

# MARSHALL AREA EDA ANNUAL REPORT FY//2015

"A SUCCESSFUL ECONOMIC DEVELOPMENT STRATEGY MUST FOCUS ON IMPROVING THE SKILLS OF THE AREA'S WORKFORCE, REDUCING THE COST OF DOING BUSINESS AND MAKING AVAILABLE THE RESOURCES BUSINESS NEEDS TO COMPETE AND THRIVE IN TODAY'S ECONOMY." -ROD BLAGOJEVICH



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# EDA PRESIDENT MESSAGE

2015 was another year of exciting transition and growth for the Marshall community. The expansion of the MERIT Center and the additions of the Red Baron Arena & Expo and Saratoga Street pedestrian bridge have transformed Marshall's landscape to the West, East and South. This annual report spotlights those projects along with many others during the past year which have enhanced Marshall's standing as the economic engine in our region. Thank you to everyone who has shared their time, talent, insight and experience to establish our community as a regional hub for growth and development. It is an honor to be able to lead this organization at such an exciting time in Marshall's history and I look forward to working with the EDA Board and its partners to grow Marshall's future opportunities.

---

*Greg Bucher,*  
*EDA President*



**Ben Martig**

EDA EXECUTIVE DIRECTOR  
(507) 537-6760  
ben.martig@ci.marshall.mn.us



**Cal Brink**

EDA DIRECTOR  
(507) 532-4484  
calb@marshall-mn.org



**Marcia Loeslie**

ASSISTANT EDA DIRECTOR  
(507) 337-0802  
marcia.loeslie@ci.marshall.mn.us

## EDA BOARD OF DIRECTORS

Greg Bucher – President  
Chet Lockwood - Vice President  
Randy Serreyn - Treasurer  
Stacy Frost - Assistant Treasurer  
John DeCramer – City Council Rep  
Larry Doom – City Council Rep  
Dan Herrmann



# FINANCIAL SUMMARY

**BEGINNING  
FUND  
BALANCE**  
1/1/15

**ENDING  
FUND  
BALANCE**  
12/31/15

**FUND 204**  
*CRIF*

555,302.99

555,643.72

**FUND 205**  
*PARKWAY ADDITION*

784,424.60

784,523.65

**FUND 206**  
*PARKWAY ADDITION II*

(779,176.23)

(732,975.82)

**FUND 207**  
*PARKWAY ADDITION III & IV*

503,180.52

515,533.32

**FUND 208**  
*EDA ADM*

168,373.68

160,334.70

**FUND 212**  
*STATE EDA CRIF*

329,354.94

150,663.34

**FUND 213**  
*FEDERAL EDA CRIF*

1,054,800.93

952,690.85

**TOTAL**

**2,616,261.43**

**2,386,413.76**



# ECONOMIC TRENDS ANALYSIS

Marshall is a regional center for medical care, retail, trade, education, employment and business. The diverse economic base and strong foundation in agriculture has provided stability to the local economy over recent years. Recent studies illustrate a common labor and retail draw from approximately 40 miles from the City. Marshall's current population of 13,680 doubles its daytime population to 25,000 according to employment estimates. According to the most recent 2013 State Sales Tax Data from University of Minnesota report on local sales tax data, Marshall's taxable retail and service sales increased 32% between 2010 and 2013, reaching an estimated total of \$203 million. And, Marshall has consistently remained at or near the lowest in unemployment rates in the State of Minnesota and is currently at 2.3% as of November 2015 according to the MN DEED website.



# NEW BUSINESSES

- Edina Realty Marshall
  - Southwest Chem-Dry
  - Graphic Cell
  - Infinity by Sisters Bridal
  - 20/20 Clearview Window Cleaners
  - Doo Doo No More
  - Hope Cleaners Plus
  - Affordable Appliance Plus
  - C.L Photography
  - Homeowners Financial Group
  - Guiding Light Marketing
  - JD's Powder Coating
- Polish Nail Lounge
  - M4A Marketing
  - Pizza Hut
  - Four Seas Asian Restaurant
  - LOCATE Training
  - Juvenia Biomagnetism
  - Today's Fireplace and Spa
  - Marshall Frame Shop
  - Health Source Chiropractic
  - Canoga Park Childcare
  - ACE Home and Hardware
  - Home Federal Bank
  - No Worries Mind Body Spirit



# BUSINESS DEVELOPMENT



## TALL GRASS LIQUOR

The City of Marshall built a new \$3.3 million municipal liquor store and renamed their store. Tall Grass is a symbolic salute to the history, landscape and bounty of Southwestern Minnesota and the upright, innovative and industrious people who choose life with broad horizons. The new store opened in November 2015. It features wide aisles and displays, three checkout areas, expanded cold beverages in the over 11,500 square feet of space. The new location also provides plentiful parking including space for campers and trailers.

## THE RED BARON ARENA & EXPO

The \$14 million Red Baron Arena & Expo, which will feature two sheets of ice and an exposition center, is under construction and expected to be completed by May 2016. The facility is the centerpiece of The Schwan Regional Amateur Sports Center and will be a part of the MARSH, which will include more than three dozen city, school and college sporting facilities in Marshall. The Marshall Amateur Regional Sports Hub (MARSH) is a partnership of the Southwest Minnesota Amateur Sports Commission, the City of Marshall, Marshall Public Schools and Southwest Minnesota State University to make Marshall the regional destination for entertainment and amateur sports.





# BUSINESS EXPANSIONS



## MARKET STREET MALL REDEVELOPMENT

The Market Street Mall Redevelopment Project is in the final stages of planning and development and will soon be underway. The redevelopment project includes mall demolition of 65,488 sf, mall improvements of \$5.95 million, a 72-unit apartment complex estimating \$7.11 million and a 56-room hotel estimating at \$4.28 million.



## MERIT CENTER FACILITY EXPANSION & DRIVING TRACK

The MERIT Center facility expansion and driving track has been completed. The Minnesota Emergency Response & Industrial Training (MERIT) Center serves a leadership role as the region's primary provider of high-quality interagency training of law enforcement, public safety, and industrial safety. The facility includes opportunities for driver's skills courses, drivers' classroom simulators, "hands on" personal training, AARP driver safety, drivers' education, bus and truck training, first responders training and more. The state of the art facility consists of a concrete five-story fire training tower, classrooms, offices, training props (confined space, smoke maze trailer, propane burn unit and more) and a driving track.



## **AFFILIATED COMMUNITY MEDICAL CENTER (ACMC)**

ACMC-Marshall Surgery Center's 10,000 square foot building includes two operating suites, private pre- and post-operative recovery areas, consultation areas, waiting rooms, and support space which was completed and opened in early 2015.



## **LYON COUNTY GOVERNMENT CENTER**

Expansion work at the Lyon County Courthouse on West Main Street in Marshall continues. The construction budget for the new addition and courtroom remodel is just over \$9 million. The project consists of a new three story addition to the existing Lyon County Courthouse and remodeling of portions of the adjacent building.



## **RUNNINGS**

Runnings completed their 105,000 square foot warehouse on 14.17 acres in Sonstegard Subdivision II Industrial Park. The warehouse has more than doubled. The new warehouse addition was designed to help make the distribution system more efficient. It also included 17 new loading docks for semi trucks.





## **AVERA CANCER INSTITUTE MARSHALL**

Avera Cancer Institute Marshall was a \$13.3 million project bringing access to cancer care closer than ever for people in the Marshall area. Construction was completed in late January 2015 and they now provide chemotherapy, radiation therapy services, and medical oncology services.

## **MARSHALL-LYON COUNTY LIBRARY CHILDREN'S WING**

The Marshall-Lyon County Library added a \$2.2 million addition to the 2012 newly constructed building, including a children's wing addition of 6,048 square feet as well as a reading courtyard, additional parking and a remodel of an existing area. The construction was initiated by a donation by Robert L. Carr Family valued at an estimated \$1.8 million with remaining funds matched by the City, County and private contributions. The expansion opened in September 2015.





# CITY PROJECTS

## HIGHWAY 23/SARATOGA PEDESTRIAN OVERPASS

The installation of the new pedestrian overpass, part of a project estimated to cost between \$5 million - \$6 million that includes a Reduced Conflict Intersection designed to increase safety was completed. The City of Marshall received a \$3.5 million state grant to build the pedestrian overpass and reduced-conflict intersection at the Highway 23/Saratoga intersection.



## HIGHWAY 23/SARATOGA REDUCED CONFLICT INTERSECTION

A Reduced Conflict Intersection (RCI) on Highway 23 and Saratoga Street including "J-Turns" increased safety and decreased T-Bone (right angle) crashes. Studies show a 70 percent reduction in fatalities and a 42 percent reduction in injury crashes where RCI are used.

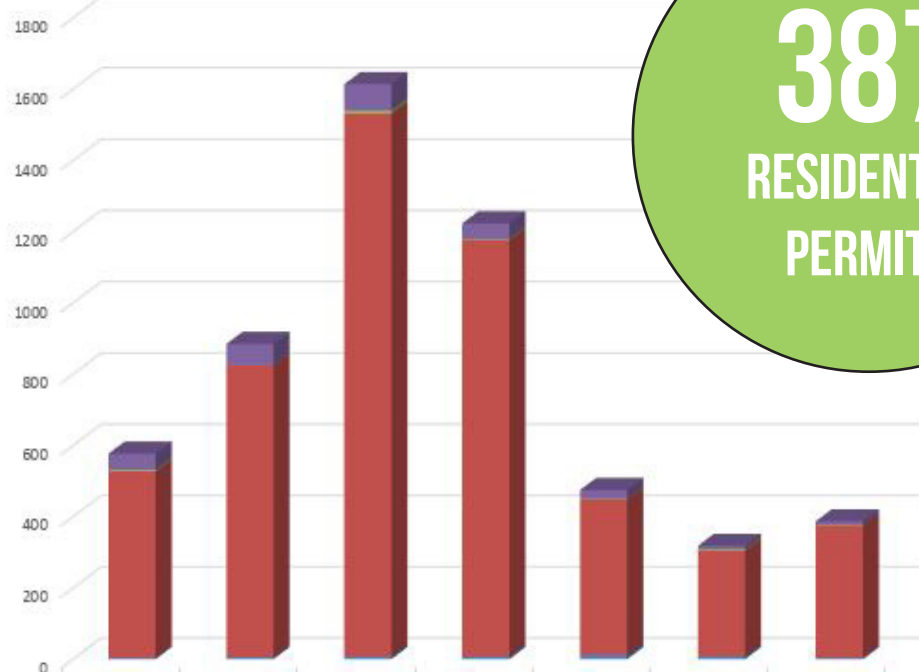
A typical four-lane divided highway intersection has 42 possible vehicle conflict points. RCI's reduce conflict points to as few as 18.



# BUILDING PERMIT ACTIVITY

# of Residential Permits

# of Residential Permits

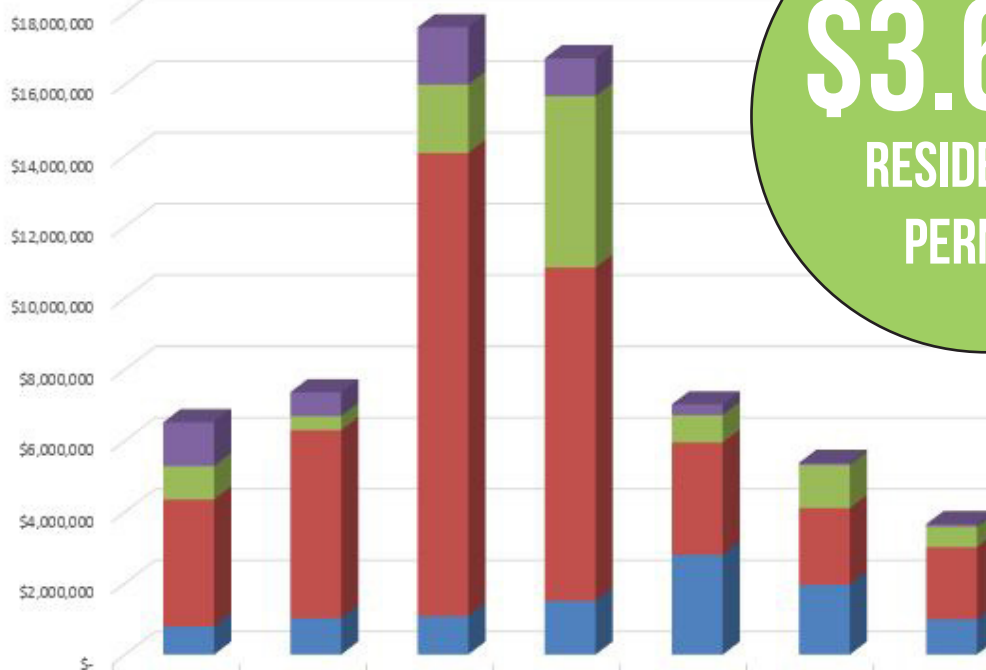


387

RESIDENTIAL  
PERMITS

Valuation of Residential Permits

Valuation of Residential Permits



\$3.66M

RESIDENTIAL  
PERMITS

**\$13,668,200**  
RED BARON ARENA  
AND EXPO

**\$1,821,500**  
TALL GRASS  
LIQUOR

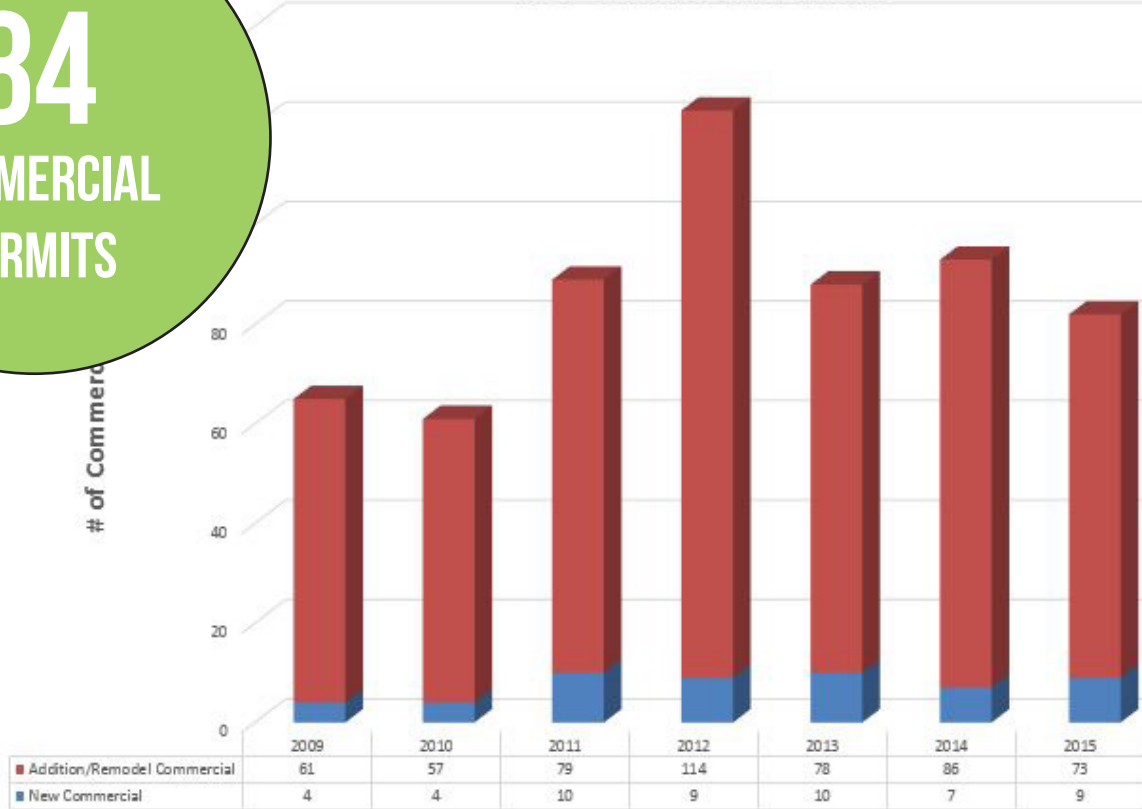
**\$1,539,200**  
MERIT  
CENTER

**\$8,270,000**  
LYON CO GOV'T  
CENTER

**84**

**COMMERCIAL  
PERMITS**

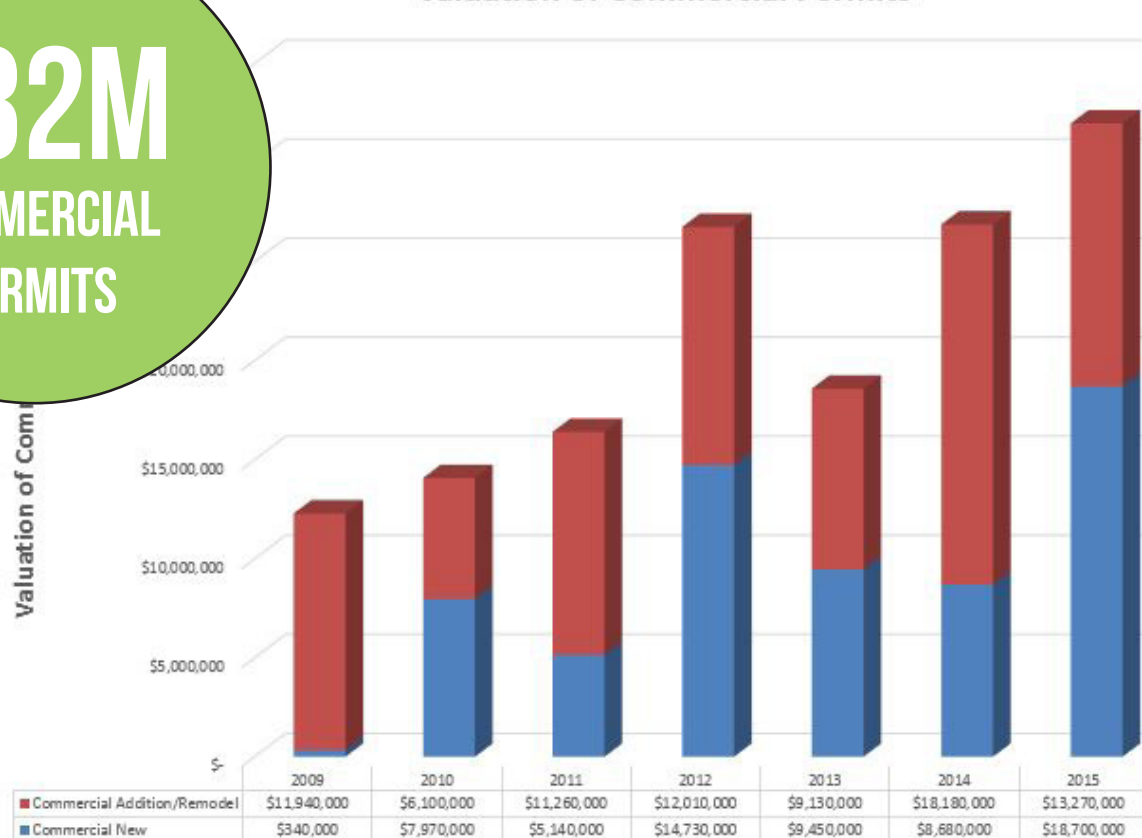
# of Commercial Permits



**\$32M**

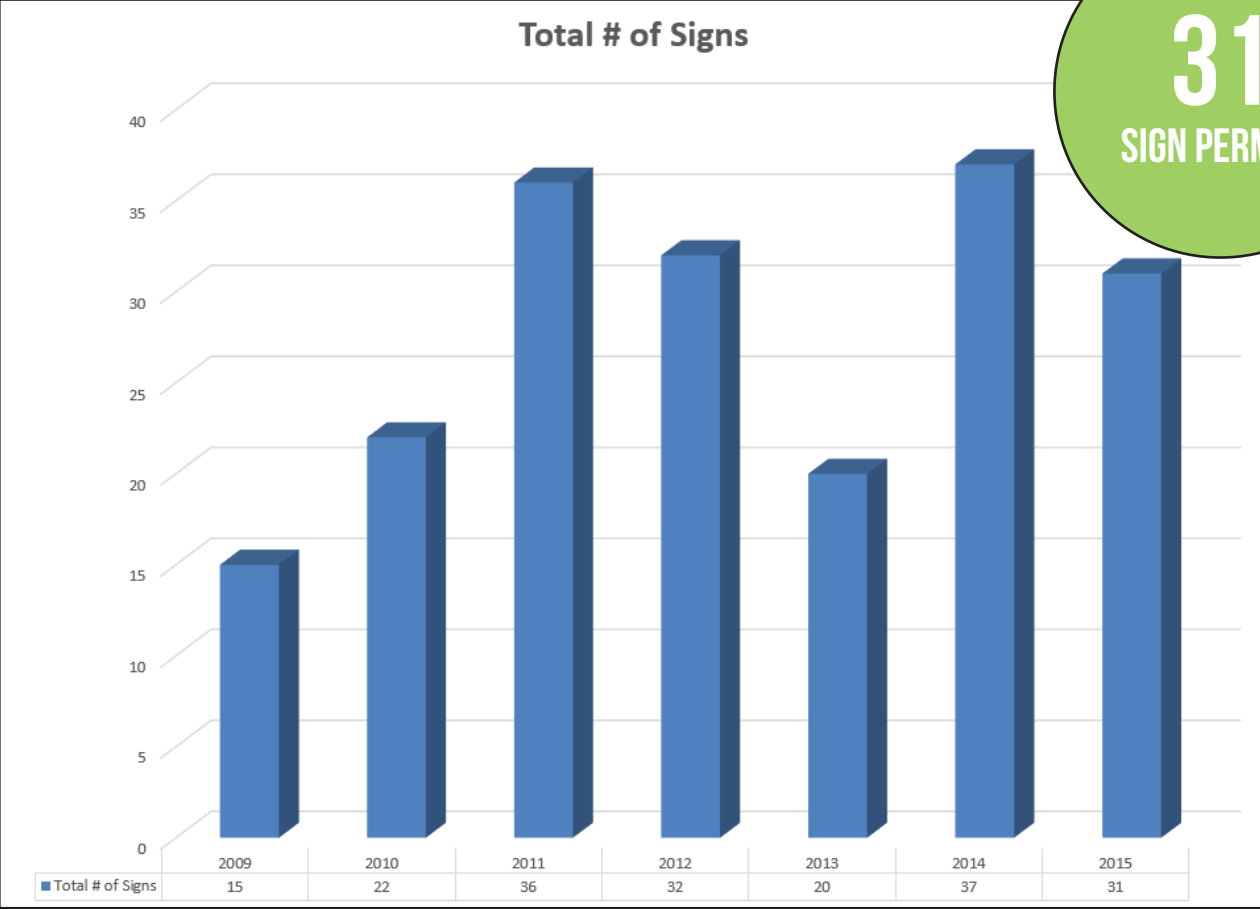
**COMMERCIAL  
PERMITS**

Valuation of Commercial Permits

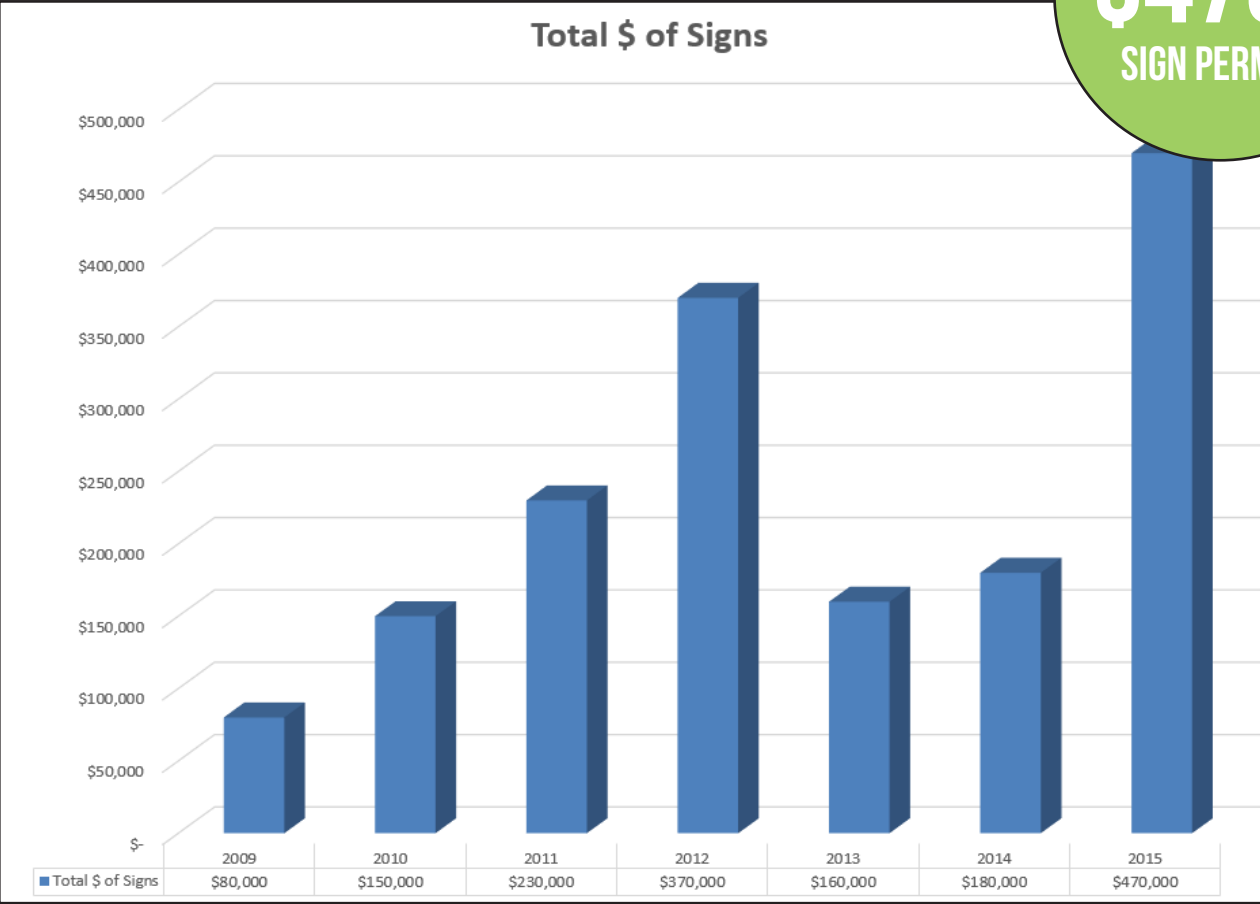




# BUILDING PERMIT ACTIVITY



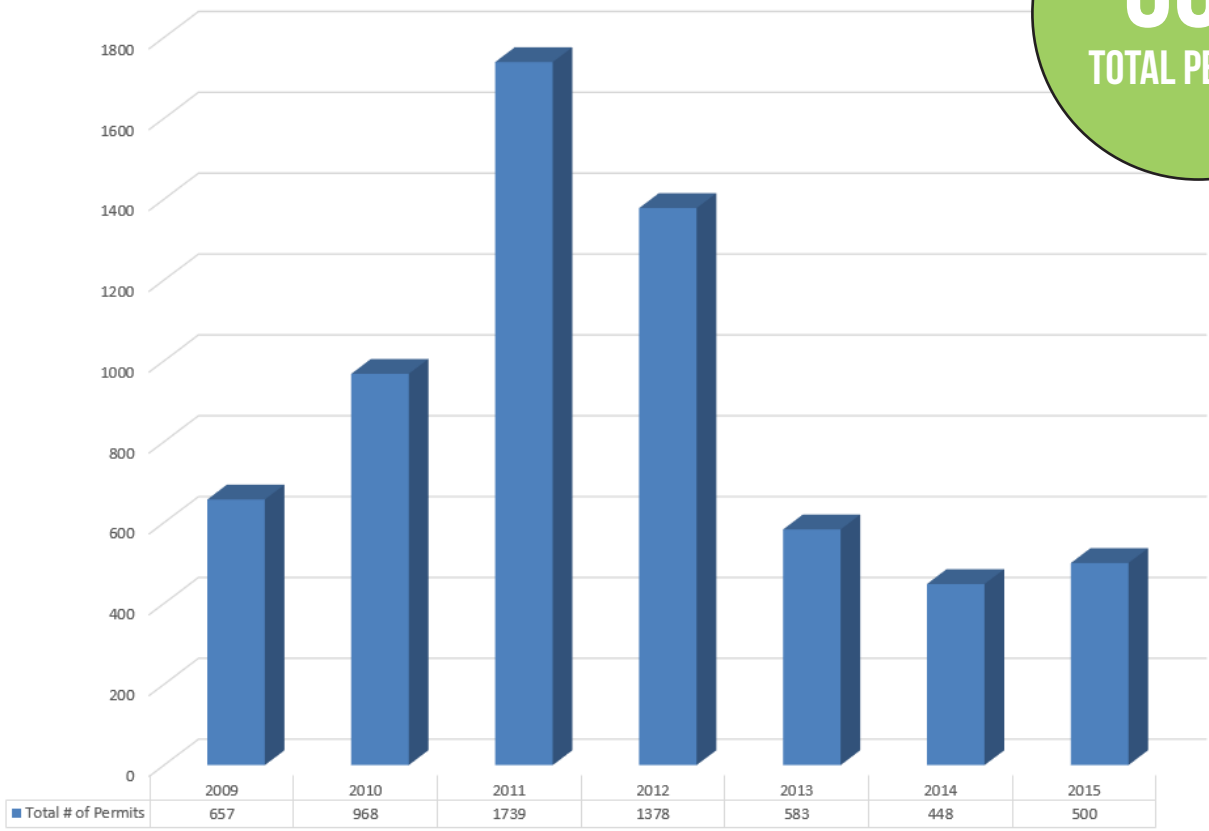
**31**  
SIGN PERMITS



**\$470K**  
SIGN PERMITS

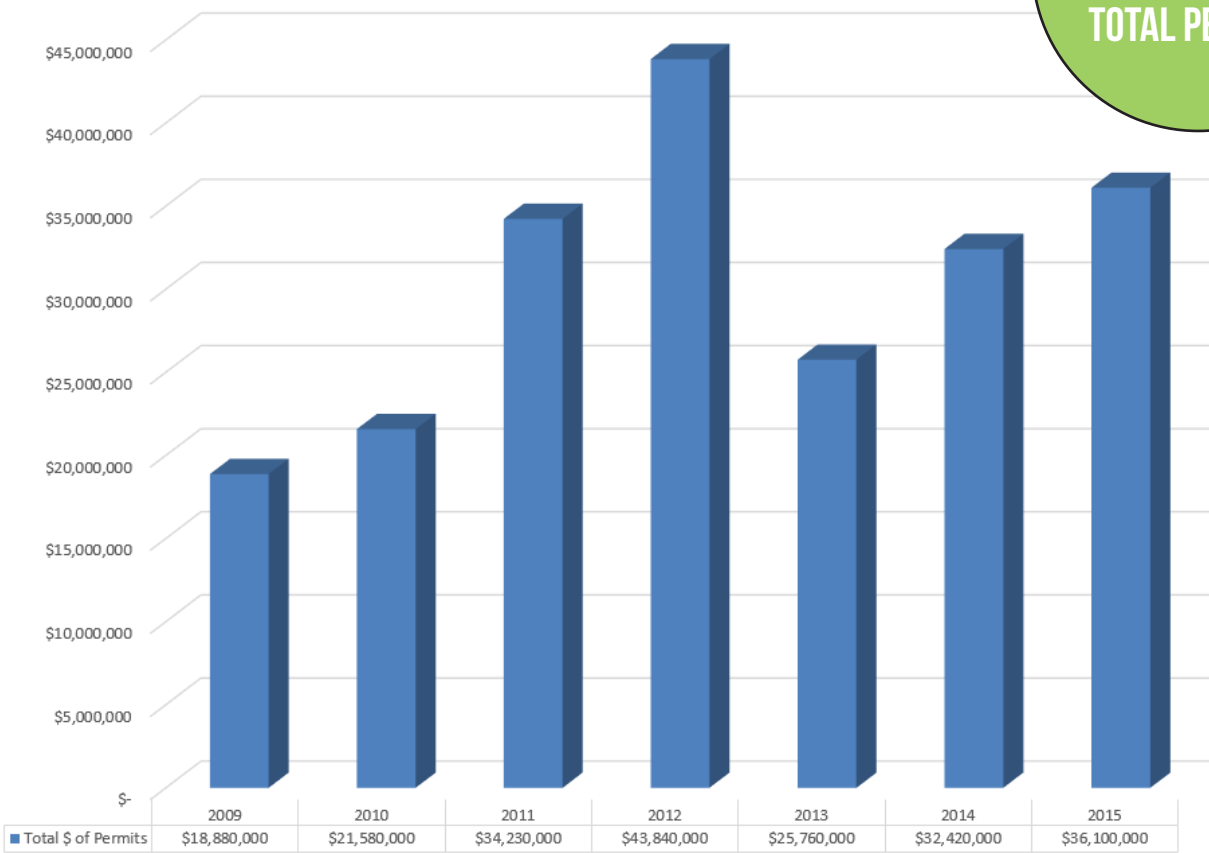
**500**  
TOTAL PERMITS

Total # of Permits



**\$36.1M**  
TOTAL PERMITS

Total Valuation of Permits

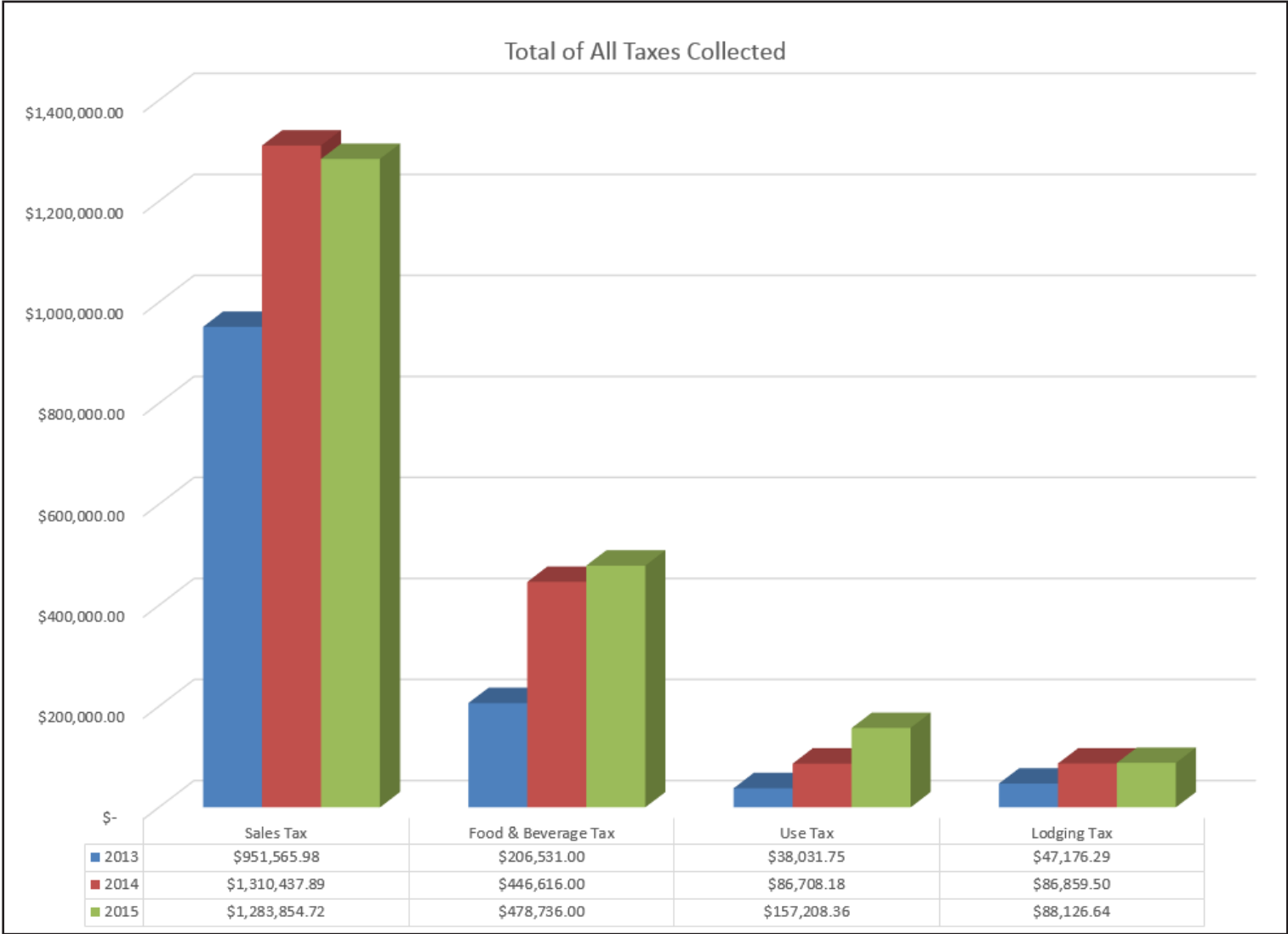


# LOCAL SALES & USE TAX

**\$1,243,305**  
2013 TOTAL TAX

**\$1,930,622**  
2014 TOTAL TAX

**\$2,007,926**  
2015 TOTAL TAX





# RETAIL TRADE ANALYSIS

According to the University of Minnesota Retail Trade Analysis report, the Minnesota Department of Revenue releases sales tax information each spring for the year that ended about 15 months earlier. The latest information indicates that Marshall's taxable retail and service sales increased 32% between 2010 and 2013, reaching an estimated total of \$203 million.

# MERCHANDISE CATEGORY

Marshall and Lyon County were definitely a destination for retail purchases in 2013. The building materials stores have had remarkable growth since 2010. These stores sold \$65 million in taxable sales in 2013, 32% of all of the taxable sales in the available retail report categories. That is over \$39 million greater than 2010. Two business categories realized a very large percentage growth. Clothing and accessories stores reported a 31% increase in taxable sales and vehicles and parts stores reported a 30% increase in sales between 2010 and 2013. These numbers are not adjusted for inflation.

Selected Categories	Taxable Sales 2010	Taxable Sales 2013	Dollar Change	Percent Change
Vehicles & Parts	\$8,698,938	\$11,301,083	+\$2,602,145	+29.91%
Furniture Stores	\$5,695,220	\$5,979,995	+\$284,775	+5.00%
Electronics	\$2,874,197	\$3,308,469	+\$434,272	+15.11%
Building Materials	\$25,770,031	\$64,988,798	+\$39,218,767	+152.19%
Food, Groceries	\$16,066,273	\$12,108,630	-\$3,957,643	-24.63%
Health, Personal Stores	\$450,720	\$348,941	-\$101,779	-22.58%
Gas/Convenience Stores	\$2,706,801	\$2,869,158	+\$162,357	+6.00%
Clothing	\$1,659,097	\$2,178,510	+\$519,413	+31.31%
Leisure Goods	\$2,927,515	\$3,605,050	+\$677,535	+23.14%
General Merchandise Stores	\$44,834,515	\$44,256,169	-\$578,346	-1.29%
Miscellaneous Retail	\$1,423,915	\$2,448,846	+\$1,024,931	+71.98%
Accommodations	\$5,517,059	\$5,580,302	+\$63,243	+1.15%
Eating & Drinking	+\$24,386,783	+\$30,273,254	+\$5,886,471	+24.14%
<b>Total Retail and Services Sales</b>	<b>\$153,671,864</b>	<b>\$202,908,065</b>	<b>+\$49,236,201</b>	<b>+32.04%</b>

\* Figures not adjusted for inflation.

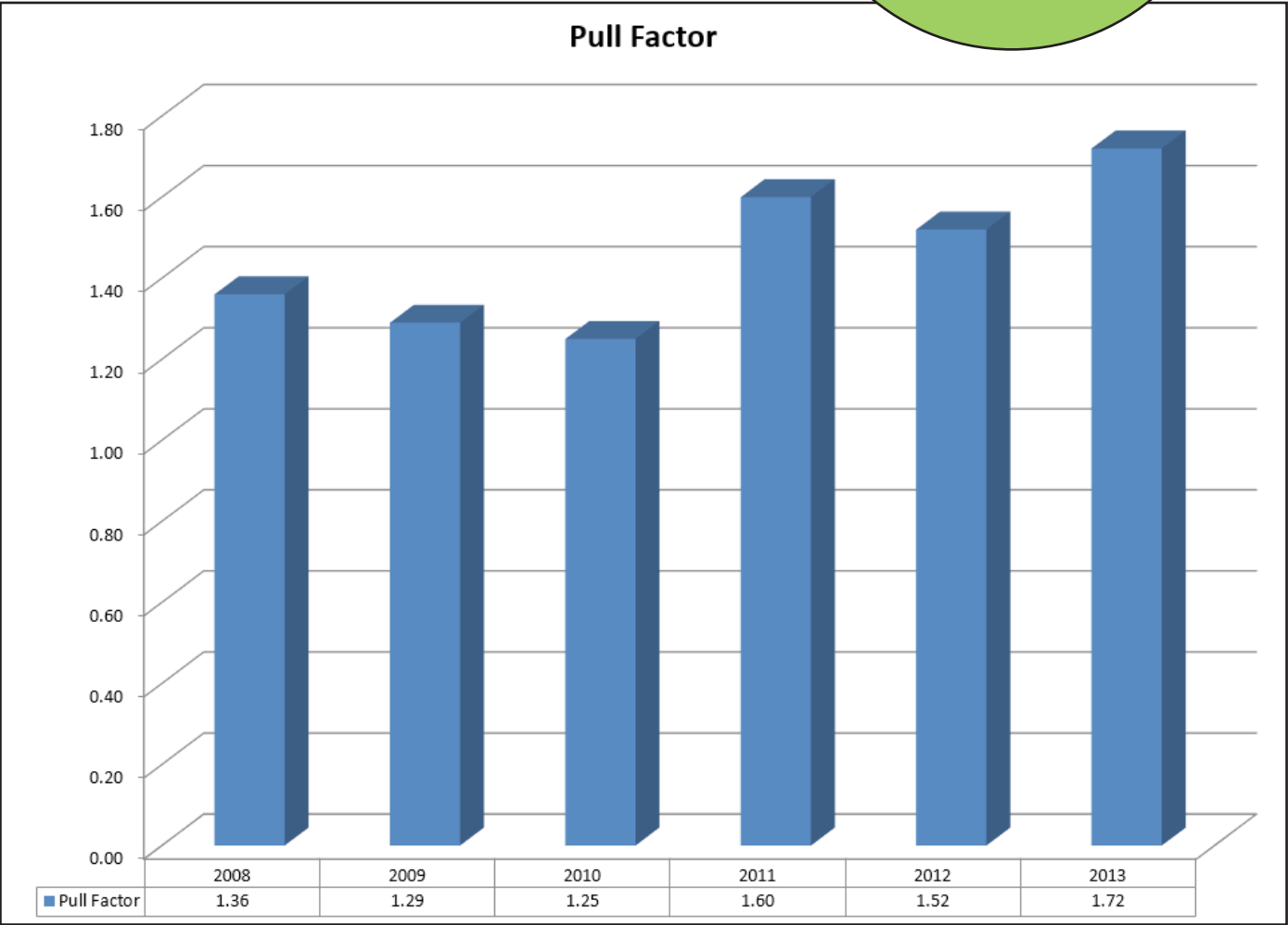
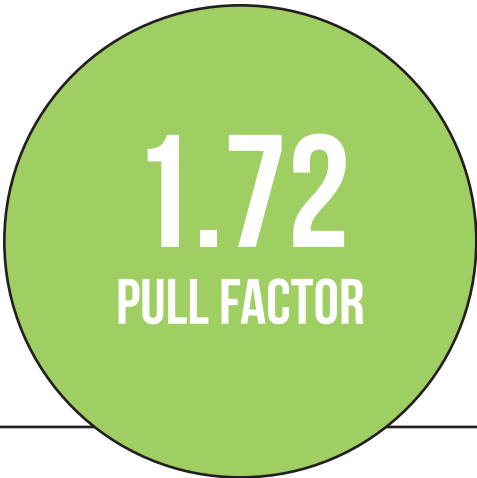
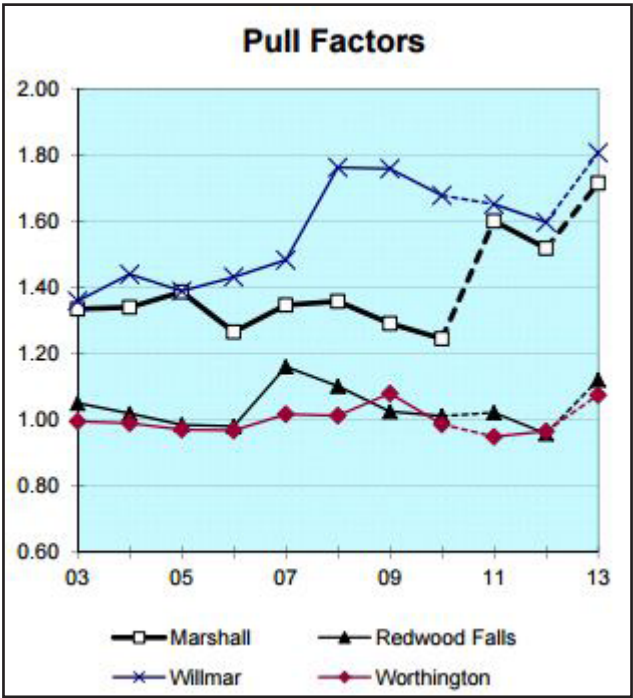
Merchandise Group	Variance Between Actual & Expected				Trade Area Pop. Gain or Loss	Number of Firms	Percent of Total Sales
	Expected Sales (\$millions)	Actual Sales (\$millions)	In Dollars (millions)	As % of Expected			
Vehicles & Parts	\$14.45	\$11.30	-\$3.15	-21.8%	-2,991	12	5.6%
Furniture Stores	\$5.01	\$5.98	+\$0.97	+19.3%	2,648	8	2.9%
Electronics	\$2.15	\$3.31	+\$1.15	+53.5%	7,350	6	1.6%
Building Materials	\$40.67	\$64.99	+\$24.31	+59.8%	8,207	11	32.0%
Food, Groceries	\$10.36	\$12.11	+\$1.75	+16.9%	2,323	10	6.0%
Health, Personal Stores	\$2.02	\$0.35	-\$1.67	-82.7%	-11,352	8	0.2%
Gas/Convenience Stores	\$4.37	\$2.87	-\$1.50	-34.4%	-4,720	7	1.4%
Clothing	\$1.32	\$2.18	+\$0.86	+64.6%	8,874	15	1.1%
Leisure Goods	\$3.10	\$3.61	+\$0.51	+16.3%	2,244	18	1.8%
General Merchandise Stores	\$44.98	\$44.26	-\$0.73	-1.6%	-222	7	21.8%
Miscellaneous Retail	\$11.38	\$2.45	-\$8.93	-78.5%	-10,774	26	1.2%
Amusement & Recreation	\$1.90	\$1.48	-\$0.43	-22.4%	-3,080	7	0.7%
Accommodations	\$5.29	\$5.58	+\$0.29	+5.4%	744	9	2.8%
Eating & Drinking Places	\$23.85	\$30.27	+\$6.43	+26.9%	3,700	43	14.9%
Repair, Maintenance	\$4.19	\$3.80	-\$0.39	-9.3%	-1,272	23	1.9%
Personal Services, Laundry	\$0.84	\$0.55	-\$0.29	-34.9%	-4,789	39	0.3%
<b>Total Taxable Retail &amp; Service*</b>	<b>\$186.03</b>	<b>\$202.91</b>	<b>+\$16.87</b>	<b>+9.1%</b>	<b>1,245</b>	<b>373</b>	<b>100.0%</b>

\*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.



# PULL FACTOR

According to the University of Minnesota Retail Trade Analysis report, there are several ways to measure performance other than dollars of sales. Economists expect cities of larger populations to have more sales since their potential customer base is larger. A way to compensate for that in a retail trade analysis is to measure the the pull factor, which compares the local taxable sales per capita to that of the state. A pull factor index higher than 1.0 indicates that businesses are pulling in customers from outside their community. A lower pull factor usually indicates residents are leaving the community to make purchases. Per capita taxable sales in 2013 for service and retail categories were estimated to be \$14,780 locally and \$8,617 for Minnesota. The City's retail pull factor from the study is at 1.72. The 1.72 pull factor indicates that the City of Marshall is generating 72% more than expected based on population.



# DEMOGRAPHIC ANALYSIS

Population and household data allow you to quantify the current market size and extrapolate future growth. Household income data is a good indicator of residents' spending power. Household income positively correlates with retail expenditures in many product categories. Age is an important factor to consider because personal expenditures change as individuals grow older.

Marshall's population continues to slowly increase. Marshall's median age is 30.4 years old with a significant of growth in 45-64 year olds and a noteworthy decline of 35-44 year olds. Marshall's median household income comes in at \$44,409.00



# POPULATION TRENDS

Population, 2000-2013\*

	Lyon County, MN	Marshall city, MN	U.S.
Population (2013*)	25,703	13,570	311,536,594
Population (2000)	25,425	12,735	281,421,906
Population Change (2000-2013*)	278	835	30,114,688
Population Percent Change (2000-2013*)	1.1%	6.6%	10.7%

\* The data in this table are calculated by ACS using annual surveys conducted during 2009-2013 and are representative of average characteristics during this period.

Population by Race, 2013\*

	Lyon County, MN	Marshall city, MN	U.S.
Total Population	25,703	13,570	311,536,594
White alone	23,155	11,857	230,592,579
Black or African American alone	655	505	39,167,010
American Indian alone	140	127	2,540,309
Asian alone	774	424	15,231,962
Native Hawaiian & Other Pacific Is. alone	0	0	526,347
Some other race alone	856	625	14,746,054
Two or more races	123	32	8,732,333

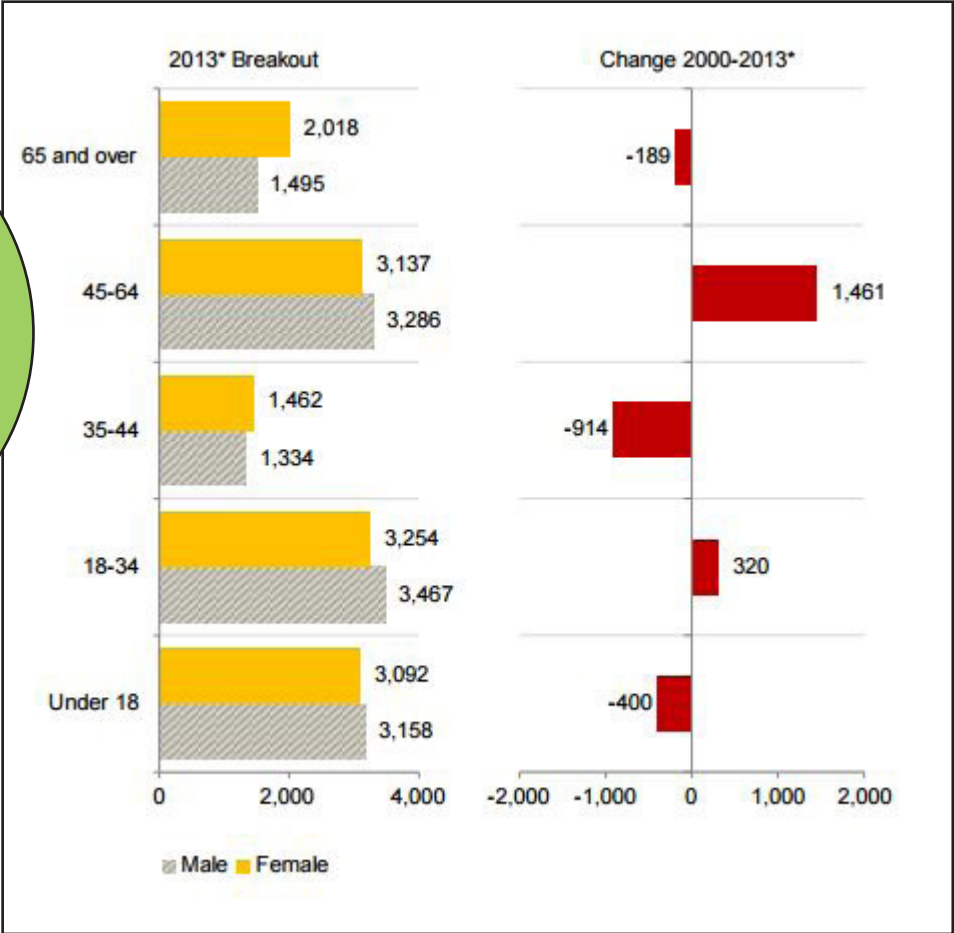
Percent of Total

White alone	90.1%	87.4%	74.0%
Black or African American alone	2.5%	3.7%	12.6%
American Indian alone	0.5%	0.9%	0.8%
Asian alone	3.0%	3.1%	4.9%
Native Hawaiian & Other Pacific Is. alone	0.0%	0.0%	0.2%
Some other race alone	3.3%	4.6%	4.7%
Two or more races	0.5%	0.2%	2.8%

\* The data in this table are calculated by ACS using annual surveys conducted during 2009-2013 and are representative of average characteristics during this period.

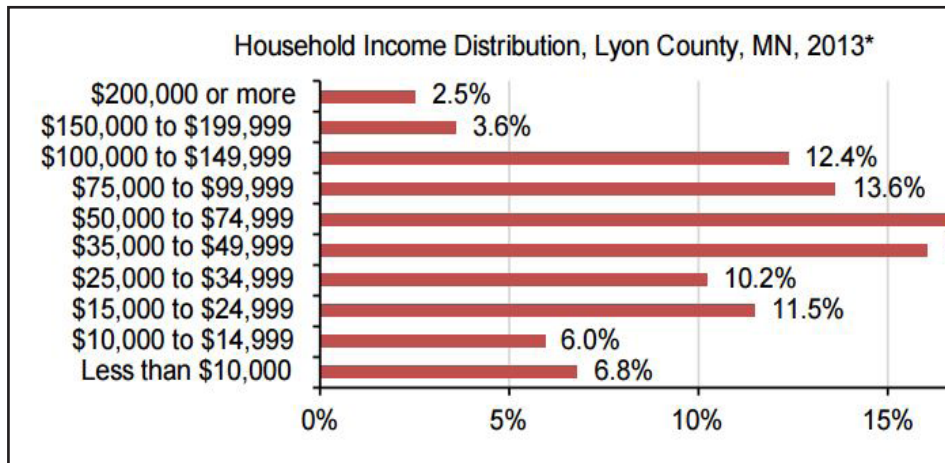
# AGE & GENDER DISTRIBUTION

30.4  
MEDIAN AGE



# HOUSEHOLD INCOME

**\$44,409**  
MARSHALL MEDIAN  
HOUSEHOLD INCOME



**\$49,594**  
LYON COUNTY MEDIAN  
HOUSEHOLD INCOME

# POVERTY LEVEL

## Poverty, 2013\*

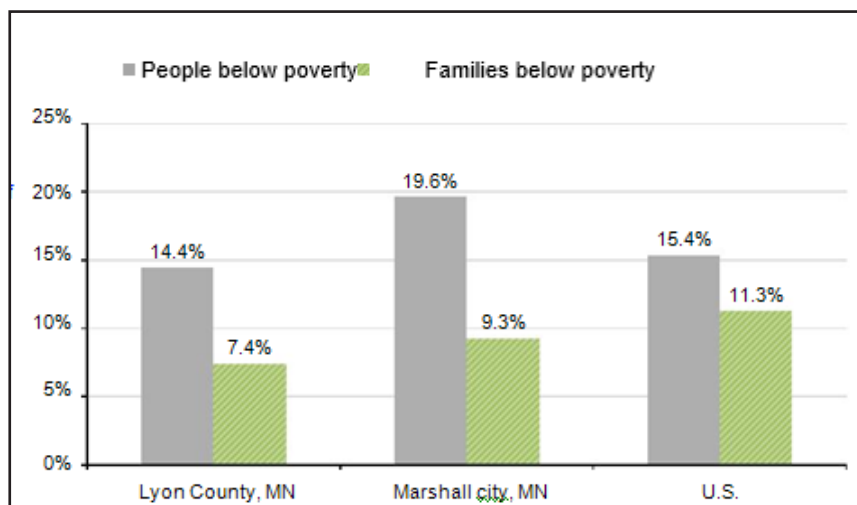
	Lyon County, MN	Marshall city, MN	U.S.
People	24,576	12,778	303,692,076
Families	6,292	2,999	76,744,358
People below poverty	3,546	2,508	46,663,433
Families below poverty	467	278	8,666,630

## Percent of Total~

People below poverty	14.4%	19.6%	15.4%
Under 18 years	17.9%	23.1%	21.6%
65 years and older	8.2%	8.8%	9.4%
Families below poverty	7.4%	9.3%	11.3%
Families with related children < 18 years	13.0%	16.5%	17.8%
Married couple families	4.0%	4.4%	5.6%
with children < 18 years	7.1%	8.3%	8.3%
Female householder, no husband present	33.3%	36.8%	30.6%
with children < 18 years	41.4%	45.0%	40.0%

\* The data in this table are calculated by ACS using annual surveys conducted during 2009-2013 and are representative of average characteristics during this period.

~Percent below poverty level by age and family type is calculated by dividing the number of people by demographic in poverty by the total population of that demographic.



**278**  
FAMILIES BELOW  
POVERTY LEVEL

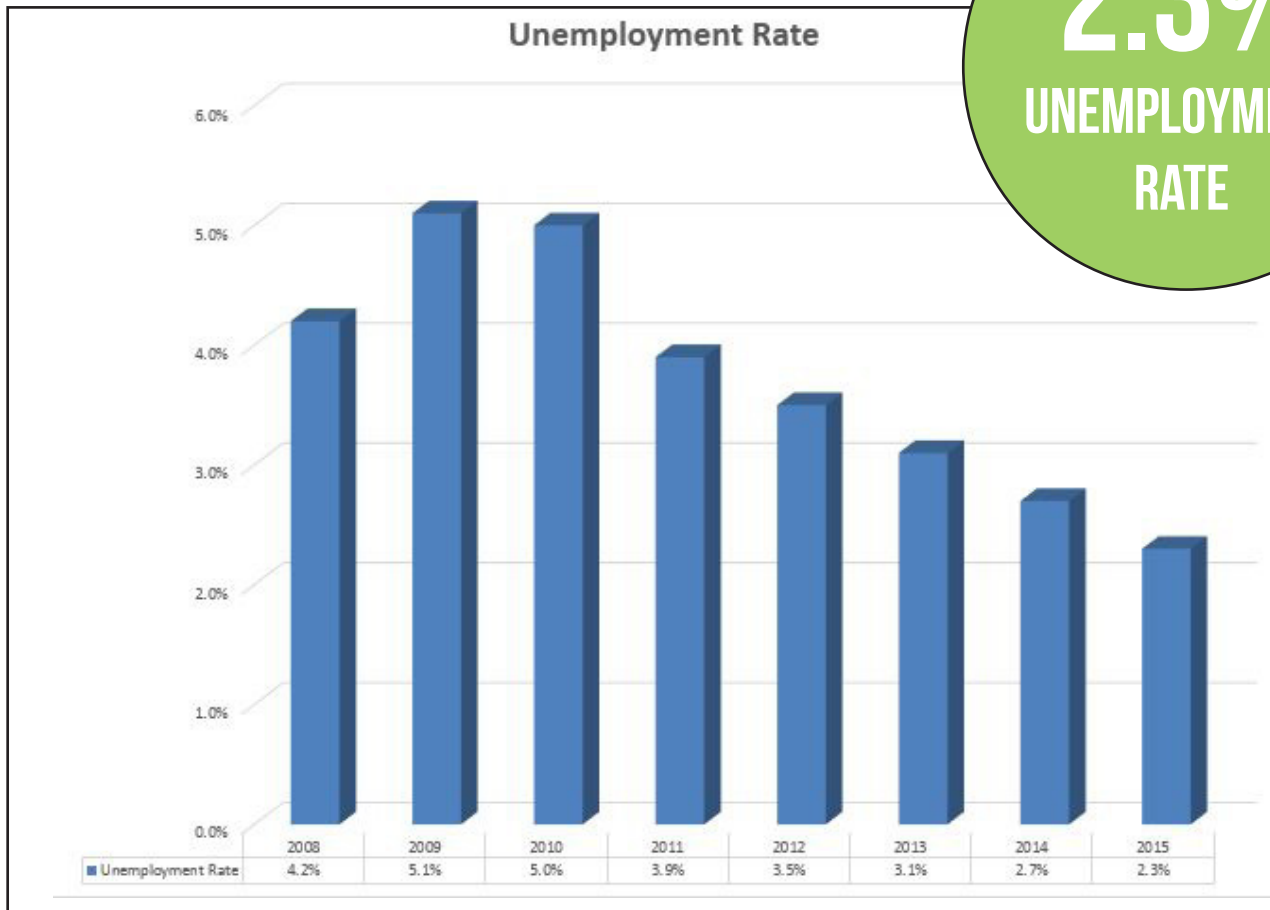


# WORKFORCE ANALYSIS

The Schwan Food Company, one of Minnesota's largest private companies; US Bancorp Business Equipment Finance Group, a business equipment leasing company; Avera Marshall Regional Medical Center, a 49-bed regional hospital, Affiliated Community Medical Center (ACMC) a medical clinic and surgery center; Southwest Minnesota State University, the top-ranked public liberal arts college in the Midwest, along with many other public and private companies --- large and small --- call Marshall home. Marshall has consistently been below the state and county unemployment rate over the past eight years.

# UNEMPLOYMENT RATE

**2.3%**  
UNEMPLOYMENT  
RATE



# INDUSTRY EMPLOYMENT

Employment by Industry, 2013\*

	Lyon County, MN	Marshall city, MN	U.S.
Civilian employed population > 16 years	13,779	7,424	141,864,697
Ag, forestry, fishing & hunting, mining	1,092	345	2,731,302
Construction	937	410	8,864,481
Manufacturing	2,314	1,423	14,867,423
Wholesale trade	482	198	3,937,876
Retail trade	1,637	951	16,415,217
Transportation, warehousing, and utilities	543	234	7,010,637
Information	112	40	3,056,318
Finance and insurance, and real estate	1,065	609	9,469,756
Prof, scientific, mgmt, admin, & waste mgmt	690	468	15,300,528
Education, health care, & social assistance	2,986	1,579	32,871,216
Arts, entertain., rec., accomodation, & food	1,091	782	13,262,892
Other services, except public administration	479	196	7,043,003
Public administration	351	189	7,034,048

Percent of Total

Ag, forestry, fishing & hunting, mining	7.9%	4.6%	1.9%
Construction	6.8%	5.5%	6.2%
Manufacturing	16.8%	19.2%	10.5%
Wholesale trade	3.5%	2.7%	2.8%
Retail trade	11.9%	12.8%	11.6%
Transportation, warehousing, and utilities	3.9%	3.2%	4.9%
Information	0.8%	0.5%	2.2%
Finance and insurance, and real estate	7.7%	8.2%	6.7%
Prof, scientific, mgmt, admin, & waste mgmt	5.0%	6.3%	10.8%
Education, health care, & social assistance	21.7%	21.3%	23.2%
Arts, entertain., rec., accomodation, & food	7.9%	10.5%	9.3%
Other services, except public administration	3.5%	2.6%	5.0%
Public administration	2.5%	2.5%	5.0%



# EMPLOYMENT OCCUPATION

Employment by Occupation, 2013\*

	Lyon County, MN	Marshall city, MN	U.S.
Civilian employed population > 16 years	13,779	7,424	141,864,697
Management, professional, & related	4,729	2,489	51,341,226
Service	2,134	1,222	25,645,065
Sales and office	3,012	1,683	34,957,520
Farming, fishing, and forestry	494	287	1,030,881
Construction, extraction, maint., & repair	673	279	7,167,428
Production, transportation, & material moving	2,184	1,201	17,057,570

Percent of Total

Management, professional, & related	34.3%	33.5%	36.2%
Service	15.5%	16.5%	18.1%
Sales and office	21.9%	22.7%	24.6%
Farming, fishing, and forestry	3.6%	3.9%	0.7%
Construction, extraction, maint., & repair	4.9%	3.8%	5.1%
Production, transportation, & material moving	15.9%	16.2%	12.0%

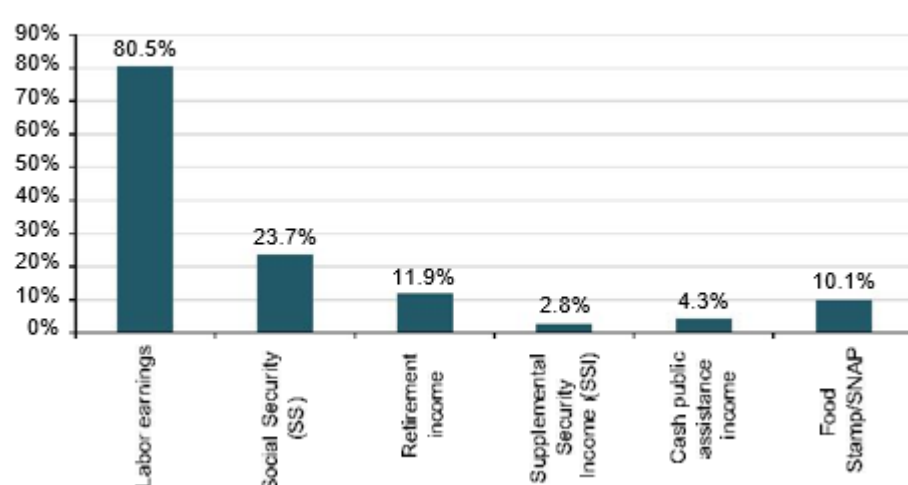
\* The data in this table are calculated by ACS using annual surveys conducted during 2009-2013 and are representative of average characteristics during this period.

# HOUSEHOLD EARNINGS

Number of Households Receiving Earnings, by Source, 2013\*

	Lyon County, MN	Marshall city, MN	U.S.
Total households:	10,083	5,332	115,610,216
Labor earnings	8,163	4,292	90,436,935
Social Security (SS)	2,711	1,262	33,386,448
Retirement income	1,260	632	20,504,523
Supplemental Security Income (SSI)	300	147	5,716,592
Cash public assistance income	312	231	3,255,213
Food Stamp/SNAP	809	539	14,339,330

Percent of Households Receiving Earnings, by Source, 2013\*



**80.5%**  
LABOR EARNINGS

# MAJOR EMPLOYERS

The Schwan Food Company - 1,500  
U.S. Bancorp Business Equipment Finance Group - 545  
Avera Marshall Regional Medical Center - 490  
Turkey Valley Farms - 460  
Southwest Minnesota State University - 440  
Hy-Vee Food Stores - 350  
Marshall Public Schools - 350  
Mid Continent Cabinetry - 300  
Archer Daniels Midland - 260  
Wal-Mart Supercenter - 240  
Runnings - 180  
North Star Mutual Insurance Company - 180  
Affiliated Community Medical Center - 175  
Vishay HiRel Systems LLC - 145  
REM Services Inc - 135  
Menards - 130  
Ralco Nutrition - 115  
City of Marshall - 100  
BH Electronics - 80  
Customer Elations - 70  
Reinhart Food Service - 70

**18**  
**100+ EMPLOYEES**

Southwest MN is one of the fastest growing regions in rural Minnesota, with Marshall at the center that serves as a hub. In addition to having a growing and balanced local economy featuring manufacturing, agriculture, healthcare, education, service and retail, the region features a quality of life and access to broadband infrastructure that few micropolitan communities (populations of 10,000-50,000) can equal.



# COMMUTING PATTERNS

Marshall is a labor importer – drawing workers from surrounding cities and counties. In addition, Marshall is home to four major highways intersecting: Highway 59, Highway 23, Highway 19, Highway 68. The population of 14,000 residents grows daily to 25,000 people as a result of a multitude of opportunities for employment, education, and retail shopping in the City of Marshall.

**13,570**  
LYON COUNTY  
WORKERS

**78.9%**  
LESS THAN 24  
MINUTES

**40.8%**  
LESS THAN 10  
MINUTES

## Commuting Characteristics, 2013\*

Lyon County, MN	
<b>Workers 16 years and over</b>	<b>13,570</b>
PLACE OF WORK:	
Worked in county of residence	12,353
Worked outside county of residence	1,217
TRAVEL TIME TO WORK:	
Less than 10 minutes	5,543
10 to 14 minutes	2,342
15 to 19 minutes	1,534
20 to 24 minutes	1,284
25 to 29 minutes	469
30 to 34 minutes	773
35 to 39 minutes	69
40 to 44 minutes	108
45 to 59 minutes	172
60 or more minutes	393
Mean travel time to work (minutes)	14.2
<b>Percent of Total</b>	
PLACE OF WORK:	
Worked in county of residence	91.0%
Worked outside county of residence	9.0%
TRAVEL TIME TO WORK:	
Less than 10 minutes	40.8%
10 to 14 minutes	17.3%
15 to 19 minutes	11.3%
20 to 24 minutes	9.5%
25 to 29 minutes	3.5%
30 to 34 minutes	5.7%
35 to 39 minutes	0.5%
40 to 44 minutes	0.8%
45 to 59 minutes	1.3%
60 or more minutes	2.9%

# EDUCATIONAL ANALYSIS

Marshall is well known for its high quality education. Marshall is home to Marshall Public Schools, 3 Parochial Schools (Marshall Area Christian School, Holy Redeemer School and Samuel Lutheran School), and Southwest Minnesota State University. Marshall is well known for its high quality education. Our students are provided countless opportunities and services to develop them into successful men and women in our community.



# EDUCATIONAL ATTAINMENT

Educational attainment can be used as a measure of the quality of the resident labor force, and Minnesota is well known for the quality of education. Unlike the other counties in Southwest Minnesota, Lyon County has competitive educational attainment rates with the state of Minnesota, thanks to the presence of Southwest Minnesota State University in Marshall. Estimated 92.6% percent of the adult population had at least a high school diploma or GED, while estimated 31.9% had a bachelor's degree or higher.

2,472

MARSHALL PUBLIC  
SCHOOL ENROLLMENT

89%

HIGH SCHOOL  
GRADUATION RATE

6,896

SMSU  
ENROLLMENT

## SCHOOL ENROLLMENT

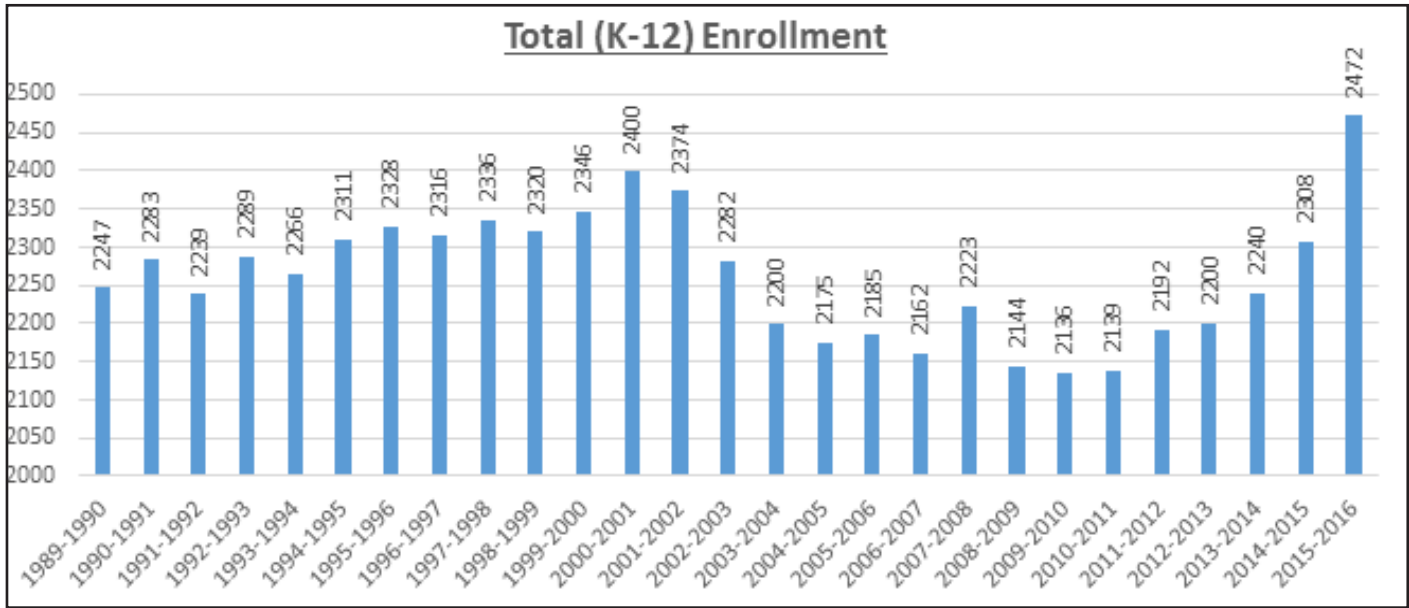
### School Enrollment, 2013\*

	Lyon County, MN
Total Population over 3 years old:	24,686
Enrolled in school:	7,233
Enrolled in nursery school, preschool	513
Enrolled in kindergarten	391
Enrolled in grade 1 to grade 4	1,338
Enrolled in grade 5 to grade 8	1,190
Enrolled in grade 9 to grade 12	1,383
Enrolled in college, undergraduate years	2,182
Graduate or professional school	236
Not enrolled in school	17,453
<b>Percent of Total</b>	
Enrolled in school:	29.3%
Enrolled in nursery school, preschool	2.1%
Enrolled in kindergarten	1.6%
Enrolled in grade 1 to grade 4	5.4%
Enrolled in grade 5 to grade 8	4.8%
Enrolled in grade 9 to grade 12	5.6%
Enrolled in college, undergraduate years	8.8%
Graduate or professional school	1.0%
Not enrolled in school	70.7%

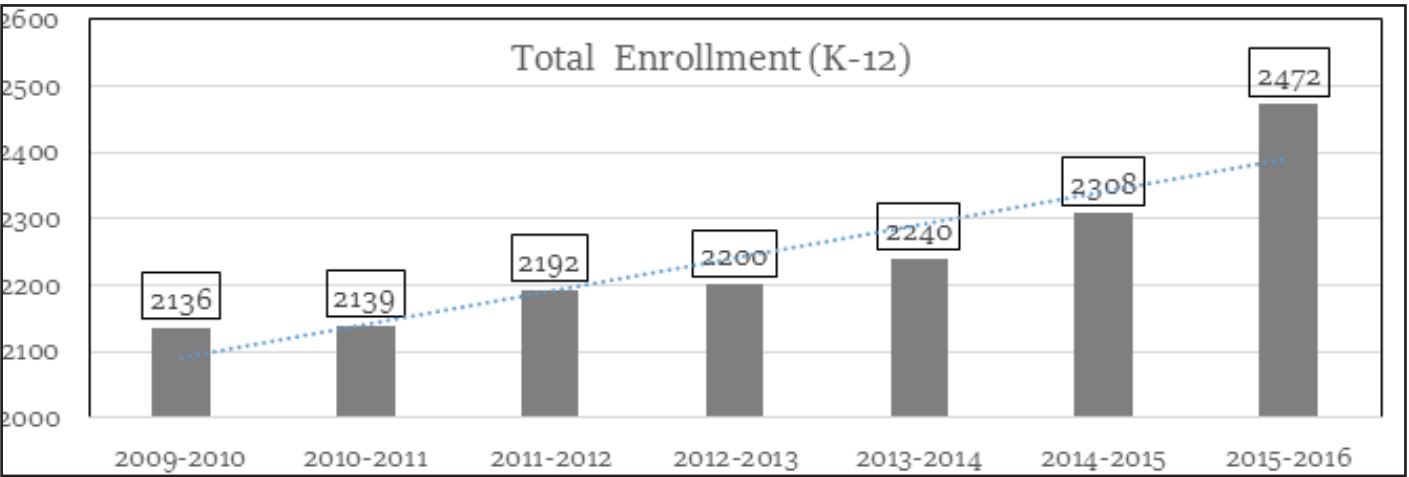
# MARSHALL PUBLIC SCHOOLS

Student enrollment is the biggest factor in our budgeting each year, so the number of students we have each month, and where they are going to and coming from, is something we pay close attention to. At the end of the last year, we were funded for 2,308 students in kindergarten through 12th grade. At the start of December this year, there were 2,469 students enrolled in those same grades, which is a 7% increase in student enrollment over last year. This follows increases of 3.1%, 1.8%, 0.4%, and 2.5% in the past four years. The enrollment growth has created space challenges for our district, which is the main reason we will be asking residents to vote on a building bond referendum on May 10th, 2016.

As shown in the table below, student enrollment in kindergarten through 12th grade increased from a low of 2,133 students in 2009-2010 to a current year enrollment high of 2,472. For the 2015-2016 school year we are at record enrollment numbers for the school district. Since the 2010-2011 school year, enrollment has increased 2.5%, 0.4%, 1.8%, 3.1%, and 7.1% annually. A former Minnesota demographer's projections indicated an increase of between 18.6% and 23.3% between 2013-2014 and 2023-2024. Her most aggressive projection was for 2,331 students during the current school year – consequently, enrollment has [so far] exceeded her most aggressive projections by 141 students. The increasing enrollment, along with the district's commitment to manageable student to teacher ratios, has created a need for additional classroom and learning space.



As the table below shows, student enrollment in kindergarten through grade twelve has grown significantly over the past six years. During the past three years, we have seen a 1.8% increase from 2012-2013 to 2013-2014, a 3.0% increase from 2013-2014 to 2014-2015, and a 7.1% increase from last year to this year. Based on several factors, we anticipate that this enrollment growth will continue.



# SOUTHWEST MN STATE UNIVERSITY

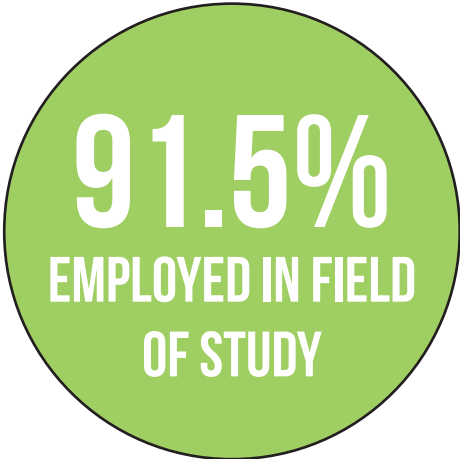
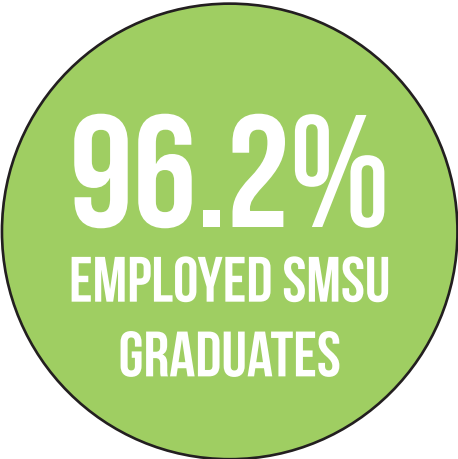
Southwest Minnesota State University serves approximately 7,000 students across the State of Minnesota and throughout the upper Midwest through a variety of undergraduate, graduate and concurrent enrollment programs. Approximately 2,300 undergraduate degree seeking students are served on campus.

Recent economic study estimate that SMSU has a regional economic impact of \$141 million and an estimated 1,898 jobs in southwest Minnesota. SMSU generates approximately \$8 million in tax revenues for state and local government according to the study conducted by Wilder Research.

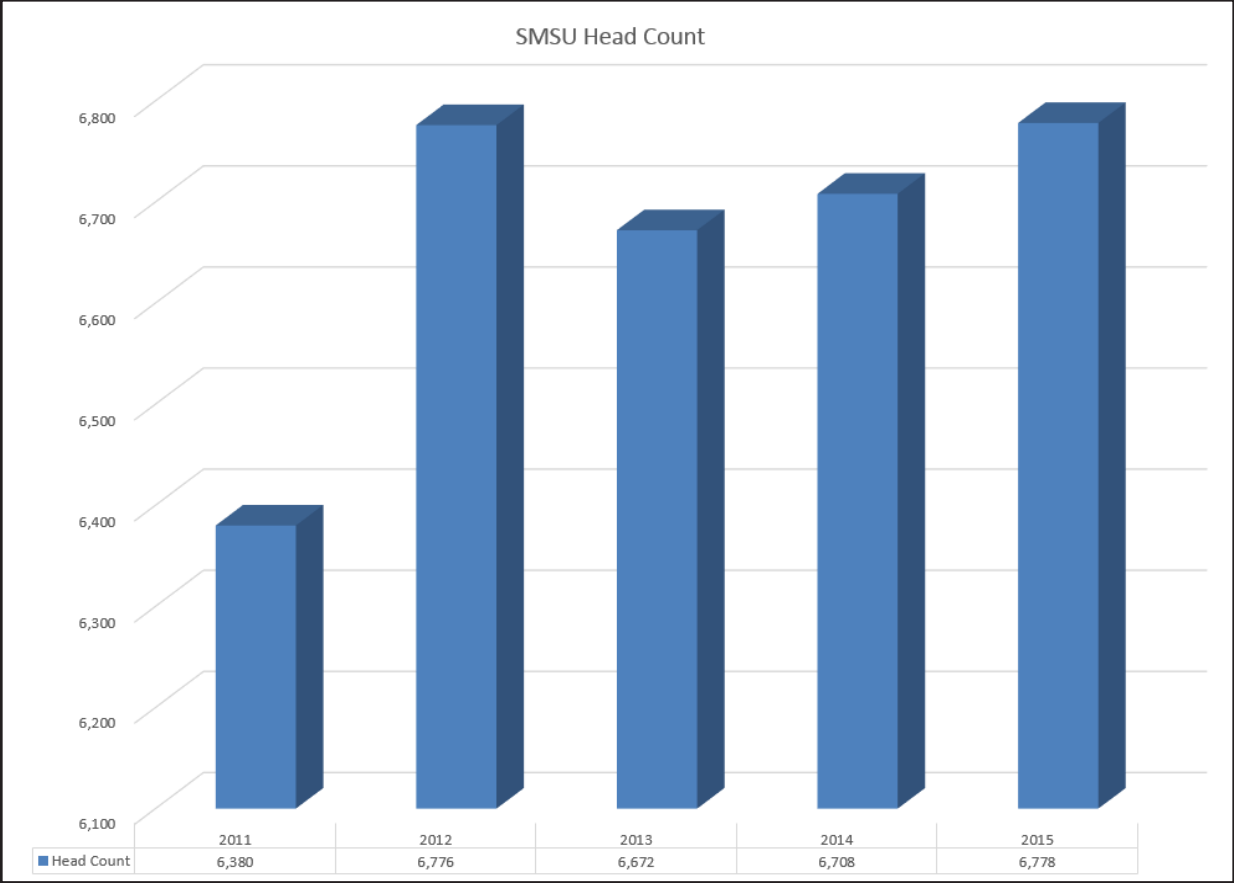
**Enrollment Figures from Fall 2014**

Total Headcount	6,896
Degree-seeking (undergrad)	2,309
Non-degree seeking	4,142
Graduate	445
Female	57%
Male	43%

Minnesota Residents	79.5%
Counties Represented	80
Out of State	16%
States Represented	31
International	3.6%
Countries Represented	22



In 2013, the results of a study by Wilder Research calculated the economic impact of SMSU on the regional economy to be \$141 million and an estimated 1,898 jobs in southwest Minnesota. SMSU is recognized for its affordability, quality and lifetime return on investment.





# HOUSING ANALYSIS

According to the Marshall Comprehensive Housing Needs Analysis report, the demographic characteristics of Marshall and the Primary Market Area show a growing demand for a variety of housing products, including: rental housing targeting the young adult (25 to 34) age group as well as the empty nester population (55 to 74 age group); entry-level ownership housing for first-time home buyers (25 to 39); move-up housing for the 35 to 44 age group; and, senior housing. In total, we find demand to support 608 general occupancy housing units between 2015 and 2025. Demand is expected to favor rental housing, with 371 rental units and 237 for-sale housing units needed in Marshall by 2025.

# HOUSING CHARACTERISTICS

## Housing Characteristics, 2013\*

	Lyon County, MN	Marshall city, MN	U.S.
Total Housing Units	11,082	5,707	132,057,804
Occupied	10,083	5,332	115,610,216
Vacant	999	375	16,447,588
For rent	261	152	3,230,123
Rented, not occupied	13	0	599,884
For sale only	249	163	1,682,020
Sold, not occupied	35	0	608,590
Seasonal, recreational, occasional use	59	0	5,122,778
For migrant workers	0	0	34,233
Other vacant	382	60	5,169,960
Year Built			
Built 2005 or later	18	10	771,765
Built 2000 to 2004	1,079	611	19,385,497
Built 1990 to 1999	1,057	689	18,390,124
Built 1980 to 1989	1,095	730	18,345,244
Built 1970 to 1979	1,935	1,189	21,042,566
Built 1960 to 1969	1,413	930	14,634,125
Built 1959 or earlier	4,485	1,548	39,488,483
Median year structure built <sup>^</sup>	1967	1973	1976

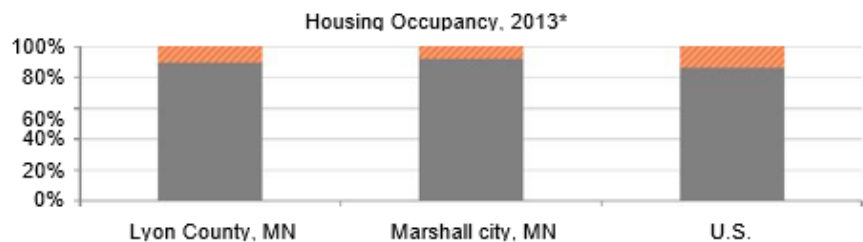
## Percent of Total

Occupancy			
Occupied	91.0%	93.4%	87.5%
Vacant	9.0%	6.6%	12.5%
For rent	2.4%	2.7%	2.4%
Rented, not occupied	0.1%	0.0%	0.5%
For sale only	2.2%	2.9%	1.3%
Sold, not occupied	0.3%	0.0%	0.5%
Seasonal, recreational, occasional use	0.5%	0.0%	3.9%
For migrant workers	0.0%	0.0%	0.0%
Other vacant	3.4%	1.1%	3.9%
Year Built			
Built 2005 or later	0.2%	0.2%	0.6%
Built 2000 to 2004	9.7%	10.7%	14.7%
Built 1990 to 1999	9.5%	12.1%	13.9%
Built 1980 to 1989	9.9%	12.8%	13.9%
Built 1970 to 1979	17.5%	20.8%	15.9%
Built 1960 to 1969	12.8%	16.3%	11.1%
Built 1959 or earlier	40.5%	27.1%	29.9%

<sup>^</sup> Median year structure built is not available for metro/non-metro or regional aggregations.

\* The data in this table are calculated by ACS using annual surveys conducted during 2009-2013 and are representative of average characteristics during this period.

- In the 2009-2013 period, the U.S. had the highest estimated percent of the vacant housing (12.5%), and Marshall city, MN had the lowest (6.6%).



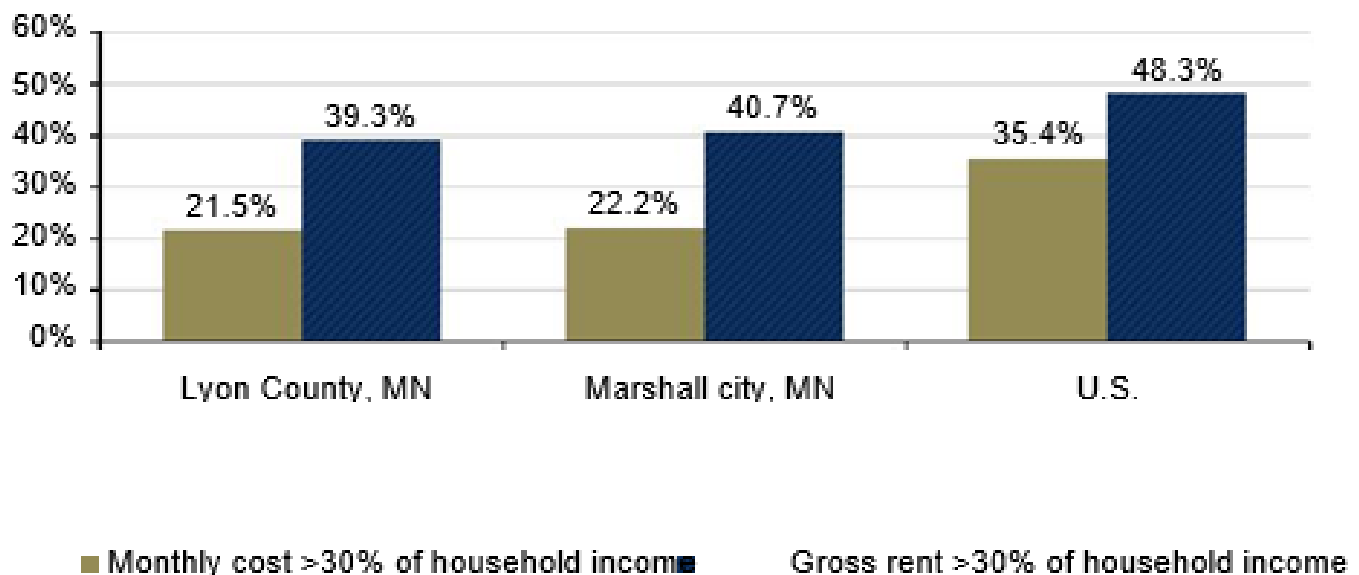
**93.4%**  
OCCUPIED

**2.7%**  
FOR-RENT VACANT

**2.9%**  
FOR-SALE VACANT

# AFFORDABLE HOUSING

Housing Costs as a Percent of Household Income, 2013\*



Housing Costs as a Percent of Household Income, 2013\*

	Lyon County, MN	Marshall city, MN	U.S.
Owner-occupied housing w/ a mortgage	3,978	1,862	49,820,840
Monthly cost <15% of household income	1,101	536	9,215,740
Monthly cost >30% of household income	857	413	17,636,343
Specified renter-occupied units	3,278	2,420	40,534,516
Gross rent <15% of household income	606	428	4,355,942
Gross rent >30% of household income	1,288	984	19,581,493
Median monthly mortgage cost <sup>^</sup>	\$1,175	\$1,207	\$1,540
Median gross rent <sup>^</sup>	\$608	\$596	\$904

## Percent of Total

Monthly cost <15% of household income	27.7%	28.8%	18.5%
Monthly cost >30% of household income	21.5%	22.2%	35.4%
Gross rent <15% of household income	18.5%	17.7%	10.7%
Gross rent >30% of household income	39.3%	40.7%	48.3%

<sup>^</sup> Median monthly mortgage cost and median gross rent are not available for metro/non-metro or regional aggregations.

\* The data in this table are calculated by ACS using annual surveys conducted during 2009-2013 and are representative of average characteristics during this period.

1,682

OWNER OCCUPIED  
HOUSING WITH MORTGAGE

\$1,207

MEDIAN MONTHLY  
MORTGAGE

\$598

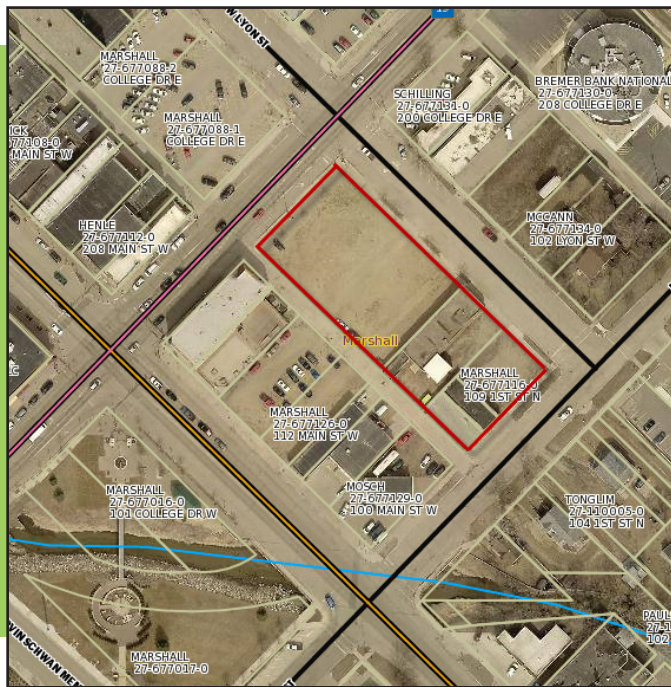
MEDIAN GROSS  
RENT



# DEVELOPMENT OPPORTUNITIES

The City of Marshall has over 200+ acres of industrial park land available for development opportunities. In addition, the City of Marshall also has redevelopment property available for interested parties.

# BLOCK 11



# COMMERCE PARK

Commerce Park spans across 156.25 acres and can be subdivided into 5 acre lots.

Commerce Park is located west of Highway 59 North and is centrally located in the industrial district of Marshall.

Commerce Park is currently zoned agriculture, but will transition to general industrial district.





# SONSTEGARD SUBDIVISION II

Sonstegard Subdivision II was initially 64.266 acres. The majority of the industrial park was filled within two years. Only 1 acre is still available.

Sonstegard Subdivision II is located between Trunk Highway 68 and County Road 33 and is located at the heart of Marshall's industrial district. It is currently zoned general industrial.



# AIRPARK EAST

The Southwest Minnesota Regional Airport-Marshall/Ryan Field is a growing area and at present has over 25 developable acres. Located within easy access to air transportation, railroads, and the interstate, the airpark offers a prime location for businesses.

Located within easy access to air transportation, railroads, and highway systems, the airpark offers a prime location for businesses. We encourage developers and businesses to explore the development opportunities on the airpark and in the airport environs.

Southwest Minnesota Regional Airport-Marshall/Ryan Field's features include:

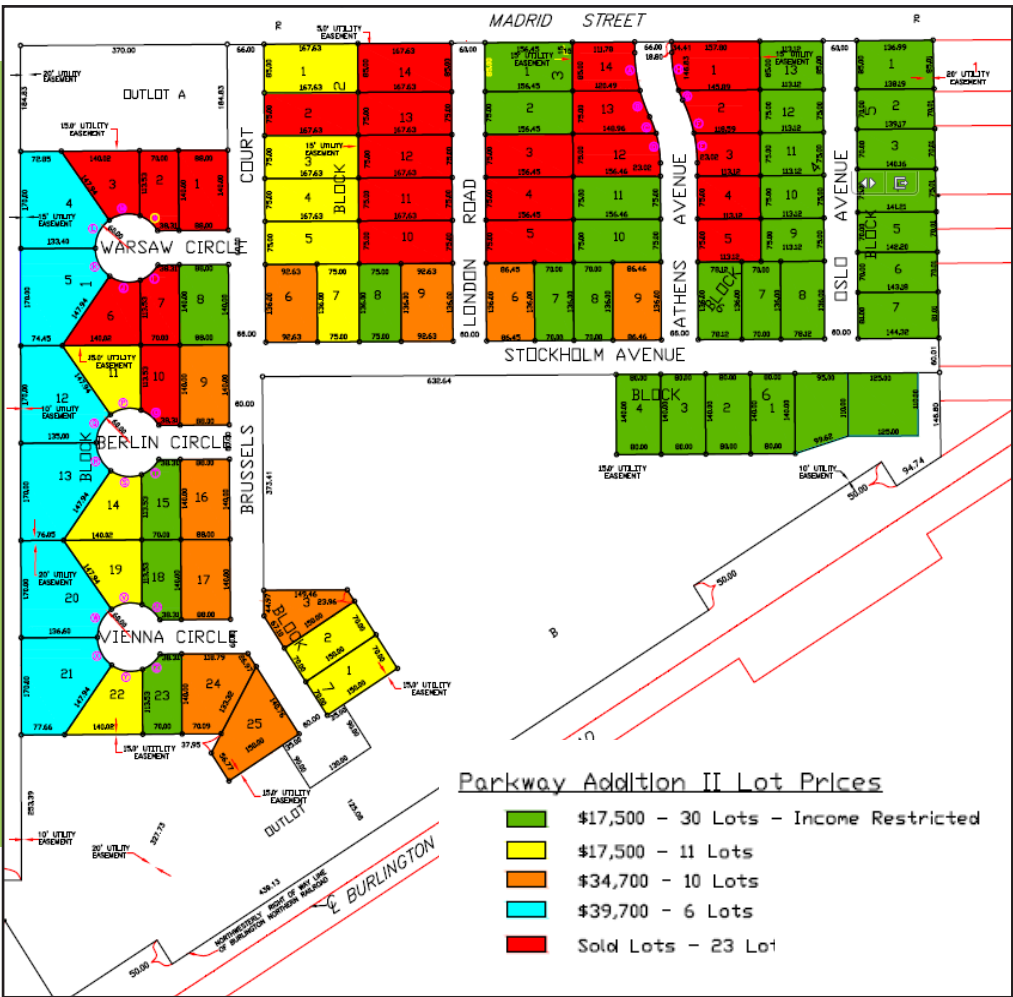
- 7,220-foot primary runway in length to handle corporate/commercial aircraft and possible future scheduled air service
- 4,000-foot crosswind runway
- BEACON, VOR/DME, ILS, weather computer
- Flight training and repair service
- Charter flights available to any point in North America and Canada





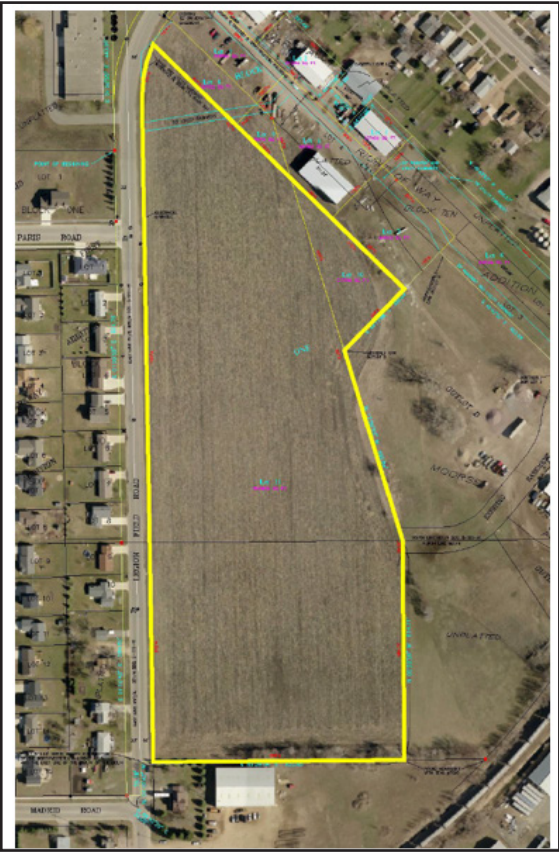
# PARKWAY II

Parkway II Addition provides single-family housing opportunities of all kind. Parkway II is zoned single family residential and has a variety of building options for home buyers. Parkway II has 30 income restricted lots available along with 27 market rate lots which range from \$17,500-\$39,700/lot. Step by step information about Parkway II is listed on our website at: [www.ci.marshall.mn.us/parkwayhousing](http://www.ci.marshall.mn.us/parkwayhousing)



# PARKWAY III

Parkway III consists of 18.405 acres located on Legion Field Road/10th Street. Parkway III is currently zoned residential. In the past, the City of Marshall has also considered rezoning to light industrial; however, the preliminary access review determined this was not feasible. The City of Marshall has also researched multi-family units including townhomes which may be an option to fill a need down the road.



# PARKWAY IV

Parkway IV consists of 31.10 acres located on London Road. Parkway IV is currently zoned general business and single-family residence. The City of Marshall has considered rezoning the property to light industrial. Parkway IV's recent infrastructure can be designated for high tech or bio businesses.



# VICTORY PARK

Building off of our newly constructed Red Baron Arena & Expo, which features two sheets of ice and an exposition center, Victory Park has adjacent properties available for retail and restaurant development opportunities. Marshall is seeking hospitality, restaurant and retail enterprises that would complement each other and reach the amateur sports crowd along with the Southwest Minnesota State University population and our own community members.



# DISCOVER SOUTHWEST MN

- ▶ As a leader in industry, education, and technology, Marshall enjoys a regional reputation for economic vitality.
- ▶ Marshall is taking an active role in developing strategies for hiring, retaining, and training the workers who will give businesses a competitive advantage by strengthening industry and education partnerships.
- ▶ We boast many big-city amenities without the hassles. In Marshall, you'll find a safe community, cultural and recreational activities, and most importantly, the time to enjoy them all, because there is no such thing as commute time in this town we call one of the biggest small towns in Minnesota.
- ▶ Our business community is more wired than most metropolitan areas and we have competitive services. Southwest MN is a forward thinking, business-friendly region with shovel ready sites welcoming you to join us.
- ▶ **#27** on Newsmax's 50 Best Small Towns in America  
  
Marshall is one of only 120 towns to be recognized as "One of America's Best Small Towns" by author Norman Crampton. Marshall is a great place to live, work, and raise a family.





Discover



**SOUTHWEST MN**

[WWW.DISCOVERSWMN.COM](http://WWW.DISCOVERSWMN.COM)