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Mahnomen Market Analysis: Downtown Retail Opportunities

BASED ON A CONSUMER AND BUSINESS SURVEY OF THE MAHNOMEN REGION

Authored by Ryan Pesch and Rani Bhattacharyya



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January 5, 2017

Authored by Ryan Pesch and Rani Bhattacharyya

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EXECUTIVE SUMMARY

The city of Mahanomen has been making an effort to support new business development and establishments in the community. To better understand how to strengthen these efforts, the city contracted with University of Minnesota Extension to perform a Market Area Profile (MAP) study. The purpose of the profile was to learn what kind of new business opportunities residents would like to see established in the downtown area and potentially along Highway 59. Key findings from the study are listed below.

Competing Shopping Centers and Area Demographics

Respondents reported purchasing few of their goods and services in the Mahanomen area, and no good or service garnered over 50 percent of respondents' average spending; gasoline and motor oil came closest with 49 percent. The frequency of respondents shopping outside the study area shows Detroit Lakes is visited for shopping on average nearly 25 times per year per respondent (see Figure 6). Though only 50 percent of respondents reported shopping in Fosston, those that did shopped there more frequently (12.7 times per year) than in Bemidji (6.6 times per year).

The main racial groups in the study area were White, American Indian, Hispanic, or two or more races. Thirty point five percent of survey respondents reported an income range of \$40,000-\$69,000. This finding does not deviate much from the average household income of \$43,380 in the Mahanomen area.

Females comprised 80 percent of survey respondents.

Retail Overview

Without adjusting for inflation, taxable sales in Mahanomen County increased 1.4 percent from 2007 to 2014, while the number of firms fell 9.9 percent. Statewide, taxable sales increased 8.7 percent over the same time period, and the number of firms grew 1.4 percent. In 2003, taxable sales in Mahanomen County totaled \$26.9 million. This translates to \$34.9 million in 2014 dollars. In constant dollars, gross sales fell 3.7 percent between 2007 and 2014. Constant dollar taxable sales decreased 12 percent during the same time period. Of the 13 merchandise categories with reported data for Mahanomen County, sales in four of the categories were above expected, based on data obtained by the Minnesota Department of Revenue. The strongest merchandise group was "Accommodations," which had a \$10 million surplus. The "Miscellaneous" group was also strong, but this is because of the number of other categories with less than four firms reporting. In those cases, reported data was categorized under "Miscellaneous." Overall, Mahanomen County had a retail sales leakage of \$4.6 million in 2014.

Recommendations for Business Types and Dining Preferences

A clear preference for dining establishments and home/garden stores emerged, although some respondents preferred specialized retail stores fitting the rural brand of the area (e.g., sporting goods). When asked about new businesses they were likely to patronize, respondents most commonly reported "full service sit down restaurant" followed by "casual fast food." When asked what businesses they would like to see developed, 32 percent of survey participants indicated a new restaurant, followed by a general retail store (21 percent) and another grocery (20 percent). When asked what type of restaurants they preferred, 31 percent of respondents indicated American or Americana cuisine, 21 percent Chinese, and 20 percent Mexican.

Recommendations for Improving the Shopping District

When asked to rank shopping aspects that most needed improvement, respondents reported the types of available goods and services as the highest, followed by public safety, customer service, and quality of good and services. When asked an open-ended question about what the community could do to make Mahanomen a better place to do business, 17 percent of respondents indicated bringing in more specialty businesses. Twelve percent indicated the repair of existing buildings, and 10 percent indicated reducing crime in the community. When asked what kind of businesses they would like to see open in downtown Mahanomen, 31 percent of respondents indicated specialty retail stores and 23 percent reported restaurants. Twenty-three percent of respondents felt Mahanomen should support more agricultural industry/food processing related businesses, and 3 percent felt an effort should be made to attract a manufacturing business to town.

BACKGROUND

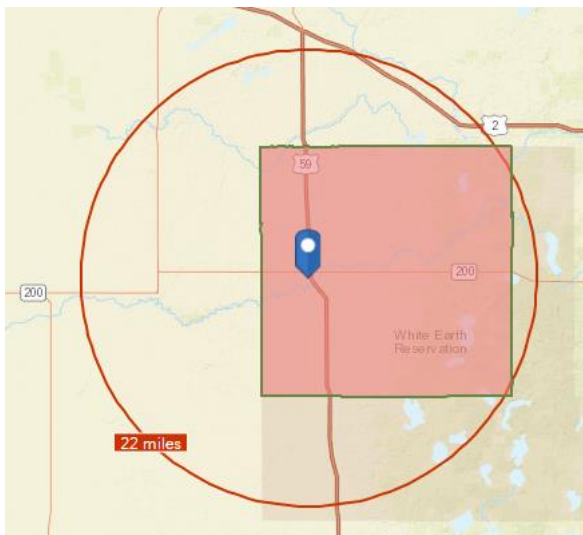
To better understand the retail purchasing needs of area residents, Mahnomen partnered with University Of Minnesota Extension to survey area residents and businesses. Extension gathered information to determine what types of retail are attractive to local residents and businesses by performing the following research (see Methodology section for additional details):

1. A resident survey about retail shopping patterns and preferences
2. A business survey about existing business types, needs, and preferences
3. Demographic analysis based on secondary data from the U.S. Census and U.S. Bureau of Labor Statistics

The city of Mahnomen, local businesses, and community members can use this information to make effective local business decisions about future development of downtown retail sectors.

Study Area

Figure 1: Study area of the Mahnomen Market Area Profile.



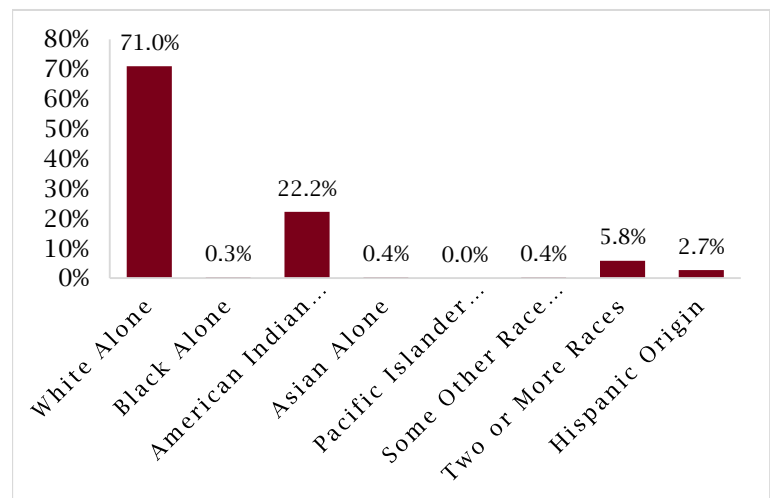
The local region of the study was defined as the postal delivery routes of the following communities: Bejou, Flom, Gary, Mahnomen, Naytahwaush, Ogema, Twin Valley, Waubun, White Earth, and Winger. This area constitutes an approximate 22-mile radius around the community of Mahnomen.

In Figure 1, the blue marker indicates the location of the city of Mahnomen, and the red circle denotes the approximate boundary of the survey area encompassing the communities listed above. The pink square outlines Mahnomen County.

Study Demographics

The study area included close to 16,003 residents who live in nearly 6,290 households (See Appendix 1 for a full report of the study area demographics). Median household income and median home value are \$43,380 and \$100,588, respectively. The community is a mix of owner-occupied homes and rental units, with a majority of housing units in the owner-occupied or vacant category. Close to 18 percent is rental property. White, American Indian, Hispanic, and two or more races are the main racial groups residing in the study area (Fig.2).

Figure 2: Study Area Population by Race (Source: U.S. Census)



METHODOLOGY

Resident Survey

In September 2016, University of Minnesota Extension direct mailed a letter (Appendix 3) to 4,400 households located in the study area with a link to a three-page survey. Mailing addresses were not acquired, but the U.S. Postal Service's Every Door Direct Mail® Service was used. All households received a postcard one week prior to the survey. A week later, they received a cover that included the survey link. Another postcard was sent one week after the initial mailing as a reminder to participate. The web-based survey also included registration for a raffle of \$50 Booster Club Bucks as an incentive for participation.

Due to a low response rate and many respondents requesting a paper version of the survey, a second mailing was sent with a paper copy. The survey was sent in October 2016 and included 200 households, plus an additional 15 households from the first survey group that requested paper copies instead of completing the online survey. The 200 random addresses were obtained from Mahnomen County property records (nine were identified as bad addresses).

A total of 176 responses were received for a 4 percent response rate.

Business Survey

In October 2016, University of Minnesota Extension mailed a three-page survey questionnaire (Appendix 4) to 200 businesses located in the study area (three were identified as bad addresses). The mailing addresses were acquired from the Million Dollar Database of Dun & Bradstreet. All businesses received a post card about the survey and a cover letter a week later explaining the project, the survey, and an invitation to register for a \$50 Booster Buck raffle as an incentive. A second postcard was sent one week after the initial mailing as a reminder to participate.

A total of 26 responses were received for a 13 percent response rate.

RECOMMENDATIONS

At a workshop in January 2017, the local retail study group and participating residents reviewed and discussed results of the market profile, as presented by Extension. Recommendations for further research and action include the following:

- Perform a feasibility study to assess the potential for a new restaurant in the community.
- Work with the Mahnomen Booster Club to host a customer service training workshop for downtown businesses.
- Work with local law enforcement to reduce crime on and near downtown businesses.
- Attract more specialty businesses to the downtown area.
- Continue efforts to repair existing buildings.

RETAIL OVERVIEW

Table 1 presents gross and taxable retail and services sales for Mahnomen County from 2003 through 2014. Without inflation adjustments, taxable sales in Mahnomen County increased 1.4 percent from 2007 to 2014 while the number of firms fell 9.9 percent. Statewide, taxable sales increased 8.7 percent over the same time period and the number of firms grew 1.4 percent. The per capita sales and pull factor data in this table are based on taxable sales, a verified sales measure. Pull factor indicates the level of business activity in Mahnomen County when compared to the population. A retail pull factor of 1 is neutral while factors less than one indicate sales are leaving the county.

Table 1: Change in retail measures from 2003-2014 based on state sales tax data

| Year | Estimated Pop. | Current Dollars | | Constant 2013 Dollars | | | Per Capita Sales | Pull Factor |
|------------------------|----------------|---------------------------|----------------------------|---------------------------|----------------------------|--------------|------------------|-------------|
| | | Gross Sales* (\$millions) | Taxable Sales (\$millions) | Gross Sales* (\$millions) | Taxable Sales (\$millions) | No. of Firms | | |
| 2003 | 5,113 | \$46.68 | \$26.89 | \$60.63 | \$34.92 | 102 | \$5,259 | 0.59 |
| 2004 | 5,081 | \$50.19 | \$27.83 | \$63.54 | \$35.23 | 181 | \$5,477 | 0.59 |
| 2005 | 5,113 | \$51.20 | \$27.44 | \$62.44 | \$33.47 | 97 | \$5,367 | 0.56 |
| 2006 | 5,072 | \$61.14 | \$25.08 | \$71.94 | \$29.51 | 95 | \$4,945 | 0.51 |
| 2007 | 5,129 | \$54.09 | \$24.92 | \$62.17 | \$28.65 | 91 | \$4,859 | 0.50 |
| 2008 | 5,128 | \$58.84 | \$26.91 | \$64.65 | \$29.57 | 86 | \$5,247 | 0.55 |
| 2009 | 5,025 | \$44.69 | \$24.04 | \$49.66 | \$26.71 | 84 | \$4,783 | 0.53 |
| 2010 | 5,421 | \$38.79 | \$20.93 | \$42.16 | \$22.75 | 65 | \$3,862 | 0.43 |
| 2011 | 5,441 | \$52.03 | \$23.71 | \$54.77 | \$24.96 | 73 | \$4,358 | 0.47 |
| 2012 | 5,504 | \$50.28 | \$23.97 | \$51.84 | \$24.71 | 69 | \$4,354 | 0.45 |
| 2013 | 5,534 | \$51.65 | \$24.99 | \$52.17 | \$25.24 | 82 | \$4,516 | 0.52 |
| 2014 | 5,503 | \$59.90 | \$25.27 | \$59.90 | \$25.27 | 82 | \$4,592 | 0.52 |
| 7 yr Change '07 to '14 | 7.3% | 10.7% | 1.4% | -3.7% | -11.8% | -9.9% | -5.5% | 4.6% |
| 3 yr Change '11 to '14 | 1.1% | 15.1% | 6.6% | 9.4% | 1.3% | 12.3% | 5.4% | 11.9% |

*Gross sales figures are self-reported by firms and not audited by the MN Dept. of Revenue for accuracy.

The table also presents sales data in constant 2014 dollars. These figures have been adjusted for inflation to reflect their value in 2014. For example, in 2003, taxable sales in Mahnomen County totaled \$26.9 million. That translates to \$34.9 million in 2014 dollars. In constant dollars, gross sales fell 3.7 percent between 2007 and 2014. Constant dollar taxable sales decreased 12 percent over the same time period (Table 1).

Comparison with competing trade centers

Information about competing trade centers can provide a useful means of comparison when assessing a community's retail trade sector. Comparison counties were selected based on geographic proximity.

Figure 4: Comparison with Neighboring Counties, 2014

| Town | Population | Gross Sales (\$millions) | Taxable Sales (\$millions) | Number of Firms | Per Capita Taxable Sales | Pull Factor (Taxable Sales) |
|-----------------|------------|--------------------------|----------------------------|-----------------|--------------------------|-----------------------------|
| Mahnomen County | 5,503 | \$59.90 | \$25.27 | 82 | \$4,592 | 0.52 |

| | | | | | | |
|-------------------|--------|----------|----------|-----|---------|------|
| Becker County | 33,272 | \$670.92 | \$284.25 | 813 | \$8,543 | 0.97 |
| Clay County | 61,196 | \$947.53 | \$317.34 | 806 | \$5,186 | 0.59 |
| Clearwater County | 8,794 | \$61.14 | \$24.83 | 186 | \$2,823 | 0.32 |
| Norman County | 6,643 | \$104.65 | \$14.14 | 121 | \$2,128 | 0.24 |
| Polk County | 31,545 | \$412.74 | \$152.00 | 608 | \$4,818 | 0.55 |

Expected Sales for Mahnomen County

Table 2 provides information on retail sales by selected merchandise categories. "Expected sales" is a standard to which actual performance is compared. When calculating expected sales, population and income characteristics are taken into account. Expected sales can be used as a guideline or "par value" in analyzing retail strength.

Table 2: Expected vs. actual sales based on 2014 sales tax data

| Merchandise Group | Expected Sales (\$millions) | Actual Sales (\$millions) | Variance Between Actual & Expected | | | No. of Firms | % of Total Sales |
|---------------------------------|-----------------------------|---------------------------|------------------------------------|------------------|------------------------------|--------------|------------------|
| | | | In Dollars (millions) | As % of Expected | Trade Area Pop. Gain or Loss | | |
| Vehicles & Parts | \$1.60 | NA | NA | NA | NA | NA | NA |
| Furniture Stores | \$0.85 | NA | NA | NA | NA | NA | NA |
| Electronics | \$0.90 | NA | NA | NA | NA | NA | NA |
| Building Materials | \$3.30 | \$0.88 | -\$2.43 | -73.5% | -4,043 | 5 | 3.5% |
| Food, Groceries | \$2.18 | \$1.69 | -\$0.49 | -22.6% | -1,243 | 5 | 6.7% |
| Health, Personal Stores | \$0.42 | NA | NA | NA | NA | NA | NA |
| Gas/Convenience Stores | \$0.71 | \$2.30 | +\$1.59 | +223.3% | 12,286 | 7 | 9.1% |
| Clothing | \$0.60 | NA | NA | NA | NA | NA | NA |
| Leisure Goods | \$0.79 | NA | NA | NA | NA | NA | NA |
| General Merchandise Stores | \$3.54 | NA | NA | NA | NA | NA | NA |
| Miscellaneous Retail | \$0.96 | \$5.33 | +\$4.37 | +454.9% | 25,034 | 18 | 21.1% |
| Amusement & Recreation | \$0.99 | NA | NA | NA | NA | NA | NA |
| Accommodations | \$1.26 | \$11.22 | +\$9.97 | +793.1% | 43,645 | 6 | 44.4% |
| Eating & Drinking Places | \$5.07 | \$1.68 | -\$3.39 | -66.9% | -3,682 | 10 | 6.6% |
| Repair, Maintenance | \$0.89 | \$1.93 | +\$1.04 | +117.1% | 6,444 | 11 | 7.6% |
| Personal Services, Laundry | \$0.50 | \$0.04 | -\$0.47 | -92.2% | -5,074 | 8 | 0.2% |
| Total Taxable Retail & Service* | \$29.87 | \$25.27 | -\$4.60 | -15.4% | -848 | 82 | 100.0% |

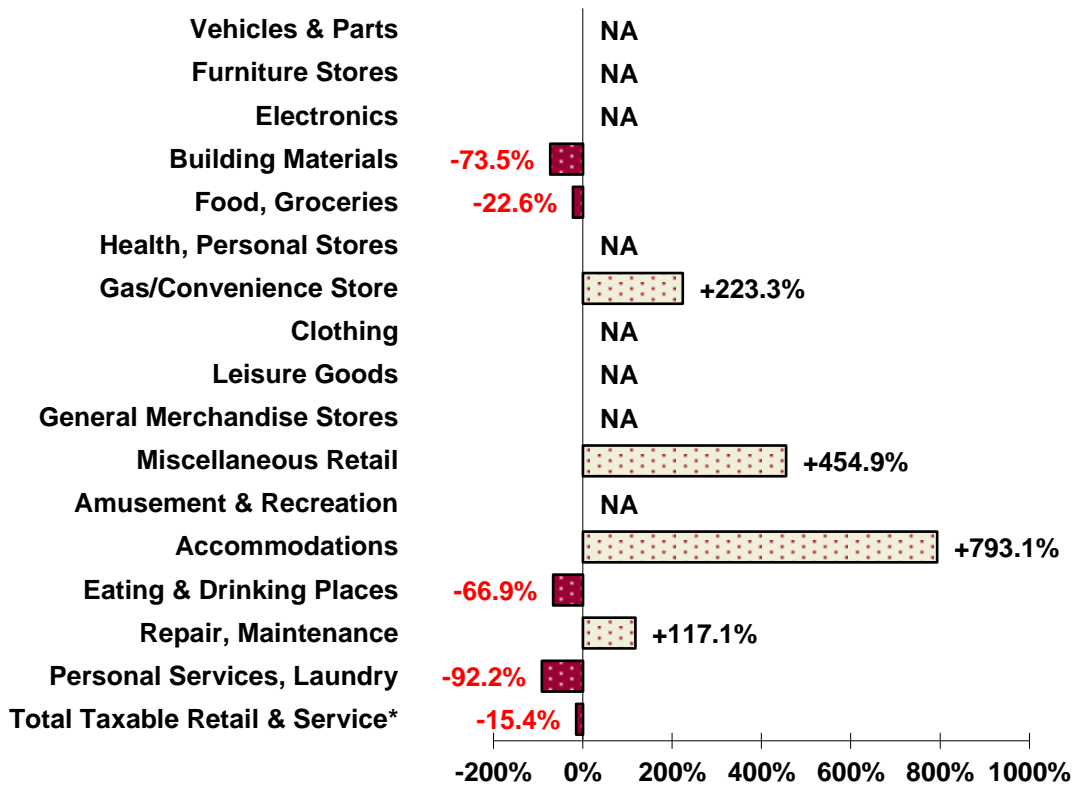
*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

Of the 13 merchandise categories with reported data, sales in four of the categories were above expected. The strongest merchandise group was “Accommodations,” which had a \$10 million surplus. The “Miscellaneous” group was also strong, but this is because of the number of other categories with less than four firms reporting. In those cases, figures were categorized under “Miscellaneous.” Overall, Mahnomen County had a retail sales leakage of \$4.6 million in 2014 (Table 2).

It is important to note that variations in a city's relative retail performance may occur for a variety of reasons, some of which are beyond the control of local policy. Proximity to larger population centers, management, marketing, and transportation patterns are just a few factors that can cause the retail sales of a particular city to deviate substantially from expected sales. It is important that decision makers consider these influences when constructing policies, plans, or projects.

Figure 5: Percentage above or below expected sales based on 2014 sales tax data

Percentage Above or Below Potential Sales, 2014



RESIDENT PERSPECTIVES

Respondent Demographics

The study's 176 respondents were not necessarily representative of the study area's total population. Compared to the area's total population, a disproportionate share of respondents were in the 61-70 age range (Figure 3). Seventy percent of respondents indicated they did not have children in their home, which aligns with the 31.4 percent of households with children, according to Census figures. While 30.5 percent of survey respondents indicated their income range was \$40,000-\$69,000 (Figure 4), this does not deviate much from Mahanomen's average household income of \$43,380.

Respondents were also 80 percent female.

Figure 6: Age of Respondents

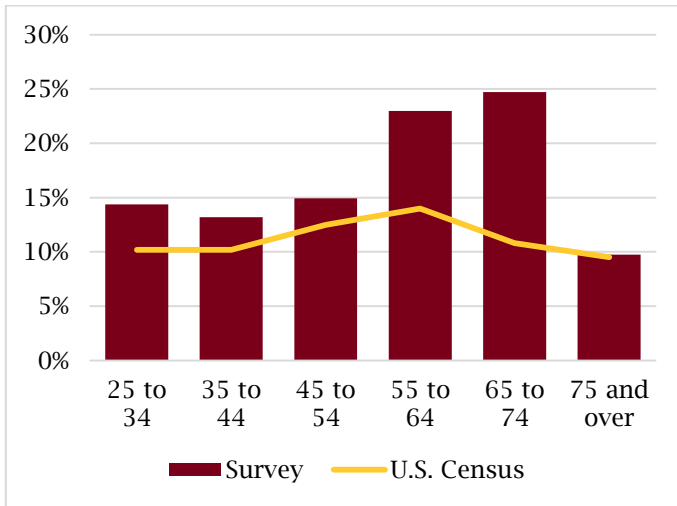
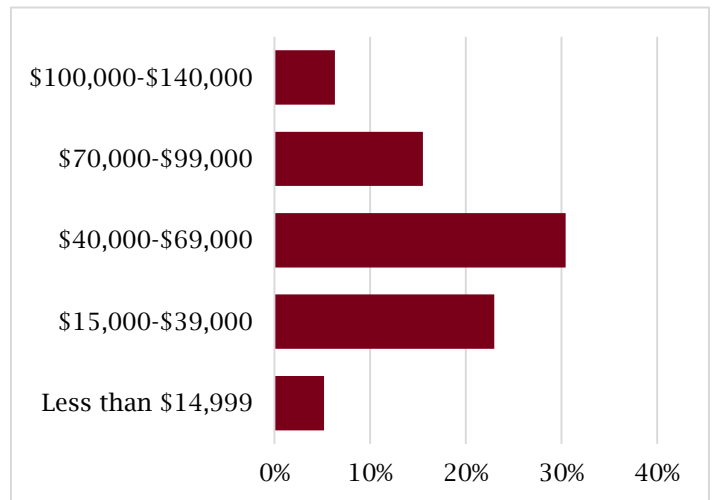
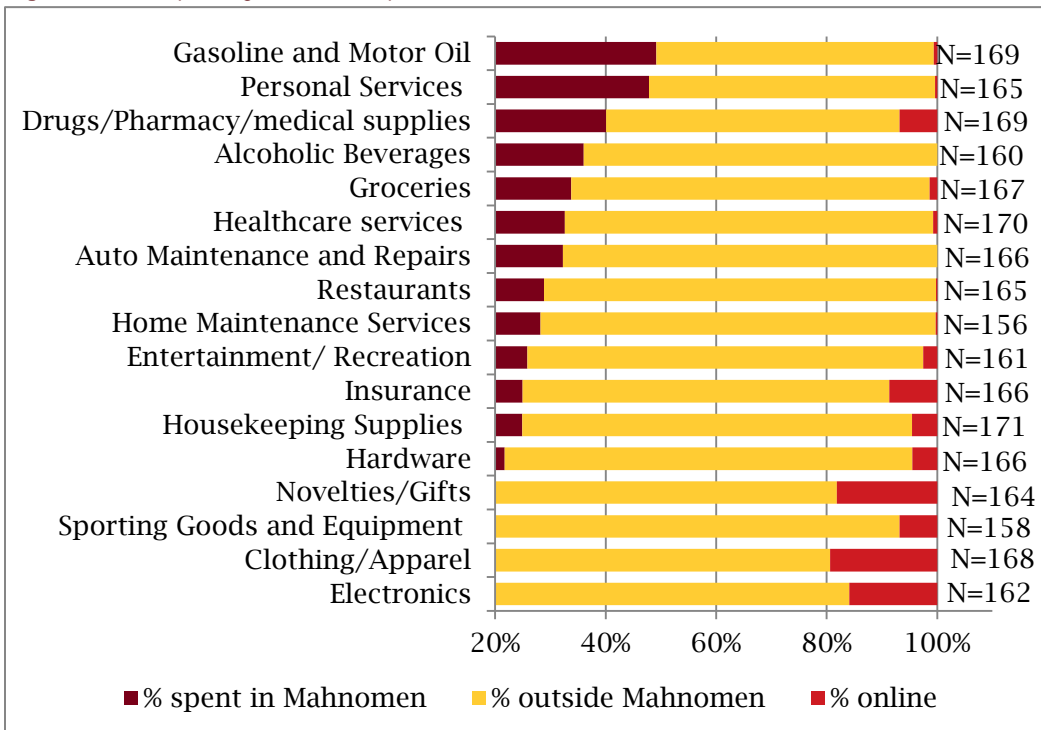


Figure 7: Reported Income



Retail Spending

Figure 8: Retail Spending Habits of Respondents



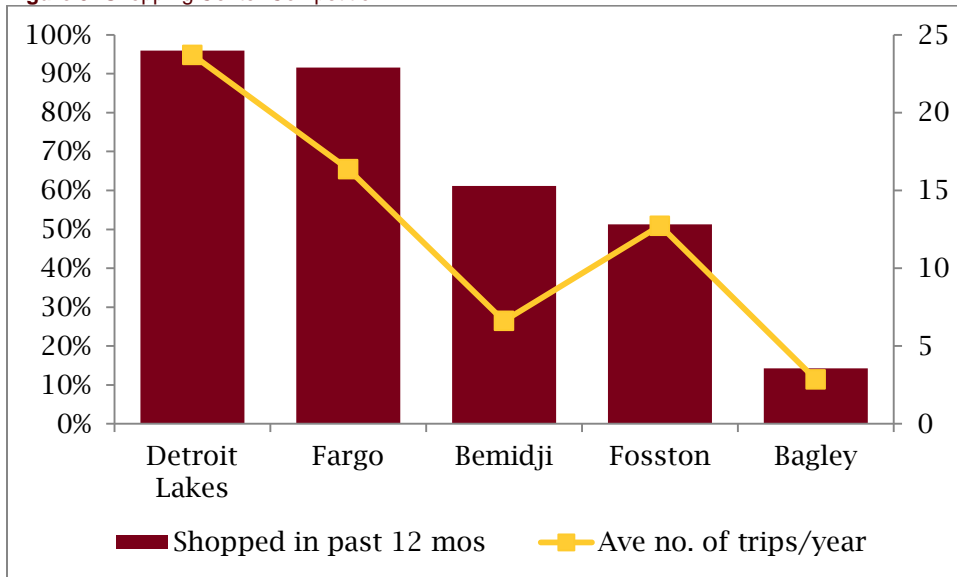
Respondents reported purchasing minority share of their goods and services in the Mahanomen area. No good or service garnered over 50% of respondents' average spending; gasoline and motor oil come closest at an average of 49%. This out-shopping is consistent with overall sales tax data figures, although it is difficult to confirm this by business category since most categories are undisclosed. For example, too few clothing stores are open in the county, so no data is reported. For business categories with sales tax data, survey respondents

reported spending less. Repair and maintenance services were stronger than expected when Extension analyzed the sales tax data (Table 2 and Figure 5), but survey respondents reported spending less than 30 percent of their auto and home repair costs in the Mahanomen area (Figure 8).

Competing Shopping Centers

To understand where customers are shopping outside of the study area, survey respondents were asked where residents were likely to travel in and out of the region. The most common location for shopping outside the study area was Detroit Lakes, followed by Fargo and Bemidji.

Figure 9: Shopping Center Competition



Detroit Lakes is the city most often visited when residents shop outside Mahanomen, with an average of nearly 25 times per year per respondent (Figure 9). Though only 50% of respondents reported shopping in Fosston, those that did shopped there more frequently (12.7 times per year) than Bemidji (6.6 times per year).

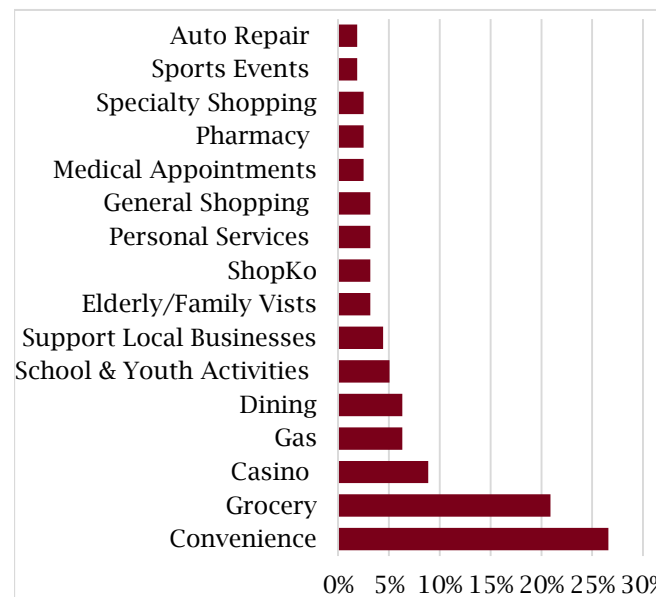
Reasons for Stopping in Mahanomen

When asked for the primary reason for visiting downtown Mahanomen, 27 percent of respondents indicated convenience, 21 percent to shop at Bruggeman’s, 9 percent to visit Shooting Star Casino, and 6 percent to get gas or dine out (Figure 10).

Recommendations for Business Types

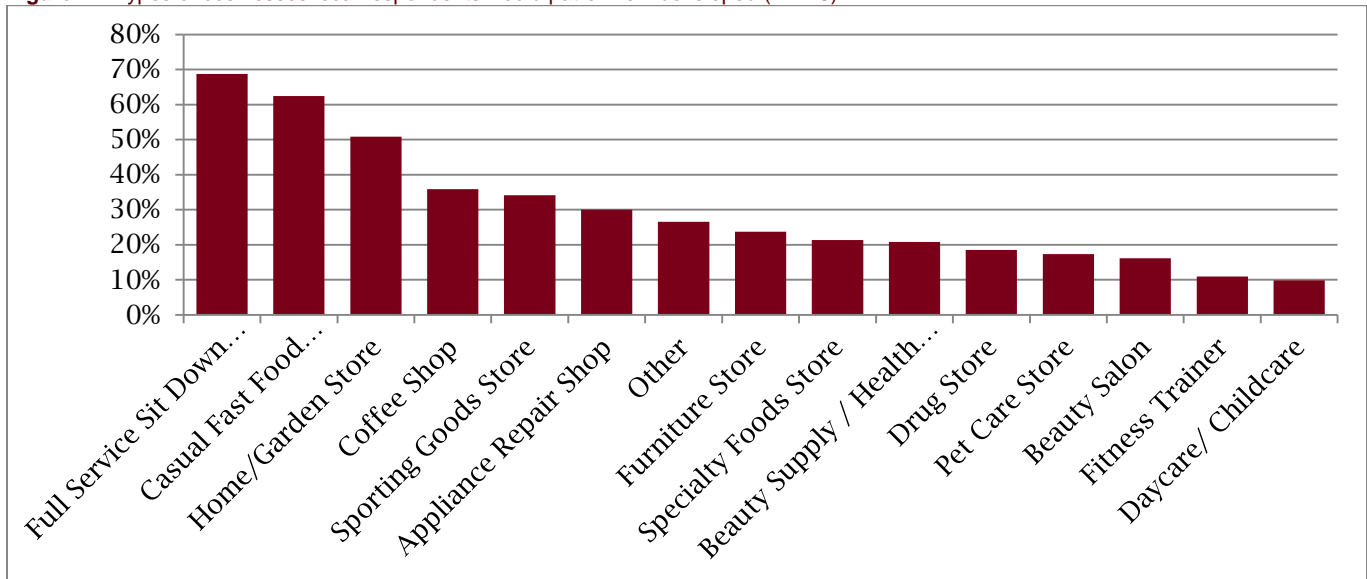
Local residents were asked three questions about what type of future businesses they preferred in the Mahanomen area. Two of the questions were open-ended, and one was multiple choice, asking about a select list of business types and whether residents would patronize them if developed in the area. A clear preference emerged for dining establishments and home/garden stores, although some respondents preferred specialized retail stores that would fit the rural brand of the area (e.g., sporting goods).

Figure 10: Reason for Coming to Downtown Mahanomen (n-158).



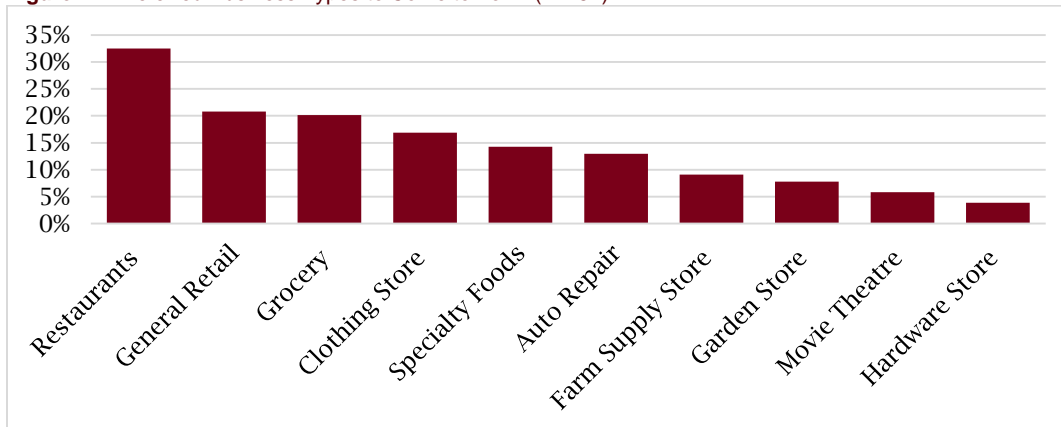
When asked about specific businesses they would likely patronize if developed, respondents chose “full service sit down restaurant” the most often, followed by “casual fast food” (Figure 11).

Figure 11: Types of businesses local respondents would patronize if developed (n=173)



For a related open-ended question, respondents were asked to share up to two business names or types they would most like to see in Mahanomen. Thirty-two percent of survey participants indicated they would like some type of new restaurant, followed by a general retail store and another grocery (Fig. 12).

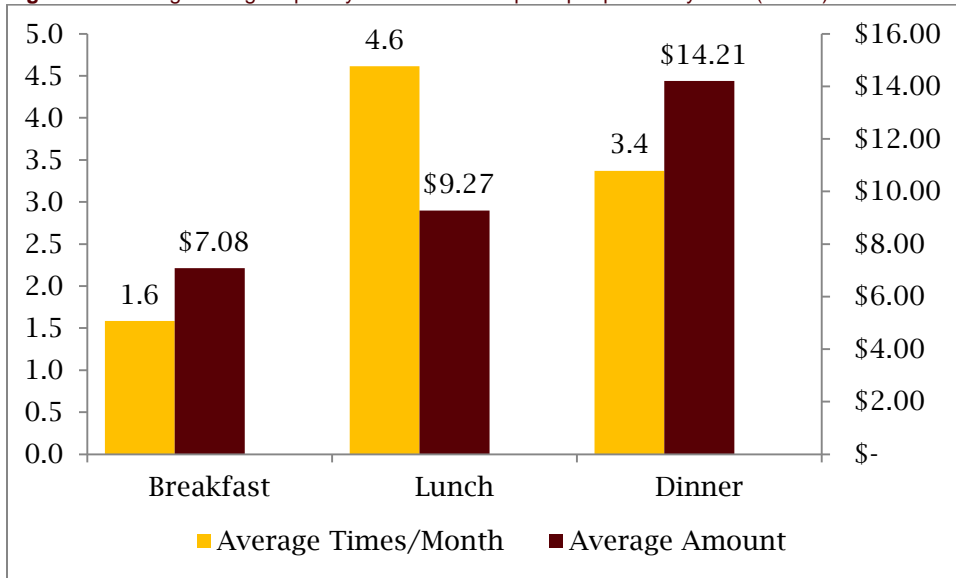
Figure 12: Preferred Business Types to Come to Town (n=154)



Resident Dining Preferences and Habits

Considering the emphasis respondents and business owners placed on dining as a business development opportunity, the dining habits and cuisine preferences of respondents provided valuable insights into the local customer base.

Figure 13: Average dining frequency and reasonable price per person by meal (n=170)



Survey respondents reported going out most frequently for lunch—91 percent dine for lunch at least once per month—followed by dinner (Figure 13). Forty percent of respondents reported they dine out for at least one meal weekly (four times or more a month). When asked about a reasonable price for each meal type, respondents reported a range from an average of \$7.08 for breakfast to \$14.21 for dinner.

Preference for Dining Types

When asked what type of restaurants they preferred, 31 percent of respondents indicated a preference for American or Americana cuisine, 21 percent Chinese, and 20 percent Mexican (Figure 14). Participants also indicated a preference for fast food venues as well, with 13 percent indicating a preference for pizza, 9 percent Dairy Queen, and 8 percent McDonald's (Figure 15). Ten percent also shared their preference for some type of sports bar (Figure 16). To gain additional insights into the dining preferences of residents, the city of Mahanomen may want to conduct a specific feasibility study for opening a new dining venue in the community.

Figure 14: Preferred Full Service Dining Options (n=160)

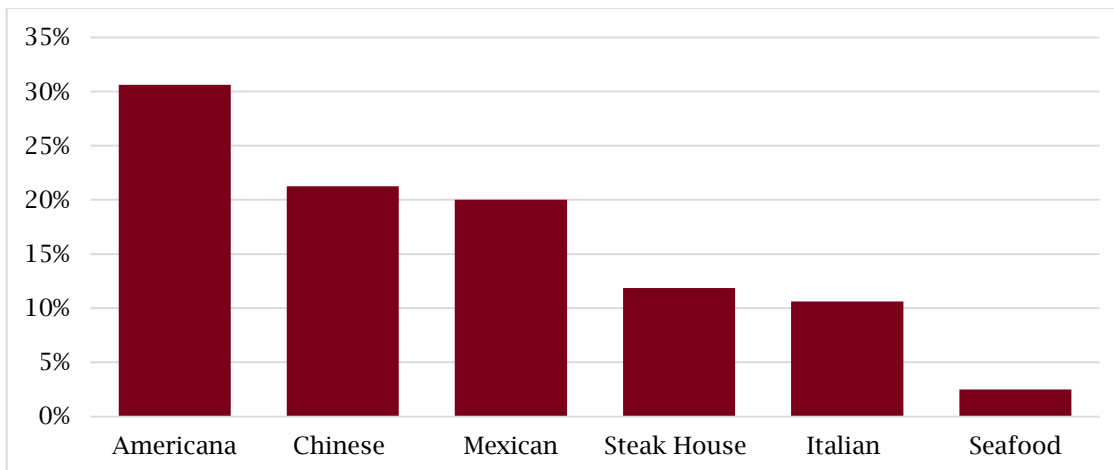


Figure 15: Preferred Fast Food Options. (n=160)

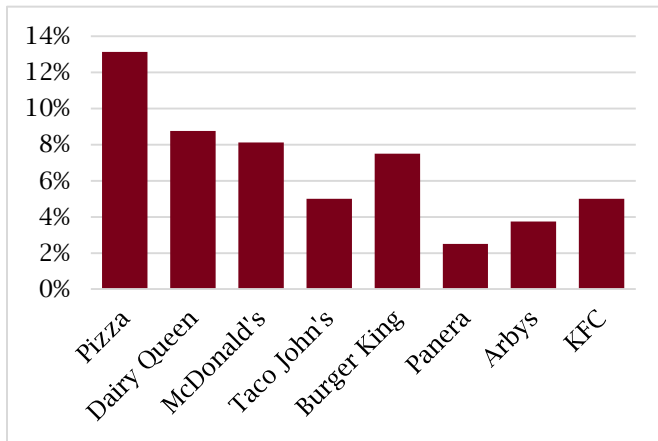
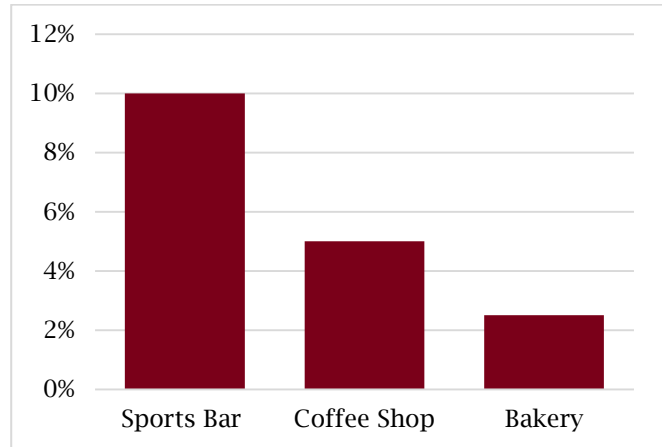


Figure 16: Other Types of Dining (n=160)



Recommendations for Improvement of Shopping District

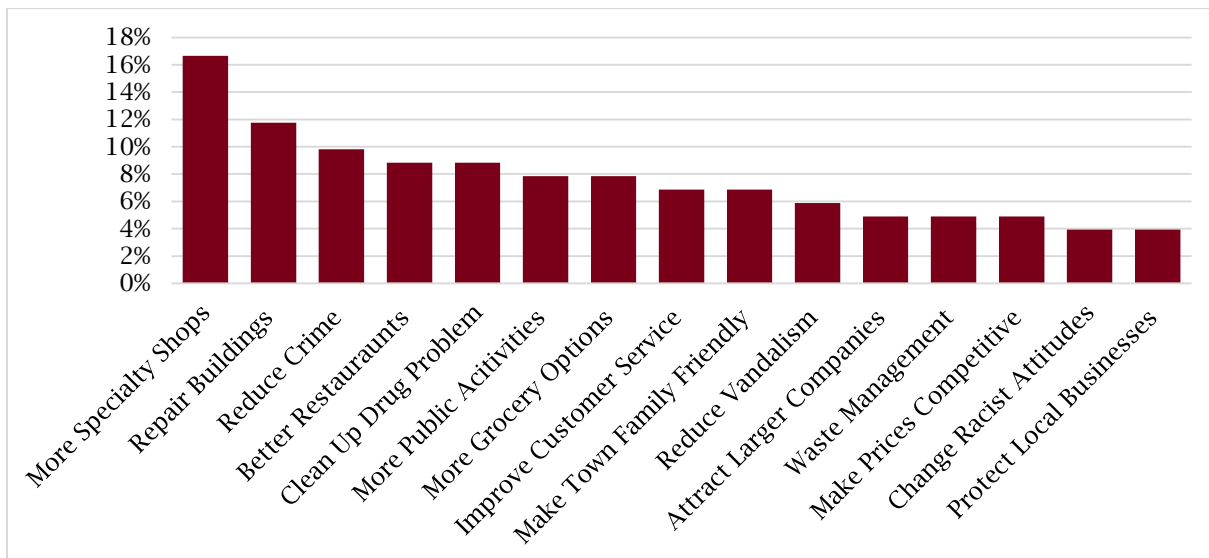
When asked to rank shopping improvements in the Mahnommen area, respondents most often chose the types of goods and services available, followed by public safety, customer service, and quality of good and services (Table 3).

Table 3: Percentage of respondents ranking shopping improvements (n=166)

| | Ranked 1 | Ranked 2 | Ranked 3 |
|---|----------|----------|----------|
| Goods and Services Available | 45% | 19% | 13% |
| Cost of Goods | 17% | 17% | 16% |
| Public Safety | 13% | 12% | 10% |
| Customer Service | 9% | 14% | 8% |
| Aesthetics or 'look' of shopping areas | 7% | 10% | 14% |
| Quality of Goods | 4% | 14% | 20% |
| Public Infrastructure (e.g. streets, lighting, signage) | 3% | 6% | 7% |
| Hours of Operation | 2% | 7% | 11% |
| Other (specify) | 1% | 0% | 1% |
| Parking | 1% | 1% | 1% |

When asked an open-ended question about what the community could do to make the area a better place to do business, 17 percent indicated bringing in more specialty businesses, 12 percent repairing existing buildings, and 10 percent reducing crime (Figure 17). A complete list of these responses can be found in Appendix 4.

Figure 17: Ideas to Make Mahnomen a Better Place for Business (n=102)



BUSINESS PERSPECTIVES

Business Demographics

The study’s 26 business respondents are not representative of the total business population in the study area. Compared to the area’s total business population, a disproportionate share of the respondents was retail or service based. Seventy-three percent of the businesses had been in business 20 years or more, with 91 percent indicating they owned their business. On average, local businesses had 1,539 sq. feet of office space, 3,518 sq. feet of sales space, 3,352 sq. feet of production space, and 1,064 sq. feet of storage, for a total facility space of 8,027 sq. feet.

Business Environment

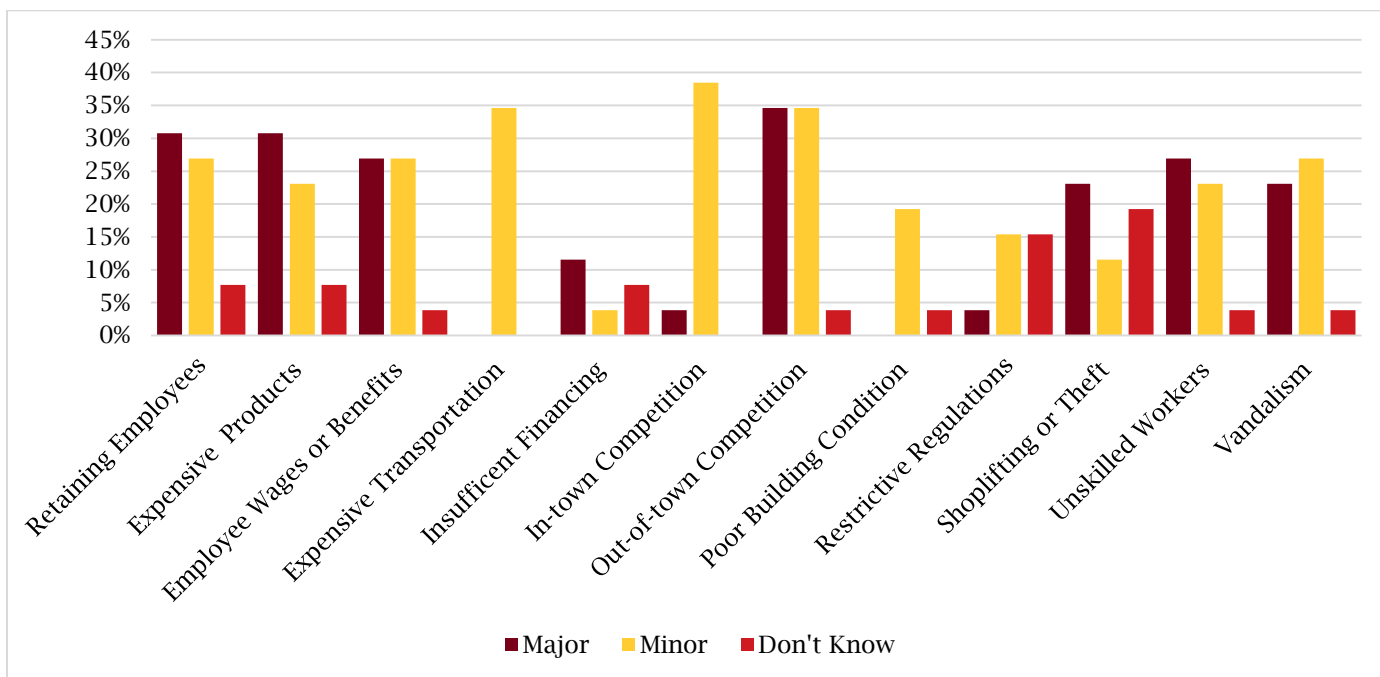
Fifty-three percent were very satisfied with the location of their business, with many citing their location along Highway 59 as one of the main reasons they are satisfied. Sixty-nine percent indicated they have no plans for expansion while 15 percent indicated they have plans to reduce their products/services or square footage. Fifty-eight percent of business respondents did not have plans for improving their building. Sixty-three percent indicated they receive 90 percent or more of their business from the local community.

Ideas for Improving Mahnomen’s Shopping Environment

When asked what kind of potential businesses they would like to see in downtown Mahnomen, 31 percent of business respondents indicated more specialty retail stores and 23 percent indicated restaurants. Twenty-three percent felt Mahnomen should support more agricultural industry/food processing related businesses in the area. Three percent felt that efforts should be made to attract a manufacturing business to town.

Business respondents reported some of the major challenges they face included out-of-town competition, difficulty recruiting and retaining employees, expensive or unavailable products, expensive employee wages and benefits, shoplifting or theft, unskilled workers, and vandalism (Figure 18).

Figure 18: Experienced Business Challenges by Level of Severity (n=26)



When asked what can be done to improve the downtown community, business respondents (like residents) suggested storefront and building improvements, increasing efforts to reduce crime, customer service training for stores in the downtown area, and encouraging competition with existing stores by attracting more specialty retail outlets. Other suggestions included improving advertising efforts for sales, shopping local, and improving ATM access and debit card acceptance by local businesses.

APPENDIX 1: STUDY AREA DEMOGRAPHIC REPORT



Community Profile

100 N Main St, Mahanomen, Minnesota, 56557
Rings: 22 mile radii

Prepared by Esri
Latitude: 47.31536
Longitude: -95.96862

| | 22 miles |
|---|-----------|
| 2016 Households by Income | |
| Household Income Base | 6,290 |
| <\$15,000 | 15.8% |
| \$15,000 - \$24,999 | 13.8% |
| \$25,000 - \$34,999 | 12.6% |
| \$35,000 - \$49,999 | 12.3% |
| \$50,000 - \$74,999 | 19.3% |
| \$75,000 - \$99,999 | 13.0% |
| \$100,000 - \$149,999 | 9.3% |
| \$150,000 - \$199,999 | 1.9% |
| \$200,000+ | 1.9% |
| Average Household Income | \$57,771 |
| 2021 Households by Income | |
| Household Income Base | 6,337 |
| <\$15,000 | 16.3% |
| \$15,000 - \$24,999 | 14.5% |
| \$25,000 - \$34,999 | 11.0% |
| \$35,000 - \$49,999 | 11.5% |
| \$50,000 - \$74,999 | 16.1% |
| \$75,000 - \$99,999 | 14.6% |
| \$100,000 - \$149,999 | 11.4% |
| \$150,000 - \$199,999 | 2.5% |
| \$200,000+ | 2.1% |
| Average Household Income | \$62,279 |
| 2016 Owner Occupied Housing Units by Value | |
| Total | 4,706 |
| <\$50,000 | 19.4% |
| \$50,000 - \$99,999 | 30.4% |
| \$100,000 - \$149,999 | 17.2% |
| \$150,000 - \$199,999 | 10.8% |
| \$200,000 - \$249,999 | 8.7% |
| \$250,000 - \$299,999 | 4.1% |
| \$300,000 - \$399,999 | 3.8% |
| \$400,000 - \$499,999 | 2.5% |
| \$500,000 - \$749,999 | 1.4% |
| \$750,000 - \$999,999 | 1.0% |
| \$1,000,000 + | 0.8% |
| Average Home Value | \$150,744 |
| 2021 Owner Occupied Housing Units by Value | |
| Total | 4,737 |
| <\$50,000 | 14.4% |
| \$50,000 - \$99,999 | 25.1% |
| \$100,000 - \$149,999 | 16.7% |
| \$150,000 - \$199,999 | 11.3% |
| \$200,000 - \$249,999 | 12.1% |
| \$250,000 - \$299,999 | 7.0% |
| \$300,000 - \$399,999 | 5.4% |
| \$400,000 - \$499,999 | 3.7% |
| \$500,000 - \$749,999 | 1.9% |
| \$750,000 - \$999,999 | 1.4% |
| \$1,000,000 + | 0.9% |
| Average Home Value | \$181,599 |

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

December 15, 2016



Community Profile

100 N Main St, Mahanomen, Minnesota, 56557
Rings: 22 mile radii

Prepared by Esri
Latitude: 47.31536
Longitude: -95.96862

| | 22 miles |
|-------------------------------|-----------------|
| 2010 Population by Age | |
| Total | 15,842 |
| 0 - 4 | 7.7% |
| 5 - 9 | 7.8% |
| 10 - 14 | 7.6% |
| 15 - 24 | 10.7% |
| 25 - 34 | 10.3% |
| 35 - 44 | 10.5% |
| 45 - 54 | 13.9% |
| 55 - 64 | 12.9% |
| 65 - 74 | 9.2% |
| 75 - 84 | 6.1% |
| 85 + | 3.3% |
| 18 + | 72.7% |
| 2016 Population by Age | |
| Total | 16,002 |
| 0 - 4 | 7.3% |
| 5 - 9 | 7.3% |
| 10 - 14 | 7.4% |
| 15 - 24 | 10.8% |
| 25 - 34 | 10.2% |
| 35 - 44 | 10.2% |
| 45 - 54 | 12.5% |
| 55 - 64 | 14.0% |
| 65 - 74 | 10.8% |
| 75 - 84 | 6.0% |
| 85 + | 3.5% |
| 18 + | 74.1% |
| 2021 Population by Age | |
| Total | 16,146 |
| 0 - 4 | 7.0% |
| 5 - 9 | 7.3% |
| 10 - 14 | 7.5% |
| 15 - 24 | 11.1% |
| 25 - 34 | 9.6% |
| 35 - 44 | 10.3% |
| 45 - 54 | 10.9% |
| 55 - 64 | 13.9% |
| 65 - 74 | 12.1% |
| 75 - 84 | 6.8% |
| 85 + | 3.5% |
| 18 + | 74.1% |
| 2010 Population by Sex | |
| Males | 7,949 |
| Females | 7,893 |
| 2016 Population by Sex | |
| Males | 8,070 |
| Females | 7,933 |
| 2021 Population by Sex | |
| Males | 8,199 |
| Females | 7,946 |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

December 15, 2016



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Latitude: 47.31536
Longitude: -95.96862

| | | 22 miles |
|---|--|----------|
| 2010 Population by Race/Ethnicity | | |
| Total | | 15,842 |
| White Alone | | 72.7% |
| Black Alone | | 0.2% |
| American Indian Alone | | 21.3% |
| Asian Alone | | 0.2% |
| Pacific Islander Alone | | 0.0% |
| Some Other Race Alone | | 0.3% |
| Two or More Races | | 5.3% |
| Hispanic Origin | | 1.9% |
| Diversity Index | | 44.7 |
| 2016 Population by Race/Ethnicity | | |
| Total | | 16,003 |
| White Alone | | 71.0% |
| Black Alone | | 0.3% |
| American Indian Alone | | 22.2% |
| Asian Alone | | 0.4% |
| Pacific Islander Alone | | 0.0% |
| Some Other Race Alone | | 0.4% |
| Two or More Races | | 5.8% |
| Hispanic Origin | | 2.7% |
| Diversity Index | | 47.6 |
| 2021 Population by Race/Ethnicity | | |
| Total | | 16,145 |
| White Alone | | 70.3% |
| Black Alone | | 0.3% |
| American Indian Alone | | 22.4% |
| Asian Alone | | 0.5% |
| Pacific Islander Alone | | 0.0% |
| Some Other Race Alone | | 0.4% |
| Two or More Races | | 6.1% |
| Hispanic Origin | | 3.1% |
| Diversity Index | | 48.8 |
| 2010 Population by Relationship and Household Type | | |
| Total | | 15,842 |
| In Households | | 98.1% |
| In Family Households | | 82.9% |
| Householder | | 26.3% |
| Spouse | | 18.9% |
| Child | | 31.9% |
| Other relative | | 2.6% |
| Nonrelative | | 3.2% |
| In Nonfamily Households | | 15.2% |
| In Group Quarters | | 1.9% |
| Institutionalized Population | | 1.5% |
| Noninstitutionalized Population | | 0.4% |

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

December 15, 2016



Community Profile

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Longitude: -95.96862

22 miles

2016 Population 25+ by Educational Attainment

| | |
|------------------------------|--------|
| Total | 10,742 |
| Less than 9th Grade | 5.3% |
| 9th - 12th Grade, No Diploma | 8.1% |
| High School Graduate | 30.4% |
| GED/Alternative Credential | 6.4% |
| Some College, No Degree | 21.9% |
| Associate Degree | 11.7% |
| Bachelor's Degree | 12.3% |
| Graduate/Professional Degree | 4.0% |

2016 Population 15+ by Marital Status

| | |
|---------------|--------|
| Total | 12,474 |
| Never Married | 29.5% |
| Married | 51.6% |
| Widowed | 8.2% |
| Divorced | 10.7% |

2016 Civilian Population 16+ in Labor Force

| | |
|---------------------|-------|
| Civilian Employed | 94.5% |
| Civilian Unemployed | 5.5% |

2016 Employed Population 16+ by Industry

| | |
|-------------------------------|-------|
| Total | 7,057 |
| Agriculture/Mining | 9.0% |
| Construction | 8.2% |
| Manufacturing | 6.5% |
| Wholesale Trade | 2.4% |
| Retail Trade | 9.3% |
| Transportation/Utilities | 5.1% |
| Information | 1.1% |
| Finance/Insurance/Real Estate | 3.7% |
| Services | 49.4% |
| Public Administration | 5.3% |

2016 Employed Population 16+ by Occupation

| | |
|---------------------------------|-------|
| Total | 7,059 |
| White Collar | 50.0% |
| Management/Business/Financial | 15.0% |
| Professional | 16.2% |
| Sales | 7.4% |
| Administrative Support | 11.4% |
| Services | 23.7% |
| Blue Collar | 26.3% |
| Farming/Forestry/Fishing | 2.8% |
| Construction/Extraction | 6.7% |
| Installation/Maintenance/Repair | 4.5% |
| Production | 4.7% |
| Transportation/Material Moving | 7.5% |

2010 Population By Urban/ Rural Status

| | |
|-------------------------------------|--------|
| Total Population | 15,842 |
| Population Inside Urbanized Area | 0.0% |
| Population Inside Urbanized Cluster | 0.0% |
| Rural Population | 100.0% |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

December 15, 2016



Community Profile

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Prepared by Esri
Latitude: 47.31536
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| | 22 miles |
|--|-----------------|
| 2010 Households by Type | |
| Total | 6,242 |
| Households with 1 Person | 28.9% |
| Households with 2+ People | 71.1% |
| Family Households | 66.7% |
| Husband-wife Families | 48.1% |
| With Related Children | 17.2% |
| Other Family (No Spouse Present) | 18.6% |
| Other Family with Male Householder | 6.6% |
| With Related Children | 4.5% |
| Other Family with Female Householder | 12.0% |
| With Related Children | 9.0% |
| Nonfamily Households | 4.4% |
| All Households with Children | 31.4% |
| Multigenerational Households | 2.7% |
| Unmarried Partner Households | 8.7% |
| Male-female | 8.1% |
| Same-sex | 0.7% |
| 2010 Households by Size | |
| Total | 6,242 |
| 1 Person Household | 28.9% |
| 2 Person Household | 36.2% |
| 3 Person Household | 12.5% |
| 4 Person Household | 10.5% |
| 5 Person Household | 7.1% |
| 6 Person Household | 2.8% |
| 7 + Person Household | 2.0% |
| 2010 Households by Tenure and Mortgage Status | |
| Total | 6,242 |
| Owner Occupied | 75.8% |
| Owned with a Mortgage/Loan | 36.9% |
| Owned Free and Clear | 38.9% |
| Renter Occupied | 24.2% |
| 2010 Housing Units By Urban/ Rural Status | |
| Total Housing Units | 8,293 |
| Housing Units Inside Urbanized Area | 0.0% |
| Housing Units Inside Urbanized Cluster | 0.0% |
| Rural Housing Units | 100.0% |

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

December 15, 2016



Community Profile

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22 miles

Top 3 Tapestry Segments

| | |
|-----------|-----------------------|
| 1. | Prairie Living (6D) |
| 2. | Small Town Simplicity |
| 3. | Heartland Communities |

2016 Consumer Spending

| | |
|---|--------------|
| Apparel & Services: Total \$ | \$9,114,710 |
| Average Spent | \$1,449.08 |
| Spending Potential Index | 72 |
| Education: Total \$ | \$5,224,205 |
| Average Spent | \$830.56 |
| Spending Potential Index | 59 |
| Entertainment/Recreation: Total \$ | \$14,556,149 |
| Average Spent | \$2,314.17 |
| Spending Potential Index | 79 |
| Food at Home: Total \$ | \$25,770,080 |
| Average Spent | \$4,096.99 |
| Spending Potential Index | 82 |
| Food Away from Home: Total \$ | \$14,506,491 |
| Average Spent | \$2,306.28 |
| Spending Potential Index | 75 |
| Health Care: Total \$ | \$29,357,457 |
| Average Spent | \$4,667.32 |
| Spending Potential Index | 88 |
| HH Furnishings & Equipment: Total \$ | \$8,365,626 |
| Average Spent | \$1,329.99 |
| Spending Potential Index | 75 |
| Personal Care Products & Services: Total \$ | \$3,523,764 |
| Average Spent | \$560.22 |
| Spending Potential Index | 76 |
| Shelter: Total \$ | \$66,182,117 |
| Average Spent | \$10,521.80 |
| Spending Potential Index | 68 |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$11,972,450 |
| Average Spent | \$1,903.41 |
| Spending Potential Index | 82 |
| Travel: Total \$ | \$8,250,902 |
| Average Spent | \$1,311.75 |
| Spending Potential Index | 70 |
| Vehicle Maintenance & Repairs: Total \$ | \$5,447,090 |
| Average Spent | \$865.99 |
| Spending Potential Index | 84 |

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

December 15, 2016

APPENDIX 2: RESIDENT SURVEY INSTRUMENT

WHAT YOU WANT

1. Which of the following businesses types would you most likely patronize if more were developed in Mahanomen
(check all that apply)

| | | |
|---|---|--|
| <input type="checkbox"/> Daycare/Childcare <input type="checkbox"/> Beauty Salon <input type="checkbox"/> Beauty Supply/Health Store <input type="checkbox"/> Full Service sit-down restaurants <input type="checkbox"/> Casual Fast Food restaurants | <input type="checkbox"/> Sporting Goods <input type="checkbox"/> Specialty Foods Store <input type="checkbox"/> Fitness Trainer <input type="checkbox"/> Coffee Shop <input type="checkbox"/> Appliance repair shop | <input type="checkbox"/> Furniture <input type="checkbox"/> Home/Garden Store <input type="checkbox"/> Drug Store <input type="checkbox"/> Pet Care Store <input type="checkbox"/> Other _____ |
|---|---|--|

2. What two restaurants or types of cuisine would you most like to see located in Mahanomen?

a. _____ b. _____

3. Name two businesses or types of business you would most like to see come to Mahanomen:

a. _____ b. _____

4. Please rank the top three issues to improve Mahanomen as a place to shop: (Check ONE for each)

| | Most Important <i>(Please check one)</i> | 2 nd Most Important <i>(Please check one)</i> | 3 rd Most Important <i>(Please check one)</i> |
|---|---|---|---|
| Goods and services available | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Aesthetics or 'look' of shopping areas | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Public infrastructure (e.g. streets, lighting, signage) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Public safety | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Customer service | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quality of goods | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cost of goods | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Hours of operation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Parking | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other(specify _____) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

CURRENT SHOPPING HABITS

5. What are the two biggest non-work reasons for you to stop and shop in the Mahanomen area? (specific establishment, attraction, or activity)

a. _____ b. _____

6. How often do you eat out each month and what do you consider a reasonable cost per meal per person?

For breakfast? _____ times per month \$ _____ per meal
 For lunch? _____ times per month \$ _____ per meal

For dinner? _____ times per month \$ _____ per meal

7. Have you shopped in the following communities outside of the Mahanomen area?

| Community | Have you shopped in this community in the past 12 months? <i>(check one)</i> | If yes, how many times in the past 12 months have you shopped in this community? | Which stores do you frequent when you shop in this community? |
|---------------|---|--|---|
| Detroit Lakes | <input type="checkbox"/> Yes <input type="checkbox"/> No | | |
| Fargo | <input type="checkbox"/> Yes <input type="checkbox"/> No | | |
| Fosston | <input type="checkbox"/> Yes <input type="checkbox"/> No | | |
| Bagley | <input type="checkbox"/> Yes <input type="checkbox"/> No | | |
| Bemidji | <input type="checkbox"/> Yes <input type="checkbox"/> No | | |

8. Where do you currently shop for goods and services?

To understand opportunities for business development in the Mahanomen area, we would like to know about where you currently shop for goods and services. Please estimate how much of your household’s spending is in the City of Mahanomen, communities outside of the region, and online. Each row should add to 100%.

Convenience Goods and Services: *Think about your spending on goods and services each month*

| Spending category | | Percentage spent in Mahanomen | Percentage spent in communities outside of the Mahanomen area | Percentage spent online (via internet) |
|--|--|-------------------------------|---|--|
| a. Groceries | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| b. Alcoholic beverages | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| c. Restaurants | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| d. Gasoline and motor oil | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| e. Housekeeping supplies (cleaning supplies, household products) | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| f. Drugs/pharmacy /medical supplies | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| g. Healthcare services (chiropractor, dentist, doctor) | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| h. Clothing/Apparel | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| i. Insurance | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| j. Novelties/Gifts | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| k. Electronics | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |

← Each row adds up to 100%

| | | | | |
|--|--|-------|-------|-------|
| l. Hardware | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| m. Personal Services (haircare, nails, laundry services) | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| n. Auto maintenance and repairs | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| o. Home maintenance services (lawn care, etc) (lawn, septic, repair) | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| p. Entertainment / recreation | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |
| q. Sporting Goods and Equipment (boating, fishing, hunting supplies) | <input type="checkbox"/> I do not purchase | ____% | ____% | ____% |

ABOUT YOU

9. How old are you? _____ years

10. Gender Male Female

11. How many people live in your household? _____ 11b. How many under 18 years of age? _____

12. Education (Check one) Did not complete high school or GED High school diploma or GED

Some college/no degree Associate's degree Bachelor's degree

Professional/graduate degree

13. Employment Status (Check one) Employed Unemployed Self-employed Retired

14. Household Income: (Check one)

less than \$14,999 \$15,000 - \$39,999 \$40,000 - \$69,999

\$70,000 - \$99,999 \$100,000 - \$149,999 Over \$150,000

15. Please provide any additional comments to help our efforts to make Mahnomen a good place to live and do business:

To be entered into drawing for \$50 in Booster Bucks, please provide your name and a form of contact (This is for the drawing only. U of M staff will not record this information with your survey responses to ensure confidentiality):

Name: _____

Contact Tel: _____

Email: _____

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APPENDIX 3: BUSINESS SURVEY INSTRUMENT

City of Mahanomen Business Market Area Study 2016

CONTACT INFORMATION

Business Name _____

Business Owner(s) _____ Contact: _____

Email: _____ **Website:** _____

ABOUT YOUR BUSINESS

1. What are the primary goods or services that your business provides? _____

2. How long has your business been in operation? (Check ONE, include time at this & any previous locations)

- under 1 year 1-5 years 6-10 years 11-20 years over 20 years

2a. How long have you been the owner of your business? (Check ONE)

- under 1 year 1-5 years 6-10 years 11-20 years over 20 years

3. Does your business own or lease the space in which it is located? Own Lease Lease, want to purchase

4. For your business, how many square feet are devoted to the following?

(The total should add up to the total square footage of the business)

- a. _____ sq. ft. Sales Space
- b. _____ sq. ft. Production Space
- c. _____ sq. ft. Office Space
- d. _____ sq. ft. Storage Space
- e. _____ sq. ft. Unused Space
- f. _____ sq. ft. Total Space

5. How satisfied are you with the present location of your business? (Check ONE)

- Very Satisfied Satisfied Neutral Unsatisfied Very Unsatisfied Plan to Move

Why? _____

6. Do you have plans to expand or reduce operations for your business in the foreseeable future? (Check ONE)

- I plan to expand products/services or square footage in the City of Mahanomen
- I plan to expand products/services or square footage at a location outside the City of Mahanomen
- I plan to reduce products/services or square footage.
- I don't have any plans for changes.

7. Are you, or the building owner, considering any building improvement projects? Yes No Don't Know

8. Approximately what percentage of your sales come from the following customer groups?

(Total should = 100%)

- a. _____% Local shoppers from the County of Mahanomen
- b. _____% Seasonal Residents (second homeowners who own property in the County of Mahanomen)
- c. _____% Visitors or tourists
- d. _____% online

BUSINESS ENVIRONMENT

9. What is the toughest competition for your business? (Specify up to THREE competitors by name)

a. _____ b. _____ c. _____

10. What three nearby businesses complement or bring traffic to your business the most? (Specify THREE businesses by name)

a. _____ b. _____ c. _____

11. With your business in mind, what types of businesses would you most like to see in the City of Mahanomen

a. _____ b. _____
 c. _____ d. _____

12. Please rank the top three issues to improve Mahanomen as a place to shop: (Check ONE for each)

| | Most Important (Please check one) | 2 nd Most Important (Please check one) | 3 rd Most Important (Please check one) |
|--|--------------------------------------|--|--|
| Goods and services available..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Aesthetics or 'look' of shopping areas..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Public infrastructure (e.g. streets, lighting, signage)..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Public safety..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Customer service..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quality of goods..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cost of goods..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Hours of operation..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Parking..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (specify _____) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

13. Please rate the degree to which **you** are experiencing the following business challenges? (Check ONE answer for each item)

Major Challenge (-3) Minor Challenge (-2) Don't Know (-1) No Challenge (0)

| | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| Conflict with building owner or tenant | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Difficulty recruiting or retaining employees | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Expensive or unavailable products | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Expensive employee wages or benefits | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Expensive rent | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Expensive shipping or transportation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Insufficient financing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Insufficient parking | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| In-town competition | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Out-of-town competition | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Poor building condition | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Restrictive business regulations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Shoplifting or theft | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Unskilled workers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Vandalism | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

14. What can the City of Mahnomen do to help your existing (or new) business succeed?

15. Any advice would you give to improve shopping in the City of Mahnomen?

To be entered into drawing for \$50 in Booster Bucks, please provide your name and a form of contact (This is for the drawing only. U of M staff will not record this information with your survey responses to ensure confidentiality):

Name: _____

Contact Tel: _____

Contact Email: _____

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APPENDIX 4: LISTING OF RESIDENT OPEN-ENDED RESPONSES FOR IMPROVING MAHNOMEN

All responses to the residential question:

15. Please provide any additional comments to help our efforts to make Mahnomen a good place to live and do business.

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| Reservation wide food co-op distribution with: fresh produce, wild foods, local milk & cheese |
| New businesses do not last long- are amateurish, only in for temporary cash, old buildings need repairs, many empty for long time- many vacant. "Reservation Looking"- small town feel disappearing, need specialty shops to WOW outsiders, "vandalism evident." |
| Mahnomen needs to clean up drug problem |
| Try to reduce city & county spending and taxes. Sell gov't property, put in hands of taxpayers. |
| I have been stolen from and thats by biggest concern is that it will happen again. It was alot and I am in the country. |
| We also shop in Thief River Falls, 52 times a year at Walmart and Hugo's. |
| Thank You for taking an interest in the economy of Mahnomen! I would like to see an industry which would come in and utilize the potato chip buildings!!! |
| Better restaurants and shopping |
| It's not perfect here, It's not perfect anywhere! |
| saftey & crime prevention |
| Have to have a business that employs people, to draw population to the area. Wish the potato chip factory would have opened. Also clean town up...stricter penalties for garbage, graffiti and unkempt yards. |
| Customer service at current retail/grocery store is terrible! |
| Need better control over vandalism, shop lifting. No one is going to want to shop and or live in Mahnomen (or close by) if the crime isn't taken care of. Also clean-up unused buildings. Not very attractive seeing windows and doors boarded up. |
| Mahnomen cannot support another restaurant without putting the Red Apple out of business- that is locally owned and very important. I don't feel we have enough money locally to support any quality businesses. |
| It would be nice to be able to do more shopping right in town. |
| Vandalism is a concern |
| Prices need to be competitive, a good restaurant not associated with the casino. |
| Safe and Drug Free, Too much crime, Too much drugs. |
| Would like to purchase more housekeeping & general supplies locally, but prices for same items (if |

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| available) can be 20-50% higher in price |
| We shop in Mahnomen for the majority of our needs if they are available, reasonably priced, and good quality |
| I grew up in Mahnomen, the park was down by the river, it still is. I don't think the park should be where it is now, across the street from these liquor places. There should be a place to play basketball or skateboarding or roller skating. |
| WAUBUN |
| Need more affordable housing for retired people. There needs to be more activities to keep retired people here in Mahnomen Area. The crime rate needs to go down. The police need to patrol the residential areas more. Needs to be more competitive job opportunities in this area to keep young people here. |
| Downtown Mahnomen has too many rundown or unoccupied buildings. Tribal buildings are not maintained making the streets uninviting. Parking areas are poorly maintained. |
| Safety is a big concern |
| need more stores and restaurants or places to eat |
| more grocery choices and things to do |
| I would like to see the town grow |
| Why don't you expand in the medical fields. Make Mahnomen a Regional Medical Center. Create higher end housing for medical staff. Bring big business in and it will build up the City of Mahn. |
| I know some people that only shop in Manomen, because they won't/can't drive farther. Maybe a factor as we get older. |
| We both work out of town. Businesses are not open convenient hours for us. Many of the products we want to purchase are not available in town. |
| Can't be done until they change their racist attitudes toward us |
| More and better police patrols |
| Mahnomen used to be a nice place to raise a family. We started out there but did not like the direction the town and community were heading so we moved to a different town nearby. I grew up in the city of Mahnomen and I am honestly sad when I see it these days. I would say more but it wouldn't matter at this point. |
| I know it can be hard, but businesses need to find employees who actually care about providing a good customer service experience. So many businesses in Mahnomen have employees who have no idea to treat customers with even the bare minimum of courtesy and respect. Three exceptions are Kochmann's Standard Service, Napa, and Inspirations on Main where I have always received the highest level of customer service. |
| good roads and business district shops in good shape |
| Would be nice to see new eating options or improve the current ones. Another option for grocery store. It seems as though one has cornered the market and as a parent with out food stamps it is hard to shop in town when the prices are so high. |

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| Clean it up and get decent workers. Everyone acts like they hate their job. Shopko is the worse and the people are slow. Casino the people are rude and whites get let go all the time to replace with natives that don't care or really want to work. Most of the people would rather sit on welfare and have babies, smoke, drink and do drugs. |
| Main Street needs to be revitalized! Someplace to eat besides the casino would be nice. |
| I do not shop in Mahnomen, I do not go to Mahnomen |
| need another grocery store |
| Whatever comes to Mahnomen will be great we are always excited and welcoming of new business. Mahnomen is a great community. Been here nearly all my life. |
| We need a gas or service station so we can get the car repaired, get tires, oil changes, etc., not only buy gas, since the one station is closing that had all these services. could use another grocery store- need competition. |
| Less illegal drugs in the community would allow make it more inviting for businesses. |
| Eliminate the vandalism that businesses have had to endure. |
| I would love to see a vet, more auto repair and even rental car service, and a coffee shop |
| We need a variety of businesses for Main Street to offer services and competition to outside cities. |
| TEAR DOWN THE VACANT AND BOARDED UP HOUSES AND THE DRUG HOUSES, SO THEY DON'T HAVE A PLACE TO DO THEIR DRUGS!!!! |
| retail stores need to model True Value hardware for customer service, organization and cleanliness. Amazon prime is dominating retail even in the larger markets. Small town business need to evaluate their business plan to compete. Stores like Shopko would be more appealing if they were better managed and employees offered better training. Shopko is usually cluttered with stock and customer service is below average. |
| people should look like they want to be at work. Dress and act appropriately. A smile and thank you go a long way. |
| Additional entertainment opportunities |
| Mahnomen used to be such a busy town; I really don't know the casino really was NOT a good thing. Also now that crime has escalated many people are wanting to leave. It needs some serious urban renewal. The drug store moving was even worse than the casino-people came from many other towns to shop there. Restore some of these unique stores and get the Red Apple back in it's brisque business again could draw people there; hard to do when the main street is going to Highway 59. I do hope for the best because the people in Mahnomen are THE BEST. |
| Clean up drug issue so town is safe. Also bad houses need remodeling or destroy. Need to curtail shop lifting so stores can have a better chance to make it. |
| The pedestrian street traffic is very scary and intimidating to many people. Many houses in the city are falling into disrepair. |
| Need other things to do! Reasons to shop here. |
| Do something about the poor visibility at intersections created by diagonal parking on both sides |

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| of the main street. I have a small, low vehicle and I have to enter the middle of the intersections in order to see around the parked vehicles. |
| More billboards or advertisement |
| we really do need more Native owned and operated businesses. That may mean thoughtful and consistent support, training, and access to initial start up monies. |
| Work with and for 'all' who are willing to create/maintain businesses in the City. Be more open about what is available to help these businesses succeed. |
| We need more entertainment places for younger people to go |
| Every store needs to have some sort of security, there is so much shoplifting that happens that it drives businesses out, or drives up the cost of products so one has to go elsewhere for shopping. Also, the people that own locally owned stores often times have a bad attitude and do not appear/act very welcoming. |
| I wish you wouldn't have more businesses on hi way 59. I'd like to see downtown grow. |
| Mahnomen seems like a nice community. We have visited a vintage store last summer and were impressed. Our old hometown was Moorhead and we feel more comfortable returning there for our needs. |
| upgrade the downtown portion- people who are coming to the casino want a market experience, such as an open market down town that has unique items if you can get people out of the casino to shop it will greatly increase revinue for the businesses int he area. an amazing spa, a full nail salon, a place to bring your animal while you are at the casino, specialty art, knick nacks sold down town, unique hunting store to bring the men out. family resturant that is reasonable. |
| L and M Fleet or Fleet Farm type of store would be very convenient in Mahnomen. I frequently shop at these types of stores. |
| Clean up the drug use |
| Get a better grocery store. |
| It needs to get more things that draw you there other than the casino. Half the time I don't go to Mahnomen unless I have to work and that's really only 3-4 months I only worn in Mahnomen. |
| It is important for us to have a place that is family friendly. We tried to take our kids bowling once (in Mahnomen) but were informed that we needed to call ahead of time. It was freezing in the basement, smelled moldy and smelled of very strong cigarette smoke. We never went back. |
| I do most of my business in Detroit Lakes because my doctor is in that city. |
| I am employed at the Shooting Star Casino where I usually eat lunch at the buffet or deli every day. There are 5 different places to eat within the casino, the Red Apple Cafe on Main Street, a Subway along Highway 59, and Burger Hut drive-in along Highway 200. I doubt a city with a population of 1214 can support much more in the way of eating establishments. |
| BE COMPETATIVE WITH BIG BOX STORES-I KNOW ITS HARD FOR SM TOWNS |
| We need ALL the people working together and doing their part, sadly this will never happen |
| Clean up the methheads |

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| In order to thrive we need an aggressive community development team to draw business to town in order to retain the work force we have or compete with larger cities in order to attract a younger work force. |
| More law enforcement - make it safe. |
| Appreciate the city cleaning up old building sites, need to do more to improve the looks of the city. |
| Mahnomen |
| need more businesses. i dont know why mahnomen doesnt try to expand. |
| Looking for some good places to meet up with family or girls day out |
| They have a Farmer's Market |
| MAHNOMEN |
| Anything that can be done to help promote parent/community involvement would be GREAT! |
| Clean things up, bring in new businesses |
| more sales, better drug store with more inventory, spruce up downtown area |
| We need more people with good jobs who can afford to buy locally. Also, there are too many drug problems that increases theft, shoplifting and breaking... not a big draw for new business. |
| bringing newer businesss to the area, dont be afraid of change, we have a newly built potato chip factory that was never used. That would of provided many jobs to the people around the area. |
| Mahnomen |
| How about the U of M work towards helping all the small towns you sent this out to instead of helping a town with a million \$\$ casino, grocery store, dept store, multiple gas stations, auto parts stores, drug store, fast food, etc...? You have made me decide not to do business in mahnomen anymore. This is like asking a bunch of people on welfare, what a rich person can do to make more money. Very arrogant. You lost the \$200-\$300 a month I use to spend there. I will go elsewhere. |
| Keep the town clean and free of vandalism |
| I would like to see more kid friendly activities such as a movie theater. I feel like it would go over really well especially since people need to travel 30-45 minutes for the nearest one. |
| A lot of Mahnomen and its businesses look dingy and outdated. Employees generally look too casually dressed. Employees lack high quality training for the job they are doing and high quality customer service is lacking. |
| Full time doctors at all times, Quick food places, clothing and misc, shopco is to high. |
| alternative groceries/health food would be nice |
| Advertise More |

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| we live half way between DL and Mahnomen.....alittle closer towards Mahnomen and would go get grocery's once a week there if more places were available for shopping |
| Good library available; used to really enjoy Red Apple; friendly clerks |
| There needs to be more restaurants |
| Really need to clean up the area somewhat. Looks pretty tough in some areas |
| The casino sucks up all the air in Mahnomen. When the casio came in, they said it would make the rest of the town prosper, but they just hog all the money and feather their own nest instead of improving the town. |
| The city has become run down and distrustful. Some say the city is dying. Relocate slezzy bars and apartments elsewhere. Be absolutely strict on up keep of homes. No tolerance to drugs and dealers. |
| Transit longer hours in day and on weekends for people who have no transportation. |
| |