



MARSHALL/LYON COUNTY EDA ANNUAL REPORT

2017

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EDA PRESIDENT MESSAGE

Transition and growth have been common themes for the City of Marshall and Lyon County in recent years and 2017 was much the same. Commercial development remains strong with numerous projects reflecting growth in existing businesses, repurposing existing structures, and marking the growth of new industry for our area. Marshall's landscape continues to evolve as found to the east with the completion of the MARSH baseball - softball complex, and to the northwest with significant progress on Commerce Park industrial park. Those projects and many others add to Marshall's reputation as a regional leader for medical care, retail, trade, business, education, employment and recreation. Once again, thank you to all who have shared time, talent and experience to make this possible and to make the Marshall area a great place to live, work and raise family.

*Greg Bucher,
EDA President*



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EDA BOARD OF DIRECTORS

Greg Bucher – President

Chet Lockwood - Vice President

Randy Serreyn - Treasurer

Stacy Frost - Assistant Treasurer

John DeCramer – City Council

Steven Meister – City Council

Dan Herrmann

FINANCIAL SUMMARY

	BEGINNING FUND BALANCE 1/1/17	ENDING FUND BALANCE 12/31/17
FUND 204 <i>CRIF</i>	556,250.30	559,199.68
FUND 205 <i>PARKWAY ADDITION</i>	219,460.12	219,460.12
FUND 206 <i>PARKWAY ADDITION II</i>	(648,986.14)	(633,164.14)
FUND 207 <i>PARKWAY ADDITION III & IV</i>	1,111,292.13	1,123,609.95
FUND 208 <i>EDA ADM</i>	139,968.30	65,131.65
FUND 212 <i>STATE EDA CRIF</i>	315,945.16	316,242.61
FUND 213 <i>FEDERAL EDA CRIF</i>	955,268.26	957,184.16
TOTAL	\$2,649,198.13	\$2,607,664.03



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 13,664 doubles it's daytime population to 25,000 according to employment estimates. According to the most recent 2015 State Sales Tax Data from University of Minnesota report on local sales tax data, Marshall's taxable retail and service sales increased 22.3% between 2008 and 2015, reaching an estimated total of \$202 million. 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 September 2017 according to the MN DEED website.

NEW BUSINESSES

- SR Auto Repair Garage
- The Bend Studio
- The Dog House
- Sabrina Ulrich, LICSW; Counseling Services
- Ebenezer Clothing Store
- Pulver Towing
- Action Landscape & Design
- Guidepoint Pharmacy
- Northern Love Apparel & Gifts
- Local Lawncare & Landscaping
- Taco Bell

- Sports-Rage LLC
- American Family Insurance -Robert Gaalswyk
- State Farm-Christian Becker
- Advanced Eyecare
- Genoa a QoL Healthcare Company
- Marshall Device Repair
- Stepping Stones Childcare & Preschool
- Columbarium at the Calvary Catholic Cemetery

Renamed Businesses:

- Marshall Area Homes (Formerly Re/Max Town & Country)
- North Central International (Formerly Olson & Johnson)
- Edward Jones Ryan Snodgrass & Edward Jones-Brent Snodgrass (Formerly Edward Jones-Mike Snodgrass)
- Harrison Truck Center (Westman Freightliner)
- Kibble Equipment (Formerly Schuneman Equipment)
- PeopleReady (Formerly Spartan Staffing)
- Cal Jeremiason Agency (Formerly Farm Bureau Insurance)
- Canoga Park Childcare (Formerly Discovery Center Preschool & Daycare)
- State Farm-Andrew Suby (Formerly State Farm-Tom Suby)

Closed Businesses in 2017

- 509 Design
- Believer's Church
- Lee's Tae Kwon Do
- Stenson Consulting
- Blush

BUSINESS DEVELOPMENT



The Avera Marshall Plaza at the Red Baron Arena & Expo

THE AVERA MARSHALL PLAZA

The Avera Marshall Plaza at the Red Baron Arena & Expo: Prairie Roots. Walker's sculpture design is meant to reflect the prairie landscape of southwest Minnesota. A cluster of 210 square steel poles, painted in bright shades of red, orange, yellow and green, resemble tall stems of grass. Metal reflectors at the top of each "grass stem" call to mind both the tufts at the top of prairie grasses, and the shape of hockey sticks, Walker said. In the center of the sculpture, there is an open space where people can gather, or sit on benches. The floor of the gathering area has a pattern designed to look like the course of the Redwood River near Marshall.



FURNITURE MART USA ASHLEY FURNITURE

The former Kmart store in Marshall had been vacant since it closed in 2014. In 2017, the property was bought by The Furniture Mart USA, a Sioux Falls, S.D., based company with plans to develop the building into retail space. Last May, Furniture Mart USA representatives said the plan for part of the building was to become an Ashley Furniture HomeStore, with other possible tenants filling the rest of the space. The new owners have resurfaced the parking lot and improved the drainage on the property. The new owners are moving forward with interior renovations.



AveraNow

AVERANOW

AveraNow's new location inside Hy-Vee offers a larger and more private space that's also closer to the pharmacy. Receive quick and convenient treatment for simple illnesses without an appointment at AveraNow's urgent care clinic. AveraNOW invested \$71,000 in renovation costs.



WESTERN MENTAL HEALTH CENTER

Western Mental Health tore down its old building to build a new two-story \$4,500,000 building which will better serve their clients. The new 14,000 square foot building was finished in the spring of 2017. This additional space gives Western Mental Health the ability to offer new and expanded services to the Marshall area.



COLONIAL HOUSE

\$500,000 project completed in Fall of 2017.

Fully furnished or unfurnished apartments the perfect solution for business travelers, relocating employees, and project teams needing short or long-term housing in Southwest Minnesota. We deliver an exceptional temporary living experience in the best housing option in the area. Colonial House offers short-term and long-term housing with flexible lease terms.



ISLAMIC SOCIETY OF MARSHALL

The Islamic Society had outgrown their current facility and acquired the former Lee's Tae Kwon Do Building. To accommodate their growth, they worked with the City of Marshall and a contractor to make the building suitable for Assembly & worship.



EVANGELICAL FREE CHURCH

Marshall Evangelical Free Church continues working on their church 3,500 square foot addition and remodeling project totaling approximately \$680,000 in 2017.



FIRST
INDEPENDENT
BANK *Est. 1903*

FIRST INDEPENDENT BANK

First Independent Bank started a \$2,700,000 addition to its building by adding a second story to add more office and work space. The addition will also give them room to move their Information Technology department to Marshall. The project was completed in the summer of 2017.



MCDONALD'S

McDonald's remodeled their current location both inside and outside and invested \$450,000 in updates.



OPEN DOOR HEALTH CENTER

Open Door Health Center (ODHC) is an independently owned and operated, non-profit clinic. ODHC has been providing affordable medical, dental, and behavioral health care to Southern Minnesotans for over 20 years. In 2017, Western Mental Health Center (WMHC) and ODHC partnered to allow ODHC to provide family practice medical care inside the WMHC building at 1212 E College Drive. Dental services are provided on the mobile dental clinic.



GUIDEPOINT PHARMACY

GuidePoint Pharmacy built a \$475,000 building on Sherman Avenue. The new 4,000 square foot building includes a drive-thru on the south side. GuidePoint Pharmacy is an independent pharmacy that began serving the Marshall and the surrounding areas in the Spring of 2017.



ADVANCED EYECARE

The old Marshall Municipal liquor store was purchased and remodeled. The \$600,000 remodel project landed Advanced EyeCare as a tenant. Advanced EyeCare provides thorough personalized eye care using state-of-the-art technology.



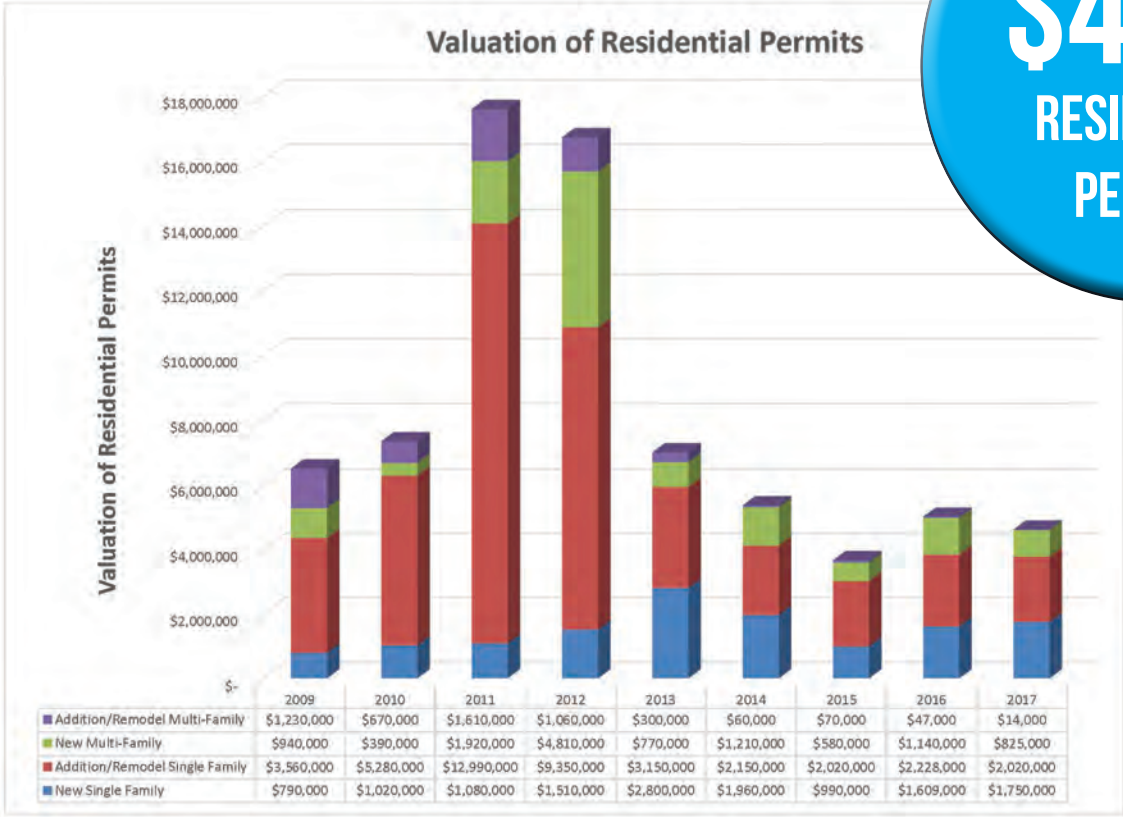
COLUMBARIUM AT THE CALVARY CATHOLIC CEMETARY

The Columbarium, an above ground structure that permanently houses cremated remains, was constructed at Calvary Catholic Cemetery. This elegant-but-simple architectural design houses 5 pods, 636 spaces called "niches" with single & double niches at different price points.

BUILDING PERMIT ACTIVITY

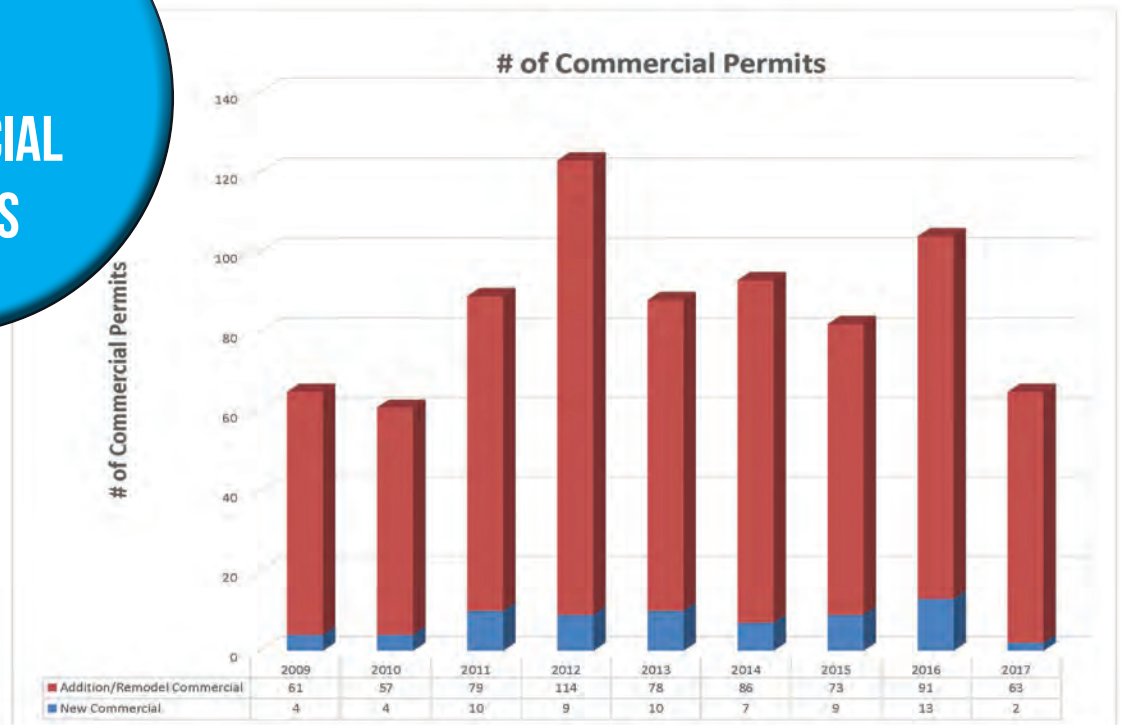


362
RESIDENTIAL
PERMITS

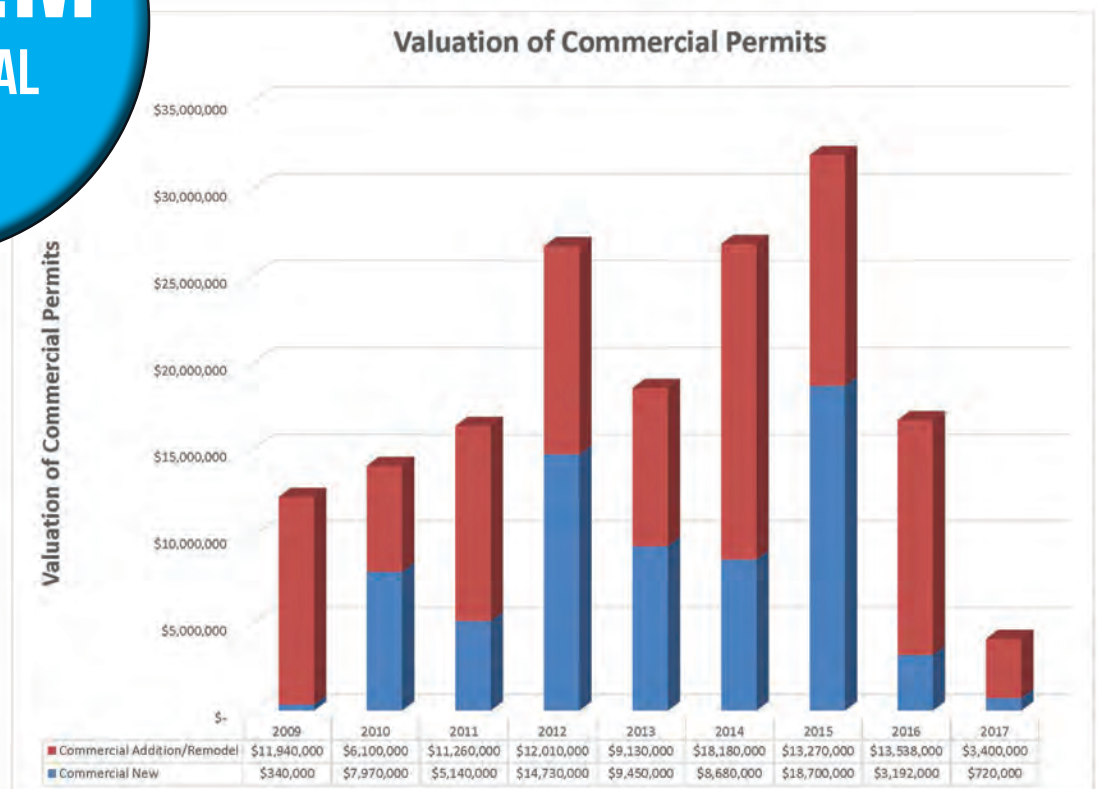


\$4.6M
RESIDENTIAL
PERMITS

65
COMMERCIAL
PERMITS

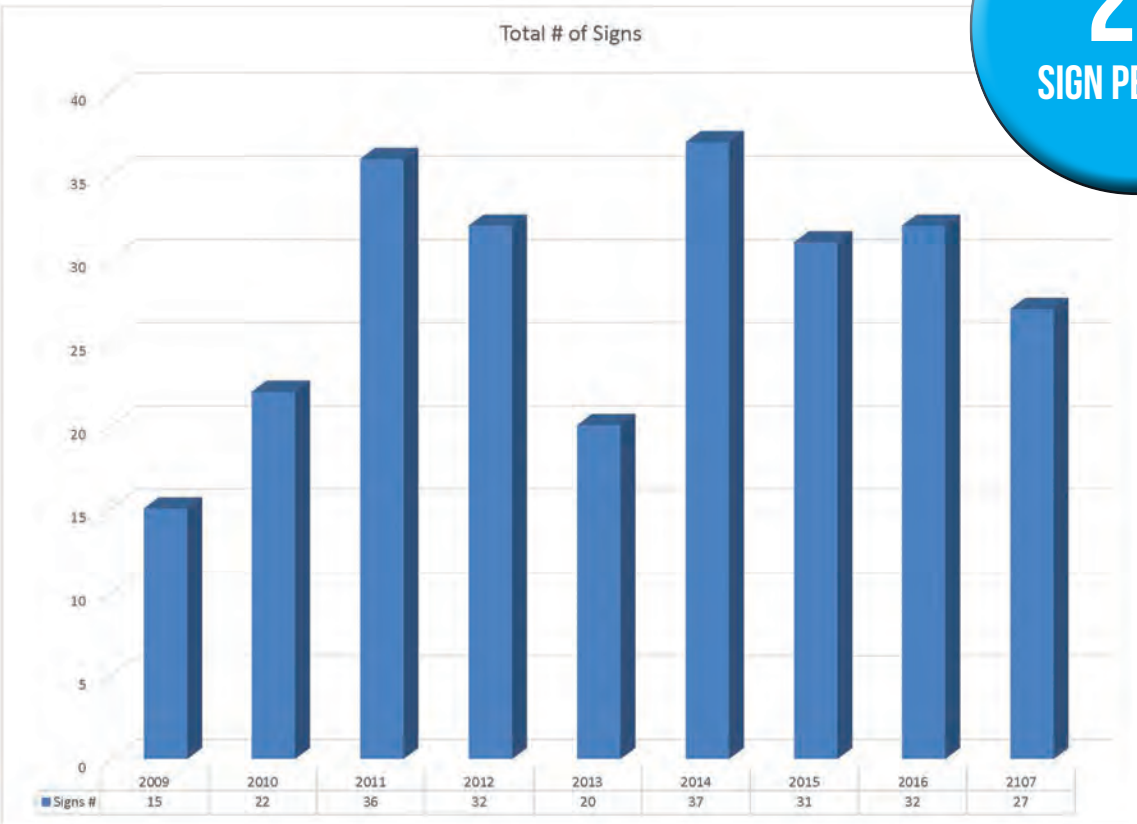


\$4.12M
COMMERCIAL
PERMITS

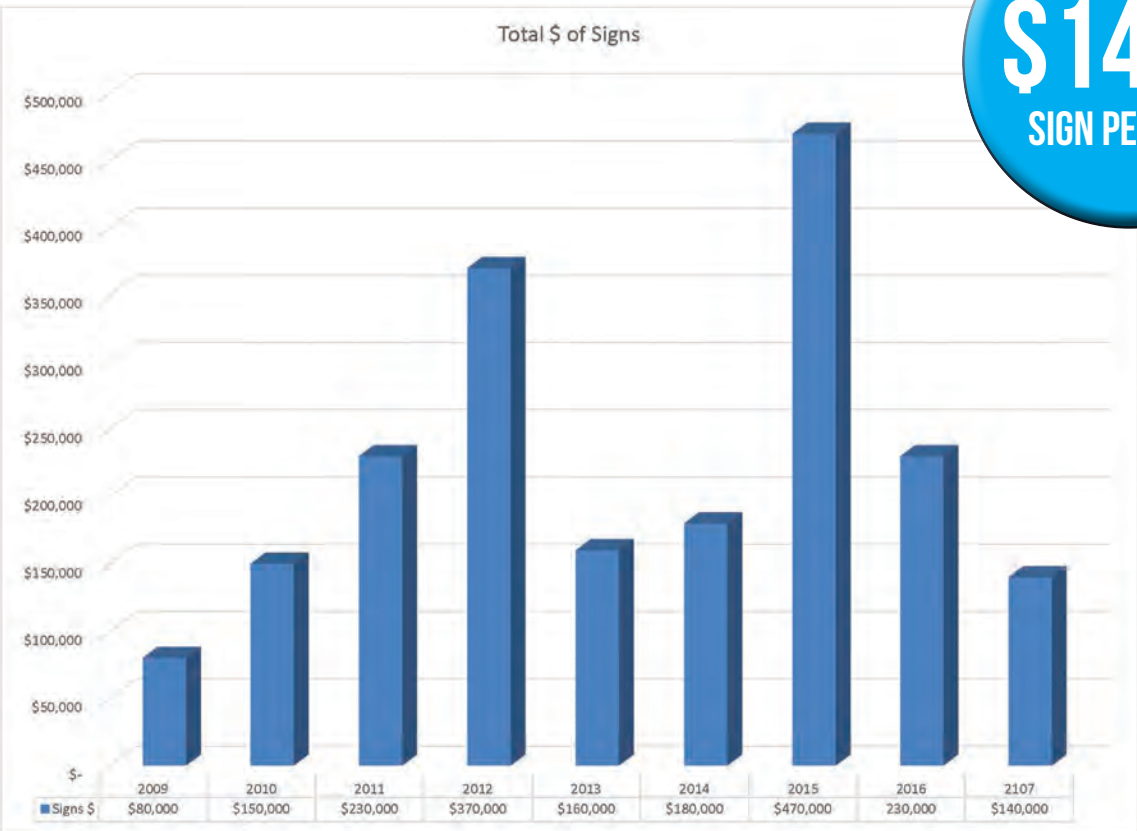


BUILDING PERMIT ACTIVITY

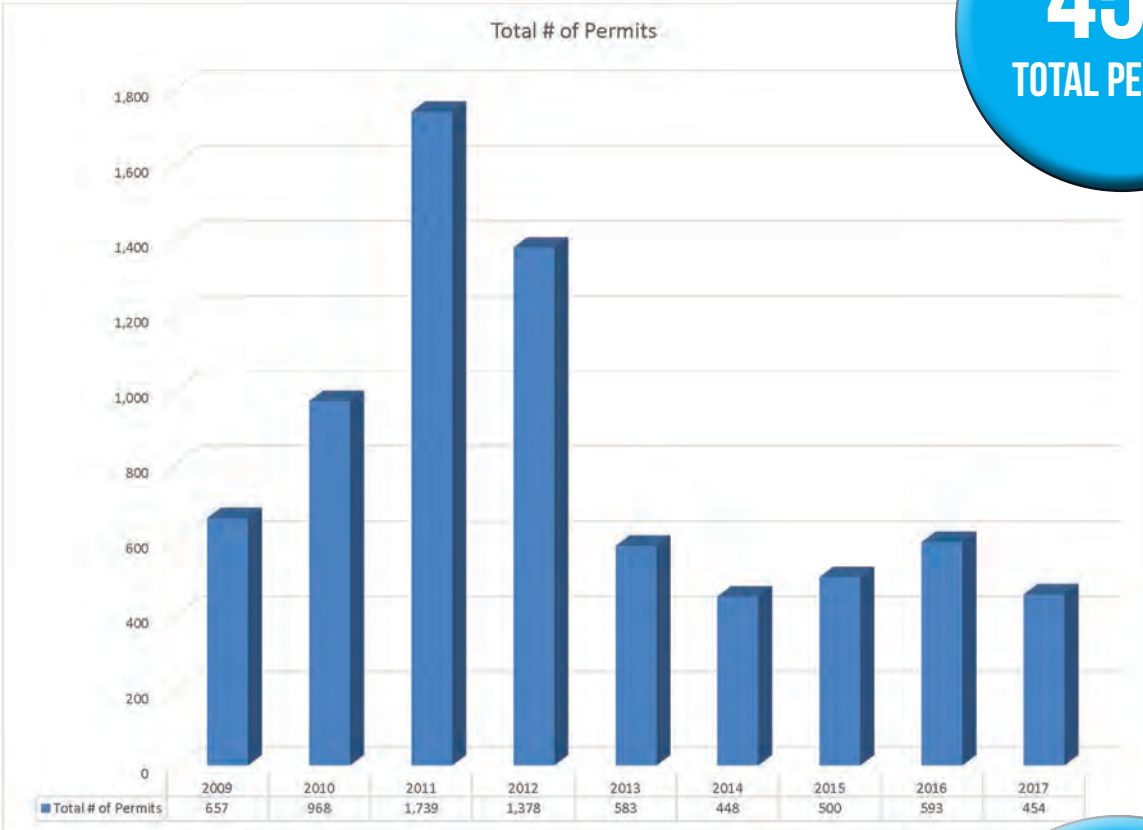
27
SIGN PERMITS



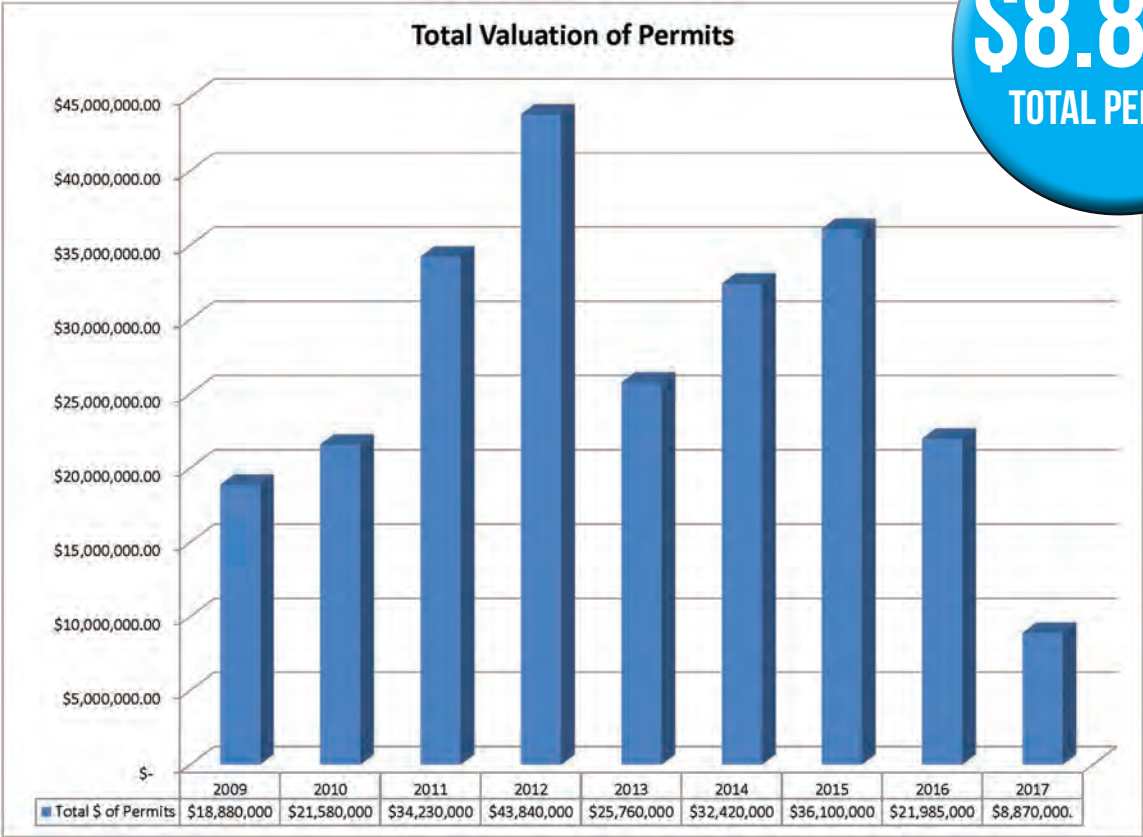
\$140K
SIGN PERMITS



454
TOTAL PERMITS



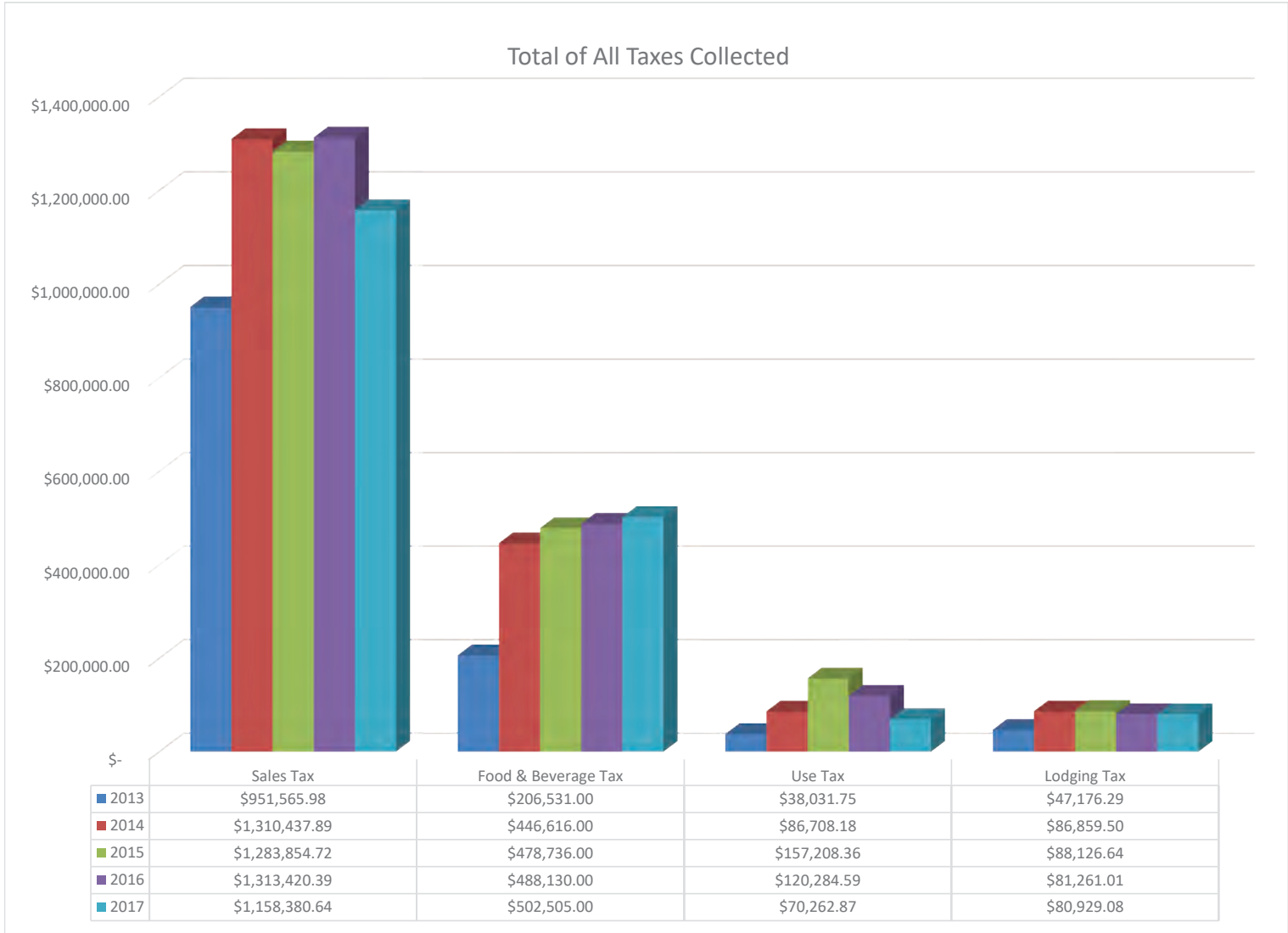
\$8.87M
TOTAL PERMITS



LOCAL SALES & USE TAX



Total of All Taxes Collected





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 23.3% between 2008 and 2015, reaching an estimated total of \$202 million.

MERCHANDISE CATEGORY

Marshall and Lyon County continue to be a destination for retail purchases in 2015. Without inflation adjustments, taxable sales in Marshall increased 22.3 percent from 2008 to 2015, while the number of firms rose 6.3 percent. Statewide, taxable sales decreased 0.7 percent over the same time period and the number of firms fell 9.3 percent.

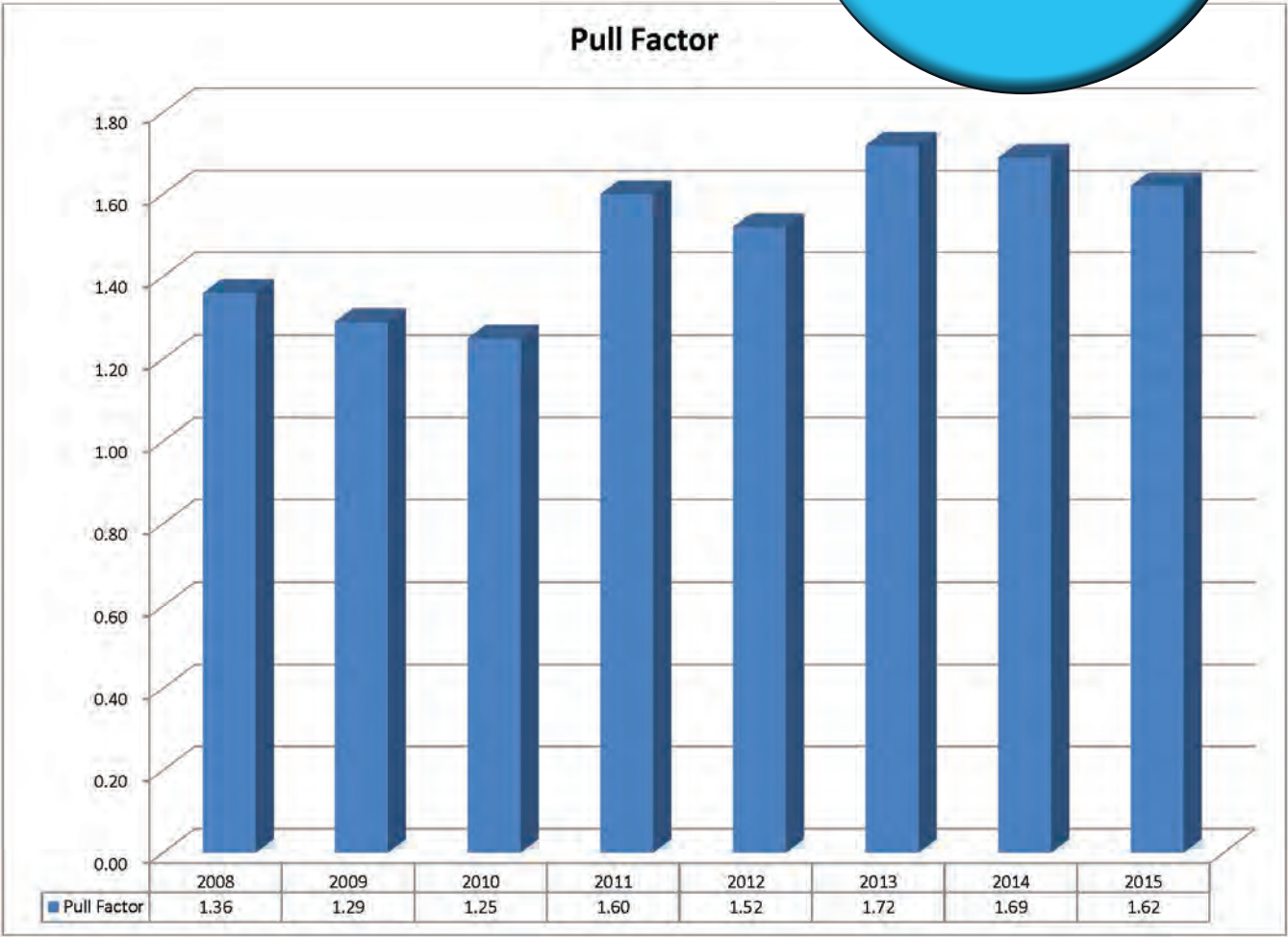
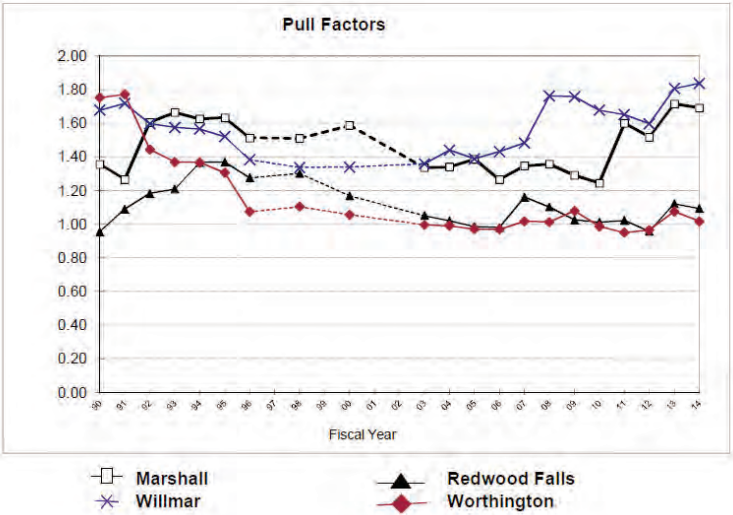
Selected Categories	Taxable Sales 2012	Taxable Sales 2015	Dollar Change	Percent Change
Vehicles & Parts	\$10,098,689	\$12,062,063	+\$1,963,374	+19.44%
Furniture Stores	\$6,167,997	\$6,030,390	-\$137,607	-2.23%
Electronics	\$2,922,102	\$2,664,947	-\$257,155	-8.80%
Building Materials	\$65,476,013	\$64,171,878	-\$1,304,135	-1.99%
Food, Groceries	\$15,849,035	\$11,817,236	-\$4,031,799	-25.44%
Health, Personal Stores	\$388,105	\$262,789	-\$125,316	-32.29%
Gas/Convenience Stores	\$2,989,864	\$5,535,266	+\$2,545,402	+85.13%
Clothing	\$2,023,985	\$1,705,415	-\$318,570	-15.74%
Leisure Goods	\$3,260,520	\$3,292,930	+\$32,410	+0.99%
General Merchandise Stores	\$44,699,787	\$41,896,986	-\$2,802,801	-6.27%
Miscellaneous Retail	\$2,225,473	\$2,136,223	-\$89,250	-4.01%
Accommodations	\$5,383,681	\$5,494,441	+\$110,760	+2.06%
Eating & Drinking	+\$28,358,373	+\$32,383,027	+\$4,024,654	+14.19%
Total Retail and Services Sales	\$199,912,490	\$202,129,256	+\$2,216,766	+1.11%

* 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	\$10.38	\$12.06	+\$1.69	+16.2%	2,241	11	6.0%
Furniture Stores	\$2.62	\$6.03	+\$3.41	+130.4%	17,983	9	3.0%
Electronics	\$1.46	\$2.66	+\$1.20	+82.0%	11,305	5	1.3%
Building Materials	\$24.18	\$64.17	+\$39.99	+165.4%	22,812	11	31.7%
Food, Groceries	\$9.87	\$11.82	+\$1.95	+19.8%	2,724	7	5.8%
Health, Personal Stores	\$1.41	\$0.26	-\$1.15	-81.4%	-11,231	7	0.1%
Gas/Convenience Stores	\$4.24	\$5.54	+\$1.30	+30.6%	4,226	7	2.7%
Clothing	\$0.61	\$1.71	+\$1.10	+181.5%	25,036	13	0.8%
Leisure Goods	\$1.64	\$3.29	+\$1.66	+101.1%	13,946	13	1.6%
General Merchandise Stores	\$30.80	\$41.90	+\$11.10	+36.0%	4,969	5	20.7%
Miscellaneous Retail	\$8.65	\$2.14	-\$6.51	-75.3%	-10,385	26	1.1%
Amusement & Recreation	\$1.95	\$1.28	-\$0.67	-34.6%	-4,769	5	0.6%
Accommodations	\$3.74	\$5.49	+\$1.76	+46.9%	6,473	9	2.7%
Eating & Drinking Places	\$21.21	\$32.38	+\$11.18	+52.7%	7,268	40	16.0%
Repair, Maintenance	\$3.52	\$3.99	+\$0.47	+13.3%	1,838	22	2.0%
Personal Services, Laundry	\$0.68	\$0.62	-\$0.05	-8.1%	-1,111	42	0.3%
Total Taxable Retail & Service*	\$143.02	\$202.13	+\$59.11	+41.3%	5,701	354	100.0%

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. Overall Marshall had a retail sales surplus of 41.3 percent in 2015. The City's retail pull factor from the study is at 1.62. The 1.62 pull factor indicates that the City of Marshall is generating 62% 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 31.8 years old with a significant of growth in 65 and older and a noteworthy decline of 18-34 year olds. Marshall's median household income comes in at \$46,863.

Data accuracy related to the graphs in this section is indicated as follows: **BLACK** indicates a coefficient of variation < 12%; **ORANGE** (preceded with one dot) indicates between 12 and 40%; and **RED BOLD** (preceded with two dots) indicates a coefficient of variation > 40%. This applies to all the graphs in this section.

POPULATION TRENDS

Population, 2010*-2015*

	Marshall city, MN	Lyon County, MN	U.S.
Population (2015*)	13,608	25,699	316,515,021
Population (2010*)	13,428	25,606	303,965,272
Population Change (2010*-2015*)	180	93	12,549,749
Population Percent Change (2010*-2015*)	1.3%	0.4%	4.1%

* ACS 5-year estimates used. 2015 represents average characteristics from 2011-2015; 2010 represents 2006-2010.

Population by Race, 2015*

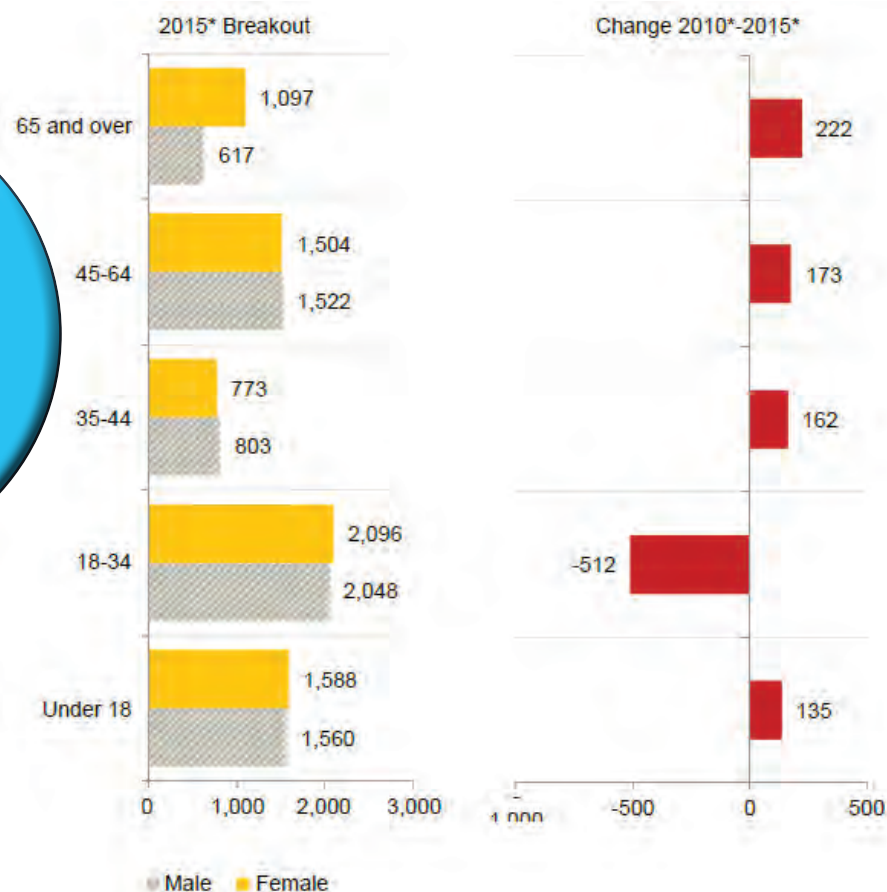
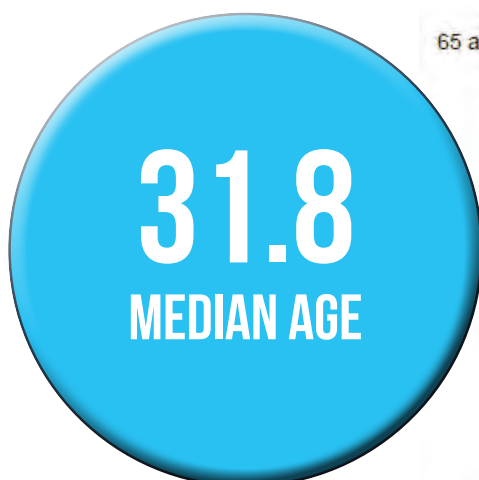
	Marshall city, MN	Lyon County, MN	U.S.
Total Population	13,608	25,699	316,515,021
White alone	11,646	23,046	232,943,055
Black or African American alone	680	752	39,908,095
American Indian alone	147	160	2,569,170
Asian alone	587	856	16,235,305
Native Hawaiian & Other Pacific Is. alone	0	0	546,255
Some other race alone	467	730	14,865,258
Two or more races	81	155	9,447,883

Percent of Total

White alone	85.6%	89.7%	73.6%
Black or African American alone	5.0%	2.9%	12.6%
American Indian alone	1.1%	0.6%	0.8%
Asian alone	4.3%	3.3%	5.1%
Native Hawaiian & Other Pacific Is. alone	0.0%	0.0%	0.2%
Some other race alone	3.4%	2.8%	4.7%
Two or more races	0.6%	0.6%	3.0%

* The data in this table are calculated by ACS using annual surveys conducted during 2011-2015 and are representative of average characteristics during this period.

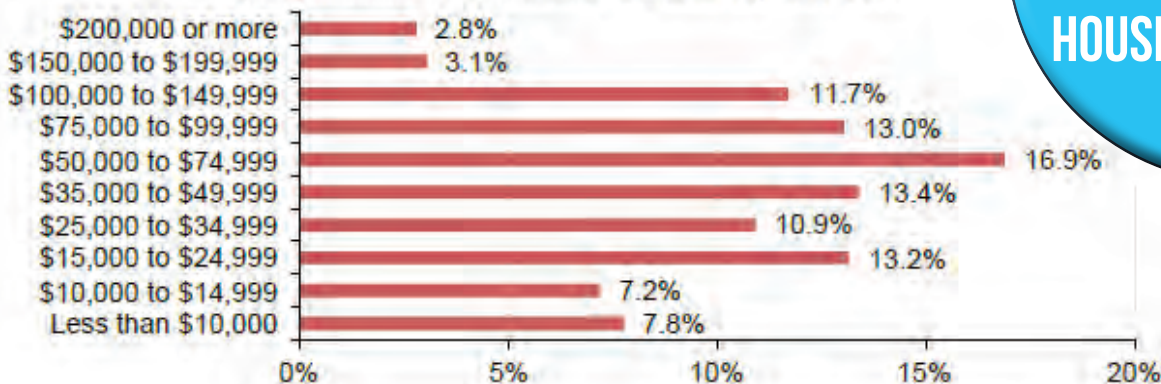
AGE & GENDER DISTRIBUTION



HOUSEHOLD INCOME

\$46,863
MARSHALL MEDIAN
HOUSEHOLD INCOME

Household Income Distribution, Marshall city, MN, 2015*



POVERTY LEVEL

Poverty, 2015*

	Marshall city, MN	Lyon County, MN	U.S.
People	12,679	24,552	308,619,550
Families	3,036	6,290	77,260,546
People Below Poverty	2,471	3,456	47,749,043
Families below poverty	375	558	8,761,164

Percent of Total

People Below Poverty	19.5%	14.1%	15.5%
Families below poverty	12.4%	8.9%	11.3%

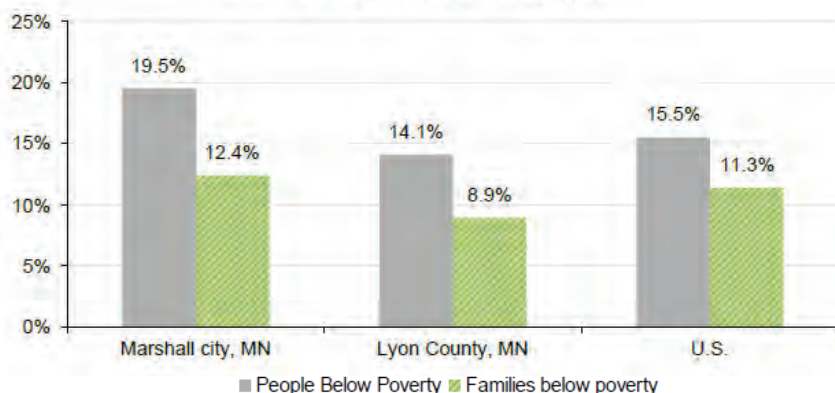
* The data in this table are calculated by ACS using annual surveys conducted during 2011-2015 and are representative of average characteristics during this period.

Poverty Rate by Age & Family Type~, 2015*

	Marshall city, MN	Lyon County, MN	U.S.
People	19.5%	14.1%	15.5%
Under 18 years	28.6%	20.2%	21.7%
65 years and older	9.9%	8.4%	9.4%
Families	12.4%	8.9%	11.3%
Families with related children < 18 years	21.5%	15.5%	18.0%
Married couple families	3.0%	3.1%	5.6%
with children < 18 years	5.3%	4.6%	8.3%
Female householder, no husband present	45.0%	39.0%	30.6%
with children < 18 years	54.5%	47.0%	40.5%

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

Individuals & Families Below Poverty, 2015*



375
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 nine years.

Data accuracy related to the graphs in this section is indicated as follows: BLACK indicates a coefficient of variation < 12%; **ORANGE** (preceded with one dot) indicates between 12 and 40%; and **RED BOLD** (preceded with two dots) indicates a coefficient of variation > 40%. This applies to all the graphs in this section.

UNEMPLOYMENT RATE



INDUSTRY EMPLOYMENT

Employment by Industry, 2015*

	Marshall city, MN	Lyon County, MN	U.S.
Civilian employed population > 16 years	7,392	13,788	145,747,779
Ag, forestry, fishing & hunting, mining	147	911	2,852,402
Construction	437	877	9,027,391
Manufacturing	1,499	2,358	15,171,260
Wholesale trade	312	583	3,968,627
Retail trade	1,051	1,724	16,835,942
Transportation, warehousing, and utilities	291	600	7,226,063
Information	41	108	3,094,143
Finance and insurance, and real estate	685	1,187	9,578,175
Prof, scientific, mgmt, admin, & waste mgmt	340	617	16,074,502
Education, health care, & social assistance	1,370	2,836	33,739,126
Arts, entertain., rec., accomodation, & food	763	1,090	13,984,957
Other services, except public administration	144	418	7,198,201
Public administration	312	479	6,996,990

Percent of Total

Ag, forestry, fishing & hunting, mining	2.0%	6.6%	2.0%
Construction	5.9%	6.4%	6.2%
Manufacturing	20.3%	17.1%	10.4%
Wholesale trade	4.2%	4.2%	2.7%
Retail trade	14.2%	12.5%	11.6%
Transportation, warehousing, and utilities	3.9%	4.4%	5.0%
Information	0.6%	0.8%	2.1%
Finance and insurance, and real estate	9.3%	8.6%	6.6%
Prof, scientific, mgmt, admin, & waste mgmt	4.6%	4.5%	11.0%
Education, health care, & social assistance	18.5%	20.6%	23.1%
Arts, entertain., rec., accomodation, & food	10.3%	7.9%	9.6%
Other services, except public administration	1.9%	3.0%	4.9%
Public administration	4.2%	3.5%	4.8%

EMPLOYMENT OCCUPATION

Employment by Occupation, 2015*

	Marshall city, MN	Lyon County, MN	U.S.
Civilian employed population > 16 years	7,392	13,788	145,747,779
Management, professional, & related	2,256	4,571	53,433,469
Service	1,082	2,101	26,446,906
Sales and office	1,726	3,026	35,098,693
Farming, fishing, and forestry	73	237	1,061,192
Construction, extraction, maint., & repair	343	676	7,283,537
Production, transportation, & material moving	1,590	2,599	17,730,132

Percent of Total

Management, professional, & related	30.5%	33.2%	36.7%
Service	14.6%	15.2%	18.1%
Sales and office	23.3%	21.9%	24.1%
Farming, fishing, and forestry	1.0%	1.7%	0.7%
Construction, extraction, maint., & repair	4.6%	4.9%	5.0%
Production, transportation, & material moving	21.5%	18.8%	12.2%

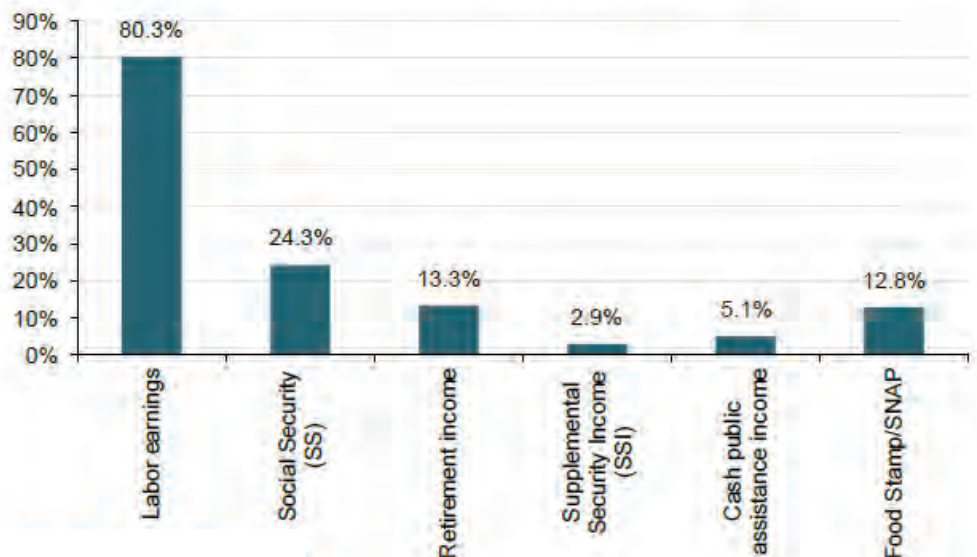
* The data in this table are calculated by ACS using annual surveys conducted during 2011-2015 and are representative of average characteristics during this period.

HOUSEHOLD EARNINGS

Number of Households Receiving Earnings, by Source, 2015*

	Marshall city, MN	Lyon County, MN	U.S.
Total households:	5,319	9,958	116,926,305
Labor earnings	4,271	8,072	90,916,552
Social Security (SS)	1,291	2,638	34,821,835
Retirement income	708	1,281	21,124,035
Supplemental Security Income (SSI)	155	317	6,269,127
Cash public assistance income	270	366	3,223,786
Food Stamp/SNAP	680	1,008	15,399,651

Percent of Households Receiving Earnings, by Source, 2015*



80.3%
LABOR EARNINGS

MAJOR EMPLOYERS

The Schwan Food Company - 1,100
Avera Marshall Regional Medical Center - 600
U.S. Bancorp Business Equipment Finance Group - 550
Turkey Valley Farms - 450
Southwest Minnesota State University - 430
Marshall Public Schools - 400
Hy-Vee Food Store - 320
Wal-Mart - 265
Mid Continent Cabinetry - 250
Archer Daniels Midland - 245
ACMC Health - 200
Runnings - 200
North Star Mutual Insurance Company - 185
Vishay HiRel Systems LLC - 165
REM Southwest Services - 150
Ralco Nutrition - 135
Menards - 130
Reinhart Food Service - 125
City of Marshall - 110
Cliff Viessman Inc. - 100
United Community Action Partnership - 95
BH Electronics - 75



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 13,664 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.

13,625
LYON COUNTY
WORKERS

80.9%
LESS THAN 24
MINUTES

41.6%
LESS THAN 10
MINUTES

Commuting Characteristics, 2015*

	Marshall city, MN	Lyon County, MN	U.S.
Workers 16 years and over	7,316	13,625	143,621,171
PLACE OF WORK:			
Worked in county of residence	6,844	12,472	103,991,263
Worked outside county of residence	472	1,153	39,629,908
TRAVEL TIME TO WORK:			
Less than 10 minutes	4,186	5,665	17,923,221
10 to 14 minutes	1,508	2,346	19,178,643
15 to 19 minutes	593	1,567	21,178,810
20 to 24 minutes	298	1,447	20,210,801
25 to 29 minutes	24	477	8,539,538
30 to 34 minutes	141	631	18,783,060
35 to 39 minutes	34	74	3,878,895
40 to 44 minutes	11	45	5,177,963
45 to 59 minutes	134	206	10,746,801
60 or more minutes	158	340	11,650,702
Mean travel time to work (minutes)	11.7	13.7	24.8

Percent of Total

PLACE OF WORK:			
Worked in county of residence	93.5%	91.5%	72.4%
Worked outside county of residence	6.5%	8.5%	27.6%
TRAVEL TIME TO WORK:			
Less than 10 minutes	57.2%	41.6%	12.5%
10 to 14 minutes	20.6%	17.2%	13.4%
15 to 19 minutes	8.1%	11.5%	14.7%
20 to 24 minutes	4.1%	10.6%	14.1%
25 to 29 minutes	0.3%	3.5%	5.9%
30 to 34 minutes	1.9%	4.6%	13.1%
35 to 39 minutes	0.5%	0.5%	2.7%
40 to 44 minutes	0.2%	0.3%	3.6%
45 to 59 minutes	1.8%	1.5%	7.5%
60 or more minutes	2.2%	2.5%	8.1%

*Competing makes us strong, working
together makes us stronger.*



Marshall High School



Minneota Public School



Lakeview School - Cottonwood



Tracy Area Jr-Sr High School

EDUCATIONAL ANALYSIS

Marshall is well known for its high quality education. Marshall is home to Marshall Public Schools, 3 Parochial Schools (True Light 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. Lakeview, Minneota & Tracy also have public schools in Lyon County.

Data accuracy related to the graphs in this section is indicated as follows: BLACK indicates a coefficient of variation < 12%; ORANGE (preceded with one dot) indicates between 12 and 40%; and RED BOLD (preceded with two dots) indicates a coefficient of variation > 40%. This applies to all the graphs in this section.

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 91.7% of the adult population had at least a high school diploma or GED, while estimated 30% had a bachelor's degree or higher.

2,497

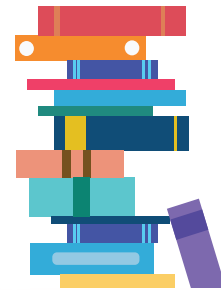
MARSHALL PUBLIC
SCHOOL ENROLLMENT

83.5%

HIGH SCHOOL
GRADUATION RATE

7,298

SMSU
ENROLLMENT



SCHOOL ENROLLMENT

School Enrollment, 2015*

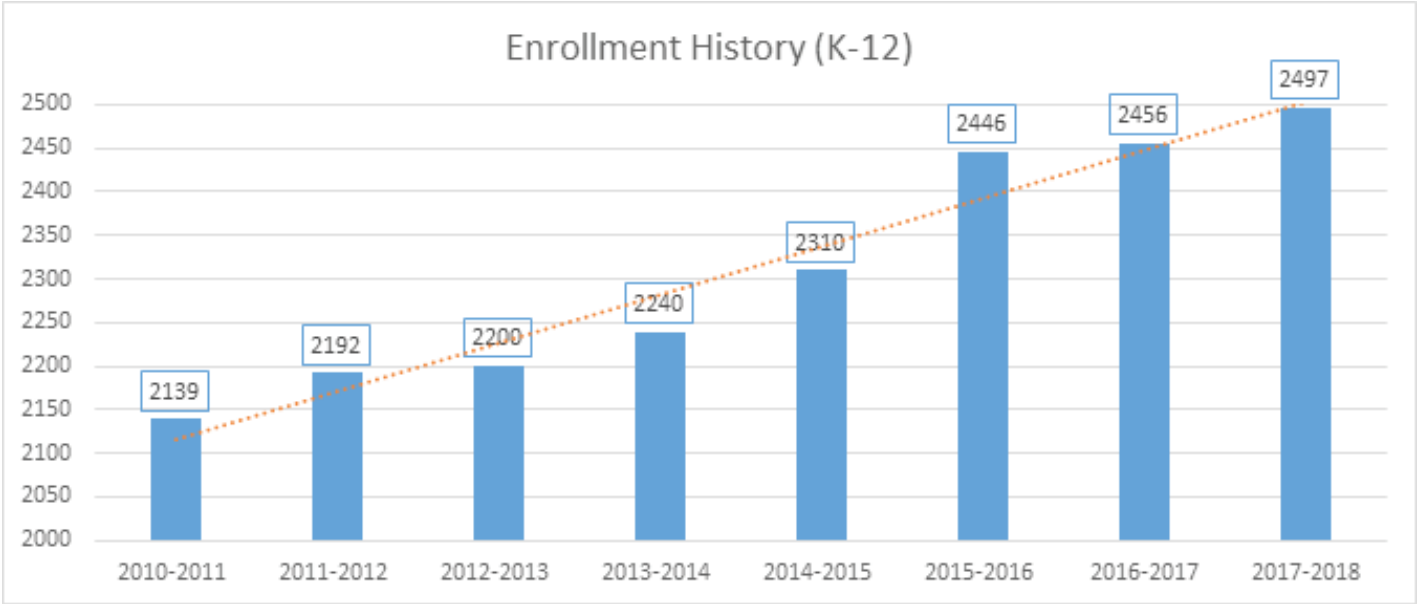
	Marshall city, MN	Lyon County, MN	U.S.
Total Population over 3 years old:	13,045	24,639	304,907,256
Enrolled in school:	4,239	7,136	82,528,567
Enrolled in nursery school, preschool	330	803	4,988,186
Enrolled in kindergarten	230	426	4,201,597
Enrolled in grade 1 to grade 4	561	1,285	16,339,431
Enrolled in grade 5 to grade 8	565	1,309	16,505,732
Enrolled in grade 9 to grade 12	707	1,308	17,016,693
Enrolled in college, undergraduate years:	1,754	2,052	19,347,853
Graduate or professional school	92	153	4,129,075
Not enrolled in school	8,806	17,503	222,378,689

Percent of Total

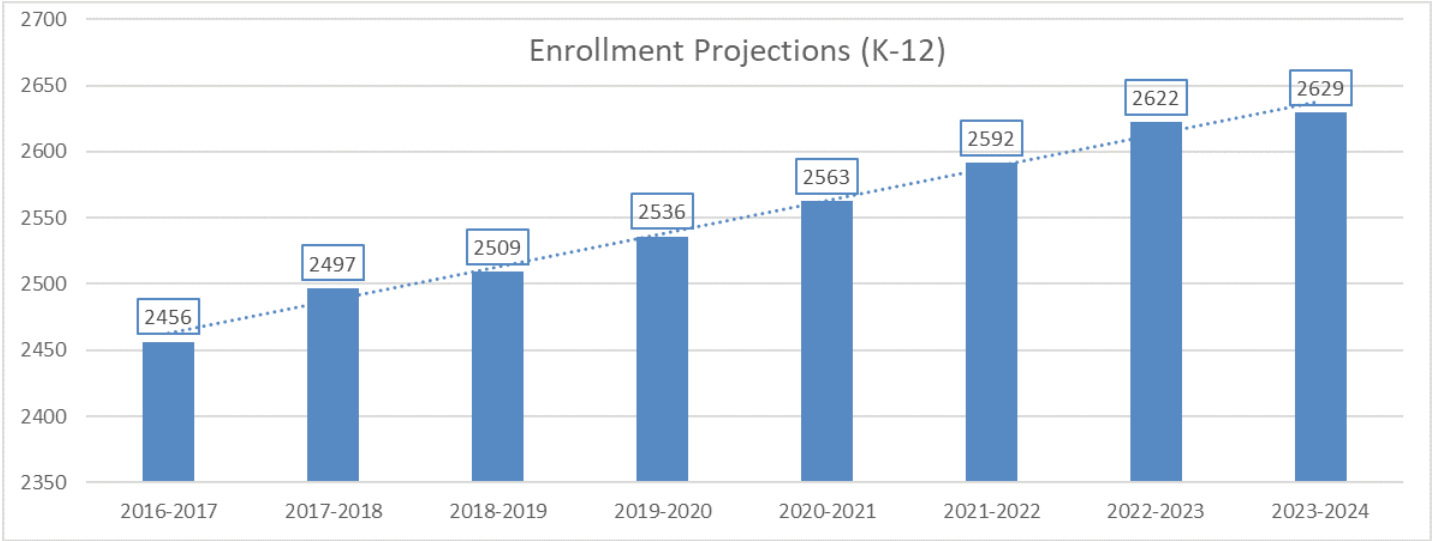
Enrolled in school:	32.5%	29.0%	27.1%
Enrolled in nursery school, preschool	2.5%	2.4%	1.6%
Enrolled in kindergarten	1.8%	1.7%	1.4%
Enrolled in grade 1 to grade 4	4.3%	5.2%	5.4%
Enrolled in grade 5 to grade 8	4.3%	5.3%	5.4%
Enrolled in grade 9 to grade 12	5.4%	5.3%	5.6%
Enrolled in college, undergraduate years:	13.4%	8.3%	6.3%
Graduate or professional school	0.7%	0.6%	1.4%
Not enrolled in school	67.5%	71.0%	72.9%

MARSHALL PUBLIC SCHOOLS

Student enrollment is one of the biggest factors in completing our budget 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 2016-2017 year, we received funding for 2,456 students in kindergarten through 12th grade. At the beginning of January during the 2017-2018 year, there are 2,497 students enrolled in those same grades, which is a 1.7% increase in student enrollment over last year. This follows increases of 1.8%, 3.1%, 5.9% and 0.4% in the previous four years. The enrollment growth continues to create space challenges for our district. The Marshall School Board continues to look into various options for the future for our Marshall Public Schools' facilities, but a date for the referendum has not been determined.



As shown in the graph above, student enrollment in kindergarten through grade twelve has grown significantly over the past eight years. During the past three years, we have seen a 5.9% increase from 2014-2015 to 2015-2016, a 0.4% increase from 2015-2016 to 2016-2017, and a 1.7% increase from last year to this year. Based on a variety of factors, we anticipate that this enrollment growth will continue.



As shown in the graph above, student enrollment in kindergarten through 12th grade is projected to continue to increase from a low of 2,456 students in 2016-2017 to a forecasted enrollment high of 2,629 in 2023-2024. For the 2017-2018 school year, we are at record enrollment number for the school district. Hazel Reinhardt, a former Minnesota State Demographer, studied enrollment history and other factors to develop a comprehensive enrollment projection based on a variety of factors. Ms. Reinhardt's projections include births, kindergarten 'capture' rate, and incoming 9th grade increases due to tuitioned in and non-public schools/ students. Her projections indicated an increase of anywhere between 18.6% and 23.3% from 2013-2014 and 2023-2024. Interestingly, Ms. Reinhardt's most aggressive projection was for 2,331 students during the 2015-2016 school year - and enrollment exceeded her most aggressive projection by 115 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 spaces.

SOUTHWEST MN STATE UNIVERSITY

Southwest Minnesota State University serves approximately 7,298 students across the State of Minnesota and throughout the upper Midwest through a variety of undergraduate, graduate and concurrent enrollment programs. Approximately 2,249 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 the study conducted by Wilder Research. SMSU is recognized for its affordability, quality and lifetime return on investment.

Enrollment Figures from Fall 2016

Total Headcount	7,298
Degree-seeking (undergrad)	2,285
Non-degree seeking	4,527
Graduate	486
Female	57.1%
Male	42.7%

Minnesota Residents	75.35%
Counties Represented	75
Out of State	24.6%
States Represented	34
International	8.2%
Countries Represented	31

99%

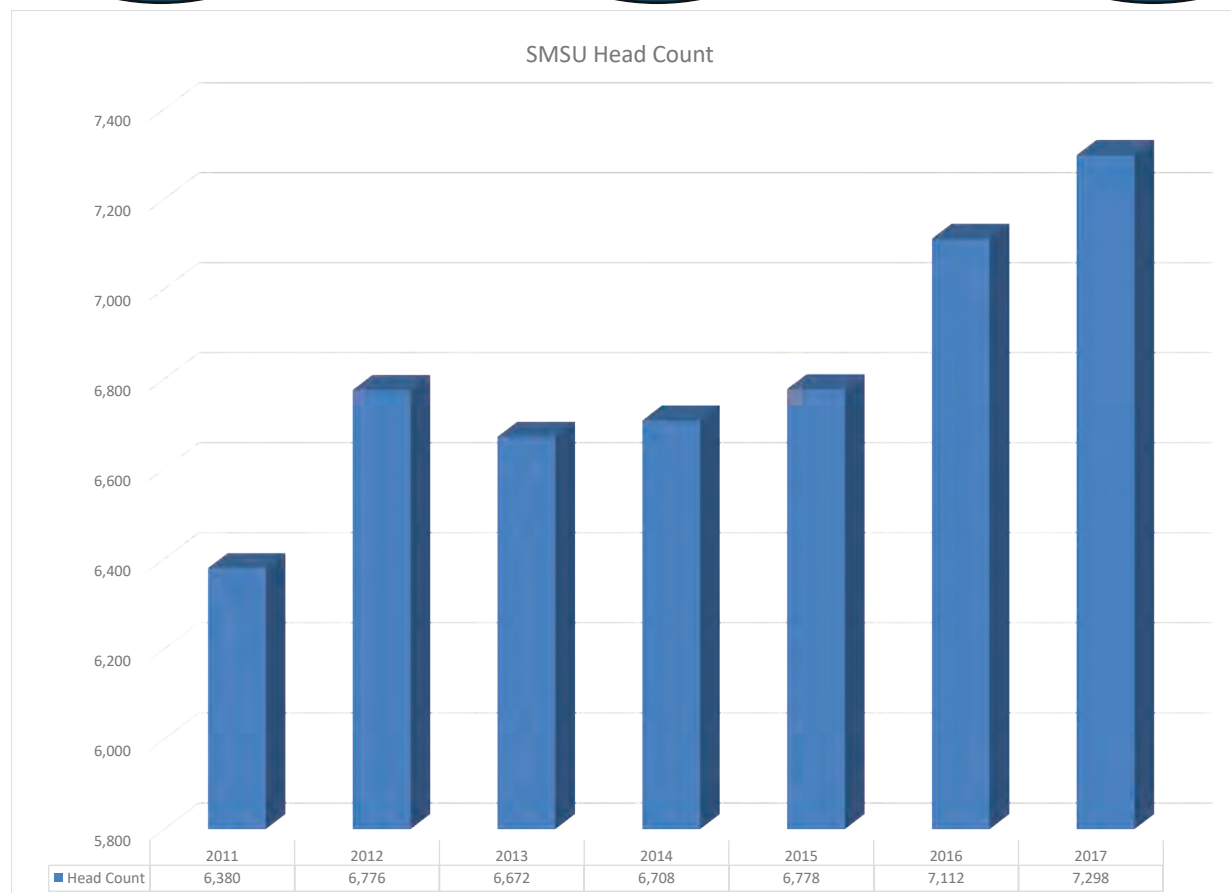
EMPLOYED SMSU
GRADUATES

93%

EMPLOYED IN FIELD
OF STUDY

9.4%

CONTINUING THEIR
EDUCATION





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.

Data accuracy related to the graphs in this section is indicated as follows: **BLACK** indicates a coefficient of variation < 12%; **ORANGE** (preceded with one dot) indicates between 12 and 40%; and **RED BOLD** (preceded with two dots) indicates a coefficient of variation > 40%. This applies to all the graphs in this section.

HOUSING CHARACTERISTICS

Housing Characteristics, 2015*

	Marshall city, MN	Lyon County, MN	U.S.
Total Housing Units	5,818	11,117	133,351,840
Occupied	5,319	9,958	118,926,305
Vacant	499	1,159	16,425,535
For rent	228	378	2,949,388
Rented, not occupied	26	26	816,375
For sale only	154	213	1,492,691
Sold, not occupied	0	32	828,160
Seasonal, recreational, occasional use	0	76	5,329,103
For migrant workers	0	0	35,502
Other vacant	91	434	5,374,338
Year Built			
Built 2014 or later	11	16	143,974
Built 2010 to 2013	52	86	1,944,533
Built 2000 to 2009	712	1,173	19,861,107
Built 1990 to 1999	759	1,130	18,836,635
Built 1980 to 1989	869	1,209	18,331,828
Built 1970 to 1979	1,122	1,993	20,932,720
Built 1940 to 1969	1,712	3,164	35,939,960
Median year structure built[^]	1975	1970	1978

Percent of Total

Occupancy			
Occupied	91.4%	89.6%	87.7%
Vacant	3.9%	10.4%	12.3%
For rent	3.9%	3.4%	2.2%
Rented, not occupied	0.4%	0.2%	0.5%
For sale only	2.6%	1.9%	1.1%
Sold, not occupied	0.0%	0.3%	0.5%
Seasonal, recreational, occasional use	0.0%	0.7%	4.0%
For migrant workers	0.0%	0.0%	0.0%
Other vacant	1.6%	3.9%	4.0%
Year Built			
Built 2014 or later	0.2%	0.1%	0.1%
Built 2010 to 2013	0.9%	0.8%	1.5%
Built 2000 to 2009	12.2%	10.6%	14.9%
Built 1990 to 1999	13.0%	10.2%	14.0%
Built 1980 to 1989	14.9%	10.9%	13.7%
Built 1970 to 1979	19.3%	17.9%	15.7%
Built 1940 to 1969	29.4%	28.5%	27.0%

[^] 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 2011-2015 and are representative of average

■ Occupied ■ Vacant

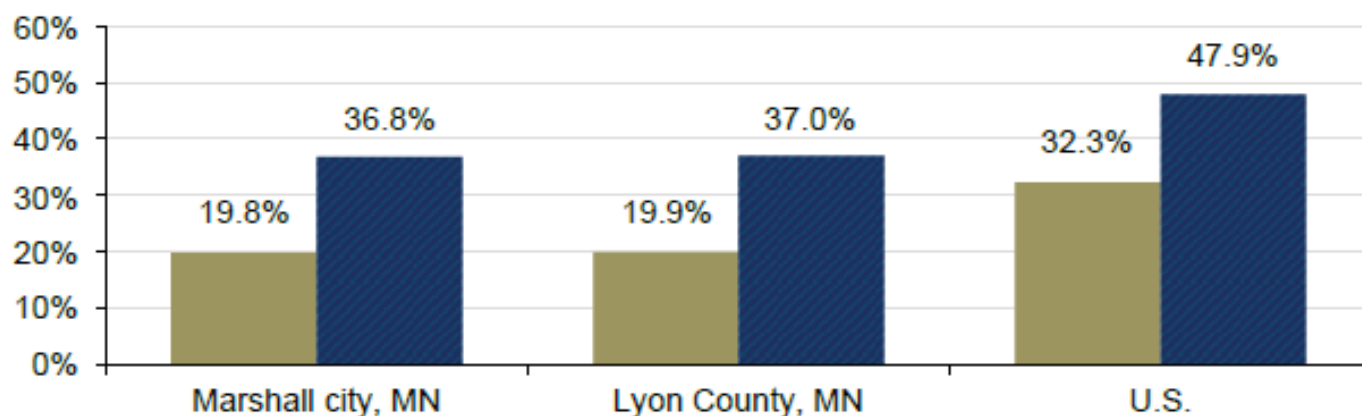
91.4%
OCCUPIED

3.9%
FOR-RENT VACANT

2.6%
FOR-SALE VACANT

AFFORDABLE HOUSING

Housing Costs as a Percent of Household Income, 2015*



■ Monthly cost >30% of household income ■ Gross rent >30% of household income

Housing Costs as a Percent of Household Income, 2015*

	Marshall city, MN	Lyon County, MN	U.S.
Owner-occupied housing w/ a mortgage	1,802	3,875	48,414,291
Monthly cost <15% of household income	608	1,200	10,168,990
Monthly cost >30% of household income	357	771	15,648,374
Specified renter-occupied units	2,387	3,212	42,214,214
Gross rent <15% of household income	402	559	4,667,482
Gross rent >30% of household income	879	1,188	20,210,842
Median monthly mortgage cost[^]	\$1,171	\$1,158	\$1,492
Median gross rent[^]	\$606	\$605	\$928
Percent of Total			
Monthly cost <15% of household income	33.7%	31.0%	21.0%
Monthly cost >30% of household income	19.8%	19.9%	32.3%
Gross rent <15% of household income	16.8%	17.4%	11.1%
Gross rent >30% of household income	36.8%	37.0%	47.9%

[^] 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 2011-2015 and are representative of average characteristics during this period.

1,802

OWNER OCCUPIED
HOUSING WITH MORTGAGE

\$1,171

MEDIAN MONTHLY
MORTGAGE

\$606

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

Block 11 consists of 7 parcels located on one of the busiest corners of Marshall at the intersection of College Drive and Main Street. Block 11 is within limits of the Downtown Central Business District.

Block 11 is part of the Central Business District which intends to preserve and enhance the city's central business district as the prime center for office and government employment, shopping and cultural activities.

The City of Marshall last year demoed two old buildings on this site and most recently purchased two additional parcels on Block 11.

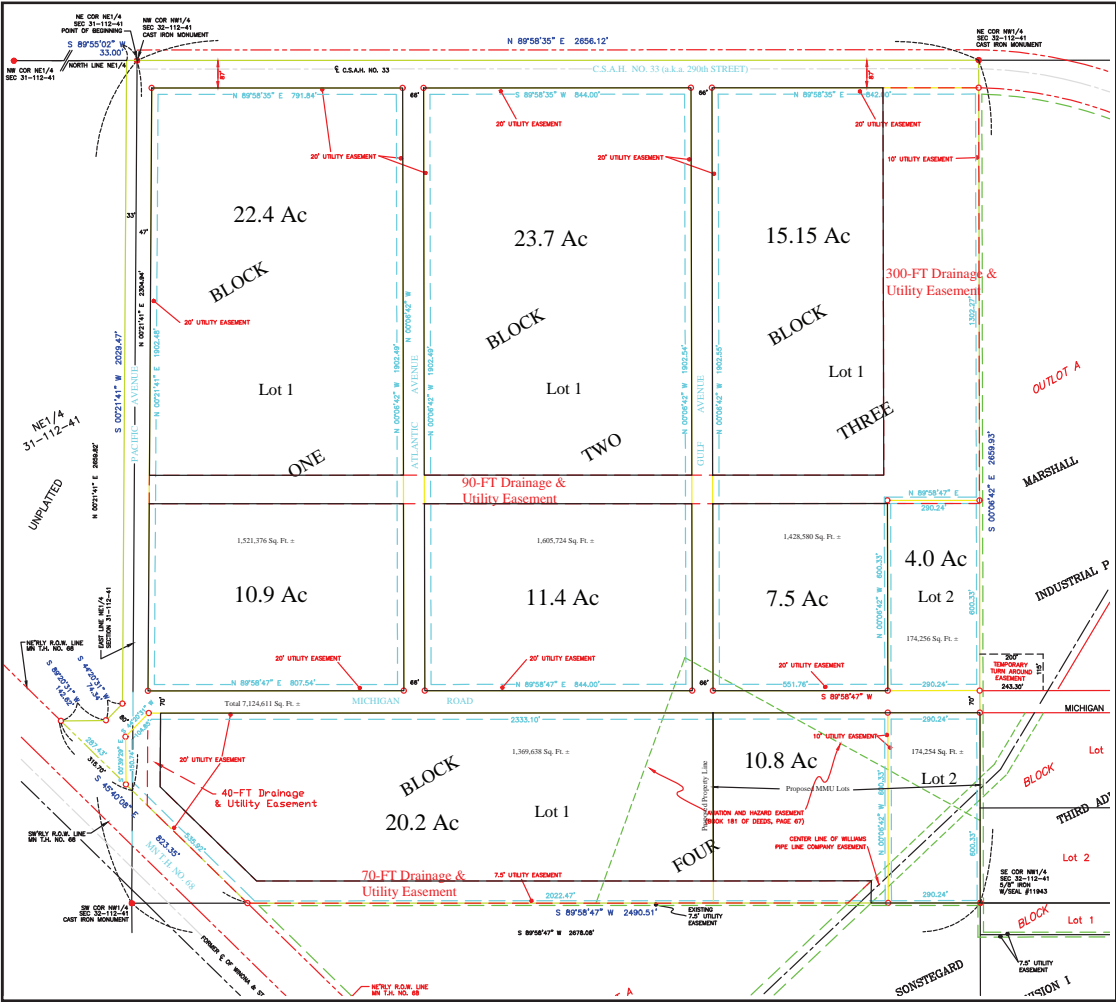


COMMERCE PARK

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 two parcels are 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.

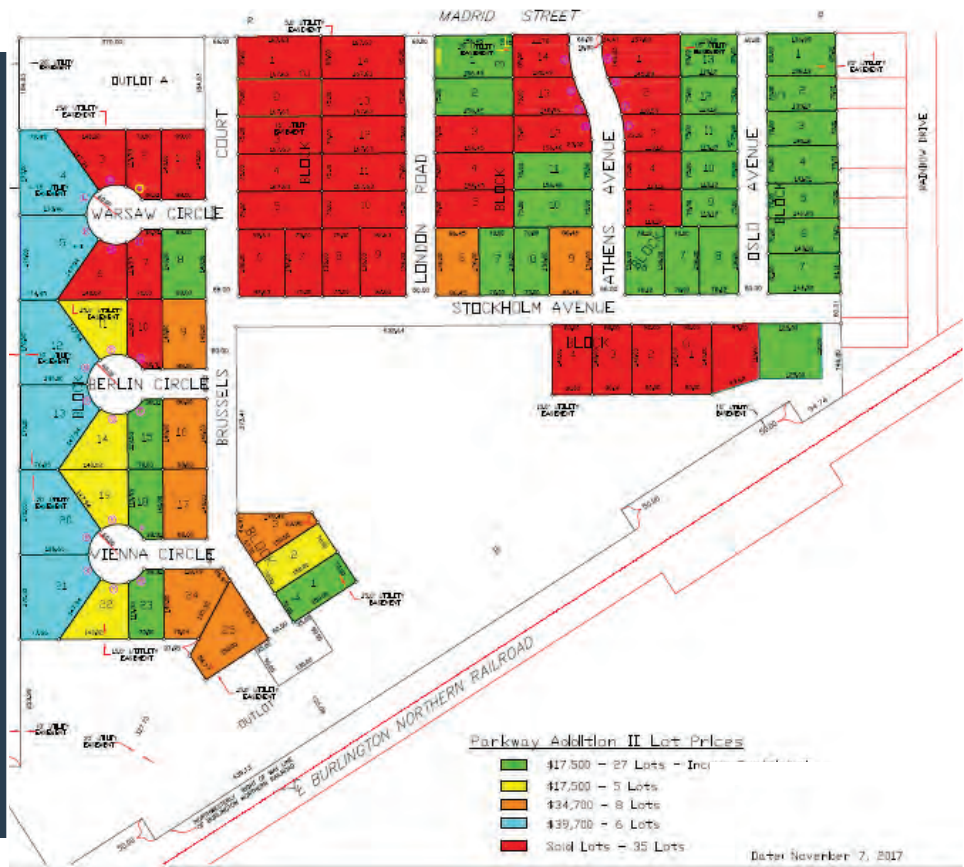
Southwest Minnesota Regional Airport-Marshall/Ryan Field's features include:

- 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 46 lots available that 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



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 apartments or townhomes which may be an option to fill a need down the road. The City currently has a developer interested in building three 36 unit buildings.



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.



SCHWAN'S REGIONAL AMATEUR SPORTS COMPLEX

Building off of our newly constructed Red Baron Arena & Expo, which features two sheets of ice and an exposition center, the competition baseball/softball complex opened in Summer 2017. 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 SW MN PARTNERSHIP

The City of Marshall and Lyon County have contracted with the Marshall Area Chamber of Commerce to provide staff to lead the marketing, recruitment and retention efforts for economic development in Lyon County.

The goal of the partnership is to create operational efficiencies, maximize limited financial resources, and create a more coordinated community effort to retain and grow Lyon County. Another purpose is to foster relationships which allow contribution of our individual skills toward the common goal, and promote the individual strengths and unique characteristics of each entity to best match potential development prospects with sites and services to fit their needs.

BALATON

Largest Employers

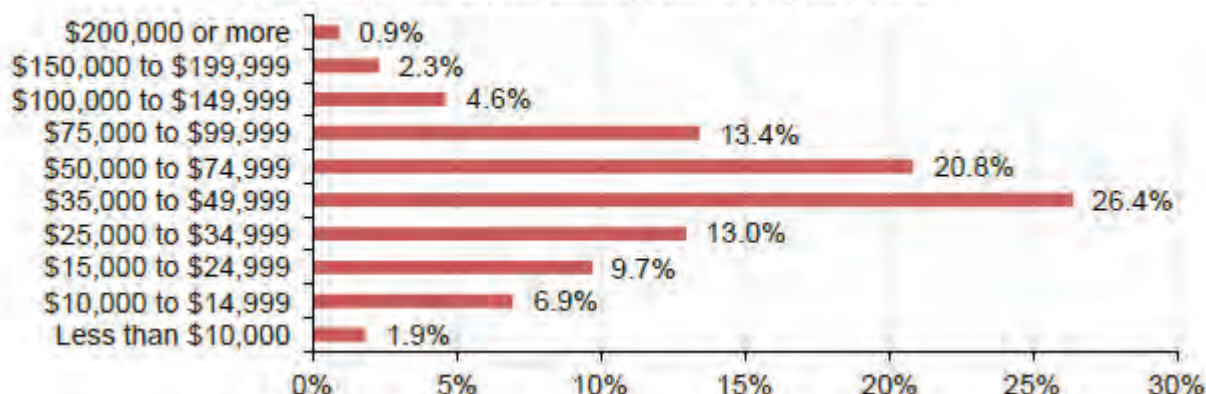
Colonial Manor Nursing Home
City of Balaton
Ralco
trū Shrimp Company
Western Mutual

524
POPULATION



www.balatonmn.com

Household Income Distribution, Balaton city, MN, 2015*



Housing Characteristics, 2015*

	Balaton city, MN	Lyon County, MN	U.S.
Total Housing Units	299	11,117	133,351,840
Occupied	216	9,958	116,926,305
Vacant	83	1,159	16,425,535
For rent	33	378	2,949,366
Rented, not occupied	0	26	616,375
For sale only	12	213	1,492,691
Sold, not occupied	6	32	628,160
Seasonal, recreational, occasional use	21	76	5,329,103
For migrant workers	0	0	35,502
Other vacant	11	434	5,374,338
Year Built			
Built 2014 or later	0	16	143,974
Built 2010 to 2013	0	86	1,944,533
Built 2000 to 2009	54	1,173	19,861,107
Built 1990 to 1999	14	1,130	18,636,635
Built 1980 to 1989	8	1,209	18,331,828
Built 1970 to 1979	35	1,993	20,932,720
Built 1940 to 1969	69	3,164	35,939,960
Median year structure built^	1953	1970	1976

Population, 2010*-2015*

	Balaton city, MN	Lyon County, MN	U.S.
Population (2015*)	524	25,699	316,515,021
Population (2010*)	762	25,606	303,965,272
Population Change (2010*-2015*)	-238	93	12,549,749
Population Percent Change (2010*-2015*)	-31.2%	0.4%	4.1%

* ACS 5-year estimates used. 2015 represents average characteristics from 2011-2015; 2010 represents 2006-2010.



TRU SHRIMP COMPANY

trū Shrimp Company is a brand of Ralco, a third-generation family owned business. trū Shrimp Company, headquartered in Balaton, is a true leader in the aquaculture industry and has had many revolutionary breakthroughs in science and technology. They strive to raise a safe and abundant food supply with a sustainable and environmentally responsible approach. Their work in Balaton includes a state of the art Balaton Bay Reef facility which will be the central point for trū Shrimp training, research and development. They endeavor to expand their operations, and impact the entire region with their advancements in the industry.

In 2017, Balaton was mentioned in both ***USA Today*** and the ***Wall Street Journal*** - highlighting the development progress of trū Shrimp.



EASTBAY MULTI-GENERATIONAL PARK

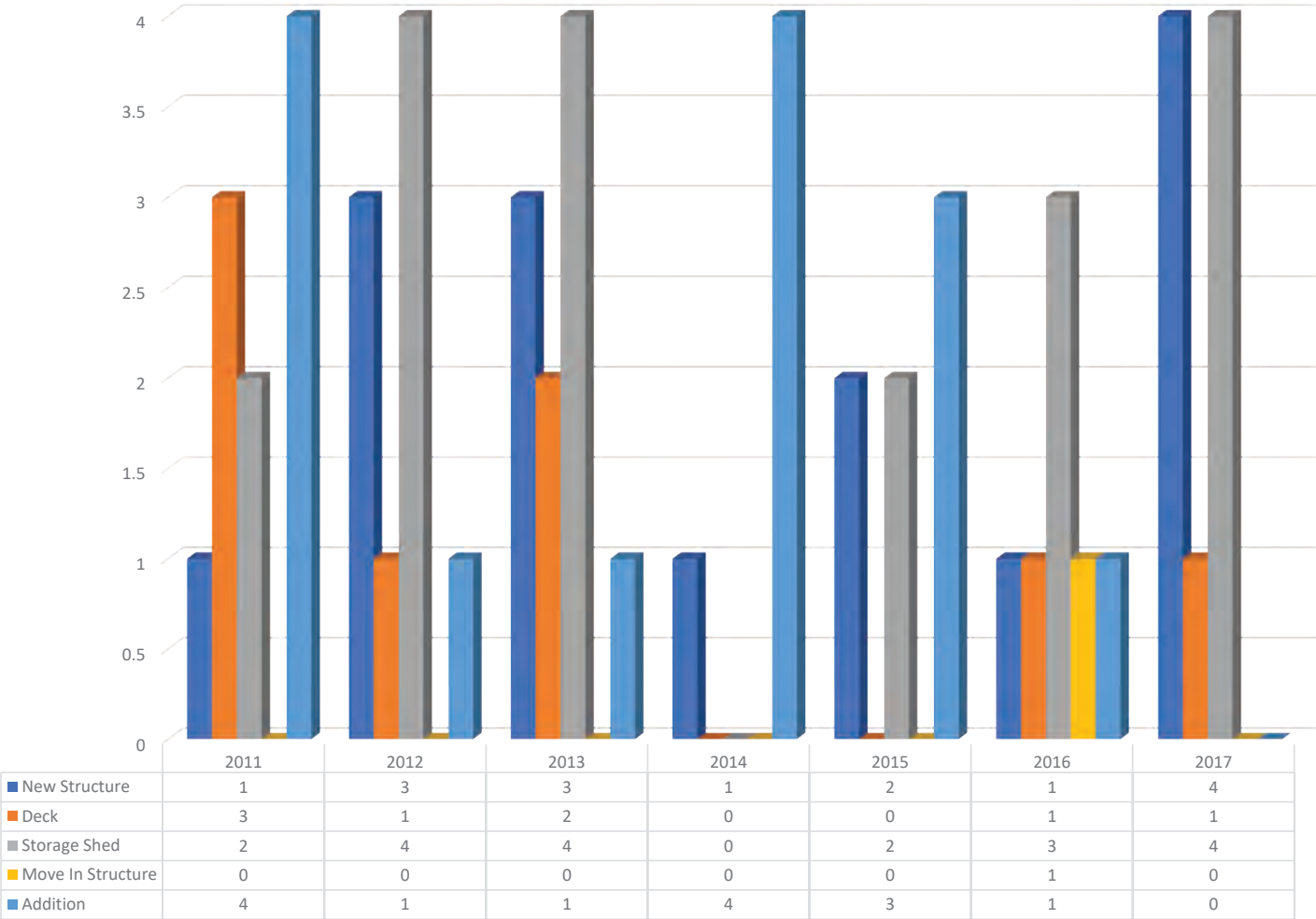
Through a partnership with United Way, a Born Learning Trail (pictured) was installed as one part of a large multi-generational park project. The long term vision of the project includes additional play equipment, physical fitness equipment that can be used for physical therapy and overall wellness, a bathroom and shower house, picnic area, as well as a natural playscape area for kids of all ages to enjoy.



BALATON BROADBAND

Through a partnership with Balaton EDA and Woodstock Communications, broadband in Balaton is becoming a reality. The first funding application was denied however, DEED awarded funds to the Balaton project in late 2017, for a 2018 system build-out. The project will bring fiber broadband service to every business and residence in the City of Balaton. Broadband is critical to the growth of any community, and especially important to be able to compete in the regional and global economy. More and more of our daily lives rely upon the connectivity that the internet provides, which is why this project is so important.

Balaton Building Permits



TAX ABATEMENT INCENTIVES

The EDA, in partnership with the City Council worked together to implement a tax abatement incentive program to help spur new construction. The incentive is available to all new construction within the city limits. The photo shown is a spec home built by Ace.



NATURAL GAS

Minnesota Energy Resources piped the entire town of Balaton with natural gas - service is now brought to every residence.

COTTONWOOD



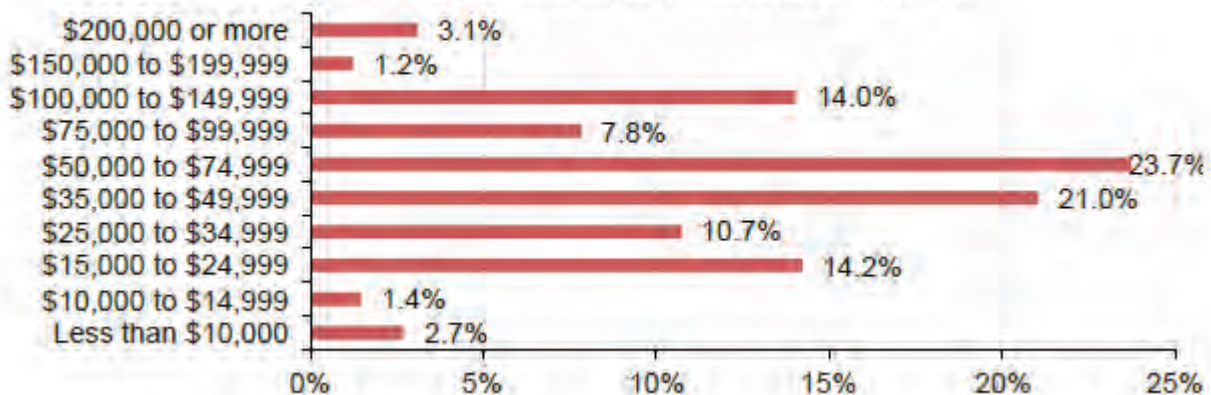
1,257
POPULATION

Largest Employers

North Star Insurance
Mid-Continent Cabinetry
Lakeview Public Schools

www.cityofcottonwoodmn.com

Household Income Distribution, Cottonwood city, MN, 2015*



Housing Characteristics, 2015*

	Cottonwood city, MN	Lyon County, MN	U.S.
Total Housing Units	518	11,117	133,351,840
Occupied	485	9,958	116,926,305
Vacant	33	1,159	16,425,535
For rent	17	378	2,949,366
Rented, not occupied	0	26	616,375
For sale only	0	213	1,492,691
Sold, not occupied	0	32	628,160
Seasonal, recreational, occasional use	0	76	5,329,103
For migrant workers	0	0	35,502
Other vacant	16	434	5,374,338
Year Built			
Built 2014 or later	0	16	143,974
Built 2010 to 2013	8	86	1,944,533
Built 2000 to 2009	43	1,173	19,861,107
Built 1990 to 1999	63	1,130	18,636,635
Built 1980 to 1989	37	1,209	18,331,828
Built 1970 to 1979	111	1,993	20,932,720
Built 1940 to 1969	148	3,164	35,939,960
Median year structure built^A	1970	1970	1976

Population, 2010*-2015*

	Cottonwood city, MN	Lyon County, MN	U.S.
Population (2015*)	1,257	25,699	316,515,021
Population (2010*)	994	25,606	303,965,272
Population Change (2010*-2015*)	263	93	12,549,749
Population Percent Change (2010*-2015*)	26.5%	0.4%	4.1%

* ACS 5-year estimates used. 2015 represents average characteristics from 2011-2015; 2010 represents 2006-2010.



COMMUNITY CENTER

The Cottonwood Community Center is currently undergoing an extensive renovation inside and out. Constructed in 1981 by local organizations and volunteers, the Community Center facility has served the Cottonwood community well, but over the years has become in need of extensive repairs and updating. In addition to roof and structural repairs, the inside of the Community Center is being renovated to give it a fresh look and also to provide a more open and inviting space that will be more accomodating to large events such as weddings and business gatherings.



OPEN DOOR HEALTH

Open Door Health will be remodeling their Clinic Building this winter/spring to better suit their needs before they reopen the dental office there.



WATERMAIN AND STREET RECONSTRUCTION

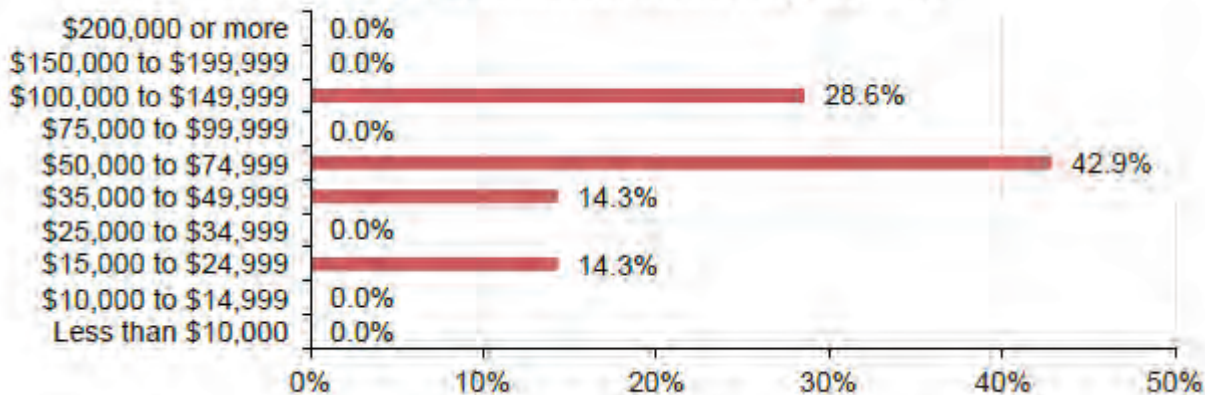
In the summer of 2016, the City of Cottonwood took on an extensive street reconstruction and watermain replacement project. During this project, approximatley 17 blocks in length of old, cast iron watermains were replaced and approximately 50 blocks in length of city streets were milled and overlaid. The City also worked with Lyon County to complete the reconstruction of County Road 10 (West Main Street) and to replace the underlying storm sewer system. The reconstruction of many of the City's streets in addition to the Main Street storm sewer system has really moved the City forward in keeping up with the issue of aging infrastructure.

FLORENCE



14
POPULATION

Household Income Distribution, Florence city, MN, 2015*



Housing Characteristics, 2015*

	Florence city, MN	Lyon County, MN	U.S.
Total Housing Units	14	11,117	133,351,840
Occupied	7	9,958	116,926,305
Vacant	7	1,159	16,425,535
For rent	0	378	2,949,366
Rented, not occupied	0	26	616,375
For sale only	0	213	1,492,691
Sold, not occupied	0	32	628,160
Seasonal, recreational, occasional use	0	76	5,329,103
For migrant workers	0	0	35,502
Other vacant	7	434	5,374,338
Year Built			
Built 2014 or later	0	16	143,974
Built 2010 to 2013	0	86	1,944,533
Built 2000 to 2009	0	1,173	19,861,107
Built 1990 to 1999	1	1,130	18,636,635
Built 1980 to 1989	0	1,209	18,331,828
Built 1970 to 1979	2	1,993	20,932,720
Built 1940 to 1969	0	3,164	35,939,960
Median year structure built^	1939	1970	1976

Population, 2010*-2015*

	Florence city, MN	Lyon County, MN	U.S.
Population (2015*)	14	25,699	316,515,021
Population (2010*)	25	25,606	303,965,272
Population Change (2010*-2015*)	-11	93	12,549,749
Population Percent Change (2010*-2015*)	-44.0%	0.4%	4.1%

* ACS 5-year estimates used. 2015 represents average characteristics from 2011-2015; 2010 represents 2006-2010.

GARVIN

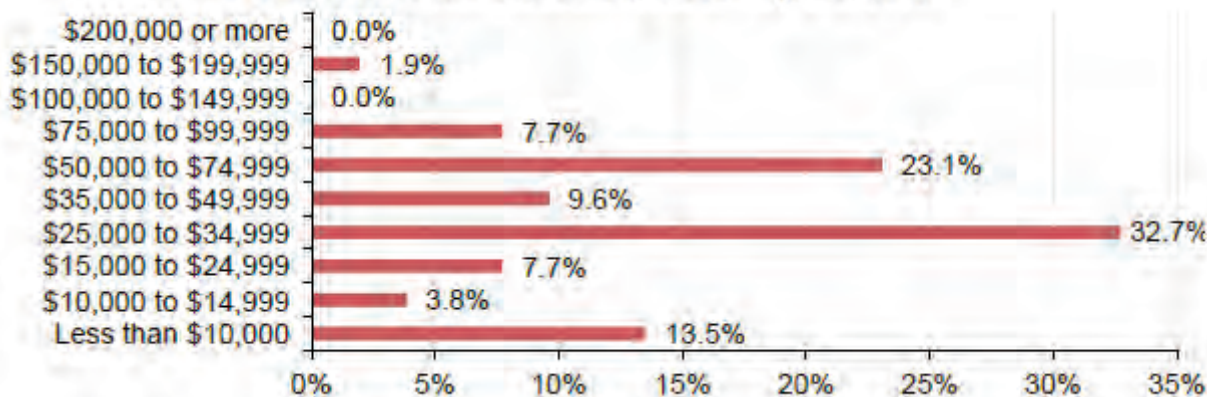


BITTON'S ROADHOUSE

Restaurant & Bar with a Banquet Hall and Off-Sale Liquor Store. Opened on September 1, 2017.

120
POPULATION

Household Income Distribution, Garvin city, MN, 2015*



Housing Characteristics, 2015*

	Garvin city, MN	Lyon County, MN	U.S.
Total Housing Units	63	11,117	133,351,840
Occupied	52	9,958	116,926,305
Vacant	11	1,159	16,425,535
For rent	4	378	2,949,366
Rented, not occupied	0	26	616,375
For sale only	2	213	1,492,691
Sold, not occupied	0	32	628,160
Seasonal, recreational, occasional use	0	76	5,329,103
For migrant workers	0	0	35,502
Other vacant	5	434	5,374,338
Year Built			
Built 2014 or later	0	16	143,974
Built 2010 to 2013	0	86	1,944,533
Built 2000 to 2009	4	1,173	19,861,107
Built 1990 to 1999	0	1,130	18,636,635
Built 1980 to 1989	1	1,209	18,331,828
Built 1970 to 1979	6	1,993	20,932,720
Built 1940 to 1969	21	3,164	35,939,960
Median year structure built^a	1941	1970	1976

Population, 2010*-2015*

	Garvin city, MN	Lyon County, MN	U.S.
Population (2015*)	120	25,699	316,515,021
Population (2010*)	171	25,606	303,965,272
Population Change (2010*-2015*)	-51	93	12,549,749
Population Percent Change (2010*-2015*)	-29.8%	0.4%	4.1%

* ACS 5-year estimates used. 2015 represents average characteristics from 2011-2015; 2010 represents 2006-2010.

GHENT

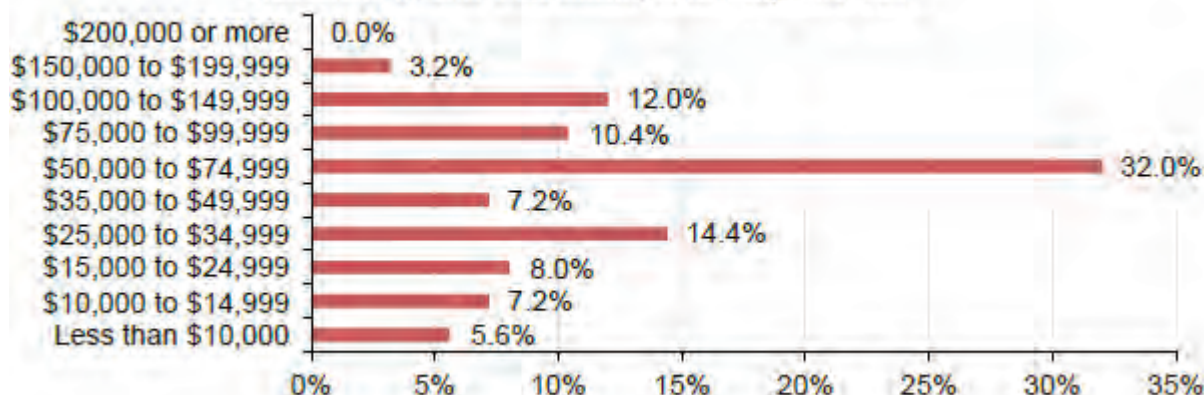


344
POPULATION

KB'S BAR & GRILL

Serves lunch, dinner, coffee and drinks. KB's Bar & Grill is known for their pizza and customer service.

Household Income Distribution, Ghent city, MN, 2015*



Housing Characteristics, 2015*

	Ghent city, MN	Lyon County, MN	U.S.
Total Housing Units	140	11,117	133,351,840
Occupied	125	9,958	116,926,305
Vacant	15	1,159	16,425,535
For rent	15	378	2,949,366
Rented, not occupied	0	26	616,375
For sale only	0	213	1,492,691
Sold, not occupied	0	32	628,160
Seasonal, recreational, occasional use	0	76	5,329,103
For migrant workers	0	0	35,502
Other vacant	0	434	5,374,338
Year Built			
Built 2014 or later	0	16	143,974
Built 2010 to 2013	0	86	1,944,533
Built 2000 to 2009	37	1,173	19,861,107
Built 1990 to 1999	11	1,130	18,636,635
Built 1980 to 1989	11	1,209	18,331,828
Built 1970 to 1979	32	1,993	20,932,720
Built 1940 to 1969	23	3,164	35,939,960
Median year structure built^	1977	1970	1976

Population, 2010*-2015*

	Ghent city, MN	Lyon County, MN	U.S.
Population (2015*)	344	25,699	316,515,021
Population (2010*)	395	25,606	303,965,272
Population Change (2010*-2015*)	-51	93	12,549,749
Population Percent Change (2010*-2015*)	-12.9%	0.4%	4.1%

* ACS 5-year estimates used. 2015 represents average characteristics from 2011-2015; 2010 represents 2006-2010.

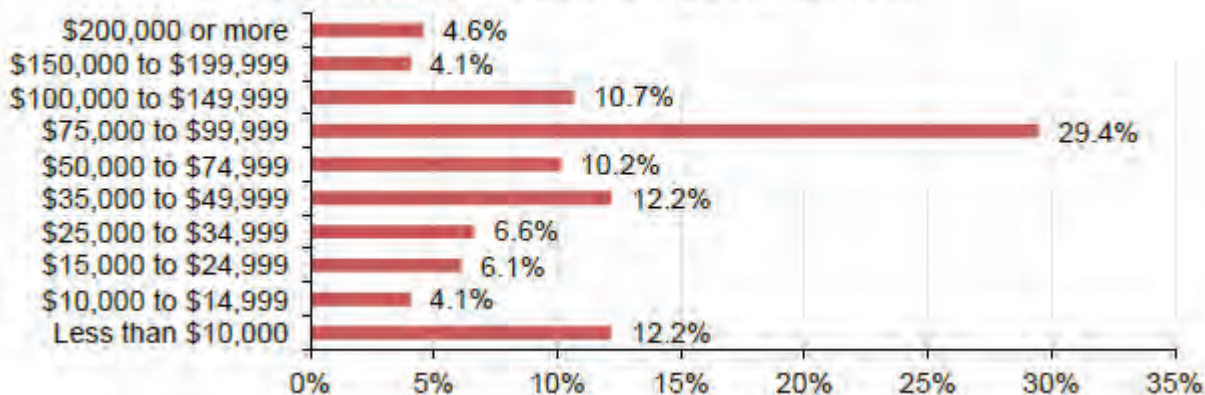
LYND



563
POPULATION

TREV'S KITCHEN opened in 2017 in the Lyndwood.
SOUTHWEST SCHOOL OF DANCE also added Prestige Gymnastics to their facility.

Household Income Distribution, Lynd city, MN, 2015*



Housing Characteristics, 2015*

	Lynd city, MN	Lyon County, MN	U.S.
Total Housing Units	251	11,117	133,351,840
Occupied	197	9,958	116,926,305
Vacant	54	1,159	16,425,535
For rent	4	378	2,949,366
Rented, not occupied	0	26	616,375
For sale only	10	213	1,492,691
Sold, not occupied	11	32	628,160
Seasonal, recreational, occasional use	0	76	5,329,103
For migrant workers	0	0	35,502
Other vacant	29	434	5,374,338
Year Built			
Built 2014 or later	0	16	143,974
Built 2010 to 2013	0	86	1,944,533
Built 2000 to 2009	56	1,173	19,861,107
Built 1990 to 1999	24	1,130	18,636,635
Built 1980 to 1989	15	1,209	18,331,828
Built 1970 to 1979	23	1,993	20,932,720
Built 1940 to 1969	47	3,164	35,939,960
Median year structure built^a	1967	1970	1976

Population, 2010*-2015*

	Lynd city, MN	Lyon County, MN	U.S.
Population (2015*)	563	25,699	316,515,021
Population (2010*)	432	25,606	303,965,272
Population Change (2010*-2015*)	131	93	12,549,749
Population Percent Change (2010*-2015*)	30.3%	0.4%	4.1%

* ACS 5-year estimates used. 2015 represents average characteristics from 2011-2015; 2010 represents 2006-2010.

MINNEOTA



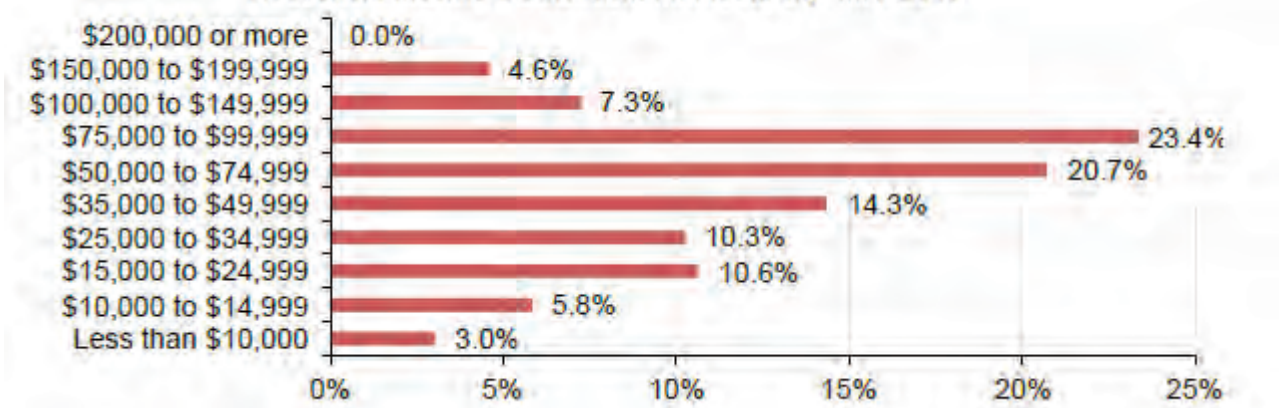
1,407
POPULATION

Largest Employers
Minneota Manor Health Care, Inc
Minneota Public School District
Universal Forest Products

www.minneota.com

MINNEOTA CITY HALL

Household Income Distribution, Minneota city, MN, 2015*



Housing Characteristics, 2015*

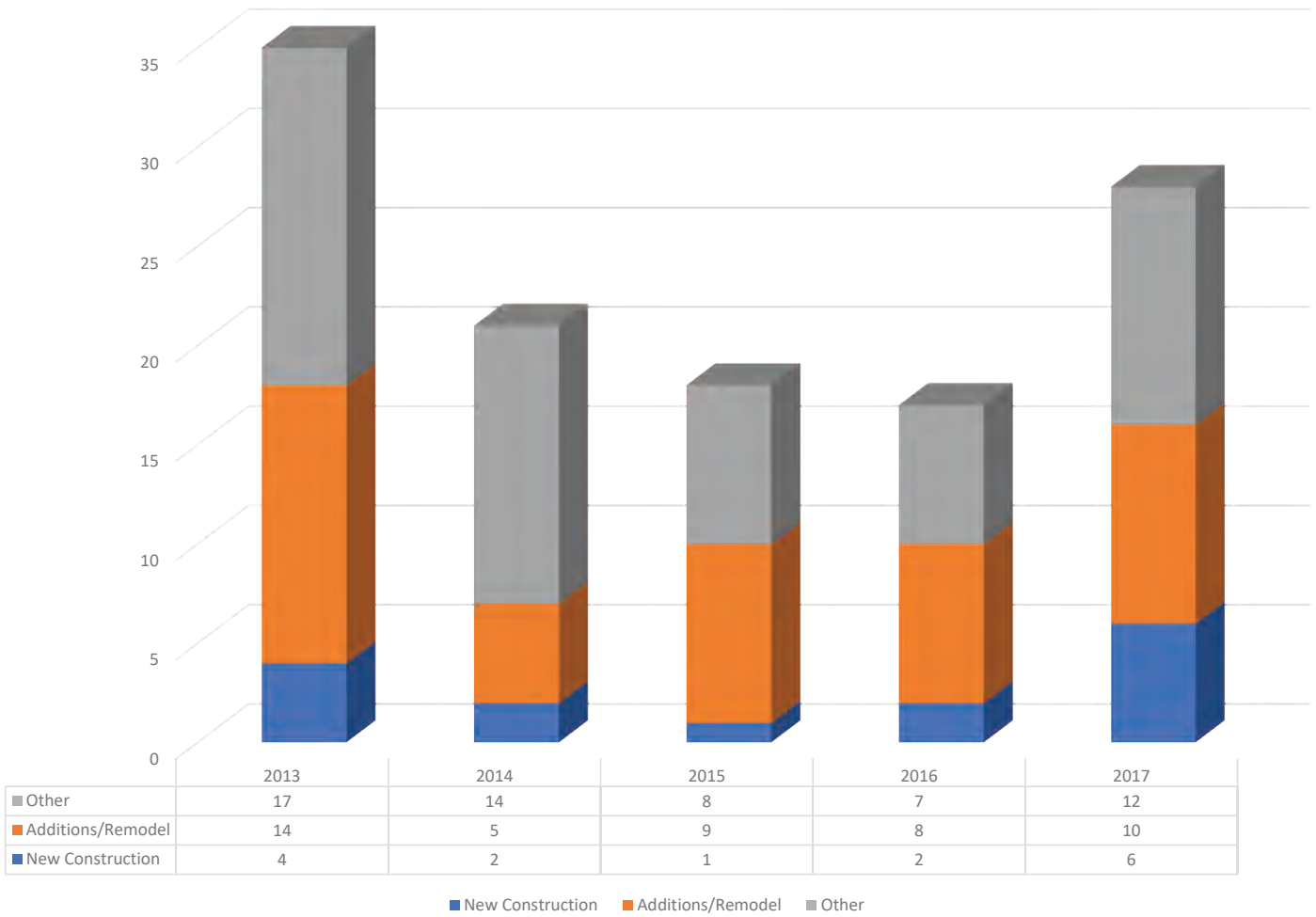
	Minneota city, MN	Lyon County, MN	U.S.
Total Housing Units	636	11,117	133,351,840
Occupied	565	9,958	116,926,305
Vacant	71	1,159	16,425,535
For rent	12	378	2,949,366
Rented, not occupied	0	26	616,375
For sale only	0	213	1,492,691
Sold, not occupied	0	32	628,160
Seasonal, recreational, occasional use	20	76	5,329,103
For migrant workers	0	0	35,502
Other vacant	39	434	5,374,338
Year Built			
Built 2014 or later	0	16	143,974
Built 2010 to 2013	0	86	1,944,533
Built 2000 to 2009	29	1,173	19,861,107
Built 1990 to 1999	30	1,130	18,636,635
Built 1980 to 1989	26	1,209	18,331,828
Built 1970 to 1979	136	1,993	20,932,720
Built 1940 to 1969	227	3,164	35,939,960
Median year structure built^	1958	1970	1976

Population, 2010*-2015*

	Minneota city, MN	Lyon County, MN	U.S.
Population (2015*)	1,407	25,699	316,515,021
Population (2010*)	1,193	25,606	303,965,272
Population Change (2010*-2015*)	214	93	12,549,749
Population Percent Change (2010*-2015*)	17.9%	0.4%	4.1%

* ACS 5-year estimates used. 2015 represents average characteristics from 2011-2015; 2010 represents 2006-2010.

Minneota Building Permits



CITY HALL BAR & GRILL

Exciting things are happening in Minneota! An estimated \$400,000 addition to the City Hall Bar and Grill, funded primarily by community shareholders and local investors, is well underway. The City Hall Bar and Grill, which is part of the former jail in town, provides a fun and unique atmosphere for all who enter. A grand opening event is planned for Spring 2018.

VETERAN'S PARK IN MINNEOTA

Veterans Park in Minneota will soon stand in remembrance and honor of those who have served, or are currently serving, our country through their military service. The project is being led by Legion Commander Jim Fink with assistance of the Minneota Legion and VFW. The project is estimated at \$55,000 and is expected to be complete in May 2018 – in time for Memorial Day.

RUSSELL



404
POPULATION

Largest Employers

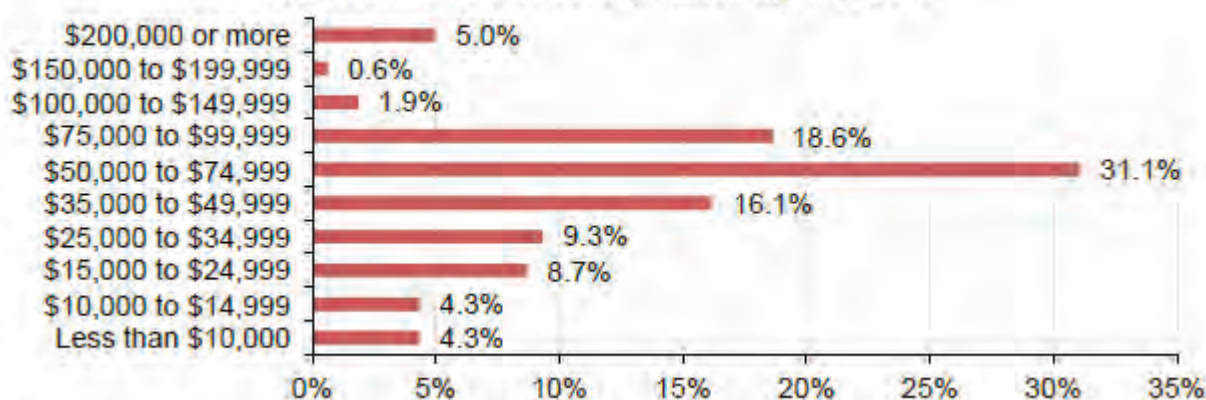
First Independent Bank
Meadowland
Russell Municipal Liquor
Store

www.cityofrussell.org

MEADOWLAND

Meadowland is expanding its operations in Russell.

Household Income Distribution, Russell city, MN, 2015*



Housing Characteristics, 2015*

	Russell city, MN	Lyon County, MN	U.S.
Total Housing Units	192	11,117	133,351,840
Occupied	161	9,958	116,926,305
Vacant	31	1,159	16,425,535
For rent	0	378	2,949,366
Rented, not occupied	0	26	616,375
For sale only	4	213	1,492,691
Sold, not occupied	5	32	628,160
Seasonal, recreational, occasional use	12	76	5,329,103
For migrant workers	0	0	35,502
Other vacant	10	434	5,374,338
Year Built			
Built 2014 or later	0	16	143,974
Built 2010 to 2013	0	86	1,944,533
Built 2000 to 2009	4	1,173	19,861,107
Built 1990 to 1999	9	1,130	18,636,635
Built 1980 to 1989	26	1,209	18,331,828
Built 1970 to 1979	22	1,993	20,932,720
Built 1940 to 1969	83	3,164	35,939,960
Median year structure built*	1956	1970	1976

Population, 2010*-2015*

	Russell city, MN	Lyon County, MN	U.S.
Population (2015*)	404	25,699	316,515,021
Population (2010*)	335	25,606	303,965,272
Population Change (2010*-2015*)	69	93	12,549,749
Population Percent Change (2010*-2015*)	20.6%	0.4%	4.1%

* ACS 5-year estimates used. 2015 represents average characteristics from 2011-2015; 2010 represents 2006-2010.

TAUNTON



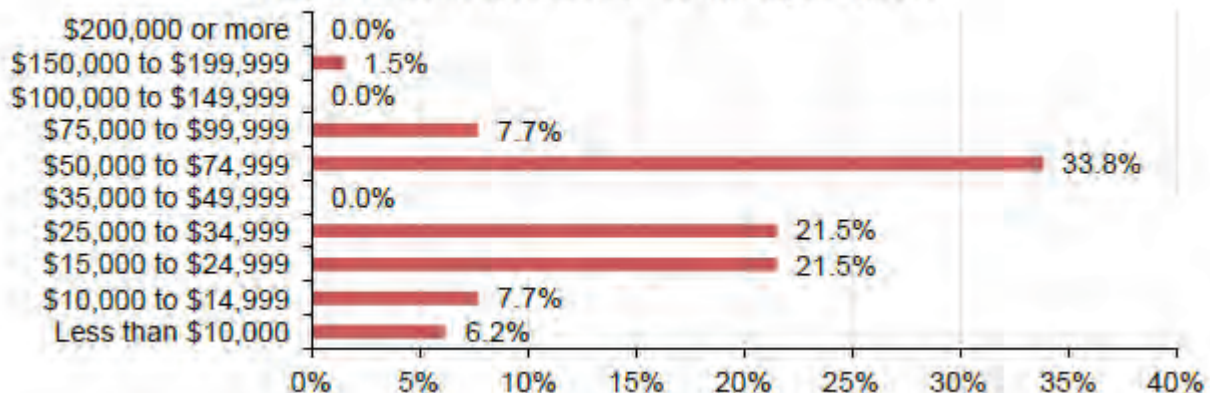
RUSTY'S CORNER CAFE

Rusty's Corner Cafe is hometown cafe that offers large quality portions at affordable prices. Rusty's also offers weekend specials on Friday night BBQ Ribs and Saturday night prime rib. Rusty's also offers catering for all occasions.

161
POPULATION

Largest Employer
State Bank of Taunton

Household Income Distribution, Taunton city, MN, 2015*



Housing Characteristics, 2015*

	Taunton city, MN	Lyon County, MN	U.S.
Total Housing Units	70	11,117	133,351,840
Occupied	65	9,958	116,926,305
Vacant	5	1,159	16,425,535
For rent	0	378	2,949,366
Rented, not occupied	0	26	616,375
For sale only	1	213	1,492,691
Sold, not occupied	0	32	628,160
Seasonal, recreational, occasional use	0	76	5,329,103
For migrant workers	0	0	35,502
Other vacant	4	434	5,374,338
Year Built			
Built 2014 or later	0	16	143,974
Built 2010 to 2013	0	86	1,944,533
Built 2000 to 2009	4	1,173	19,861,107
Built 1990 to 1999	2	1,130	18,636,635
Built 1980 to 1989	7	1,209	18,331,828
Built 1970 to 1979	7	1,993	20,932,720
Built 1940 to 1969	29	3,164	35,939,960
Median year structure built^	1953	1970	1976

Population, 2010*-2015*

	Taunton city, MN	Lyon County, MN	U.S.
Population (2015*)	161	25,699	316,515,021
Population (2010*)	180	25,606	303,965,272
Population Change (2010*-2015*)	-19	93	12,549,749
Population Percent Change (2010*-2015*)	-10.6%	0.4%	4.1%

* ACS 5-year estimates used. 2015 represents average characteristics from 2011-2015; 2010 represents 2006-2010.

TRACY



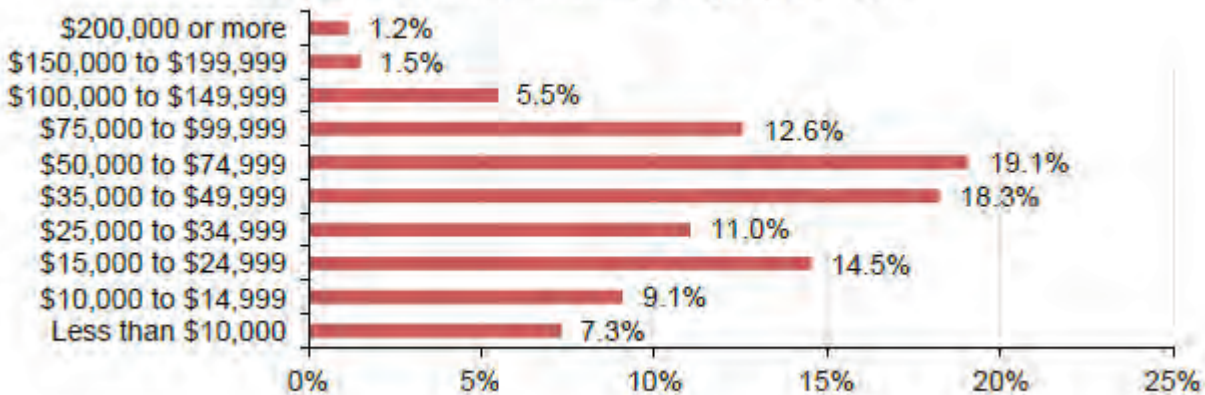
2,110
POPULATION

Largest Employers

Tracy Area Schools
Sandford Tracy Medical Center
City of Tracy
Premium Plant Services, Inc
Minnwest Bank South
Prairie View Health Care

www.tracymn.org

Household Income Distribution, Tracy city, MN, 2015*



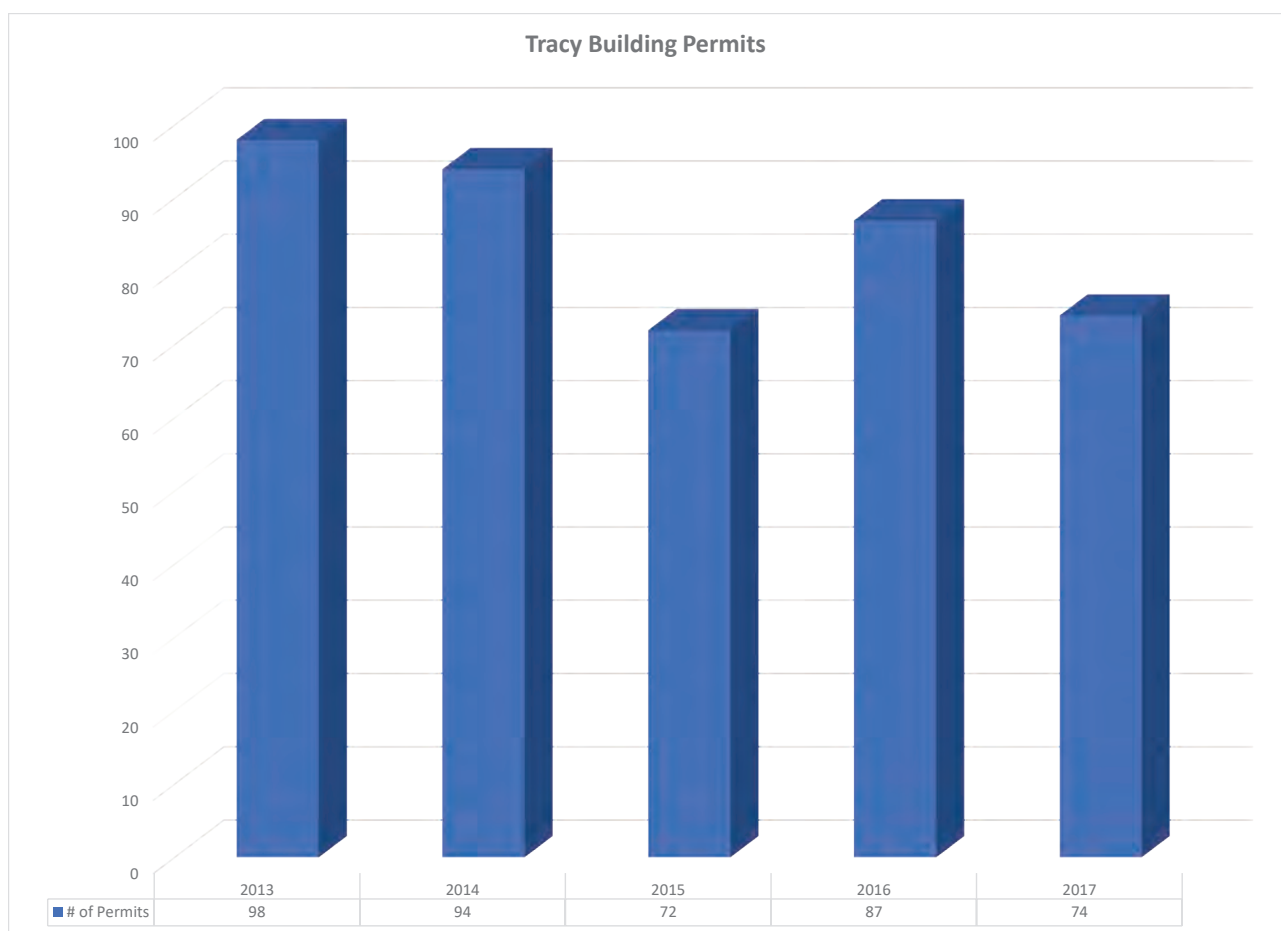
Housing Characteristics, 2015*

	Tracy city, MN	Lyon County, MN	U.S.
Total Housing Units	1,032	11,117	133,351,840
Occupied	860	9,958	116,926,305
Vacant	172	1,159	16,425,535
For rent	60	378	2,949,366
Rented, not occupied	0	26	616,375
For sale only	21	213	1,492,691
Sold, not occupied	0	32	628,160
Seasonal, recreational, occasional use	0	76	5,329,103
For migrant workers	0	0	35,502
Other vacant	91	434	5,374,338
Year Built			
Built 2014 or later	0	16	143,974
Built 2010 to 2013	0	86	1,944,533
Built 2000 to 2009	17	1,173	19,861,107
Built 1990 to 1999	50	1,130	18,636,635
Built 1980 to 1989	42	1,209	18,331,828
Built 1970 to 1979	189	1,993	20,932,720
Built 1940 to 1969	342	3,164	35,939,960
Median year structure built^A	1954	1970	1976

Population, 2010*-2015*

	Tracy city, MN	Lyon County, MN	U.S.
Population (2015*)	2,110	25,699	316,515,021
Population (2010*)	2,285	25,606	303,965,272
Population Change (2010*-2015*)	-175	93	12,549,749
Population Percent Change (2010*-2015*)	-7.7%	0.4%	4.1%

* ACS 5-year estimates used. 2015 represents average characteristics from 2011-2015; 2010 represents 2006-2010.



MASONIC BUILDING

DEED granted a Demolition Loan which assisted with the demolition of the Masonic Temple. The building had fallen into a state of disrepair. Hazardous chemicals and asbestos were mitigated prior to demolition. The building was a health and safety hazard, and posed significant liability risks.



LEWIS DRUG

In early 2017, Maria Schleppenbach-Grogan announced Johns Rx Drug would be purchased by Lewis Family Drug. Working with the EDA on a vast array of site selection options, Lewis Family Drug announced they would build a new facility on Morgan Street, adjacent to Tracy Food Pride.

HOSPICE: OUR HOUSE OF TRACY

The EDA and City of Tracy have worked closely with Hospice of Murray County Administrator Nathan Schunke. Hospice plans to build a 4-unit complex in Tracy on land donated by Larry and Bonnie Buysse. Infrastructure work began in late Fall of 2017. The construction is contingent upon a capital campaign that is currently underway.



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.

▶ WCCO Best Hockey Rink in Minnesota



LYON COUNTY STATS

25,699

LYON COUNTY
POPULATION

35.1

MEDIAN AGE

81.1%

LABOR
EARNINGS

\$51,600

MEDIAN
HOUSEHOLD INCOME

9,958

TOTAL
HOUSEHOLDS

Stronger Together

Discover



WWW.DISCOVERSWMN.COM
[FACEBOOK.COM/ DISCOVERSOUTHWESTMN](https://FACEBOOK.COM/DISCOVERSOUTHWESTMN)