

New Ulm Retail Trade Overview

Total Taxable and Gross Retail Sales

The table below presents gross and taxable retail and services sales for New Ulm from 1990 through 2011. Without inflation adjustments, taxable sales in New Ulm increased 26 percent from 2004 to 2011, while the number of firms fell 12.5 percent. Statewide, taxable sales increased 5.4 percent over the same time period and the number of firms rose 0.3 percent. The per capita sales and pull factor data in this table are based on taxable sales, the more verified sales measure.

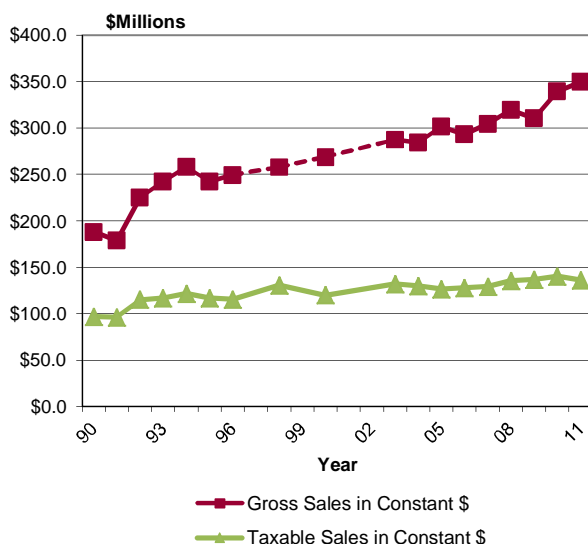
The table also presents sales data in constant 2011 dollars. These figures have been adjusted for inflation to reflect their value in 2011. For example, in 1990, taxable sales in New Ulm totaled \$56.07 million, an amount worth \$96.67 million in 2011 dollars. In constant dollars, gross sales grew 23 percent between 2004 and 2011. Constant dollar taxable sales increased 4.6 percent over the same time period.

Year	Estimated Population	Current Dollars		Constant 2011 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* (\$millions)	Taxable Sales (\$millions)	Gross Sales* (\$millions)	Taxable Sales (\$millions)			
1990	13,525	\$109.08	\$56.07	\$188.08	\$96.67	401	\$4,146	0.94
1995	13,734	\$164.69	\$79.36	\$242.20	\$116.70	409	\$5,778	1.01
2000	13,594	\$204.10	\$91.16	\$268.56	\$119.95	402	\$6,706	0.88
2003	13,401	\$232.75	\$106.72	\$287.34	\$131.76	388	\$7,964	0.89
2004	13,705	\$235.78	\$108.04	\$284.07	\$130.17	369	\$7,884	0.85
2005	13,362	\$259.21	\$108.87	\$301.40	\$126.60	365	\$8,148	0.86
2006	13,406	\$261.06	\$113.66	\$293.33	\$127.71	341	\$8,478	0.88
2007	13,108	\$280.07	\$119.12	\$304.42	\$129.47	364	\$9,087	0.93
2008	12,996	\$303.40	\$128.86	\$319.37	\$135.65	336	\$9,916	1.04
2009	12,909	\$294.72	\$130.20	\$310.24	\$137.05	350	\$10,086	1.13
2010	13,522	\$329.07	\$136.33	\$339.25	\$140.55	342	\$10,082	1.12
2011	13,467	\$349.53	\$136.18	\$349.53	\$136.18	323	\$10,112	1.08
7 yr Change '04 to '11	-1.7%	48.2%	26.0%	23.0%	4.6%	-12.5%	28.3%	27.3%
3 yr Change '08 to '11	3.6%	15.2%	5.7%	9.4%	0.4%	-3.9%	2.0%	4.6%

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

New Ulm: Total Retail Sales in Constant Dollars

Total Sales: Gross vs. Taxable

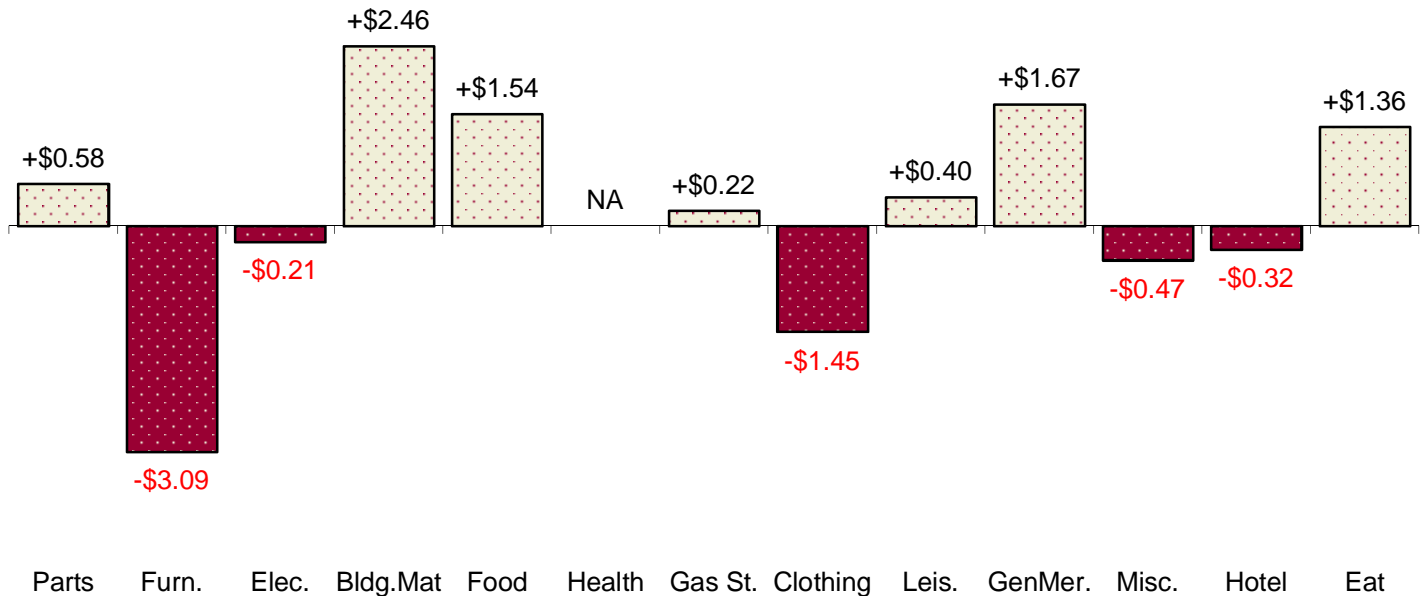


New Ulm Components of Change*, 2008 to 2011

Category	Taxable Sales 2008	Taxable Sales 2011	Dollar Change	Percent Change
Vehicles & Parts	\$4,394,659	\$4,975,842	+\$581,183	+13.22%
Furniture Stores	\$10,667,826	\$7,577,883	-\$3,089,943	-28.97%
Electronics	\$1,529,940	\$1,316,179	-\$213,761	-13.97%
Building Materials	\$18,749,457	\$21,213,687	+\$2,464,230	+13.14%
Food, Groceries	\$15,120,765	\$16,658,404	+\$1,537,639	+10.17%
Health, Personal Stores	NA	NA	NA	NA
Gasoline Stations	\$1,279,359	\$1,495,170	+\$215,811	+16.87%
Clothing	\$2,253,029	\$806,840	-\$1,446,189	-64.19%
Leisure Goods	\$1,894,219	\$2,291,591	+\$397,372	+20.98%
General Merchandise Stores	\$31,189,458	\$32,854,687	+\$1,665,229	+5.34%
Miscellaneous Retail	\$4,119,166	\$3,653,497	-\$465,669	-11.30%
Accommodations	\$4,117,425	\$3,794,980	-\$322,445	-7.83%
Eating & Drinking	+\$16,958,266	+\$18,321,007	+\$1,362,741	+8.04%
Total Retail and Services Sales	\$128,862,913	\$136,180,396	+\$7,317,483	+5.68%

* Figures not adjusted for inflation.

Dollar Changes by Category (in Millions) 2008 to 2011



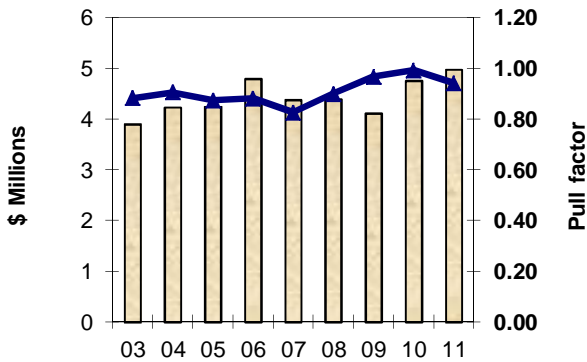
Recent Trends By Merchandise Category

New Ulm

This page looks at several merchandise categories to chart the multi-year trend in taxable sales and pull factor.



Vehicles & Parts

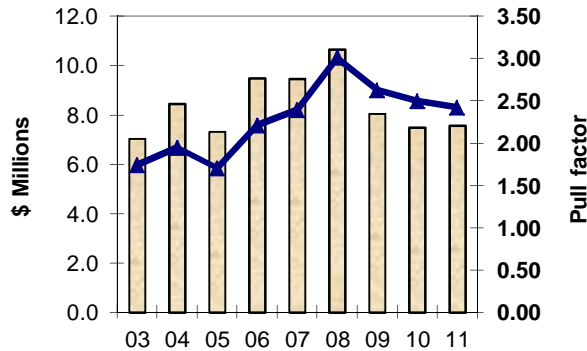


3.7% of New Ulm's taxable sales in 2011

Sales per capita are \$369

Stores in the Motor Vehicle and Parts Dealers subsector retail motor vehicles and parts from fixed point-of-sale locations. This can include automobiles, campers, RV's, boats, out-board motors, sailboats, snowmobiles, motorcycles, and all terrain vehicles.

Furniture

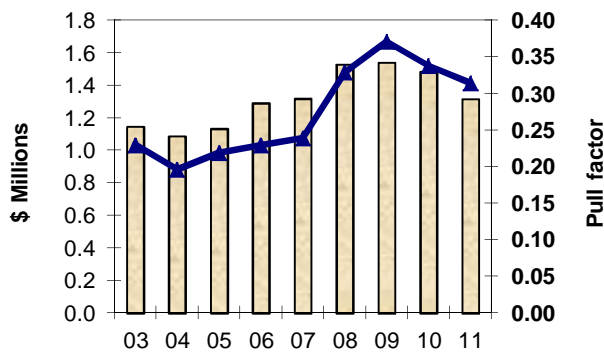


5.6% of New Ulm's taxable sales in 2011

Sales per capita are \$563

Stores in the Furniture and Home Furnishings subsector retail new furniture and home furnishings from fixed point-of-sale locations. This can include bed stores, office furniture, carpet stores, window treatments, lamps, framing shops, linens, and kitchenware.

Electronics



1.0% of New Ulm's taxable sales in 2011

Sales per capita are \$98

Stores in the Electronics and Appliance subsector retail new electronics and appliances from point-of-sale locations. This can include household appliances, sewing machines, vacuum cleaners, computers, cameras, telephones, cell phones, televisions, and radios.

Recent Trends By Merchandise Category

New Ulm

This page looks at several merchandise categories to chart the multi-year trend in taxable sales and pull factor. NA=Suppressed Data

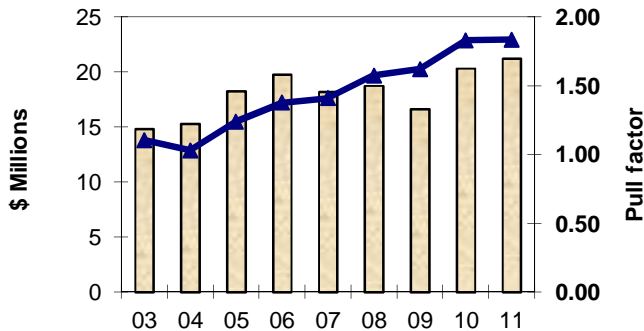


Building Materials

15.6% of New Ulm's taxable sales in 2011

Sales per capita are \$1575

Stores in the Building Material and Garden Equipment and Supplies Dealers subsector retail new building material and garden equipment and supplies. This includes home improvement centers and stores that sell paint, wallpaper, ceramic tile, fencing, windows, roofing, siding, hardware, and plumbing.

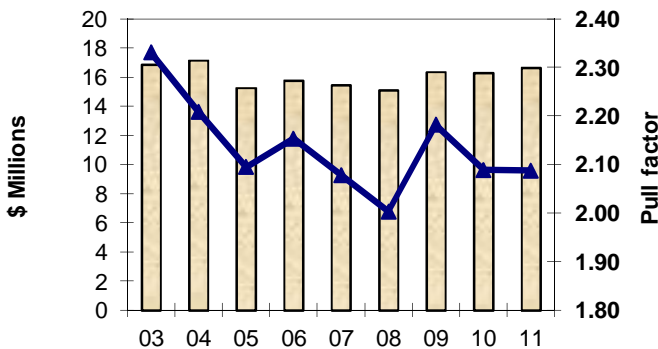


Groceries & Beverage Stores

12.2% of New Ulm's taxable sales in 2011

Sales per capita are \$1237

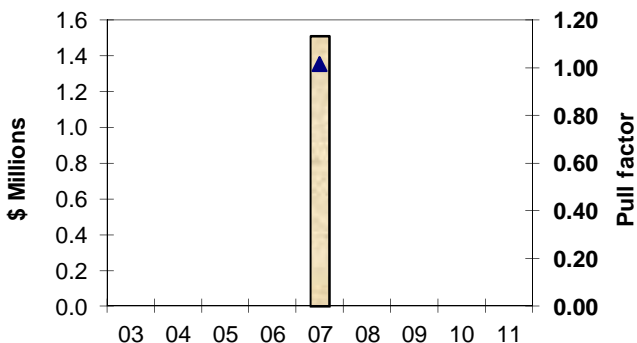
Stores in the Food and Beverage Stores subsector usually retail food and beverages merchandise from fixed point-of-sale locations. This can include grocery stores, liquor stores, bakeries, candy shops, butcher stores, meat markets, and produce markets.



Health, Pharmacy, Optical

NA of New Ulm's taxable sales in 2011

Stores in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. This includes drug stores, health supplement stores, hearing aid stores, optical goods stores, cosmetic stores, medical supply stores,

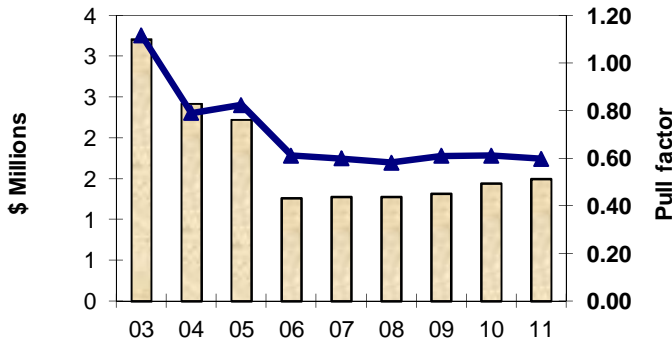


Recent Trends By Merchandise Category

New Ulm



Gas/Convenience Stores



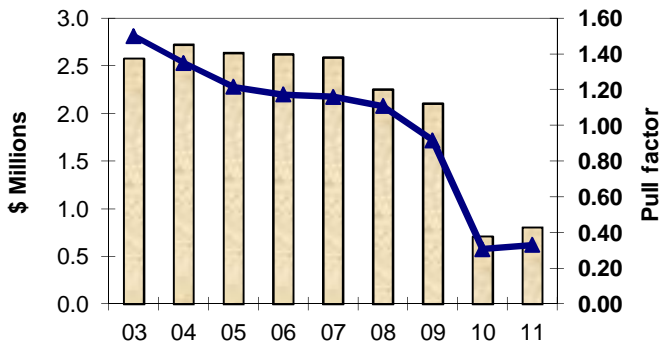
This page looks at several merchandise categories to chart the multi-year trend in taxable sales and pull factor.

1.1% of New Ulm's taxable sales in 2011

Sales per capita are \$111

Stores in the Gasoline Stations subsector group establishments retailing automotive fuels (e.g., gasoline, diesel fuel, gasohol) and automotive oils and retailing these products in combination with convenience store items. This includes truck stops, C stores, marine service stations, and ordinary gas stations that sell automotive supplies.

Clothing & Accessories

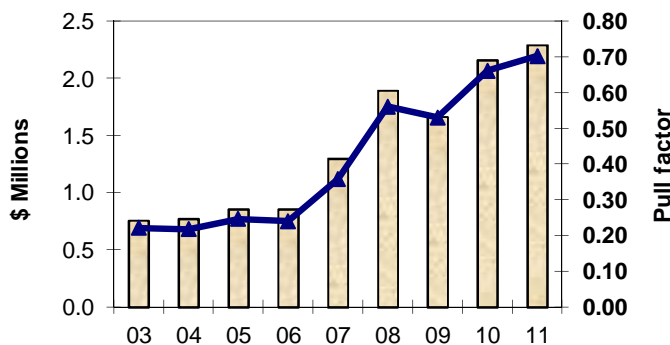


0.6% of New Ulm's taxable sales in 2011

Sales per capita are \$60

Stores in the Clothing and Clothing Accessories Stores subsector retailing new clothing and clothing accessories. Besides clothing stores it includes shops that sell jewelry, shoes, luggage, handbags, wigs, ties, bridal gowns, furs, uniforms, T-shirts, baby clothing, swimsuits, and lingerie.

Sporting Goods/Hobbies



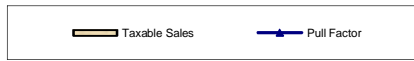
1.7% of New Ulm's taxable sales in 2011

Sales per capita are \$170

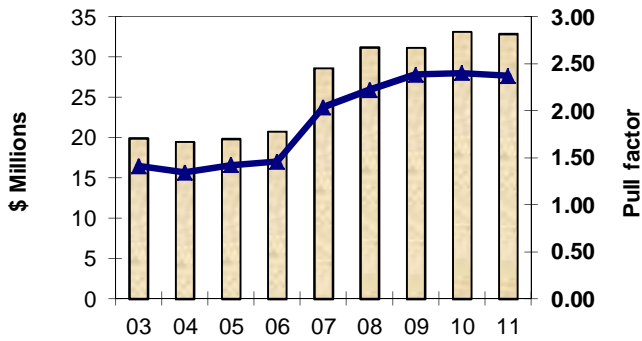
Stores in the Sporting Goods, Hobby, Book, and Music Stores subsector are engaged in retailing and providing expertise on use of sporting equipment or other specific leisure activities, such as needlework and musical instruments. Newstands also fit in this subsector.

Recent Trends By Merchandise Category

New Ulm



General Merchandise Stores

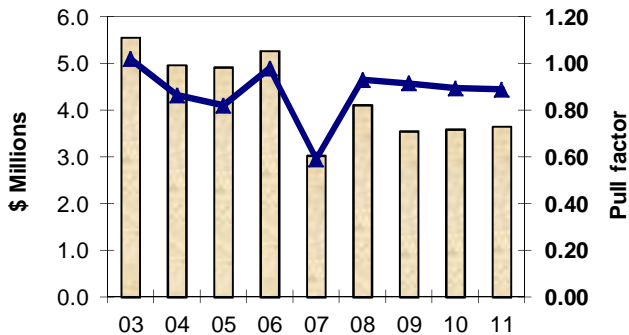


This page looks at several merchandise categories to chart the multi-year trend in taxable sales and pull factor.

24.1% of New Ulm's taxable sales in 2011
Sales per capita are \$2440

Stores in the General Merchandise subsector retail new general merchandise and are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location. This includes department stores, superstores, dollar stores, and variety stores.

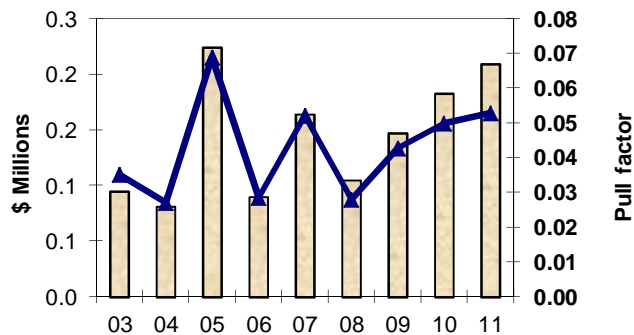
Miscellaneous & Previously Unreported



2.7% of New Ulm's taxable sales in 2011
Sales per capita are \$271

Establishments such as florists, used merchandise stores, and pet and pet supply stores as well as other store retailers. **Also, if a community had fewer than 4 stores in a previous sector, it was included in this category. This may cause unrealistically high Pull Factors.**

Non-Store Retail



0.1% of New Ulm's taxable sales in 2011
Sales per capita are \$16

Mail-order houses, vending machine operators, home delivery sales, door-to-door sales, party plan sales, electronic shopping, and sales through portable stands (except food). Establishments engage in direct sale (nonstore) of products, such as home heating oil dealers and newspaper delivery are included in this subsector.

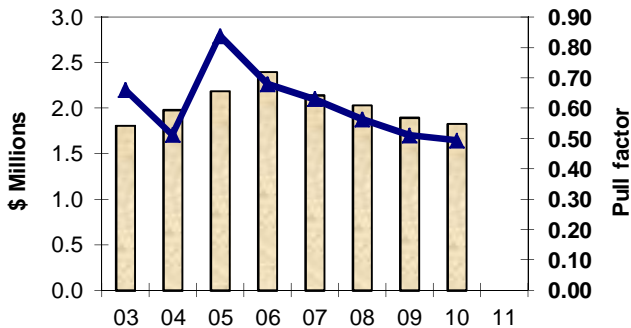
Recent Trends By Merchandise Category

New Ulm

This page looks at several merchandise or service categories to chart the multi-year trend in taxable sales and pull factor. NA=Suppressed Data



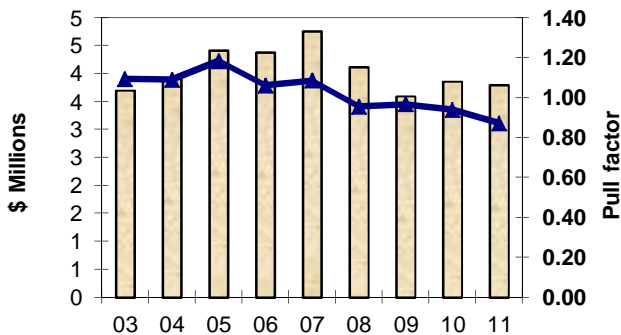
Amusement



NA of New Ulm's taxable sales in 2011

Establishments include casinos, bowling lanes, water parks, amusement parks, arcades, bingo halls, golf courses, ski slopes, marinas, dance or fitness centers, recreational clubs, ice rinks, swimming pools, roller rinks, and the like.

Accommodations

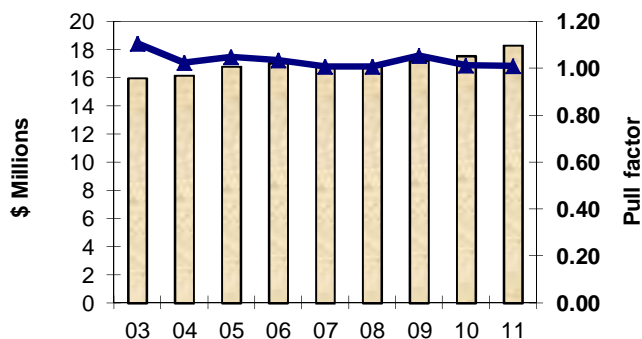


2.8% of New Ulm's taxable sales in 2011

Sales per capita are \$282

These businesses provide provide lodging or short-term accommodations for travelers, vacationers, and others. Included are hotels, motels, lodges, bed & breakfasts, campgrounds, fraternities, boarding houses, and dormitories.

Eating & Drinking



13.5% of New Ulm's taxable sales in 2011

Sales per capita are \$1360

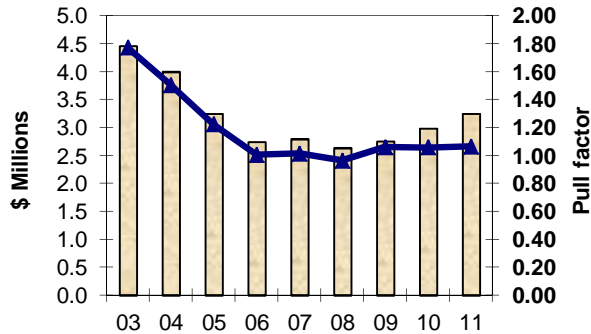
These businesses sell food at full-service or limited-service establishments. It includes cafeterias, bagel shops, ice cream parlors, snack bars, food service contractors, caterers, lunch wagons, and street vendors. It also includes bars, taverns, and nightclubs.

Recent Trends By Merchandise Category

New Ulm



Repair Businesses



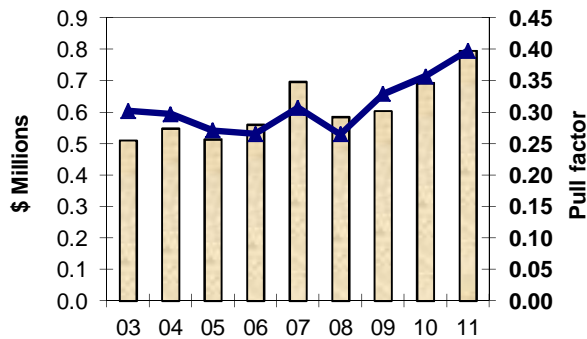
This page looks at several categories to chart the multi-year trend in taxable sales and pull factor.

2.4% of New Ulm's taxable sales in 2011

Sales per capita are \$241

*The Repair and Maintenance subsector restore machinery, equipment, and other products to working order. It does **not** include plumbers & electricitians. It does include repairs to autos, cameras, radio, television, computers, copiers, appliances, lawn mowers, specialized equipment, small engines, furnitures, shoes, guns, etc.*

Personal Service Providers



0.6% of New Ulm's taxable sales in 2011

Sales per capita are \$59

Services performed include: personal care services; barber shops & beauty parlors; death care services; laundry and drycleaning services; and a wide range of other personal services, such as pet care (except veterinary) services, photofinishing services, temporary parking services, and dating services.

Historical Trends By Merchandise Category New Ulm

The following tables and charts depict pull factors in New Ulm from 1990 to 2000* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

Category Descriptions

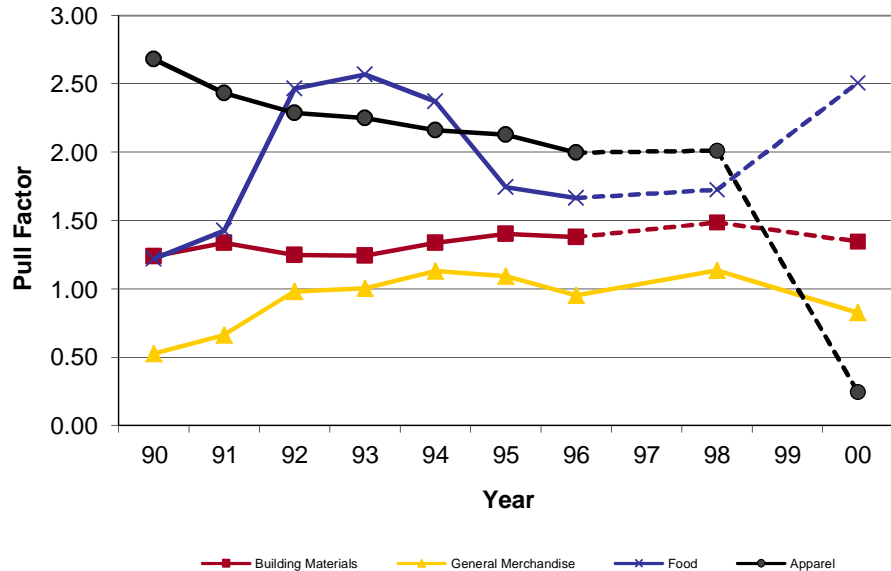
Building Materials: Includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; and lawn and garden supplies.

General Merchandise: Includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, catalog showrooms, warehouse clubs, and general stores.

Food: This group is comprised of retail stores primarily engaged in selling food for home preparation and consumption.

Apparel: Retail stores primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for Department Stores even though most of their receipts are from the sale of apparel and apparel accessories.

Pull Factors by Merchandise Category (1 of 3)



**Pull Factors by Merchandise Category
New Ulm, 1990-2000**

Year	Building Materials	General Merchandise	Food	Apparel
1990	1.24	0.53	1.22	2.68
1991	1.34	0.66	1.42	2.43
1992	1.25	0.98	2.46	2.29
1993	1.24	1.00	2.57	2.25
1994	1.34	1.13	2.37	2.16
1995	1.40	1.09	1.74	2.12
1996	1.38	0.95	1.66	1.99
1997	NA	NA	NA	NA
1998	1.49	1.13	1.72	2.01
1999	NA	NA	NA	NA
2000	1.35	0.82	2.51	0.24

% Change, '90 to '00 8.78% 56.89% 105.44% -90.90%

% Change, '98 to '00 -9.34% -27.30% 45.32% -87.87%

*Due to a change in how firms are categorized beginning with fiscal year 2003, only data through fiscal year 2000 are presented in this section.

These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide, all cities are compared on the same basis.

Historical Trends By Merchandise Category New Ulm

The following tables and charts depict pull factors in New Ulm from 1990 to 2000* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

Category Descriptions

Furniture: This group includes retail stores selling goods used for furnishing the home such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electric and gas appliances.

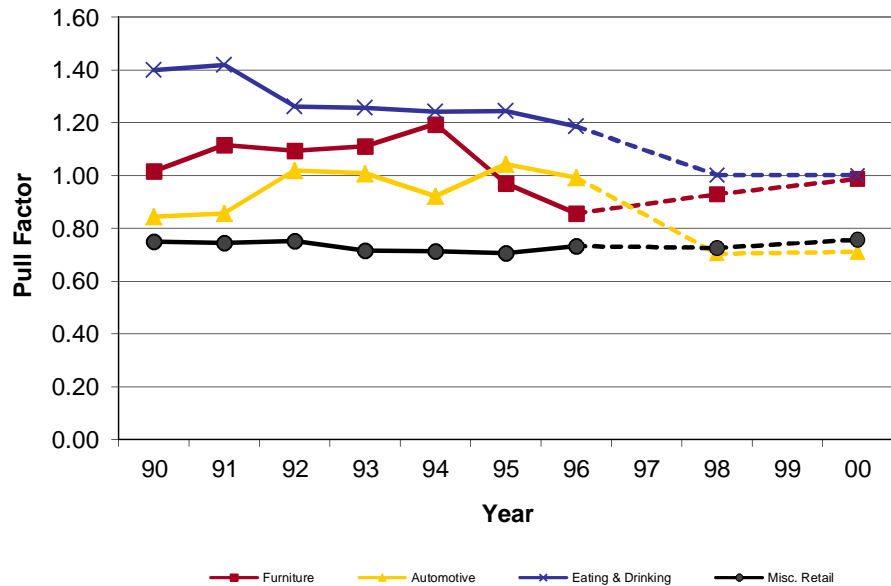
Automotive: Establishments selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories; and gasoline service stations.

Eating & Drinking: This major group includes retail establishments engaged in selling prepared food and drinks for consumption on the premises. Also included are caterers which serve prepared food other than at the place of business and lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption.

Miscellaneous Retail: This category includes retail establishments not elsewhere classified. These establishments fall into the following categories: liquor stores; used merchandise stores; miscellaneous shopping goods stores; nonstore retailers, fuel dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

*Due to a change in how firms are categorized beginning with fiscal year 2003, only data through fiscal year 2000 are presented in this section.

Pull Factors by Merchandise Category (2 of 3)



Pull Factors by Merchandise Category New Ulm, 1990-2000

Year	Furniture	Automotive	Eating & Drinking	Misc. Retail
1990	1.02	0.84	1.40	0.75
1991	1.12	0.86	1.42	0.75
1992	1.09	1.02	1.26	0.75
1993	1.11	1.01	1.26	0.72
1994	1.20	0.92	1.24	0.71
1995	0.97	1.04	1.24	0.71
1996	0.86	0.99	1.19	0.73
1997	NA	NA	NA	NA
1998	0.93	0.71	1.00	0.73
1999	NA	NA	NA	NA
2000	0.99	0.71	1.00	0.76
% Change, '90 to '00	-2.74%	-15.87%	-28.49%	1.16%
% Change, '98 to '00	6.31%	0.78%	-0.13%	4.32%

These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide, all cities are compared on the same basis.

Historical Trends By Merchandise Category New Ulm

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Category Descriptions

Lodging: Includes establishments engaged in providing lodging, or lodging and meals, and camping facilities.

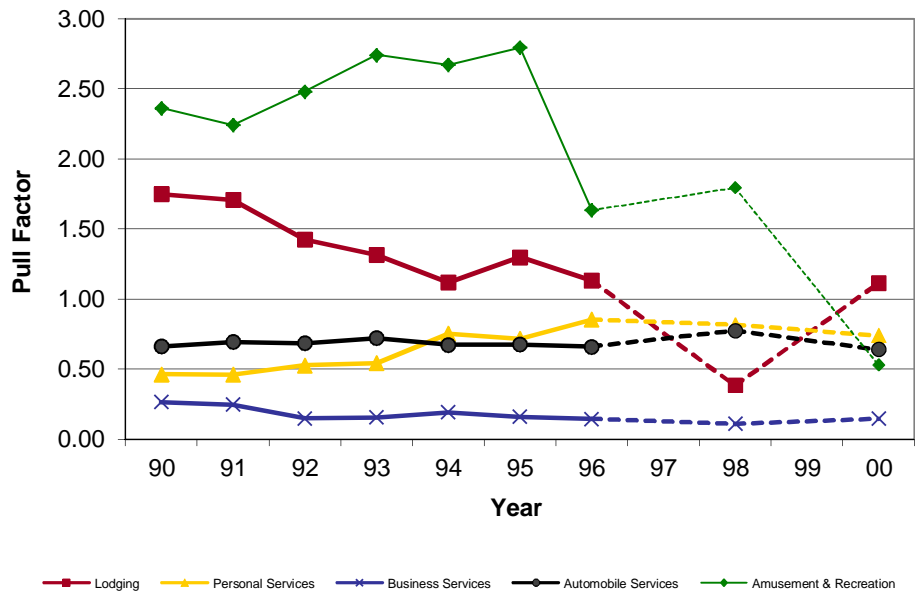
Personal Services: includes establishments primarily engaged in providing services generally to individuals, such as barber and beauty shops, drycleaning plants, laundries, and photographic studios.

Business Services: Includes establishments primarily engaged in providing services, not elsewhere classified, to business establishments on a contract or fee basis.

Automobile Services: Includes establishments primarily engaged in automotive repair, rental, leasing, parking, and other services.

Amusement and Recreation: This group includes establishments primarily engaged in providing amusement, recreation, or entertainment services that are not elsewhere classified.

Pull Factors by Merchandise Category (3 of 3)



Pull Factors by Merchandise Category
New Ulm, 1990-2000

Year	Lodging	Personal Services	Business Services	Automobile Services	Amusement & Recreation
1990	1.75	0.46	0.26	0.66	2.36
1991	1.71	0.46	0.25	0.69	2.24
1992	1.42	0.53	0.15	0.68	2.48
1993	1.31	0.54	0.15	0.72	2.74
1994	1.12	0.75	0.19	0.67	2.67
1995	1.30	0.72	0.16	0.68	2.79
1996	1.13	0.85	0.14	0.66	1.63
1997	NA	NA	NA	NA	NA
1998	0.38	0.81	0.11	0.77	1.79
1999	NA	NA	NA	NA	NA
2000	1.11	0.74	0.15	0.64	0.53
% Change, '90 to '00	-36.31%	59.88%	-44.74%	-3.10%	-77.60%
% Change, '98 to '00	190.02%	-9.16%	32.47%	-17.29%	-70.51%

*Due to a change in how firms are categorized beginning with fiscal year 2003, only data through fiscal year 2000 are presented in this section.

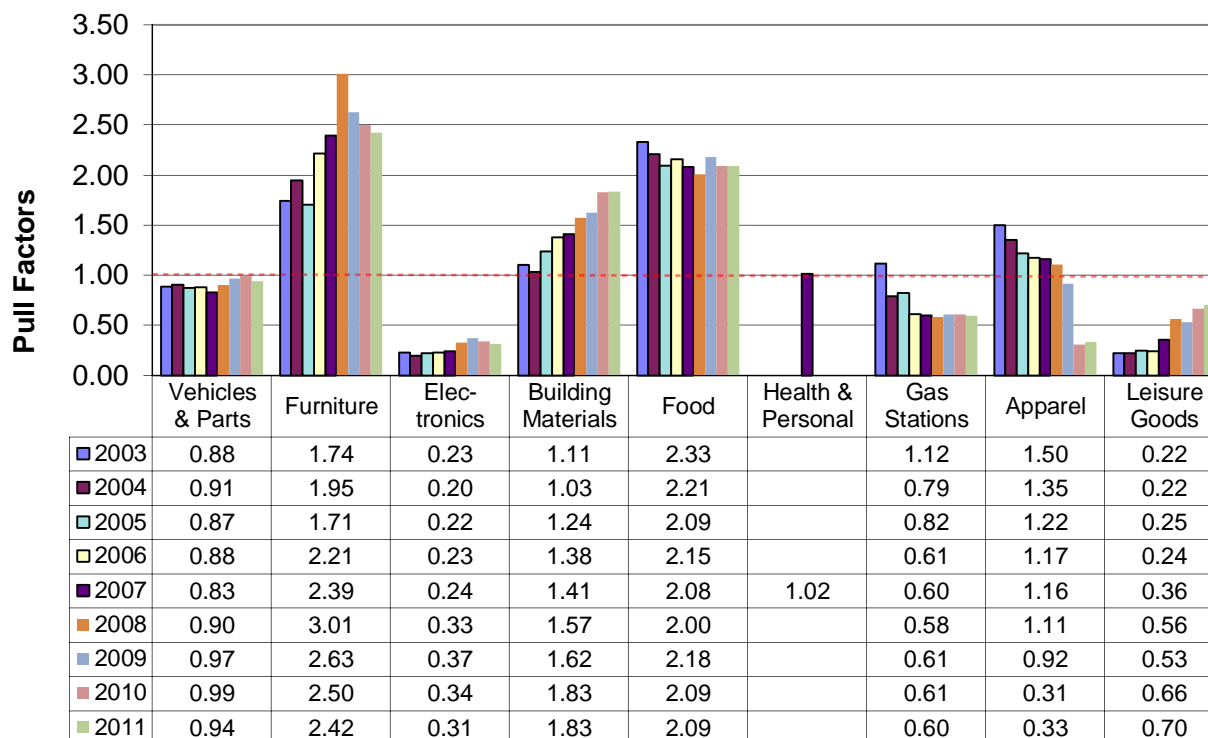
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Recent Trends By Merchandise Category

New Ulm

The following tables and charts depict pull factors in New Ulm from 2003 to 2011* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

**Pull Factor by NAICS
Merchandise Category (1 of 2)**



NAICS Category Descriptions

Motor Vehicles & Parts: Establishments that sell new & used autos, boats, motorcycles, golf carts, RV's, campers, trailers, tires, and parts.

Furniture: Stores that sell furniture, beds, carpeting, window coverings, lamps, china, kitchenware, & woodburning stoves.

Electronics: Establishments primarily engaged in retailing household-type appliances, sewing machines, cameras, computers, and other electronic goods.

Building Materials: Establishments that sell lumber, hardware, paint, wallpaper, tile, hardwood floors, roofing, fencing, ceiling fans, lawn equipment, and garden centers.

Food: Grocery stores, deli's, bakery, & butcher shops that sell food to be prepared at home. Liquor stores.

Health & Personal: Pharmacies, food supplements, vision supplies, cosmetics, & hearing aid stores.

Gas Stations: Retailers that sell fuel along with convenience store items.

Apparel: New clothing and accessories, jewelry, shoes, bridal shops, clock shops, and luggage stores.

Leisure Goods: Sporting goods, books, music, hobby stores, fabric shops, and toy stores.

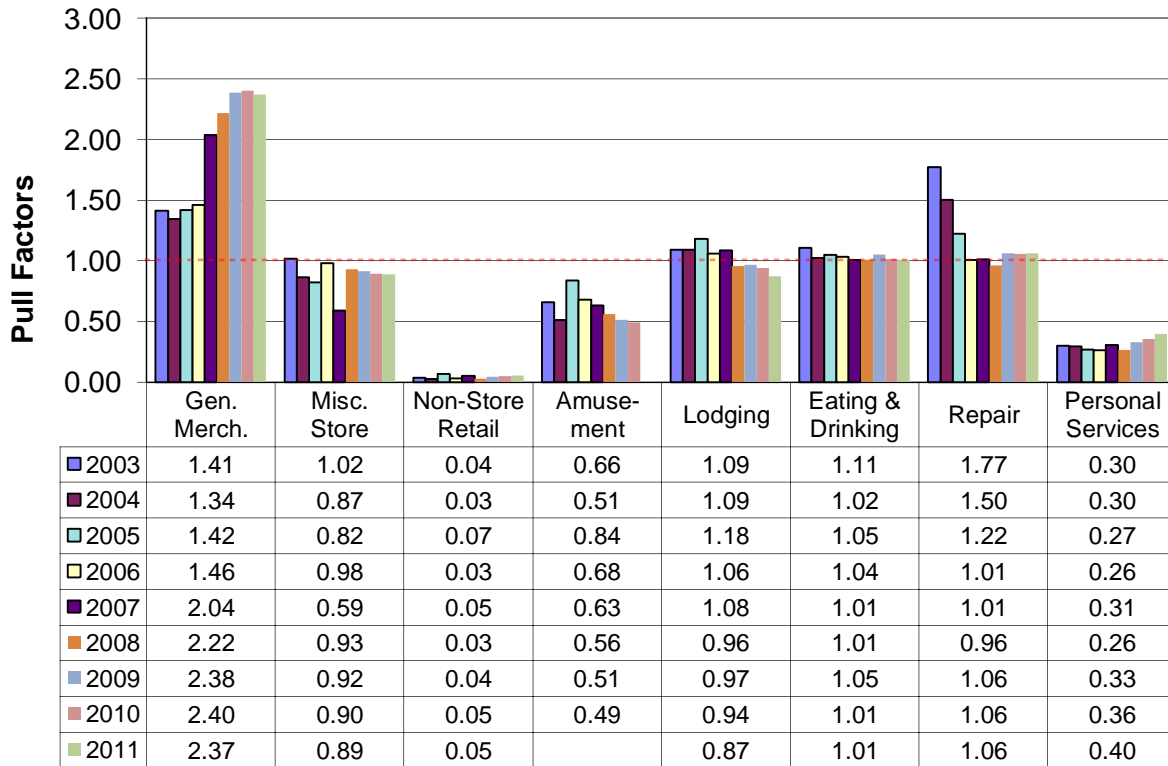
*Caution should be used when comparing pull factors before 2003 to those in later years due to how businesses are classified.

Recent Trends By Merchandise Category

New Ulm

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**Pull Factor by NAICS
Merchandise Category (2 of 2)**



NAICS Category Descriptions

General Merchandise: Establishments that sell a mixed line of goods. Examples are department stores, supercenters, and dollar stores.

Miscellaneous Store Retailers: Stores not covered in other categories such as florists, office supplies, pets, antiques, tobacco, art, used merchandise, and trophies. (see Suppressed Data in Cautions section)

Non-Store Retail: Retailers that do not use stores. This includes mail order, internet selling, bazaars, vending machines, fuel oil dealers, firewood dealers, door-to-door sales, and produce stands.

Amusement: Establishments such as golf courses, bowling lanes, marinas, amusement parks, water parks, shooting ranges, pool halls, horseback riding, ballrooms, health club facilities, ski hills, and casinos.

Lodging: Seasonal resorts, hotels, boarding houses, bed & breakfast, campgrounds, and RV parks.

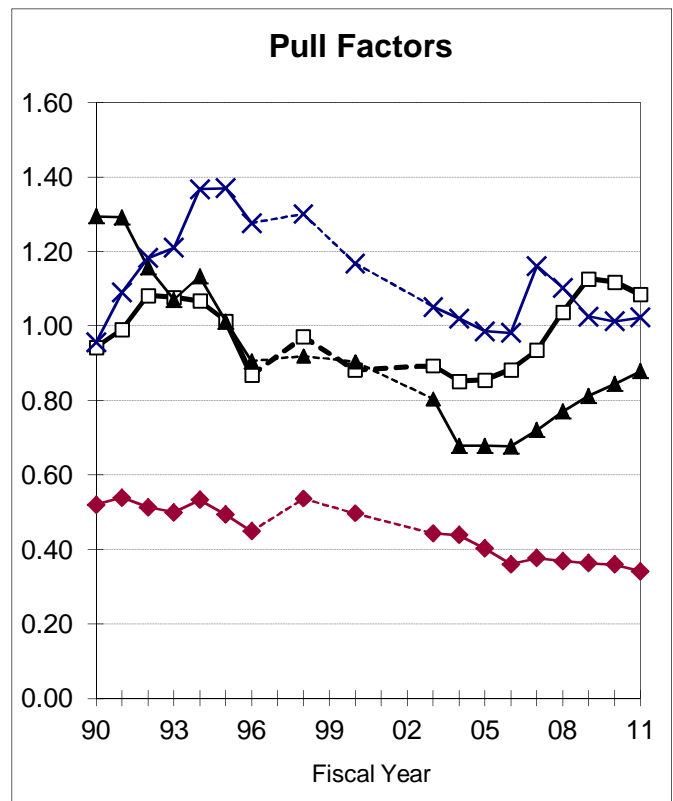
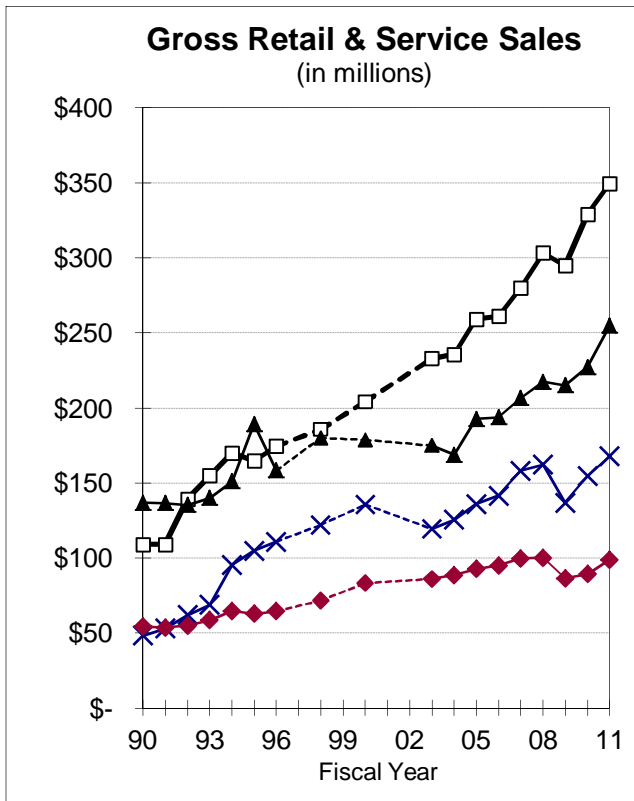
Eating & Drinking: Restaurants, donut shops, coffee house, cafeteria, caterers, taverns, and nightclubs,

Repair: Businesses that return items to working order. Examples: cars, lawnmowers, small engines, knives, shoes, computers, furniture, and appliances.

Personal Services: Barbers, beauty salons, tanning facilities, funeral homes, laundromats, dry cleaners, pet groomers, and kennels.

*Caution should be used when comparing pull factors before 2003 to those in later years due to how businesses are classified.

Comparison with Competing Centers New Ulm



New Ulm
 Redwood Falls
 Fairmont
 St. Peter

Information about competing trade centers can provide a useful means of comparison when assessing a community's retail trade sector. Comparison towns were selected based on geographic proximity, relative size and availability of data. Some caution is warranted in the interpretation of these comparisons however, since retail sales data is provided for only a limited number of towns and cities.

Comparison with Competing Trade Centers, 2011

Town	Population	Gross Sales (\$millions)	Taxable Sales (\$millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
New Ulm	13,467	\$349.53	\$136.18	323	\$10,112	1.08
Fairmont	10,631	\$254.88	\$87.08	295	\$8,191	0.88
Redwood Falls	5,248	\$167.68	\$50.02	158	\$9,531	1.02
St. Peter	11,459	\$98.83	\$36.48	152	\$3,184	0.34

Trade Area Analysis of Retail Sales

New Ulm

The following tables provide information on retail sales by merchandise category. "Expected sales" is a standard to which actual performance is compared. In calculating expected sales, population, income, and typical "pulling power" characteristics are taken into account. Expected sales can be used as a guideline or "par value" in analyzing retail strength.

Deviations from these norms can be analyzed to first judge whether they should be considered relevant. If the differences appear to be significant (whether in dollar amounts or relatively with percentages), additional consideration is merited. Categories with undesirable performance may be further examined for potential corrective action. It is also important to determine whether or not the situation is relatively uncontrollable due to external or extenuating circumstances. In cases of favorable differences from expectations, the positive aspects should be identified and built upon.

Trade Area Analysis by Merchandise Category, 2011

Merchandise Group	<u>Variance Between Actual & Expected</u>				Trade Area Pop. Gain or Loss	Number of Firms	Percent of Total Sales
	Expected Sales (\$millions)	Actual Sales (\$millions)	In Dollars (millions)	As % of Expected			
Vehicles & Parts	\$8.78	\$4.98	-\$3.80	-43.3%	-5,834	11	3.7%
Furniture Stores	\$2.25	\$7.58	+\$5.33	+236.9%	31,905	6	5.6%
Electronics	\$2.62	\$1.32	-\$1.30	-49.7%	-6,695	8	1.0%
Building Materials	\$18.61	\$21.21	+\$2.61	+14.0%	1,888	12	15.6%
Food, Groceries	\$7.66	\$16.66	+\$9.00	+117.6%	15,836	8	12.2%
Health, Personal Stores	\$2.17	NA	NA	NA	NA	NA	NA
Gasoline Stations	\$2.43	\$1.50	-\$0.94	-38.6%	-5,198	6	1.1%
Clothing	\$0.74	\$0.81	+\$0.07	+9.5%	1,278	5	0.6%
Leisure Goods	\$1.58	\$2.29	+\$0.71	+45.1%	6,072	15	1.7%
General Merchandise Stores	\$40.73	\$32.85	-\$7.88	-19.3%	-2,604	8	24.1%
Miscellaneous Retail	\$10.42	\$3.65	-\$6.76	-64.9%	-8,744	35	2.7%
Amusement & Recreation	\$1.99	NA	NA	NA	NA	NA	NA
Accommodations	\$3.90	\$3.79	-\$0.10	-2.6%	-354	6	2.8%
Eating & Drinking Places	\$13.93	\$18.32	+\$4.39	+31.5%	4,239	35	13.5%
Repair, Maintenance	\$2.59	\$3.25	+\$0.66	+25.5%	3,436	33	2.4%
Personal Services, Laundry	\$0.58	\$0.80	+\$0.22	+38.3%	5,164	45	0.6%
Total Taxable Retail & Service	\$91.93	\$136.18	+\$44.26	+48.1%	6,483	323	100.0%

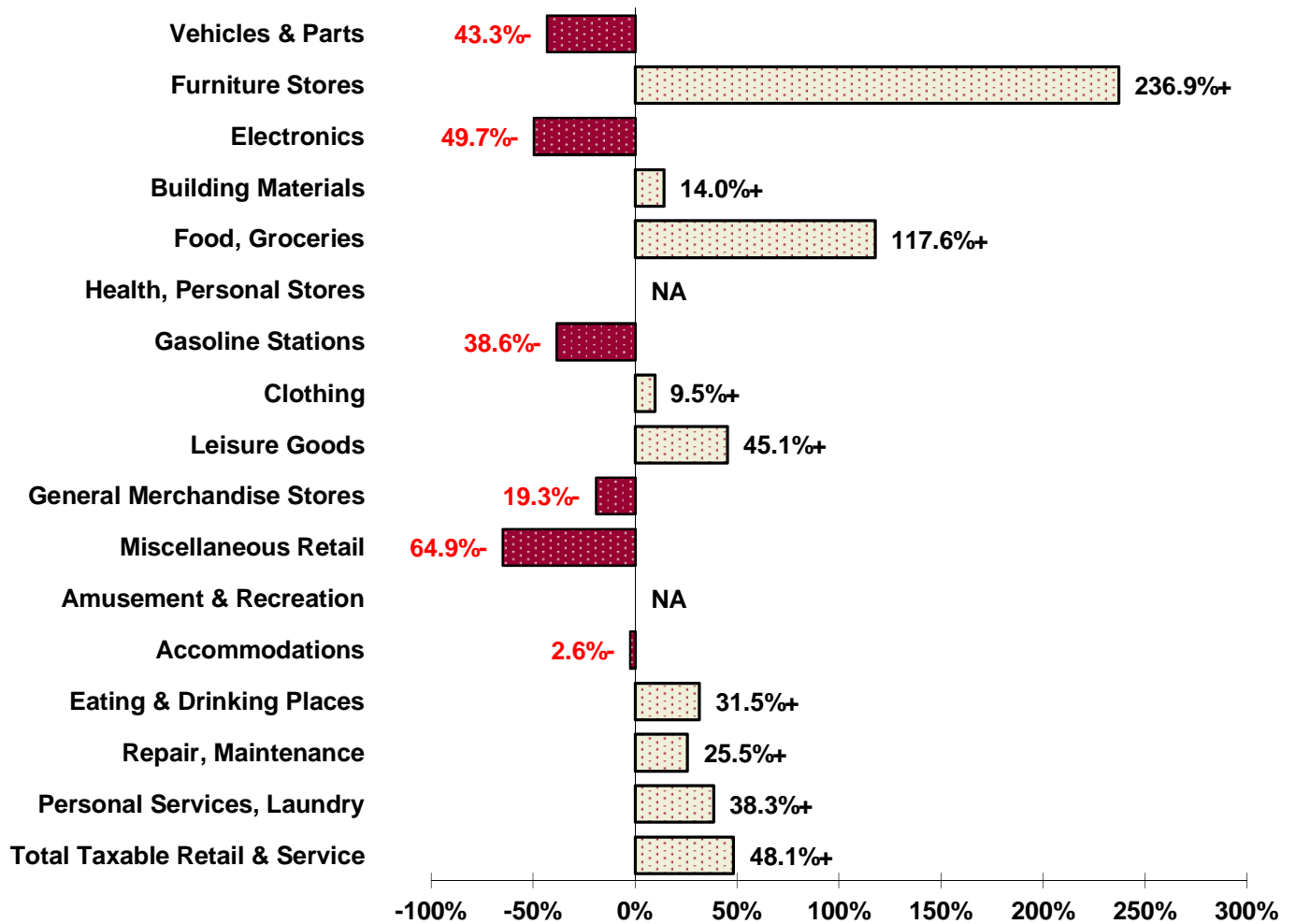
*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

Summary of New Ulm Retail Trade

The chart below depicts the percentage amount New Ulm's actual sales were above or below expected sales in 2011 by merchandise group. Of the 14 merchandise categories with reported data, sales in 8 of the categories were above what would be expected based on the performance in similar-sized Minnesota towns. The strongest merchandise group by this standard is the Furniture Stores category, which has a 236.9 percent surplus. Overall, New Ulm had a retail sales surplus of 48.1 percent in 2011.

It is important to note that variations in a town'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.

Percentage Above or Below Expected Sales, 2011



Rural Community Trade Area Analysis

New Ulm

The following tables provide information on retail sales by merchandise category. "Expected sales" is a standard to which actual performance is compared. In calculating expected sales, population and income characteristics, as well as the typical "pulling power" of similar rural communities are taken into account. Expected sales can be used as a guideline or "par value" in analyzing retail strength.

Deviations from these norms can be analyzed to first judge whether they should be considered relevant. If the differences appear to be significant (whether in dollar amounts or relatively with percentages), additional consideration is merited. Categories with undesirable performance may be further examined for potential corrective action. It is also important to determine whether or not the situation is relatively uncontrollable due to external or extenuating circumstances. In cases of favorable differences from expectations, the positive aspects should be identified and built upon.

Trade Area Analysis by Merchandise Category, 2011

Merchandise Group	Variance Between Actual & Expected				Trade Area Pop. Gain or Loss	Number of Firms	Percent of Total Sales
	Expected Sales (\$millions)	Actual Sales (\$millions)	In Dollars (millions)	As % of Expected			
Vehicles & Parts	\$7.84	\$4.98	-\$2.86	-36.5%	-4,916	11	3.7%
Furniture Stores	\$2.90	\$7.58	+\$4.68	+161.5%	21,744	6	5.6%
Electronics	\$1.88	\$1.32	-\$0.56	-29.9%	-4,031	8	1.0%
Building Materials	\$25.02	\$21.21	-\$3.80	-15.2%	-2,048	12	15.6%
Food, Groceries	\$8.72	\$16.66	+\$7.94	+91.1%	12,272	8	12.2%
Health, Personal Stores	\$1.67	NA	NA	NA	NA	NA	NA
Gasoline Stations	\$2.93	\$1.50	-\$1.44	-49.0%	-6,602	6	1.1%
Clothing	\$0.71	\$0.81	+\$0.09	+13.3%	1,788	5	0.6%
Leisure Goods	\$1.49	\$2.29	+\$0.80	+53.8%	7,244	15	1.7%
General Merchandise Stores	\$35.20	\$32.85	-\$2.34	-6.7%	-897	8	24.1%
Miscellaneous Retail	\$11.35	\$3.65	-\$7.69	-67.8%	-9,131	35	2.7%
Amusement & Recreation	\$1.82	NA	NA	NA	NA	NA	NA
Accommodations	\$4.13	\$3.79	-\$0.34	-8.2%	-1,100	6	2.8%
Eating & Drinking Places	\$15.89	\$18.32	+\$2.43	+15.3%	2,059	35	13.5%
Repair, Maintenance	\$2.92	\$3.25	+\$0.33	+11.3%	1,519	33	2.4%
Personal Services, Laundry	\$0.59	\$0.80	+\$0.20	+34.5%	4,639	45	0.6%
Total Taxable Retail & Service	\$125.53	\$136.18	+\$10.65	+8.5%	1,142	323	100.0%

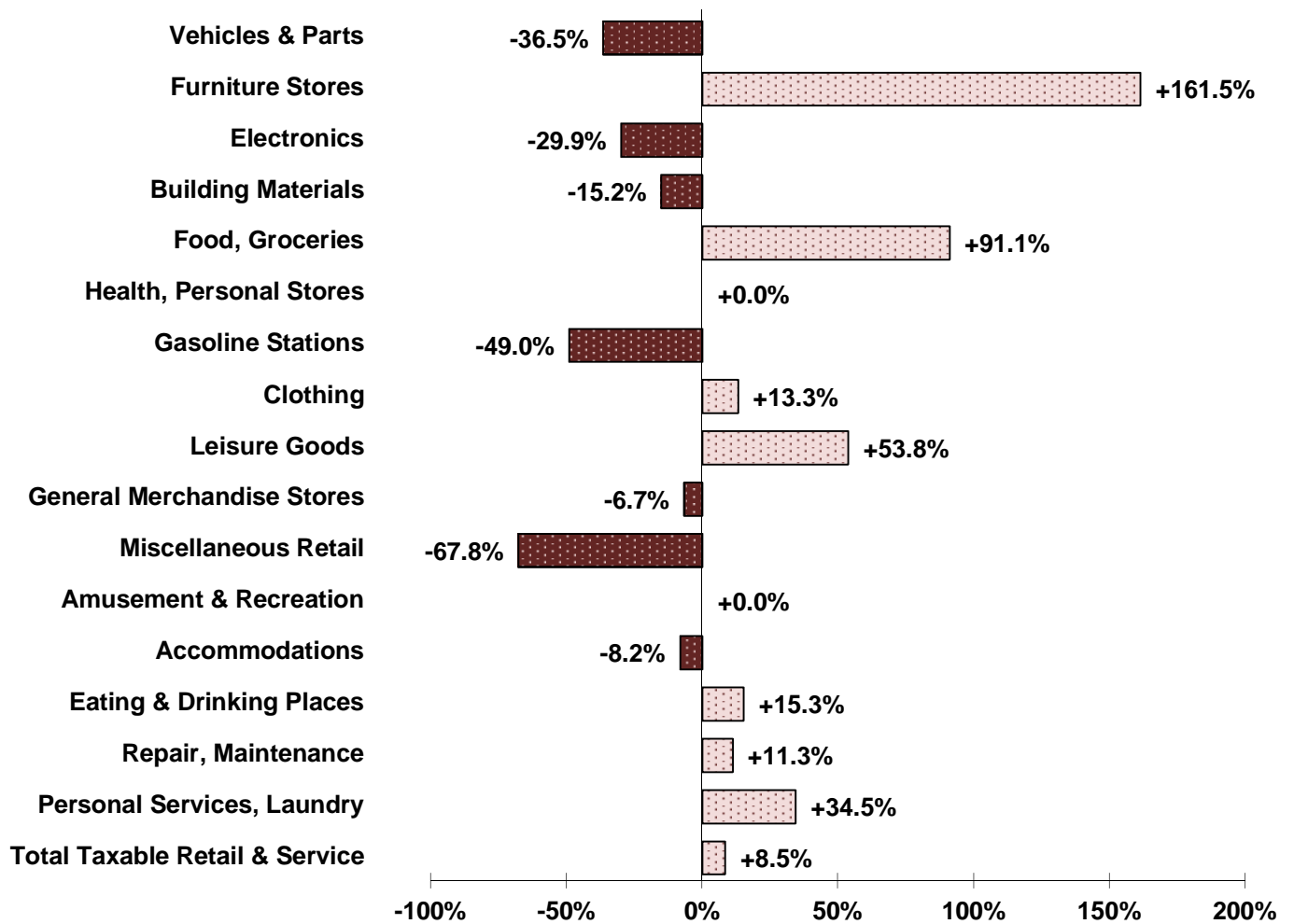
*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

Summary of New Ulm Retail Trade (Rural)

The chart below depicts the percentage amount New Ulm's actual sales were above or below expected sales in 2011 by merchandise group. Of the 14 merchandise categories with reported data, sales in 7 of the categories were above what would be expected based on the performance in similar-sized towns in Greater Minnesota. The strongest merchandise group by this standard is the Furniture Stores category, which has a 161.5 percent surplus. Overall, New Ulm had a retail sales surplus of 8.5 percent in 2011.

It is important to note that variations in a town'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.

Percentage Above or Below Expected Sales, 2011



Comparison of Pull Factors by Merchandise Category

2011 Index of "Pulling Power" All MN Cities with Populations between 10,700 & 16,200 (Range: Population of New Ulm +/- ~ 20%.) (26 Cities; Maximum of 20 Displayed)

Pull Factors

Town	Population	Vehicles, Parts	Furniture Stores	Elec- tronics	Building Materials	Food	Health, Personal	Gasoline Stations	Clothing	Leisure Goods	General Merch.	Misc.	Amuse- ment	Lodging	Eating & Drinking	Repair, Maint.	Personal Services	Taxable \$ Pull Factor
Town name																		
Sartell	15,963					1.29		0.45				18.16	1.08		0.65	0.29	0.15	0.84
Buffalo	15,580	1.43	0.03		2.80	1.30		0.96	0.17	0.21	3.22	0.72	0.35		0.92	0.96	1.11	1.05
Ham Lake	15,374	3.56	0.16		0.31	0.50		0.90	0.01	0.02		0.22	1.39	0.15	0.56	1.91	0.21	0.47
Hutchinson	14,148	1.16	1.45	3.51	3.52	1.50	0.91	1.69	0.28	0.40	3.32	1.13	0.85	0.53	1.09	0.80	0.43	1.41
Robbinsdale	14,014				0.18	0.65	2.70	0.39	0.22	1.22		0.90	0.01		0.61	0.40	0.30	0.28
Otsego	13,816		0.01									7.08			0.46	0.51	0.19	0.34
Marshall	13,767	1.91	1.91	0.72	5.19	2.07	0.24	1.17	0.72	0.93	3.14	0.33	0.31	1.30	1.44	1.23	0.24	2.33
Brainerd	13,606	1.46	0.29	0.49	0.58	1.56	3.18	1.38	0.86	1.80		3.05	0.37	0.85	1.52	0.58	0.58	0.87
Hugo	13,536		0.00		0.21	0.70			0.00			0.98			0.25	0.69	0.35	0.19
Bemidji	13,528	2.92	1.62	1.21	5.07	1.68	2.57	2.73	1.63	1.94	3.03	3.76	0.83	2.10	2.29	2.56	0.55	2.17
New Ulm	13,467	0.94	2.42	0.31	1.83	2.09		0.60	0.33	0.70	2.37	0.89		0.87	1.01	1.06	0.40	1.08
North Mankato	13,426	0.88			0.77	0.74			0.10	0.02		1.77	1.02		0.46	1.00	0.32	0.40
Fergus Falls	13,103	8.19	1.10	0.31	2.17	1.39	0.87	1.14	0.46	0.37	4.86	1.26	0.34	1.25	1.19	1.03	0.43	1.61
Alexandria	12,920	3.47	2.89	1.98	5.01	1.69	3.08	1.95	1.25	2.07	7.32	2.78	1.60	1.26	2.21	2.58	1.60	2.51
Monticello	12,840	1.70	0.17	0.33	1.93	0.77	0.68	1.25		0.10		15.26	0.93	0.56	1.85	1.26	0.22	1.22
Worthington	12,829	1.81	1.36	0.97	0.82	0.90	1.29	1.30	0.53	0.21	2.72	0.20	0.43	1.11	0.92	2.20	0.28	0.95
Sauk Rapids	12,796	1.56				1.30	1.35	0.78	0.17			1.22	0.11		0.57	0.48	0.18	0.36
Vadnais Heights	12,393	5.23	0.33			1.23			0.06	0.35		20.01	0.16		1.22	1.30	0.32	1.31
Cloquet	12,144	0.93	0.10		1.36	1.29		1.02	0.16	0.16	3.33	0.65	1.28	0.43	1.25	0.92	0.44	0.94
Mounds View	12,136					0.64		1.05				1.89	1.02		0.65	0.57	0.11	0.30
Unadjusted Average: *		2.59	0.98	1.09	2.17	1.26	1.69	1.19	0.45	0.74	3.75	4.43	0.65	1.00	1.07	1.16	0.44	1.08

* Raw averages; not adjusted for special circumstances. For example, in cities with a college student population that is large relative to overall population, these pull factors may understate the relative strength of the retail sector. While college students are counted as part of the city population, in general they spend less than other city residents in many retail categories. Most Pull Factor outliers were eliminated for calculating typical pull factors used in the expected sales formula.

Comparison of Pull Factors by Merchandise Category

2011 Index of "Pulling Power" All MN Cities with Populations between 10,700 & 16,200 (Range: Population of New Ulm +/- ~ 20%.) (26 Cities)

Rankings

Town	Population	Vehicles, Parts	Furniture Stores	Elec- tronics	Building Materials	Food	Health, Personal	Gasoline Stations	Clothing	Leisure Goods	General Merch.	Misc.	Amuse- ment	Lodging	Eating & Drinking	Repair, Maint.	Personal Services	Taxable \$ Pull Factor
Town name																		
Sartell	# 1					# 11		# 15				# 2	# 4		# 14	# 20	# 19	# 13
Buffalo	# 2	# 11	# 13		# 5	# 9		# 11	# 10	# 10	# 5	# 16	# 12		# 11	# 11	# 2	# 9
Ham Lake	# 3	# 3	# 11		# 13	# 19		# 12	# 15	# 14		# 19	# 2	# 11	# 17	# 4	# 16	# 14
Hutchinson	# 4	# 12	# 5	# 1	# 4	# 6	# 7	# 3	# 8	# 7	# 4	# 12	# 8	# 9	# 9	# 13	# 7	# 5
Robbinsdale	# 5				# 15	# 17	# 3	# 16	# 9	# 4		# 14	# 17		# 15	# 19	# 12	# 19
Otsego	# 6		# 14									# 4			# 19	# 17	# 17	# 17
Marshall	# 7	# 6	# 3	# 5	# 1	# 2	# 10	# 7	# 4	# 5	# 6	# 18	# 14	# 2	# 5	# 7	# 14	# 2
Brainerd	# 8	# 10	# 9	# 6	# 12	# 5	# 1	# 4	# 3	# 3		# 6	# 11	# 7	# 4	# 15	# 3	# 12
Hugo	# 9		# 15		# 14	# 16			# 16			# 13			# 20	# 14	# 9	# 20
Bemidji	# 10	# 5	# 4	# 3	# 2	# 4	# 4	# 1	# 1	# 2	# 7	# 5	# 9	# 1	# 1	# 2	# 4	# 3
New Ulm	# 11	# 13	# 2	# 8	# 8	# 1		# 14	# 7	# 6	# 9	# 15		# 6	# 10	# 8	# 8	# 8
North Mankato	# 12	# 15			# 11	# 15			# 13	# 15		# 9	# 5		# 18	# 10	# 10	# 15
Fergus Falls	# 13	# 1	# 7	# 9	# 6	# 7	# 8	# 8	# 6	# 8	# 2	# 10	# 13	# 4	# 8	# 9	# 6	# 4
Alexandria	# 14	# 4	# 1	# 2	# 3	# 3	# 2	# 2	# 2	# 1	# 1	# 7	# 1	# 3	# 2	# 1	# 1	# 1
Monticello	# 15	# 8	# 10	# 7	# 7	# 14	# 9	# 6		# 13		# 3	# 7	# 8	# 3	# 6	# 15	# 7
Worthington	# 16	# 7	# 6	# 4	# 10	# 13	# 6	# 5	# 5	# 11	# 8	# 20	# 10	# 5	# 12	# 3	# 13	# 10
Sauk Rapids	# 17	# 9				# 8	# 5	# 13	# 11			# 11	# 16		# 16	# 18	# 18	# 16
Vadnais Heights	# 18	# 2	# 8			# 12			# 14	# 9		# 1	# 15		# 7	# 5	# 11	# 6
Cloquet	# 19	# 14	# 12		# 9	# 10		# 10	# 12	# 12	# 3	# 17	# 3	# 10	# 6	# 12	# 5	# 11
Mounds View	# 20					# 18		# 9				# 8	# 6		# 13	# 16	# 20	# 18

Above are all communities in the population range listed in the title with data available by merchandise category. Adjustments for special circumstances may be necessary for accurate comparisons.

Comparison of Pull Factors by Merchandise Category

2011 Index of "Pulling Power" Cities Outside the 7 County Metro Area with Populations between 9,400 & 16,200 (Range: Population of New Ulm +/- ~ 30%) (18 Cities)

Pull Factors

Town	Population	Vehicles, Parts	Furniture Stores	Elec- tronics	Building Materials	Food	Health, Personal	Gasoline Stations	Clothing	Leisure Goods	General Merch.	Misc.	Amuse- ment	Lodging	Eating & Drinking	Repair, Maint.	Personal Services	Taxable \$ Pull Factor
Town name																		
Red Wing	16,432	1.75	0.86	0.11	2.29	1.16		1.44	0.24	0.56	2.58	1.83	0.22	1.59	1.18	1.20	0.97	1.20
Hibbing	16,313	0.67	0.44	0.08	2.13	0.95	1.10	3.01	0.10	0.75	2.28	0.60	0.38	0.50	0.84	1.00	0.20	0.94
Sartell	15,963					1.29		0.45				18.16	1.08		0.65	0.29	0.15	0.84
Buffalo	15,580	1.43	0.03		2.80	1.30		0.96	0.17	0.21	3.22	0.72	0.35		0.92	0.96	1.11	1.05
Hutchinson	14,148	1.16	1.45	3.51	3.52	1.50	0.91	1.69	0.28	0.40	3.32	1.13	0.85	0.53	1.09	0.80	0.43	1.41
Marshall	13,767	1.91	1.91	0.72	5.19	2.07	0.24	1.17	0.72	0.93	3.14	0.33	0.31	1.30	1.44	1.23	0.24	2.33
Bemidji	13,528	2.92	1.62	1.21	5.07	1.68	2.57	2.73	1.63	1.94	3.03	3.76	0.83	2.10	2.29	2.56	0.55	2.17
New Ulm	13,467	0.94	2.42	0.31	1.83	2.09		0.60	0.33	0.70	2.37	0.89		0.87	1.01	1.06	0.40	1.08
North Mankato	13,426	0.88			0.77	0.74			0.10	0.02		1.77	1.02		0.46	1.00	0.32	0.40
Fergus Falls	13,103	8.19	1.10	0.31	2.17	1.39	0.87	1.14	0.46	0.37	4.86	1.26	0.34	1.25	1.19	1.03	0.43	1.61
Monticello	12,840	1.70	0.17	0.33	1.93	0.77	0.68	1.25		0.10		15.26	0.93	0.56	1.85	1.26	0.22	1.22
Worthington	12,829	1.81	1.36	0.97	0.82	0.90	1.29	1.30	0.53	0.21	2.72	0.20	0.43	1.11	0.92	2.20	0.28	0.95
Sauk Rapids	12,796	1.56				1.30	1.35	0.78	0.17			1.22	0.11		0.57	0.48	0.18	0.36
Cloquet	12,144	0.93	0.10		1.36	1.29		1.02	0.16	0.16	3.33	0.65	1.28	0.43	1.25	0.92	0.44	0.94
Grand Rapids	10,879	3.62	2.27	0.54	4.40	2.02	1.64	3.07	0.77	1.02	5.06	1.65	0.26	2.44	1.66	1.62	0.41	2.14
Fairmont	10,631	1.72		0.88	0.30	1.03	2.35	1.85	0.35	0.42	2.40	0.44	0.94	1.67	1.02	1.13	0.24	0.88
Big Lake	10,164	0.44						0.81		0.00		4.22	0.17		0.37	0.60	0.18	0.31
Hermantown	9,545	4.11		0.08	7.54			1.69		4.28		29.54	0.71	1.25	1.07	2.15	0.26	2.33
Unadjusted Average: *		2.10	1.15	0.75	2.81	1.34	1.30	1.47	0.43	0.75	3.19	4.65	0.60	1.20	1.10	1.19	0.39	1.23

* Raw averages; not adjusted for special circumstances. For example, in cities with a college student population that is large relative to overall population, these pull factors may understate the relative strength of the retail sector. While college students are counted as part of the city population, in general they spend less than other city residents in many retail categories. Most Pull Factor outliers were eliminated for calculating typical pull factors used in the expected sales formula.

Comparison of Pull Factors by Merchandise Category

2011 Index of "Pulling Power" Cities Outside the 7 County Metro Area with Populations between 10,700 & 16,200 (Range: Population of New Ulm +/- ~ 30%.) (26 Cities)

Rankings

Town	Population	Vehicles, Parts	Furniture Stores	Elec- tronics	Building Materials	Food	Health, Personal	Gasoline Stations	Clothing	Leisure Goods	General Merch.	Misc.	Amuse- ment	Lodging	Eating & Drinking	Repair, Maint.	Personal Services	Taxable \$ Pull Factor
Town name																		
Red Wing	# 1	# 7	# 8	# 10	# 7	# 11		# 7	# 9	# 7	# 9	# 6	# 15	# 4	# 7	# 7	# 2	# 8
Hibbing	# 2	# 16	# 9	# 12	# 9	# 13	# 6	# 2	# 13	# 5	# 12	# 15	# 10	# 12	# 14	# 12	# 15	# 13
Sartell	# 3					# 10		# 17				# 2	# 2		# 15	# 18	# 18	# 15
Buffalo	# 4	# 11	# 12		# 6	# 8		# 13	# 10	# 11	# 5	# 13	# 11		# 12	# 13	# 1	# 10
Hutchinson	# 5	# 12	# 5	# 1	# 5	# 5	# 7	# 6	# 8	# 9	# 4	# 11	# 6	# 11	# 8	# 15	# 6	# 6
Marshall	# 6	# 5	# 3	# 5	# 2	# 2	# 10	# 10	# 3	# 4	# 6	# 17	# 13	# 5	# 4	# 6	# 12	# 1
Bemidji	# 7	# 4	# 4	# 2	# 3	# 4	# 1	# 3	# 1	# 2	# 7	# 5	# 7	# 2	# 1	# 1	# 3	# 3
New Ulm	# 8	# 13	# 1	# 8	# 11	# 1		# 16	# 7	# 6	# 11	# 12		# 9	# 11	# 9	# 8	# 9
North Mankato	# 9	# 15			# 14	# 16			# 14	# 15		# 7	# 3		# 17	# 11	# 9	# 16
Fergus Falls	# 10	# 1	# 7	# 9	# 8	# 6	# 8	# 11	# 5	# 10	# 2	# 9	# 12	# 6	# 6	# 10	# 5	# 5
Monticello	# 11	# 9	# 10	# 7	# 10	# 15	# 9	# 9		# 14		# 3	# 5	# 10	# 2	# 5	# 14	# 7
Worthington	# 12	# 6	# 6	# 3	# 13	# 14	# 5	# 8	# 4	# 12	# 8	# 18	# 9	# 8	# 13	# 2	# 10	# 11
Sauk Rapids	# 13	# 10				# 7	# 4	# 15	# 11			# 10	# 17		# 16	# 17	# 17	# 17
Cloquet	# 14	# 14	# 11		# 12	# 9		# 12	# 12	# 13	# 3	# 14	# 1	# 13	# 5	# 14	# 4	# 12
Grand Rapids	# 15	# 3	# 2	# 6	# 4	# 3	# 3	# 1	# 2	# 3	# 1	# 8	# 14	# 1	# 3	# 4	# 7	# 4
Fairmont	# 16	# 8		# 4	# 15	# 12	# 2	# 4	# 6	# 8	# 10	# 16	# 4	# 3	# 10	# 8	# 13	# 14
Big Lake	# 17	# 17						# 14		# 16		# 4	# 16		# 18	# 16	# 16	# 18
Hermantown	# 18	# 2		# 11	# 1			# 5		# 1		# 1	# 8	# 7	# 9	# 3	# 11	# 2

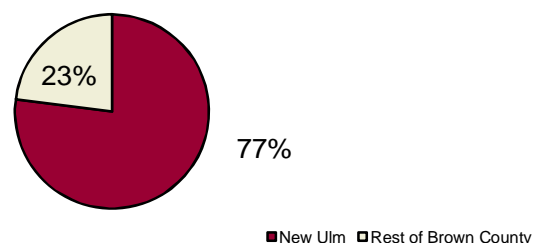
Above are all communities in the population range listed in the title with data available by merchandise category. Adjustments for special circumstances may be necessary for accurate comparisons.

New Ulm & Brown County Comparison, 2011

It is important to review the retail performance for the whole county and not just the city in isolation. For example, it is common for county seat towns to have above-average retail performance, while the county overall has a leakage of sales. This is usually because the county seat city doesn't have the critical mass of retail to attract the purchases of everyone in the county. By analyzing county data, city business people can develop strategies to recapture some of the sales being lost to other cities. For counties that have a local option sales tax, the analysis of county sales is extremely important, since lost sales are lost tax dollars. A thorough analysis of county sales can help county officials develop more meaningful economic development plans aimed at recapturing the lost sales.

The table below shows retail sales and number of firms by merchandise category for New Ulm and Brown County in 2011. New Ulm accounted for 50 percent of the county's firms and 77 percent of the county's sales.

Share of County Sales



Sales by Merchandise Category, New Ulm & Brown County, 2011

Merchandise Category	New Ulm		Brown County		City's Share of County Total	
	Taxable Sales (\$millions)	Number of Firms	Taxable Sales (\$millions)	Number of Firms	Sales	Firms
Vehicles & Parts	\$4.98	11	\$6.90	19	72.1%	57.9%
Furniture Stores	\$7.58	6	\$8.92	12	84.9%	50.0%
Electronics	\$1.32	8	\$1.56	11	84.3%	72.7%
Building Materials	\$21.21	12	\$27.89	19	76.1%	63.2%
Food, Groceries	\$16.66	8	\$20.08	17	82.9%	47.1%
Health, Personal Stores	NA	NA	\$2.17	4	NA	NA
Gasoline Stations	\$1.50	6	\$2.76	9	54.2%	66.7%
Clothing	\$0.81	5	\$0.81	6	100.0%	83.3%
Leisure Goods	\$2.29	15	\$2.30	20	99.5%	75.0%
General Merchandise	\$32.85	8	\$33.14	12	99.1%	66.7%
Miscellaneous Retail	\$3.65	48	\$3.39	75	107.9%	64.0%
Non-Store Retailers	\$0.21	14	\$1.29	32	16.2%	43.8%
Amusement & Recreation	NA	NA	\$2.53	12	NA	NA
Accommodations	\$3.79	6	\$4.38	9	86.7%	66.7%
Eating & Drinking Places	\$18.32	35	\$23.80	63	77.0%	55.6%
Repair, Maintenance	\$3.25	33	\$7.27	90	44.7%	36.7%
Personal Service, Laundry	\$0.80	45	\$1.21	79	65.5%	57.0%
Total Sales*	\$136.18	323	\$176.77	643	77.0%	50.2%

Brown County Retail Trade Overview

Total Taxable and Gross Retail Sales

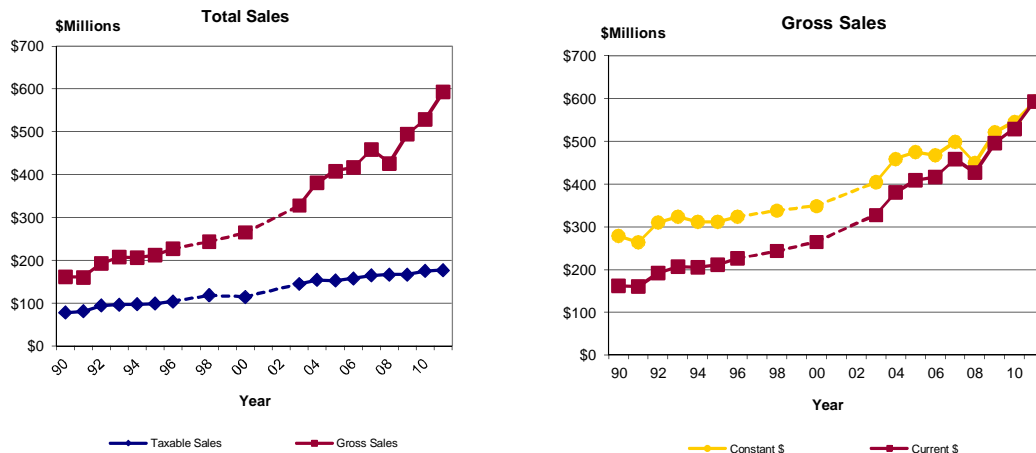
The table below presents gross and taxable retail and services sales for Brown County from 1990 through 2011. Taxable sales in Brown County increased 14.9 percent from 2004 to 2011, while the number of firms fell 6 percent. Statewide, taxable sales increased 5.4 percent over the same time period and the number of firms rose 0.3 percent. The per capita sales and pull factor data in this table are based on taxable sales, the more verified sales measure.

The table also presents sales data in constant 2011 dollars. These figures have been adjusted for inflation to reflect their value 2011. For example, in 1990, taxable sales in Brown County totaled \$76.89 million, an amount worth \$132.57 million in 2011 dollars. In constant dollars, gross sales grew 29.3 percent between 2004 and 2011. Constant dollar taxable sales decreased 4.6 percent over the same time period.

Year	Estimated Population	Current Dollars		Constant 2011 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* (\$millions)	Taxable Sales (\$millions)	Gross Sales* (\$millions)	Taxable Sales (\$millions)			
1990	26,984	\$161.49	\$76.89	\$278.42	\$132.57	748	\$2,849	0.65
1991	26,958	\$160.53	\$79.85	\$263.16	\$130.90	726	\$2,962	0.68
1992	27,073	\$192.36	\$93.99	\$310.25	\$151.60	730	\$3,472	0.72
1993	27,211	\$207.06	\$96.06	\$323.54	\$150.10	736	\$3,530	0.70
1994	27,135	\$205.78	\$97.32	\$311.79	\$147.45	736	\$3,586	0.66
1995	27,099	\$211.60	\$98.37	\$311.17	\$144.67	706	\$3,630	0.64
1996	27,316	\$226.74	\$103.53	\$323.91	\$147.90	746	\$3,790	0.57
1997	27,237	NA	NA	NA	NA	NA	NA	NA
1998	27,069	\$243.14	\$118.02	\$337.70	\$163.92	719	\$4,360	0.63
1999	26,903	NA	NA	NA	NA	NA	NA	NA
2000	26,911	\$264.61	\$114.16	\$348.17	\$150.22	707	\$4,242	0.56
2001	26,793	NA	NA	NA	NA	NA	NA	NA
2002	26,673	NA	NA	NA	NA	NA	NA	NA
2003	26,505	\$327.41	\$144.58	\$404.22	\$178.50	703	\$5,455	0.61
2004	26,763	\$380.95	\$153.79	\$458.97	\$185.29	684	\$5,747	0.62
2005	26,534	\$408.67	\$152.31	\$475.19	\$177.11	680	\$5,740	0.60
2006	26,361	\$416.24	\$157.38	\$467.68	\$176.83	656	\$5,970	0.62
2007	26,013	\$458.43	\$163.95	\$498.30	\$178.21	692	\$6,303	0.65
2008	25,862	\$426.44	\$166.44	\$448.88	\$175.20	694	\$6,436	0.67
2009	25,603	\$495.06	\$166.26	\$521.11	\$175.01	683	\$6,494	0.73
2010	25,884	\$529.26	\$174.64	\$545.63	\$180.04	677	\$6,747	0.75
2011	25,756	\$593.27	\$176.77	\$593.27	\$176.77	643	\$6,863	0.74
7 yr Change '04 to '11	-3.8%	55.7%	14.9%	29.3%	-4.6%	-6.0%	19.4%	18.6%
3 yr Change '08 to '11	-0.4%	39.1%	6.2%	32.2%	0.9%	-7.3%	6.6%	9.3%

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

Brown County: Total Retail Sales

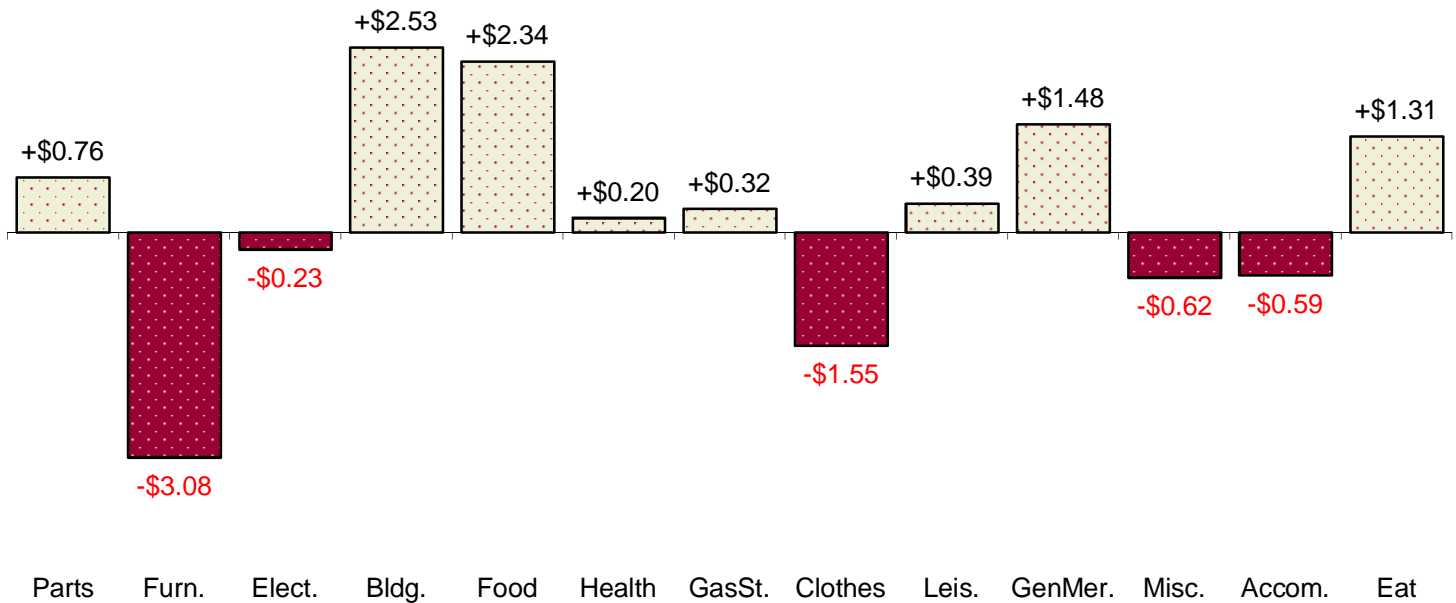


Brown County Components of Change*, 2008 to 2011

Category	Taxable Sales 2008	Taxable Sales 2011	Dollar Change	Percent Change
Vehicles & Parts	\$6,147,744	\$6,903,175	+\$755,431	+12.29%
Furniture Stores	\$12,004,896	\$8,921,566	-\$3,083,330	-25.68%
Electronics	\$1,794,301	\$1,560,815	-\$233,486	-13.01%
Building Materials	\$25,356,458	\$27,888,483	+\$2,532,025	+9.99%
Food, Groceries	\$17,744,296	\$20,084,142	+\$2,339,846	+13.19%
Health, Personal Stores	\$1,975,240	\$2,172,045	+\$196,805	+9.96%
Gasoline Stations	\$2,432,741	\$2,757,580	+\$324,839	+13.35%
Clothing	\$2,359,809	\$806,840	-\$1,552,969	-65.81%
Leisure Goods	\$1,910,266	\$2,302,123	+\$391,857	+20.51%
General Merchandise Stores	\$31,656,148	\$33,138,418	+\$1,482,270	+4.68%
Miscellaneous Retail	\$4,005,458	\$3,385,903	-\$619,555	-15.47%
Accommodations	\$4,966,969	\$4,379,643	-\$587,326	-11.82%
Eating & Drinking Places	\$22,491,815	\$23,804,292	+\$1,312,477	+5.84%
Total Retail and Services Sales	\$166,443,181	\$176,770,761	+\$10,327,580	+6.20%

* Figures not adjusted for inflation.

Dollar Changes by Category (in Millions) 2008 - 2011



Pull Factors By Merchandise Category Brown County

The following tables and charts depict pull factors in Brown County from 1990 to 2000* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

Category Descriptions

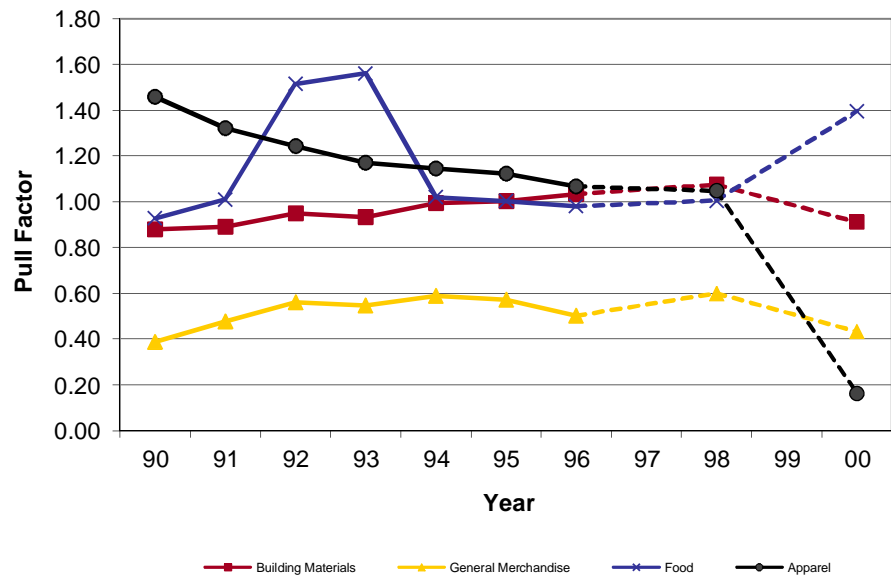
Building Materials: Includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; and lawn and garden supplies.

General Merchandise: Includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, catalog showrooms, warehouse clubs, and general stores.

Food: This group is comprised of retail stores primarily engaged in selling food for home preparation and consumption.

Apparel: Retail stores primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for Department Stores even though most of their receipts are from the sale of apparel and apparel accessories.

Pull Factors by Merchandise Category (1 of 3)



**Pull Factors by Merchandise Category
Brown County, 1990-2000**

Year	Building Materials	General Merchandise	Food	Apparel
1990	0.88	0.39	0.93	1.46
1991	0.89	0.48	1.01	1.32
1992	0.95	0.56	1.51	1.24
1993	0.93	0.55	1.56	1.17
1994	0.99	0.59	1.02	1.14
1995	1.00	0.57	1.00	1.12
1996	1.03	0.50	0.98	1.07
1997	NA	NA	NA	NA
1998	1.07	0.60	1.00	1.05
1999	NA	NA	NA	NA
2000	0.91	0.43	1.40	0.16

% Change, '90 to '00 3.56% 11.43% 50.59% -88.85%

% Change, '98 to '00 -15.25% -27.73% 38.98% -84.49%

*Due to a change in how firms are categorized beginning with fiscal year 2003, only data through fiscal year 2000 are presented in this section.

These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide, all cities are compared on the same basis.

Pull Factors By Merchandise Category

Brown County

The following tables and charts depict pull factors in Brown County from 1990 to 2000* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

Category Descriptions

Furniture: This group includes retail stores selling goods used for furnishing the home such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electric and gas appliances.

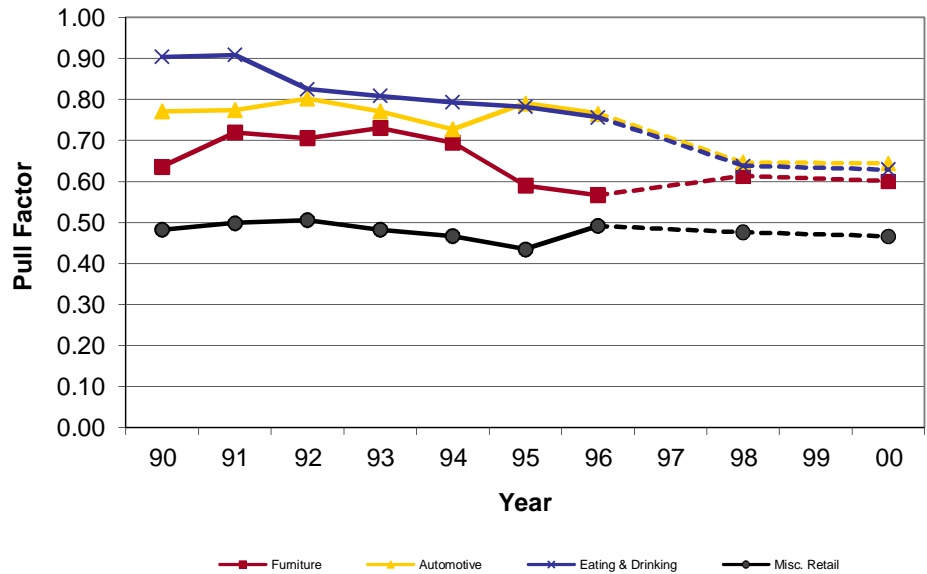
Automotive: Establishments selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories; and gasoline service stations.

Eating & Drinking: This major group includes retail establishments engaged in selling prepared food and drinks for consumption on the premises. Also included are caterers which serve prepared food other than at the place of business and lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption.

Miscellaneous Retail: This category includes retail establishments not elsewhere classified. These establishments fall into the following categories: liquor stores; used merchandise stores; miscellaneous shopping goods stores; nonstore retailers, fuel dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

*Due to a change in how firms are categorized beginning with fiscal year 2003, only data through fiscal year 2000 are presented in this section.

Pull Factors by Merchandise Category (2 of 3)



**Pull Factors by Merchandise Category
Brown County, 1990-2000**

Year	Furniture	Automotive	Eating & Drinking	Misc. Retail
1990	0.64	0.77	0.90	0.48
1991	0.72	0.77	0.91	0.50
1992	0.71	0.80	0.82	0.51
1993	0.73	0.77	0.81	0.48
1994	0.70	0.73	0.79	0.47
1995	0.59	0.79	0.78	0.44
1996	0.57	0.77	0.76	0.49
1997	NA	NA	NA	NA
1998	0.61	0.65	0.64	0.48
1999	NA	NA	NA	NA
2000	0.60	0.64	0.63	0.47

% Change, '90 to '00 -5.59% -16.47% -30.34% -3.35%

% Change, '98 to '00 -2.11% -0.40% -1.40% -2.06%

These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide, all cities are compared on the same basis.

Pull Factors By Merchandise Category

Brown County

The following tables and charts depict pull factors in Brown County from 1990 to 2000* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

Category Descriptions

Lodging: Includes establishments engaged in providing lodging, or lodging and meals, and camping facilities.

Personal Services: includes establishments primarily engaged in providing services generally to individuals, such as barber and beauty shops, drycleaning plants, laundries, and photographic studios.

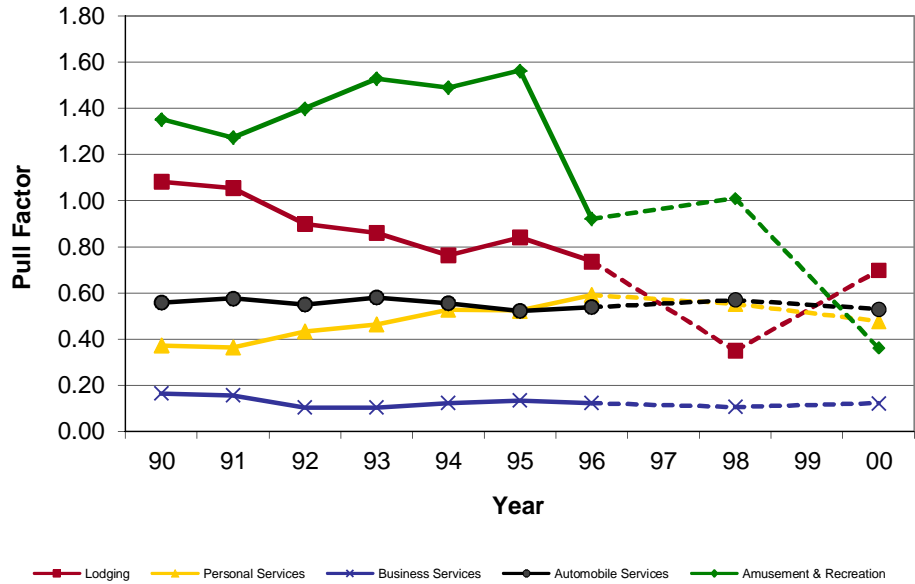
Business Services: Includes establishments primarily engaged in providing services, not elsewhere classified, to business establishments on a contract or fee basis.

Automobile Services: Includes establishments primarily engaged in furnishing automotive repair, rental, leasing, parking, and other services.

Amusement and Recreation: This group includes establishments primarily engaged in providing amusement, recreation, or entertainment services, not elsewhere classified.

*Due to a change in how firms are categorized beginning with fiscal year 2003, only data through fiscal year 2000 are presented in this section.

Pull Factors by Merchandise Category (3 of 3)



**Pull Factors by Merchandise Category
Brown County, 1990-2000**

Year	Lodging	Personal Services	Business Services	Automobile Services	Amusement & Recreation
1990	1.08	0.37	0.16	0.56	1.35
1991	1.05	0.36	0.16	0.58	1.27
1992	0.90	0.43	0.10	0.55	1.40
1993	0.86	0.46	0.10	0.58	1.53
1994	0.76	0.53	0.12	0.56	1.49
1995	0.84	0.52	0.13	0.52	1.56
1996	0.74	0.59	0.12	0.54	0.92
1997	NA	NA	NA	NA	NA
1998	0.35	0.55	0.11	0.57	1.01
1999	NA	NA	NA	NA	NA
2000	0.70	0.48	0.12	0.53	0.36
% Change, '90 to '00	-35.60%	28.22%	-25.82%	-5.10%	-73.27%
% Change, '98 to '00	99.28%	-13.78%	14.38%	-7.14%	-64.17%

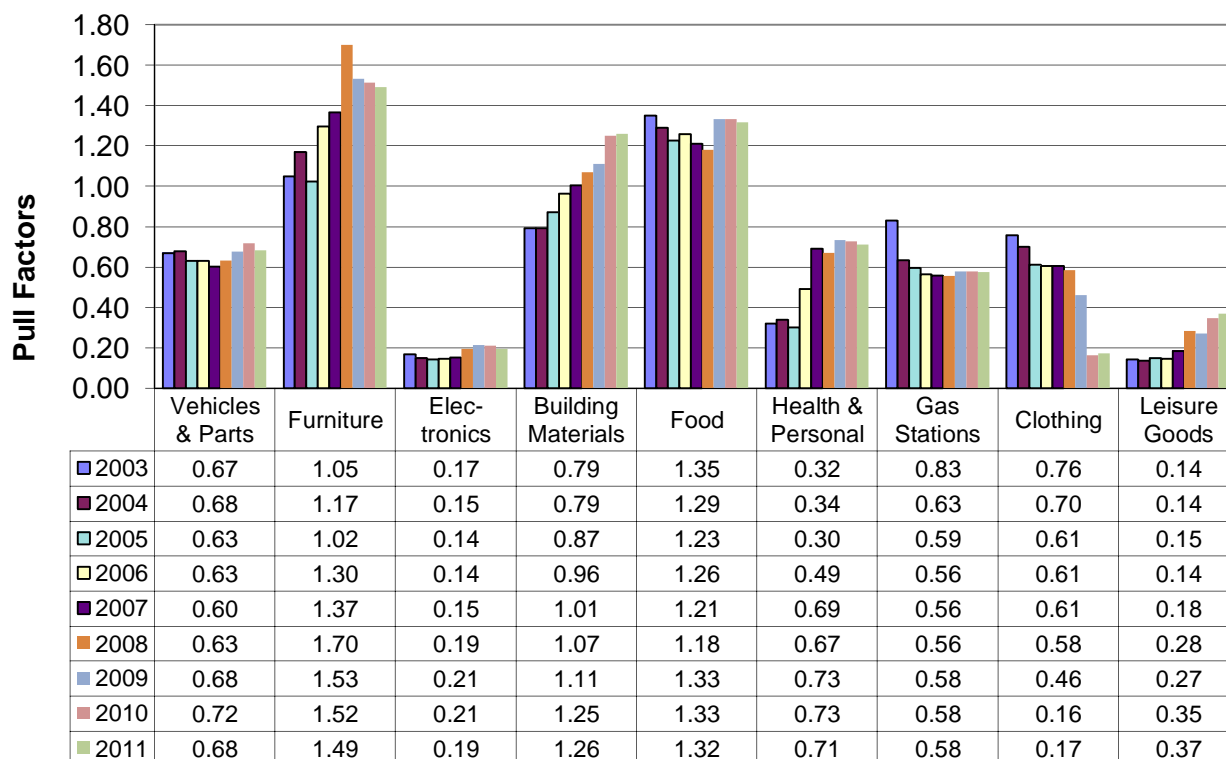
These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide, all cities are compared on the same basis.

Pull Factors By Merchandise Category

Brown County

The following tables and charts depict pull factors in Brown County from 2003 to 2011* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

Pull Factors by NAICS Merchandise Category (1 of 2)



NAICS Category Descriptions

Motor Vehicles & Parts: Establishments that sell new & used autos, boats, motorcycles, golf carts, RV's, campers, trailers, tires, and parts.

Furniture: Stores that sell furniture, beds, carpeting, window coverings, lamps, china, kitchenware, & woodburning stoves.

Electronics: Establishments primarily engaged in retailing household-type appliances, sewing machines, cameras, computers, and other electronic goods.

Building Materials: Establishments that sell lumber, hardware, paint, wallpaper, tile, hardwood floors, roofing, fencing, ceiling fans, lawn equipment, and garden centers.

Food: Grocery stores, deli's, bakery, & butcher shops that sell food to be prepared at home. Liquor stores.

Health & Personal: Pharmacies, food supplements, vision supplies, cosmetics, & hearing aid stores.

Gas Stations: Retailers that sell fuel along with convenience store items.

Apparel: New clothing and accessories, jewelry, shoes, bridal shops, clock shops, and luggage stores.

Leisure Goods: Sporting goods, books, music, hobby stores, fabric shops, and toy stores.

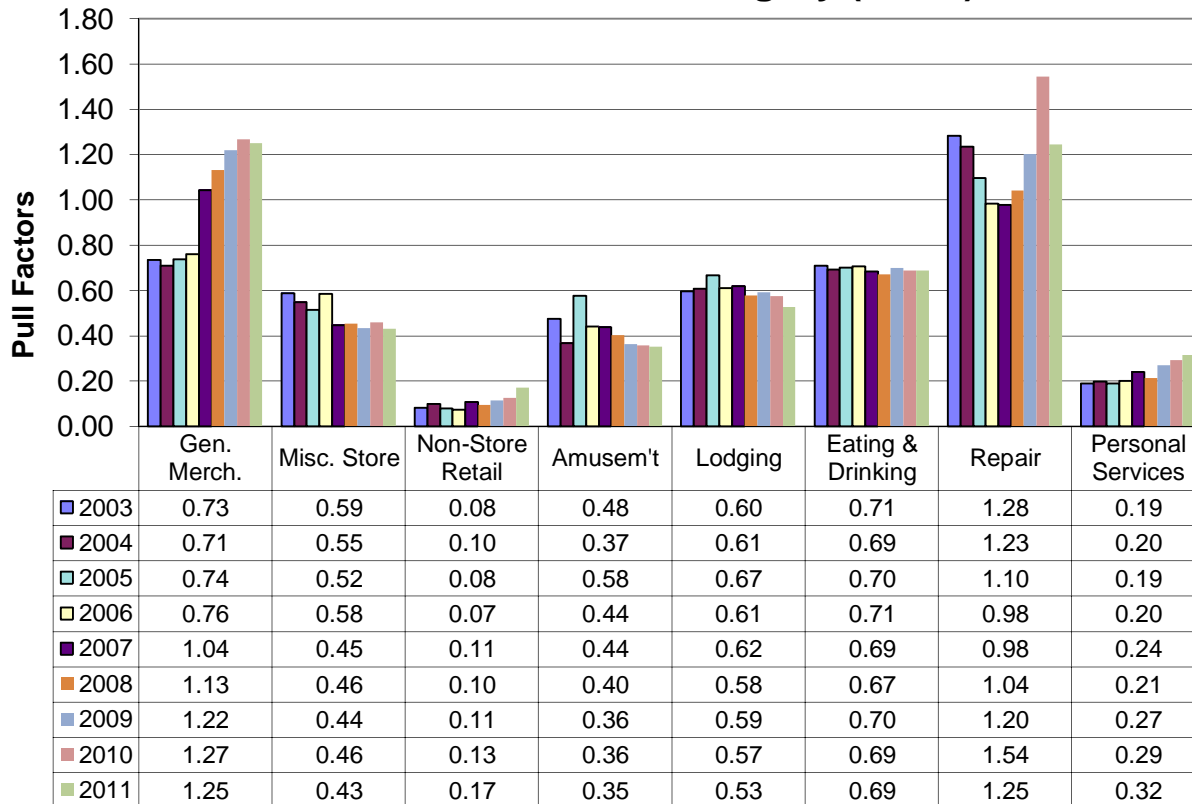
*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

Recent Trends By Merchandise Category

Brown County

The following tables and charts depict pull factors in Brown County from 2003 to 2011* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

Pull Factors by NAICS Merchandise Category (2 of 2)



NAICS Category Descriptions

General Merchandise: Establishments that sell a mixed line of goods. Examples are department stores, supercenters, and dollar stores.

Miscellaneous Store Retailers: Stores not covered in other categories such as florists, office supplies, pets, antiques, tobacco, art, used merchandise, and trophies.

Non-Store Retail: Retailers that do not use stores. This includes mail order, internet selling, bazaars, vending machines, fuel oil dealers, firewood dealers, door-to-door sales, and produce stands.

Amusement: Establishments such as golf courses, bowling lanes, marinas, amusement parks, water parks, shooting ranges, pool halls, horseback riding, ballrooms, health club facilities, ski hills, and casinos.

Lodging: Seasonal resorts, hotels, boarding houses, bed & breakfast, campgrounds, and RV parks.

Eating & Drinking: Restaurants, donut shops, coffee house, cafeteria, caterers, taverns, and nightclubs.

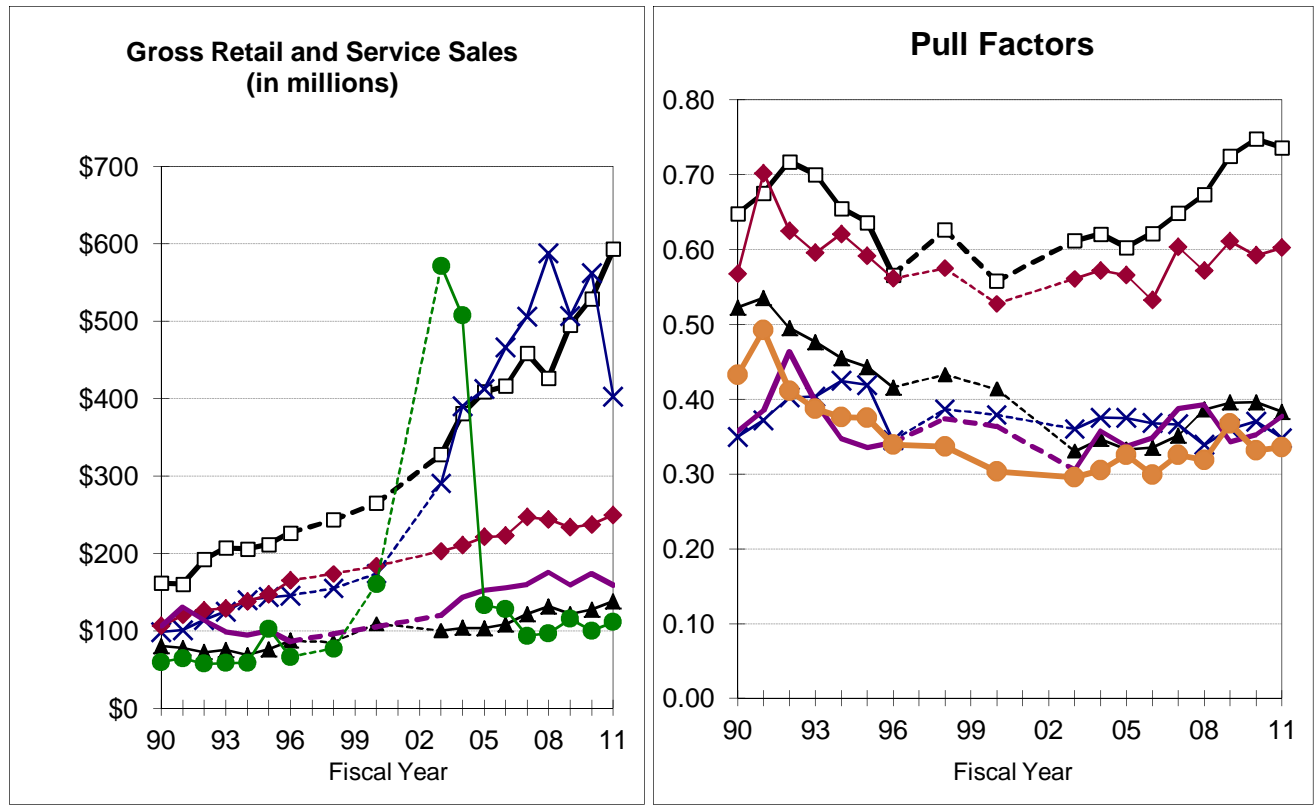
Repair: Businesses that return equipment to working order. Examples: cars, lawnmowers, small engines, knives, shoes, computers, furniture, and appliances.

Personal Services: Barbers, beauty salons, tanning facilities, funeral homes, laundromats, dry cleaners, pet groomers, and kennels.

*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

Comparison with Neighboring Counties

Brown County



- Brown County**
- Nicollet County**
- Renville County**
- Cottonwood County**
- Redwood County**
- Watonwan County**

Comparison with Neighboring Counties, 2011

Town	Population	Gross Sales (\$millions)	Taxable Sales (\$millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
Brown County	25,756	\$593.27	\$176.77	643	\$6,863	0.74
Cottonwood County	11,682	\$138.14	\$41.72	294	\$3,571	0.38
Nicollet County	32,949	\$402.55	\$106.80	564	\$3,241	0.35
Redwood County	15,986	\$249.71	\$89.79	416	\$5,617	0.60
Renville County	15,540	\$158.82	\$54.68	353	\$3,518	0.38
Watonwan County	11,197	\$111.12	\$35.07	228	\$3,132	0.34

Trade Area Analysis of Retail Sales

Brown County

The following tables provide information on retail sales by merchandise category. "Potential sales" is a standard to which actual performance is compared. In calculating potential sales, population and income characteristics are taken into account. Potential sales can be used as a guideline or "par value" in analyzing retail strength.

Deviations from these norms can be analyzed to first judge whether they should be considered relevant. If the differences appear to be significant (whether in dollar amounts or relatively with percentages), additional consideration is merited. Categories with undesirable performance may be further examined for potential corrective action. It is also important to determine whether or not the situation is relatively uncontrollable due to external or extenuating circumstances. In cases of favorable differences from expectations, the positive aspects should be identified and built upon.

Trade Area Analysis by Merchandise Category, 2011

Merchandise Group	Potential Sales (\$millions)	Actual Sales (\$millions)	Variance Between Actual & Potential		Trade Area Pop. Gain or Loss	Number of Firms	Percent of Total Sales
			In Dollars (millions)	As % of Expected			
Vehicles & Parts	\$8.29	\$6.90	-\$1.39	-16.7%	-4,311	19	3.9%
Furniture Stores	\$4.90	\$8.92	+\$4.02	+82.0%	21,119	12	5.0%
Electronics	\$6.58	\$1.56	-\$5.02	-76.3%	-19,648	11	0.9%
Building Materials	\$18.14	\$27.89	+\$9.75	+53.8%	13,850	19	15.8%
Food, Groceries	\$12.51	\$20.08	+\$7.57	+60.5%	15,581	17	11.4%
Health, Personal Stores	\$2.51	\$2.17	-\$0.34	-13.5%	-3,466	4	1.2%
Gasoline Stations	\$3.93	\$2.76	-\$1.17	-29.8%	-7,662	9	1.6%
Clothing	\$3.82	\$0.81	-\$3.02	-78.9%	-20,321	6	0.5%
Leisure Goods	\$5.12	\$2.30	-\$2.82	-55.1%	-14,180	20	1.3%
General Merchandise Stores	\$21.73	\$33.14	+\$11.41	+52.5%	13,520	12	18.7%
Miscellaneous Retail	\$6.44	\$3.39	-\$3.06	-47.4%	-12,221	75	1.9%
Amusement & Recreation	\$5.91	\$2.53	-\$3.38	-57.2%	-14,722	12	1.4%
Accommodations	\$6.83	\$4.38	-\$2.45	-35.8%	-9,230	9	2.5%
Eating & Drinking Places	\$28.41	\$23.80	-\$4.61	-16.2%	-4,176	63	13.5%
Repair, Maintenance	\$4.79	\$7.27	+\$2.48	+51.8%	13,345	90	4.1%
Personal Services, Laundry	\$3.14	\$1.21	-\$1.93	-61.4%	-15,803	79	0.7%
Total Taxable Retail & Service	\$196.92	\$176.77	-\$20.15	-10.2%	-2,635	643	100.0%

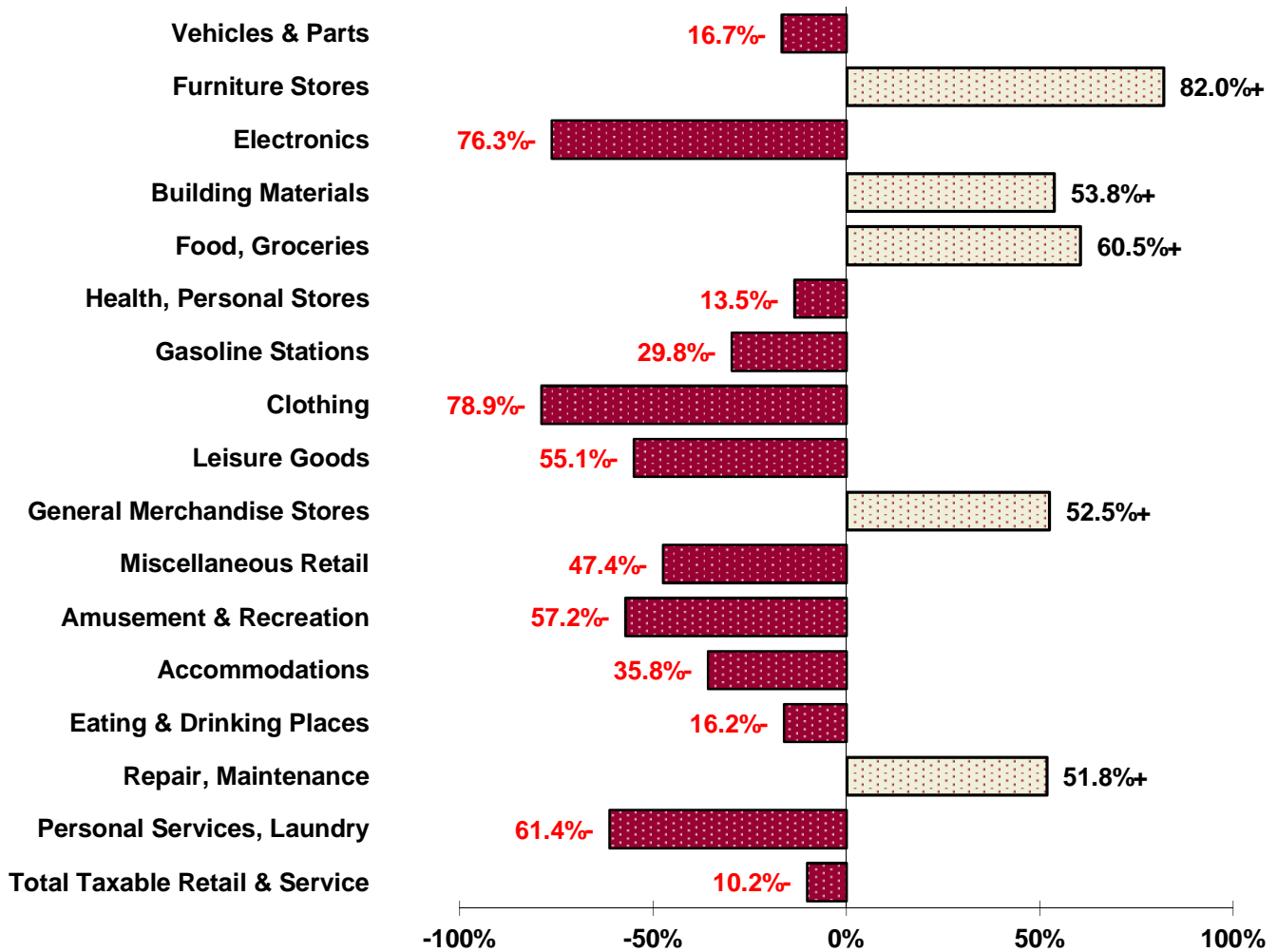
*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

Summary of Brown County Retail Trade

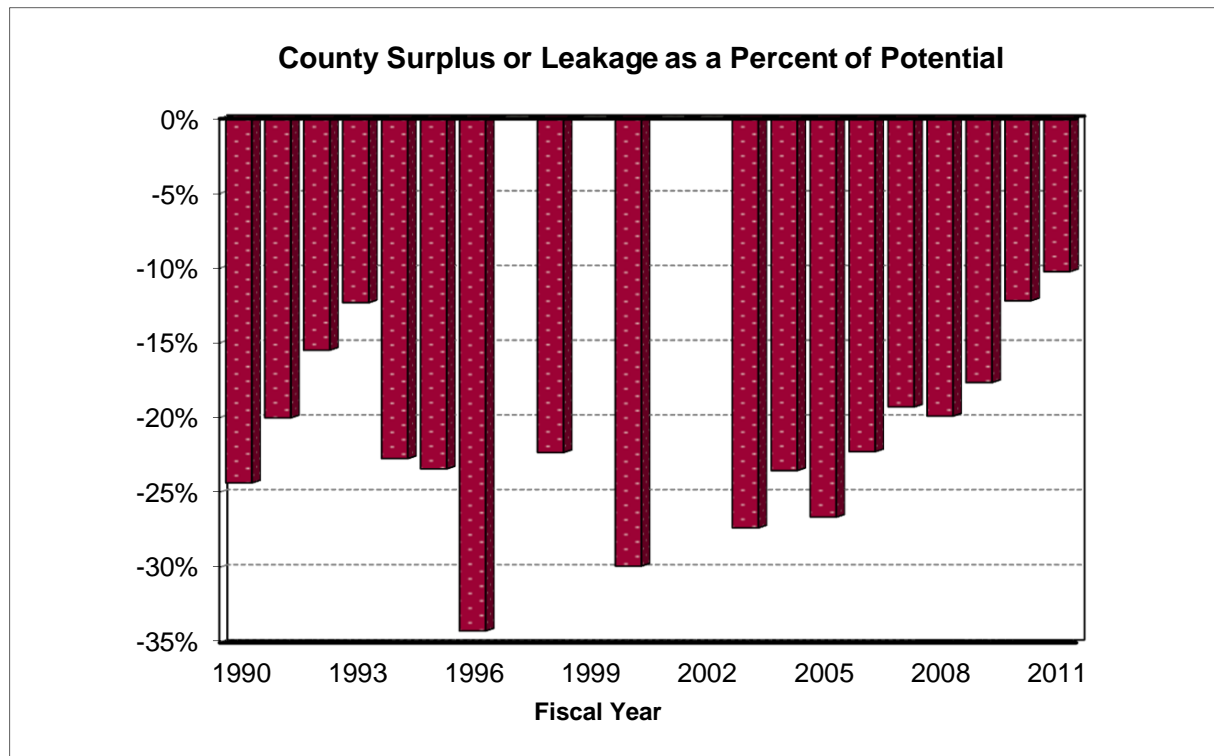
The chart below depicts the percentage amount Brown County's actual sales were above or below potential sales in 2011 by merchandise group. Of the 16 merchandise categories with reported data, sales in 5 of the categories were above what would be expected based on the county's population and income characteristics as well as statewide spending patterns. The strongest merchandise group by this standard is the Furniture Stores category, which has a 82 percent surplus. Overall, Brown County had a retail sales leakage of 10.2 percent.

It is important to note that variations in a county'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 and transportation patterns, as well as the individual retailer's management and marketing, can cause the retail sales of a particular county to deviate substantially from potential sales. It is important that decision-makers consider these influences when constructing policies, plans, or projects.

Percentage Above or Below Potential Sales, 2011



Brown County Retail Trade Surplus or Leakage



Fiscal Year	Population Estimate	Index of Income	Potential Sales (in millions)	Actual Sales (in millions)	Surplus or Leakage (in millions)	Surplus or Leakage as % of Potential	Trade Area Population Gain or Loss
1990	26,984	0.86	\$101.7	\$76.9	-\$24.8	-24.4%	-6,577
1991	26,958	0.84	\$99.8	\$79.9	-\$20.0	-20.0%	-5,396
1992	27,073	0.85	\$111.2	\$94.0	-\$17.2	-15.5%	-4,192
1993	27,211	0.80	\$109.5	\$96.1	-\$13.5	-12.3%	-3,348
1994	27,135	0.85	\$126.0	\$97.3	-\$28.6	-22.7%	-6,171
1995	27,099	0.83	\$128.5	\$98.4	-\$30.1	-23.4%	-6,349
1996	27,316	0.86	\$157.4	\$103.5	-\$53.8	-34.2%	-9,346
1997	27,237	0.82	NA	NA	NA	NA	NA
1998	27,069	0.81	\$152.0	\$118.0	-\$33.9	-22.3%	-6,047
1999	26,903	0.79	NA	NA	NA	NA	NA
2000	26,911	0.80	\$162.9	\$114.2	-\$48.7	-29.9%	-8,050
2001	26,793	0.81	NA	NA	NA	NA	NA
2002	26,673	0.80	NA	NA	NA	NA	NA
2003	26,505	0.84	\$199.1	\$144.6	-\$54.5	-27.4%	-7,254
2004	26,763	0.81	\$201.2	\$153.8	-\$47.4	-23.5%	-6,302
2005	26,534	0.82	\$207.7	\$152.3	-\$55.4	-26.7%	-7,073
2006	26,361	0.80	\$202.5	\$157.4	-\$45.1	-22.3%	-5,875
2007	26,013	0.80	\$203.1	\$164.0	-\$39.2	-19.3%	-5,017
2008	25,862	0.84	\$207.8	\$166.4	-\$41.4	-19.9%	-5,146
2009	25,603	0.88	\$201.9	\$166.3	-\$35.6	-17.6%	-4,519
2010	25,884	0.85	\$198.9	\$174.6	-\$24.2	-12.2%	-3,153
2011	25,756	0.82	\$196.9	\$176.8	-\$20.1	-10.2%	-2,635

State of Minnesota Per Capita Taxable Retail Sales & Threshold Levels for Selected Goods and Services

2011

Threshold level refers to the number of people per business, which can be used as a general guide for determining the "critical mass" necessary to support a business. These are broad averages for the state as a whole and do not reflect differences in income, tourism, agglomeration, establishment, etc. Further, the business counts are based on the number of sales tax returns filed and are converted to "full-time equivalents." Multiplying people per business by sales per capita yields average sales per firm. In addition to state averages, averages for the non-metropolitan regions were calculated by excluding the seven county Minneapolis-St. Paul metropolitan region.

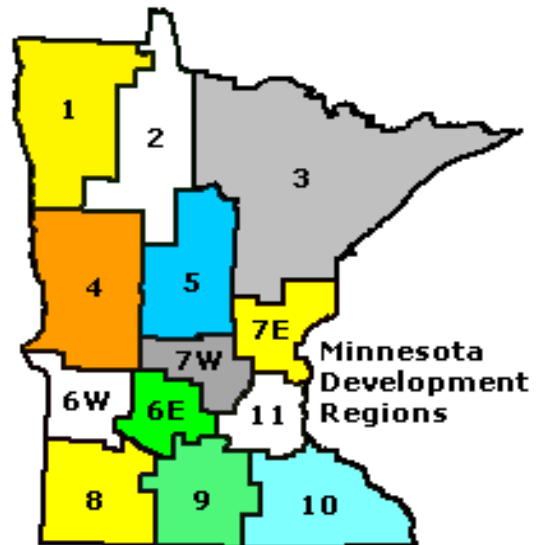
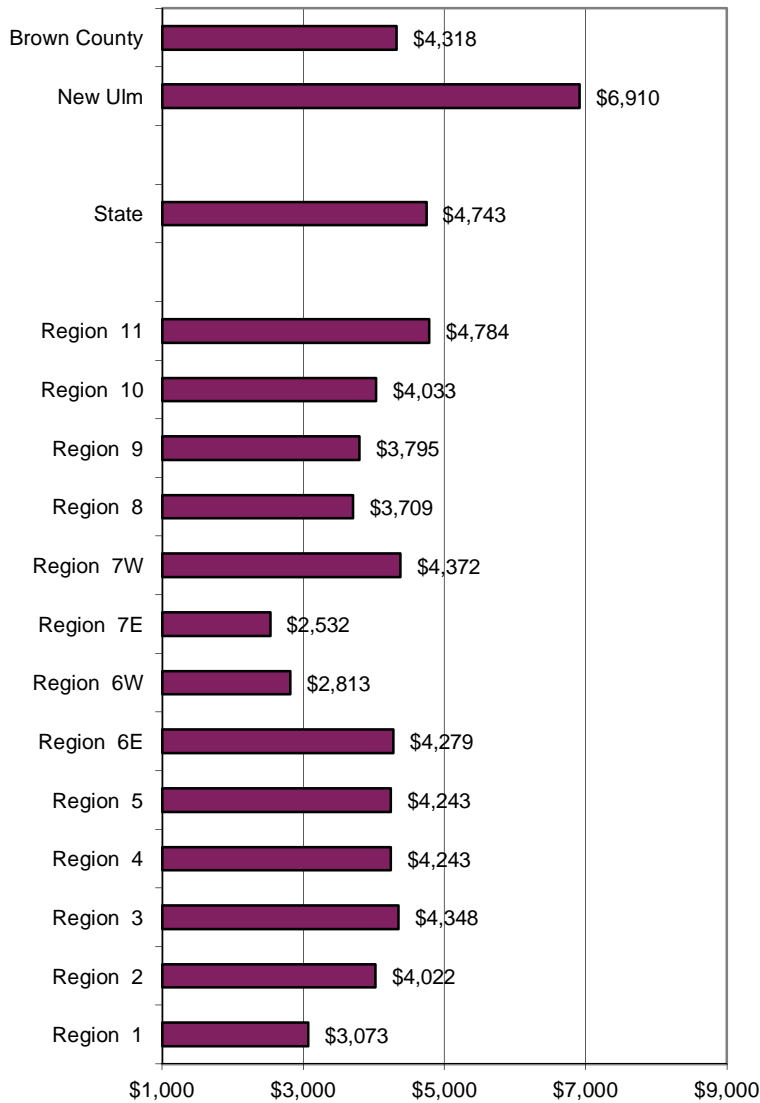
Business Activity / Store Type NAICS	People Per Business		Sales Per Capita		
	State	Non-Metro	State	Non-Metro	New Ulm
RETAIL TRADE					
441 Vehicles, Parts	1,841	1,444	\$392.08	\$376.48	\$369.48
442 Furniture Stores	2,505	2,862	\$230.87	\$151.39	\$562.70
443 Electronics	3,127	4,057	\$310.16	\$134.65	\$97.73
444 Building Materials	2,257	1,738	\$857.89	\$913.76	\$1,575.23
445 Food and Beverage Stores	1,509	1,352	\$592.44	\$493.29	\$1,236.98
446 Health, Personal Stores	3,265	3,720	\$117.24	\$70.03	NA
447 Gasoline Stations	2,609	1,925	\$185.47	\$220.16	\$111.02
448 Clothing & Accessory Stores	1,451	1,838	\$180.93	\$84.94	\$59.91
451 Leisure Goods	1,307	1,262	\$242.49	\$163.19	\$170.16
452 General Merchandise	5,054	3,959	\$1,019.03	\$1,054.64	\$2,439.64
453 Miscellaneous Merchandise	391	374	\$320.60	\$234.25	\$271.29
454 Non-store Retail	841	958	\$294.16	\$84.21	\$15.52
Retail Total			\$4,743.35	\$3,981.01	\$6,909.69
INFORMATION					
511 Publishing Industry	7,947	19,990	\$24.59	\$0.65	
512 Movie & Recording Industry	14,609	44,705	\$25.45	\$9.66	
515 Broadcasting	56,129	122,940	\$107.25	\$3.39	
516 Info -Internet Publ/Brcst	205,086	NA	\$0.01	NA	
517 Telecommunications	6,115	10,690	\$727.36	\$252.65	
518 Internet Service	8,491	44,705	\$63.47	\$1.05	
519 Other Information Services	3,941	5,652	\$156.76	\$32.74	
FINANCE AND INSURANCE					
522 Credit Intermediation	7,265	7,906	\$21.08	\$5.15	
523 Securities, Commodities	25,152	153,675	\$2.89	\$0.23	
524 Insurance Carriers	11,345	27,320	\$1.47	\$0.42	
525 Funds, Trusts	296,236	NA	\$4.08	NA	
REAL ESTATE AND RENTAL AND LEASING					
531 Real Estate	3,065	4,545	\$33.30	\$21.64	
532 Rental, Leasing Services	2,833	4,005	\$255.95	NA	
533 Lessors Nonfinancial Assets	592,472	NA	\$0.13	NA	
PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES					
541 Prof, Scientific, Technical Services	456	781	\$241.61	\$68.76	
551 Mgmt Of Companies	26,931	129,411	\$30.96	\$2.73	
ADMINISTRATIVE & SUPPORT; WASTE MGMT & REMEDIATION SVCS					
561 Admin, Support Services	527	614	\$17.35	\$120.92	
562 Waste Mgmt, Remediation	15,546	14,379	\$14.65	\$0.87	
EDUCATIONAL SVCS; HEALTH & SOCIAL ASSISTANCE					
611 Educational Services	4,569	5,827	\$17.35	\$15.03	
621 Health -Ambulatory Care	1,152	1,454	\$14.65	\$9.87	
622 Health -Hospitals	96,950	144,635	\$10.92	\$8.43	
623 Health -Nursing, Residential Care	16,611	13,970	\$1.68	\$1.67	
624 Health -Social Assistance	18,014	31,124	\$1.80	\$1.94	
ARTS, ENTERTAINMENT & RECREATION					
711 Performing Art, Spectator Sports	2,732	4,037	\$62.49	\$9.21	
712 Museums, Historical Sites	64,244	84,786	\$4.25	\$0.43	
713 Amusement, Gambling, Recr	2,314	1,944	\$279.72	\$133.46	NA
ACCOMMODATION & FOOD SERVICES					
721 Accommodation	2,164	1,218	\$321.69	\$300.10	\$281.80
722 Food Services, Drinking Places	471	460	\$1,345.00	\$992.05	\$1,360.44
OTHER SERVICES					
811 Repair, Maintenance	603	449	\$226.81	\$228.14	\$241.15
812 Personal, Laundry Service	634	553	\$148.82	\$49.40	\$59.12
TOTAL RETAIL AND SERVICES			\$9,322.56	\$6,439.25	

Compare the Community to the Region

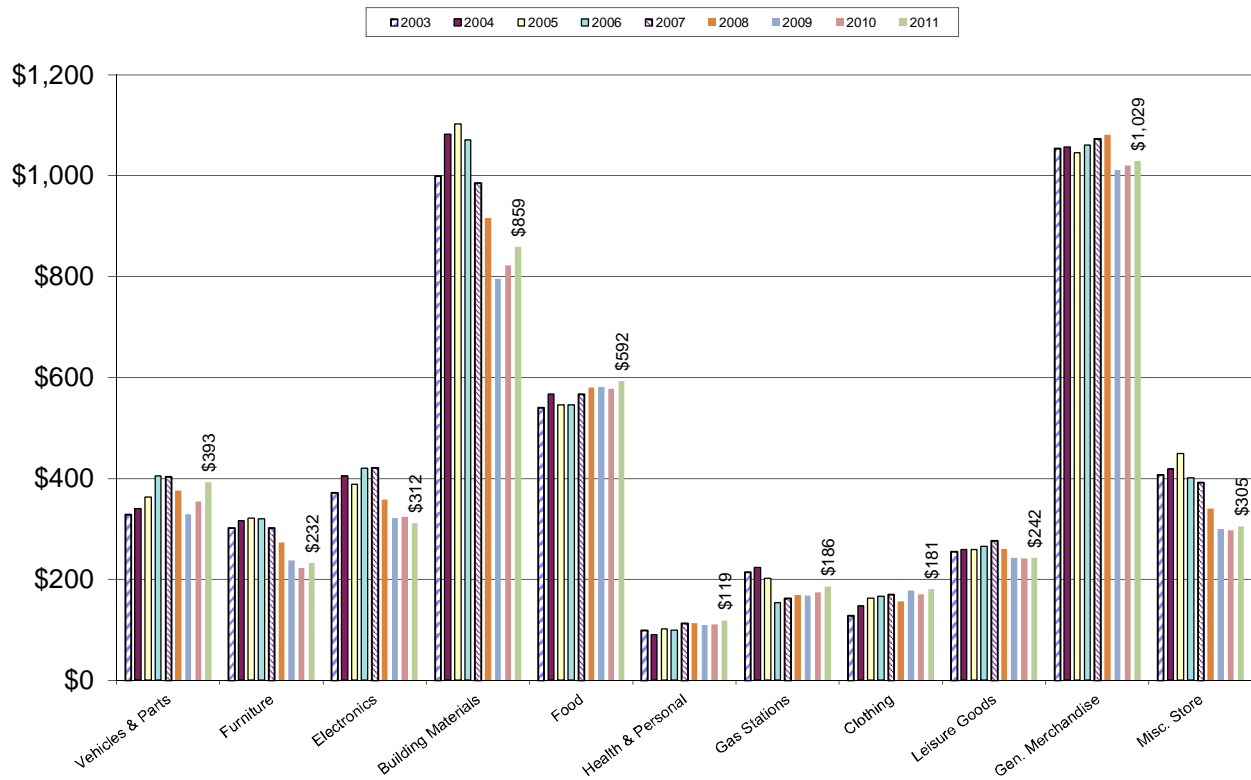
New Ulm and Brown County

On other pages of this report we compared communities using a combination of retail sectors and service sectors. The information on this page only includes businesses in **retail trade** and does not include service sectors. The retail trade sectors include the following: building materials, motor vehicles & parts, clothing, food stores, electronics, convenience stores, leisure goods, health stores, furniture, general merchandise, non-store retail, and miscellaneous stores.

2011 Retail Sales per capita



Minnesota Taxable Sales per Capita Trend



Minnesota Taxable Sales per Capita Trend Adjusted to 2011 Dollars

