Housing Market Analysis for Kandiyohi County, Minnesota

Prepared for:

Kandiyohi County Economic Development Commission

Prepared by:

Viewpoint Consulting Group, Inc.

Date:

July 24, 2026

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July 24, 2026

Sheri Wegner
Economic Development Manager
Kandiyohi County Economic Development Commission
1601 US Highway 12 E
Willmar, MN 56201

Subject: Housing Market Analysis for Kandiyohi County, Minnesota

Dear Ms. Wegner:

Attached is the *Housing Market Analysis for Kandiyohi County, Minnesota* conducted by Viewpoint Consulting Group, Inc. The analysis projects housing demand through 2035 and gives recommendations on the amount and type of housing that could be built in each of the communities in the county to satisfy demand over the next five years. Detailed information regarding recommended housing concepts can be found in the Demand Analysis and Conclusions section at the end of the report.

Thank you for selecting Viewpoint Consulting Group, Inc. to conduct this analysis of Kandiyohi County's housing needs. Please contact us if you have any questions or need additional information.

Sincerely,

Viewpoint Consulting Group, Inc.

Jay Thompson
President

Table of Contents

	Page
Key Findings	**1**
Purpose and Scope of Study	**18**
Community Overview	**19**
Demographic and Employment Analysis	**22**
Housing Characteristics	**64**
Owner-Occupied Housing Market Analysis	**72**
Rental Housing Market Analysis	**87**
Demand Analysis and Conclusions	**122**
Community Summaries	**143**

Key Findings

The Kandiyohi County Economic Development Commission engaged Viewpoint Consulting Group, Inc. to conduct an analysis of housing needs for Kandiyohi County, including all twelve communities within the County. Calculations of housing demand from 2025 to 2035 are found in the *Demand Analysis and Conclusions* section of the report. Recommendations are also provided on the amount and types of housing that should be developed to accommodate the housing needs over the next five years. The following are key highlights from the housing needs analysis.

1. Kandiyohi County is located in west-central Minnesota and for over 160 years has seen its population grow every decade. As of 2020 it had 43,732 people and by 2040 it is projected to reach 47,175.

Kandiyohi County Population Trends & Projections

1970	1980	1990	2000	2010	2020	2030	2040
30,548	36,763	38,761	41,203	42,239	43,732	46,225	47,175

2. There are twelve communities in Kandiyohi County. Willmar had a population of 21,015 in 2020 and is by far the largest. The other eleven smaller communities combined for a population of 6,366 and there were another 16,351 people living in rural parts of the county. Much of the rural population live in homes on many of the county's lakes.

Kandiyohi County Population Change, 2010 to 2020

	2010	2020	No.
Willmar	19,610	21,015	1,405
Atwater	1,133	1,124	-9
Blomkest	157	145	-12
Kandiyohi	491	569	78
Lake Lillian	238	246	8
New London	1,251	1,252	1
Pennock	508	479	-29
Prinsburg	497	520	23
Raymond	764	782	18
Regal	34	43	9
Spicer	1,167	1,112	-55
Sunburg	100	94	-6
Rural	16,289	16,351	62
Total	**42,239**	**43,732**	**1,493**

3. Willmar is a regional center that, as of 2025, had about 16,100 jobs. Overall, about 69% of Kandiyohi County's jobs are in Willmar. Many of the County's residents commute to jobs located in Willmar.

4. Since households are occupied housing units, growth trends of households are often a better indicator of future housing needs than population growth. From 2020 to 2025, the county added over 800 households. Another 440 households are projected to be added by 2030 and between 2030 and 2040, growth of over 800 households is projected. Thus, 1,240 housing units are likely to be needed from 2025 to 2030 just to meet projected household growth.

5. Of the 17,079 households in Kandiyohi County in 2020, 12,350 were owners (72.3%) and 4,729 were renters (27.7%). Growth of renter households has outpaced growth of owners since 2000. Thus, the homeownership rate of the county decreased from 75.6% in 2000 to 73.3% in 2010 and to 72.3% in 2020. Based on housing construction so far this decade, homeownership rate has continued to decline.

6. As of 2025, the income-limit for housing affordable at 60% of area median income ("AMI") in Kandiyohi County ranged from $42,360 for a one-person household to $65,340 for a five-person household. Based on household income data, about 30% of Kandiyohi County's households would income-qualify for housing at 60% AMI. In Willmar it is higher, at about 39%. For housing affordable at 80% of AMI ($56,480/one-person to $87,120/five-person households), about half of the county's households would income-qualify.

Kandiyohi County Households by Income in 2025

Household income	No. of Households	% of Households
<$35,000	3,541	20%
$35K to $49K	1,829	10%
$50K to $74K	3,359	19%
$75K - $99K	3,075	17%
$100,000+	6,092	34%
Total	17,895	100%

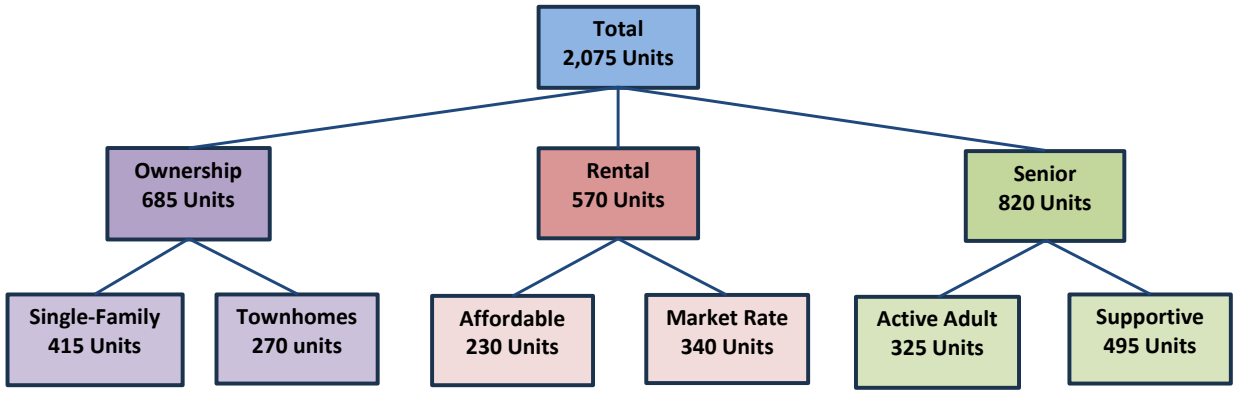
7. The median sale price of homes in Kandiyohi County increased from $174,000 in 2020 to $253,750 in 2025. This equates to an average annual increase of almost 8%. Increasing home values indicates high demand for homes in the county.

8. The countywide rental vacancy is 4.9%, which is in-line with the 5% vacancy rate that is considered healthy for a rental market. In Willmar, it is higher (5.2%) while in the smaller communities it is a combined 2.8%. Willmar's vacancy rate is higher as it is absorbing roughly 600 market rate apartments that opened so far this decade. Prior to the recent development of rental housing, Willmar's overall vacancy rate was less than 1%.

9. The county's senior housing supply was expanded this past year when two new buildings were added in Willmar – Bethesda StoneRidge and The Crossings of Willmar. Within the county, Willmar is a destination for seniors in need of supportive services. Thus, Willmar accounts for over 80% of the county's roughly 1,100 market rate senior housing units.

10. Sources of demand for housing include projected household growth, replacement of older obsolete housing, capturing a portion of commuters to jobs in the county (particularly Willmar), pent-up rental demand, and senior housing needs. All these sources combine for nearly 2,100 housing units of housing demand in Kandiyohi County between 2025 and 2035. The demand is estimated at 685 ownership units, 570 rental units, and 820 senior units.

Kandiyohi County Housing Demand – 2025 to 2035



- The demand in Kandiyohi County for 2,075 housing units is for the ten-year period from 2025 to 2035. To meet housing needs over the next five years (2026 to 2031), about 650 housing units are recommended in Willmar and about 470 housing units in the remainder of the county. The recommended types of housing are as follows:

Recommended Housing Types in Kandiyohi County from 2026 to 2031

	Willmar	Rem. of County
Ownership	**300**	**210**
Single-Family	185	165
Townhome	115	45
Rental	**140**	**110**
Market Rate	80	45
Affordable	60	65
Senior	**205**	**150**
Active Adult	80	55
Supportive	125	95
Total	**645**	**470**

- Much of the demand for single-family and townhomes in the County is for homes priced under $400,000. For these homes to become a reality, some assistance from the local cities and/or the State will likely be needed to reduce the overall costs. Some of the need can also be met by developing other housing types, such as senior housing and single-level patio homes, thereby opening up existing single-family homes when the current owners move into the new housing. Much of the demand for townhomes is for single-level

twinhomes/patio homes geared to older adults who want to move from their larger homes but do not need supportive senior housing (often referred to as “move-over” housing).

- The supply of lots is dwindling throughout the county. New subdivisions to create more lots for single-family homes and townhomes/twinhomes are recommended in Atwater, Kandiyohi, New London, Prinsburg, Raymond, Spicer, and Willmar. Because the cost of creating new subdivisions is high, public/private partnerships may be needed to help lower costs enough for new homes to be built at the recommended prices. Incentives could be through Tax Increment Financing, tax abatement, use of statewide programs from Minnesota Housing, or reduced city fees. Modular homes are also an option that could provide quality homes at prices below that of site-built homes.

- Most of the market rate rental housing demand in Willmar over the next five years will be met by the 77-unit, second phase of Lakeland apartments. It is also recommended that an income-restricted apartment be added for households earning less than 60% of AMI. In the remainder of the county, a larger workforce apartment is recommended in either New London or Spicer. Beyond that, it is recommended that most of the smaller communities add a couple single-level market rate townhomes (Atwater and Kandiyohi could also support small workforce apartments).

- In Willmar, Bethesda StoneBridge is meeting the current need for market rate active adult apartments. In addition to it, an affordable active adult apartment is recommended, as is another supportive senior housing building closer to 2030 (independent/assisted living/memory care). In the smaller communities, a new supportive senior housing development is recommended in either Spicer or New London. Single-level townhomes/twinhomes are recommended for older adults seeking to move from their larger homes and stay in their community, but who do not need supportive senior housing. Demand is likely too small in most of the communities to support a larger active adult apartment or supportive senior housing.

Atwater

Minnesota

Atwater is a community on Highway 12, about 11 miles east of Willmar. Atwater was incorporated in 1876 and steadily grew to 1,128 people in 1980. Since then, it has remained at about 1,100 (its population was 1,124 during the 2020 Census). Slight population growth is projected over the next fifteen years, with Atwater projected to reach 1,140 in 2040.

Atwater Growth Trends & Projections

1990	2000	2010	2020	2030	2040
1,053	1,079	1,133	1,124	1,130	1,140

From 2025 to 2035, demand is calculated for roughly 25 new housing units in Atwater. This includes about five to eight owned homes and close to 20 rental units. The demand for owned homes consists of both single-family homes and twinhomes. Currently, three independent senior housing apartments are under construction in a building combined with a child daycare center (Generations Living). In addition, the Kandiyohi County HRA is proposing to develop four market rate rental twinhomes. These units will meet a portion of the rental demand projected over the next five years. Recommendations for new housing over the next five years are outlined below.

Atwater Housing Recommendations from 2026 to 2031

Single-family/townhome subdivision
A new subdivision should be platted with 15+ lots to accommodate single-family homes and twinhomes. Lots should be priced to allow for homes with prices of about $350,000 to $450,000.
Workforce Apartments
A workforce apartment building with 10 to 12 units should be added. It should be market rate but with rents affordable to moderate income households. Rents should be less than $850 for one-bedroom units, $1,100 for two-bedroom units, and $1,450 for three-bedroom units.
Market Rate Rental Townhomes
Add six to eight rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

Blomkest

Minnesota

Blomkest is a community of 145 people (2020 Census) near the intersection of Highways 7 and 71, about 10 miles south of Willmar. Its 2020 population was down from its peak of 200 in 1980. There has been very little new housing construction in Blomkest in decades and thus, the household base has remained steady. Blomkest's population is projected to decline slightly in 2040 as households remain about stable but the average household size declines slightly.

Blomkest Growth Trends & Projections

1990	2000	2010	2020	2030	2040
183	186	157	145	130	120

From 2025 to 2035, Blomkest is projected to lose five households. However, with replacement demand, there is potential to add three new housing units. It is not recommended that a new single-family subdivision or apartment be developed in Blomkest. Instead, a goal should be to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community. Recommendations for new housing over the next five years are outlined below.

Blomkest Housing Recommendations from 2026 to 2031

Single-family homes on infill lots
Blomkest should strive to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community.

Kandiyohi

Minnesota

Kandiyohi is a community of 569 people (2020 Census) on Highway 12, about four miles east of Willmar. It is within the Willmar School District. The 2020 population of 569 was Kandiyohi's peak. Projections are that Kandiyohi's population will continue to grow, reaching new peaks in 2030 (590) and 2040 (600). Growth will require additional housing be added since Kandiyohi has a low rental vacancy rate and single-family homes are occupied as well. Currently, Kandiyohi does not have any active subdivisions with lots available.

Kandiyohi Growth Trends & Projections

1990	2000	2010	2020	2030	2040
506	555	491	569	590	600

Demand is calculated for about 20 additional housing units in Kandiyohi from 2025 to 2035. This demand consists of six to 10 owned homes and 10 to 14 rental units. The owned homes consist of both single-family homes and twinhomes. Recommendations for new housing over the next five years are outlined below.

Kandiyohi Housing Recommendations from 2026 to 2031

Single-family/townhome subdivision
A subdivision should be created with approximately 15 single-family/townhome lots. Lots should be priced to allow for homes with prices of about $350,000 to $450,000.
Workforce Apartments
A workforce apartment building with 10 to 12 units should be added. It should be market rate but with rents affordable to moderate income households. Rents should be less than $850 for one-bedroom units, $1,100 for two-bedroom units, and $1,450 for three-bedroom units.
Market Rate Rental Townhomes
Add two to four rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

Lake Lillian

Minnesota

Lake Lillian is a community of 246 people (2020 Census) in the southeastern corner of Kandiyohi County, on Highway 7. Its peak population was in 1950 when it reached 358. Lake Lillian's biggest population decline since then was during the 1980s when it lost 100 people. Otherwise, Lake Lillian grew during the 1970s, 1990s, and 2010s. Growth during the 2010s was attributed to an increase in the average household size, as the number of households declined. Projections are that Lake Lillian's household base will decline slightly from 2025 to 2040 (-5 households). This decline will likely result in a slight decline in population as well.

Lake Lillian Growth Trends & Projections

1990	2000	2010	2020	2030	2040
229	257	238	246	250	240

From 2025 to 2035, demand is calculated for about six new housing units. This is despite a projected decline in its household base. Demand is projected to come primarily from replacement need of older homes that become either physically or functionally obsolete. Because overall housing demand is limited, it is not recommended that a new single-family subdivision or larger apartment be developed. Instead, a goal should be to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community. Recommendations for new housing over the next five years are outlined below.

Lake Lillian Housing Recommendations from 2026 to 2031

Single-family homes on infill lots
Lake Lillian should strive to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community.
Market rate rental townhomes
Add two to four rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

New London

Minnesota

With 1,252 people (2020 Census), New London is Kandiyohi County's second largest community. It has grown in all but two decades since 1890. Housing development has been robust in New London in comparison to other Kandiyohi County communities. Building permits were issued for 92 housing units during the 2000s, 129 units during the 2010s, and 83 units during the six years of this decade. With the growth in housing, New London's population is projected to break 1,500 by 2040.

New London Growth Trends & Projections

1990	2000	2010	2020	2030	2040
971	1,066	1,251	1,252	1,385	1,510

From 2025 to 2035, demand is calculated for roughly 130 new housing units in New London. The demand is largely from projected household growth, but also replacement need and pent-up rental demand. Recommendations for new housing over the next five years are outlined below.

New London Housing Recommendations from 2026 to 2031

Single-family/townhome subdivision
To keep pace with demand, new subdivisions are recommended with more than 40 lots within the next five years to accommodate single-family homes generally priced from $400,000 to $500,000 and townhomes with base prices of about $325,000.
Workforce apartments
A workforce apartment(s) with about 75 units combined with Spicer should be built within the next five years. It should be market rate but with rents affordable to moderate income households. Rents should be less than $850 for one-bedroom units, $1,100 for two-bedroom units, and $1,450 for three-bedroom units.
Market rate rental townhomes
Add 12 to 16 single-level rental townhomes and 20 to 30 two-story townhomes. Units should be a mix of two- and three bedrooms and all units should have attached garages. Two-story units would largely be appealing to younger renters and one-level units to seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.
Supportive senior housing
By 2031, a 90-unit supportive senior housing building should be built in either New London or Spicer. It should include a mix of independent, assisted living, and memory care units.

Pennock

Minnesota

Pennock is a community of 479 people (2020 Census) on Highway 12, about five miles west of Willmar. It is within the Willmar School District. After reaching a peak of 508 in 2010, the population declined slightly last decade, despite the addition of five homes. Projections are that Pennock will experience slight population (-20) and household (-5) decline from 2025 to 2040.

Pennock Growth Trends & Projections

1990	2000	2010	2020	2030	2040
476	504	508	479	470	455

From 2025 to 2035, demand is calculated for roughly ten new housing units. This includes about five additional owned homes and five rental units. With its close proximity to Willmar, it is likely that Pennock can exceed its growth projections. Eighteen lots remain in the Dirks 4th Addition. Thus, it should meet the need for owned homes over the next five years. Additional lots in a new subdivision are not recommended. Recommendations for new housing over the next five years are outlined below.

Pennock Housing Recommendations from 2026 to 2031

Market rate rental townhomes
Add four to six rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

Prinsburg

Minnesota

Prinsburg is a community of 520 people (2020 Census) on Highway 7, about 14 miles southwest of Willmar. The 2020 population was up from 497 in 2010, but down from a peak of 557 in 1980. Prinsburg consists mostly of single-family homes, with only a few rental units, most of which are also single-family homes. Thus, Prinsburg has a high homeownership rate (88%). Slight population growth is projected over the next fifteen years, with Prinsburg projected to reach 545 people and 215 households in 2040.

Prinsburg Growth Trends & Projections

1990	2000	2010	2020	2030	2040
502	458	497	520	535	545

From 2025 to 2035, demand is calculated for roughly sixteen to 24 new housing units in Prinsburg. This includes about six to ten additional owned homes and ten to 14 rental units. Recommendations for new housing over the next five years are outlined below.

Prinsburg Housing Recommendations from 2026 to 2031

Single-family/townhome subdivision
There are only two remaining lots in the Prinsburg Sunset subdivision. To meet demand, an additional subdivision with 12 or more lots is recommended in Prinsburg. Lots should be priced to accommodate single-family homes generally priced from $400,000 to $500,000 and townhomes with base prices of about $325,000.
Market rate rental townhomes
Add four to six rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

Raymond

Minnesota

Raymond is a community of 782 people (2020 Census) on Highway 23, about nine miles southwest of Willmar. Raymond experienced population growth during most of the decades since its incorporation in 1887 until 2000, when it reached its peak at 803. After a loss of 39 people during the 2000s, Raymond rebounded with growth of 18 people last decade. Growth is projected over the next fifteen years, with Raymond projected to reach 840 people and 335 households in 2040.

Raymond Growth Trends & Projections

1990	2000	2010	2020	2030	2040
668	803	764	782	825	840

From 2025 to 2035, demand is calculated for roughly sixteen to 24 new housing units in Raymond. This includes about six to ten additional owned homes and ten to 14 rental units. The projected demand exceeds the household growth experienced during both the 2000s and the 2010s. Recommendations for new housing over the next five years are outlined below.

Raymond Housing Recommendations from 2026 to 2031

Single-family/townhome subdivision
There is only one lot remaining in the First Street South subdivision. To meet demand, an additional subdivision with 10 or more lots is recommended in Raymond. Lots should be priced to accommodate single-family homes generally priced over $400,000 and townhomes with base prices of about $325,000.
Market rate rental townhomes
Add four to six rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

Regal

Minnesota

Regal is on Highway 55 in the far northeastern part of the County, about 22 miles from Willmar. Regal's population of 43 (2020 Census) makes it Kandiyohi County's smallest community. It's peak was 70 people in 1980. Since 1990, its population has generally fluctuated around its current size (low of 34, high of 51). There has been very little new housing construction in Regal in decades and thus, the household base has remained steady. Regal's population and household base is projected to remain stable over the next fifteen years.

Regal Growth Trends & Projections

1990	2000	2010	2020	2030	2040
51	40	34	43	45	45

Demand for additional owner- and renter-occupied housing in Regal is limited. Thus, it is not recommended that a new single-family subdivision or apartment be developed in Regal. Instead, a goal should be to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community. Recommendations for new housing over the next five years are outlined below.

Regal Housing Recommendations from 2026 to 2031

Single-family homes on infill lots
Regal should strive to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community.

Spicer

Minnesota

Spicer is located about nine miles north of Willmar; connected by Highway 23. It is situated on the southwestern shore of Green Lake, which is lined with homes that are mostly outside Spicer's city limits. While Spicer had a population of 1,112 people in 2020, its zip code (56288) had a population of just over 4,400. Building permits were issued for 47 housing units during the 2000s, 35 units during the 2010s, and 64 so far this decade. Spicer's population is projected to continue growing, reaching 1,280 in 2040. With its location on Green Lake close to Willmar, Spicer has the potential to exceed its growth projections.

Spicer Growth Trends & Projections

1990	2000	2010	2020	2030	2040
1,020	1,126	1,167	1,112	1,255	1,280

From 2025 to 2035, demand is calculated for roughly 85 new housing units in Spicer. The demand is largely from projected household growth, but also replacement need and pent-up rental demand. The total demand is for about 55 new rental units and 30 new owner-occupied units. Recommendations for new housing over the next five years are outlined below.

Spicer Housing Recommendations from 2026 to 2031

Single-family/townhome subdivision
To keep pace with demand, new subdivisions are recommended with more than 20 lots within the next five years to accommodate single-family homes generally priced from $400,000 to $500,000 and townhomes with base prices of about $325,000.
Workforce apartments
A workforce apartment(s) with about 75 units in Spicer or New London should be built within the next five years. It should be market rate but with rents affordable to moderate income households. Rents should be less than $850 for one-bedroom units, $1,100 for two-bedroom units, and $1,450 for three-bedroom units.
Market rate rental townhomes
Add 10 to 12 single-level rental townhomes, in addition to the 20 two-story townhomes in Southern Bluff's final phase. Units should be mostly two-bedroom units and all should have attached garages. One-level units would primary appeal to seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.
Supportive senior housing
By 2031, a 90-unit supportive senior housing should be built in either New London or Spicer. It should include a mix of independent, assisted living, and memory care units.

Sunburg

Minnesota

Sunburg's population of 94 (2020 Census) places it as Kandiyohi County's second smallest community. Sunburg is on Highway 9 in the northwestern part of the County, about 23 miles from Willmar. Sunburg's peak population was 161 in 1960. The population has declined slightly each decade since then (it was 110 in 2000 and 100 in 2010). Projections are that Sunburg will continue to see a slight decline in its household base through 2040.

Sunburg Growth Trends & Projections

1990	2000	2010	2020	2030	2040
117	110	100	94	90	80

From 2025 to 2040 there is projected to be an additional loss of five households. However, the projected loss is partly based on historical trends. Through replacement need of older homes, there is projected demand in Sunburg for additional housing – estimated at two to four homes.

Because demand for additional housing in Sunburg is limited, it is not recommended that a new single-family subdivision or apartment be developed in Sunburg. Instead, a goal should be to maintain the quality of the existing housing stock and develop one or two single-family homes and one or two rental twinhomes on in-fill lots within the community. Recommendations for new housing over the next five years are outlined below.

Sunburg Housing Recommendations from 2026 to 2031

Single-family homes on infill lots
Sunburg should strive to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community.
Market rate rental townhomes
Add two to four rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

Willmar

Minnesota

Willmar is centrally located in Kandiyohi County, which is in west-central Minnesota. Willmar's population has grown every decade since its founding in 1874, and as of 2020 it had reached 21,015 people. This was roughly half of the county's total population of 43,732. As the economic hub of Kandiyohi County, Willmar contains nearly 69% of the County's jobs.

Growth should continue over the next fifteen years, with Willmar projected to reach 24,000 people and 9,175 households in 2040.

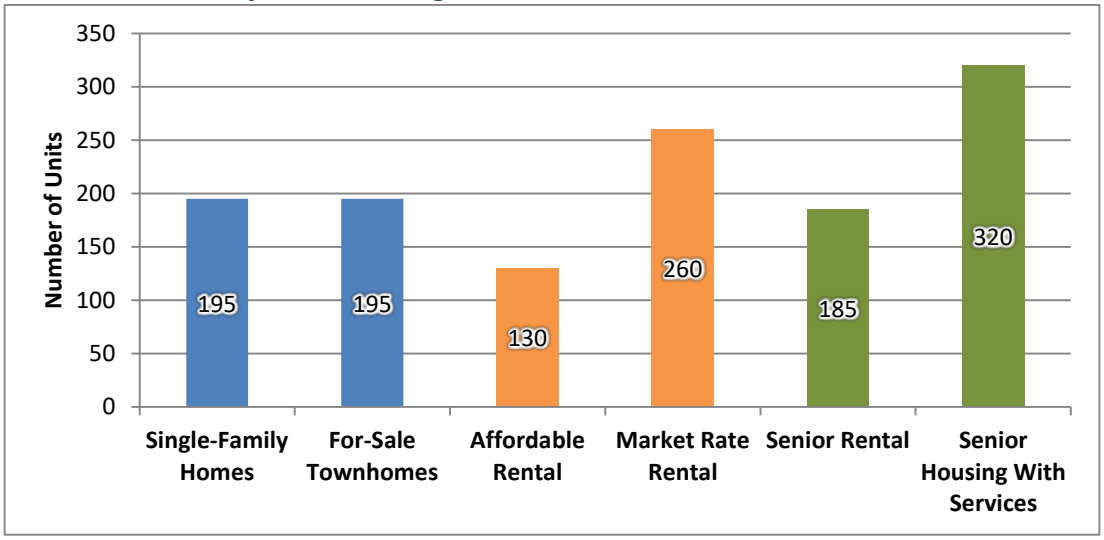
Willmar Growth Trends & Projections

1990	2000	2010	2020	2030	2040
17,531	18,351	19,610	21,015	23,000	24,000

New housing developments in Willmar resulted in growth of 375 households during the 2000s and 198 households during the 2010s. Growth is continuing in Willmar with nearly 800 new apartments already built since 2020.

During the ten-year period from 2025 to 2035, demand is calculated for roughly 780 new owner-occupied and renter-occupied housing units in Willmar. Combined with senior housing, there is demand for about 1,285 total units. The greatest share is for senior housing – primarily senior housing with services, such as independent, assisted living, and memory care housing. Senior housing demand is followed by rental housing (about 390 units). Single-family homes and townhomes/twinhomes also combine for total demand of 390 ownership units.

Projected Housing Demand in Willmar, 2025 to 2035



Specific recommendations to meet Willmar's housing needs over the next five years are highlighted below. Combined, the recommended types of housing total about 550 housing units. Tools such as tax increment financing or other public incentives may be necessary to make new housing development financially feasible. Modular homes are also an option that could provide quality homes at prices below that of site-built homes.

Willmar Housing Recommendations from 2026 to 2031

Single-family subdivision
To keep pace with demand, new subdivisions are recommended with more than 25 lots within the next five years to accommodate single-family homes generally priced over $400,000.
One-story for-sale townhomes / twinhomes
Create a subdivision(s) with lots for 55 to 70 one-level townhomes. Homes should have two-car attached garages and be priced at $375,000 to $450,000. One-level townhomes would largely appeal to older adults/seniors (move-over housing).
Two-story for-sale townhomes
Create a subdivision(s) with lots for 55 to 70 two-level townhomes. Homes should have two-car attached garages and be priced at less than $350,000. Two-story units would largely appeal to younger households, including first-time buyers and couples with and without children.
Market rate apartments
The second phase to Lakeland Apartments (75 units) will accommodate much of the market rate rental demand in Willmar over the next five years. The community's overall vacancy rate should be monitored to determine if another market rate apartment will be needed within the next five years.
Student apartments
A 45 to 50-unit apartment development within walking distance to Ridgewater College that is geared toward students is recommended. With an average of three students per unit – that would equate to about 150 students, or about 20% of the students taking on-campus classes.
Affordable apartments
Add a 55 to 65-unit apartment development income restricted to households earning 60% or less of Area Median Income should be built.
Supportive senior housing
The Crossings of Willmar opened in 2026 with 76 units of assisted living and memory care housing. By 2031, another building(s) with 115 to 140 units of independent, assisted living, and memory care housing should be added.
Active adult rental housing
Bethesda StoneRidge opened in 2025 with 118 active adult rental units. It is market rate. By 2031, an affordable (income-restricted) active adult apartment with 75 to 90 units should be added to meet the needs of lower- and moderate-income seniors.
Disabled Housing
In recommended apartments, one or two units should be accessible to disabled individuals. One to two homes should be added to the supply of Willmar's homes licensed as a Community Residential Setting (CRS home). Funding for the Bridges to Bridges program should be increased to allow vouchers for up to six additional people with a mental illness. The supply of West Central Mental Health Housing's scattered site homes for people with a mental illness should be expanded by up to six homes.

Purpose and Scope of Study

Viewpoint Consulting Group, Inc. was engaged by the Kandiyohi County Economic Development Commission to conduct an analysis of the housing needs in Kandiyohi County. The purpose of this analysis is to calculate the depth of unmet demand for various housing types in the county, including in each of its twelve communities, through 2035. Based on the analysis, recommendations are provided on specific housing developments that could be developed over the next five years to meet the unmet need.

Scope of Services

The scope of this study includes the following:

1. Analysis of demographic trends and characteristics and economic conditions as they relate to the potential demand for additional housing in Kandiyohi County.
2. Analysis of current market conditions in the county for owner-occupied housing, rental housing, senior housing, and disabled housing.
3. Calculation of demand for owner-occupied, renter-occupied, senior, and disabled housing in the county from 2025 to 2035.
4. Recommendations on appropriate housing types to develop within the next five years to satisfy unmet housing demand.

The data analyzed in this report includes both primary and secondary data. Primary data is data collected by Viewpoint Consulting Group, Inc. through interviews with property managers, Realtors, major employers, staff with communities within the county, and other housing professionals. Secondary data is gathered from other sources and is accurate to the best of our knowledge. Secondary data utilized in this report is from the U.S. Census Bureau, Minnesota Department of Employment and Economic Development, Minnesota Demographic Center, Kandiyohi County Assessor, and ESRI (a national demographic firm).

Kandiyohi County Overview

Kandiyohi County is in west-central Minnesota, about 90 miles west of Minneapolis and 65 miles southwest of St. Cloud. It had a population of 43,732 in 2020. The county seat is Willmar, which at 21,015 people, is its largest community. There are 11 other communities in the County that as of the 2020 Census ranged from 43 people (Regal) to 1,252 people (New London).

Cities in Kandiyohi County

Atwater	Prinsburg
Blomkest	Raymond
Kandiyohi	Regal
Lake Lillian	Spicer
New London	Sunburg
Pennock	Willmar

DRAFT

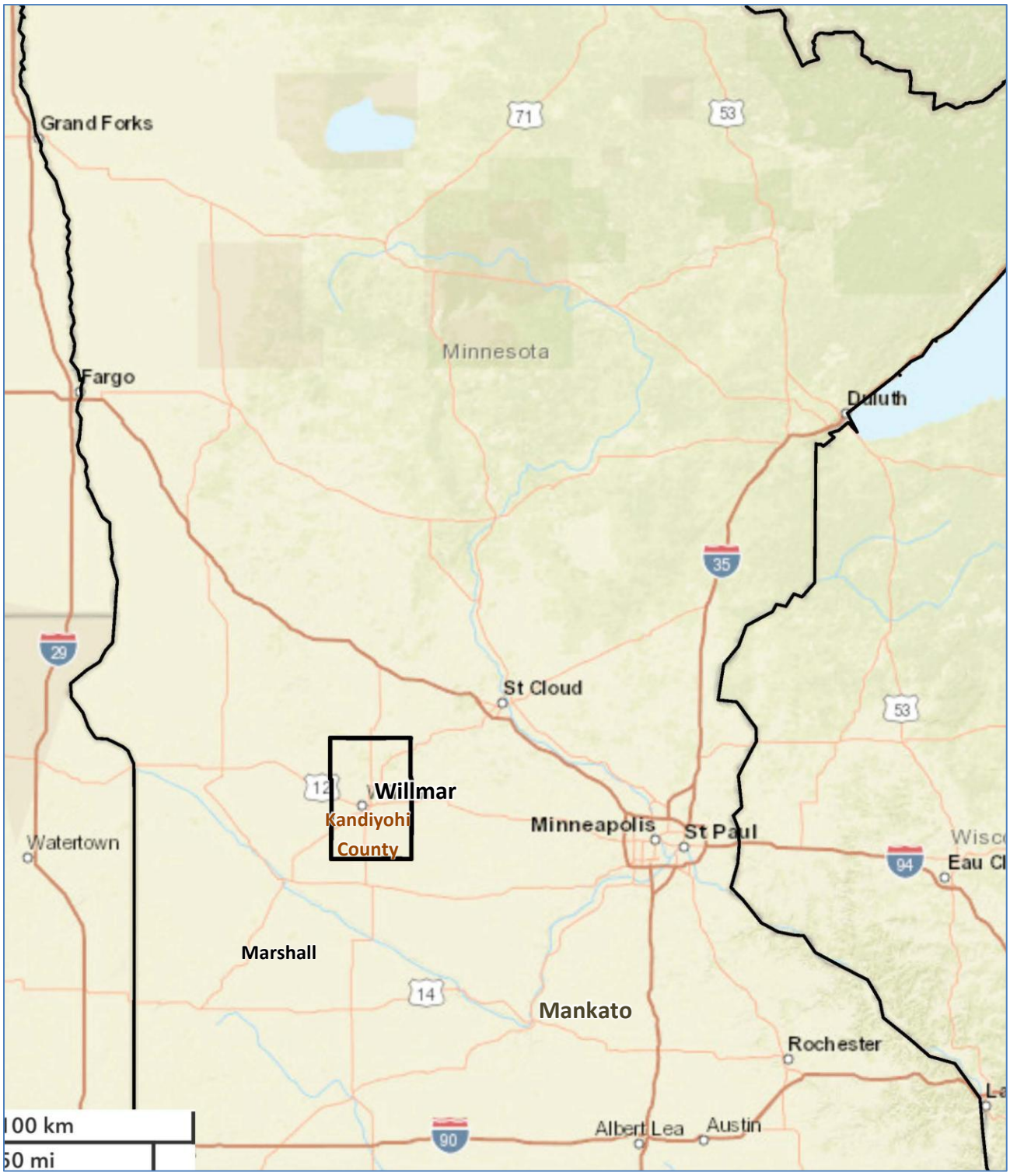
Willmar is centered within the County and is the economic center of a multi-county area. It has about 16,100 jobs, which is about 69% of Kandiyohi County's total jobs. Many of the jobs in Willmar are filled by people commuting from homes elsewhere in the County and beyond. After Willmar, the greatest concentration of jobs are in New London and Spicer (about 800 and 900 jobs, respectively). In addition to its large job base, Willmar is a health care center (it is home to CentraCare Health - Rice Memorial Hospital) and has a large retail base that serves the greater surrounding region (retail in Willmar includes Walmart, Kohl's, Menards, and The Home Depot).

Willmar's diverse economy has helped it and the County to consistently grow. From 1980 to 2020, Willmar grew by 32.2% and the Remainder of the County grew by 8.9%.

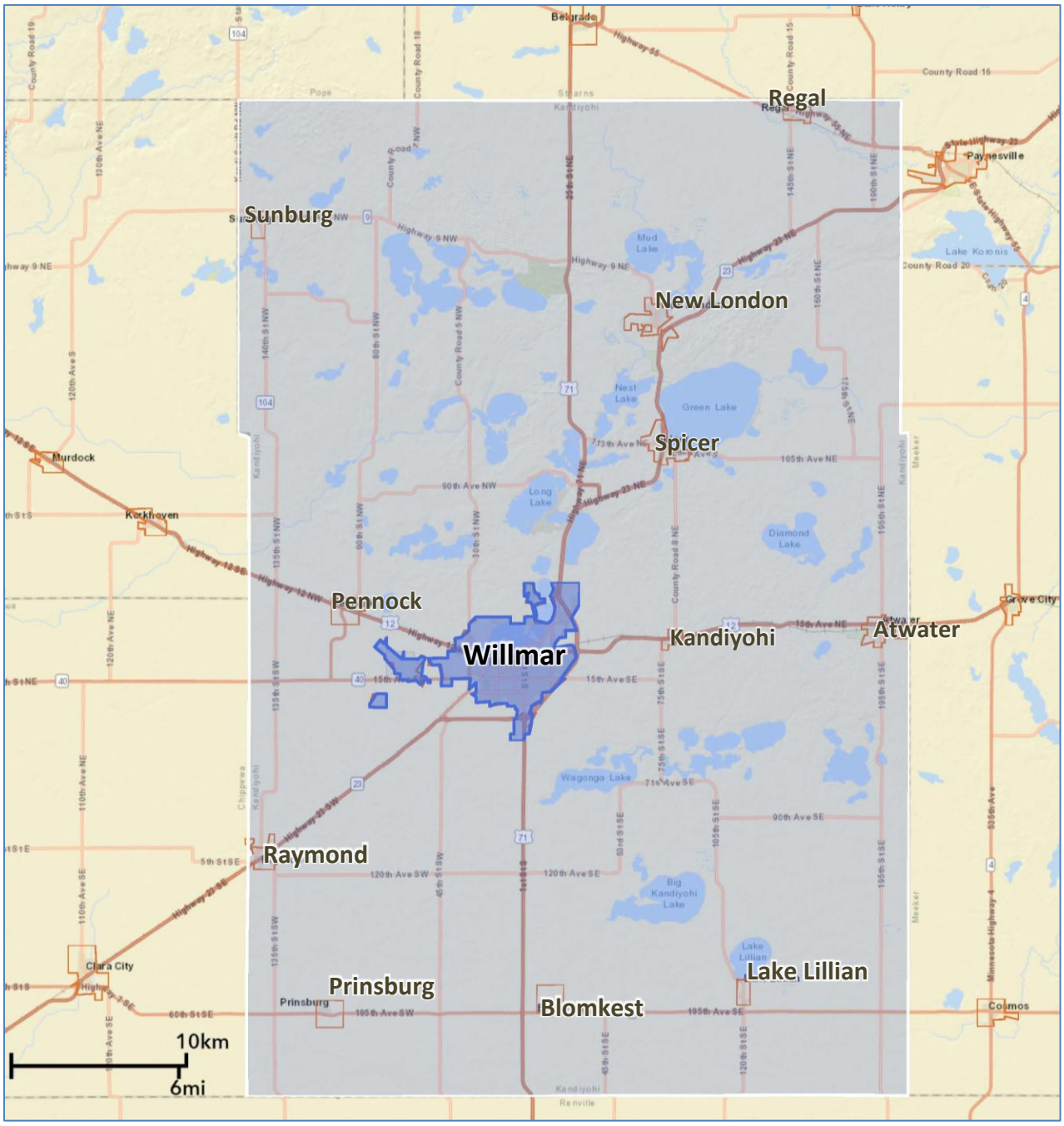
Kandiyohi County Population

	Kandiyohi County	Willmar	Remainder of County
1940	26,524	7,623	18,901
1950	28,644	9,410	19,234
1960	29,987	10,417	19,570
1970	30,548	12,869	17,679
1980	36,763	15,895	20,868
1990	38,761	17,531	21,230
2000	41,203	18,351	22,852
2010	42,239	19,610	22,629
2020	43,732	21,015	22,717

Kandiyohi County Regional Location



Kandiyohi County



Demographic and Employment Analysis

This section of the report examines demographic and economic factors related to the current and future demand for housing in Kandiyohi County. Demographic factors examined include population and household growth trends, population age distribution, and households by income, tenure, and size. Economic factors include employment growth trends, jobs by industry types, and major employer interviews. A review of these characteristics provides insight into the demand for various types of housing in each of the communities.

Study Area Definition

Demographic data for Kandiyohi County is examined in this housing analysis. It is recognized that growth trends and characteristics of the county and each community within the county shed the greatest insight into future housing demand. However, for some types of housing, particularly senior housing, seniors currently living just beyond the county's border are also a potential market.

Demographic Highlights

The following are key demographic highlights as they pertain to the need for housing in Kandiyohi County. Demographic data was obtained from the U.S. Census Bureau, from both the decennial census and the American Community Survey. Population and household projections were made by Viewpoint Consulting Group, Inc. based on data provided by the Census Bureau, ESRI, and the Minnesota Demographic Center, along with local building trends and employment growth trends.

Population and Household Growth Trends

- Kandiyohi County's population grew by 3.5% during the 2010s, reaching 43,732 in 2020. The growth last decade exceeded growth the previous decade when it grew by 2.5%.

- Willmar's population was 21,015 in 2020, which was up by 1,405 people from 2010. Overall, Willmar accounted for nearly all the growth in the County last decade (+1,493 people). Five of the smaller communities grew slightly and seven declined slightly.

- Willmar increased its share of the County's population from 45% in 1990 to 48% in 2020.

- Willmar's population in 2020 was nearly half the total population of Kandiyohi County. After Willmar, the greatest portion of the population lived in rural areas, which includes on the many lakes in the northern part of the County (37%). The eleven smaller communities combined to account for 15% of the County's population. The largest of these was New London (1,252 people) and the smallest was Regal (43 people).

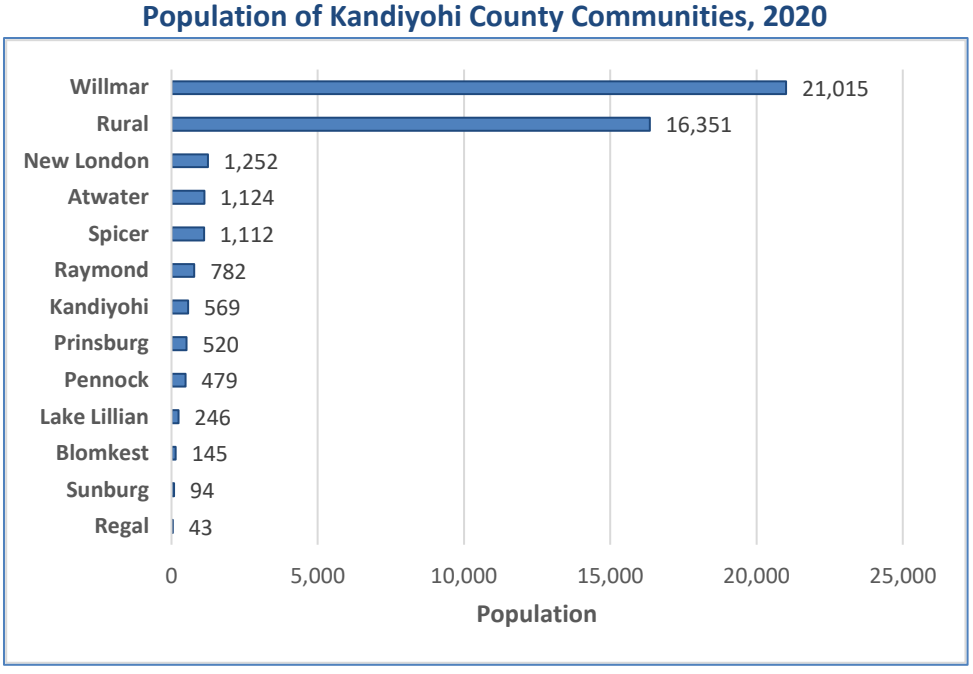


Table 1
Population and Household Growth Trends
Kandiyohi County
1990 to 2020

	---- Census ----				--- Change --- 2000 to 2010		2010 to 2020	
	1990	2000	2010	2020	No.	Pct.	No.	Pct.
POPULATION								
Willmar	17,531	18,351	19,610	21,015	1,259	6.9	1,405	7.2
Atwater	1,053	1,079	1,133	1,124	54	5.0	-9	-0.8
Blomkest	183	186	157	145	-29	-15.6	-12	-7.6
Kandiyohi	506	555	491	569	-64	-11.5	78	15.9
Lake Lillian	229	257	238	246	-19	-7.4	8	3.4
New London	971	1,066	1,251	1,252	185	17.4	1	0.1
Pennock	476	504	508	479	4	0.8	-29	-5.7
Prinsburg	502	458	497	520	39	8.5	23	4.6
Raymond	668	803	764	782	-39	-4.9	18	2.4
Regal	51	40	34	43	-6	-15.0	9	26.5
Spicer	1,020	1,126	1,167	1,112	41	3.6	-55	-4.7
Sunburg	117	110	100	94	-10	-9.1	-6	-6.0
Rural	15,454	16,668	16,289	16,351	-379	-2.3	62	0.4
Total	**38,761**	**41,203**	**42,239**	**43,732**	**1,036**	**2.5**	**1,493**	**3.5**
Greater Minn.	2,086,378	2,277,417	2,454,358	2,543,390	176,941	7.8	89,032	3.6
Minnesota	4,375,099	4,919,479	5,303,925	5,706,494	384,446	7.8	402,569	7.6
HOUSEHOLDS								
Willmar	6,678	7,302	7,677	7,875	375	5.1	198	2.6
Atwater	415	461	468	459	7	1.5	-9	-1.9
Blomkest	63	66	68	70	2	3.0	2	2.9
Kandiyohi	191	215	202	226	-13	-6.0	24	11.9
Lake Lillian	103	124	121	112	-3	-2.4	-9	-7.4
New London	389	415	521	556	106	25.5	35	6.7
Pennock	162	166	174	170	8	4.8	-4	-2.3
Prinsburg	191	188	207	205	19	10.1	-2	-1.0
Raymond	264	310	307	311	-3	-1.0	4	1.3
Regal	21	19	19	20	0	0.0	1	5.3
Spicer	429	528	520	538	-8	-1.5	18	3.5
Sunburg	49	51	47	40	-4	-7.8	-7	-14.9
Rural	5,343	6,091	6,401	6,497	310	5.1	96	1.5
Total	**14,298**	**15,936**	**16,732**	**17,079**	**796**	**5.0**	**347**	**2.1**
Greater Minn.	772,349	873,671	969,478	1,014,464	95,807	11.0	44,986	4.6
Minnesota	1,647,853	1,895,127	2,087,227	2,253,990	192,100	10.1	166,763	8.0

Sources: US Census, Viewpoint Consulting Group, Inc.

Average Household Size

- Kandiyohi County had an average household size in 2020 of 2.50 people per household. Average household size is the number of people living in households divided by the number of households (it excludes people living in institutions, such as nursing homes, dormitories, group quarters, and prisons).

- As shown below, Willmar's average household size declined during the 1990s and 2000s but then increased during the 2010s. This was a trend shared by Kandiyohi County and Minnesota.

- Willmar had a smaller average household size than Kandiyohi County from 1990 to 2010. However, Willmar's increase during the 2010s resulted in Willmar having a higher average household size than Kandiyohi County in 2020 for the first time.

Table 2
Average Household Size (People per Household)
Kandiyohi County
1990 to 2020

	------ Census ------			
	1990	**2000**	**2010**	**2020**
Willmar	2.48	2.44	2.43	2.56
Atwater	2.54	2.31	2.37	2.41
Blomkest	2.90	2.82	2.31	2.07
Kandiyohi	2.65	2.57	2.42	2.51
Lake Lillian	2.22	2.07	1.96	2.16
New London	2.50	2.13	2.28	2.16
Pennock	2.94	3.04	2.92	2.80
Prinsburg	2.63	2.44	2.40	2.51
Raymond	2.53	2.59	2.49	2.51
Regal	2.43	2.11	1.79	2.15
Spicer	2.38	2.13	2.20	2.04
Sunburg	2.39	2.16	2.13	2.13
Kandiyohi County	2.64	2.53	2.46	2.50
Minnesota	2.58	2.52	2.48	2.47

Sources: US Census; Viewpoint Consulting Group, Inc.

Population and Household Growth Projections

- Through the first half of this decade, the County's population is estimated to have grown by 1,838 people, which already exceeds the growth experienced all of last decade. Again, most of the growth has occurred in Willmar. Overall, Kandiyohi County's population is projected to grow by 5.7% this decade (2020 to 2030). Additional housing will be needed to accommodate future residents and to meet the growth projections. It is projected that the County will add about 1,250 households this decade.

- Willmar is projected to add 800 households from 2020 to 2030. This equates to a 10.2% growth rate. The household growth rate also greatly exceeds Willmar's growth rate last decade (+2.6%), when very few multifamily units were developed. In the first half of this decade, about 700 new multifamily units had already been added.

- The projected growth of 800 households in Willmar this decade is greater than what was experienced during the 2000s (+375) and 2010s (+198). However, it is not completely unprecedented. During the 1990s, Willmar added 624 households (+9.3%).

- Household growth is a better indicator of overall housing demand since households, by definition, are occupied housing units. With projected growth of about 1,250 households this decade, there would essentially need to be 1,250 new housing units added to accommodate this growth. Additional housing units will be needed to accommodate pent-up demand and replacement demand.

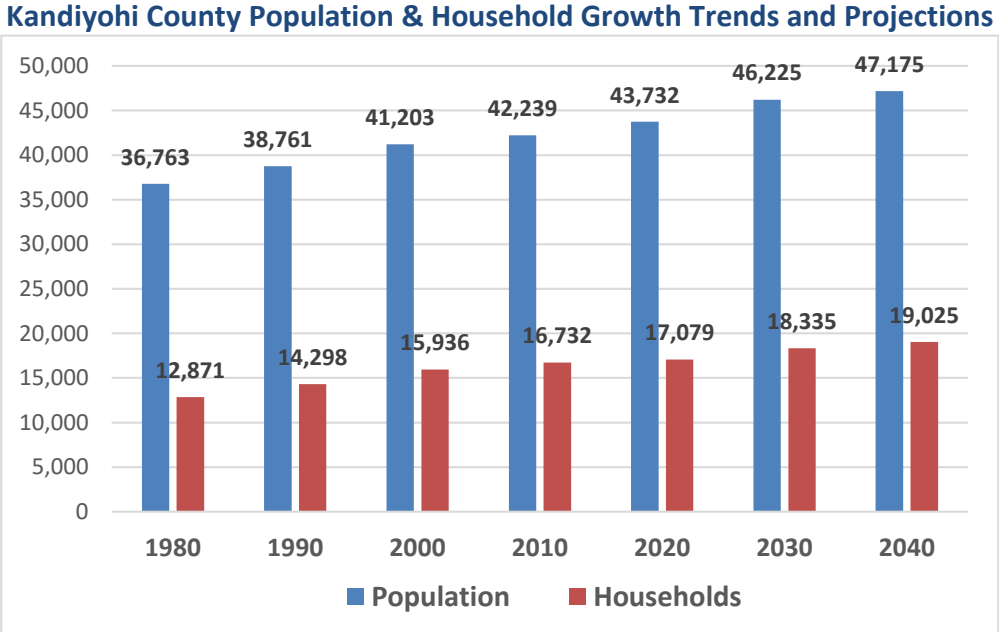


Table 3
Population and Household Growth Projections
Kandiyohi County
2010 to 2040

	-- Census --		Estimate	--- Projections ---		--- Change --- 2020 to 2030		2030 to 2040	
	2010	2020	2025	2030	2040	No.	Pct.	No.	Pct.
POPULATION									
Willmar	19,610	21,015	22,600	23,000	24,000	1,985	9.4	1,000	4.3
Atwater	1,133	1,124	1,100	1,130	1,140	6	0.5	10	0.9
Blomkest	157	145	135	130	120	-15	-10.3	-10	-7.7
Kandiyohi	491	569	565	590	600	21	3.7	10	1.7
Lake Lillian	238	246	250	250	240	4	1.6	-10	-4.0
New London	1,251	1,252	1,310	1,385	1,510	133	10.6	125	9.0
Pennock	508	479	475	470	455	-9	-1.9	-15	-3.2
Prinsburg	497	520	525	535	545	15	2.9	10	1.9
Raymond	764	782	810	825	840	43	5.5	15	1.8
Regal	34	43	45	45	45	2	4.7	0	0.0
Spicer	1,167	1,112	1,200	1,255	1,280	143	12.9	25	2.0
Sunburg	100	94	95	90	80	-4	-4.3	-10	-11.1
Rural	16,289	16,351	16,460	16,520	16,320	169	1.0	-200	-1.2
Kandiyohi County	**42,239**	**43,732**	**45,570**	**46,225**	**47,175**	**2,493**	**5.7**	**950**	**2.1**
Greater Minnesota	2,454,358	2,543,390	2,620,000	2,650,000	2,720,000	*106,610*	*4.2*	*70,000*	*2.6*
Minnesota	*5,303,925*	5,706,494	5,875,000	*6,050,000*	*6,210,000*	*343,506*	*6.0*	*160,000*	*2.6*
HOUSEHOLDS									
Willmar	7,677	7,875	8,410	8,675	9,175	800	10.2	500	5.8
Atwater	468	459	455	465	470	6	1.3	5	1.1
Blomkest	68	70	70	70	65	0	0.0	-5	-7.1
Kandiyohi	202	226	225	235	240	9	4.0	5	2.1
Lake Lillian	121	112	110	110	105	-2	-1.8	-5	-4.5
New London	521	556	610	660	750	104	18.7	90	13.6
Pennock	174	170	175	175	170	5	2.9	-5	-2.9
Prinsburg	207	205	205	210	215	5	2.4	5	2.4
Raymond	307	311	325	330	335	19	6.1	5	1.5
Regal	19	20	20	20	20	0	0.0	0	0.0
Spicer	520	538	575	625	645	87	16.2	20	3.2
Sunburg	47	40	40	40	35	0	0.0	-5	-12.5
Rural	6,401	6,497	6,675	6,720	6,800	223	3.4	80	1.2
Kandiyohi County	**16,732**	**17,079**	**17,895**	**18,335**	**19,025**	**1,256**	**7.4**	**690**	**3.8**
Greater Minnesota	969,478	1,014,464	1,055,000	1,073,000	1,105,000	*58,536*	*5.8*	*32,000*	*3.0*
Minnesota	*2,087,227*	2,253,990	2,375,000	2,460,000	2,535,000	*206,010*	*9.1*	*75,000*	*3.0*

Sources: US Census, MN Demographic Center, Viewpoint Consulting Group, Inc.

Population Age Distribution

- The greatest growth rate in Kandiyohi County this decade (2020 to 2030) is projected among seniors. This is a nationwide trend as the first baby boomers began turning 75 in 2021. Growth of this age group should lead to increased need for single-level townhomes and senior housing.

- The only age group projected to experience a population decline this decade is 55-to-64-year-olds. Again, this is a nationwide trend as baby boomers (born between 1946 and 1964) are aging out of the 55 to 64 age group and being replaced by Generation X.

- Children (under age 20) are projected to grow slightly over the next five years as age-25-to-54 people also grow. The growth of children will stem from growth of families. People aged 25 to 54 are projected to grow by about 1,355 in the County this decade.

- Growth in the County of both younger people and seniors should lead to a variety of housing types needed to accommodate growth of people in various life-cycle stages – including owned and rented housing and senior housing.

- Seniors aged 75 and over are the primary target market for senior housing. This age group numbered 3,470 in the County in 2010. It grew to 3,625 in 2020 (+4.4%). With the first baby boomers having turned age 75 in 2021, the population is growing at a much faster pace this decade. There are projected to be 4,970 age 75+ seniors in the County in 2030 (an increase of 37% from 2020).

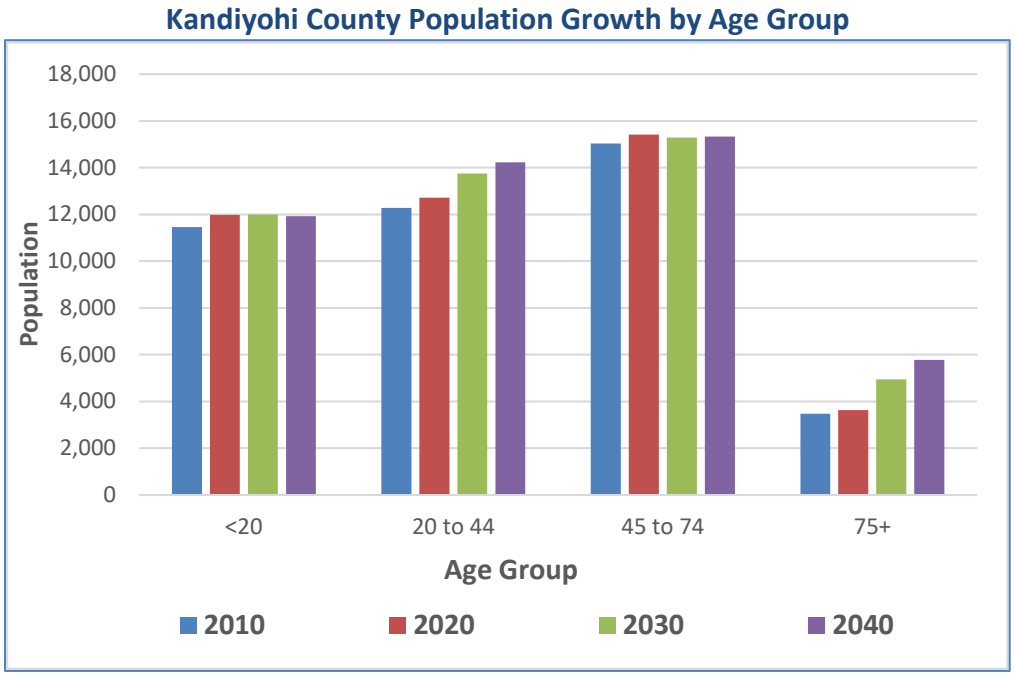


Table 4
Projected Population Growth by Age
Kandiyohi County
2010 to 2040

					---- Change ----			
					2010 - 2020		2020 - 2030	
	2010	2020	2030	2040	No.	Pct.	No.	Pct.
Willmar								
<20	5,714	6,295	6,545	6,750	581	10.2%	250	4.0%
20-24	1,700	1,436	1,700	1,715	-264	-15.5%	264	18.4%
25-34	2,647	2,997	3,105	3,385	350	13.2%	108	3.6%
35-44	2,096	2,473	2,945	2,890	377	18.0%	472	19.1%
45-54	2,389	2,023	2,445	2,575	-366	-15.3%	422	20.9%
55-64	1,974	2,207	1,960	2,300	233	11.8%	-247	-11.2%
65-74	1,222	1,834	2,050	1,720	612	50.1%	216	11.8%
75 - 84	1,093	1,061	1,475	1,645	-32	-2.9%	414	39.0%
85+	775	689	775	1,020	-86	-11.1%	86	12.5%
Total	19,610	21,015	23,000	24,000	1,405	7.2%	1,985	9.4%
Small Towns								
<20	1,726	1,633	1,545	1,235	-93	-5.4%	-88	-5.4%
20-24	364	340	380	360	-24	-6.6%	40	11.8%
25-34	824	858	750	895	34	4.1%	-108	-12.6%
35-44	696	745	805	910	49	7.0%	60	8.1%
45-54	888	663	865	895	-225	-25.3%	202	30.5%
55-64	695	837	760	895	142	20.4%	-77	-9.2%
65-74	518	663	855	715	145	28.0%	192	29.0%
75 - 84	369	417	575	645	48	13.0%	158	37.9%
85+	260	210	170	305	-50	-19.2%	-40	-19.0%
Total	6,340	6,366	6,705	6,855	26	0.4%	339	5.3%
Rural								
<20	4,015	4,048	3,975	3,905	33	0.8%	-73	-1.8%
20-24	665	567	785	755	-98	-14.7%	218	38.4%
25-34	1,439	1,387	1,575	1,630	-52	-3.6%	188	13.6%
35-44	1,851	1,907	1,780	1,675	56	3.0%	-127	-6.7%
45-54	2,971	1,917	2,055	2,070	-1,054	-35.5%	138	7.2%
55-64	2,753	2,911	2,010	2,245	158	5.7%	-901	-31.0%
65-74	1,622	2,366	2,365	1,885	744	45.9%	-1	0.0%
75 - 84	785	1,017	1,585	1,680	232	29.6%	568	55.9%
85+	188	231	390	475	43	22.9%	159	68.8%
Total	16,289	16,351	16,520	16,320	62	0.4%	169	1.0%

(Continued)

Table 4 (Continued)
Projected Population Growth by Age
Kandiyohi County
2010 to 2040

					---- Change ----			
					2010 - 2020		2020 - 2030	
	2010	2020	2030	2040	No.	Pct.	No.	Pct.
Kandiyohi County								
<20	11,455	11,976	12,065	11,890	521	4.5%	89	0.7%
20-24	2,729	2,343	2,865	2,830	-386	-14.1%	522	22.3%
25-34	4,910	5,242	5,430	5,910	332	6.8%	188	3.6%
35-44	4,643	5,125	5,530	5,475	482	10.4%	405	7.9%
45-54	6,248	4,603	5,365	5,540	-1,645	-26.3%	762	16.6%
55-64	5,422	5,955	4,730	5,440	533	9.8%	-1,225	-20.6%
65-74	3,362	4,863	5,270	4,320	1,501	44.6%	407	8.4%
75 - 84	2,247	2,495	3,635	3,970	248	11.0%	1,140	45.7%
85+	1,223	1,130	1,335	1,800	-93	-7.6%	205	18.1%
Total	42,239	43,732	46,225	47,175	1,493	3.5%	2,493	5.7%

Sources: US Census; Minnesota Demographic Center; Viewpoint Consulting Group, Inc.

- Willmar has a higher proportion of young adults than the remainder of the county, partly because of the presence of Ridgewater College. Ridgewater College had about 3,150 students during the 2024-2025 school year. About half of the students were enrolled in an online degree program only. Many of the other students also take some online courses. About 775 students in 2024-2025 took all their classes on campus. These are the students that are most likely to seek rental housing.

- Total enrollment at Ridgewater College remained stable at about 3,150 students from 2020-2021 to 2024-2025. However, students who took all their classes on campus declined from 1,269 students in 2020-2021 to 773 students in 2024-2025. This decline has been a trend since 2016-2017, when there were 2,109 on-campus students compared to only 500 students who took online classes only.

- For each community in Kandiyohi County, Table 4 displays the percentage of the total population in 2020 within four primary age groups plus the median age of the population. The median age of the County's population in 2020 was 39.3 years. This was very similar to Minnesota's median age (38.4 years).

- The median age varies greatly between the smaller communities in the County, largely because their small population can allow the median to be skewed high or low by the age of just a few people. With the exception of Kandiyohi and Pennock, Willmar had a lower median age (34.2 years) than the smaller communities in the county.

Table 5
Median Age of Population
Kandiyohi County
2020

	2020 Population	---- Percent of Total Population ---- < 20	20 - 54	55-74	75+	Median Age
Willmar	21,015	30.0%	42.5%	19.2%	8.3%	34.2
Atwater	1,124	29.6%	39.0%	24.6%	6.8%	37.8
Blomkest	145	18.6%	34.5%	37.2%	9.7%	52.6
Kandiyohi	569	29.0%	47.5%	18.3%	5.3%	31.4
Lake Lillian	246	25.6%	33.7%	26.0%	14.6%	37.8
New London	1,252	23.9%	39.9%	21.4%	14.9%	43.0
Pennock	479	28.4%	48.2%	20.9%	2.5%	34.1
Prinsburg	520	29.4%	36.2%	20.8%	13.7%	41.1
Raymond	782	29.5%	37.2%	23.8%	9.5%	36.6
Regal	43	20.9%	37.2%	25.6%	16.3%	37.5
Spicer	1,112	17.8%	45.0%	27.8%	9.4%	44.8
Sunburg	94	20.2%	42.6%	20.2%	17.0%	46.0
Rural	16,351	25.0%	36.9%	29.8%	8.3%	46.5
Kandiyohi County	**43,732**	**27.4%**	**39.6%**	**24.7%**	**8.3%**	**39.3**
Greater Minnesota	*2,543,390*	25.9%	41.1%	24.9%	8.1%	*40.1*
Minnesota	*5,706,494*	*25.7%*	44.3%	*23.2%*	*6.9%*	*38.4*

Sources: US Census, Viewpoint Consulting Group, Inc.

Population by Race & Hispanic Origin

- Willmar has a diverse population. In 2020, 59% of the population was non-Hispanic white. Persons of Hispanic origin accounted for 24% of the population, Black or African Americans accounted for 12%, and both Asians and persons of two or more races accounted for 2%.

- Willmar became more diverse between 2010 and 2020. During the decade, the non-Hispanic white population declined by 1,823 people while the Black or African American population grew by 1,613. The result was that non-Hispanic whites declined from 72% to 59% of the total population while Black or African Americans increased from 5% to 12%. The second greatest growth was among persons of Hispanic origin (+892 people), followed by Asians (+392 people).

Population by Race & Hispanic Origin – Kandiyohi County

	Willmar		Rem. of County		Kandiyohi County	
	2010	2020	2010	2020	2010	2020
Not Hispanic	15,511	16,024	22,018	21,792	37,529	37,816
White	14,192	12,369	21,772	20,934	35,964	33,303
Black or African American	908	2,521	44	97	952	2,618
American Indian and Alaska Native	80	67	27	48	107	115
Asian	106	498	61	88	167	586
Native Hawaiian or Other Pacific Islander	14	31	2	6	16	37
Some Other Race	19	46	8	52	27	98
Two or More Races	192	492	104	567	296	1,059
				0		
Hispanic Origin	4,099	4,991	611	925	4,710	5,916
Total	**19,610**	**21,015**	**22,629**	**22,717**	**42,239**	**43,732**

- The Remainder of Kandiyohi County is not as diverse as Willmar. In 2020, 92% of its population was non-Hispanic whites. Persons of Hispanic origin accounted for 4% of the population in the Remainder of the County, while persons of two or more races accounted for 2%.

- While the Remainder of the County is predominantly non-Hispanic white, it is becoming more diverse. During the 2010s, the non-Hispanic white population declined by 838 people while all other races increased, albeit slightly. The result is that the non-Hispanic white population declined from 96% of the population in 2010 to 92% in 2020.

Households by Tenure

- The homeownership rate in Kandiyohi County was stable between 2010 and 2020, remaining at just over 73%. Overall, the County had 12,350 owner households in 2020 and 4,729 renter households.

- Rental housing is concentrated in Willmar. Of the 4,729 renters in the County in 2020, 3,404 were in Willmar, or 72% of the County's total rental households.

- While Willmar had a 57% homeownership rate in 2020, the remaining communities had homeownership rates between 65% (Kandiyohi) and 95% (Regal). The rural portion of the County had a homeownership rate of about 91%.

- During the 20-year period from 2000 to 2020, Willmar gained 700 renter households and lost 127 owner-occupied households. This resulted in its home-ownership rate declining from 63% to 57%.

- During the 20-year period from 2000 to 2020, the County gained 298 owner-occupied households. However, within the county, growth was concentrated in the rural portion (+ 382 owner-occupied households) and New London (+76). Willmar and five other smaller communities lost a combined 186 owner-occupied households.

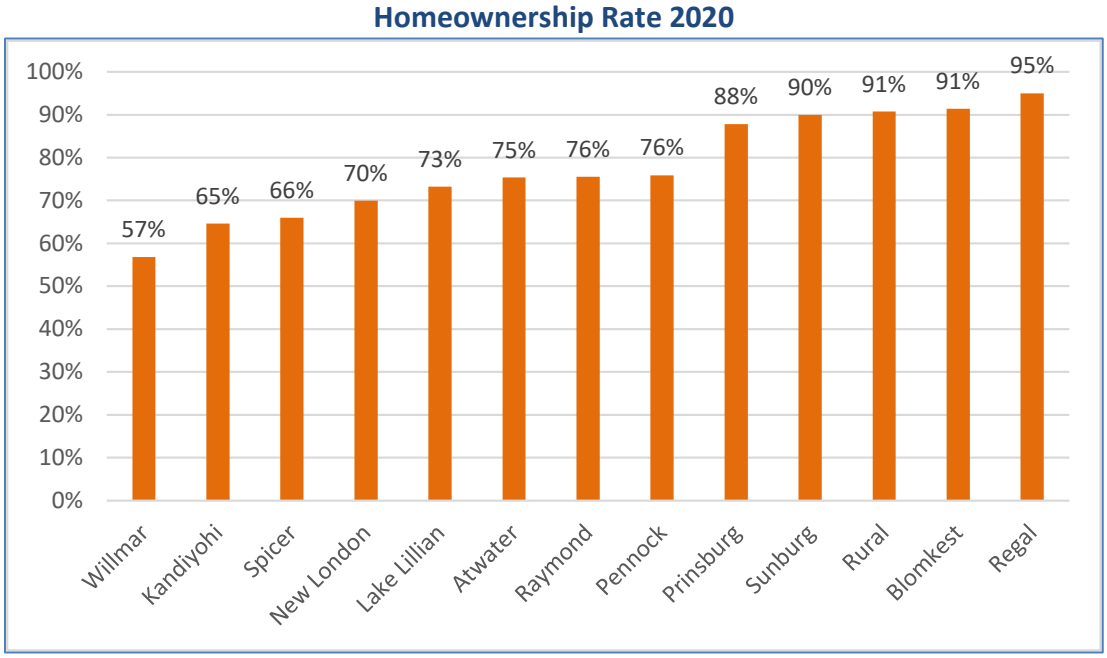


Table 6
Households by Tenure
Kandiyohi County
2000, 2010, & 2020

	Households by Tenure								
	2000			2010			2020		
	Owners	Renters	Own Rate	Owners	Renters	Own Rate	Owners	Renters	Own Rate
Willmar	4,598	2,704	63.0%	4,512	3,165	58.8%	4,471	3,404	56.8%
Atwater	362	99	78.5%	347	121	74.1%	346	113	75.4%
Blomkest	62	4	93.9%	65	3	95.6%	64	6	91.4%
Kandiyohi	148	67	68.8%	149	53	73.8%	146	80	64.6%
Lake Lillian	107	17	86.3%	98	23	81.0%	82	30	73.2%
New London	313	102	75.4%	361	160	69.3%	389	167	70.0%
Pennock	140	26	84.3%	138	36	79.3%	129	41	75.9%
Prinsburg	177	11	94.1%	187	20	90.3%	180	25	87.8%
Raymond	232	78	74.8%	231	76	75.2%	235	76	75.6%
Regal	16	3	84.2%	14	5	73.7%	19	1	95.0%
Spicer	340	188	64.4%	348	172	66.9%	355	183	66.0%
Sunburg	41	10	80.4%	37	10	78.7%	36	4	90.0%
Rural	5,516	575	90.6%	5,785	616	90.4%	5,898	599	90.8%
Kandiyohi County	12,052	3,884	75.6%	12,272	4,460	73.3%	12,350	4,729	72.3%

Sources: US Census, MN Demographic Center, Viewpoint Consulting Group, Inc.

Households by Tenure and Size

- Table 6 shows that in 2020, Kandiyohi County had 12,350 households that owned their housing and 4,729 households that rented their housing. Among the owner households, 5,167 had two people (41%) and 2,757 had one person (22%). About 35% of owner households had three or more people.

- Among renter households in the county, 42%, or 1,982 of 4,729 renter households, had just one person. About 25% of renter households had one person and about one-third had three or more people.

- If affordable, families with children typically prefer to own single-family homes. Hence, 73% of the County's households with four or more people lived in owned housing.

- A large percentage of young single people rent their housing before purchasing a home. In addition, many single seniors choose rental housing as they age and no longer desire the responsibilities of maintaining a single-family home. Hence, among the household sizes, one-person households had the greatest propensity to rent (about 42%).

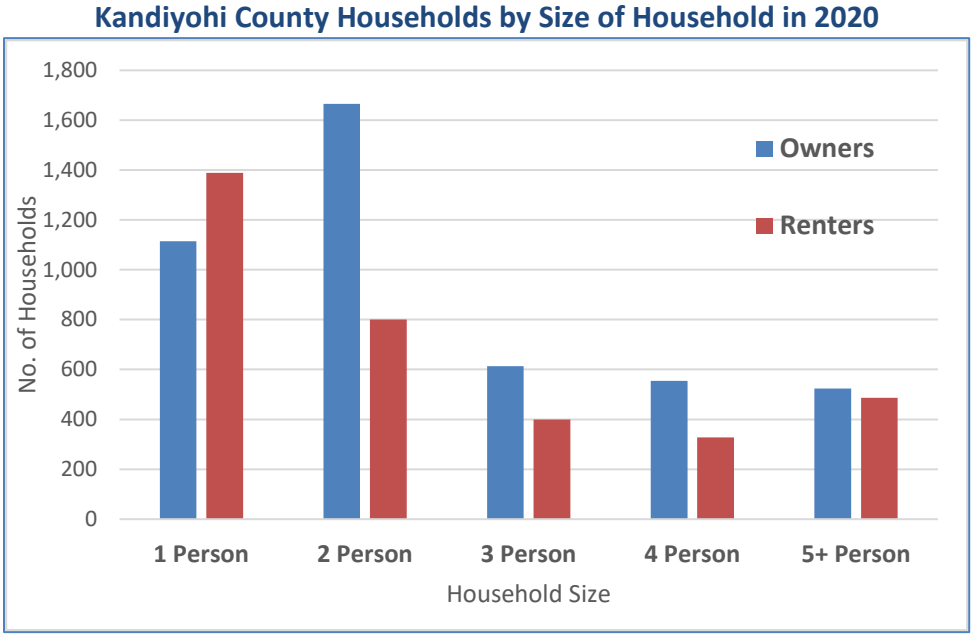


Table 7
Households by Size and Tenure
Kandiyohi County
2020

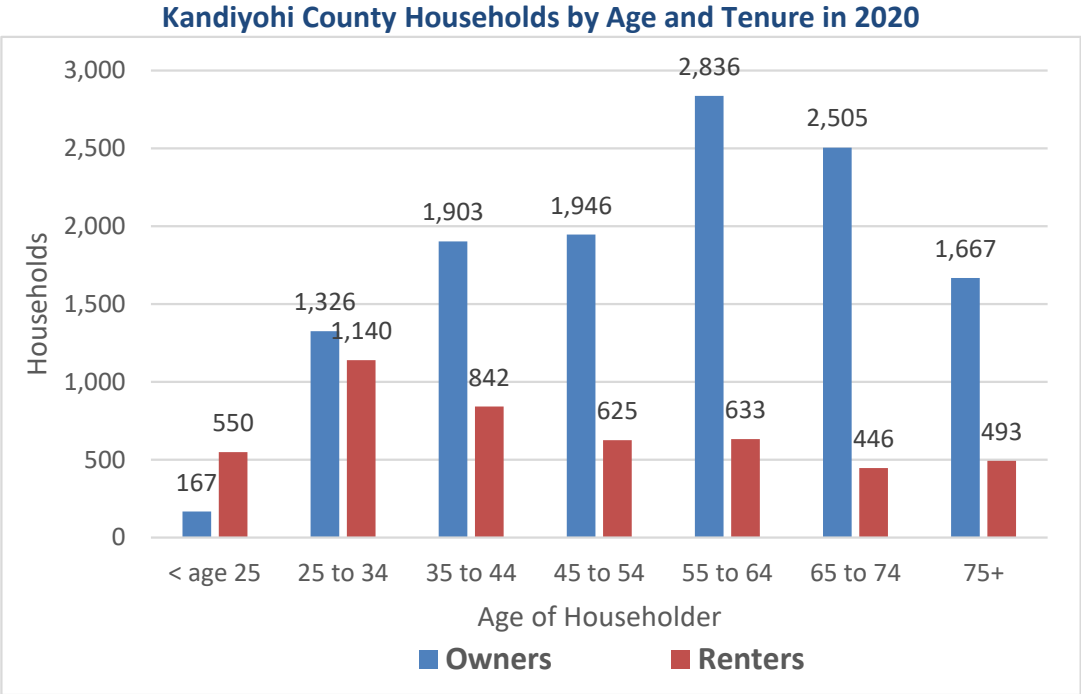
Household Size	Willmar	Small Towns	Rural	Kandiyohi County
Owner Households				
1 Person	1,114	509	1,134	2,757
2 Person	1,665	742	2,760	5,167
3 Person	613	272	705	1,590
4 Person	555	239	709	1,503
5+ Person	524	219	590	1,333
Total	4,471	1,981	5,898	12,350
Renter Households				
1 Person	1,389	368	225	1,982
2 Person	800	195	174	1,169
3 Person	400	60	55	515
4 Person	328	39	58	425
5+ Person	487	64	87	638
Total	3,404	726	599	4,729
Total Households				
1 Person	2,503	877	1,359	4,739
2 Person	2,465	937	2,934	6,336
3 Person	1,013	332	760	2,105
4 Person	883	278	767	1,928
5+ Person	1,011	283	677	1,971
Total	7,875	2,707	6,497	17,079

Source: Census Bureau; Viewpoint Consulting Group, Inc.

Tenure by Age of Householder

- The youngest households have greatest propensity to rent. The data in Table 7 reveals that 77% of the households under age 25 in the County rented their housing in 2020. This decreased to 46% of 25-to-34-year-olds and 31% of 35-to-44-year-olds. The primary markets for rental housing are younger households and seniors who are no longer able or willing to maintain their single-family homes. Among households ages 75+, 23% rented their housing, up from 15% of age 65 to 74 households.

- Although the propensity for households under age 25 to rent their housing is higher, the 25 to 34 age group had more renters in the County in 2020 (550 renters under age 25 compared to 1,140 renters ages 25 to 34). Many of the renters in these younger age groups are students (mostly Willmar) and people who choose to rent until they become established in their jobs and the community before making the long-term commitment of purchasing a home.



- Outside of Willmar, the propensity to own is much higher in all age groups. Even among households under age 25 in the small towns combined in Kandiyohi County in 2020, 34% were homeowners, compared to just 15% among Willmar's under age 25 households. Among age 25 to 34 households, 67% were owners in the small communities compared to 41% in Willmar.

- Among households ages 75+ in the small towns, 70% were homeowners in 2020. This compares to 67% among Willmar's 75+ households. The youngest households have the greatest disparity in homeownership rate between Willmar and the small towns.

Small Towns Households by Age and Tenure in 2020

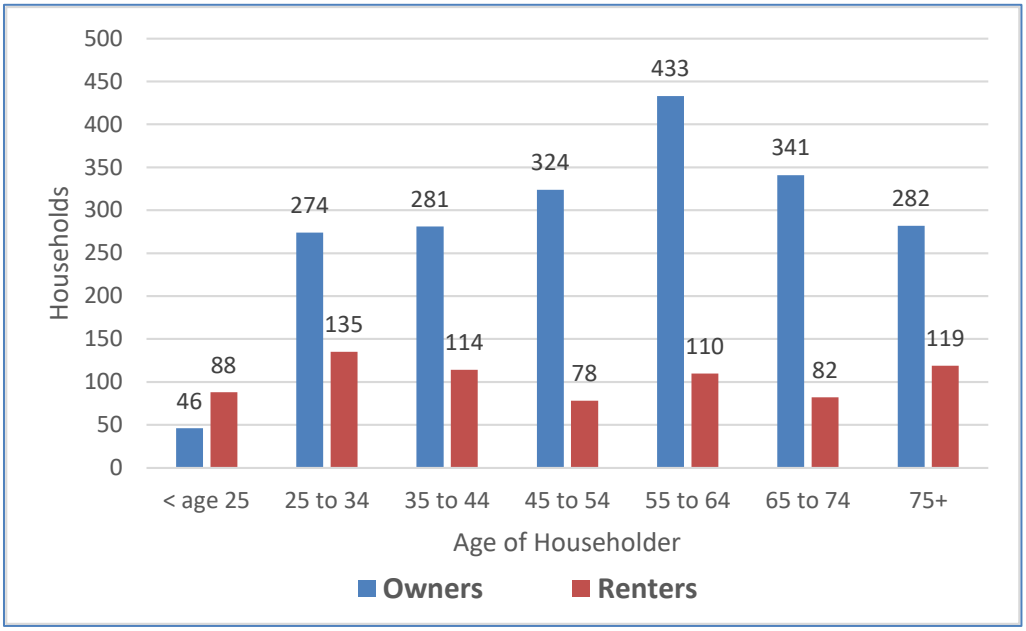


Table 8
Households by Age and Tenure
Kandiyohi County
2000, 2010, & 2020

	Willmar			Small Towns			Rural			Kandiyohi County		
	2000	2010	2020	2000	2010	2020	2000	2010	2020	2000	2010	2020
Households	7,302	7,677	7,875	2,543	2,654	2,707	6,091	6,401	6,497	15,936	16,732	17,079
Owner Households	**4,598**	**4,512**	**4,471**	**1,938**	**1,975**	**1,981**	**5,516**	**5,785**	**5,898**	**12,052**	**12,272**	**12,350**
< age 25	132	88	71	59	56	46	92	58	50	283	202	167
25 to 34	630	611	595	258	290	274	572	459	457	1,460	1,360	1,326
35 to 44	995	708	742	432	297	281	1,297	813	880	2,724	1,818	1,903
45 to 54	954	931	705	366	417	324	1,399	1,459	917	2,719	2,807	1,946
55 to 64	607	849	877	258	339	433	975	1,465	1,526	1,840	2,653	2,836
65 to 74	614	571	824	231	271	341	721	910	1,340	1,566	1,752	2,505
75 to 84	529	511	455	248	184	216	386	507	575	1,163	1,202	1,246
85+	137	243	202	86	121	66	74	114	153	297	478	421
Renter Households	**2,704**	**3,165**	**3,404**	**605**	**679**	**726**	**575**	**616**	**599**	**3,884**	**4,460**	**4,729**
< age 25	684	735	414	88	88	88	82	85	48	854	908	550
25 to 34	603	667	841	116	134	135	163	160	164	882	961	1,140
35 to 44	405	463	625	92	90	114	144	112	103	641	665	842
45 to 54	282	417	466	53	100	78	71	113	81	406	630	625
55 to 64	158	300	423	38	60	110	43	67	100	239	427	633
65 to 74	157	162	309	65	54	82	26	33	55	248	249	446
75 to 84	227	190	170	101	75	63	37	26	33	365	291	266
85+	188	231	156	52	78	56	9	20	15	249	329	227
Homeownership Rate	**63%**	**59%**	**57%**	**76%**	**74%**	**73%**	**91%**	**90%**	**91%**	**76%**	**73%**	**72%**

Sources: US Census; Viewpoint Consulting Group, Inc.

Household Incomes

Income by age of householder data helps determine the demand for different housing products based on the size of the market at specific cost levels. The Department of Housing and Urban Development defines affordable housing costs for families as 30% of a household's adjusted gross income. Younger households with greater living expenses often need to allocate a smaller portion toward housing (25% to 30%), while seniors can often spend 40% or more on housing since they generally have lower living expenses.

- The estimated median household income in Kandiyohi County in 2025 was $76,117. This is slightly lower than the estimated median household income in Greater Minnesota ($77,789). While the countywide median was $76,117, only five communities had a lower median, with Willmar having the lowest median ($64,204). – Willmar's median household income was well below most other communities, and given its size, it pulled the countywide median lower than most other communities. Seven communities had median household incomes above $80,000. The highest median household income was in Prinsburg, New London, and the rural portion of the County. As is shown in Table 9, the median income is largely influenced by the percentage of renters in a community, as renters generally have lower incomes.

Median Household Income in 2025

Prinsburg	$95,782
New London	$92,376
Rural	$88,720
Sunburg	$87,846
Spicer	$85,422
Pennock	$82,527
Regal	$81,744
Kandiyohi	$79,911
Greater Minnesota	$77,789
Kandiyohi County	$76,117
Lake Lillian	$72,519
Blomkest	$71,986
Atwater	$71,255
Raymond	$69,054
Willmar	$64,204

Source: ESRI

- While the overall median household income in Kandiyohi County was about $76,000 in 2025, the median income peaked at about $93,000 among households aged 35 to 54 (Table 11). Most households with incomes at or above this median could afford to purchase a home valued at more than $285,000. About 44% of all non-senior households (under age 65) in the County had incomes of $75,000 or more.

- As of 2025, 39% of the County's non-senior households have incomes of $100,000 or more. Depending on the amount of debt they have, size of their down payment, and interest rates, most of these higher-income households could afford homes priced at about $300,000 or more.

Table 9
Distribution of Households by Income
Kandiyohi County
2025

	2025 Households	---- Households by Income ---- < $35K	$35K to $49K	$50K to $74K	$75K to $99K	$100K+	Median Income
Willmar	8,410	27.0%	11.8%	18.7%	17.8%	24.7%	$64,204
Atwater	455	16.4%	17.3%	18.2%	21.1%	27.0%	$71,255
Blomkest	70	14.1%	5.6%	32.4%	25.4%	22.5%	$71,986
Kandiyohi	225	17.0%	9.5%	19.0%	17.8%	36.8%	$79,911
Lake Lillian	110	18.3%	8.3%	25.7%	14.7%	33.0%	$72,519
New London	610	11.9%	7.6%	18.7%	15.7%	46.1%	$92,376
Pennock	175	10.0%	9.4%	23.9%	17.8%	38.9%	$82,527
Prinsburg	205	10.3%	11.3%	15.7%	14.7%	48.0%	$95,782
Raymond	325	18.0%	13.3%	23.8%	18.3%	26.6%	$69,054
Regal	20	15.0%	10.0%	20.0%	15.0%	40.0%	$81,744
Spicer	575	20.0%	10.3%	13.1%	13.5%	43.1%	$85,422
Sunburg	40	16.3%	11.6%	14.0%	14.0%	44.2%	$87,846
Rural	6,675	12.9%	8.0%	18.9%	16.5%	43.8%	$88,720
Kandiyohi County	**17,895**	**19.9%**	**10.3%**	**18.8%**	**17.1%**	**33.9%**	**$76,117**
Greater Minnesota	1,055,000	19.7%	10.5%	17.7%	14.5%	37.6%	*$77,789*
Minnesota	2,375,000	16.7%	9.2%	15.7%	13.9%	44.4%	*$88,297*

Sources: ESRI, Viewpoint Consulting Group, Inc.

- In 2025, about 15% of the non-senior households in the County had incomes under $35,000 (1,880 households). Most of these households would likely be eligible for affordable rental housing (in 2025, Kandiyohi County's income limits for the Housing Tax Credit Program were $42,360 for 1-person households and $48,420 for 2-person households at 60% of Adjusted Gross Income, or "AMI"). Most households with incomes above $50,000 could afford older market rate rental housing and some could purchase some older homes. If housing costs absorb 30% of income, households with incomes of $50,000 could afford $1,250 per month in gross rent or mortgage payments plus utilities.

- Income-limits for the Low Income Housing Tax Credit program (LIHTC) from the Minnesota Housing Finance Agency are shown below at 50%, 60% and 80% of AMI. To be considered affordable, Minnesota Housing Finance Agency limited gross rents for units affordable at 60% AMI to $1,134 for one-bedroom units, $1,362 for two-bedroom units, and $1,572 for three-bedroom units.

2025 Income Limits by Household Size for Kandiyohi County

	1P	2P	3P	4P	5P
50% AMI	$35,300	$40,350	$45,400	$50,400	$54,450
60% AMI	$42,360	$48,420	$54,480	$60,480	$65,340
80% AMI	$56,480	$64,560	$72,640	$80,640	$87,120

Source: Minnesota Housing Finance Agency

2025 Maximum Gross Rents by Bedroom Size for Kandiyohi County

	0BR	1BR	2BR	3BR	4BR
50% AMI	$882	$945	$1,135	$1,310	$1,462
60% AMI	$1,059	$1,134	$1,362	$1,572	$1,755
80% AMI	$1,412	$1,513	$1,816	$2,097	$2,340

Source: Minnesota Housing Finance Agency

- Senior households with incomes greater than $50,000 can generally afford new market-rate senior housing. Based on a 40% allocation of income for housing, this translates to gross rents of about $1,650. In 2025, an estimated 1,080 senior (age 65+) households in Willmar had incomes above $50,000, as did about 2,180 senior households in the remainder of the County.

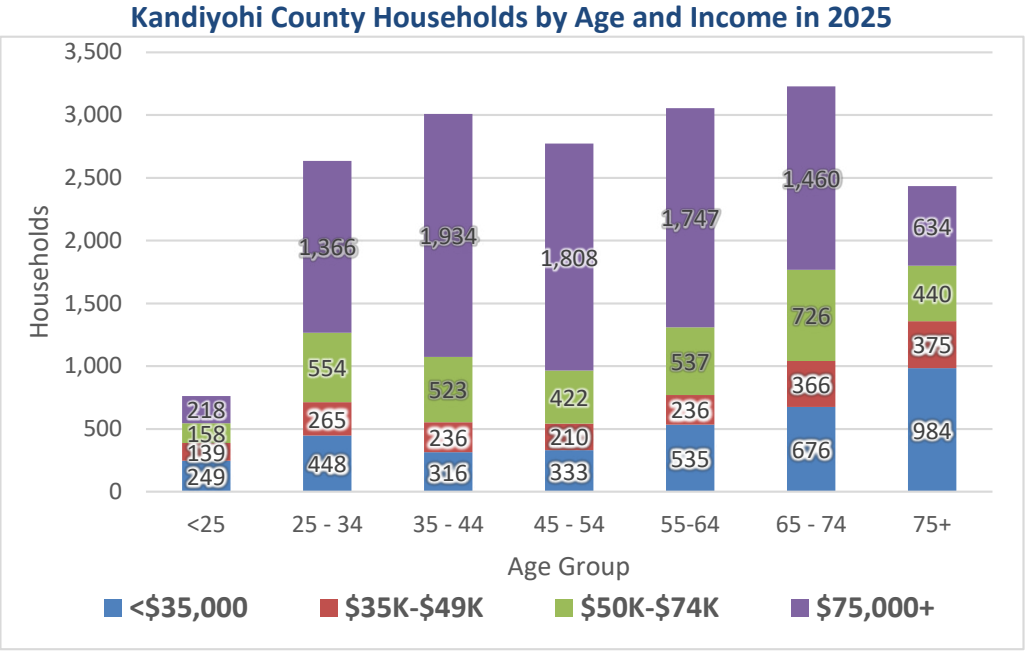


Table 10
Household Income by Age of Householder
City of Willmar
2025 and 2030

2025 Households by Age

Income	Total	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 +
<$25,000	1,590	153	256	159	168	243	260	351
$25,000 to $34,999	668	46	113	95	78	74	100	161
$35,000 to $49,999	992	91	184	154	134	97	165	167
$50,000 to $74,999	1,576	105	350	301	242	210	242	126
$75,000 to $99,999	1,498	80	296	301	259	242	179	141
$100,000 to $149,999	1,360	32	265	316	275	210	179	83
$150,000 to $199,999	453	3	89	101	107	63	54	36
$200,000 or more	272	0	29	92	67	42	31	11
Total	**8,410**	**509**	**1,583**	**1,520**	**1,331**	**1,181**	**1,210**	**1,076**
Median HH Income	$64,204	$42,936	$64,597	$78,062	$78,014	$69,580	$56,124	$36,719
Greater MN Median	*$77,789*	*$50,231*	*$82,653*	*$101,728*	*$102,726*	*$85,586*	*$64,840*	*$41,436*
Minnesota Median	*$88,297*	*$51,315*	*$90,112*	*$110,683*	*$114,957*	*$101,198*	*$73,165*	*$46,918*

2030 Households by Age

Income	Total	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 +
<$25,000	1,457	148	225	147	160	199	214	364
$25,000 to $34,999	579	43	87	85	63	63	81	156
$35,000 to $49,999	916	80	168	144	127	83	135	179
$50,000 to $74,999	1,601	109	348	305	253	197	232	156
$75,000 to $99,999	1,629	89	305	338	297	243	179	179
$100,000 to $149,999	1,563	38	271	373	315	247	210	110
$150,000 to $199,999	570	3	107	134	136	75	61	54
$200,000 or more	361	0	43	112	92	52	41	21
Total	**8,675**	**510**	**1,554**	**1,637**	**1,443**	**1,160**	**1,153**	**1,219**
Median HH Income	$70,686	$46,081	$69,944	$83,111	$82,861	$77,671	$63,388	$41,287
Greater MN Median	*$85,237*	*$52,756*	*$91,291*	*$107,875*	*$110,310*	*$98,109*	*$74,894*	*$47,287*
Minnesota Median	*$98,505*	*$54,420*	*$100,610*	*$119,388*	*$125,611*	*$112,821*	*$83,349*	*$53,868*

Change From 2025 to 2030

Income	Total	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 +
<$25,000	-133	-5	-31	-12	-8	-43	-46	13
$25,000 to $34,999	-89	-3	-26	-10	-15	-11	-19	-5
$35,000 to $49,999	-77	-11	-16	-10	-7	-14	-30	12
$50,000 to $74,999	24	4	-2	4	12	-13	-10	30
$75,000 to $99,999	131	9	9	36	37	1	0	38
$100,000 to $149,999	203	6	7	57	39	37	31	27
$150,000 to $199,999	117	0	18	33	29	12	7	18
$200,000 or more	89	0	14	20	25	10	10	10
Total	**265**	**0**	**-29**	**117**	**112**	**-21**	**-57**	**143**

Sources: ESRI; Viewpoint Consulting Group, Inc.

Table 11
Household Income by Age of Householder
Kandiyohi County
2025 and 2030

2025 Households by Age

Income	Total	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 +
<$25,000	2,452	190	306	197	233	391	479	656
$25,000 to $34,999	1,089	59	142	119	100	144	197	328
$35,000 to $49,999	1,829	139	265	236	210	236	366	375
$50,000 to $74,999	3,359	158	554	523	422	537	726	440
$75,000 to $99,999	3,075	134	516	571	528	558	499	269
$100,000 to $149,999	3,409	72	547	730	669	636	553	203
$150,000 to $199,999	1,447	11	192	314	320	292	215	102
$200,000 or more	1,236	1	111	318	291	261	193	60
Total	**17,895**	**763**	**2,633**	**3,009**	**2,773**	**3,055**	**3,228**	**2,433**
Median HH Income	$76,117	$49,078	$76,706	$92,176	$93,570	$82,915	$67,813	$43,105
Greater MN Median	*$77,789*	*$50,231*	*$82,653*	*$101,728*	*$102,726*	*$85,586*	*$64,840*	*$41,436*
Minnesota Median	*$88,297*	*$51,315*	*$90,112*	*$110,683*	*$114,957*	*$101,198*	*$73,165*	*$46,918*

2030 Households by Age

Income	Total	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 +
<$25,000	2,183	178	267	176	217	286	378	681
$25,000 to $34,999	938	55	113	103	83	105	150	329
$35,000 to $49,999	1,624	118	241	207	188	174	288	408
$50,000 to $74,999	3,229	157	536	489	402	439	664	542
$75,000 to $99,999	3,194	143	525	598	573	502	495	358
$100,000 to $149,999	3,749	79	600	794	763	621	603	290
$150,000 to $199,999	1,836	13	244	389	418	338	271	163
$200,000 or more	1,572	1	150	383	394	286	247	111
Total	**18,325**	**743**	**2,676**	**3,139**	**3,037**	**2,751**	**3,096**	**2,882**
Median HH Income	$82,205	$52,240	$81,762	$99,791	$102,231	$91,883	$77,580	$50,699
Greater MN Median	*$85,237*	*$52,756*	*$91,291*	*$107,875*	*$110,310*	*$98,109*	*$74,894*	*$47,287*
Minnesota Median	*$98,505*	*$54,420*	*$100,610*	*$119,388*	*$125,611*	*$112,821*	*$83,349*	*$53,868*

Change From 2025 to 2030

Income	Total	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 +
<$25,000	-269	-12	-39	-21	-16	-105	-101	25
$25,000 to $34,999	-151	-4	-29	-16	-16	-39	-47	1
$35,000 to $49,999	-204	-21	-24	-29	-22	-63	-78	33
$50,000 to $74,999	-130	-1	-18	-33	-20	-98	-62	102
$75,000 to $99,999	119	9	9	27	45	-56	-4	89
$100,000 to $149,999	340	7	52	64	94	-15	50	87
$150,000 to $199,999	389	1	52	75	97	45	56	61
$200,000 or more	337	0	40	65	102	25	54	51
Total	**430**	**-20**	**43**	**131**	**264**	**-304**	**-132**	**449**

Sources: ESRI; Viewpoint Consulting Group, Inc.

Household Income by Tenure

- Data on household incomes by tenure for 2024 is obtained from the Census Bureau's American Community Survey. As is the case with most areas, the estimated percentage of renters steadily declines in Kandiyohi County from the lower to higher income groups. Conversely, the percentage of owners steadily increases from the lower to higher income groups. In 2024, about 56% of households with incomes below $25,000 in Kandiyohi County were renters, declining to 9% of households with incomes of $100,000 to $150,000.

- When applying the percentages in Table 12 to the 2025 households by income data (Table 11), 88% of households with incomes of $75,000 or more in the County are owners. Two-thirds of households with incomes between $50,000 and $74,999 are also homeowners. Most of the homeowners with incomes below $25,000 are likely seniors whose homes are paid off and whose primary income is Social Security benefits.

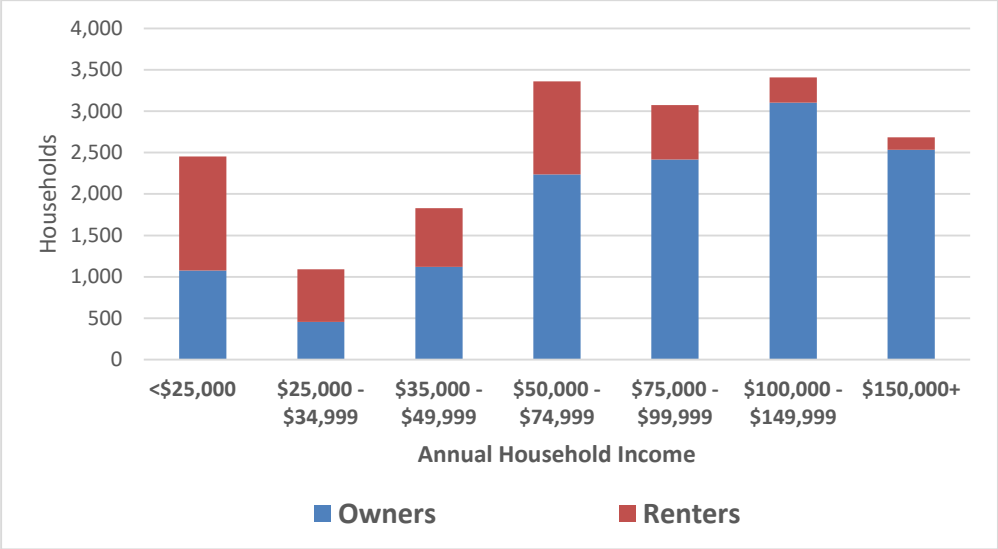
- When applying the percentages in Table 12 to the 2025 households by income data, approximately 45% of the renters in the County could afford newer market rate rental housing (incomes of $50,000 or above). Many households with incomes below $50,000 would be income-qualified for affordable housing, but many could also afford rents at older market rate properties.

Table 12
Estimated Tenure by Household Income in 2024
Willmar and Kandiyohi County

	Willmar		Kandiyohi County		Greater Minnesota
Income Rage	Percent Owners	Percent Renters	Percent Owners	Percent Renters	**Percent Renters**
<$25,000	34.2%	65.8%	43.9%	56.1%	50.6%
$25,000 - $34,999	31.5%	68.5%	42.0%	58.0%	41.9%
$35,000 - $49,999	49.2%	50.8%	61.3%	38.7%	35.6%
$50,000 - $74,999	56.6%	43.4%	66.6%	33.4%	27.1%
$75,000 - $99,999	67.8%	32.2%	78.5%	21.5%	17.8%
$100,000 - $149,999	87.4%	12.6%	91.0%	9.0%	11.0%
$150,000+	87.5%	12.5%	94.4%	5.6%	5.6%
Median Household Income	*$85,000*	*$42,100*	*$95,600*	*$43,575*	

Sources: American Community Survey 2024; Viewpoint Consulting Group, Inc.

Estimated Distribution of Kandiyohi County's Households by Income and Tenure in 2024



- Table 13 below shows households by tenure and income in Willmar, the eleven small towns combined, and the rural portion of the County. The table shows that Willmar contains about 64% of the County's renters with incomes of over $75,000 (671 of 1,055 renters). Conversely, Willmar contains just 34% of the County's homeowners with incomes above $75,000. The rural portion accounts for roughly half of the higher-income homeowners.

Table 13
Estimated Households by Tenure and Income in 2024
Kandiyohi County

Income Range	Willmar	Small Towns	Rural	Total
Owner Households				
<$35,000	724	252	555	1,530
$35,000 to $74,999	1,446	523	1,314	3,282
$75,000+	2,757	1,244	4,035	8,037
Total	4,927	2,018	5,903	12,848
Median Income	***$84,985***	***$92,475***	***$107,510***	***$95,600***
Renter Households				
<$35,000	1,474	262	243	2,017
$35,000 to $74,999	1,228	261	239	1,790
$75,000+	671	128	256	1,055
Total	3,373	651	737	4,761
Median Income	***$42,115***	***$40,270***	***$57,440***	***$43,580***

Sources: US Census - American Community Survey 2024; Viewpoint Consulting Group, Inc.

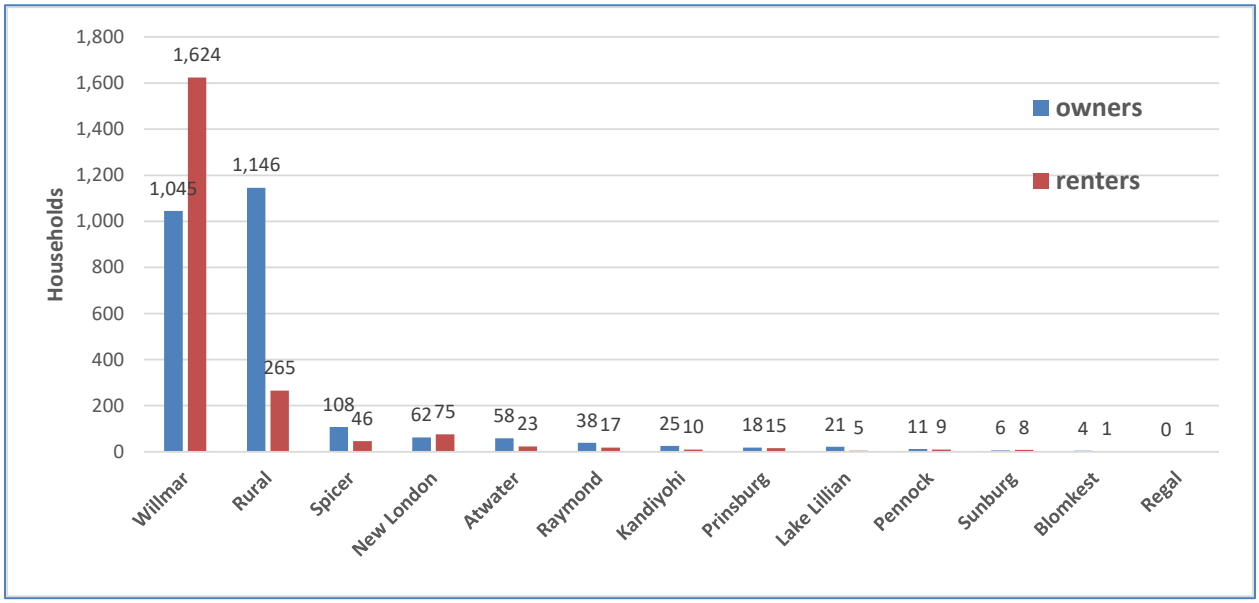
Housing Cost Burden

The generally accepted definition of affordability is for a household to pay no more than 30% of its annual income on housing. Households who pay more than 30% for housing are considered cost burdened and may have difficulty affording other necessities such as food, clothing, transportation and medical care.

- Table 14 shows that as of 2024, there were an estimated 2,557 owner-occupied households and 2,044 renter-occupied households that were paying more than 30% of their annual income on housing, and therefore are considered cost burdened. Willmar accounted for 44% of the County's cost burdened homeowners and 72% of its cost burdened renter households.

- There were an estimated 1,433 cost burdened homeowners in the rural portion of the County. Many of these cost burdened homeowners are likely retirees living on area lakes who have modest incomes (often just Social Security, pensions, and other retirement funds), but who have sufficient savings that they can allocate toward their housing.

Estimated Number of Cost Burdened Households by Tenure
Kandiyohi County Communities, 2024



- Table 14 shows that as of 2024, an estimated 23% of owners and 44% of renters in Willmar were cost burdened. In the small communities combined, 16% of owners and 38% of renters were cost burdened. These rates are slightly lower than Minnesota's housing cost burdened rates of 19% of owners and 45% of renters.

Table 14
Estimated Housing Costs as Percentage of Income by Tenure
Kandiyohi County
2024

	Willmar		Small Towns		Rural		Kandiyohi County	
	Owners	Renters	Owners	Renters	Owners	Renters	Owners	Renters
< $20,000	**337**	**540**	**108**	**180**	**219**	**152**	**663**	**871**
<20%	*13*	*30*	*6*	*12*	*2*	*5*	*22*	*47*
20%-29%	*9*	*168*	*20*	*16*	*14*	*9*	*43*	*193*
30%+	*314*	*341*	*82*	*151*	*203*	*138*	*599*	*631*
$20,000 - $34,999	**388**	**934**	**144**	**82**	**336**	**129**	**867**	**1,145**
<20%	*20*	*42*	*38*	*3*	*20*	*4*	*79*	*49*
20%-29%	*120*	*79*	*38*	*22*	*91*	*29*	*249*	*130*
30%+	*248*	*814*	*67*	*57*	*224*	*95*	*539*	*966*
$35,000 - $49,999	**457**	**471**	**203**	**105**	**462**	**138**	**1,123**	**715**
<20%	*153*	*44*	*66*	*16*	*148*	*25*	*367*	*85*
20%-29%	*63*	*185*	*81*	*49*	*125*	*71*	*269*	*306*
30%+	*241*	*242*	*56*	*41*	*190*	*42*	*487*	*325*
$50,000 - $74,999	**988**	**757**	**319**	**156**	**851**	**162**	**2,159**	**1,075**
<20%	*434*	*429*	*192*	*77*	*421*	*96*	*1,048*	*602*
20%-29%	*342*	*251*	*83*	*79*	*241*	*48*	*666*	*378*
30%+	*212*	*77*	*44*	*0*	*189*	*18*	*445*	*95*
$75,000+	**2,757**	**671**	**1,244**	**128**	**4,035**	**78**	**8,037**	**1,055**
<20%	*2,335*	*501*	*994*	*103*	*3,122*	*208*	*6,451*	*812*
20%-29%	*313*	*170*	*179*	*25*	*606*	*-157*	*1,098*	*38*
30%+	*109*	*0*	*72*	*0*	*307*	*27*	*487*	*27*
Total Households	**4,927**	**3,373**	**2,018**	**651**	**5,903**	**660**	**12,848**	**4,862**
Cost Burden (30%+)	***1,124***	***1,474***	***321***	***249***	***1,112***	***321***	***2,557***	***2,044***

Sources: 2024 American Community Survey; Viewpoint Consulting Group, Inc.

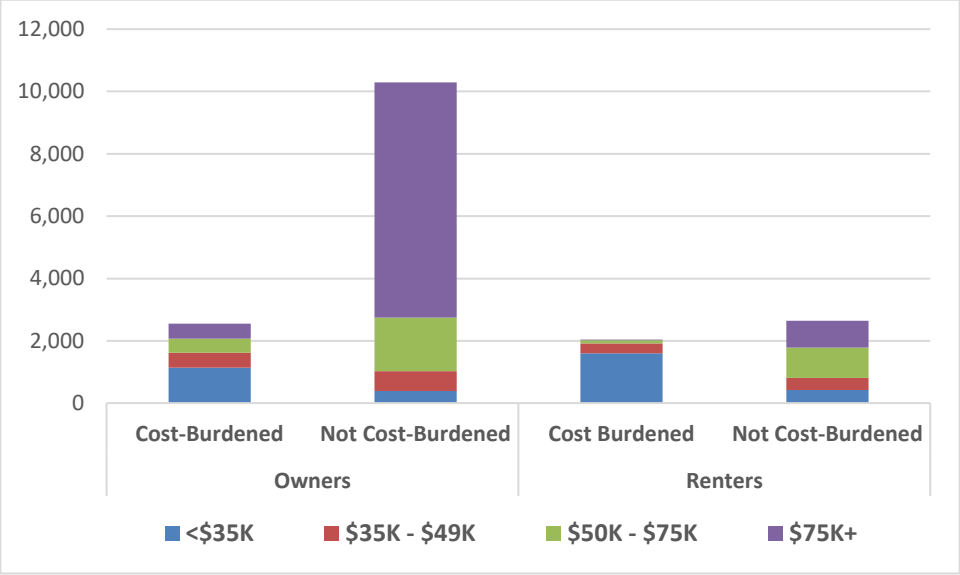
- Lower-income households were the most likely to be cost burdened. In Kandiyohi County, 90% percent of owners and 72% of renters with incomes below $20,000 were estimated to be cost burdened. Among the County's households with incomes above $75,000, 6% of the owners and 2% of the renters were cost burdened.

Percent of Households in Kandiyohi County that are Cost Burdened
(Paying 30% or more of income toward housing)

Household Income	Owner Households	Renter Households
<$20,000	90%	72%
$20,000 to $34,999	62%	84%
$35,000 to $49,999	43%	45%
$50,000 to $74,999	21%	9%
$75,000+	6%	2%

- As shown in the chart below, most household owners in Kandiyohi County have incomes above $75,000 and the vast majority of them are not cost burdened. Almost half the cost burdened owner households have incomes below $35,000. Many of these are likely seniors living on social security and other retirement income. A much greater proportion of renter households are cost burdened than owner households. Again, most of the renter households that are cost burdened have incomes below $35,000.

Estimated Cost Burdened Households in Kandiyohi County's By Income & Tenure in 2024



Household Type

Table 15 shows the composition of Kandiyohi County's households by type of household in 2000, 2010, and 2020. The types of households in the table are those with children (married and non-married) and those without children (married, two or more people, and living alone). Two or more people without children are generally cohabitating couples or roommates. Among non-married families with children, many are likely single parents.

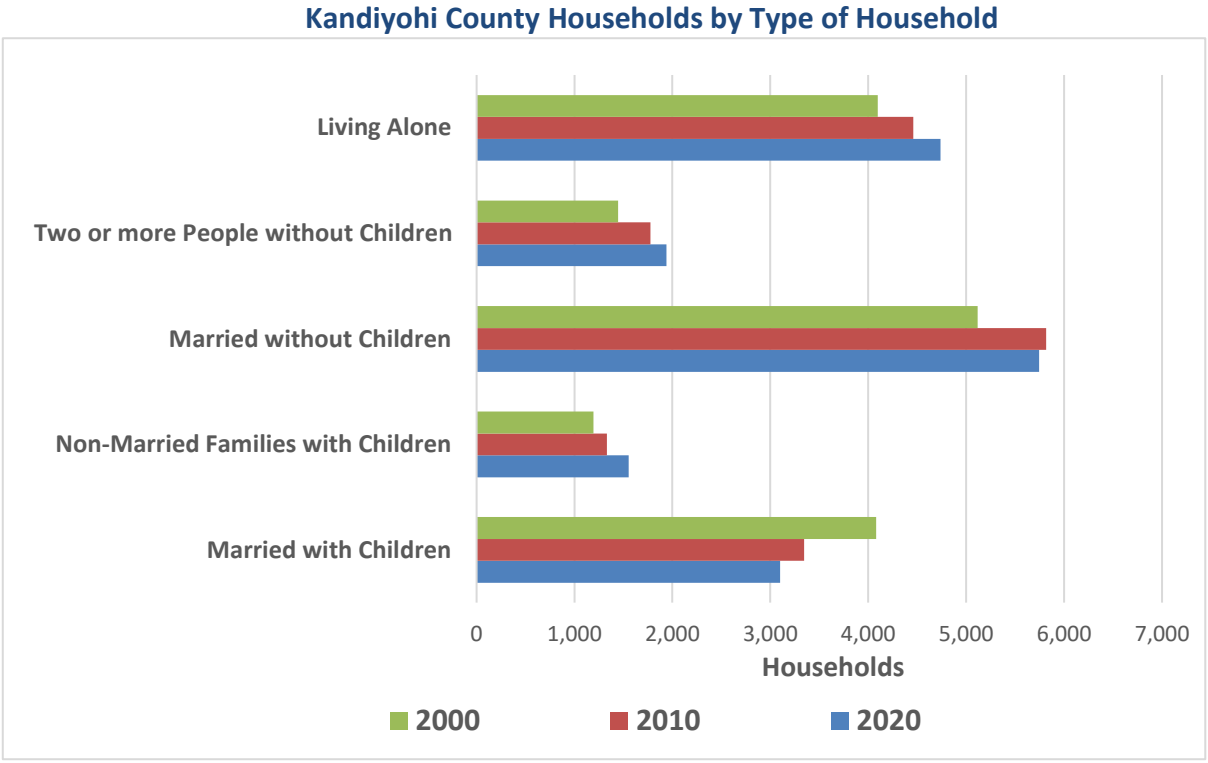
- Countywide, 73% of the households in 2020 did not have children while 27% had children. This proportion was relatively similar between Willmar and the remainder of the County. Thirty-percent of Willmar's households in 2020 had children, as did 25% in the smaller towns combined and the rural portion.

- The biggest difference in the composition of households between Willmar and the remainder of the County was among households without children. In rural Kandiyohi County, 62% of households without children were married couples, as were 40% in the small towns combined. In Willmar, however, just 34% of households without children were married couples. Willmar had a high proportion of households living alone and households with two or more people. Students at Ridgewater College likely comprise a significant portion of these households.

- In Willmar from 2010 to 2020, households with children grew by 178 households. In the small towns combined and the rural portion of the county, households with children declined by 99 and 103 households, respectively. The greatest percentage growth was among married households with no children (+16.7%). Empty-nesters comprise the bulk of this category, which has grown as the youngest baby boomers (born in 1964) entered their mid-50s during the decade.

- The greatest numerical growth in the county last decade was among households living alone (+278 households).

- There were an estimated 5,744 married couples without children in the county in 2020, the greatest of any household type. They were followed closely by people living alone (4,739 households), which generally consists of young singles and older seniors. This group, along with two or more people without children, have the highest propensity to rent their housing.


Kandiyohi County Households by Type of Household
Living Alone
Two or more People without Children
Married without Children
Non-Married Families with Children
Married with Children
0
1,000
2,000
3,000
4,000
5,000
6,000
7,000
Households
2000
2010
2020

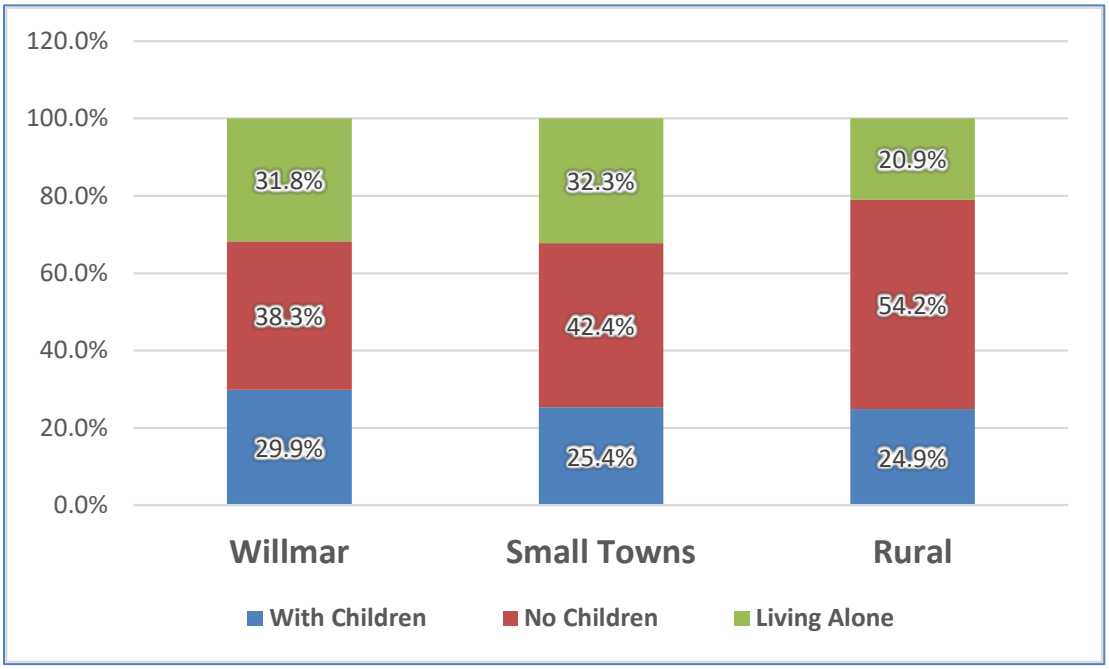

Percent of Households by Type in 2020
120.0%
100.0%
80.0%
60.0%
40.0%
20.0%
0.0%
31.8%
38.3%
29.9%
32.3%
42.4%
25.4%
20.9%
54.2%
24.9%
Willmar
Small Towns
Rural
With Children
No Children
Living Alone

Table 15
Household Type
Kandiyohi County
2000, 2010 & 2020

	2000	2010	2020	Change 2010 to 2020 No.	Pct.
Willmar					
Married with Children	1,579	1,328	1,360	32	2.4%
Non-Married Families with Children	706	848	994	146	17.2%
Married without Children	1,875	1,946	1,897	-49	-2.5%
Two or more People without Children	866	1,067	1,121	54	5.1%
Living Alone	2,276	2,488	2,503	15	0.6%
Total	7,302	7,677	7,875	198	2.6%
Small Towns					
Married with Children	612	572	462	-110	-19.2%
Non-Married Families with Children	203	216	227	11	5.1%
Married without Children	766	811	807	-4	-0.5%
Two or more People without Children	186	226	344	118	52.2%
Living Alone	776	829	877	48	5.8%
Total	2,543	2,654	2,717	63	2.4%
Rural					
Married with Children	1,890	1,447	1,279	-168	-11.6%
Non-Married Families with Children	285	269	334	65	24.2%
Married without Children	2,476	3,059	3,040	-19	-0.6%
Two or more People without Children	394	482	475	-7	-1.5%
Living Alone	1,046	1,144	1,359	215	18.8%
Total	6,091	6,401	6,487	86	1.3%
Kandiyohi County					
Married with Children	4,081	3,347	3,101	-246	-7.3%
Non-Married Families with Children	1,194	1,333	1,555	222	16.7%
Married without Children	5,117	5,816	5,744	-72	-1.2%
Two or more People without Children	1,446	1,775	1,940	165	9.3%
Living Alone	4,098	4,461	4,739	278	6.2%
Total	15,936	16,732	17,079	347	2.1%

Source: US Census Bureau - 2020 American Community Survey; Viewpoint Consulting Group, Inc.

Disabilities

Table 16 shows the estimated number of Kandiyohi County's non-institutionalized civilian population that had a disability as of 2024. The estimate is from the Census Bureau's American Community Survey. The six types of disabilities included in the survey are hearing, vision, cognitive, ambulatory, self-care, and independent living. The estimates are based on a survey that asks whether a person reports serious difficulty with a specific function. The following are key points from Table 16.

- As of 2024, an estimated 6,184 people among the non-institutionalized civilian population in Kandiyohi County had a disability – or about 14%. In comparison, about 11% of Minnesota's non-institutionalized civilian population had a disability.

- Willmar accounted for about 49% of the County's non-institutionalized civilian population but about 58% of the disabled population. A prevalence of dedicated housing for disabled people plus the proximity to necessary services likely contributes to the concentration in Willmar.

- People can have more than one disability. The Census Bureau estimates that in 2024, 6% of the adult (age 18 to 64) non-institutionalized civilian population had two or more disabilities as did 13.6% of the older adult population (age 65+). People with hearing, vision, cognitive, or ambulatory disability may also have self-care and/or independent living disability. Self-care disability is defined as having difficulty dressing or bathing. A person is defined as having an independent living disability if, because of a physical, mental, or emotional problem, they have difficulty doing errands alone, such as visiting a doctor's office or shopping. The Census Bureau measures independent living disability among the age 18 and over population.

- Countywide, an estimated 5.5% of the adult non-institutionalized civilian population was estimated to have an independent living disability. Among the older adult population, 10% were estimated to have an independent living disability. Likewise, 2.9% of the adult population was estimated to have a self-care disability and 5.1% of the older adult population.

- The most common disability among adults in the Kandiyohi County is cognitive. A person is classified as having a cognitive disability when, because of a physical, mental, or emotional problem, they have serious difficulty concentrating, remembering, or making decisions. About 1,600 adults in the County were estimated to have a cognitive disability in 2024. The next most common disability was Independent Living, followed by Ambulatory. A person is classified as having an ambulatory disability when they have serious difficulty walking or climbing stairs.

Table 16
Disability Status of Non-Institutional Civilian Population
Kandiyohi County
2024

	Willmar		Small Towns		Rural		Kandiyohi County	
	Total	With a Disability	Total	With a Disability	Total	With a Disability	Total	With a Disability
Population*	20,719	3,604	6,327	866	16,268	1,714	43,314	6,184
Type of Disability								
Hearing	20,719	1,198	6,327	289	16,268	674	43,314	2,161
<18	5,472	234	1,604	4	3,689	38	10,765	276
18 to 64	11,699	476	3,668	104	8,633	128	24,000	708
65+	3,548	488	1,055	181	3,946	508	8,549	1,177
Vision	20,719	594	6,327	131	16,268	243	43,314	968
<18	5,472	252	1,604	0	3,689	16	10,765	268
18 to 64	11,699	246	3,668	101	8,633	82	24,000	429
65+	3,548	96	1,055	30	3,946	145	8,549	271
Cognitive	19,064	1,717	5,966	333	15,359	538	40,389	2,588
<18	3,817	315	1,243	36	2,780	77	7,840	428
18 to 64	11,699	1,114	3,668	232	8,633	259	24,000	1,605
65+	3,548	288	1,055	65	3,946	202	8,549	555
Ambulatory	19,064	1,820	5,966	387	15,359	693	40,389	2,900
<18	3,817	192	1,243	6	2,780	4	7,840	202
18 to 64	11,699	907	3,668	180	8,633	145	24,000	1,232
65+	3,548	721	1,055	201	3,946	544	8,549	1,466
Self-Care	19,064	905	5,966	167	15,359	307	40,389	1,379
<18	3,817	212	1,243	9	2,780	22	7,840	243
18 to 64	11,699	518	3,668	94	8,633	85	24,000	697
65+	3,548	175	1,055	64	3,946	200	8,549	439
Independent Li	15,247	1,364	4,723	311	12,579	509	32,549	2,184
18 to 64	11,699	991	3,668	176	8,633	164	24,000	1,331
65+	3,548	373	1,055	135	3,946	345	8,549	853

* Non-institutionalized civilian population.

Sources: 2024 American Community Survey; Viewpoint Consulting Group, Inc.

- Of the 2,959 adults in Kandiyohi County with a disability in 2024, and estimated 807 worked full-time, year round (27%). Another 1,079 adults with a disability worked, but not full-time for the entire year (37%). Another 36% did not work.

Estimated Work Experience by Disability Status in 2024

	Willmar	Kandiyohi County
Non-institutionalized population age 18 to 64 with a disability	1,972	2,959
Worked full-time, year-round	447	807
Worked less than full-time, year round	772	1,079
Did not work	753	1,073

Employment Growth Trends

Employment growth is a predictor of housing demand since employment growth generally leads to household formation. If given a choice, many people prefer to live close to their place of employment. Rental housing demand has a particularly strong correlation with job growth since people recently hired and moving into a new community often choose to rent for a period of time before they invest in a home of their own.

Employment growth trends for Kandiyohi County are shown in Tables 17 and 18. Table 17 presents resident employment data in the county in 2010 and from 2015 to 2025. Resident employment data is an annual average of the workforce and number of employed people living in the County. Not all these employed people work in the County. Table 18 shows the number of jobs ("covered employment") in Willmar and Kandiyohi County from 2015 to 2025 (through the 3rd Quarter). Covered employment data is from the Quarterly Census of Employment and Wages (QCEW) data and includes all establishments covered under the Unemployment Insurance Program – hence covered employment. The employment data represents the number of covered workers who worked, or received pay, on the 12th of the month. Excluded are members of the armed forces, the self-employed, proprietors, domestic workers, unpaid family workers, and railroad workers covered by the railroad unemployment insurance system. Most farm jobs are not covered by unemployment insurance and are not included in the table. The following are key trends from the employment data.

Resident Employment

- Since 2015, the unemployment rate in Kandiyohi County generally remained under 4% with the exception of 2020 and 2021, due to the COVID pandemic, and in 2025 when it inched up to 4.1%.

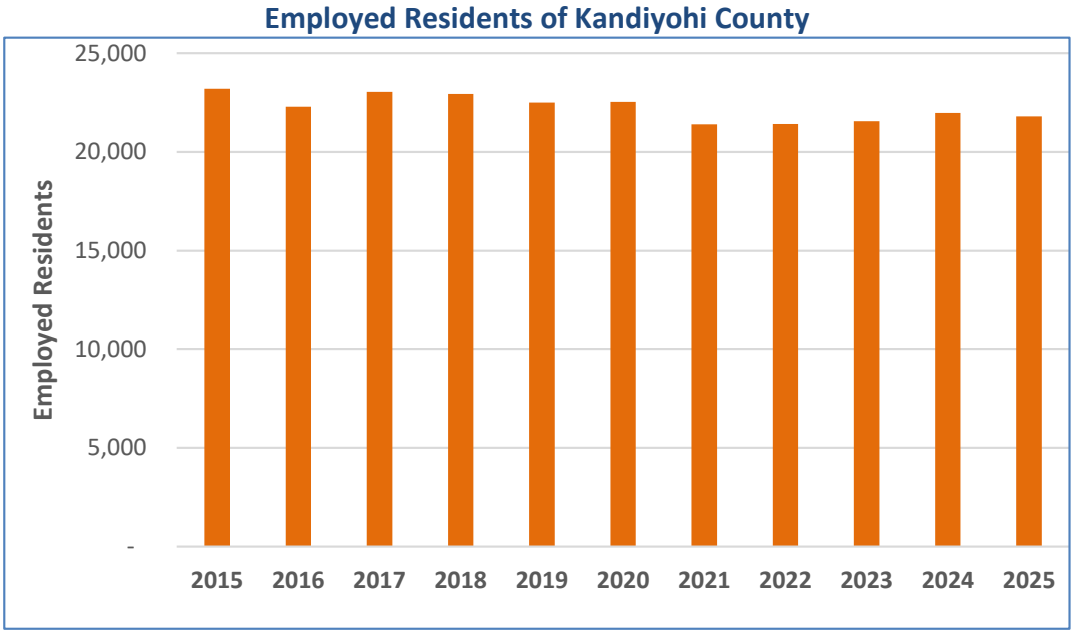
- Peak employment in Kandiyohi County was 23,198 people in 2015. It declined slightly through 2020 and due largely to the COVID pandemic, declined to a low of 21,400 people in 2021. As of 2025, there were 21,807 employed people in the County.

- Over the past decade, the unemployment rate in Kandiyohi County has generally been below the nation's unemployment rate. In 2024, the unemployment rate was 3.1% while the nation's was 4.0%. The gap narrowed in 2025 – to 4.1% in Kandiyohi County and 4.3% in the nation.

Table 17
Resident Employment
Kandiyohi County
2010 to 2025

	--- Kandiyohi County ---				
	Labor Force	Employment	% Unemploy.	MN	USA
2010	23,568	21,997	6.7%	7.4%	9.6%
2015	24,118	23,198	3.8%	3.7%	5.3%
2016	23,210	22,295	3.9%	4.0%	4.7%
2017	23,842	23,039	3.4%	3.6%	4.4%
2018	23,686	22,942	3.1%	2.9%	3.9%
2019	23,362	22,494	3.7%	3.3%	3.7%
2020	23,731	22,533	5.0%	6.3%	8.1%
2021	22,287	21,400	4.0%	3.7%	5.3%
2022	22,042	21,419	2.8%	2.5%	3.6%
2023	22,230	21,549	3.1%	2.8%	3.6%
2024	22,677	21,972	3.1%	3.0%	4.0%
2025	22,738	21,807	4.1%	3.8%	4.3%

Source: MN Dept. of Employment and Economic Development - Local Area Unemployment Statistics; Viewpoint Consulting Group, Inc.



Job Growth Trends

- Table 18 shows that Kandiyohi County had 23,264 jobs in 2025, down from its peak of 24,351 jobs in 2018. The 2025 level was still higher than ten years earlier – when there were 22,967 jobs in 2015.

- Willmar accounts for about 69% of Kandiyohi County's jobs, despite Willmar accounting for just 49% of the County's population. Willmar is the commercial center of Kandiyohi County and the broader region and hence has a high number of jobs.

Table 18
Job Growth Trends
Willmar and Kandiyohi County
2010 to 2025

	Willmar	Remainder of Kandiyohi County	Kandiyohi County	Minnesota
2010	15,493	6,623	22,116	2,563,391
2015	15,896	7,071	22,967	2,774,426
2016	15,972	7,359	23,331	2,814,002
2017	17,109	7,219	24,328	2,854,004
2018	17,409	6,942	24,351	2,882,004
2019	17,124	6,935	24,059	2,901,632
2020	16,602	6,653	23,255	2,707,821
2021	15,758	6,753	22,511	2,774,366
2022	15,851	6,821	22,672	2,856,132
2023	15,934	6,883	22,817	2,907,869
2024	16,122	7,049	23,171	2,934,052
2025	16,102	7,162	23,264	2,943,166
Change, 2015 to 2025				
Number	206	91	206	168,740
Percent	1.3%	1.3%	1.3%	6.1%

Source: MN Dept. of Employment and Economic Development - Quarterly Census of Employment and Wages; Viewpoint Consulting Group, Inc.

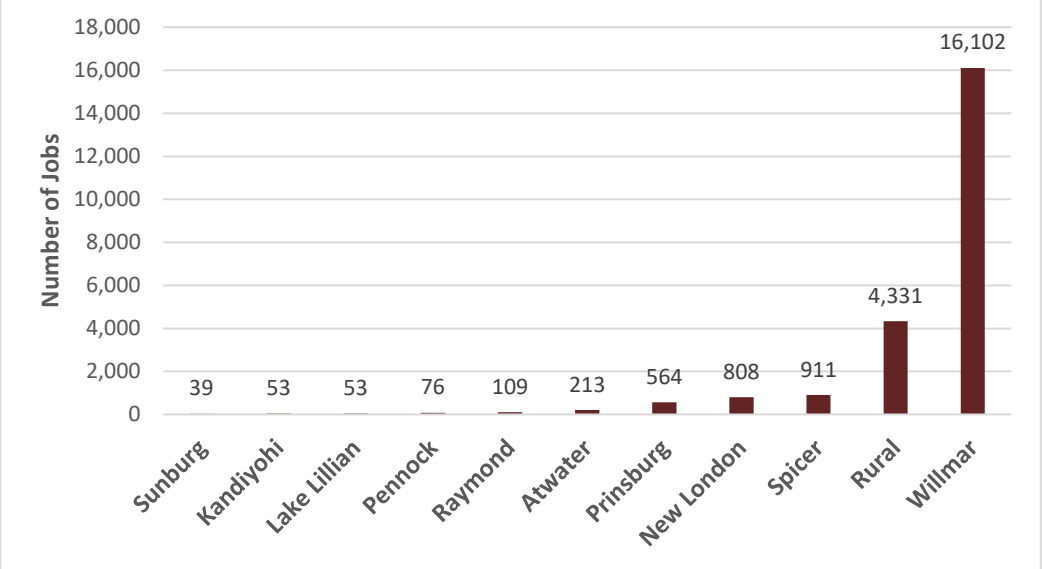
- Table 19 and the chart below highlight Willmar's presence as the commercial and employment center of the County. Aside from about 4,300 jobs in the rural portion of the County in 2025, no other community comes close to the level of jobs in Willmar. Spicer has about 910 jobs and New London has about 810 jobs. After them, Prinsburg has the most jobs, at 564 in 2025.

Table 19
Job Growth Trends by Community
2010 to 2025

	2010	2020	2025	Change, 2010-2025 No.	Pct.
Willmar	15,493	16,602	16,102	609	3.9%
Atwater	236	250	213	-23	-9.9%
Kandiyohi	57	63	58	1	1.8%
Lake Lillian	50	48	53	3	6.0%
New London	809	869	808	-1	-0.1%
Pennock	78	74	76	-2	-2.6%
Prinsburg	265	360	564	299	112.8%
Raymond	147	131	109	-38	-25.9%
Spicer	750	715	911	161	21.5%
Sunburg	28	35	39	11	39.3%
Rem. of County	4,203	4,108	4,331	128	3.1%
Kandiyohi County	22,116	23,255	23,264	1,148	5.2%

Source: MN Dept. of Employment and Economic Development - Quarterly Census of Employment and Wages; Viewpoint Consulting Group, Inc.

Number of Jobs by Community in Kandiyohi County in 2025



Note: Includes only jobs covered by unemployment insurance.

Commuting Patterns

Not all residents of a community work in that community and vice versa – some workers commute into a community from elsewhere. Data on commuting trends as of 2023 is shown in Tables 20 and 21. The data (Local Employment Dynamics) is from Census Bureau's Center for Economic Studies. The following are key highlights.

- Willmar is the primary job center in the County, and a large number of people commute to Willmar for work. As of 2023, an estimated 13,562 people commuted to jobs in Willmar (inflow). These commuters filled 68% of Willmar's total of 19,848 jobs (the other 6,286 jobs were filled by people who lived and worked in Willmar (interior flow).

- While 6,286 Willmar residents also worked in Willmar, another 4,218 Willmar residents commuted to jobs elsewhere (outflow). While this is a significant number of people commuting to jobs elsewhere, Willmar is still a net importer of jobs (+9,344).

- Besides Willmar, the only other communities that were net importers of jobs were New London (+305 jobs) and Prinsburg (+270 jobs). In all other communities, more residents commuted to jobs elsewhere than people commuting to jobs into the community (net exporters of jobs).

Table 20
Estimated Worker Commuting Patterns
Kandiyohi County
2023

	Live & Work in Community	Inflow to Jobs	Total Jobs in Community	Outflow to Jobs	Workers Living in Community	Net Flow of Jobs
Willmar	6,286	13,562	19,848	4,218	10,504	9,344
Atwater	27	248	275	553	580	-305
Kandiyohi	0	26	26	299	299	-273
Lake Lillian	1	35	36	110	111	-75
New London	92	899	991	594	686	305
Pennock	2	45	47	261	263	-216
Prinsburg	31	493	524	223	254	270
Raymond	6	47	53	397	403	-350
Spicer	44	524	568	570	614	-46
Sunburg	0	22	22	48	48	-26
Kandiyohi County	**14,212**	**10,745**	**24,957**	**7,951**	**22,163**	**2,794**

Note: Inflow = live outside of community, employed in community; Outflow = live in community, employed outside commuity.

Source: MN Dept. of Employment and Economic Development - Quarterly Census of Employment and Wages; Viewpoint Consulting Group, Inc.

- Table 21 identifies the top communities in which Willmar residents are employed and communities in which Willmar workers reside. The greatest single source of employees is still the remainder of Kandiyohi County (5,504 residents of elsewhere in Kandiyohi County commute to Willmar for work). This is followed by Stearns County. Overall, 59% of people who worked in Willmar lived in Kandiyohi County.

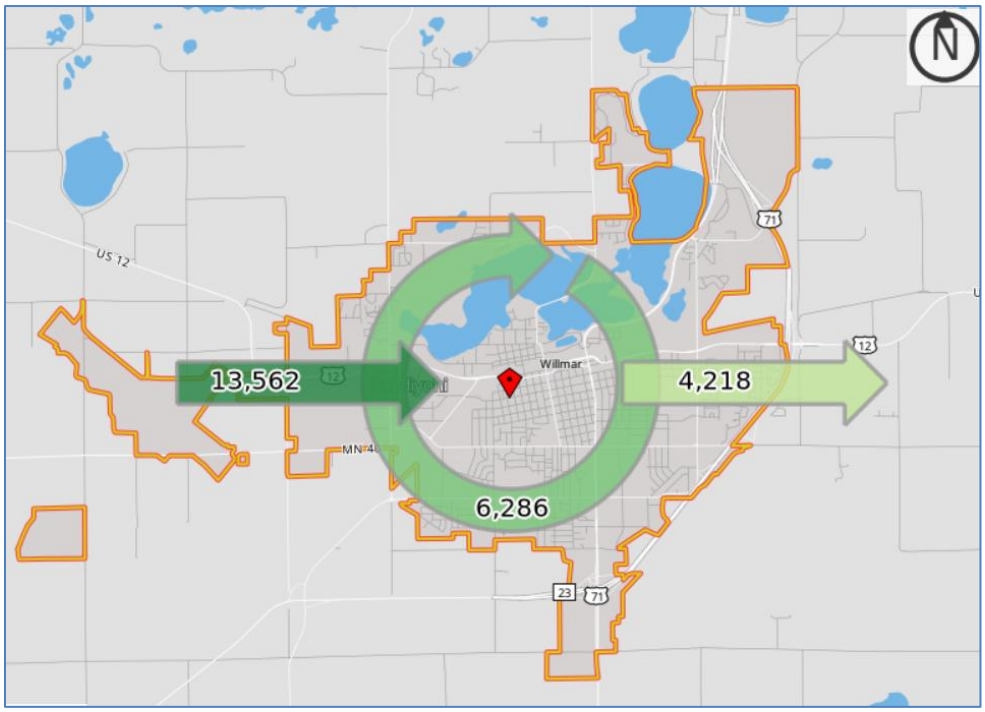
- After people who live and work in Willmar, the remainder of Kandiyohi County is the primary work destination for Willmar residents (estimated at 8% of commuters in 2023). The next largest destination was Hennepin County (6.5%), followed by Stearns County (3.3%). Overall, 68% of Willmar residents work in Kandiyohi County.

Table 21
Estimated Worker Commuting Patterns
Willmar
2023

		--- Workers ---	
Place of Employment	**Place of Residence**	**Number**	**Pct.**
Willmar	Willmar	6,286	31.7%
Willmar	Elsewhere in Kandiyohi County	5,504	27.7%
Willmar	Stearns County	1,013	5.1%
Willmar	Otter Tail	786	4.0%
Willmar	Chippewa County	662	3.3%
Willmar	Meeker County	630	3.2%
Willmar	Other	4,967	25.0%
Total		19,848	100.0%
Place of Employment	**Place of Residence**		
Willmar	Willmar	6,286	59.8%
Elsewhere in Kandiyohi County	Willmar	831	7.9%
Hennepin County	Willmar	685	6.5%
Stearns County	Willmar	349	3.3%
Ramsey County	Willmar	248	2.4%
Renville County	Willmar	170	1.6%
Other	Willmar	1,935	18.4%
Total		10,504	100.0%

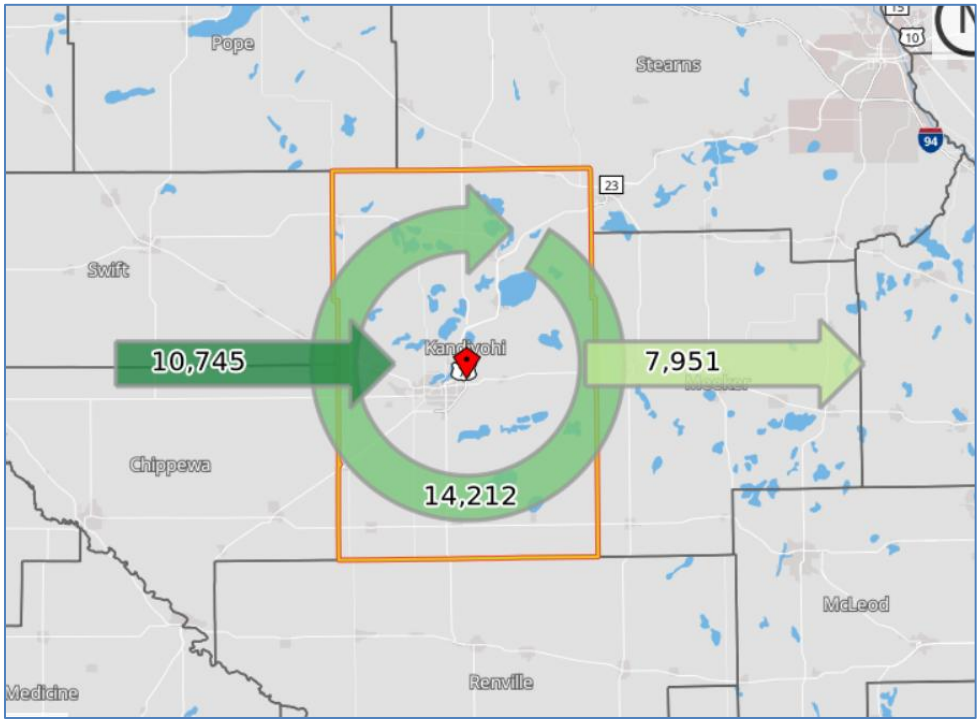
Sources: US Census Bureau - Center for Economic Studies; Viewpoint Consulting Group, Inc.

Willmar Workforce Inflow/Outflow in 2023



Source: US Census - OnTheMap

Kandiyohi County Workforce Inflow/Outflow in 2023



Source: US Census - OnTheMap

Major Employers

As shown in Table 21, Willmar has about 19,800 jobs, of which about 16,100 are covered by unemployment insurance (Table 18). Willmar is the economic center of Kandiyohi County, and it has a diverse employment base, with an estimated 705 "establishments," or places of employment based on Quarterly Census of Employment and Wages data. This equates to an average of 23 employees per establishment. No one industry sector dominates Willmar's employment base. Major employers include Jennie-O (Manufacturing), CentraCare (Health Care), Willmar Public Schools and Ridgewater College (Education).

Interviews with representatives of larger employers revealed that finding housing seems to have gotten easier for new employees moving to Willmar. Finding housing had been more challenging in the past. New apartments that have opened in Willmar over the past few years have made finding housing easier. It was also stated that most new hires are already living in the local area. Thus, representatives of major employers don't often hear about difficulty finding housing since so many new hires are already established in their housing.

Housing Characteristics

The variety and condition of the housing stock in a community provides the basis for an attractive living environment. The housing stock in Kandiyohi County was examined by: 1) reviewing data on the age of the existing housing, 2) examining the housing stock by structure type; and 3) examining residential building trends since 2000. Data was obtained from the U.S. Census Bureau. The following are key findings about the existing housing stock.

Age of Housing Stock

- A review of Kandiyohi County's housing stock from American Community Survey data shows that beginning with the 1940s, an average of 1,380 owner-occupied housing units and 480 rental units were built during each decade. The peak decade was the 1970s, when over 2,100 owner-occupied homes and 1,000 rental units were built.

- Due largely to the downturn in the nationwide housing market which coincided with the Great Recession, the 2010s accounted for the fewest number of occupied housing units in both the County and Willmar since before the 1940s.

- So far this decade (2020 through 2025), home construction has eclipsed the pace of the 2010s. Of housing units that have been built this decade, an estimated 453 are owner occupied and 536 are renter occupied. This compares to just 540 owner-occupied homes built last decade and 196 renter occupied homes. In particular, rental housing construction is much higher, mostly due to several new developments in Willmar.

- Homes built prior to 1950, which are now 75+ years old, are more likely to have a substantial need for rehabilitation and/or replacement due to physical or functional obsolescence. About 20% of both owner-occupied and renter-occupied housing units in Willmar and the County as a whole, were built before 1950.

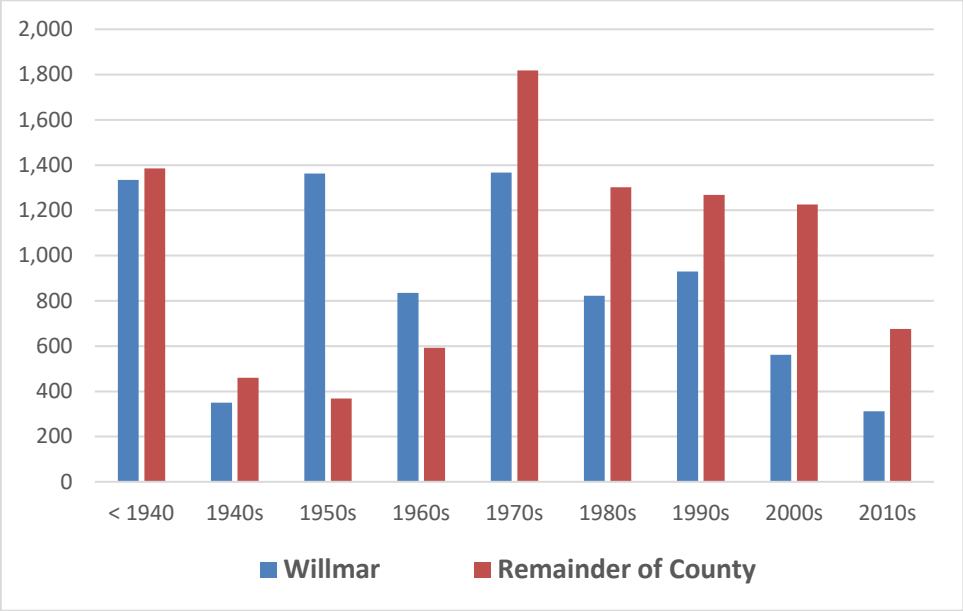
Table 22
Estimated Occupied Housing Units by Age of Structure
Kandiyohi County
2024

	Owner		Renter		Total	
	Units	Pct.	Units	Pct.	Units	Pct.
Willmar						
< 1940	719	15.7%	560	15.1%	1,279	15.4%
1940 -1949	217	4.7%	157	4.2%	374	4.5%
1950 - 1959	669	14.6%	208	5.6%	877	10.6%
1960 - 1969	476	10.4%	194	5.2%	670	8.1%
1970 - 1979	564	12.3%	852	22.9%	1,416	17.1%
1980 - 1989	725	15.8%	437	11.8%	1,162	14.0%
1990 - 1999	550	12.0%	413	11.1%	963	11.6%
2000 - 2009	441	9.6%	160	4.3%	601	7.2%
2010 - 2019	176	3.8%	188	5.1%	364	4.4%
2020+	47	1.0%	548	14.7%	594	7.2%
Total	4,584	100.0%	3,716	100.0%	8,300	100.0%
Kandiyohi County						
< 1940	1,990	15.4%	731	15.1%	2,720	15.4%
1940 -1949	603	4.7%	207	4.3%	810	4.6%
1950 - 1959	1,434	11.1%	297	6.2%	1,731	9.8%
1960 - 1969	1,136	8.8%	292	6.1%	1,428	8.1%
1970 - 1979	2,113	16.4%	1,072	22.2%	3,186	18.0%
1980 - 1989	1,491	11.6%	635	13.1%	2,126	12.0%
1990 - 1999	1,629	12.7%	568	11.7%	2,197	12.4%
2000 - 2009	1,490	11.6%	297	6.2%	1,787	10.1%
2010 - 2019	540	4.2%	196	4.1%	736	4.2%
2020+	453	3.5%	536	11.1%	989	5.6%
Total	12,879	100.0%	4,831	100.0%	17,710	100.0%

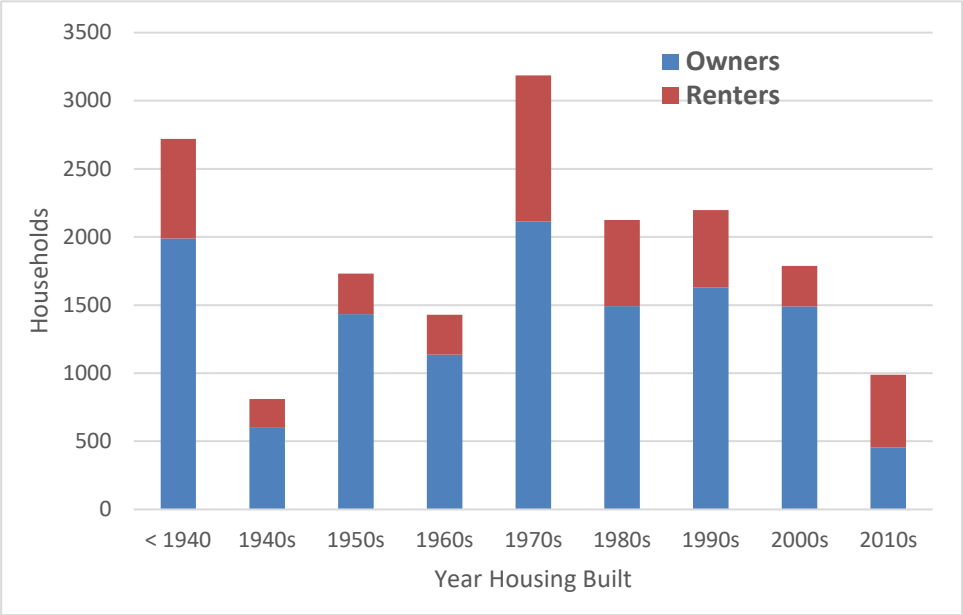
Sources: US Census (2024 American Community Survey); Viewpoint Consulting Group, Inc.

- Beginning with the 1940s, an average of about 500 owner-occupied housing units were built during each decade in Willmar. The peak decade was the 1980s, when about 725 owner-occupied homes were built. More recently, 176 owner-occupied homes in Willmar were built during the 2010s and 47 since 2020. Largely because of the downturn in the nationwide housing market which coincided with the Great Recession, the 2010s accounted for the fewest number of occupied housing units in Willmar since before the 1940s. The slower pace has continued into this decade.

Households by Decade their Housing was Built – Kandiyohi County



Owner & Renter Households by Decade their Housing was Built Kandiyohi County



Residential Construction

- Table 23 shows that in the incorporated communities in Kandiyohi County, permits were issued for 873 housing units during the 2000s and 590 housing units during the 2010s. The drop during the 2010s was experienced in both Willmar and the smaller communities in the County. Only New London saw its permitted housing units increase between the 2000s and 2010s (from 92 permitted units during the 2000s to 129 during the 2010s).

- In addition to permits in the communities, 447 permits were issued for single-family homes in the rural portion of the County during the 2010s. Information for the 2000s was not available. Many of the permits issued in the rural portion of the County are on lakes and other large estates and include seasonal homes in addition to permanent homes. Some also are for homes that replace older homes. Thus, permits in the rural portion of the County are not as closely tied to a growth in households as in the incorporated communities.

- Permits were issued for 630 new housing units in Willmar during the 2000s. Over three-quarters of the permitted housing units were single-family homes. Only 135 multifamily units (generally rentals) were permitted during the 2000s. Permits for multifamily housing increased to 229 units during the 2010s and to 722 units during the first six years of this decade.

Table 23
Building Permit Trends
Kandiyohi County
2000 to 2025

	2000s			2010s			2020-2025		
	SF	MF	Total	SF	MF	Total	SF	MF	Total
Willmar	495	135	630	170	229	399	56	722	778
Atwater	23	4	27	2	4	6	0	3	3
Blomkest	2	0	2	1	0	1	0	0	0
Kandiyohi	8	12	20	0	0	0	2	0	2
Lake Lillian	1	0	1	0	0	0	0	0	0
New London	88	4	92	59	70	129	65	18	83
Pennock	15	0	15	5	0	5	9	0	9
Prinsburg	11	8	19	8	0	8	4	0	4
Raymond	12	0	12	7	0	7	15	2	17
Regal	3	0	3	0	0	0	0	0	0
Spicer	43	4	47	33	2	35	12	52	64
Sunburg	1	4	5	0	0	0	0	0	0
Total*	**702**	**171**	**873**	**285**	**305**	**590**	**163**	**797**	**1,162**
Rem. of County		n.a.		477	0	477	343	0	343

** Total excludes the rural portions of the County.*

Sources: US Census, Viewpoint Consulting Group, Inc.

- During the 2000s and 2010s, the majority of permits for single-family homes were in Willmar, which accounted for 71% of the single-family homes during the 2000s and 60% during the 2010s. Since 2020, however, New London has been the leader in permits for single-family homes. Its 65 permits issued were greater than Willmar's 56 permits. So far this decade, Willmar accounts for 34% of the permits issued for single-family homes.

- Since 2020, permits for new single-family homes in Willmar have continued to remain below historic levels. Only five permits were issued in 2024 and only seven in 2025. At the current pace, fewer single-family homes will be built in Willmar than during the 2010s, which saw the fewest single-family homes built since before 1940.

- While the development of single-family homes remains low in Willmar. Multifamily permits have increased substantially. Permits have already been issued for 722 multifamily units since 2020. In just the first six years of this decade, this is already more than two and a half times the number of permits issued for multifamily housing during the entire 2010s.

- Outside of Willmar, permits for multifamily housing have largely been confined to New London and Spicer. The largest multifamily development outside Willmar is Southern Bluff, a rental townhome development in Spicer.

- The chart below highlights how home construction has continued to remain low in Willmar long after the Great Recession. After an average of about 50 permits were issued annually for single-family homes during the 2000s, only an average of 17 permits were issued annually during the 2010s and only ten this decade so far. Beginning in 2017, permits for multifamily housing skyrocketed – to an average of over 100 units annually through 2024. No permits were issued for multifamily housing in 2025.

Building Permits for New Housing Construction in Willmar

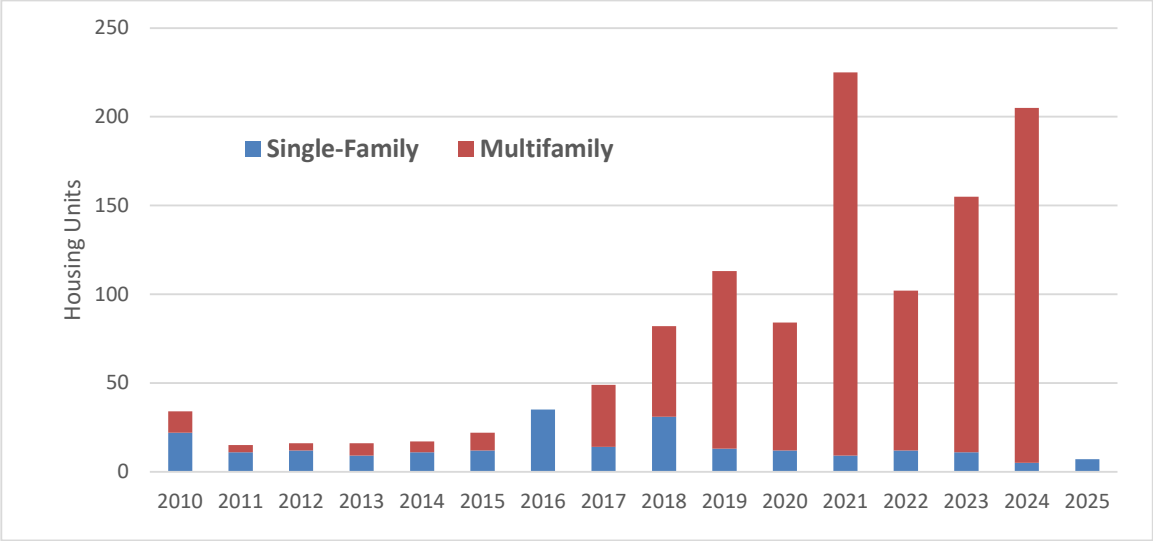


Table 24
Building Permit Trends
Willmar
2000 to 2025

	---- Housing Units ----		
Year	Single-Family	Multifamily	Total
2000s	495	135	630
2010	22	12	34
2011	11	4	15
2012	12	4	16
2013	9	7	16
2014	11	6	17
2015	12	10	22
2016	35	0	35
2017	14	35	49
2018	31	51	82
2019	13	100	113
Total	170	229	399
2020	12	72	84
2021	9	216	225
2022	12	90	102
2023	11	144	155
2024	5	200	205
2025	7	0	7
Total	56	722	778

Source: Census Bureau; Viewpoint Consulting Group, Inc.

Housing Stock by Type of Housing

- The dominant housing type in Kandiyohi County is a single-family home with this type representing an estimated 79% of all housing units in 2024. Single-family homes and townhomes account for about 95% of owner-occupied housing units and 35% of the rental units. In Willmar, which has a greater supply of multifamily housing, single-family homes accounted for about 95% of owner-occupied housing units and 27% of the rental units. Outside Willmar, single-family homes accounted for 59% of rental units.

- Of the estimated 3,067 multifamily rental units in Kandiyohi County in 2024, 2,672 were in Willmar, representing 87% of the County's multifamily rental stock. After Willmar, the greatest supplies of multifamily rental units were in New London (130 units) and Spicer (79 units).

Table 25
Estimated Occupied Housing Units by Type of Structure
Kandiyohi County
2024

	Households by Housing Type and Tenure					
	Owned			Rented		
	Single-Family	Multi-Family	Mobile Home	Single-Family	Multi-Family	Mobile Home
Willmar	4,339	124	121	1,011	2,672	33
Atwater	323	9	19	44	61	0
Blomkest	58	0	0	9	0	0
Kandiyohi	189	7	0	5	24	0
Lake Lillian	90	0	4	6	11	0
New London	395	13	6	30	130	0
Pennock	157	0	0	19	6	0
Prinsburg	171	8	0	24	5	0
Raymond	248	13	3	37	24	2
Regal	18	0	0	3	0	0
Spicer	429	16	0	43	79	0
Sunburg	27	0	0	3	3	3
Rural	5,822	43	230	433	51	61
Kandiyohi County	12,265	233	381	1,665	3,067	99

Sources: US Census, Viewpoint Consulting Group, Inc.

- Mobile homes accounted for less than 3% of the County's housing stock, with about 80% of the mobile homes being owned.

Willmar's Single-Family Housing Stock by Size of Home

Additional data was obtained from the Kandiyohi County Assessor's Office regarding size of homes (finished square feet) in Willmar. As shown below, of the more than 5,000 single-family homes in the community, 45% have between 1,000 and 1,499 finished square feet. The average year built of homes in this size range is 1966. Larger homes are generally newer – the average year built of homes with 1,500 to 1,999 square feet is 1988 and for those with 2,000 or more square feet, the average year built is 1991.

About 7.5% of Willmar's single-family homes have fewer than 750 finished square feet. The average year built for these smaller homes is 1930. Although not shown below, about 85% of Willmar's single-family homes with fewer than 750 square feet were built before 1950.

Single-Family Homes in Willmar by Size (Sq. ft.)

Finished Sq. Ft.	Pct. of Homes	Avg. Year Built	Avg. SF	Total Market Value
<750 sf	7.5%	1930	654	$118,169
750 to 999 sf	25.9%	1944	879	$162,750
1,000-1,499 sf	45.0%	1966	1,196	$221,349
1,500 to 1,999 sf	16.5%	1988	1,710	$324,507
2,000 sf+	5.1%	1991	2,392	$452,934
Total	100.0%	1963	1,219	$227,168

Sources: Kandiyohi County Assessor; Viewpoint Consulting Inc.

Owner-Occupied Housing Market Analysis

This section analyzes Kandiyohi County's owner-occupied housing market. Analyzed are single-family home resale trends, subdivisions being actively marketed, pending subdivisions, and interviews with local real estate professionals and others involved in the local housing market to solicit their impressions of existing market conditions and trends. The Kandiyohi County Assessor's Office provided the data on resale trends. The following are key findings regarding the for-sale housing market.

Home Resale Trends

- The median price of homes sold in 2025 was $253,750 in Kandiyohi County. This was up from $240,000 in 2024 and from $215,000 in 2023. Since 2020, the annual average increase in the median sale price was 7.9%. In Willmar, the average annual increase in the median sale price was similar – at 7.8%. Willmar's median sale price was $224,900 in 2025.

- During the six-year period from 2020 through 2025, the number of annual home sales in Kandiyohi County averaged 670. Overall, about 5.5% of the County's owner-occupied housing stock is sold each year. In Willmar, the number of annual home sales averaged 336. Overall, about 7.5% of Willmar's owner-occupied housing stock is sold each year.

- In 2025, Willmar's median home sale price was about $15,500 less than the average home sale price. Countywide, the difference between the average and median home sale price was just over $46,000. Sales of very expensive lake homes skews the average higher in the rural part of the county than in Willmar.

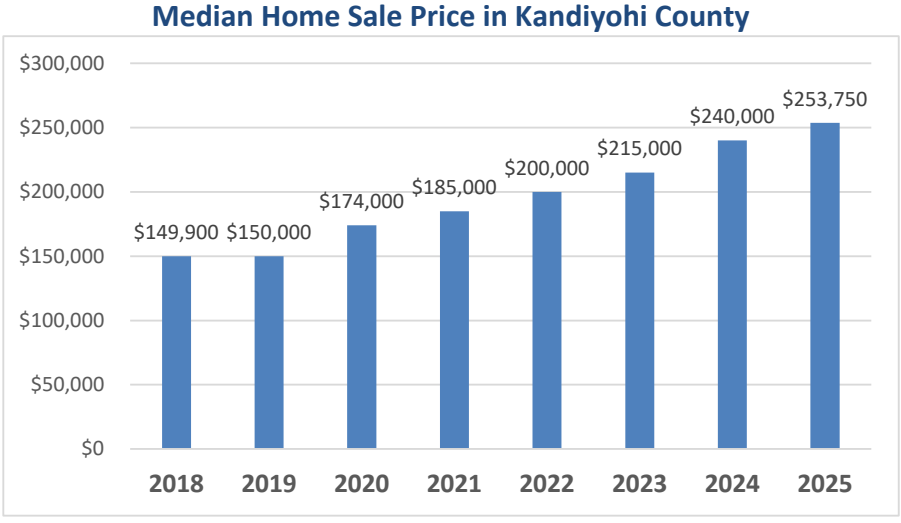


Table 26
Resale Trends of Existing Single-Family Homes
Willmar and Kandiyohi County
2018 through 2025

Year	No. Sold	Avg Sales Price	Median Price	Change in Median
Willmar				
2018	387	$149,957	$136,000	--
2019	383	$144,552	$139,100	2.3%
2020	348	$161,928	$155,000	11.4%
2021	433	$177,822	$160,000	3.2%
2022	363	$189,050	$178,500	11.6%
2023	301	$207,763	$200,000	12.0%
2024	263	$222,922	$204,330	2.2%
2025	305	$240,373	$224,900	10.1%
Kandiyohi County Total				
2018	801	$180,742	$149,900	--
2019	767	$173,770	$150,000	0.1%
2020	793	$205,648	$174,000	16.0%
2021	895	$232,031	$185,000	6.3%
2022	718	$230,189	$200,000	8.1%
2023	615	$263,959	$215,000	7.5%
2024	317	$294,243	$240,000	11.6%
2025	678	$299,917	$253,750	5.7%

Sources: Kandiyohi County Assessor; Viewpoint Consulting Group,

- Table 27 shows the number of single-family homes sales by community from 2020 through 2025. Willmar accounts for close to half the home sales in the County annually. After Willmar, the greatest number of sales are in the rural parts of the County, which averaged 226 sales annually. Among the smaller communities, New London and Spicer had the most sales, with annual averages of 34 and 33 sales, respectively.

- Table 28 shows the median sale price of single-family homes by community from 2020 through 2025. By far the highest median sale price was in the rural part of the County. Its 2025 median sale price was $372,950, or $148,000 more than Willmar's median sale price ($224,900). Spicer's median sale price in 2025 was $275,000, followed by New London, at $269,000. The median sale price in all other smaller communities was below $220,000. This highlights the strength of New London and Spicer's housing market in comparison to the other smaller communities in the county.

Table 27
Number of Single-Family Home Sales
Kandiyohi County
2020 through 2025

	2020	2021	2022	2023	2024	2025	Average Annual Sales Since 2020
Willmar	348	433	363	301	263	305	336
Atwater	24	29	29	26	19	22	25
Blomkest	5	4	3	5	5	6	5
Kandiyohi	7	12	10	5	3	11	8
Lake Lillian	6	9	9	3	9	7	7
New London	39	38	33	28	32	34	34
Pennock	7	7	9	7	8	9	8
Prinsburg	17	22	12	13	13	11	15
Raymond	17	17	18	13	16	18	17
Regal	0	2	1	0	2	0	1
Spicer	51	34	24	21	33	33	33
Sunburg	4	2	2	2	1	2	2
Rem. of County	256	273	205	191	213	220	226
Kandiyohi County	**793**	**895**	**718**	**615**	**617**	**678**	**715**

Sources: Kandiyohi County Assessor; Viewpoint Consulting Group, Inc.

Number of Home Sales by Community, 2020 to 2025

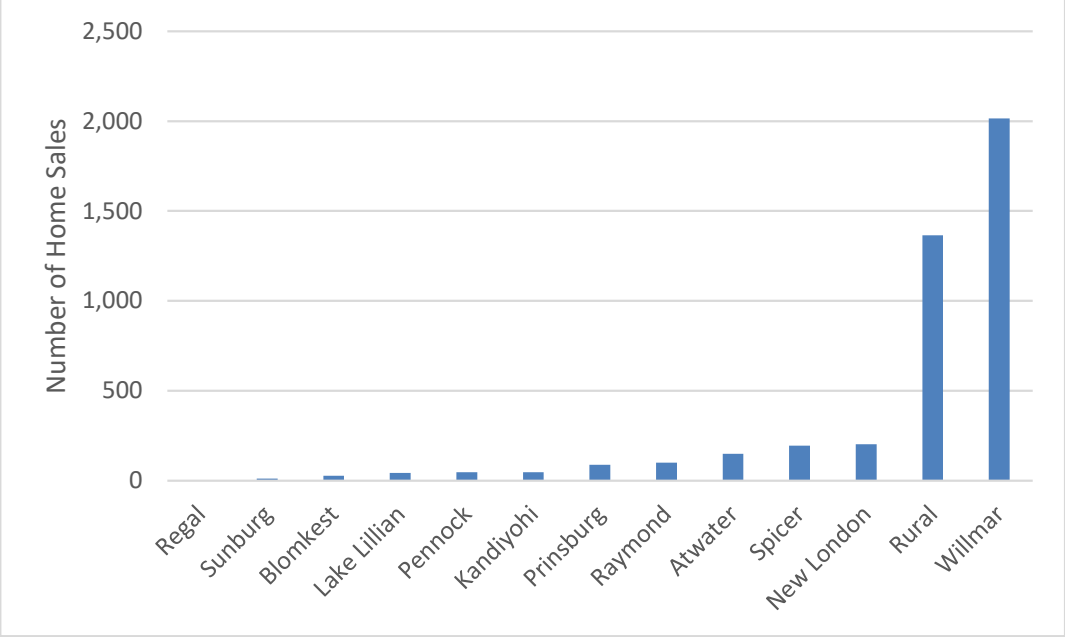


Table 28
Median Sale Price of Single-Family Home
Kandiyohi County, 2020 through 2025

	2020	2021	2022	2023	2024	2025	--- Change --- No.	Pct.
Willmar	$155,000	$160,000	$178,500	$200,000	$204,330	$224,900	$69,900	45.1%
Atwater	$106,500	$126,500	$137,500	$111,500	$150,000	$202,500	$21,000	18.0%
Blomkest	--	--	--	--	--	--	--	--
Kandiyohi	$120,000	$167,500	$142,000	$155,000	$213,500	$173,500	$37,000	35.2%
Lake Lillian	$102,000	$77,000	$139,200	$120,000	$130,000	$93,000	$81,200	140.0%
New London	$158,000	$199,000	$220,000	$254,500	$297,500	$269,000	$71,000	47.7%
Pennock	$127,500	$185,000	$79,000	$150,000	$221,750	$220,000	-$14,000	-15.1%
Prinsburg	$147,500	$133,750	$144,000	$184,500	$199,000	$187,000	$31,000	27.4%
Raymond	$129,000	$150,000	$157,750	$160,000	$207,500	$200,000	$37,250	30.9%
Regal	--	--	--	--	--	--	--	--
Spicer	$214,700	$235,000	$247,000	$259,000	$375,000	$275,000	$78,550	46.6%
Sunburg	--	--	--	--	--	--	--	--
Rural	$272,500	$315,000	$325,000	$350,000	$374,700	$372,950	$73,000	29.0%
Total	**$174,000**	**$185,000**	**$200,000**	**$215,000**	**$240,000**	**$253,750**	**$50,100**	**33.4%**

Sources: Kandiyohi County Assessor; Viewpoint Consulting Group, Inc.

- Table 29 shows that the number of homes sold in Willmar above $200,000 has increased from 26% of all sales in 2020 to 61% of all sales in 2025. Very similarly, the number of sales above $200,000 in the small towns combined increased from 27% of all sales in 2020 to 61% in 2025. In the rural part of the County, sales above $200,000 accounted for a much greater portion of sales (84% in 2025).

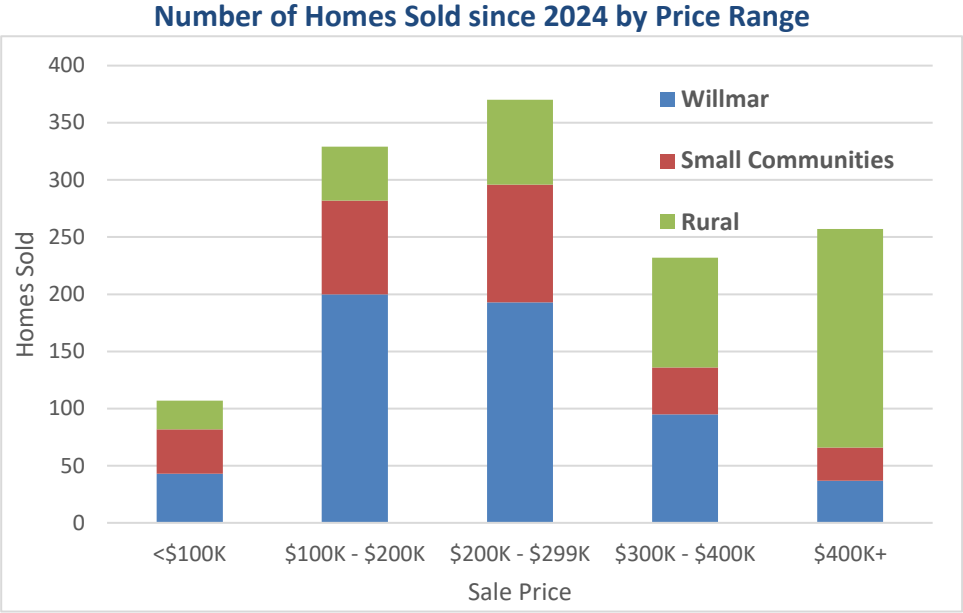
- With rising prices, a rapidly declining percentage of homes in Kandiyohi County are being sold for less than $100,000 – down to 7.2% in 2025. There are still plenty of homes sold in the $100,000 to $199,999 price range (about one-quarter of sales in 2025). Many households with incomes of about $70,000 could afford a home priced at $200,000, provided that they have adequate down payment and minimal debt. Data from Table 10 on Page 43 reveals that about 63% of Kandiyohi County's households ages 25 to 64 had incomes of more than $70,000. Many of these households could likely afford to purchase an existing home in the County.

- Close to 40% of the home sales in the County in 2025 were priced above $300,000. Provided that they have adequate down payment and minimal debt, many households with incomes of about $95,000 could afford a home priced at $300,000. Data from Table 10 on Page 43 reveals that almost half of Kandiyohi County's households ages 25 to 64 had incomes of more than $95,000.

Table 29
Home Resales by Price Range
Kandiyohi County
2020 to 2025

Sale Price	2020	2021	2022	2023	2024	2025
Willmar						
< $100,000	76	68	61	39	25	18
$100,000 - $199,999	182	228	153	110	98	102
$200,000 - $299,999	70	95	113	102	89	104
$300,000 - $399,999	18	31	26	42	36	59
$400,000 +	2	11	10	8	15	22
Total Sales	348	433	363	301	263	305
Percent over $200K	26%	32%	41%	50%	53%	61%
Median Year Built	1968	1959	1965	1965	1964	1969
Median Sale Price	$155,000	$160,000	$178,500	$200,000	$204,330	$224,900
Small Communities						
< $100,000	42	32	37	22	19	20
$100,000 - $199,999	88	82	60	52	42	40
$200,000 - $299,999	36	49	36	29	40	63
$300,000 - $399,999	5	10	12	11	22	19
$400,000 +	6	3	7	9	18	11
Total Sales	177	176	152	123	141	153
Percent over $200K	27%	35%	36%	40%	57%	61%
Median Year Built	1972	1972	1972	1967	1977	1975
Median Sale Price	$149,900	$162,400	$166,700	$180,000	$213,500	$222,500
Rural						
< $100,000	20	21	20	11	14	11
$100,000 - $199,999	70	53	27	21	22	25
$200,000 - $299,999	55	48	41	42	36	38
$300,000 - $399,999	55	71	54	47	49	47
$400,000 +	56	80	63	70	92	99
Total Sales	256	273	205	191	213	220
Percent over $200K	65%	73%	77%	83%	83%	84%
Median Year Built	1990	1987	1982	1983	1982	1982
Median Sale Price	$272,500	$315,000	$325,000	$350,000	$374,700	$372,950

Sources: Kandiyohi County Assessor; Viewpoint Consulting Group, Inc.



- Since 2023, there have been sales in Willmar of homes built in each decade since 1900. Typically, the average home resale price declines as the homes get older. This is highlighted in the chart below. The median sale price of homes built during the 1940s was $164,000 (see Table 29). Among homes built during the 2010s, the median sale price was $339,000.

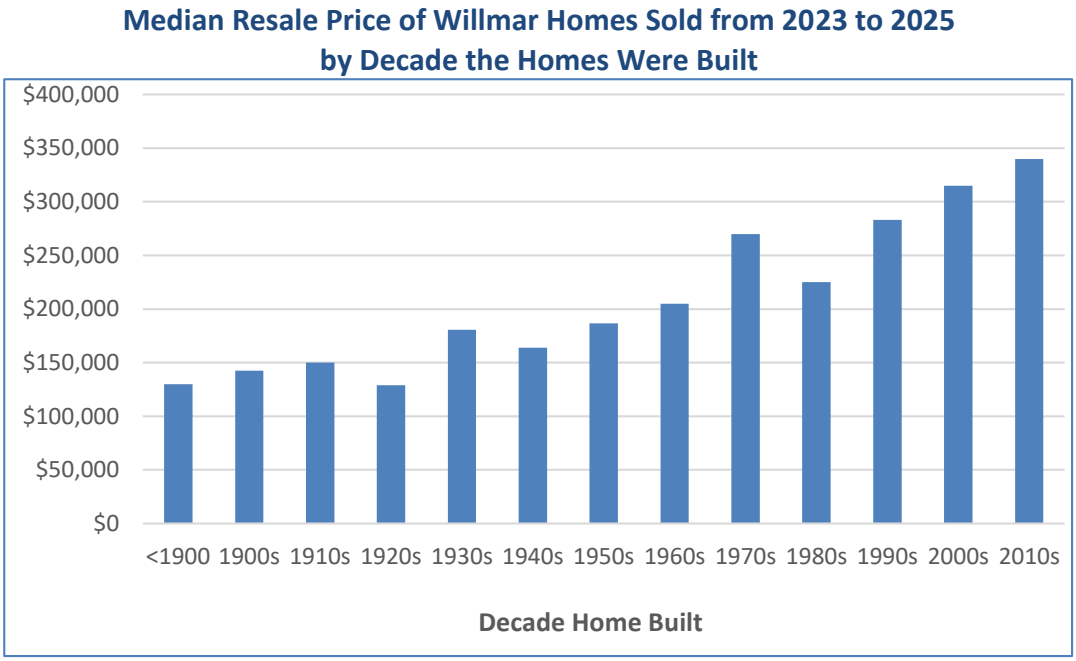


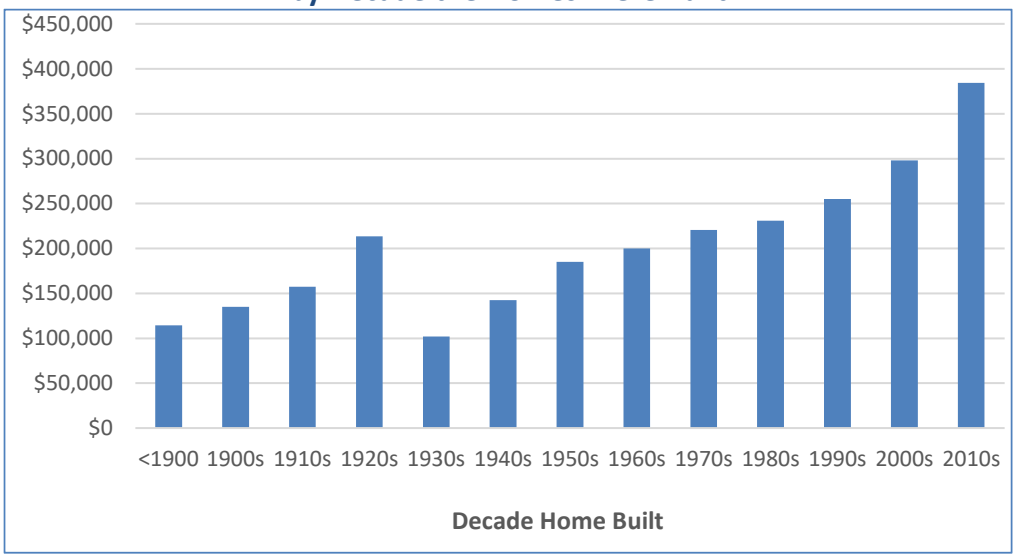
Table 30
Home Resales by Year Homes Built (Home Sold Between 2023 and 2025)
Kandiyohi County

	Willmar		Small Towns		Rural	
Year Built	No. of Sales	Median Sales Price	No. of Sales	Median Sales Price	No. of Sales	Median Sales Price
<1900	46	$129,950	20	$114,500	11	$240,000
1900 - 1909	29	$142,500	25	$135,000	15	$390,000
1910 - 1919	55	$150,000	12	$157,500	3	$300,000
1920 - 1929	39	$129,000	17	$213,500	30	$211,500
1930 - 1939	34	$180,750	10	$102,100	16	$315,000
1940 - 1949	65	$164,000	31	$142,500	14	$247,500
1950 - 1959	112	$186,500	37	$185,000	16	$307,000
1960 - 1969	79	$205,000	30	$200,000	31	$349,900
1970 - 1979	95	$270,000	64	$220,750	99	$340,000
1980 - 1989	109	$225,000	24	$231,000	84	$342,500
1990 - 1999	95	$283,000	31	$255,000	85	$460,000
2000 - 2009	72	$315,000	44	$298,000	103	$425,000
2010 - 2019	23	$339,000	15	$337,000	26	$542,675
2020+	11	$339,888	36	$384,450	8	$356,750
Total	**864**	**$205,500**	**396**	**$210,000**	**541**	**$379,950**
Built Before 1960						
Percent	44.0%		38.4%		19.4%	
Median	$159,250		$145,000		$280,950	
Built 1960 to 1989						
Percent	32.8%		29.8%		39.6%	
Median	$225,000		$215,750		$342,500	
Built 1990+						
Percent	20.6%		28.0%		36.2%	
Median	$310,000		$300,000		$450,000	

Sources: Kandiyohi County Assessor; Viewpoint Consulting Group, Inc.

- Like Willmar, both the smaller communities combined, and rural Kandiyohi County have had sales of homes built in each decade since 1900. The charts below highlight how in small communities, the median price is lowest among homes built during the 1930s ($102,100), but then consistently increases each decade to $384,450 for homes built since 2020. In rural Kandiyohi County, the steady increase by decade is not as pronounced, but homes built since 1990 are still generally the highest priced.

Median Resale Price of Homes Sold in Smaller Communities from 2023 to 2025 by Decade the Homes Were Built



Median Resale Price of Rural Kandiyohi County Homes Sold from 2023 to 2025 by Decade the Homes Were Built

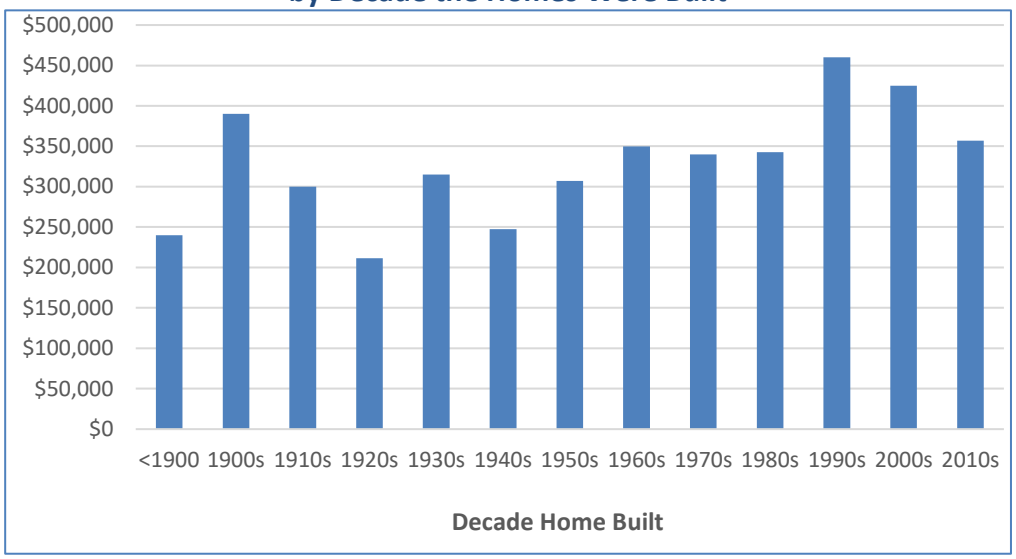


Table 31
Home Resales by Year Home Built (Home Sold Between 2023 and 2025)
Kandiyohi County

	Built <1960		Built 1960 - 1989		Built 1990+		Total Sales	
	No.	Median	No.	Median	No.	Median	No.	Median
Willmar	380	$159,250	283	$225,000	201	$310,000	864	$205,500
Atwater	41	$108,000	14	$215,500	9	$195,000	64	$139,700
Blomkest	6	$107,500	6	$188,000	2	171,876	14	$160,000
Kandiyohi	5	$125,000	10	$232,500	4	$169,250	19	$173,500
Lake Lillian	9	$121,899	5	$170,000	8	$145,000	22	$121,899
New London	28	$150,000	10	$222,250	62	$285,500	100	$285,500
Pennock	8	$165,000	11	$220,000	3	$290,000	22	$213,750
Prinsburg	15	$189,000	14	$217,500	6	$101,500	35	$189,000
Raymond	16	$138,300	13	$210,000	14	$242,500	43	$200,000
Regal	1	$265,000	1	253,000	0	--	2	$259,000
Spicer	19	$244,900	34	$246,300	32	$399,900	85	$287,500
Sunburg	4	$71,815	0	--	1	$300,000	5	$90,100
Rem. of County	105	$280,950	214	$342,500	222	$450,000	541	$379,950
Kandiyohi County	**637**	**$170,000**	**615**	**$251,000**	**564**	**$349,500**	**1,816**	**$237,500**

Sources: Kandiyohi County Assessor; Viewpoint Consulting Group, Inc.

Current Supply of Homes on the Market

- As of May 2026, there were 45 single-family homes actively listed for sale in Willmar, along with 17 listings in the smaller communities combined and 41 listings in rural areas of the county.

- Table 32 shows that of the 45 homes listed for sale in Willmar, all but six were priced above $200,000. The median list price was $293,700. The median list price in the small communities combined was $349,000. This excludes two homes listed for sale in Spicer for over $2 million. Still, the median of $349,000 is well above the median sale price of homes sold during 2025 ($222,500).

- Among the smaller communities, 11 of the 17 listings are in New London and Spicer. The median list price of homes in these two communities is $379,000, while the median list price of the homes in the remaining smaller towns combined is $245,000.

- About three-quarters of the listings in rural Kandiyohi County are homes in the northern part of the County and include many lake homes. Six homes are listed for sale for over $1.0 million. Thus, the high median list price of homes in the rural part of the County.

Table 32
Active Single-Family Home Listings
Kandiyohi County
May 2026

	--- Number of Active Listings ---		
List Price	Willmar	Small Communities	Rural
< $100,000	0	0	0
$100,000 - $199,999	6	1	0
$200,000 - $299,999	18	5	2
$300,000 - $399,999	15	7	6
$400,000 +	6	4	33
Total	45	17	41
Average List Price	$297,710	$340,220	$708,640
Median List Price	**$293,700**	**$349,000**	**$587,000**
Median Year Built	1982	1982	1987
Median Sq. Ft.	1,983	2,178	2,400

Source: Realtor.Com; Viewpoint Consulting Group, Inc.

Active Subdivisions

The supply of lots in the county available for new housing construction is primarily contained in three subdivisions in Willmar and six other subdivisions in the smaller communities. These subdivisions are displayed in Table 33. The following are summaries of these subdivisions.

- Trentwood Estates is a subdivision in northeastern Willmar, on Lakeland Drive Northeast. There are 20 lots remaining in the 2nd and 4th Additions. Combined, the two additions contain 51 lots which were first platted in 2006. This equates to 31 homes being completed, or an average of less than two homes per year. The recent price homes in the Trentwood Estates 2nd & 4th Additions is about $450,000.

- Woodberry Addition is located east of 25th Street Southeast and south of Highway 12. It was platted in 2014 with 65 lots and 10 lots remain. An average of over four homes have been built annually in Woodberry Addition (totaling 55 homes). The typical price of newly built home is about $400,000.

- Oslo Meadows is the newest subdivision in Willmar. The 46-lot subdivision was platted in 2017, north of 15th Avenue Northwest. Thirty-one homes have been completed, equating to an average of just over three homes per year. Fifteen lots remain available. Newer homes in Oslo Meadows average about $450,000.

- Willmar has 45 available lots in the three subdivisions listed in Table 33, which accounts for most of its total lot supply. Outside Willmar, there are another 46 lots available in five subdivisions located in Pennock, Raymond, Prinsburg, and New London. Of these communities, the greatest lot supply is in New London, which has three subdivisions totaling about 25 available lots.

- The three active subdivisions in New London are Westland Park, London Hills 2nd & 3rd, and Danielson Addition. Westland Park was platted in 2015 with 99 lots and an average of about eight homes have been built annually, resulting in 11 lots remaining. London Hills was platted in 2018 with 27 lots and about two homes have been built annually, resulting in 10 lots remaining. Newer homes in Westland Park have averaged about $500,000 while newer homes in London Hills have averaged about $475,000. Danielson Addition was platted in 2025 with eight lots. Four homes are under construction and listed for sale. They are one-level townhomes with 1,807-square feet and priced at $435,000 and $445,000.

Table 33
Active Subdivisions
Kandiyohi County
May 2026

Subdivision	City	Year Platted	Total Lots	Avail. Lots	Avg. Lot Size (sf)	Typical Lot Price	Typical Home Price
Willmar							
Oslo Meadows	Willmar	2017	46	15	7,800	n.a.	$450,000
Trentwood Estates 2nd & 4th	Willmar	2006	51	20	10,454	$40,000	$450,000
Woodberry Addition	Willmar	2014	65	10	13,068	$30,000	$400,000
Total			162	45			
Remainder of County							
Dirks 4th Addition	Pennock	2012	28	18	14,800	$5,000	$230,000
First Street South	Raymond	2011	23	1	15,200	$12,500	$270,000
Prinsburg Sunset	Prinsburg	2013	15	2	0.5 Acres	$20,000	$500,000
Danielson Addition	New London	2025	8	4	8,700	n.a.	$445,000
London Hills 2nd & 3rd	New London	2018	27	10	17,424	$30,000	$475,000
Westland Park	New London	2015	99	11	13,068	$45,000	$500,000
Total			200	46			

Source: Viewpoint Consulting Group, Inc.

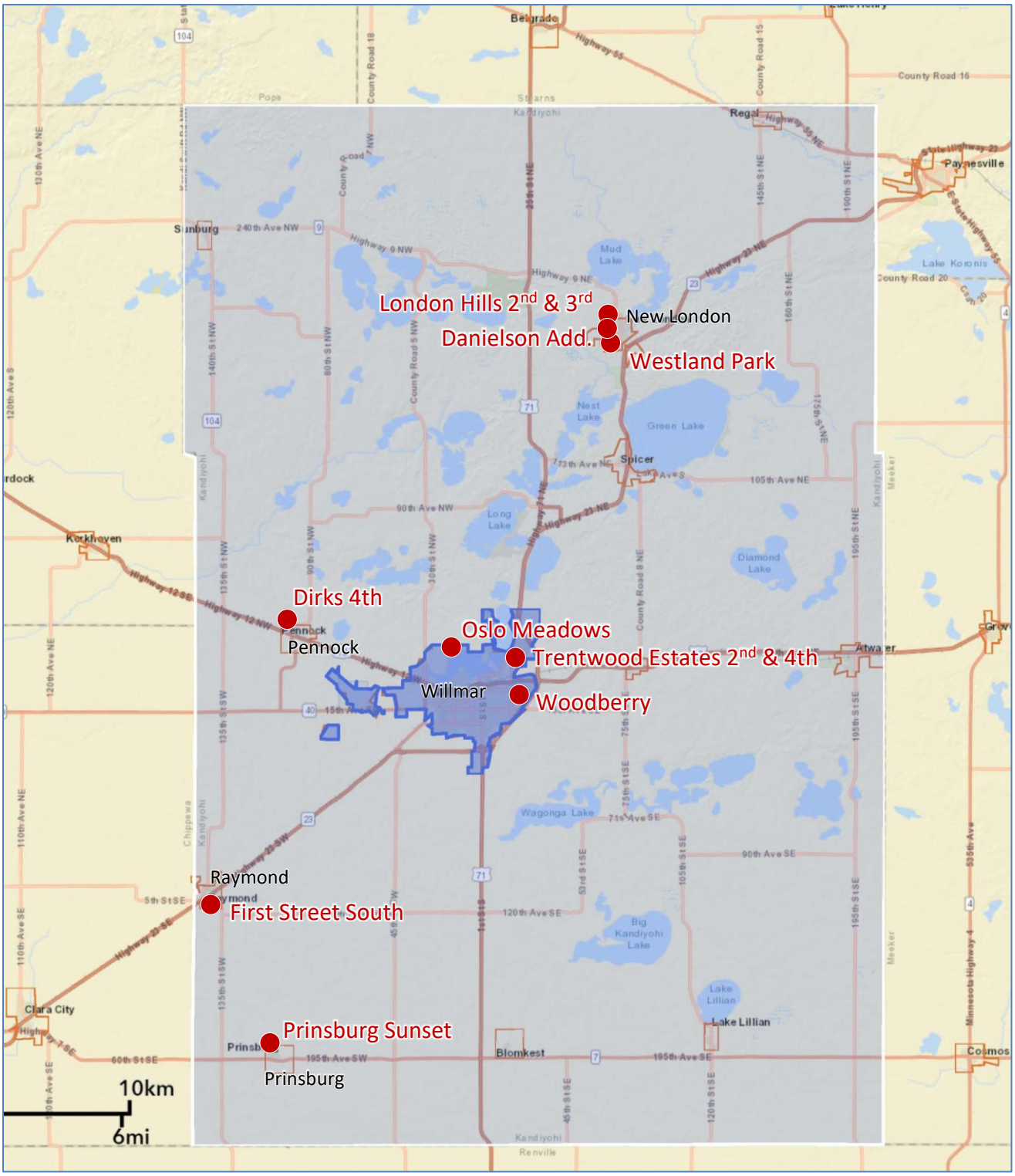
- The subdivisions in Raymond (First Street South) and Prinsburg (Prinsburg Sunset) are nearly complete. First Street South was platted in 2011 with 23 lots and only one remains. Newer homes in First Street South are typically priced at about $270,000. Prinsburg Sunset was platted in 2013 with 15 lots and only two remain available. Newer homes are priced at about $500,000.

- Dirks 4th Addition in Pennock was platted in 2012 with 28 lots. Eighteen remain as ten homes have been built (average of less than one home per year).

Pending Subdivisions

There are no new subdivision plats under city review in Willmar or any of the communities in the Remainder of the County.

Actively Marketed Single-Family Home Additions in Kandiyohi County



Interview Summary

Real estate agents, developers, and builders familiar with Willmar's and the County's owner-occupied market were interviewed to solicit their impressions of the current for-sale housing market. The following are key points from those interviews.

- Demand remains strong for existing homes throughout Kandiyohi County. Existing homes that come on the market are typically sold quickly.

- Part of the reason for the strong demand for existing homes is that homeowners tend to be staying in their homes longer. Thus, the homes that do come up for sale are often sold quickly. Very low interest rates that existing homeowners currently have on their home loans are partly to blame for their reluctance to move.

- The cost of existing older homes is often far less than the cost of purchasing newly built homes in Kandiyohi County. However, older homes often have some deferred maintenance that can require costly repairs. Thus, even though the initial cost is less, the true cost of purchasing an older home can be closer to the cost of purchasing a higher-priced, newly constructed home when factoring in repairs that may be needed.

- Besides the high cost of newly constructed homes, current high interest rates make new construction homes even less attainable to many potential buyers.

- Some home builders are kept busy building higher-end custom homes in rural Kandiyohi County. Custom homes generally have less financial risk to builders than spec homes.

- Buyers of newly constructed homes are typically "move-up" buyers, or buyers who sell their existing homes to purchase the new home. The market for newly constructed, higher-end homes is soft right now because most existing homeowners have very low interest rates. Potential move-up buyers often do not want to sell their home with a low mortgage interest rate to buy a higher priced home with a high mortgage rate since it often results in a significant monthly increase in their housing cost.

- Costs to construct homes continue to increase making it more challenging to build homes at prices below $400,000. In particular, increasing labor costs in recent years is a big reason for high home prices. The costs to install infrastructure and city fees also contribute to higher home prices. A sentiment among builders is that reducing fees and even participating in lot creation though tax increment financing, tax abatement, or other incentives/programs would help reduce overall home prices.

- It is very expensive to develop new subdivisions, and there are not many companies willing to take on the risk of platting a new subdivision. Greater participation by cities to help reduce infrastructure costs could be a catalyst to creating new lots. Again, reduced

permitting fees and flexible zoning could also help lower the cost of new homes. In general, assistance by cities to make homes more affordable to a greater pool of potential buyers may be needed to boost housing construction from its current level.

- The rising cost to building new homes is more tied to rising wages and benefits of workers than it is to material costs. Since wages are unlikely to go down, neither will the cost of new homes. Making purchasing new construction homes possible for many middle-income families may require other measures to lower costs. This could include public assistance/incentives to developers and builders or alternatives to the traditional methods of constructing homes, such as off-site construction (including modular, panelized, and manufactured homes). Building smaller homes – such as 850 square feet or less – may also make home more affordable to middle-income households.

- Many buyers of new construction homes in Willmar and throughout the county are empty-nesters and seniors. Typically, these buyers are seeking single-level homes. In addition, many are cash buyers who can afford higher-priced homes with more amenities. Most first-time buyers do not have the financial ability to purchase even lower-priced single-family homes. They are most often in the market for existing homes.

- Among buyers who work in Willmar and have families with children, Willmar often competes with housing in the New London Spicer school district.

- Many jobs in Willmar have wages of around $20 per hour. For many couples where both individuals are working, the only way they could afford to purchase a new home is if it were priced below $250,000. To get to this price, a home would need to be about 850-square-foot, slab on grade (no basement) with just one story. In addition, the lot cost, including infrastructure and utility hook-ups, would need to be subsidized through Tax Increment Financing, Tax Abatement, or other incentives/programs. Otherwise, with a lot cost starting at close to $50,000, it would likely not be possible to build a home for less than $250,000.

- Willmar historically has had about 50 homes listed for sale at any one time. Earlier this decade it was down significantly from this level. Thus, the current 45 homes listed for sale is essentially back to normal versus being high.

- There is likely a big market for two- or three-story townhomes in Willmar, a type of housing for which there is very little supply in Willmar. The lack of comparable developments to prove the demand combined with reluctance from some builders to take on liability regarding warranty laws for common-interest communities has kept this type of housing from being built.

Rental Housing Market Analysis

This section of the report analyzes the rental housing market in Kandiyohi County. The analysis includes a survey of rental properties and interviews with real estate agents, rental housing managers, property owners, and others familiar with Kandiyohi County's rental housing stock. Properties are categorized in this section as rental (general occupancy) or senior (age-restricted).

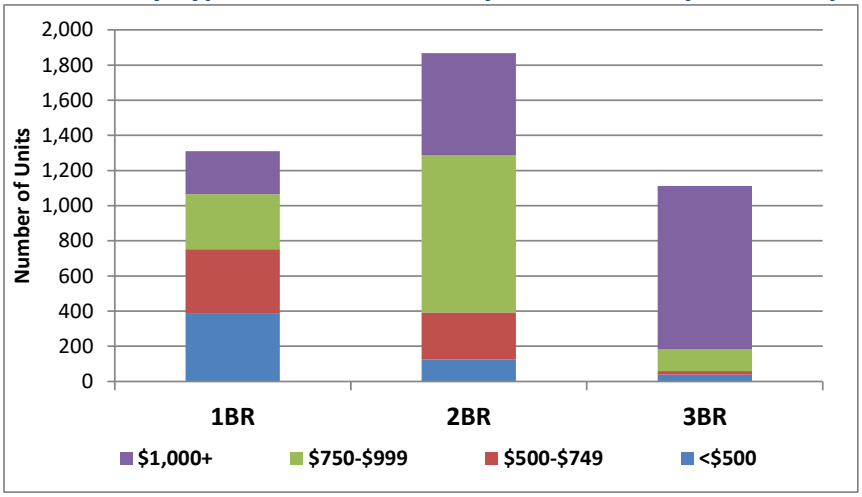
Overall Rental Housing Supply

Table 34 on the following page shows the estimated number of rental units in Willmar and the remainder of Kandiyohi County in 2024 by number of bedrooms and gross rent. The rental units include those in all housing types – from mobile homes to single-family homes and apartment buildings. The data is from the Census Bureau's American Community Survey. The American Community Survey is conducted annually by the Census Bureau. The following are key points from Table 34.

- There were an estimated 1,565 occupied rental units with two bedrooms in Willmar in 2024, which accounts for the greatest proportion of Willmar's rental housing supply (42%). Units with one bedroom accounted for about 29% of the community's rental stock, and units with three or more bedrooms accounted for about 22%. A large portion of the units with three or more bedrooms are likely in single-family homes versus multifamily buildings.

- The apartment properties in Willmar contain a relatively small number of three-bedroom units. The three-bedroom units in Table 34 (825+ units) are primarily found in single-family homes and townhomes that are converted to rentals.

Estimated Units by Type and Gross Monthly Rent in Kandiyohi County in 2024



*Gross rent includes the cost of all utilities, whether they are paid by the landlord or tenant.

Table 34
Estimated Gross Rent by Bedrooms in Unit in 2024
Willmar & Remainder of Kandiyohi County

	Willmar		Remainder of County		Kandiyohi County	
	Number	% of Total	Number	% of Total	No.	of Total
Studio	68	4.9%	163	4.4%	231	4.8%
1 bedroom						
Less than $300	66	1.8%	6	0.5%	72	1.5%
$300 to $499	264	7.1%	48	4.3%	312	6.5%
$500 to $749	296	8.0%	71	6.4%	367	7.6%
$750 to $999	277	7.4%	38	3.4%	314	6.5%
$1,000 to $1,499	159	4.3%	22	2.0%	181	3.7%
$1,500 or more	17	0.4%	46	4.2%	63	1.3%
Subtotal	1,079	29.0%	231	20.7%	1,310	27.1%
2 bedrooms						
Less than $300	56	1.5%	3	0.2%	59	1.2%
$300 to $499	50	1.3%	16	1.5%	66	1.4%
$500 to $749	197	5.3%	70	6.3%	268	5.5%
$750 to $999	769	20.7%	127	11.4%	897	18.6%
$1,000 to $1,499	435	11.7%	35	3.1%	470	9.7%
$1,500 or more	57	1.5%	53	4.7%	110	2.3%
Subtotal	1,565	42.1%	304	27.3%	1,869	38.7%
3 or more						
Less than $300	0	0.0%	2	0.2%	2	0.0%
$300 to $499	0	0.0%	36	3.2%	36	0.7%
$500 to $749	0	0.0%	21	1.9%	21	0.4%
$750 to $999	41	1.1%	83	7.4%	124	2.6%
$1,000 to $1,499	517	13.9%	102	9.2%	619	12.8%
$1,500 or more	268	7.2%	43	3.8%	310	6.4%
Subtotal	825	22.2%	287	25.7%	1,112	23.0%
No cash rent	65	1.7%	244	21.9%	309	6.4%
Total	**3,716**	**100.0%**	**1,115**	**100.0%**	**4,831**	**100.0%**

Sources: 2024 American Community Survey; Viewpoint Consulting Group, Inc.

- Table 34 shows that a high portion of one-bedroom units in Willmar have gross rents (rent plus utilities) of less than $500. Most one-bedroom units with rents below $500 are likely subsidized or affordable units.

- The greatest portion of two-bedroom units in Willmar have rents between $750 and $999. Many of the units with rents below $750 are likely subsidized or affordable. Only a small portion of two-bedroom units have rents of $1,500 or more.

- Among the three-bedroom units in Willmar, about one-third have gross rents of more than $1,500 and about 60% have gross rents above $1,000. Many with units below $1,000 are likely affordable or subsidized.

- There were an estimated 1,115 occupied rental units in the Remainder of the County in 2024. Units with two bedrooms accounted for about 27% of the rental stock, followed by units with three or more bedrooms (26%) and one bedroom (21%). A large portion of the units with three or more bedrooms are likely in single-family homes versus multifamily buildings.

- Table 34 shows that the greatest portion of one-bedroom units in the Remainder of the County have gross rents (rent plus utilities) of $500 to $749. Like Willmar, most of these are likely market rate with those with rents below $500 are likely subsidized or affordable units.

- The greatest portion of two-bedroom units in the Remainder of the County have rents between $750 and $999. Many of the units with rents below $750 are likely subsidized or affordable.

- Among the three-bedroom units in Remainder of the County, the greatest portion had rents between $1,000 and $1,499.

Willmar Rental Housing Inventory

As shown in the demographic and housing stock overview sections, there were an estimated 3,700 renter households in Willmar as of 2024. Roughly one-quarter of the renters lived in single-family homes. Larger rental properties were surveyed as part of this analysis, and in total they contained 2,936 units, or over three-quarters of Willmar's rental housing supply. Information on the surveyed general-occupancy and active adult properties, including year built, unit mix, vacancies, and rent, is summarized in Table 35. The table is sorted by property type and by age of the property from newest to oldest. Supportive senior housing is discussed in the next section of this report. The following types of properties were inventoried:

Number of Surveyed Rental Units in Willmar

Property Type	Total Units
Market Rate	1,770
Subsidized/Affordable	848
Market Rate Senior with Services	318

Rental Vacancy Summary

Vacancy information was collected on properties that totaled 1,976 units among five property types. The two broad types are general-occupancy, or properties open to all ages, and senior housing. The senior properties are limited to those whose target market is active adults, versus supportive senior housing such as assisted living. The general-occupancy properties are further divided into market rate, affordable, and subsidized housing. Senior housing is further divided into market rate and subsidized. Affordable housing has income-limits, with qualified households paying a contract rent. In subsidized housing, rent for the income-qualified households is based on their income – with the residents paying 30% of their adjusted gross income for rent.

In Willmar, 102 vacancies were identified, for a communitywide vacancy rate of 5.2%. The highest vacancies were among senior market rate properties (11.4%). This excluded 59 vacancies at Bethesda StoneRidge, which is a 118-unit property that opened in November 2025 and is still in its initial lease-up period. Most of the vacancies in the general-occupancy market rate property group are in four newer properties that opened since 2020.

Rental Vacancies in Willmar

Property Type	Total Units	Vacant Units	Vacancy Rate
General-Occupancy Market Rate	1,005	64	6.4%
General-Occupancy Affordable	267	8	3.0%
General-Occupancy Subsidized	438	14	3.2%
Senior Market Rate	123	14	11.4%
Senior Subsidized	143	2	1.4%
Total	1,976	102	5.2%

The following are key highlights about Willmar's rental housing supply by property type. The rental properties surveyed are displayed in Table 35, sorted by property type and from newest to oldest property.

Market Rate, General-Occupancy Rental Summary

- Twenty market rate general-occupancy rental properties totaling 1,529 units were surveyed in Willmar. Another four age-restricted (55+) properties were surveyed totaling 241 units.

- Among the general-occupancy supply, the 64 vacant units were identified among 18 properties that totaled 1,005 units. This equates to a vacancy rate of 6.4%. The overall vacancy rate of 6.4% excludes Suite Liv'n. Suite Liv'n contains 524 units in eight properties; they did not disclose their vacancies. Willmar's 6.4% vacancy rate is well above the standard 5% vacancy rate considered for a healthy rental market and indicates a current oversupply of units.

- Until this decade, Willmar's market rate rental housing supply consisted largely of 1970s or older properties. From 2020 to 2025, four new properties opened – Edgeview, The Preserve on 24th, Block 25 Lofts, and Lakeland. These properties total 600 units, or 39% of the total market rate general-occupancy units surveyed. In addition, Bethesda StoneRidge, a market rate active adult (55+) property, opened in 2025 with 118 units.

- Coinciding with the opening of 600 new units this decade, Willmar's vacancy rate has increased. In 2022, a survey revealed the vacancy rate among Willmar's market rate general-occupancy rental properties, excluding Suite Liv'n, was 0.3%. At that time, the first 36 unit building at The Preserve on 24th had opened, as had 144 units in Edgeview' s first two phases. Since then, 420 have opened for occupancy, and the overall vacancy rate has reached 6.4%.

- The four properties that opened this decade had a combined 57 vacancies among their 600 units. This equates to a vacancy rate of 9.5%. The other properties, totaling 405 market rate units, had seven vacancies, for a vacancy rate of 1.7%.

Market Rate Properties Opened Since 2020 in Willmar

Property	Year Opened	Units
Block 25	2023	58
Edgeview	2020-2023	288
Lakeland	2024	74
The Preserve on 24th	2022-2025	180
Bethesda StoneRidge (55+)	2025	118

- Overall, the average rent among the general-occupancy properties is $1,020 for one-bedroom units, $1,240 for two-bedroom units, and $1,650 for three-bedroom units. However, rents vary based on the age of the property. Among the four properties that have opened this decade (since 2020), the average rents are $1,175 for one-bedroom units, $1,440 for two-bedroom units, and $1,725 for three-bedroom units. Among the other properties, the average rents are $865 for one-bedroom units, $1,170 for two-bedroom units, and $1,610 for three-bedroom units. With these rents, Willmar's rental supply can be considered "Naturally Occurring Affordable Housing." Naturally Occurring Affordable Housing is housing that was not developed or designated with income guidelines yet are affordable to low- and moderate-income households. Most of the older rental units in Willmar are below the maximum limit considered affordable to households at 60% AMI. Even the newest properties in Willmar have rents that are below the maximum limit considered affordable to households at 80% AMI.

- Cambridge Estates I through IV plus Emerald Pond have the same owner and combine for 175 units. The units are in mostly one-story duplex through four-plex buildings with attached garages. The first units were built from the 1980s through the 2010s. Most two-bedroom units have rents of about $1,375. Three-bedroom townhome units are about $1,775.

- The unit mix at the apartment properties surveyed was 5% studio, 26% one-bedroom units, 59% two-bedroom units, and 11% three-bedroom units. There were no four-bedroom units.

Market Rate, Active Adult (55+) Rental Summary

- There are four market rate apartment properties that are age-restricted (55+) but do not offer personal care services or meals but instead cater to active adult seniors. The newest is Bethesda StoneRidge, which opened in November 2025 with 118 units. It is on the Bethesda Sunrise Village campus that also contains independent and assisted living housing plus skilled nursing care.

- Being the newest property by over 20 years, Bethesda StoneRidge has the highest rents among the three properties – at $2,200 to $4,600 for one-bedroom through two-bedroom plus den units. In contrast, the rents at Westview Village (1980 property with 59 units) and Sterling Manor (2003 property with 40 units) average about $1,100 for one-bedroom units and $1,230 for two-bedroom units.

- Bethesda StoneRidge was about half leased after being open for about six months. The other three properties had 14 vacancies among their 241 total units (11.4% vacant). All 14 vacancies were at Westview Village.

Affordable General-Occupancy Rental Summary

- Six properties affordable through the Low Income Housing Tax Credit program (LIHTC) are in Willmar with a combined 267 units. Most of the LIHTC properties in Willmar are restricted to individuals or families whose income is 60% or less than the area median gross income. The 2025 income limit at 60% of area median income for Kandiyohi County was $42,360 for one-person households to $65,340 for five-person households. The maximum gross rent for units restricted at 60% of area median income in 2025 was $1,134 for one-bedroom units, $1,362 for two-bedroom units, and $1,572 for three-bedroom units.

- Among the six properties affordable LIHTC properties in Willmar, eight vacancies were identified, for an overall vacancy rate of 3.4%. This is below the standard 5% vacancy rate considered for a healthy rental market.

- The newest affordable rental property in Willmar is 15th Street Flats. It is a 47-unit property that opened in 2019. Units are affordable at 30% to 60% AMI, with 10 units also being restricted to people with disabilities or experiencing long-term homelessness. 15th Street Flats has three vacancies, two of which are supportive units reserved for long-term homelessness. Generally, there are fewer applicants for supportive units versus general-occupancy units.

- Westwinds Townhomes is an affordable property that opened in 2010 with 28 units, three of which are vacant. The other four affordable properties in Willmar, which were all built during the 1990s, have three vacancies among them.

- Among the affordable rental properties, the average rent was $845 for one-bedroom units, $975 for two-bedroom units, and $1,230 for three-bedroom units. These rents are below the maximum gross rents allowable in Kandiyohi County for units restricted at 60% AMI are $1,134 for one-bedroom units, $1,362 for two-bedroom units and $1,572 for three-bedroom units. These rents are similar to rents at older (mostly 1970s) market rate properties in Willmar, but lower than rents at the market rate properties that have opened since 2020.

- The unit mix at the affordable properties was 41% one-bedroom units, 40% two-bedroom units, and 19% three-bedroom units. There were three four-bedroom units.

Subsidized General-Occupancy Rental Summary

- Willmar contains eight general-occupancy subsidized properties in which low-income residents pay 30% of their adjusted gross income (AGI) for rent. Six of the subsidized properties are Rural Development (USDA) properties and two are public housing. The eight properties combine for 438 units. Fourteen vacancies were identified, for a vacancy rate of 3.2%.

- Dana Heights consists of 48 apartment and townhome units that opened in 1992. It is the newest subsidized property in Willmar. Most properties were built during the 1980s.

- The largest subsidized properties are Lakeview Apartments (127 units) and Cardinal Manor (131 units). Lakeview Apartments is an eight-story, public housing building by the HRA that opened in 1971. It was constructed as a senior subsidized building and thus consists entirely of one-bedroom units except for one two-bedroom unit. It has two vacancies. Cardinal Manor consists of four buildings that opened in 1980 and 1982. Rental Assistance is available in 101 of its 131 units, allowing residents to pay 30% of their AGI for rent. Other residents pay between $685 and $710 for one-bedroom units and $710 and $735 for two-bedroom units. Cardinal Manor has six vacancies.

Subsidized Senior Rental Summary

- Willmar contains four senior subsidized properties in which low-income residents pay 30% of their adjusted gross income (AGI) for rent. Two of the subsidized properties are HUD properties (Section 8 and Section 202) and two are Rural Development (USDA) properties. The four properties combine for 143 units. Two vacancies were identified, for an overall vacancy rate of 1.4%.

- The two Rural Development properties (Lake Place I and Lake Place II) opened in the mid-1980s. The newest property – Centennial Square – opened in 1997. It is a 40-unit building on the Bethesda Sunrise Village campus. The campus also contains skilled nursing care and market rate independent and assisted living housing.

Table 35
Selected Willmar Rental Housing Properties
May 2026

Property Name	Year Built	Number of Units	Vacant Units	New Monthly Rents	Comments
Market Rate					
Lakeland 1020 Lakeland Dr. NE	2024	14 - Stu 38 - 1BR 20 - 2BR 2 - 3BR 74	3	$995 $1,210 - $1,270 $1,495 $1,750	Lakeland features underground parking, community room, rooftop terrace, and fitness room. Rent includes heat, water/sewer, & trash. UG parking = $100/mo. Construction is expected to begin in 2026 on Phase II (75 units).
Block 25 Lofts 401 24th	2023	6 - Stu 40 - 1BR 12 - 2BR 58	0	$1,075 $1,070 - $1,170 $1,295 - $1,520	Building features a sky lounge, fitness center, pet park, and secured, underground heated parking with EV charging stations. A waiting list of prospective residents is being compiled.
The Preserve on 24th 401 24th	2022-2025	5 - Stu 60 - 1BR 115 - 2BR 180	28	$1,065 $1,225 - $1,275 $1,325 - $1,475	Three 3-story buildings. Amenities include clubhouse and swimming pool, laundry facilities, business center, fitness center, and playground. Rent includes heat & trash. Garage = $60/mo.
Edgeview 1000 & 1021 30th St NW	2020-2023	102 - 1BR 138 - 2BR 48 - 3BR 288	26	$995 - $1,195 $1,350 - $1,550 $1,695	Four buildings that opened in 2020 and 2021, and 2023. Edgeview features underground parking, community room and fitness room. Rent includes heat, water/sewer, & trash. UG parking = $75/mo.

Table 35
Selected Willmar Rental Housing Properties
May 2026

Property Name	Year Built	Number of Units	Vacant Units	Monthly Rents	Comments
Market Rate (Continued)					
Cambridge Estates IV 23rd St. SE	2014+	28 - 3BR	0	$1,735 - $1,835	12 townhomes units and 16 patio homes. Rent includes heat, water/sewer, & trash. Attached garages included.
Cambridge Estates III 23rd St. SE	2010/11	20 - 2BR	0	$1,400 - $1,500	Five four-plex buildings. Rent includes heat, water/sewer, & trash. Attached garages included.
Emerald Pond Emerald Trail SE	2008+	24 - 2BR 31 - 3BR 55	0	$1,570 $1,765	Mix of duplex and single-family homes. Rent includes heat, water/sewer, & trash. Attached garages included.
Cambridge Estates II 23rd St. SE	2000s	20 - 2BR	1	$1,310 - $1,430	Eight duplex and triplex buildings. Rent includes heat, water/sewer, & trash. Attached garages included.
Cambridge Estates I 23rd St. SE	1980	52 - 2BR	0	$1,100 - $1,160	13 4-plex buildings. Rent includes heat, water/sewer, & trash. Attached garages included.
Sterling Court 505 28th Ave. SW	2001	16 - 2BR 8 - 3BR 24	0	n.a.	Two-story building. Rent includes heat, water/sewer, and trash. Garages = $55/mo. Property maintains a waiting list.
Amberwood 1501 8th St. SW	1970s	12 - 2BR	0	n.a.	Rent includes heat, water/sewer, and trash. Garage = $40/mo.
Foot Lake Estates 400 & 410 30th St. NW	1977	12 - 1BR 36 - 2BR 48	1	$830 $960	Two 3-story apartment buildings. Rent includes water/sewer & trash. Garage = $35/mo.

Table 35
Selected Willmar Rental Housing Properties
May 2026

Property Name	Year Built	Number of Units	Vacant Units	Monthly Rents	Comments
Market Rate (Continued)					
Heidelberg Apts 1600 SW 5th St.	1970s	2 - 1BR 22 - 2BR 24	0	n.a.	Rent includes heat, water/sewer, & trash. Garage = $40/mo..
Uptown Apts 1116 2nd St SE	1972	8 - 1BR 10 - 2BR 18	3	$899 $1,049	3-story building. Rent includes heat, water/sewer, & trash. Surface parking.
Oak Wood Manor 1124 2nd St. SE	1970s	6 - 1BR 12 - 2BR 18	0	n.a. $1,300	Three-story. Rent includes heat, water/sewer, & trash. Garage stalls are included.
Jayne Manor 1512 7th	1970s	8 - 1BR 8 - 2BR 16	0	n.a.	Rent includes heat, water/sewer, & trash. Garage = $40/mo.
Scandia Woods 404 16th Ave SW	1970s	10 - 1BR 24 - 2BR 12 - 3BR 46	2	$880 $1,020 - $1,115	Two 3-story buildings. Rent includes heat, water/sewer, & trash. Garages = $50/mo. Higher rent is for south building, which was renovated after a fire.
Suite Liv'n Multiple Addresses	Mostly 1970s	47 - Stu 99 - 1BR 347 - 2BR 31 - 3BR 524	n.a.	$745 $825 - $885 $925 - $950 $1,250 - $1,325	Rent includes heat, water/sewer, & trash. Garage = $50/mo. Vacancy rate was not disclosed.

Table 35
Selected Willmar Rental Housing Properties
May 2026

Property Name	Year Built	Number of Units		Vacant Units	Monthly Rents	Comments
Market Rate (Continued)						
Town Oaks	1970s	2	1BR	0	n.a.	Rent includes heat, water/sewer, & trash. Garage = $35/mo.
1609 5th St. SW		22	2BR		$850	
		24				
Market Rate Active Adult (55+) Rental						
Bethesda StoneRidge	Nov.	n.a.	1BR	59	$2,200 -	3-story building with an elevator and underground parking. All
1204 Willmar Ave SE	2025		1BR+D		$4,600	utilities are included in rent plus basic cable, telephone, WiFi,
			2BR			basic weekly housekeeping, and access to activities, social
			2BR+D			programs, and on-site dining options on the Bethesda campus.
		118				
Sterling Manor	2003	2	Stu	0	$750	3-story building with elevator and attached garages. Rent
501 28th Ave. SW		10	1BR		$1,057	includes water/sewer & trash. Garages = $55/mo.
		28	2BR		$1,171	
		40				
Westview Village	1980	37	1BR	14	$1,150	Rent includes heat, water/sewer, & trash. Garage = $55/mo.
1425 19th Ave SW		22	2BR		$1,295	
		59				
Nyberg Apts	1975	2	1BR	0	$800 - $850	3-story building without an elevator. Rent includes heat,
1601 SW 5th St		22	2BR		$900 - $950	water/sewer, and trash. Garage = $40/mo.
		24				

Source: Viewpoint Consulting Group, Inc.

Table 35
Selected Willmar Rental Housing Properties
May 2026

Property Name	Year Built	Number of Units	Vacant Units	New Monthly Rents	Comments
Affordable (LIHTC)					
15th Street Flats	2019	8 - 1BR 22 - 2BR 17 - 3BR 47	3	$760 $490 - $998 $564 - $1,143	LIHTC (30% & 60% AMI). 10 units are restricted to persons with disabilities or homeless households.
Westwinds Townhomes 1701 SW 22nd Ave	2010	14 - 2BR 14 - 3BR 28	3	$806 $918	LIHTC. Income-restricted at 60% AMI. Rent includes water/sewer & trash.
Valleyside Townhomes 3149 7th Ave NW	1998	24 - 2BR 24 - 3BR 48	0	$1,055 $1,255	LIHTC. Two-story townhomes with attached garages. Rent includes water/sewer & trash.
Somerset Ridge 511 Lakeland Dr SE	1995	2 - 1BR 34 - 2BR 12 - 3BR 48	0	$873 $996 $1,350	LIHTC. Two 3-story buildings. Affordable at 60% AMI. Rent includes heat.
Somerset by the Lake 420 30th St. NW	1993	4 - 1BR 4 - 1BR+D 26 - 2BR 14 - 3BR 48	2	$873 $873 $996 $1,350	LIHTC. Two 3-story buildings. Units affordable at 60% AMI. Rent includes heat.
Somerset Apts 1401 19th Ave SE	1992	2 - 1BR 34 - 2BR 12 - 3BR 48	1	$873 $996 $1,350	LIHTC. Two 3-story buildings. Units affordable at 60% AMI. Rent includes heat.

Table 35
Selected Willmar Rental Housing Properties
May 2026

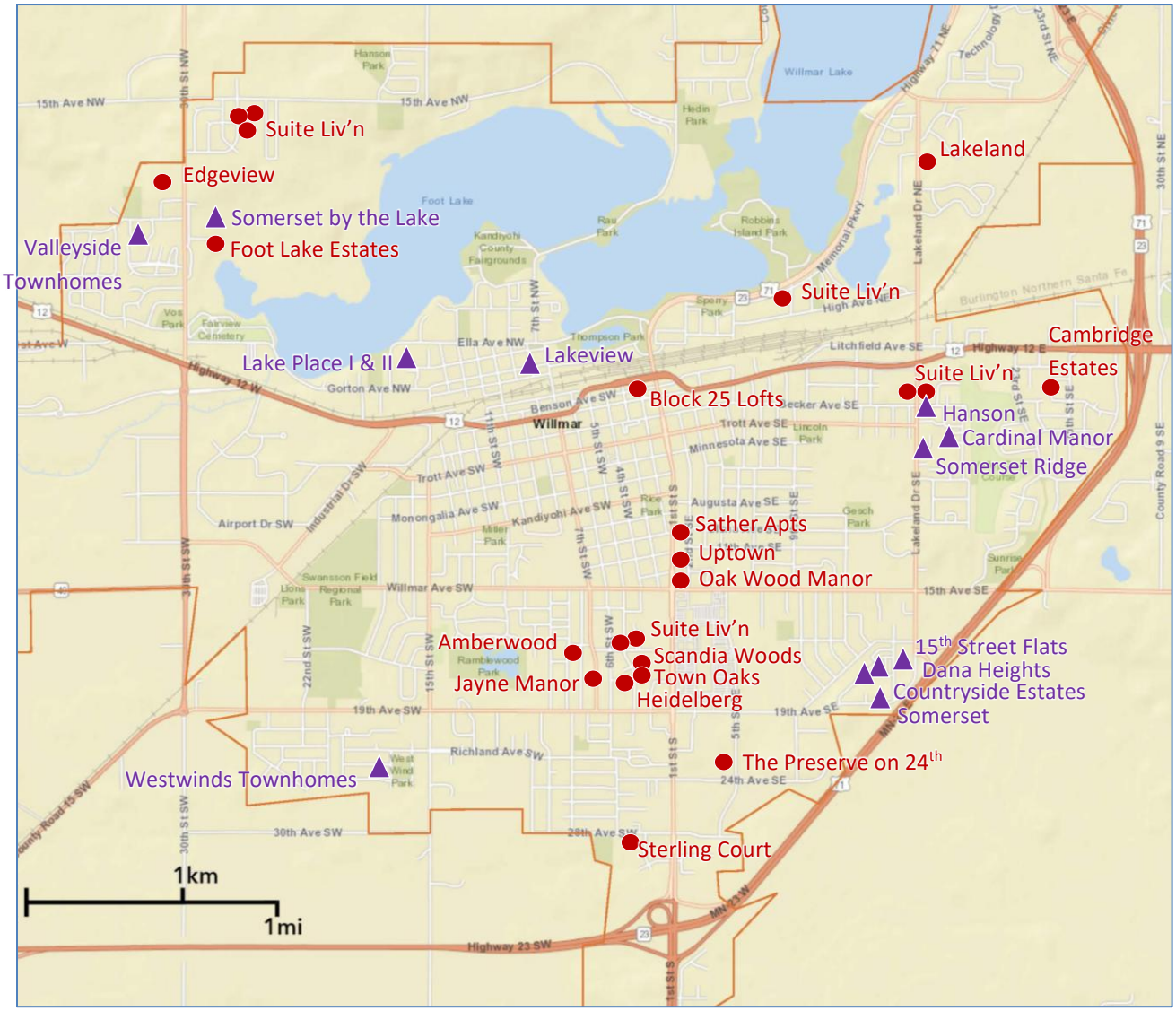
Property Name	Year Built	Number of Units	Vacant Units	Monthly Rents	Comments
Subsidized Rental					
Dana Heights Apts. & TH 1500 SE 15th St.	1992	4 - 1BR 20 - 2BR 24 - 3BR 48	1	$826 $893 $950 30% of AGI	Rural Development & HRA. Income-restricted at 60% AMI. Rental Assistance is available for 42 units allowing residents to pay 30% of AGI for rent.
Lake Place II 1421 Lake Ave.	1987	8 - 1BR 4 - 2BR 12	0	$650 - $686 $690 - $726 (30% of AGI)	Rural Development. One of two 12-unit buildings. Rental assistance is available in 7 units.
Lake Place I 1440 Lake Ave.	1986	8 - 1BR 4 - 2BR 12	0	(30% of AGI)	Rural Development. One of two 12-unit buildings. Rental assistance is available in 8 units.
Cardinal Manor 407 Lakeland Dr. SE	1980/ 1982	101 - 1BR 30 - 2BR 131	6	$838 $878 - $888 (30% AGI)	Rural Development, affordable rents but no income restrictions. Four 2-story buildings. Rental Assistance is available for 101 units allowing residents to pay 30% of AGI
Countryside Estates 1226 & 1300 Dana Dr. SE	1980s	8 - 1BR 16 - 2BR 24	1	$685 - $710 $710 - $735 (30% AGI)	Rural Development. Two 2-story buildings. Rental Assistance is available for 12 units allowing residents to pay 30% of AGI for rent.
Hanson Apts 401 Lakeland Dr. SE	1978	56 - 2BR	0	$897 (30% AGI)	Rural Development. Four 2-story buildings. Rental Assistance is available for 39 units allowing residents to pay 30% of AGI for rent.

Table 35
Selected Willmar Rental Housing Properties
May 2026

Property Name	Year Built	Number of Units	Vacant Units	Monthly Rents	Comments
Subsidized Rental (Continued)					
Lakeview Apts. 196 Lakeview Dr.	1971	126 - 1BR 1 - 2BR 127	2	30% of AGI	HRA, public housing building. Income-restricted at 80% AMI.
Family Public Housing	n.a.	13 - 2BR 12 - 3BR 3 - 4BR 28	4	30% of AGI	HRA, public housing (includes Wealshire & scattered sites). Income-restricted at 50% AMI.
Subsidized Senior Rental					
Centennial Square 1109 9th St. SE	1997	39 - 1BR 1 - 2BR 40	0	30% of AGI	HUD Section 202. On Bethesda Sunrise Village campus which also contains skilled nursing care and independent and assisted living housing.
Lake Place II 1441 Lake Ave.	1987	9 - 1BR 3 - 2BR 12	1	$650 - $686 $690 - $726 (30% of AGI)	Rural Development. One of two 12-unit buildings. Rental assistance is available in 7 units.
Lake Place I 1421 Lake Ave.	1986	9 - 1BR 3 - 2BR 12	0	(30% of AGI)	Rural Development. One of two 12-unit buildings. Rental assistance is available in 8 units.
Highland Apartments 115 Becker Ave SE	1979	78 - 1BR 1 - 2BR 79	1	30% of AGI	HRA; Section 8 housing. Elderly or Disabled.

Source: Viewpoint Consulting Group, Inc.

Surveyed Willmar Apartments



● Market Rate

▲ Affordable/Subsidized

Small Community Rental Housing Inventory

As shown in the demographic and housing stock overview sections, in 2024 there were about an estimated 1,100 renter households in Kandiyohi County outside of Willmar. Roughly 59% of the renters lived in rented single-family homes. Larger rental properties were surveyed as part of this analysis, and in total they contained 531 units, or almost all of the multifamily rental housing supply in the County's smaller communities. Information on the surveyed general-occupancy and active adult properties, including year built, unit mix, vacancies, and rent, is summarized in Table 36 (market rate) and Table 37 (subsidized/affordable). The tables are sorted by community and by age of the property from newest to oldest. Supportive senior housing is discussed in the next section of this report. The following types of properties were inventoried:

Number of Surveyed Rental Units in Smaller Communities

Property Type	Total Units
Market Rate	305
Subsidized/Affordable	88
Market Rate Senior with Services	138

Rental Vacancy Summary

Vacancy information was collected on properties that totaled 286 units among three property types. The two broad types are general-occupancy, or properties open to all ages, and senior housing. The senior properties are limited to those whose target market is active adults, versus supportive senior housing such as assisted living. The general-occupancy properties are further divided into market rate and affordable/subsidized housing. There are no market rate active adult senior housing properties in the smaller communities – but two senior subsidized properties.

In the smaller communities, eight total vacancies were identified, for a countywide (excluding Willmar) vacancy rate of 2.8%. However, all six of the vacancies in market rate properties were at Southern Bluff. It is a new property (built in phases from 2024 to 2026) and the six vacancies were among units in the most recent phase that is in its initial lease-up. Excluding Southern Bluff, the countywide vacancy rate is 0.9%. This is well below the industry standard 5% vacancy rate for a healthy rental market.

Rental Vacancies in Smaller Communities

Property Type	Total Units	Vacant Units	Vacancy Rate
General-Occupancy Market Rate	198	6	3.0%
General-Occupancy Aff./Sub.	40	0	0%
Senior Subsidized	48	2	4.2%
Total	286	8	2.8%

The following are key highlights about the smaller communities' rental housing supply by property type.

Market Rate, General-Occupancy Rental Summary

- Nineteen market rate general-occupancy rental properties in five smaller communities were surveyed, totaling 305 units. Most of the surveyed properties were built in the 1980s or earlier and are smaller in size. Eleven of the properties had 12 or fewer units. The largest property is Suite Liv'n in Spicer (59-units). It will be eclipsed by Southern Bluff, also in Spicer. Southern Bluff currently has 56 units, but a planned 20-unit final phase that is expected to begin this year will bring its total to 76 units.

- Southern Bluff consists of fifteen three- and four-unit townhome buildings with attached garages. The first units opened in 2024, and the newest units opened in early-2026. The units are all two bedrooms, and those in the triplex buildings rent for $1,380 while those in the four-plex buildings rent for $1,600. Units at Southern Bluff have leased up quickly upon their opening and Southern Bluff has consistently remained fully occupied. Currently, there are six vacant units in the final phase that are still being leased up.

- The two Suite Liv'n properties in New London and Spicer consist of former Rural Development (affordable) properties built during the 1980s. The New London property consists of two buildings totaling 32 units. The Spicer property consists of three buildings totaling 59 units. There are vacancies at Suite Liv'n in both New London and Spicer but management did not disclose the number.

- After Southern Bluff, the newest development in the smaller communities is a townhome development in New London, on Oak Street (CS Nelson Properties). It consists of eight units in two duplex units and a four-plex, with units being two- and three-bedroom units with two car attached garages. Rents are $1,400 for two-bedroom units and $1,500 for three-bedroom units. CS Nelson townhomes are fully occupied.

- Southern Bluff and CS Nelson Townhomes have rents well above most other apartment properties in the smaller communities. Townhomes by the Kandiyohi County HRA in Kandiyohi, New London, Pennock, and Rayment rent for $850 to $900 for two-bedroom units. Rent at the two Suite Liv'n properties is $825 for one-bedroom units and $925 for two-bedroom units. Managers of many properties in the smaller communities declined to provide rent information.

- The properties surveyed were in Atwater, Kandiyohi, New London, Pennock, Raymond, and Spicer. The other communities – Blomkest, Lake Lillian, Prinsburg, and Sunburg have limited supplies of multifamily rental housing. With 147 units, Spicer had the greatest number of surveyed multifamily units. Kandiyohi had 56 units in four properties and New London had 52 units surveyed in four properties.

- Three properties in Atwater were surveyed with 28 units. No vacancies were identified. Managers declined to disclose rents. Likewise, no units in Kandiyohi's 56 properties were identified as vacant.

- All units are occupied in Kandiyohi County HRA's duplex properties (which are single-level two-bedroom townhomes with attached garages).

Subsidized General-Occupancy and Senior Rental Summary

- Subsidized rental properties in Kandiyohi County's smaller communities are shown in Table 37. There are five properties, three that are general-occupancy (open to all ages) and two that are elderly. They combine for 88 total units. Two were vacant, for a vacancy rate of 2.3%. This is below the industry standard 5% vacancy rate for a healthy rental market.

- The general-occupancy properties are affordable through Rural Development (USDA) and are in Lake Lillian, Pennock, and Spicer. They combine for 40 units. Rents are based on income except that they have a minimum rent, that ranges from $625 to $750 for one-bedroom units. The exception is that Rental Assistance is available in 35 of the 40 units, allowing very low-income residents to pay 30% of their AGI for rent, even if it is below the minimum.

- The two subsidized senior rental properties are New London Housing and Elcaba. New London Housing contains 24 units, which has one current opening but are usually always full. New London Housing is a Rural Development property with Rental Assistance available in 18 of its 24 units allowing residents to pay 30% of their AGI for rent. Elcaba is a 24-unit, Section 8 property in Raymond in which income-qualified residents pay 30% of their adjusted gross income (AGI) for rent. Elcaba has one vacancy.

Table 36
Selected Market Rate Rental Housing Properties
May 2026

Property Name	Year Built	Number of Units	Vacant Units	new Monthly Rents	Comments
Atwater					
401 Dakota Ave W	1983	10 - 1BR 2 - 2BR 12	0	n.a.	Former Rural Development. Manager did not disclose rents.
403 Dakota Ave W	1970s	2 - 1BR 6 - 2BR 8	0	n.a. $675	Former Rural Development. Resident pays all utilities
413 N 3rd St.	1970s	1 - 1BR 7 - 2BR 8	0	n.a.	Former Rural Development. Manager did not disclose rents.
Kandiyohi					
Kandi West 140 S 8th St.	1983	12 - 1BR 4 - 2BR 16	0	n.a.	Former Rural Development. Tenant pays heat & electric.
Kandiyohi County HRA Townhomes	n.a.	8 - 2BR	0	$850 - $900	Kandiyohi County HRA. Tenant pays all utilities.
325 & 341 N 7th St.	1970s	2 - 1BR 14 - 2BR 16	n.a.	n.a.	Former Rural Development. Tenant pays electric.
509 & 533 McDermott	n.a.	2 - 1BR 14 - 2BR 16	0	n.a.	Former Rural Development. Tenant pays heat & electric.

Table 36
Selected Market Rate Rental Housing Properties
May 2026

Property Name	Year Built	Number of Units	Vacant Units	Monthly Rents	Comments
New London					
201 Oak Street South Townhomes	2021	4 - 2BR 4 - 3BR 8	0	$1,400 $1,500	Two duplexes and one four-plex. Single-level with attached 2-car garages. Rent includes water/sewer, lawn care, and snow removal.
Kandiyohi County HRA Townhomes	2001	4 - 2BR	0	$850 - $900	Kandiyohi County HRA. Tenant pays all utilities.
Suite Liv'n 305 Redwood St SW	1980s	20 - 1BR 12 - 2BR 32	n.a.	$825 $925	Former Rural Development (Two 2-story buildings). Rent includes heat, water/sewer, & trash.
Ash Street Heights 21 Ash St NE	1970	3 - 1BR 5 - 2BR 8	0	n.a.	Tenant pays heat & electric.
Pennock					
Kandiyohi County HRA Townhomes	n.a.	4 - 2BR	0	$850 - $900	Kandiyohi County HRA. Tenant pays all utilities.
Raymond					
Kandiyohi County HRA Townhomes	n.a.	8 - 2BR	0	$850 - $900	Kandiyohi County HRA. Tenant pays all utilities.
4th Ave S Duplex	2021	2 - 2BR	0	$1,500	Attached garages. Tenant pays all utilities.
Beasley Rentals 307 Cofield St.	1975	1 - 1BR 7 - 2BR 8	0	n.a.	Former Rural Development. Tenant pays heat & electric.

Table 36
Selected Market Rate Rental Housing Properties
May 2026

Property Name	Year Built	Number of Units	Vacant Units	Monthly Rents	Comments
Spicer					
Southern Bluff Milyn Cir.	2024-2026	56 - 2BR	6	$1,380 - $1,600	Fifteen 3- and 4-unit buildings. Units have attached garages. Water/sewer & trash are included. Construction is anticipated to begin on 20 additional units in 2026.
Suite Liv'n 251 & 257 Hillcrest Ave	1980s	40 - 1BR 19 - 2BR 59	n.a.	$825 $925	Former Rural Development (Green Lake Living Center & Spicer Living Center) plus former Hillcrest. Rent includes heat, water/sewer, & trash.
Spicer A & B Apts 188 & 196 Lakeview Dr.	1970s	2 - 1BR 14 - 2BR 16	0	$760 $825	Fomer Rural Development property.
102 & 114 Lake Ave	n.a.	2 - 1BR 14 - 2BR 16	0	n.a. $2,000	Two 8-plex buildings. Rent includes trash removal.

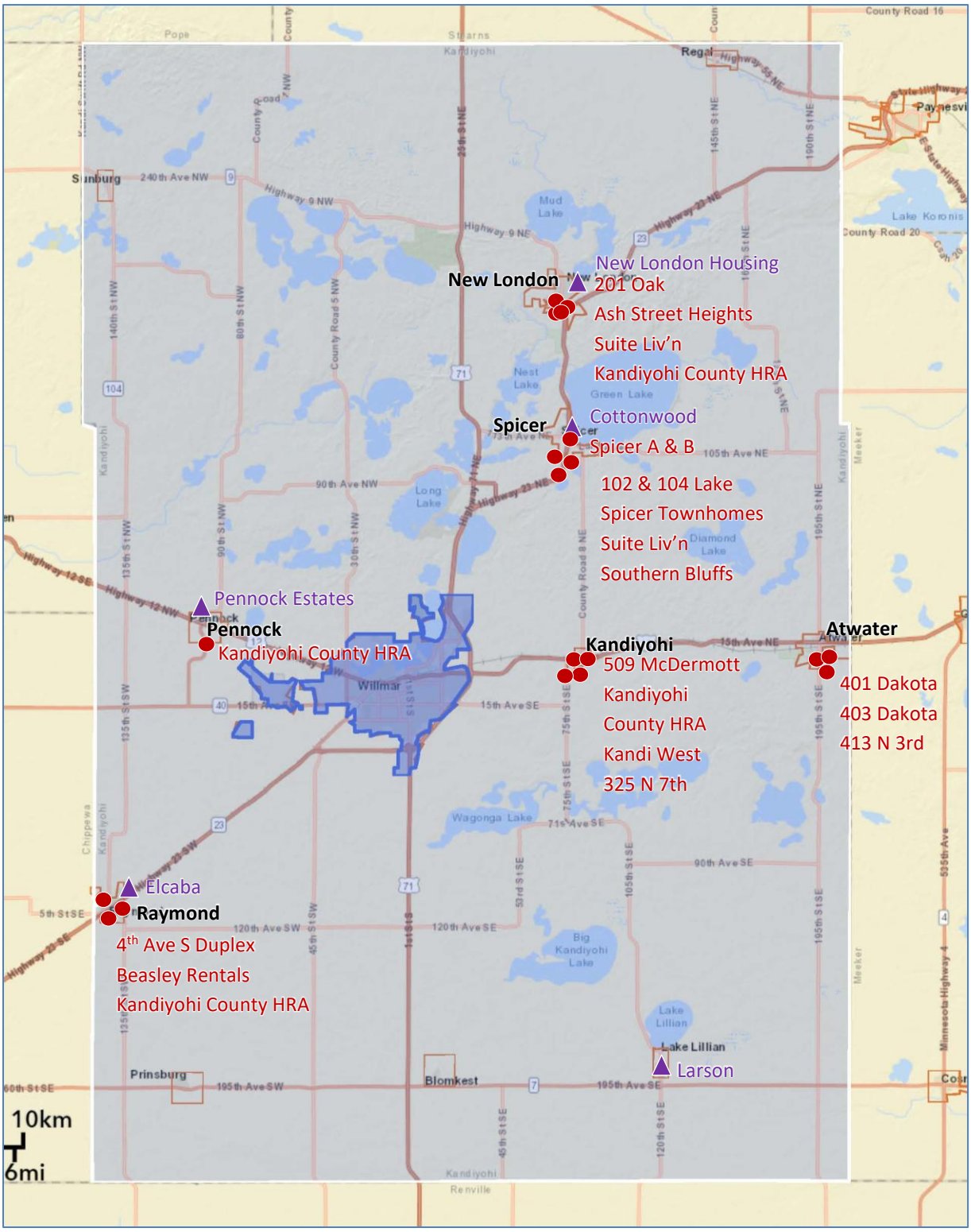
Source: Viewpoint Consulting Group, Inc.

Table 37
Affordable/Subsidized Rental Housing Properties
May 2026

Property Name	Year Built	Number of Units	Vacant Units	Rent	Comments
Lake Lillian					
Larson Apts 911 Lakeview Ave SW	1970s	1 - 1BR 7 - 2BR 8	0	$685-$750 $700-$765	Rural Development. Rental Assistance is available in 6 units (rent = 30% AGI).
New London					
New London Housing	1972/'76	12 - 1BR 12 - 2BR 24	1	$625-$690 $645-$725	Rural Development elderly apartments. 18 units have rental assistance (rent = 30% AGI).
Pennock					
Pennock Estates 204 NW 3rd St	1970/'74	8 - 2BR	0	n.a.	Rural Development. 8 units have rental assistance (rent = 30% AGI).
Raymond					
Elcaba Apts 105 SW 4th St	n.a.	24 - 1BR	1	$30% of AGI	Section 8 Elderly/Disabled apartment.
Spicer					
Cottonwood Apts 154 4th Ave.	n.a.	24 - 1BR	0	n.a.	Rural Development. Rental Assistance is available in 21 units (rent = 30% AGI). Formerly elderly, now open to all ages.

Source: Viewpoint Consulting Group, Inc.

Surveyed Apartments – Remainder of Kandiyohi County



● Market Rate

▲ Affordable/Subsidized

Housing Choice Vouchers

In addition to subsidized apartments, there is a "tenant-based" subsidy called Housing Choice Vouchers available to help lower income households find affordable housing. The tenant based subsidy is funded by the Department of Housing and Urban Development (HUD). Kandiyohi County's program is managed by the Kandiyohi County HRA, which manages the program for Kandiyohi and McLeod Counties.

Under the Housing Choice Voucher program, qualified households are issued a voucher that the household can take to an apartment that has rent levels allowable under HUD guidelines. The household then pays 30% of their adjusted gross income for rent and utilities, and the Federal government pays the remainder of the rent to the landlord. Applicants in Kandiyohi County are eligible for the program if their income is below the 50% of area median income – which in 2025 ranged from $35,300 for one-person households to $58,500 for six-person households.

To be eligible for the Housing Voucher program, rental units must have rent levels allowable under HUD guidelines – or below the "Payment Standard." In Kandiyohi County, the Payment Standard is $944 for one-bedroom units, $1,148 for two-bedroom units, $1,555 for three-bedroom units, $1,795 for four-bedroom units, $2,063 for five-bedroom units. Most residents pay much less in rent than the payment standard. Again, the Federal government pays the remainder of the market rent to the landlord.

Currently, there are 202 vouchers issued, which is lower than previous years due to funding availability. There are 242 applications on the waiting list to receive vouchers, with priority given to applicants who live or work in Kandiyohi County, seniors (age 62+), people with disabilities, veterans, and working families (a member of the household is employed or attending education or training). Sometimes it can be difficult to find a qualifying unit for a new recipient. Other times, it takes going through many names on the waiting list before finding a person ready/able to receive a voucher.

Kandiyohi County Supportive Senior Housing

Senior housing encompasses a wide variety of product types. The least service-intensive properties are **active adult** properties, which offer virtually no support services or health care, but restrict tenancy to those ages 55 and over. Active adult properties can be rental or owner-occupied (attached or detached townhomes, condominiums, and cooperatives). Congregate independent or **independent** properties, offer support services such as meals and housekeeping, sometimes included in rent and sometimes a-la-carte. Independent projects attract an older and frailer senior population than adult projects (generally seniors age 75 and over).

The most service-intensive housing types, **assisted living** and **memory care**, offer the highest level of services short of a nursing home. Typical services provided are meals, housekeeping, linen changes, personal laundry, 24-hour emergency response, and a wide range of personal-care and therapeutic services. The meals and services are either built into the monthly fee, charged through a tiered service package, or charged a-la-carte.

As shown in Table 38, there are 13 market rate senior properties in Willmar totaling 559 housing units plus 324 skilled nursing beds. There are another three properties in the remainder of Kandiyohi Counting totaling 138 housing units plus 52 skilled nursing beds. The following are key highlights from the senior housing supply.

- There are four active adult rental buildings in Willmar (also shown in Table 35) that combine for 241 units. The newest and largest among these is Bethesda StoneRidge, which is a 118-unit property that opened in 2025. Among properties that offer health care services, there is only one that provides independent living – Bethesda Sunrise Village. Bethesda Sunrise Village is the largest campus in Willmar and contains 55 independent units, 37 assisted living units, 246 skilled nursing beds, a subsidized senior rental building (Centennial Square with 40 units), plus the new Bethesda StoneRidge.

- Among Willmar's properties that provide senior housing with services, five are stand-alone assisted living or memory care properties that average 15 units. The only properties with multiple service levels are Bethesda Sunrise Village, Vista Prairie at Copperleaf, and The Crossings of Willmar. The Crossings of Willmar opened in 2026 with 61 assisted living and 15 memory care units. Vista Prairie at Copperleaf opened in 2008 with 55 assisted living units and 20 memory care units. Vista Prairie at Copperleaf can also accommodate some independent residents who would not require assisted living care packages.

- The Crossings at Willmar, Vista Prairie at Copperleaf, and Prairie Senior Cottages are the only three properties in Willmar with memory care units in a housing setting. Bethesda Sunrise Village also has secured memory care beds in their skilled nursing facility.

Table 38
Market Rate Senior Housing Properties in Kandiyohi County
May 2026

Property Name	City	Year Built	-- Number of Units/Beds -- Active Adult	Indep-endent	Assisted Living	Memory Care	Skilled Care
Bethesda StoneRidge	Willmar	2025	118	-	-	-	-
Central MN Senior Care	Willmar	n.a.	-	-	8	-	-
Central MN Senior Care	Willmar	n.a.	-	-	11	-	-
Compassionate Cottage I & II	Willmar	2007	-	-	21	-	-
Cura of Willmar	Willmar	n.a.	-	-	-	-	78
Hallowstone at Willmar	Willmar	1997	-	-	19	-	-
Nyberg	Willmar	n.a.	24	-	-	-	-
Prairie Senior Cottages	Willmar	1998	-	-	-	16	-
Sterling Manor	Willmar	2003	40	-	-	-	-
Bethesda Sunrise Village	Willmar	1992	-	55	37	-	246
The Crossings of Willmar	Willmar	2026	-	-	61	15	-
Vista Prairie at Copperleaf	Willmar	2008	-	-	55	20	-
Westview Village	Willmar	1980	59	-	-	-	-
Subtotal			241	55	212	51	324
Bethesda North Pointe	New London	2021	-	44	18	18	-
Central MN Senior Care	Atwater	1998	-	-	11	-	-
Grace Living of GlenOaks	New London	1970s	-	35	12	-	52
Subtotal			-	79	41	18	52
Kandiyohi County Total			**241**	**134**	**253**	**69**	**376**

Sources: Viewpoint Consulting Group, Inc.

- In the Remainder of Kandiyohi County, two communities contain supportive senior housing – Atwater and New London. Previously, Central MN Senior Care operated small assisted living properties in Princeton and Sunburg (five units and seven units, respectively). However, those properties have recently closed. New London contains two campuses – Glen Oaks and Bethesda North Pointe, which combine for a total of 127 units.

- Glen Oaks in New London was built in the 1970s and includes a 52-bed skilled nursing facility attached to housing that includes 35 independent apartments and 12 assisted living apartments.

- Kandiyohi County's newest senior housing property outside of Willmar is Bethesda North Pointe in New London. It opened in 2021 with 70 units and ten units were added in 2024. The service-level mix is 44 independent units, 18 assisted living units, and 18 memory care units.

- Bethesda StoneRidge opened in November 2025 and The Crossings of Willmar opened in March 2026. They are still in their initial lease-up period and between them had 118 of 194 total units that were still vacant. Among the other established properties in Willmar, the overall vacancy rate was 7.9%. This is slightly higher than 5%, which is the vacancy rate considered for a healthy housing market as it allows consumer choice and turnover. Vacancies were concentrated in a couple properties - most had just one or two vacancies.

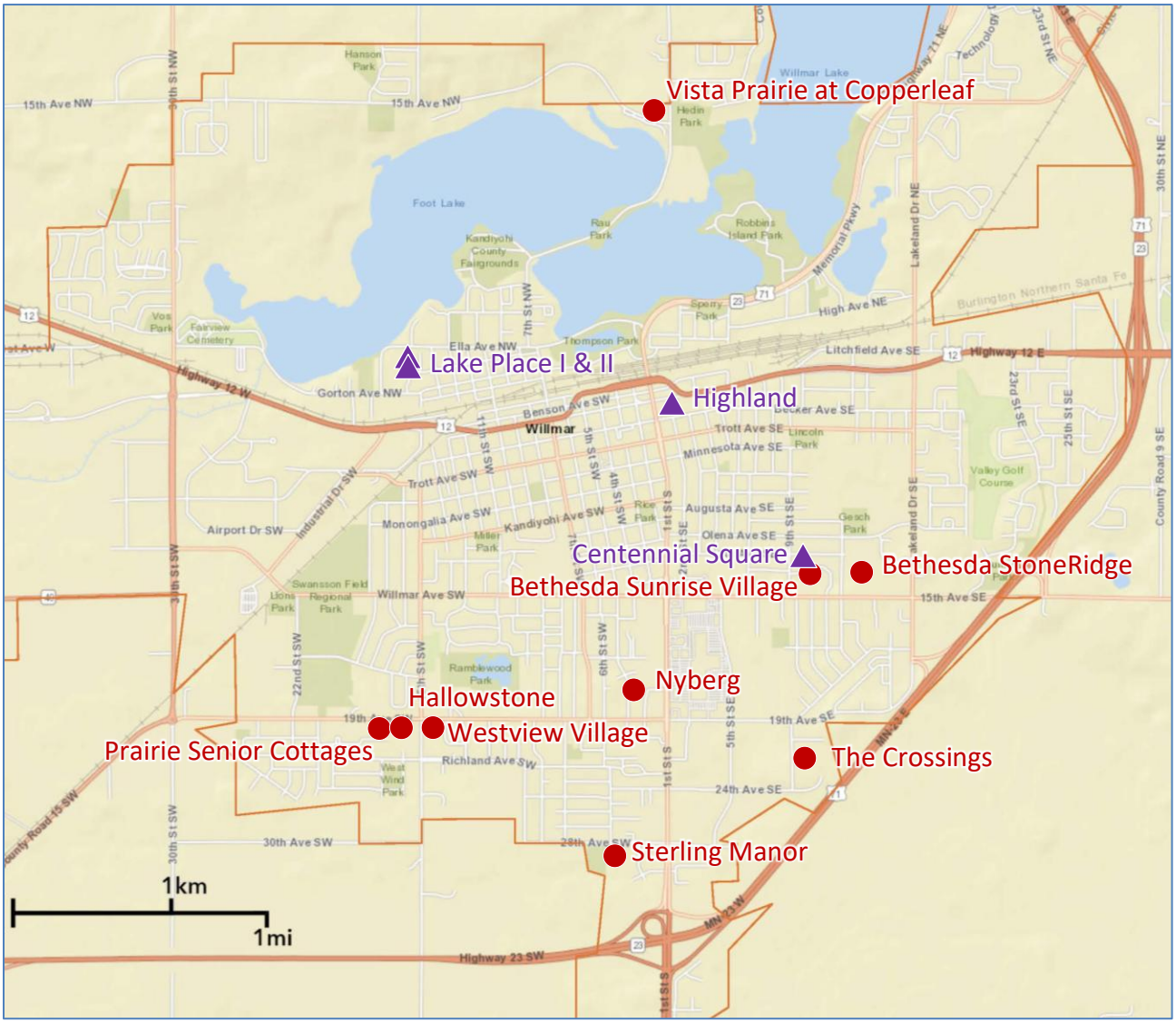
- There are only three properties in Kandiyohi County's smaller communities, and all three had at least two vacancies. Central MN Senior Care in Atwater had two vacancies. The two vacancies at Bethesda North Pointe in New London are normal due to resident turnover.

Vacancy Rate of Kandiyohi County Market Rate Senior Properties

	Total Units	Vacant Units	Vacancy Rate*
Willmar			
Active Adult	241	73	11.4%
Independent	55	0	0.0%
Assisted Living	212	60	7.9%
Memory Care	51	14	8.3%
Subtotal	559	147	7.9%
Remainder of Kandiyohi County			
Active Adult	-	-	-
Independent	79	0	0.0%
Assisted Living	41	2	4.9%
Memory Care	18	2	11.1%
Subtotal	138	4	2.9%
Total	**697**	**151**	**6.6%**

* The overall vacancy rate excludes vacant units at The Crossings of Willmar and Bethesda StoneRidge, since they opened in 2026 and 2025, respectively, and are in their intial lease-up periods.

Surveyed Willmar Senior Housing Properties



● Market Rate

▲ Affordable

Housing for Disabled Individuals

One of the primary housing options for people with disabilities are homes licensed as a Community Residential Setting, or "CRS," by the Minnesota Department of Human Services. In a CRS, people with disabilities or advanced age receive 24-hour care, supervision, and daily living support. Homes licensed as CRS are typically a corporate foster care home where the license holder does not reside on-site. To qualify, the home must serve a maximum of four (or in specific exception cases, five) individuals, and at least one resident must receive services funded through a Minnesota Home and Community-Based Services (HCBS) waiver. Most residents of CRS homes have an intellectual or developmental disability.

Table 39 lists the number of homes licensed as a CRS in Kandiyohi County by community. The licensed CRS homes are typically single-family homes scattered throughout the communities. With 108 licensed CRS homes, Willmar accounts for bulk of Kandiyohi County's supply of housing serving the disabled population. Spicer has eight licensed CRS homes, followed by Kandiyohi with five. Five other communities have between one and three licensed CRS homes.

The total capacity of the licensed CRS homes in Kandiyohi County is 411 people, which equates to an average of three people per licensed CRS home. Again, with a total capacity of 355 people, Willmar contains the bulk of the county's supply (86%).

Table 39
Number of Homes Licensed as a Community Residential Setting
Kandiyohi County
July 2026

	No. of Homes	Total Capacity
Atwater	1	4
Kandiyohi	5	14
Lake Lillian	1	4
New London	3	6
Pennock	1	2
Raymond	2	5
Spicer	8	21
Willmar	108	355
Total	**129**	**411**

Source: MN Dept. of Human Services

The top providers of CRS homes in Kandiyohi County are listed below. Divine House is the largest provider in the county with 56 licensed CRS homes. Divine House has a total capacity for 173 people. As of July 2026, Divine House and Fourth Avenue Homes' website identified 37 openings in their CRS homes in Kandiyohi County, including 33 openings in Willmar. REM South Central Services identified two openings in Kandiyohi County on their website. Calls are received weekly for openings but filling them can take a while because of an expansive referral process. Unless individuals being referred have violent behaviors that pose a risk to existing residents, they can almost always be accommodated into existing openings. The cost for the housing for individuals is almost always paid through the State's Disability Waiver Rate System. Very few residents are private pay.

Largest Providers of Community Residential Setting Homes in Kandiyohi County

	Licensed Homes	Total Capacity
Diversified Life Styles	5	17
Divine House	56	173
Fourth Avenue Homes	13	34
Presbyterian Family Foundation	10	38
REM South Central Services	23	83
Supportive Lifestyles	15	42

Table 16 revealed that there are about 6,200 people in Kandiyohi County with a disability, including about 2,500 with a cognitive disability. This is far more than the capacity of licensed CRS homes. Many people with a disability are able to live independently in their homes with some assistance.

Besides CRS homes, other supportive housing facilities in Kandiyohi County include three "Supervised Living Facilities" and two "ICF Intellectually Disabled" facilities. They are listed below.

Supervised Living Facilities provide supervision, lodging, meals, counseling and developmental habilitative or rehabilitative services to five or more persons who are developmentally disabled, chemically dependent, adult mentally ill, or physically disabled.

Licensed ICF Intellectually Disabled facilities are housing that provides staff supervision services for people who have a mental disability and may have other related conditions. Staff provide training and help in all areas of daily living, including self-care, taking medicine, nutrition and cooking, money management, recreation, social skills, and community involvement.

Other Licensed Supportive Housing Facilities in Kandiyohi County

Name	Facility Type	Capacity
Divine House - Atwater ICF/IID	ICF Intellectually Disabled	6
Divine House – Willmar ICF/IID	ICF Intellectually Disabled	6
MN Specialty Health System	Supervised Living Facility	16
Project Turnabout	Supervised Living Facility	16
Woodland Centers	Supervised Living Facility	15

Four of the five licensed supportive housing facilities are in Willmar. Both Divine House properties (Atwater and Wilmar) serve people with intellectual disabilities. Project Turnabout is an addiction rehabilitation center. Minnesota Specialty Health System's 16-bed home in Willmar serves chemically dependent Native Americans who are residents of Minnesota.

Among its mental health services, Woodland Centers operates two adult supportive housing properties in Willmar – Charles Place and West Winds. Charles Place has capacity for four individuals and West Winds for eight. They are supportive housing for adults with a serious and persistent mental illness. Residents manage their own daily care, laundry, meals, medications, and chores, while staff are available for special support services. Residents of Charles Places are usually employed.

In Kandiyohi County, there are also apartments that have units specifically designated for people with disabilities. Highland Apartments in Willmar (see Table 35) is one such apartment. The 79-unit building is restricted to elderly or disabled residents. Currently, ten of the units are occupied by elderly residents, 38 by disabled residents, and 30 by residents who are both elderly and disabled. 15th Street Flats is also an example – it has 47 units of which ten are restricted to either people with disabilities or who have experienced long-term homelessness.

West Central Mental Health operates a 12-unit apartment in Willmar for people with a serious and persistent mental illness. Rent is based on income and all but one unit is occupied. In addition, the Southwest Minnesota Adult Mental Health Consortium's Bridges to Bridges provides temporary rental assistance to low-income people with a serious and persistent mental illness who are homeless and need support to maintain stabilized housing. Currently, there are 23 people in the county being served by the Bridges to Bridges program, 20 of which are in Willmar.

The total supply of housing specifically designated for disabled individuals in Kandiyohi County is estimated at about 600 unis. This includes housing in licensed facilities (Community Residential Setting, Supervised Living Facility, and ICF Intellectually Disabled) plus apartment units that are designated for disabled individuals.

The Fair Housing Act requires newly constructed apartment buildings to have seven accessibility features; among them are accessible building entrance, accessible common areas, and doors wide enough for wheelchair passage. The act does not require a fixed number or percentage of fully accessible units (often referred to as "ADA" units). Among three of the newest apartments in Willmar, Lakeland and Edgeview have two ADA units in each of their buildings (ten total ADA units), and The Preserve on 24th has one in each of its buildings (five total ADA units). Of the combined fifteen ADA units, four are currently vacant.

At the newer apartment buildings with ADA units, if all rental units are occupied in an apartment building except an ADA unit, the landlord can lease the ADA unit to a non-disabled person. However, there is a protocol that if a person with a disability seeks to lease an ADA unit and there are none available, a non-disabled tenant would move from their ADA unit into another available non-ADA unit, thereby opening up the ADA unit for the disabled person. According to property managers, there is a need for ADA accessible units in the community. However, they often take the longest to lease up.

Planned and Proposed Rental Developments

Construction is anticipated to begin this year on the second phase of Lakeland Apartments in Willmar, located at 1020 Lakeland Drive Northeast. The first phase opened in 2024 with 74 units. Phase II will have 75 units and like the existing building, it will be market rate.

In the Remainder of the County, three rental properties are pending. One is the final phase of Southern Bluff rental townhomes in Spicer. Construction is expected to begin this year on the final 20 units, which will bring the total unit count at Southern Bluff to 76. The other developments are both in Atwater. Construction is underway on Generations Living, a redevelopment of a single-story building into three senior rental units along with a child's daycare center with a capacity of up to 40 children. It is located at 111 5th Street North. Also, the Kandiyohi County HRA is proposing a four-unit townhome development.

Interview Summary

Interviews with area rental property managers, real estate agents, private owners, and other people familiar with the rental market in Willmar and the smaller communities were conducted to solicit their impressions of the rental housing market. The following are some key points from these interviews:

- New apartments added to Willmar in recent years alleviated a shortage of rental housing. Overall, households now have more openings to choose from when seeking rental housing. The exception is that some lower-income households still struggle to find quality housing at rents that they can afford.

- While newer apartments have alleviated a shortage of rental housing, they have rents that are much higher than older apartments. While most of the older rental housing stock in Willmar is in good shape, some have not been well maintained. This has caused some renters to choose between living in the new apartments and being cost burdened or living in older housing that is in disrepair but with rents that are within their budget.

- City staff at many of the smaller communities receive calls from prospective renters seeking housing in the community. Usually there are few vacant units available for these prospective renters.

- Demand for senior housing in Kandiyohi County is greatest in Willmar, which has many more services to offer seniors. Seniors in these smaller communities often move to housing in Willmar as they age and require more care.

- Waiting lists can be long for subsidized housing. Thus, some people resort to renting older market rate units and end up in financial troubles because the rent is not income-based.

- For people without their own reliable transportation, Central Community Transit (CCT) provides public transit in Kandiyohi County. It has a fixed flexible route, dial-a-ride service, and “carriage transportation,” which transports groups from senior living residences and group homes. CCT is available to individuals living throughout Willmar and also makes stops in most of the smaller communities as the schedule allows.

- About a quarter of students at Ridgewater College reach out to campus staff regarding housing issues. The main issues are affordability, availability, transportation, and community. Transportation is an issue for some students as Ridgewater College is attracting more students who do not have a driver’s license or reliable transportation. Community is important for students who are seeking opportunities to live near or with other students, which can be difficult as there is no apartment property that has a high concentration of students.

- For Ridgewater College students, what is most needed is affordable housing that is close to campus, accessible to students without reliable transportation, and suitable for roommates.

- There is a lack of specialized housing in the county for people with a serious and persistent mental illness. This group has a higher rate of eviction than the general population and their eviction history reduces future opportunities for safe and affordable housing.

- Willmar would benefit from having a rent subsidized apartment that is customized to people with a disability and/or mental illness. Especially for people with a mental illness, their background may bar them from many existing housing options in the community. Existing specialized housing can either have long waiting lists or are unable to accommodate people with sever behavioral issues.

- For people with physical disabilities, it can be difficult to find housing that is both accessible and affordable. It is even more challenging for people with a disability who are unable to work full-time. Transportation is also an issue. Transit is not always reliable so some people prefer a location near the center of Willmar that is more easily accessible to stores.

Demand Analysis and Conclusions

This section of the report utilizes data collected in the previous sections to calculate demand for owned and rented housing in Kandiyohi County from 2025 to 2035. Recommendations on appropriate housing types to satisfy unmet demand over the next five years are also provided.

Kandiyohi County Housing Demand Analysis

General-Occupancy Owner and Renter Housing

Table 40 outlines calculations for owner and renter housing in Kandiyohi County from 2025 to 2035. Demand for additional housing primarily comes from projected household growth. Pent-up rental demand can also be a source of housing demand, as can replacement need. Kandiyohi County, and Willmar in particular, is also a job importer and given a choice, people generally prefer to live near their place of employment. Thus, Table 40 also takes into account that the county can exceed its growth projections by capturing a portion of the people who currently commute into the county for employment. The following paragraphs summarize the demand methodology in Table 40.

Kandiyohi County is projected to add 770 households between 2025 and 2035. This correlates to the need for 770 housing units to accommodate the projected household growth. As of 2023, an estimated 10,745 people lived outside Kandiyohi County and commuted into the county for employment. Most of these people will continue to live in their current home and commute to jobs for various reasons. However, some would likely move if appropriate housing was available. It is conservatively estimated that Kandiyohi County could capture approximately 1% of the commuters, increasing housing demand in the county by about 110 households. Willmar is the primary net importer of workers (inflow of workers to 13,562 jobs in 2023 – see Table 20). With the exception of New London and Prinsburg, all other communities in the county are net exporters of workers. It is estimated that of the potential gain of 110 new households from capturing commuters, 100 would be in Willmar.

Replacement need is generated from the loss of housing or the need to replace housing units that are physically or functionally obsolete (i.e., they no longer meet the needs of the current housing market). A review of the age of housing stock from the U.S. Census revealed that there are about 1,650 housing units in Willmar and about 1,880 homes in the remainder of the County built prior to 1950. While most of these homes are in good condition, it is estimated that about one percent per year should be removed annually from the housing supply because of obsolescence, which equates to 165 units between 2025 and 2035 in Willmar and 190 units in the remainder of the County.

Overall, there is projected demand for housing to accommodate 780 additional households in Willmar and 455 in the remainder of the County from 2025 to 2035. This demand is from household growth, capturing some commuters, and replacement of obsolete housing.

Table 40
Kandiyohi County Rental and Owned Housing Demand
2025 to 2035

		Willmar	Remainder of County	Kandiyohi County
A	Household growth, 2025 to 2035	515	255	770
B	Demand from outside the County*	100	10	110
C	Replacement need	165	190	355
D	Total housing demand (A + B + C)	780	455	1,235
E	Percent rental demand	45% - 55%	30% - 40%	39% - 49%
F	Rental housing demand (D x E)	351 - 429	137 - 182	488 - 611
G	Pent-up rental demand	0 - 0	25 - 25	25 - 25
H	**Total rental housing demand** (F + G)	**351 - 429**	**162 - 207**	**513 - 636**
I	Percent owner demand	45% - 55%	60% - 70%	51% - 61%
J	**Total owner housing demand** (D x I)	**351 - 429**	**273 - 319**	**624 - 748**

* Kandiyohi County has the potential to exceed its growth projections by capturing a conservative 1% of the employees who commute into the County, but currently live elsewhere.

Source: Viewpoint Consulting Group, Inc.

Based on demographic and market trends, it is estimated that about 50% to 60% of the countywide housing demand from projected household growth, demand from outside the county, and replacement need between 2025 and 2035 will be for owner-occupied housing and the remaining 40% to 50% for renter-occupied housing. Additionally, there is pent-up demand for rental housing in the smaller communities of Kandiyohi County. A healthy rental market is expected to have a vacancy rate of about 5% to allow for sufficient consumer choice and unit turnover. With pent-up demand (a shortage of units), people who would normally form their own rental households instead room with other people in a housing unit, live with their parents, or live in housing outside of the area and commute to jobs. In Willmar, the overall vacancy rate is at about 5%. Thus, no additional units are needed immediately to satisfy pent-up demand. In the smaller communities, the overall vacancy rate is about 2.5%, indicating pent-up demand. To reach a 5% vacancy rate, the industry standard for a healthy rental market, about 25 units would need to be available immediately in the smaller communities.

Combined with pent-up demand, there is total demand for approximately 350 to 430 rental units in Willmar from 2025 to 2035 and 160 to 205 in the remainder of the county. This demand is for all rental housing from subsidized to market rate. Demand for senior housing is calculated separately.

Approximately 50% to 60% of housing demand in Kandiyohi County between 2025 and 2035 is projected to be for owner-occupied housing. This equates to demand for about 625 to 750 units from 2025 to 2035. This includes about 350 to 430 units in Willmar (about 35 to 40 units annually) and about 275 to 320 units in the remainder of the County (about 30 units annually). This demand is primarily for single-family homes and townhomes/twinhomes.

Senior Housing Demand

Demand is calculated for the number of additional senior housing units needed in Kandiyohi County through 2035. The calculations are made for the various market rate senior housing product types, including affordable and market rate senior rental (or "active adult"), and independent, assisted living, and memory care (or "supportive senior housing").

The calculations of unmet demand for senior housing are based on multiplying the age/income-qualified base by appropriate capture rates for each product type and then subtracting the existing supply. Generally, the age/income-qualified base for market rate senior housing is seniors age 75+ with incomes of $55,000+, although lower income homeowners also qualify income by allocating their home equity and other savings toward the cost of senior housing. For assisted living and memory care housing calculations, demand from low-income seniors who qualify for the Medicaid Waiver program are included.

Currently, Kandiyohi County contains has a supply of 432 affordable and market rate senior rental units and 456 supportive housing units (independent, assisted living, and memory care housing). These units serve a target market population totaling just over 4,000 age 75+ seniors in the County as of 2025. By 2035, the County's age 75+ population is projected to increase by about one-third (to about 5,360), creating demand for additional senior housing.

For active adult senior rental housing that does not provide meals or personal care services, demand is calculated for a total of 325 additional units. Of this total, 150 is for affordable units and 175 units is from seniors who could afford newer, market rate units. These seniors generally have incomes of about $55,000 or more and could afford rents of about $1,800 by allocating over 40% of their gross income for rent.

The three levels of supportive senior housing are independent, assisted living, and memory care housing. This market is currently being served by several properties that total 456 units, of which 318 units are in Willmar. Utilizing capture rates commonly achieved in similar sized markets across Minnesota and the Upper Midwest, Kandiyohi County could support about 495 additional units by 2035 – or more than doubling its existing supply. This unmet demand for supportive senior housing by 2035 includes 235 independent units, 150 assisted living units,

and 110 memory care units. Assisted living and memory care includes demand for both private pay units and units for lower-income seniors who would utilize the Medicaid Wavier program to pay for personal care services.

While the demand is countywide, Willmar is a draw for senior housing because of its healthcare, shopping, and services. Plus, Willmar is home to many adult children of seniors living elsewhere in the County, enhancing its appeal for senior housing. Thus, Willmar is likely to capture a disproportionate share of the County's overall senior housing development. By 2035, it is projected that Willmar can add 150 independent units, 90 assisted living units, and 80 memory care units to meet the County's overall senior housing needs.

Table 41
Summary of Senior Housing Demand
Kandiyohi County
2025 to 2035

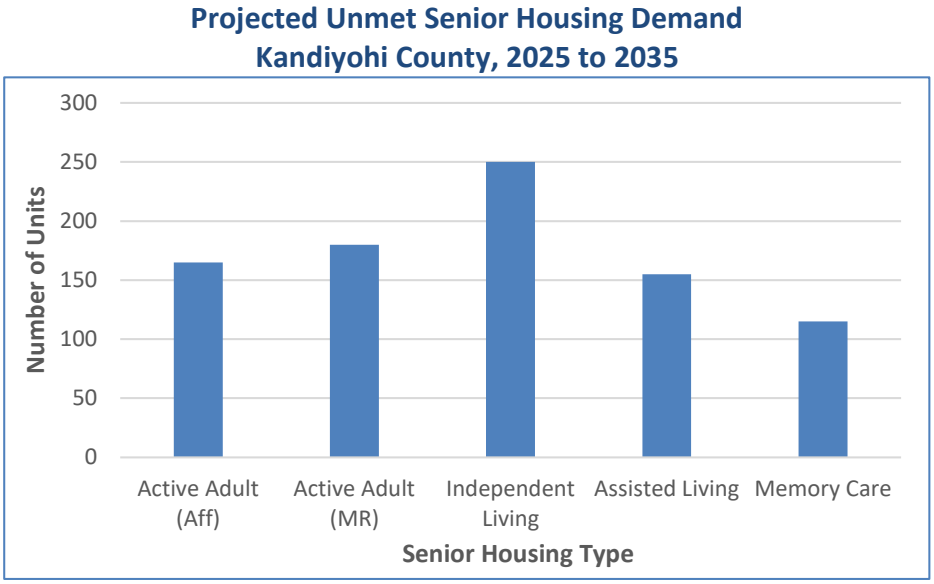
	Existing Supply	Current Unmet Demand	-- Additional Demand -- 2025 to 2030	2030 to 2035	Additional Units Needed by 2035*	Esimtated Demand Capturable by Willmar
Adult/Few-Services						
Affordable 55+ Rental**	314	115	15	20	150	100
Market Rate 55+ Rental**	118	140	25	10	175	85
Subtotal	432	255	40	30	325	185
Supportive Housing						
Independent Living	134	160	60	15	235	150
Assisted Living***	253	65	50	35	150	90
Memory Care***	69	75	25	10	110	80
Subtotal	456	300	135	60	495	320
Total	888	555	175	90	820	505

* Includes current unmet demand plus additional demand from 2025 to 2030 and 2030 to 2035.

** Because of their age, the three market rate 55+ rental properties in Willmar are classified as affordable since their rents are affordable to moderate-income seniors.

*** Assisted living and memory care demand includes demand for units from both private pay and Medicaid Waiver residents.

Source: Viewpoint Consulting Group, Inc.



Disabled Housing Demand

It was revealed that about 14% of Kandiyohi County's total population has one or more disabilities (see Table 16). A segment of the overall housing demand in Kandiyohi County will be for housing specifically designated for people with disabilities. While 14% of the total population has a disability, many are children living with their families and many are also seniors living in either supportive senior housing (such as assisted living) or nursing homes. The majority of demand for housing specifically designated for people with disabilities comes from people aged 18 to 64. In Kandiyohi County, the number of people in this age group that has an independent living disability is estimated at about 1,400 in 2025.

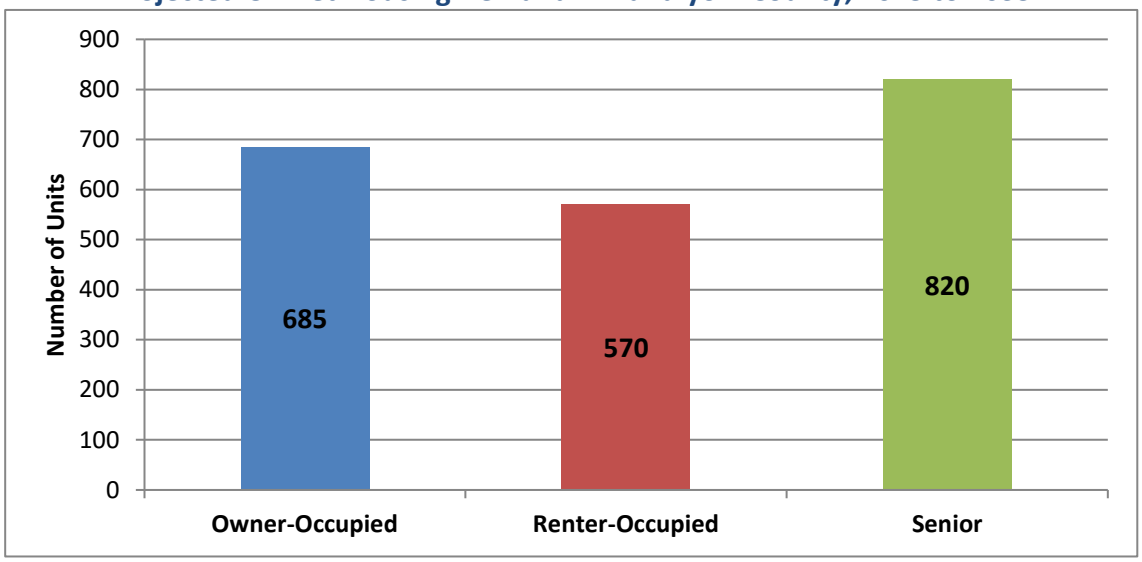
Provided that the percentage of the overall population with a disability remains consistent over the next ten years, the number of age 18 to 64 individuals with an independent living disability would rise from 1,400 in 2025 to 1,435 in 2035 – for an increase of 35 individuals.

As of 2025, housing designated for people with disabilities in Kandiyohi County had an estimated capacity for about 575 individuals. This equates to about 41% of age 18 to 64 individuals with an independent living disability living in housing specifically designated as disabled. Multiplying 41% by the projected 18 to 64 disabled population in 2035 equals a need for a total capacity for about 590 individuals. This is a 15-bed increase in ten years. Based on interviews, most of the demand is in Willmar. Willmar has the largest population in the County by far and also is where many of the services are located that individuals with a disability would utilize.

Countywide Housing Demand Summary

The chart below highlights overall housing demand in Kandiyohi County from 2025 to 2035. All housing types combined equal demand for nearly 2,100 units. The greatest share is for senior housing. The senior population is beginning to grow more rapidly as the oldest baby boomers begin turning 80 in 2026. Demand was calculated for 820 units (40% of total demand) of the various types of senior housing, from age-restricted apartments with no meals or services to assisted living and memory care housing. Senior housing demand was followed by owned housing (685 units, or 33%), which is primarily for single-family homes and townhomes. Rental demand was calculated for 570 units, which includes affordable and market rate units.

Projected Unmet Housing Demand in Kandiyohi County, 2025 to 2035



Willmar Demand Summary

Overall, about 1,285 additional housing units are projected to be needed in Willmar from 2025 to 2035. This includes about 350 to 430 owner-occupied housing units, 350 to 430 renter-occupied units, and 505 senior housing units.

Among the owner-occupied demand, half is projected to be for single-family homes. This includes demand for entry-level homes marketed to first-time homebuyers and moderate-income households plus move-up homes and executive homes. For the remainder of demand half is projected to be for townhomes and patio homes. Townhomes include units, generally two-stories, that are marketed to first-time homebuyers and moderate-income households. Patio homes are generally targeted to empty-nesters and seniors seeking an alternative to their single-family homes, as well as some younger households. For empty-nesters and seniors, single-level townhomes and patio homes are often referred to as “move-over” housing. Move-over housing is designed for seniors who want to leave a larger home, often with two stories, but are not ready for housing with supportive services (such as assisted living). Besides less maintenance, single-level living allows them to age in place longer.

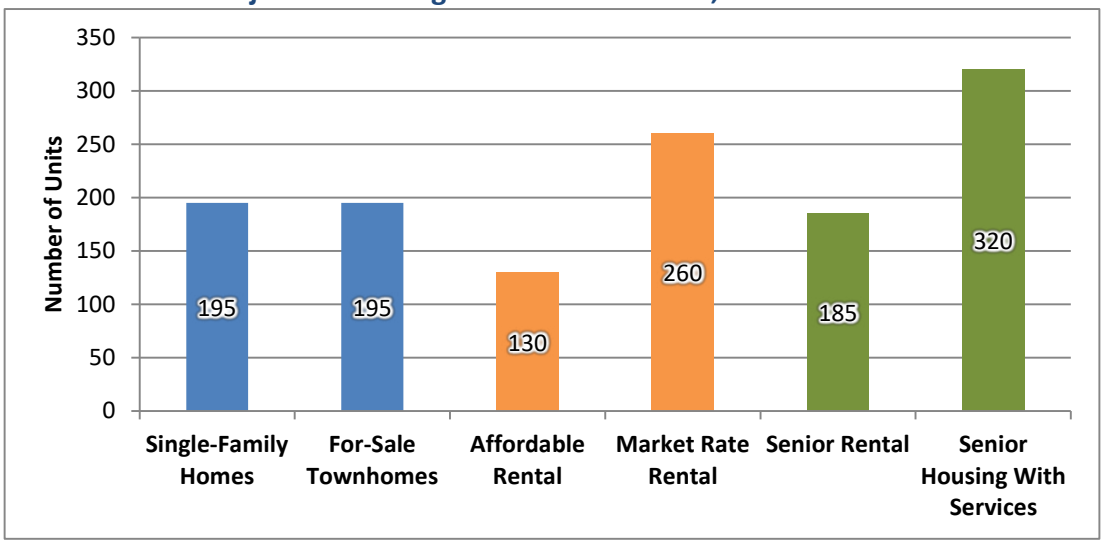
Half the owner-occupied demand equates to a need for about 175 to 215 new single-family homes in Willmar between 2025 and 2035, or about 20 homes annually on average. The other half (also 175 to 215 units) is for townhomes and patio homes. Again, this equates to about 20 new units annually.

For the demand for 350 to 430 additional rental units, the primary target markets are wage earners seeking rental housing with rents that are modest, professional and higher-income families moving to Willmar, empty-nesters downsizing from their single-family homes, and students at Ridgewater College. Some wage earners will eventually seek owned housing, but many will also be long-term renters. The professionals and higher-income families moving to Willmar will most often seek owned housing, but they will rent until they are settled in their new employment position.

Based on household income trends, it is projected that a little over one-third of the rental demand in Willmar is from wage-earners seeking rental housing with modest rents, or rents affordable to households with incomes of 60% or less of Area Median Income (about 120 to 145 units). The remaining demand would come from households earning greater than 60% of Area Median Income ($42,360/1-person to $60,480/4-person in 2025) and who could afford rents at most market rate properties in Willmar. Market rate demand is projected at 230 to 285 units.

The chart below highlights overall housing demand in Willmar from 2025 to 2035. All housing types combined equal demand for about 1,285 units. The greatest share is for senior housing – primarily senior housing with services, such as independent, assisted living, and memory care housing. There will also be demand for senior rental options for "active adults" who do not need meals or personal care services. Senior housing demand is followed by rental housing (about 390 units, or 30%), which includes affordable and market rate units. Single-family homes and townhomes/twinhomes also combine for total demand of 390 ownership units, or about 30% of the total housing demand.

Projected Housing Demand in Willmar, 2025 to 2035



The demand for rental housing and single-family homes is driven largely by people employed locally but currently living elsewhere due to a lack of appropriate housing options in Willmar. Some demand for these two housing types will also come from Willmar residents who will move from their current housing situation into newly built housing that accommodates their needs/wants. A portion of the for-sale townhome demand and senior housing demand is from seniors living elsewhere but drawn to Willmar to be near health care and services.

Remainder of Kandiyohi County Demand Summary

Outside of Willmar, about 800 additional housing units are projected to be needed in the county from 2025 to 2035. This includes about 275 to 320 owner-occupied housing units, 160 to 205 renter-occupied units, and 315 senior housing units.

Based on demographic growth trends, building trends and interviews, an estimated 75% of the demand for owned units in the remainder of the County is for single-family homes versus townhomes. In the communities, it is closer to 55% while in the rural areas nearly all the demand is for single-family homes. The demand for townhomes and patio homes is primarily from empty-nesters and seniors seeking an alternative to their single-family homes, as well as some younger households.

Seventy-five percent of the owner-occupied demand equates to a need for about 205 to 240 new single-family homes, or about 20 homes annually on average between 2025 and 2035. Again, all the demand in the rural areas of the County is projected to be for single-family homes. In the communities, about 55% of the demand is projected for single-family homes.

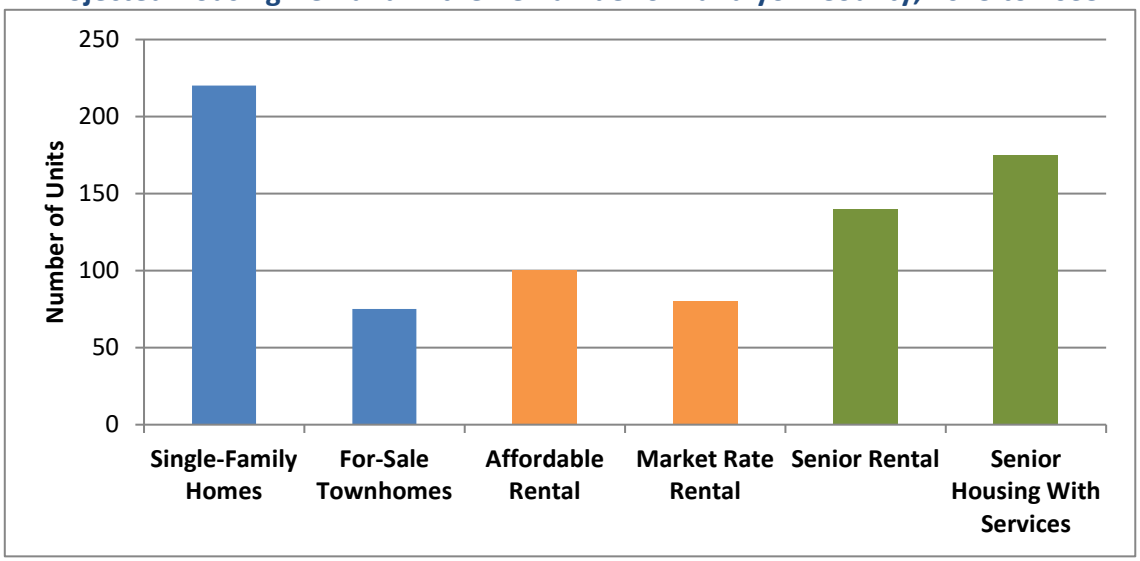
The townhome demand is primarily generated from seniors and empty nesters. Twenty-five percent of the total owner-occupied demand equates to a need for approximately 70 to 80 townhomes and patio homes between 2025 and 2035, all in the 11 smaller communities. The demand for townhomes equates to between five and 10 new units annually.

The owner-occupied demand is for entry-level homes, largely marketed to first-time homebuyers, all the way to executive homes. Entry level homes are largely priced near $400,000 (starting with prices at about $200,000) while executive homes are generally priced at above $500,000.

Again, demand is projected for 160 to 205 additional rental units in the remainder of the county from 2025 to 2035. Based on household income trends, it is projected that just over half of the demand is from wage-earners or seniors seeking rental housing with modest rents, or rents affordable to households with incomes of 60% or less of Area Median Income (about 90 to 110 units). The remaining demand would come from households earning greater than 60% of Area Median Income ($42,360/1-person to $60,480/4-person in 2025) and who could afford rents at most newer market rate properties (70 to 95 units).

The chart below highlights overall housing demand in the remainder of the county from 2025 to 2035. All housing types combined equal demand for about 800 units. The greatest share is for senior housing (340 units, or 43% of the total. Senior housing demand is for about 150 active adult units for seniors who do not need meals or personal care services plus about 190 units of independent, assisted living, and memory care housing. Senior housing demand is followed by owned housing. Single-family homes and townhomes/twinhomes combine for total demand of 285 ownership units, or about 36% of the total housing demand. Rental housing demand is for about 170 units, or 21% of the total).

Projected Housing Demand in the Remainder of Kandiyohi County, 2025 to 2035



Demand for owned and rented housing by community is shown in Table 42. A little under half the demand for owned housing (about 45%) in the remainder of the County is projected in the eleven smaller communities, while slightly more than half is projected in rural areas. The rural areas include lake lots, estates, farmsteads, and large-lot subdivisions – particularly in the northern part of the County (from Willmar to New London). Of the demand for 163 to 207 rental units outside of Willmar, all is projected in the communities versus rural area. This is largely because most communities have the infrastructure to support multifamily housing, whereas rural areas generally do not. In addition, the communities generally have better access and proximity to services and jobs.

As Table 42 shows, after Willmar, the greatest housing demand is in New London, followed by Spicer. New London has projected demand for 122 to 142 total units and Spicer 74 to 92 total units. Together, they account for close to 70% of the housing demand in the eleven smaller communities combined. In comparison, during both the 2010s and the first six years of this decade, these two communities accounted for 80% of the housing units built among the eleven smaller communities.

Table 42
Kandiyohi County Demand by Community
2025 to 2035

	--- Housing Type --- Owned	Rented*	Total
Willmar	**350 - 430**	**350 - 430**	**700 - 860**
Smaller Communities			
Atwater	5 - 8	15 - 17	20 - 25
Blomkest	1 - 2	1 - 2	2 - 4
Kandiyohi	6 - 10	10 - 14	16 - 24
Lake Lillian	2 - 4	2 - 4	4 - 8
New London	62 - 70	60 - 72	122 - 142
Pennock	4 - 6	4 - 8	8 - 14
Prinsburg	6 - 10	10 - 14	16 - 24
Raymond	6 - 10	10 - 14	16 - 24
Regal	1 - 2	0 - 0	1 - 2
Spicer	24 - 32	50 - 60	74 - 92
Sunburg	1 - 2	1 - 2	2 - 4
Subtotal	118 - 156	163 - 207	281 - 363
Rural	156 - 162	0 - 0	156 - 162
Kandiyohi County Total	**624 - 748**	**513 - 637**	**1,137 - 1,385**

* Rental excludes age-restricted (senior) housing.

Sources: Viewpoint Consulting Group, Inc.

Table 40 on Page 123 showed the origins of demand for the approximately 1,260 housing units needed in Kandiyohi County between 2025 and 2035. About 61% is projected to be from household growth, followed by 28% from replacement need, 9% from capturing commuters, and 2% from pent-up rental demand. This varies by location. In Willmar, household growth accounts for about 66% of demand, followed by 21% replacement need and 13% from capturing commuters. In the remainder of the county, about 53% of demand is from household growth, followed by 40% replacement need, 5% pent-up rental demand, and 2% capturing commuters.

Sources of demand vary more greatly within the smaller communities. In New London and Spicer, over three-quarters of the demand (as shown in Table 42) is projected to be generated from household growth. However, in Blomkest, Lake Lillian, Pennock, Regal, and Sunburg, no household growth is projected. Instead, all the housing demand shown in Table 42 is projected to come from replacement of physically or functionally obsolete homes. In Atwater, Kandiyohi, Prinsburg, and Raymond, the sources of demand are more balanced, with some demand also coming from pent-up rental demand.

Willmar Housing Recommendations

The following are recommended housing developments for Willmar over the next five years, based on the demand analysis and interviews with people knowledgeable about the Willmar housing market. Table 43 shows a summary of these development developments. Price/rent recommendations for each housing type are also included.

Table 43
Recommended Housing Developments over the Next Five Years (2026 to 2031)
City of Willmar

	No. of Units	Price/Rent Range
Owner-Occupied Housing		
Single-Family		
Entry-Level*	80 - 100	<$400,000
Move-Up	70 - 85	$400,000 - $500,000
Executive	15 - 20	$500,000+
Total	165 - 205	
Townhomes / Twinhomes		
Two-story+	55 - 65	<$350,000
One-level	50 - 60	$375,000 - $450,000
Total	105 - 125	
Rental Housing		
Market Rate Apartments	75 - 80	$1,200+/1BR, $1,350+/2BR
Student Housing	45 - 50	$1,350+/2BR, $1,700+/3BR
Affordable Apartments	55 - 65	$825+/1BR, $1,000+/2BR
Total	175 - 195	
Senior Housing		
Supportive Senior Housing		
Independent	60 - 70	$2,000+, plus personal care services
Assisted Living	30 - 40	
Memory Care	25 - 30	
Affordable Active Adult Rental	75 - 90	$825+/1BR, $1,000+/2BR
Total	190 - 230	
Disabled/Supportive Housing		
Community Residential Setting	4 - 8	Income-based
Bridges Program	6 - 8	
Scattered Site Mental Health Housing	4 - 6	
Total	14 - 22	

* Most entry-level homes would become available by existing homeowners moving into newly built senior housing, townhomes, and move-up homes. Few would likely be added from new construction.

Source: Viewpoint Consulting Group, Inc.

Single-Family Homes

It is recommended that a three-year lot supply be maintained in Willmar, which ensures adequate consumer choice without excessively prolonging developer carrying costs. Willmar currently has about 45 available lots remaining in three subdivisions (Oslo Meadows, Woodberry, and Trentwood Estates). With the recent pace of housing construction, this would be sufficient for a three-year supply. However, two of the existing subdivisions have been in existence for 12 and 20 years, respectively. It is recommended that a new subdivision come online within the next two years with at least 25 single-family lots, with the potential for more lots to be added incrementally in future additions.

Lots in a new subdivision should be priced to accommodate move-up homes with base prices starting at about $400,000. A small number of lots in a new subdivision with premium locations should be priced to accommodate executive homes, or those priced at over $550,000. To keep lot costs low enough to support homes starting at $400,000, a public/private partnership may be needed in the creation of a new subdivision. This could be through Tax Increment Financing, tax abatement, use of statewide programs from Minnesota Housing, reduced fees, or other incentives.

Modular/factory-built homes are also an option that could provide quality homes at prices below that of site-built homes. Modular homes are gaining traction due to their cost savings over site-built homes. They use the same materials as site-built homes and are built to state and local codes. Because modules are built indoors with controlled conditions, they are generally equal in quality to site-built homes. Lofts on 7th in Willmar is a recent example of modular housing.

The greatest demand in Willmar is from households who can afford to purchase homes priced in the $200,000s and $300,000s. A household with an income of $90,000 and minimal debt could afford a home priced at $300,000 with a 10% down payment. In Kandiyohi County, about half the households between ages 25 and 64 have incomes below $90,000. With current construction and land costs, it is difficult to create new homes below $300,000. Thus, this demand will largely need to be met by existing homes that become available when seniors and other adults move into other newly built housing (such as senior apartments and other owner-occupied homes, including move-over housing). Already, many of the new residents of Bethesda StoneRidge and The Crossings of Willmar sold homes that became available to younger buyers in the market for homes. As shown in Table 43, it is recommended that at least 240 units of one-level townhomes and senior housing be built in Willmar over the next five years. If just half of the residents of these new housing units were existing residents of Willmar and if most were homeowners, there could be at least 100 existing homes that would become available for purchase, and most would likely be affordable to moderate-income households since seniors generally have lived in their homes for a long time.

Beyond existing homes becoming available for purchase when move-over and/or senior housing developments come online, remaining lots in the existing subdivisions, which likely will have lower costs, could accommodate much of the remaining entry-level single-family demand. Modular homes are also an option to meet entry-level demand.

For-Sale Townhomes / Twinhomes

There is projected demand for about 20 townhomes annually through 2035 in Willmar. While both the Trentwood Estates and Woodberry Additions allow townhomes, there are very few lots available to accommodate townhomes in the community, and no recent subdivisions exist that are designated solely for townhomes. To meet demand, new lots should be created to accommodate two types of townhomes/twinhomes – one-story units and two-story units. Two story units would help meet Willmar's need for affordably priced homes. They would be marketed to first-time homebuyers and moderate-income households. One-level townhomes and twinhomes, or "patio homes" are generally targeted to empty-nesters and seniors seeking an alternative to their single-family homes, as well as some younger households. For older adults, single-level townhomes and patio homes would be move-over housing, allowing them to live longer in their own home before a potential move to supportive senior housing.

Lots should be created for about 50 to 60 one-level townhomes by 2031, with additional lots created in following years. To capture most of the target market, the one-level townhomes should have attached two-car garages with two or three bedrooms and be in the $375,000 to $450,000 price range.

With strong demand for affordably priced homes, there is likely pent-up demand for new townhomes with two or more stories priced under $350,000. Lots should be created for about 55 to 65 two-story townhomes by 2031, with additional lots created in following years. To capture most of the target market, the multistory townhomes should have attached two-car garages with two or three bedrooms.

As with single-family homes, a subdivision for townhomes may require a public/private partnership to help reduce lot costs, thereby making it easier to reach target prices. Again, this could be through Tax Increment Financing, tax abatement, use of statewide programs from Minnesota Housing, reduced fees, or other incentives. Modular homes are also an option that could provide quality townhomes at prices below that of site-built homes. As mentioned earlier, they use the same materials as site-built homes and are built to state and local codes. Because modules are built indoors with controlled conditions, they are generally equal in quality to site-built homes.

Rental Housing

The analysis found demand for about 350 to 430 units of additional general-occupancy rental housing (open to all ages) in Willmar through 2035. This included 230 to 285 units of market rate housing. New developments that opened in recent years and have not yet reached stabilized occupancy (95%) will accommodate some of this market rate demand. Additionally, it is anticipated that one new development will break ground in 2026 with 75 units (second phase of Lakeland). It will satisfy most of the recommended new market rate units in Willmar over the next five years.

Besides the second phase to Lakeland, a housing need in Willmar is housing geared toward students at Ridgewater College. Within the next five years, an apartment development within close proximity to the College that is geared toward students is recommended. A first phase with up to 50 units is recommended. With an average of three students per unit – that would equate to about 150 students, or about 20% of the students taking on-campus classes. Rents should be similar to other newer market rate properties in Willmar – or about $1,350 for two-bedrooms and $1,700 for three-bedrooms.

Demand is calculated for approximately 120 to 145 affordable rental housing units in Willmar through 2035. An affordable rental property with 55 to 65 units is recommended in Willmar from 2026 to 2031. Gross rents (base rent plus utilities) should be affordable to households at 60% of AMI ($1,134 for one-bedroom units, $1,362 for three-bedroom units, and $1,572 for three-bedroom units in 2025 dollars).

Senior Housing

The need for about 500 senior housing units was identified in Willmar through 2035. Much of the demand will be realized after 2030 as the senior population begins to grow more rapidly. To meet unmet demand through 2031, it is recommended that 190 to 230 units of various senior housing types be added.

For active adult rental housing, Bethesda StoneRidge opened in 2025 with 118 units. It is projected to meet much of Willmar's need for market rate active adult rental housing over the next five years (demand from seniors who largely wish to downsize from their existing homes, but do not need meals or personal care services found in a supportive services building).

For lower and moderate-income seniors who are unable to afford rents at newer market rate active adult properties, there is still an unmet need. It is recommended that an income-restricted active adult apartment property be built with 75 to 90 units within the next five years. Rents in 2025 dollars should be about $825 for one-bedroom units and $1,000 for two-bedroom units.

The Crossings of Willmar opened in 2026 with 76 assisted living and memory care units. With the senior population growing rapidly over the next ten years, it is recommended that a development(s) with 115 to 140 units of independent, assisted living, and memory care housing be built sometime within the next five years (2026 to 2031). The recommended service-level mix is 60 to 70 independent units, 30 to 40 assisted living units, and 25 to 30 memory care assisted living units.

Disabled Housing

Currently, many disabled people in Kandiyohi County, particularly those with a mental illness, have difficulty obtaining and maintaining housing. The need is projected to grow by a capacity for 15 individuals between 2025 and 2035. Most of this demand is projected to be in Willmar, which has the largest population and is where most of the services utilized by this population are located.

Over the next five years, one to two additional homes licensed as Community Residential Settings are recommended. Preferably, they should be centrally located in Willmar, near services, jobs, and shopping, as well as public transit. Additionally, in each new recommended apartment building, one or two units should be accessible to individuals with a mobility disability.

For people with a serious and persistent mental illness, it is recommended that the Bridges to Bridges program be expanded and additional housing units be added to West Central Mental Health's supply of homes in Willmar. The Bridges to Bridges program provides temporary rental assistance to low-income people with a serious and persistent mental illness who are homeless and need support to maintain stabilized housing. Currently, there are 23 people in the county being served by the Bridges to Bridges program, 20 of which are in Willmar. It is recommended that funding be increased to expand the program by one-third, or by eight additional people.

West Central Mental Health Housing and the Kandiyohi County HRA operate twelve scattered site homes in Willmar for people with a serious and persistent mental illness and who have a household income less than 50% of area median income. It is recommended that the supply of these homes be increased from twelve homes to 18 homes.

Kandiyohi County Smaller Community Housing Recommendations

The following are recommended housing development types to meet demand identified in Kandiyohi County outside of Willmar over the next five years. The recommendations are based on the demand analysis and interviews with people knowledgeable about the housing market. Table 44 shows a general summary of these recommended housing types. Recommendations by community are shown in Table 45.

Table 44
Recommended Housing Developments over the Next Five Years (2026 to 2031)
Remainder of Kandiyohi County

	No. of Units	Price/Rent Range
Owner-Occupied Housing		
Single-Family		
Entry-Level*	35 - 45	$200,000 - $400,000
Move-Up	35 - 45	$400,000 - $500,000
Executive	75 - 95	$500,000+
Total	145 - 185	
Townhomes / Twinhomes	40 - 50	$350,000 - $450,000
Rental Housing		
Market Rate Housing	40 - 50	$900+/1BR, $1,350+/2BR, $1,500+/3BR
Workforce Housing*	60 - 75	<$850/1BR,<$1,100/2BR, <$1,450/3BR
Total	100 - 125	
Senior Housing		
Supportive Senior Housing		
Independent	40 - 50	
Assisted Living	30 - 40	$2,000+, plus personal care services
Memory Care	15 - 20	
Active Adult Rental (market rate)**	50 - 60	$1,000+/1BR - $1,450+/2BR
Total	135 - 170	

* Workforce housing has no income restrictions, yet has rents that are affordadable to moderate income households and that also are under the Housing Choice Voucher Payment Standard.

** Single-level townhomes open to all ages could accommodate some of the active adult rental demand. There likely is not enough demand to support a larger active adult apartment building in most communities.

Source: Viewpoint Consulting Group, Inc.

Single-Family Homes

To keep pace with demand and satisfy housing needs of current and future residents, it is recommended that 145 to 185 single-family homes be added in the remainder of Kandiyohi County over the next five years (2026 to 2031). Based on past trends, about half of these homes will be constructed in rural parts of the County, particularly on lakes in the northern part of the County and on estate lots. Most homes constructed on the County's lakes serve the executive home market (homes priced at about $500,000 or more). It is projected that the remaining half of demand (about 75 to 90 homes) would be met within the 11 smaller communities in the County. Demand among these communities is greatest in New London and Spicer, and they alone could accommodate about three-quarters of the identified demand in the smaller communities. Most of the demand in New London and Spicer is for move-up / executive homes. Between them, it is recommended that sufficient lots be platted to support about 50 move-up / executive homes ($400,000+) over the next five years, or about ten homes annually. These lots should be priced at about $50,000 to $60,000.

To meet demand, about 35 to 45 entry-level homes, or those priced at about $200,000 to $400,000, should be added in the remainder of the County from 2026 to 2031. The communities with the greatest potential to support these homes are Atwater, Kandiyohi, Pennock, Prinsburg, and Raymond. With adequate and/or appealing lots, each of these communities could average about two new homes per year, or 10 homes over the next five years. If adequate/appealing in-fill lots are available, Blomkest, Lake Lillian, Regal, and Sunburg could each support a couple homes over the next five years. Lots for entry-level single-family homes should be priced at less than $15,000.

As with Willmar, current construction and land costs may make it difficult to create new homes priced below $400,000 – and especially homes priced under $300,000. Thus, this demand will largely need to be met by existing homes that become available when seniors and other adults move into other newly built housing. This could include for-sale townhomes, move-up single-family homes, and senior housing. Beyond existing homes becoming available for purchase, in-fill lots, which generally have lower costs than newly platted lots, could accommodate a portion of the remaining entry-level single-family demand.

For-Sale Townhomes / Twinhomes

It is recommended that 40 to 50 townhomes be added in the remainder of the County from 2026 through 2031 to keep pace with demand. The primary target market is seniors and empty nesters downsizing from larger single-family homes. To capture most of the target market, one-level townhomes with attached two-car garages are recommended. The homes, considered move-over housing, should be in the $350,000 to $450,000 price range. As with single-family homes, New London and Spicer will likely capture much of the demand as they have greatest growth projections. However, all other communities have potential to support a couple new homes over the next five years, particularly Atwater, Kandiyohi, Pennock, Prinsburg, and Raymond.

Rental Housing

It is recommended that 100 to 125 units of general-occupancy rental housing (open to all ages) be added in the County's smaller communities from 2026 to 2031. Just under half would be for market rate housing with no income restrictions, although it is recommended that rents for most of the market rate units be affordable for households earning 60% of AMI (maximum gross rent of $1,134 for one-bedroom units, $1,362 for two-bedroom units $1,572 for three-bedroom units in 2025). These market rate units with affordable rents are considered workforce housing.

Among Kandiyohi County's smaller communities, the greatest overall growth is projected in New London and Spicer, and the demand for rental housing is projected to be greatest in both these two communities as well. In Spicer, the final phase of 20 units is projected to begin on Southern Bluff this year. It will meet a portion of the recommended market rate demand. Approximately 20 to 30 additional market rate units should be added in New London and/or Spicer over the next five years. Both communities are regarded as the same market as they are four miles apart on Highway 23 and have a shared school district.

Besides market rate housing in New London and Spicer, workforce apartments and single-level townhomes/twinhomes are recommended. The workforce apartments should not have income limits but have rents of about $850 for one-bedroom units, $1,100 for two-bedroom units, and $1,450 for three-bedroom units. At these rents, the units would be affordable to moderate income households and they would also be eligible for the Housing Choice Voucher program by having rents under the Payment Standard.

Townhomes (duplex and/or four-plex units) in New London and Spicer should be single-level units with attached garages. Rents should begin at about $1,350 for two-bedroom units and $1,500 for three-bedroom units. Most units should have two bedrooms, since they have lower rent than three-bedroom units but would still be appealing to a primary target market – empty nesters/retirees. They would also appeal to some younger and middle-aged singles and couples. Three-bedroom units would appeal to small families and some couples.

Outside New London and Spicer, it is recommended that duplex and/or four-plex rental buildings be added in Atwater, Kandiyohi, Lake Lillian, Pennock, Prinsburg, and Raymond. The units should be single-level units with attached garages. Rents should begin at about $1,350 for two-bedroom units and $1,500 for three-bedroom units. Three-quarters of the units should have two-bedroom units. Based on growth projections, both Atwater and Kandiyohi could support a workforce rental apartment with up to 12 units. The workforce apartments should not have income limits but have rents of about $850 for one-bedroom units, $1,100 for two-bedroom units, and $1,450 for three-bedroom units. Again, at these rents, the units would be affordable to households earning 60% of AMI and they would also be eligible for the Housing Choice Voucher program by having rents under the Payment Standard.

Senior Housing

As summarized in Table 41, the need for about 820 senior housing units was identified in Kandiyohi County from 2025 to 2035. It is estimated that over half this demand will be met by new properties in Willmar. In addition, a portion of the demand will be realized closer to 2035 as the senior population begins to grow. To meet unmet demand over the next five years, it is recommended that 135 to 170 units of senior housing be added in Kandiyohi County outside of Willmar. This includes 50 to 60 units geared to younger, more active seniors who wish to downsize from their existing homes but do not need meals or personal care services found in a supportive building. The other 85 to 110 recommended units are for supportive senior housing (independent, assisted living, and memory care housing).

The demand is spread among 11 smaller communities. For supportive senior housing, the most likely location for a new continuum of care campus (with independent, assisted living, and memory care housing) outside of Willmar would be in New London or Spicer. Beyond New London and Spicer, other communities are generally too small to support a stand-alone assisted living and memory care building that would have enough units to cover the costs of commons spaces that would be attractive to residents and their families, and staffing may be more challenging for a small number of units. Much of the demand for supportive senior housing in smaller communities will be met by properties in Willmar.

For active adult housing, each community could support at least a few active adult duplex units or one or two four-plex buildings. These units should be single-level townhomes with two bedrooms and attached garages. Rents should begin at about $1,450 for two-bedroom units. Additionally, these townhomes do not necessarily need to be age restricted. Even if they are open to all ages, they would still be appealing to seniors and would likely become primarily occupied by seniors. New London and Spicer could support more units than the other smaller communities in the County. They could support multiple duplex or fourplex buildings added over several years or a small multi-story apartment building that would also include one-bedroom units (with rents of about $1,000+).

Housing Recommendations by Smaller Community

Specific recommendations for each smaller community are shown in Table 45. Demand is not spread evenly between the smaller communities. The greatest demand is in New London and Spicer, which are only about four miles apart and share the same school district. They are effectively the same housing market and combine for about two-thirds of the recommended housing units in the smaller communities.

Table 45
Recommended Housing Developments over the Next Five Years (2026 to 2031)
Kandiyohi County

Atwater
A single-family/townhome subdivision with 15+ lots
Single-level, market rate rental twinhome (6 to 8 units)
A workforce rental housing building with 10 to 12 units
Blomkest
One to two single-family homes on in-fill lot
Kandiyohi
A single-family/townhome subdivision with 15+ lots
Single-level, market rate rental twinhomes/townhomes (2 to 4 units)
A workforce rental housing apartment with 10 to 12 units
Lake Lillian
One to two single-family homes on in-fill lot
Single-level, market rate rental twinhomes/townhomes (2 to 4 units)
New London
A single-family/townhome subdivision(s) with 40+ lots
Single-level, market rate rental twinhomes/townhomes (12 to 16 units)
Two-story market rate rental townhomes (20 - 30 units)*
A workforce (market rate/affordable) apartment building(s) with 75+/- units*
Supportive senior housing with 90+/- units of independent/assisted living/memory care housing*
Pennock
Single-level, market rate rental twinhome (4 to 6 units)
Prinsburg
A single-family/townhome subdivision(s) with 12+ lots
Single-level, market rate rental twinhomes/townhomes (4 to 6 units)
Raymond
A single-family/townhome subdivision(s) with 10+ lots
Single-level, market rate rental twinhomes/townhomes (4 to 6 units)
Regal
One to two single-family homes on in-fill lot

(Continued)

Table 45 (Continued)
Recommended Housing Developments over the Next Five Years (2026 to 2031)
Kandiyohi County

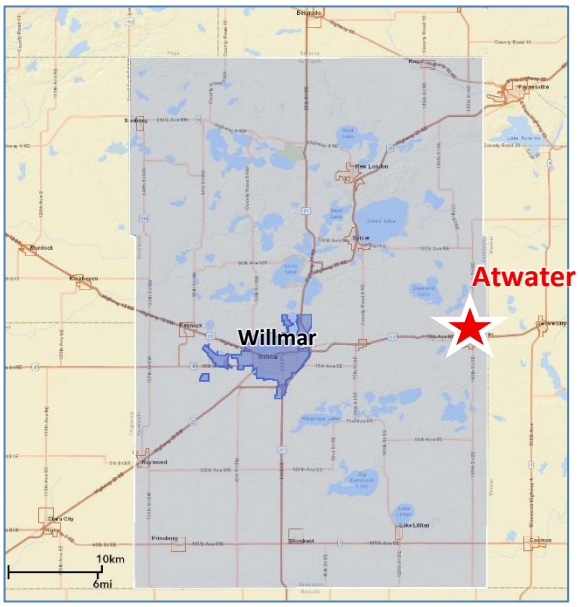
Spicer
A single-family/townhome subdivision(s) with 20+ lots
Single-level, market rate rental twinhomes/townhomes (10 to 12 units)
Two-story market rate rental townhomes (20 - 30 units)*
A workforce (market rate/affordable) apartment building(s) with 75+/- units*
Supportive senior housing with 90+/- units of independent/assisted living/memory care housing*
Sunburg
One to two single-family homes on in-fill lot
Single-level, market rate rental twinhomes/townhomes (2 - 4 units)
* New London and Spicer share the same general market. It is not recommended that they each add 90+ units of supportive senior housing units, but instead developments in the two communities could combine for 90+/- units. Likewise, between the two, workforce apartment buildings totaling 75+/- units could be built.

Atwater

Minnesota

Atwater is a community on Highway 12, about 11 miles east of Willmar. Atwater was incorporated in 1876 and steadily grew to 1,128 people in 1980. Since then, it has remained at about 1,100 (its population was 1,124 during the 2020 Census).

Kandiyohi County



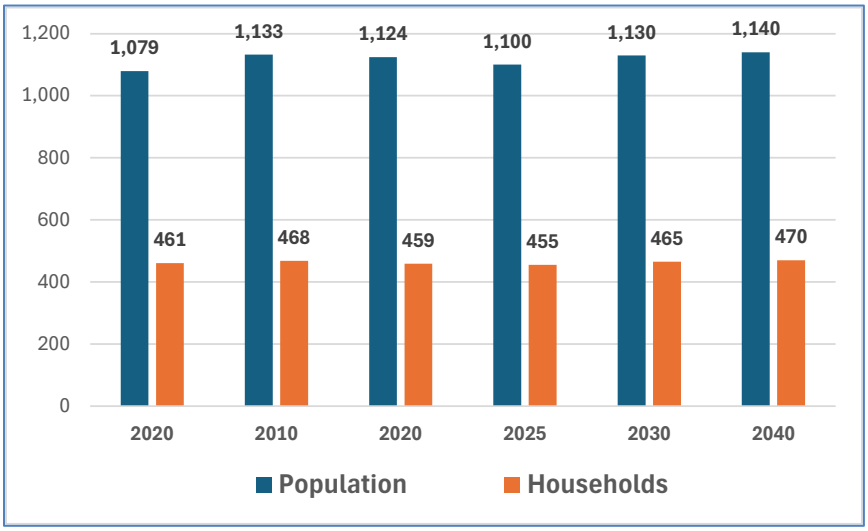
Demographic Highlights

Slight population growth is projected over the next fifteen years, with Atwater projected to reach 1,140 in 2040.

Atwater consists mostly of single-family homes and thus has a high homeownership rate (78%).

Generations Living, with three independent senior housing units, is under construction.

Atwater Growth Trends & Projections



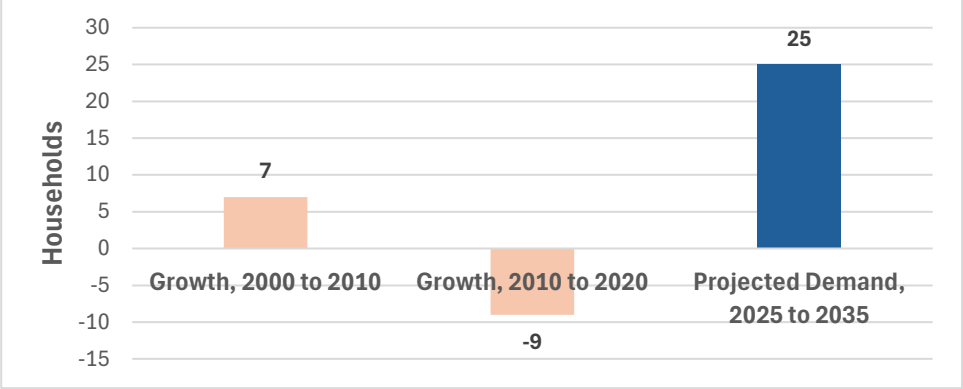
Atwater Demographic & Housing Characteristics

	Atwater	Willmar	Kandiyohi County
Population Estimate and Projected Growth			
Population Estimate, 2025	1,100	22,600	45,570
Population Projection, 2040	1,140	24,000	47,175
Percent Growth, 2025 to 2040	3.6%	6.2%	3.5%
Household Estimate and Projected Growth			
Households Estimate, 2025	455	8,410	17,895
Households Projection, 2040	470	9,175	19,025
Percent Growth, 2025 to 2040	3.3%	9.1%	6.3%
Median Age	37.8	34.2	39.3
Number of Jobs	213	15,797	23,213
Household Tenure (Owner & Renter Households) in 2020			
Owners	346	4,471	12,350
Renters	113	3,404	4,729
Homeownership Rate	75%	57%	72%
Median Household Income, 2025	$71,255	$64,204	$76,117
Cost Burdened Households, 2024			
Est. % Owners that are Housing Cost Burdened	17%	23%	20%
Est. % Renters that are Housing Cost Burdened	22%	44%	42%
Housing Stock, 2024			
Single-Family Homes	367	5,350	13,930
Multifamily Units	70	2,796	3,300
Mobile Homes	19	154	291
Building Permits for New Housing			
2000s	27	630	873
2010s	6	399	590
2020-2025	3	778	1,161
Home Values			
Median Sale Price of Single Family Homes, 2025	$202,500	$224,900	$253,750
Percent Increase from 2020	18.0%	45.1%	33.4%
Supply of Vacant SF Lots in Active Subdivisions	0	45	91
Estimated Rental Vacancy Rate	2.8%	5.2%	4.9%

Atwater Housing Demand & Recommendations

During the ten-year period from 2025 to 2035, demand is calculated for roughly 25 new housing units. This includes about five to eight owned homes and close to 20 rental units. The demand for owned homes consists of both single-family homes and twinhomes. The chart below shows that this demand exceeds the household growth experienced during the 2000s and the 2010s (a decline of nine households).

Atwater Household Growth 2000 to 2020 & Housing Demand 2025 to 2035



Currently, three independent senior housing apartments are under construction in a building combined with a child daycare center (Generations Living). In addition, the Kandiyohi County HRA is proposing to develop four market rate rental twinhomes. Seven of these units will meet a portion of the rental demand projected over the next five years.

Atwater Housing Recommendations from 2026 to 2031

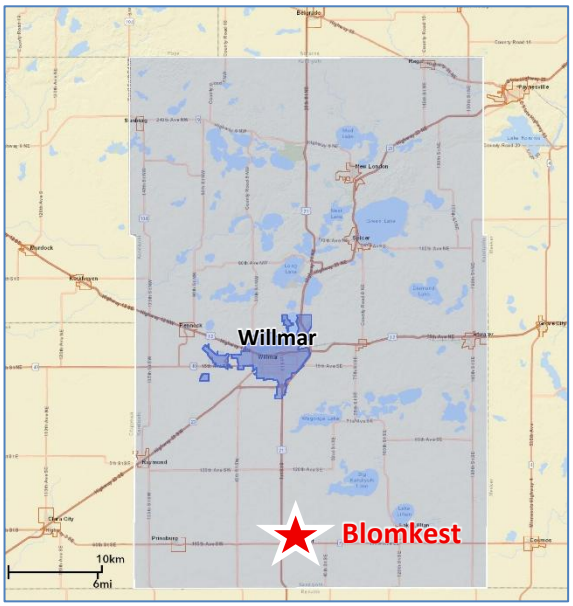
Single-family/townhome subdivision
A new subdivision should be platted with 15+ lots to accommodate single-family homes and twinhomes. Lots should be priced to allow for homes with prices of about $350,000 to $450,000.
Workforce Apartments
A workforce apartment building with 10 to 12 units should be added. It should be market rate but with rents affordable to moderate income households. Rents should be less than $850 for one-bedroom units, $1,100 for two-bedroom units, and $1,450 for three-bedroom units.
Market Rate Rental Townhomes
Add six to eight rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

Blomkest

Minnesota

Blomkest is a community of 145 people (2020 Census) near the intersection of Highways 7 and 71, about 10 miles south of Willmar. Its 2020 population was down from its peak of 200 in 1980.

Kandiyohi County



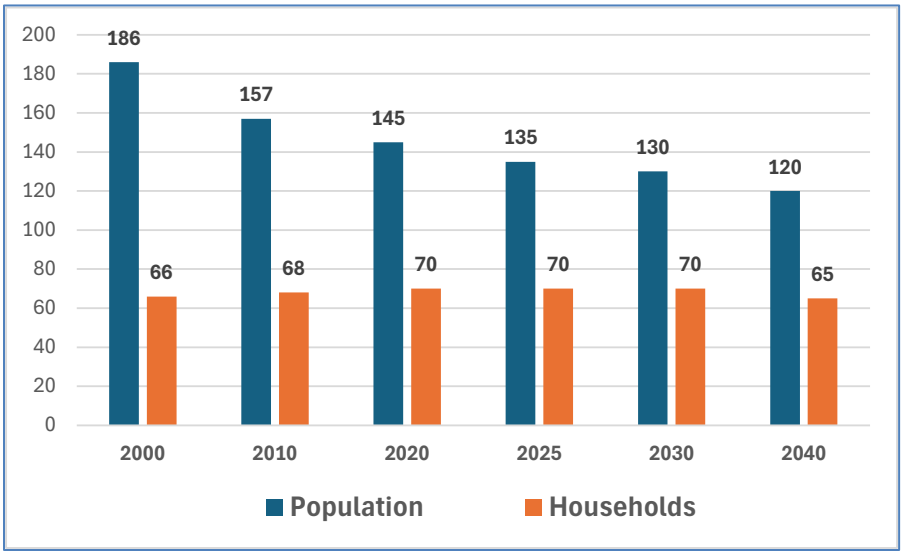
Demographic & Housing Highlights

Blomkest consists almost entirely of single-family homes and thus has a very high homeownership rate (91%).

There has been very little new housing construction in Blomkest in decades and thus, the household base has remained steady.

Blomkest's population is projected to decline slightly in 2040 as households remain stable but the average household size declines slightly.

Blomkest Growth Trends & Projections



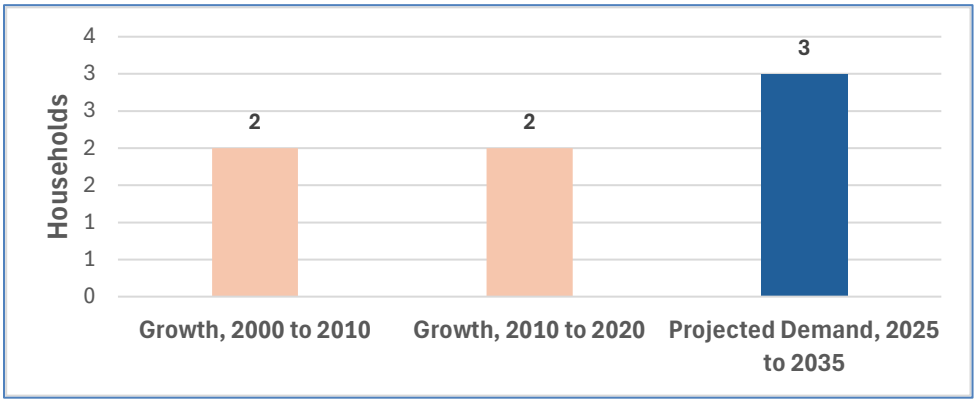
Blomkest Demographic & Housing Characteristics

	Blomkest	Willmar	Kandiyohi County
Population Estimate and Projected Growth			
Population Estimate, 2025	135	22,600	45,570
Population Projection, 2040	120	24,000	47,175
Percent Growth, 2025 to 2040	-11.1%	6.2%	3.5%
Household Estimate and Projected Growth			
Households Estimate, 2025	70	8,410	17,895
Households Projection, 2040	65	9,175	19,025
Percent Growth, 2025 to 2040	-7.1%	9.1%	6.3%
Median Age	52.6	34.2	39.3
Number of Jobs	4	15,797	23,213
Household Tenure (Owner & Renter Households) in 2020			
Owners	64	4,471	12,350
Renters	6	3,404	4,729
Homeownership Rate	91%	57%	72%
Median Household Income, 2025	$71,986	$64,204	$76,117
Cost Burdened Households, 2024			
Est. % Owners that are Housing Cost Burdened	7%	23%	20%
Est. % Renters that are Housing Cost Burdened	11%	44%	42%
Housing Stock, 2024			
Single-Family Homes	58	5,350	13,930
Multifamily Units	0	2,796	3,300
Mobile Homes	0	154	291
Building Permits for New Housing			
2000s	2	630	873
2010s	1	399	590
2020-2025	0	778	1,161
Home Values			
Median Sale Price of Single Family Homes, 2025	na	$224,900	$253,750
Percent Increase from 2020		45.1%	33.4%
Supply of Vacant SF Lots in Active Subdivisions	0	45	91
Estimated Rental Vacancy Rate	2.8%	5.2%	4.9%

Blomkest Housing Demand & Recommendations

During the ten-year period from 2025 to 2035, Blomkest is projected to lose five households. However, with replacement demand, there is potential to add three new housing units. As shown in the chart below, this would allow Blomkest to closely match growth experienced during the past two decades.

Blomkest Household Growth 2000 to 2020 & Housing Demand 2025 to 2035



Demand for additional owner- and renter-occupied housing in Blomkest is limited. Thus, it is not recommended that a new single-family subdivision or apartment be developed in Blomkest. Instead, a goal should be to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community.

Blomkest Housing Recommendations from 2026 to 2031

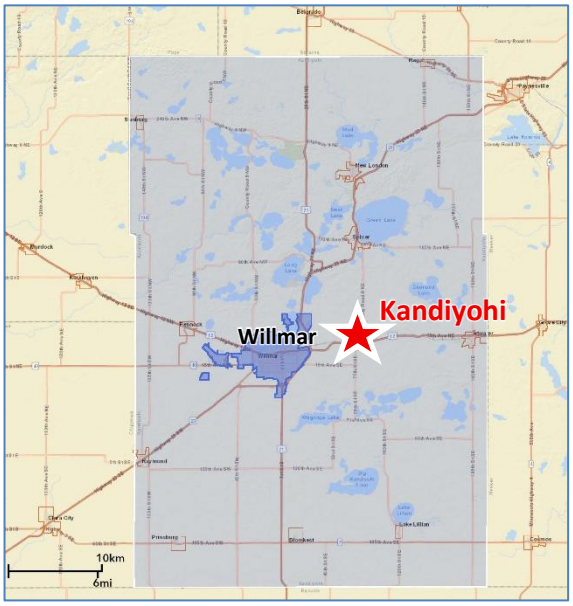
Single-family homes on infill lots
Blomkest should strive to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community.

Kandiyohi

Minnesota

Kandiyohi is a community of 569 people (2020 Census) on Highway 12, about four miles east of Willmar. It is within the Willmar School District. The 2020 population of 569 is Kandiyohi's peak. It is up from 555 in 2000, 447 in 1980, and 312 in 1960. Proximity to Willmar has aided in Kandiyohi's growth.

Kandiyohi County



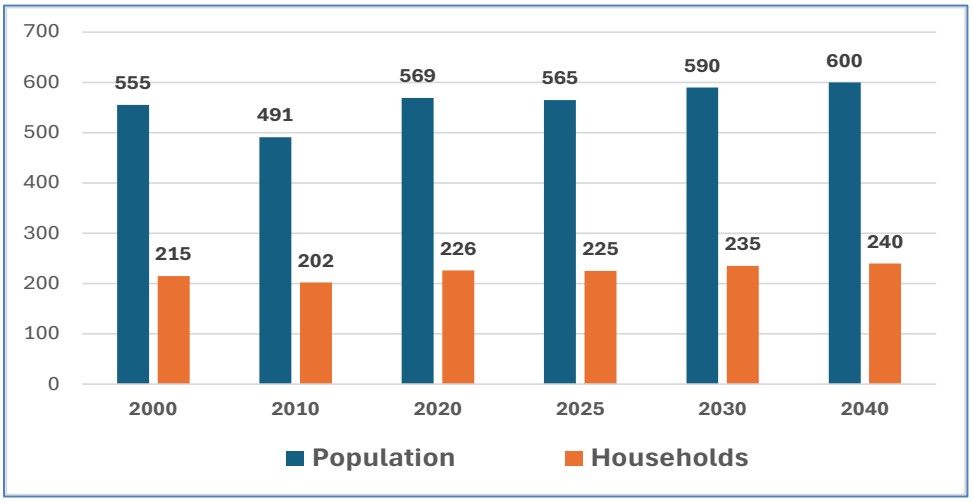
Demographic & Housing Highlights

Projections are that Kandiyohi's population will continue to grow, reaching new peaks in 2030 (590) and 2040 (600). Growth will require additional housing be added since Kandiyohi has a low rental vacancy rate and single-family homes are occupied as well.

Kandiyohi consists mostly of single-family homes but with a few small apartment buildings, it has a homeownership rate of 65%. This is lower than the county's homeownership rate (72%).

Kandiyohi does not have any active subdivisions with lots available.

Kandiyohi Growth Trends & Projections



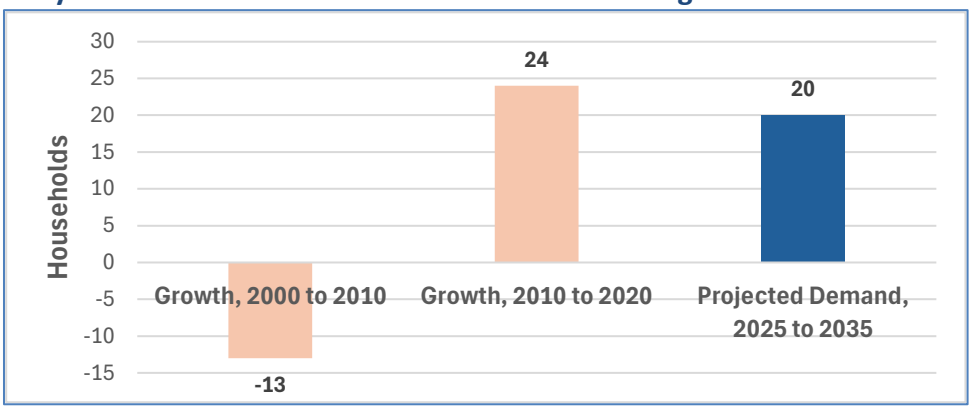
Kandiyohi Demographic & Housing Characteristics

	Kandiyohi	Willmar	Kandiyohi County
Population Estimate and Projected Growth			
Population Estimate, 2025	565	22,600	45,570
Population Projection, 2040	600	24,000	47,175
Percent Growth, 2025 to 2040	6.2%	6.2%	3.5%
Household Estimate and Projected Growth			
Households Estimate, 2025	225	8,410	17,895
Households Projection, 2040	240	9,175	19,025
Percent Growth, 2025 to 2040	6.7%	9.1%	6.3%
Median Age	31.4	34.2	39.3
Number of Jobs	58	15,797	23,213
Household Tenure (Owner & Renter Households) in 2020			
Owners	146	4,471	12,350
Renters	80	3,404	4,729
Homeownership Rate	65%	57%	72%
Median Household Income, 2025	$79,911	$64,204	$76,117
Cost Burdened Households, 2024			
Est. % Owners that are Housing Cost Burdened	13%	23%	20%
Est. % Renters that are Housing Cost Burdened	33%	44%	42%
Housing Stock, 2024			
Single-Family Homes	189	5,350	13,930
Multifamily Units	7	2,796	3,300
Mobile Homes	0	154	291
Building Permits for New Housing			
2000s	20	630	873
2010s	0	399	590
2020-2025	2	778	1,161
Home Values			
Median Sale Price of Single Family Homes, 2025	$173,500	$224,900	$253,750
Percent Increase from 2020	35.2%	45.1%	33.4%
Supply of Vacant SF Lots in Active Subdivisions	0	45	91
Estimated Rental Vacancy Rate	2.8%	5.2%	4.9%

Kandiyohi Housing Demand & Recommendations

From 2025 to 2035, demand is calculated for about 20 additional housing units. This consists of six to 10 owned homes and 10 to 14 rental units. The owned homes consist of both single-family homes and twinhomes. The chart below shows that this demand is similar to the household growth experienced during the 2010s.

Kandiyohi Household Growth 2000 to 2020 & Housing Demand 2025 to 2035



Kandiyohi Housing Recommendations from 2026 to 2031

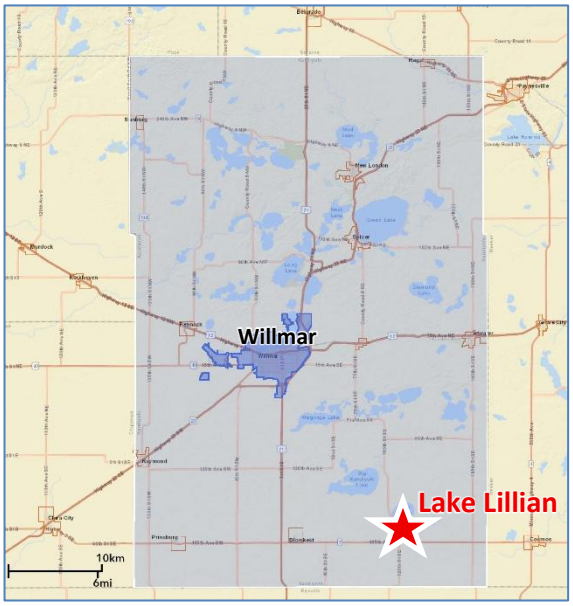
Single-family/townhome subdivision
A subdivision should be created with approximately 15 single-family/townhome lots. Lots should be priced to allow for homes with prices of about $350,000 to $450,000.
Workforce Apartments
A workforce apartment building with 10 to 12 units should be added. It should be market rate but with rents affordable to moderate income households. Rents should be less than $850 for one-bedroom units, $1,100 for two-bedroom units, and $1,450 for three-bedroom units.
Market Rate Rental Townhomes
Add two to four rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

Lake Lillian

Minnesota

Lake Lillian is a community of 246 people (2020 Census) in the southeastern corner of Kandiyohi County, on Highway 7. Its peak population was in 1950 when it reached 358. Lake Lillian's biggest population decline since then was during the 1980s when it lost 100 people. Otherwise, Lake Lillian has grown during the 1970s, 1990s, and 2010s. Growth during the 2010s was attributed to an increase average household size, as the number of households declined.

Kandiyohi County



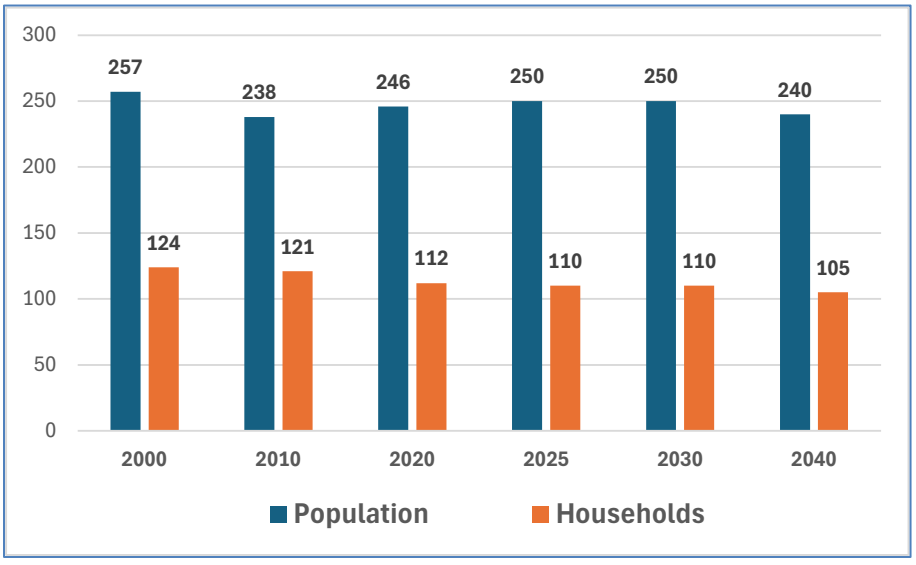
Demographic & Housing Highlights

Lake Lillian added 35 households from 1990 to 2020. This has enabled Lake Lillian to grow its population slightly over the past 30 years.

Lake Lillian consists mostly of single-family homes and thus has a high homeownership rate (86%).

Projections are that Lake Lillian's household base will decline slightly from 2025 to 2040 (-5 households). This decline will likely result in a slight decline in population as well.

Lake Lillian Growth Trends & Projections



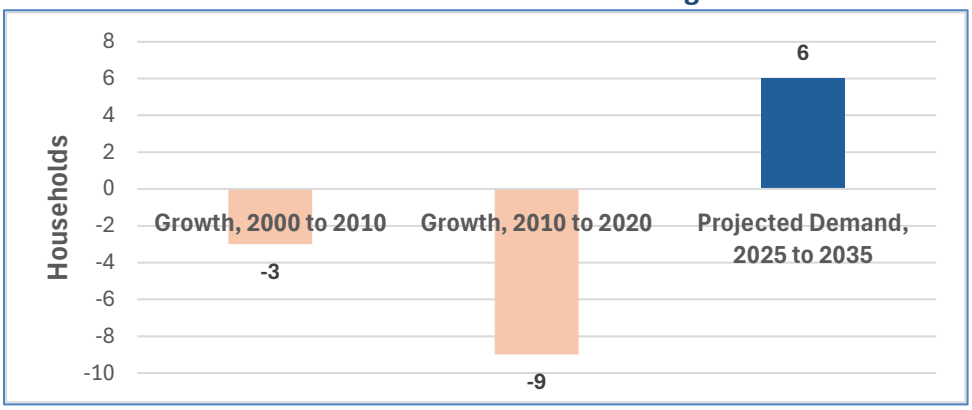
Lake Lillian Demographic & Housing Characteristics

	Lake Lillian	Willmar	Kandiyohi County
Population Estimate and Projected Growth			
Population Estimate, 2025	250	22,600	45,570
Population Projection, 2040	240	24,000	47,175
Percent Growth, 2025 to 2040	-4.0%	6.2%	3.5%
Household Estimate and Projected Growth			
Households Estimate, 2025	110	8,410	17,895
Households Projection, 2040	105	9,175	19,025
Percent Growth, 2025 to 2040	-4.5%	9.1%	6.3%
Median Age	37.8	34.2	39.3
Number of Jobs	53	15,797	23,213
Household Tenure (Owner & Renter Households) in 2020			
Owners	82	4,471	12,350
Renters	30	3,404	4,729
Homeownership Rate	73%	57%	72%
Median Household Income, 2025	$72,519	$64,204	$76,117
Cost Burdened Households, 2024			
Est. % Owners that are Housing Cost Burdened	23%	23%	20%
Est. % Renters that are Housing Cost Burdened	29%	44%	42%
Housing Stock, 2024			
Single-Family Homes	90	5,350	13,930
Multifamily Units	0	2,796	3,300
Mobile Homes	4	154	291
Building Permits for New Housing			
2000s	1	630	873
2010s	0	399	590
2020-2025	2	778	1,161
Home Values			
Median Sale Price of Single Family Homes, 2025	$93,000	$224,900	$253,750
Percent Increase from 2020	140.0%	45.1%	33.4%
Supply of Vacant SF Lots in Active Subdivisions	0	45	91
Estimated Rental Vacancy Rate	2.8%	5.2%	4.9%

Lake Lillian Housing Demand & Recommendations

During the ten-year period from 2025 to 2035, demand is calculated for about six new housing units. This is despite a projected decline in its household base. Demand is projected to come primarily from replacement need of older homes that become either physically or functionally obsolete. The demand is split between owner and renter occupied homes. The chart below shows that adding six homes from 2025 to 2035 would help reverse a loss in households experienced during the 2000s and the 2010s (a decline of 12 households combined).

Lake Lillian Household Growth 2000 to 2020 & Housing Demand 2025 to 2035



Demand for additional owner- and renter-occupied housing in Lake Lillian is limited. Thus, it is not recommended that a new single-family subdivision or larger apartment be developed. Instead, a goal should be to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community. To meet the rental needs, a market rate twinhome should be built (two units), also on an in-fill lot.

Lake Lillian Housing Recommendations from 2026 to 2031

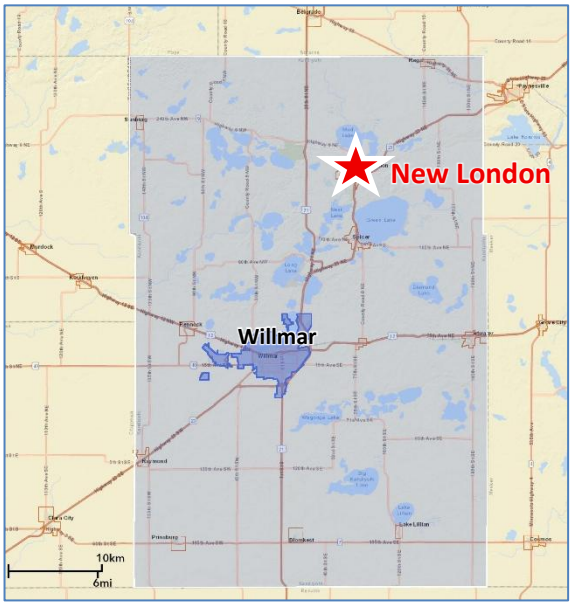
Single-family homes on infill lots
Lake Lillian should strive to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community.
Market rate rental townhomes
Add two to four rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

New London

Minnesota

With 1,252 people (2020 Census), New London is Kandiyohi County's second largest community. It has grown in all but two decades since 1890. There are many homes in the rural areas surrounding New London, including on many lakes. Thus, New London's zip code population (56273) is much higher, at about 5,100 people.

Kandiyohi County

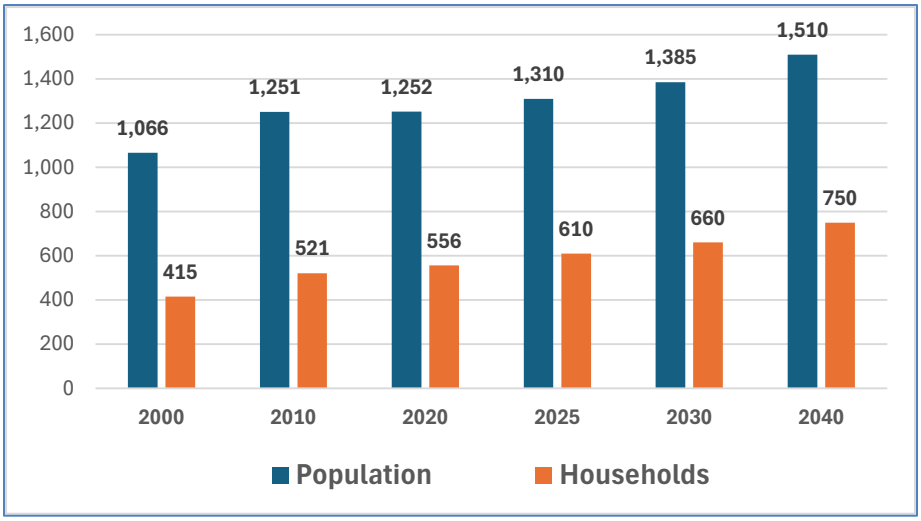


Demographic & Housing Highlights

Housing development has been robust in New London in comparison to other Kandiyohi County communities. Building permits were issued for 92 housing units during the 2000s, 129 units during the 2010s, and 83 units during the six years of this decade.

New London's population is projected to break 1,500 by 2040. The growth is fueled by new housing construction that is projected to result in 140 additional households from 2025 to 2040.

New London Growth Trends & Projections



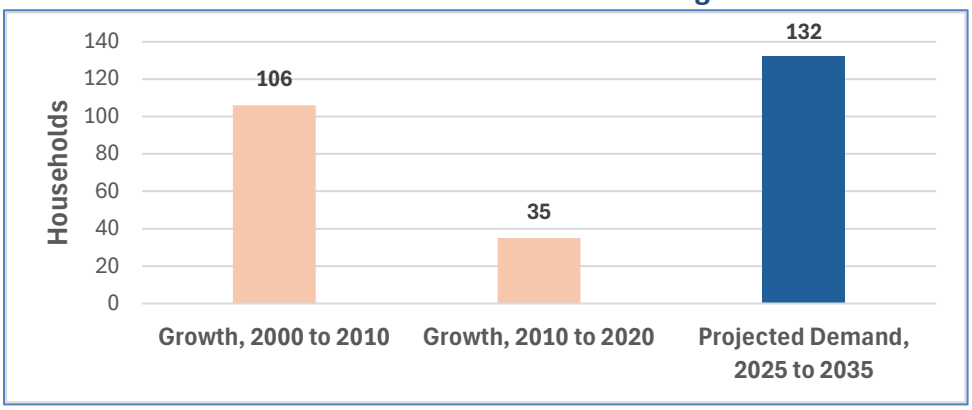
New London Demographic & Housing Characteristics

	New London	Willmar	Kandiyohi County
Population Estimate and Projected Growth			
Population Estimate, 2025	1,310	22,600	45,570
Population Projection, 2040	1,510	24,000	47,175
Percent Growth, 2025 to 2040	15.3%	6.2%	3.5%
Household Estimate and Projected Growth			
Households Estimate, 2025	610	8,410	17,895
Households Projection, 2040	750	9,175	19,025
Percent Growth, 2025 to 2040	23.0%	9.1%	6.3%
Median Age	43.0	34.2	39.3
Number of Jobs	808	15,797	23,213
Household Tenure (Owner & Renter Households) in 2020			
Owners	389	4,471	12,350
Renters	167	3,404	4,729
Homeownership Rate	70%	57%	72%
Median Household Income, 2025	$92,376	$64,204	$76,117
Cost Burdened Households, 2024			
Est. % Owners that are Housing Cost Burdened	15%	23%	20%
Est. % Renters that are Housing Cost Burdened	47%	44%	42%
Housing Stock, 2024			
Single-Family Homes	395	5,350	13,930
Multifamily Units	13	2,796	3,300
Mobile Homes	6	154	291
Building Permits for New Housing			
2000s	92	630	873
2010s	129	399	590
2020-2025	75	778	1,161
Home Values			
Median Sale Price of Single Family Homes, 2025	$269,000	$224,900	$253,750
Percent Increase from 2020	47.7%	45.1%	33.4%
Supply of Vacant SF Lots in Active Subdivisions	25	45	91
Estimated Rental Vacancy Rate	2.8%	5.2%	4.9%

New London Housing Demand & Recommendations

During the ten-year period from 2025 to 2035, demand is calculated for roughly 130 new housing units in New London. The demand is largely from projected household growth, but also replacement need and pent-up rental demand. The total demand is for close to 70 new rental units and 70 new owner-occupied units. The demand for owned homes consists of both single-family homes and townhomes. The chart below shows that this demand exceeds the household growth experienced during the 2000s and the 2010s.

New London Household Growth 2000 to 2020 & Housing Demand 2025 to 2035



New London Housing Recommendations from 2026 to 2031

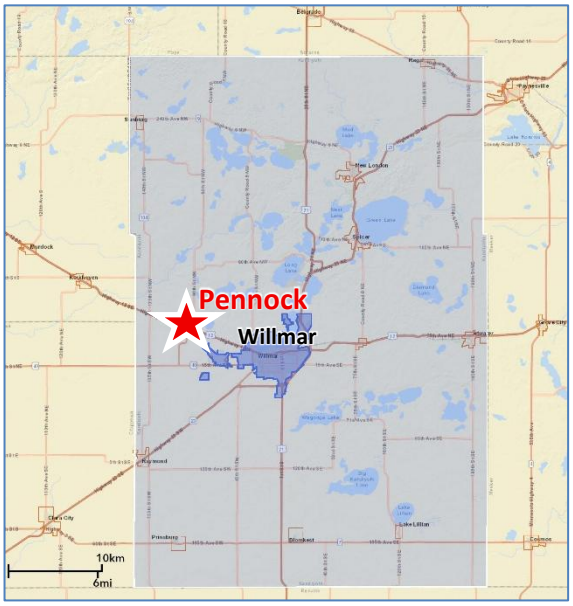
Single-family/townhome subdivision
To keep pace with demand, new subdivisions are recommended with more than 40 lots within the next five years to accommodate single-family homes generally priced from $400,000 to $500,000 and townhomes with base prices of about $325,000.
Workforce apartments
A workforce apartment(s) with about 75 units combined with Spicer should be built within the next five years. It should be market rate but with rents affordable to moderate income households. Rents should be less than $850 for one-bedroom units, $1,100 for two-bedroom units, and $1,450 for three-bedroom units.
Market rate rental townhomes
Add 12 to 16 single-level rental townhomes and 20 to 30 two-story townhomes. Units should be a mix of two- and three bedrooms and all units should have attached garages. Two-story units would largely be appealing to younger renters and one-level units to seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.
Supportive senior housing
By 2031, a 90-unit supportive senior housing building should be built in either New London or Spicer. It should include a mix of independent, assisted living, and memory care units.

Pennock

Minnesota

Pennock is a community of 479 people (2020 Census) on Highway 12, about five miles west of Willmar. It is within the Willmar School District. After reaching a peak of 508 in 2010, the population declined slightly last decade. Before 2010, it had grown steadily since 1930.

Kandiyohi County



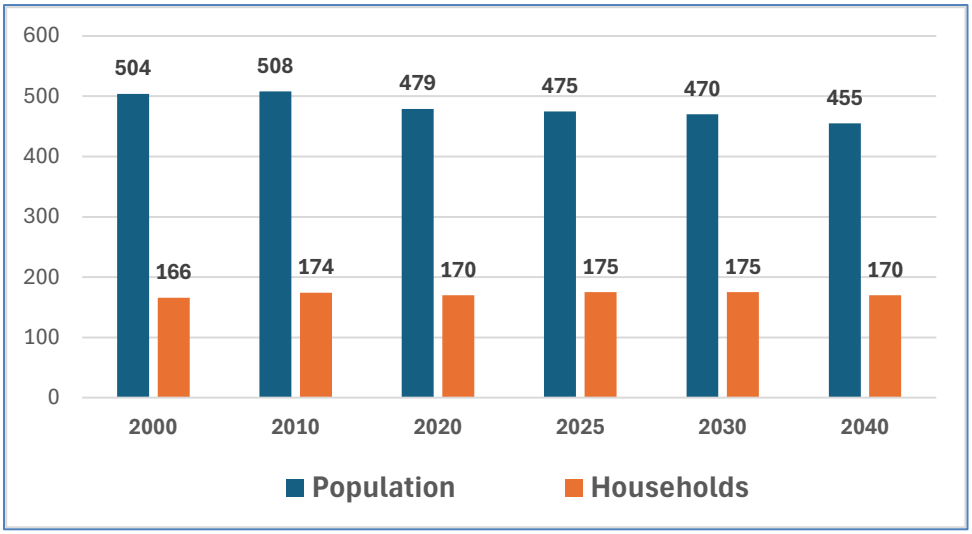
Demographic & Housing Highlights

After adding 15 single-family homes during the 2000s, five homes were added during the 2010s and nine so far this decade.

Pennock consists mostly of single-family homes, and thus has a high homeownership rate (76%).

Projections are that Pennock will experience slight population (-20) and household (-5) decline from 2025 to 2040.

Pennock Growth Trends & Projections



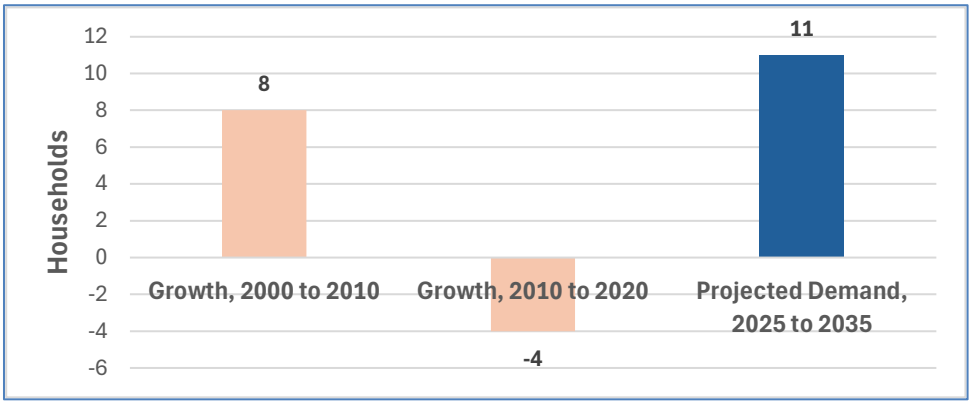
Pennock Demographic & Housing Characteristics

	Pennock	Willmar	Kandiyohi County
Population Estimate and Projected Growth			
Population Estimate, 2025	475	22,600	45,570
Population Projection, 2040	455	24,000	47,175
Percent Growth, 2025 to 2040	-4.2%	6.2%	3.5%
Household Estimate and Projected Growth			
Households Estimate, 2025	175	8,410	17,895
Households Projection, 2040	170	9,175	19,025
Percent Growth, 2025 to 2040	-2.9%	9.1%	6.3%
Median Age	34.1	34.2	39.3
Number of Jobs	76	15,797	23,213
Household Tenure (Owner & Renter Households) in 2020			
Owners	129	4,471	12,350
Renters	41	3,404	4,729
Homeownership Rate	76%	57%	72%
Median Household Income, 2025	$82,527	$64,204	$76,117
Cost Burdened Households, 2024			
Est. % Owners that are Housing Cost Burdened	7%	23%	20%
Est. % Renters that are Housing Cost Burdened	36%	44%	42%
Housing Stock, 2024			
Single-Family Homes	157	5,350	13,930
Multifamily Units	0	2,796	3,300
Mobile Homes	0	154	291
Building Permits for New Housing			
2000s	15	630	873
2010s	5	399	590
2020-2025	9	778	1,161
Home Values			
Median Sale Price of Single Family Homes, 2025	$220,000	$224,900	$253,750
Percent Increase from 2020	-15.1%	45.1%	33.4%
Supply of Vacant SF Lots in Active Subdivisions	18	45	91
Estimated Rental Vacancy Rate	2.8%	5.2%	4.9%

Pennock Housing Demand & Recommendations

During the ten-year period from 2025 to 2035, demand is calculated for roughly ten new housing units. This includes about five additional owned homes and five rental units. The chart below shows that projected demand exceeds the household growth experienced during the 2000s and the 2010s (a decline of four households, despite the addition of five new homes). With its close proximity to Willmar, it is likely that Pennock can exceed its growth projections.

Pennock Household Growth 2000 to 2020 & Housing Demand 2025 to 2035



Eighteen lots remain in the Dirks 4th Addition. Thus, it should meet the need for owned homes over the next five years. Additional lots in a new subdivision are not recommended.

Pennock Housing Recommendations from 2026 to 2031

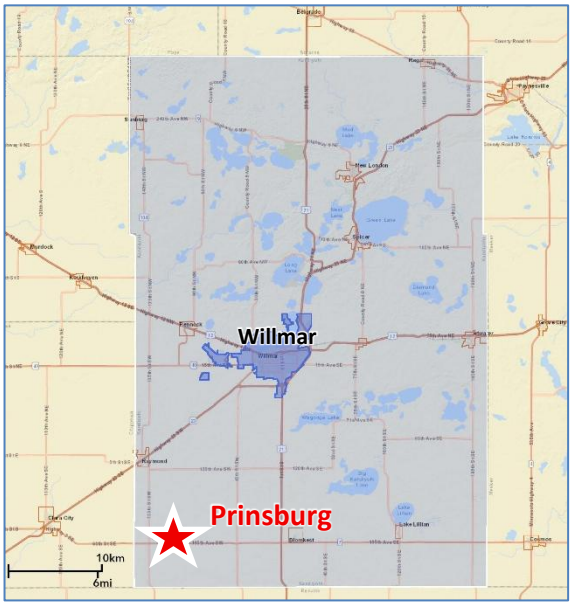
Market rate rental townhomes
Add four to six rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

Prinsburg

Minnesota

Prinsburg is a community of 520 people (2020 Census) on Highway 7, about 14 miles southwest of Willmar. The 2020 population was up from 497 in 2010, but down from a peak of 557 in 1980.

Kandiyohi County



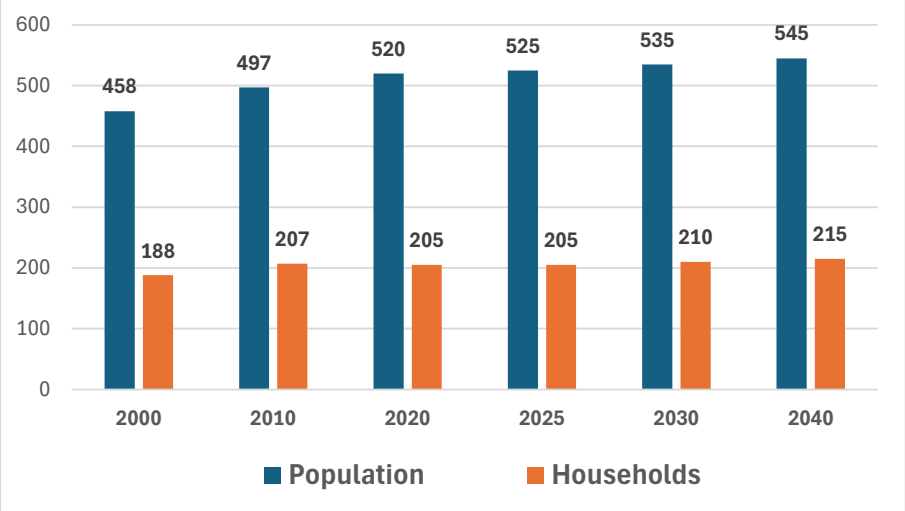
Demographic & Housing Highlights

Prinsburg consists mostly of single-family homes, with only a few rental units, most of which are also single-family homes. Thus, Prinsburg has a high homeownership rate (88%).

Slight population growth is projected over the next fifteen years, with Prinsburg projected to reach 545 people and 215 households in 2040.

The 2040 projection of 215 households is up from an estimated 205 households in Prinsburg in 2025.

Prinsburg Growth Trends & Projections



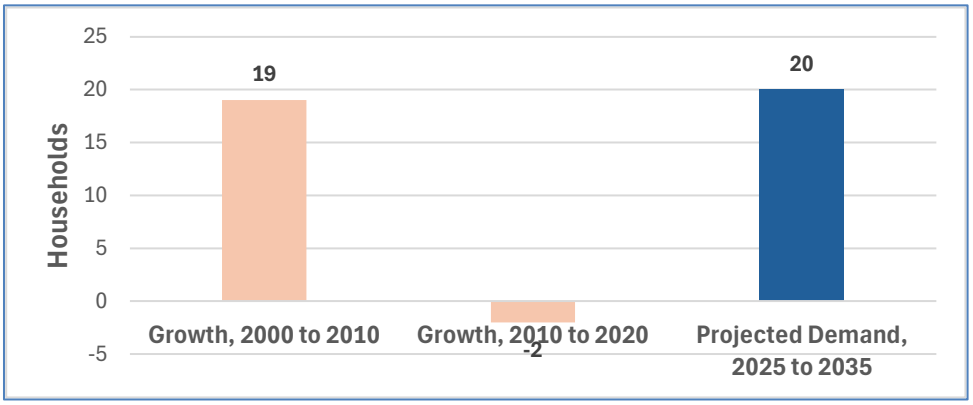
Prinsburg Demographic & Housing Characteristics

	Prinsburg	Willmar	Kandiyohi County
Population Estimate and Projected Growth			
Population Estimate, 2025	525	22,600	45,570
Population Projection, 2040	545	24,000	47,175
Percent Growth, 2025 to 2040	3.8%	6.2%	3.5%
Household Estimate and Projected Growth			
Households Estimate, 2025	205	8,410	17,895
Households Projection, 2040	215	9,175	19,025
Percent Growth, 2025 to 2040	4.9%	9.1%	6.3%
Median Age	41.1	34.2	39.3
Number of Jobs	564	15,797	23,213
Household Tenure (Owner & Renter Households) in 2020			
Owners	180	4,471	12,350
Renters	25	3,404	4,729
Homeownership Rate	88%	57%	72%
Median Household Income, 2025	$95,782	$64,204	$76,117
Cost Burdened Households, 2024			
Est. % Owners that are Housing Cost Burdened	10%	23%	20%
Est. % Renters that are Housing Cost Burdened	54%	44%	42%
Housing Stock, 2024			
Single-Family Homes	171	5,350	13,930
Multifamily Units	8	2,796	3,300
Mobile Homes	0	154	291
Building Permits for New Housing			
2000s	19	630	873
2010s	8	399	590
2020-2025	4	778	1,161
Home Values			
Median Sale Price of Single Family Homes, 2025	$187,000	$224,900	$253,750
Percent Increase from 2020	27.4%	45.1%	33.4%
Supply of Vacant SF Lots in Active Subdivisions	2	45	91
Estimated Rental Vacancy Rate	2.8%	5.2%	4.9%

Prinsburg Housing Demand & Recommendations

During the ten-year period from 2025 to 2035, demand is calculated for roughly sixteen to 24 new housing units in Prinsburg. This includes about six to ten additional owned homes and ten to 14 rental units. The demand for owned homes consists of both single-family homes and twinhomes. The chart below shows that the projected demand exceeds the household growth experienced during the 2010s (-2) but would be similar to growth experienced during the 2000s (+19).

Prinsburg Household Growth 2000 to 2020 & Housing Demand 2025 to 2035



Prinsburg Housing Recommendations from 2026 to 2031

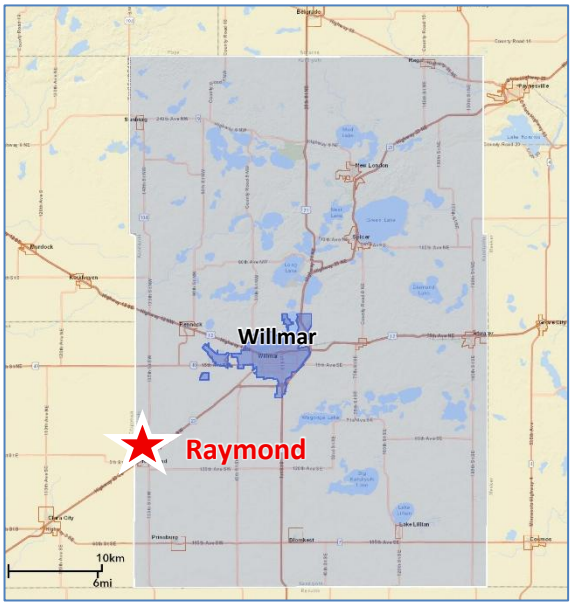
Single-family/townhome subdivision
There are only two remaining lots in the Prinsburg Sunset subdivision. To meet demand, an additional subdivision with 12 or more lots is recommended in Prinsburg. Lots should be priced to accommodate single-family homes generally priced from $400,000 to $500,000 and townhomes with base prices of about $325,000.
Market rate rental townhomes
Add four to six rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

Raymond

Minnesota

Raymond is a community of 782 people (2020 Census) on Highway 23, about nine miles southwest of Willmar. Raymond experienced population growth during most of the decades since its incorporation in 1887 until 2000, when it reached its peak at 803. After a loss of 39 people during the 2000s, Raymond rebounded with growth of 18 people last decade.

Kandiyohi County



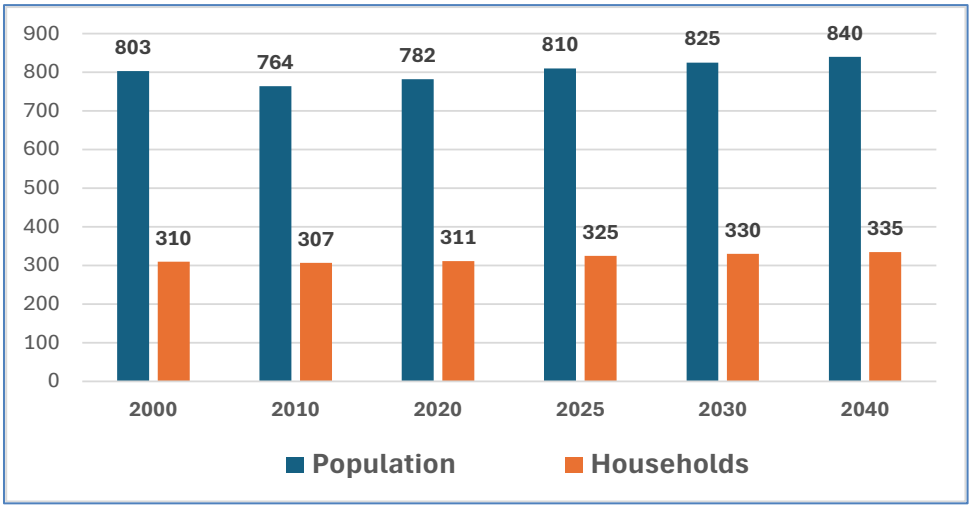
Demographic & Housing Highlights

Seven homes were built in Raymond last decade and this led to slight growth of households (+4). During the first six years of this decade, permits were issued for 17 housing units.

Growth is projected over the next fifteen years, with Raymond projected to reach 840 people and 335 households in 2040. The households are a gain of ten from 2025.

Raymond has a homeownership rate of 76%, which is slightly higher than the county's (72%).

Raymond Growth Trends & Projections



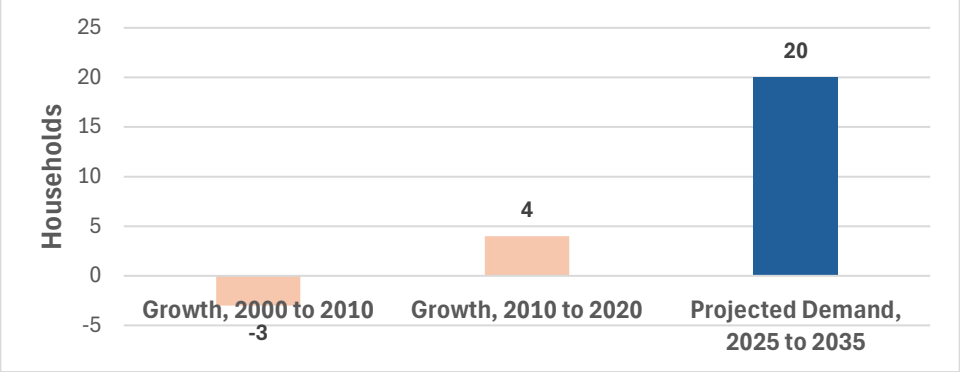
Raymond Demographic & Housing Characteristics

	Raymond	Willmar	Kandiyohi County
Population Estimate and Projected Growth			
Population Estimate, 2025	810	22,600	45,570
Population Projection, 2040	840	24,000	47,175
Percent Growth, 2025 to 2040	3.7%	6.2%	3.5%
Household Estimate and Projected Growth			
Households Estimate, 2025	325	8,410	17,895
Households Projection, 2040	335	9,175	19,025
Percent Growth, 2025 to 2040	3.1%	9.1%	6.3%
Median Age	36.6	34.2	39.3
Number of Jobs	109	15,797	23,213
Household Tenure (Owner & Renter Households) in 2020			
Owners	235	4,471	12,350
Renters	76	3,404	4,729
Homeownership Rate	76%	57%	72%
Median Household Income, 2025	$69,054	$64,204	$76,117
Cost Burdened Households, 2024			
Est. % Owners that are Housing Cost Burdened	15%	23%	20%
Est. % Renters that are Housing Cost Burdened	28%	44%	42%
Housing Stock, 2024			
Single-Family Homes	248	5,350	13,930
Multifamily Units	13	2,796	3,300
Mobile Homes	3	154	291
Building Permits for New Housing			
2000s	12	630	873
2010s	7	399	590
2020-2025	17	778	1,161
Home Values			
Median Sale Price of Single Family Homes, 2025	$200,000	$224,900	$253,750
Percent Increase from 2020	30.9%	45.1%	33.4%
Supply of Vacant SF Lots in Active Subdivisions	1	45	91
Estimated Rental Vacancy Rate	2.8%	5.2%	4.9%

Raymond Housing Demand & Recommendations

During the ten-year period from 2025 to 2035, demand is calculated for roughly sixteen to 24 new housing units in Raymond. This includes about six to ten additional owned homes and ten to 14 rental units. The demand for owned homes consists of both single-family homes and twinhomes. The chart below shows that the projected demand exceeds the household growth experienced during both the 2000s and the 2010s.

Raymond Household Growth 2000 to 2020 & Housing Demand 2025 to 2035



Raymond Housing Recommendations from 2026 to 2031

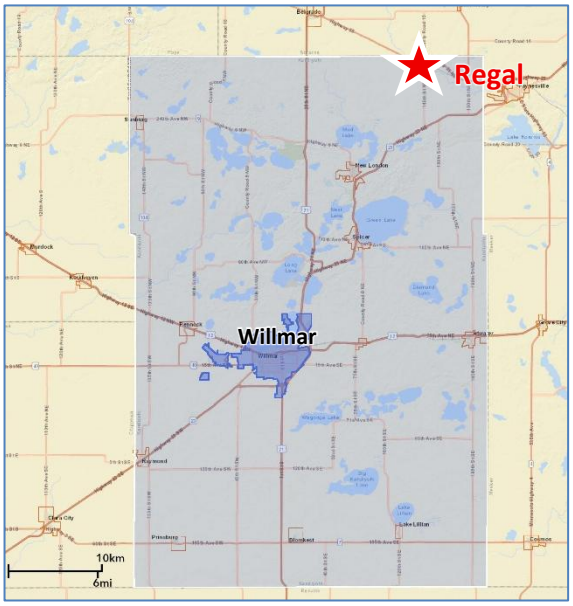
Single-family/townhome subdivision
There is only one lot remaining in the First Street South subdivision. To meet demand, an additional subdivision with 10 or more lots is recommended in Raymond. Lots should be priced to accommodate single-family homes generally priced over $400,000 and townhomes with base prices of about $325,000.
Market rate rental townhomes
Add four to six rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

Regal

Minnesota

Regal is on Highway 55 in the far northeastern part of the County, about 22 miles from Willmar. Regal's population of 43 (2020 Census) makes it Kandiyohi County's smallest community. It peak was 70 people in 1980. Since 1990, its population has generally fluctuated around its current size (low of 34, high of 51).

Kandiyohi County



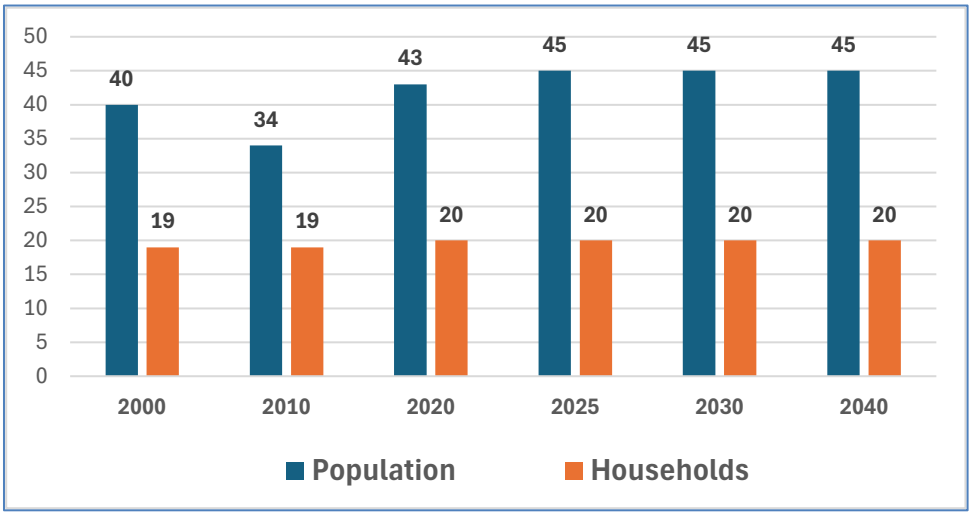
Demographic & Housing Highlights

Regal consists entirely of single-family homes and has a high homeownership rate of 95%.

There has very little new housing construction in Regal in decades and thus, the household base has remained steady.

Regal's population and household base is projected to remain stable over the next fifteen years.

Regal Growth Trends & Projections



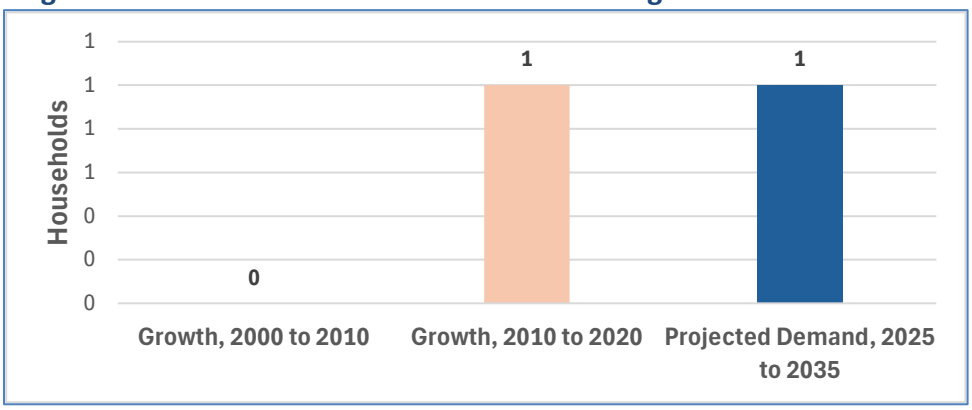
Regal Demographic & Housing Characteristics

	Regal	Willmar	Kandiyohi County
Population Estimate and Projected Growth			
Population Estimate, 2025	45	22,600	45,570
Population Projection, 2040	45	24,000	47,175
Percent Growth, 2025 to 2040	0.0%	6.2%	3.5%
Household Estimate and Projected Growth			
Households Estimate, 2025	20	8,410	17,895
Households Projection, 2040	20	9,175	19,025
Percent Growth, 2025 to 2040	0.0%	9.1%	6.3%
Median Age	37.5	34.2	39.3
Number of Jobs	3	15,797	23,213
Household Tenure (Owner & Renter Households) in 2020			
Owners	19	4,471	12,350
Renters	1	3,404	4,729
Homeownership Rate	95%	57%	72%
Median Household Income, 2025	$81,744	$64,204	$76,117
Cost Burdened Households, 2024			
Est. % Owners that are Housing Cost Burdened	0%	23%	20%
Est. % Renters that are Housing Cost Burdened	37%	44%	42%
Housing Stock, 2024			
Single-Family Homes	18	5,350	13,930
Multifamily Units	0	2,796	3,300
Mobile Homes	0	154	291
Building Permits for New Housing			
2000s	3	630	873
2010s	0	399	590
2020-2025	0	778	1,161
Home Values			
Median Sale Price of Single Family Homes, 2025	na	$224,900	$253,750
Percent Increase from 2020		45.1%	33.4%
Supply of Vacant SF Lots in Active Subdivisions	0	45	91
Estimated Rental Vacancy Rate	2.8%	5.2%	4.9%

Regal Housing Demand & Recommendations

The chart below shows that the number of households in Regal went unchanged during the 2000s and one households was added during the 2010s. The is estimated to have been no change so far this decade. From 2025 to 2040 there is projected to be not household growth, but demand for one home is calculated from replacement need.

Regal Household Growth 2000 to 2020 & Housing Demand 2025 to 2035



Demand for additional owner- and renter-occupied housing in Regal is limited. Thus, it is not recommended that a new single-family subdivision or apartment be developed in Regal. Instead, a goal should be to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community.

Regal Housing Recommendations from 2026 to 2031

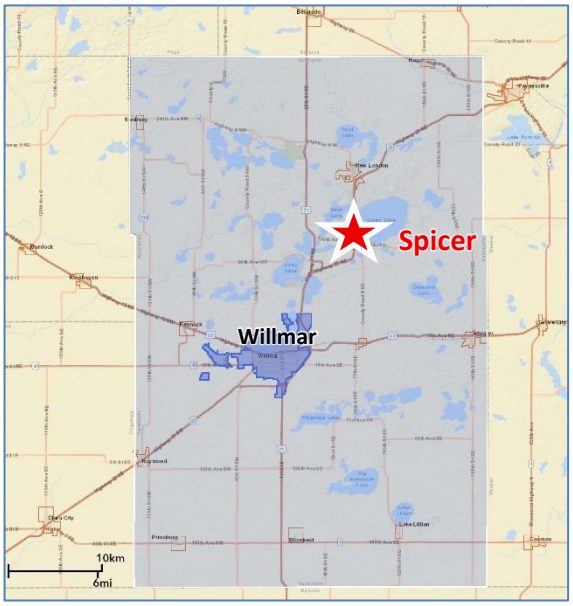
Single-family homes on infill lots
Regal should strive to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community.

Spicer

Minnesota

Spicer is located about nine miles north of Willmar; connected by Highway 23. It is situated on the southwestern shore of Green Lake, which is lined with homes that are mostly outside Spicer's city limits. While Spicer had a population of 1,112 people in 2020, its zip code (56288) had a population of just over 4,400. Spicer has about 880 jobs, the most among Kandiyohi County's smaller communities (behind Willmar, which has almost 16,000 jobs).

Kandiyohi County



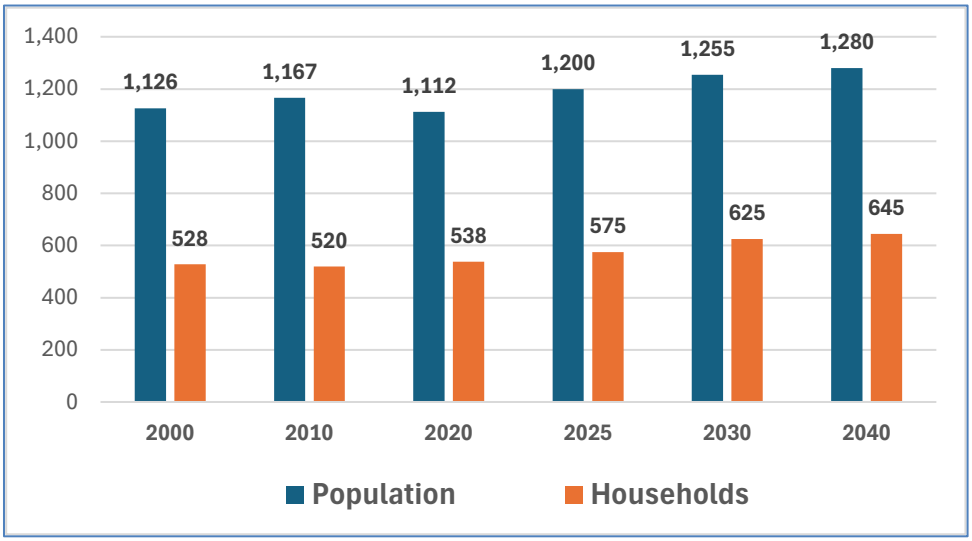
Demographic & Housing Highlights

Housing development has been strong in Spicer. Building permits were issued for 47 housing units during the 2000s, 35 units during the 2010s, and 64 so far this decade. Southern Bluff rental townhomes account for the bulk of new housing this decade

Spicer's population is projected to reach 1,280 in 2040, stemming from growth of 70 households over the next fifteen years.

With its location on Green Lake close to Willmar, Spicer has the potential to exceed its growth projections.

Spicer Growth Trends & Projections



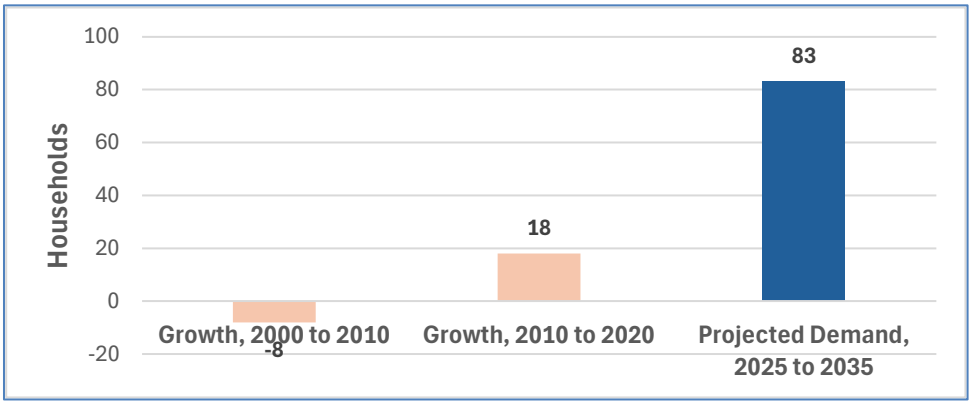
Spicer Demographic & Housing Characteristics

	Spicer	Willmar	Kandiyohi County
Population Estimate and Projected Growth			
Population Estimate, 2025	1,200	22,600	45,570
Population Projection, 2040	1,280	24,000	47,175
Percent Growth, 2025 to 2040	6.7%	6.2%	3.5%
Household Estimate and Projected Growth			
Households Estimate, 2025	575	8,410	17,895
Households Projection, 2040	645	9,175	19,025
Percent Growth, 2025 to 2040	12.2%	9.1%	6.3%
Median Age	44.8	34.2	39.3
Number of Jobs	911	15,797	23,213
Household Tenure (Owner & Renter Households) in 2020			
Owners	355	4,471	12,350
Renters	183	3,404	4,729
Homeownership Rate	66%	57%	72%
Median Household Income, 2025	$85,422	$64,204	$76,117
Cost Burdened Households, 2024			
Est. % Owners that are Housing Cost Burdened		23%	20%
Est. % Renters that are Housing Cost Burdened		44%	42%
Housing Stock, 2024			
Single-Family Homes	429	5,350	13,930
Multifamily Units	16	2,796	3,300
Mobile Homes	0	154	291
Building Permits for New Housing			
2000s	47	630	873
2010s	35	399	590
2020-2025	64	778	1,161
Home Values			
Median Sale Price of Single Family Homes, 2025	$275,000	$224,900	$253,750
Percent Increase from 2020	46.6%	45.1%	33.4%
Supply of Vacant SF Lots in Active Subdivisions	0	45	91
Estimated Rental Vacancy Rate	2.8%	5.2%	4.9%

Spicer Housing Demand & Recommendations

During the ten-year period from 2025 to 2035, demand is calculated for roughly 85 new housing units in Spicer. The demand is largely from projected household growth, but also replacement need and pent-up rental demand. The total demand is for about 55 new rental units and 30 new owner-occupied units. The demand for owned homes consists of both single-family homes and townhomes. The chart below shows that this demand greatly exceeds the household growth experienced during the 2000s and the 2010s.

Spicer Household Growth 2000 to 2020 & Housing Demand 2025 to 2035



Spicer Housing Recommendations from 2026 to 2031

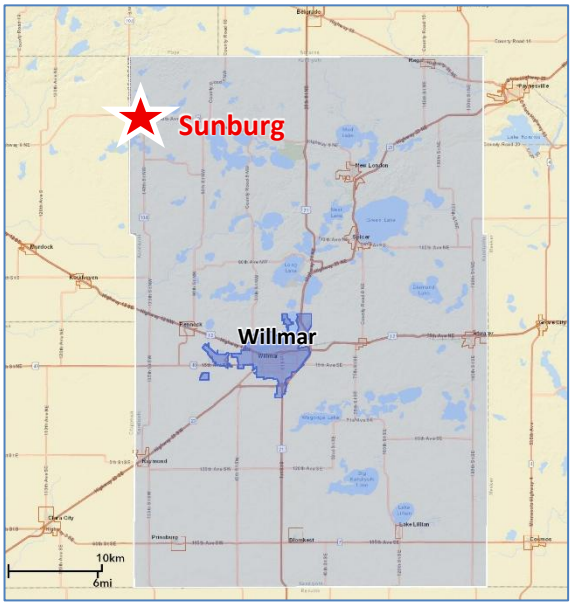
Single-family/townhome subdivision
To keep pace with demand, new subdivisions are recommended with more than 20 lots within the next five years to accommodate single-family homes generally priced from $400,000 to $500,000 and townhomes with base prices of about $325,000.
Workforce apartments
A workforce apartment(s) with about 75 units in Spicer or New London should be built within the next five years. It should be market rate but with rents affordable to moderate income households. Rents should be less than $850 for one-bedroom units, $1,100 for two-bedroom units, and $1,450 for three-bedroom units.
Market rate rental townhomes
Add 10 to 12 single-level rental townhomes, in addition to the 20 two-story townhomes in Southern Bluff's final phase. Units should be mostly two-bedroom units and all should have attached garages. One-level units would primary appeal to seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.
Supportive senior housing
By 2031, a 90-unit supportive senior housing should be built in either New London or Spicer. It should include a mix of independent, assisted living, and memory care units.

Sunburg

Minnesota

Sunburg's population of 94 (2020 Census) places it as Kandiyohi County's second smallest community. Sunburg is on Highway 9 in the northwestern part of the County, about 23 miles from Willmar. Sunburg's peak population was 161 in 1960. The population has declined slightly each decade since then (it was 110 in 2000 and 100 in 2010).

Kandiyohi County

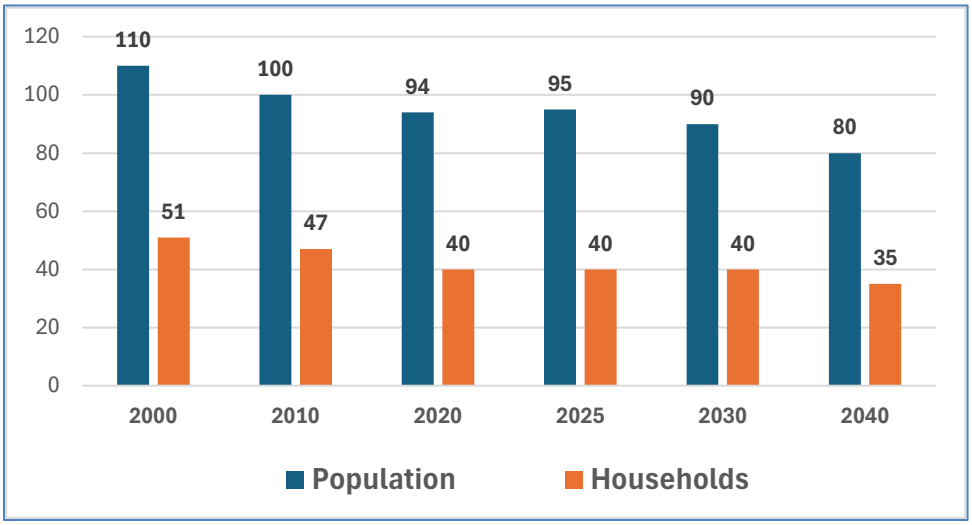


Demographic & Housing Highlights

Sunburg consists mostly of single-family homes and therefore has a homeownership rate of 90%.

With no new homes constructed in Sunburg last decade, the household base declined to 40 in 2020. Projections are that Sunburg will continue to see a slight decline in its household base through 2040.

Sunburg Growth Trends & Projections



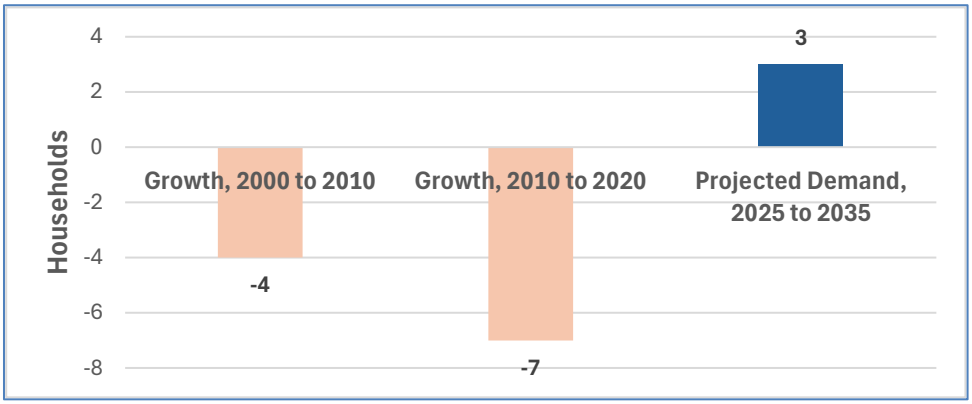
Sunburg Demographic & Housing Characteristics

	Sunburg	Willmar	Kandiyohi County
Population Estimate and Projected Growth			
Population Estimate, 2025	95	22,600	45,570
Population Projection, 2040	80	24,000	47,175
Percent Growth, 2025 to 2040	-15.8%	6.2%	3.5%
Household Estimate and Projected Growth			
Households Estimate, 2025	40	8,410	17,895
Households Projection, 2040	35	9,175	19,025
Percent Growth, 2025 to 2040	-12.5%	9.1%	6.3%
Median Age	46.0	34.2	39.3
Number of Jobs	39	15,797	23,213
Household Tenure (Owner & Renter Households) in 2020			
Owners	36	4,471	12,350
Renters	4	3,404	4,729
Homeownership Rate	90%	57%	72%
Median Household Income, 2025	$87,846	$64,204	$76,117
Cost Burdened Households, 2024			
Est. % Owners that are Housing Cost Burdened		23%	20%
Est. % Renters that are Housing Cost Burdened		44%	42%
Housing Stock, 2024			
Single-Family Homes	27	5,350	13,930
Multifamily Units	0	2,796	3,300
Mobile Homes		154	291
Building Permits for New Housing			
2000s	5	630	873
2010s	0	399	590
2020-2025	0	778	1,161
Home Values			
Median Sale Price of Single Family Homes, 2025	na	$224,900	$253,750
Percent Increase from 2020		45.1%	33.4%
Supply of Vacant SF Lots in Active Subdivisions	0	45	91
Estimated Rental Vacancy Rate	2.8%	5.2%	4.9%

Sunburg Housing Demand & Recommendations

The chart below shows that the number of households in Sunburg declined by four during the 2000s and by seven during the 2010s. From 2025 to 2040 there is projected to be an additional loss of five households. However, the projected loss is partly based on historical trends. Through replacement need of older homes, there is projected demand in Sunburg for additional housing – estimated at two to four homes.

Sunburg Household Growth 2000 to 2020 & Housing Demand 2025 to 2035



Demand for additional owner- and renter-occupied housing in Sunburg is limited. Thus, it is not recommended that a new single-family subdivision or apartment be developed in Sunburg. Instead, a goal should be to maintain the quality of the existing housing stock and develop one or two single-family homes and one or two rental twinhomes on in-fill lots within the community.

Sunburg Housing Recommendations from 2026 to 2031

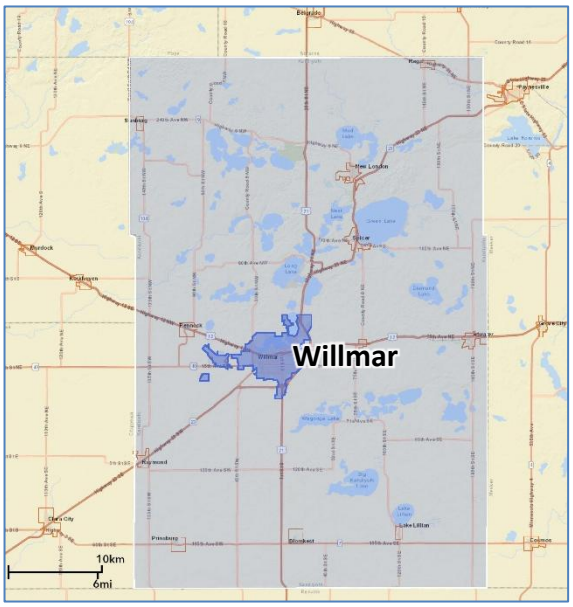
Single-family homes on infill lots
Sunburg should strive to maintain the quality of the existing housing stock and develop one or two single-family homes on in-fill lots within the community.
Market rate rental townhomes
Add two to four rental townhomes that are single-level with attached garages, consisting mostly of two-bedroom units. These units would be appealing to younger renters as well as seniors and people with disabilities. Rent should be about $1,450 for two-bedroom units.

Willmar

Minnesota

Willmar is centrally located in Kandiyohi County, which is in west-central Minnesota, about 90 miles west of Minneapolis and 65 miles southwest of St. Cloud. Willmar is well connected to the surrounding region as it is at the intersection of three major highways (Highways 12, 23, and 71). It had a 2020 population of 21,015 people, which was roughly half of the county's total population of 43,732. Willmar's population has grown every decade since its founding in 1874.

Kandiyohi County



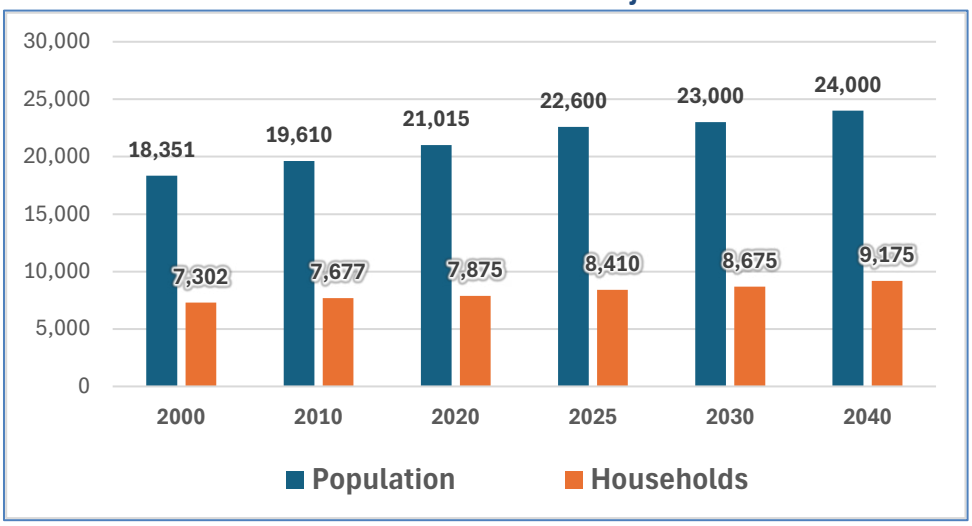
Demographic & Housing Highlights

Willmar is the economic hub of Kandiyohi County. Besides having the greatest population, it contains nearly 80% of the County's roughly 25,000 jobs.

Growth should continue over the next fifteen years, with Willmar projected to reach 24,000 people and 9,175 households in 2040.

Willmar has a low homeownership rate (57%) as it draws a disproportionate share of the County's renters due to proximity to jobs, shopping, and services.

Willmar Growth Trends & Projections



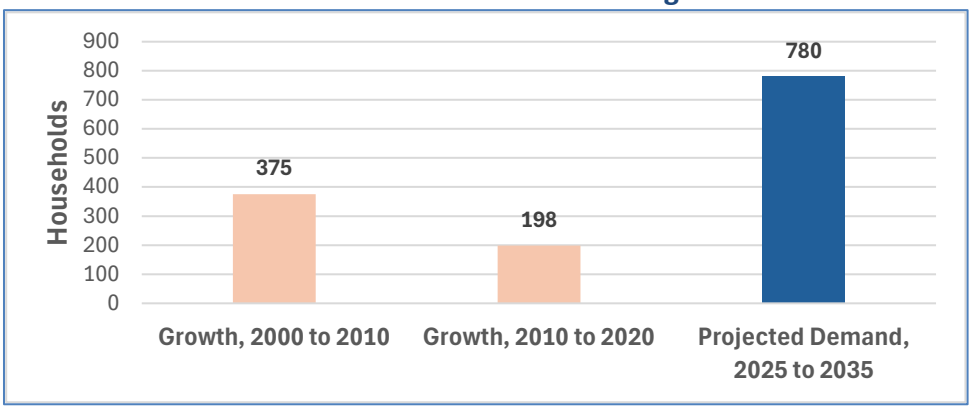
Willmar Demographic & Housing Characteristics

	Willmar	Kandiyohi County
Population Estimate and Projected Growth		
Population Estimate, 2025	22,600	45,570
Population Projection, 2040	24,000	47,175
Percent Growth, 2025 to 2040	6.2%	3.5%
Household Estimate and Projected Growth		
Households Estimate, 2025	8,410	17,895
Households Projection, 2040	9,175	19,025
Percent Growth, 2025 to 2040	9.1%	6.3%
Median Age	34.2	39.3
Number of Jobs	15,797	23,213
Household Tenure (Owner & Renter Households) in 2020		
Owners	4,471	12,350
Renters	3,404	4,729
Homeownership Rate	57%	72%
Median Household Income, 2025	$64,204	$76,117
Cost Burdened Households, 2024		
Est. % Owners that are Housing Cost Burdened	23%	20%
Est. % Renters that are Housing Cost Burdened	44%	42%
Housing Stock, 2024		
Single-Family Homes	5,350	13,930
Multifamily Units	2,796	3,300
Mobile Homes	154	291
Building Permits for New Housing		
2000s	630	873
2010s	399	590
2020-2025	778	1,161
Home Values		
Median Sale Price of Single Family Homes, 2025	$224,900	$253,750
Percent Increase from 2020	45.1%	33.4%
Supply of Vacant SF Lots in Active Subdivisions	45	91
Estimated Rental Vacancy Rate	5.2%	4.9%

Willmar Housing Demand & Recommendations

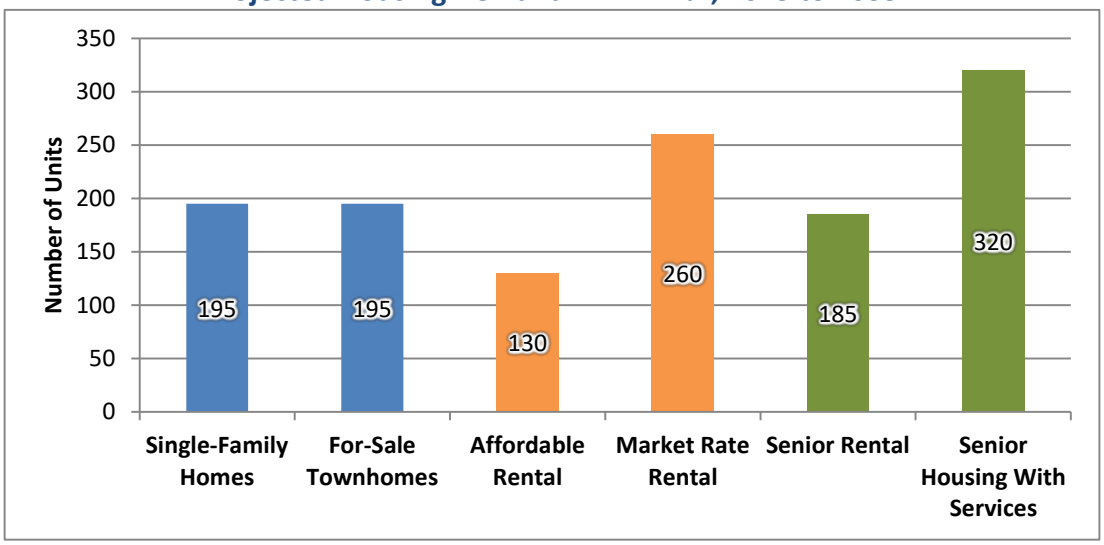
New housing developments in Willmar resulted in growth of 375 households during the 2000s and 198 households during the 2010s. Growth is continuing in Willmar with nearly 800 new apartments already built since 2020. During the ten-year period from 2025 to 2035, demand is calculated for roughly 780 new housing units in Willmar – excluding senior housing. The chart below shows that this demand over the next ten years greatly exceeds the household growth experienced during the 2000s and the 2010s.

Willmar Household Growth 2000 to 2020 & Housing Demand 2025 to 2035



The chart below highlights demand by type of housing from 2025 to 2035. Combining senior housing demand to the demand for 780 owned and rented units combined results in total demand for about 1,285 units. The greatest share is for senior housing – primarily senior housing with services, such as independent, assisted living, and memory care housing. Senior housing demand is followed by rental housing (about 390 units). Single-family homes and townhomes/twinhomes also combine for total demand of 390 ownership units.

Projected Housing Demand in Willmar, 2025 to 2035



Specific recommendations to meet Willmar's housing needs over the next five years are highlighted below. Combined, the recommended types of housing total about 550 housing units, including about 150 owner-occupied units (single-family and townhomes), 185 rental, and 210 senior units (active adult and supportive senior housing). The City of Willmar has assisted in the development of apartment developments in recent years. Public incentives may be needed to help spur new single-family and townhome subdivisions as well. Modular homes are also an option that could provide quality homes at prices below that of site-built homes.

Willmar Housing Recommendations from 2026 to 2031

Single-family subdivision
To keep pace with demand, new subdivisions are recommended with more than 25 lots within the next five years to accommodate single-family homes generally priced over $400,000.
One-story for-sale townhomes / twinhomes
Create a subdivision(s) with lots for 55 to 70 one-level townhomes. Homes should have two-car attached garages and be priced at $375,000 to $450,000. One-level townhomes would largely appeal to older adults/seniors ("move-over housing").
Two-story for-sale townhomes
Create a subdivision(s) with lots for 55 to 70 two-level townhomes. Homes should have two-car attached garages and be priced at less than $350,000. Two-story units would largely appeal to younger households, including first-time buyers and couples with and without children.
Market rate apartments
The second phase to Lakeland Apartments (75 units) will accommodate much of the market rate rental demand in Willmar over the next five years. The community's overall vacancy rate should be monitored to determine if another market rate apartment will be needed within the next five years.
Student apartments
A 45 to 50-unit apartment development within walking distance to Ridgewater College that is geared toward students is recommended. With an average of three students per unit – that would equate to about 150 students, or about 20% of the students taking on-campus classes.
Affordable apartments
Add a 55 to 65-unit apartment development income restricted to households earning 60% or less of Area Median Income.
Supportive senior housing
The Crossings of Willmar opened in 2026 with 76 units of assisted living and memory care housing. By 2031, another building(s) with 115 to 140 units of independent, assisted living, and memory care housing should be added.
Active adult rental housing
Bethesda StoneRidge opened in 2025 with 118 active adult rental units. It is market rate. By 2031, another affordable (income-restricted) with 75 to 90 units should be added to meet the needs of lower- and moderate-income seniors.
Disabled Housing
In recommended apartments, one or two units should be accessible to disabled individuals. One to two homes should be added to the supply of Willmar's homes licensed as a Community Residential Setting (CRS home). Funding for the Bridges to Bridges program should be increased to allow vouchers for up to six additional people with a mental illness. The supply of West Central Mental Health Housing's scattered site homes for people with a mental illness should be expanded by up to six homes.