



MARSHALL 2020

Stronger Together

An aerial photograph of a park. In the foreground, there is a playground with purple slides and a small gazebo. A winding path leads through green grass to a large, irregularly shaped pond. The pond reflects the sky and surrounding trees. In the background, a residential area with houses and a school building is visible under a cloudy sky.

MARSHALL EDA
ANNUAL REPORT

Table of Contents

17

Retail Trade Analysis

20

Demographic Analysis

28

Major Employers

37

Development Opportunities

EDA PRESIDENT MESSAGE.....	3
EDA STAFF & BOARD OF DIRECTORS.....	3
BRANDING RECAP.....	4
PANDEMIC RESPONSE.....	5
FINANCIAL SUMMARY.....	6
ECONOMIC TRENDS ANALYSIS.....	7
Marshall Area Businesses	8
Business Development	9
Building Permit Activity	12
Local Sales & Use Tax	16
RETAIL TRADE ANALYSIS.....	17
Merchandise Category	18
Pull Factor	19
DEMOGRAPHIC ANALYSIS.....	20
Population Trends	21
Age & Gender Distribution	21
Household Income	22
Poverty Level	22
WORKFORCE ANALYSIS.....	23
Unemployment Rate	24
Household Earnings	24
Employment Occupation	25
Employment Projections	25
Industry Employment	26
Job Vacancies	27
Major Employers	28
Commuting Patterns	29
EDUCATIONAL ANALYSIS.....	30
Educational Attainment	31
School Enrollment	31
Marshall Public Schools	32
Southwest Minnesota State University	33
HOUSING ANALYSIS.....	34
Housing Characteristics	35
DEVELOPMENT OPPORTUNITIES.....	37



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



Lauren Deutz
EDA DIRECTOR
 lauren.deutz@ci.marshall.mn.us
 (507) 337-0802

Economic Development Authority

Staff & Board of Directors



Stacy Frost
 President



Chet Lockwood
 Vice President



John DeCramer
 City Council



Steven Meister
 City Council



Dan Herrmann



Tawny Schotzko



Brad Strootman

Doris Huber
EDA ASSISTANT
 doris.huber@ci.marshall.mn.us

Karla Drown
 Treasurer

Marshall EDA Mission Statement
 To attract, promote, retain and expand economically sound industry, businesses, commerce and housing within the Marshall community.

In a year filled with uncertainty, 2020 was among the most difficult for our local business economy. The COVID-19 pandemic posed countless challenges both financially and operationally that at times appeared insurmountable. However, through this adversity, the community of Marshall showed our immense resiliency, demonstrating how we are *better together*.

As a board, we strategically shifted our focus from expansion and recruitment to survival. We embraced our role during the pandemic as a support tool, providing education, resources, and financial assistance for our businesses. This gave us an opportunity to engage and gain insight into overall business climate which will help us better shape our future programming.

Although we know that there are still difficult days ahead, we are proud of the strength our community and businesses continue to show.

As we move into 2021, we will continue to work towards our goals of growth and remain committed to providing the highest quality of life for our residents. We are optimistic about what is on the horizon for the City of Marshall.

- Stacy Frost, EDA President

BRANDING INITIATIVE



Marshall's strength of growing strong families, neighbors, leaders, and ideas will distinguish the way the city works to attract residents, businesses, and visitors to the city. The City of Marshall launched an intensive branding initiative to discover, define and design the area's competitive differentiators. In addition to Marshall's rich community spirit, research revealed its continued commitment to cultivating the best in its people whether families, business owners, entrepreneurs, students, and more.

In 2020, Tennessee-based North Star helped develop the City of Marshall's new branding with support and expert advice from marketing professionals who are a part of Marshall's corporate community.

"People love Marshall but often lack the words to describe what makes it so great," said Glenn Bader, Vice-President of Marketing for Ralco and Branding Project Committee Chair. "The new brand really captures what makes Marshall unique – the way we continually invest our time and resources to bring out the best in our families, businesses, neighborhoods, and each other."



Strategic DNA

Target Audience: For those who value seeing their horizon and helping shape it,

Frame of Reference: Marshall - home to SMSU and homegrown global brands,

Point of Deference: is the community that cultivates the best in us

Benefit: with an energy and optimism that make a difference for your family.

PANDEMIC RESPONSE

The business community of Marshall demonstrated immense resiliency despite the many challenges created by the COVID-19 Pandemic. The City of Marshall and its partners rallied together to support businesses both with financial hardships and organizational shifts. This was demonstrated through several grant and educational programs designed to reach organizations with the greatest needs.

Local businesses also benefited from the community's efforts to shop local despite shut-downs and restrictions.

Marshall Cares Grant

The Marshall CARES Grant Program aimed to help restart businesses and non-profit organizations that had financial hardships as a result of COVID-19 by providing funds to address business interruption costs. The funds were 50.99% of the total Federal CARES dollars given to the City of Marshall. Awards were based on the need of the business to assist with mortgage/rent, utilities, payroll, and equipment.

Total Funds Distributed: \$529,461.47

-\$7,500: 59

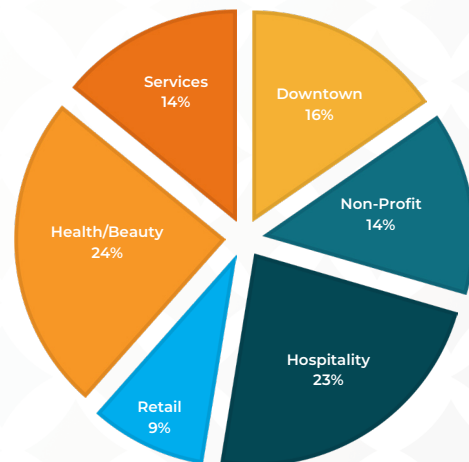
-\$7,500 - \$5,000: 12

-\$4,900 - \$2,000: 7

Grant Recipients: 78 Businesses

"On behalf of my small business and these uncertain times, I would like to take the opportunity to express my gratitude for the help The Marshall Cares Grant Relief Program offered my Business. With all of the struggles we have encountered during the pandemic, this Grant offered us financial hope to continue serving our customers and community."

-Beth Blomme, Tattle Tales Boutique



Recipient Business Sector

Marshall Resiliency Grant

The Marshall Resiliency Grant program provided funds to City of Marshall restaurants, fitness/recreation facilities, and entertainment venues that were restricted or closed by Executive Order 20-99.

Total Funds Distributed: \$54,000 (\$2,000 awards)

Grant Recipients: 27 Businesses

CULTIVATING *resiliency*

FINANCIAL SUMMARY

	AUDITED BEGINNING BALANCE <i>1/1/2020</i>	UNAUDITED ENDING BALANCE <i>12/31/2020</i>
FUND 204 <i>LOCAL EDA CRIF</i>	556,083	571,212
FUND 205 <i>PARKWAY ADDITION</i>	241,477	241,664
FUND 206 <i>PARKWAY ADDITION II</i>	29,567	52,981
FUND 207 <i>PARKWAY ADDITION III & IV</i>	1,072,624	1,068,825
FUND 208 <i>EDA ADMIN</i>	52,311	88,903
FUND 213 <i>FEDERAL EDA CRIF</i>	48,274	48,650
FUND 214 <i>EDA REVOLVING</i>	255,632	339,737

2020 GRANT FUNDS

MARSHALL CARES GRANT \$529,461.47 78 Businesses
FUNDED BY FEDERAL CARES ACT PROGRAM

MARSHALL RESILIENCY GRANT \$54,000 27 Businesses
FUNDED BY CITY OF MARSHALL GENERAL FUND



ECONOMIC TRENDS

Marshall is the 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. Recent studies illustrate a common labor and retail draw of approximately 40 miles. Marshall's current population of 13,706 doubles its daytime population to 25,000+ according to employment estimates.

Marshall economy remains *resilient*.

CULTIVATING *growth*

Marshall continues to see steady growth in business development and expansion as well as construction in single and multi-family housing. Below are the new, renamed, and closed businesses from 2020.

New

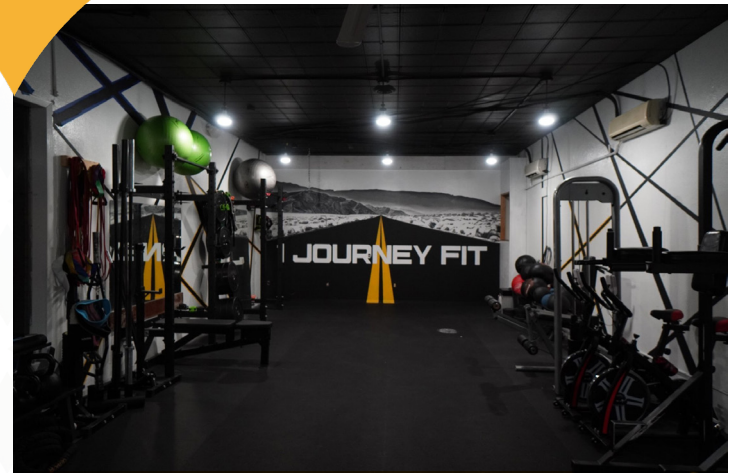
- Lavish Spa
- MN Prairie Wellness
- 1 Journey Fit
- Rejuvenate19 Massage
- Heartland Electric
- Undecutter Lawncare
- Comfort Storage
- KayKo Baton Studio
- Schaffran Garage Door
- Western Equipment Finance
- Ron Seanor Law
- The Journey Center
- Refined Pups
- Action Signs and Designs
- Orthopedic Institute
- Hunter's Place
- CLC Lawn Care & Landscaping
- A.B. Photography
- Chain Reaction Martial Arts

Closed

- Lavish Spa
- American Legion
- Home Run Storage
- Arbor Inn
- Hardscapes Outlet
- Allstate Insurance
- Kiwanis Club
- Davita Dialysis
- Culture Garden Kitchen
- 20/20 Clearview Windows
- Spectrum

Renamed

- Cygnus
Formally Schwans Home Delivery
- Truck Center Companies
Formally Westman Freightliners
- Perfect Styles
Formally Darrells
- Salon 108
Formally Prairie Home Hospice Salon & Spa
- Guza Hearing Center
Formally NuEar Hearing Center
- 405 Loft
Formally Poppin' Tags
- EverSpring Inns & Suite
Formally Ramada Inn & Suites



1 Journey Fit | 3rd St

New Development



REMEMBRANCE CENTER | HORVATH FUNERAL SERVICES

Horvath Funeral Services recently constructed a new 8,000 sq. ft. Remembrance Center to better serve the communities funeral needs. The \$2.1 million construction project has improved handicap accessibility and accomodates large gatherings. The facility also has advanced audio/visual capabilities including live streaming services and high definition video.

UNITED COMMUNITY ACTION | PARTNERSHIP HEAD START

The new \$3.6 million United Community Action Partnership Head Start opened in July of 2020. The building is located next to the UCAP main office and will house five Head Start classrooms, three Early Head Start classrooms and one state-funded Early Head Start socialization space with capacity for 124 children.



THE NEXUS APARTMENTS | UNIQUE OPPORTUNITIES

Unique Opportunities purchased 9 acres of Parkway III for up to a 107-unit apartment development project in 2018. The first 36-unit apartment building was completed on Legion Road in fall of 2019. The second 36-unit apartment building was completed in November of 2020. Construction on Phase III is expected to begin in the Summer of 2021. Once completed, 108 total units will be added with a total price tag of near \$8,000,000.



MEMORIAL PARK | VETERANS MEMORIAL

The success of the 9/11 Memorial has demonstrated that a visual reminder of the sacrifices made can have a significant impact on our communities and citizens. The decision by the Veteran's Clubs of Lyon County to establish a memorial that honors the sacrifices made by our veterans over the years through the many conflicts and wars, makes a profound statement of cooperation and commitment. The Memorial was dedicated in November of 2020.



ACTION MANUFACTURING | ADDITION

After completing a \$750,000 addition in early 2020, Action Track Manufacturing recently completed a 4,000 square foot addition to their pain line.



MARSHALL PUBLIC SCHOOLS | SOUTHVIEW ELEMENTARY

Currently under construction, this \$20 million new 83,400 square foot 600-student two-story elementary school is designed with 'future-ready' spaces for student-centered learning. Southview Elementary School will house grades 2-4 and sits adjacent to the Marshall Middle School. The school is scheduled to open Fall of 2021.

CITY OF MARSHALL | PUBLIC ARCHERY RANGE

The Marshall Area Public Archery Range was a \$8,500 project and is located adjacent to the MERIT Center on Erie Road. The range targets vary from 10 yards all the way out to 100 yards. This archery range is open to the public at no cost. The range opened in July of 2020.



CARR PROPERTIES | COLONIAL HOUSE

The Colonial House was a \$640,000 project which includes 9-plex efficiency suites. The Colonial House has shorter term leases available for working professionals and has options of either unfurnished or furnished studios. Completed in early 2020, the project added a variety to apartment mix in Marshall.

MARSHALL MUNICIPAL UTILITIES | WATER TREATMENT PLANT

The Marshall Municipal Utilities Water Treatment Plant Softening Enhancement Project, which began in Fall of 2019, is nearing completion. The \$11,585,492 project was a collaboration between MMU and the City of Marshall. The major driver of the WTP Enhanced Softening project is the upcoming MPCA chloride limitation for the City's Wastewater Treatment Facility, reducing discharge of chlorides into the Redwood River.



CITY OF MARSHALL | WASTEWATER FACILITY

Marshall's Wastewater Facility continues to work on a \$15 million project with completion scheduled for August 2021. Elements of the project include additional biosolids storage, a new final clarifier, and the replacement of aging equipment.

City Hall Project

CITY OF MARSHALL | CITY HALL RENOVATION

Due for completion in Spring of 2021, this year long project is rapidly coming to an end. The downtown Marshall Municipal building will add a modern look to Main Street while still reflecting some of the original character. Once again City officials will commute to downtown and for the first time in a decade our City Council will conduct their bi-weekly council meetings at City Hall. This major 6-million-dollar project replaced the aging facility with new heating, ventilation, air conditioning system, elevator, and street level entry. The office design was created to improve customer flow and provide maximum efficiency.



Public Works Construction Projects

PROJECT Z75: South 4th Street Reconstruction

Elaine Avenue to Country Club Drive

Project Details: Reconstruction of South 4th Street including replacement of Sanitary Sewer, Watermain, Storm Sewer, Grading, Curb and Gutter, Sidewalk, Bike Path, Asphalt Paving and other miscellaneous work.

PROJECT Z76: South 1st Street Reconstruction

Southview Drive to George Street

Project Details: Reconstruction of South 1st Street including replacement of Sanitary Sewer, Watermain, Storm Sewer Catch Basins, Grading, Curb and Gutter, Sidewalk, Asphalt Paving and other miscellaneous work.

PROJECT Z52: UCAP Bus Shelters and ADA Improvements

Birch Street, South 4th Street and North 4th Street Locations

Project Details: Construction of Sidewalk, Curb and Gutter, Bus Stop Shelter Foundations, ADA Improvements and other miscellaneous work.

PROJECT Z51-2020: 2020 Bituminous Overlay and ADA Improvements

Project Details: Construction of Asphalt Overlays and Pedestrian Ramp Improvements on city streets at various locations within the City of Marshall.

PROJECT Z50-2020: 2020 Bituminous Chip Sealing Project

Project Details: Chip sealing on streets at various locations within the City of Marshall.

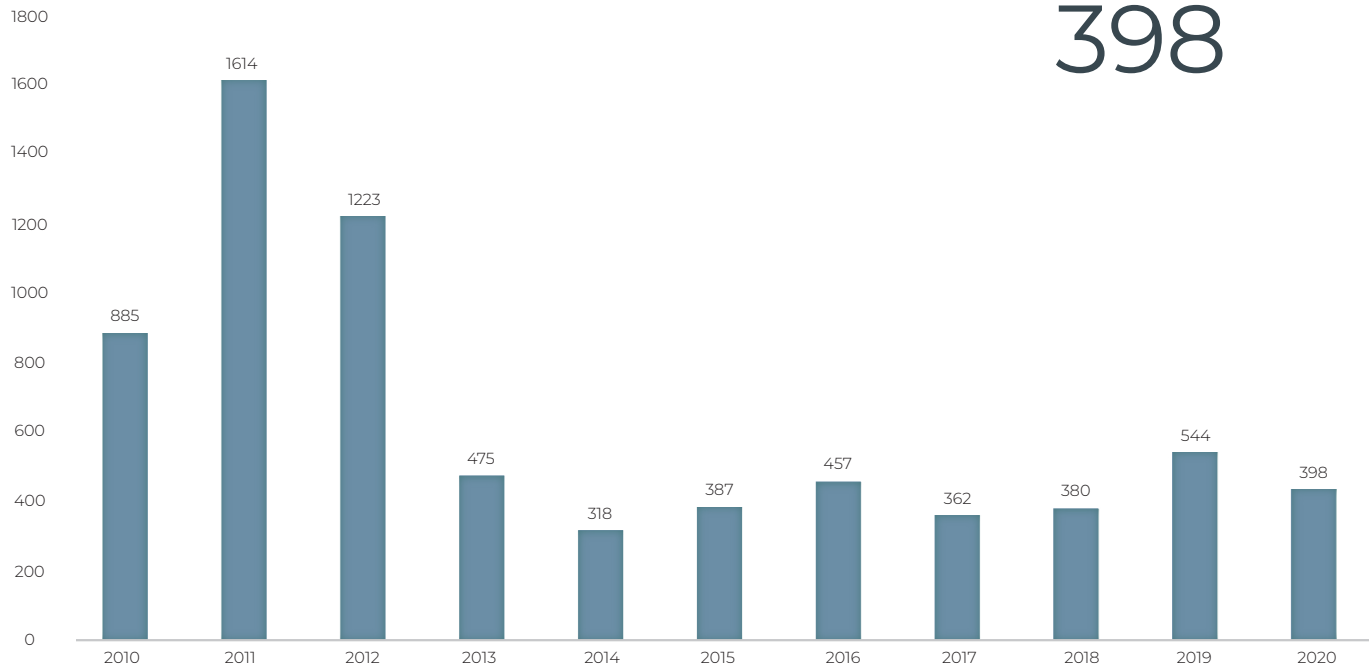
PROJECT Z77: Legion Field Stormwater Pond Improvements

Project Details: Improvements on the stormwater ponds adjacent to Legion Field Road.

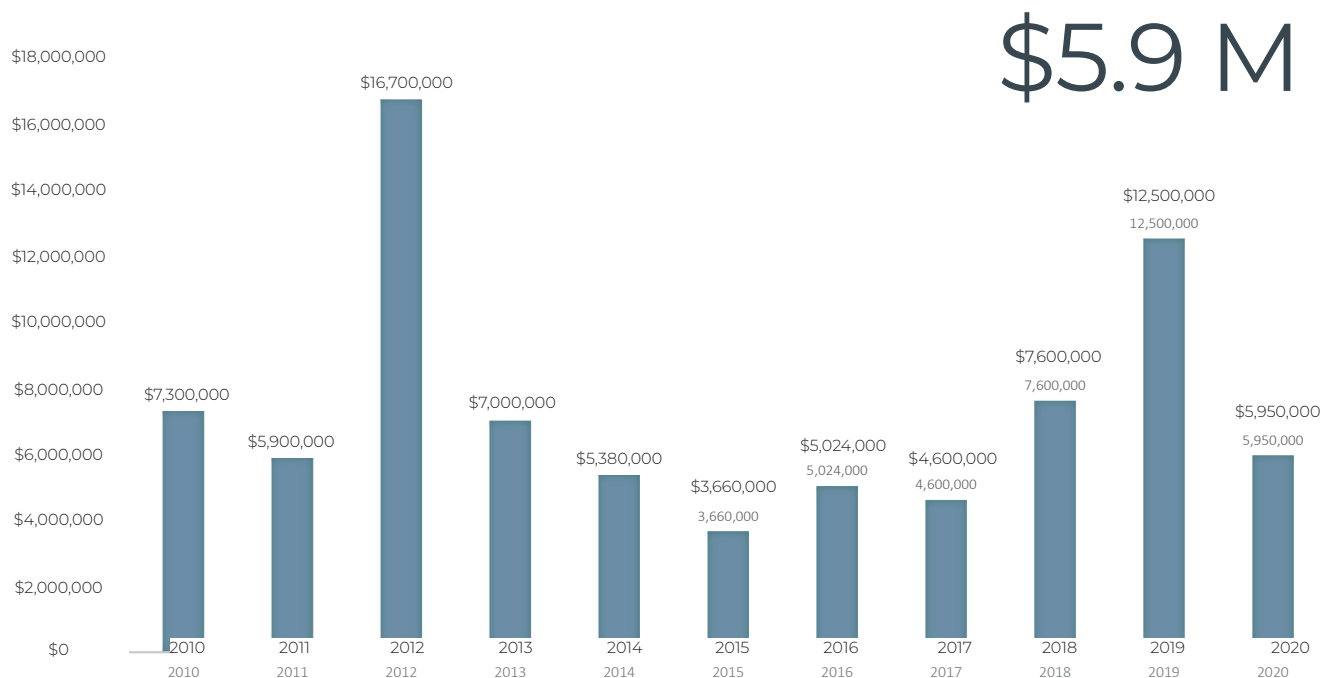
MNDOT | COLLEGE DRIVE/MN 19 RECONSTRUCTION: MnDOT is planning for a 2025 reconstruction of College Drive/MN 19 from South 4th Street to Bruce Street in the City of Marshall. The project will improve the roadway condition, the intersections with City streets and state highways, the underground city utilities, as well as improvements for people who walk and bike.

BUILDING PERMIT ACTIVITY

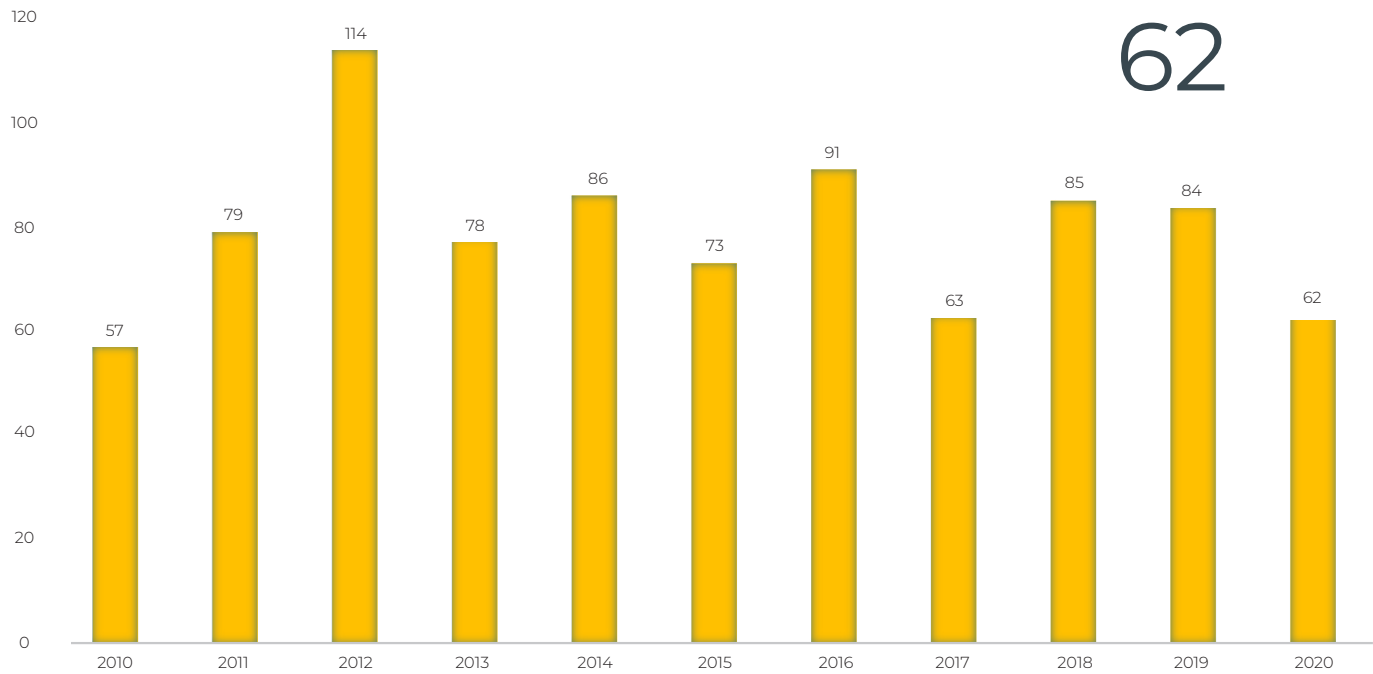
Total Number of Residential Permits



Total Value of Residential Permits

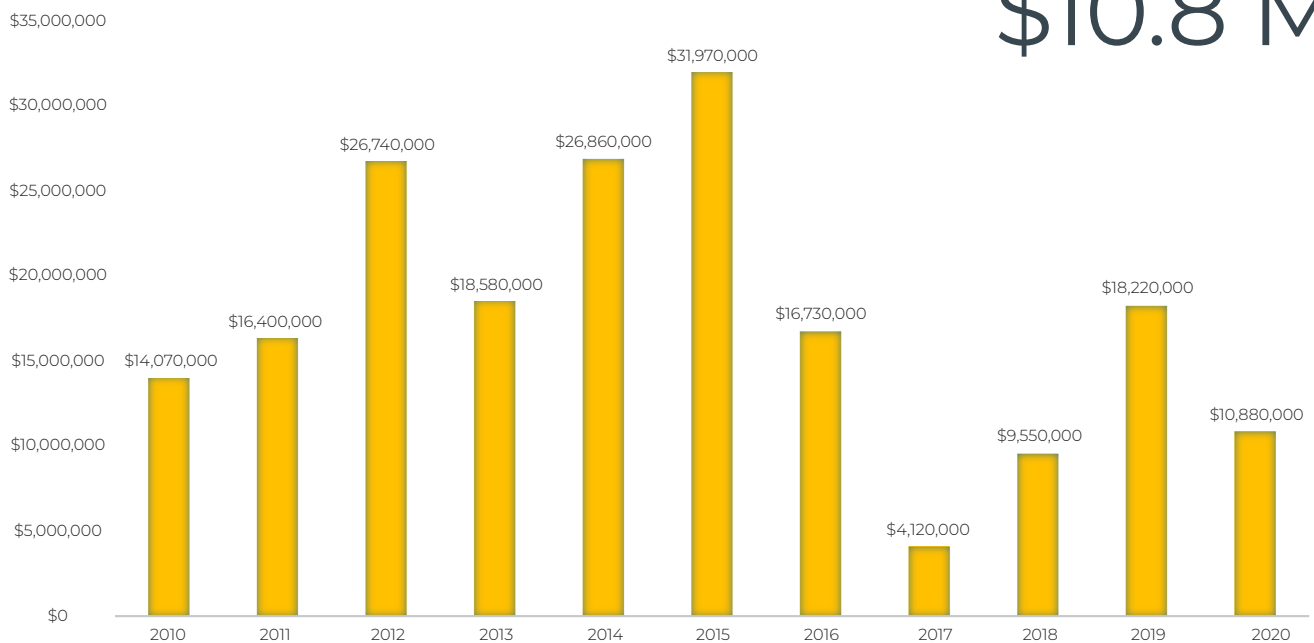


Total Number of Commercial Permits



62

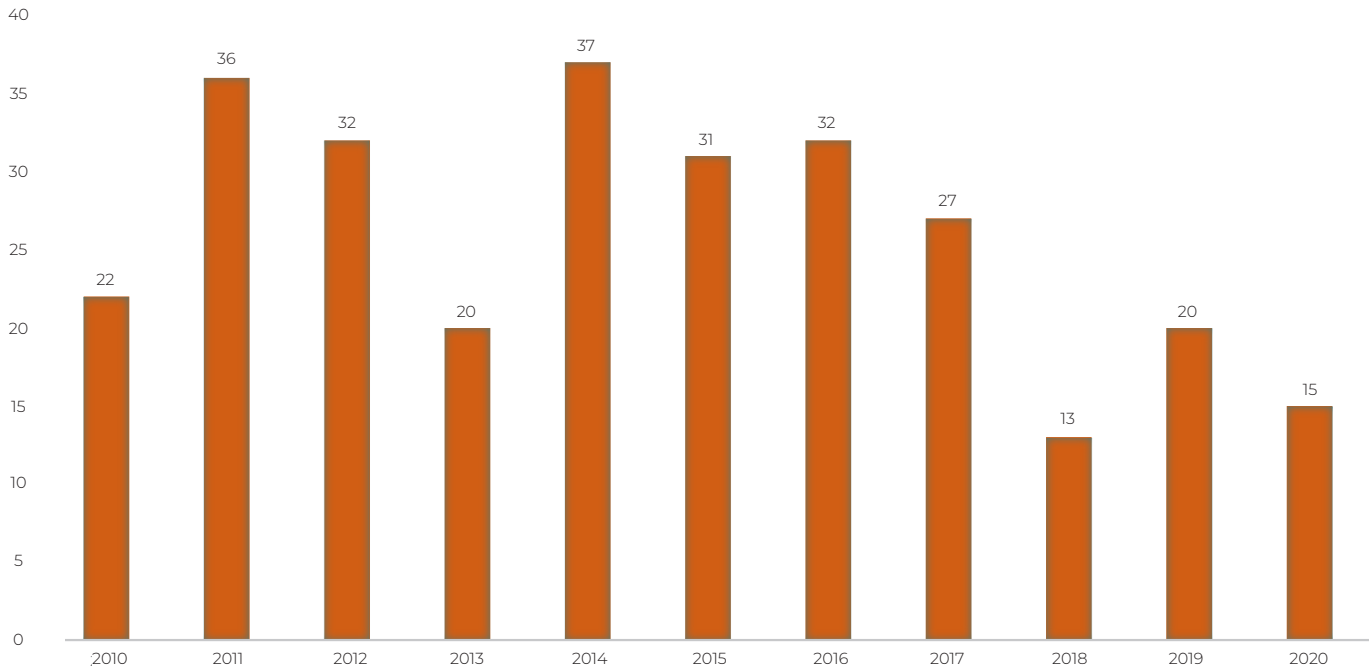
Total Value of Commercial Permits



\$10.8 M

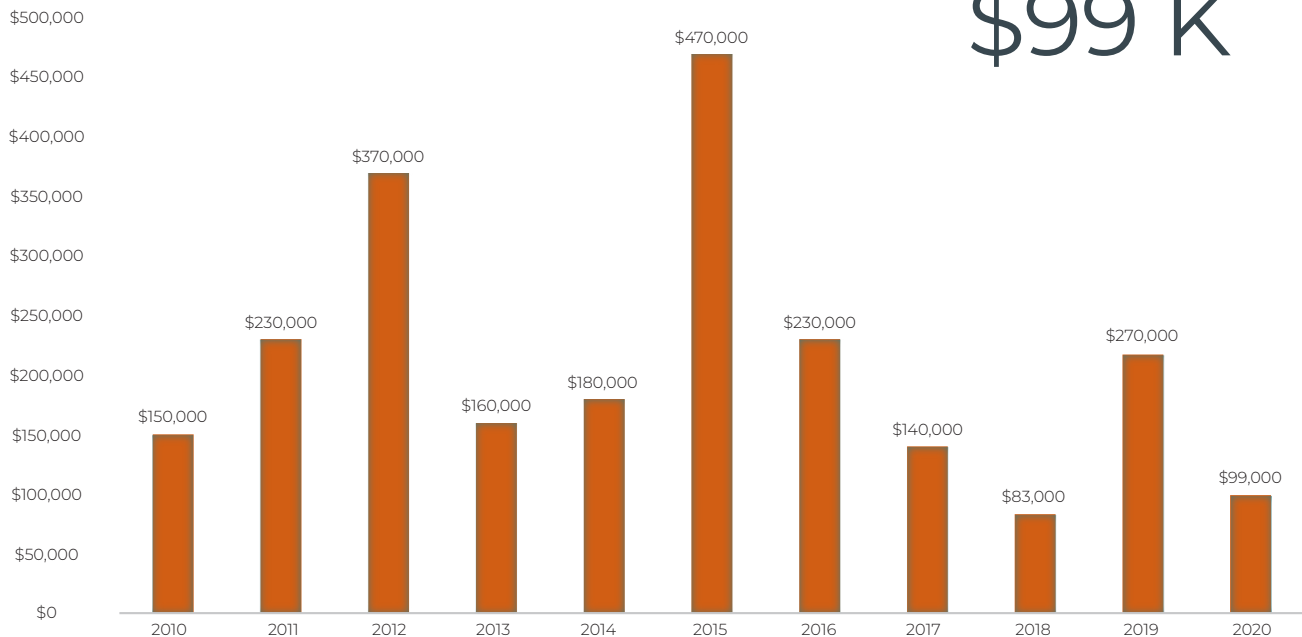
Total Number of Sign Permits

15



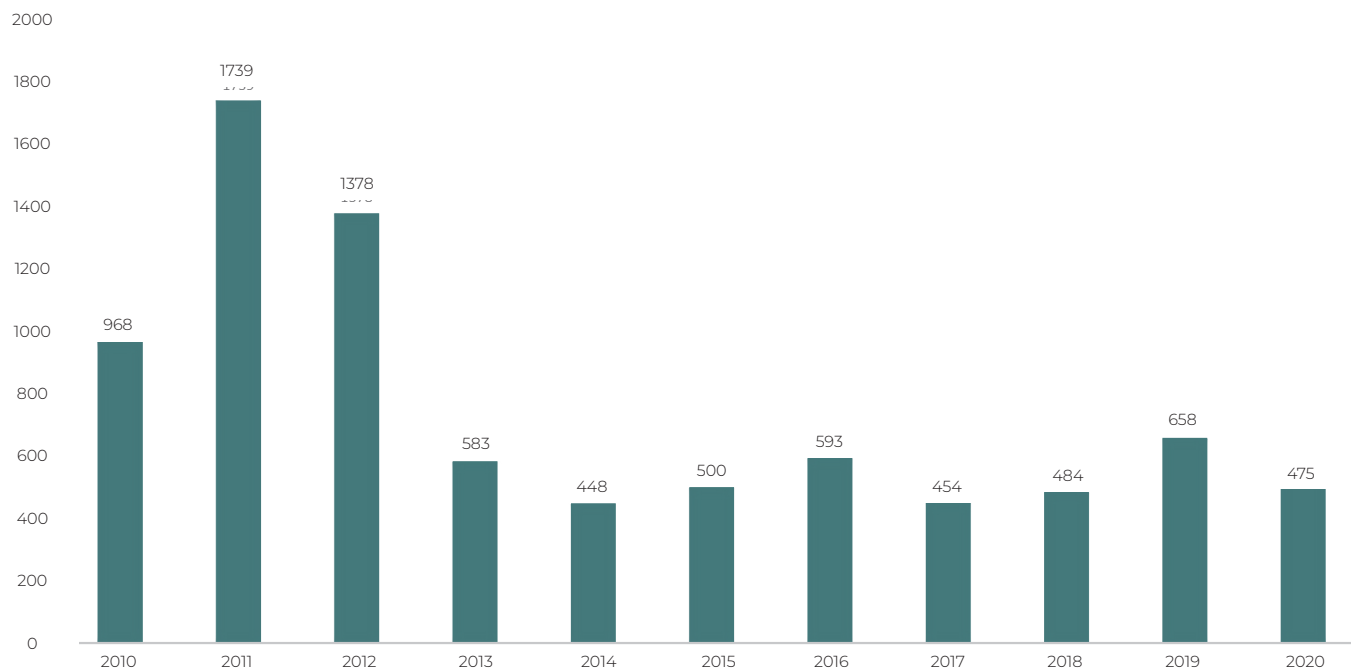
Total Valuation of Sign Permits

\$99 K



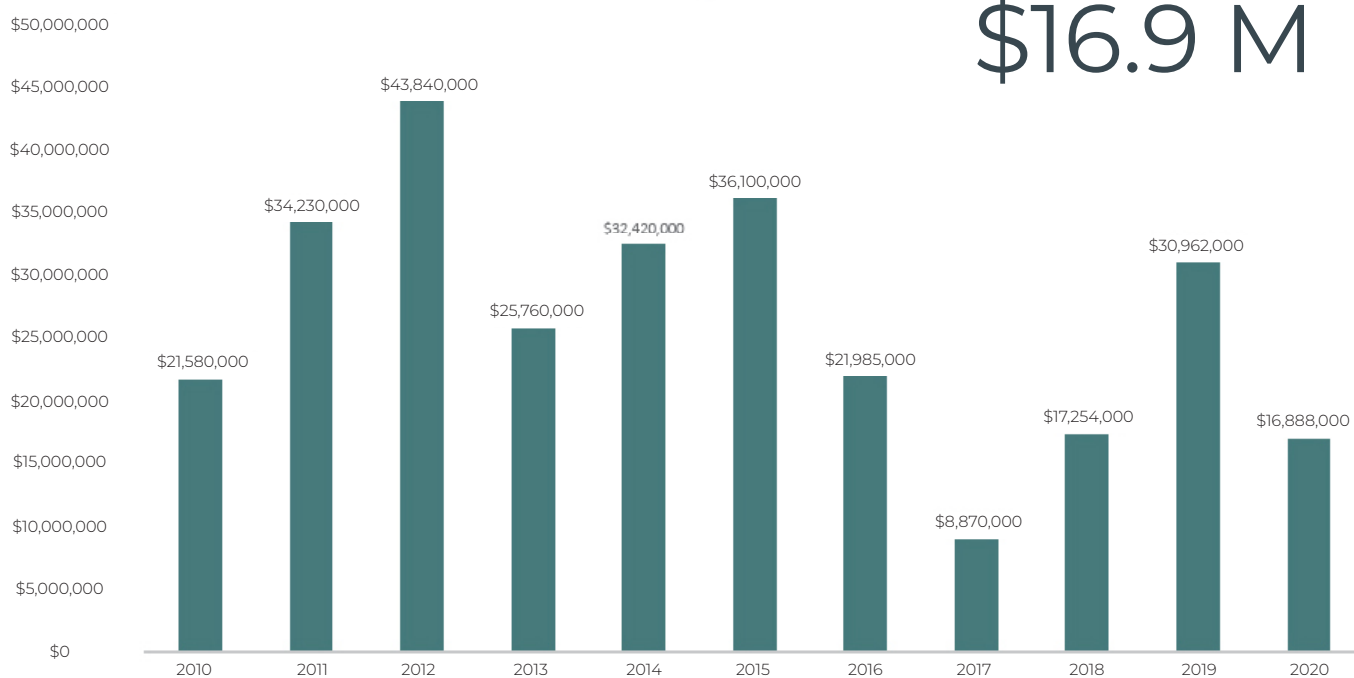
Total Number of Building Permits

475



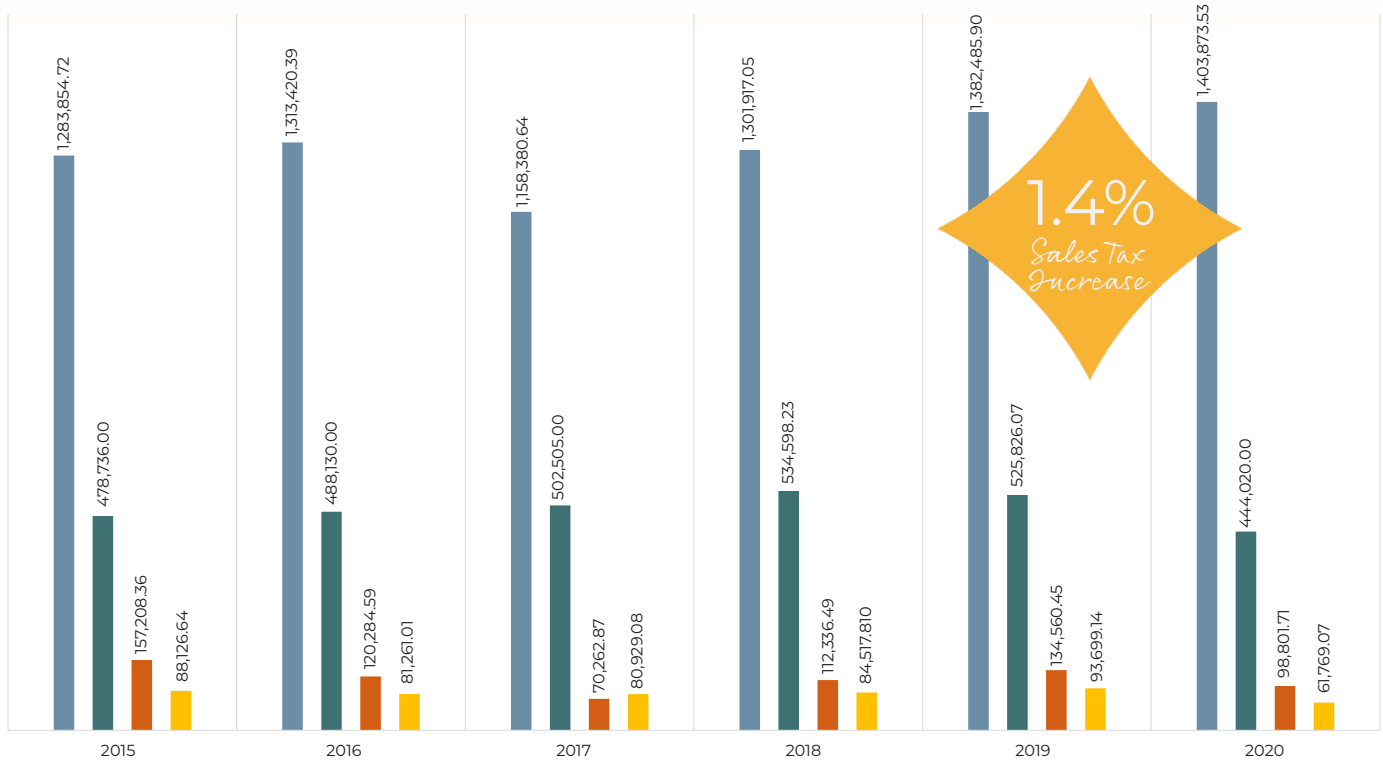
Total Valuation of All Building Permits

\$16.9 M



SALES & USE TAX

Total of Taxes Collected



- Sales Tax
- Food & Beverage Tax
- Use Tax
- Lodging Tax

\$2,008,464
2020 Total Tax



RETAIL TRADE ANALYSIS

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 1.3% between 2015 and 2018, reaching an estimated total of \$204.7 million.

Marshall *supports* Southwest Minnesota.

MERCHANDISE CATEGORY

Selected Components of Change | 2015 - 2018 |

Selected Categories	Taxable Sales 2015	Taxable Sales 2018	Dollar Change	Percent Change
Accommodations	\$5,494,411	\$4,665,725	-\$828,716	-15.08%
Building Materials	\$64,171,878	\$65,250,434	+\$1,078,556	+1.68%
Clothing	\$1,705,415	\$1,237,148	-\$468,267	-27.46%
Eating & Drinking	\$32,383,027	\$35,643,580	+\$3,260,377	+4.86%
Electronics	\$2,664,947	\$2,521,717	-\$143,230	-5.37%
Food, Groceries	\$11,817,236	\$12,984,203	+\$1,166,967	+9.88%
Furniture	\$6,030,390	\$6,775,030	+\$744,640	+12.35%
Gas/Convenience	\$5,535,266	\$5,556,023	+\$20,757	+0.37%
General Merchandise	\$41,896,986	\$39,860,609	-\$2,036,377	-4.86%
Health, Personal	\$262,789	\$173,491	-\$89,298	-33.98%
Leisure Goods	\$3,292,930	\$3,159,207	-\$133,723	-4.06%
Miscellaneous Retail	\$2,136,223	\$1,290,382	-\$845,841	-39.60%
Vehicles & Parts	\$12,062,063	\$12,937,863	+\$875,800	+7.26%
Total Retail/Services	\$202,129,256	\$204,697,133	+\$2,567,877	+1.27%

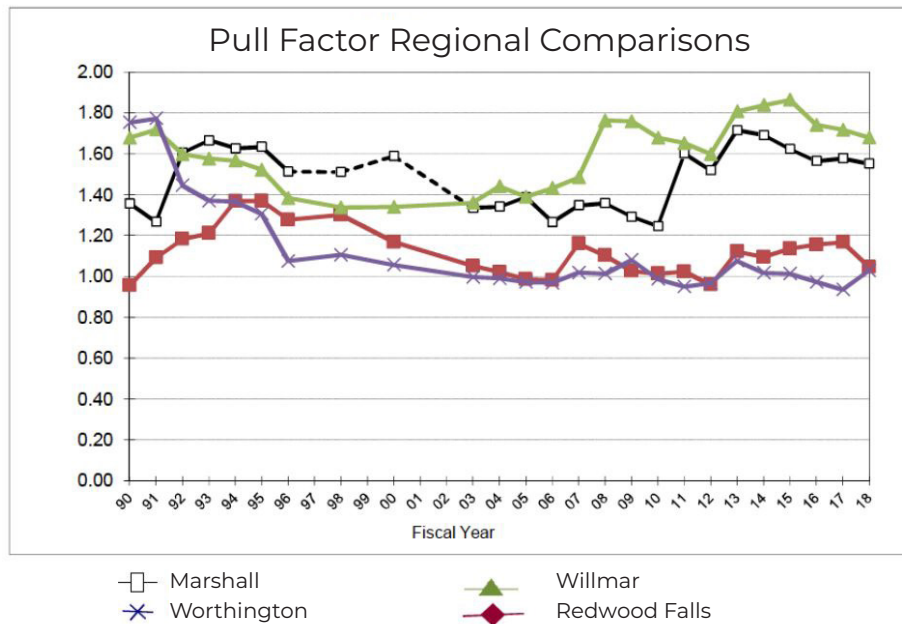
Trade Analysis by Merchandise Category | 2018 |

Merchandise Group	Expected Sales (Millions)	Actual Sales (Millions)	In Dollars (Millions)	As % of Expected	Trade Area Pop. Gain/Loss	Number of Firms	% of Total Sales
Accommodations	\$3.83	\$4.67	+\$0.83	+21.7%	3,003	8	2.3%
Amusement & Recreation	\$1.83	\$1.53	-\$0.29	-16.0%	-2,216	5	0.7%
Building Materials	\$32.77	\$65.25	+\$32.48	+99.1%	13,737	9	31.9%
Clothing	\$0.59	\$1.24	+\$0.65	+110.3%	15,283	14	0.6%
Eating & Drinking	\$24.36	\$35.64	+\$11.28	+46.3%	6,418	42	17.4%
Electronics	\$1.24	\$2.52	\$1.28	+102.8%	14,243	4	1.2%
Food, Groceries	\$11.85	\$12.98	+\$1.14	+9.6%	1,331	9	6.3%
Furniture	\$2.79	\$6.78	+\$3.99	+142.9%	19,809	9	3.3%
Gas/Convenience	\$5.46	\$5.56	+0.10	+1.8%	255	9	2.7%
General Merchandise	\$44.01	\$39.86	-4.15%	-9.4%	-1,307	5	19.5%
Health, Personal	\$1.57	\$0.17	-\$1.39	-88.9%	-12,324	10	0.1%
Leisure Goods	\$1.47	\$3.16	+\$1.69	+115.6%	16,026	10	1.5%
Miscellaneous Retail	\$6.34	\$1.29	-\$5.05	-79.6%	-11,039	22	0.6%
Personal/Laundry	\$0.84	\$0.77	-\$0.07	-8.6%	-1,199	46	0.4%
Repair/Maintenance	\$4.29	\$3.90	-\$0.39	-9.1%	-1,262	17	1.9%
Vehicles & Parts	\$13.70	\$12.94	-\$0.77	-5.6%	-776	11	6.3%
Total Taxable Retail/Services	\$174.53	\$204.70	+\$30.17	+17.3%	2,396	352	100%

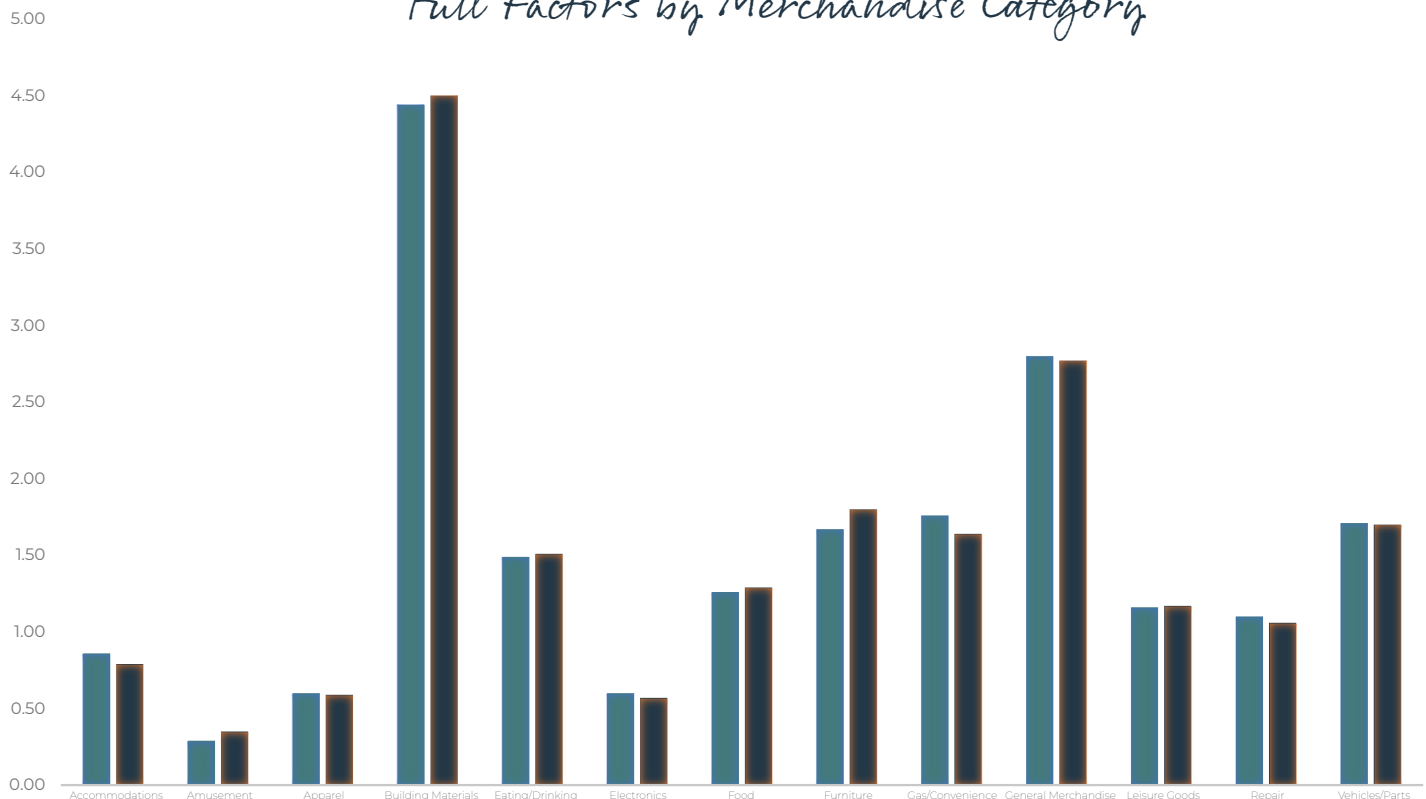
PULL FACTOR

1.55

A pull factor compares the local taxable sales per capita to that of the state. A pull factor higher than 1.0 usually indicates that businesses are pulling in customers from outside the community. Marshall has steadily and significantly increased its pull factor from 1.35 in 2007 to 1.55 in 2018.



Pull Factors by Merchandise Category



DEMOGRAPHIC ANALYSIS

Marshall's population continues to slowly increase. Marshall's median age is 32 years old. From 2010-2018, the largest age category is 19-34. Marshall's median household income comes in at \$48,598.

Marshall's community continues to *grow*.

POPULATION TRENDS

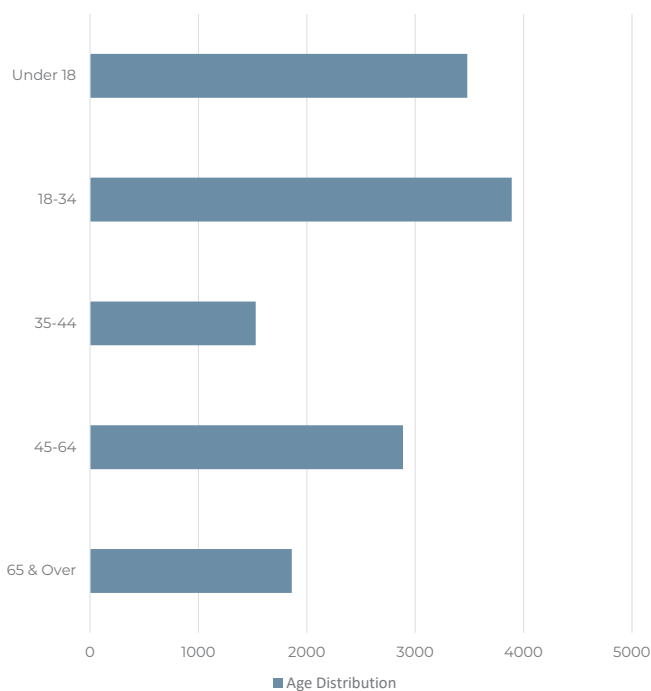
Population Growth

	Marshall, MN	Lyon County, MN	U.S.
Population (2019)	13,487	25,629	328,239,523
Population (2010)	13,428	25,606	303,965,272
Population Change	59	23	24,274,251
Population Percentage Change	0.44%	0.08%	7.98%

Population by Race Percentage

	Marshall, MN	Lyon County, MN	U.S.
Population (2019)	13,487	25,629	328,239,523
White Alone	79.8%	89.6%	76.3%
Black or African American Alone	6.2%	3.4%	13.4%
American Indian Alone	0.4%	0.8%	7.98%
Asian Alone	6.1%	4.7%	5.9%
Native Hawaii & Other Pacific Island Alone	0.0%	0.1%	0.2%
Hispanic or Latino	9.1%	7.2%	18.5%
Two or More Races	2.2%	1.5%	2.8%

AGE DISTRIBUTION



CULTIVATING
community

HOUSEHOLD INCOME

Household Income	Households	Percent
Less than \$35,000	1,995	38.3%
\$35,000 - \$49,000	658	12.6%
\$50,000 - \$74,999	686	13.2%
\$75,000 - \$99,999	727	14.0%
\$100,000 or more	1,145	22.0%

\$48,958
Median Income

Lyon County Median Income: \$57,730

POVERTY PREVALENCE

	Marshall	Lyon County	Minnesota
People, 2018	19.7%	14.1%	9.7%
Families	16.2%	10.3%	5.9%

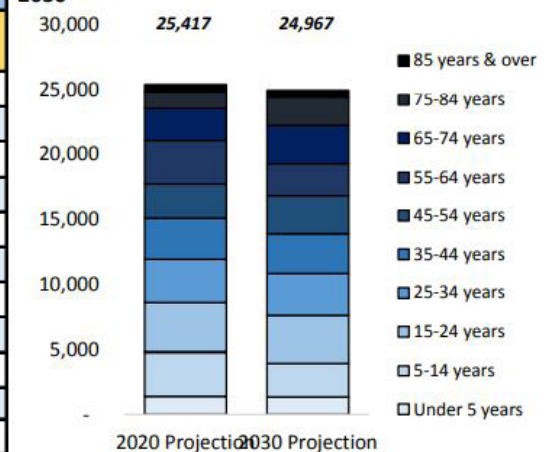
POPULATION PROJECTIONS

According to the Minnesota State Demographic Center, Lyon Co.'s population is expected to decline from 2020 to 2030, with a rate of change that is slower than the projected statewide growth rate (5.0%). Despite the decline, the number of people aged 65 years and older is expected to increase over the next decade.

Table 5. Population Projections by Age Group, 2020-2030				
Lyon Co.	2020 Projection	2030 Projection	Numeric Change	Percent Change
Under 5 years	1,406	1,346	-60	-4.3%
5-14 years	3,427	2,644	-783	-22.8%
15-24 years	3,769	3,623	-146	-3.9%
25-34 years	3,333	3,215	-118	-3.5%
35-44 years	3,154	3,065	-89	-2.8%
45-54 years	2,687	2,914	227	8.4%
55-64 years	3,283	2,472	-811	-24.7%
65-74 years	2,481	3,010	529	21.3%
75-84 years	1,322	2,117	795	60.1%
85 years & over	555	561	6	1.1%
Total Population	25,417	24,967	-450	-1.8%

Source: Minnesota State Demographic Center

Figure 4. Projections by Age Group, 2020-2030



The background is a solid teal color. In the upper left, there is a large, light teal diamond shape. The bottom right corner features a repeating pattern of interlocking circles, creating a mesh-like texture. The text is white and positioned in the center-left area.

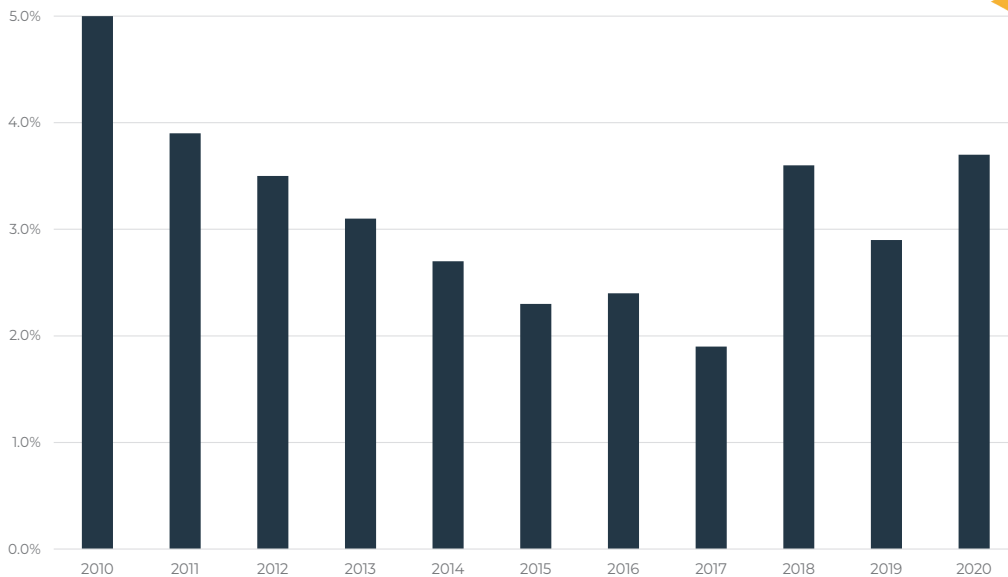
WORKFORCE ANALYSIS

Marshall is the Regional Workforce Hub for Southwest Minnesota, drawing in employees from a 30+ mile radius. Marshall is home to 18 businesses with 100+ employees including our largest employers, Schwan's Company, US Bank and Avera Marshall.

Marshall is the *heart* of Southwest Minnesota.

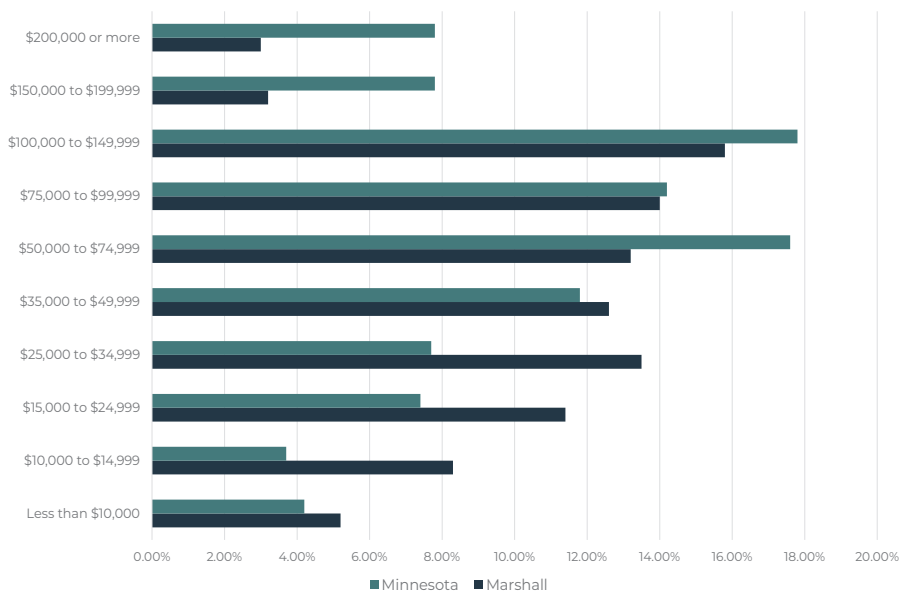
UNEMPLOYMENT RATE

3.7%
Unemployment



HOUSEHOLD EARNINGS

80.1%
Labor Earnings



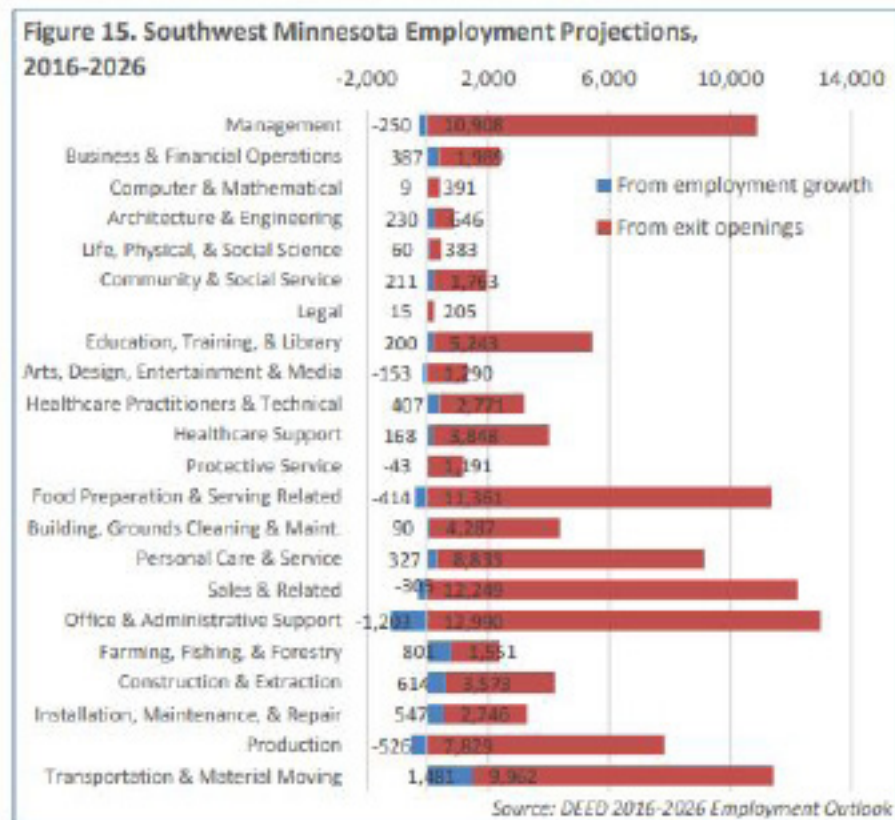
Earnings & Assistance	Marshall	Minnesota
Labor Earnings	4,173	1,752,040
Social Security	1,406	1,752,040
Retirement Income	730	402,693
Supplemental Security Income	203	90,769
Cash Public Assistance	202	71,680
SNAP	527	172,477

EMPLOYMENT OCCUPATION

<i>Estimate</i>	<i>Marshall</i>	<i>Minnesota</i>
Management, Business, Science, and Arts Occupations	2,343	1,220,432
Service Occupations	1,316	478,328
Sales and Office Occupations	1,422	615,859
Natural Resources, Construction, and Maintenance Occupations	671	236,977
Production, Transportation, and Material Moving Occupations	1,258	407,019

<i>By Percent</i>	<i>Marshall</i>	<i>Minnesota</i>
Management, Business, Science, and Arts Occupations	33.4%	41.3%
Service Occupations	18.8%	16.2%
Sales and Office Occupations	20.3%	20.8%
Natural Resources, Construction, and Maintenance Occupations	9.6%	8.0%
Production, Transportation, and Material Moving Occupations	17.9%	13.8%

EMPLOYMENT PROJECTIONS



INDUSTRY EMPLOYMENT

	<i>Marshall</i>	<i>Minnesota</i>
Agriculture, Forestry, Fishing and Hunting, and Mining	296	61,735
Construction	330	178,628
Manufacturing	1,014	396,106
Wholesale Trade	149	83,880
Retail Trade	943	324,557
Transportation and Warehousing, and Utilities	338	136,200
Information	31	49,314
Finance and Insurance, and Real Estate and Rental and Leasing	721	211,805
Professional, Scientific, and Management, and Administrative and Waste Management Services	325	292,409
Educational Services, and Health Care and Social Assistance	1,723	750,161
Arts, Entertainment, and Recreation, and Accommodation and Food Services	680	242,735
Other Services, except Public Administration	165	128,543
Public Administration	295	102,542
Civilian Employed Population (16 years and over)	7,010	2,958,615

INDUSTRY PROJECTIONS

<i>Southwest Planning Region</i>	<i>Estimated Employment 2016</i>	<i>Estimated Employment 2026</i>	<i>Percent Change 2016-2026</i>
Manufacturing	31,264	31,145	-0.4%
Health Care & Social Assistance	29,857	31,196	4.5%
Retail Trade	20,647	19,748	-4.4%
Educational Services	16,891	16,886	0.0%
Leisure & Hospitality	14,751	14,367	-2.6%
Public Administration	13,150	13,136	-0.1%
Wholesale Trade	8,272	8,323	0.6%
Construction	7,995	8,408	5.2%
Finance & Insurance, Real Estate	7,546	7,638	1.2%
Other Services	7,632	7,142	-6.4%
Transportation & Warehousing	7,176	8,032	11.8%
Natural Resources & Mining	5,948	7,338	23.4%
Professional Services	5,859	6,141	4.8%
Administrative & Waste Services	4,163	4,277	2.7%
Information	2,746	2,569	-6.4%
Utilities	755	831	10.1%

JOB VACANCIES

<i>Occupational Group</i>	<i>Number of Vacancies</i>	<i>Wage Offer</i>
Management	2918	\$15.13
Business & Financial Operation	94	\$17.21
Computer & Mathematical	105	\$16.92
Architecture & Engineering	35	\$17.52
Life, Physical & Social Sciences	5	\$17.82
Community & Social Services	34	\$16.81
Healthcare Practitioners & Technical	71	\$15.72
Healthcare Support	7	\$14.30
Protective Services	163	\$26.35
Food Preparation & Serving Related	79	\$13.54
Building/Grounds Maintenance	37	\$12.83
Personal Care & Service	556	\$11.78
Sales & Related	34	\$13.42
Office & Administrative Support	102	\$11.86
Construction & Extraction	32	\$15.56
Installation, Maintenance & Repair	132	\$14.37
Production	192	\$15.00
Transportation & Material Moving	115	\$16.59

Our investment group targets mid-size communities in the Midwest with strong local and regional economies, and Marshall is among the best we've seen. Demand generators are both many and diverse, a significant effort has been made in growth and development, and there is a sense of pride in the community that is hard to quantify, but might be Marshall's strongest asset. We're thankful for the warm welcome we've received, and look forward to giving back and doing our part to keep Marshall as special as it is.

- Kyle Schock, EverSpring Inn and Suites

MAJOR EMPLOYERS

18

100+ Employees

*Schwan's Company | 900

Avera Marshall | 700

US Bancorp | 550

Turkey Valley Farms | 450

Marshall Public Schools | 450

Hy-Vee Food Store | 400

Southwest Minnesota State University | 324

Archer Daniels Midland | 260

Wal-Mart | 237

*Runnings | 216

REM Southwest Services | 160

*Cygnus Home Service | 150

Vishay HiRel Systems LLC | 122

Ralco Nutrition | 140

Menards | 125

City of Marshall | 113

Reinhart Food Service Inc | 111

Cliff Viessman Inc. | 110

BH Electronics, Inc | 95

United Community Action Partnership | 87

*Headquartered in Marshall



COMMUTING PATTERNS

Marshall 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 13,487 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.

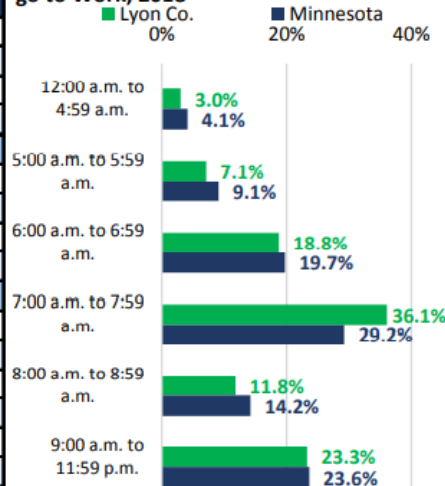


	Marshall	Lyon County	Minnesota
Commuting to Work	6,897	13,241	2,907,476
Work from Home	187	734	172,531
Mean Travel Time to Work	11.5	15.1	23.7

Commuting Characteristics | Lyon County

Table 8. Commuting Characteristics, 2018	Lyon Co.		Minnesota	
	Number	Percent	Number	Percent
Worked in state of residence	13,426	98.9%	2,807,811	97.5%
Worked in county of residence	12,313	90.7%	1,831,557	63.6%
Worked out of county of residence	1,113	8.2%	979,134	34.0%
Worked outside state of residence	149	1.1%	71,995	2.5%
MEANS OF TRANSPORTATION TO WORK				
Car, truck, or van	11,973	88.2%	2,488,152	86.4%
Public transportation (excl. taxicab)	81	0.6%	103,673	3.6%
Other method (walk, bike, taxi, etc.)	733	5.4%	126,711	4.4%
Worked at home	787	5.8%	164,149	5.7%
TRAVEL TIME TO WORK				
Less than 10 minutes	6,054	44.6%	455,009	15.8%
10 to 19 minutes	3,869	28.5%	869,701	30.2%
20 to 29 minutes	1,968	14.5%	639,317	22.2%
30 to 44 minutes	937	6.9%	564,442	19.6%
45 to 59 minutes	258	1.9%	192,947	6.7%
60 or more minutes	475	3.5%	158,389	5.5%
Mean travel time to work (minutes)	15.5 minutes		23.5 minutes	

Figure 10. Time Leaving Home to go to Work, 2018



Source: 2014-2018 American Community Survey, 5-Year Estimates



EDUCATIONAL ANALYSIS

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

Marshall builds student pathways to *success*.

EDUCATIONAL ATTAINMENT

Educational attainment can be used as a measure of the quality of the resident labor force, and Minnesota is well known for its quality of education. Unlike 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. An estimated 90.4% of the adult population had at least a high school diploma or GED, while an estimated 29.2% had a bachelor's degree or higher.

2,538
Public School
Enrollment

82.9%
HS Graduation
Rate

6,660
SMSU
Enrollment

SCHOOL ENROLLMENT

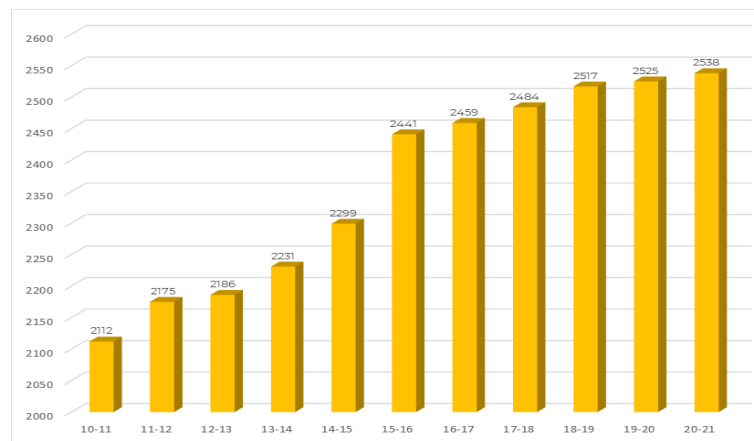
	<i>Marshall</i>	<i>Lyon County</i>	<i>Minnesota</i>
Population 25 years and over	389	16,428	149,072
Less than 9th grade	2,377	568	928,450
9th to 12th grade, no diploma	1,634	747	789,467
High school graduate (includes equivalency)	955	5,205	431,425
Some college, no degree	1,636	3,527	892,893
Associate's degree	389	2,090	149,072
Bachelor's degree	2,377	3,085	928,450
<i>School Enrollment</i>			
Population 3 years and over enrolled in school	1,395,300	7,269	4,462
Nursery school, preschool	95,444	574	299
Kindergarten	70,581	336	210
Elementary school (grades 1-8)	578,025	2,942	1,630
High school (grades 9-12)	294,765	1,376	633
College or graduate school	356,485	2,041	1,690

MARSHALL PUBLIC SCHOOLS

Student enrollment is one of the biggest factors in completing our budget each year. Revenue is calculated off the Adjusted Average Daily Membership (ADM) for students. There are several different factors in the Adjusted ADM calculation, such as students we have each month, where they are going to and coming from, and the weighted factor we receive for our 7-12th grade students. At the end of the 2019-2020 year, we received funding for 2,525 Adjusted ADM's in kindergarten through 12th grade. Enrollment projection for 2020-2021 year is 2,538 Adjusted ADM's in those same grades, which is a slight increase with student enrollment last year. We have had an increase of 426 student adjusted ADM's since 2011, that is a 20% increase. The enrollment growth has created space challenges for our district. District was fortunate to pass a building bond referendum in May of 2019. Included in the referendum were safety and security upgrades at the High School, Park Side and MATEC locations, as well as an Early Childhood addition to the Park Side School and a new 2nd through 4th grade elementary building.

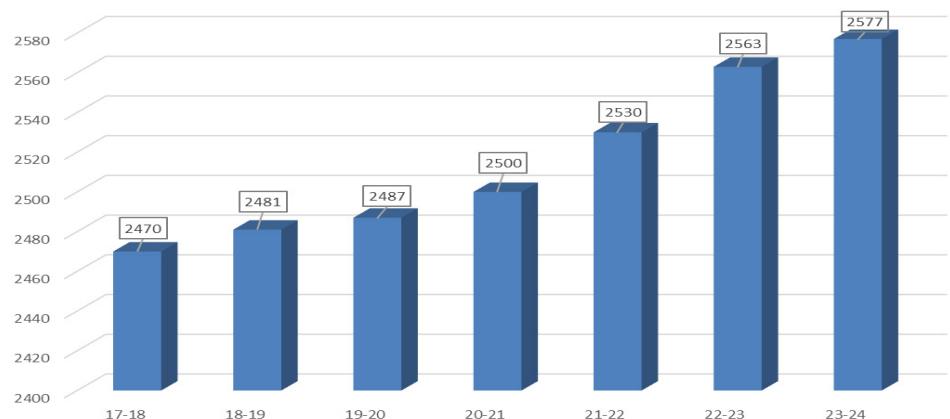


A: As the graph below shows, student enrollment in kindergarten through grade twelve has grown significantly over the past eight years. Based on several factors, we anticipate that this enrollment growth will continue.



B: As shown in the graph below, 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 2,577 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.

Enrollment Projections (K-12)



SOUTHWEST MN STATE UNIVERSITY

99%
*Employed
Graduates*

97%
*In Field of
Study*

8%
*Continue
Education*

Southwest Minnesota State University serves approximately 6,660 students across the State of Minnesota and throughout the upper Midwest through a variety of undergraduate, graduate and concurrent enrollment programs. Approximately 1,914 undergraduate degree seeking students are served on-campus. SMSU is recognized for its affordability, quality and lifetime return on investment.



Enrollment Figures from Fall 2019

Total Headcount	6,660
Degree-seeking (undergrad)	1,914
Graduate	418
Female	60%
Male	40%
Minnesota Residents	75.8%
Counties Represented	77
Out of State	24.4%
States Represented	31
International	5.8%
Countries Represented	24

The Mustang Promise: Within six months of graduation, you'll be employed or enrolled in grad school. If not, come back to enroll in one of SMSU's graduate programs with your first semester of tuition on us. *That's our promise.*



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.

HOUSING CHARACTERISTICS

54.2%

*Owned vs
Rented*

	<i>Marshall</i>	<i>Lyon County</i>
Total Housing Units	5,719	11,277
Occupied Housing Units	5,211	10,018
Owner-occupied	2,822	6,851
Renter-occupied	2,389	3,167
Vacant Housing Units	580	1,259
Homeowner Vacancy Rate	2.3	1.8
Rental Vacancy Rate	11.5	11.4
Built 2014 or Later	11	81
Built 2010 to 2013	108	181
Built 2000 to 2009	641	1,104
Built 1990 to 1999	807	1,227
Built 1980 to 1989	1,005	1,348
Built 1970 to 1979	1,077	1,993
Built 1960 to 1969	814	1,375
Built 1950 to 1959	446	989
Built 1940 to 1949	392	750
Built 1939 or Earlier	490	2,229

Housing Fast Facts

- Homes Occupied: 90%
- Median Home Value: \$154,100
- Median Mortgage: \$1,289
- Median Rent: 684

6
*New Homes
in 2020*





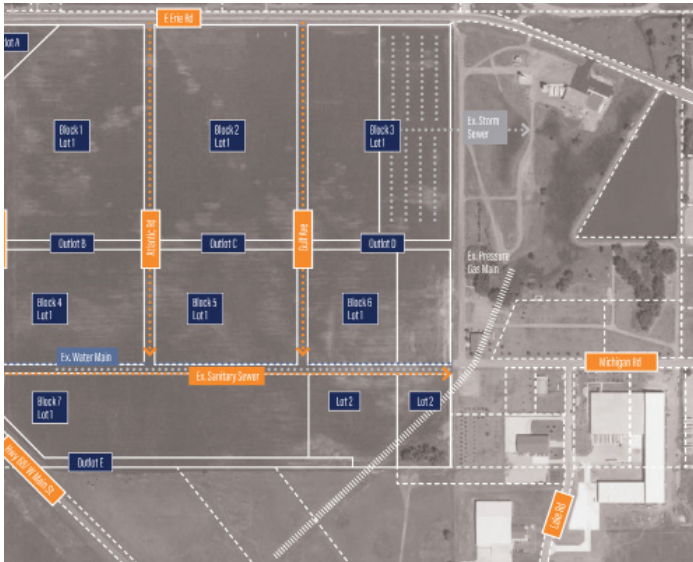
DEVELOPMENT OPPORTUNITIES

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 opportunities available for interested parties.

Marshall is *ready* for growth.

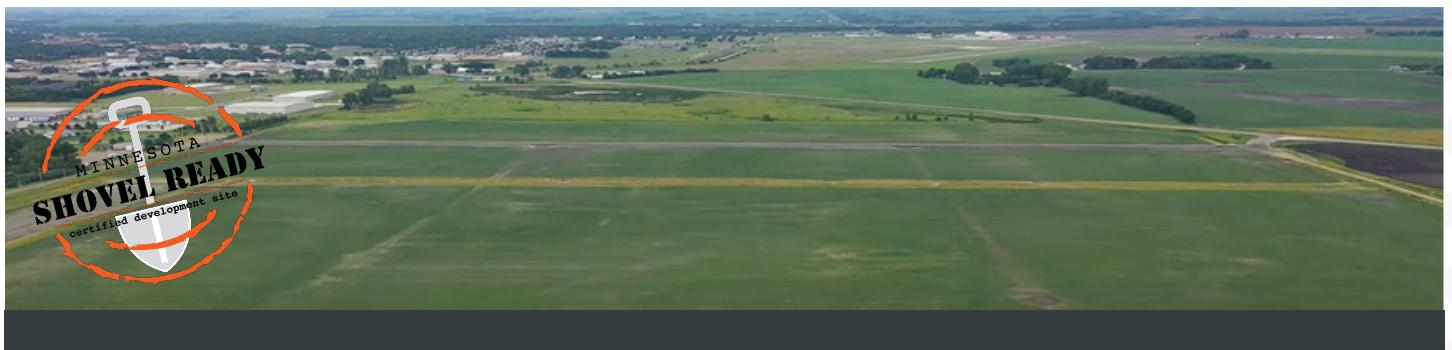
CULTIVATING *development*

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.

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



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 highway systems, the airpark offers a prime location for businesses.

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

- 7,220-foot primary runway in length for corporate/commercial aircraft
- 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





Sonstegard Subdivision

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.

Parkway II

Parkway II Addition provides single-family housing opportunities of all kinds. Parkway II is zoned single family residential and has a variety of building options for home buyers.

Parkway II has 24 lots available from \$11,500-\$15,000/lot. Inquire about Tax Abatement Incentives as both the City of Marshall and Lyon County passed Tax Abatement Incentives for building new homes.

LOTS FOR SALE



PARKWAY II ADDITION

Edina Realty

a Berkshire Hathaway affiliate

BILL ARCHBOLD

Broker

507-829-5407

BillArchbold@EdinaRealty.com

MOLLY ARCHBOLD

Broker

507-530-6036

MollyArchbold@EdinaRealty.com

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. Parkway III is currently zoned R-1 as a single-family residence district, but the City of Marshall is considering rezoning to R-3 low to medium density, multiple-family residence district.



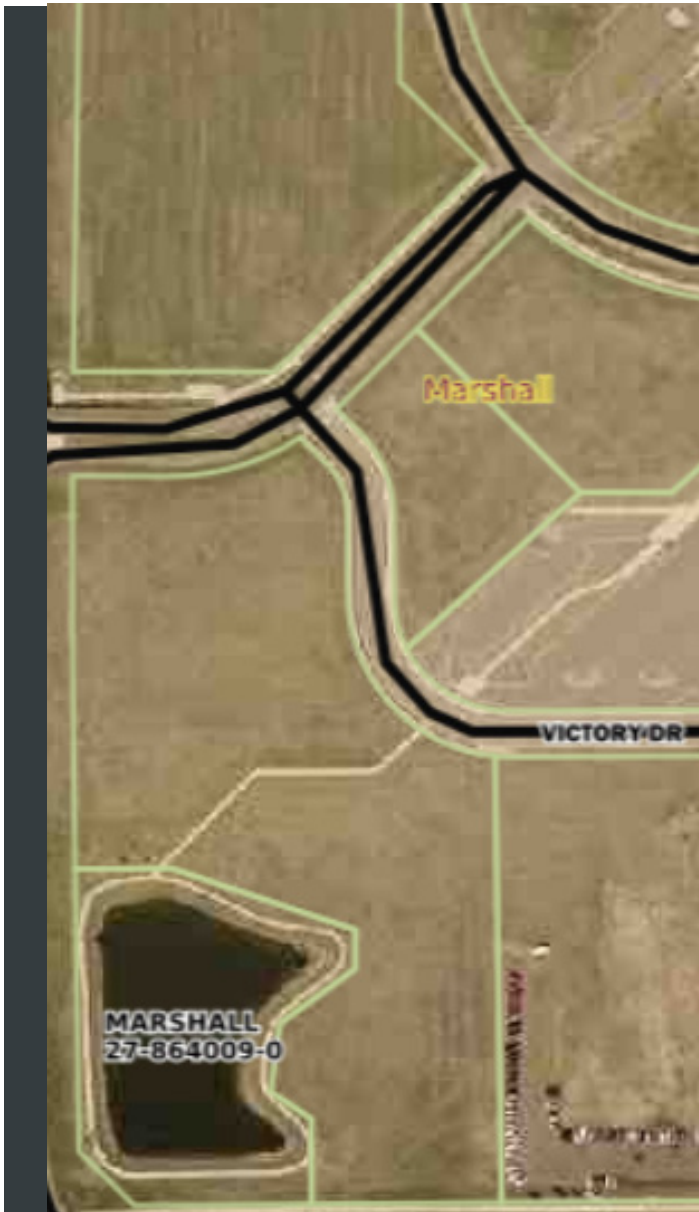
*Housing
Abatement*

The purpose of the City of Marshall *Tax Abatement Policy for New Construction of Single and Multi-Family Homes* (of 12 units or less) is to encourage the construction of new owner occupied and residential rental housing units and increase the value of the future tax base for Marshall taxpayers.

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.



Tiger Park Addition

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

Commercial
Tax Abatement

Commercial Tax Abatement is available for projects that accomplish the City's goals for economic development as they may change over time. Goals include facilitating projects that would result in the creation of quality jobs (i.e. stable employment and/or attractive wages and benefits) and the attraction, retention, and expansion of business in the City and future tax base.



Tall Grass Outlot

Tall Grass Outlot consists of .937 acres. It is located near the busy corner of Highway 59 and Boyer Drive – adjacent to Runnings, WalMart, Tall Grass Liquors, Menards, Aldi and Pizza Ranch. The City of Marshall would be willing to sell all or a portion of the red box area. In 2020, Tall Grass Liquors had 207,366 customers.

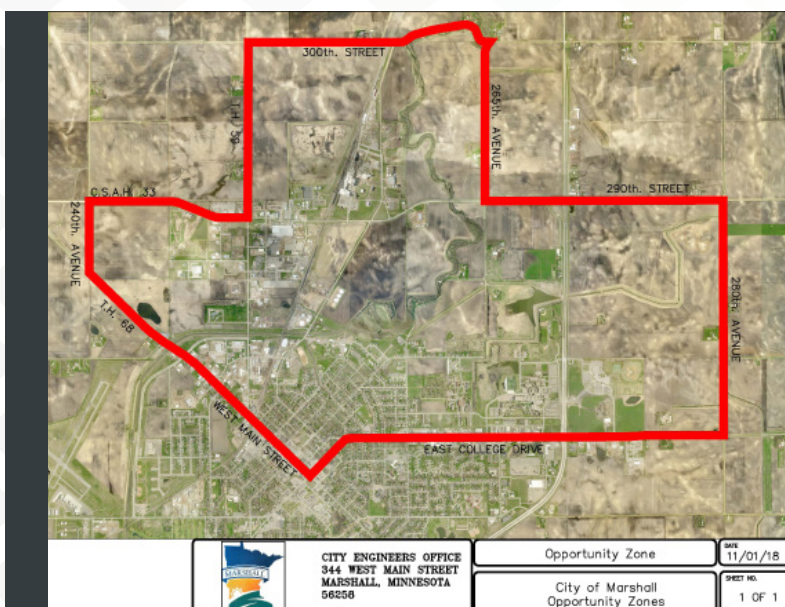
Block 11

Block 11 consists of 11 parcels totaling approximately 1.41 acres, 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.

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.



Opportunity Zone



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 Tiger Park Addition (Amateur Sports Complex area).



MARSHALL

CULTIVATING THE BEST IN US