

MARSHALL AREA EDA ANNUAL REPORT

2018



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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 Minnesota. 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*



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



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 Lecy 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

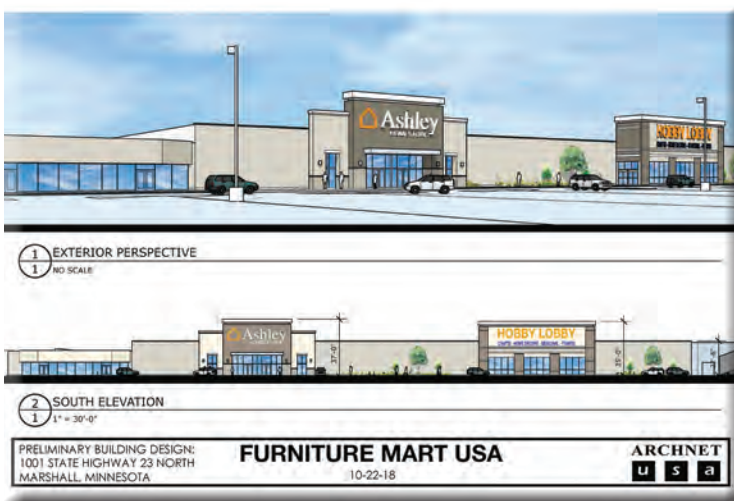


MERIT CENTER

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 - APMC 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.

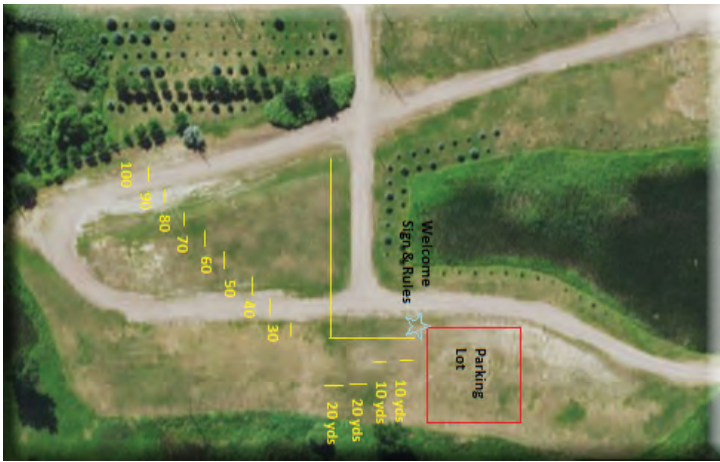


FURNITURE MART USA ASHLEY HOMESTORE

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.



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.



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.



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

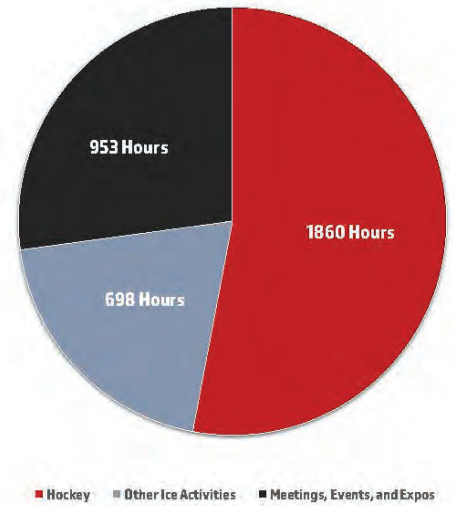
A newly constructed building on East College Drive is home to the new Edward Jones-Mike Leary. Two additional brand new office suites are available for rent. One rental suite is 1,800 sq. ft. and the other rental suite is 2,000 sq. ft. The site has ample parking and great visibility for a new or growing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

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.

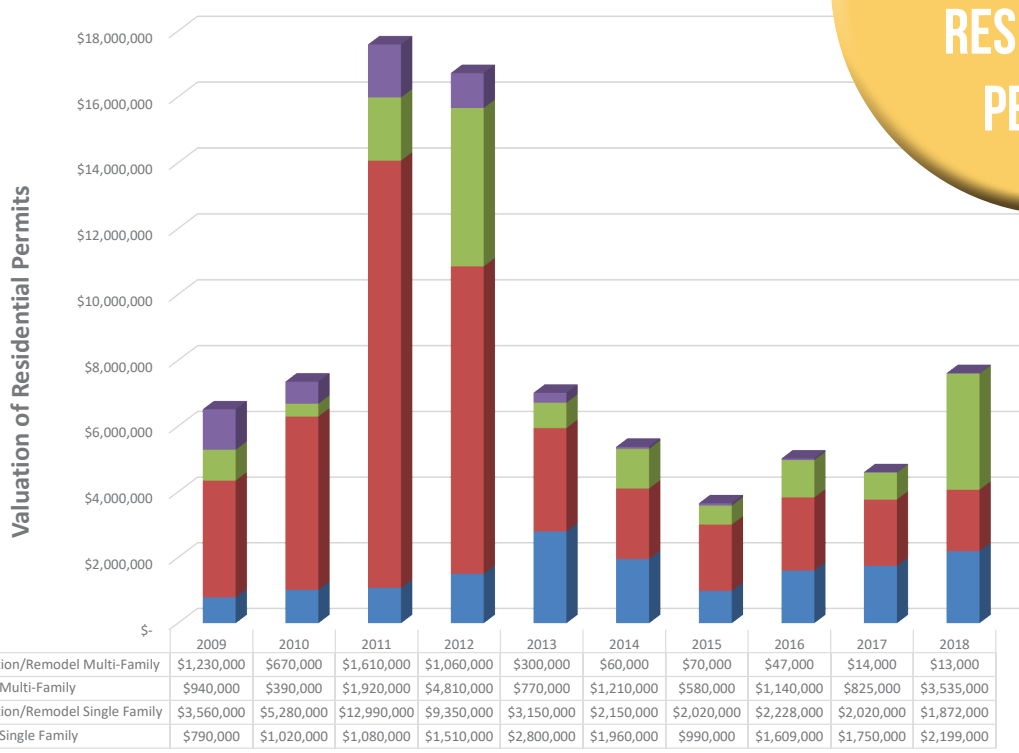
BUILDING PERMIT ACTIVITY

of Residential Permits



380
RESIDENTIAL
PERMITS

Valuation of Residential Permits

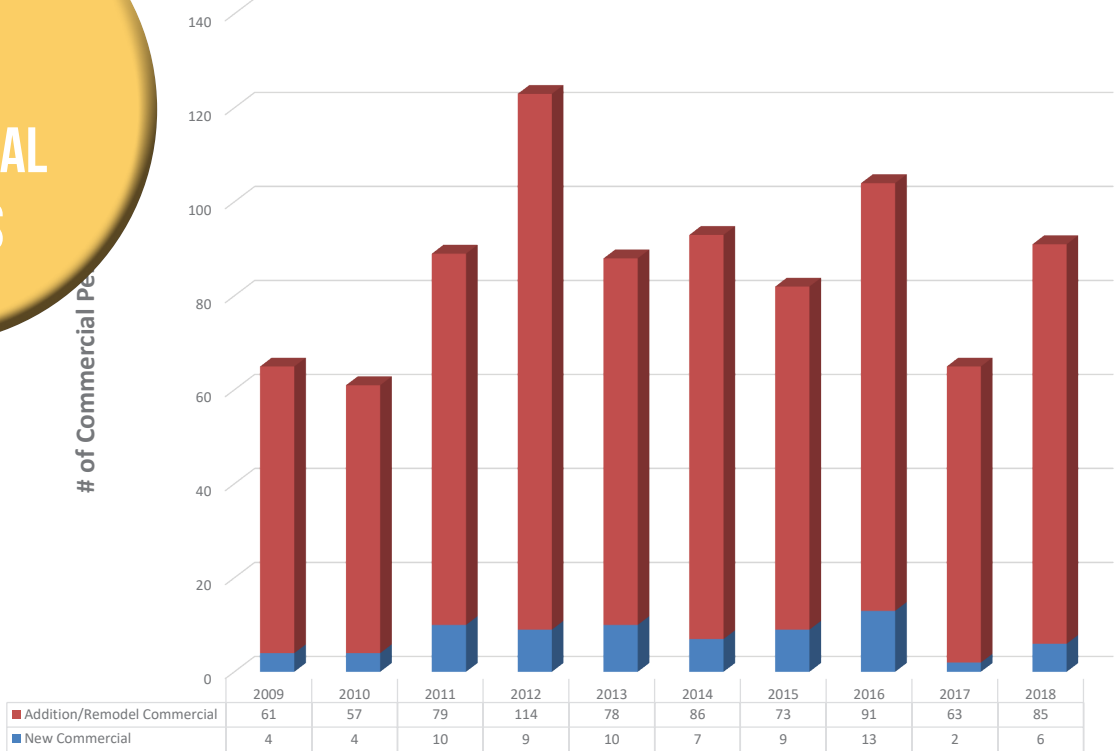


\$7.62M
RESIDENTIAL
PERMITS

91

COMMERCIAL PERMITS

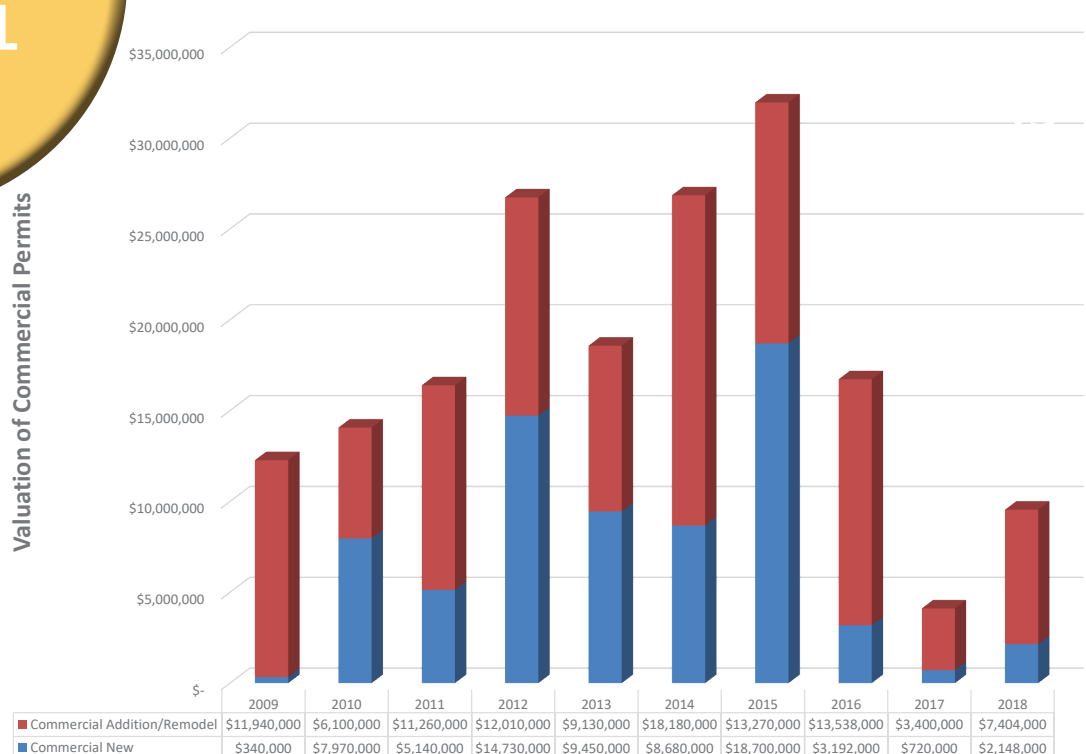
of Commercial Permits



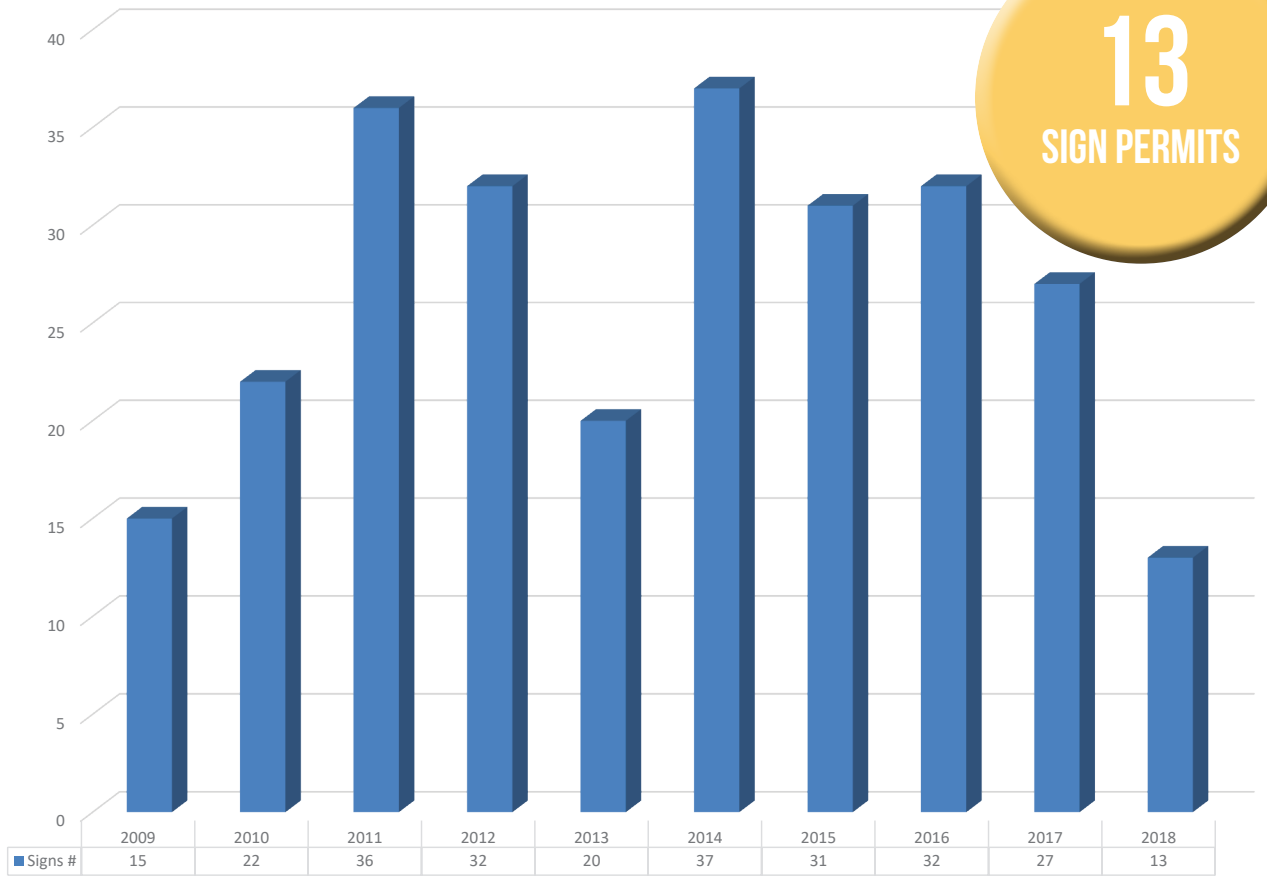
\$9.55M

COMMERCIAL PERMITS

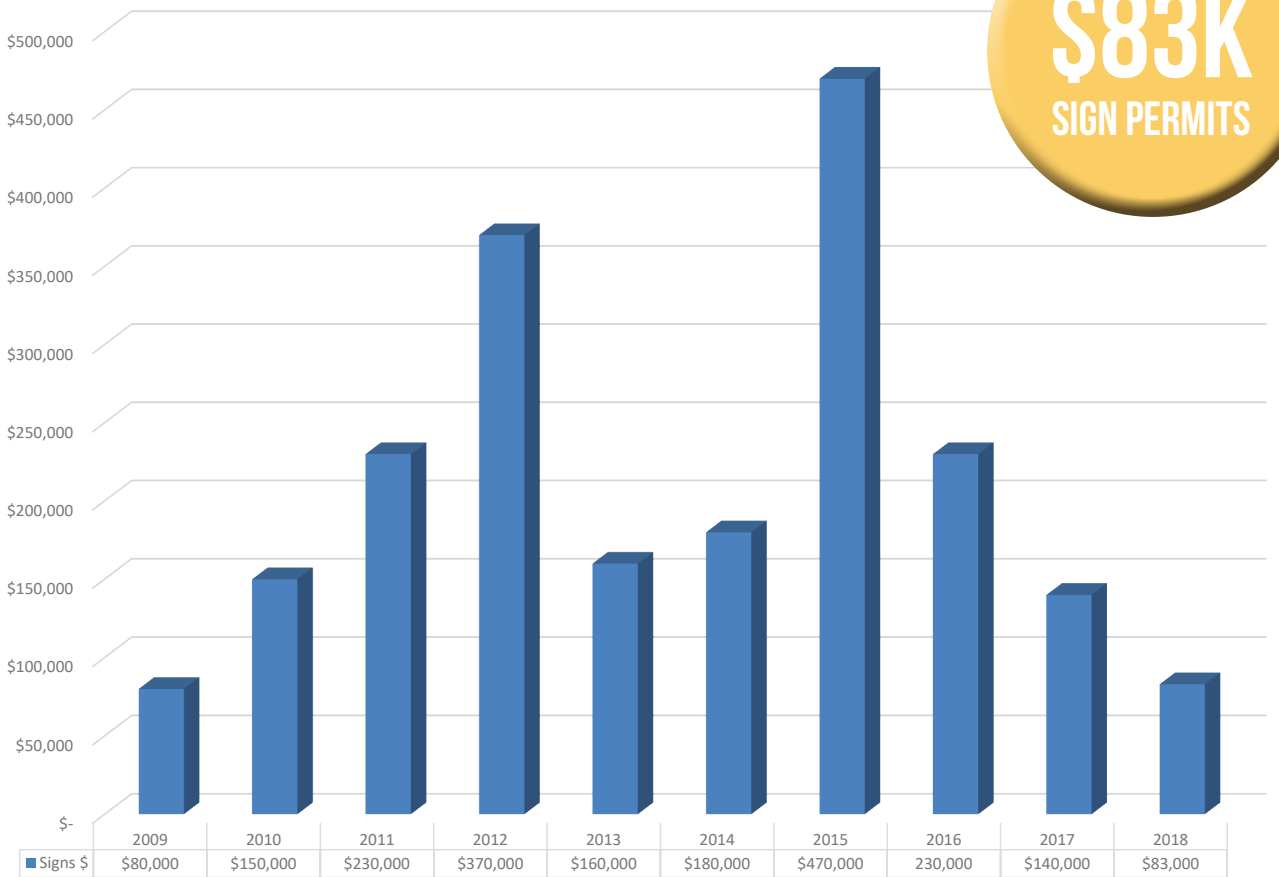
Valuation of Commercial Permits



Total # of Signs

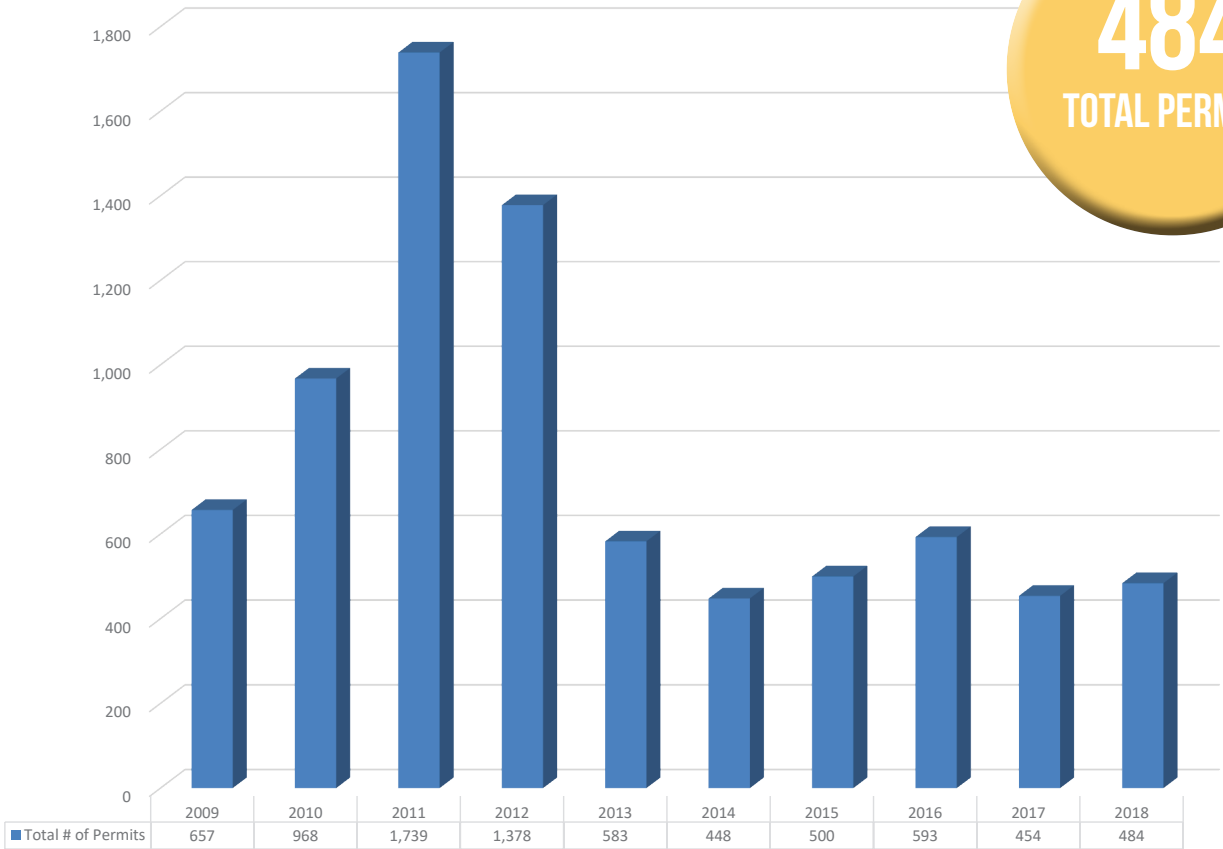


Total \$ of Signs



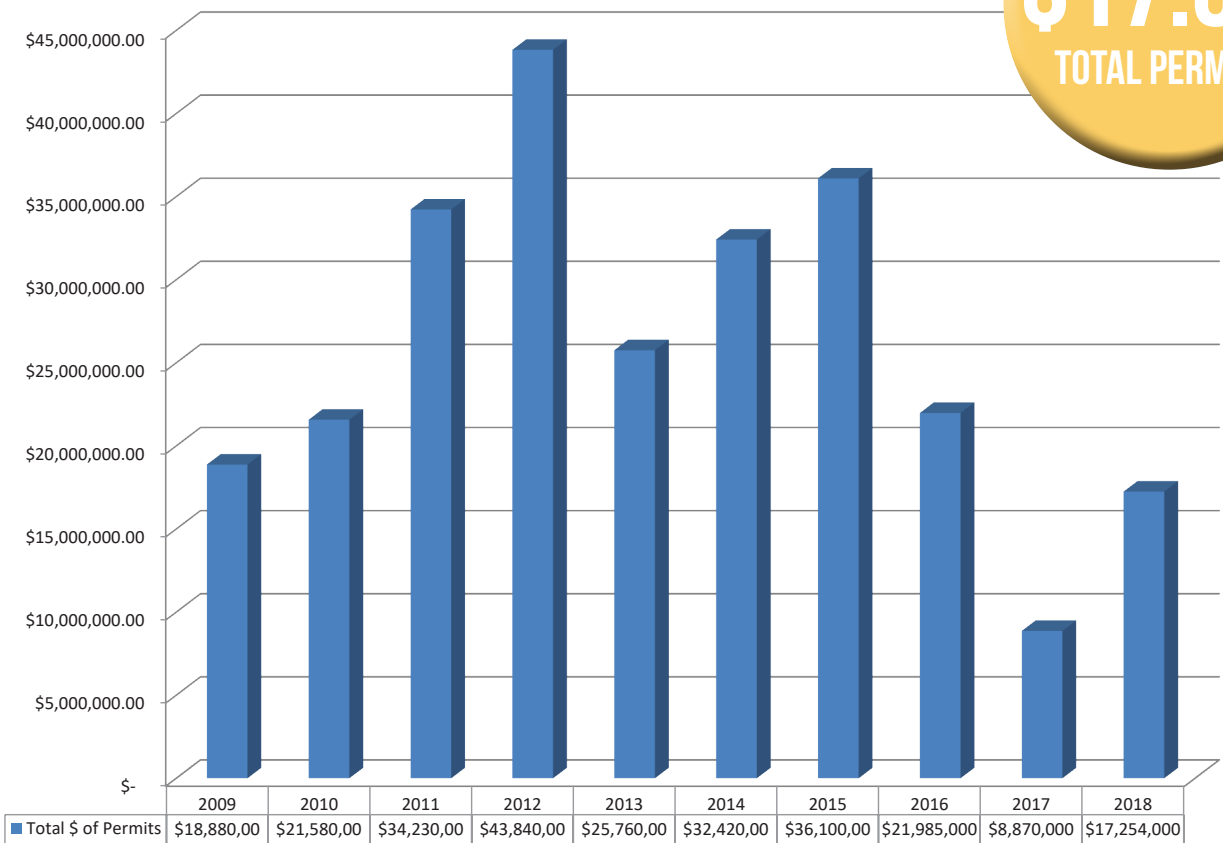
BUILDING PERMIT ACTIVITY

Total # of Permits



484
TOTAL PERMITS

Total Valuation of Permits



\$17.3M
TOTAL PERMITS

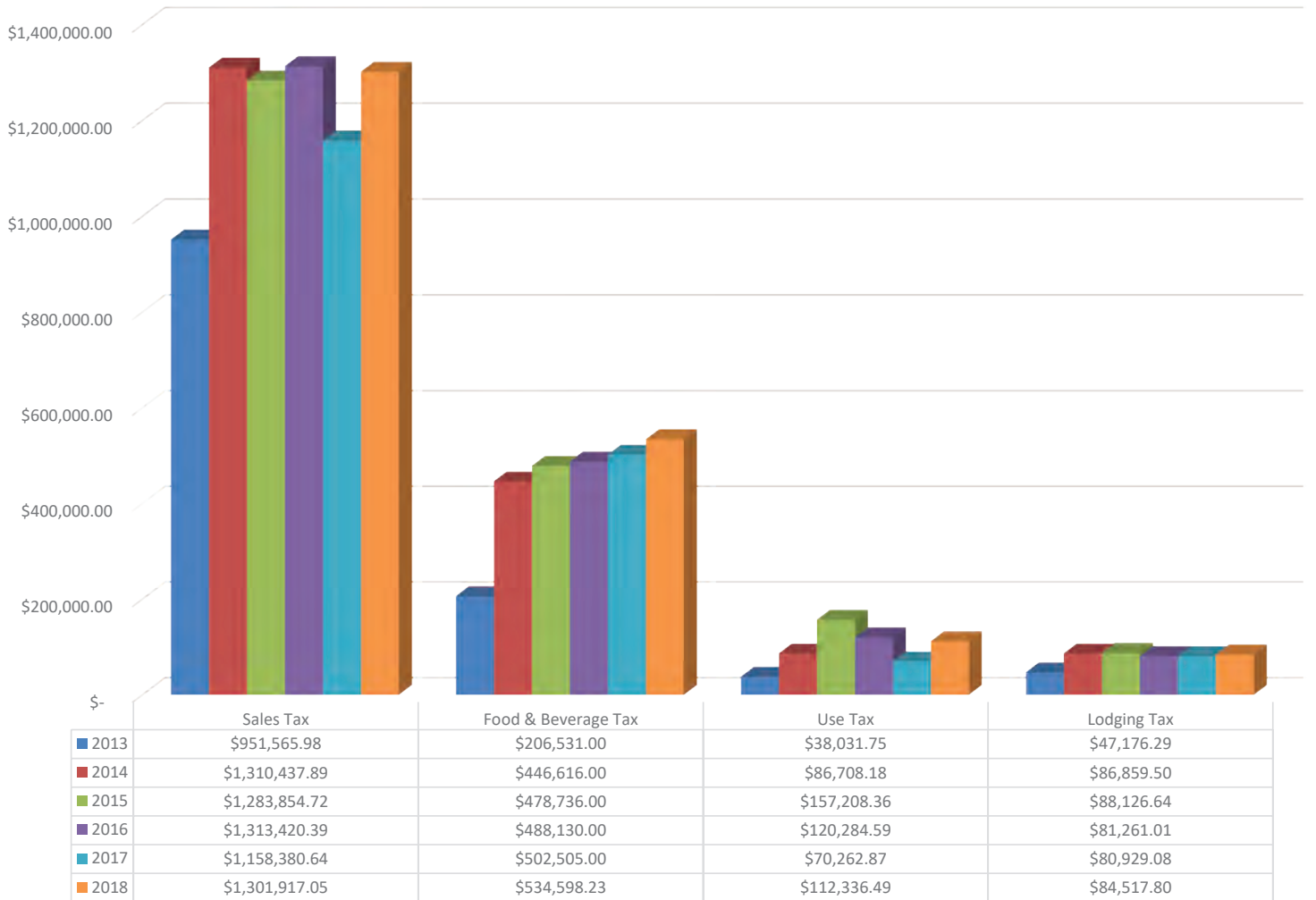
LOCAL SALES & USE TAX

\$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% |
| Total Retail and Services Sales | \$202,908,065 | \$196,143,219 | -\$6,764,846 | -3.33% |

* Figures not adjusted for inflation.

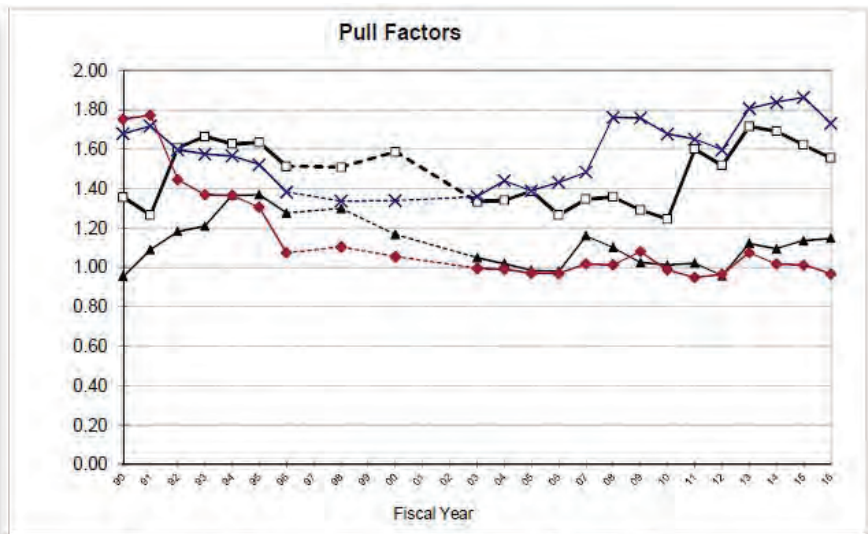
Marshall continues to be a destination for retail purchases in 2016. Without inflation adjustments, taxable sales in Marshall increased 33 percent from 2009 to 2016, while the number of firms rose 0.6 percent. Statewide, taxable sales increased 11.3 percent over the same time period and the number of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

| Merchandise Group | Variance Between Actual & Expected | | | | Trade Area Pop. Gain or Loss | Number of Firms | Percent of Total Sales |
|--|------------------------------------|---------------------------------|--------------------------|---------------------|------------------------------------|--------------------|------------------------------|
| | Expected Sales (\$millions) | Actual Sales (\$millions) | In Dollars (millions) | As % of Expected | | | |
| Vehicles & Parts | \$10.37 | \$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% |
| Total Taxable Retail & Service* | \$181.27 | \$196.14 | +\$14.87 | +8.2% | 1,132 | 358 | 100.0% |

*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.



□ Marshall
▲ Redwood Falls
× Willmar
◆ Worthington

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 |

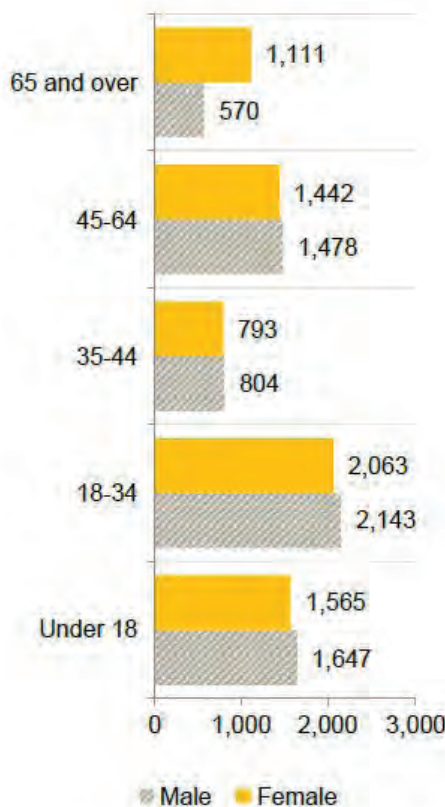
Percent of Total

| | | | |
|---|-------|-------|-------|
| 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% |

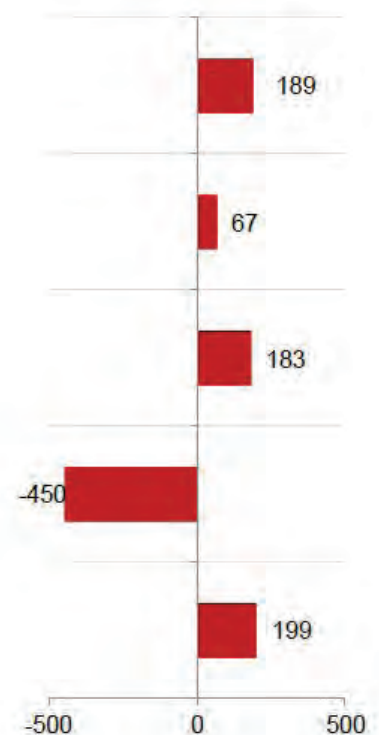
AGE/GENDER DISTRIBUTION

31.6
MEDIAN AGE

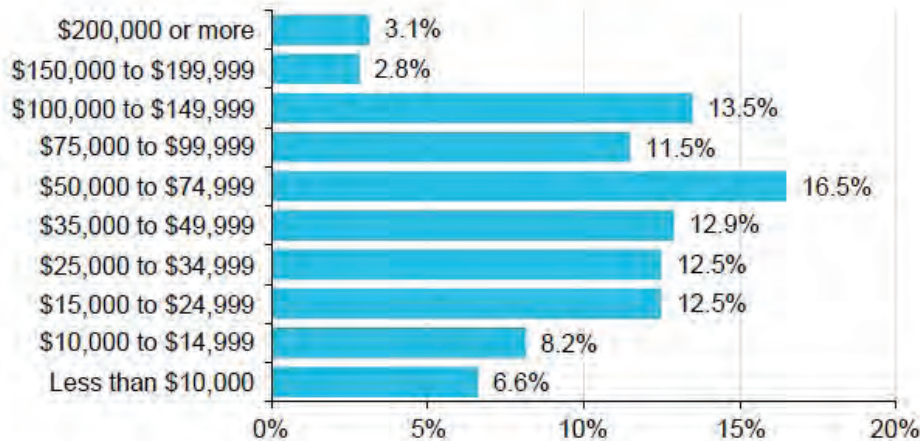
2016* Breakout



Change 2010*-2016*



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

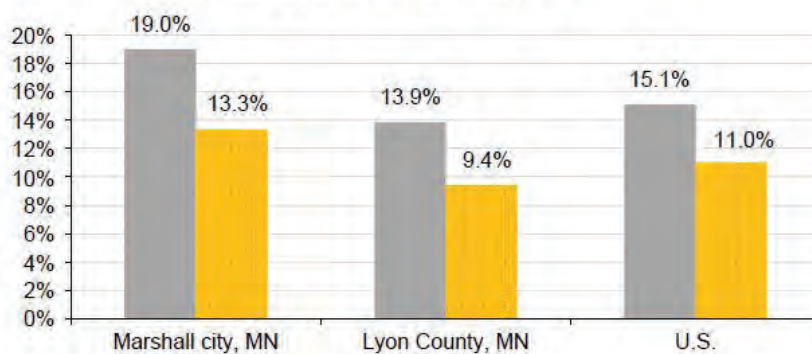
| | | | |
|------------------------|-------|-------|-------|
| People Below Poverty | 19.0% | 13.9% | 15.1% |
| Families below poverty | 13.3% | 9.4% | 11.0% |

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

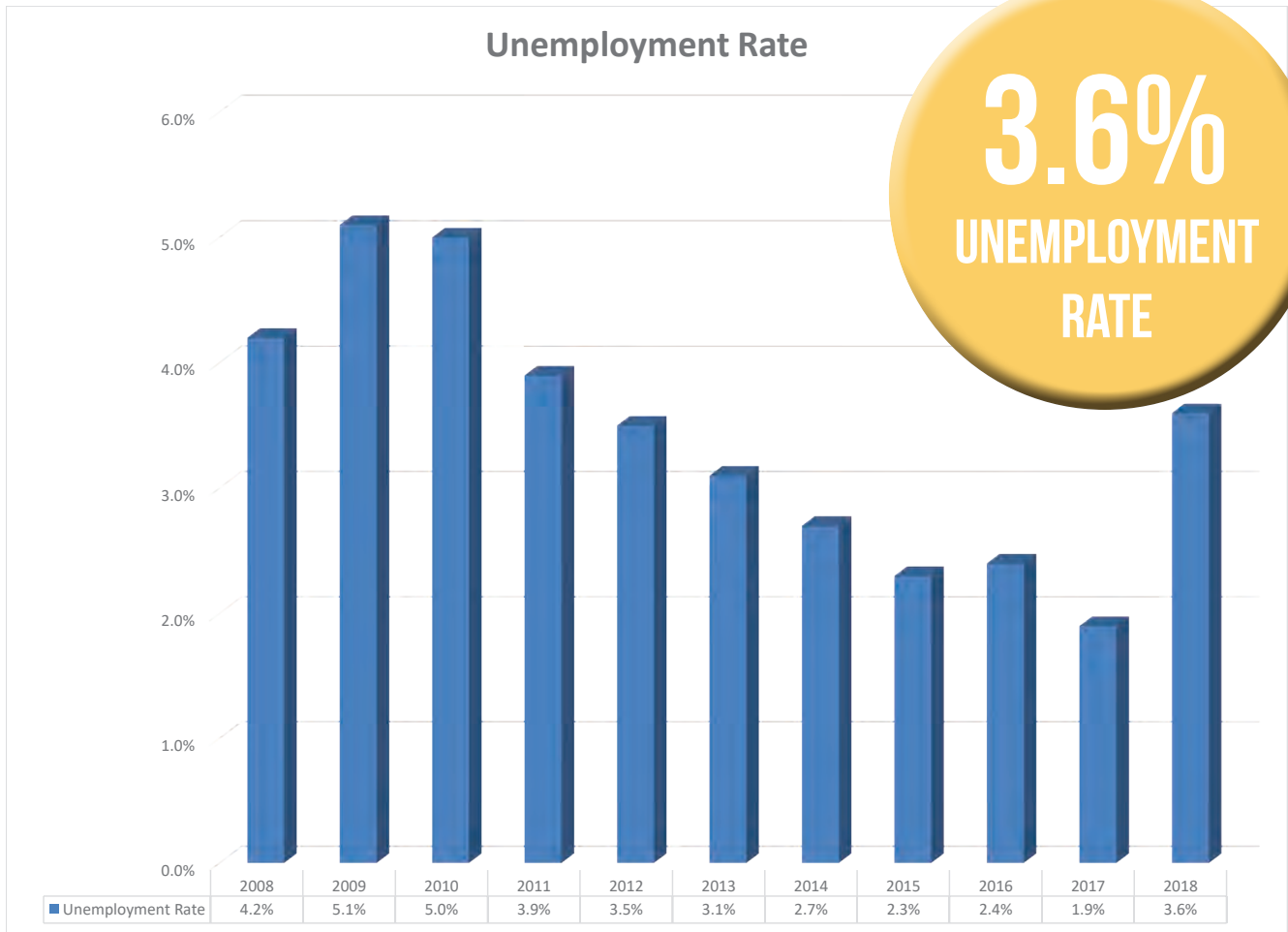
■ People Below Poverty ■ Families below poverty



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



3.6%
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

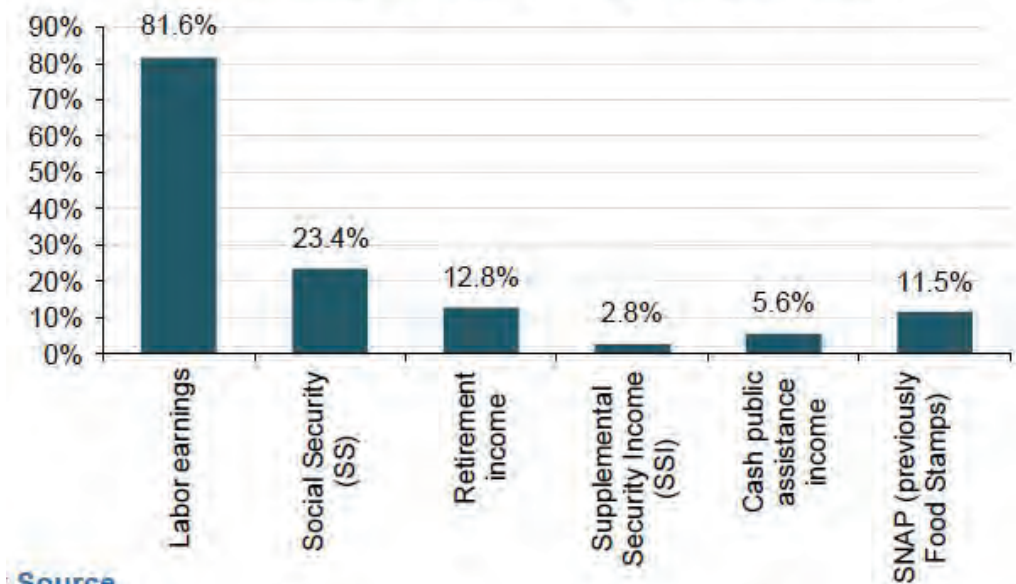
| | | | |
|---|-------|-------|-------|
| Ag, forestry, fishing & hunting, mining | 3.5% | 7.4% | 1.9% |
| Construction | 5.4% | 6.0% | 6.3% |
| Manufacturing | 17.7% | 15.7% | 10.3% |
| Wholesale trade | 4.0% | 3.9% | 2.7% |
| Retail trade | 13.1% | 12.1% | 11.5% |
| Transport, warehousing, and utilities | 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*



81.6%
LABOR EARNINGS

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% |

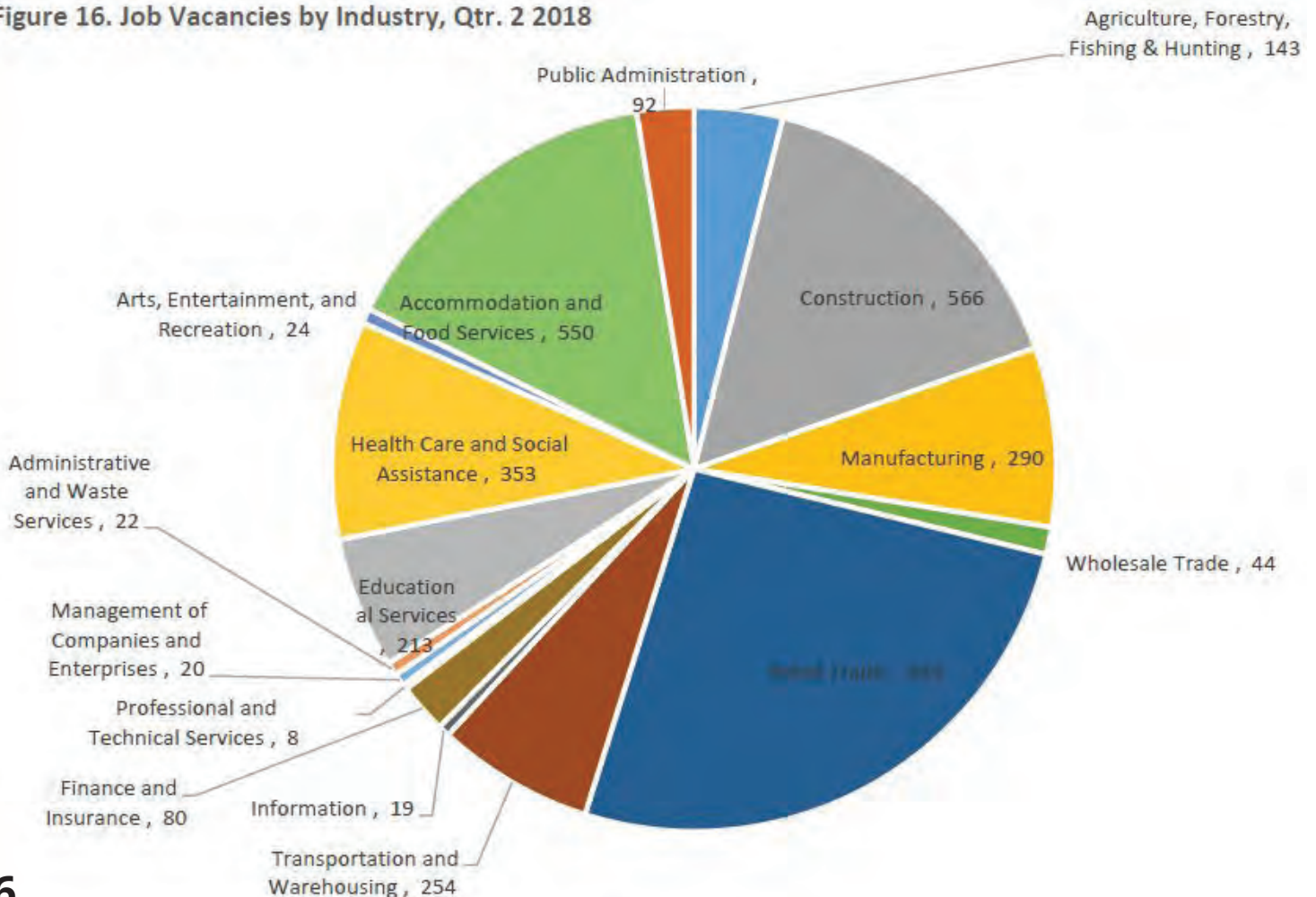
JOB VACANCIES (LYON COUNTY)

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 |
|--------------------------------------|---------------------------|-------------------|-------------------------------|------------------------------------|--|----------------------------------|--------------------------|------------------|
| Total, All Occupations | 3,682 | 23% | 19% | 14% | 46% | 36% | \$12.83 | 6.8 |
| 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 |
| Total, All Occupations | 211,618 | 213,503 | 0.9% | 1,885 | 103,553 | 128,512 | 233,950 |
| 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 |
| Percent of Total | | | |
| 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

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

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% |

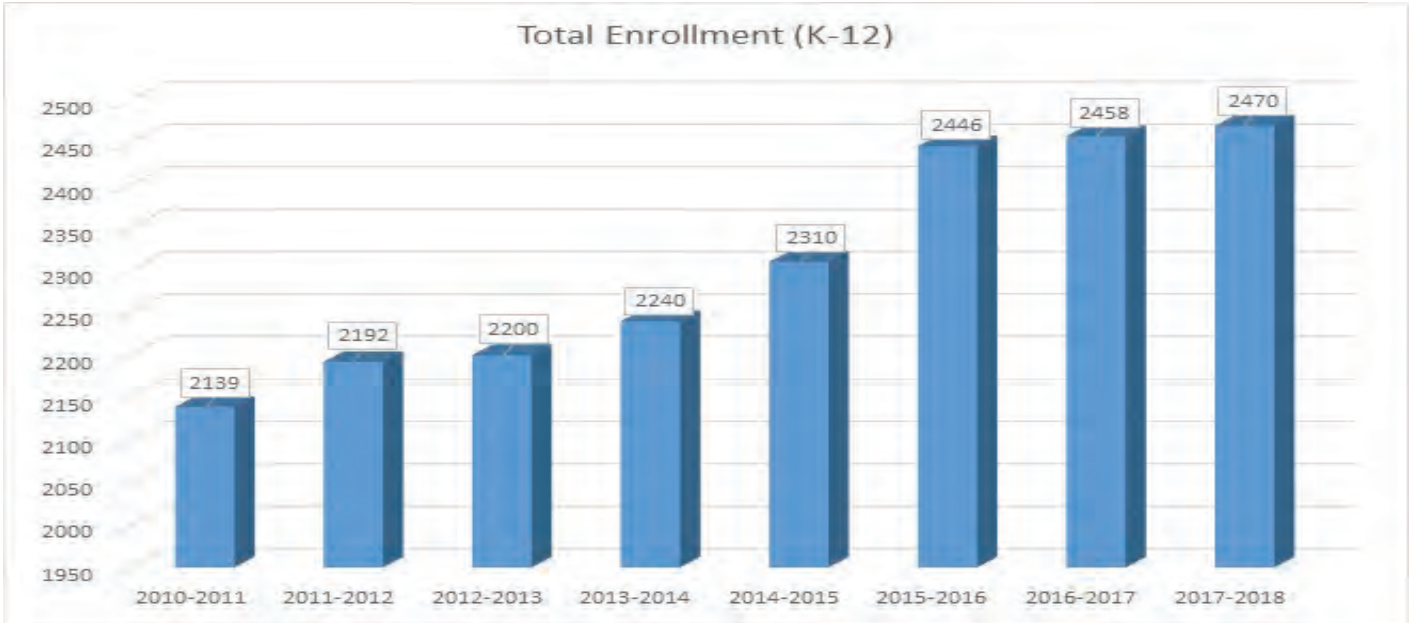
| | Marshall city, MN | Lyon County, MN | U.S. |
|---|-------------------|-----------------|-------------|
| Total Population 25 yrs or older, 2016* | 8,198 | 16,448 | 213,649,147 |
| No high school degree | 635 | 1,251 | 27,818,380 |
| High school graduate | 7,563 | 15,197 | 185,830,767 |
| Associates 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

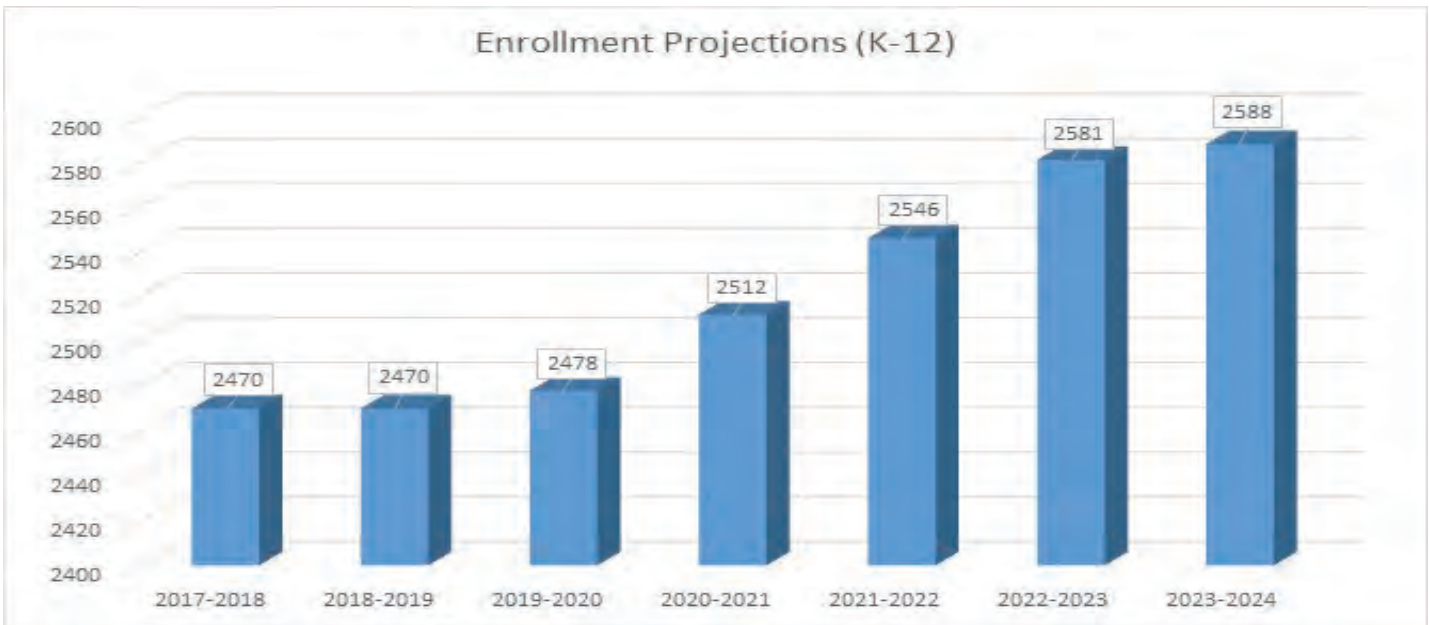
| | | | |
|-----------------------------|-------|-------|-------|
| No high school degree | 7.7% | 7.6% | 13.0% |
| High school graduate | 92.3% | 92.4% | 87.0% |
| Associates degree | 11.0% | 11.7% | 8.2% |
| Bachelor's degree or higher | 31.3% | 26.8% | 30.3% |
| Graduate or professional | 9.3% | 7.3%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

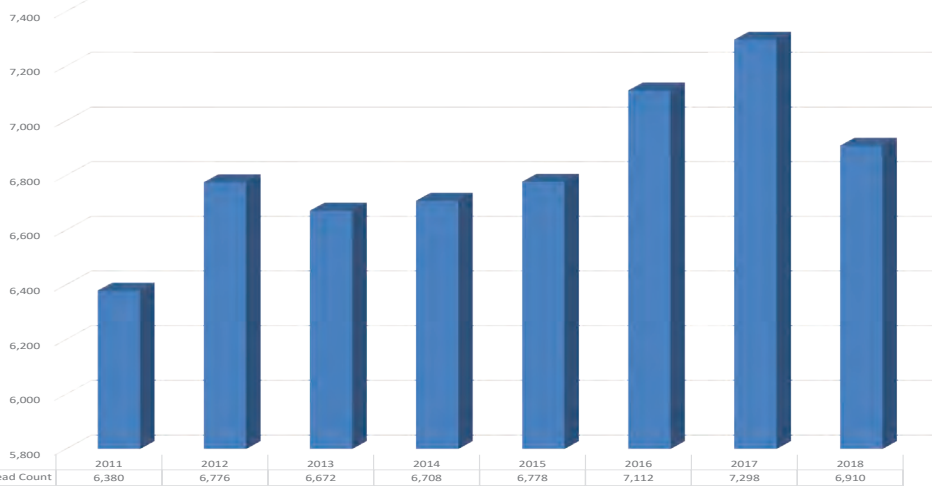
SOUTHWEST MN STATE UNIVERSITY

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 | Minnesota Residents | 77.5% |
| Degree-seeking (undergrad) | 2,122 | Counties Represented | 75 |
| Non-degree seeking | 4,357 | Out of State | 22.5% |
| Graduate | 431 | States Represented | 38 |
| Female | 57.7% | International | 6.1% |
| Male | 42.2% | 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



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

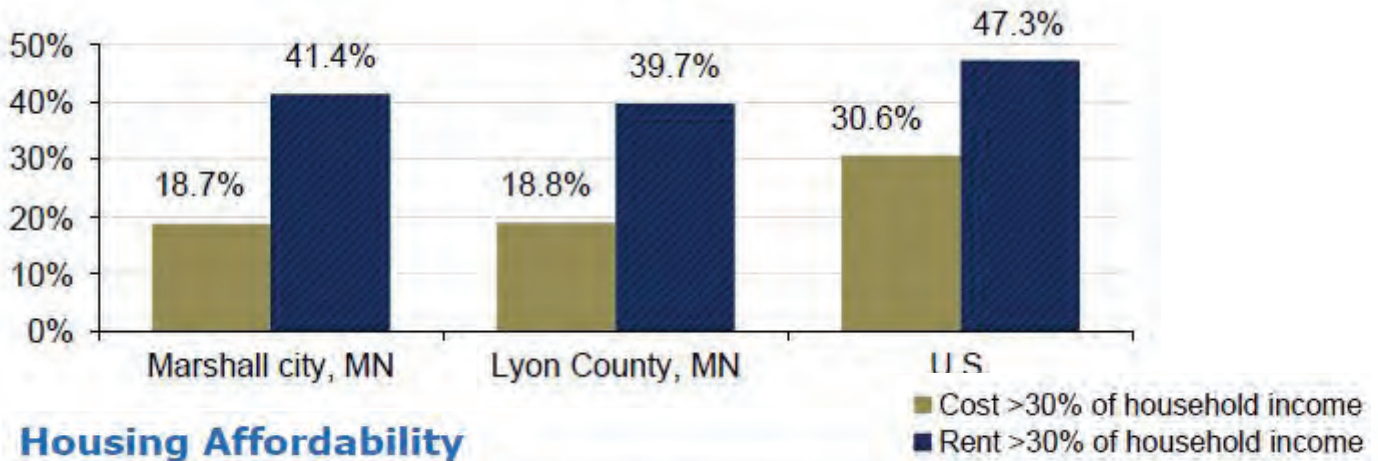
3.8%

FOR-RENT VACANT

2.2%

FOR-SALE VACANT

AFFORDABLE HOUSING



Housing Affordability

| | 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% |

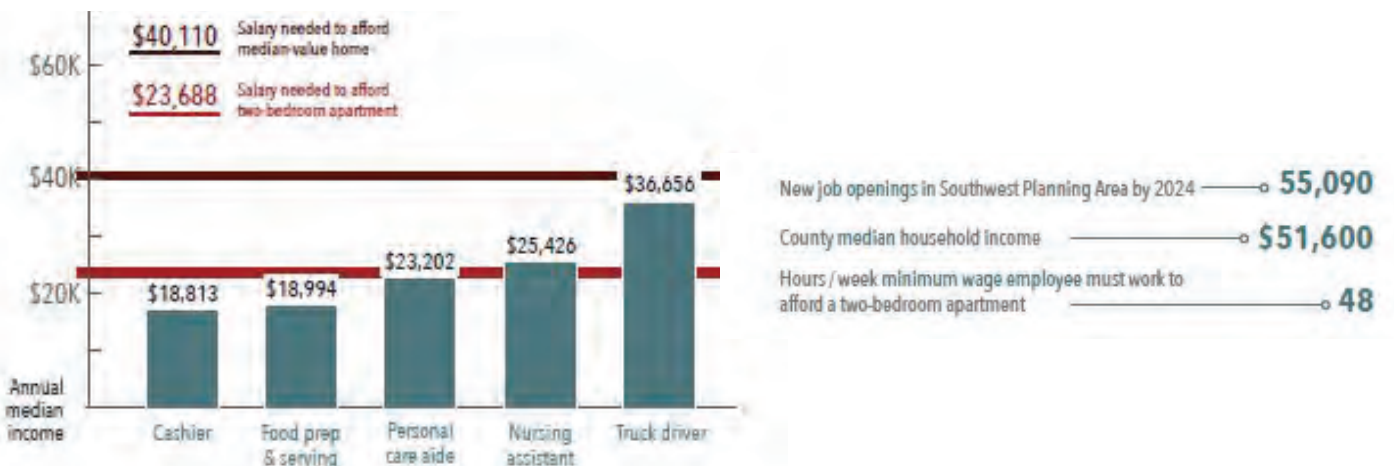
[^] Median monthly mortgage cost and median gross rent are not available for metro/non-metro or regional aggregations.

1,849
OWNER OCCUPIED
HOUSING WITH MORTGAGE

\$1,179
MEDIAN MONTHLY
MORTGAGE

\$615
MEDIAN GROSS
RENT

WAGES & AFFORDABILITY





DEVELOPMENT OPPORTUNITY!

Prime Real Estate for Sale
Marshall EDA
507-337-0802

www.ci.marshall.mn.us
@CityofMarshallMN

www.discoversouthwestmn.com
@DiscoverSouthwestMN

Located in federally designated Opportunity Zone.
Inquire for details.

DEVELOPMENT OPPORTUNITIES

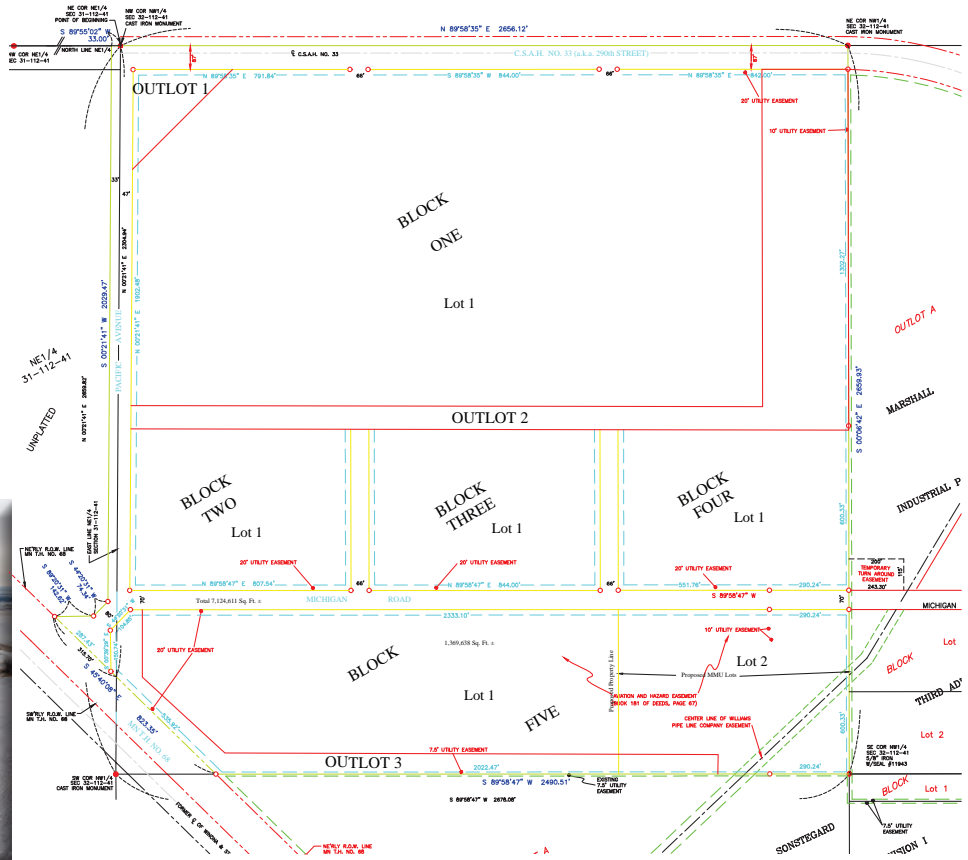
The City of Marshall has over 200+ acres of industrial park land available for development opportunities. In addition, the City of Marshall also has redevelopment property available for interested parties.

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.

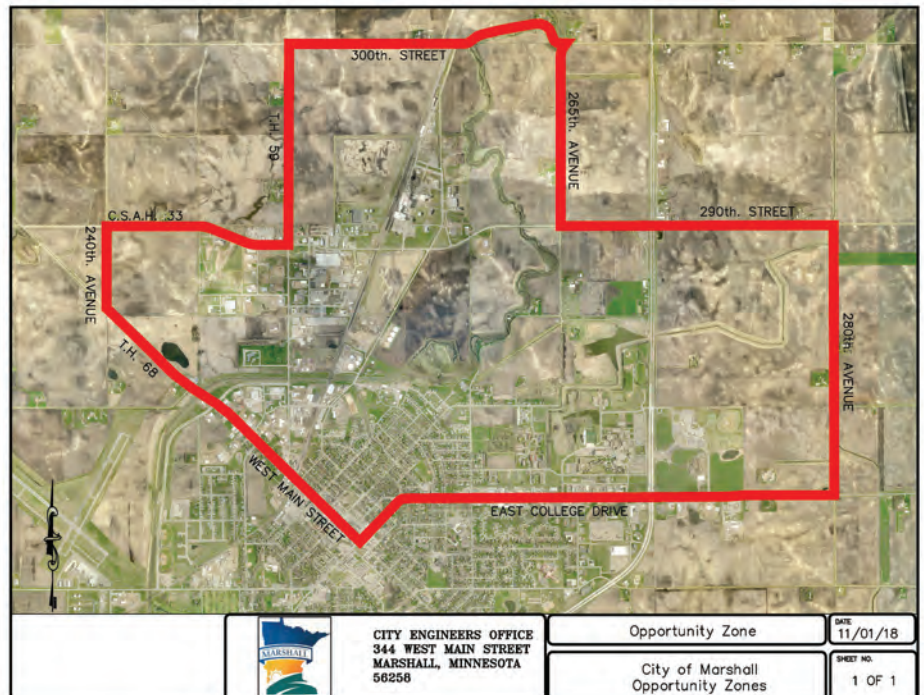
The City of Marshall was awarded a \$2 Million Business Development Public Infrastructure Grant to build out Michigan Road. In addition, Commerce Park is located in the federally designated Opportunity Zone.



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.

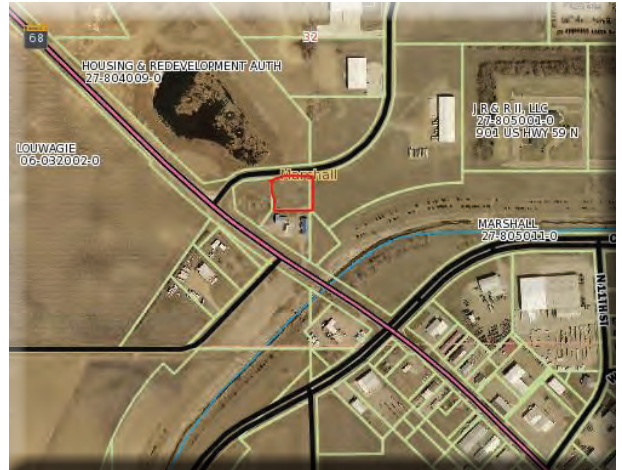
Minnesota Census Tract: 27083360500 was designated as an Opportunity Zone which includes Commerce Park and Victory Park (Amateur Sports Complex area).



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.



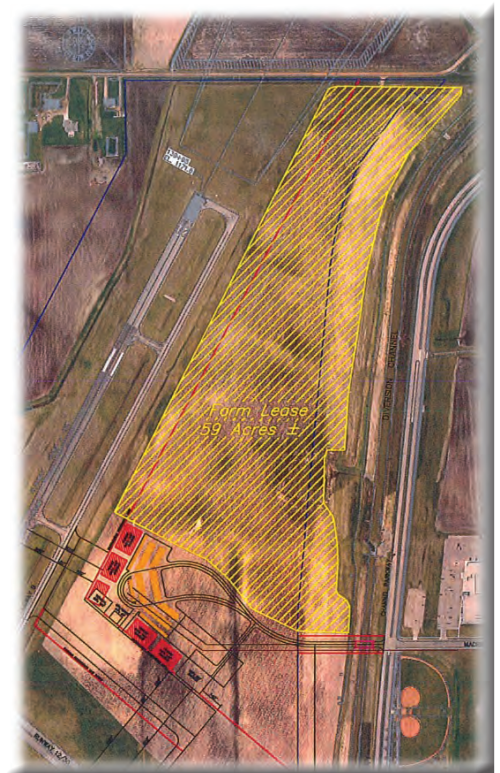
AIRPARK EAST

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

MOLLY ARCHBOLD

Realtor

507-530-6036

MollyArchbold@EdinaRealty.com

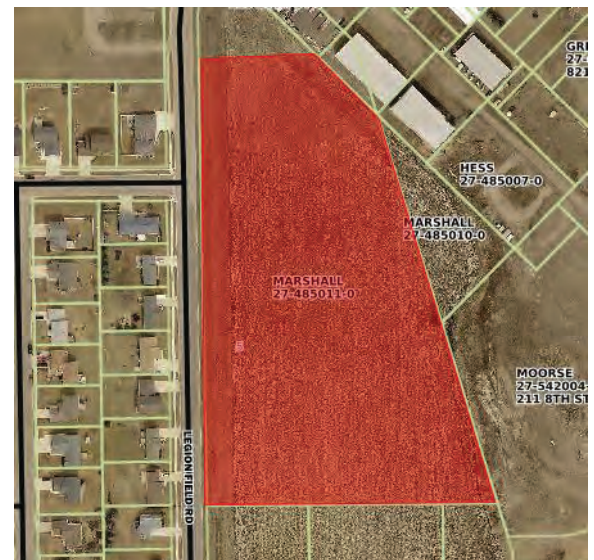
thearchboldteam.edinarealty.com

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. 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

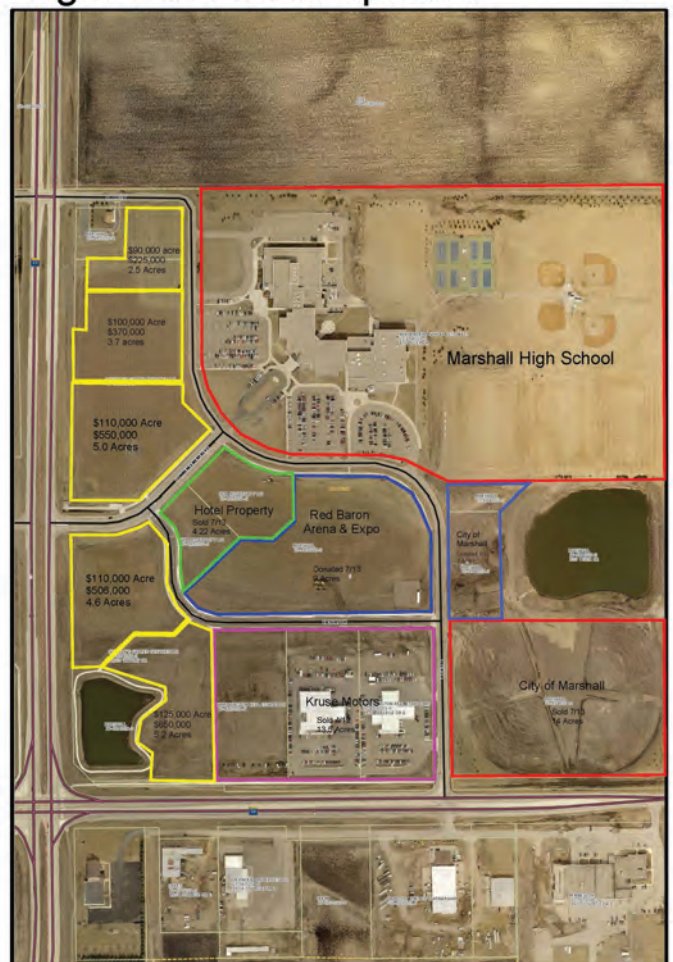
Parkway IV consists of 31.10 acres located on London Road. Parkway IV is currently zoned general business and single-family residence. The City of Marshall has considered rezoning the property to light industrial. Parkway IV's recent infrastructure can be designated for high tech or bio businesses.



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



This map is drawn using Open County, MN Interactive Mapping. This drawing is neither a legally recorded map nor a survey and is not intended to be used as one. This map is to be used for reference purposes only. Open County is not responsible for any inaccuracies herein contained.

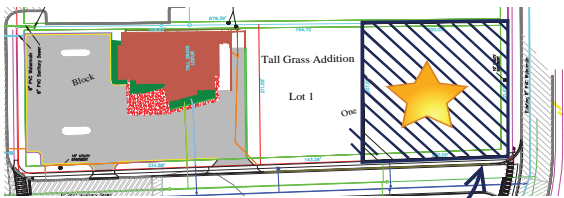
TALL GRASS LIQUOR OUTLOT

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
trū Shrimp Company
Western Mutual

www.balatonmn.com

628
POPULATION



MUSTARD SEEDS KIDS

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

TRU SHRIMP COMPANY

trū 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



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



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

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

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
-  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

