

# **Silver Lake Area Demographic Analysis**

**Golden Township,  
Oceana County, Michigan**

**February 2015**

**DRAFT**

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Friends of Silver Lake

# Areas of Study

- Cottages/Homes
  - Campgrounds
  - Hotels
  - Day Users
- 
- Greater Silver Lake Area
    - Silver Lake
    - Upper Silver Lake



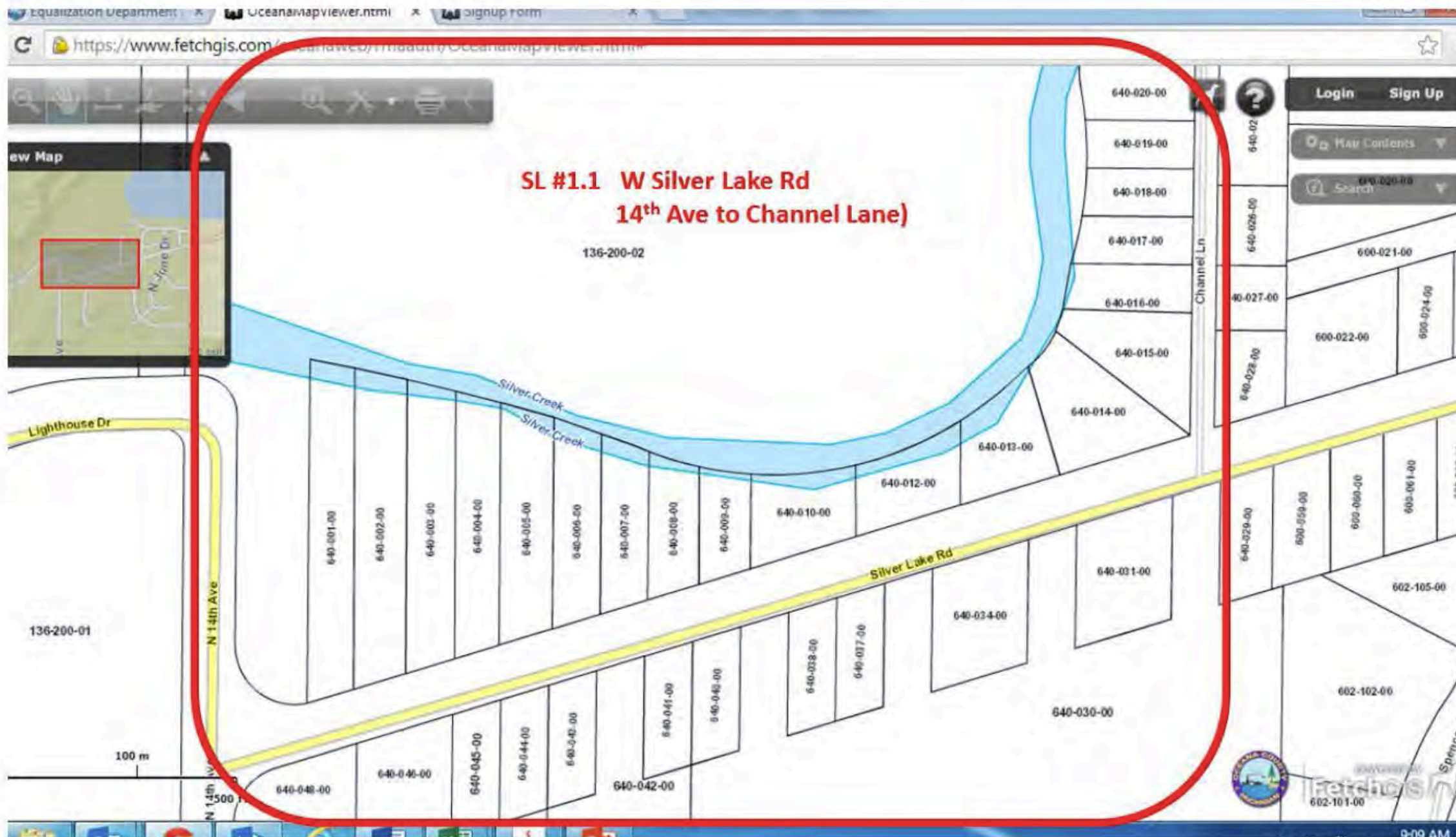




## Silver Lake Area Homes & Cottages





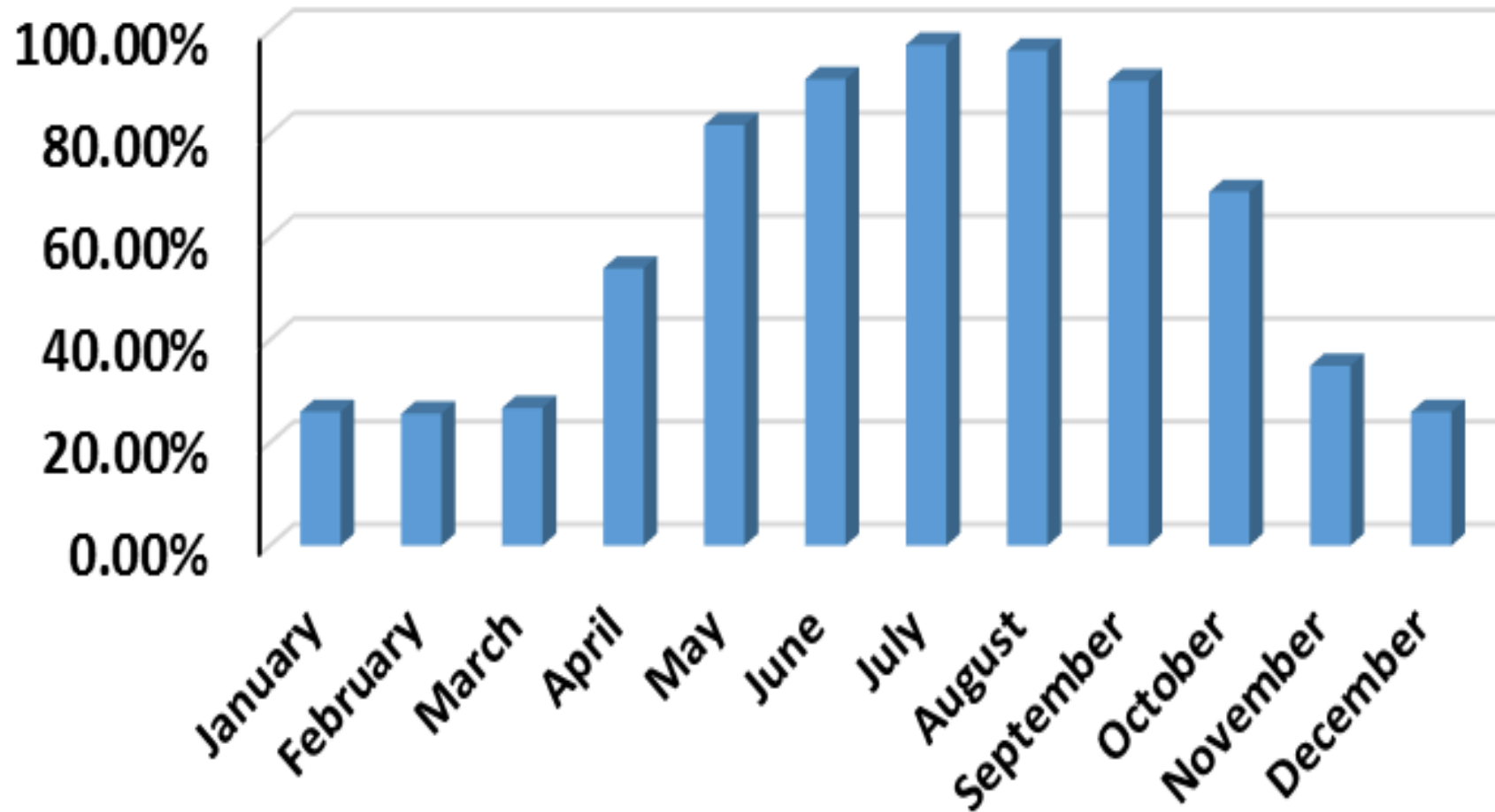


Silver Lake Area Homes & Cottages				
	Section	On Lake Cottages/Homes	Off Lake Cottages/Homes	Vacant No Dweling
SL 1.1	14th Ave to Channel Lane	14	14	5
SL 1.2	Channel LN to Public Access [Sandy Woods]	20	43	3
SL 1.3	Chanel LN to 18th Ave [South of Silver Lake Rd]	0	100	9
SL 2.1	18th Ave to 22nd Ave	22	78	15
SL 2.2	22nd Ave to State Park	18	75	3
SL 3.1	State Park & Sandy Shores	14		
SL 3.2	State Park to Hazel Road	31	4	1
SL 4.1	Hazel Road Business District			
SL 5.1	N. Shore Dr [Hazel Road to Hunter Creek]	13	87	
SL 5.2	N. Shore Dr [Hunter Creek to Edgewood]	17	94	
SL 5.3	N. Shore Dr [Edgewood to N. 24th Ave]	23	86	6
SL 5.4	N. Shore Dr [N. 24th Ave to Dunes]	20	29	6
	<b>Totals</b>	<b>192</b>	<b>610</b>	<b>48</b>

Source: Oceana County GIS, Golden Township Parcels

**Survey**

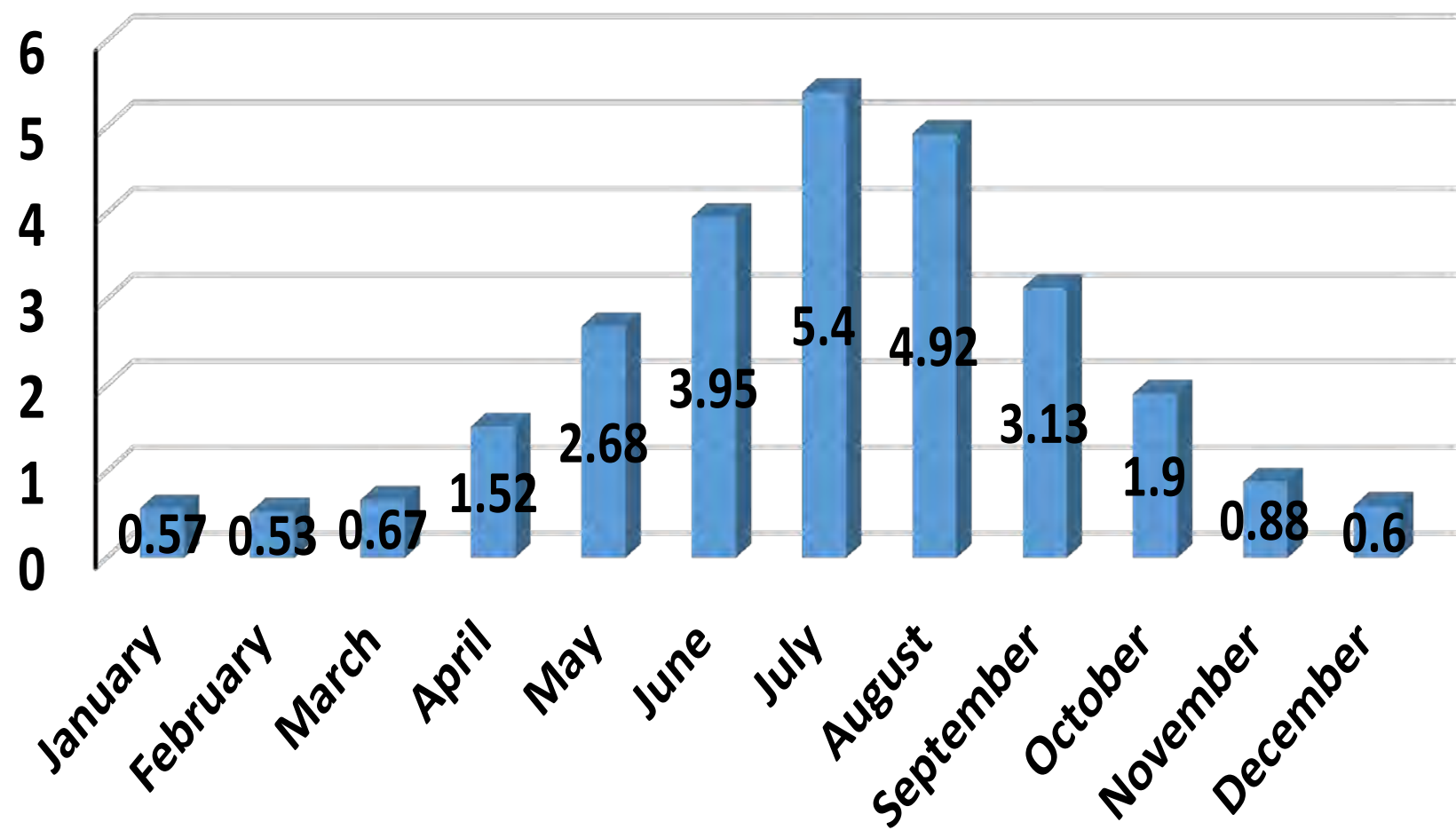
## Silver Lake Cottages & Homes Percent Occupied by Month



**Survey**

# Silver Lake Cottages & Homes

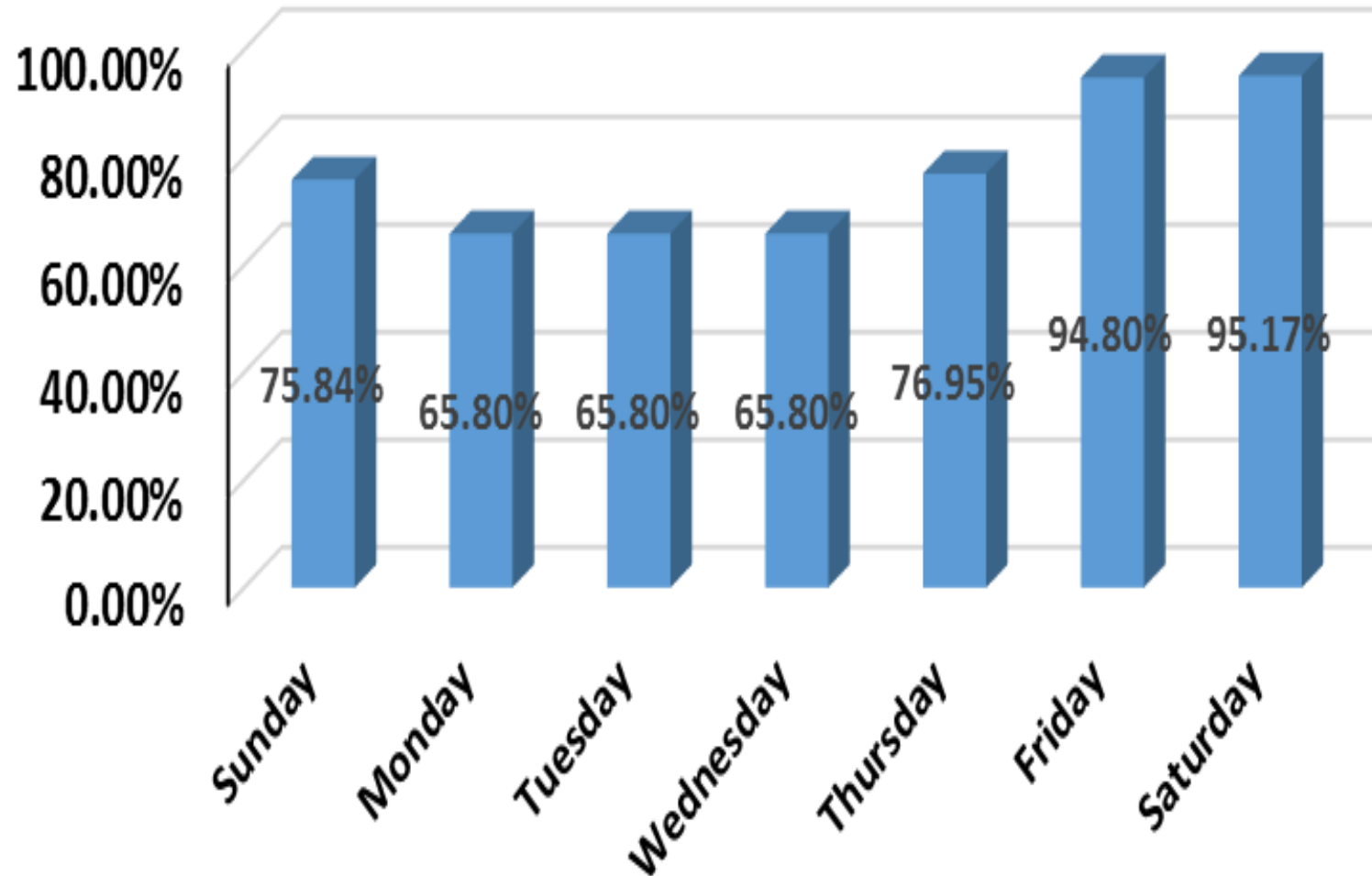
## Average Number of Persons Per Home/Cottage





**Survey**

## Silver Lake Cottages & Homes Percent Occupied in Summer by Day of the Week



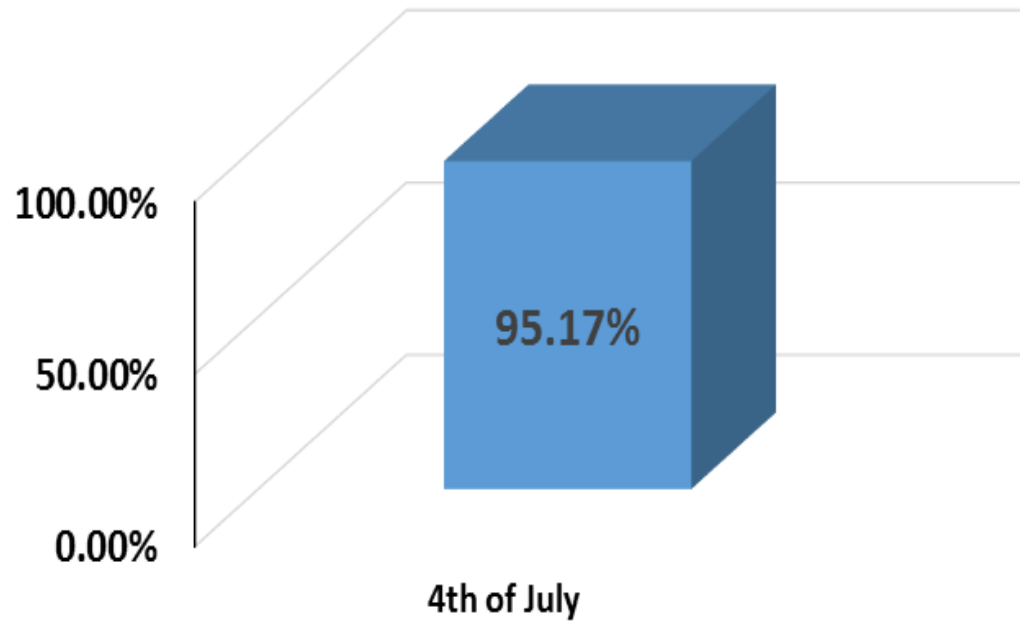
## Silver Lake Area Homes/Cottages Number of Persons by Month

Month	# Cottages/Homes	Average # Occupants	Total # Persons
January	802	0.57	457
February	802	0.53	425
March	802	0.67	537
April	802	1.52	1,219
May	802	2.68	2,149
June	802	3.95	3,168
July	802	5.40	4,331
August	802	4.92	3,946
September	802	3.13	2,510
October	802	1.90	1,524
November	802	0.88	706
December	802	0.60	481

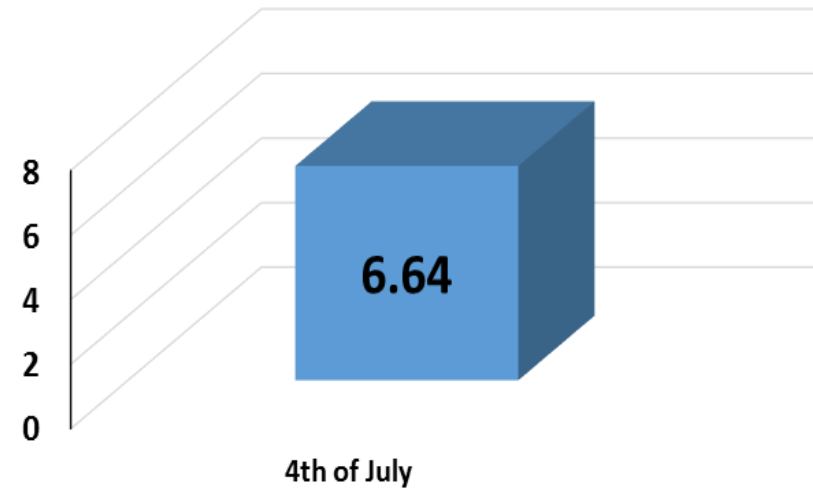


Source: Oceana County Parcel Map and Friends of Silver Lake  
Survey of Property Owners

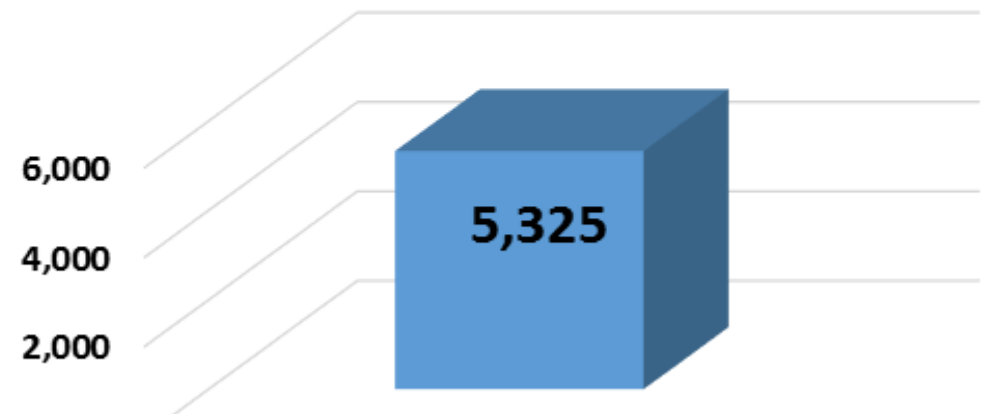
**4th of July  
Percent Occupied**



**4th of July  
Average Number of Persons Per Home/Cottage**



**Silver Lake Are Homes/Cottages  
Number of Persons Staying on the  
4th of July**

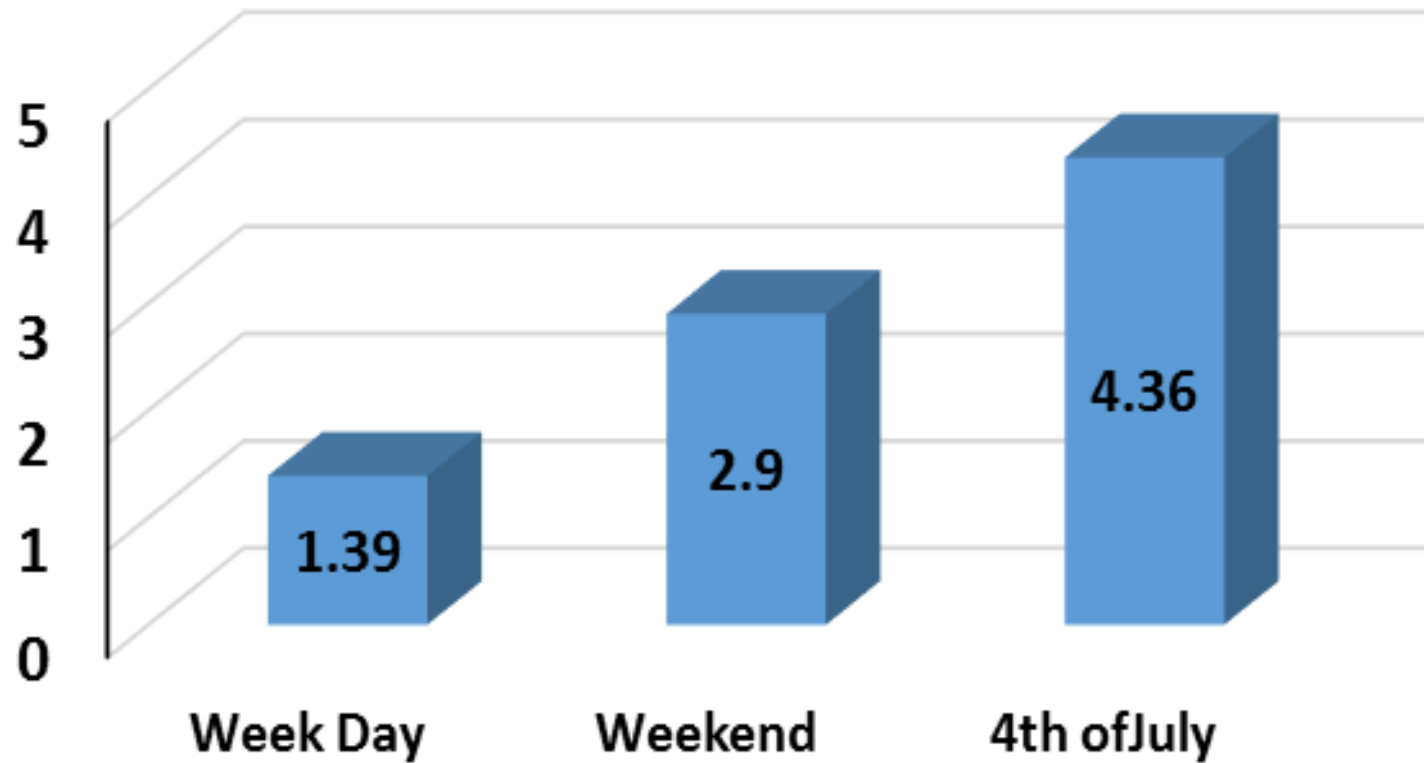


**Survey**



**Survey**

## Silver Lake Cottages & Homes Average Additional Day Visitors Per Home/Cottage



**Total Number of Persons  
Silver Lake Homes/Cottages**

		Occupants		Visiting		Total # Persons
	# Cottages/Homes	Average # Occupants	Total Staying	Average # Visiting	Total Visiting	Total # Persons
Winter Months	802	0.65	521	0	0	521
Summer Months	802	4.76	3,818	2.15	1,724	5,542
4th of July	802	6.64	5,325	4.36	3,497	8,822

Source: Oceana County Parcel Map and Friends of Silver Lake Survey of Property Owners





Upper Silver Lake-Lake Holiday Homes/Cottages	
Section	Approx # Cottages/Homes
Lake Holiday Area	89
Upper Silver Lake Area	586
<b>Total</b>	<b>675</b>

Source: Oceana County Parcel GIS Maps

Upper Silver Lake-Lake Holiday Homes/Cottages Number of Persons by Month			
Month	Approx # Cottages/Homes	Approx # Occupants	Approx Total # Persons
January	675	0.57	385
February	675	0.53	358
March	675	0.67	452
April	675	1.52	1,026
May	675	2.68	1,809
June	675	3.95	2,666
July	675	5.40	3,645
August	675	4.92	3,321
September	675	3.13	2,113
October	675	1.90	1,283
November	675	0.88	594
December	675	0.60	405



Source: Oceana County Parcel Map and Friends of Silver Lake Survey of Property Owners

**Total Number of Persons  
Upper Silver Lake Homes/Cottages**

		Occupants		Visiting		Total # Persons
	# Cottages/Homes	Average # Occupants	Total Staying	Average # Visiting	Total Visiting	Total # Persons
Winter Months	675	0.65	439	0	0	439
Summer Months	675	4.76	3,213	2.15	1,451	4,664
4th of July	675	6.64	4,482	4.36	2,943	7,425

Source: Oceana County Parcel Map and Friends of Silver Lake Survey of Property Owners

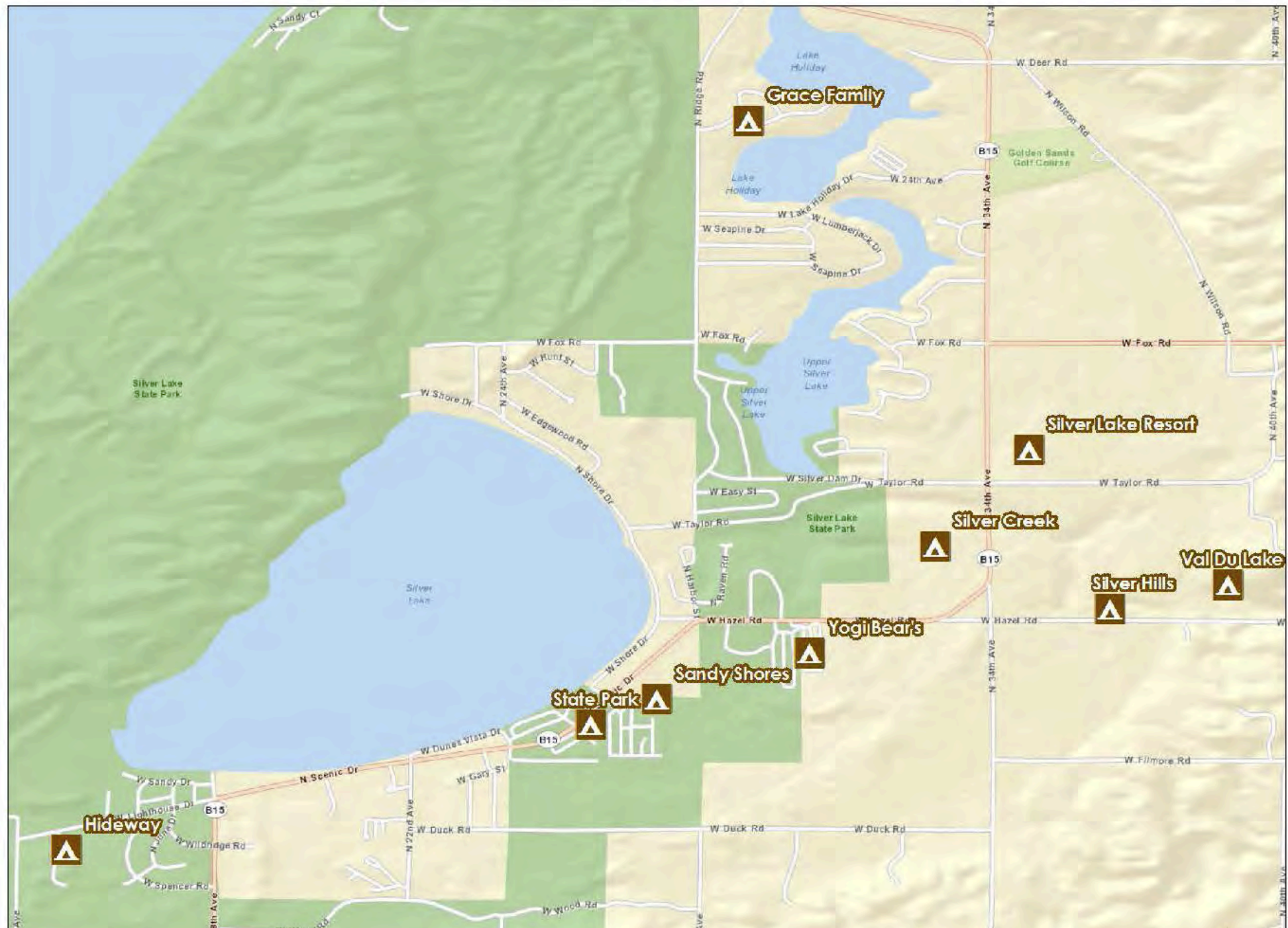




## Silver Lake Area Campgrounds







### Silver Lake Area Campgrounds

Campground	Public/ Private	Address	# of Sites	Seasonal	Full Hookup	Water & Electric	Electric	Rustic	Cabins
Silver Lake State Park	Public	8650 W Silver Lake Rd	200				200		
Hideaway	Private	9671 W Silver Lake Rd	205	90	17	59		39	
Sandy Shores	Private	8595 W Silver Lake Rd	212	143	14	55			
Silver Creek	Private	1441 N 34th Ave	258	153	105	0	0	0	
Silver Hills	Private	7594 W Hazel Rd	105	0	9	28	14	54	
Silver Lake Reort	Private	1786 N 34th Ave	206	70	53	55	4	8	16
Val Du Lake	Private	1573 N Wilson Rd	98	0	0	12	86	0	
Yogi Bear's	Private	8239 W Hazel Rd	241	22	66	151		0	2
Grace Adventures Family	Private	2100 N Ridge Rd	168		138	30			
<b>Total</b>			<b>1693</b>	<b>478</b>	<b>402</b>	<b>390</b>	<b>304</b>	<b>101</b>	<b>18</b>

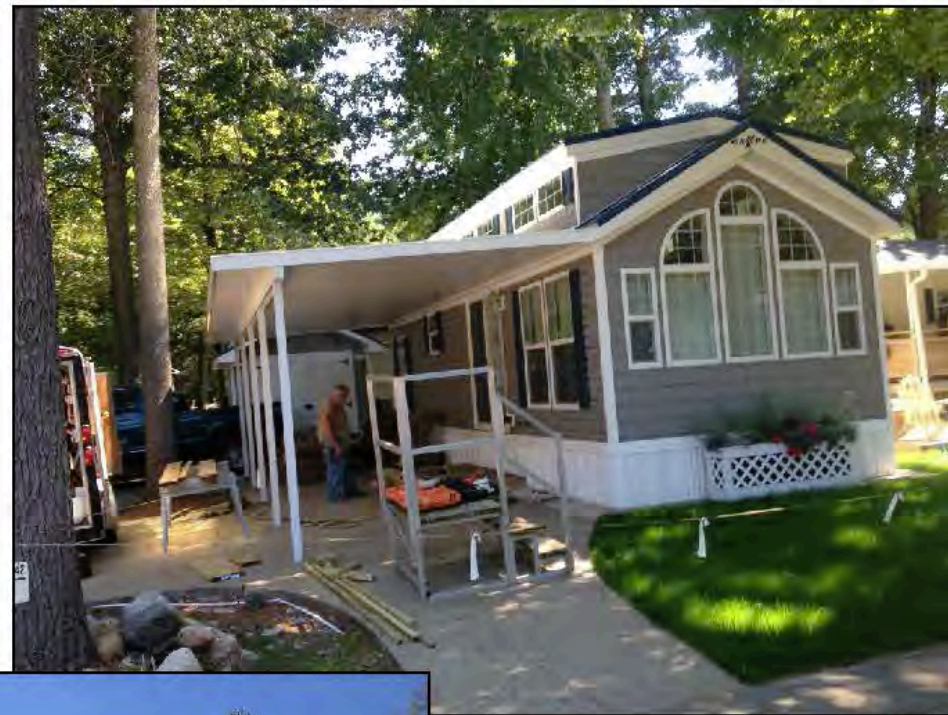


## Equipment

There is a wide range in the type of equipment that is used on “camp sites”. Camping often entails the image of tents and small trailers which people use for a vacation for a week or two or a weekend. There definitely is this form of camping at Silver Lake, however in many cases the equipment that is used are larger trailers, 5th wheels, RV and even modular homes. Many campgrounds have a combination of different tents, trailers, RVs, 5<sup>th</sup> wheels, and modular homes. Many of the campgrounds also have a wide range of rental arrangements with persons staying for a day, weekend, week, month, summer or entire season.



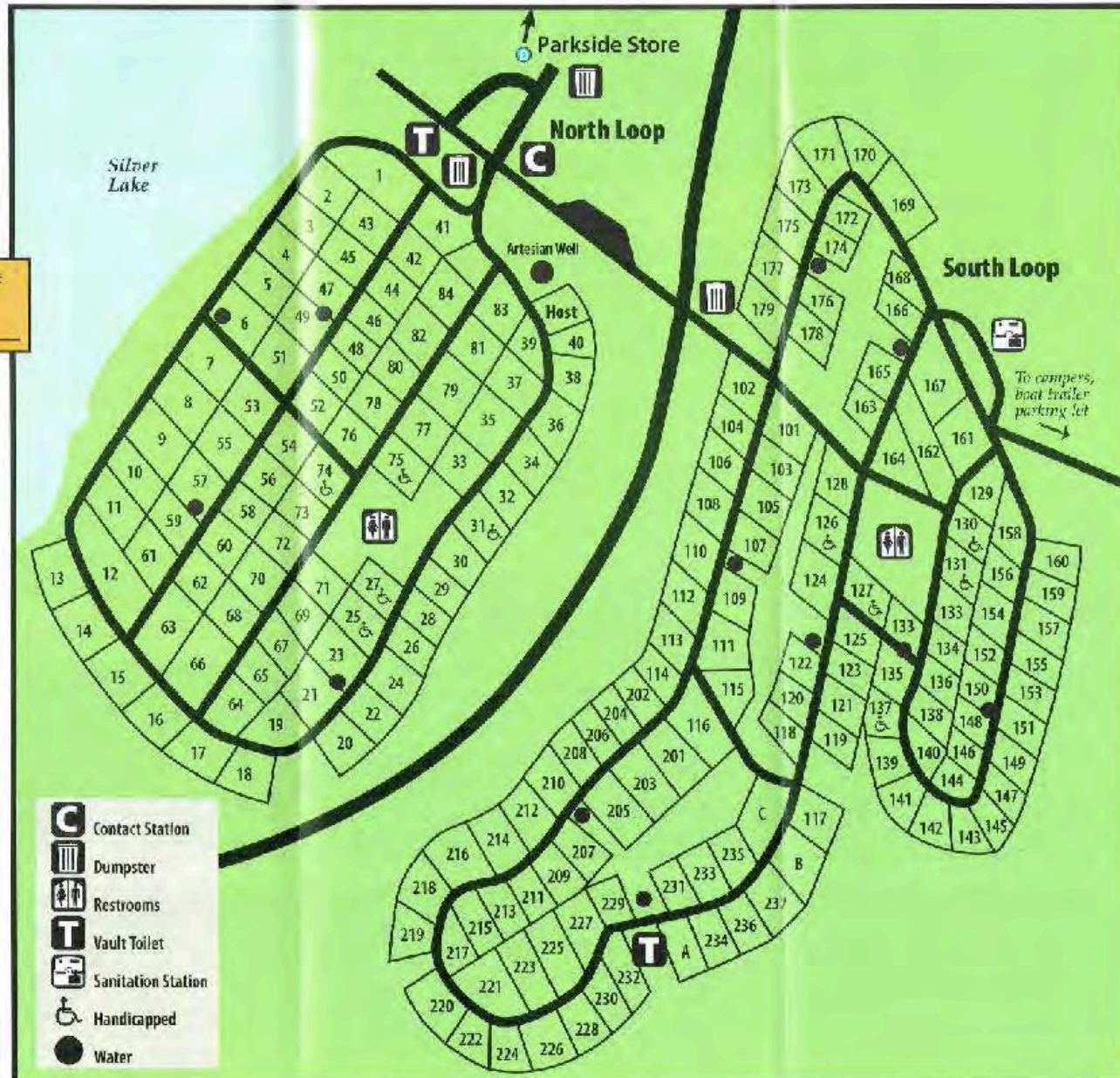






Silver Lake  
State Park

Your Site #



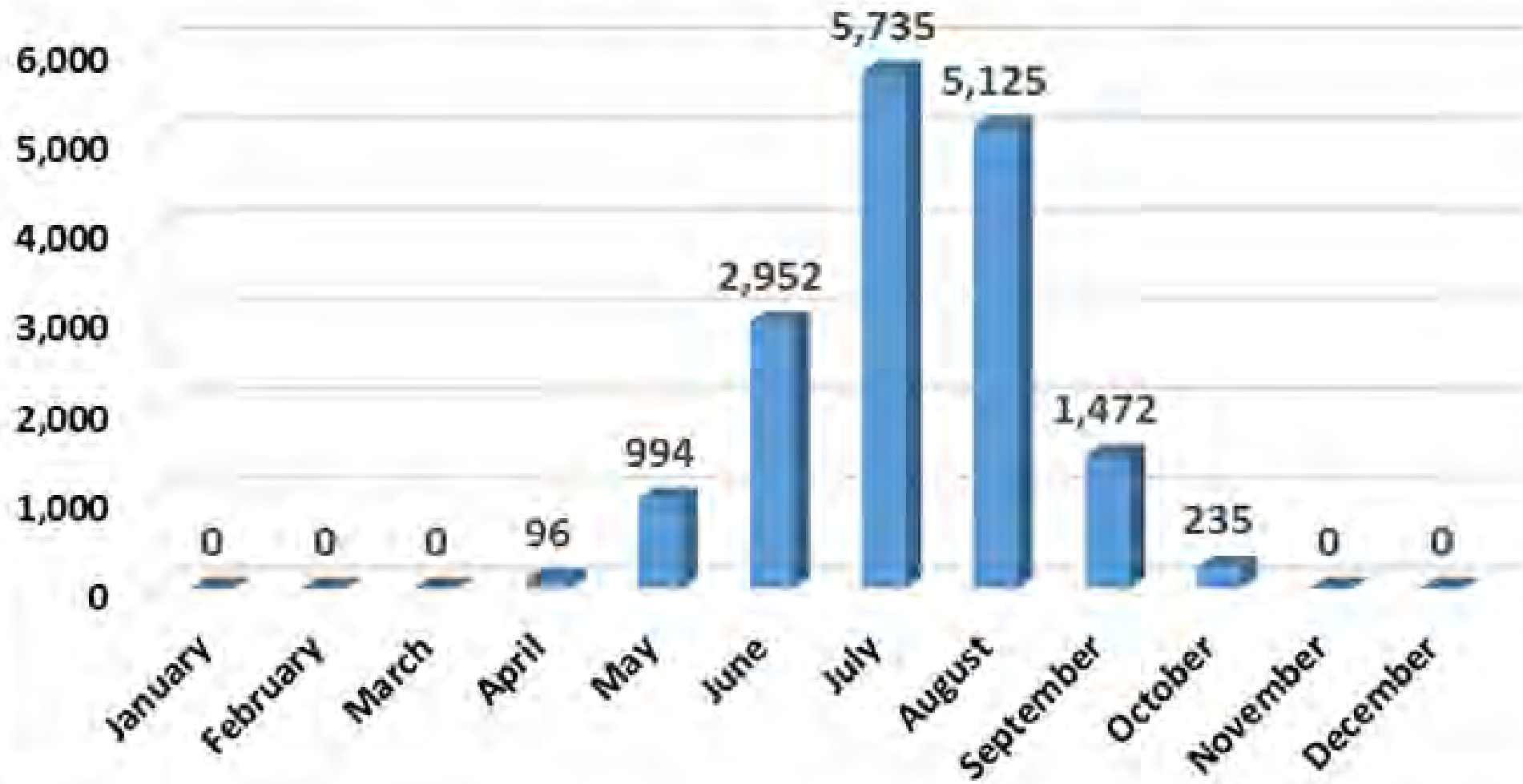




Hope you enjoy your stay with us!



## Silver Lake Area Campgrounds Number of Persons by Month





## Silver Lake Area Hotels



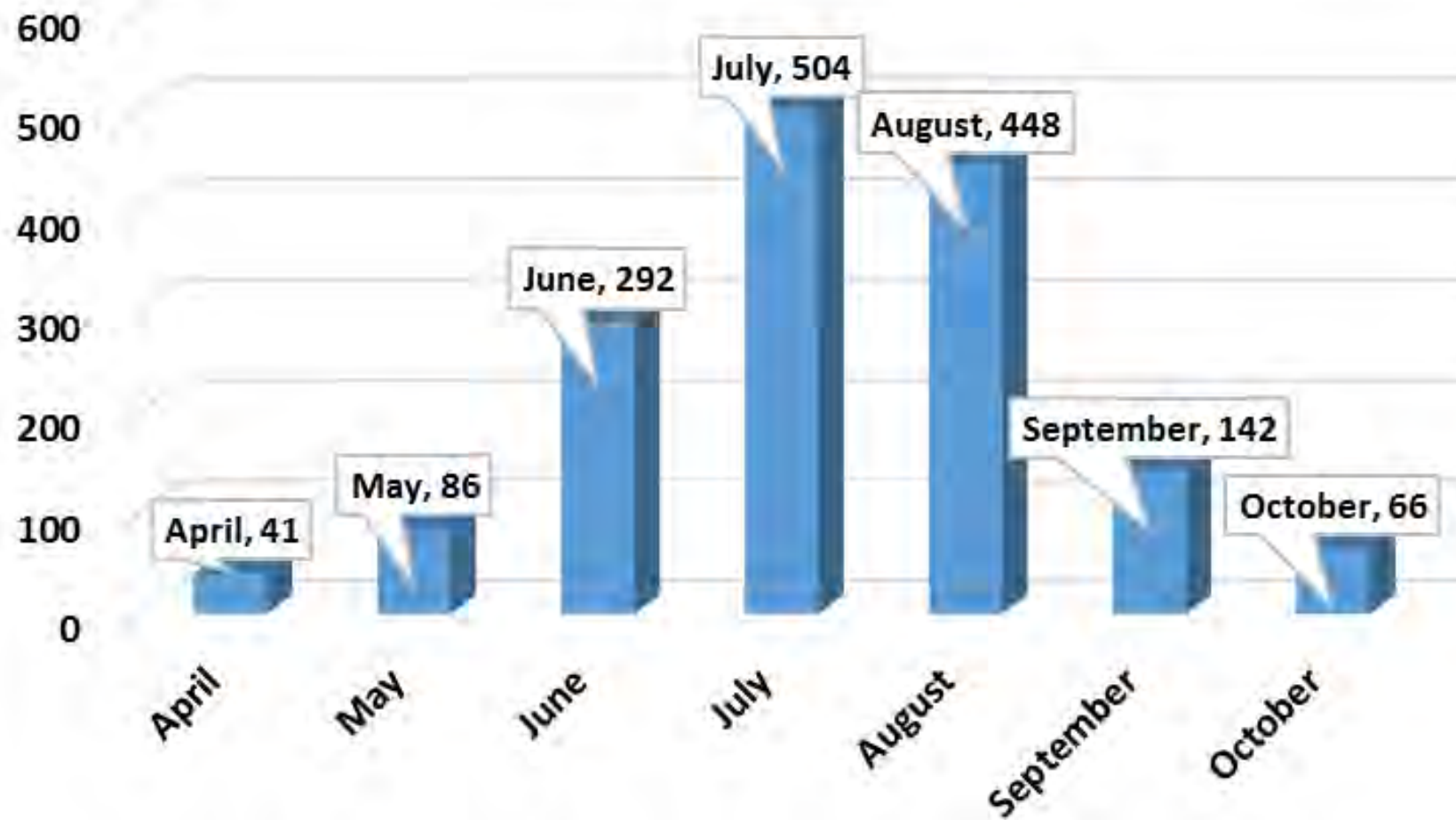




## Silver Lake Area Hotels

Hotels	Address	# of Rooms	Cabins	Total
Dunes Waterfront Resort	1180 N Shore Dr	74	0	74
Sierra Sands Family Lodge	7990 W Hazel Rd	40	0	40
Silver Sands Resort	8446 W Hazel Rd	36	6	42
<b>Total</b>		<b>150</b>	<b>6</b>	<b>156</b>

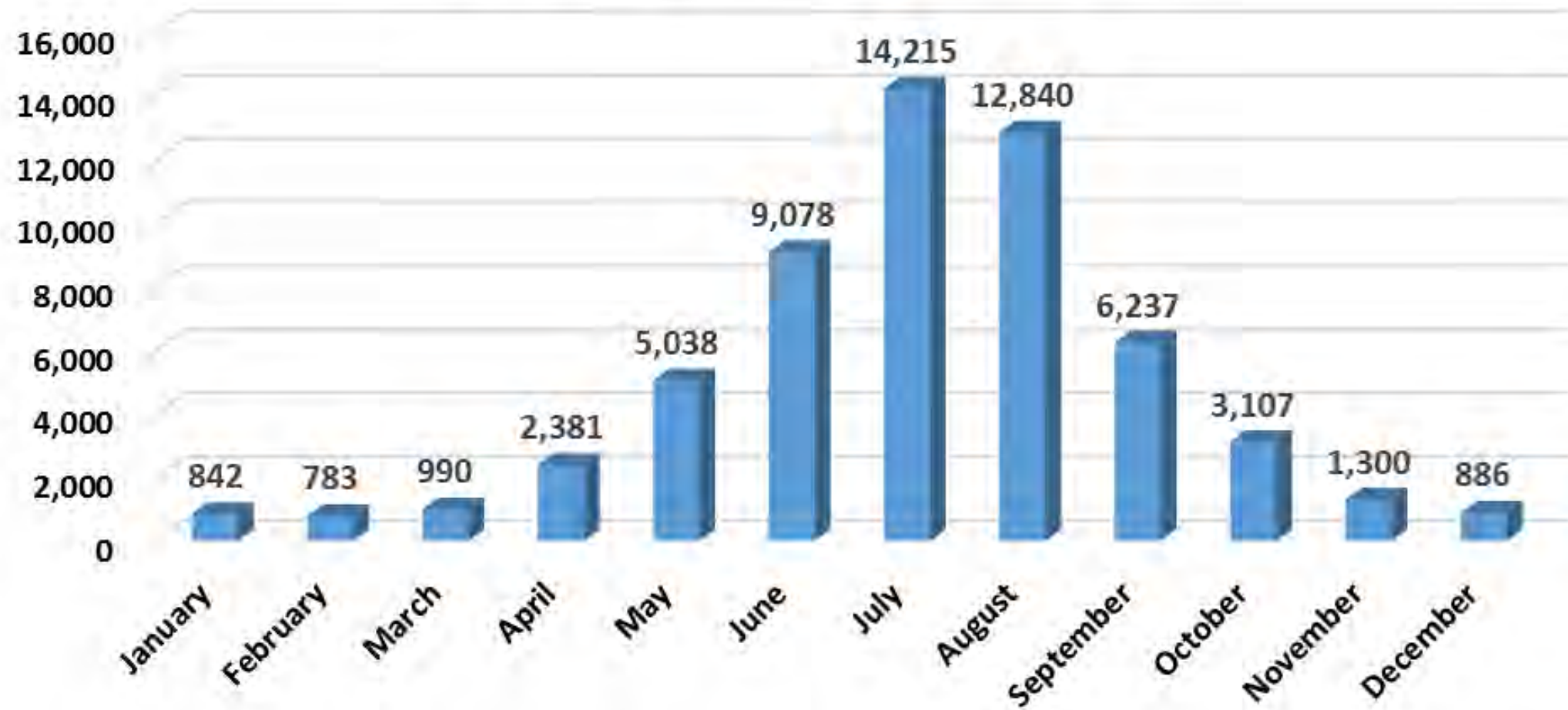
## Guests Staying in Hotel Rooms Per Day by Month



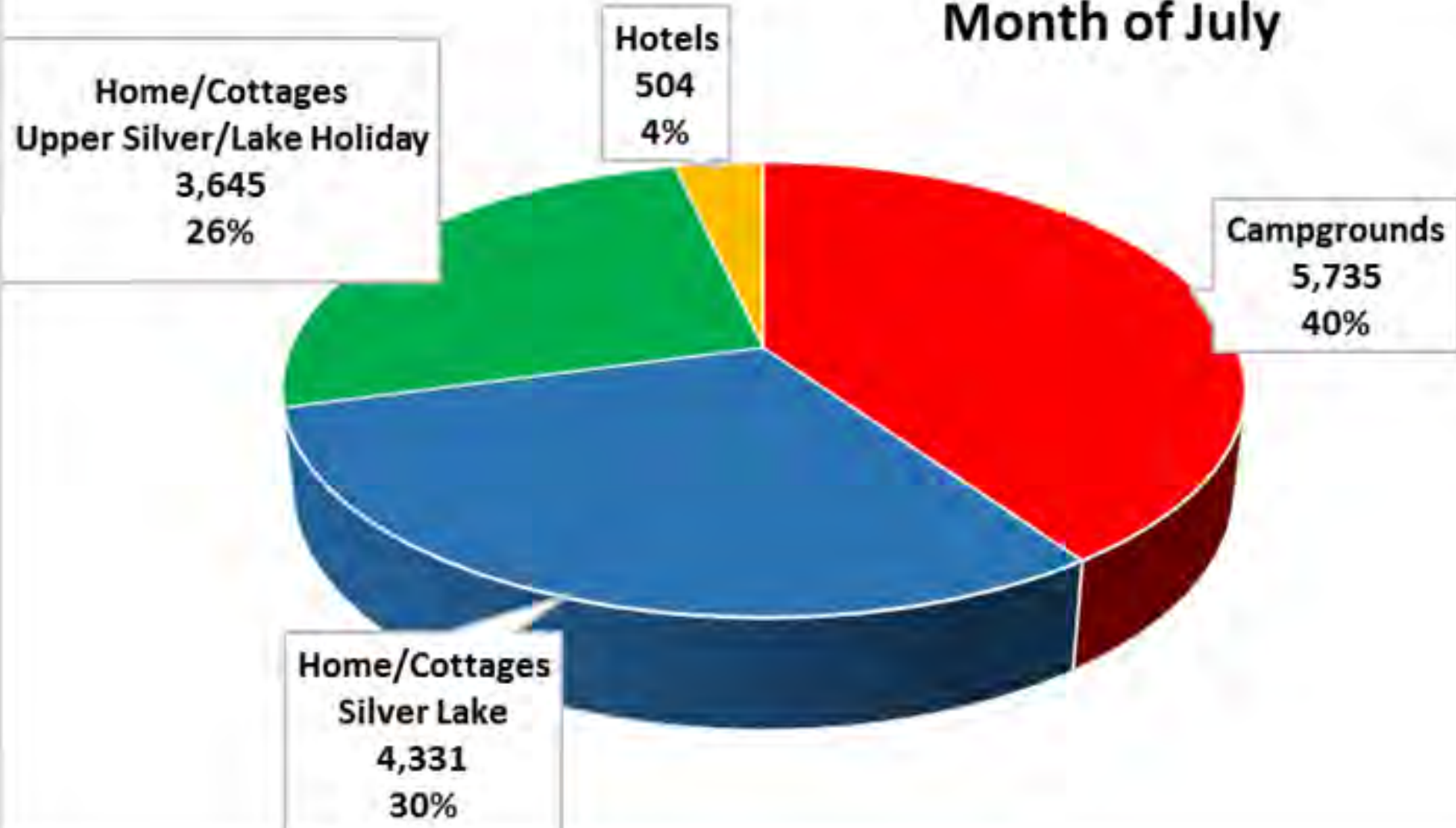
**2010**  
**Golden Township**  
**Housing**

	Number	Percent
Total housing units	2,366	100.0
Occupied housing units	781	33.0
Vacant housing units	1,585	67.0
For rent	26	1.1
Rented, not occupied	1	0.0
For sale only	23	1.0
Sold, not occupied	6	0.3
For seasonal, recreational, or occasional use	1,475	62.3
All other vacants	54	2.3
Source: 2010 U.S. Census Bureau		

## Estimated Total Silver Lake Area Population

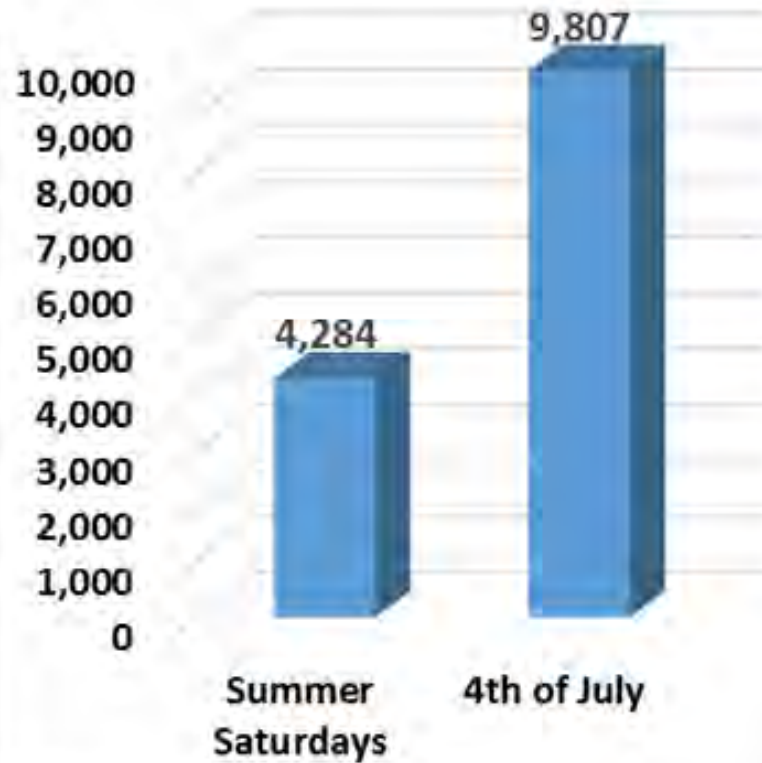


## Month of July





## Homes/Cottages Day Visitors



## Silver Lake State Park

2014

### Day Users

	Number	Percent
Lighthouse, Campground & Boating Access, Mac Woods	259,573	33.61%
ORV Dunes	512,658	66.39%
<b>Total</b>	<b>772,231</b>	<b>100.00%</b>

Source: Silver Lake State Park

**Day Users**

