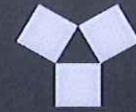


Yaggy Colby Associates'

Rushford, MN

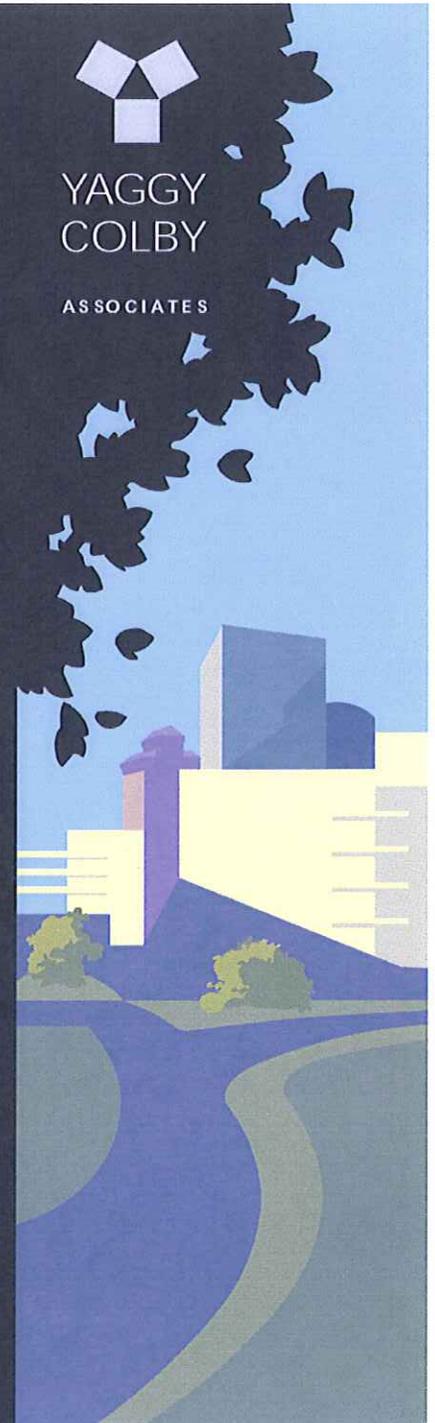
Presentation

Economic Analysis



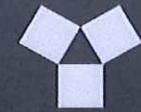
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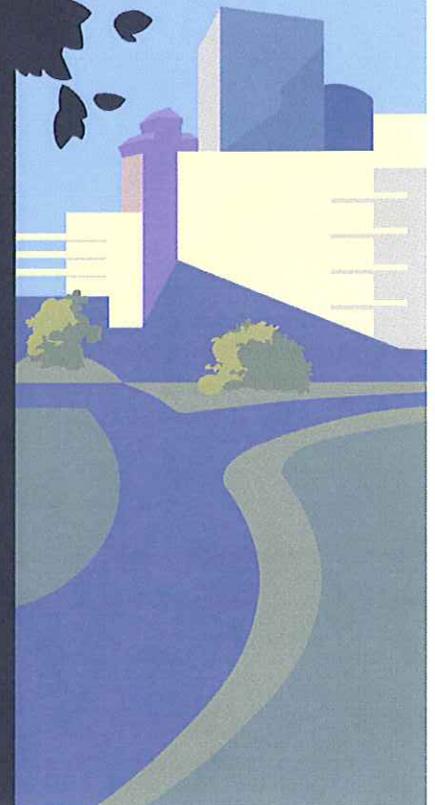
Rushford Comprehensive Plan - Website

- <http://rushfordcompplan.wordpress.com>
- Documents and presentations posted on the site
- Upcoming meetings listed
- Comments welcome

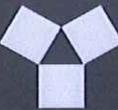


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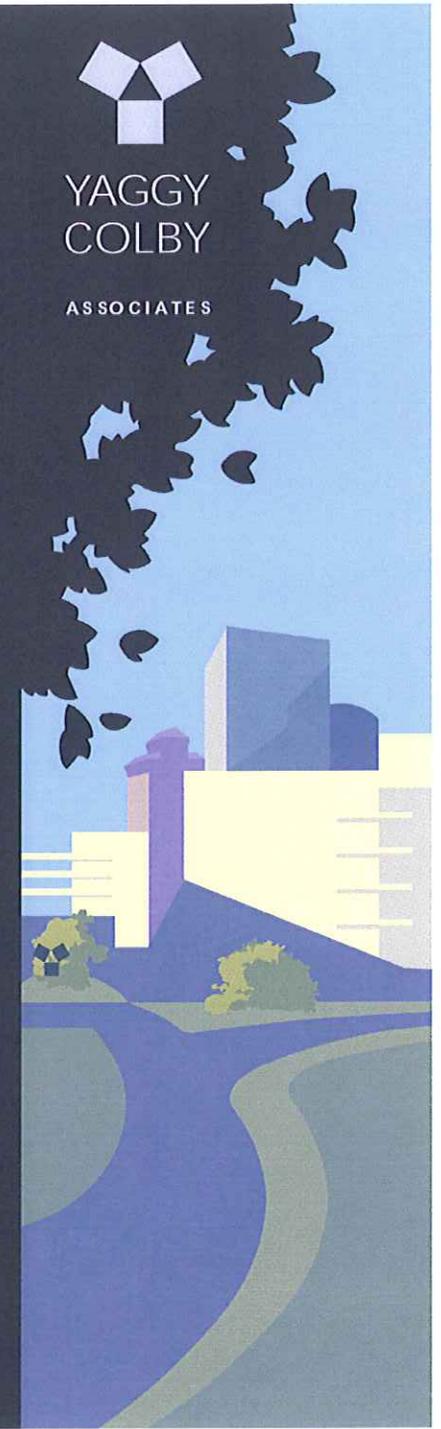
Fillmore County—Economic Profile



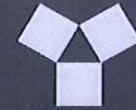
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FILLMORE COUNTY, MINNESOTA					
ESTIMATE OF BASIC EMPLOYMENT SECTORS FOR 2006					
UTILIZING THE LOCATION QUOTIENT METHOD					
Type of Industry	Fillmore County		National		Fillmore Co. Location Quotient
	Average Employment	Percent of Total	Average Employment	Percent of Total	
Agriculture, Forestry & Fishing	193	3.77%	1,160,179	1.03%	3.6602
Utilities	67	1.31%	546,521	0.48%	2.6974
Construction	309	6.03%	7,602,148	6.74%	0.8943
Manufacturing	1,003	19.58%	14,110,663	12.52%	1.5640
Wholesale Trade	357	6.97%	5,885,194	5.22%	1.3347
Retail	747	14.58%	15,370,040	13.64%	1.0693
Transportation, Communication & Public Utilities	47	0.92%	4,204,514	3.73%	0.2460
Information	86	1.68%	3,040,577	2.70%	0.6223
Finance and Insurance	273	5.33%	5,007,468	4.33%	0.9999
Real Estate and Rental Leasing	49	0.96%	2,154,595	1.91%	0.5004
Professional and Technical Services	112	2.19%	7,392,850	6.56%	0.3333
Management of Companies	0	0.00%	1,785,257	1.58%	0.0000
Administration	74	1.44%	8,291,573	7.36%	0.1964
Education	0	0.00%	2,207,199	1.96%	0.0000
Health Care and Social Assistance	0	0.00%	14,709,028	13.05%	0.0000
Arts Entertainment and Recreation	120	2.34%	1,901,194	1.69%	1.3888
Accommodation and Food Services	495	9.66%	11,123,421	9.87%	0.9791
Other Services, except public administration	370	7.22%	4,364,889	3.87%	1.8651
Nonclassifiable	2	0.04%	244,951	0.22%	0.1796
TOTALS	5,123	84.01%	112,718,859	100.00%	
KEY: Red - Represents Basic Sector Employment					
Blue - Represents Near Basic Sector Employment					
Source: Minnesota Department of Economic Security and the Bureau Labor Statistics					



Fillmore County-Basic Sectors

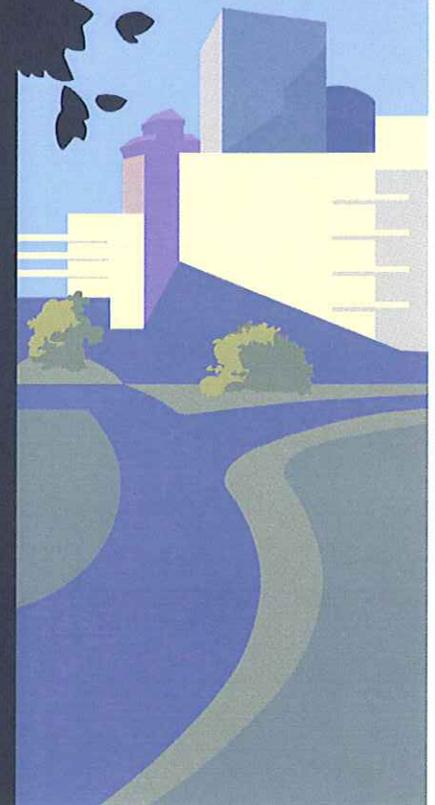


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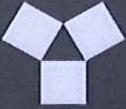
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- Agriculture
- Utilities
- Manufacturing
- Wholesale Trade
- Retail Trade
- Arts,
Entertainment,
Recreation
- Services



Fillmore County-Near Basic Sectors



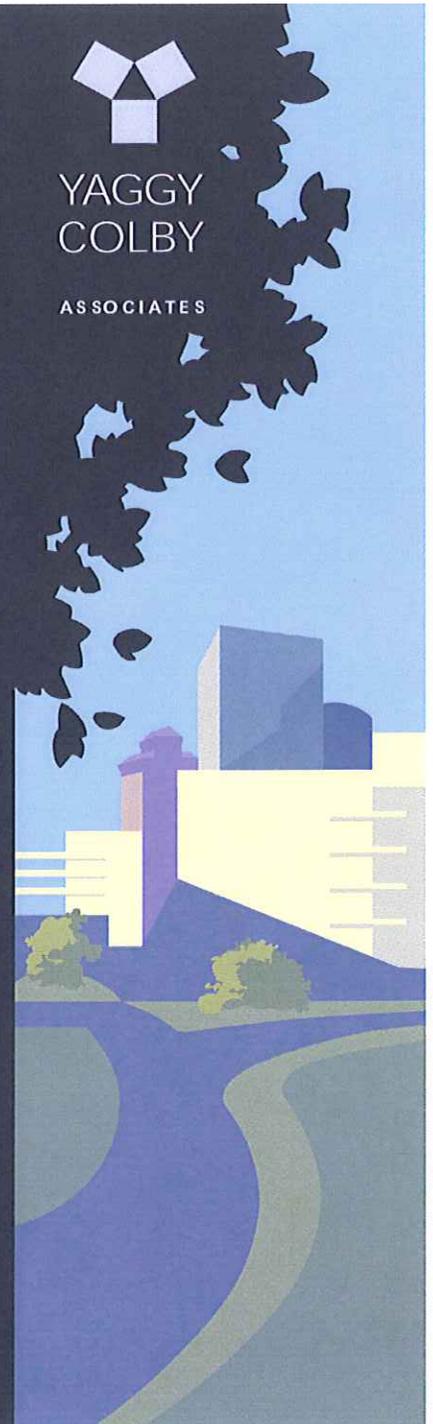
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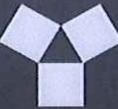
- Finance and Insurance



- Accommodation and Food Service

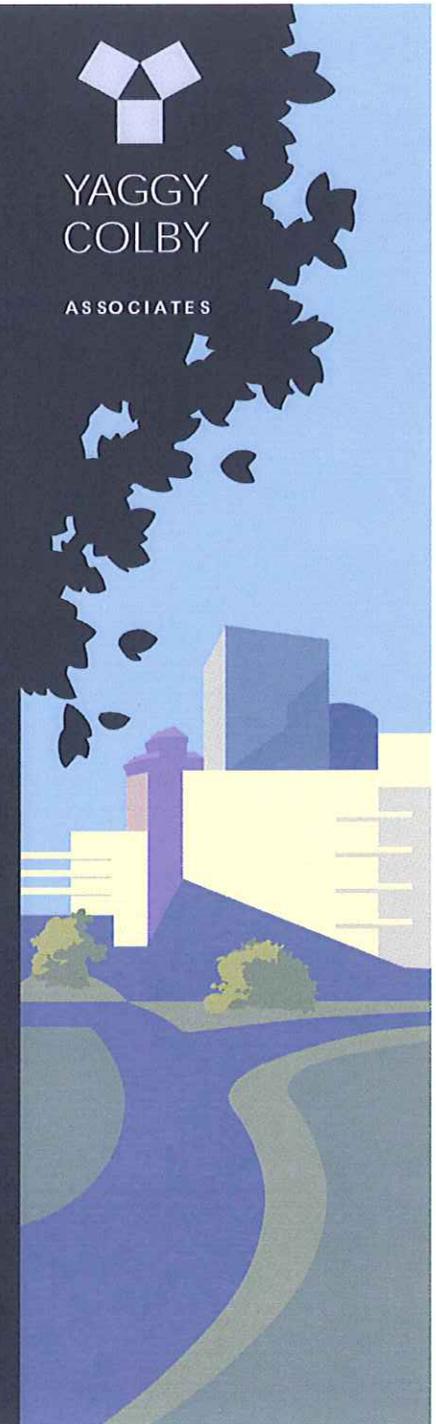


Rushford-Economic Profile



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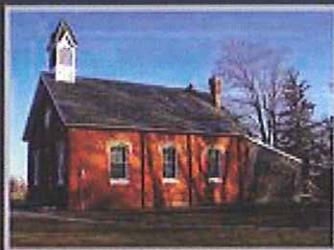
RUSHFORD COUNTY, MINNESOTA					
ESTIMATE OF BASIC EMPLOYMENT SECTORS FOR 2006					
UTILIZING THE LOCATION QUOTIENT METHOD					
Type of Industry	Rushford		National		Rushford Location Quotient
	Average Employment	Percent of Total	Average Employment	Percent of Total	
Agriculture, Forestry & Fishing		0.00%	1,160,179	1.03%	0.0000
Utilities		0.00%	546,521	0.48%	0.0000
Construction	5	0.43%	7,602,148	6.74%	0.0630
Manufacturing		0.00%	14,110,663	12.52%	0.0000
Wholesale Trade	273	23.21%	5,885,194	5.22%	4.4462
Retail	150	12.76%	15,370,040	13.64%	0.9354
Transportation, Communication & Public Utilities	3	0.26%	4,204,514	3.73%	0.0684
Information		0.00%	3,040,577	2.70%	0.0000
Finance and Insurance	22	1.87%	6,007,468	5.33%	0.3510
Real Estate and Rental Leasing		0.00%	2,154,595	1.91%	0.0000
Professional and Technical Services	13	1.11%	7,392,850	6.56%	0.1685
Management of Companies		0.00%	1,785,257	1.58%	0.0000
Administration	62	5.27%	8,291,573	7.36%	0.7167
Education	94	7.99%	2,207,199	1.96%	4.0820
Health Care and Social Assistance		0.00%	14,709,028	13.05%	0.0000
Arts Entertainment and Recreation		0.00%	1,901,194	1.69%	0.0000
Accommodation and Food Services	52	4.42%	11,123,421	9.87%	0.4481
Other Services, except public administration	165	13.18%	4,364,889	3.87%	3.4037
Nonclassifiable		0.00%	244,951	0.22%	0.0000
TOTALS	1,176	70.49%	112,718,859	100.00%	
KEY: Red - Represents Basic Sector Employment					
Blue - Represents Near Basic Sector Employment					
Source: Minnesota Department of Economic Security and the Bureau Labor Statistics					



Rushford-Basic Employment Sectors



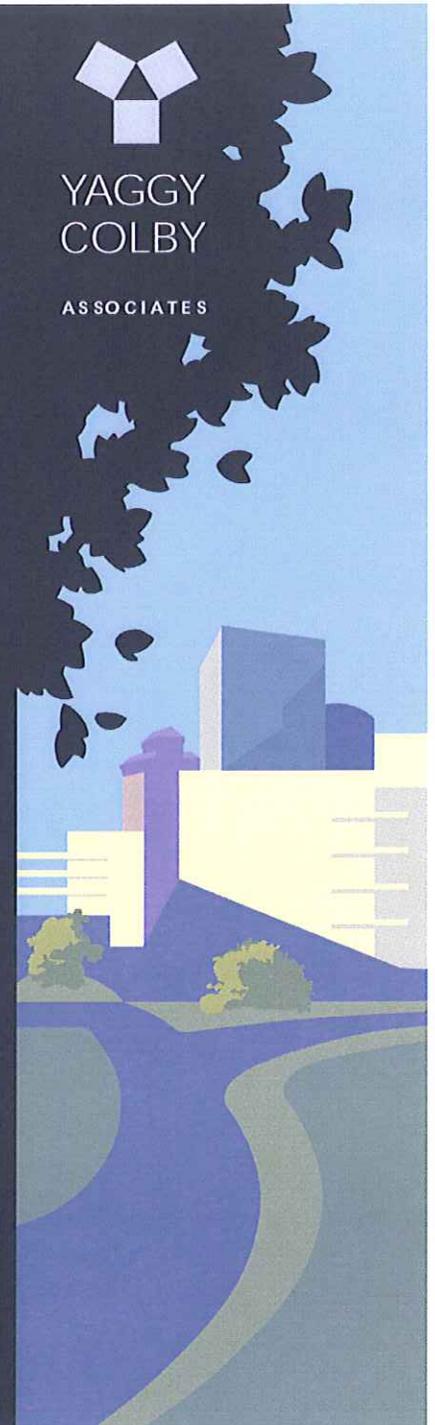
- Wholesale Trade



- Education



- Services



Rushford-Near Basic Employment Sectors

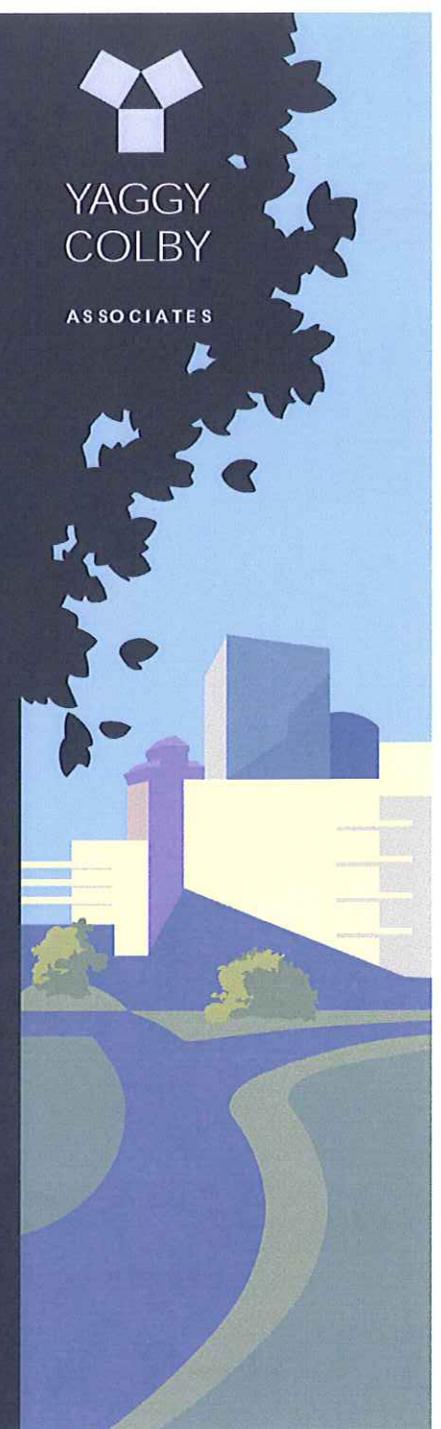


- Retail Trade



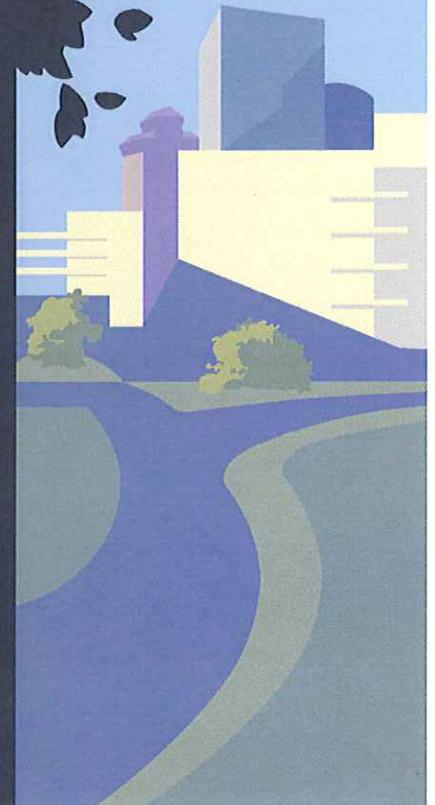
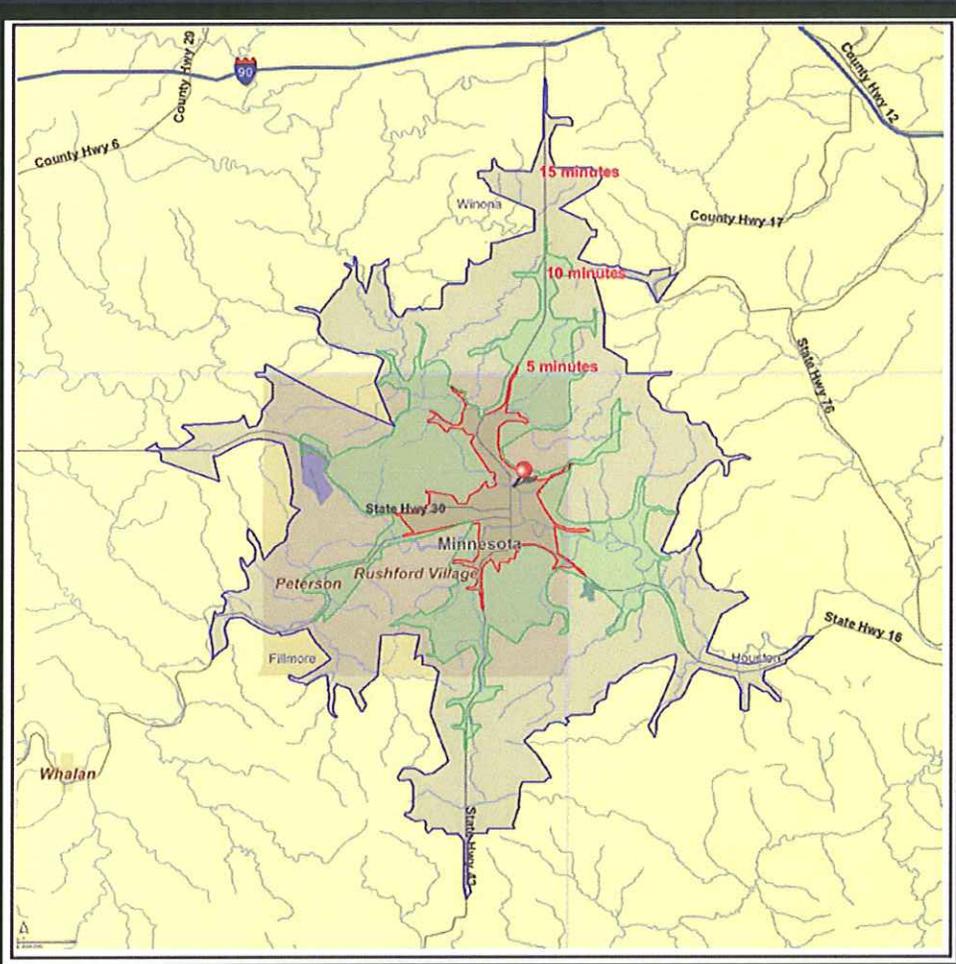
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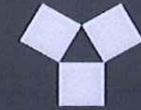
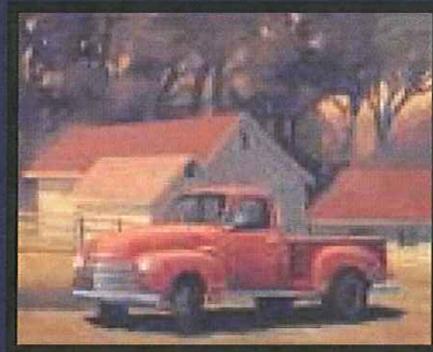
Rushford-5-10-15 Minute Drive Time Map


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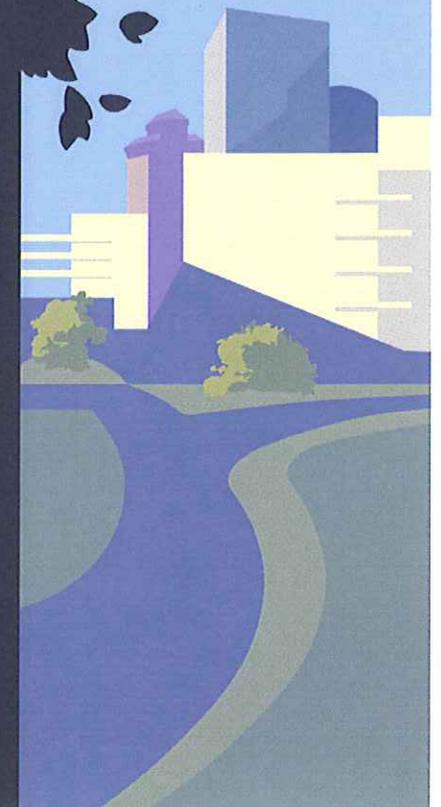
2007 Estimated Population in Drive Time Areas

- 5 Minutes – 1,937
- 10 Minutes – 2,469
- 15 Minutes – 3,030



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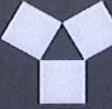
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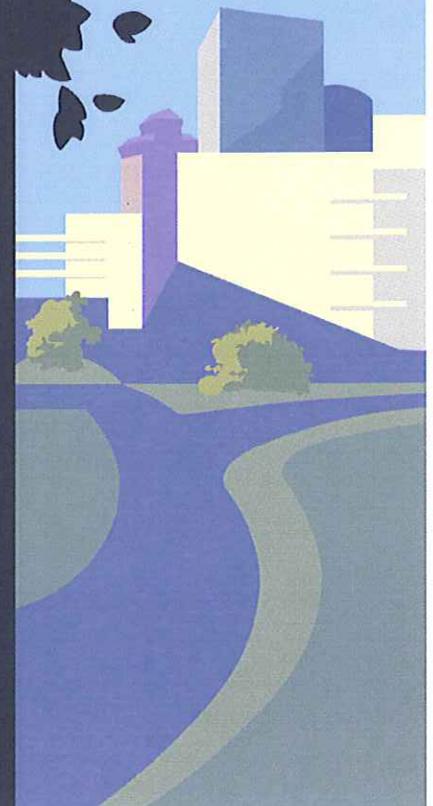


Potential for Economic Development

- Encourage growth in the basic sectors
 - Wholesale Trade
 - Education
 - Services

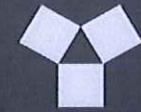



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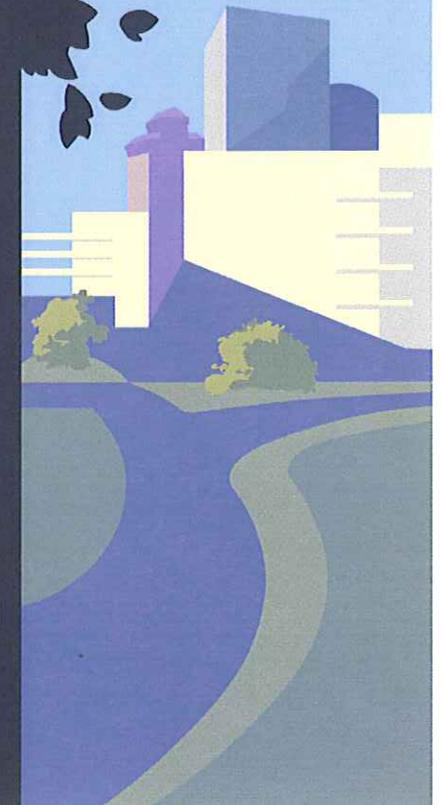
Potential for Economic Development

- Encourage growth in the near
basic sector
 - Retail Trade
- Need to target retail growth
promotion



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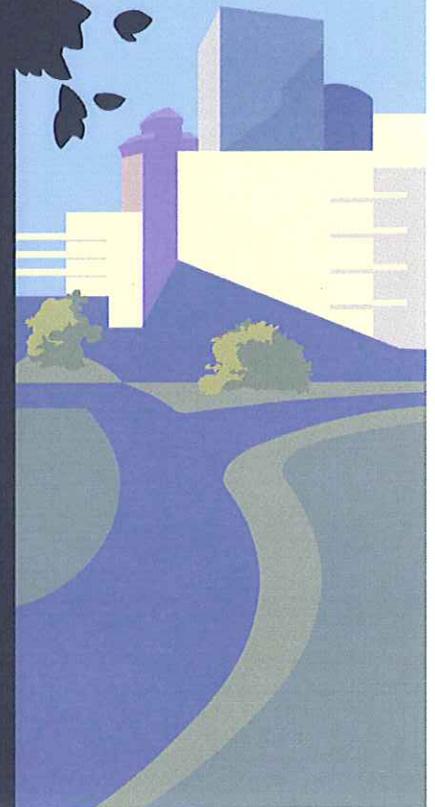
Strategies for Development



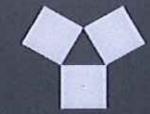
- **Wholesale Trade** – Available land, financing programs for new business or expansions of existing businesses
- **Education** – Work collaboratively on facilities, open space, etc.
- **Services** – Generally will follow other growth, no specific strategy
- **Retail Trade** – Need to target to areas that are under-served or not served based on trade area – promotion only

Strategies – Retail Trade

- Analyze market and determine underserved markets or markets not served
- Develop a marketing strategy specific to the retail needs determined
- Work with local, regional and state agencies to market



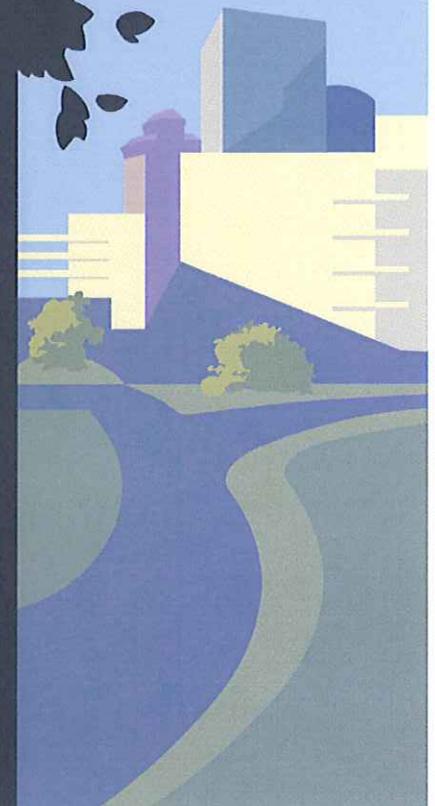
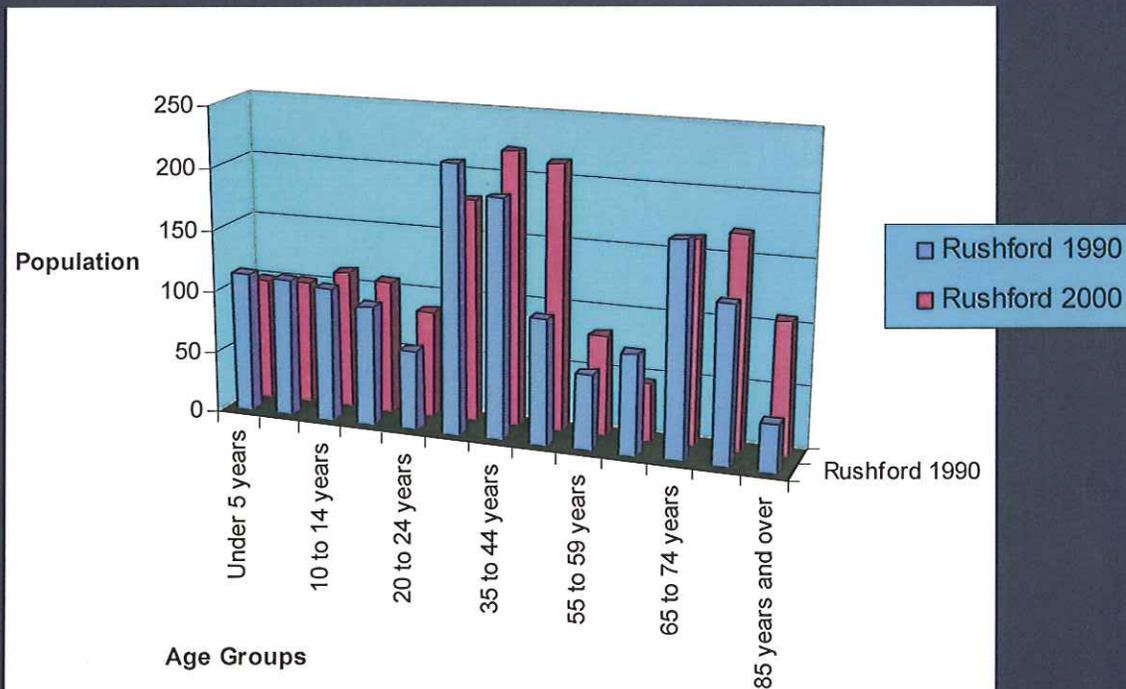
Rushford Demographic Profile



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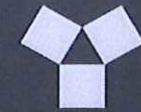
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City of Rushford Demographics 1990 and 2000



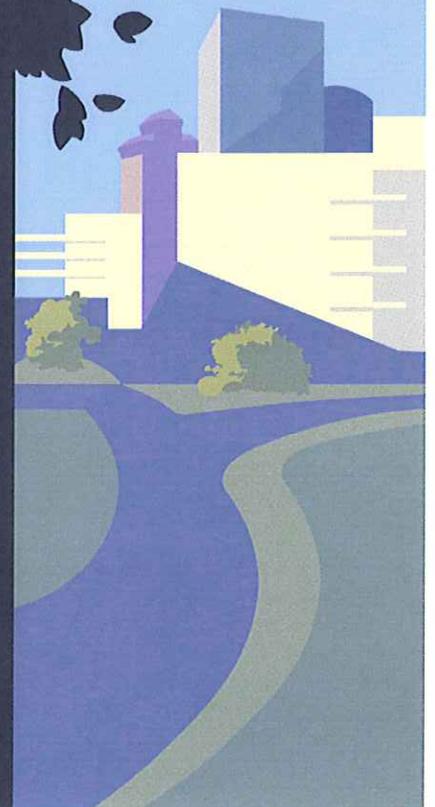
Rushford – Demographic Trends

- Aging Population
- Declining Household Size
- Limited Growth Area



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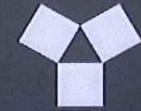
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Housing Strategy #1

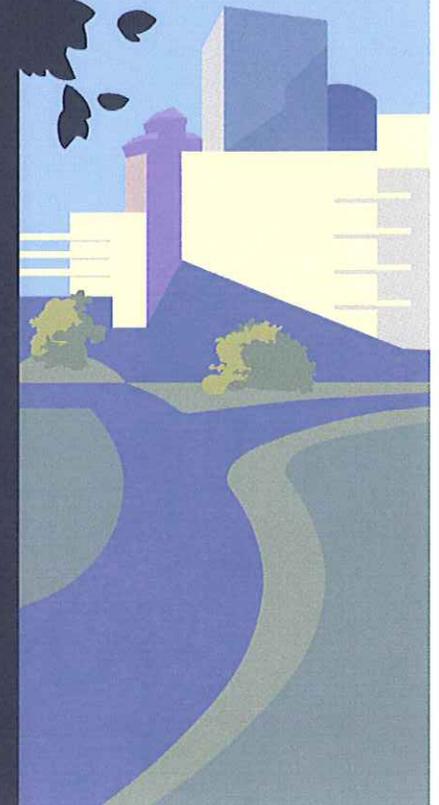
Increase Density

- Develop Senior Housing
- Redevelop areas into Senior Housing
- Allows seniors to find housing
- Opens up single family homes for families



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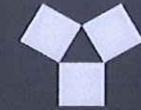
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Housing Strategy #2

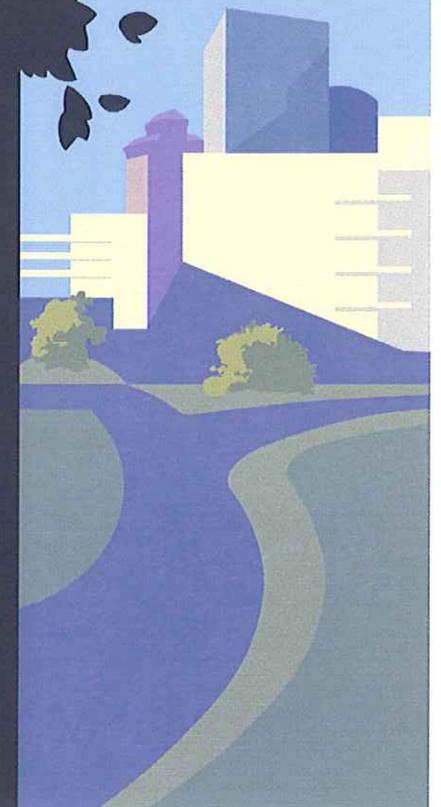
Replacement Homes

- Promote Plans that fit on existing lots
- Reduce the need to combine lots and reduce density
- Can maintain affordability with attractive design



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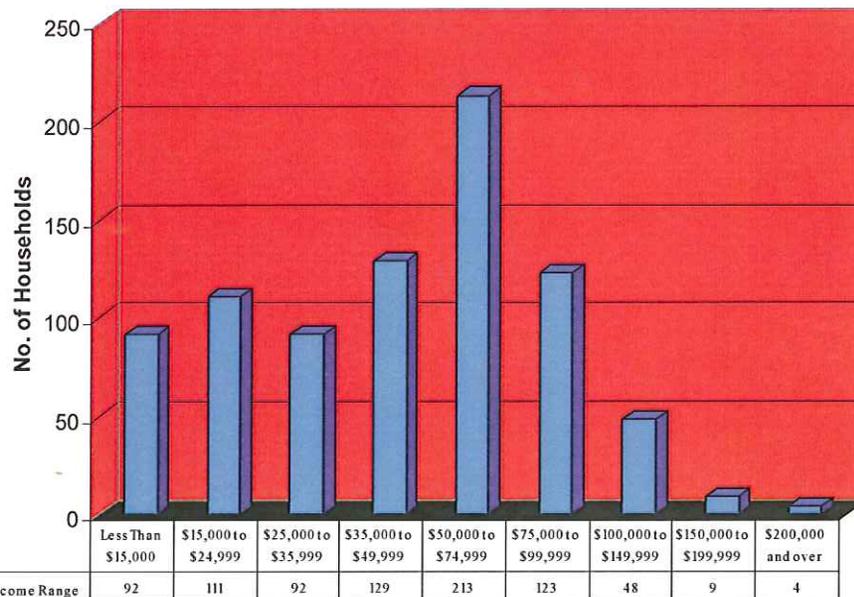
Household by Income Range



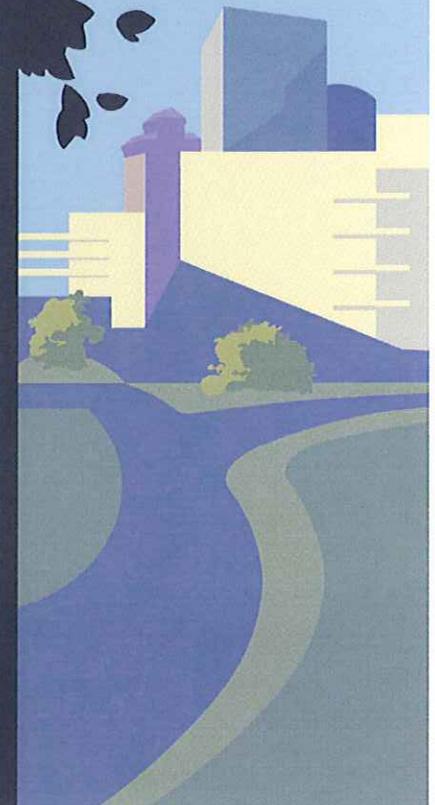
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Rushford, MN
Households by Income Range

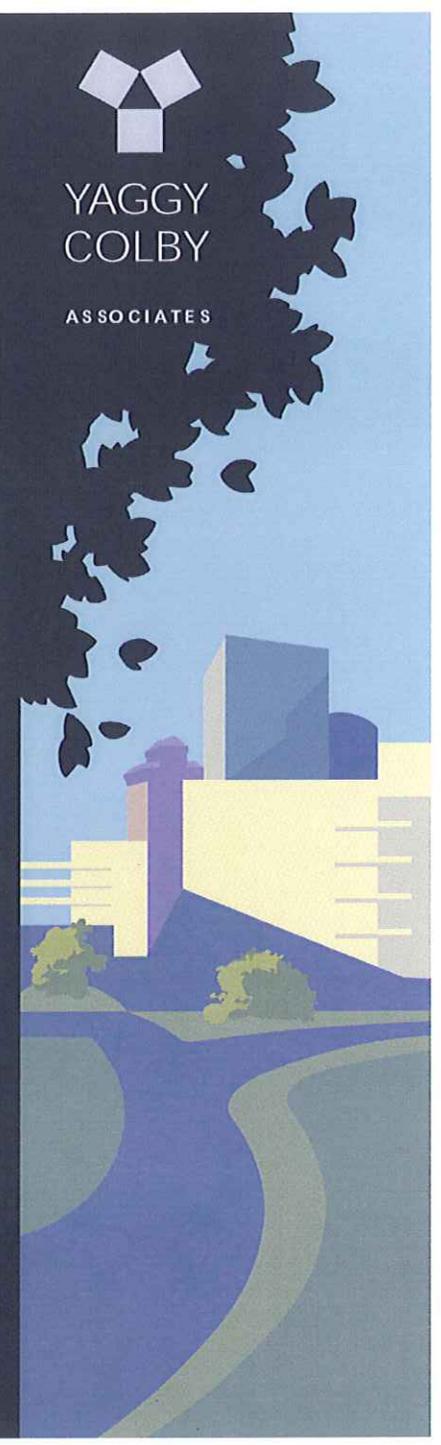
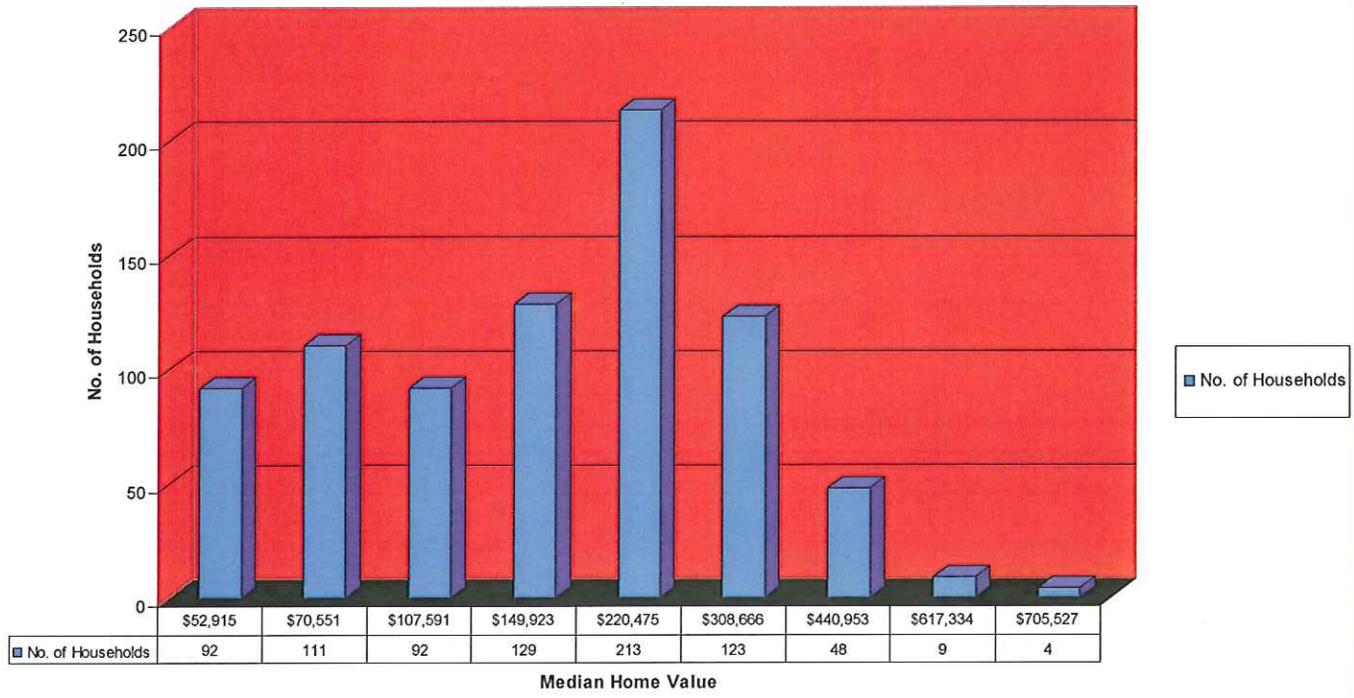


■ Households by
Income Range



Households by Median Income Value

Rushford, MN
No. of Households by Median Home Value



Housing Strategy #3

Strategic Goals to assist homeowners in rebuilding

- Promote Plans that fit on existing lots
- Develop a program to encourage custom manufactured homes
- Develop reduced cost construction financing with local banks, Fannie Mae and other
- Possibly create long-term affordable home through community land trust program