

**AGENDA**  
**ECONOMIC DEVELOPMENT AUTHORITY MEETING**  
**FRIDAY, MARCH 17, 2017**  
**7:00 A.M.**

**CITY COUNCIL CHAMBERS**

- I. Call to Order/Roll Call
  
- II. Approval of Agenda
  
- III. Consent Agenda
  - A. February 17, 2017 Minutes
  
- IV. Public Comment
  
- V. Old Business
  - A. EDA Priorities
  - B. Hospitality Consulting Group Progress Report
  
- VI. New Business
  - A. Economic Development Week; May 8-13, 2017
  - B. Retail Profile
  
- VII. Other
  
- VIII. Updates
  - A. Boards & Commissions
    - B.E.S.T.
      - March 13, 2017 Board of Directors Meeting
  
- IX. Next Meeting Date
  - A. April 28, 2017; Conflict with April 21<sup>st</sup> Regular Meeting Date
  
- X. Adjournment

*Upon request, accommodations will be provided for individuals with disabilities wishing to participate*

## MINUTES

### ECONOMIC DEVELOPMENT AUTHORITY FEBRUARY 17, 2017 7:00 AM CITY COUNCIL CHAMBERS – CITY HALL

#### I. Call to Order/Roll Call

The meeting was called to order at 7:00 a.m. by President Russ Weir.

Members Present:     Dave Dunn  
                              Ann Fitch  
                              Blain Nelson  
                              Roy Srp  
                              Larry Thompson  
                              Russ Weir

Members Absent:     Marty Armstrong

Staff Present:         Gary Sandholm, Economic Development Coordinator  
                              Daniel Lenz, City Manager  
                              Ranae Schult, Community Development Assistant

#### A. Elections

President Weir stated that based on the succession of Officers the Economic Development Authority has established, Dave Dunn will move up to President. A new Vice-President and Treasurer will be elected.

##### 1. Officers

- **President**

A motion was made by Fitch, seconded by Srp, to elect Dave Dunn as the 2017 President of the Economic Development Authority; the motion carried 6-0.

- **Vice-President**

Board member Fitch nominated Blain Nelson for the position of Vice-President of the Economic Development Authority. Nominations ceased.

It was moved by Fitch, seconded by Srp, to elect Blain Nelson as the 2017 Vice-President of the City of Waseca Economic Development Authority; the motion carried 6-0.

- **Treasurer**

Board member Nelson nominated Marty Armstrong for the position of Treasurer of the Economic Development Authority. Nominations ceased.

It was moved by Nelson, seconded by Srp, to elect Marty Armstrong as the 2017 Treasurer of the Economic Development Authority; the motion carried 6-0.

## **2. 2017 Loan Committee**

It was moved by Srp, seconded by Dunn, to elect Marty Armstrong, Larry Thompson, and Russ Weir as Loan Committee members, and Dave Dunn as Alternate Loan Committee member; the motion carried 6-0.

**\*\*\* President Elect Dave Dunn presided over the meeting. \*\*\***

### **II. Approval of Agenda**

It was moved by Weir, seconded by Fitch, to approve the agenda as presented; the motion carried 6-0.

### **III. Consent Agenda**

#### **A. January 20, 2017 Economic Development Authority Meeting Minutes**

It was moved by Thompson, seconded by Weir, to approve the Consent Agenda as presented; the motion carried 6-0.

### **IV. Public Comment**

No public comments were made.

### **V. Old Business**

#### **A. EDA Strategic Plan and Tactics**

In October 2016, the Economic Development Authority held a planning session to establish a strategic plan and tactics for 2017. Board members were asked to prioritize the topics discussed.

A draft of the compiled topics in order of individual EDA importance was provided to the EDA to review ranking, and make a final recommendation.

Eighteen items were presented to the members with the following priority breakdown:

- Items 1-6 received the highest priority
- Items 7-10 received the next level of priority
- Items 11-18 were listed last. Of these last priorities, Staff requested discussion on four (#12, #15, #17, #18) specific priorities regarding their relevance to economic development, or if they would be more of a tourism/chamber/heritage preservation nature.

It was moved by Weir, seconded by Thompson, to remove priorities 12, 15, 17 & 18; the motion carried 6-0.

Of the top six priorities, #2, #3 and #5 are new priorities.

President Dunn requested the Economic Development Authority review the revised list of priorities provided, and place this item on the March EDA agenda for final action. President Dunn also requested Staff to provide the EDA with the 2016 goals for comparison.

**B. Buxton Retail Recruitment**

Gary Sandholm, Economic Development Coordinator, stated Board member Nelson and himself met with Cody Gunstenson, Buxton Retail Recruitment, regarding Buxton offering their services for locating companies to expand their foot print in Waseca.

Board member Nelson commented that competition is fierce for enticing companies into communities.

Mr. Sandholm stated a contract is typically for three years, at a cost of approximately \$50,000 per year. However, there is the ability to opt out of the contract from Buxton without going for the full three year term. Danny Lenz, City Manager, stated there is a significant financial commitment.

Staff stated the need to determine what retail services the EDA/community really would like to see in Waseca.

Board member Thompson felt the City would be better served pursuing manufacturing jobs rather than retail jobs.

Discussion was held regarding contacts made through Community Venture Network (CVN). Mr. Sandholm stated he is working with a company, but no definite information will be known for a couple of months.

**VI. New Business**

No new business was brought forward.

**VII. Other**

Discussion was held regarding the reconstruction project of Highway 14. Staff indicated the project will be starting late May – early June, as plans are still be reviewed with MN DOT. Construction may begin at both ends of Highway 14 and meet in the middle to ease traffic congestion, but the definite construction phases of the project have not been officially determined. Plans for weekly updates to be provided so citizens can plan their route appropriately are being discussed.

**VIII. Updates**

Updates were provided regarding the following topics:

**A. Boards & Commissions**

• **B.E.S.T. of Waseca County**

➤ February 13, 2017 Board of Directors Meeting

Gary Sandholm, Economic Development Coordinator, provided a brief update on B.E.S.T. of Waseca County. Mr. Sandholm stated that Forrest Izuno, 2017 President of B.E.S.T., has been putting together an Organization Structure that would encourage more activity. In 2016, President Jim Gibson, established projects for action in 2017, i.e. more active Junior Achievement in the schools, share space, etc. Mr. Sandholm stated that more County wide involvement is being garnered.

Danny Lenz, City Manager, commented that another Business Summit will be scheduled. The visioning project is moving forward, with Council approval at their February 7<sup>th</sup> meeting for funding for the vision process.

**B. Small Cities Grant Status**

Staff stated that at the February 7, 2017 City Council meeting, the City Council adopted Resolution No. 17-07 in support of a Small Cities Development Program project. This project consists of the renovation of two housing properties; BR Properties and North State Apartments. The Southwest Minnesota Housing Partnership will be undertaking renovations in the amount of \$300,000 for each building.

**IX. Next Meeting Date**

The next Economic Development Authority meeting is scheduled for Friday, March 17, 2017, at 7:00 a.m.

**X. Adjournment**

It was moved by Weir, seconded by Fitch, to adjourn the meeting at 7:45 a.m.; the motion carried 6-0.

Ranae Schult  
Community Development Assistant

**2017 EDA Priority Rankings**

With comparisons with 2015 priorities

	<b>Feb-17</b>	<b>Jun-15</b>
Establish an incentive program to spur new housing development through the use of tax increment financing and tax abatement and the waiving of fees in order to reduce the cost of investment.	<b>1</b>	New in '17 -- Similar to #1 & #2 in '15
Identify and assist, including possible direct investment, in the development of services needed for the expansion and retention of local businesses.	<b>2</b>	New in '17
Explore the establishment of incentive programs for new job growth and tools to aid local businesses in recruitment.	<b>3</b>	New in '17
Develop criteria to determine the priority and evaluate the cost benefit of potential developments to guide the EDA and City Council in determining where to invest city funds and provide incentives	<b>4</b>	<b>4</b>
Explore direct investment and public-private partnerships for housing projects that meet the communities needs as articulated in the 2015 Housing Study.	<b>5</b>	New in '17
Identify, acquire and provide infrastructure to seed property to spur growth in identified priority areas	<b>6</b>	<b>6</b>
Identify methods, incentives and locations to to assist in the development and growth of start-up businesses, in-particular for businesses working in the field Bio-Agriculture	<b>7</b>	New in '17
Develop a dynamic economic development guide that provides key information on contacts, incentives, support services, grants and regulations to ease developer and business decision making and information gathering	<b>8</b>	<b>15</b>
Conduct an inventory of property to evaluate using criteria to determine appropriateness of City investment and incentives in development	<b>9</b>	<b>3</b>
Aggressively market vacant property through increased advertising, attached incentives packages and requests for development proposals	<b>10</b>	<b>11</b>

Consolidate and make accessible key demographic and economic data for prospective businesses and developers	<b>11</b>	<b>12</b>
Working through the GreenSeam project assist businesses in making local connections for sales, supply chain needs and machinery and equipment investments.	<b>12</b>	New in '17
Develop incentive packages specifically designed to attract targeted businesses and industries, and provide for fast-tracked approval	<b>13</b>	<b>13</b>
Create an information source on available property, for sale and rent, which includes key decision making information (including allowable uses, cost, demographic and economic information.	<b>14</b>	<b>14</b>



To: David Dunn, President  
Waseca Economic Development Authority

From: Gary Sandholm

Meeting Date: March 17, 2017

Subject: Hotel study update

**BACKGROUND:** In January the EDA moved to contract with Hospitality Consulting Group to conduct a feasibility study for another hotel. Key factors to evaluate are:

- Are the present Waseca hotels meeting the needs of business and tourist travelers?
- If there are unmet needs, is there a large enough market to make an additional hotel financially successful?
- How will an additional hotel impact the existing hotels?
- Are other businesses and services needed in conjunction with a hotel to make a project feasible?

**Preliminary observations:** The population of Waseca did raise questions whether a third hotel will have enough business to succeed without creating substantial adverse effects on the existing hotels. Conversations with major employers indicate that most business travelers are staying in Mankato. The market potential for this segment is large enough to show promise. Other drivers of hotel traffic such as wedding planners are being contacted to gauge potential from other market segments.

Respectfully,

A handwritten signature in black ink, appearing to read 'Gary Sandholm', written in a cursive style.

Gary Sandholm

Economic Development Coordinator





To: David Dunn, President  
Waseca Economic Development Authority

From: Gary Sandholm

Meeting Date: March 17, 2017

Subject: Retail Sales Information

**BACKGROUND:** During the past year, two retail consulting groups have approached the EDA about contracting to recruit retail businesses. Questions have been asked how much is being spent in various Waseca businesses and how much is being spent elsewhere. The included documents provide a preliminary view of the current retail marketplace in Waseca.

The MarketPlace Profile aggregates retail spending by business type. In the Retail Gap and Leakage/Surplus columns, negative numbers are classes where local sales are above expectations. Positive numbers indicate sales going to other locations.

The Market Potential compares local spending with national trends for several product and service categories.

**Recommendations:** None at this time. The information is to provide insight into our retail situation and provide a basic understanding of challenges and opportunities that may be present. Retail site selection usually requires much more detailed data before a location decision is made.

If at some point in the future, the EDA wishes to pursue using a retail consultant, this information can be useful to evaluate proposals of service and understand the retail recruitment process.

Respectfully,

A handwritten signature in black ink, appearing to read 'Gary Sandholm', is written over a light blue circular stamp.

Gary Sandholm

Economic Development Coordinator



# Retail MarketPlace Profile

Waseca city, MN (2768296)  
Place

## Summary Demographics

2016 Population	9,302
2016 Households	3,551
2016 Median Disposable Income	\$40,627
2016 Per Capita Income	\$24,949

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$124,474,397	\$122,434,509	\$2,039,888	0.8	79
Total Retail Trade	44-45	\$113,397,667	\$112,726,517	\$671,150	0.3	52
Total Food & Drink	722	\$11,076,730	\$9,707,992	\$1,368,738	6.6	27

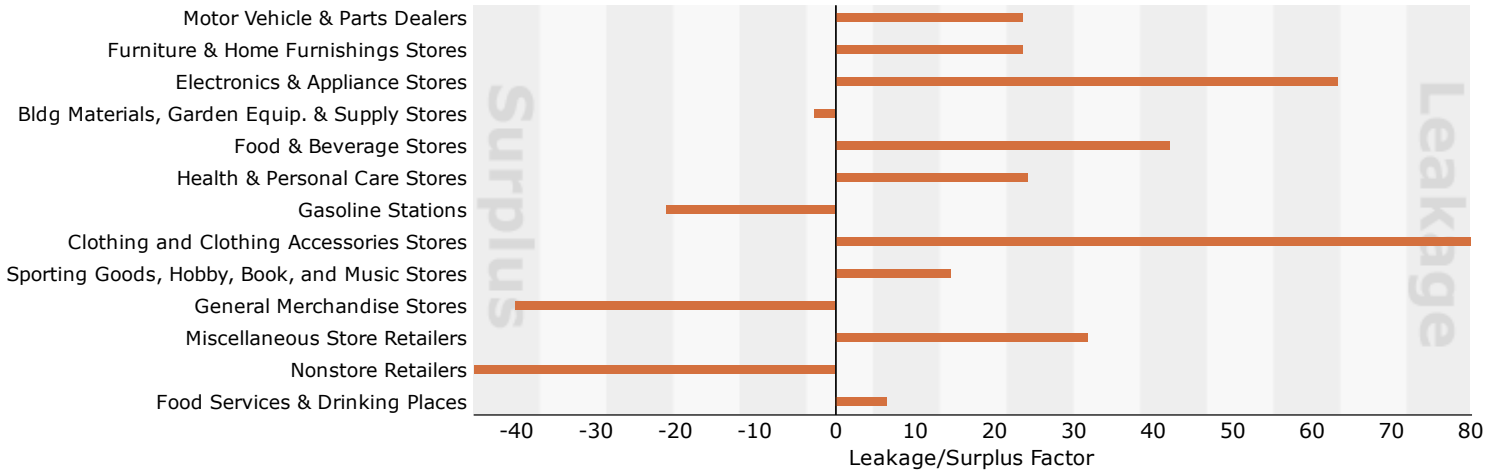
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$26,158,048	\$16,084,238	\$10,073,810	23.8	10
Automobile Dealers	4411	\$21,525,525	\$11,485,524	\$10,040,001	30.4	3
Other Motor Vehicle Dealers	4412	\$2,929,091	\$0	\$2,929,091	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,703,432	\$4,598,714	-\$2,895,282	-45.9	7
Furniture & Home Furnishings Stores	442	\$3,041,252	\$1,875,791	\$1,165,461	23.7	2
Furniture Stores	4421	\$1,880,648	\$1,491,354	\$389,294	11.5	1
Home Furnishings Stores	4422	\$1,160,604	\$384,437	\$776,167	50.2	1
Electronics & Appliance Stores	443	\$6,095,289	\$1,365,133	\$4,730,156	63.4	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,415,587	\$7,829,963	-\$414,376	-2.7	7
Bldg Material & Supplies Dealers	4441	\$6,506,511	\$4,035,027	\$2,471,484	23.4	4
Lawn & Garden Equip & Supply Stores	4442	\$909,076	\$3,794,936	-\$2,885,860	-61.3	3
Food & Beverage Stores	445	\$18,573,658	\$7,558,000	\$11,015,658	42.2	6
Grocery Stores	4451	\$15,473,974	\$4,999,242	\$10,474,732	51.2	3
Specialty Food Stores	4452	\$1,286,792	\$1,156,313	\$130,479	5.3	1
Beer, Wine & Liquor Stores	4453	\$1,812,892	\$1,402,445	\$410,447	12.8	2
Health & Personal Care Stores	446,4461	\$7,488,996	\$4,553,977	\$2,935,019	24.4	3
Gasoline Stations	447,4471	\$8,109,253	\$12,505,653	-\$4,396,400	-21.3	3
Clothing & Clothing Accessories Stores	448	\$4,952,146	\$547,024	\$4,405,122	80.1	1
Clothing Stores	4481	\$3,428,707	\$547,024	\$2,881,683	72.5	1
Shoe Stores	4482	\$672,876	\$0	\$672,876	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$850,563	\$0	\$850,563	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,078,585	\$2,287,308	\$791,277	14.7	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,633,489	\$2,072,807	\$560,682	11.9	4
Book, Periodical & Music Stores	4512	\$445,096	\$214,501	\$230,595	35.0	1
General Merchandise Stores	452	\$21,103,839	\$49,747,231	-\$28,643,392	-40.4	3
Department Stores Excluding Leased Depts.	4521	\$16,352,193	\$47,400,000	-\$31,047,807	-48.7	1
Other General Merchandise Stores	4529	\$4,751,646	\$2,347,231	\$2,404,415	33.9	2
Miscellaneous Store Retailers	453	\$5,261,405	\$2,715,676	\$2,545,729	31.9	9
Florists	4531	\$225,460	\$217,858	\$7,602	1.7	2
Office Supplies, Stationery & Gift Stores	4532	\$788,769	\$569,445	\$219,324	16.1	3
Used Merchandise Stores	4533	\$505,172	\$653,491	-\$148,319	-12.8	3
Other Miscellaneous Store Retailers	4539	\$3,742,004	\$1,274,882	\$2,467,122	49.2	1
Nonstore Retailers	454	\$2,119,609	\$5,656,523	-\$3,536,914	-45.5	1
Electronic Shopping & Mail-Order Houses	4541	\$1,439,139	\$5,656,523	-\$4,217,384	-59.4	1
Vending Machine Operators	4542	\$97,532	\$0	\$97,532	100.0	0
Direct Selling Establishments	4543	\$582,938	\$0	\$582,938	100.0	0
Food Services & Drinking Places	722	\$11,076,730	\$9,707,992	\$1,368,738	6.6	27
Special Food Services	7223	\$288,376	\$105,010	\$183,366	46.6	1
Drinking Places - Alcoholic Beverages	7224	\$596,364	\$1,195,085	-\$598,721	-33.4	6
Restaurants/Other Eating Places	7225	\$10,191,990	\$8,407,897	\$1,784,093	10	20

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. [http://www.esri.com/data/esri\\_data/methodology-statements](http://www.esri.com/data/esri_data/methodology-statements)

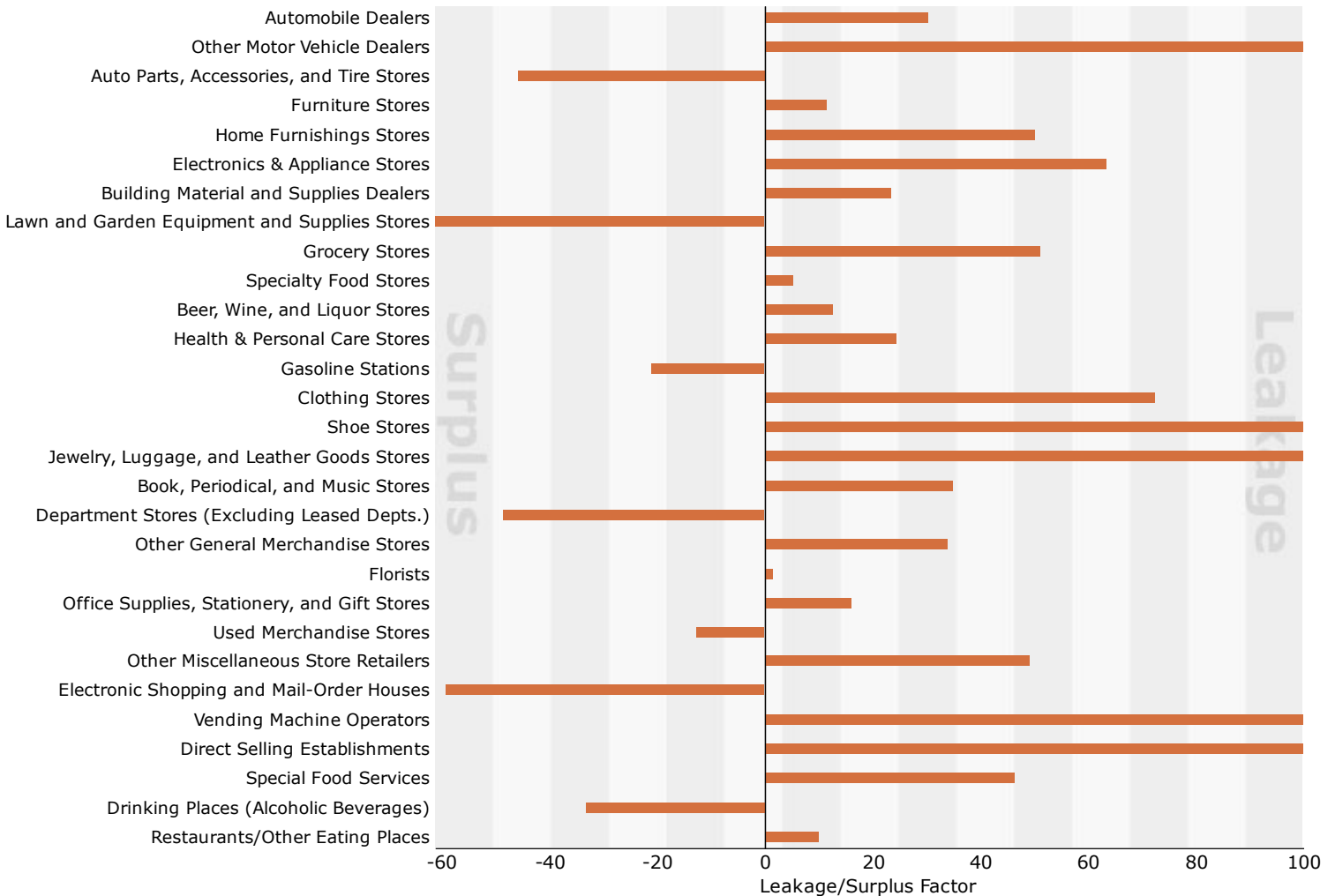
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

March 15, 2017

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail Market Potential

Waseca city, MN (2768296)  
Place

Demographic Summary		2016	2021
Population		9,302	9,278
Population 18+		7,247	7,263
Households		3,551	3,563
Median Household Income		\$50,183	\$54,968

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	3,394	46.8%	99
Bought any women's clothing in last 12 months	3,212	44.3%	101
Bought clothing for child <13 years in last 6 months	1,993	27.5%	100
Bought any shoes in last 12 months	3,788	52.3%	97
Bought costume jewelry in last 12 months	1,389	19.2%	98
Bought any fine jewelry in last 12 months	1,258	17.4%	95
Bought a watch in last 12 months	693	9.6%	87
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,126	88.0%	103
HH bought/leased new vehicle last 12 mo	251	7.1%	75
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	6,407	88.4%	104
Bought/changed motor oil in last 12 months	3,911	54.0%	110
Had tune-up in last 12 months	2,290	31.6%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	4,638	64.0%	98
Drank regular cola in last 6 months	3,578	49.4%	110
Drank beer/ale in last 6 months	3,051	42.1%	99
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	1,943	26.8%	92
Own digital single-lens reflex (SLR) camera	520	7.2%	83
Bought any camera in last 12 months	388	5.4%	94
Printed digital photos in last 12 months	231	3.2%	109
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,566	35.4%	98
Have a smartphone	3,890	53.7%	91
Have a smartphone: Android phone (any brand)	2,079	28.7%	107
Have a smartphone: Apple iPhone	1,337	18.4%	71
Number of cell phones in household: 1	1,299	36.6%	114
Number of cell phones in household: 2	1,329	37.4%	100
Number of cell phones in household: 3+	689	19.4%	76
HH has cell phone only (no landline telephone)	1,716	48.3%	115
<b>Computers (Households)</b>			
HH owns a computer	2,586	72.8%	95
HH owns desktop computer	1,515	42.7%	94
HH owns laptop/notebook	1,820	51.3%	94
HH owns any Apple/Mac brand computer	326	9.2%	61
HH owns any PC/non-Apple brand computer	2,383	67.1%	99
HH purchased most recent computer in a store	1,315	37.0%	98
HH purchased most recent computer online	405	11.4%	87
Spent <\$500 on most recent home computer	576	16.2%	112
Spent \$500-\$999 on most recent home computer	684	19.3%	101
Spent \$1,000-\$1,499 on most recent home computer	281	7.9%	84
Spent \$1,500-\$1,999 on most recent home computer	125	3.5%	77
Spent \$2,000+ on most recent home computer	90	2.5%	65

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



# Retail Market Potential

Waseca city, MN (2768296)

Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	3,740	51.6%	102
Bought brewed coffee at convenience store in last 30 days	1,258	17.4%	110
Bought cigarettes at convenience store in last 30 days	1,220	16.8%	135
Bought gas at convenience store in last 30 days	2,913	40.2%	122
Spent at convenience store in last 30 days: <\$20	490	6.8%	83
Spent at convenience store in last 30 days: \$20-\$39	709	9.8%	108
Spent at convenience store in last 30 days: \$40-\$50	477	6.6%	86
Spent at convenience store in last 30 days: \$51-\$99	333	4.6%	104
Spent at convenience store in last 30 days: \$100+	1,992	27.5%	120
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,143	57.2%	96
Went to live theater in last 12 months	737	10.2%	78
Went to a bar/night club in last 12 months	1,353	18.7%	112
Dined out in last 12 months	3,181	43.9%	98
Gambled at a casino in last 12 months	930	12.8%	94
Visited a theme park in last 12 months	1,028	14.2%	81
Viewed movie (video-on-demand) in last 30 days	1,259	17.4%	102
Viewed TV show (video-on-demand) in last 30 days	823	11.4%	88
Watched any pay-per-view TV in last 12 months	873	12.0%	92
Downloaded a movie over the Internet in last 30 days	376	5.2%	72
Downloaded any individual song in last 6 months	1,324	18.3%	90
Watched a movie online in the last 30 days	1,015	14.0%	88
Watched a TV program online in last 30 days	917	12.7%	85
Played a video/electronic game (console) in last 12 months	914	12.6%	121
Played a video/electronic game (portable) in last 12 months	342	4.7%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,071	28.6%	92
Used ATM/cash machine in last 12 months	3,321	45.8%	93
Own any stock	440	6.1%	79
Own U.S. savings bond	311	4.3%	81
Own shares in mutual fund (stock)	353	4.9%	67
Own shares in mutual fund (bonds)	219	3.0%	62
Have interest checking account	1,990	27.5%	97
Have non-interest checking account	2,116	29.2%	103
Have savings account	3,789	52.3%	97
Have 401K retirement savings plan	991	13.7%	94
Own/used any credit/debit card in last 12 months	5,138	70.9%	95
Avg monthly credit card expenditures: <\$111	887	12.2%	106
Avg monthly credit card expenditures: \$111-\$225	450	6.2%	90
Avg monthly credit card expenditures: \$226-\$450	467	6.4%	102
Avg monthly credit card expenditures: \$451-\$700	303	4.2%	78
Avg monthly credit card expenditures: \$701-\$1,000	200	2.8%	64
Avg monthly credit card expenditures: \$1,001+	379	5.2%	58
Did banking online in last 12 months	2,316	32.0%	90
Did banking on mobile device in last 12 months	888	12.3%	87
Paid bills online in last 12 months	2,902	40.0%	93

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



# Retail Market Potential

Waseca city, MN (2768296)  
Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	2,579	72.6%	105
Used bread in last 6 months	3,351	94.4%	100
Used chicken (fresh or frozen) in last 6 months	2,417	68.1%	99
Used turkey (fresh or frozen) in last 6 months	553	15.6%	98
Used fish/seafood (fresh or frozen) in last 6 months	1,848	52.0%	95
Used fresh fruit/vegetables in last 6 months	3,060	86.2%	100
Used fresh milk in last 6 months	3,155	88.8%	101
Used organic food in last 6 months	550	15.5%	79
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,792	24.7%	87
Exercise at club 2+ times per week	739	10.2%	78
Visited a doctor in last 12 months	5,514	76.1%	100
Used vitamin/dietary supplement in last 6 months	3,549	49.0%	93
<b>Home (Households)</b>			
Any home improvement in last 12 months	894	25.2%	94
Used housekeeper/maid/professional HH cleaning service in last 12	370	10.4%	79
Purchased low ticket HH furnishings in last 12 months	508	14.3%	89
Purchased big ticket HH furnishings in last 12 months	733	20.6%	99
Bought any small kitchen appliance in last 12 months	804	22.6%	102
Bought any large kitchen appliance in last 12 months	468	13.2%	104
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	3,254	44.9%	105
Carry medical/hospital/accident insurance	4,711	65.0%	99
Carry homeowner insurance	3,453	47.6%	101
Carry renter's insurance	539	7.4%	91
Have auto insurance: 1 vehicle in household covered	1,277	36.0%	117
Have auto insurance: 2 vehicles in household covered	1,001	28.2%	99
Have auto insurance: 3+ vehicles in household covered	660	18.6%	85
<b>Pets (Households)</b>			
Household owns any pet	1,974	55.6%	103
Household owns any cat	944	26.6%	119
Household owns any dog	1,453	40.9%	100
<b>Psychographics (Adults)</b>			
Buying American is important to me	3,413	47.1%	111
Usually buy items on credit rather than wait	803	11.1%	94
Usually buy based on quality - not price	1,283	17.7%	99
Price is usually more important than brand name	2,004	27.7%	105
Usually use coupons for brands I buy often	1,612	22.2%	118
Am interested in how to help the environment	1,035	14.3%	88
Usually pay more for environ safe product	820	11.3%	89
Usually value green products over convenience	753	10.4%	99
Likely to buy a brand that supports a charity	2,587	35.7%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	814	11.2%	85
Bought hardcover book in last 12 months	1,319	18.2%	87
Bought paperback book in last 12 month	1,998	27.6%	88
Read any daily newspaper (paper version)	2,073	28.6%	109
Read any digital newspaper in last 30 days	2,142	29.6%	89
Read any magazine (paper/electronic version) in last 6 months	6,604	91.1%	100

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



# Retail Market Potential

Waseca city, MN (2768296)

Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	5,388	74.3%	100
Went to family restaurant/steak house: 4+ times a month	2,030	28.0%	102
Went to fast food/drive-in restaurant in last 6 months	6,613	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,999	41.4%	105
Fast food/drive-in last 6 months: eat in	2,718	37.5%	103
Fast food/drive-in last 6 months: home delivery	618	8.5%	111
Fast food/drive-in last 6 months: take-out/drive-thru	3,583	49.4%	107
Fast food/drive-in last 6 months: take-out/walk-in	1,381	19.1%	98
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	1,896	26.2%	82
Own e-reader/tablet: iPad	678	9.4%	61
Own any portable MP3 player	1,879	25.9%	84
HH owns 1 TV	775	21.8%	107
HH owns 2 TVs	953	26.8%	103
HH owns 3 TVs	771	21.7%	102
HH owns 4+ TVs	601	16.9%	90
HH subscribes to cable TV	1,925	54.2%	109
HH subscribes to fiber optic	126	3.5%	47
HH has satellite dish	851	24.0%	94
HH owns DVD/Blu-ray player	2,112	59.5%	98
HH owns camcorder	406	11.4%	82
HH owns portable GPS navigation device	917	25.8%	94
HH purchased video game system in last 12 mos	206	5.8%	73
HH owns Internet video device for TV	166	4.7%	66
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	3,217	44.4%	89
Took 3+ domestic non-business trips in last 12 months	629	8.7%	78
Spent on domestic vacations in last 12 months: <\$1,000	710	9.8%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	387	5.3%	92
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	196	2.7%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	206	2.8%	73
Spent on domestic vacations in last 12 months: \$3,000+	268	3.7%	67
Domestic travel in the 12 months: used general travel website	374	5.2%	76
Foreign travel in last 3 years	1,142	15.8%	65
Took 3+ foreign trips by plane in last 3 years	141	1.9%	43
Spent on foreign vacations in last 12 months: <\$1,000	175	2.4%	58
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	142	2.0%	60
Spent on foreign vacations in last 12 months: \$3,000+	203	2.8%	56
Foreign travel in last 3 years: used general travel website	240	3.3%	59
Nights spent in hotel/motel in last 12 months: any	2,631	36.3%	89
Took cruise of more than one day in last 3 years	435	6.0%	72
Member of any frequent flyer program	603	8.3%	51
Member of any hotel rewards program	786	10.8%	77

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