

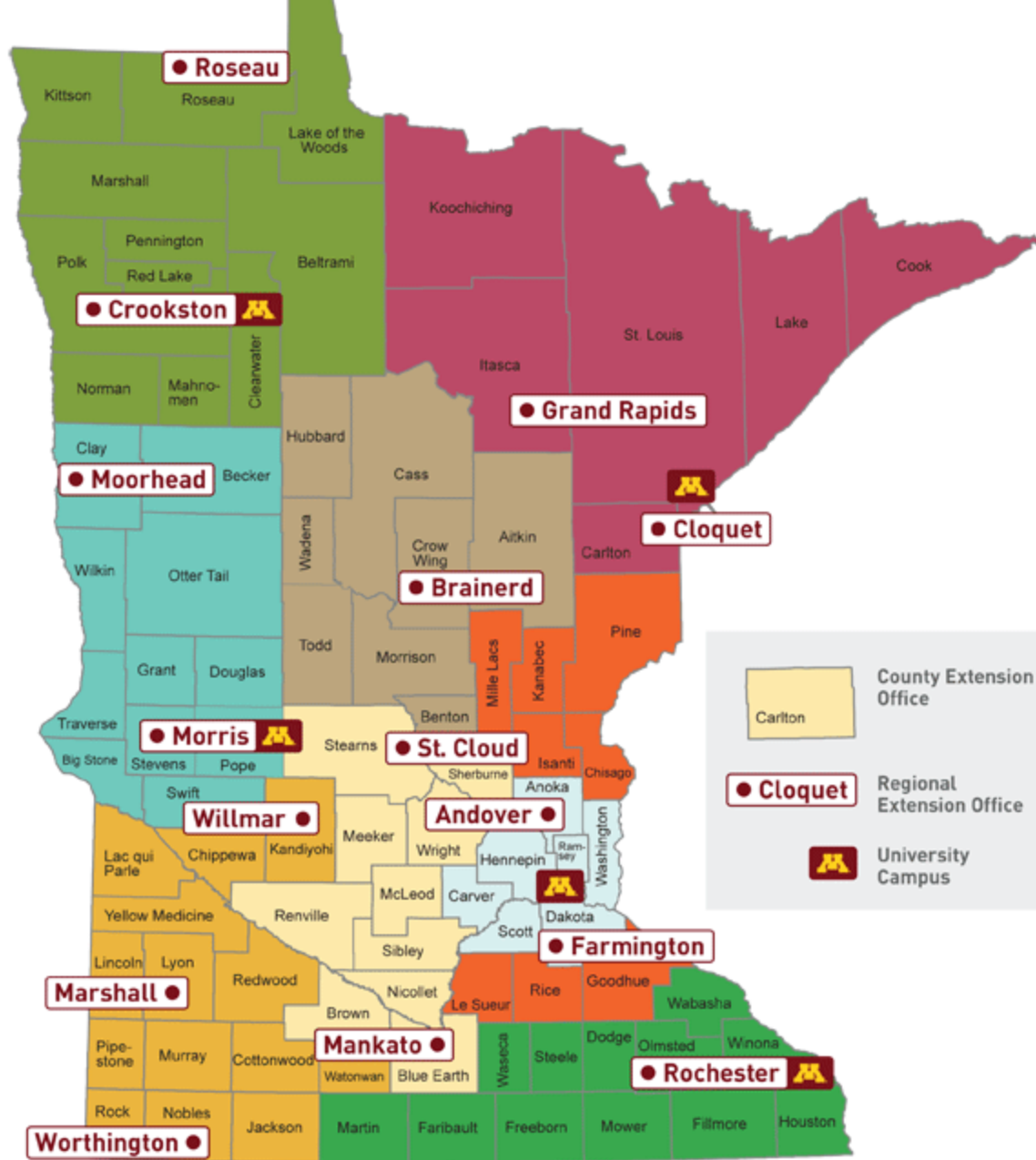


# Community Economics

## Neil Linscheid

# OUTLINE

- Introduction
- My Team
- What we do
- How we might be able to help?
- What could we do together?



# MISSION

The Extension Center for Community Vitality makes a difference by engaging Minnesotans to strengthen the social, civic, economic and technological capacity of their communities. We help communities choose their future by:

- Informing the decisions they make.
- Improving the processes they use when they make decisions.
- Enhancing the skills, ability and confidence of the people who lead and decide.
- Increasing the number of people who step up to lead and decide.

# OUR COLLEGIATE PARTNERS

- Department of Applied Economics
- EDA University Center, UMN Crookston
- Department of Design, Housing and Apparel
- The Humphrey Institute of Public Affairs
- Center for Integrative Leadership
- Center for Small Towns, UMN Morris



# NATIONAL & INTERNATIONAL

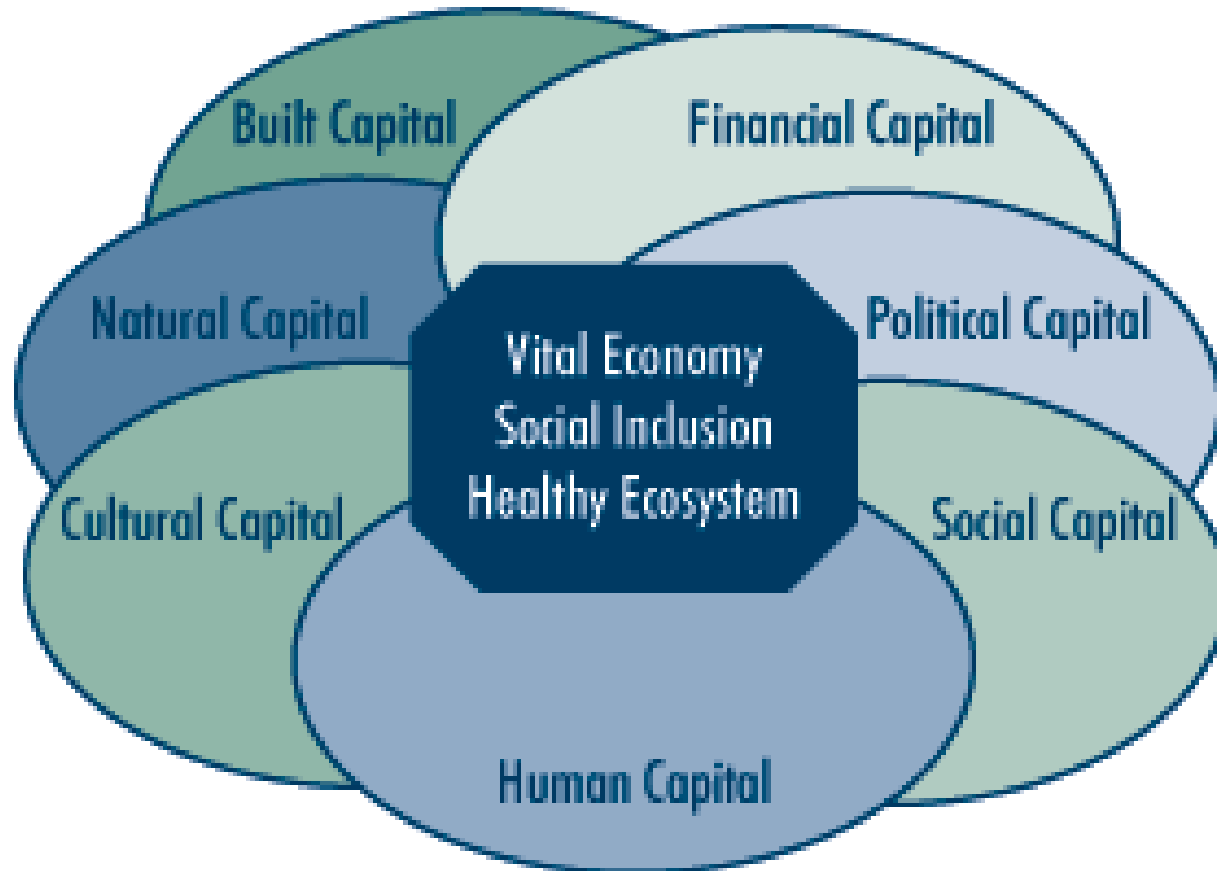
- Cooperative Extension
- National Institute for Food & Agriculture (USDA)
- Community Development Society
- International Association of Community Development

# ACADEMIC

- Journal of Extension
- Community Development Journal
- Economic Development Quarterly
- Public Administration
- Agricultural Economics
- Rural Sociology



# COMMUNITY CAPITALS



Emery, M. and C.B. Flora. 2006. "Spiraling-Up: Mapping Community Transformation with Community Capitals Framework." *Community Development: Journal of the Community Development Society* 37: 19-35. <http://www.ncrcrd.iastate.edu/pubs/flora/spiralingup.htm>.



# RETAIL

- Market Area Profile
- Retail Trade Analysis
- Downtown Market Analysis

# MARKET AREA PROFILE

## GEOGRAPHIC AREA FOR ANALYSIS

Extension generated all reports and analysis based on the six-mile boundary surrounding Milaca, including the trade area gap analysis, business mix analysis, market profile demographics, commuting patterns, and tapestry segmentation (Figure 1). This area was selected as the primary convenience shopping area for residents in the immediate vicinity. **Milaca is defined as this six-mile radius throughout the report.**



# RETAIL TRADE ANALYSIS



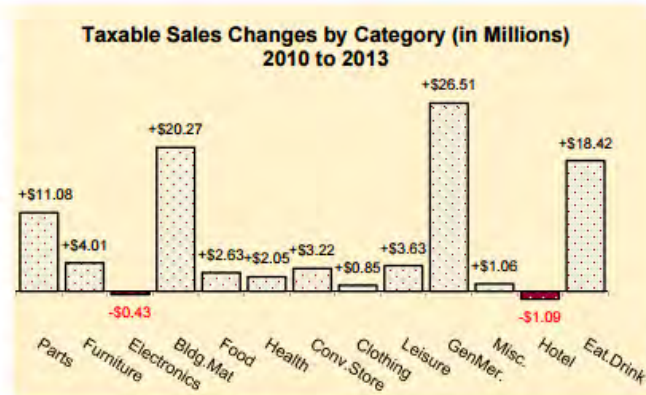
## EXECUTIVE SUMMARY

### Retail Trade Analysis for Alexandria, MN

#### SALES UP \$97 MILLION IN 3 YEARS

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 Alexandria's taxable retail and service sales increased over 39.6% between 2010 and 2013, reaching an estimated total of \$342 million.

The largest increase in dollar sales was in the business category of general merchandise, reaching estimated total sales of \$99.2 million in 2013. Building materials stores are the next largest contributors of taxable sales in Alexandria's economy, with 19.4 % of all taxable sales. Note: The data in this



# DOWNTOWN MARKET ANALYSIS

Retail Analysis and Development

Extension > Community > Retail Analysis and Development > *Downtown Market Analysis*

Retail Analysis and Development Home

Market Area Profiles

Retail Trade Analysis


**Downtown Market Analysis**

e-Marketing

Retail in the News


Connect

For more information or assistance, contact a [Community Economics Regional Educator near you](#).

 [Find Extension on Facebook](#)

## Downtown Market Analysis Toolbox offers help to small cities

Local business leaders, economic development professionals, community leaders and anyone interested in the health of small city downtowns can get help from the Downtown Market Analysis (DMA) Toolbox. Designed for cities with populations of less than 100,000, the toolbox provides—at no cost—the same high-quality resources and market research available to big retailers.



Read the [Introduction](#) for background first, then click for resources on each topic:

**Understanding the Market**

- [Trade Area Analysis](#)
- [Demographics and Lifestyle Analysis](#)
- [Local and Regional Economic Analysis](#)

# BUSINESS RETENTION AND EXPANSION

## Business Retention & Expansion (BR&E)



Communities use BR&E to focus on keeping and creating local business and jobs. Research-based programs and online resources help the community move from ideas to actions that support businesses already existing in their vicinity.

Learn more [about BR&E](#).

### Connect with BR&E

[Find a Community Economics Regional Educator near you.](#)

Michael Darger

Extension > Community > Business Retention & Expansion

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## Helping Minnesota communities retain and expand their businesses

Learn more about BR&E

Get help for your community

Our approach

Retaining and expanding existing businesses is a surer economic development bet than recruiting new ones from other towns. Extension helps communities understand local business needs and respond - so that businesses stay, grow, and become more committed to the community. Our BR&E Strategies program gets the broader community involved in comprehensive business retention and expansion planning.



Watch [BR&E Videos](#)

We also offer here case studies, community stories, reports and sample surveys that will help you think about business retention and expansion for your community.

- Learn more [about BR&E](#)
- See a selection of [sample reports & surveys](#)
- View stories of successful [case studies](#)

# BRE ASSISTANCE

- Online class
- Toolkit
- Consultation
- Research assistance

# ECONOMIC IMPACT ANALYSIS

## Understanding Economic Change



Changes in your community have an effect on your economy. When something new occurs (or might occur), local leaders want to make informed and proactive decisions. Our impact analysis helps to inform those future plans and understand the present conditions.

- [About Economic Impact Analysis](#)
- [Meet the Economic Impact Analysis team](#)

Extension > Community > *Understanding Economic Change*

Print Email Share

### Helping community leaders examine economic change

Our team works with community groups, leaders of economic development organizations, business groups, and government officials to develop credible and defensible analyses of local economies, and of changes affecting local economies. Our program offerings help communities think about the future, respond to emergencies, and investigate particular economic questions.

[Read more](#)

Imagining the future

Economic Emergencies

Customized research

Our publications

### Futures Workshops

Extension's Futures Workshops lead groups to understand the economic impact of 5-8 different industries on local economies. They are especially helpful when communities are conducting strategic plans or deciding how to invest in economic development. The analysis explores how much the expansion or contraction of one business in each industry would affect jobs, as well as the revenue of other businesses in the area. A facilitated discussion helps the community apply this knowledge to local decisions. [Read more](#) about Futures Workshops.

**Learn more**

# ECONOMIC IMPACT ANALYSIS

- Greater MN Economic Contribution
- <http://www.extension.umn.edu/community/economic-impact-analysis/reports/economic-composition/>



# TOURISM



UNIVERSITY OF MINNESOTA EXTENSION

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## Tourism Center

Home

About ▾

Education

Research ▾

Supporting the Center ▾

### Land of 10,000 Lakes

Outdoor recreation generates millions of dollars for Minnesota's economy as well as provides physical activity and mental restoration for residents and visitors alike. More than 10,000 lakes and our amazing 'blueways' create multiple tourism opportunities and development challenges.



[Tweets by @umntourism](#)



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[HTTP://WWW.EXTENSION.UMN.EDU/COMMUNITY/BRAIN-GAIN/](http://www.extension.umn.edu/community/BRAIN-GAIN/)





## PUBLICATIONS

Completed Research, Technical Assistance Reports and Commentaries on Rural MN.

## TECHNICAL ASSISTANCE

Learn how the EDA Center can help your organization.



## American Crystal Crookston, MN

American Crystal Sugar plant in Crookston, MN.



Subscribe to our mailing list

Subscribe

## September 2016 Newsletter is Now Available

The EDA Center newsletter for September 2016 is now available. Click [here](#) for the pdf or [here](#) to go to the newsletter archive.

## Minnesota Companies of Interest

Stocks are not live

BBY

\$ 38.18 +0.29 (0.77%)

## Minnesota Unemployment up Slightly to 3.8% for May

Minnesota unemployment went up slightly to 3.8 percent for May. Minnesota employers lost 200 jobs in May. Five sectors posted job gains: Trade/Transportation/Utilities (6,600), Financial Activities (900), Government (300), Construction (200), and Information (200). Professional/Business Services (-4,400), Leisure/Hospitality (-1,600), Educational/Health Services (-1,000).

# HOW MIGHT WE BE ABLE TO HELP YOU?

- Survey assistance
- Research
- Education
- Connect with students
- Economics & demographic data



# OPPORTUNITIES TO WORK TOGETHER?

- Thoughts?
- Ideas?
- Things my team could create to support your efforts?



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[www.extension.umn.edu/community/](http://www.extension.umn.edu/community/)

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