Poweshiek County; Maxfield Research & Consulting			

- The following map depicts the location of parcels designated by the County as vacant and underdeveloped residential lots in the City of Grinnell. This information is sourced from the Poweshiek County parcel dataset.

City of Grinnell Vacant Residential Lot Supply



## New Construction Home Pricing

The following table and related points summarize new construction home sales over the past three years in the Market Area along with new construction homes listed for sale by a Realtor on the MLS as of August 2025. Information is presented by community and includes the number of sales or listings, property type, total finished square feet, price ranges, and median price per square foot.

Because there is limited new construction home sale data in the City of Grinnell and the PMA, information is provided for all of Poweshiek County as well as Jasper County. Data is sourced from Poweshiek County and Jasper County via Beacon.

- Information is provided on 69 new construction home sales and active listings in the Market Area. Among these new construction units, 91% are detached single-family (63) and 9% are townhome/twin home units (six).
- Roughly 81% of the new construction units in the Market Area are in Jasper County (56) and 19% are in Poweshiek County (13), including three in the City of Grinnell (4%).
  - With 26 new construction units, Newton contains the highest percentage of new construction sales activity in the Market Area (38% of the total).
- Overall, new construction units in the Market Area have a median price of \$400,000 which equates to \$258 psf based on the median size of 1,550 square feet.
- New construction detached single-family homes in the Market Area have a median size of 1,590 square feet, ranging from 632 square feet for a unit in Union Township (Poweshiek County) to 3,508 square feet for a unit in Newton (Jasper County).
- The median price for new construction detached single-family units in the Market Area is \$403,350 (\$254 psf), ranging from a low of \$238,700 for a unit in Newton to \$731,183 for the 3,508 square-foot home in Newton.
  - New construction detached single-family homes in Grinnell have a median size of 1,844 square feet. These units have a median sale price of \$425,000 (\$230 psf) compared to a median price of \$320,000 (\$199 psf) in Poweshiek County.
  - Detached single-family new construction in Jasper County have a median price of \$418,000 (\$264 psf based on the median size of 1,582 square feet).
- New construction townhome/twin home units have a median size of 1,476 square feet, ranging from 1,080 square feet for a unit in Colfax to 1,528 square feet for a unit in Newton.

- Pricing for new construction townhome/twin home units ranges from a low of \$214,900 for a unit in Colfax to \$413,450 for a unit in Newton. The median new construction price for townhome/twin homes units is \$389,950 (\$264 psf).

TABLE 25

**NEW CONSTRUCTION HOME PRICING SUMMARY**  
**GRINNELL MARKET AREA**  
 August 2025

Community	Sales/ Listings	Finished Square Feet			Price Range			Price/SF
		Low	High	Median	Low	High	Median	
<b>Detached Single-Family - Poweshiek County</b>								
Grinnell	3	1,728 - 2,080		1,844	\$400,000 - \$573,783		\$425,000	\$230
Montezuma	3	1,520 - 1,710		1,704	\$246,000 - \$320,000		\$250,000	\$147
Union Twp	5	632 - 1,672		1,344	\$295,000 - \$510,000		\$300,000	\$223
Victor	1	1,550 - 1,550		1,550	\$395,907 - \$395,907		\$395,907	\$255
Madison Twp	1	1,344 - 1,344		1,344	\$349,000 - \$349,000		\$349,000	\$260
<b>Summary:</b>	<b>13</b>	<b>632 - 2,080</b>		<b>1,608</b>	<b>\$246,000 - \$573,783</b>		<b>\$320,000</b>	<b>\$199</b>
<b>Detached Single-Family - Jasper County</b>								
Clear Creek	1	1,714 - 1,714		1,714	\$515,000 - \$515,000		\$515,000	\$300
Colfax	1	1,545 - 1,545		1,545	\$530,714 - \$530,714		\$530,714	\$344
Elk Creek	1	1,644 - 1,644		1,644	\$479,000 - \$479,000		\$479,000	\$291
Independence	1	1,623 - 1,623		1,623	\$445,500 - \$445,500		\$445,500	\$274
Mingo	2	1,366 - 1,500		1,433	\$364,500 - \$650,000		\$507,250	\$354
Monroe	10	1,297 - 2,527		1,528	\$309,000 - \$488,000		\$445,730	\$292
Newton	22	1,200 - 3,508		1,558	\$238,700 - \$731,183		\$389,233	\$250
Palo Alto	1	1,748 - 1,748		1,748	\$480,000 - \$480,000		\$480,000	\$275
Prairie City	10	1,425 - 1,826		1,625	\$350,100 - \$558,566		\$450,904	\$277
Sully	1	1,500 - 1,500		1,500	\$455,000 - \$455,000		\$455,000	\$303
<b>Summary:</b>	<b>50</b>	<b>1,200 - 3,508</b>		<b>1,582</b>	<b>\$238,700 - \$731,183</b>		<b>\$418,000</b>	<b>\$264</b>
<b>Twin Home/Townhome*</b>								
Colfax	2	1,080 - 1,082		1,081	\$214,900 - \$219,900		\$217,400	\$201
Newton	4	1,452 - 1,528		1,514	\$389,900 - \$413,450		\$397,440	\$263
<b>Summary:</b>	<b>6</b>	<b>1,080 - 1,528</b>		<b>1,476</b>	<b>\$214,900 - \$413,450</b>		<b>\$389,950</b>	<b>\$264</b>
<b>Total New Construction</b>	<b>69</b>	<b>632 - 3,508</b>		<b>1,550</b>	<b>\$214,900 - \$731,183</b>		<b>\$400,000</b>	<b>\$258</b>
*All twin home/townhome new construction sales/listings are in Jasper County								
Sources: Poweshiek County; Jasper County; Maxfield Research & Consulting								

# Rental Housing Market

## Introduction

Maxfield Research analyzed the general occupancy (i.e. not age restricted) rental housing market in Grinnell and the surrounding area by collecting data on key rental housing industry metrics such as vacancy rates, rental rates, and development activity. Data was collected in August and September 2025. Topics covered in this section of the analysis include.

- ▶ An overview of rental housing market conditions
- ▶ Summary information from a survey of select general occupancy market rate, affordable, and subsidized rental properties in the area
- ▶ An inventory of any new rental housing projects in the development pipeline in Grinnell

Maxfield Research and Consulting identified and surveyed a select group of general occupancy rental properties in Grinnell. Rental housing is typically categorized into one of three sectors:

- Market rate properties (those without income restrictions)
- Affordable properties (those with income restrictions and rents affordable to households with incomes at 80% of Area Median Income or lower), and
- Subsidized properties (restricted to households with incomes at 50% of Area Median Income or lower).

Secondary data resources utilized for this section of the analysis include the American Community Survey and online apartment listing services such as apartment websites, Zillow, and RentCafe', among others.

## Overview of Rental Market Conditions

Maxfield Research utilized ACS data to evaluate rental housing trends in the Market Area. The following table shows estimated vacancy rates and median contract rental rates from the 2023 ACS (the most recent data available) compared to estimates from the previous four ACS periods. This vacancy estimate is often higher than what is found in apartment buildings as other types of rentals are included (i.e. vacant single-family rental properties).

The Census' definition of a vacant housing unit includes units that were listed for sale or for rent at the time of the Census survey, units that have been rented or sold but were not yet occupied, seasonal housing (vacation or second homes), and "other" vacant housing. Other vacant housing units include housing for migratory workers, housing units held for occupancy of a caretaker, and units in the foreclosure process. Contract rent is the monthly rent agreed to regardless of any utilities, furnishings, fees, or services that may be included.

**TABLE 26**  
**RENTAL HOUSING VACANCY & CONTRACT RENT ESTIMATES**  
**GRINNELL MARKET AREA**  
**2019 - 2023**

	2019	2020	2021	2022	2023
<b>Vacancy</b>					
Grinnell	5.3%	3.5%	2.1%	5.1%	3.0%
Poweshiek County	4.4%	3.4%	2.2%	3.7%	2.1%
Iowa	6.5%	6.5%	6.4%	6.0%	5.7%
<b>Monthly Rent</b>					
Grinnell	\$573	\$570	\$591	\$647	\$706
Poweshiek County	\$540	\$540	\$575	\$616	\$628
Iowa	\$639	\$651	\$689	\$745	\$775

Note: Rent equals median contract rent  
Sources: ACS 5-year Estimates; Maxfield Research & Consulting

- Reported vacancies from the ACS in 2023 were estimated at 3.0% in Grinnell compared to 2.1% in Poweshiek County, and 5.7% in Iowa. Over the past five years (2019 to 2023), Grinnell has averaged 3.8% vacancy.
- The equilibrium vacancy rate for rental housing is considered to be 5.0% which allows for normal turnover and an adequate supply of alternatives for prospective renters.
  - Rental housing vacancy rates in Grinnell have tracked below equilibrium and lower than Iowa in recent years.
- Median contract rents experienced strong growth in the Market Area between the 2019 ACS and the 2023 ACS periods, including a 23% increase in the City of Grinnell from \$573 in 2019 to \$706 in 2023.

- Rents in Poweshiek County increased 16% to \$628 during that five-year time period, while average contract rents in Iowa increased 21% from \$639 in 2019 to \$775 in 2023.
- On an average annual basis, median contract rental rate growth in Grinnell (5.4% growth per year) and Poweshiek County (3.9%), have exceeded the average annual rate of inflation of 2.6% over the past ten years. In Iowa, median contract rents increased at a 5.0% average annual rate from 2019 to 2023.

### **Licensed Rental Properties**

- The City of Grinnell is committed to ensuring that every rental housing tenant has a safe and sanitary place to live. Starting in May 2019, all owners of rental homes, hotels, and motels are required to register each rental unit for the rental inspection program. As of August 2025, there were 1,197 licensed rental units in the City.

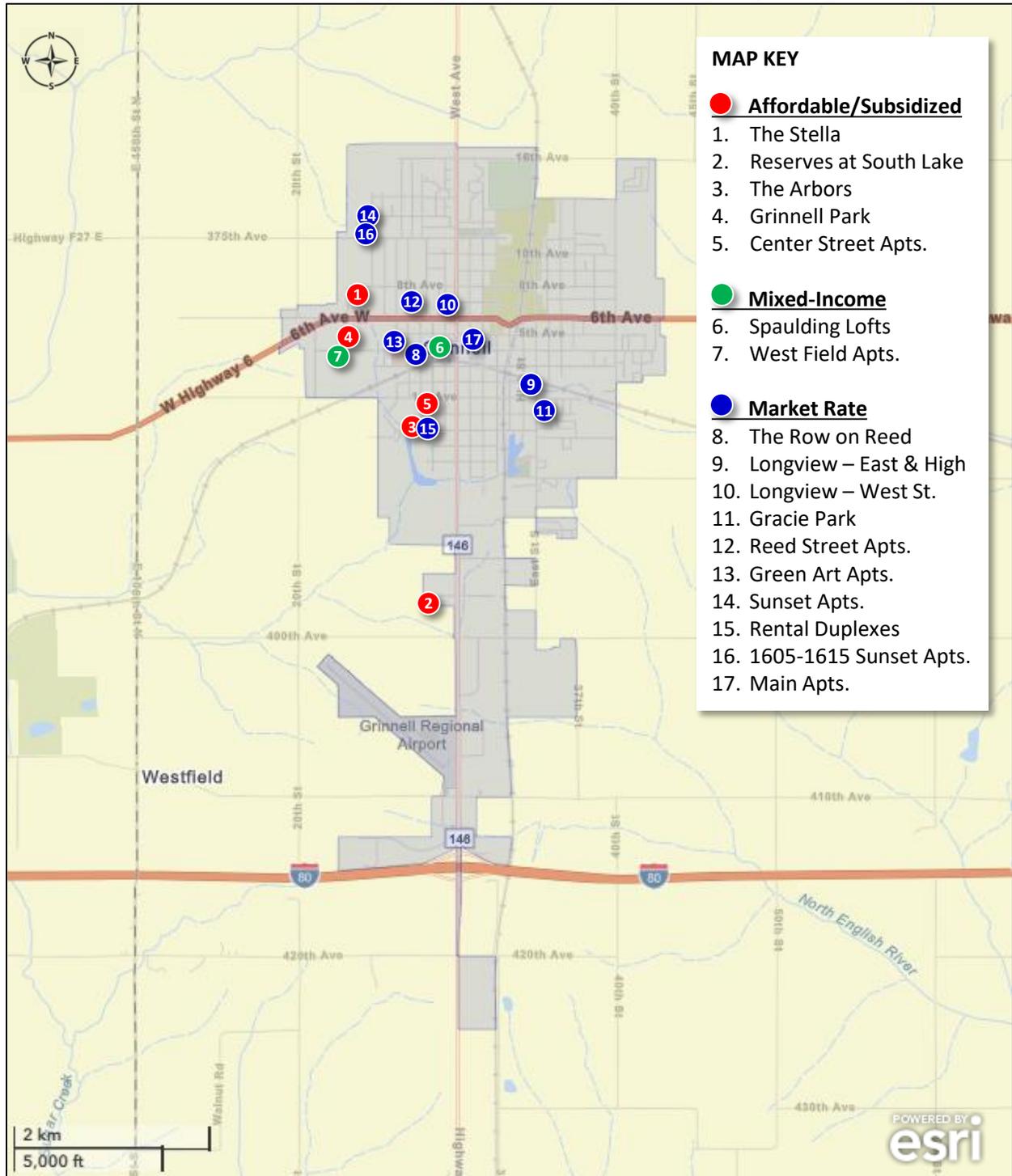
### **General Occupancy Rental Housing Properties**

Maxfield Research and Consulting compiled detailed information for general occupancy (not age restricted) rental housing properties with eight or more units in the City of Grinnell. Data was collected through a telephone and email survey of rental property managers and owners in August and September 2025. Information sourced from online resources, such as apartment websites, Zillow, and RentCafe', among others, was also utilized.

This information is categorized into two groups; market rate housing (properties that do not have any income restrictions) and affordable or subsidized properties which are restricted to residents with incomes at, or below, certain limits depending on funding source. The following tables and subsequent points summarize the unit mix, average unit sizes, and average rental rate ranges among the participating properties. The rents shown represent quoted rents and have not been adjusted to reflect the inclusion or exclusion of utilities.

- We surveyed five general occupancy affordable and subsidized properties, ten market rate properties, and two mixed-income (contain both market rate and affordable units) rental properties in the City of Grinnell.
  - In total, the general occupancy rental housing inventory includes 241 affordable or subsidized units and 299 market rate units.
- Locations of the surveyed properties are illustrated on the following map.

General Occupancy Rental Housing Location Map



**Affordable/Subsidized Property Summary**

The following table presents a detailed summary of the general occupancy affordable and subsidized rental properties in the City, including unit mix, vacancies, unit sizes, and pricing. The inventory includes Low Income Housing Tax Credit (LIHTC) units and United States Department of Agriculture (USDA) Rural Development Section 515 units.

Properties financed through the USDA Rural Development Section 515 program target “very low” (50% AMI), “low” (80% AMI), and “moderate-income” (\$5,500 more than 80% AMI) households. Tenants in Rural Development housing pay basic rent or 30% of their adjusted income, whichever is greater, while residents in LIHTC housing pay basic monthly rents.

**TABLE 27**

<b>SELECT AFFORDABLE/SUBSIDIZED RENTAL PROPERTIES</b>								
<b>UNIT TYPE SUMMARY</b>								
<b>CITY OF GRINNELL</b>								
<b>September 2025</b>								
<b>Unit Type</b>	<b>Total Units</b>	<b>% of Total</b>	<b>Vacant Units</b>	<b>% Vacant</b>	<b>Avg. Size</b>	<b>Market/Basic Monthly Rents</b>		
						<b>Range Low - High</b>	<b>Avg. Rent</b>	<b>Avg. Rent/ Sq. Ft.</b>
1BR	64	27%	4	6.3%	699	\$395 - \$1,002	\$721	\$1.03
2BR	131	54%	6	4.6%	922	\$470 - \$1,196	\$853	\$0.93
3BR	39	16%	2	5.1%	1,146	\$536 - \$999	\$843	\$0.74
4BR	7	3%	0	0.0%	1,436	\$699 - \$1,007	\$853	\$0.59
<b>Total:</b>	<b>241</b>	<b>97%</b>	<b>12</b>	<b>5.0%</b>	<b>914</b>	<b>\$395 - \$1,196</b>	<b>\$817</b>	<b>\$0.89</b>

Source: Maxfield Research & Consulting

- We surveyed seven affordable and subsidized general occupancy apartment properties in Grinnell, totaling 241 units. At the time of the survey, there were 12 vacant units resulting in a 5.0% vacancy rate.
- The equilibrium vacancy rate for rental housing is considered to be 5.0% which allows for normal turnover and an adequate supply of alternatives for prospective renters.
  - A vacancy rate at equilibrium generally suggests that supply and demand for rental units are balanced.
- Anecdotal feedback from some property managers is mixed. Some indicate that LIHTC income limits are too low, making it difficult for residents to qualify for units while still being able to afford the monthly rents. However, the newest property (The Stella) which opened in 2025 leased quickly and has 43 applicants on a wait list for units.

- Among these affordable and subsidized units, 54% have two bedrooms, while 27% have one bedroom, 16% are three-bedroom units, and 3% have four bedrooms.
- On average, units have 914 square feet, ranging from an average size of 699 square feet for one-bedroom units to 1,436 square feet for the four-bedroom units. Two- and three-bedroom units average 922 square feet and 1,146 square feet, respectively.
- Rental rates represent a weighted average based on the number of units at each property, so buildings with a larger number of units of any one type contribute more toward the average than those with fewer units.
- Monthly rents range from a minimum of \$395 for a one-bedroom unit targeting households at 30% AMI to \$1,196 for two-bedroom units targeting households at 60% AMI.
- Average monthly rents range from \$721 for one-bedroom units to \$853 for two- and four-bedroom units. Three-bedroom unit rents average \$843 per month.
  - The weighted average rent across all unit types is \$817 per month (\$0.89 per square foot, on average).
- One-bedroom units target one- to two-person households, while two-bedroom units target two- to four-person households. Three- and four-bedroom units have six-person and eight-person maximum household sizes, respectively.
- The following figure summarizes maximum household incomes by household size in Poweshiek County at 30%, 40%, 50%, 60%, and 80% Area Median Income (AMI), which represents the target market for the affordable and subsidized facilities in Grinnell.

----- Income Limits by Household Size -----						
HH Size	Unit Type	30% AMI	40% AMI	50% AMI	60% AMI	80% AMI
1-Person	Studio or 1BR	\$20,790	\$27,720	\$34,650	\$41,580	\$55,440
2-Person	1BR or 2BR	\$23,760	\$31,680	\$39,600	\$47,520	\$63,360
3-Person	2BR or 3BR	\$26,730	\$35,640	\$44,550	\$53,460	\$71,280
4-Person	2BR or 3BR	\$29,670	\$39,560	\$49,450	\$59,340	\$79,120
5-Person	3BR or 4BR	\$32,070	\$42,760	\$53,450	\$64,140	\$85,520
6-Person	3BR or 4BR	\$34,440	\$45,920	\$57,400	\$68,880	\$91,840
7-Person	4BR	\$36,810	\$49,080	\$61,350	\$73,620	\$98,160
8-Person	4BR	\$39,180	\$52,240	\$65,300	\$78,360	\$104,480

### Market Rate Summary

The following table summarizes the unit mix, vacancies, average unit sizes, and average rental rate ranges among the surveyed market rate rental properties in Grinnell. Rental rates represent a weighted average based on the number of units at each property, so buildings with a larger number of units of any one type contribute more toward the average than those with fewer units.

- We surveyed 12 existing general occupancy market rate rental properties in Grinnell, totaling 299 units.
- At the time of the survey, there were 12 vacant units, resulting in a 4.0% vacancy rate among the general occupancy market rate rental properties in Grinnell.
  - Three-bedroom units have the highest vacancy rate at 8.5%, followed by two-bedroom units at 3.7%. Studio and one-bedroom units were fully occupied.
- As mentioned previously, the equilibrium vacancy rate for market rate rental housing is considered to be 5.0%. At 4.0% vacant, the supply of market rate rental housing in Grinnell is slightly below equilibrium, suggesting pent-up demand.

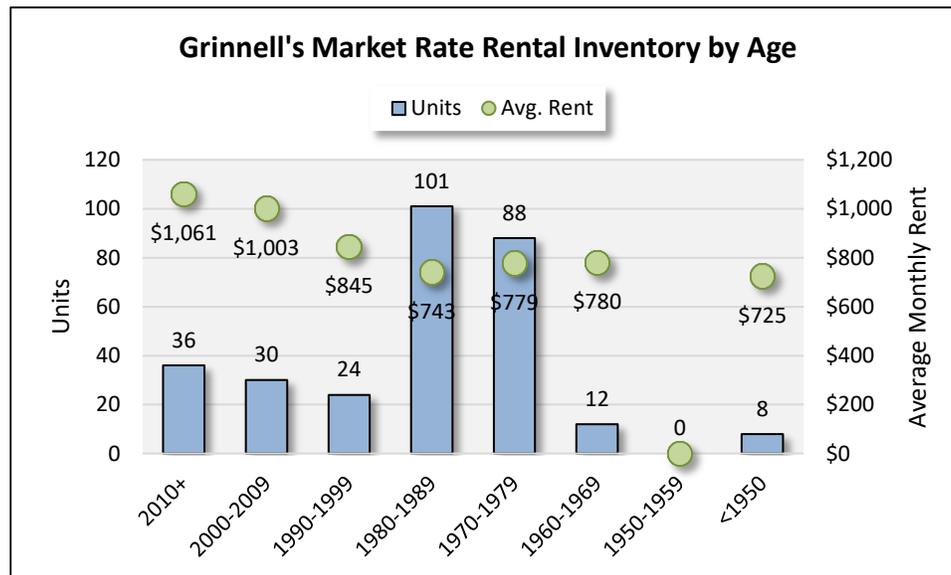
**TABLE 28**

SELECT MARKET RATE RENTAL PROPERTIES UNIT TYPE SUMMARY CITY OF GRINNELL September 2025								
Unit Type	Total Units	Unit Mix	Vacant Units*	Pct. Vacant	Avg. Size	Monthly Rents		
						Range Low - High	Avg. Rent	Avg. Rent/ Sq. Ft.
Studio	4	1%	0	0.0%	532	\$910 - \$910	\$910	\$1.71
1BR	30	10%	0	0.0%	778	\$450 - \$995	\$852	\$1.09
2BR	218	73%	8	3.7%	909	\$650 - \$1,340	\$793	\$0.87
3BR	47	16%	4	8.5%	1,007	\$800 - \$1,050	\$964	\$0.96
<b>Total:</b>	<b>299</b>	<b>100%</b>	<b>12</b>	<b>4.0%</b>	<b>907</b>	<b>\$450 - \$1,340</b>	<b>\$827</b>	<b>\$0.91</b>

Source: Maxfield Research & Consulting

- The unit mix is weighted heavily toward two-bedroom units (73% of the total inventory). Three-bedroom units represent 16% of the inventory, while studio and one-bedroom units represent 1% and 10% of the inventory, respectively.
- On average, units have 907 square feet, ranging from an average size of 532 square feet for studio units to 1,007 square feet for three-bedroom units. One- and two-bedroom units are 778 and 909 square feet, on average, respectively.

- The average monthly rental rate across all market rate general occupancy properties is \$827, which equates to \$0.91 per square foot (psf).
- Two-bedroom units have the lowest average monthly rent at \$793, followed by one-bedroom units at \$852 per month. Studio units have an average rent of \$910 per month, while the average three-bedroom rent is \$964 per month.
- There is a notable difference in rents between older and newer properties in Grinnell. The following graph illustrates Grinnell's market rate rental housing by age (time period in which the property opened) along with average rents.



- The majority of the rental housing units in the City were built in the 1980s and 1970s. Average rents for units in properties built during these two decades are -25% to -30% lower than newer units built in 2000 or more recently.
- Nearly 85% of Grinnell's two-bedroom units were constructed from 1970 to 1989, which drives down the market rate average two-bedroom unit rent across the community. The average two-bedroom unit rent for buildings constructed in the 1970s and 1980s is -39% lower than the average rent in newer properties.
- Maxfield Research also obtained information from the City of Grinnell regarding any new general occupancy rental housing projects that are in the development pipeline (i.e. under construction, approved, or proposed).
  - We identified 77 rental housing units pending in two projects in Grinnell, including 61 market rate units at The Emera and 16 market rate rental duplex units in the Scout Sub-division. Both projects are under construction.

The following are photographs of select affordable/subsidized rental properties in Grinnell.



The Stella



Reserves at South Lake



Spaulding Lofts



The Arbors



Grinnell Park



Center Street Apartments

The following are photographs of select market rate rental properties in Grinnell.



The Row on Reed



West Field Apartments



Gracie Park



Reed Street Apartments



Rental Duplexes



1605-1615 Sunset Apartments

# Senior Housing Market

## Introduction

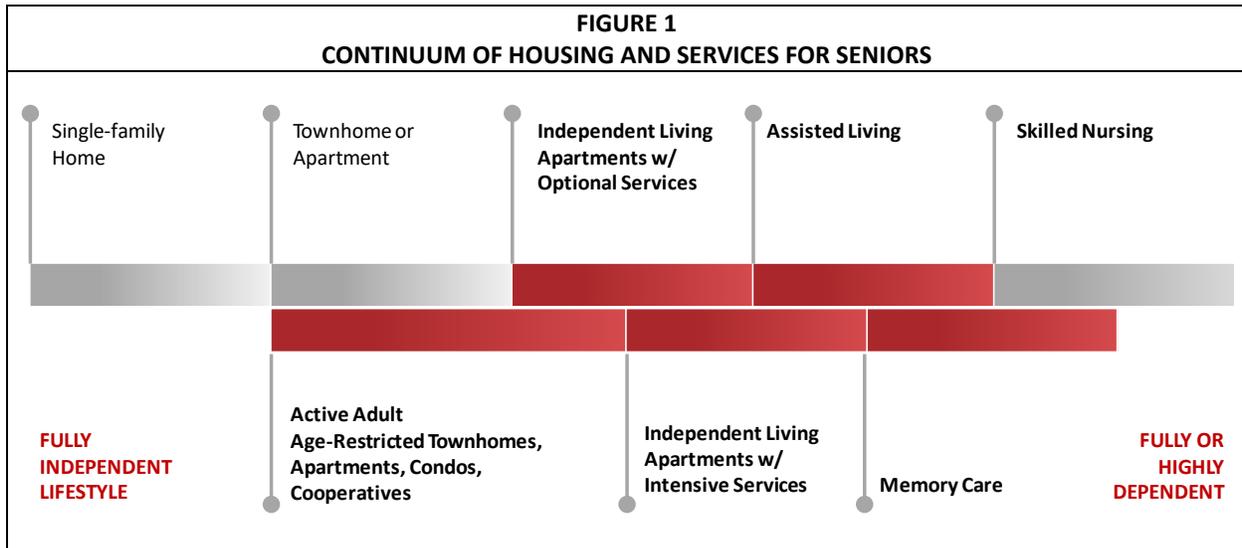
This section provides an assessment of the market support for senior housing, including a review of demographic and economic characteristics of the Market Area's senior population along with detailed information on existing and pending senior housing facilities in the PMA. Data on the senior housing facilities was collected in August 2025. Topics covered in this section of the analysis include.

- ▶ A definition of senior housing product types
- ▶ An overview of older adult and senior demographic characteristics in the area
- ▶ Market information on existing and pending senior housing facilities in the PMA

Secondary data resources utilized for this analysis include the U.S Census Bureau Decennial Census and American Community Survey ("ACS"), along with ESRI, the Iowa State Data Center, and Columbia University CIESIN. Information from the Health Facility Database from the Iowa Department of Inspections & Appeals was also referenced.

## Senior Housing Defined

Senior housing is a concept that generally refers to the integrated delivery of housing and services to seniors. However, as Figure 1 illustrates, senior housing embodies a wide variety of product types across the service-delivery spectrum.



Products range from independent apartments and/or townhomes with virtually no services on one end, to highly specialized, service-intensive assisted living units or housing geared for people with dementia-related illnesses (termed "memory care") on the other end of the spectrum.

In general, independent senior housing attracts people age 65 and over while assisted living typically attracts people age 80 and older who need assistance with activities of daily living (ADLs).

For analytical purposes, Maxfield Research and Consulting classifies senior housing into five primary categories based on the level and type of services offered as described in the figure on the following page.

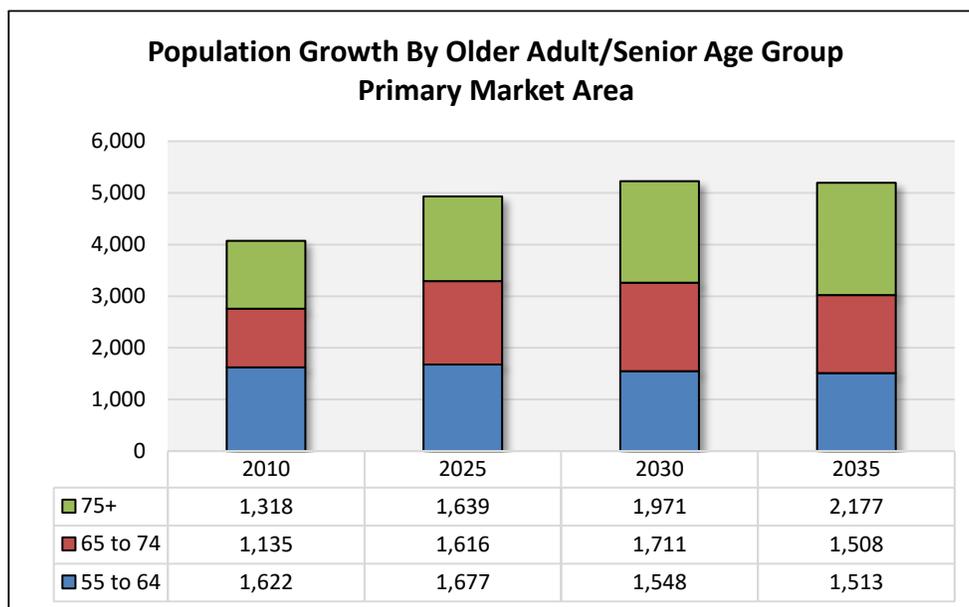
Facilities referred to as "catered living" offer a flexible living arrangement where residents can live independently and purchase assisted living services as needed without relocating to a unit specifically designated for independent living or assisted living.

<b>Active Adult</b>
Active Adult properties (or independent living without services available) are similar to a general-occupancy building, in that they offer virtually no services but have age-restrictions (typically 55 or 62 or older). Residents are generally age 70 or older if in an apartment-style building. Organized entertainment, activities and occasionally a transportation program represent the extent of services typically available at these properties. Because of the lack of services, active adult properties generally do not command the rent premiums of more service-enriched senior housing. Active adult properties can have a rental or owner-occupied (condominium or cooperative) format.
<b>Independent Living</b>
Independent Living properties offer support services such as meals and/or housekeeping, either on an optional basis or a limited amount included in the rents. These properties often dedicate a larger share of the building to common areas, because units are smaller than in active adult housing and to encourage socialization. Independent living properties attract a slightly older target market than adult housing (i.e. seniors age 75 or older). Rents are also above those of active adult buildings. Sponsorship by a nursing home, hospital or health care organization is common.
<b>Assisted Living</b>
Assisted Living properties come in a variety of forms, but the target market for most is generally the same: very frail seniors, typically age 80 or older (but can be much younger, depending on their health situation), who need extensive support services and personal care assistance. Absent an assisted living option, these seniors would otherwise need to move to a nursing facility. At a minimum, assisted living properties include two meals per day and weekly housekeeping in the monthly fee, with the availability of a third meal and personal care (either included in the monthly fee or for an additional cost). Assisted living properties also have staff on duty 24 hours per day or at least 24-hour emergency response.
<b>Memory Care</b>
Memory Care properties, designed specifically for persons suffering from Alzheimer's disease or other dementias, is one of the newest trends in senior housing. Properties consist mostly of suite-style or studio units or occasionally one-bedroom apartment-style units, and large amounts of communal areas for activities and programming. In addition, staff typically undergoes specialized training in the care of this population. Because of the greater amount of individualized personal care required by residents, staffing ratios are much higher than traditional assisted living and thus, the costs of care are also higher. Unlike conventional assisted living, however, which addresses housing needs almost exclusively for widows or widowers, a higher proportion of persons afflicted with Alzheimer's disease are in two-person households. That means the decision to move a spouse into a memory care facility involves the caregiver's concern of incurring the costs of health care at a special facility while continuing to maintain their home.
<b>Skilled Nursing Care</b>
Skilled Nursing Care, or long-term care, provides a living arrangement that integrates shelter and food with medical, nursing, psychosocial and rehabilitation services for persons who require 24-hour nursing supervision. Residents in skilled nursing homes can be funded under Medicare, Medicaid, Veterans, HMOs, insurance as well as use of private funds.

## Older Adult (Age 55+) Population and Household Trends

The Demographic Review section of this study presented general demographic characteristics of the population and household base in Grinnell and the PMA. The following points summarize key findings from that section as they pertain to the older adult and senior population in the Market Area.

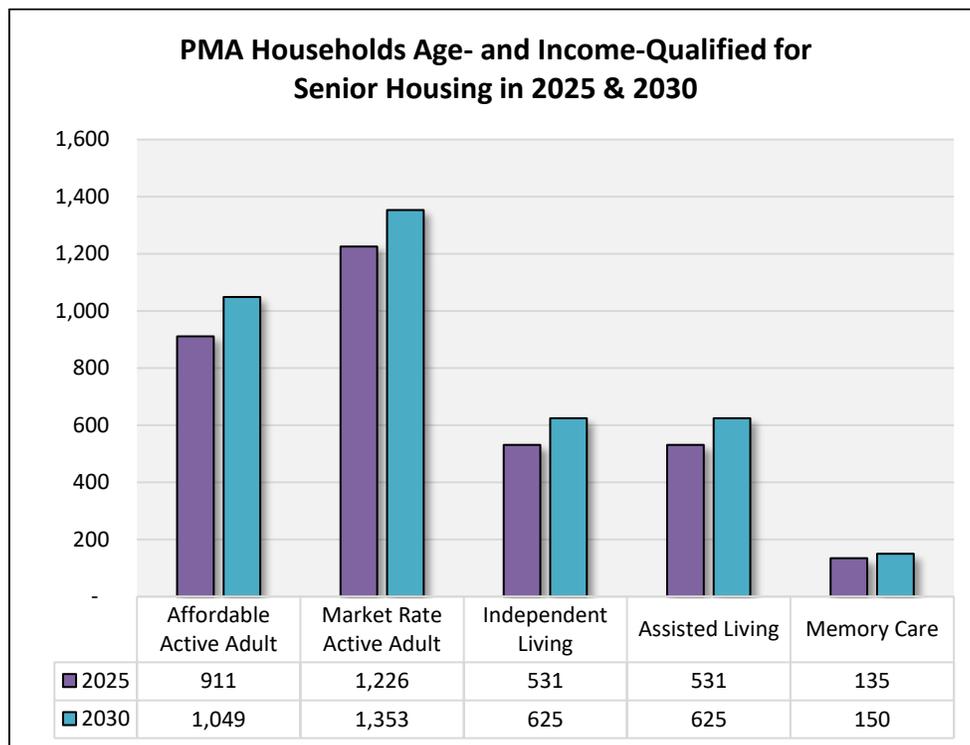
- Strong growth is occurring among seniors in the PMA. Aging of baby boomers led to 33% growth in the 65 to 74 population between 2010 and 2025, adding 237 people.
  - As this group ages, the 75 and older age group is expected to experience rapid growth between 2025 and 2035, adding 414 people (35% growth).
  - The 65 to 74 age group is projected to contract -5.7%, decreasing by -54 people while the 55 to 64 age group declines -6.0% (-62 people) between 2025 and 2035.



- The primary market for service-enhanced housing (i.e. assisted living) is senior households age 75 and older. The key market for active adult housing is comprised of senior households age 65 and older, although active adult properties are often restricted to residents age 55 and older.
- While individuals in their 50s and 60s typically do not comprise the market base for service-enhanced senior housing, they often have elderly parents to whom they provide support when they decide to relocate to senior housing. Elderly parents often prefer to be near their adult caregivers, so the older adult age cohort (age 55 to 64) also generates some additional demand for service-enhanced senior housing products.

- The frailer the senior, the greater the proportion of their income they will typically spend on housing and services. Studies have shown that seniors are willing to pay increasing proportions of their incomes on housing with services, with income allocations as follows: 40% to 50% for market rate active adult housing, 65% for independent living, and 80% to 90% or more for assisted living housing.
  - The proceeds from a home sale, as well as financial assistance from their adult children, are often used as supplemental income to afford senior housing alternatives.
- The target market for affordable and subsidized active adult housing is households age 65 and older with incomes at or below 60% Area Median Income (AMI), although some affordable properties may be restricted to households at 80% AMI or lower. At 60% AMI, household income limits are \$41,580 for a one-person household and \$47,520 for a two-person household in Poweshiek County.
  - Using \$47,520 as the income limit for affordable housing in 2025, there are an estimated 911 income-qualified households age 65 and older in the PMA (45% of all age 65 and older households). The number of age-, and income-qualified households in the PMA at 60% AMI is projected to increase 15% by 2030 (138 households), after accounting for inflation.
- The target for market rate active adult housing is comprised of senior households (age 65 and older) with incomes of \$40,000 or more. Older adult and senior households with incomes of \$40,000 allocating 40% of their income toward housing costs could afford monthly rents of \$1,333.
  - In 2025, we estimate there are an estimated 1,226 age- (65 and older) and income-qualified households in the PMA that comprise the key market for active adult housing. The number of age- and income-qualified households is expected to grow 10% to 1,353 households by 2030, after accounting for inflation.
- Independent living and assisted living housing demand is driven by senior households age 75 and older with incomes of \$40,000 or more (plus senior homeowners with lower incomes).
  - We estimate the number of age- and income-qualified households in the PMA to be 531 in 2025, increasing 18% to 625 in 2030.
- Memory care housing has a target market of senior households age 65 and older with a memory impairment and incomes of at least \$60,000. Approximately 15% of the senior population is estimated to have a memory impairment.

- In 2025, we estimate that there are 897 age 65 and older households in the PMA with incomes of at least \$60,000, accounting for 45% of all senior households. Based on the estimated 15% incidence rate of Alzheimer’s/dementia, approximately 135 households in the PMA are candidates for memory care housing in 2025.
  - The number of income-qualified (\$65,000 adjusted for inflation) households is projected to increase 12% to 1,000 by 2030 (150 households eligible for memory care housing based on the 15% incidence rate).
- Between 2025 and 2030, growth among households age- and income-qualified for senior housing in the PMA is projected to be largest for affordable and subsidized housing, increasing by 138 households (15% growth).
- The number of households age- and income-qualified for market rate active adult housing is expected to increase 10% (127 households), while the number of households qualified for independent and assisted living is projected to increase 18% (94 households). We anticipate that there will be a 12% increase in households qualified for memory care between 2025 and 2030 (15 households).

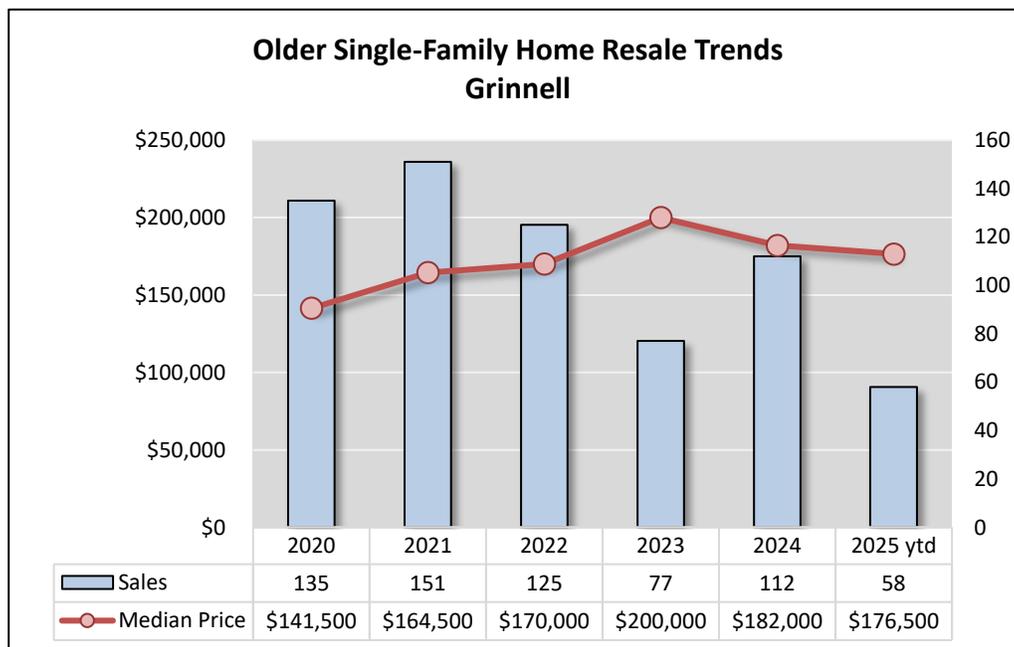


- The estimated homeownership rate is 77% for age 55 to 64 households in the PMA, slightly lower than 80% in Iowa. The PMA’s homeownership rate increases slightly to 80% for age 65 to 74 households compared to 83% in the State.

- Seniors typically begin to consider moving into senior housing alternatives in their early to mid-70s. This movement pattern is demonstrated in the PMA as the homeownership rate declines from 80% (age 65 to 74) to 75% for age 75 and older households.
  - By comparison, the homeownership rate in Iowa drops from 83% (age 65 to 74) to 77% (age 75 and older).
- With a homeownership rate of 77% for all households age 65 and older in the PMA, many residents would be able to use proceeds from the sales of their homes toward senior housing alternatives.

Home sale data is useful in that it represents the amount of equity seniors may be able to derive from the sales of their homes that could be used to cover the cost of senior housing alternatives. The following information summarizes resale data for homes that were built in 2009 or earlier in the City from 2020 through the first half of 2025. Sales of newer homes are excluded because older adults and seniors often reside in older homes and are typically not a market for new single-family home construction, so we evaluate sales data for homes that are at least 15 years old. The data was obtained from Poweshiek County.

- Resale values of older homes experienced solid growth in Grinnell in recent years, climbing 29% from \$141,500 in 2020 to \$182,000 in 2024. The median resale value for older single-family homes was at \$176,500 through the first half of 2025.



- Resale activity has trended slower, as the number of closed transactions declined -17% from 135 transactions in 2020 to 112 resales in 2024. Resales of older single-family homes peaked in 2021, with 151 transactions.
  - The decline in sales volume is due, in part, to increased mortgage rates which reduced the affordability of homes, causing many potential buyers to defer a decision to purchase until rates decline.
- Based on the 2024 median resale price for older (built in 2009 or earlier) homes in Grinnell (\$182,000), a senior household could generate an estimated \$3,422 of additional income annually (\$285 per month) if they invested in an income-producing account (2.0% interest rate) after accounting for marketing costs and/or real estate commissions (6.0% of home sale price).
- Due to the rising home resale prices, many older adults and seniors – particularly those in the market for independent housing products – may be inclined to sell their home and consider housing alternatives.
- Should a senior utilize the home sale proceeds dollar for dollar to support living in senior housing with services, the proceeds would last roughly six years in independent living housing (monthly rent approximated at \$2,500), nearly four years in assisted living (monthly rent approximated at \$4,000), or just under three years in memory care housing (monthly rent approximated at \$5,500).
- Seniors in service-intensive housing typically have lengths of stays between two and three years indicating that a large portion of seniors in Grinnell will be financially prepared to privately pay for their housing and services.

## Supply of Senior Housing

The information on the following pages summarizes existing senior housing facilities in the PMA, including supply (number of units) and service level.

- Maxfield Research identified a total of 11 senior housing facilities in the PMA, totaling 534 units, including ten in the City of Grinnell (525 units) and one nine-unit facility in Malcom.
- In total, there are 288 market rate active adult ownership units, 161 affordable and subsidized rental units, and 85 service-enhanced units.
  - Among the service-enhanced facilities, there are 57 assisted living units and 28 memory care units.

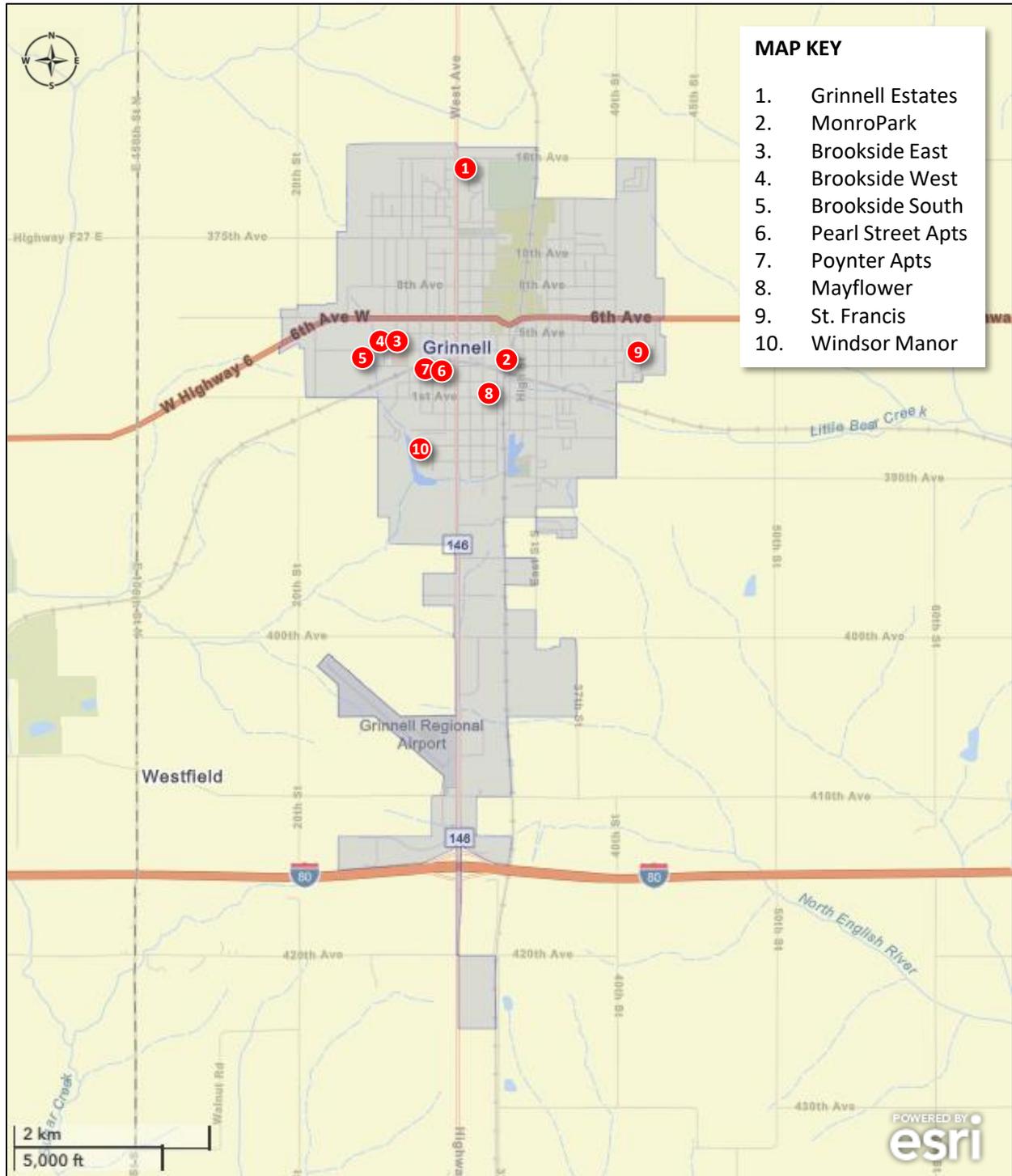
**TABLE 29**  
**SENIOR HOUSING SUPPLY SUMMARY**  
**PRIMARY MARKET AREA**  
**August 2025**

<b>Project Name</b>	<b>Address</b>	<b>City</b>	<b>Yr. Open</b>	<b>Units</b>	<b>Type/Notes</b>
Grinnell Estates	2020 West St	Grinnell	1992	24	USDA RD Section 515
MonroPark	802 Park St	Grinnell	1975	16	USDA RD Section 515
Brookside East	902 Prince St	Grinnell	1977	21	USDA RD Section 515
Brookside West	131 4th Ave	Grinnell	1978	23	USDA RD Section 515
Malcom Manor	608 Clay St	Malcom	1979	9	USDA RD Section 515
Brookside South	214 4th Ave W	Grinnell	1982	51	Project-Based Section 8
Pearl Street Apts	729 Pearl St	Grinnell	1990	9	Project-Based Section 8
Poynter Apts	412 3rd Ave	Grinnell	1999	8	Project-Based Section 8
Mayflower Patio Homes	616 Broad St	Grinnell	1986+	48	Market Rate Active Adult - Owned
Mayflower Apartments	616 Broad St	Grinnell	1953+	94	Market Rate Active Adult - Owned
Mayflower AL	616 Broad St	Grinnell	1997	17	Assisted Living
Mayflower South Village	600 Park St	Grinnell	2025	8	Memory Care
St. Francis Patio Homes	2021 4th Ave	Grinnell	'89-'00	123	Market Rate Active Adult - Owned
St. Francis Apartments	2021 4th Ave	Grinnell	'96-'00	23	Market Rate Active Adult - Owned
St. Francis - Hammond Center	2021 4th Ave	Grinnell	2019	20	Assisted Living
Windsor Manor	229 Pearl St	Grinnell	2005	20	Assisted Living
Windsor Manor	229 Pearl St	Grinnell	2005	20	Memory Care
<b>Senior Housing Total:</b>				<b>534</b>	

Source: Maxfield Research & Consulting

- We incorporate these senior housing units into the demand calculations presented later in this report, but we adjust the number of competitive units based on location and format.
  - Because both Mayflower and St. Francis are life plan communities with active adult units that require entrance fees, their draw areas extend well beyond the boundaries of the PMA. Life plan communities offer a full continuum of care on a single campus, ranging from fully independent active adult to assisted living, memory care, and skilled nursing. As such, we include 50% of these units in our demand calculations.
  - Facilities located outside of Grinnell near the edge of the PMA boundary have different draw areas that overlap with the PMA for Grinnell, so we adjust the number of competitive units outside of Grinnell due to their location. We include 50% of the units in Malcom in our demand calculations.
- The following map illustrates the location of these senior housing facilities in Grinnell.

Senior Housing Location Map – City of Grinnell



The following are photographs of select senior housing facilities in Grinnell.



**Grinnell Estates**



**Brookside South**



**Mayflower Apartments  
Watertower Square**



**St. Francis – Seeland Park  
Patio Homes**



**St. Francis –  
Hammond Center**



**Windsor Manor**

### Affordable/Subsidized Senior Rental Summary

The following points summarize key findings from our survey of affordable and subsidized senior housing properties in the PMA, including unit mix, vacancies, and quoted basic and contract rents. Rental rates presented in the table are a weighted average based on the number of units at each property, so buildings with a larger number of units of any one type contribute more toward the average than those with only a few units of a specific type.

- We surveyed eight affordable and subsidized facilities, totaling 161 units.
  - Grinnell Estates, MonroPark, Brookside East, and Brookside West in Grinnell along with Malcom Manor in Malcom are USDA Rural Development Section 515 properties, totaling 93 units.
  - Brookside South, Pearl Street Apartments, and Poynter Apartments are project-based Section 8 facilities, totaling 68 subsidized units.
- Among these affordable/subsidized properties, 97% of the units have one bedroom, while 3% are two-bedroom units.
- On average, units have 604 square feet, ranging from an average size of 600 square feet for one-bedroom units to 732 square feet for two-bedroom units.

**TABLE 30**  
**UNIT TYPE SUMMARY**  
**AFFORDABLE/SUBSIDIZED SENIOR HOUSING PROPERTIES**  
**September 2025**

Unit Type	Total Units	% of Total	Avg. Size	Monthly Rents		
				Range Low - High	Avg. Rent	Avg. Rent/Sq. Ft.
1BR	156	97%	600	\$445 - \$943	\$768	\$1.27
2BR	5	3%	732	\$710 - \$710	\$813	\$1.12
<b>Total:</b>	<b>161</b>	<b>100%</b>	<b>604</b>	<b>\$445 - \$943</b>	<b>\$769</b>	<b>\$1.27</b>

Source: Maxfield Research & Consulting

- Tenants in Rural Development housing pay basic rent or 30% of their adjusted income, whichever is greater, while residents in project-based Section 8 housing pay 30% of their adjusted income on rent, with the remaining costs covered by the federal government.
- The average quoted monthly rental rate across these three properties is \$769, ranging from an average of \$768 for one-bedroom units to an average of \$813 for two-bedroom units.
- On a per square-foot basis (psf), these properties have an average rent of \$1.27 psf, including \$1.27 psf for one-bedroom units and \$1.12 psf for two-bedroom units.

- At the time of the survey, there were 50 vacant units, resulting in a 31.1% vacancy rate among the affordable and subsidized senior rental properties in the PMA, which is well above equilibrium.
- **It's important to note that most of these vacant units are not currently available to be rented because they're in need of repair, and the timing for these repairs will be determined based on funding availability. Anecdotal feedback indicates that there is enough interest/demand to fill these units.**

### **Market Rate Active Adult Summary**

Maxfield Research identified two active adult ownership facilities in the PMA, totaling 288 existing units. No market rate active adult rental properties were identified in the PMA.

- There were four units available for sale at the time of our research, resulting in a 1.4% vacancy rate.
- Mayflower is a life plan community offering 94 active adult owned multifamily (i.e. apartment) units along with 48 owned patio homes. These units are available to purchase using one of two plan options. The traditional plan requires a one-time non-refundable fee, while the refundable plan offers a prorated portion of the Entrance Fee to be returned to the resident when the resident moves out and the unit is sold during the first 96 months of occupancy.
- St. Francis Manor is also a life plan community, 23 active adult owned multifamily (apartment) units along with 123 owned patio homes at Seeland Park. Upon the resale of a unit, the owner receives a scheduled percentage of the net resale amount based on the number of years the resident occupied that unit.

### **Service-Enhanced Facility Summary**

- We identified three service-enhanced facilities in Grinnell, totaling 85 units.
- In addition to the owned active adult units, the Mayflower Community also offers 17 assisted living units and eight memory care units while St. Francis Manor offers 20 assisted living units in their Hammond Center building.
- Additionally, Windsor Manor provides 20 assisted living units and 20 memory care units.
- Market equilibrium for assisted living and memory care senior housing is generally considered to be 7.0% vacancy, which allows for an adequate supply of alternatives for prospective residents.

- The eight memory care units at Mayflower just opened in 2025 and is still in initial lease-up, so this facility is excluded from our vacancy analysis. Combined, the stabilized assisted living and memory care properties are 10.4% vacant, slightly above equilibrium.
  - Assisted living facilities are 8.8% vacant (five vacancies), while the stabilized memory care units are 15.0% vacant (three vacancies).

### **Pending Senior Housing Developments**

- Maxfield Research contacted staff from the City of Grinnell to identify any new senior housing projects that are in the development pipeline (i.e. under construction, approved, or proposed). These projects are factored into our demand calculations presented later in this report.
  - There is a proposal to redevelop the site of Davis Elementary School at 818 Hamilton Avenue in Grinnell into 21 apartment units targeting residents age 55 and older. The developer is pursuing tax credits to help finance the project.
  - As noted previously, there are 49 affordable/subsidized vacant rental units that are not currently available to be rented because they're pending rehabilitation.

# Housing Affordability

## Introduction

Affordable housing is a term that has various definitions according to different people and is often a product of supply and demand. According to the United States Department of Housing and Urban Development (HUD), the definition of affordability is for a household to pay no more than 30% of its annual income on housing (including utilities). Families who pay more than 30% of their income for housing (either rent or mortgage) are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation, and medical care.

The following topics are covered in this analysis.

- ▶ Naturally Occurring Affordable Housing (NOAH) units
- ▶ Household income and rent limits for affordable housing
- ▶ Housing Choice Voucher program
- ▶ Cost burdened households in the area, and
- ▶ Housing costs in Grinnell relative to household income

Iowa Finance Authority, HUD, the United States Census Bureau American Community Survey (ACS), and the Grinnell Low Rent Housing Authority are the primary data resources for the Housing Affordability section of this report. Additionally, Maxfield Research and Consulting utilizes findings from the For-Sale Market and Rental Housing Market sections of this study to evaluate housing cost affordability in the community.

Generally, housing that is income-restricted to households earning at or below 80% of Area Median Income (AMI) is considered affordable. However, individual properties may have income restrictions set anywhere from 30% to 80% of AMI. Rent is not based on income but instead is a contract amount that is affordable to households within the specific income restriction segment. Moderate-income housing, often referred to as “workforce housing,” can refer to both rental and ownership housing. The definition is broadly defined as housing that targets households earning between 50% and 120% AMI. The following figure summarizes generally recognized AMI Definitions:

AREA MEDIAN INCOME (AMI) DEFINITIONS	
Definition	AMI Range
Extremely Low Income	0% to 30%
Very Low Income	31% to 50%
Low Income	51% to 80%
Moderate Income (Workforce Housing)	50% to 120%

### Naturally Occurring Affordable Housing (NOAH)

Although affordable housing is typically associated with an income-restricted property, there are other housing units in communities that indirectly provide affordable housing. Housing units that were not developed or designated with income restrictions yet are more affordable than other units in a community are considered “naturally occurring affordable housing (NOAH)” or “unsubsidized affordable” units.

The NOAH housing supply is available through the private market, as opposed to assisted housing programs through various governmental agencies. Property values on these units are lower based on a combination of factors, such as: age of structure, location, condition, size, school district, etc. Because of these factors, housing costs tend to be lower. According to the *Joint Center for Housing Studies of Harvard University*, the privately unsubsidized housing stock supplies three times as many low-cost affordable units than assisted projects nationwide.

Unlike assisted rental developments, most unsubsidized affordable units are scattered across older, sometimes smaller, rental buildings. These older properties are often vulnerable to redevelopment due to their age, modest rents, and deferred maintenance. Because many of these housing units have affordable rents, project-based and private housing markets cannot be easily separated. Some households (typically those with household incomes of 50% to 60% AMI) income-qualify for both market rate and project-based affordable housing.

- As highlighted in the Rental Housing section of this study, much of the general occupancy market rate rental housing supply in Grinnell has rents that fall into the NOAH category (below the maximum gross rent at 60% AMI).

## Rent and Income Limits

The following table displays the maximum allowable incomes by household size to qualify for affordable housing and maximum gross rents that can be charged by bedroom size in Poweshiek County. These incomes are published and revised annually by HUD and also published separately by Iowa Finance Authority based on the date a project is placed into service. Fair Market Rent reflects the amount needed to pay gross monthly rent at modest rental housing in a given area.

**TABLE 31**

2025 INCOME/RENT LIMITS POWESHIEK COUNTY Effective Date: 04/01/2025								
----Income Limits by Household Size----								
	1 PERSON	2 PERSON	3 PERSON	4 PERSON	5 PERSON	6 PERSON	7 PERSON	8 PERSON
<b>20% AMI</b>	\$13,860	\$15,840	\$17,820	\$19,780	\$21,380	\$22,960	\$24,540	\$26,120
<b>30% AMI</b>	\$20,790	\$23,760	\$26,730	\$29,670	\$32,070	\$34,440	\$36,810	\$39,180
<b>40% AMI</b>	\$27,720	\$31,680	\$35,640	\$39,560	\$42,760	\$45,920	\$49,080	\$52,240
<b>50% AMI</b>	\$34,650	\$39,600	\$44,550	\$49,450	\$53,450	\$57,400	\$61,350	\$65,300
<b>60% AMI</b>	\$41,580	\$47,520	\$53,460	\$59,340	\$64,140	\$68,880	\$73,620	\$78,360
<b>70% AMI</b>	\$48,510	\$55,440	\$62,370	\$69,230	\$74,830	\$80,360	\$85,890	\$91,420
<b>80% AMI</b>	\$55,440	\$63,360	\$71,280	\$79,120	\$85,520	\$91,840	\$98,160	\$104,480
<b>100% AMI</b>	\$69,300	\$79,200	\$89,100	\$98,900	\$106,900	\$114,800	\$122,700	\$130,600
<b>120% AMI</b>	\$83,160	\$95,040	\$106,920	\$118,680	\$128,280	\$137,760	\$147,240	\$138,500
----Maximum Gross Rents by Bedroom Size----								
	0-BR	1-BR	2-BR	3-BR	4-BR	5-BR		
<b>20% AMI</b>	\$346	\$371	\$445	\$514	\$574	\$633		
<b>30% AMI</b>	\$519	\$556	\$668	\$771	\$861	\$949		
<b>40% AMI</b>	\$693	\$742	\$891	\$1,029	\$1,148	\$1,266		
<b>50% AMI</b>	\$866	\$928	\$1,113	\$1,286	\$1,435	\$1,583		
<b>60% AMI</b>	\$1,039	\$1,113	\$1,336	\$1,543	\$1,722	\$1,899		
<b>70% AMI</b>	\$1,212	\$1,299	\$1,559	\$1,800	\$2,009	\$2,216		
<b>80% AMI</b>	\$1,386	\$1,485	\$1,782	\$2,058	\$2,296	\$2,533		
<b>100% AMI</b>	\$1,732	\$1,856	\$2,227	\$2,572	\$2,870	\$3,166		
<b>120% AMI</b>	\$2,079	\$2,227	\$2,673	\$3,087	\$3,444	\$3,799		
<b>Fair Market Rent</b>	\$688	\$840	\$934	\$1,234	\$1,238			

Sources: Iowa Finance Authority; HUD; Novogradac; Maxfield Research & Consulting

The following table summarizes maximum rents by household size and AMI based on income limits illustrated in the preceding table. The rents in the following table are based on HUD's allocation that monthly rents should not exceed 30% of income. In addition, the table reflects maximum household size based on HUD guidelines of number of persons per unit. For each additional bedroom, the maximum household size increases by two persons.

TABLE 32

MAXIMUM RENT BASED ON HOUSEHOLD SIZE AND AREA MEDIAN INCOME POWESHIEK COUNTY - 2025						
----- Maximum Rent Based on Household Size (@ 30% of Income) -----						
Unit Type	HHD Size Min - Max	30% AMI Min - Max	50% AMI Min - Max	60% AMI Min - Max	80% AMI Min - Max	120% AMI Min - Max
Studio	1 - 1	\$520 - \$520	\$866 - \$866	\$1,040 - \$1,040	\$1,386 - \$1,386	\$2,079 - \$2,079
1BR	1 - 2	\$520 - \$594	\$866 - \$990	\$1,040 - \$1,188	\$1,386 - \$1,584	\$2,079 - \$2,376
2BR	2 - 4	\$594 - \$742	\$990 - \$1,236	\$1,188 - \$1,484	\$1,584 - \$1,978	\$2,376 - \$2,967
3BR	3 - 6	\$668 - \$861	\$1,114 - \$1,435	\$1,337 - \$1,722	\$1,782 - \$2,296	\$2,673 - \$3,444
4BR	4 - 8	\$742 - \$980	\$1,236 - \$1,633	\$1,484 - \$1,959	\$1,978 - \$2,612	\$2,967 - \$3,463

Sources: Iowa Finance Authority; HUD; Novogradac; Maxfield Research & Consulting

## Housing Choice Vouchers

In addition to subsidized apartments, “tenant-based” subsidies such as *Housing Choice Vouchers (HCV)*, assist low income households secure housing through the private market. The tenant-based subsidy is funded by HUD. Under the HCV program, also referred to as Section 8, qualified households are issued a voucher that can be taken to an apartment that has rent levels at or less than the payment standards by bedroom type for their area. The household then pays approximately 30% of their Adjusted Gross Income for rent and utilities, and the Federal Government pays the remainder of the rent to the landlord. The maximum income limit to be eligible for a Voucher is 50% of AMI based on household size.

- In Grinnell, HCV application is made through the Grinnell Housing Authority. The HRA has 135 vouchers under lease with 165 households on their waiting list in Poweshiek County, as of September 2025.
  - The vast majority (estimated at 85%) of households with vouchers in the County reside in Grinnell.
- The Housing Choice Voucher program uses a payment standard which matches the cost of housing and utilities. Households may use the Voucher for units with rent that is either below or above the payment standard. Payment standards are based on Fair Market Rent (FMR), although the housing authority can set the payment standard up to 110% of FMR.

### 2025 Monthly Payment Standards – Poweshiek County

	0-Bedroom	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom
Fair Market Rent	\$688	\$840	\$934	\$1,234	\$1,238
Payment Standard	\$757	\$924	\$1,027	\$1,357	\$1,362

## Housing Cost Burden

The following table summarizes the number and percentage of owner and renter households in Grinnell and the PMA compared to Iowa that pay 30% or more of their gross income for housing. This information was compiled from the American Community Survey 2023 five-year estimates and adjusted by Maxfield Research to reflect 2025 household estimates.

The Federal standard for affordability is 30% of income for housing costs. Moderately cost-burdened is defined as households paying between 30% and 50% of their income to housing; while severely cost-burdened is defined as households paying more than 50% of their income for housing. Higher-income households that are cost-burdened may have the option of moving to lower priced housing, but lower-income households often do not.

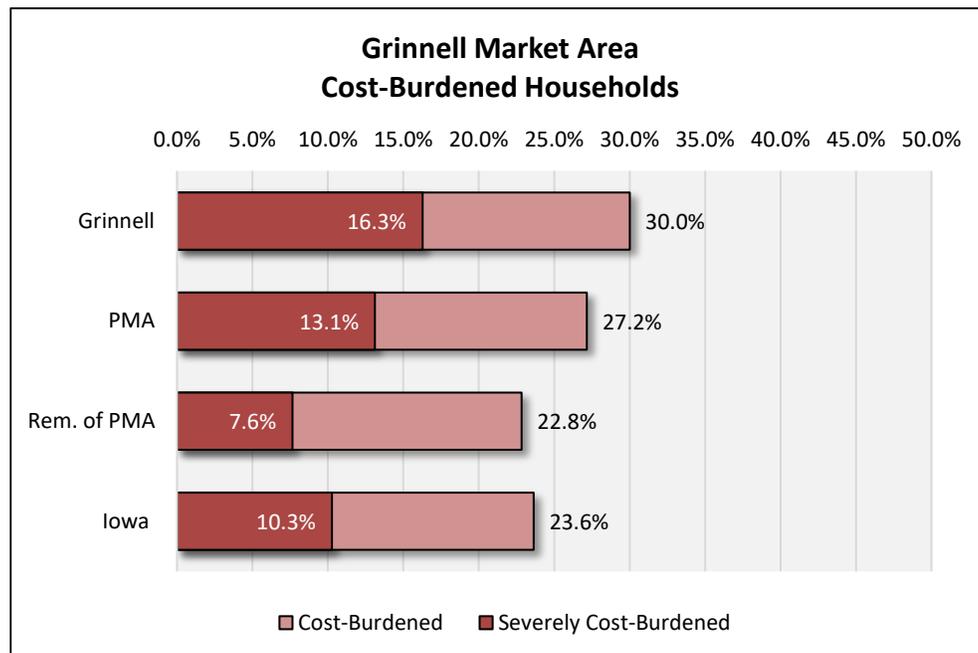
**TABLE 33**

HOUSING COST BURDEN GRINNELL MARKET AREA								
	Grinnell		PMA		Rem. of PMA		Iowa	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
<b>Owner Households</b>								
<b>All Owner HHs</b>	<b>2,402</b>		<b>3,889</b>		<b>1,487</b>		<b>930,995</b>	
<b>Cost Burden 30.0% or greater</b>	<b>477</b>	<b>19.9%</b>	<b>828</b>	<b>21.3%</b>	<b>352</b>	<b>23.7%</b>	<b>155,452</b>	<b>16.7%</b>
Cost Burden 30.0% to 34.9%	52	2.2%	177	4.6%	127	8.6%	40,748	4.4%
Cost Burden 35.0% to 49.9%	172	7.1%	268	6.9%	97	6.5%	56,945	6.1%
Cost Burden 50.0% or more	253	10.5%	382	9.8%	128	8.6%	57,759	6.2%
<b>Owner HHs w/ incomes &lt;\$50,000</b>	<b>638</b>		<b>1,002</b>		<b>364</b>		<b>215,540</b>	
Cost Burden 30.0% or greater	400	62.8%	648	64.6%	248	68.1%	108,613	50.4%
<b>Renter Households</b>								
<b>All Renter HHs</b>	<b>1,427</b>		<b>1,656</b>		<b>229</b>		<b>389,766</b>	
<b>Cost Burden 30.0% or greater</b>	<b>672</b>	<b>47.1%</b>	<b>678</b>	<b>40.9%</b>	<b>39</b>	<b>17.2%</b>	<b>156,695</b>	<b>40.2%</b>
Cost Burden 30.0% to 34.9%	144	10.1%	155	9.4%	15	6.5%	30,964	7.9%
Cost Burden 35.0% to 49.9%	158	11.0%	178	10.7%	22	9.5%	47,919	12.3%
Cost Burden 50.0% or more	370	25.9%	345	20.8%	3	1.2%	77,811	20.0%
<b>Renter HHs w/ incomes &lt;\$35,000</b>	<b>671</b>		<b>689</b>		<b>47</b>		<b>145,427</b>	
Cost Burden 30.0% or greater	576	85.8%	561	81.4%	20	43%	119,920	82.5%

Sources: American Community Survey, 2019-2023 estimates; Maxfield Research & Consulting

- In total, an estimated 1,149 households in Grinnell are considered cost-burdened, representing 30% of all households.
  - By comparison, 23% of households in the Remainder of the PMA (392 households) and 24% of households in Iowa are cost burdened.

- An estimated 19.9% of owner households (477 households) are estimated to be paying more than 30% of their income toward housing costs in Grinnell, lower than 23.7% in the Remainder of the PMA but higher than 16.7% in Iowa.
- Nearly half (47.1%) of all renter households (672) in Grinnell pay more than 30% of their income toward housing, notably higher than 17.2% in the Remainder of the PMA and 40.2% in the State.
- The number of cost burdened households increases proportionally based on lower incomes. Roughly 86% of renters with incomes below \$35,000 are cost burdened and 63% of owners with incomes below \$50,000 are cost burdened in Grinnell.
- An estimated 16.3% of all households in Grinnell (623 households) are severely cost-burdened (paying 50% or more of their income toward housing costs), higher than both the Remainder of the PMA (7.6%) and Iowa (10.3%).



- An estimated 10.5% of owner households in Grinnell are severely cost-burdened, compared to 8.6% in the Remainder of the PMA and 6.2% in the State.
- In Grinnell, 25.9% of renter households are estimated to be severely cost-burdened, higher than 1.2% in the Remainder of the PMA and 20.0% in Iowa.

## Housing Costs as Percentage of Household Income

Housing costs are generally considered affordable at 30% of a household's adjusted gross income. The table on the following page illustrates key housing metrics based on housing costs and household incomes in the PMA. The table estimates the percentage of householders that can afford rental and for-sale housing based on a 30% allocation of income to housing.

The housing affordability calculations assume the following:

### For-Sale Housing

- 10% down payment with good credit score
- Closing costs rolled into mortgage
- 30-year mortgage at 6.56% interest rate (rate as of August 28, 2025)
- Private mortgage insurance (equity of less than 20%)
- Homeowners insurance for single-family homes and association dues for townhomes
- Owner household income estimates per 2023 ACS

### Rental Housing

- Background check on tenant to ensure credit history
- 30% allocation of income
- Renter household income estimates per 2023 ACS

Because of the down payment requirement and strict underwriting criteria for a mortgage, not all households will meet the income qualifications as outlined above.

- An estimated 61% of existing owner households in the PMA could afford to buy an entry-level detached single-family home at the 2024 median sale price of \$208,000 in Grinnell.
- The proportion of income-qualified households declines as the sale price increases, and roughly 30% of existing owner households could afford to purchase a move-up new construction detached single-family home priced at \$400,000.
- Roughly 68% of owner households could afford an entry-level multifamily unit (i.e. townhome, twin home, condominium) at the 2024 median price of \$159,000, while 37% could afford a move-up new construction unit priced at \$325,000.
- An estimated 60% of renter households in the PMA can afford to rent an existing one-bedroom unit at existing market rate properties in Grinnell (average rent of \$852 per month), while 62% can afford a two-bedroom unit at the average market rate rent of \$793 at the existing properties.

- New construction market rate rents will be higher than existing, older products. The estimated new construction rents shown in the table are based on our knowledge of rental rates at recently built market rate apartments properties in the surrounding Market Area.
- An estimated 45% of existing renters in the PMA could afford to rent a one-bedroom apartment within a new development renting for \$1,200 per month, while 38% could afford a new two-bedroom unit priced at \$1,450.

TABLE 34

HOUSING AFFORDABILITY BASED ON HOUSEHOLD INCOME PRIMARY MARKET AREA September 2025				
<b>For-Sale (Assumes 10% down payment and good credit)</b>				
	Detached Single-Family		Townhome/Twinhome	
	Entry-level	Move-up	Entry-level	Move-up
Price of House	\$208,000	\$400,000	\$159,000	\$325,000
Pct. Down Payment	10.0%	10.0%	10.0%	10.0%
Total Down Payment Amt.	\$20,800	\$40,000	\$15,900	\$32,500
Estimated Closing Costs*	\$6,240	\$12,000	\$4,770	\$9,750
Cost of Loan	\$193,440	\$372,000	\$147,870	\$302,250
Interest Rate	6.56%	6.56%	6.56%	6.56%
Number of Pmts.	360	360	360	360
Housing Costs as % of Income	30%	30%	30%	30%
Minimum Income Required	\$65,739	\$126,421	\$56,132	\$106,384
<b>Pct. of Owner HHs - PMA</b>	<b>60.8%</b>	<b>30.1%</b>	<b>68.3%</b>	<b>37.2%</b>
*Estimated closing costs rolled into mortgage				
<b>Rental (Market Rate)</b>				
	Existing Rental		New Construction Rental	
	1-Bedroom	2-Bedroom	1-Bedroom	2-Bedroom
Monthly Rent	\$852	\$793	\$1,200	\$1,450
Annual Rent	\$10,224	\$9,516	\$14,400	\$17,400
Housing Costs as % of Income	30%	30%	30%	30%
Minimum Income Required	\$34,080	\$31,720	\$48,000	\$58,000
<b>Pct. of Renter HHs - PMA</b>	<b>60.3%</b>	<b>61.8%</b>	<b>45.4%</b>	<b>37.9%</b>
Source: Maxfield Research & Consulting				

# Peer Community Comparisons

## Introduction

This section of the report compares key housing related metrics for Grinnell to six other cities in Iowa identified by the Client as peer communities, including Decorah, Newton, Oskaloosa, Pella, Storm Lake, and Waverly.

The following comparisons are provided.

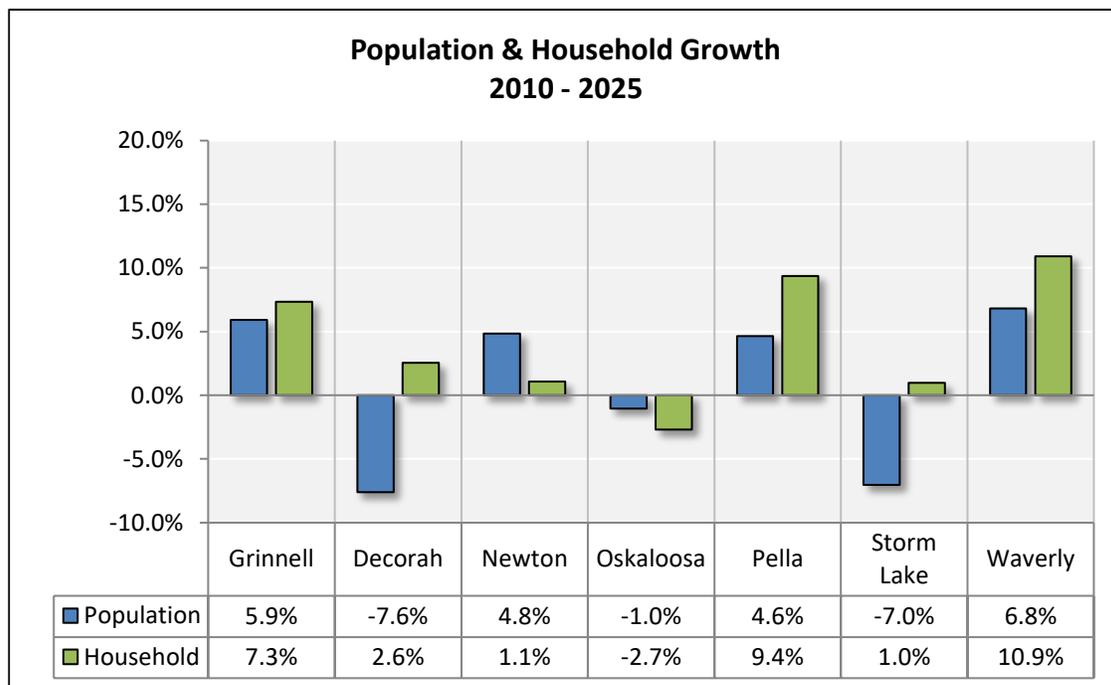
- ▶ Demographic trends
- ▶ Employment
- ▶ Housing characteristics, and
- ▶ Housing affordability

Demographic data was provided by the Decennial Census, ESRI, and the 2023 ACS. Employment trend data was sourced from the Bureau of Labor Statistics and U.S. Census Longitudinal Employer-Household Dynamics (LEHD) program. Housing characteristics and housing affordability data is sourced from the 2023 ACS, Iowa Realtors, the Iowa State Data Center, and the U.S. Census Bureau.

## Demographic Trends

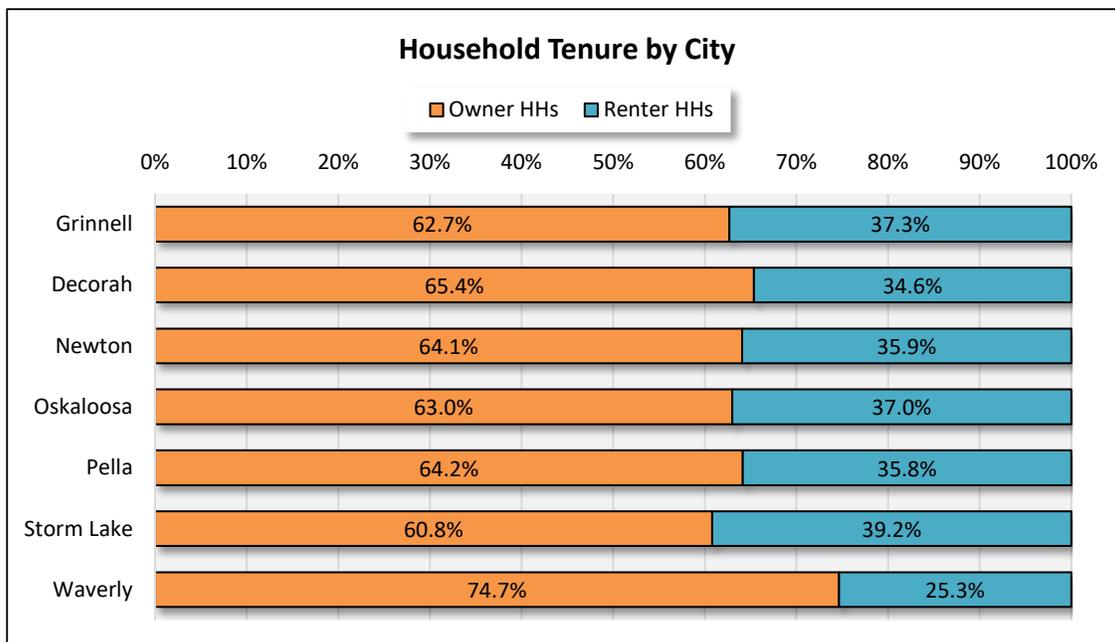
The following table and subsequent points compare key demographic variables for Grinnell to the peer communities, including population and household growth, population age factors, household type and tenure, household incomes, and mobility rates.

- Grinnell experienced faster household growth between 2010 and 2025 (7.3%) than Decorah (2.6%), Newton (1.1%), Oskaloosa (-2.7%), and Storm Lake (1.0%), but slower growth than Pella (9.4%) and Waverly (10.9%).



- The pace of household growth was high relative to population growth in Grinnell, Decorah, Pella, Storm Lake, and Waverly. This trend often indicates an aging household base and reflects a general shift in demographic factors that favor smaller households, such as growth in the number of single-person households and a decline in the proportion of households with children.
- With a median age of 37.0, Grinnell's population is younger than Newton (42.3), Decorah (38.8), Pella (38.1), and Oskaloosa (37.6), but older than Storm Lake (33.0) and Waverly (36.8).
  - In Grinnell, an estimated 22.0% of the population is age 65 or older, lower than 24.8% in Decorah and 23.5% in Newton, but higher than Oskaloosa (20.2%), Pella (21.4%), Storm Lake (14.5%), and Waverly (21.0%).

- An estimated 51.2% of households in Grinnell are family households, lowest among all peer communities.
  - In Grinnell, 20.3% of all households are family households with children under the age of 18, higher than 18.8% in Decorah but lower than all other peer communities.
- Grinnell has the highest proportion of households living alone, at 43.9%, compared to 38.0% in Decorah, 36.4% in Newton, 29.7% in Oskaloosa, 34.7% in Pella, 33.5% in Storm Lake, and 27.3% in Waverly.
- With an ownership rate of 62.7% of all households, Grinnell's homeownership rate is second lowest among the peer communities, higher than Storm Lake at 60.8%.



- The estimated median household income in Grinnell (\$64,701) is 4% higher than Decorah (\$63,899), 18% higher than Newton (\$54,647), 3% higher than Oskaloosa (\$62,604), and 8% higher than Storm Lake (\$60,132). Grinnell's median household income is -23% lower than Pella (\$83,696) and -17% lower than Waverly (\$78,414).
- Based on the percent of households that have moved since 2018, Grinnell has a mobility rate of 38.2%, second highest among the peer communities, trailing only Pella at 40.0%.

**TABLE 35**  
**PEER COMMUNITY COMPARISON**  
**DEMOGRAPHIC CHARACTERISTICS**  
**August 2025**

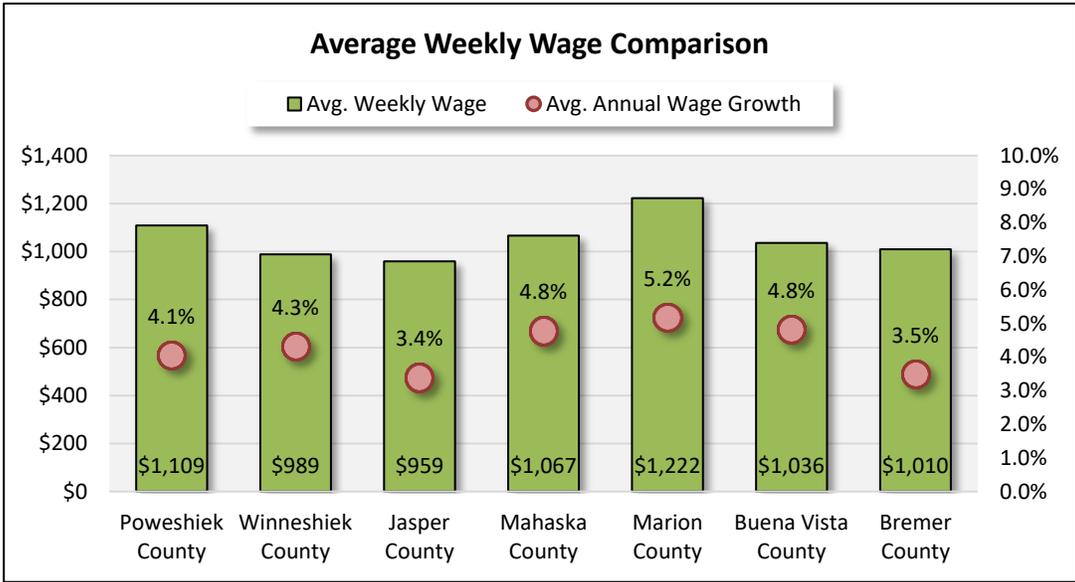
	Grinnell	Peer Communities					
		Decorah	Newton	Oskaloosa	Pella	Storm Lake	Waverly
<b>2025 Population Estimate</b>	<b>9,764</b>	<b>7,513</b>	<b>15,996</b>	<b>11,399</b>	<b>10,834</b>	<b>11,389</b>	<b>10,548</b>
% Change from 2010	5.9%	-7.6%	4.8%	-1.0%	4.6%	7.0%	6.8%
<b>Median Age</b>	<b>37.0</b>	<b>38.8</b>	<b>42.3</b>	<b>37.6</b>	<b>38.1</b>	<b>33.0</b>	<b>36.8</b>
% Age 65+	22.0%	24.8%	23.5%	20.2%	21.4%	14.5%	21.0%
<b>2025 Households</b>	<b>3,829</b>	<b>2,928</b>	<b>6,741</b>	<b>4,606</b>	<b>4,087</b>	<b>3,590</b>	<b>3,934</b>
% Change from 2010	7.3%	2.6%	1.1%	-2.7%	9.4%	1.0%	10.9%
% Family HHs	51.2%	54.4%	56.5%	62.3%	62.5%	55.9%	63.6%
% Family HHs w/ Children	20.3%	18.8%	24.7%	28.0%	25.4%	31.8%	29.7%
% HHs Living Alone	43.9%	38.0%	36.4%	29.7%	34.7%	33.5%	27.3%
% Owner	62.7%	65.4%	64.1%	63.0%	64.2%	60.8%	74.7%
% Renter	37.3%	34.6%	35.9%	37.0%	35.8%	39.2%	25.3%
<b>2025 Estimated Median HH Income</b>	<b>\$64,701</b>	<b>\$63,899</b>	<b>\$54,647</b>	<b>\$62,604</b>	<b>\$83,696</b>	<b>\$60,132</b>	<b>\$78,414</b>
<b>Mobility Rate (% moved in since '18)</b>	<b>38.2%</b>	<b>32.6%</b>	<b>32.0%</b>	<b>33.7%</b>	<b>40.0%</b>	<b>37.5%</b>	<b>37.1%</b>

Sources: US Census Bureau; ESRI; Maxfield Research & Consulting

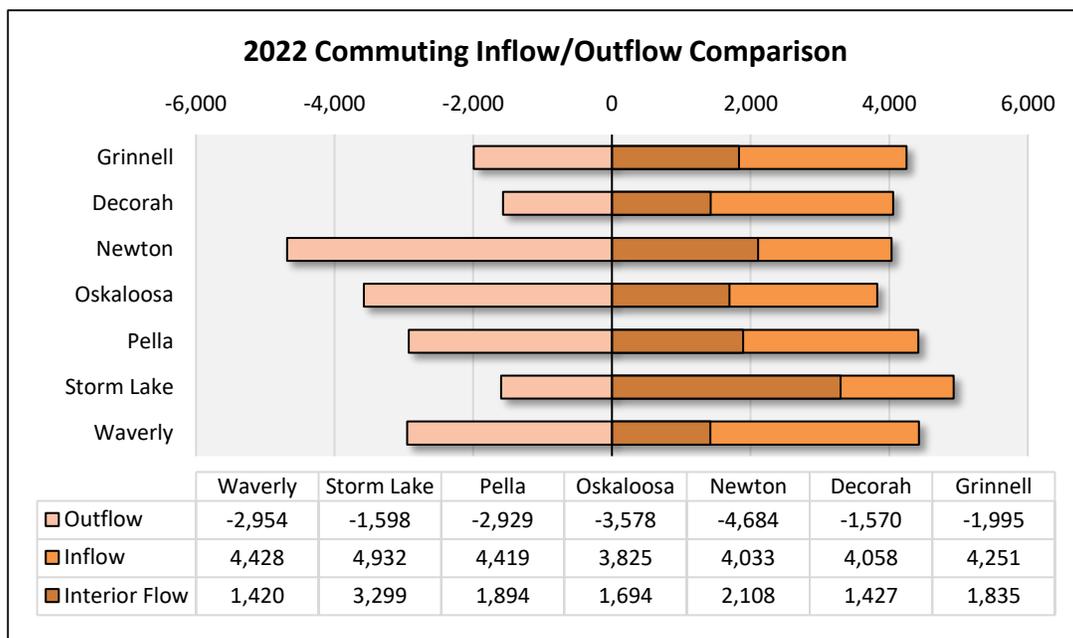
Employment

The following information compares key employment data for Grinnell to the peer communities, including County-level unemployment, industry employment, and average weekly wage data. Data on commuting patterns and shifts in commuting patterns since 2010 for each community is also provided.

- The 2024 average annual unemployment rate in Poweshiek County (Grinnell) of 2.7% was lower than 2.9% in Winneshiek County (Decorah), 3.0% in Jasper County (Newton), and 2.9% in Bremer County (Waverly), but higher than 2.6% in Buena Vista County (Storm Lake), 2.4% in Marion County (Pella) and 2.4% in Mahaska County (Oskaloosa).
- With 9,571 jobs in 2024, industry employment in Poweshiek County is higher than Mahaska County and Bremer County, but lower than Winneshiek, Jasper, Marion, and Buena Vista Counties.
- Employment growth in Poweshiek County (3.3% increase between 2010 and 2024) exceeded growth in both Jasper (-1.1%) and Buena Vista (1.3%) Counties, but trailed growth in Winneshiek (5.6%), Mahaska (5.0%), Marion (21.6%), and Bremer (4.6%) Counties.
- Average weekly wages in Poweshiek County (\$1,109) are lower than Marion County (\$1,222), but higher than Winneshiek (\$989), Jasper (\$959), Mahaska (\$1,067), Buena Vista (\$1,036), and Bremer (\$1,010) Counties.
- At an average annual increase of 4.1% between 2010 and 2024, wage growth in Poweshiek County was higher than Jasper (3.4%) and Bremer (3.5%) Counties, but lower than Winneshiek (4.3%), Mahaska (4.8%), Marion (5.2%), and Buena Vista (4.8%) Counties.



- With a net inflow of 2,256 workers in 2022, Grinnell is an importer of workers, as are Decorah (net inflow of 2,488 workers), Oskaloosa (247), Pella (1,490), Storm Lake (3,299), and Waverly (1,420), while Newton is an exporter of workers with a net outflow of 651 workers.
- An estimated 4,251 workers commute into Grinnell for jobs daily, with 19% (1,162 workers) commuting from a distance of more than 50 miles away, second highest among the peer communities, trailing Storm Lake (2,064 workers commute from more than 50 miles).
- Roughly 1,835 workers both live and work (interior flow) in Grinnell, higher than 1,427 in Decorah, 1,694 in Oskaloosa, and 1,420 in Waverly, but lower than 2,108 in Newton, 1,894 in Pella, and 3,299 in Storm Lake.



- Compared to commuting patterns in 2010, Grinnell experienced the largest shift in inflow/outflow, as inflow increased 29% (highest among the peer communities) while outflow declined -60% (largest change among peer communities) and interior flow declined -5%.
- Due, in part, to labor constraints, Grinnell’s commute shed has expanded, as the number of workers commuting from more than 50 miles increased 33% between 2010 and 2022.
- Most of the peer communities experienced similar trends, as the number of workers commuting from more than 50 miles increased 32% in Decorah, 12% in Oskaloosa, 52% in Pella, 8% in Storm Lake, and 24% in Waverly during that time period. The number of workers commuting to Newton from more than 50 miles contracted -4% between 2010 and 2022.

**TABLE 36**  
**PEER COMMUNITY COMPARISON**  
**EMPLOYMENT CHARACTERISTICS**  
 August 2025

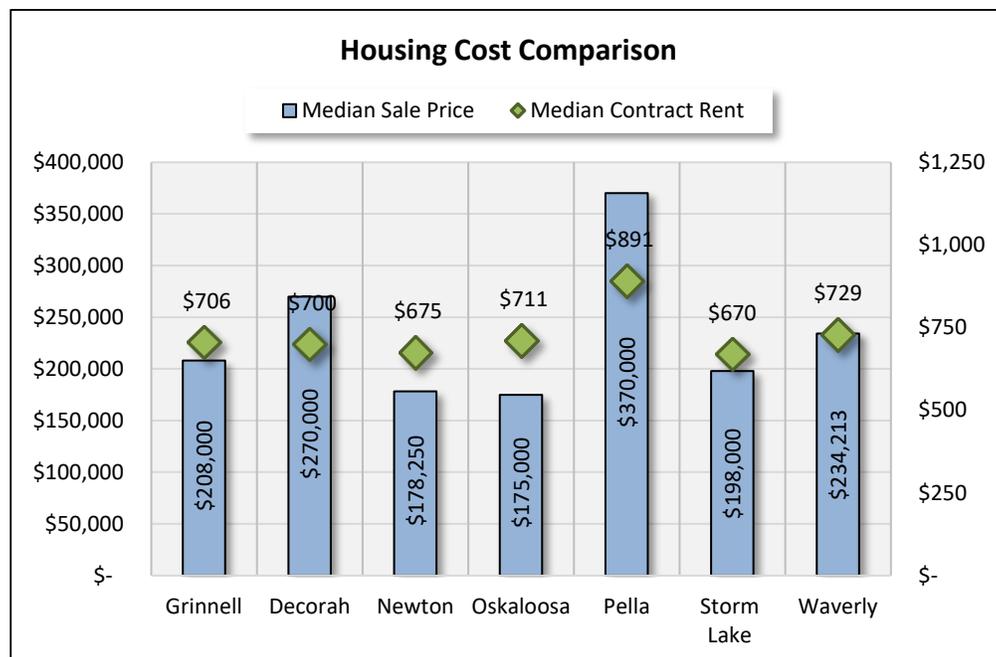
	Grinnell	Peer Communities					
		Decorah	Newton	Oskaloosa	Pella	Storm Lake	Waverly
<b>2024 Annual Unemployment (County)</b>	<b>2.7%</b>	<b>2.9%</b>	<b>3.0%</b>	<b>2.4%</b>	<b>2.4%</b>	<b>2.6%</b>	<b>2.9%</b>
<b>Industry Employment Data</b>							
<b>2024 Industry Employment (County)</b>	<b>9,571</b>	<b>10,477</b>	<b>10,464</b>	<b>7,893</b>	<b>19,679</b>	<b>10,680</b>	<b>9,702</b>
% Change from 2010	3.3%	5.6%	-1.1%	5.0%	21.6%	1.3%	4.6%
<b>2024 Avg. Weekly Wage (County)</b>	<b>\$1,109</b>	<b>\$989</b>	<b>\$959</b>	<b>\$1,067</b>	<b>\$1,222</b>	<b>\$1,036</b>	<b>\$1,010</b>
Annual Rate of Growth since 2010	4.1%	4.3%	3.4%	4.8%	5.2%	4.8%	3.5%
<b>Commuting Patterns (Primary Jobs)</b>							
<b>2022 Inflow</b>	<b>4,251</b>	<b>4,058</b>	<b>4,033</b>	<b>3,825</b>	<b>4,419</b>	<b>4,932</b>	<b>4,428</b>
% Change from 2010	29.2%	10.9%	-4.0%	9.0%	-0.8%	7.7%	-1.9%
<b>2022 % Commuting into City</b>	<b>69.8%</b>	<b>74.0%</b>	<b>65.7%</b>	<b>69.3%</b>	<b>70.0%</b>	<b>59.9%</b>	<b>75.7%</b>
Change from 2010	6.8%	3.7%	-3.3%	1.8%	2.4%	-5.8%	2.7%
<b>2022 Commuting into City from 50+ miles</b>	<b>1,162</b>	<b>965</b>	<b>1,130</b>	<b>1,155</b>	<b>1,049</b>	<b>2,064</b>	<b>1,095</b>
% commuting from 50+ miles	19.1%	17.6%	18.4%	20.9%	16.6%	25.1%	18.7%
% Change from 2010	32.6%	31.7%	-3.7%	11.9%	52.0%	7.9%	23.9%
<b>2022 Outflow</b>	<b>1,995</b>	<b>1,570</b>	<b>4,684</b>	<b>3,578</b>	<b>2,929</b>	<b>1,598</b>	<b>2,954</b>
% Change from 2010	-59.5%	3.4%	44.6%	8.2%	11.7%	8.0%	19.8%
<b>2022 Net Inflow/Outflow</b>	<b>2,256</b>	<b>2,488</b>	<b>-651</b>	<b>247</b>	<b>1,490</b>	<b>3,334</b>	<b>1,474</b>
<b>2022 Interior Flow</b>	<b>1,835</b>	<b>1,427</b>	<b>2,108</b>	<b>1,694</b>	<b>1,894</b>	<b>3,299</b>	<b>1,420</b>
% Change from 2010	-5.0%	-7.6%	11.7%	0.5%	-11.4%	38.2%	-14.8%

Sources: Bureau of Labor Statistics; US Census Local Employment Dynamics; Maxfield Research & Consulting

## Housing Characteristics

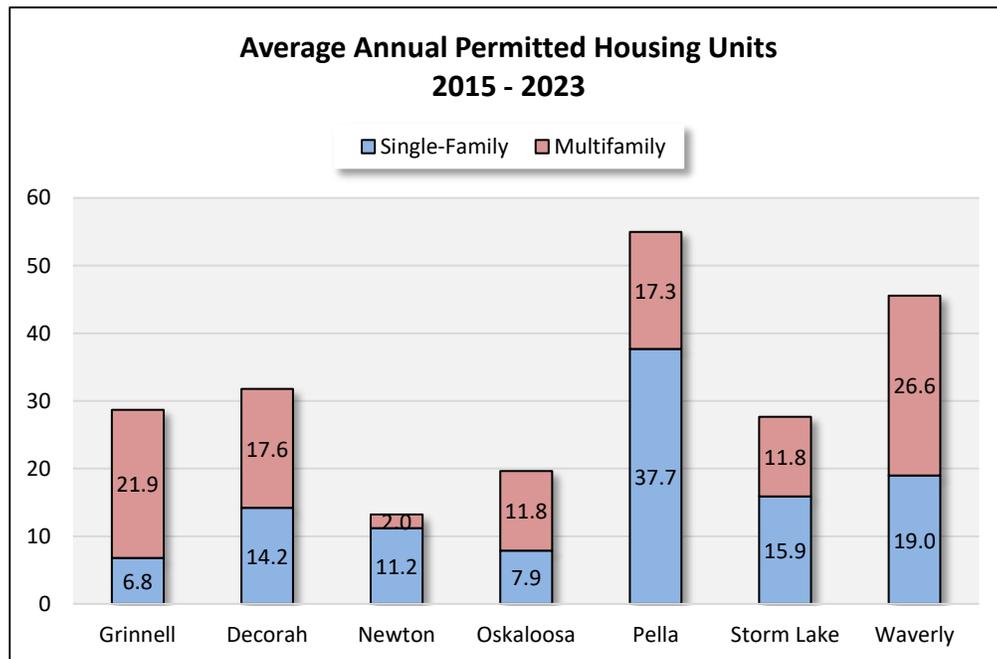
The following information compares key characteristics of Grinnell's housing inventory to housing stock characteristics in the peer communities. All data, except building permit data, was sourced from the 2019-2023 American Community Survey. Information on the number of permitted housing units per year was sourced from reports published by the City or from the US Census Building Permit Survey via the Iowa State Data Center.

- Grinnell has one of the lower proportions of detached single-family units, at 63.7% of all housing units, lower than 66.8% in Decorah, 70.0% in Newton, 70.6% in Oskaloosa, and 66.7% in Waverly, but higher than Pella (61.5%) and Storm Lake (62.2%).
- The proportion of attached single-family (i.e. townhomes, twin homes) housing units in Grinnell (7.5% of all housing units) is highest among the peer communities.
- Roughly 25.0% of Grinnell's housing inventory is in multifamily structures with two or more units, lowest among the peer communities, except for Oskaloosa (23.8%).
- The estimated 2024 median sale price for single-family homes in Grinnell (\$208,000) is higher than Newton (\$178,250), Oskaloosa (\$175,000), and Storm Lake (\$198,000), but lower than Decorah (\$270,000), Pella (\$370,000), and Waverly (\$234,213).



- The 2023 median contract rent in Grinnell (\$706) is higher than \$700 in Decorah, \$675 in Newton, and \$670 in Storm Lake, but lower than \$711 in Oskaloosa, \$891 in Pella, and \$729 in Waverly.

- At an estimated 6.3% vacant, Grinnell has the second lowest housing vacancy rate among the peer communities, trailing Pella at 5.1%.
- Roughly 28% of all housing units in Grinnell were constructed prior to 1940, higher than Newton (25%), Pella (11%), Storm Lake (23%), and Waverly (15%), but lower than Decorah (32%) and Oskaloosa (32%).
- From 2015 through 2023, Grinnell averaged 28.7 permitted housing units per year, higher than Newton (13.2 new units per year), Oskaloosa (19.7), and Storm Lake (27.7), but lower than Decorah (31.8), Pella (55.0), and Waverly (45.6).



- The pace of new single-family development in Grinnell (6.8 units per year) was slowest among the peer communities, including 14.2 single-family units per year in Decorah, 11.2 in Newton, 7.9 in Oskaloosa, 37.7 in Pella, 15.9 in Storm Lake, and 19.0 in Waverly.
- Grinnell permitted an average of 21.9 multifamily units per year from 2015 through 2023, second highest among the peer communities, trailing only Waverly at 26.6 multifamily units per year.

**TABLE 37**

**PEER COMMUNITY COMPARISON  
HOUSING CHARACTERISTICS  
August 2025**

	Grinnell	Peer Communities					
		Decorah	Newton	Oskaloosa	Pella	Storm Lake	Waverly
<b>Total Housing Units (2023 Est.)</b>	<b>3,994</b>	<b>3,277</b>	<b>7,472</b>	<b>5,139</b>	<b>4,226</b>	<b>4,291</b>	<b>4,048</b>
% One-unit, detached	63.7%	66.8%	70.0%	70.6%	61.5%	62.2%	66.7%
% One-unit, attached	7.5%	4.8%	2.5%	1.7%	7.0%	3.6%	4.9%
% Units in structures with 2-19 units	18.5%	24.5%	20.3%	21.2%	22.8%	26.0%	17.7%
% Units in structures with 20+ units	6.5%	3.9%	6.7%	2.6%	7.1%	6.0%	8.6%
% Occupied	93.7%	88.9%	89.6%	90.6%	94.9%	93.4%	92.9%
% Vacant	6.3%	11.1%	10.4%	9.4%	5.1%	6.6%	7.1%
% Units building prior to 1940	28.2%	32.2%	25.1%	32.3%	10.6%	23.2%	14.6%
<b>Median Home Value (2023)</b>	<b>\$191,700</b>	<b>\$234,600</b>	<b>\$151,600</b>	<b>\$128,900</b>	<b>\$259,600</b>	<b>\$163,600</b>	<b>\$215,200</b>
<b>Median Single-Family Sale Price (2024)</b>	<b>\$208,000</b>	<b>\$270,000</b>	<b>\$178,250</b>	<b>\$175,000</b>	<b>\$370,000</b>	<b>\$198,000</b>	<b>\$234,213</b>
<b>Median Contract Rent (2023)</b>	<b>\$706</b>	<b>\$700</b>	<b>\$675</b>	<b>\$711</b>	<b>\$891</b>	<b>\$670</b>	<b>\$729</b>
<b>Permitted Units/Year (Avg. '15-'23)^</b>	<b>28.7</b>	<b>31.8</b>	<b>13.2</b>	<b>19.7</b>	<b>55.0</b>	<b>27.7</b>	<b>45.6</b>
% Single-Unit Structure	24%	45%	85%	40%	68%	57%	42%

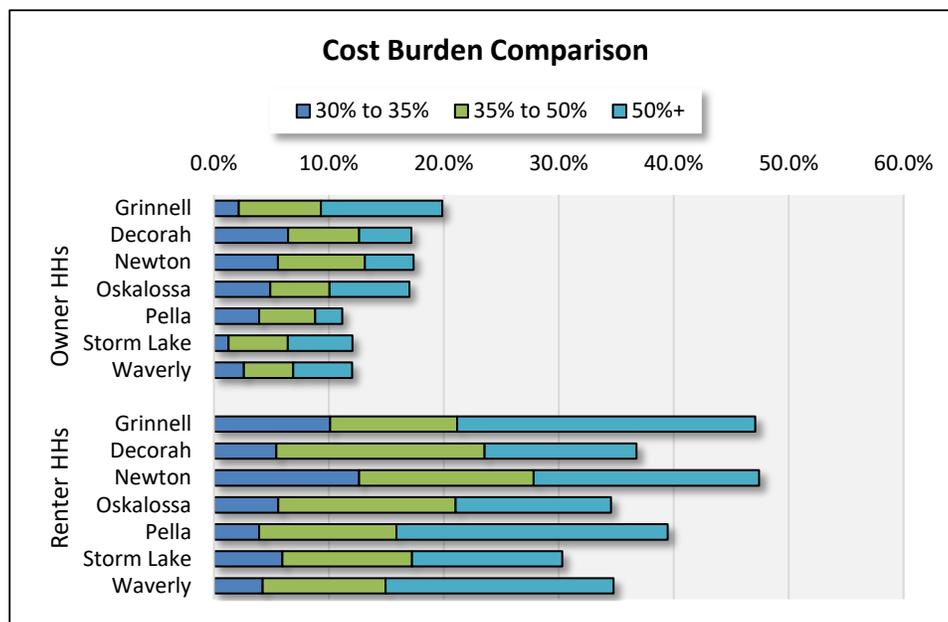
^Building permit data for peer communities provided by the US Census Building Permits Survey (BPS)

Sources: 2019-2023 ACS; Iowa Realtors; Iowa State Data Center; US Census Bureau; Cities; Maxfield Research & Consulting

## Housing Affordability

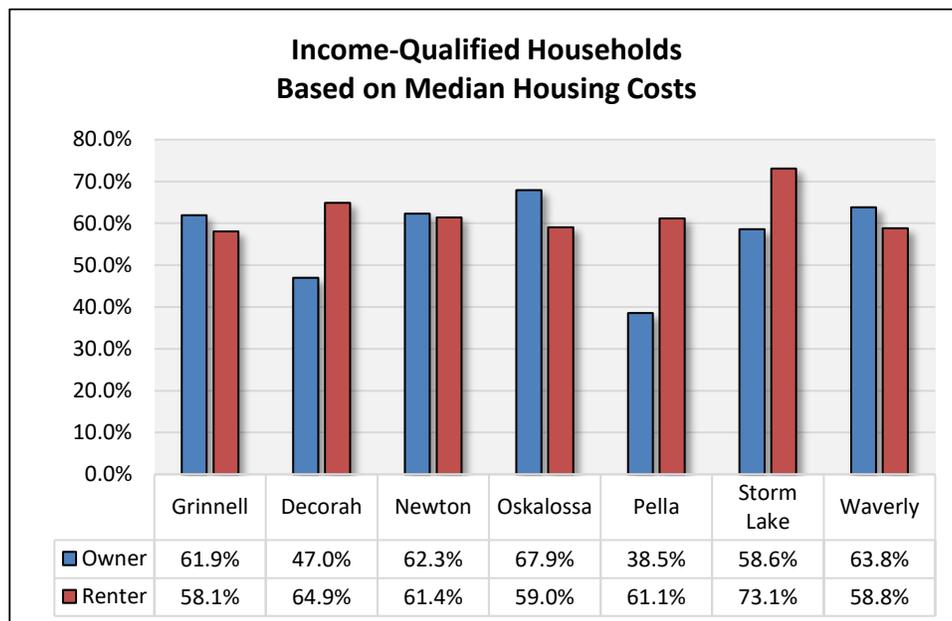
The table on the following page presents key housing affordability metrics for Grinnell compared to the peer communities, including owner household cost burden, renter household cost burden, and housing cost affordability based on household incomes in each community. Data is sourced from Iowa Realtors and the 2019-2023 American Community Survey.

- An estimated 19.9% of owner households in Grinnell are cost burdened (paying more than 30% of their income for housing costs), highest among the peer communities. Owner household cost burden is lowest in Pella (11.2%), followed by Waverly and Storm Lake (each at 12.0%), Oskaloosa (17.0%), Decorah (17.2%), and Newton (17.4%).
- The percentage of renter households that are cost burdened in Grinnell (47.1%) is second highest among the peer communities, slightly lower than Newton (47.4%). Renter household cost burden is lowest in Storm Lake (30.3%), followed by Oskaloosa (34.5%), Waverly (34.8%), Decorah (36.8%), and Pella (39.5%).



- An estimated 10.5% of owner households in Grinnell are severely cost burdened (paying 50% or more of their income on housing), notably higher than the peer communities, including Decorah (4.6%), Newton (4.2%), Oskaloosa (7.0%), Pella (2.4%), Storm Lake (5.6%), and Waverly (5.1%).
- Among renter households in Grinnell, 25.9% are severely cost burdened, highest among the peer communities, including Decorah (13.2%), Newton (19.6%), Oskaloosa (13.5%), Pella (23.6%), Storm Lake (13.1%), and Waverly (19.8%).

- A household would need a minimum annual income of \$65,739 or higher to be income-qualified (based on 30% of income) for a single-family home purchased at the 2024 median sale price in Grinnell (\$208,000). This assumes a 30-year interest rate of 6.56% (August 28, 2025), a potential buyer makes a 10% down payment and has good credit.
  - An estimated 61.9% of existing owner households in Grinnell could afford to buy a single-family home priced at the median price, higher than Decorah (47.0%), Pella (38.5%), and Storm Lake (58.6%), but lower than Newton (62.3%), Oskaloosa (67.9%), and Waverly (63.8%).
- Based on the median contract rent in Grinnell of \$706 per month, a household would need an annual income of \$28,240 to afford to rent. An estimated 58.1% of existing renter households in Grinnell are income-qualified for units priced at the median contract rent, lowest among the peer communities.
- The following graph illustrates the percentage of existing households that are income-qualified for housing based on median housing costs (median sale price, median contract rent) in Grinnell compared to the peer communities.



- This data, coupled with cost burden information, reveals that housing costs in Grinnell are high relative to income when compared to the peer communities, particularly rental housing.

TABLE 38

PEER COMMUNITY COMPARISON  
HOUSING AFFORDABILITY  
August 2025

	Grinnell	Peer Communities					
		Decorah	Newton	Oskaloosa	Pella	Storm Lake	Waverly
<b>Owner HHs - Pct. Cost Burden</b>	<b>19.9%</b>	<b>17.2%</b>	<b>17.4%</b>	<b>17.0%</b>	<b>11.2%</b>	<b>12.0%</b>	<b>12.0%</b>
Cost Burden 30.0% to 34.9%	2.2%	6.5%	5.6%	4.9%	3.9%	1.3%	2.6%
Cost Burden 35.0% to 49.9%	7.1%	6.2%	7.5%	5.2%	4.9%	5.2%	4.3%
Cost Burden 50.0% or more	10.5%	4.6%	4.2%	7.0%	2.4%	5.6%	5.1%
<b>Renter HHs - Pct. Cost Burden</b>	<b>47.1%</b>	<b>36.8%</b>	<b>47.4%</b>	<b>34.5%</b>	<b>39.5%</b>	<b>30.3%</b>	<b>34.8%</b>
Cost Burden 30.0% to 34.9%	10.1%	5.4%	12.6%	5.6%	3.9%	6.0%	4.2%
Cost Burden 35.0% to 49.9%	11.0%	18.1%	15.2%	15.4%	11.9%	11.3%	10.7%
Cost Burden 50.0% or more	25.9%	13.2%	19.6%	13.5%	23.6%	13.1%	19.8%
<b>2024 Median Single-Family Sale Price</b>	<b>\$208,000</b>	<b>\$270,000</b>	<b>\$178,250</b>	<b>\$175,000</b>	<b>\$370,000</b>	<b>\$198,000</b>	<b>\$234,213</b>
Minimum Income Required	\$65,739	\$85,334	\$56,336	\$55,309	\$116,939	\$62,578	\$74,024
Pct. of Owner HHs	61.9%	47.0%	62.3%	67.9%	38.5%	58.6%	63.8%
<b>Median Contract Rent (2023 ACS)</b>	<b>\$706</b>	<b>\$700</b>	<b>\$675</b>	<b>\$711</b>	<b>\$891</b>	<b>\$670</b>	<b>\$729</b>
Minimum Income Required	\$28,240	\$28,000	\$27,000	\$28,440	\$35,640	\$26,800	\$29,160
Pct. of Renter HHs	58.1%	64.9%	61.4%	59.0%	61.1%	73.1%	58.8%

Sources: 2019-2023 ACS; Iowa Realtors; Maxfield Research & Consulting

# Demand Estimates

## Introduction

Maxfield Research & Consulting was engaged to quantify the demand potential for new housing development in Grinnell from 2025 to 2035. Earlier sections of this report examined growth trends and demographic characteristics of the household base in the community, as well as employment trends, housing characteristics, and housing market conditions in the area. This section of the report provides our demand calculations for new housing in Grinnell to 2035, including the following product types.

- ▶ General occupancy for-sale housing demand
- ▶ General occupancy rental housing demand calculations, including demand for subsidized, affordable, and market rate rental housing
- ▶ Owned and rented market rate active adult senior housing demand
- ▶ Demand for affordable and subsidized senior rental housing
- ▶ Demand for service-enhanced (independent living, assisted living, and memory care) senior housing

Additionally, Maxfield Research summarizes findings from our interviews with area stakeholders, including real estate professionals familiar with Grinnell's housing market and representatives from major employers in the community.

## Interview Summary

In an attempt to gain additional insight into housing demand in Grinnell, Maxfield Research solicited input from Realtors, representatives from major employers, and other professionals familiar with the housing market in the area. Topics addressed included the overall condition of the housing market, types of housing being sought in the area, whether there are gaps in the existing supply of available housing in the area, and the impact housing availability has on the ability of employers to attract and retain workers.

The following points summarize findings from this process.

- Based on comments from many of the interviewees, there are three housing types that were consistently mentioned as being priority needs in Grinnell.
  - Moderately priced housing, both owner and renter, that would target younger people and provide living options for the area’s workforce.
  - Single-level housing alternatives that would target independent older adults and seniors that want to move out of their detached single-family home as well as first-time buyers.
  - Move-up detached single-family homes for families.
- Overall, Grinnell’s housing market is fairly tight, although the elevated interest rates slowed down sales activity. People aren’t moving.
- Homes priced between \$190,000 and \$290,000 are in strong demand, but there’s very little supply available. Housing priced between \$239,000 and \$259,000 was described as the “sweet spot”.
- There’s little movement for homes priced above \$350,000. The move-up market slowed when interest rates increased.
- There isn’t much available for under \$200,000, and many people are reluctant to buy older homes due to repairs and upgrades that might be needed.
- Housing costs in Grinnell can generally be defined as follows:
  - Entry-level housing is generally priced in the \$200,000 to \$230,000 range, up to \$275,000.
  - Move-up new construction housing priced at a minimum of \$400,000 and higher.
- It’s difficult to build new homes for less than \$400,000, as there are no economies of scale in Grinnell. Residential lots are fairly inexpensive when compared to other areas like the Des Moines suburbs.

- It was suggested that Grinnell is somewhat landlocked by agricultural land, which is expensive, and many farmers aren't interested in selling.
- Development costs in Grinnell are higher than other areas due to several factors, including increased travel expenses for labor and materials. It's difficult to get developers from the larger Metro Areas to build in Grinnell, and local builders are primarily doing custom builds on a one-off basis.
- Development costs are increasing which is making housing, both for-sale and rental housing, more expensive and potentially out of reach for many buyers/renters, especially younger households.
- The City is somewhat bifurcated, north of Highway 6 and south of Highway 6, and the area north of Highway 6 is generally viewed as the more desirable area to live in Grinnell.
- It was suggested that Grinnell needs housing for people under the age of 35 with moderate incomes, including larger rental housing units (i.e. three-bedroom) for family households.
- Grinnell is missing out on potential growth, particularly among younger households, due, in part, to a shortage of suitable housing.
- Grinnell does not seem to have many "executive-level" residents with high incomes.
- Grinnell faces several challenges for new construction housing, notably a lack of land, few residents with high incomes, and the City is lacking economies of scale.
- There are housing-related challenges across all generations and income levels.
- The City would benefit from products other than traditional detached single-family homes, like duplex/twin home units which would likely attract seniors and first-time buyers.
- Most buyers in Grinnell are in-town buyers, with very little interest from people moving in from other areas right now. In the past, there were more people relocating to Grinnell.
- Many professionals are looking for contemporary housing and aren't interested in purchasing older homes.
- There's some demand from people looking for acreage out in the townships.
- Grinnell needs quality single-family rentals, more townhome or twin-home (duplex) options, and family-friendly rentals.

- It was very difficult to find housing in Grinnell a couple of years ago, but there's more availability right now.
- There is a strong need for single level housing options, including ownership and rental options. These could be duplex-style units or a multifamily building.
- Grinnell needs for-sale options for blue collar workers and middle-income families, including options for households looking to upgrade their current living situation. Additional options for the aging population are also needed.
- It was suggested that it can be very difficult to find information on available rental housing, and much of the leasing activity is done by referral. It would be beneficial to have a central location for apartment listings.
- Grinnell needs more rental housing for moderate-income renters. New construction market rate rents will be too high, and many people make too much money to qualify for the subsidized housing that's available in the City. Grinnell also needs more rental properties that allow pets.
- Grinnell's rental housing inventory was described as a "mixed bag" in terms of physical condition. There are several properties with deferred maintenance issues and poor living conditions.
- The College recently implemented a requirement that most students live on campus, which opened up some rental housing availability in Grinnell.
- Grinnell needs more variety of housing options, including affordably priced homes to purchase along with more move-up options. People should have choices and not feel like they're "settling" for a home.
- Housing options, both for-sale and rental, for people with moderate incomes are needed. ALICE (Asset Limited, Income Constrained, Employed) households need housing opportunities.
- It was suggested that Grinnell needs more new construction. The City of Newton, Iowa was cited as an example of a similar community that's experiencing more new construction activity than Grinnell.
- Grinnell consistently had a shortage of housing a few years ago, but the housing market seems to have improved. The new rental housing that's opened in the past few years has helped, although there are still housing issues.

- There are more workers commuting to Grinnell now than there used to be. This is out of necessity, at times, due to a lack of suitable housing options in the community. Once these people get established in other communities, they're not likely to move to Grinnell.
- Much of the housing that becomes available for sale is priced too high relative to wages and is not affordable for much of the workforce. Additionally, there's a perception that housing costs are too high relative to the quality of the house.
- Many younger workers that need moderately priced housing (i.e. young teachers, manufacturing workers, nurse aides, etc.) earn roughly \$18 to \$25 per hour, which equates to approximately \$37,000 to \$52,000 per year.
- Housing availability is having a minimal impact on hiring right now, although many employers are maintaining the status quo in terms of number of employees and not expanding.
- There's a lot of uncertainty in the market right now, and businesses are holding off on increasing their workforce. Once companies start hiring again, housing availability could become an issue again. The community should prepare for the next hiring wave before housing becomes an issue.
- Many workers are choosing to live elsewhere due to a combination of factors, including costs, housing availability, and a lack of move-up "executive-level" options in Grinnell.
- The question was raised regarding "why would someone want to move to Grinnell", and it was suggested that the City needs to add more amenities to attract households, particularly younger family households.
- Grinnell's location along I-80 is both a blessing and a curse. It's convenient for Grinnell residents to get to places like the Des Moines Metro Area and Iowa City, but it's also easy for the workforce in Grinnell to commute for work without moving to the community.
- There are a lot of "fixer-upper" opportunities in Grinnell, but many people aren't interested in buying a home in need of extensive repair.
- Much of the available housing in Grinnell is either in need of significant repair/upgrades or higher-end, but the middle is missing. More move-in ready homes are needed.
- Some employers have issues with employee retention when workers have to commute a long distance.
- It seems that much of the housing stock in Grinnell would be priced for the middle market, but those housing units aren't turning over. They move quickly when available.

- 
- There's very little entry level housing available, and much of the housing that is available for sale seems overpriced.
  - Much of the rental housing stock is in poor condition, and younger people moving to the community for new jobs have few quality rental options available.
  - Rental housing is often the first step for younger people that are just getting started. To get people to stay in the community, nice rental options for moderate-income renters are needed, then for-sale options as they get ready to purchase their first home.
  - Many younger workers commute to Grinnell instead of relocating to the community, due, in large part, to housing costs in Grinnell.
  - Many communities within a commute distance of Grinnell have lower priced housing options available. It was stated that housing costs in Grinnell have historically been higher than many of the surrounding communities.
  - If the community wants to grow, then they need to provide quality housing options across the spectrum of age groups and income levels.
  - Many younger people struggle to find rental housing. It's difficult to find out what's available and who to contact for information.
  - It was suggested that housing availability in Grinnell is a bigger issue than affordability, especially rental housing.
  - It's difficult to get young professional workers to move back to Grinnell once they get established in another community. Many younger workers choose to live elsewhere for a variety of reasons, including a desire to be closer to amenities, entertainment, etc. Housing is a factor, but not the primary motivator.
  - Some employers are shifting to either remote work or a hybrid work situation. The remote work trends impact housing demand in two ways. Some people may choose to live in the City if they're able to work remotely which can stimulate demand. Conversely, companies that allow remote work have been able to expand their reach so they're not reliant on local labor and new hires don't feel a need to move to the area.
  - An incentive program to get younger people to move to Grinnell would be beneficial.
  - Grinnell needs more starter homes for younger, first-time buyers.

- Many young people need to start out in rental housing. There are very few options for entry level buyers, as the housing that's available for sale is either too expensive or in need up repair. It's very difficult for moderate wage earners to purchase a home.
- It can be very difficult for higher-wage earners to find desirable housing in Grinnell, and there is a need to have more housing available for this market (i.e. homes priced at \$400,000 and higher).
- Grinnell's housing market was described as "underwhelming" with a lot of lower-end housing units. There are very few housing options available for families to grow into (i.e. move-up homes).
- Grinnell is missing out on growth among higher income households due, in part, to a lack of suitable housing for this market. They end up purchasing homes in other communities as well as the townships. There are housing needs across the spectrum, including higher-end housing.
- Housing for seniors transitioning out of single-family homes is needed. Turnover of older single-family homes would open up more affordably priced housing for younger buyers.
- Programs to help homeowners pay for housing improvements (roof replacement, new windows, etc.), as well as first-time homebuyer programs, would be beneficial.
- The move-up market has stalled due to the increase in interest rates. This is "pinching" the entry-level market because lower-priced housing is not turning over.
- Grinnell seems to have a limited number of new single-family developments with little speculative development.
- For new hires, the lack of available, affordably priced, quality housing is a challenge. Many workers don't qualify for the new apartments in town, or they have family and/or pets which limit their options. For these reasons, many new employees seek housing outside of Grinnell.
- More high-quality rentals are needed that don't have income restrictions for singles and younger families, including apartments, duplexes and townhomes.
- Making more attractive housing options available would help people transition to Grinnell and potentially keep them in town.

## For-Sale Housing Market Demand Analysis

Earlier sections of this report examined growth trends and demographic characteristics of the household base in Grinnell and the PMA along with housing market conditions in the area. The table on the following page presents demand calculations for general occupancy for-sale housing in the PMA, specifically the City of Grinnell, between 2025 and 2035. This analysis identifies potential demand for general occupancy for-sale housing that is generated from both new households and turnover households.

First, we calculate demand from new household growth based on the propensity of households to own their housing. For this analysis, we focus on households under the age of 75 that will account for the majority of general occupancy for sale housing demand. We then apply the percentage of households that would likely own their housing (based on household tenure data) to the projected household growth in the PMA from 2025 to 2035.

- We estimate that household growth will generate demand for 108 for-sale housing units between 2025 and 2035.

As of 2025, there are an estimated 3,194 owner households under age 75 in the PMA. Based on household turnover data from the 2023 ACS, we estimate that 46% of these owner households will experience turnover between 2025 and 2035. We then estimate the percent of existing owner households turning over that would prefer to purchase new housing based on national metrics and Market Area trends.

- Total demand from household growth plus existing household turnover equates to 254 new for-sale housing units in the PMA between 2025 and 2035.

An additional proportion is added for households that would purchase their home in the PMA who currently reside outside the area. We estimate that 25% of the demand potential for general occupancy ownership housing would be derived from outside the PMA.

- Overall, we find demand potential for 339 new general occupancy for-sale housing units in the PMA between 2025 and 2035.

We estimate that the City of Grinnell can capture 60% of the PMA's demand for new for-sale housing units between 2025 and 2035, equating to demand for 204 new units in Grinnell. This estimate is based on household growth in the PMA, household turnover, residential development activity, and residential lot supply.

TABLE 39

GENERAL OCCUPANCY FOR-SALE HOUSING DEMAND CITY OF GRINNELL 2025 to 2035			
<b>Demand from Projected Household Growth in PMA</b>			
Household growth, 2025-2035			308
(times) Pct. for general occupancy housing <sup>1</sup>	x		50%
(times) Propensity to own <sup>2</sup>	x		70%
(equals) Demand from household growth	=		<b>108</b>
<b>Demand from Existing Owner Households in PMA</b>			
Existing owner households under age 75, 2025	=		3,194
(times) Est. % household turnover, 2025-2035 <sup>3</sup>	x		46%
(times) Est. % desiring new housing <sup>4</sup>	x		10%
(equals) Demand from existing households	=		<b>147</b>
<b>Total demand from household growth+turnover</b>	=		<b>254</b>
(plus) Ownership demand from outside PMA	+		25%
<b>(equals) Demand potential for ownership housing in PMA</b>	=		<b>339</b>
(times) Percent of PMA demand capturable in Grinnell	x		60%
<b>(equals) Demand potential for new ownership housing in Grinnell</b>	=		<b>204</b>
		<b>Detached Single-family</b>	<b>Other*</b>
(times) Pct. of demand for detached single-family vs. other*	x	70%	30%
<b>(equals) Total Demand Potential in Grinnell</b>	=	<b>142</b>	<b>61</b>
<sup>1</sup> Pct. HH growth from "Population and Household Growth Trends and Projections" under age 75			
<sup>2</sup> Pct. of HHs under age 75 that own			
<sup>3</sup> Based on owner household turnover and mobility data (American Community Survey)			
<sup>4</sup> Based on new construction sales data, construction trends, and growth projections by age group			
*Other includes attached single-family (i.e. townhomes, twinhomes) and condominium units.			
Note: Some totals may not add due to rounding			
Source: Maxfield Research & Consulting			

Based on the age distribution of households in Grinnell, conversations with area real estate professionals, and residential development trends, we estimate that 70% of the householders seeking new housing in Grinnell will desire detached single-family homes, while the remaining 30% will seek other housing product types, notably townhomes, twin homes, or condominiums.

- We anticipate that there will be demand for 142 detached single-family homes and 61 units of other product types in Grinnell between 2025 and 2035.

On an annual basis, new for-sale housing demand in Grinnell equates to 20.4 new housing units per year, including 14.2 new detached single-family homes per year and 6.1 new units of other product types per year.

The demand projections reveal higher demand than what has been constructed in the City annually over the past ten years, as an average of 6.5 new single-family, twin home, and town-home units (excluding multifamily) were permitted per year in Grinnell since 2015.

These demand estimates assume that residential lots will be available for development in the community, as it would be difficult for Grinnell to capture the projected demand potential without an adequate supply of development-ready lots.

There are a total of 64 existing vacant lots among eight active subdivisions in Grinnell (including the recently approved Scout Subdivision), although the majority are not currently listed for sale on the MLS. As noted previously, there are three lots listed for sale on the MLS in Grinnell as of August 2025.

Based on the for-sale housing demand calculations, there is just a 0.1-year supply of actively-marketing lots in Grinnell. Including all vacant lots in active subdivisions, there is a 3.3-year supply of lots, although several of these lots are owned privately (i.e. not by a builder/developer) and may or may not be available for future development.

## Rental Housing Demand Analysis

The demand table on the following page presents our calculation of general occupancy rental housing demand in the PMA and the City of Grinnell between 2025 and 2035. Factors considered include demographic trends, population shifts, and pending developments. Potential rental housing demand is calculated from two categories:

1. From new household growth based on the propensity of households to rent their housing in the PMA; and,
2. From existing households that will remain in the Market Area because new product is available and they value other area amenities including proximity to employment, entertainment, and recreation.

First, we calculate potential demand from new household growth based on the propensity of households to rent their housing (based on household tenure data). We estimate that household growth will generate demand for 92 rental housing units between 2025 and 2035.

The second part of the analysis calculates demand from existing households, or turnover demand. Younger households tend to be highly mobile, relative to older households. Mobility rates were calculated for the renter population based on American Community Survey data and applied to the existing renter household base. As of 2025, there are an estimated 1,656 renter households in the PMA.

Based on household turnover data from the 2023 ACS, we estimate that 79% of these renter households will experience turnover between 2025 and 2035. We then estimate the percentage of the existing renter households that would potentially seek new rental housing resulting in demand for 262 new units from turnover by 2035.

Together with demand from projected household growth plus turnover, total demand for general occupancy rental housing between 2025 and 2035 is 354 units in the PMA.

TABLE 40

GENERAL OCCUPANCY RENTAL HOUSING DEMAND CITY OF GRINNELL 2025 to 2035		
<b>Demand from Projected Household Growth in PMA</b>		
Household growth, 2025-2035 <sup>1</sup>		308
(times) Propensity to rent <sup>2</sup>	x	30%
(equals) Demand from household growth	=	<b>92</b>
<b>Demand from Existing Renter Households in PMA</b>		
Existing renter households, 2025	=	1,656
(times) Est. % household turnover, 2025-2035 <sup>3</sup>	x	79%
(times) Est. % desiring new housing <sup>4</sup>	x	20%
(equals) Demand from existing households	=	<b>262</b>
<b>Total demand from household growth+turnover</b>		<b>354</b>
(plus) Rental demand from outside PMA	+	30%
<b>(equals) Demand potential for rental housing in PMA</b>	=	<b>509</b>
(times) Percent of PMA demand capturable in Grinnell	x	90%
<b>(equals) Demand potential for new rental housing in Grinnell</b>	=	<b>458</b>
(times) % for Market Rate units <sup>5</sup>	x	45%
(minus) Pending Market Rate units <sup>6</sup>	-	77
<b>(equals) Excess Market Rate Demand</b>	=	<b>133</b>
(times) % for Affordable units <sup>5</sup>	x	25%
(minus) Pending Affordable units <sup>6</sup>	-	0
<b>(equals) Excess Affordable Demand</b>	=	<b>114</b>
(times) % for Subsidized units <sup>5</sup>	x	30%
(minus) Pending Subsidized units <sup>6</sup>	-	0
<b>(equals) Excess Subsidized Demand</b>	=	<b>137</b>
<sup>1</sup> Projection from "Population and Household Growth Trends and Projections" table		
<sup>2</sup> Percent renter households from Census data		
<sup>3</sup> Based on renter household turnover and mobility data (American Community Survey)		
<sup>4</sup> Based on leasing trends and occupancy rates among existing product		
<sup>5</sup> Based on income limits and renter household incomes		
<sup>6</sup> Units under construction or approved at equilibrium (95% occupancy)		
Note: Some totals may not add due to rounding		
Source: Maxfield Research & Consulting		

An additional proportion is added for households that would move to a rental project in the PMA who currently reside outside the area. We estimate that 30% of the demand potential for rental housing in the PMA would be derived from outside the area, increasing demand to 509 units between 2025 and 2035.

Due to factors such as the geographic distribution of the renter households in the PMA, renter household turnover, and the location of employment and services (entertainment, shopping, education, etc.), we estimate that the City of Grinnell can capture 90% of the rental housing demand potential in the PMA. Overall, we find demand for 458 new general occupancy rental housing units in Grinnell between 2025 and 2035.

Based on a review of renter household incomes and income limits, we estimate the proportion of the total demand potential by rental housing product type, as follows:

- Market rate housing (households with incomes at 60% AMI and higher)
- Affordable housing (affordable to households with incomes between 30% and 60% AMI)
- Subsidized housing (affordable to households at 30% AMI or less)

Due to the income limits in Poweshiek County relative to rents, we understand that there is some crossover between affordable and subsidized demand, as well as between affordable and market rate demand. Some households with incomes between 30% and 60% AMI may qualify for subsidized housing, depending on income restrictions at the property, as well as new market rate housing depending on rents.

- An estimated 45% of the total demand will be for market rate housing, while 25% of the demand will be for affordable housing and another 30% will be for subsidized housing.

We then subtract pending general occupancy rental housing developments that are under construction from the demand potential. We identified a 61-unit market rate project under construction in Grinnell (The Emera) along with 16 rental duplexes (Scout Subdivision), which we subtract from the market rate demand potential.

- Overall, we find excess demand for 133 general occupancy market rate rental housing units in Grinnell, along with 251 affordable and subsidized units between 2025 and 2035.

## Senior Housing Demand Analysis

The following table summarizes our senior housing demand estimates for Grinnell by service level in 2025, 2030, and 2035, including demand for market rate owned and rented active adult units, affordable and subsidized age-restricted rental units, independent living, assisted living, and memory care.

- Due to the projected population and household increases among the older adult and senior age groups between 2025 and 2035, senior housing demand growth is projected in Grinnell.

**TABLE 41**

<b>EXCESS SENIOR HOUSING DEMAND BY SERVICE LEVEL</b>			
<b>CITY OF GRINNELL</b>			
<b>2025, 2030, 2035</b>			
	<b>2025</b>	<b>2030</b>	<b>2035</b>
<b>Market Rate Active Adult Units</b>	<b>101</b>	<b>103</b>	<b>108</b>
Ownership	34	48	51
Rental	67	55	57
<b>Affordable/Subsidized Units</b>	<b>267</b>	<b>258</b>	<b>263</b>
Subsidized	106	99	101
Affordable	161	159	162
<b>Service-Enhanced Units</b>	<b>242</b>	<b>300</b>	<b>323</b>
Independent Living	129	146	158
Assisted Living	63	88	97
Memory Care	50	66	68

Source: Maxfield Research & Consulting

- As of 2025, excess senior housing demand is largest for affordable and subsidized rental housing, totaling 267 units. There is excess demand for 242 service-enhanced units, most notably independent living at 129 units, while excess demand also exists for 101 market rate active adult units (34 owner and 67 renter units).
- Due to the age distribution of the population, excess demand growth is projected to be strongest for service-enhanced units, increasing by 81 units (34%) between 2025 and 2035.
- Grinnell is also projected to experience a 7% increase in excess demand for market rate active adult units (seven units) between 2025 and 2035.
- Excess demand for affordable and subsidized units is projected to hold steady, as the pending rehabilitation of vacant units increases the supply of available affordable and subsidized senior housing in the City.

Information on the following pages provides detailed senior housing demand calculations by product type in Grinnell in 2025, 2030, and 2035. Assumptions used to estimate demand in 2035 include: 1) the percentages used to determine income- and asset-qualifications for senior housing are the same proportions used for the 2030 calculations; 2) all capture rates hold steady for each age group; and 3) no new product is added between 2030 and 2035.

### **Market Rate Active Adult Senior Housing Demand**

The following table presents our demand calculations for market rate active adult housing in Grinnell in 2025, 2030, and 2035. The market for active adult housing is comprised of older adult (age 55 to 64), younger senior (age 65 to 74) and older senior (age 75+) households, with market demand weighted most heavily toward older seniors.

In order to arrive at the potential age-, income- and asset-qualified base for market rate active adult housing, we include all age-qualified households with incomes of \$40,000 or more plus homeowner households with incomes between \$30,000 and \$39,999 who would qualify with the proceeds from a home sale. The number of qualifying homeowner households is estimated by applying the appropriate homeownership rate to each age cohort.

Seniors are willing to pay increasing proportions of their income on alternative housing, beginning with an income allocation of 40% to 50% for market rate active adult senior housing with little or no services. Older adult and senior households with incomes of \$40,000 allocating 40% of their income toward housing could afford monthly rents of \$1,333. We estimate there are 2,178 age-, income- and asset-qualified households in the PMA that comprise the market for active adult housing in 2025.

Adjusting to include appropriate capture rates for each age cohort (1.5% of households age 55 to 64, 8.5% of age 65 to 74, and 16.0% of age 75 and older) results in a demand potential for 175 active adult units in 2025, increasing to 194 units in 2035. These capture rates reduce the total number of age/income/asset-qualified households to consider only the portion of older adult and senior households who would be willing, able, and inclined to move to senior housing alternatives, including both owner- and renter-occupied housing.

We estimate that seniors residing outside the PMA will generate 30% of the demand for active adult housing, increasing demand to 250 active adult units in 2025. Demand from outside the PMA includes parents of adult children living in the area, people who have an orientation to the area (i.e. church, doctor), and former residents who desire to return upon retirement.

Demand for market rate active adult housing is apportioned between ownership and rental product types. Based on the age distribution of the population, homeownership rates, existing product, and trends for active adult housing products, we project that 70% of the demand will be for owner-occupied active adult housing (175 units in 2025), and the remaining 30% of demand will be for active adult rental housing units (75 units in 2025).

TABLE 42

MARKET RATE ACTIVE ADULT HOUSING DEMAND CITY OF GRINNELL 2025, 2030, 2035									
Age of Householder	2025			2030			2035		
	55-64	65-74	75+	55-64	65-74	75+	55-64	65-74	75+
HHs w/ Incomes of >\$40,000	748	695	531	690	728	625	674	642	691
HHs w/ Incomes of \$30,000-\$39,999	70	87	107	52	77	100	51	68	111
(times) Homeownership Rate	x 77%	x 80%	x 75%	x 77%	x 80%	x 75%	x 77%	x 80%	x 75%
<b>(equals) Total Potential Market Base</b>	<b>= 802</b>	<b>765</b>	<b>611</b>	<b>730</b>	<b>790</b>	<b>700</b>	<b>713</b>	<b>697</b>	<b>774</b>
(times) Potential Capture Rate	x 1.5%	x 8.5%	x 16.0%	x 1.5%	x 8.5%	x 16.0%	x 1.5%	x 8.5%	x 16.0%
<b>(equals) Demand Potential</b>	<b>= 12</b>	<b>65</b>	<b>98</b>	<b>11</b>	<b>67</b>	<b>112</b>	<b>11</b>	<b>59</b>	<b>124</b>
<b>Potential Demand from PMA</b>	<b>=</b>	<b>175</b>		<b>190</b>			<b>194</b>		
(plus) Demand from outside PMA <sup>1</sup>	+	30%		30%			30%		
<b>(equals) Total Demand Potential</b>	<b>=</b>	<b>250</b>		<b>272</b>			<b>277</b>		
<b>Product Type</b>		<b>% Own</b>	<b>% Rent</b>						
(times) % for Owner/Rental	x	70%	30%	70%	30%	70%	30%	70%	30%
<b>(equals) Demand Potential</b>	<b>=</b>	<b>175</b>	<b>75</b>	<b>190</b>	<b>81</b>	<b>194</b>	<b>83</b>		
(minus) Existing & Pending Units <sup>2</sup>	-	137	0	137	20	137	20		
<b>(equals) Excess Demand</b>	<b>=</b>	<b>38</b>	<b>75</b>	<b>53</b>	<b>61</b>	<b>57</b>	<b>63</b>		
(times) Pct. capturable in Grinnell	x	90%		90%		90%			
<b>Units supportable in Grinnell</b>	<b>=</b>	<b>34</b>	<b>67</b>	<b>48</b>	<b>55</b>	<b>51</b>	<b>57</b>		
<sup>1</sup> Estimated portion of demand that will come from outside PMA									
<sup>2</sup> Existing and pending units are deducted at market equilibrium (95% occupancy).									
Source: Maxfield Research & Consulting									

From the demand potential, we subtract existing and pending market rate active adult units in the PMA at 95% occupancy. After adjusting for format, we identified 144 competitive ownership units in the PMA with no active adult rental units, although one 21-unit active adult rental project is pending. Overall, we find excess demand for 38 market rate active adult ownership units and 75 market rate active adult rental units in 2025.

Adjusting for inflation and following the same methodology, we project that excess demand will increase to 53 ownership units while excess demand for rental units decreases to 61 units by 2030 due to the projected opening of the 21 units planned for the former Davis School. We estimate that demand growth will flatten slightly between 2030 and 2035, and there will be excess demand for 57 active adult ownership units and 63 active adult rental units in 2035.

Due to factors such as the geographic distribution of the senior population in the PMA along with the location of services (medical, religious, retail, etc.), we anticipate that the City of Grinnell can capture 90% of the excess demand potential in the PMA. Based on this capture rate, we find demand for 101 market rate active adult units in Grinnell in 2025 (34 ownership and 67 rental units), growing to 103 units in 2030 (48 ownership and 55 rental units) and 108 units in 2035 (51 ownership and 57 rental).

### Affordable/Subsidized Active Adult Senior Housing Demand

The table on the following page presents our demand calculations for affordable (30% to 60% AMI) and subsidized (30% AMI or less) senior housing units in Grinnell in 2025, 2030, and 2035. While the methodology used to calculate demand for affordable housing closely mirrors the methodology used to calculate demand for market rate active adult housing, we make adjustments to more precisely quantify demand among this market segment. The following points summarize these adjustments:

- **Income-Qualifications:** In order to arrive at the potential age and income-qualified base for low-income and affordable housing, we include all senior households age 55 and older that qualify for the income guidelines for two-person households in 2025.

Households earning between 30% and 60% of AMI are generally candidates for affordable housing, while households earning less than 30% AMI are typically a market for subsidized housing. The income-restriction in Poweshiek County for a two-person household at 30% AMI is \$23,760 and the income-restriction for a two-person household at 60% AMI is \$47,520.

- **Capture Rates:** Households in a need-based situation (either requiring services or financial assistance) more readily move to housing alternatives than those not in need-based situations. Based on our experience in market feasibility for affordable and subsidized senior housing, along with our analysis of demographic and competitive market factors in the area, we apply a conservative 25% capture rate to the age/income-qualified market to arrive at a total potential demand.

Using the methodology described above results in a demand potential for a total of 301 affordable and subsidized senior rental housing units from the PMA in 2025. An additional proportion (25%) is added for senior households that would move into affordable senior housing in the PMA who currently reside outside the area. In total, we estimate that there is demand potential for 401 affordable and subsidized senior housing units in the PMA in 2025.

Based on the existing and projected distribution of households with incomes below \$47,520, we estimate the proportion of demand for affordable and subsidized units. An estimated 40% of the demand will be for subsidized units and 60% will be for affordable units. In total, we estimate that there is demand for 160 subsidized units and 240 affordable units in the PMA in 2025.

Next, we subtract existing competitive units from the demand potential, including 44 subsidized and 64 affordable units. Overall, we subtract 42 subsidized units and 61 affordable units from the demand potential after accounting for a 5% vacancy rate, resulting in excess demand for 118 subsidized and 179 affordable units in the PMA in 2025.

TABLE 43

AFFORDABLE/SUBSIDIZED SENIOR RENTAL HOUSING DEMAND									
CITY OF GRINNELL									
2025, 2030, 2035									
Age of Householder	2025			2030			2035		
	55-64	65-74	75+	55-64	65-74	75+	55-64	65-74	75+
# of HHs w/ Incomes of <\$47,520 <sup>1</sup>	291	379	532	262	396	653	256	349	722
Total Potential Market Base	1,202			1,311			1,327		
(times) Ptc. for affordable hsg	x 25%			25%			25%		
<b>(equals) Demand Potential</b>	<b>= 301</b>			<b>328</b>			<b>332</b>		
(plus) Demand from Outside PMA <sup>2</sup>	+			25%			25%		
<b>(equals) Total Demand Potential</b>	<b>= 401</b>			<b>437</b>			<b>442</b>		
<b>Product Type (Subsidized or Affordable)</b>	<b>Sub.</b>	<b>Aff.</b>		<b>Sub.</b>	<b>Aff.</b>		<b>Sub.</b>	<b>Aff.</b>	
(times) % Subsidized or Affordable	x 40%		60%	40%		60%	40%		60%
<b>(equals) Demand Potential</b>	<b>= 160</b>	<b>240</b>		<b>175</b>	<b>262</b>		<b>177</b>	<b>265</b>	
(minus) Existing & Pending Units <sup>3</sup>	- 42		61	65		85	65		85
<b>(equals) Excess Demand for Units</b>	<b>= 118</b>		<b>179</b>	<b>110</b>		<b>177</b>	<b>112</b>		<b>180</b>
(times) Pct capturable in Grinnell	x 90%			90%			90%		
<b>Units supportable in Grinnell</b>	<b>= 106</b>		<b>161</b>	<b>99</b>		<b>159</b>	<b>101</b>		<b>162</b>
<sup>1</sup> Based on 2-person HH at 60% AMI; 2030 calculations adjusted for inflation (2.0% annually).									
<sup>2</sup> Estimated portion of demand from outside PMA									
<sup>3</sup> Existing and pending units are deducted at market equilibrium (95% occupancy).									
Source: Maxfield Research & Consulting									

To project demand for 2030 and 2035, we increase the income-qualifications to account for inflation and incorporate pending units, including 25 vacant affordable units and 24 vacant subsidized units that are pending rehabilitation before becoming available to lease. Following the same methodology as outlined above, total excess demand for affordable and subsidized units projected to contract modestly to 292 units in 2035.

We anticipate that the City of Grinnell can capture 90% of the excess demand potential for affordable and subsidized active adult housing in the PMA. Based on this capture rate, we find demand for 268 units in 2025 (106 subsidized and 161 affordable units). We anticipate that there will be excess demand for 258 affordable and subsidized units in Grinnell in 2030 (99 subsidized, 159 affordable) and 263 units in 2035 (101 subsidized, 162 affordable).

### Demand for Independent Living Senior Housing

The table on the following pages presents our demand calculations for independent living senior housing in Grinnell in 2025, 2030, and 2035. This analysis focuses on the potential private pay/market rate demand for independent living units.

To arrive at the potential age-income qualified base for independent senior housing, we include all senior households with incomes of \$40,000 or more and homeowners with incomes between \$30,000 and \$40,000 who would qualify with the proceeds from a home sale (this proportion was estimated based on the homeownership rates for each age cohort).

Senior householders with incomes of \$40,000 allocating 65% of their income toward base housing cost could afford beginning rents of approximately \$2,167. Householders with incomes of \$35,000 allocating 60% of their income toward rent and using the proceeds from a home sale could afford rents of \$2,035 per month.

- We estimate the number of age/income/asset-qualified households in the PMA to be 1,376 households in 2025, increasing to 1,470 households in 2035.

Demand for independent living senior housing is need-driven, which reduces the qualified market to only the portion of seniors who need some assistance. To account for this, the age/income-qualified base is multiplied by the percentage of seniors who need some assistance with at least three Instrumental Activities of Daily Living (IADLs), but not six or more Activities of Daily Living (ADLs) and IADLs, as these frailer seniors would need the level of care found in service-intensive assisted living.

According to the Summary Health Statistics of the U.S. Population: National Health Interview Survey (conducted by the U.S. Department of Health and Human Services), the percentage of seniors having limitation in ADLs (bathing, dressing, toileting, transferring, eating) and IADLs (using the telephone, shopping, food preparation, housekeeping, laundry, transportation, taking medication, handling finances) are as follows:

<b>Limitation in ADLs &amp; IADLs</b>		
<b>Age</b>	<b>ADLs</b>	<b>IADLs</b>
65-74 years	3.3%	6.3%
75+ years	11.0%	20.0%

It is most likely that seniors who need assistance with ADLs also need assistance with multiple IADLs and are more likely to be candidates for service-intensive assisted living. The prime candidates for independent living are seniors needing assistance with IADLs, but not ADLs. We derive the capture rate for independent living housing by subtracting the percentage of seniors needing assistance with ADLs from those needing assistance with IADLs, which equates to 3.0% of seniors age 65 to 74 and 9.0% of seniors age 75+.

For the purposes of this report and understanding that many seniors do not view senior housing as an alternative retirement destination but a supportive living option only when they can no longer live independently, we have reduced the potential capture rates for the 65 to 74 age group to 1.5% while increasing the capture rate of the 75 and older age group to 14.0%. Multiplying the senior household base by these capture rates results in demand potential for 97 independent living units in 2025, 110 units in 2030, and 119 units in 2035.

We estimate that seniors currently residing outside the PMA will generate 25% of the demand for independent senior housing – increasing total demand by 32 units in 2025. Together, the demand from PMA seniors and demand from seniors who would relocate to the area totals 129 independent living units in 2025, increasing to 146 units in 2030, and 158 units in 2035.

TABLE 44

INDEPENDENT LIVING DEMAND CITY OF GRINNELL 2025, 2030, 2035						
Age of Householder	2025		2030		2035	
	65-74	75+	65-74	75+	65-74	75+
HHs w/ Incomes of >\$40,000	695	531	728	625	642	691
(plus) HHs w/ Incomes of \$30,000 to \$39,999	87	107	77	100	68	111
(times) Homeownership Rate	x 80%	75%	80%	75%	80%	75%
(equals) Total Potential Market Base	= 765	611	790	700	697	774
(times) Potential Capture Rate	x 1.5%	14.0%	1.5%	14.0%	1.5%	14.0%
(equals) Demand Potential	= 11	86	12	98	10	108
<b>Potential Demand from PMA Residents</b>	=	<b>97</b>	=	<b>110</b>	=	<b>119</b>
(plus) Demand from outside PMA <sup>1</sup>	+ 25%		+ 25%		+ 25%	
<b>(equals) Total Demand Potential</b>	=	<b>129</b>	=	<b>146</b>	=	<b>158</b>
(minus) Existing and Pending Units <sup>3</sup>	- 0		- 0		- 0	
<b>(equals) Excess IL Demand Potential (units)</b>	=	<b>129</b>	=	<b>146</b>	=	<b>158</b>
(times) Percent capturable in Grinnell	x 100%		x 100%		x 100%	
<b>(equals) IL Demand Capturable in Grinnell</b>	=	<b>129</b>	=	<b>146</b>	=	<b>158</b>
<sup>1</sup> Estimated portion of demand will come from outside PMA						
<sup>2</sup> Existing and pending units are deducted at market equilibrium (95% occupancy). IL = Independent Living						
Source: Maxfield Research & Consulting						

Next, we would subtract existing and pending competitive independent living units from the demand potential at equilibrium, although we did not identify any independent living facilities in the PMA. Overall, we find excess demand for 129 independent living units in the PMA in 2025. Due to factors such as the location of services (religious, retail, etc.), and the need for service-enhanced housing (including independent living) to be located near medical services, we anticipate 100% of the excess demand potential would be captured in Grinnell.

- Based on this capture rate, we find excess demand for 129 independent living units in Grinnell in 2025, expanding to 146 units in 2030 and 158 units in 2035.

### Assisted Living Demand Estimate

The next table presents our demand calculations for assisted living in Grinnell in 2025, 2030, and 2035. This analysis focuses on the potential *private pay/market rate* demand for assisted living units.

The availability of more intensive support services such as meals, housekeeping and personal care at assisted living facilities usually attracts older, frailer seniors. According to the Overview of Assisted Living (which is a collaborative research project by the American Association of Homes and Services for the Aging, the American Seniors Housing Association, National Center for Assisted Living, and National Investment Center for the Seniors Housing and Care Industry), the average age of residents in freestanding assisted living facilities is 87 years.

The age-qualified market for assisted living is defined as seniors ages 75 and over, as we estimate that of the half of demand from seniors under age 87, almost all would be over age 75. In 2025, there are an estimated 1,640 seniors ages 75 and over in the PMA, and we project that this number will increase to 2,177 in 2035.

Demand for assisted living housing is need-driven, which reduces the qualified market to only the portion of seniors who need assistance. According to a study completed by the Centers for Disease Control and the National Center for Health Statistics, about 35% of seniors need assistance with everyday activities (from 25.5% of 75-to-79-year-olds, to 33.6% of 80-to-84-year-olds and 51.6% of 85+ year-olds).

- Applying these percentages to the senior population yields a potential assisted living market of an estimated 592 seniors in 2025, 711 in 2030, and 761 seniors in 2035.

Due to the supportive nature of assisted living, most daily essentials are included in monthly fees which allow seniors to spend a higher proportion of their incomes on housing with basic services. Therefore, the second step in determining the potential demand for assisted living is to identify the income-qualified market based on a senior's ability to pay the monthly rent.

We consider seniors in households with incomes of \$40,000 or greater to be income-qualified for assisted living senior housing in the PMA. Households with incomes of \$40,000 could afford monthly assisted living fees of \$3,000 by allocating 90% of their income toward the fees.

According to the Overview of Assisted Living, the average arrival income of assisted living residents was \$27,260, while the average annual assisted living fee was \$37,281 (\$3,107/month). This data highlights that seniors are spending down assets to live in assisted living and avoid institutional care. Thus, in addition to households with incomes of \$40,000 or greater, there is a substantial base of senior households with lower incomes who income-qualify based on assets – their homes, in particular.

An estimated 75% of age 75 and older households in the PMA are homeowners and the estimated median resale price for older homes in Grinnell was \$182,000 in 2024. Seniors selling their homes for the median price would generate roughly \$171,080 in proceeds after selling costs. Using an average monthly fee of \$4,000, these proceeds would last over three years (44 months) in assisted living housing, which is longer than the average length of stay in assisted living (20 months according to the Overview of Assisted Living).

TABLE 45

MARKET RATE ASSISTED LIVING DEMAND										
CITY OF GRINNELL										
2025, 2030, 2035										
Age Group	2025			2030			2035			
	75-79	80-84	85+	75-79	80-84	85+	75-79	80-84	85+	
People	625	508	507	733	637	601	924	675	578	
(times) Percent Needing Assistance <sup>1</sup>	x	25.5%	33.6%	51.6%	25.5%	33.6%	51.6%	25.5%	33.6%	51.6%
Number Needing Assistance	=	159	171	262	187	214	310	236	227	298
<b>Total People Needing Assistance</b>		<b>592</b>			<b>711</b>			<b>761</b>		
(times) Percent Income-Qualified <sup>2</sup>		62%			64%			64%		
<b>Total potential market</b>	=	<b>367</b>			<b>455</b>			<b>487</b>		
(times) Percent living alone	x	54%			54%			54%		
<b>Age/income-qualified singles</b>	=	<b>198</b>			<b>246</b>			<b>263</b>		
(plus) Demand from couples (12%) <sup>3</sup>	+	27			34			36		
<b>Age/income-qualified market</b>	=	<b>225</b>			<b>279</b>			<b>299</b>		
(times) Potential penetration rate <sup>4</sup>	x	35%			35%			35%		
<b>Potential demand</b>	=	<b>79</b>			<b>98</b>			<b>105</b>		
(plus) Proportion from outside PMA	+	25%			25%			25%		
<b>Total potential AL demand</b>	=	<b>105</b>			<b>130</b>			<b>139</b>		
(minus) Existing & pending AL units <sup>5</sup>	-	42			42			42		
<b>Excess market rate AL demand</b>	=	<b>63</b>			<b>88</b>			<b>97</b>		
(times) Percent capturable in Grinnell	x	100%			100%			100%		
<b>Units Supportable in Grinnell</b>	=	<b>63</b>			<b>88</b>			<b>97</b>		

**Notes:**

<sup>1</sup> The percentage of seniors unable to perform or having difficulty with ADLs, based on the publication Health, United States, 2018 Health and Aging Chartbook, conducted by the Centers for Disease Control and Prevention and the National Center for Health Statistics.

<sup>2</sup> Includes households with incomes of \$40,000 or more (who could afford monthly rents of \$3,000+ per month) plus 40% of the estimated owner households with incomes below \$40,000 (who will spend down assets, including home-equity, in order to live in assisted living housing).

<sup>3</sup> The Overview of Assisted Living (a collaborative project of AAHSA, ASHA, ALFA, NCAL & NIC) found that 12% of assisted living residents are couples.

<sup>4</sup> We estimate that 65% of the qualified market needing assistance with ADLs could either remain in their homes or reside at less advanced senior housing with the assistance of a family member or home health care, or would need greater care provided in a skilled care facility.

<sup>5</sup> Existing and pending units at 93% occupancy, minus units estimated to be occupied by Elderly Waiver residents.

Source: Maxfield Research & Consulting

For the age groups in the table, we estimate the income-qualified percentage to be all seniors in households with incomes at or above \$40,000 (who could afford beginning monthly rents of \$3,000+ per month) plus 40% of the estimated seniors in owner households with incomes below \$40,000 (who will spend down assets, including home-equity, to live in assisted living housing). This results in a total potential market for 367 units from the PMA as of 2025.

Because the vast majority of assisted living residents are single (88% according to the Overview of Assisted Living), our demand methodology multiplies the total potential market by the percentage of seniors age 75 and older in the PMA living alone, or 54% based on Census data. This results in a total base of 198 age/income-qualified singles. The Overview of Assisted Living found that 12% of residents in assisted living were couples. Including couples results in a total of 225 age/income-qualified seniors needing assistance in the PMA in 2025.

We estimate that 65% of the qualified market needing significant assistance with ADLs could either remain in their homes or less service-intensive senior housing with the assistance of a family member or home health care or would need greater care provided in a skilled care facility. The remaining 35% could be served by assisted living housing.

- Applying this market penetration rate of 35% results in demand for 79 market rate assisted living units in 2025. An estimated 25% of the demand for assisted living units in the PMA will come from outside the area, resulting in total potential demand for 105 assisted living units in 2025.

Next, existing and pending units are subtracted from overall demand. There are three facilities, totaling an estimated 57 assisted living units in the PMA. However, we exclude estimated units occupied by low-income seniors utilizing Elderly Waivers (20%). After subtracting the existing competitive units (minus a 7% vacancy factor) from the total demand equals excess demand potential for 63 market rate assisted living units in the PMA in 2025.

Due to the location of services (religious, retail, etc.), and the need for service-enhanced housing (including assisted living) to be located near medical services, we anticipate 100% of the excess demand potential would be captured in Grinnell. Based on this capture rate, we find excess demand for 63 market rate assisted living units in Grinnell in 2025, expanding to 88 units in 2030 and 97 units in 2035.

### **Demand for Memory Care Senior Housing**

The following table presents our demand calculations for memory care housing in the PMA and the City of Grinnell in 2025, 2030, and 2035. Demand is calculated by starting with the estimated senior (ages 65+) population in 2025 and multiplying by the incidence rate of Alzheimer's/dementia among the age cohorts in this population. This yields a potential market of 417 seniors in the PMA. We anticipate that this number will climb to 502 in 2035.

According to data from the National Institute of Aging, about 25% of all individuals with memory care impairments are a market for memory care housing units. This figure considers that seniors in the early stages of dementia will be able to live independently with the care of a spouse or other family member, while those in the latter stages of dementia will require intensive medical care that would only be available in skilled care facilities. Applying this figure to the estimated population with memory impairments yields a potential market of about 104 seniors in the PMA in 2025, increasing to 122 seniors in 2030 and 125 seniors in 2035.

TABLE 46

MEMORY CARE DEMAND CITY OF GRINNELL 2025, 2030, 2035				
		2024	2030	2035
65 to 74 Population		1,616	1,711	1,508
(times) Dementia Incidence Rate <sup>1</sup>	x	5%	5%	5%
(equals) Est. Senior Pop. with Dementia	=	<b>81</b>	<b>86</b>	<b>75</b>
75 to 84 Population		1,132	1,370	1,599
(times) Dementia Incidence Rate <sup>1</sup>	x	14%	14%	14%
(equals) Est. Senior Pop. with Dementia	=	<b>158</b>	<b>192</b>	<b>224</b>
85+ Population		507	601	578
(times) Dementia Incidence Rate <sup>1</sup>	x	35%	35%	35%
(equals) Est. Senior Pop. with Dementia	=	<b>177</b>	<b>210</b>	<b>202</b>
<b>(equals) Total Population with Dementia</b>		<b>417</b>	<b>488</b>	<b>502</b>
(times) Pct. Needing Memory Care Assistance	x	25%	25%	25%
(equals) Total Need for Dementia Care	=	104	122	125
(times) Percent Income/Asset-Qualified <sup>2</sup>	x	52%	54%	54%
(equals) Total Income-Qualified Market Base	=	54	66	68
(plus) Demand from Outside PMA <sup>3</sup>	+	25%	25%	25%
<b>(equals) Total Demand for Memory Care Units</b>	=	<b>72</b>	<b>88</b>	<b>90</b>
(minus) Existing and Pending Units <sup>4</sup>	-	22	22	22
<b>(equals) Excess Memory Care Demand Potential</b>	=	<b>50</b>	<b>66</b>	<b>68</b>
(times) Percent capturable in Grinnell	x	100%	100%	100%
<b>Units Supportable in Grinnell</b>	=	<b>50</b>	<b>66</b>	<b>68</b>
<sup>1</sup> Alzheimer's Association: Alzheimer's Disease Facts & Figures (2021)				
<sup>2</sup> Income greater than \$60,000 in 2025 and \$65,000 in 2030, plus some lower-income homeowners.				
<sup>3</sup> Estimated portion of demand that will come from outside PMA				
<sup>4</sup> Existing and pending units at 93% occupancy, minus estimated units occupied by EW residents.				
Source: Maxfield Research & Consulting				

Because of the staff-intensive nature of dementia care, typical monthly fees for this type of housing start at about \$4,500. Although some of the seniors will have high monthly incomes, most will be willing to spend down assets and/or receive financial assistance from family members to afford memory care housing.

Based on our review of senior household incomes, homeownership rates, and home sale data, we estimate that approximately 52% of seniors in the PMA have incomes and/or assets to sufficiently cover the costs for memory care housing in 2025. These estimates take into account married couple households where one spouse may have memory care needs and allows for a sufficient income for the other spouse to live independently.

Multiplying the potential market by the percent income- and asset-qualified results in a total of 54 income-qualified seniors in the PMA in 2025. An additional proportion (25%) is added for seniors that would move into memory care housing who currently reside outside the area, resulting in total demand potential for 72 memory care senior housing units in the PMA in 2025, increasing to 88 units in 2030 and 90 units in 2035.

Next, existing and pending memory care units are subtracted from the demand potential to find excess demand in the PMA. We identified two existing facilities offering 28 memory care units in the PMA. Overall, we subtract 22 units from the 2025 demand potential after excluding estimated units occupied by low-income seniors utilizing Elderly Waivers and accounting for a 7% vacancy rate.

We anticipate 100% of the PMA's excess demand potential would be captured in Grinnell. Based on this capture rate, we find excess demand for 50 memory care units in Grinnell in 2025, expanding to 66 units in 2030 and 68 memory care units in 2035.

# Conclusions & Recommendations

## Introduction

This section of the report summarizes calculated demand for specific housing products in Grinnell and recommends development concepts to meet the housing needs forecast for the community. All recommendations are based on findings of the *Comprehensive Housing Needs Analysis*. The following topics are covered.

- ▶ A general profile on how demographic trends impact housing demand
- ▶ Summary of housing demand findings
- ▶ Development concept recommendations to meet projected demand, and
- ▶ An overview of challenges and opportunities as they pertain to housing development in Grinnell

## Demographic Profile and Housing Demand

The demographic profile of a community affects housing demand and the types of housing that are needed. The various housing life-cycle stages can generally be described as follows.

### Entry-level householders

- Often prefer to rent basic, inexpensive apartments
- Will often “double-up” with roommates in apartment setting
- Usually singles or couples without children in their early 20's

### First-time homebuyers and move-up renters

- Often married or cohabitating couples in their mid-20's or 30's, some with children, but most are without children
- Prefer to purchase modestly-priced single-family homes or rent more upscale apartments

### Move-up homebuyers

- Typically families with children where householders are in their late 30's to mid-40's
- Prefer to purchase newer, larger, and therefore more expensive single-family homes

### Empty-nesters (persons whose children have grown and left home) and never-nesters (persons who never have children)

- Generally couples in their 50's or 60's
- Prefer owning but will consider renting their housing
- Some will move to alternative lower-maintenance housing products

### Younger independent seniors

- Prefer owning but will consider renting their housing
- Will often move (at least part of the year) to retirement havens in the Sunbelt and desire to reduce responsibilities for housing maintenance
- Generally in their late 60's or 70's

### Older seniors

- May need to move out of their single-family home due to physical and/or health constraints or a desire to reduce their responsibilities for upkeep and maintenance
- Typically older seniors in their early-80's or older

Housing demand can be generated by several sources including household growth, changes in housing preferences, and replacement need. Household growth necessitates the construction of new housing units unless there is enough vacant housing available to absorb the increase in households. Demand is also affected by shifting demographics, such as an aging population, which dictates the type of housing preferred.

New housing to meet replacement need may also be required when existing units no longer meet the needs of the population and when renovation is not feasible because the structure is physically or functionally obsolete.

The following summarizes some key factors driving the demand for housing.

### **Demographic Trends**

Demographic shifts are a significant factor influencing housing demand. Household growth and formation are critical (natural growth, immigration, etc.), as well as household type, size, age of householders, incomes, etc. The following figure illustrates typical life cycle housing needs by age group.

DEMOGRAPHIC PROFILE & HOUSING DEMAND							
Age Group	Student Housing	Rental Housing	First-time Home Buyer	Move-up Home Buyer	2nd Home Buyer	Downsizer/ Rightsizer	Senior Housing
18 to 24	18 to 24						
25 to 29		18 to 34					
30 to 34			25 to 39				
35 to 39				30 to 49			
40 to 44					40 to 64		
45 to 49							
50 to 54							
55 to 59							
60 to 64						55 to 74	
65 to 69		65 to 79					
70 to 74							55+ and 65+
75 to 79							
80 to 84							
85+							

Source: Maxfield Research & Consulting

### **Economy & Job Growth**

There is a strong connection between economic growth and demand for housing, and housing market expansion often depends on job growth (or the prospect of). Jobs generate income growth which often leads to household formation and housing turnover. Historically, low unemployment has driven both existing home purchases and new home purchases.

Weak, or negative, job growth can restrain household growth and reduce housing demand. Additionally, slow income growth may yield fewer move-up buyers, resulting in reduced housing turnover across all income brackets.

### **Consumer Choice**

A variety of factors contribute to consumer choice and preferences. Many times, a change in family status is the primary factor for a change in housing type (i.e. growing families, empty nest, etc.). However, housing demand is also generated from the turnover of existing households who decide to move for a range of reasons. Some households may want to move-up, downsize, change their tenure status (i.e. renter to owner or vice versa), or simply move to a new location.

### **Existing Supply**

The quality and age of the existing housing stock in a community impacts demand for new housing, as not all housing product types and styles are desired in today's market. Communities with an aging housing stock generally experience higher demand for remodeling services or new home construction if the current inventory does not offer options that consumers seek. Pent-up demand may also exist in markets with limited housing availability as householders postpone a move until new housing product becomes available.

### **Financing**

Household income is the fundamental measure that dictates what a householder can afford to pay for housing costs. According to the U.S. Department of Housing and Urban Development (HUD), the definition of affordability is for a household to pay no more than 30% of its annual income on housing (including utilities). Families who pay more than 30% of their income for housing (either rent or mortgage) are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation and medical care.

The ability of buyers to obtain mortgage financing is becoming increasingly challenging as recent interest rate hikes by the Federal Reserve has decreased affordability for buyers. While still low relative to the past 40+ years, elevated interest rates since 2023 combined with increased housing costs have decreased affordability. Mortgage rates more than doubled between early 2022 and late 2023.

### **Mobility**

Housing demand can be somewhat fluid between communities, and demand will be impacted by development activity and housing availability in other nearby communities. Much of the housing demand in a community is generated by the turnover of existing households, and satisfying future demand will be highly dependent on the availability of suitable housing options in the community.

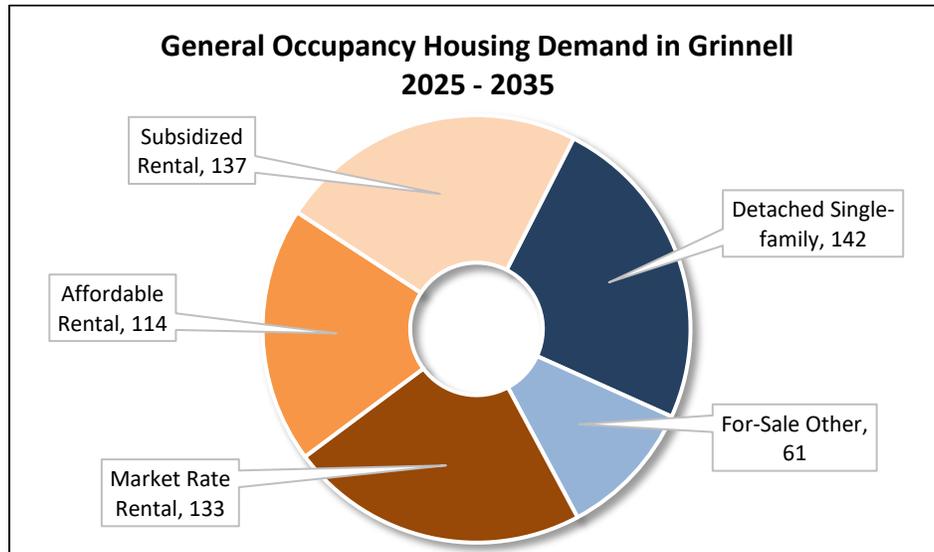
## Housing Demand Summary

The following table and charts summarize estimated demand by product type. Housing demand is comprised of several components, including household growth and turnover, pent-up demand, and replacement needs. Modest household growth is projected for Grinnell, but much of the housing demand will be generated by the turnover of existing households. Satisfying the projected demand and achieving any population and household growth in Grinnell will be highly dependent on the availability of suitable housing options catering to a variety of household types, income levels, and age groups.

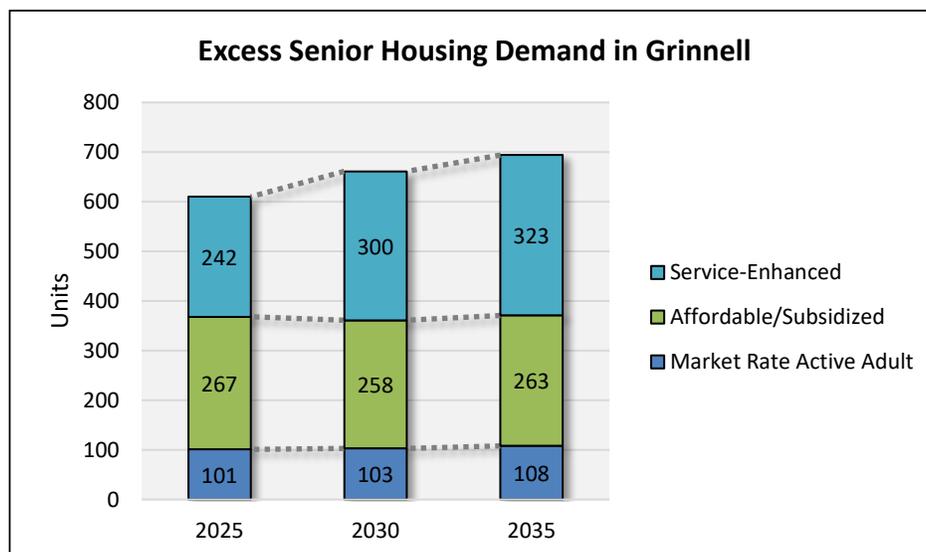
**TABLE 47**

<b>HOUSING DEMAND SUMMARY</b>			
<b>CITY OF GRINNELL</b>			
<b>September 2025</b>			
<b>General Occupancy Housing Demand 2025 to 2035</b>			
<b>For-Sale Units</b>	<b>204</b>		
Detached Single-Family Units	142		
Other/Multifamily Units*	61		
<b>General Occupancy Rental Units</b>	<b>384</b>		
Market Rate	133		
Affordable^	114		
Subsidized^	137		
<b>Total General Occupancy Housing Units</b>	<b>588</b>		
<b>Excess Senior Housing Demand</b>			
	<b>2025</b>	<b>2030</b>	<b>2035</b>
<b>Market Rate Active Adult</b>	<b>101</b>	<b>103</b>	<b>108</b>
Ownership Units	34	48	51
Rental Units	67	55	57
<b>Affordable &amp; Subsidized Senior Housing^</b>	<b>267</b>	<b>258</b>	<b>263</b>
Subsidized Units	106	99	101
Affordable Units	161	159	162
<b>Service-Enhanced Senior Housing</b>	<b>242</b>	<b>300</b>	<b>323</b>
Independent Living (IL)	129	146	158
Assisted Living (AL)	63	88	97
Memory Care (MC)	50	66	68
<b>Total Senior Housing Units</b>	<b>610</b>	<b>661</b>	<b>694</b>
*Includes twin homes, townhomes, condominiums			
^Subsidized = affordable to households at 30% AMI or less			
^Affordable = affordable to households at 30% to 60% AMI			
Totals may not add due to rounding			
Source: Maxfield Research & Consulting			

In total, we find demand for 588 general occupancy housing units in Grinnell between 2025 and 2035, with 24% of the demand being for detached single-family units (142) and 10% other for-sale product type units (61). Roughly 65% of the anticipated demand will be for rental units (384 units), including 133 market rate, 114 affordable, and 137 subsidized units.



As illustrated below, we also found excess demand for a total of 610 senior housing units in 2025, expanding 14% to 694 senior housing units by 2035. This level of senior housing demand may not be realized as many seniors, especially in rural areas, prefer to age in place and delay moving to senior housing until they need services. Additionally, a large portion of the active adult demand (market rate and affordable) could be satisfied with the development of maintenance-free housing products such as apartments and townhomes that are not age-restricted (i.e. general occupancy housing).



## Recommendations

Based on findings from this analysis, the tables and comments on the following pages summarize recommended development concepts for general occupancy and senior housing in Grinnell through 2035. These proposed concepts are intended to act as a development guide to meet the housing needs of existing and future households in the community.

### For-Sale Housing

Based on information gathered on for-sale properties in the area along with feedback from area real estate professionals, we provide the following conclusions and recommendations regarding the for-sale housing market in Grinnell.

- We estimate that there will be demand for 142 general occupancy detached single-family units and 61 general occupancy multifamily units between 2025 and 2035. Additionally, we find excess demand for 51 active adult ownership housing units, which would likely be satisfied with the development of townhome, twin home, villa, or condominium products.
- The following table summarizes a potential pricing breakdown for new construction units, including “entry-level”, “move-up”, and “executive” housing.

**TABLE 48**

<b>NEW CONSTRUCTION FOR-SALE HOUSING PRICING RECOMMENDATIONS CITY OF GRINNELL 2025 to 2035</b>			
	<b>Purchase Price*</b>	<b>Pct.</b>	<b>Units</b>
<b>Detached Single-Family</b>			
Entry-level	Less than \$275,000	30%	43
Move-up	\$400,000 to \$500,000	60%	85
Executive/Luxury	\$600,000+	10%	14
<b>Detached Single-Family Total:</b>		<b>100%</b>	<b>142</b>
<b>Other (townhomes, twin homes)</b>			
Entry-level	Less than \$250,000	35%	21
Move-up	\$325,000+	65%	40
<b>Multifamily Total:</b>		<b>100%</b>	<b>61</b>
*Pricing is in 2025 dollars and can be adjusted to account for inflation.			
Source: Maxfield Research & Consulting			

- A move-up buyer is typically someone who is selling one house and purchasing another one, usually a larger and more expensive home. The move often occurs due to a lifestyle change, such as a new job or a growing family. The 35 to 44 and 45 to 54 age groups are generally target markets for move-up housing, while move-up townhome/twin home/condominium units would also target an older buyer (age 55 to 74) looking to downsize or right-size.

- Based on anecdotal feedback from area real estate professionals, we consider homes priced below \$275,000 to be entry-level, while move-up new construction detached single-family homes would likely be priced in the \$400,000 to \$500,000 range.
- Pricing for a new construction entry-level multifamily unit (i.e. townhome, twin home, villa, condominium) would likely be at \$250,000 or lower, while pricing for move-up multifamily units would likely begin at \$325,000.
- There is limited demand for executive/luxury housing within City limits in Grinnell, although we expect that a portion (10%) of new construction detached single-family units would be priced for this market (\$600,000 and higher).
- We anticipate that 60% of the new detached single-family units (85 units) will target move-up buyers and recommend that 30% (43) be priced at \$275,000 or lower to target moderate income buyers (entry-level).
  - A household would need to have a minimum income of \$86,914 to afford a home purchased at \$275,000, which falls within the range considered to be “moderate-income” (i.e. \$63,360 for a two-person household at 80% AMI to \$98,900 at 100% AMI for a four-person household).
- We anticipate that 65% of the new construction multifamily units (40) will target move-up buyers and/or empty nesters and recommend that 35% (21 units) should be priced at \$250,000 or lower to target moderate income buyers.
- **The development of any new for-sale housing products in the community priced to target moderate income buyers will likely require a public-private partnership or alternative development concept (i.e. community land trust, affordable housing cooperative).**
- Entry-level home demand will primarily be satisfied through turnover of the existing supply of older single-family homes by increasing the supply of move-up housing or with the increased development of townhome, twin home, or condominium products.
- Because the primary target market for new multifamily units will be empty-nesters and young seniors (age 65 to 74), the majority of these units should be zero-entry and single-level or have a master suite on the main level if a unit has two stories. Units could also be constructed using Universal Design principles.
- In addition to older buyers, mid-age professionals, particularly singles and couples without children, will seek multifamily units if they prefer not to have the maintenance responsibilities of a detached single-family home. Younger households may also find purchasing a multifamily unit to be more affordable than a new detached single-family home.

### General Occupancy Rental Housing

The following table summarizes the recommended mix of rental housing units by product type, including monthly rent ranges, development timing, and target markets. The recommendations are intended to reflect potential development concepts for new rental housing in Grinnell but do not equate to total estimated demand.

The equilibrium vacancy rate for rental housing is considered to be 5.0% which allows for normal turnover and an adequate supply of alternatives for prospective renters. Based on our survey of general occupancy apartment properties in the community, we found that affordable and subsidized facilities are 5.0% vacant. The market rate rental properties are 4.0% vacant. This data indicates that supply and demand for general occupancy rental units is fairly balanced, although there is some pent-up demand for new general occupancy market rate rental housing in Grinnell.

**TABLE 49**

GENERAL OCCUPANCY RENTAL HOUSING RECOMMENDATIONS CITY OF GRINNELL 2025 - 2035						
		Monthly Rent Range <sup>1</sup>		No. of Units	Development Timing	
<b>Market Rate &amp; Workforce Rental</b>						
Apartments	Studio	\$1,050 - \$1,400	2BR	28 - 32	2025+	
Townhomes	2BR	\$1,450 - \$1,550	3BR	10 - 14	2025+	
Target Markets: An apartment building would likely attract younger workforce renters, lifestyle renters, older adults, and seniors. Rental townhomes would target young family households, empty-nesters, and seniors.						
<b>Affordable Rental<sup>2</sup></b>						
Apartments	Studio	\$693 - \$1,113	2BR	20 - 24	2028+	
Townhomes	2BR	\$891 - \$1,286	3BR	8 - 12	2028+	
Target Markets: We recommend projects targeting households at 40% to 60% AMI which would likely be comprised of singles, single-parent households, older adults and seniors.						
<sup>1</sup> Pricing in 2025 dollars and can be adjusted to account for inflation.						
<sup>2</sup> Affordability subject to income guidelines; recommended rent ranges based on max rents at 40% and 50% AMI						
Note - Recommended development concepts do not equate to total demand.						
Source: Maxfield Research & Consulting						

We find excess demand potential for 384 general occupancy rental housing units in Grinnell between 2025 and 2035, including 133 market rate units. Based on the income distribution of renter households, we estimate that there will also be demand for income-restricted units, including 114 affordable and 137 subsidized units by 2035.

The strongest sources of demand for new rental housing in the City will likely be young singles and roommate households along with couples without children in their early/mid-20s to mid-30s who work for area employers. Other family households (i.e. single-parent households) as well as mid-age and older households (never-nesters or empty-nesters) will also account for a portion of demand for new general occupancy rental housing in the area.

We recommend modestly sized projects (i.e. 28- to 32-unit market rate apartment building, 20- to 24-unit affordable building, 8- to 14-unit rental townhome projects). We also recommend a phased approach to rental housing development in the City, beginning with a new market rate project priced to target the community's workforce.

Feedback from area employers and other stakeholders indicates that many workers that need moderately priced housing (i.e. young teachers, manufacturing workers, nurse aides, etc.) earn roughly \$18 to \$25 per hour, which equates to approximately \$37,000 to \$52,000 per year. However, a resident in an affordable property income-restricted at 60% AMI (i.e. a Low Income Housing Tax Credit project) would not be able to make more than \$41,580 to qualify. This income restriction limits the demand potential for income-restricted housing, so we recommend a market rate workforce rental housing project with rent limits set to target households earning between 60% and 120% AMI (\$41,580 to \$83,160 for a one-person household).

- Market Rate & Workforce Rental Housing – We recommend that average new construction market rate workforce rents range from approximately \$1,050 for a studio unit to \$1,400 per month for a two-bedroom unit. A \$1,050 monthly rent would be affordable to a single-person household earning \$42,000 per year (\$20.19 per hour).

Market rate rents at existing rental properties in the City average approximately \$0.91 per square foot, however average monthly rents in a new construction project would be substantially higher. Based on the recommended pricing, unit rents in a new apartment development would likely range from about \$1.50 to \$2.00 per square foot, depending on unit size, to be financially feasible.

New market rate rental units should be designed with contemporary amenities that include open floor plans, higher ceilings, full kitchen appliance package, air-conditioning, garage parking, outdoor recreation (fire pit, grilling area, etc.). Since the pandemic, an increasing number of people are working remotely, a trend that is likely to continue to some degree, so buildings that are well-equipped for telecommuting are becoming more important to renters. Including features like units with dens and built in USB ports should be well-received by prospective renters looking for a designated workspace.

We anticipate that demand also exists for market rate rental townhome units targeting empty-nesters and young families, including those who are new to the community and want to rent until they find a home for purchase. We anticipate that new construction market rate townhome rents would begin at \$1,450 for two-bedroom units and \$1,550 for three-

bedroom units. Units should be larger than in an apartment development and feature contemporary amenities (i.e. in-unit washer/dryer, full kitchen appliance package, kitchen island, high ceilings, etc.), an attached two car garage, and some open/green space.

- Affordable General Occupancy Rental Housing – Demand exists for general occupancy affordable units in Grinnell, although we anticipate that many qualified seniors would also be drawn to a new affordable general occupancy rental housing development. Affordable rental housing attracts households that cannot afford new market rate rental units but do not income-qualify for subsidized housing. Affordable projects often attract a broad group of tenants based on the unit type. One-bedroom units target singles and couples, while two and three-bedroom units target family households.

We recommend an affordable project that would target residents at approximately 40% to 60% AMI. Units should feature air conditioning, full kitchen appliance package, and garage parking. A townhome development should include an attached one/two car garage along with open/green space.

- Subsidized Rental Housing – Subsidized housing receives financial assistance (operating subsidies, rent payments, etc.) from governmental agencies to make rents affordable to low-to-moderate income households. Subsidized housing is challenging to develop financially.

We find demand for 137 subsidized general occupancy rental housing units in Grinnell between 2025 and 2035. However, new subsidized general occupancy developments are rare as available funding is very limited, so we exclude subsidized units from the recommended development concepts table. There are, however, properties under special funding programs that target long-term homeless, households with disabilities, or households that require permanent supportive housing that have been constructed recently. Rural Development projects typically have rental assistance to support very low-income households.

Through the Section 811 Supportive Housing for Persons with Disabilities program, HUD provides funding to develop and subsidize rental housing with support services available for very low- and extremely low-income adults with disabilities. This population could also be served through the Low Income Housing Tax Credit (LIHTC) program as well as through a combination of other funding resources.

Renter households in need of subsidized housing may also apply for the Housing Choice Voucher program through the Grinnell Housing Authority, although there are currently 165 households on the wait list. Under the Housing Choice Voucher program, qualified households pay 30% of their Adjusted Gross Income for rent and utilities, and the Federal Government pays the remainder of the rent to the landlord.

## Senior Housing

The growing older adult and senior population will support long-term demand for senior housing units in Grinnell through 2035. Demand exists for a variety of senior housing products, and we recommend the development of additional senior housing units to provide housing options for these residents as they age.

The development of new senior housing will satisfy housing needs in Grinnell by increasing the number of options for older adult and senior residents that want to relocate into new age-restricted housing. Additionally, the development of housing alternatives for seniors will stimulate the turnover of existing homes and rental units occupied by seniors, creating more opportunities for general occupancy buyers and renters. The following table summarizes a recommended mix of senior housing units by service level including product type, monthly rents, project size, and development timing.

**TABLE 50**  
**RECOMMENDED SENIOR HOUSING DEVELOPMENT**  
**CITY OF GRINNELL**  
**2025 to 2035**

	Pricing Range <sup>1</sup>	No. of Units	Development Timing
<b>Age Restrictd Senior Housing</b>			
<b><u>Active Adult Rental Housing</u></b>			
Market Rate <sup>2</sup>	\$1,200/1BR - \$1,600/2BR	18 - 22	2025+
Affordable <sup>2,3</sup>	\$928/1BR - \$1,113/2BR	24 - 28	2028+
<b><u>Active Adult For-Sale Housing</u></b>			
Detached Villas/Townhomes/Condos	\$275,000 - \$450,000+	Ongoing	2025+
<b><u>Market Rate Service-Enhanced Senior Housing</u></b>			
Independent Living	\$1,900/1BR - \$2,900/2BR	28 - 32	2025+
Assisted Living	\$3,400/Studio - \$5,200/2BR	16 - 20	2028+
Memory Care <sup>4</sup>	\$5,000/Studio - \$6,500/1BR	10 - 14	2025+
<sup>1</sup> Pricing in 2025 dollars. Pricing can be adjusted to account for inflation. <sup>2</sup> Alternative concept is to combine affordable and market rate active adult into mixed-income building. <sup>3</sup> Affordability subject to income guidelines; rates based on max rents at 50% AMI <sup>4</sup> Memory care housing could be a component of an assisted-living or service-intensive building. Note - Unit amounts reflect recommended size of property that for a single project, but do not equal total calculated long-term demand			
Source: Maxfield Research & Consulting			

- **Market Rate Active Adult Housing** – Because age-restricted active adult housing is not need-driven, demand competes, to some degree, with general occupancy housing. We estimate that there is excess demand for 67 market rate active adult rental units in Grinnell in 2025, declining to 57 units in 2035 after accounting for pending units.

It is likely there are seniors who currently reside in general occupancy rental housing that would consider a new active adult rental product. In addition, there may be seniors who no longer want the burden of home maintenance and would like the choice of an active adult rental product. The rent structure for new active adult rental units would be similar to new general occupancy market rate rental housing, although the unit mix should consist of larger units resulting in slightly higher monthly rents.

We also estimate that there is excess demand for 34 market rate active adult ownership units in 2025, increasing to 51 units in 2035. Active adult ownership demand can be satisfied through a variety of products, including age-restricted detached single-family or villa communities, townhome/twin home developments, age-restricted condominium projects, or senior cooperative developments.

We anticipate that much of the excess demand for market rate active adult for-sale units in Grinnell can be met by the general occupancy (not age-restricted) market, notably through the development of townhome, twin home, and/or condominium products.

Pricing recommendations for new construction ownership units are reflected in the table, although active adult pricing can vary greatly, depending on product type (i.e. cooperative, condominium, twin home), unit sizes, amenities, and availability of services.

- **Affordable and Subsidized Senior Rental** – Excess demand was calculated for 161 affordable senior housing units in 2025 and 162 units in 2035. Many candidates for affordable senior rental may be residents at older market rate rental properties. These older properties would have similar (or lower) rents that would be considered affordable for these seniors. An affordable senior housing development would most likely be a LIHTC project. We recommend affordable senior housing developments as either stand-alone buildings or incorporated into a mixed-income development.

We also find excess demand for 106 subsidized units in 2025 and 101 units in 2035. The development of subsidized senior housing can be challenging due to limited financing availability as federal funds have been shrinking. Funding a new subsidized development would likely rely on a mix of sources, including LIHTC, tax-exempt bonds, Section 202 program, Rural Development Section 515 program, and Rural Development rental assistance, among others.

As noted previously, there is a 31.1% vacancy rate among the affordable and subsidized senior rental properties in the PMA, which is well above equilibrium. However, most of these vacant units are not currently available to be rented because they're in need of repair, and the timing for these repairs will be determined based funding availability. Due to the high vacancy rates, we do not recommend the development of new affordable/subsidized senior housing in the short term.

- **Service-Enhanced Senior Housing** – Overall, we find excess demand for 242 market rate service-enhanced senior housing units in 2025 (includes 129 independent living, 63 assisted living, and 50 memory care units), increasing to 323 units in 2035.

While we find excess demand for service-enhanced housing in Grinnell, many seniors prefer to age in place and delay moving to senior housing until absolutely necessary, a trend that is particularly true post-COVID. For these reasons, we do not recommend the development of additional assisted living units in the short-term, although the growing older adult and senior population should support long-term demand for assisted living senior housing in Grinnell. We do, however, anticipate that there is immediate demand potential for independent living and memory care units in Grinnell.

#### Independent Living Service Level

The monthly fees should include the base monthly rent, utilities, and some services, such as programs (social, health, wellness and educational), 24-hour emergency call system, and regularly scheduled van transportation. In addition, meals and other support and personal care services should be made available to independent living residents on a fee-for-service basis. When their care needs increase, residents should be provided the option of receiving assisted living services in their existing units, either in bundled packages or a-la-carte.

#### Assisted Living Service Level

The fees should include the base monthly rent, utilities, three meals per day plus snacks, weekly housekeeping, linen service, professional activity programs, scheduled outings, nursing care management, and 24-hour on site staffing. Additional services and care fees should also be available either in service packages or a la carte for an extra monthly charge.

#### Memory Care Component

We suggest that any memory care units be located in a separate, secured, self-contained wing located on the first floor of the building with its own dining and common area amenities including a secure outdoor patio and wandering area. Fees should include the same services as assisted living along with medication reminders, medication administration, and personal care assistance, with other service packages available a-la-carte.

## Challenges and Opportunities

The previous tables identified and recommended housing types that would satisfy housing needs in Grinnell through 2035. The following summary highlights issues that will likely present a challenge, or an opportunity, for new housing development in the community (in no particular order).

- **Affordability.** Approximately 20% of all owner households in Grinnell are considered to be cost burdened (paying more than 30% of their income toward housing costs), while 47% of existing renter households are considered cost burdened. By comparison, 17% of owner households and 40% of renter households are cost burdened in Iowa.

Based on current home prices, roughly 61% of existing owner households in the PMA could afford to purchase an existing entry-level detached single-family home at the 2024 median price of \$208,000. The proportion drops to 30% that could afford a new construction move-up home priced at \$400,000. Roughly 60% of renter householders could afford to rent a one-bedroom unit at existing market rate rental properties at an average rent of \$852 per month. However, the income-qualified percentage drops to 45% that could afford monthly rents for a new construction one-bedroom unit priced at \$1,200 per month.

Home sale price appreciation and rental rate growth are both outpacing income and wage growth, further widening the gap between households that are able to afford a housing unit in the area. These trends, coupled with elevated mortgage interest rates, are further exacerbating the housing affordability issue, particularly for first-time home buyers.

- **Aging Population.** Significant growth in the senior population is projected for the area, and the homeownership rate among seniors age 65 and older is relatively high. High homeownership rates among seniors suggests that there could be a lack of available senior housing options, or that many seniors prefer to live in their home and age in place. Because of the growing older adult and senior population, demand for maintenance-free housing products is rising. In addition, demand for home health care services and home remodeling programs to assist seniors with retrofitting their existing homes should also increase.

Anecdotal feedback from professionals familiar with Grinnell's housing market indicates that the community is likely missing out on some potential growth among younger households. Grinnell has an opportunity to attract younger households and should pursue housing projects targeted to the younger age groups (i.e. rental housing, moderately priced new construction single-family or duplex/townhomes). Additionally, the development of housing for older adults and seniors can help satisfy some of the demand from younger households through the turnover of existing, older housing units.

- **COVID-19.** The COVID-19 pandemic has impacted the housing market, both directly and indirectly, and economic conditions are still adjusting. Locally, job growth has resumed, and unemployment is low. Because of the pandemic, an increasing number of people are working remotely, a trend that is likely to continue to some degree.

The for-sale housing market experienced strong demand, shortened marketing times, and rising sale prices post-COVID. The pandemic has changed some buyer preferences, and many are seeking green space, more square footage, and flexible spaces for home offices. In the rental market, many renters now desire slightly larger spaces if they work from home. With telecommuting becoming a norm for some, tenants are seeking a separation of work and live spaces along with access to outdoor space like balconies and patios. These trends are expected to continue. The senior housing industry was directly impacted by the pandemic as the virus affected older adults at a higher rate than the general population. Many senior properties hit record high vacancy rates during, and shortly after, the pandemic, and some seniors continue to age in place as long as possible to avoid shared living spaces.

- **Capture Commuters.** Roughly 70% of the primary jobs in Grinnell are filled by workers commuting into the community. With 4,251 workers commuting into the City for employment daily, many commuting more than 50 miles away, there appears to be an opportunity to provide housing options for a portion of these workers.

While data does not yet fully reflect impacts on commuting patterns post-pandemic, we anticipate that with potential shifts in work locations long-term for some worker segments (i.e. increased telecommuting), more people could choose to remain within the City for work. However, companies that allow remote work are also able to expand their reach for workers so they're not as reliant on local labor and new hires may feel like they don't need to move to Grinnell. Additionally, potential job growth in neighboring areas (i.e. Des Moines Metro Area, Iowa City) could stimulate demand for housing in Grinnell. Workers could choose to commute to these areas for employment and reside in the City due to personal preferences.

- **Household Growth and Mobility.** As highlighted in the Demographic Review section of this study, as well as the demand calculations, modest household growth is projected for Grinnell and the PMA between 2025 and 2035 across several age groups. The older senior age cohorts are expected to experience the most rapid growth, while more moderate growth is projected for the age groups that are typically the target market for general occupancy rental and for-sale housing.

Much of the demand for new housing units will be generated by turnover of existing housing units in Grinnell and the PMA, although turnover often leads to opportunities for new households to move into the area. Population and household growth in the community will be highly dependent on the availability of suitable housing options catering to a variety of age groups, income levels, and household types.

- Job Growth and Unemployment.** Low unemployment often generates demand for both existing home purchases and new home purchases. Poweshiek County has historically maintained annual unemployment rates that have tracked lower than the surrounding Market area and below equilibrium (generally considered to be 5.0%). The 2024 average annual unemployment rate of 2.7% in Poweshiek County was well-below equilibrium and lower than the Region (3.6%) and Iowa (3.0%).

The Market Area experienced a solid recovery of jobs post-COVID, and the area is expected to sustain modest employment growth over the next several years. Poweshiek County is projected to add 521 jobs between 2024 and 2035 (5.4% growth), compared to 5.1% growth in the Region. Labor availability will greatly impact the ability of Grinnell to sustain employment levels and achieve the projected job growth. New housing will be needed to support economic development in the area.

- Mortgage Rates.** Mortgage rates have a significant impact on housing affordability. Lower mortgage rates result in a lower monthly mortgage payment and buyers receiving more home for their dollar. Rising interest rates often require homebuyers to raise their down payment in order to maintain the same housing costs. The following chart illustrates historical mortgage rate averages as compiled by Freddie Mac. The Freddie Mac Market Survey (PMMS) has been tracking mortgage rates since 1971 and is the most relied upon benchmark for evaluating mortgage interest market conditions. The Freddie Mac survey is based on 30-year mortgages with a loan-to-value of 80%.



The 30-year fixed rate mortgage according to Freddie Mac reached 7.79% for qualified buyers in October 2023, the highest rate since November 2000 (7.79%). As of August 28, 2025, it was at 6.56%. Elevated mortgage rates will raise the overall cost of for-sale housing, likely slowing projected for-sale housing demand in the near-term.

- **Rental Property Rehabilitation.** Based on findings from our windshield survey of Grinnell's housing stock coupled with feedback from area stakeholders, it appears that several rental properties in Grinnell could benefit from some rehabilitation. Examples include, but are not limited to, the Reed Street apartment complex at 1112-1120 Reed Street and the affordable/subsidized senior rental properties that are holding units vacant until they can undergo rehabilitation (MonroPark, Pearl Street Apartments, Poynter Apartments, and Brookside East, West, South).

Rental rehabilitation programs provide financial assistance, typically through loans or grants, to small property owners and landlords to help with repair and modernization of affordable rental housing, expanding the housing stock for low-to-moderate-income tenants in a community. These programs are often funded by federal programs or state and local initiatives. Programs vary but generally aim to improve the quality of rental units and create new affordable housing options.

- **Residential Lot Supply.** There are a total of 64 existing vacant lots among eight active subdivisions in Grinnell (including the recently approved Scout Subdivision), although the majority are not currently listed for sale on the MLS. As noted previously, there are three lots listed for sale on the MLS in Grinnell as of August 2025. Based on the for-sale housing demand calculations, there is just a 0.1-year supply of actively-marketing lots in Grinnell. Including all vacant lots in active subdivisions, there is a 3.3-year supply, although several of these lots are owned privately (i.e. not by a builder/developer) and may or may not be available for future development. Additional lots will need to be platted to meet long-term demand for new ownership housing in the community.
- **Infill Development/Redevelopment.** Infill development provides opportunities in almost every community. Existing lots served by municipal utilities are often overlooked because they can present challenges to development (i.e. small lot sizes). However, infill housing development and redevelopment can be an effective way to create new housing that is consistent with the surrounding neighborhood and potentially removes functionally or physically obsolete housing units, replacing them with new housing.

With high demand for affordably priced housing, infill can create an opportunity to develop smaller homes on smaller lots that enhance and maintain the character of existing neighborhoods. However, infill housing can often be priced higher than surrounding homes due to costs related to the removal of an existing home and then its replacement with a new construction home. Assistance with demolition through redevelopment funding can reduce expenses and support more affordably priced housing.

We recommend that targeted infill, adaptive reuse, and redevelopment sites be actively marketed and promoted as locations for future housing developments in the community. Development of these types of properties could potentially enhance the diversity of housing opportunities available in Grinnell and improve housing affordability through reduced infrastructure costs and increased density.

An example of a potential location for infill and/or redevelopment is the Grinnell Manufactured Home Community, which is situated between 1<sup>st</sup> Avenue and Davis Avenue, east of West Court Drive. In its current state, there are several vacant lots and mobile homes available for rent or sale. While manufactured home parks often provide affordable housing options, the City could explore opportunities to maximize its land area through reconfiguration or reuse while minimizing displacement of residents. Excess land/lots within the park could be repurposed for concepts like modular housing units and/or “tiny homes”. Alternatively, restructuring ownership of the park into a cooperative model could be explored.

- **Housing Development Innovation.** Alternative construction methods such as modular construction, Structural Insulated Panel (SIP) construction, 3-D printed housing, and “tiny homes” can provide reduced cost housing. Additionally, unconventional housing concepts, such as accessory dwelling units, Community Land Trusts, and affordable housing cooperatives can also help produce affordable or workforce housing.

An affordable housing cooperative provides a homeownership model where residents can purchase a share in the development and commit to resell their share at a price that maintains long-term affordability. In a housing cooperative, residents collectively own the building or land where they live, not the individual unit. In contrast, Community Land Trusts (CLT) create affordable housing by taking the cost of land out of the purchase price of a home and keep housing affordable for future buyers by controlling the resale price of houses through a ground lease and resale formula.

- **Land Use Regulations and Zoning.** In many communities, restrictive zoning ordinances and other land use regulations can prevent the development of affordably priced housing units by limiting allowable density, regulating minimum lot sizes, and requiring that new homes meet minimum size and parking space standards. We recommend that the City review its land use regulations and look for opportunities to make amendments that would increase innovation and flexibility in the types and sizes of housing units allowable within certain districts in a manner that would decrease development costs, increasing affordability. The following summarizes some potential regulatory amendments to consider.
  - Eliminate single-family zoning to encourage the development of “missing middle” housing, such as duplexes, triplexes, townhomes, and small multifamily buildings.
  - Reform development standards such as height restrictions, minimum parking requirements, minimum setbacks, minimum floor areas, and minimum lot sizes to allow the construction of smaller, more affordable units.
  - Create opportunities for the creation of lower cost housing units on existing lots by allowing Accessory Dwelling Units (ADUs) and Single Room Occupancies (SROs).
  - Allow higher density multifamily housing in more areas of the City.
  - Streamline the permitting and plan review process and/or allow “by right” development if a project complies with applicable ordinances and codes.
  - Incentivize affordable housing development through density bonuses and/or tax incentives.

- Residential Construction and Development Costs.** The cost to build and develop new single-family housing has increased significantly over the past decade across the United States due to several issues, including rising costs (i.e. land, material, labor), lack of construction labor, and increasing regulation and entitlement fees. As a result, affordable new construction homes have become rare as builders are unable to “pencil” modestly priced new construction. Many new construction homes in Grinnell and the surrounding area sell for over \$400,000 which is not affordable for households with moderate incomes.

Many communities offer incentive programs administered by a local economic development or housing and redevelopment agency to stimulate new construction. In many cases, the municipalities fund the infrastructure using general obligation improvement bonds. Programs vary considerably between communities, but most have time limits on when houses are constructed after a lot is purchased. As an example, the City of Newton, Iowa offers the “Newton Housing Initiative”, which provides incentives to home builders, developers, property owners, and home buyers to expand the quantity and quality of housing in the community. For new homes valued at \$240,000 or more (exclusive of land value), home buyers receive a \$10,000 cash incentive plus a “Get to Know Newton” welcome package.

The following figure summarizes residential construction cost estimates for Iowa and several markets within Iowa that surround Grinnell. Data is sourced from the Craftsman 2025 National Building Cost Manual. As shown, construction costs are highest in Des Moines with per unit costs that are 8.4% higher than in Iowa, on average, followed by Cedar Rapids at 5.3% higher than the State. Average construction costs in Cedar Falls are 1.1% higher than in Iowa, while residential construction costs in Ottumwa are -4.2% lower than in Iowa.

Residential Construction Cost Estimates					
Market	Location	Apartments*		Single-Family^	
	Adjustment#	Per SF	Per Unit	Per SF	Per Unit
Cedar Falls	-4%	\$161	\$112,372	\$213	\$362,092
Cedar Rapids	0%	\$167	\$117,054	\$222	\$377,179
Des Moines	3%	\$172	\$120,566	\$229	\$388,494
Ottumwa	-9%	\$152	\$106,519	\$202	\$343,233
<b>Iowa</b>	<b>-5%</b>	<b>\$159</b>	<b>\$111,201</b>	<b>\$211</b>	<b>\$358,320</b>
*10+ units; Exceptional quality class 1 & 2; 700 square-foot average unit size					
^Semi-luxury class 2 & 3; 1,700 square-foot average home size; Excludes garage, porch, heating/cooling equipment, basement, fireplace					
#Location adjustments compiled by comparing construction costs in 600 communities. Percentages are composites of many cost variables.					
Sources: Craftsman 2025 National Building Cost Manual; Maxfield Research & Consulting					

Depending on location, development costs for an apartment building range from \$106,519 per unit in Ottumwa to \$120,566 per unit in Des Moines (\$152 to \$172 psf). Construction costs at this scale will require rents per square foot significantly higher than the existing market rate rental properties in Grinnell (average of \$0.91 psf).

Construction costs for single-family homes range from \$202 psf in Ottumwa to \$229 psf in Des Moines, equating to a range of \$343,233 to \$388,494 per unit to construct a new single-family home. Additionally, anecdotal feedback suggests that the costs for site development in Grinnell (i.e. extending infrastructure for a new residential subdivision) would be roughly \$50,000 to \$60,000 per acre.

Based on these costs, it will be difficult for a private developer to construct market rate rental housing and single-family homes that would be affordable to households with moderate incomes. As a result, a private-public partnership or other financing programs may be needed to spur development and potentially reduce housing costs to bridge some of the gap between existing older product and new product and keep prices affordable to local residents/workforce.

- **Workforce/Moderate Income Housing** is generally considered to be housing that targets households earning between 50% and 120% AMI. Units are not income restricted but are priced at rates affordable to the local workforce. In Poweshiek County, the workforce housing income band ranges from \$34,650 (one-person household at 50% AMI) to \$137,760 (six-person household at 120% AMI).

The development of workforce housing, both owned and rented, is important for communities to attract and maintain employees, although public-private partnerships may be needed to help finance the development of workforce housing. The development of workforce housing can be complex, and communities ultimately leverage multiple tools and programs to achieve their housing goals.

In many communities, a City, County, or an Economic Development Authority develops a residential subdivision, and offers lots to buyers at below market prices to stimulate the development of new for-sale housing. Additionally, the construction of move-up housing in a new subdivision could stimulate turnover of existing, lower-priced homes in the community. Similarly, the development of maintenance-free housing such as townhomes, twin homes, or condominium units (owned or rented) targeted to older adults and seniors would stimulate turnover of existing homes, which could ultimately be purchased by area workers.

Private businesses can partner with each other and with local units of government to help get new housing built. Generally, Employer-Assisted Housing (EAH) programs include any housing initiative that an employer either finances or assists in some way, and they are used to either produce new housing in a community or help employees purchase or rent housing. Examples include land donation, cash contributions, and construction financing. In some cases, employers develop and own housing for their employees. Other methods include down payment assistance, closing cost assistance, gap financing, and rent subsidies. Local units of government can partner with EAH programs by offering TIF, tax abatement, or other housing resources.

- **Marketing and Promotion.** We recommend that the City explore resources and opportunities to collect and disseminate information on vacant residential lots, contact information for rental property owners/managers, and listing information for available rental units. This information supplements traditional residential listing services (MLS, apartments.com, Zillow, etc.) and targets people seeking rental housing and available building lots in the City.

## Housing Programs

Many local governments offer housing programs designed to enhance, improve, or develop new housing stock. The following points are designed to provide ideas and suggestions to help the public and private sector support housing programs and incentives to spur housing development in Grinnell. Examples presented on the following pages identify housing tools utilized in other communities; however, this is not an all-inclusive list as many governmental agencies offer different programs based on their individual needs. Federal funds for housing development have been declining for years and the remaining housing programs include the Community Development Block Grant (CDBG), the HOME Investment Partnerships Program, Housing Choice Vouchers, Low-Income Housing Tax Credits (LIHTC), and USDA rural housing programs. However, local units of government are increasingly dependent on other resources to support development such as housing trust funds and housing bonds.

### Local Resources:

The **City of Grinnell** and the **Grinnell Housing Authority** operate rental assistance programs such as the Housing Choice Voucher program, while the City provides a local financial match for Workforce Housing Tax Credit projects.

**The Claude W. and Dolly Ahrens Foundation.** The Poweshiek Housing Assistance Fund provides assistance to those who are on the verge of homelessness and/or housing insecure in the County. Assistance can be used for rental deposits or back rent, utility bills related to obtaining housing, mitigating damage to a rental unit, or other circumstances related to housing. Funds will be paid directly to reimburse landlords and/or other entities for utility or document fees.

The **Region 6 Resource Partners** Housing Trust Fund provides resources to repair, maintain, rehabilitate, and improve the region's housing stock. The Trust Fund can support activities for new housing development, closing costs, or down payment assistance.

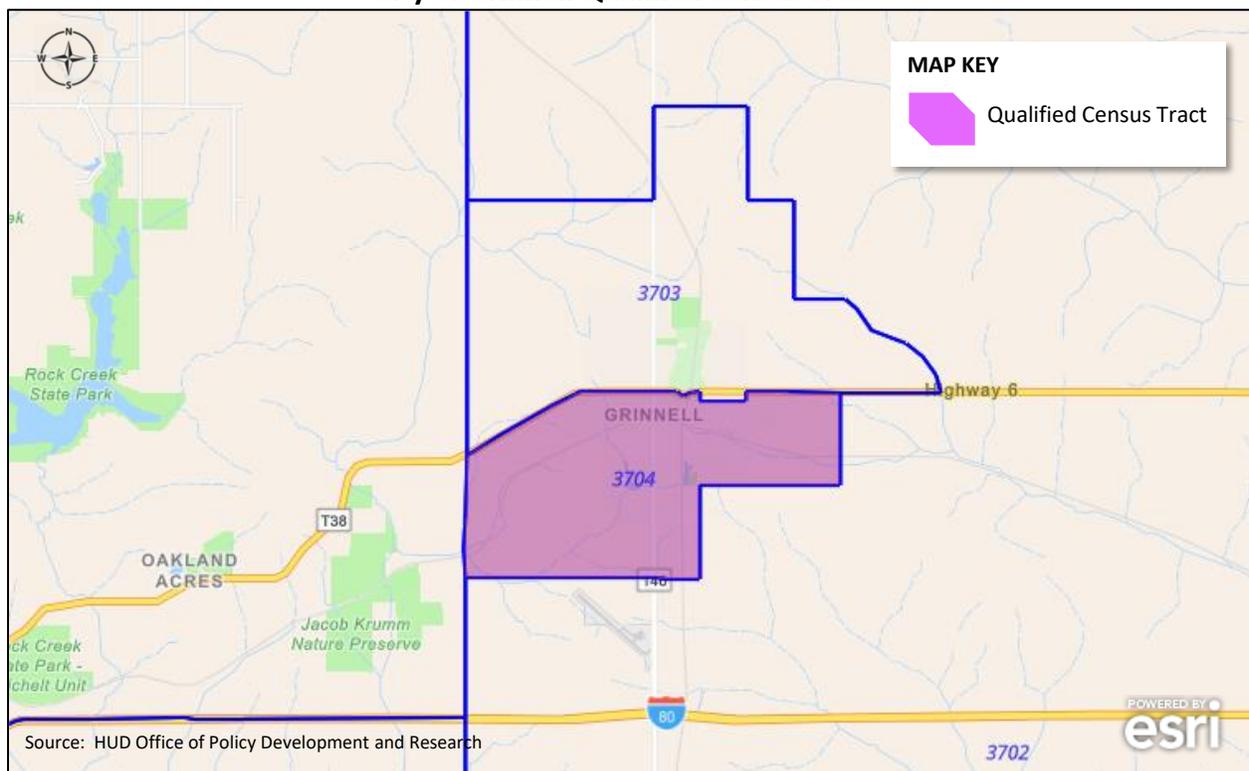
**Mid-Iowa Community Action (MICA)** offers a Weatherization Assistance Program which can help eligible households live in a more comfortable home and lower energy bills. Examples include replacing inefficient or dangerous appliances, insulating the home, installing low-flow shower heads and faucets, insulating pipes, and installing efficient light bulbs, among others. Households qualify automatically if they have received Low-Income Home Energy Assistance. The MICA service area includes Poweshiek County.

**State/National Resources:**

**Iowa Finance Authority** offers programs designed to enhance the quality of life in communities across Iowa by connecting people and businesses with affordable financing resources. The organization provides numerous housing-related programs for developers, local units of government, and individuals.

Examples of housing programs for individuals include down payment and closing cost programs for homebuyers, mortgage programs for homebuyers, and the Home and Community-Based Services Rent Subsidy Program for renters. Housing-related programs targeted to developers and local units of government include: Low Income Housing Tax Credit (LIHTC), HOME, National Housing Trust Fund, Main Street Loan Program, Local Housing Trust Fund, Project-Based Housing, homelessness programs, Community-Based Housing Revolving Loan Fund, Multifamily Loan Program, and the Rural Lot Purchase Program, among others.

The LIHTC program, administered by the Iowa Finance Authority, incentivizes developers to create and maintain affordable housing by offering tax credits which provide investors with a reduction in their federal tax liability. Eligible projects include new construction, rehabilitation, or acquisition with rehabilitation of rental housing. Projects in Qualified Census Tracts are given funding preference. Qualified Census Tracts are defined by HUD as Census Tracts in which 50% of households have an income of less than 60% AMI or a poverty rate of at least 25%. As illustrated in the following map, there is one Qualified Census Tract in the City of Grinnell.

**City of Grinnell Qualified Census Tract**

**Iowa Economic Development Authority (IEDA)** offers a Workforce Housing Tax Credit program for the construction or rehabilitation of housing. Housing must be for owner or renter-occupied permanent residence, and qualifying projects must be either; housing development located on a grayfield or brownfield site, repair or rehabilitation of dilapidated housing stock, upper story housing development, or new construction in a greenfield site.

Examples of other housing-related program offered by IEDA include Community Development Block Grant Programs, Downtown Housing Grant, Historic Preservation Tax Credit, and Redevelopment Tax Credits for Brownfields and Grayfields, among others.

The IEDA administers the federal Community Development Block Grant (CDBG) program in all of Iowa's incorporated cities and counties, except those designated as HUD entitlement areas (i.e. cities with a population of 50,000 or more, urban counties with populations of 200,000 or more). Projects must meet one of three federal objectives, including benefit people of low and moderate incomes, eliminate slum and blight conditions, or eliminate an urgent threat to public health or safety.

Housing grant funds are awarded to local units of government, which then lend funds to rehabilitate the local housing stock. Loans may be used for owner-occupied, rental, single-family or multifamily housing rehabilitation. In all cases, housing funds must benefit low- and moderate-income households. Additionally, public facility grants are directed toward wastewater treatment projects.

For CDBG funding, low income is defined as households at 50% AMI or lower while moderate income is defined as households at 80% AMI or lower. Income limits vary by household size, but an estimated 49% of all households in Grinnell have incomes below \$63,360 (income limit for a two-person household at 80% AMI), including 71% of all renter households and 36% of all owner households.

This data indicates that a large portion of Grinnell households would income-qualify for projects utilizing CDBG funds, and we recommend that the City pursue housing grants from IEDA to help serve low- and moderate-income households in the community.

**United States Department of Agriculture (USDA) Rural Development** – Housing support is available through the “Housing and Community Assistance” program that is part of USDA Rural Development. The program is designed to improve housing options in rural communities and operates a variety of programs including homeownership assistance, housing rehabilitation and preservation, and rental assistance.

### Other Resources

There are many other housing programs that Grinnell could consider utilizing to aid and improve the housing stock. The following is a list of potential programs that could be explored.

- Accessory Dwelling Units - An Accessory Dwelling Unit (ADU) is a self-contained residential unit that meets the requirements of the State Building Code. These units, often referred to as “granny flats” or “backyard cottages” may be located inside the principal building on the lot or may be located in a detached accessory building on the same lot. Cities within the County could consider allowing ADUs in residential zoning districts to increase the variety of housing types available in the City.
- Construction Management Services - Assist homeowners regarding local building codes, reviewing contractor bids, etc. Typically provided as a service by the building department. This type of service could also be rolled into various remodeling related programs.
- Density Bonuses - Since the cost of land is a significant barrier to housing affordability, increasing densities can result in lower housing costs by reducing the land costs per unit. Municipalities can offer density bonuses as a way to encourage higher-density residential development while also promoting an affordable housing component.
- Fast Track Permitting - Program designed to reduce delays during the development process that ultimately add to the total costs of housing development. By expediting the permitting process costs can be reduced to developers while providing certainty into the development process. Typically, no-cost to the local government jurisdiction.
- First-Time Home Buyers - Below market-rate mortgage loans for first-time homebuyers, or those who have not owned a home in the past three years. Financial assistance may also be available for down payment, closing costs, and principal reduction. Usually subject to income guidelines, purchase price limits, and eligible property. Some cities partner with a 3rd party.
- Historic Preservation - Encourage residents to preserve historic housing stock in neighborhoods with homes with character through restoring and preserving architectural and building characteristics. Typically funded with low interest rates on loans for preservation construction costs.
- Home Improvement Area (HIA) - HIAs allow a townhome or condo association low interest loans to finance improvements to communal areas. Unit owners repay the loan through fees imposed on the property, usually through property taxes. Typically, a "last resort" tool when associations are unable to obtain traditional financing due to the loss of equity from the real estate market or deferred maintenance on older properties.

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- Home-Building Trades Partnerships - Partnership between local Technical Colleges or High Schools that offer building trades programs. Affordability is gained through reduced labor costs provided by the school. New housing production serves as the “classroom” for future trades people to gain experience in the construction industry.
  - Home Point of Sale - City ordinance requiring an inspection prior to the sale or transfer of residential real estate. The inspection is intended to prevent adverse conditions and meet minimum building codes. Sellers are responsible for incurring any costs for the inspection.
  - Housing Fair - Free seminars and advice for homeowners related to remodeling and home improvements. Most housing fairs offer educational seminars and "ask the expert" consulting services. Exhibitors include architects, landscapers, building contractors, home products, city inspectors, financial services, among others.
  - Home Energy Loans – Offer low interest home energy loans to make energy improvements in their homes.
  - Household and Outside Maintenance for the Elderly (H.O.M.E.) - Persons 60 and over receive homemaker and maintenance services. Typical services include house cleaning, grocery shopping, yard work/lawn care, and other miscellaneous maintenance requests.
  - Land Acquisition/Banking - Land Banking is a program of acquiring land with the purpose of developing at a later date. After a holding period, the land can be sold to a developer (often at a price lower than market) with the purpose of developing affordable housing.
  - Land Trust - Utilizing a long-term 99-year ground lease, housing is affordable as the land is owned by a non-profit organization. Subject to income limits and targeted to workforce families with low-to-moderate incomes. If the family chooses to sell their home, the selling price is lower as land is excluded.
  - Live Where You Work - Program designed to promote homeownership in the same community where employees work. City provides a grant to eligible employees to purchase a home near their workplace. Employers can also contribute or match the City's grant. Participants must obtain a first mortgage through participating lenders. The grant can be allocated towards down payment assistance, closing costs, and gap financing.
  - Low or No Cost City/County-Supplied Land - Sell city/county-owned land at low/no cost for the construction of mixed-income and affordable housing.
  - Realtor Forum - Typically administered by City with partnership by local school board. Inform local Realtors about school district news, current development projects, and other marketing factors related to real estate in the community. In addition, Realtors usually receive CE credits.

- Remodeling Tours - City-driven home remodeling tour intended to promote the enhancement of the housing stock through home renovations/additions. Homeowners open their homes to the public to highlight home improvements.
- Rent to Own - Income-eligible families rent for a specified length of time with the end-goal of buying a home. The administering agency saves a portion of the monthly rent that will be allocated for a down payment on a future house.
- Scattered Site Housing Program - Target distressed or blighted single-family properties for demolition and rehabilitation. Once demolished, vacant lots can be sold for the construction of a new single-family home.
- Tax Abatement - A temporary reduction in property taxes over a specific time period on new construction homes or home remodeling projects. Encourages new construction or rehabilitation through property tax incentives.
- Tax Increment Financing (TIF) - Program that offers communities a flexible financing tool to assist housing development projects and related infrastructure. TIF enables communities to dedicate the incremental tax revenues from new housing development to help make the housing more affordable or pay for related costs.

TIF funds can be used to provide a direct subsidy to a particular housing project or they can also be used to promote affordable housing by setting aside a portion of TIF proceeds into a dedicated fund from other developments receiving TIF.

- Visitability - Defined as designs that allow persons with mobility impairments to enter and stay, but not live, in a residence. There are three specific design elements that must be incorporated in the dwelling to satisfy the State visitability requirements: the dwelling must include at least one no-step entrance, 32-inch clear opening doorways, and at least a one-half bathroom on the main level that meets minimum clear floor space for half baths.
- Waiver or Reduction of Development Fees - There are several fees developers must pay including impact fees, utility and connection fees, park land dedication fees, etc. To help facilitate affordable housing, some fees could be waived or reduced to pass the cost savings onto the housing consumer.

APPENDIX

## Definitions

**Absorption Period** – The period of time necessary for newly constructed or renovated properties to achieve the stabilized level of occupancy. The absorption period begins when the first certificate of occupancy is issued and ends when the last unit to reach the stabilized level of occupancy has signed a lease.

**Absorption Rate** – The average number of units rented each month during the absorption period.

**Active adult (or independent living without services available)** – Active Adult properties are similar to a general-occupancy apartment building, in that they offer virtually no services but have age-restrictions (typically 55 or 62 or older). Organized activities and occasionally a transportation program are usually all that are available at these properties. Because of the lack of services, active adult properties typically do not command the rent premiums of more service-enriched senior housing.

**Adjusted Gross Income “AGI”** – Income from taxable sources (including wages, interest, capital gains, income from retirement accounts, etc.) adjusted to account for specific deductions (i.e. contributions to retirement accounts, unreimbursed business and medical expenses, alimony, etc.).

**Affordable housing** – Housing that is income-restricted to households earning at or below 80% AMI, though individual properties can have income-restrictions set at 40%, 50%, 60% or 80% AMI. Rent is not based on income but instead is a contract amount that is affordable to households within the specific income restriction segment. It is essentially housing affordable to low or very low-income tenants.

**Amenity** – Tangible or intangible benefits offered to a tenant in the form of common area amenities or in-unit amenities. Typical in-unit amenities include dishwashers, washer/dryers, walk-in showers and closets and upgraded kitchen finishes. Typical common area amenities include detached or attached garage parking, community room, fitness center and an outdoor patio or grill/picnic area.

**Area Median Income “AMI”** – AMI is the midpoint in the income distribution within a specific geographic area. By definition, 50% of households earn less than the median income and 50% earn more. The U.S. Department of Housing and Urban Development (HUD) calculates AMI annually and adjustments are made for family size.

**Assisted Living** – Assisted Living properties come in a variety of forms, but the target market for most is generally the same: very frail seniors, typically age 80 or older (but can be much younger, depending on their particular health situation), who are in need of extensive support services and personal care assistance. Absent an assisted living option, these seniors would otherwise need to move to a nursing facility.

At a minimum, assisted living properties include two meals per day and weekly housekeeping in the monthly fee, with the availability of a third meal and personal care (either included in the monthly fee or for an additional cost). Assisted living properties also have either staff on duty 24 hours per day or at least 24-hour emergency response.

**Building Permit** – Building permits track housing starts and the number of housing units authorized to be built by the local governing authority. Most jurisdictions require building permits for new construction, major renovations, as well as other building improvements. Building permits ensure that all the work meets applicable building and safety rules and is typically required to be completed by a licensed professional. Once the building is complete and meets the inspector’s satisfaction, the jurisdiction will issue a “CO” or “Certificate of Occupancy.” Building permits are a key barometer for the health of the housing market and are often a leading indicator in the rest of the economy as it has a major impact on consumer spending.

**Capture Rate** – The percentage of age, size, and income-qualified renter households in a given area or “Market Area” that the property must capture to fill the units. The capture rate is calculated by dividing the total number of units at the property by the total number of age, size and income-qualified renter households in the designated area.

**Comparable Property** – A property that is representative of the housing choices in the designated area or “Market Area” that is similar in construction, size, amenities, location and/or age.

**Concession** – Discount or incentives given to a prospective tenant to induce signature of a lease. Concessions typically are in the form of reduced rent or free rent for a specific lease term, or free amenities, which are normally charged separately, such as parking.

**Contract Rent** – The actual monthly rent payable by the tenant, including any rent subsidy paid on behalf of the tenant, to the owner, inclusive of all terms of the lease.

**Demand** – The total number of households that would potentially move into a proposed new or renovated housing project. These households must be of appropriate age, income, tenure and size for a specific proposed development. Components vary and can include, but are not limited to: turnover, people living in substandard conditions, rent over-burdened households, income-qualified households and age of householder. Demand is project specific.

**Density** – Number of units in a given area. Density is typically measured in dwelling units (DU) per acre – the larger the number of units permitted per acre the higher the density; the fewer units permitted results in lower density. Density is often presented in a gross and net format:

- **Gross Density** – The number of dwelling units per acre based on the gross site acreage.  
*Gross Density = Total residential units/total development area*
- **Net Density** - The number of dwelling units per acre located on the site, but excludes public right-of-ways (ROW) such as streets, alleys, easements, open spaces, etc.  
*Net Density = Total residential units/total residential land area (excluding ROWs)*

**Detached housing** – a freestanding dwelling unit, most often single-family homes, situated on its own lot.

**Effective Rents** – Contract rent less applicable concessions.

**Elderly or Senior Housing** – Housing where all the units in the property are restricted for occupancy by persons age 62 years or better, or at least 80% of the units in each building are restricted for occupancy by households where at least one household member is 55 years of age or better and the housing is designed with amenities, facilities and services to meet the needs of senior citizens.

**Extremely low-income** – person or household with incomes below 30% of Area Median Income, adjusted for respective household size.

**Fair Market Rent** – Estimates established by HUD of the Gross Rents needed to obtain modest rental units in acceptable conditions in a specific geographic area. The amount of rental income a given property would command if it were open for leasing at any given moment and/or the amount derived based on market conditions that is needed to pay gross monthly rent at modest rental housing in a given area. This figure is used as a basis for determining the payment standard amount used to calculate the maximum monthly subsidy for families on at financially assisted housing.

**Floor Area Ratio (FAR)** Ratio of the floor area of a building to area of the lot on which the building is located.

**Foreclosure** – A legal process in which a lender or financial institute attempts to recover the balance of a loan from a borrower who has stopped making payments to the lender by using the sale of the house as collateral for the loan.

**Generations** – A generation is a group of people born in the same time period and raised in the same geographic area. Generations exhibit comparable characteristics because they experienced similar trends at roughly the same life stage and through similar channels. In America, there are six living generations.

**GI Generation:** Born between 1901 and 1926, they came of age during the Great Depression and fought in World War II; also referred to as “The Greatest Generation”.

**Mature/Silent Generation:** Born between 1927 and 1945 during the Great Depression and World War II; also referred to as “The Lucky Few”. This was a relatively small generation as their parents had fewer children due to financial insecurity and World War II.

**Baby Boomers:** Born just after World War II between 1946 and 1964; also referred to as the “me” generation. Increased birth rates during the post-World War II baby boom make this a relatively large generation.

**Generation X:** Born between 1965 and 1980; also referred to as the “Baby Bust” generation due to a decline in the birth rate following the baby boom.

**Millennials:** Born between 1981 and 2000; also known as “Generation Y”, “The 9/11 Generation”, and “Echo Boomers”. Children of baby boomers, this represents the largest generation since the baby boom. Buying homes and starting families later than previous generations.

**Generation Z:** Born after 2001; also known as “Boomlets”, “the iGeneration”, and “Post Millennials”. Children of Generation X and will be larger and more diverse than Baby Boomer and Millennial generations.

**Gross Rent** – The monthly housing cost to a tenant which equals the Contract Rent provided for in the lease, plus the estimated cost of all utilities paid by tenants.

**Household** – All persons who occupy a housing unit, including occupants of a single-family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements.

**Household Trends** – Changes in the number of households for any particular areas over a measurable period of time, which is a function of new household formations, changes in average household size, and net migration.

**Housing Choice Voucher Program** – The federal government's major program for assisting very low-income families, the elderly, and the disabled to afford decent, safe, and sanitary housing in the private market. A family that is issued a housing voucher is responsible for finding a suitable housing unit of the family's choice where the owner agrees to rent under the program. Housing choice vouchers are administered locally by public housing agencies. They receive federal funds from the United States Department of Housing and Urban Development (HUD) to administer the housing choice voucher program. A housing subsidy is paid to the landlord directly by the public housing agency on behalf of the participating family. The family then pays the difference between the actual rent charged by the landlord and the amount subsidized by the program.

**Housing unit** – House, apartment, mobile home, or group of rooms used as a separate living quarters by a single household.

**HUD Project-Based Section 8** – A federal government program that provides rental housing for very low-income families, the elderly, and the disabled in privately owned and managed rental units. The owner reserves some or all of the units in a building in return for a Federal government guarantee to make up the difference between the tenant's contribution and the rent. A tenant who leaves a subsidized project will lose access to the project-based subsidy.

**HUD Section 202 Program** – Federal program that provides direct capital assistance and operating or rental assistance to finance housing designed for occupancy by elder household who have incomes not exceeding 50% of Area Median Income.

**HUD Section 811 Program** – Federal program that provides direct capital assistance and operating or rental assistance to finance housing designed for occupancy of persons with disabilities who have incomes not exceeding 50% Area Median Income.

**HUD Section 236 Program** – Federal program that provides interest reduction payments for loans which finance housing targeted to households with income not exceeding 80% Area Median Income who pay rent equal to the greater or market rate or 30% of their adjusted income.

**Income limits** – Maximum households income by a designed geographic area, adjusted for household size and expressed as a percentage of the Area Median Income, for the purpose of establishing an upper limit for eligibility for a specific housing program.

**Independent Living** – Independent Living properties offer support services such as meals and/or housekeeping, either on an optional basis or a limited amount included in the rents. These properties typically dedicate a larger share of the overall building area to common areas, in part, because the units are smaller than in adult housing and in part to encourage socialization among residents. Independent living properties attract a slightly older target market than adult housing, typically seniors age 75 or older. Rents are also above those of the active adult buildings, even excluding the services.

**Inflow/Outflow** – The Inflow/Outflow Analysis generates results showing the count and characteristics of worker flows in to, out of, and within the defined geographic area.

**Low-Income** – Person or household with gross household incomes below 80% of Area Median Income, adjusted for household size.

**Low-Income Housing Tax Credit** – A program aimed to generate equity for investment in affordable rental housing authorized pursuant to Section 42 of the Internal Revenue Code. The program requires that a certain percentage of units built be restricted for occupancy to households earning 60% or less of Area Median Income, and rents on these units be restricted accordingly.

**Market analysis** – The study of real estate market conditions for a specific type of property, geographic area or proposed (re)development.

**Market rent** – The rent that an apartment, without rent or income restrictions or rent subsidies, would command in a given area or “Market Area” considering its location, features and amenities.

**Market study** – A comprehensive study of a specific proposal including a review of the housing market in a defined market or geography. Project specific market studies are often used by developers, property managers or government entities to determine the appropriateness of a proposed development, whereas market specific market studies are used to determine what house needs, if any, existing within a specific geography.

**Market rate rental housing** – Housing that does not have any income-restrictions. Some properties will have income guidelines, which are minimum annual incomes required in order to reside at the property.

**Memory Care** – Memory Care properties, designed specifically for persons suffering from Alzheimer’s disease or other dementias, is one of the newest trends in senior housing. Properties consist mostly of suite-style or studio units or occasionally one-bedroom apartment-style units, and large amounts of communal areas for activities and programming. In addition, staff typically undergoes specialized training in the care of this population. Because of the greater amount of individualized personal care required by residents, staffing ratios are much higher than traditional assisted living and thus, the costs of care are also higher. Unlike conventional assisted living, however, which deals almost exclusively with widows or widowers, a higher proportion of persons afflicted with Alzheimer’s disease are in two-person households. That means the decision to move a spouse into a memory care facility involves the caregiver’s concern of incurring the costs of health care at a special facility while continuing to maintain their home.

**Migration** – The movement of households and/or people into or out of an area.

**Mixed-income property** – An apartment property contained either both income-restricted and unrestricted units or units restricted at two or more income limits.

**Mobility** – The ease at which people move from one location to another.

**Moderate Income** – Person or household with gross household income between 80% and 120% of the Area Median Income, adjusted for household size.

**Multifamily** – Properties and structures that contain more than two housing units.

**Naturally Occurring Affordable Housing** – Although affordable housing is typically associated with an income-restricted property, there are other housing units in communities that indirectly provide affordable housing. Housing units that were not developed or designated with income guidelines (i.e. assisted) yet are more affordable than other units in a community are considered “naturally-occurring” or “unsubsidized affordable” units. This rental supply is available through the private market, versus assisted housing programs through various governmental agencies. Property values on these units are lower based on a combination of factors, such as: age of structure/housing stock, location, condition, size, functionally obsolete, school district, etc.

**Net Income** – Income earned after payroll withholdings such as state and federal income taxes, social security, as well as retirement savings and health insurance.

**Net Worth** – The difference between assets and liabilities, or the total value of assets after the debt is subtracted.

**Pent-up demand** – A market in which there is a scarcity of supply and as such, vacancy rates are very low or non-existent.

**Population** – All people living in a geographic area.

**Population Density** – The population of an area divided by the number of square miles of land area.

**Population Trends** – Changes in population levels for a particular geographic area over a specific period of time – a function of the level of births, deaths, and in/out migration.

**Project-Based rent assistance** – Rental assistance from any source that is allocated to the property or a specific number of units in the property and is available to each income eligible tenant of the property or an assisted unit.

**Redevelopment** – The redesign, rehabilitation or expansion of existing properties.

**Rent burden** – gross rent divided by adjusted monthly household income.

**Restricted rent** – The rent charged under the restriction of a specific housing program or subsidy.

**Saturation** – The point at which there is no longer demand to support additional market rate, affordable/subsidized, rental, for-sale, or senior housing units. Saturation usually refers to a particular segment of a specific market.

**Senior Housing** – The term “senior housing” refers to any housing development that is restricted to people age 55 or older. Today, senior housing includes an entire spectrum of housing alternatives. Maxfield Research Inc. classifies senior housing into four categories based on the level of support services. The four categories are: Active Adult, Independent Living, Assisted Living and Memory Care.

**Short Sale** – A sale of real estate in which the net proceeds from selling the property do not cover the sellers’ mortgage obligations. The difference is forgiven by the lender, or other arrangements are made with the lender to settle the remainder of the debt.

**Single-family home** – A dwelling unit, either attached or detached, designed for use by one household and with direct street access. It does not share heating facilities or other essential electrical, mechanical or building facilities with another dwelling.

**Stabilized level of occupancy** – The underwritten or actual number of occupied units that a property is expected to maintain after the initial lease-up period.

**Subsidized housing** – Housing that is income-restricted to households earning at or below 30% AMI. Rent is generally based on income, with the household contributing 30% of their adjusted gross income toward rent. Also referred to as extremely low income housing.

**Subsidy** – Monthly income received by a tenant or by an owner on behalf of a tenant to pay the difference between the apartment’s contract/market rate rent and the amount paid by the tenant toward rent.

**Substandard conditions** – Housing conditions that are conventionally considered unacceptable and can be defined in terms of lacking plumbing facilities, one or more major mechanical or electrical system malfunctions, or overcrowded conditions.

**Target population** – The market segment or segments of the given population a development would appeal or cater to.

**Tenant** – One who rents real property from another individual or rental company.

**Tenant-paid utilities** – The cost of utilities, excluding cable, telephone, or internet necessary for the habitation of a dwelling unit, which are paid by said tenant.

**Tenure** – The distinction between owner-occupied and renter-occupied housing units.

**Turnover** – A measure of movement of residents into and out of a geographic location.

**Turnover period** – An estimate of the number of housing units in a geographic location as a percentage of the total house units that will likely change occupants in any one year.

**Unrestricted units** – Units that are not subject to any income or rent restrictions.

**Vacancy period** – The amount of time an apartment remains vacant and is available on the market for rent.

**Workforce housing** – Housing that is income-restricted to households earning between 50% and 120% AMI. Also referred to as moderate-income housing.

**Zoning** – Classification and regulation of land use by local governments according to use categories (zones); often also includes density designations and limitations.