



U.P. STEM PROFESSIONALS **OOZE GRIT & DETERMINATION**

Rugged. Remote. Mountains of snow. Valleys of wild berries. The U.P. can be extreme as the people who live here. **We crave adventure and fresh air - its fuel for our innovation.**

220 inches of snow (avg.) in Keweenaw (not nearly enough!).

8 downhill ski hills in a 250 mile area.

1,500 miles of groomed cross country ski-trails.

3,000 miles of groomed snowmobile trails (upsupply.co).

Over 1,700 miles of Great Lakes shoreline surround over 8.4 million acres of pristine forest.

Thousands of miles of summer recreational trails including IMBA Silver Level Ride Center in Copper Harbor.

200+ waterfalls , Great Lakes boating, sailing, kayaking, canoeing.



NEVER FAR TO EVERYWHERE OR NOWHERE

For most Yoopers, in minutes after leaving work they can kayak, bike, ski, fish or **just breath-in the world.**

According to datausa.io, the average commute time for the entire Western Upper Peninsula is 17 minutes.

High-rise, condos, gated communities, hundreds of restaurant choices, smog and traffic are not available.

The rest of world is closer than you think. And when you live in the U.P. your backyard is where millions have come to vacation.

Flights to Chicago, Detroit, Minneapolis and Milwaukee are all a little over an hour from 6 U.P. airports.



FROM NEIGHBORHOODS TO **WILD NEIGHBORS**



Vast homes choices. From affordable to spectacular. **All in a region with priceless lifestyle opportunities.**

Beautiful “in-town” neighborhoods:

Houghton average listing 148K.
Marquette average listing 164K.
Keweenaw average listing 200K.

Traditional apartments and rental homes for newcomers.

Unique property conversions and opportunities in U.P. towns everywhere.


Fantastically remote locations:

Modern homes and rustic cabins in the woods where your neighbor is nature.

Homes, land and camps on the lakes and rivers where water life rules.

Lakefront luxury with boat lifts and yacht stalls. Yes- some people have seaplanes!





COMING TOGETHER TO **PROPEL INNOVATION**

The U.P. STEM business ecosystem is busy thrusting satellites in orbit, diagnosing disease and measuring turbine engine velocity.
Professionals here solve big problems and change the world.

Michigan Technological University is Internationally renowned for STEM advancement and innovation.

4 Universities. 3 colleges.

Major Corporations open satellite offices to capitalize on highly qualified student talent

Over \$30 million in SBIR projects.

54 tech spin-off's out of Michigan Tech.

3 Smart Zones – 6 business incubators and co-working spaces.

Pipeline of STEM college students and grads integrate annually to local businesses.



GREAT KIDS GROW HERE

In the U.P. , kids attend some of the best schools in Michigan. But here, they get more than good grades. **U.P. kids grow-up strong in character because of the place we live and the people we are around.**

Houghton High School in top 6% of all U.S schools (UP News & World Report) .

2018 WORLD CHAMPION high school Robotics team from Calumet.

6 quiz bowls

New STEM K-12 school coming soon.



Hockey is a way of life for many kids starting at age 3. Football, basketball, baseball, volleyball, skiing and track are plentiful.

Skiing and mountain biking are a lot healthier after school than riding public transportation to the hangout spot.

FRIENDLY. SAFE. SIMPLE.

It's rare to go anywhere without saying hello to someone you know or even kind of know. **For many yoopers, this is a great reason to stay here.**

Neighborhood Scout.com shows 16 U.P. city areas in the safe/safest category for crime.

Honestly, an occasional "traffic jam" here might add another 5 minutes to your commute home.

Dealing with Mother Nature on a regular basis builds a strong character, which means all of your new neighbors will be just that—neighborly.

Nature in the UP makes the rest of America look like a wasteland.

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Architecture: Wood

Houghton wants shape a city of impressive brick and stone structures. In the earliest days of the Michigan Copper boom, money supplies were hard to come by in the frontier region. A steady supply of stone, however, allowed for simple log structures to dominate the urban frontier. Rough-hewn logs, stacked on their corners, were finished with a variety of materials to keep wind, rain and animals out. Log structures had distinct limitations in use and in the number of stories and window openings.

In the end of the 1800s, wood frame buildings did not disappear when became the norm. These buildings utilized a simple and framing system similar to that in use today and was made possible with the increased availability of lumber and construction materials in commercial centers like Houghton. Frame construction allowed for greater variety: buildings could be larger and include more windows, wings, porches, doors, towers, and the like. By the 1890s Houghton was transformed from a collection of small log dwellings into a building commercial center with several buildings of at least three stories in height. Many buildings were of a simple frame design that incorporated stone to fill in the sides of the building. Some even highlighted stone facades that they felt improved the nature of this building and increased appearance.

Not surprisingly, municipal ordinances and laws provided the extreme example for what was possible with frame construction. The city of Houghton was selected in the country case in 1890 and ten thousand dollars was set aside for construction of a courthouse and jail complex. This three Houghton County Courthouse, completed in 1893, was an impressive two-story white frame structure, highly visible on the lakefront above the town center. Along the town's main street, wooden frame, several hundred feet for the purpose of raising copper operations, industries and other services. The Douglas House Hotel, opened in 1891, was a multi-story frame structure that commanded two blocks along the Boardwalk. It included a broad veranda overlooking a landscaped town garden stepping down to Shelden Avenue. By sheer size and conspicuousness these buildings marked the upper end of what was possible locally with wood frame construction. Perhaps not surprisingly, these two buildings were eventually replaced by brick and stone buildings that set the tone for the rest of Houghton architecture.

Although much more versatile than log construction, frame buildings needed their foundations in Houghton. Local businesses were building and found the buildings had to imitate and best the downtown's numerous long wooden warehouses. Wooden buildings were acceptable in this. Although Houghton never the victim of a catastrophic fire, residents were certainly aware of the danger the nearby towns of Lake Linden and Ontonagon between 1890 and 1896.

As early as the 1880s, brick and buildings began to replace Houghton's wooden structures. Within only a few decades became widely known for its new buildings and impressive architecture. Even today, however, one can see a few of the historic frame buildings that transformed the city's earlier era.



The east end of Shelden Avenue



Log buildings at the west end of Shelden Avenue





LOTS TO DO, BUT...

TAYLOR SWIFT PROBABLY WON'T TOUR HERE

While the U.P. doesn't commonly attract mega pop concerts, people here enjoy a year-round **abundance of creativity, imagination and fun.**

Of the 311,000 residents, over 90% of U.P. adults graduated from high school and 43% are college educated (American Community Survey)

5 Art Centers and dozens of art galleries. (upartandculture.com). Over 50 museums.

5 Symphony Orchestra's in the Lake Superior region.

Yes, we do have rock concerts and jazz showcases. Just not Taylor. Yet.

Visit - uptravel.com

Hundreds of events across the UP annually from music festivals to ski races, farmers markets to golf scrambles, fishing derbies to artisan markets, beer tastings to fireworks.





LIFESTYLE + EXCELLENT HEALTHCARE = **HOME TO GREAT HEALTH**

Doctors and nurses are your neighbors and friends. Healthcare in the U.P. makes you a person first, not a number.

The U.P. has prioritized a full-spectrum of health services close to home:

Nationally recognized health care systems provide comprehensive family health care. Hospitals include 24/7 emergency and trauma services. (Aspirus.org and U.P. Health System.com)

Fitness and physical rehabilitation

Dental care including Orthodontists and Periodontists.

Psychology and Psychiatry.

Assisted Living, Senior Living and Long-Term Care all available.





PASTIES, THIMBLEBERRIES AND LAKE TROUT... **FLAVORS THAT FUEL WELL-BEING**

The U.P. eats like the rest of America, but there are **tastes and temptations that are uniquely north.**

The U.P. is the official HOME OF THE PASTY – a great American pastry filled with meats and vegetables in many combinations.

Lake Superior Lake Trout is one-of-a-kind and a must if you are even remotely a fish lover. Hundreds of Friday Fish-Fry's cover the U.P.

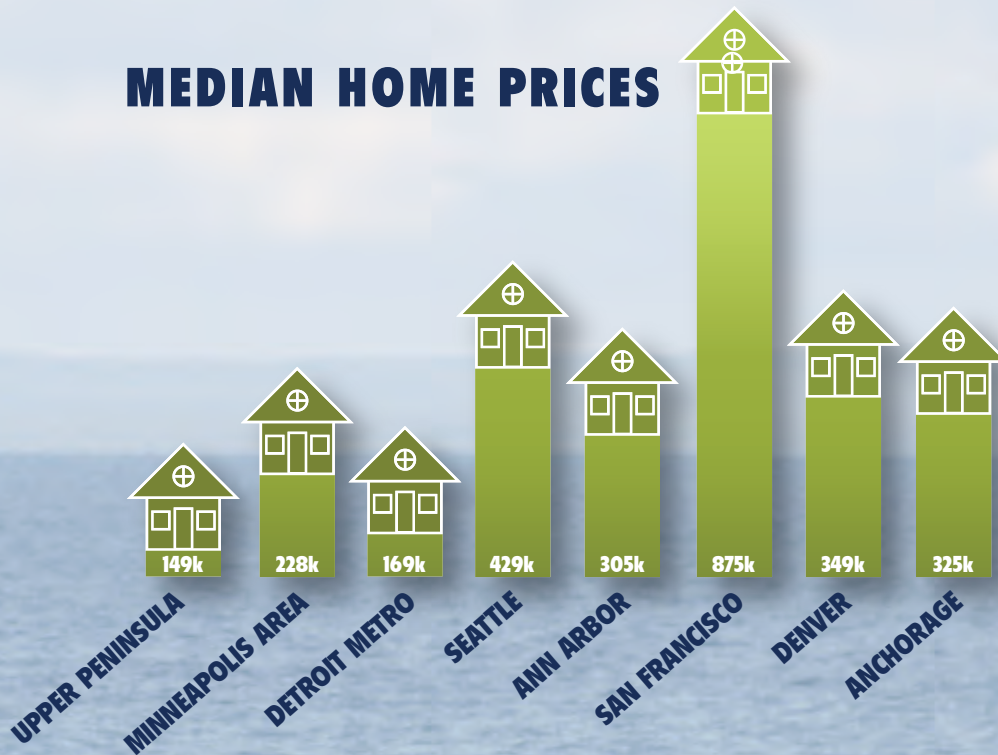
Strawberries, raspberries, blueberries, thimbleberries and currants grow plentiful across most of the U.P.

Check out the Chassell Strawberry Festival for the world-ranked strawberries, jam and shortcake.

23 awesome U.P. breweries that are a great reason for a beer road trip in the U.P.



MEDIAN HOME PRICES



305,000 RESIDENTS



55.35% BETWEEN AGES 18-64



39 MEDIAN AGE

SPEND LESS AND HAVE MORE

COST OF LIVING COMPARISON

	U.P.	Minneapolis	Metro Detroit	Seattle	San Francisco	Ann Arbor	Anchorage	Denver
Inexpensive Restaurant, 1 meal	\$12.50	\$12.00	\$12.20	\$13.00	\$15.00	\$12.00	\$15.00	\$13.00
Imported Beer	\$4.25	\$6.00	\$4.50	\$6.00	\$7.00	\$5.00	\$6.00	\$6.00
Bottled Water	\$0.75	\$1.46	\$1.31	\$1.62	\$1.79	\$1.36	\$1.71	\$1.60
Milk	\$3.25	\$2.96	\$2.44	\$3.57	\$4.41	\$2.75	\$4.48	\$2.97
Cheese	\$3.50	\$5.33	\$5.78	\$3.57	\$7.77	\$4.82	\$6.50	\$5.16
New Car	\$24000.00	\$21000.00	\$20000.00	\$24250.00	\$23265.00	\$20000.00	\$22500.00	\$24797.00
Utilities	\$125.00	\$123.00	\$289.68	\$147.95	\$114.11	\$151.46	\$290.53	\$125.48
Fitness Clubs (per mo.)	\$29.17	\$52.36	\$31.43	\$47.17	\$63.61	\$47.38	\$74.30	\$44.84
Pair of Jeans	\$20.00	\$42.85	\$39.59	\$49.56	\$57.64	\$46.87	\$43.50	\$48.69
1 bedroom rent downtown	\$450.00	\$1292.00	\$992.50	\$1793.24	\$3354.77	\$1305.55	\$1195.00	\$1509.17
3 bedroom rent downtown	\$1200.00	\$2100.00	\$1688.89	\$3419.41	\$6454.00	\$2057.00	\$2131.25	\$2725.41
1 bedroom rental	\$350.00	\$872.00	\$704.67	\$1317.60	\$2618.00	\$862.50	\$955.62	\$1139.78
3 bedroom rental	\$750.00	\$1442.50	\$1258.00	\$2373.09	\$4669.56	\$1506.25	\$1743.75	\$2026.20
Mortgage Interest Rate %	3.33%	3.99%	3.92%	3.87%	3.8%8	4.10%	3.83%	3.96%
Per Gallon of gas (based on 9.21.16 prices)	\$2.14	\$1.99	\$2.07	\$2.07	\$2.59	\$2.09	\$2.28	\$2.39