

# MARSHALL AREA EDA ANNUAL REPORT

2018



# TABLE OF CONTENTS

<b>EDA PRESIDENT MESSAGE.....</b>	<b>3</b>
<b>EDA STAFF &amp; BOARD OF DIRECTORS.....</b>	<b>3</b>
<b>FINANCIAL SUMMARY.....</b>	<b>4</b>
<b>ECONOMIC TRENDS ANALYSIS.....</b>	<b>5</b>
Marshall Area Businesses	6
Business Development	7
Building Permit Activity	12
Local Sales & Use Tax	16
<b>RETAIL TRADE ANALYSIS.....</b>	<b>17</b>
Merchandise Category	18
Pull Factor	19
<b>DEMOGRAPHIC ANALYSIS.....</b>	<b>20</b>
Population Trends	21
Age & Gender Distribution	21
Household Income	22
Poverty Level	22
<b>WORKFORCE ANALYSIS.....</b>	<b>23</b>
Unemployment Rate	24
Industry Employment	24
Employment Occupation	25
Household Earnings	25
Job Vacancies	26
Regional Employment Projections	27
Major Employers	28
Commuting Patterns	29
<b>EDUCATIONAL ANALYSIS.....</b>	<b>30</b>
Educational Attainment	31
School Enrollment	31
Marshall Public Schools	32
Southwest Minnesota State University	33
<b>HOUSING ANALYSIS.....</b>	<b>34</b>
Housing Characteristics	35
Affordable Housing	36
Wages & Affordability	36
<b>DEVELOPMENT OPPORTUNITIES.....</b>	<b>37</b>
<b>DISCOVER SOUTHWEST MN PARTNERSHIP.....</b>	<b>43</b>
Lyon County Stats.....	48
Achievements.....	49

# MARSHALL EDA

## EDA PRESIDENT MESSAGE

Merriam-Webster defines progress as “gradual betterment” or “to move forward.” In 2018, Marshall experienced significant progress with the additional development at the MERIT Center, the addition of Aldi to Marshall’s grocery offerings, the Menards and Grace Life Church expansions and ongoing redevelopment at Furniture Mart USA. Renovations by several local restaurants, a resurgence in Marshall’s downtown area with the opening of several small businesses, the start of construction of a new apartment complex in Marshall’s Parkway III Addition, and the readying of parcels along East College Drive for future development enhances the economic vitality of the Marshall area. In the greater Marshall area, trū Shrimp Company completed a state-of-the-art expansion of its campus in Balaton, Meadowland Farmers Co-op opened a new agronomy center in Russell, Chasing Our Tails expanded its organization from New Hampshire into Tracy, and Dollar General has expanded into Minneota. Our progress is the result of the efforts of many and provides opportunities for many, making Marshall stronger as a regional leader. Thank you to all who have contributed to the growth and progress in Marshall and the neighboring communities. We are becoming stronger together!

---

*Greg Bucher,*  
*EDA President*



**Sharon Hanson**

**EDA EXECUTIVE DIRECTOR**  
(507) 537-6760  
sharon.hanson@ci.marshall.mn.us



**Tara Onken**

**EDA DIRECTOR**  
(507) 337-0802  
tara.onken@marshallmn.org



**Marcia Loeslie**

**ASSISTANT EDA DIRECTOR**  
marcia.loeslie@ci.marshall.mn.us

## EDA Board of Directors



Greg Bucher – President  
Chet Lockwood - Vice President  
Randy Serreyn -Treasurer  
Stacy Frost  
John DeCramer  
Steven Meister  
Dan Herrmann

# FINANCIAL SUMMARY

	BEGINNING FUND BALANCE 1/1/18	ENDING FUND BALANCE 12/31/18
<b>FUND 204</b> <i>LOCAL EDA CRIF</i>	559,547.71	556,776.36
<b>FUND 205</b> <i>PARKWAY ADDITION</i>	219,460.12	219,205.71
<b>FUND 206</b> <i>PARKWAY ADDITION II</i>	(641,787.57)	(18,811.08)
<b>FUND 207</b> <i>PARKWAY ADDITION III &amp; IV</i>	1,123,587.57	1,295,789.86
<b>FUND 208</b> <i>EDA ADMIN</i>	65,609.11	54,707.51
<b>FUND 212</b> <i>STATE EDA CRIF</i>	316,270.88	-
<b>FUND 213</b> <i>FEDERAL EDA CRIF</i>	957,184.16	173,252.56
<b>FUND 214</b> <i>EDA REVOLVING</i>	-	255,259.93
<b>TOTAL</b>	<b>\$2,599,871.98</b>	<b>\$2,558,180.85</b>





# 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 13,710 doubles it's daytime population to 25,000 according to employment estimates.

# AREA BUSINESSES

## NEW BUSINESSES

- Elysian Chiropractic
- Anavah Consulting
- North Central  
Reforestation
- Coleman Management
- MG Home Inspections
- The Gym of Marshall
- Southwest Pest Pros
- Deutz Heritage Farm
- Evolution of Beauty
- Nettie's
- Nessa's Naturals
- Ali J Boutique
- Lynn Van Patten Yoga
- Highway 23 Storage
- Ton Kau Asian Grocery Store
- Aldi Corp
- ABC Daycare
- Deutz Brothers

## RENAMED BUSINESSES

- H&L Orthodontics PLLC  
(Formerly Leczy Orthodontics)
- Main-Stay Cafe  
(Formerly The Daily Grind)
- North Risk Partners  
(Formerly Midwest United Insurance)
- AgCountry Farm Credit Services  
(Formerly United FCS)
- North Central International  
(Formerly Olson & Johnson)

## CLOSED BUSINESSES

- Marshall Yoga Shala
- Literacy Volunteers of SW MN
- Duane Anderson Chartered
- Masterson Staffing
- BusinessWare Solutions
- Affiliated Community Medical Center  
(ACMC)
- Midwest Wellness Institute
- Mid-Continent Cabinetry





# BUSINESS DEVELOPMENT



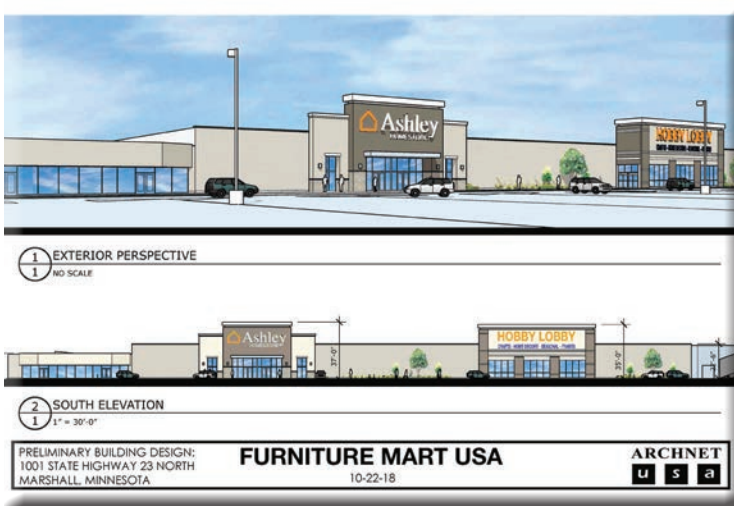
## MERIT CENTER

The second phase of construction of the MERIT Center driving track broke ground at the end of October 2018. A bonding package approved by the Minnesota House of Representatives includes a \$3 million appropriation for the Minnesota Emergency Response and Industrial Training (MERIT) Center in Marshall. The project will add 1.5 miles of road, which will expand the types of training that can be done on the track.



## AVERA - ACMC ACQUISITION

Avera Marshall purchased Affiliated Community Medical Center after being sold to Carris Health. The 150 employees of Carris Health in Marshall became Avera employees. Avera Medical Group physicians and advanced practice providers (APPs) in the Marshall region now exceed 100.



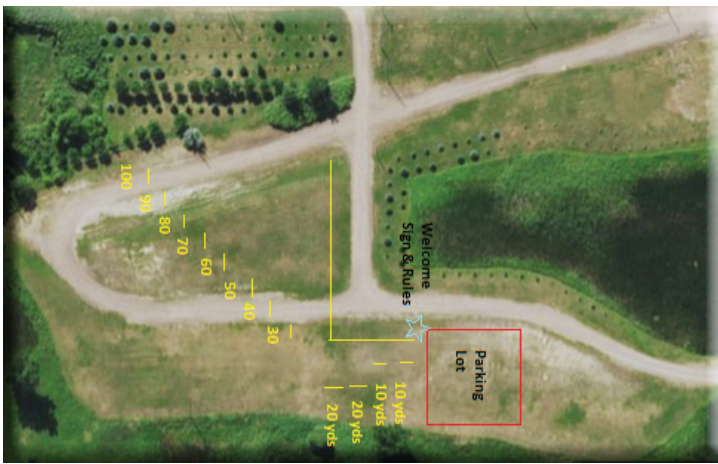
## FURNITURE MART USA ASHLEY HOMESTORE

Furniture Mart has redeveloped the old K-mart building as a multi-tenant building, including a future Ashley HomeStore, among others to be announced.



## UNIQUE OPPORTUNITIES

Unique Opportunities purchased 9 acres of Parkway III for up to a 107-unit apartment development project that could invest up to \$11 Million in the area. The first 36 unit building is currently underway. Amenities include stainless steel appliances, granite counter-tops, washers and dryers in each apartment.



## MARSHALL AREA PUBLIC ARCHERY RANGE

This archery range will be open to the public at no cost. The range targets will vary from 10 yards all the way out to 100 yards. The total cost of the project is estimated to be about \$8,500 and will offer a new recreational sporting option to residents of the Marshall area. It will be located adjacent to MERIT Center on Erie Road.



## GRACE LIFE/EAST SIDE CAMPUS EXPANSION

Grace Life Church Expansion was \$1.6 million. The addition is 15,000 SF, one story. The expansion includes an entryway, bathrooms, a coffee bar and a worship center, which is attached to the current building on the north side.



## MENARDS

The Marshall expansion will include more product selection and displays, create more space for customer order pick-up for our growing online business, an additional warehouse in the outside lumberyard, expansion of the Garden Center, and a few changes to the store's interior.



## ALDI

Aldi Corp opened November 30th, 2018. This location has five aisles and 13,000 sq. ft. of retail space. The building permit was for \$2 Million dollars.

## EDWARD JONES BUILDING

A newly constructed building on East College Drive is home to the new Edward Jones-Mike Leary. Two additional brand new office suites are available for rent. One rental suite is 1,800 sq. ft. and the other rental suite is 2,000 sq. ft. The site has ample parking and great visibility for a new or growing business.

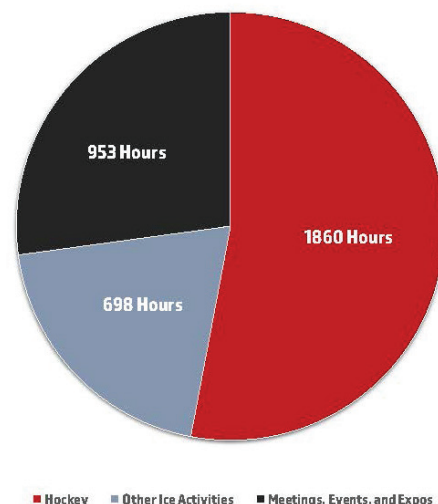


# COMMUNITY DEVELOPMENT



## RED BARON USAGE

In 2018, the Red Baron Arena & Expo was in use for more than 3,500 hours, 953 of which were meetings, private parties, and public events. The Arena hosted 15 expos and community events this year along with 7 multi-day hockey tournaments, bringing approximately 1,500 hockey players to Marshall. The Red Baron Arena & Expo helps the community generate revenue through hotel stays, dining, and local shopping.



## ELYSIAN CHIROPRACTIC

Elysian Chiropractic is a new business and tenant in the remodeled former liquor store location. Elysian Chiropractic is a family and pediatric wellness office.



## NORTH CENTRAL REFORESTATION

Formerly located in Evansville, MN, North Central Reforestation began the process of relocating the entire facility to Marshall, MN in the fall of 2018.. North Central Reforestation, Inc. specializes in growing containerized tree seedlings.



## DEUTZ HERITAGE FARM

Deutz Heritage raises antibiotic-free outdoor pork, grass-fed Red Angus Beef, and, seasonally, free range chickens. Deutz Heritage Farms is licensed for retail sales of pork, beef, and other inspected meats. Deutz Heritage also provides the Marshall area with the area's first Farm to Table specialty meats delivery service, providing customers quality local meats delivered right to their door step.

## BICYCLE FRIENDLY COMMUNITY

The League of American Bicyclists recognized Marshall, MN on December 6, 2018 with a Bronze Level Bicycle Friendly Community (BFC) award, joining 464 communities from across the country. Marshall was awarded for improving conditions for bicycling through investment in bicycling promotion, education programs, infrastructure and pro-bicycling policies. Mayor Bob Byrnes said, "Being recognized as one of 25 communities in the great state of Minnesota is reflective of the progressive nature of our community and their commitment to an enriched quality of life.

## SCHWAN'S COMPANY SALE

The Schwans Food Company sold their Food Service Business to CJ CheilJedang (CJ), of Seoul, South Korea. The sale included 80% of Schwan's and subsidiaries that focus on foods sold in retail stores, grocery stores and food-service venues. The sale will also include the company's manufacturing and logistics operations. However, the Schwan family will keep 20% ownership of the businesses being sold, as well as 100% ownership of Schwan's Home Service, Inc.

## HIGHWAY 23 TRANSPORTATION

MnDOT started the construction project to build a reduced-conflict intersection or "j-turn" at the intersection of Highway 23 and Lyon Street in early August. A restricted turn lane is also being built at the intersection of Clarice Avenue and Highway 23. The project goals are lower speed, safety and access improvements while staying within budget.

## SAFE ROUTES TO SCHOOL

Marshall was awarded the Safe Routes to School/Transportation Alternatives Grant for School Zone Speed Limits and Traffic Calming Signage with a total project cost of \$424,800, a federal award of \$339,840 and a local match of \$84,960.

## DEMOLITION PROJECTS



### MARSHALL BOWL DEMOLITION

The previous Marshall Bowl was demolished and is vacant land for redevelopment. 1417 E College Drive



### TAWAKAL BUILDING DEMOLITION

The previous Tawakal Store building was demolished and is vacant land for redevelopment. 1213 E College Drive

## RENOVATION PROJECTS



### MIKE'S CAFE RENOVATION

Interior and exterior renovations were completed to Mike's Cafe.



### THE GYM OF MARSHALL

The Gym of Marshall is a local, family-owned sports bar and grill. A full bar and menu is available.



### HOLY REDEEMER SCHOOL RENOVATION

The Holy Redeemer Education Center project consisted of HVAC, all new windows, and bathroom remodeling for boys and for girls both upstairs and down.



### HITCHING POST NEW PATIO

The Hitching Post built a new patio to create an enjoyable outdoor seating experience. The original Hitching Post has been serving Marshall and surrounding communities for 14 years.



## 3RD STREET & DOWNTOWN BUSINESSES

Coleman Management purchased multiple buildings from Greig-Gregerson Management and renovated multiple spaces to open new businesses.



- **ALI J BOUTIQUE:** An expansion of its original store located in New London, MN, now also open in Marshall, MN. Ali is excited to provide a women's clothing boutique offering full outfits to women in their midlife. Her mission is to "Teach Women to Wear their Worthiness."



- **EVOLUTION OF BEAUTY:** Amanda Pudil opened for business in August. Amanda has been an esthetician for 15 yrs. Her goal with all her clients is to help them improve self-care and education as well as consistency. Most of all she enjoys watching the evolution into beauty. Offering a wide variety of facials, waxing, and make-up application.



- **NESSA'S NATURALS:** Vanessa Torke of rural Hanley Falls took her passion of "green beauty" to the next level by opening this shop. Nessa's Naturals is a green beauty boutique that focuses on self-care and pampering. Renovations were made to restore the beautiful original tin ceiling tiles, bringing back original charm to downtown Marshall.



- **NETTIE'S:** Nettie's is a shop that offers handcrafted items, new merchandise such as candles, florals, napkins, and other fun and unique décor, and reimagined vintage items. Jennifer Griebel wanted to open shop for the past 5 years and opened up this year.



- **MAIN-STAY CAFE & COFFEE CO:** (Formerly The Daily Grind) New ownership in April 2018 brought a facelift to the interior giving it a more updated, modern and cozy feel. Main-Stay is open daily serving delicious home-made food. They employ two full-time staff and 4-6 part-time staff. Main-Stay strives to be what its name means: "a very important part of something; provides support and makes it possible for something to exist or succeed."

☐ SHAY PHOTOGRAPHY

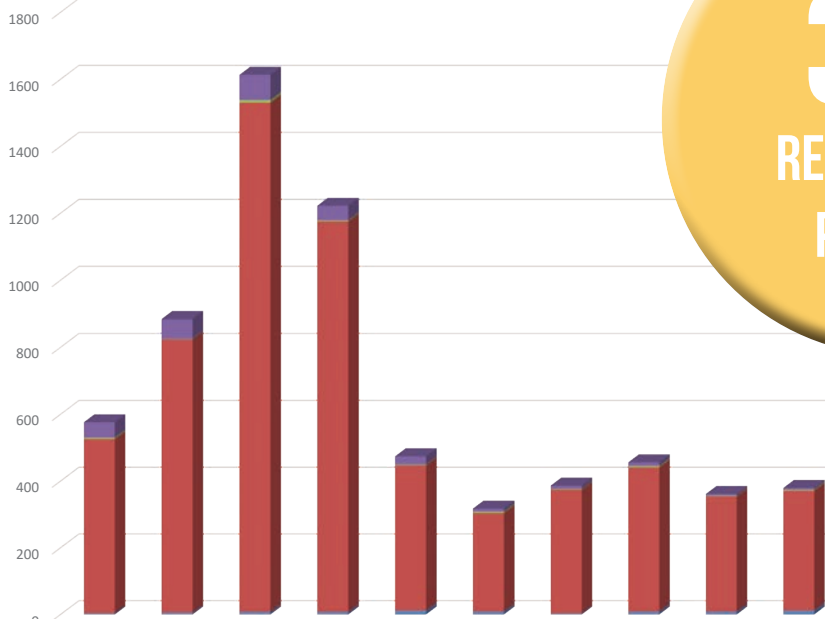
- **SHAY PHOTOGRAPHY:** Shay Photography has been in operation for a few years, but she opened the doors to her physical location in May 2018, after extensive renovations were completed. Her studio was a vacant raw space located on 3rd Street above Nessa's Naturals. Original hardwood floors were refinished, creating a charming studio space with open air 14ft ceilings.



# BUILDING PERMIT ACTIVITY

# of Residential Permits

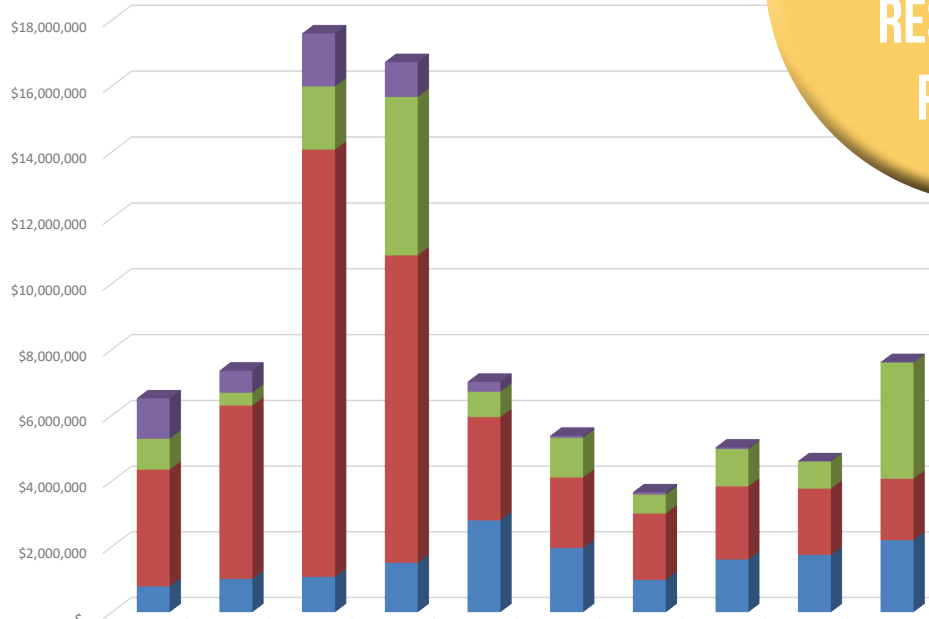
# of Residential Permits



380  
RESIDENTIAL  
PERMITS

Valuation of Residential Permits

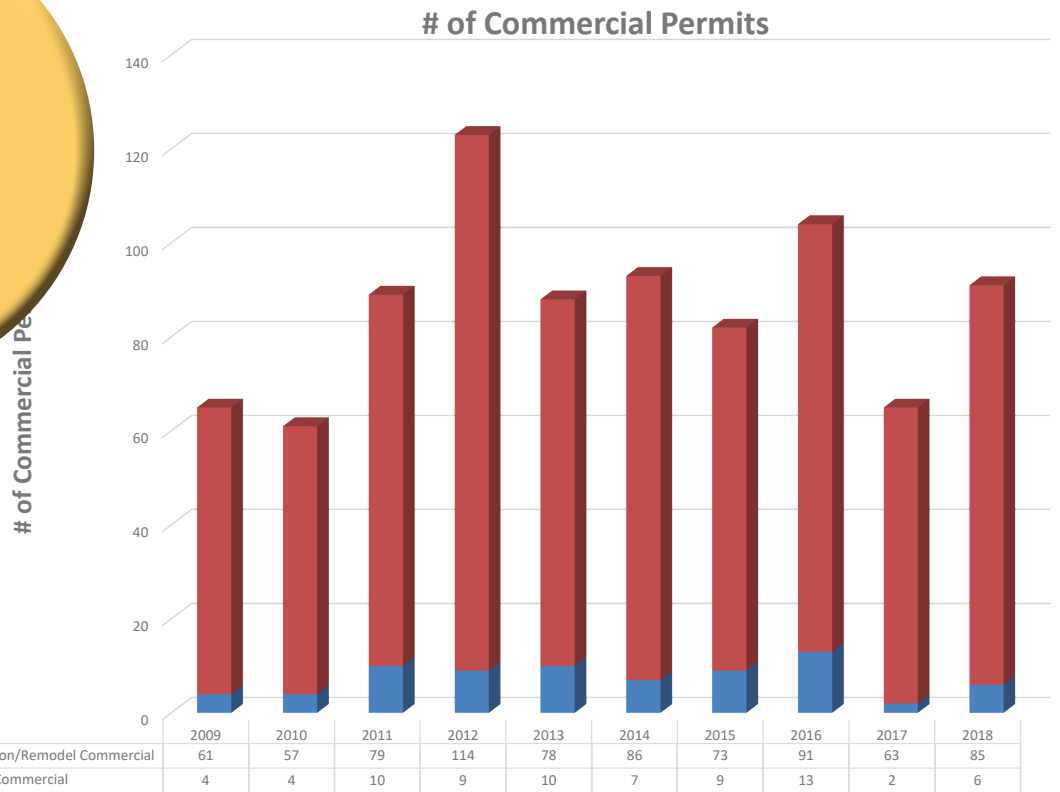
Valuation of Residential Permits



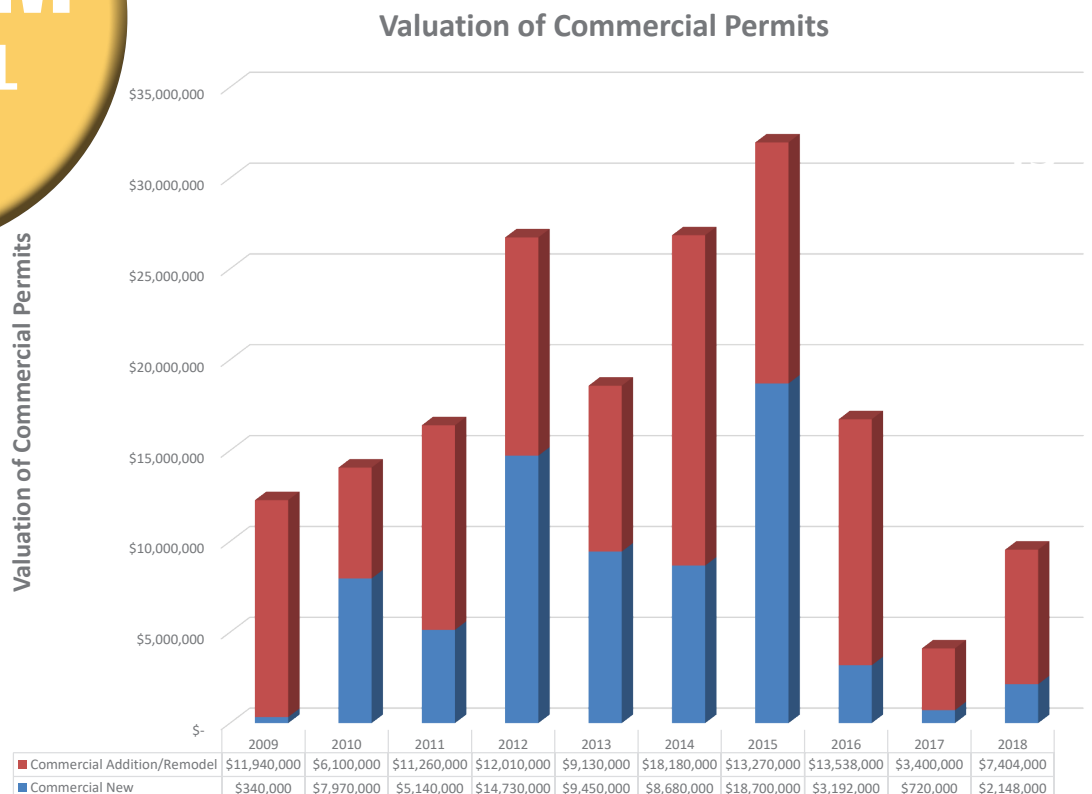
\$7.62M  
RESIDENTIAL  
PERMITS



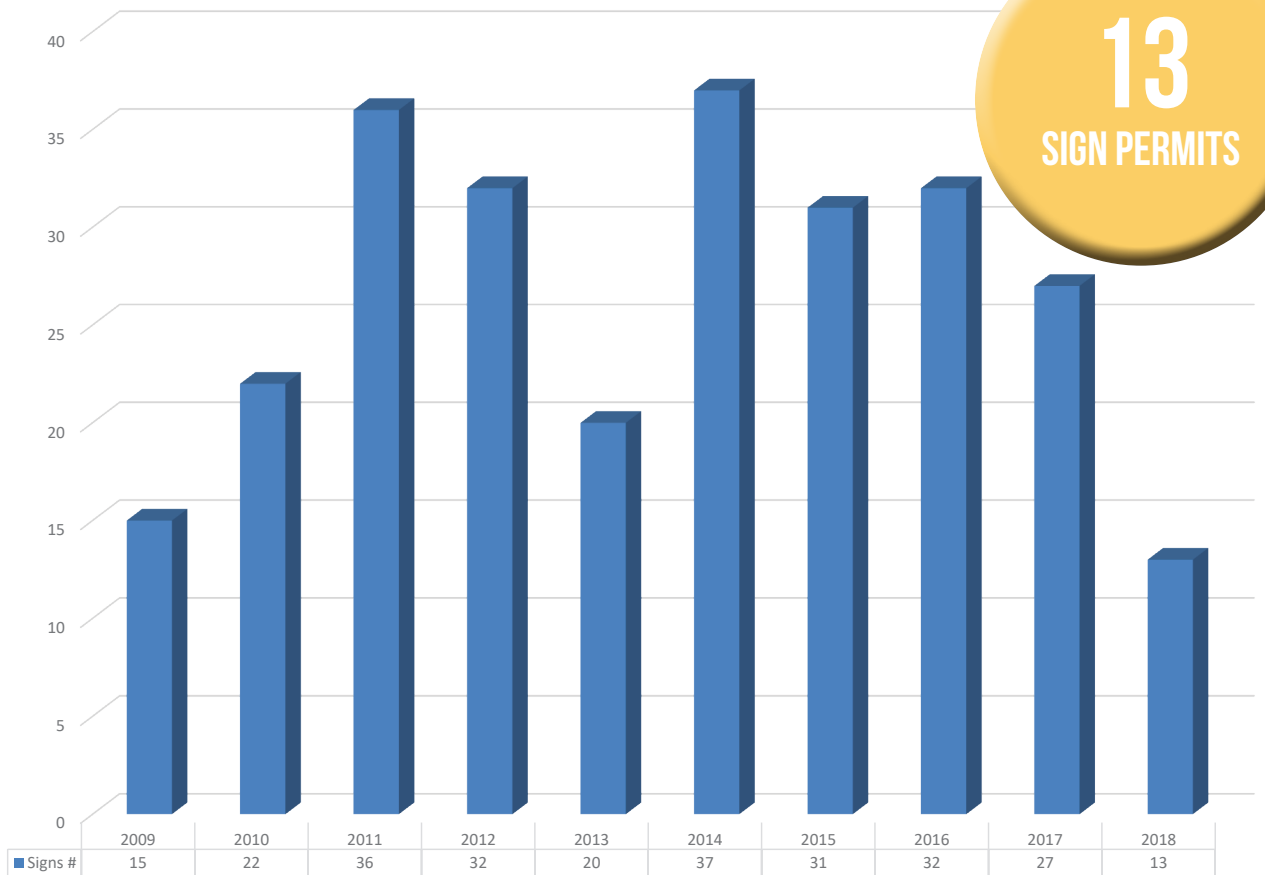
**91**  
**COMMERCIAL**  
**PERMITS**



**\$9.55M**  
**COMMERCIAL**  
**PERMITS**

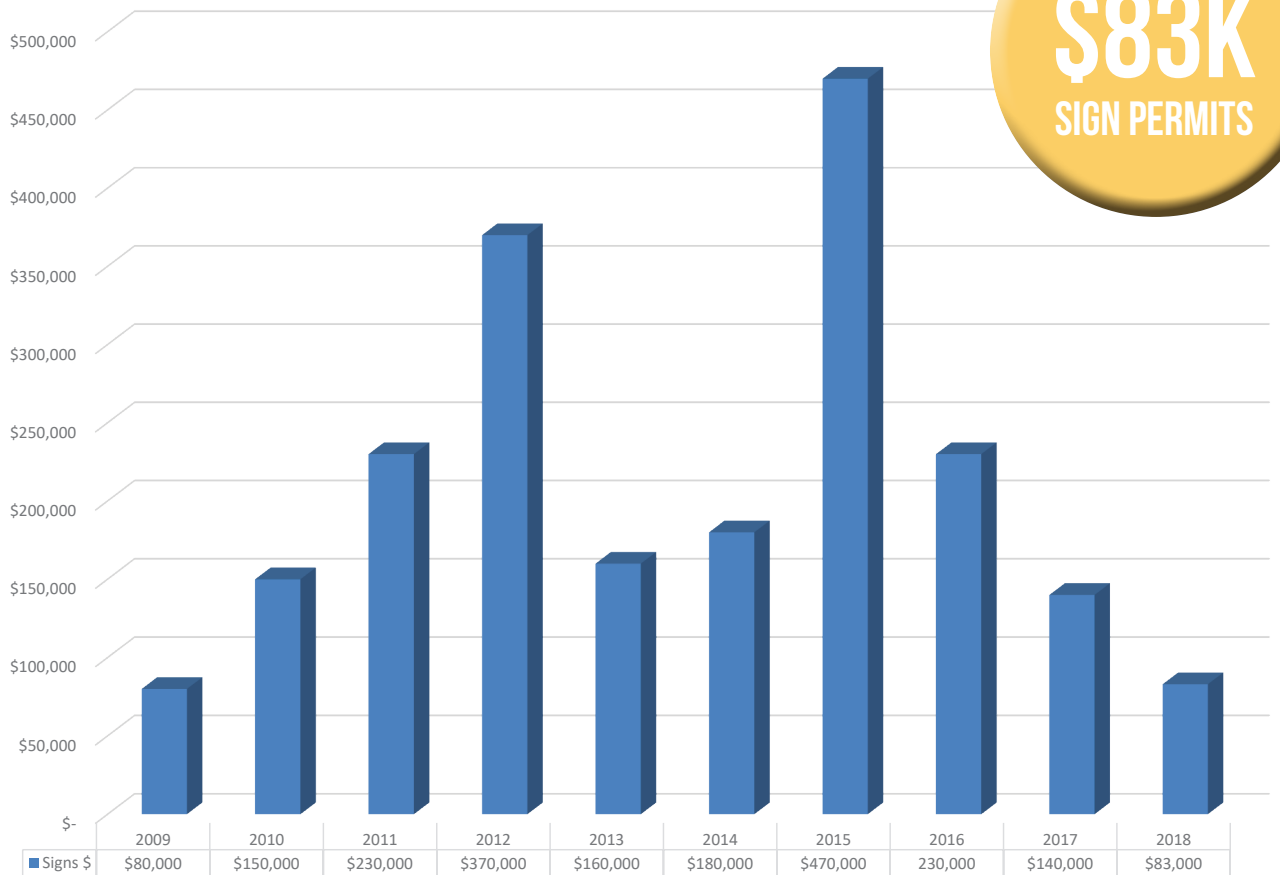


Total # of Signs



**13**  
SIGN PERMITS

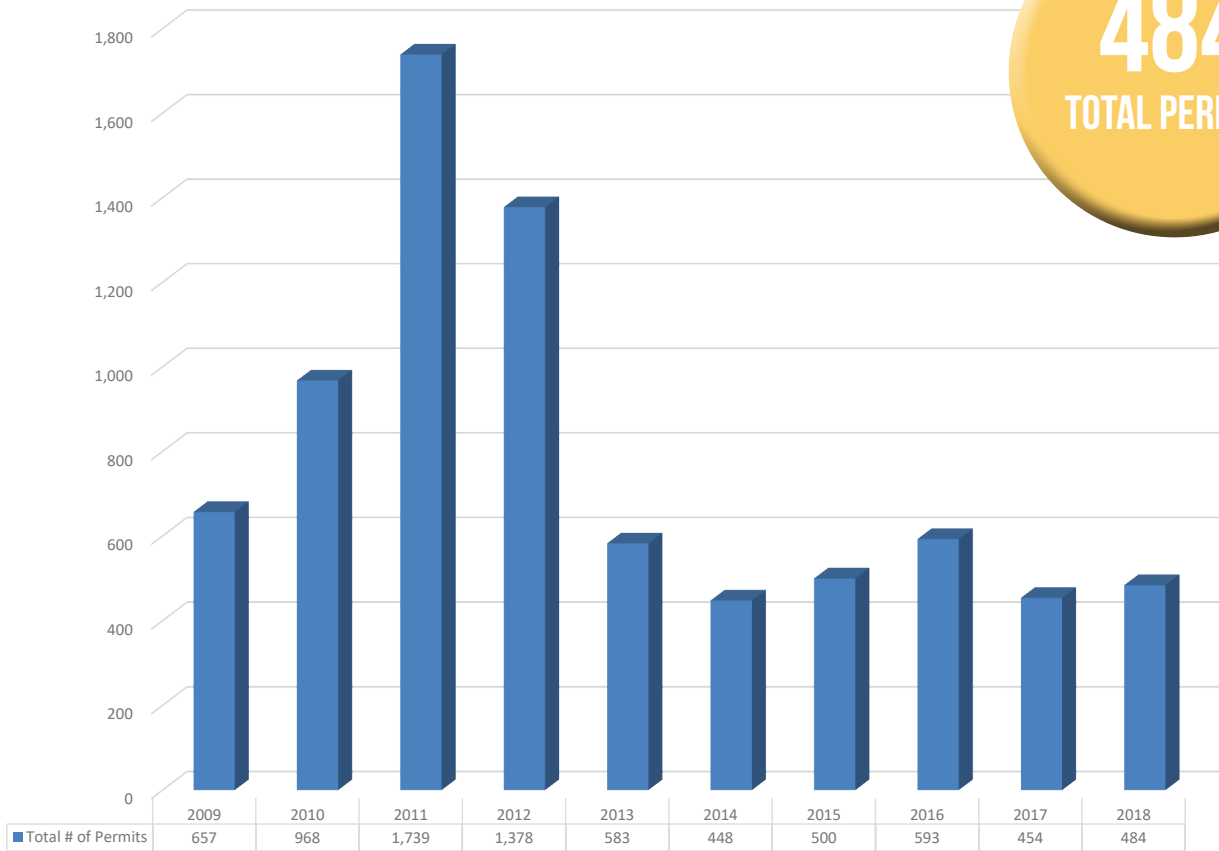
Total \$ of Signs



**\$83K**  
SIGN PERMITS

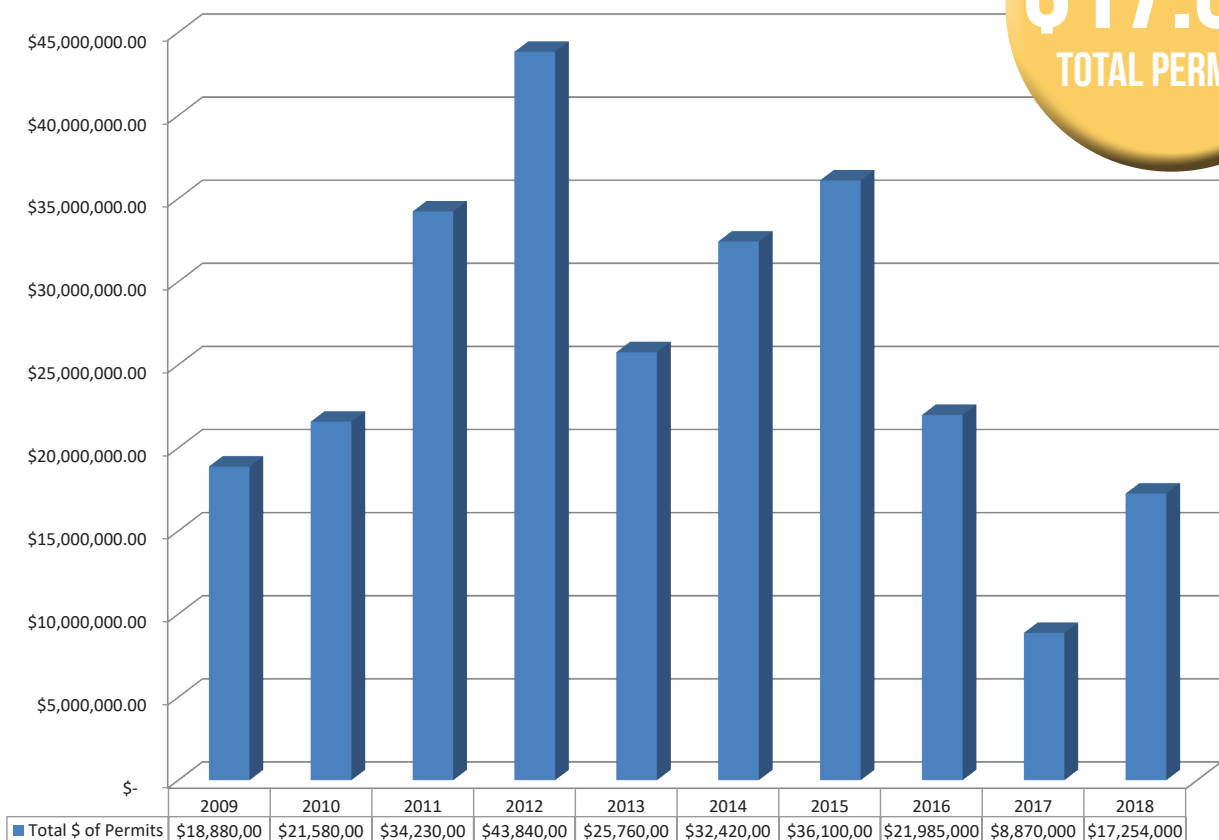
# BUILDING PERMIT ACTIVITY

Total # of Permits



**484**  
TOTAL PERMITS

Total Valuation of Permits



**\$17.3M**  
TOTAL PERMITS

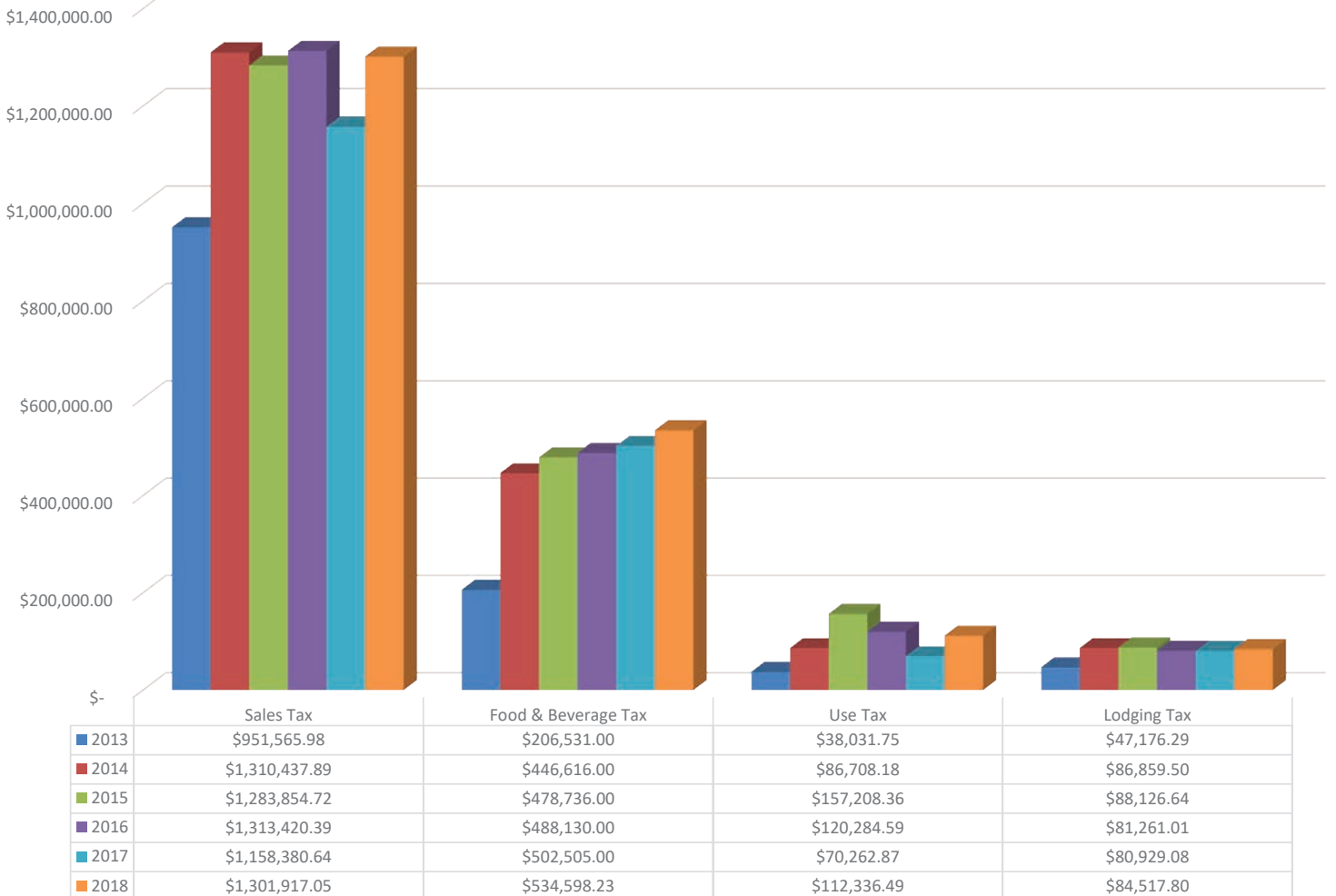
# LOCAL SALES & USE TAX

**\$2,003,096**  
2016 TOTAL TAX

**\$1,812,078**  
2017 TOTAL TAX

**\$2,033,370**  
2018 TOTAL 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 33% between 2009 and 2016, reaching an estimated total of \$196 million.

# MERCHANDISE CATEGORY

Selected Categories	Taxable Sales 2013	Taxable Sales 2016	Dollar Change	Percent Change
Vehicles & Parts	\$11,301,083	\$13,034,843	+\$1,733,760	+15.34%
Furniture Stores	\$5,979,995	\$6,191,856	+\$211,861	+3.54%
Electronics	\$3,308,469	NA	NA	NA
Building Materials	\$64,988,798	\$58,594,742	-\$6,394,056	-9.84%
Food, Groceries	\$12,108,630	\$12,584,708	+\$476,078	+3.93%
Health, Personal Stores	\$348,941	\$176,711	-\$172,230	-49.36%
Gas/Convenience Stores	\$2,869,158	\$5,701,954	+\$2,832,796	+98.73%
Clothing	\$2,178,510	\$1,366,385	-\$812,125	-37.28%
Leisure Goods	\$3,605,050	\$3,101,113	-\$503,937	-13.98%
General Merchandise Stores	\$44,256,169	\$41,305,083	-\$2,951,086	-6.67%
Miscellaneous Retail	\$2,448,846	\$4,849,696	+\$2,400,850	+98.04%
Accommodations	\$5,580,302	\$4,976,273	-\$604,029	-10.82%
Eating & Drinking	\$30,273,254	\$32,185,543	+\$1,912,289	+6.32%
<b>Total Retail and Services Sales</b>	<b>\$202,908,065</b>	<b>\$196,143,219</b>	<b>-\$6,764,846</b>	<b>-3.33%</b>

\* Figures not adjusted for inflation.

Marshall continues to be a destination for retail purchases in 2016. Without inflation adjustments, taxable sales in Marshall increased 33 percent from 2009 to 2016, while the number of firms rose 0.6 percent. Statewide, taxable sales increased 11.3 percent over the same time period and the number of firms fell 9.0 percent.

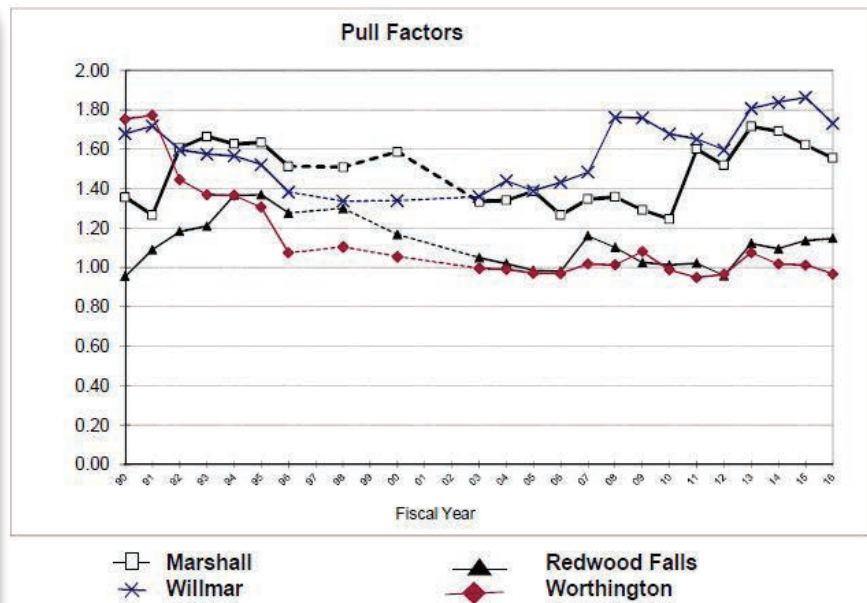
Merchandise Group	Expected Sales (\$millions)	Actual Sales (\$millions)	Variance Between Actual & Expected		Trade Area Pop. Gain or Loss	Number of Firms	Percent of Total Sales
			In Dollars (millions)	As % of Expected			
Vehicles & Parts	\$10.37	\$13.03	+\$2.66	+25.7%	3,543	11	6.6%
Furniture Stores	\$5.37	\$6.19	+\$0.82	+15.2%	2,100	9	3.2%
Electronics	\$5.79	NA	NA	NA	NA	NA	NA
Building Materials	\$19.85	\$58.59	+\$38.74	+195.2%	26,930	10	29.9%
Food, Groceries	\$13.77	\$12.58	-\$1.18	-8.6%	-1,184	7	6.4%
Health, Personal Stores	\$2.50	\$0.18	-\$2.32	-92.9%	-12,824	8	0.1%
Gas/Convenience Stores	\$4.49	\$5.70	+\$1.22	+27.1%	3,741	9	2.9%
Clothing	\$3.48	\$1.37	-\$2.12	-60.8%	-8,384	14	0.7%
Leisure Goods	\$4.58	\$3.10	-\$1.48	-32.3%	-4,454	11	1.6%
General Merchandise Stores	\$19.96	\$41.31	+\$21.35	+107.0%	14,763	5	21.1%
Miscellaneous Retail	\$5.70	\$4.85	-\$0.85	-14.9%	-2,053	26	2.5%
Amusement & Recreation	\$6.19	\$1.19	-\$5.01	-80.8%	-11,154	6	0.6%
Accommodations	\$8.05	\$4.98	-\$3.07	-38.2%	-5,269	8	2.5%
Eating & Drinking Places	\$32.25	\$32.19	-\$0.06	-0.2%	-26	43	16.4%
Repair, Maintenance	\$4.94	\$3.71	-\$1.23	-24.9%	-3,433	23	1.9%
Personal Services, Laundry	\$3.19	\$0.60	-\$2.59	-81.1%	-11,191	47	0.3%
<b>Total Taxable Retail &amp; Service*</b>	<b>\$181.27</b>	<b>\$196.14</b>	<b>+\$14.87</b>	<b>+8.2%</b>	<b>1,132</b>	<b>358</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 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. The 1.56 pull factor indicates that the City of Marshall is generating 56% more than expected based on population.



**1.56**  
PULL FACTOR

**Pull Factor**





# 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 31.6 years old. From 2010-2016, the age category with the largest estimated increase was Under 18 (199), and the age category with the largest estimated decrease was 18-34 (-450). Marshall's median household income comes in at \$44,561.

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, including Workforce Analysis, Educational Analysis, and Housing Analysis.



# POPULATION TRENDS

## Population

	Marshall city, MN	Lyon County, MN	U.S.
Population (2016*)	13,616	25,670	318,558,162
Population (2010*)	13,428	25,606	303,965,272
Population Change (2010*-2016*)	188	64	14,592,890
Population Pct. Change (2010*-2016*)	1.4%	0.2%	4.8%

## Race

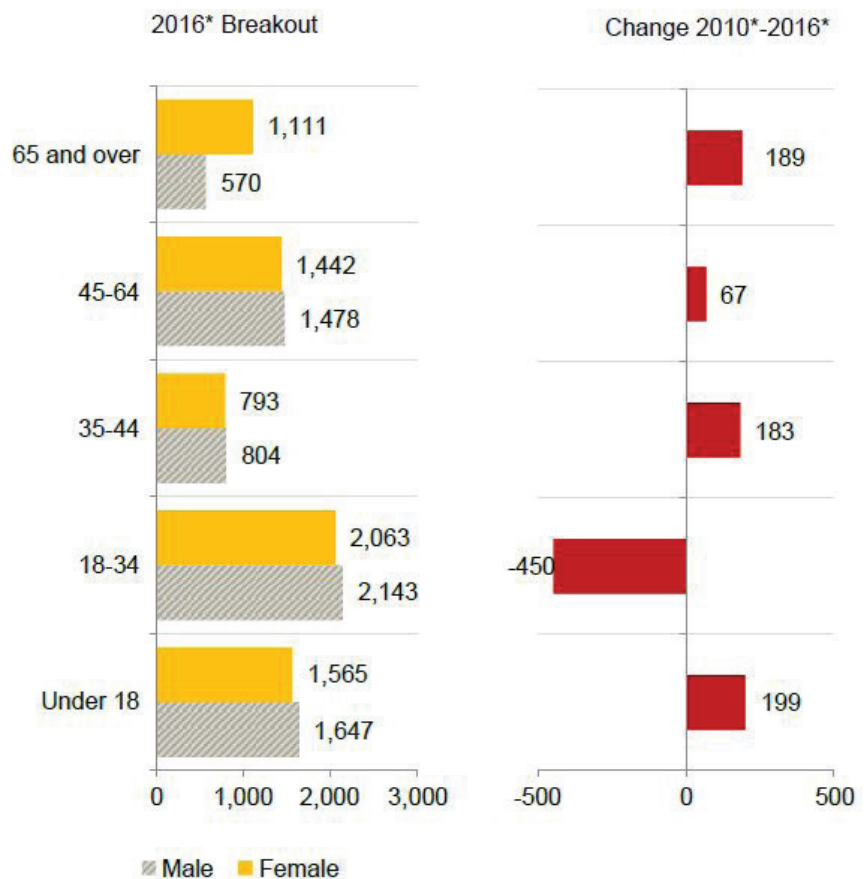
	Marshall city, MN	Lyon County, MN	U.S.
Total Population, 2016*	13,616	25,670	318,558,162
White alone	11,500	22,857	233,657,078
Black or African American alone	709	763	40,241,818
American Indian alone	118	139	2,597,817
Asian alone	567	902	16,614,625
Native Hawaii & Other Pacific Is. alone	0	0	560,021
Some other race alone	578	770	15,133,856
Two or more races	144	239	9,752,947

## Percent of Total

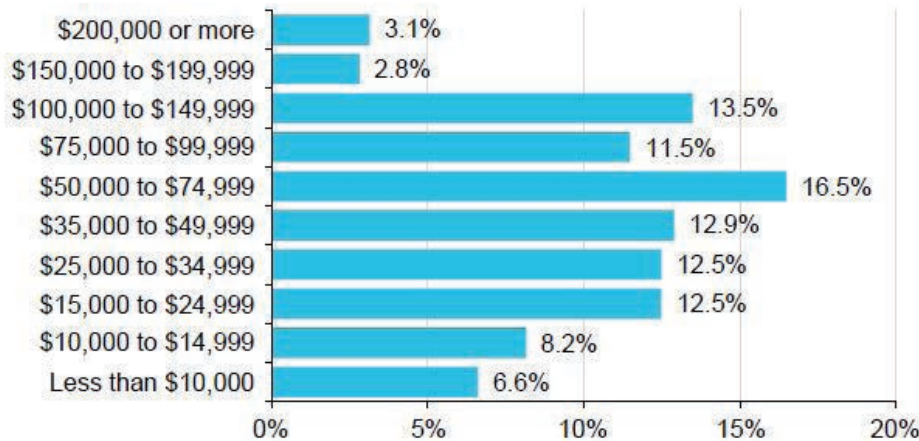
White alone	84.5%	89.0%	73.3%
Black or African American alone	5.2%	3.0%	12.6%
American Indian alone	0.9%	0.5%	0.8%
Asian alone	4.2%	3.5%	5.2%
Native Hawaii & Other Pacific Is. alone	0.0%	0.0%	0.2%
Some other race alone	4.2%	3.0%	4.8%
Two or more races	1.1%	0.9%	3.1%

# AGE/GENDER DISTRIBUTION

**31.6**  
MEDIAN AGE



# HOUSEHOLD INCOME



**\$44,561**  
MARSHALL MEDIAN  
HOUSEHOLD INCOME

# POVERTY LEVEL

## Poverty Prevalence

	Marshall city, MN	Lyon County, MN	U.S.
People, 2016*	12,685	24,497	310,629,645
Families, 2016*	3,074	6,420	77,608,829
People Below Poverty	2,414	3,396	46,932,225
Families below poverty	410	604	8,543,087

## Percent of Total

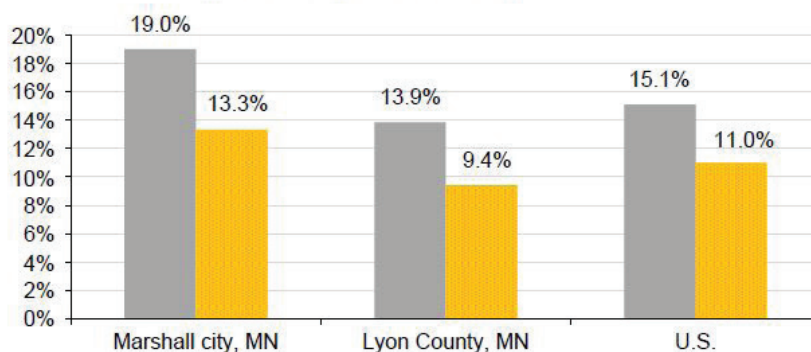
	Marshall city, MN	Lyon County, MN	U.S.
People Below Poverty	19.0%	13.9%	15.1%
Families below poverty	13.3%	9.4%	11.0%

## Poverty Rate by Age & Family Type~

	Marshall city, MN	Lyon County, MN	U.S.
People, 2016*	19.0%	13.9%	15.1%
Under 18 years	25.1%	18.8%	21.2%
65 years and older	11.1%	8.5%	9.3%
Families, 2016*	13.3%	9.4%	11.0%
Families with related children < 18 years	22.2%	16.3%	17.4%
Married couple families	4.2%	3.5%	5.5%
with children < 18 years	7.6%	6.1%	7.9%
Female householder, no husband present	48.1%	40.8%	29.9%
with children < 18 years	60.0%	49.4%	39.7%

~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, 2016\*



**410**  
FAMILIES BELOW  
POVERTY LEVEL

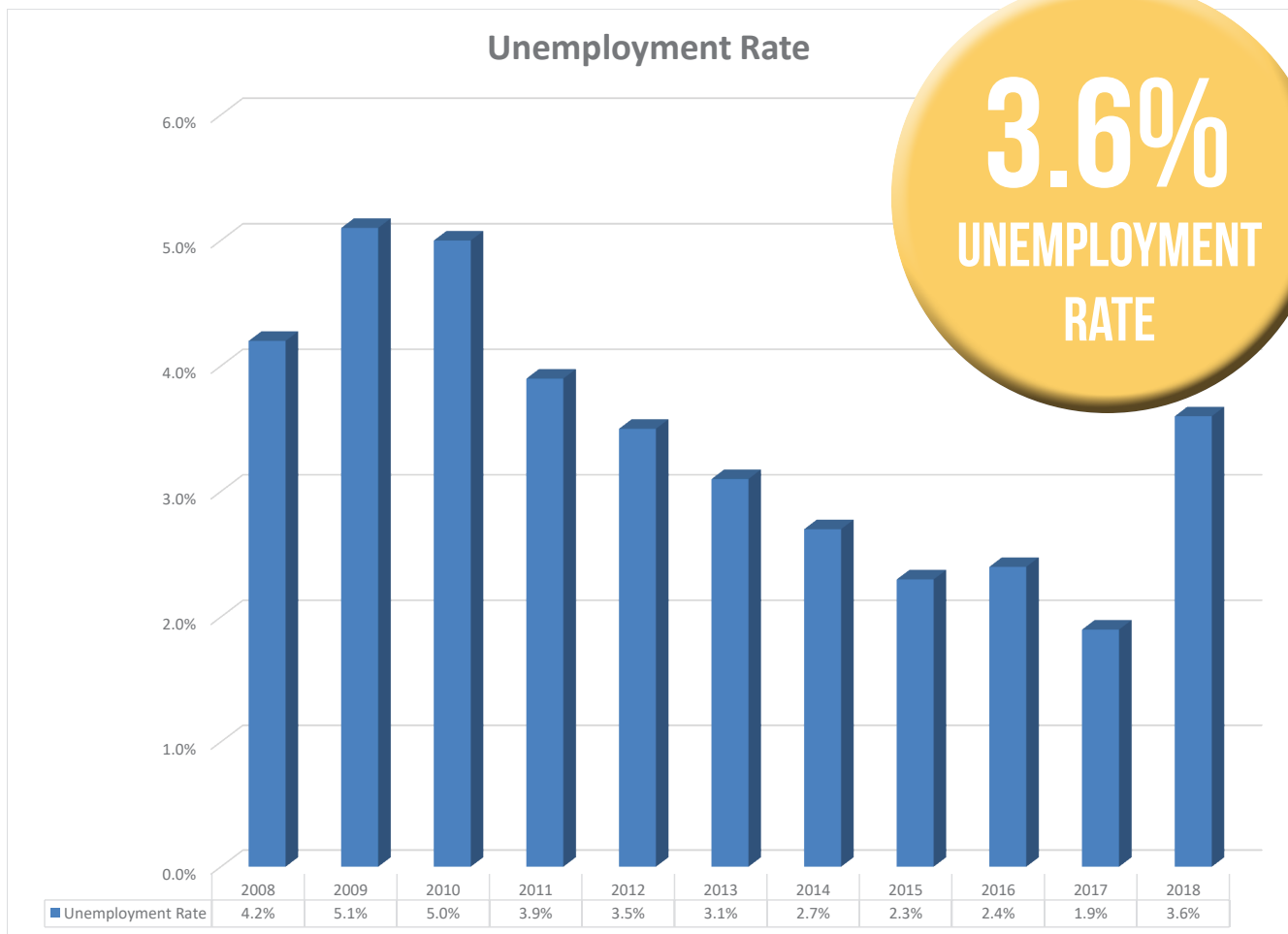


# WORKFORCE ANALYSIS

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, 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 ten years.



# UNEMPLOYMENT RATE



# INDUSTRY EMPLOYMENT

	Marshall city, MN	Lyon County, MN	U.S.
Civilian employees > 16 years, 2016*	7,457	13,862	148,001,326
Ag, forestry, fishing & hunting, mining	260	1,029	2,843,703
Construction	401	831	9,256,637
Manufacturing	1,323	2,179	15,316,355
Wholesale trade	300	540	3,993,420
Retail trade	976	1,672	17,027,853
Transport, warehousing, and utilities	262	571	7,411,283
Information	40	124	3,131,838
Finance and ins, and real estate	748	1,246	9,731,609
Prof, mgmt, admin, & waste mgmt	377	659	16,516,075
Edu, health care, & social assistance	1,606	3,070	34,202,980
Arts, entertain, rec, accomod, & food	748	1,061	14,316,298
Other services, except public admin	142	420	7,275,839
Public administration	274	460	6,977,436

## Percent of Total

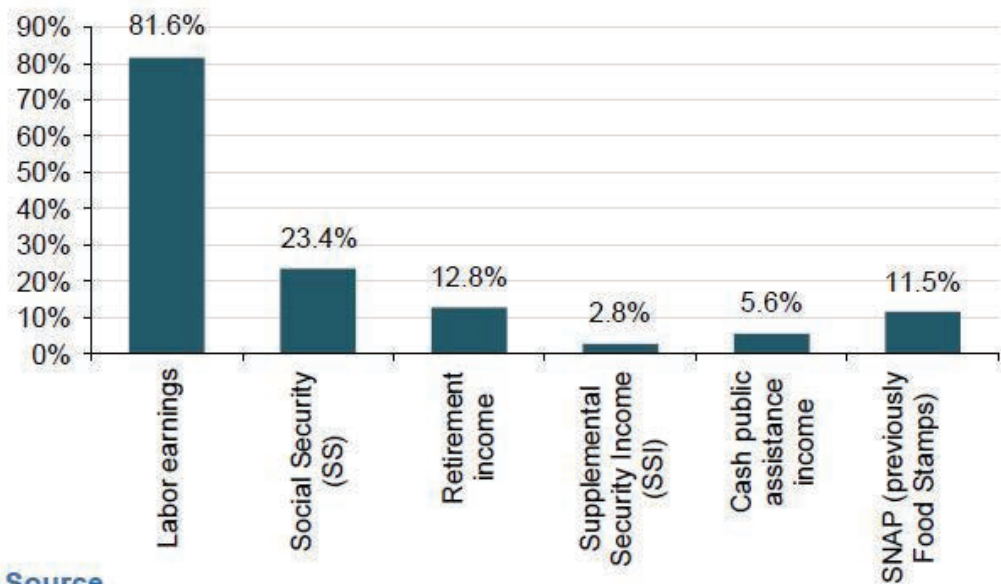
Ag, forestry, fishing & hunting, mining	3.5%	7.4%	1.9%
Construction	5.4%	6.0%	6.3%
Manufacturing	17.7%	15.7%	10.3%
Wholesale trade	4.0%	3.9%	2.7%
Retail trade	13.1%	12.1%	11.5%
Transport, warehousing, and utilities	3.5%	4.1%	5.0%
Information	0.5%	0.9%	2.1%
Finance and ins, and real estate	10.0%	9.0%	6.6%
Prof, mgmt, admin, & waste mgmt	5.1%	4.8%	11.2%
Edu, health care, & social assistance	21.5%	22.1%	23.1%
Arts, entertain, rec, accomod, & food	10.0%	7.7%	9.7%
Other services, except public admin	1.9%	3.0%	4.9%
Public administration	3.7%	3.3%	4.7%

# HOUSEHOLD EARNINGS

## Household Earnings

	Marshall city, MN	Lyon County, MN	U.S.
Total households, 2016*	5,360	10,072	117,716,237
Labor earnings	4,372	8,247	91,496,981
Social Security (SS)	1,256	2,665	35,555,268
Retirement income	685	1,265	21,509,627
Supplemental Security Income (SSI)	149	315	6,355,071
Cash public assistance income	298	372	3,147,577
SNAP (previously Food Stamps)	619	956	15,360,951

Percent of Households Receiving Earnings, by Source, 2016\*



Source

# EMPLOYMENT OCCUPATION

	Marshall city, MN	Lyon County, MN	U.S.
Civilian employees > 16 years, 2016*	7,457	13,862	148,001,326
Management, professional, & related	2,404	4,806	54,751,318
Service	1,176	2,158	26,765,182
Sales and office	1,629	2,933	35,282,759
Farming, fishing, and forestry	192	329	1,057,193
Construction, extract, maint, & repair	357	679	7,404,356
Production, transportation	1,395	2,386	18,030,435

### Percent of Total

Management, professional, & related	32.2%	34.7%	37.0%
Service	15.8%	15.6%	18.1%
Sales and office	21.8%	21.2%	23.8%
Farming, fishing, and forestry	2.6%	2.4%	0.7%
Construction, extract, maint, & repair	4.8%	4.9%	5.0%
Production, transportation	%	17.2%	12.2%



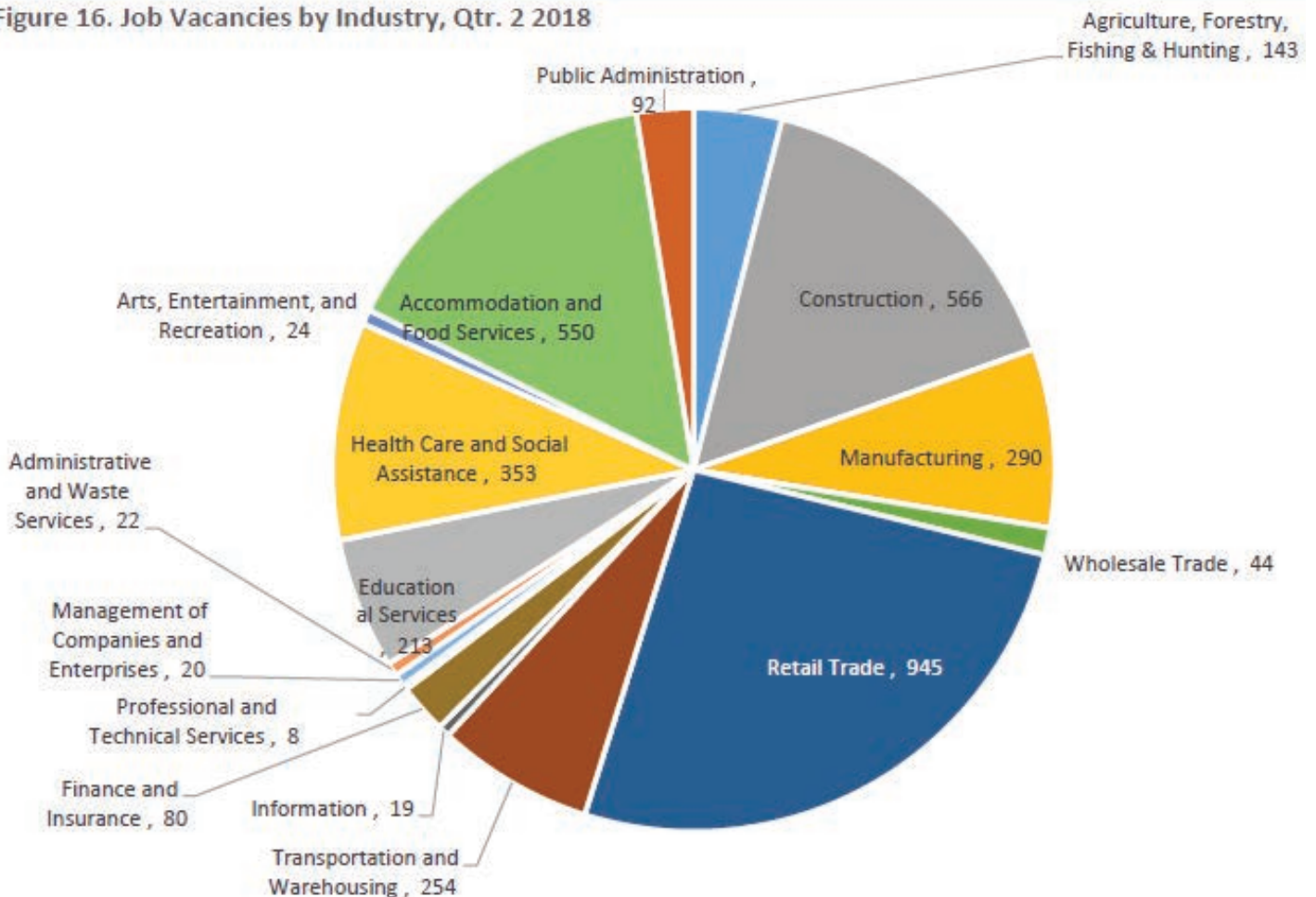
# JOB VACANCIES (LYON COUNTY)

**Table 30. Job Vacancy Survey Results, Qtr. 2 2018**

Region 8	Number of Total Vacancies	Percent Part-time	Percent Temporary or Seasonal	Requiring Post-Secondary Education	Requiring 1 or More Years of Work Exp.	Requiring Certificate or License	Median Hourly Wage Offer	Job Vacancy Rate
<b>Total, All Occupations</b>	<b>3,682</b>	<b>23%</b>	<b>19%</b>	<b>14%</b>	<b>46%</b>	<b>36%</b>	<b>\$12.83</b>	<b>6.8</b>
Management	32	0%	0%	96%	100%	16%	\$35.00	1.4
Business & Financial Operations	24	4%	0%	72%	91%	38%	\$21.61	1.5
Computer & Mathematical	8	0%	0%	63%	82%	38%	\$28.41	2.3
Architecture & Engineering	27	0%	5%	82%	89%	9%	\$27.58	4.7
Life, Physical & Social Sciences	21	0%	0%	27%	44%	31%	\$18.70	6.2
Community & Social Service	12	22%	0%	82%	77%	72%	\$20.45	1.1
Legal	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
Education, Training & Library	111	40%	16%	93%	89%	95%	\$21.84	3.1
Arts, Design, Entertainment & Media	30	79%	24%	13%	27%	37%	\$11.44	9.5
Healthcare Practitioners & Technical	195	37%	0%	91%	60%	90%	\$27.05	6.2
Healthcare Support	91	57%	0%	1%	0%	87%	\$13.14	3.4
Protective Service	12	65%	8%	13%	2%	77%	\$11.04	1.6
Food Preparation & Serving Related	429	24%	2%	0%	32%	0%	\$10.38	9.1
Building, Grounds Cleaning & Maint.	265	29%	20%	1%	10%	5%	\$10.67	15.2
Personal Care & Service	71	50%	79%	23%	1%	83%	\$11.73	2.8
Sales & Related	422	20%	1%	6%	72%	0%	\$12.44	8.1
Office & Administrative Support	317	46%	28%	20%	24%	48%	\$10.00	4.4
Construction & Extraction	537	0%	16%	0%	91%	2%	\$11.97	22.3
Installation, Maintenance & Repair	147	1%	63%	14%	28%	70%	\$14.81	6.1
Production	159	9%	1%	11%	20%	9%	\$11.10	2.2
Transportation & Material Moving	663	25%	39%	2%	30%	84%	\$14.47	15.2
Internships	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A

*Source: DEED Job Vacancy Survey, Qtr. 2 2018*

**Figure 16. Job Vacancies by Industry, Qtr. 2 2018**





# EMPLOYMENT PROJECTIONS

Table 31. Regional Employment Projections, 2016-2026

Occupational Group	Southwest						
	2016 Estimate	2026 Projection	2016-2026 Percent Change	Total Change	Labor Force Exit Openings	Transfer Openings	2016-2026 Total Hires
<b>Total, All Occupations</b>	<b>211,618</b>	<b>213,503</b>	<b>0.9%</b>	<b>1,885</b>	<b>103,553</b>	<b>128,512</b>	<b>233,950</b>
Management	24,465	24,215	-1.0%	-250	10,908	7,305	17,963
Business & Financial Operations	6,489	6,876	6.0%	387	1,989	3,844	6,220
Computer & Mathematical	2,177	2,186	0.4%	9	391	1,049	1,449
Architecture & Engineering	2,382	2,612	9.7%	230	646	1,172	2,048
Life, Physical, & Social Science	1,462	1,522	4.1%	60	383	910	1,353
Community & Social Service	4,113	4,324	5.1%	211	1,763	2,895	4,869
Legal	835	850	1.8%	15	205	271	491
Education, Training, & Library	12,206	12,406	1.6%	200	5,243	5,092	10,535
Arts, Design, Entertainment, & Media	3,039	2,886	-5.0%	-153	1,290	1,501	2,638
Healthcare Practitioners & Technical	10,007	10,414	4.1%	407	2,771	2,768	5,946
Healthcare Support	6,503	6,671	2.6%	168	3,848	3,531	7,547
Protective Service	2,932	2,889	-1.5%	-43	1,191	1,418	2,566
Food Preparation & Serving Related	15,692	15,278	-2.6%	-414	11,361	14,976	25,923
Building, Grounds Cleaning & Maint.	6,991	7,081	1.3%	90	4,287	4,481	8,858
Personal Care & Service	11,380	11,707	2.9%	327	8,833	7,548	16,708
Sales & Related	19,876	19,571	-1.5%	-305	12,249	15,354	27,298
Office & Administrative Support	25,579	24,376	-4.7%	-1,203	12,990	14,676	26,463
Farming, Fishing, & Forestry	3,824	4,625	20.9%	801	1,551	4,684	7,036
Construction & Extraction	9,760	10,374	6.3%	614	3,573	6,397	10,584
Installation, Maintenance, & Repair	7,796	8,343	7.0%	547	2,746	4,718	8,011
Production	19,287	18,761	-2.7%	-526	7,829	13,681	20,984
Transportation & Material Moving	19,188	20,669	7.7%	1,481	9,962	13,458	24,901

Source: DEED 2016-2026 Employment Outlook



# MAJOR EMPLOYERS

- The Schwan Food Company - 1,100
- Avera Marshall - 800
- U.S. Bancorp Business Equipment Finance Group - 550
- Turkey Valley Farms - 450
- Southwest Minnesota State University - 440
- Marshall Public Schools - 420
- Hy-Vee Food Store - 400
- Wal-Mart - 225
- Archer Daniels Midland - 230
- Runnings - 195
- North Star Mutual Insurance Company - 195
- Vishay HiRel Systems LLC - 145
- REM Southwest Services - 150
- Menards - 135
- Cliff Viessman Inc. - 125
- City of Marshall - 110
- Ralco Nutrition - 110
- United Community Action Partnership - 90
- Reinhart Food Service - 90
- BH Electronics - 75



**17**  
**100+ EMPLOYEES**

Marshall is strongly positioned and well-diversified across many business sectors including healthcare, education, manufacturing, retail, agriculture, and service related industries. This makes Marshall a strong, well-rounded, and resilient community with a balanced local economy. With easy access to quality healthcare, utilities, transportation and amenities, Marshall is a great place to start or grow your business. SW Minnesota one of the fastest growing regions in rural Minnesota and Marshall is the hub of it all.



# 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.

**7,387**  
MARSHALL  
WORKERS

**88.6%**  
LESS THAN 24  
MINUTES

**57.7%**  
LESS THAN 10  
MINUTES

	Marshall city, MN	Lyon County, MN	U.S.
Workers 16 years and over, 2016*	7,387	13,701	145,861,221
PLACE OF WORK:			
Worked in county of residence	6,972	12,568	105,598,812
Worked outside county of residence	415	1,133	40,262,409
TRAVEL TIME TO WORK:			
Less than 10 minutes	4,264	5,797	17,927,517
10 to 14 minutes	1,499	2,322	19,223,448
15 to 19 minutes	518	1,435	21,399,796
20 to 24 minutes	265	1,386	20,377,556
25 to 29 minutes	35	482	8,749,447
30 to 34 minutes	175	683	19,027,315
35 to 39 minutes	24	84	4,014,655
40 to 44 minutes	25	55	5,315,984
45 to 59 minutes	156	248	11,080,144
60 or more minutes	157	356	12,083,467
Mean travel time to work (minutes)	11.6	13.8	25.0
<b>Percent of Total</b>			
PLACE OF WORK:			
Worked in county of residence	94.4%	91.7%	72.4%
Worked outside county of residence	5.6%	8.3%	27.6%
TRAVEL TIME TO WORK:			
Less than 10 minutes	57.7%	42.3%	12.3%
10 to 14 minutes	20.3%	16.9%	13.2%
15 to 19 minutes	7.0%	10.5%	14.7%
20 to 24 minutes	3.6%	10.1%	14.0%
25 to 29 minutes	0.5%	3.5%	6.0%
30 to 34 minutes	2.4%	5.0%	13.0%
35 to 39 minutes	0.3%	0.6%	2.8%
40 to 44 minutes	0.3%	0.4%	3.6%
45 to 59 minutes	2.1%	1.8%	7.6%
60 or more minutes	2.1%	2.6%	8.3%

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



# EDUCATIONAL ANALYSIS



# 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 92.3% of the adult population had at least a high school diploma or GED, while estimated 31.3% had a bachelor's degree or higher.

**2,470**

**MARSHALL PUBLIC  
SCHOOL ENROLLMENT**

**83.5%**

**HIGH SCHOOL  
GRADUATION RATE**

**6,910**

**SMSU  
ENROLLMENT**

## SCHOOL ENROLLMENT

	Marshall city, MN	Lyon County, MN	U.S.
Total Population over 3 years old, 2016*	13,084	24,620	306,924,139
Enrolled in school:	4,396	7,152	82,148,370
Enrolled in nursery school, preschool	340	597	4,959,823
Enrolled in kindergarten	168	329	4,181,764
Enrolled in grade 1 to grade 4	689	1,366	16,342,506
Enrolled in grade 5 to grade 8	723	1,431	16,489,244
Enrolled in grade 9 to grade 12	582	1,212	16,985,786
Enrolled in college	1,894	2,217	23,189,247
Not enrolled in school	8,688	17,468	224,775,769

### Percent of Total

Enrolled in school:	33.6%	29.0%	26.8%
Enrolled in nursery school, preschool	2.6%	2.4%	1.6%
Enrolled in kindergarten	1.3%	1.3%	1.4%
Enrolled in grade 1 to grade 4	5.3%	5.5%	5.3%
Enrolled in grade 5 to grade 8	5.5%	5.8%	5.4%
Enrolled in grade 9 to grade 12	4.4%	4.9%	5.5%
Enrolled in college	14.5%	9.0%	7.6%
Not enrolled in school	66.4%	71.0%	73.2%

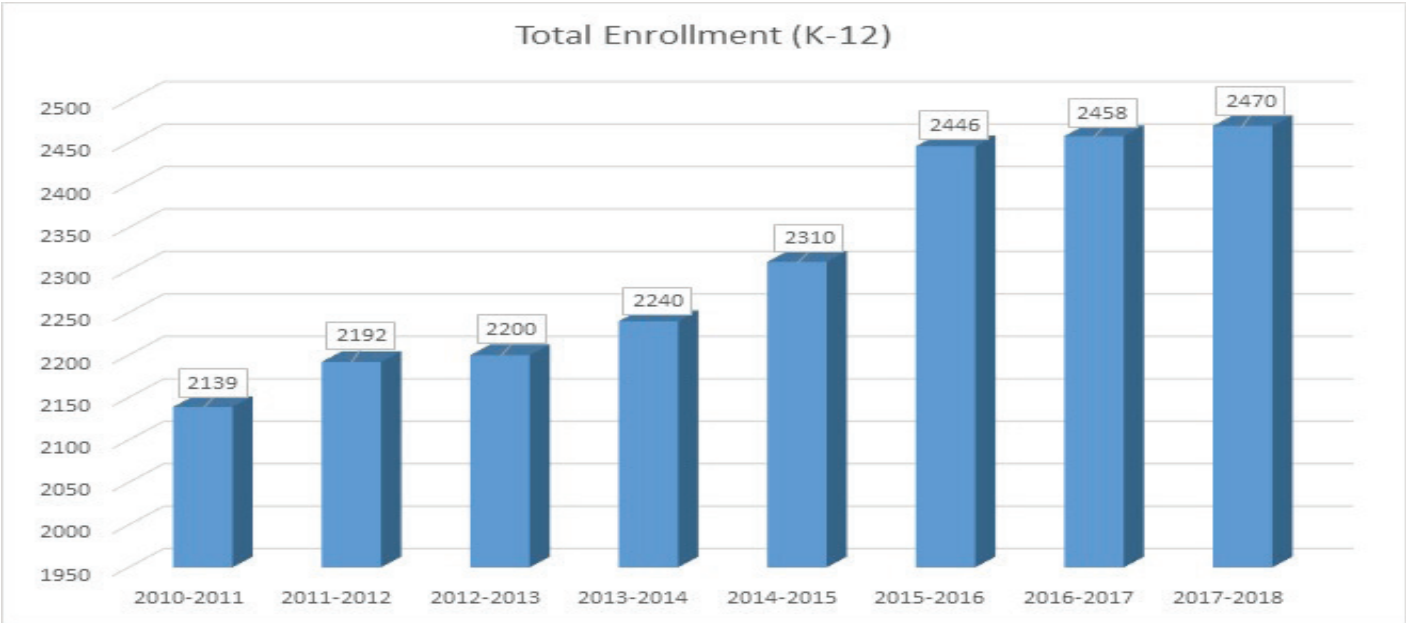
	Marshall city, MN	Lyon County, MN	U.S.
Total Population 25 yrs or older, 2016*	8,198	16,448	213,649,147
No high school degree	635	1,251	27,818,380
High school graduate	7,563	15,197	185,830,767
Associates degree	902	1,923	17,469,724
Bachelor's degree or higher	2,565	4,404	64,767,787
Graduate or professional	763	1,207	24,577,867

### Percent of Total

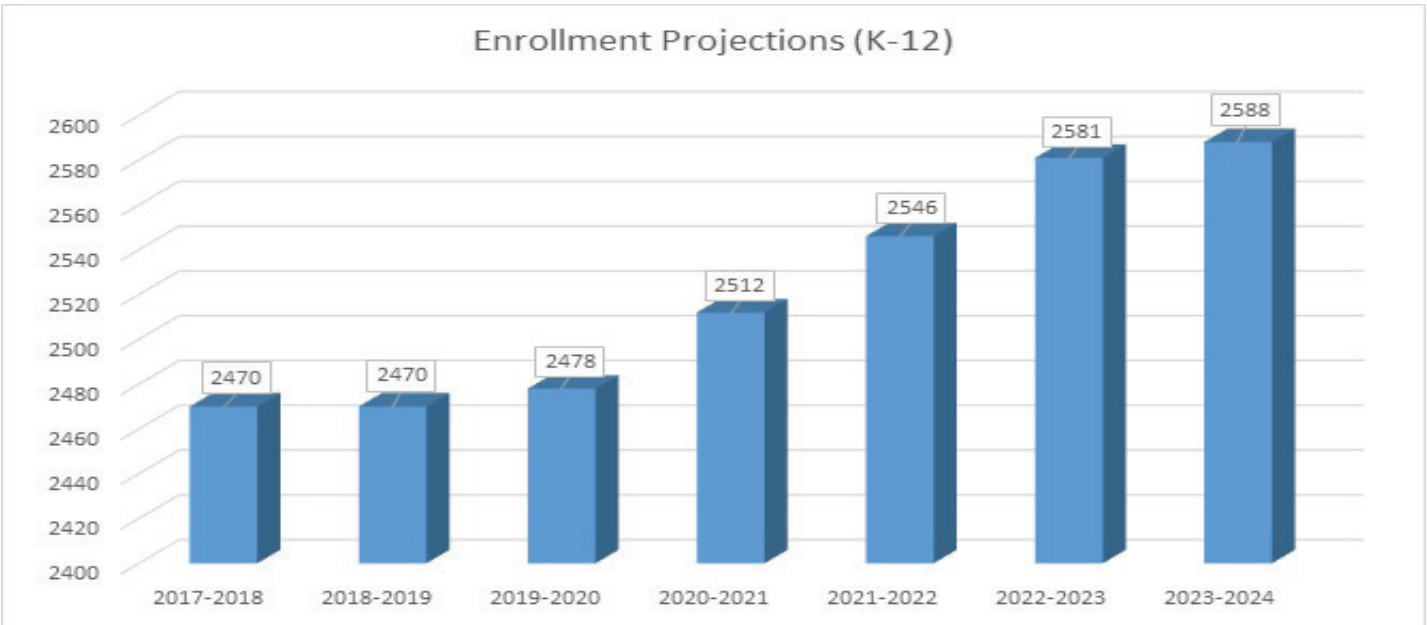
No high school degree	7.7%	7.6%	13.0%
High school graduate	92.3%	92.4%	87.0%
Associates degree	11.0%	11.7%	8.2%
Bachelor's degree or higher	31.3%	26.8%	30.3%
Graduate or professional	9.3%	7.3%	11.5%

# MARSHALL PUBLIC SCHOOLS

Our growing student enrollment is one of the biggest factors in completing our budget each year. At the end of the 2017-2018 year, we received funding for 2,470 students in kindergarten through 12th grade. At the start of January for the 2018-2019 year, there were 2,470 students enrolled in those same grades, which is even with student enrollment last year. We have had an increase of 331 students in the last 7 years, that is a 15.5% increase. The enrollment growth has created space challenges for our district. A building bond referendum will be held in May 2019.



As shown in the graph above, student enrollment in kindergarten through grade twelve has grown significantly over the past seven years. Based on several 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 2,470 students in 2017-2018 to a forecasted enrollment high of 2,588 in 2023-2024. For the 2017-2018 school year we are at record enrollment numbers for the school district. In 2014, at the request of 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 for 17-18 was 2,446 students and our actual enrollment exceeded her most aggressive projection by 24 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.



# SOUTHWEST MN STATE UNIVERSITY

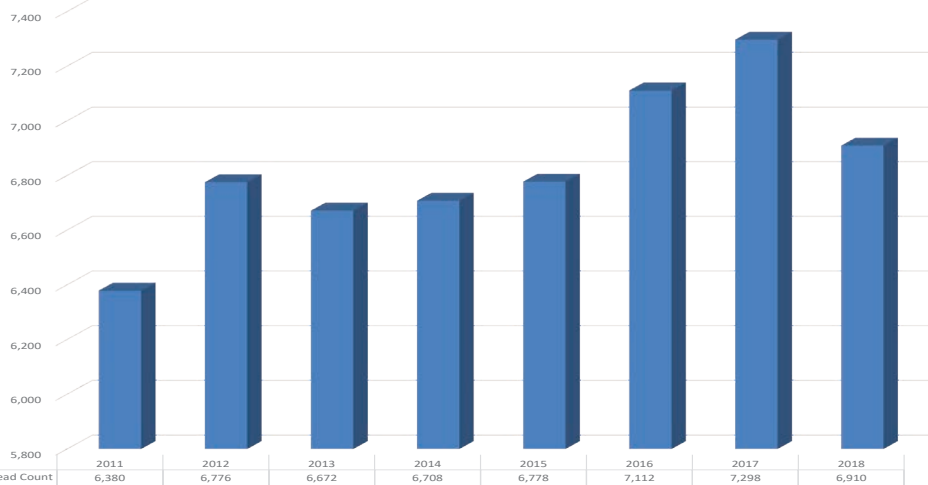
Southwest Minnesota State University serves approximately 6,910 students across the State of Minnesota and throughout the upper Midwest through a variety of undergraduate, graduate and concurrent enrollment programs. Approximately 2,122 undergraduate degree seeking students are served on-campus. SMSU is recognized for its affordability, quality and lifetime return on investment.

## Enrollment Figures from Fall 2017

Total Headcount	6,910
Degree-seeking (undergrad)	2,122
Non-degree seeking	4,357
Graduate	431
Female	57.7%
Male	42.2%

Minnesota Residents	77.5%
Counties Represented	75
Out of State	22.5%
States Represented	38
International	6.1%
Countries Represented	27

SMSU Head Count



**14%**  
CONTINUING THEIR  
EDUCATION

**97%**  
EMPLOYED IN FIELD  
OF STUDY

**99%**  
EMPLOYED SMSU  
GRADUATES

## Impact of Southwest Minnesota State University

Southwest Minnesota State University generates

**\$173.1M**  
in economic  
impact per year



**\$9.6M** in state and  
local revenue



**\$2.4M**  
in community  
contributions

**649**  
graduates  
annually



Supports and sustains **1,421**  
**JOBS**



**SOUTHWEST**  
MINNESOTA STATE UNIVERSITY

A member of the Minnesota State system



# 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

	Marshall city, MN	Lyon County, MN	U.S.
Total Housing Units, 2016*	5,804	11,179	134,054,899
Occupied	5,360	10,072	117,716,237
Vacant	444	1,107	16,338,662
For rent	219	369	2,855,844
Rented, not occupied	29	29	616,696
For sale only	129	185	1,395,797
Sold, not occupied	0	45	636,952
Seasonal, recreational, occasional	0	75	5,368,085
For migrant workers	0	0	35,398
Other vacant	67	404	5,429,890
Year Built			
Built 2010 or later	75	118	3,098,053
Built 2000 to 2009	755	1,214	19,705,347
Built 1990 to 1999	733	1,098	18,762,073
Built 1980 to 1989	940	1,311	18,355,676
Built 1970 to 1979	992	1,932	20,901,765
Built 1940 to 1969	1,747	3,155	35,773,834
Median year structure built^	1976	1970	1977

### Percent of Total

Occupancy			
Occupied	92.4%	90.1%	87.8%
Vacant	7.6%	9.9%	12.2%
For rent	3.8%	3.3%	2.1%
Rented, not occupied	0.5%	0.3%	0.5%
For sale only	2.2%	1.7%	1.0%
Sold, not occupied	0.0%	0.4%	0.5%
Seasonal, recreational, occasional	0.0%	0.7%	4.0%
For migrant workers	0.0%	0.0%	0.0%
Other vacant	1.2%	3.6%	4.1%
Year Built			
Built 2010 or later	1.3%	1.1%	2.3%
Built 2000 to 2009	13.0%	10.9%	14.7%
Built 1990 to 1999	12.6%	9.8%	14.0%
Built 1980 to 1989	16.2%	11.7%	13.7%
Built 1970 to 1979	17.1%	17.3%	15.6%
Built 1940 to 1969	30.1%	28.2%	26.7%

■ Occupied ■ Vacant

92.4%

OCCUPIED

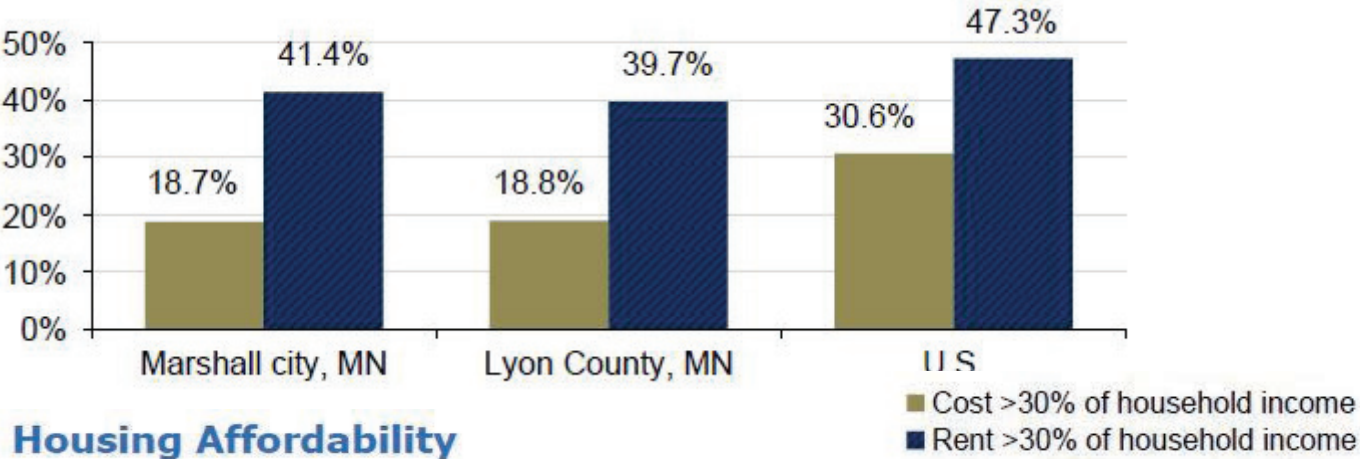
3.8%

FOR-RENT VACANT

2.2%

FOR-SALE VACANT

# AFFORDABLE HOUSING



	Marshall city, MN	Lyon County, MN	U.S.
Owner-occupied mortgaged homes, 2016*	1,849	3,953	48,016,540
Cost >30% of household income	346	744	14,700,932
Specified renter-occupied units, 2016*	2,425	3,254	42,835,169
Rent >30% of household income	1,003	1,292	20,246,745
Median monthly mortgage cost^, 2016*	\$1,179	\$1,162	\$1,491
Median gross rent^, 2016*	\$615	\$614	\$949

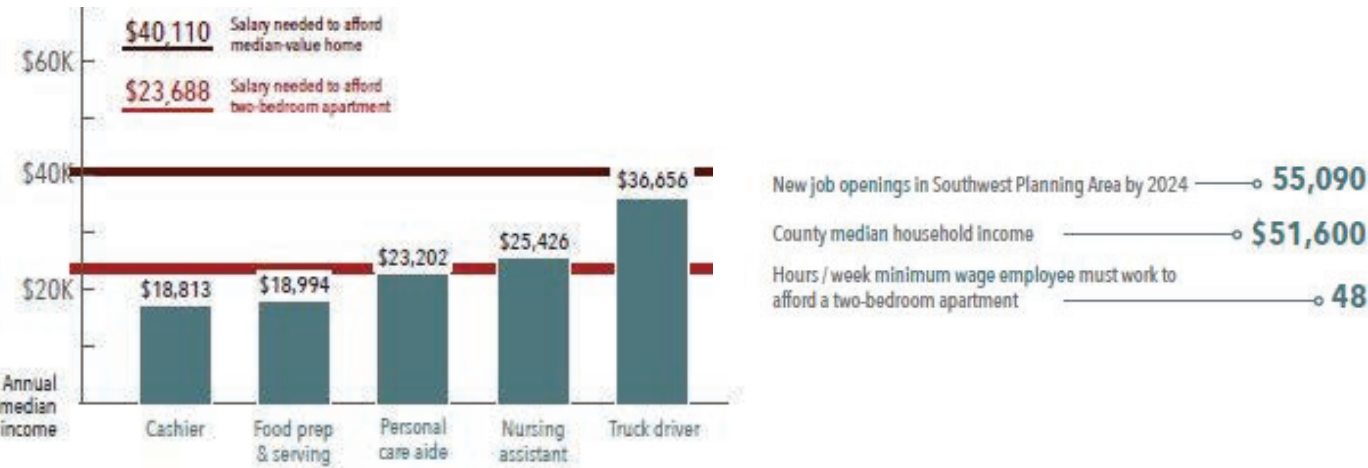
**Percent of Total**

Cost >30% of household income	18.7%	18.8%	30.6%
Rent >30% of household income	41.4%	39.7%	47.3%

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



# WAGES & AFFORDABILITY







# DEVELOPMENT OPPORTUNITIES

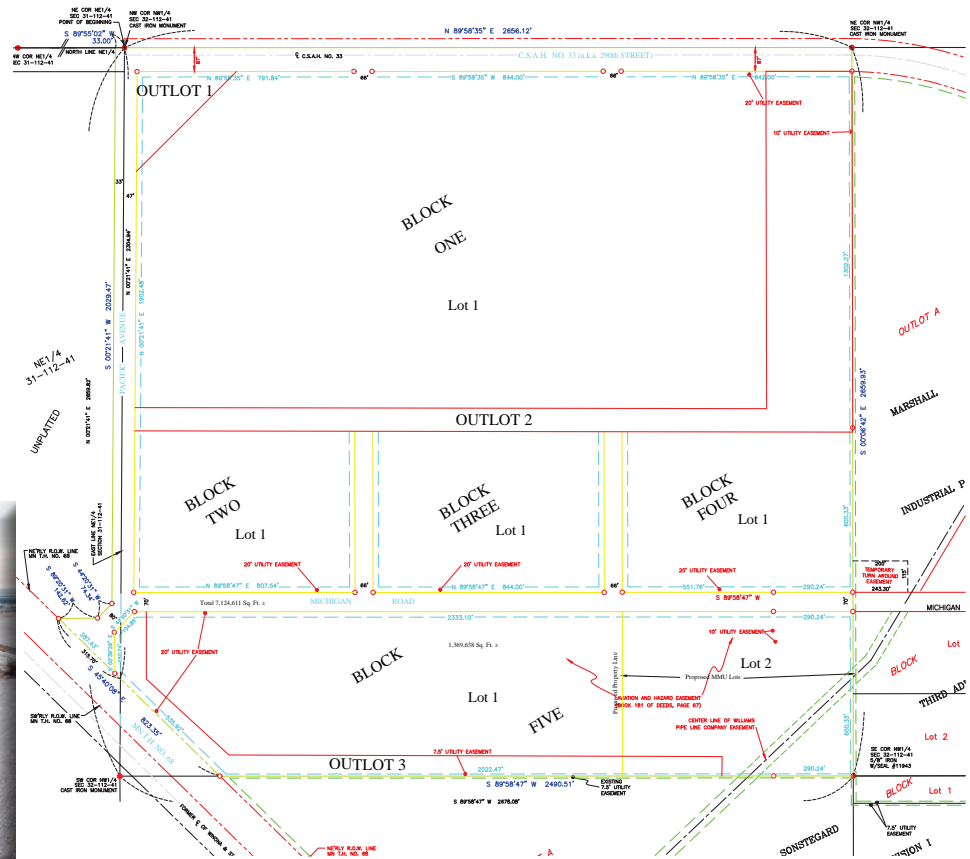
The City of Marshall has over 200+ acres of industrial park land available for development opportunities. In addition, the City of Marshall also has redevelopment property available for interested parties.

# COMMERCE PARK

Commerce Park spans across 136.03 developable acres and can be subdivided into as little as 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.

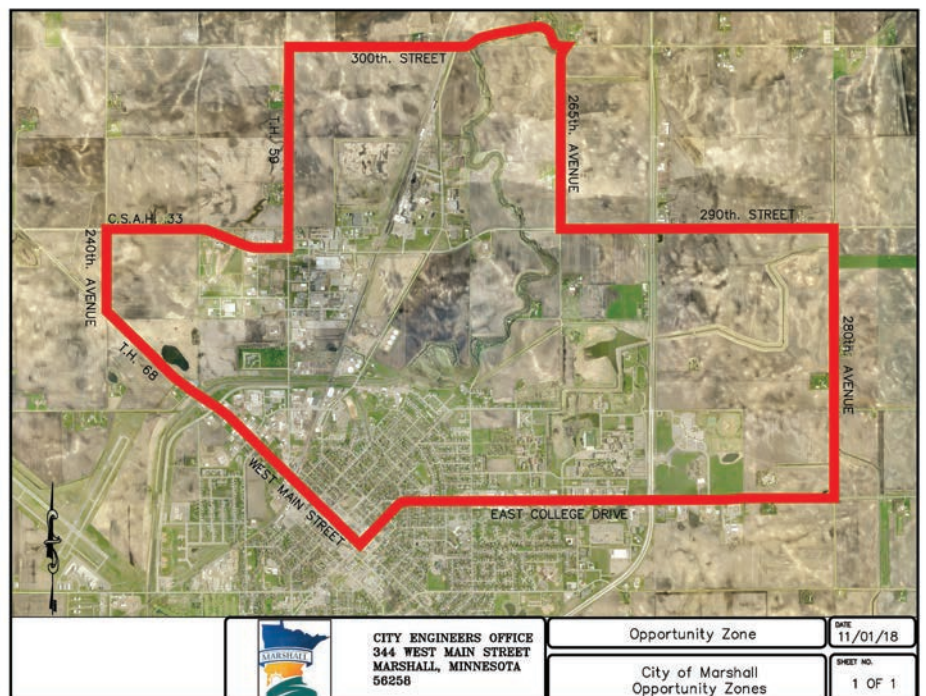
The City of Marshall was awarded a \$2 Million Business Development Public Infrastructure Grant to build out Michigan Road. In addition, Commerce Park is located in the federally designated Opportunity Zone.



# OPPORTUNITY ZONES

Opportunity Zones are a new community development program established by Congress in the Tax Cut and Jobs Act of 2017 to encourage long-term investments in low-income and urban communities nationwide. Opportunity Funds allow U.S. investors holding unrealized gains in stocks and mutual funds to pool their resources in projects located in Opportunity Zones, which will be invested in rebuilding low-income communities.

Minnesota Census Tract: 27083360500 was designated as an Opportunity Zone which includes Commerce Park and Victory Park (Amateur Sports Complex area).





# SONSTEGARD SUBDIVISION II

Sonstegard Subdivision II was initially 64.266 acres. The majority of the industrial park was filled within two years. Only one 1.2810 acre parcel is still available for development.

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 25 lots available from \$11,500-\$15,500/lot. Inquire about Tax Abatement Incentives as both the City of Marshall and Lyon County recently passed Tax Abatement Incentives for building new homes.

## LOTS FOR SALE



## PARKWAY II ADDITION

**Edina Realty®**

a Berkshire Hathaway affiliate

**BILL ARCHBOLD**

Realtor

**507-829-5407**

[BillArchbold@EdinaRealty.com](mailto:BillArchbold@EdinaRealty.com)

**MOLLY ARCHBOLD**

Realtor

**507-530-6036**

[MollyArchbold@EdinaRealty.com](mailto:MollyArchbold@EdinaRealty.com)

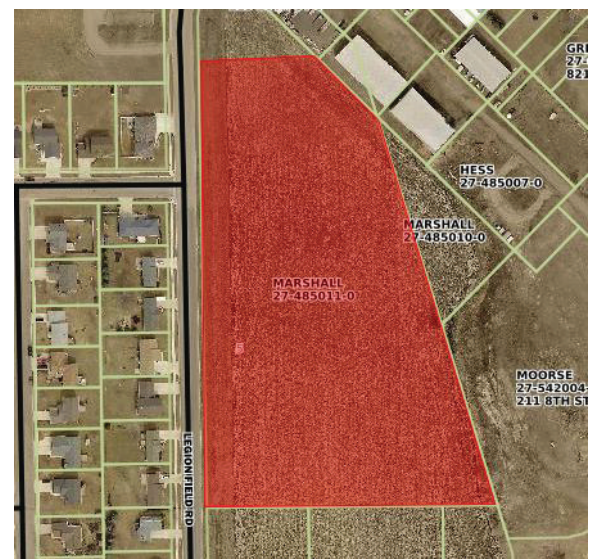
**[thearchboldteam.edinarealty.com](http://thearchboldteam.edinarealty.com)**

877-270-1289 • 1301 E. College Drive • Marshall, MN 56258

INQUIRE ABOUT TAX ABATEMENT INCENTIVES

# PARKWAY III

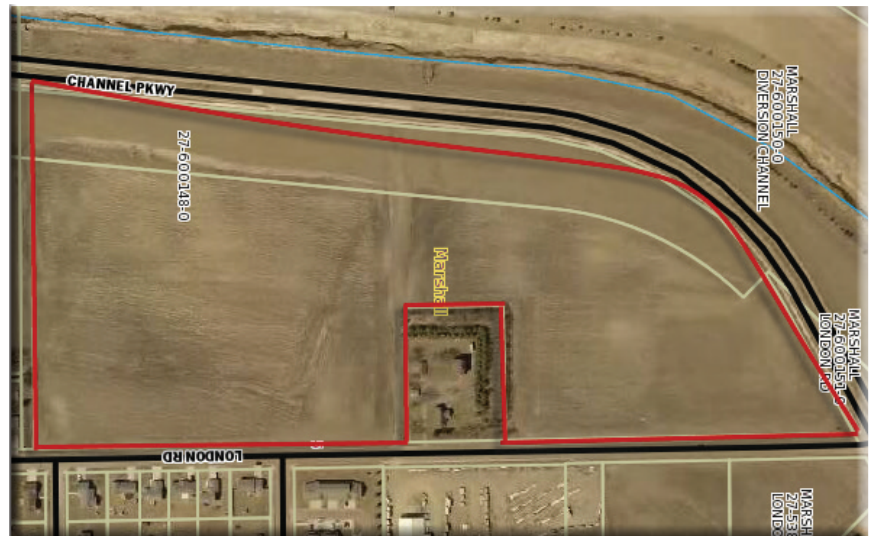
Parkway III currently consists of 8.835 acres of city-owned land located on Legion Field Road/10th Street. Unique Opportunities purchased 9 acres of Parkway III for a 107-unit apartment development project that would invest around \$11 million. Amenities include stainless steel appliances, granite countertops, washers and dryers in each apartment. Hess Concrete also purchased .57 acres of Parkway III adjacent to their current property for potential future expansion projects.





# 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.

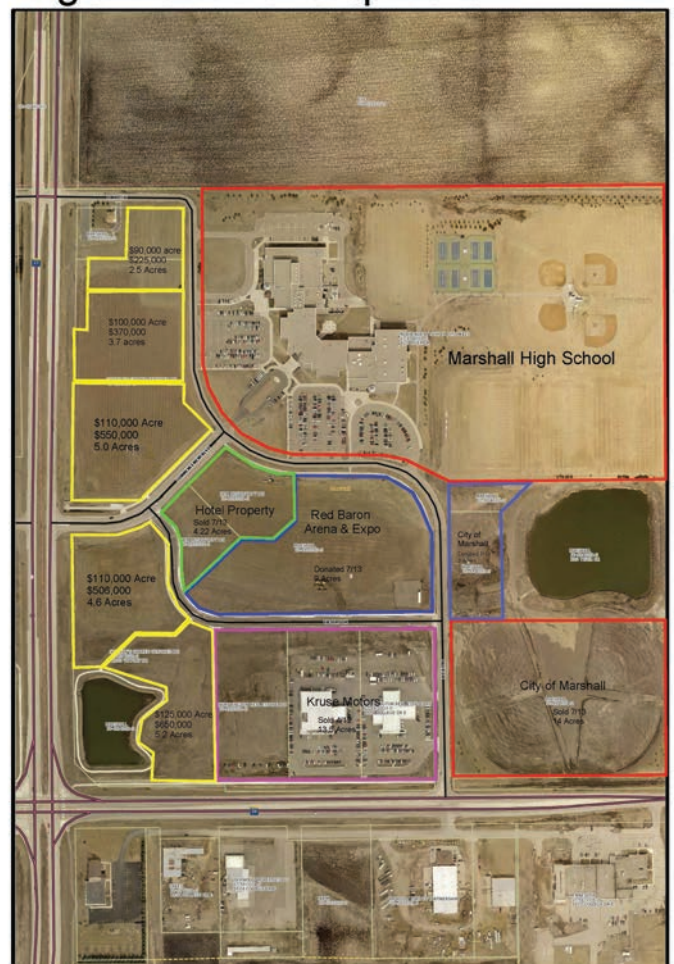


# AMATEUR SPORTS COMPLEX

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. In addition, Victory Park is located in the federally designated Opportunity Zone.



## Tiger Park Development





# TALL GRASS LIQUOR OUTLOT

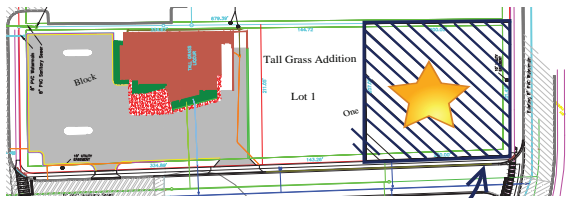
Tall Grass Out Lot consists of .937 acres. It is located near the busy corner of Highway 59 and Boyer Drive. The City of Marshall would be willing to sell all or a portion of the cross-hatched area.



## FOR SALE

### .937 Acres

Marshall EDA: 507.337.0802



Liquor Store Out Lot

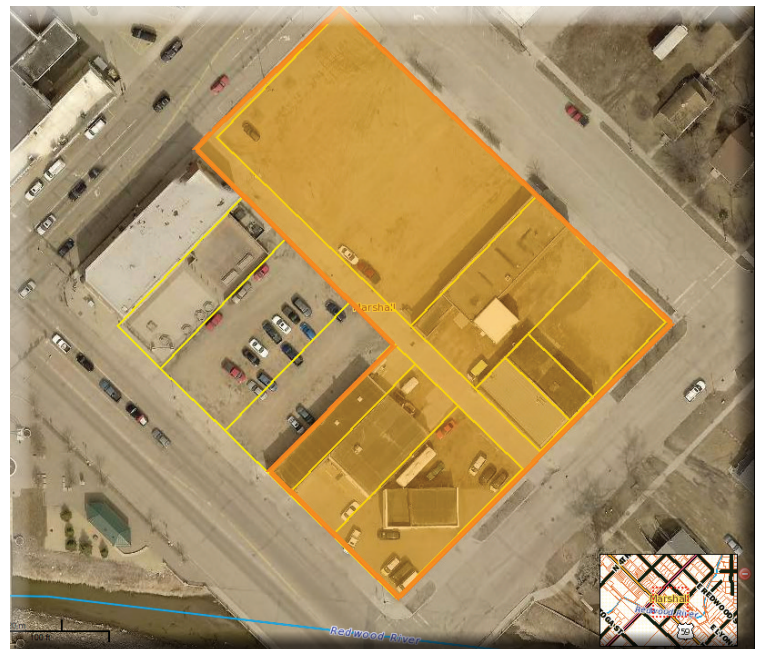


## BLOCK 11

Block 11 consists of 11 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 buildings on this site and purchased two additional parcels in which they intend to demo. The City is currently seeking proposals for the purchase and redevelopment of the eleven parcels of land totaling approximately 1.41 acres. Proposals due April 30th, 2019.







# DISCOVER SW MN PARTNERSHIP

The City of Marshall has contracted with the Marshall Area Chamber of Commerce to provide staff to lead the marketing, recruitment and retention efforts for economic development in Marshall. 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 the Marshall area. 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  
tru Shrimp Company  
Western Mutual

[www.balatonmn.com](http://www.balatonmn.com)

628  
POPULATION



### MUSTARD SEEDS KIDS

Mustard Seed Kids is a new child care center located in Balaton.

### TRU SHRIMP COMPANY

tru Shrimp Company works 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 is central point for training, research and development. They have received global accolades for their advancements in the aquaculture industry.

### BROADBAND AND NATURAL GAS

2018 was a busy year in Balaton, as natural gas service (Minnesota Energy Resources) and fiber broadband (Woodstock Communications) was delivered to the entire community. With easy access to this critical infrastructure, Balaton is able to recruit and retain its citizens and businesses.

## COTTONWOOD



1,239  
POPULATION

### Largest Employers

North Star Insurance  
Lakeview Public Schools

[www.cityofcottonwoodmn.com](http://www.cityofcottonwoodmn.com)



The newly renovated Cottonwood Community Center provides an updated, more open facility, to better host large gatherings from wedding receptions, parties, meetings and community events.



# FLORENCE



**38**  
POPULATION

# GARVIN



## **BITTON'S ROADHOUSE**

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

**133**  
POPULATION

# GHENT



**369**  
POPULATION

## **KB'S BAR & GRILL**

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

# LYND



**LYNDWOOD CENTER** is comprised of Southwest School of Dance, Prestige Gymnastics and Trev's Kitchen. Southwest School of Dance and Prestige Gymnastics offer a wide variety of classes for students of all ages. Trev's Kitchen, which offers organic food, specialty coffee and a selection of beer and wine in a relaxing atmosphere.

**461**  
POPULATION

# MINNEOTA



Photo by Byron Higgin Mascot Publisher

## VETERAN'S PARK IN MINNEOTA

Veterans Park in Minneota stands in remembrance and honor of those who have served, or are currently serving, our country through their military service. The project was led by Legion Commander Jim Fink with assistance of the Minneota Legion and VFW.

**1,371**  
POPULATION

## Largest Employers

Minneota Manor Health Care  
Minneota Public School District  
Universal Forest Products

[www.minneota.com](http://www.minneota.com)



## DOLLAR GENERAL

A new building was constructed and Dollar General opened its doors in 2018.

# RUSSELL



## MEADOWLAND

Meadowland Farmers Co-op has opened an agronomy location in Russell. Meadowland offers Technical support for seed placement and Service Calls including Corn, Soybean, Alfalfa, Small Grains, Specialty mixes, Lawn seed and Seed Treatments. In addition, they offer Bulk Seed handling and delivery, Custom Seed Treating, Yield checks, Data Processing, Variety plot data collection, and Variable rate seeding setup.

**338**  
POPULATION

## Largest Employers

First Independent Bank  
Meadowland  
Russell Municipal Liquor Store

[www.cityofrussell.org](http://www.cityofrussell.org)



# TAUNTON

## DUKE'S CAFE

Brad and Courtney Norcutt became the new owners of Rusty's Café in Taunton. It is now called Duke's Corner Café. Along with some new specials, they will be keeping the menu mostly the same at the cafe. They will also continue offering catering for all occasions.



135  
POPULATION

## Largest Employer

State Bank of Taunton

# TRACY

## Largest Employer

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

[www.tracymn.org](http://www.tracymn.org)

2,056  
POPULATION

## RED ROOSTER DEMOLITION -TRACY DEVELOPMENT CORPORATION FORMED

The Red Rooster restaurant closed its' doors in 2015. The Tracy Development Corp (TDC) was formed as a 501c4. The TDC, whose board is comprised of the highest levels of local leadership, is dedicated to the economic growth and vitality of the Tracy area to benefit their youth and citizens. The TDC purchased the 2.5-acre Red Rooster property in 2017 and then razed the building to pave the way for new development for the prime Highway 14 location. The TDC has also assisted with removing blighted homes to help improve community curb appeal. They also have their sights set on other exciting projects that will make a significant impact in their community.



Photo by Tracy Headlight Herald



# LYON COUNTY STATS

**\$51,600**  
MEDIAN  
HOUSEHOLD INCOME

**25,699**  
LYON COUNTY  
POPULATION

**35.1**  
MEDIAN AGE

**79.8%**  
LESS THAN 24  
MINUTE COMMUTE

**9,958**  
TOTAL  
HOUSEHOLDS

**81.1%**  
LABOR  
EARNINGS





# ACHIEVEMENTS



Minnesota ranked **#2** as **Best State** and ranked **#2** for **Quality of Life**.

—US News and World Report

[www.usnews.com/news/best-states/minnesota](http://www.usnews.com/news/best-states/minnesota)



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.



WCCO **Best Hockey Rink** in Minnesota in 2017

**STRONGER TOGETHER**

