PSH MARKET ANALYSIS

(To be utilized only for PSH projects seeking ONLY HOME, NHTF, IAHTF, HOME-ARP OR ARPA SLFRF)

Name of the Project:	
Location of the Project: *(include address if available, or nearest intersection, and City/County)*	
Preparer Name and Affiliation (Company):	

PROJECT DESCRIPTION

Targeted Population(s) to be served:	
Total number of units:	
Number of units by AMI and Bedroom Type:	
Proposed rents by each bedroom type and AMI level:	
Anticipated subsidies:	
List of Unit/Development Amenities:	
How do these amenities relate to the population(s)to be served:	

DEFINED MARKET AREA:
Please define a market area that makes sense for your project. IHDA leaves this decision up to preparer, but reserves the right to seek a revised Market Area if the Market Area is too large or otherwise ineffective. Market areas should be chosen by Census Tract or other geographies that easily align with common data agregation.

Describe the PMA:	
Describe how the PMA was determined:	
List the Census Tracts within the PMA : *(FIPS codes)*	
Attach a map of the PMA:	

LOCAL MARKET TRENDS

Population: *(trends and 5 year estimates)*	
Households : *(trends and 5 year estimates)*	

DEMAND ANALYSIS

Provide statistics/counts of homelessness: *(i.e. HMIS and PIT count data)*	
Provide other special needs population counts: *(i.e. group homes, nursing homes)*	
Provide PAIR Module data: *(obtained from IHDA)*	
Statement of how the proposed matches the local need shown by the above data:	

SUPPLY ANALYSIS

Discuss other projects in the PMA that target a similar population(s): *(include number of units, unit types, occupancy levels and waiting list information)*	

COMPETITIVE ANALYSIS

Discuss how the proposed will compare to the projects noted in the supply analysis above:	

CONCLUSIONS

Describe the strengthens and weaknesses of the proposed: *(in terms of location, proposed product/unit types and in relation to the population served)*	
Assess the demand for the proposed: *(Based on the provider information obtained, as well as occupancies at any existing competitive developments)*	
Make any recommendation(s) as to needed changes to what has been proposed, based upon final conclusions. Provide an explanation of these required changes:	
Date form was completed:	