**EXECUTIVE SUMMARY**

Retail Trade Analysis for Fairmont and Martin County, MN

CONTINUED STEADY GROWTH

The Minnesota Department. of Revenue releases sales tax information each spring for the year that ended about 15 months earlier. The latest information indicates that Fairmont's taxable retail and service sales increased 9.8 percent between 2016 and 2019 to a total of $113 million.

Taxable Sales Changes by Category (in Millions) 2016 to 2019
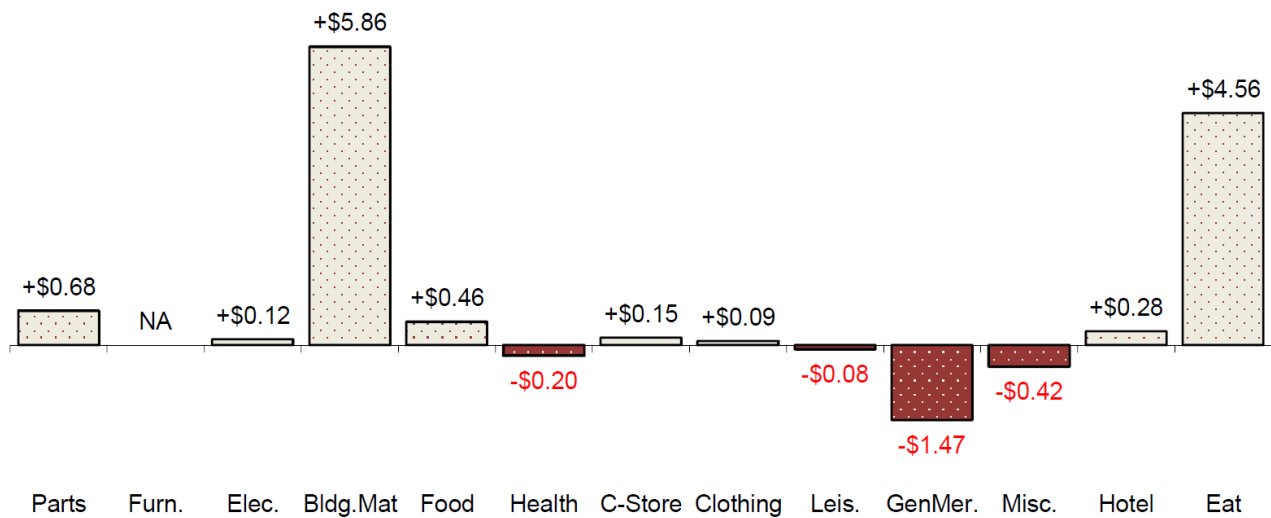
The most notable shifts between 2016 and 2019 were significant taxable sales increases in the building materials and eating and drinking categories. Building materials, which includes hardware stores, lumber yards, and big box building supply stores such as Lowe's and Home Depot, added nearly $6 million in taxable sales in this time period and eating and drinking establishments added $4.6 million.

The building materials increase was especially significant because the category was relatively small in 2016 at $1.1 million. The category stood at over $7 million in 2019, which made it only the sixth largest category. The largest category by far was general merchandise at $31.5 million in taxable sales in 2019—which accounted for 31.2% of total sales—followed by eating and drinking and vehicles and parts categories at $25.8 and $8.8 million in taxable sales respectively.

Comparisons with Competing Cities

There are several ways to measure performance other than dollars of sales. Economists expect cities of larger populations to have more sales since their potential customer base is larger. A way to compensate for that in a retail trade analysis is to measure the *pull factor*, which compares the local taxable sales per capita to that of the state. A pull factor index higher than 1.0 usually indicates that businesses are pulling in customers from outside their community. A lower pull factor usually indicates residents are leaving the community to make purchases.

Fairmont's pull factor has steadily increased since 2004 from a low of 0.68 to 1.13 in 2019. Per capita taxable sales in 2019 were estimated to be $10,958 locally and $9,665 for Minnesota.

Pull Factors

Legend: Fairmont, Worthington, New Ulm, Albert Lea
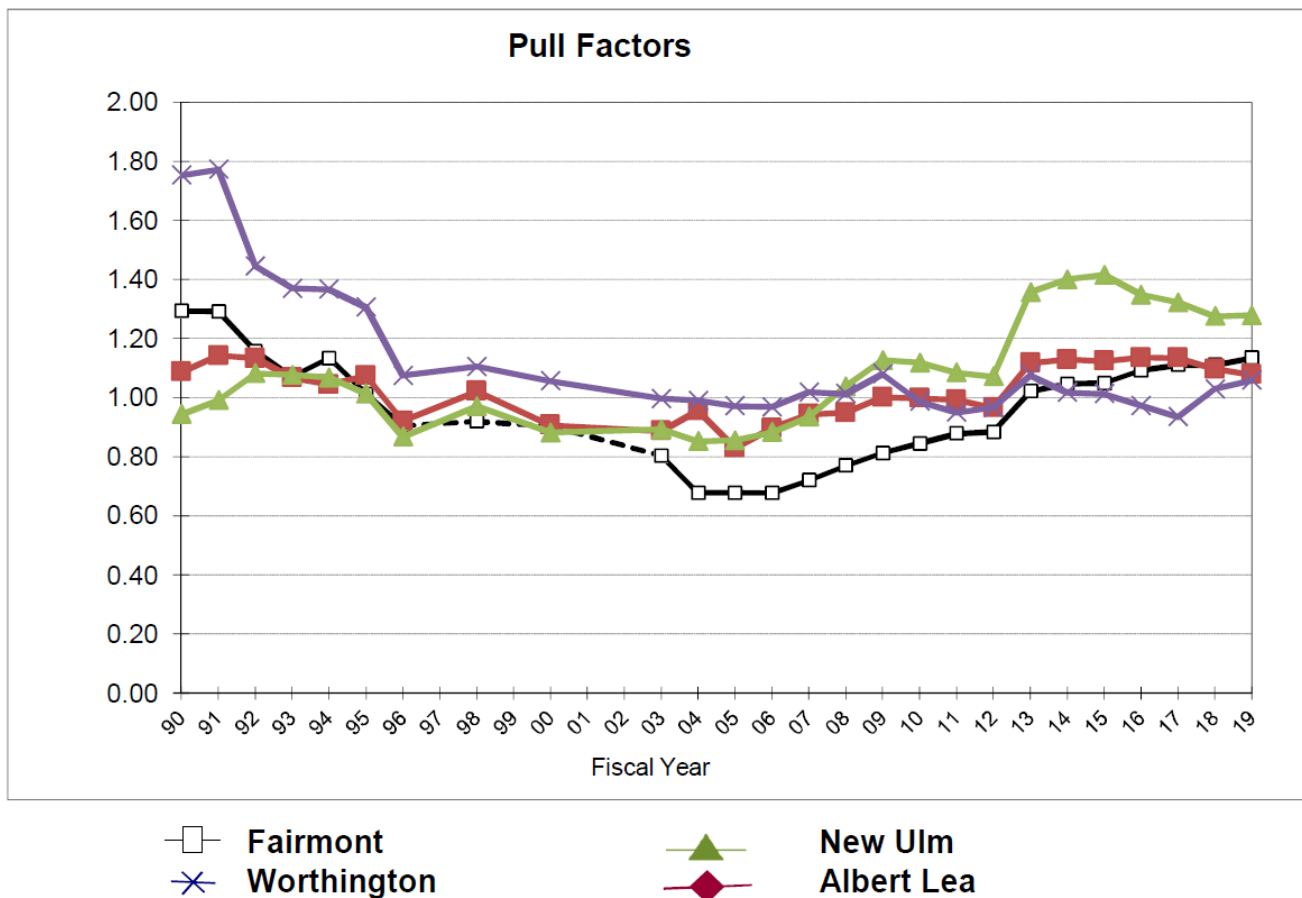
Comparing Fairmont's Performance to Similar Minnesota Cities

The following table provides information on retail sales by selected merchandise categories. "Expected sales" is a standard to which actual performance can be compared. In calculating expected sales, population, income, and typical "pulling power" characteristics are taken into account. The following table calculates pulling power using a similar non-metro city list based on

population + or - 40% of Fairmont's so it includes Marshall, Fergus Falls, and Grand Rapids. Expected sales can be used as a guideline in analyzing retail strength in context of peer cities.

Selected Categories	Expected Sales (millions)	Actual Sales (millions)	Variance As % of Expected	Trade Area's Estimated Customer Gain (or Loss)
General Merchandise	$24.45	$31.46	+28.7%	2,965
Building Materials	$21.42	$7.00	-67.3%	-6,955
Eating/Drinking Places	$19.65	$25.79	+31.2%	3,227
Furniture Stores	$1.93	$0.71	-63.5%	-5,885
Total Taxable Retail & Service	$110.83	$112.86	+1.8%	293

THE BOTTOM LINE

Fairmont has steadily grown in terms of retail strength in a competitive retail landscape, having been over a pull factor near 1.0 since 2013. When calculating expected sales that considers performance of other Minnesota communities in its class size, Fairmont performs just as well, bringing in nearly 2% more in sales than expected.

General merchandise and eating and drinking establishments are bringing large numbers of customers into the community. However, business opportunities also exist as local consumers clearly shop outside the community for some goods and services including furniture stores, building materials, and personal services such as hair care. All these categories underperform expected sales.

The full retail trade analysis report details how various retail and service categories have changed since 2003 so individual businesses can see how they performed compared to the whole community. The report is also useful for exploring expansion opportunities.

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Total Taxable and Gross Retail Sales

The table below presents gross and taxable retail and services sales for Fairmont from 2003 through 2019. Without inflation adjustments, taxable sales in Fairmont increased 25.5 percent from 2012 to 2019, while the number of firms grew 1 percent. Statewide, taxable sales increased 5.7 percent over the same time period and the number of firms rose 6.2 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 2019 dollars. These figures have been adjusted for inflation to reflect their value in 2019. For example, in 2008, taxable sales in Fairmont totaled $75 million, an amount worth $88.24 million in 2019 dollars. In constant dollars, gross sales fell 4.1 percent between 2012 and 2019. Constant dollar taxable sales increased 14.2 percent over the same time period.

Year	Estimated Population	Current Dollars		Constant 2019 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* ($millions)	Taxable Sales ($millions)	Gross Sales* ($millions)	Taxable Sales ($millions)			
2003	10,666	$175.09	$76.48	$243.18	$106.22	306	$7,170	0.80
2004	10,548	$168.75	$66.19	$228.04	$89.45	306	$6,275	0.68
2005	10,483	$192.78	$67.68	$250.36	$87.89	303	$6,456	0.68
2006	10,403	$193.74	$67.57	$245.25	$85.53	311	$6,495	0.68
2007	10,220	$206.51	$71.52	$254.96	$88.29	306	$6,998	0.72
2008	10,191	$217.51	$75.00	$255.90	$88.24	308	$7,359	0.77
2009	10,104	$215.00	$73.50	$255.95	$87.50	306	$7,274	0.81
2010	10,666	$227.25	$81.23	$264.24	$94.45	307	$7,616	0.84
2011	10,631	$254.88	$87.08	$286.39	$97.84	295	$8,191	0.88
2012	10,521	$265.99	$89.91	$292.30	$98.80	286	$8,546	0.88
2013	10,494	$303.17	$92.35	$329.53	$100.38	294	$8,800	1.02
2014	10,464	$272.96	$96.10	$293.51	$103.33	300	$9,183	1.05
2015	10,421	$254.72	$98.75	$273.89	$106.18	297	$9,476	1.05
2016	10,353	$261.63	$102.78	$278.33	$109.35	299	$9,928	1.09
2017	10,332	$265.21	$106.74	$276.26	$111.19	293	$10,331	1.11
2018	10,307	$274.40	$109.55	$280.00	$111.78	288	$10,629	1.11
2019	10,299	$280.24	$112.86	$280.24	$112.86	289	$10,958	1.13
7 yr Change '12 to '19	-2.1%	5.4%	25.5%	-4.1%	14.2%	1.0%	28.2%	28.3%
3 yr Change '16 to '19	-0.5%	7.1%	9.8%	0.7%	3.2%	-3.3%	10.4%	3.8%

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

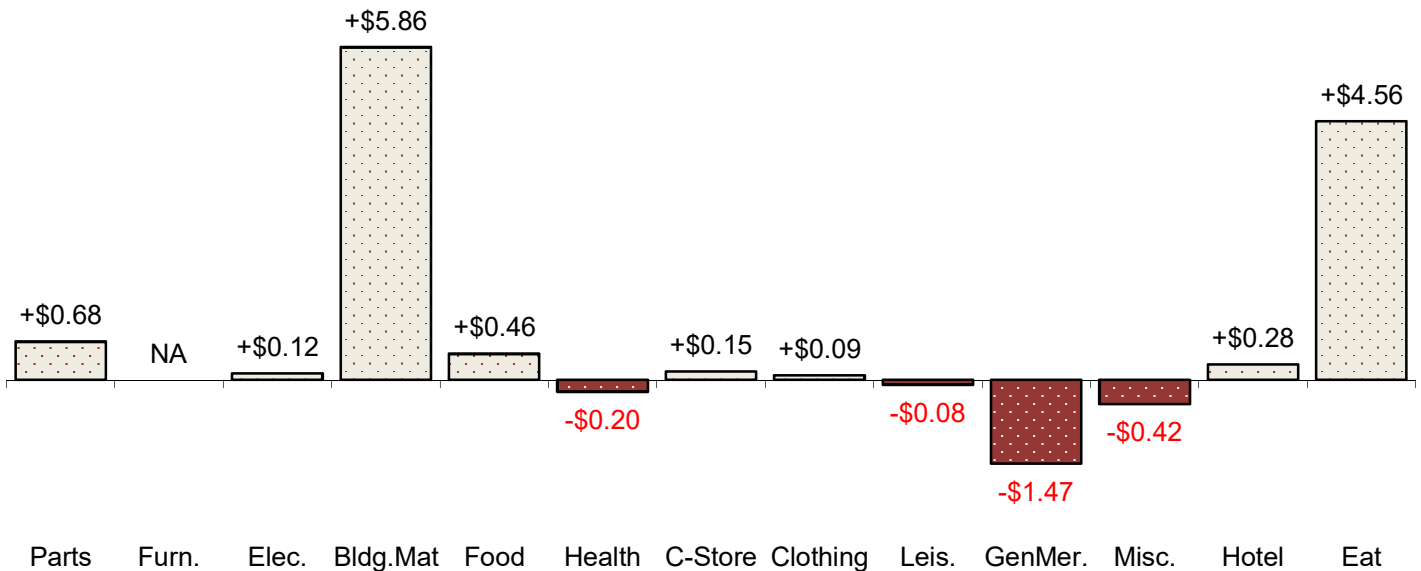### Fairmont: Retail/Service Sales in Constant Dollars

Total Sales: Gross & Taxable
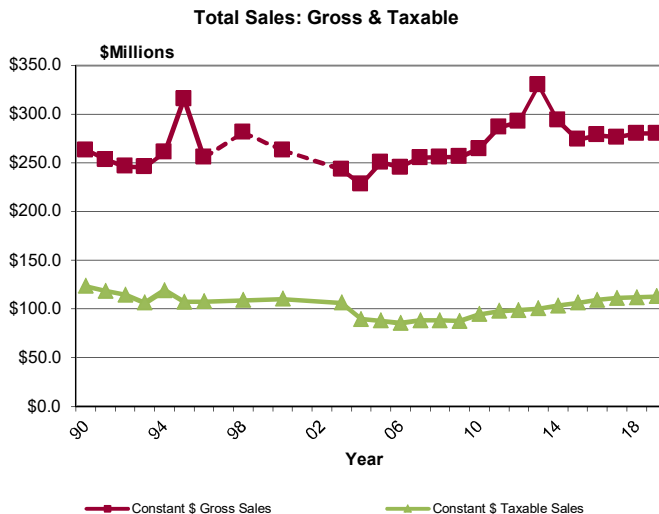
Fairmont
Selected Components of Change*, 2016 to 2019

Selected Categories	Taxable Sales 2016	Taxable Sales 2019	Dollar Change	Percent Change
Vehicles & Parts	$8,164,978	$8,840,890	+$675,912	+8.28%
Furniture	NA	$705,311	NA	NA
Electronics	$2,680,830	$2,801,104	+$120,274	+4.49%
Building Materials	$1,136,914	$7,001,151	+$5,864,237	+515.80%
Food, Groceries	$7,926,308	$8,387,660	+$461,352	+5.82%
Health, Personal Stores	$3,133,454	$2,929,633	-$203,821	-6.50%
Gas/Convenience Stores	$4,115,573	$4,263,786	+$148,213	+3.60%
Clothing	$557,496	$643,633	+$86,137	+15.45%
Leisure Goods	$1,327,645	$1,246,887	-$80,758	-6.08%
General Merchandise Stores	$32,932,929	$31,462,249	-$1,470,680	-4.47%
Miscellaneous Retail	$1,556,583	$1,136,179	-$420,404	-27.01%
Accommodations	$6,941,522	$7,219,326	+$277,804	+4.00%
Eating & Drinking	$21,229,136	$25,788,487	+$4,559,351	+21.48%
Total Retail and Services Sales	$102,784,968	$112,860,986	+$10,076,018	+9.80%

* Figures not adjusted for inflation.

Taxable Sales Changes by Category (in Millions)
2016 to 2019

+$0.68 Parts, NA Furn., +$0.12 Elec., +$5.86 Bldg.Mat, +$0.46 Food, -$0.20 Health, +$0.15 C-Store, +$0.09 Clothing, -$0.08 Leis., -$1.47 GenMer., -$0.42 Misc., +$0.28 Hotel, +$4.56 Eat
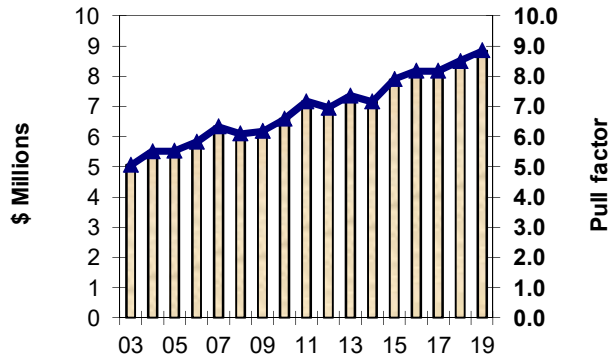
Recent Trends By Merchandise Category

Fairmont

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

Vehicles & Parts

7.8% of Fairmont's taxable sales in 2019

Sales per capita are $858

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. On-road vehicle sellers do not collect sales tax but rather Motor Vehicle Tax. Sales tax is collected on boats, snowmobiles, dirt bikes, ATVs, and parts.

Furniture
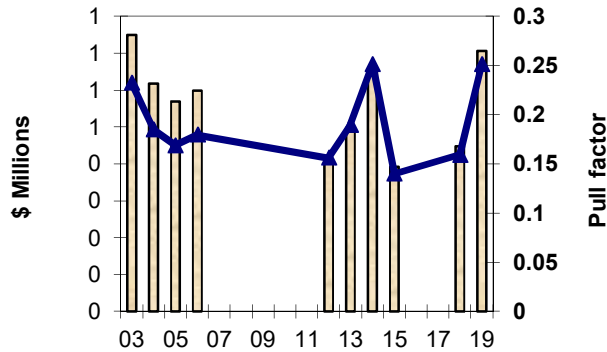
0.6% of Fairmont's taxable sales in 2019

Sales per capita are $68

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
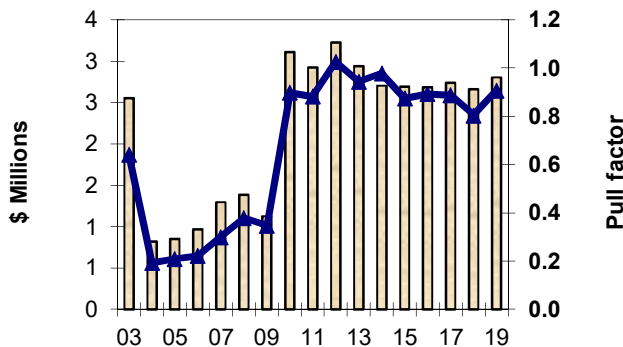
2.5% of Fairmont's taxable sales in 2019

Sales per capita are $272

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

Fairmont

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

Building Materials

6.2%   of Fairmont's taxable sales in 2019

Sales per capita are $680

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

7.4% of Fairmont's taxable sales in 2019

Sales per capita are $814

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.
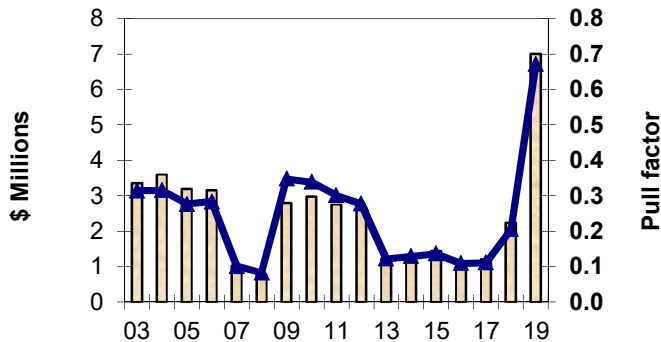
Health, Pharmacy, Optical
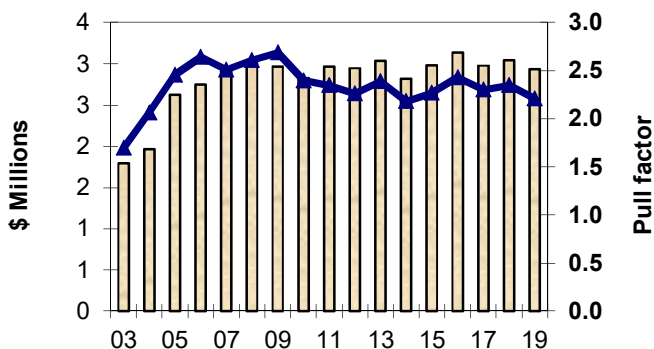
2.6% of Fairmont's taxable sales in 2019
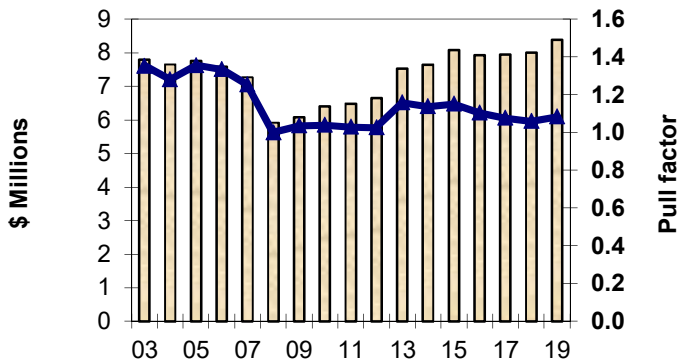
Sales per capita are $284

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

Fairmont

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

Taxable Sales   Pull Factor

Gas/Convenience Stores
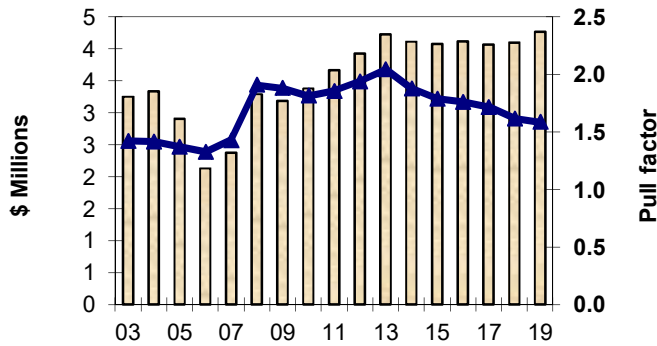
3.8% of Fairmont's taxable sales in 2019

Sales per capita are $414

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
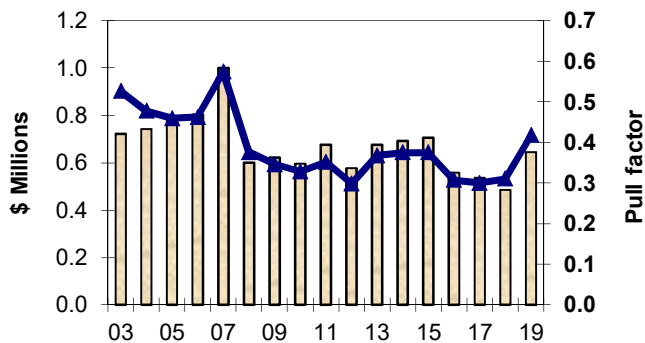
0.6% of Fairmont's taxable sales in 2019

Sales per capita are $62

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
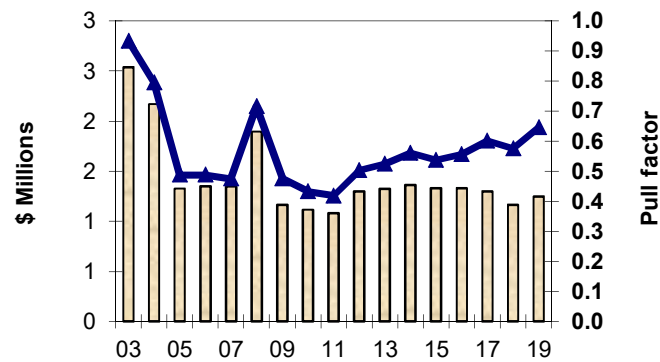
1.1% of Fairmont's taxable sales in 2019

Sales per capita are $121

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

Fairmont

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

Taxable Sales   **Pull Factor**

General Merchandise Stores
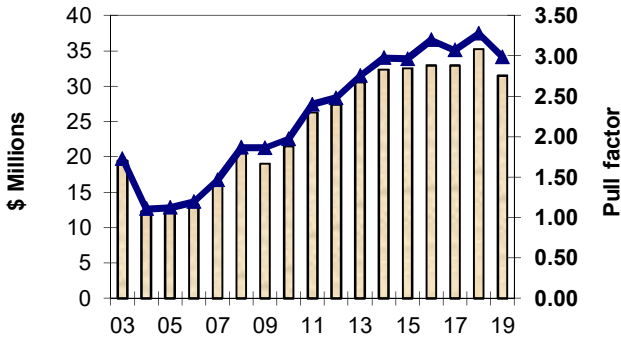
27.9% of Fairmont's taxable sales in 2019

Sales per capita are $3055

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
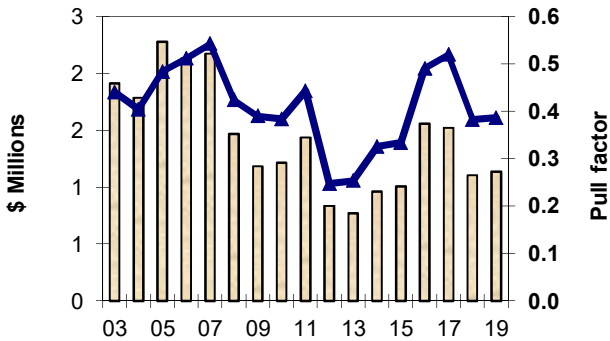
1.0% of Fairmont's taxable sales in 2019

Sales per capita are $110

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
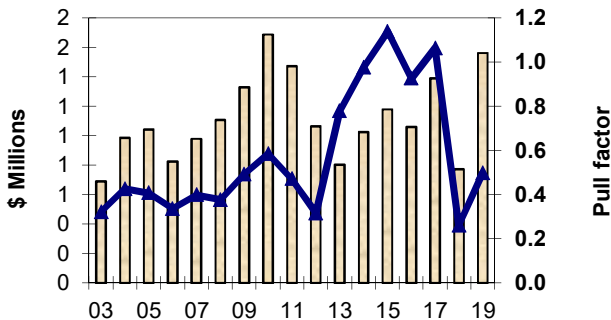
1.3% of Fairmont's taxable sales in 2019

Sales per capita are $152

Mail-order houses, vending machine operators, home delivery sales, door-to-door sales, party plan sales, electronic shoppin, 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. In the non-store retail, the pull factor had a dramatic jump from 2012 to 2013 because on-line sales to companies outside of Minnesota were removed from the total state sales in this category.

Recent Trends By Merchandise Category

Fairmont

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
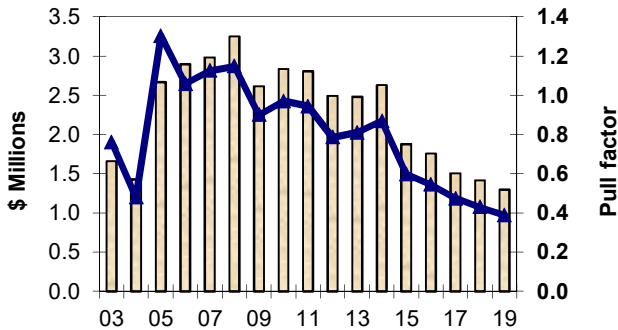
1.1% of Fairmont's taxable sales in 2019

Sales per capita are $126

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
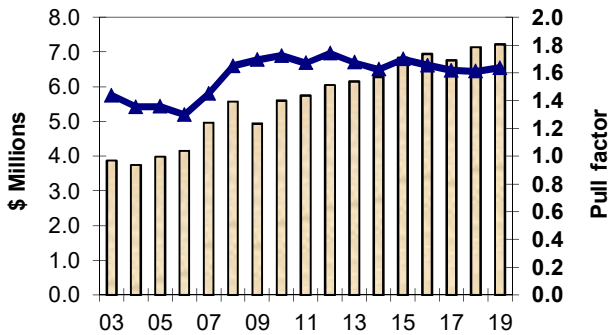
6.4% of Fairmont's taxable sales in 2019

Sales per capita are $701

These busineeses 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
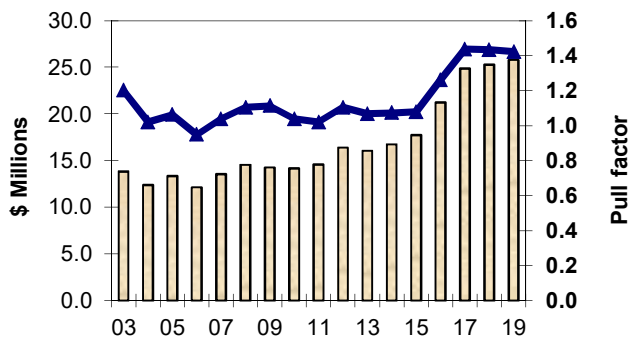
22.8% of Fairmont's taxable sales in 2019

Sales per capita are $2504

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

Fairmont

Taxable Sales   Pull Factors

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

Repair Businesses
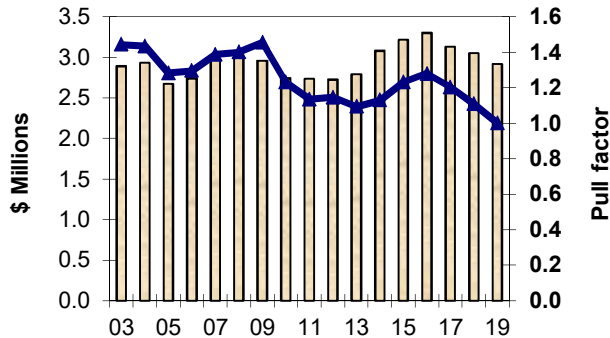
2.6% of Fairmont's taxable sales in 2019

Sales per capita are $283

*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
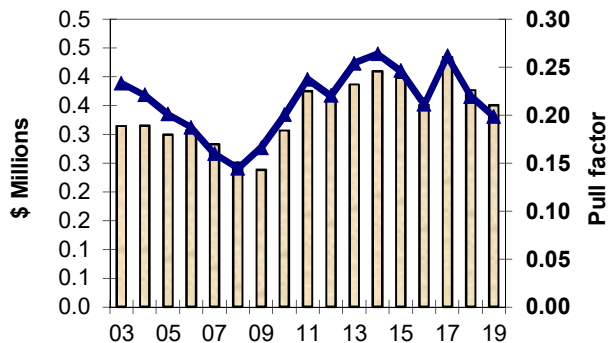
0.3% of Fairmont's taxable sales in 2019

Sales per capita are $34

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.

The following tables and charts depict pull factors in Fairmont from 2010 to 2019* 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)

	Vehicles & Parts	Furniture	Electronics	Building Materials	Food	Health & Personal	Gas/Conven	Apparel	Leisure Goods
2010	1.74		0.90	0.34	1.04	2.40	1.81	0.33	0.43
2011	1.72		0.88	0.30	1.03	2.35	1.85	0.35	0.42
2012	1.62	0.16	1.03	0.28	1.03	2.26	1.94	0.30	0.50
2013	1.57	0.19	0.94	0.12	1.16	2.39	2.04	0.37	0.52
2014	1.45	0.25	0.98	0.13	1.14	2.18	1.88	0.37	0.56
2015	1.53	0.14	0.87	0.14	1.15	2.27	1.79	0.37	0.54
2016	1.51		0.89	0.11	1.10	2.43	1.76	0.31	0.56
2017	1.47		0.89	0.11	1.08	2.30	1.72	0.30	0.60
2018	1.49	0.16	0.80	0.21	1.06	2.35	1.62	0.31	0.57
2019	1.46	0.25	0.91	0.67	1.08	2.21	1.58	0.42	0.64

NAICS Category Descriptions

Motor Vehicles & Parts: Establishments that sell new & used autos, boats, motorcycles, golf carts, RV's, campers, snowmobiles, 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/Convenience Store: Retailers that sell fuel along with convenience store items.
Clothing: 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
Fairmont

The following tables and charts depict pull factors in Fairmont from 2010 to 2019* 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)

	Gen. Merchandise	Misc. Store	Non-Store Retail	Amusement	Accommoda-tions	Eating & Drinking	Repair	Personal Services
2010	1.97	0.38	0.58	0.97	1.72	1.04	1.23	0.20
2011	2.40	0.44	0.47	0.94	1.67	1.02	1.13	0.24
2012	2.48	0.25	0.32	0.78	1.74	1.10	1.15	0.22
2013	2.75	0.25	0.78	0.81	1.67	1.07	1.09	0.25
2014	2.97	0.33	0.98	0.87	1.62	1.07	1.13	0.26
2015	2.96	0.33	1.14	0.60	1.70	1.08	1.23	0.25
2016	3.20	0.49	0.93	0.54	1.65	1.26	1.28	0.21
2017	3.07	0.52	1.06	0.47	1.62	1.44	1.20	0.26
2018	3.27	0.38	0.26	0.43	1.61	1.43	1.11	0.22
2019	2.99	0.39	0.50	0.39	1.64	1.42	1.00	0.20
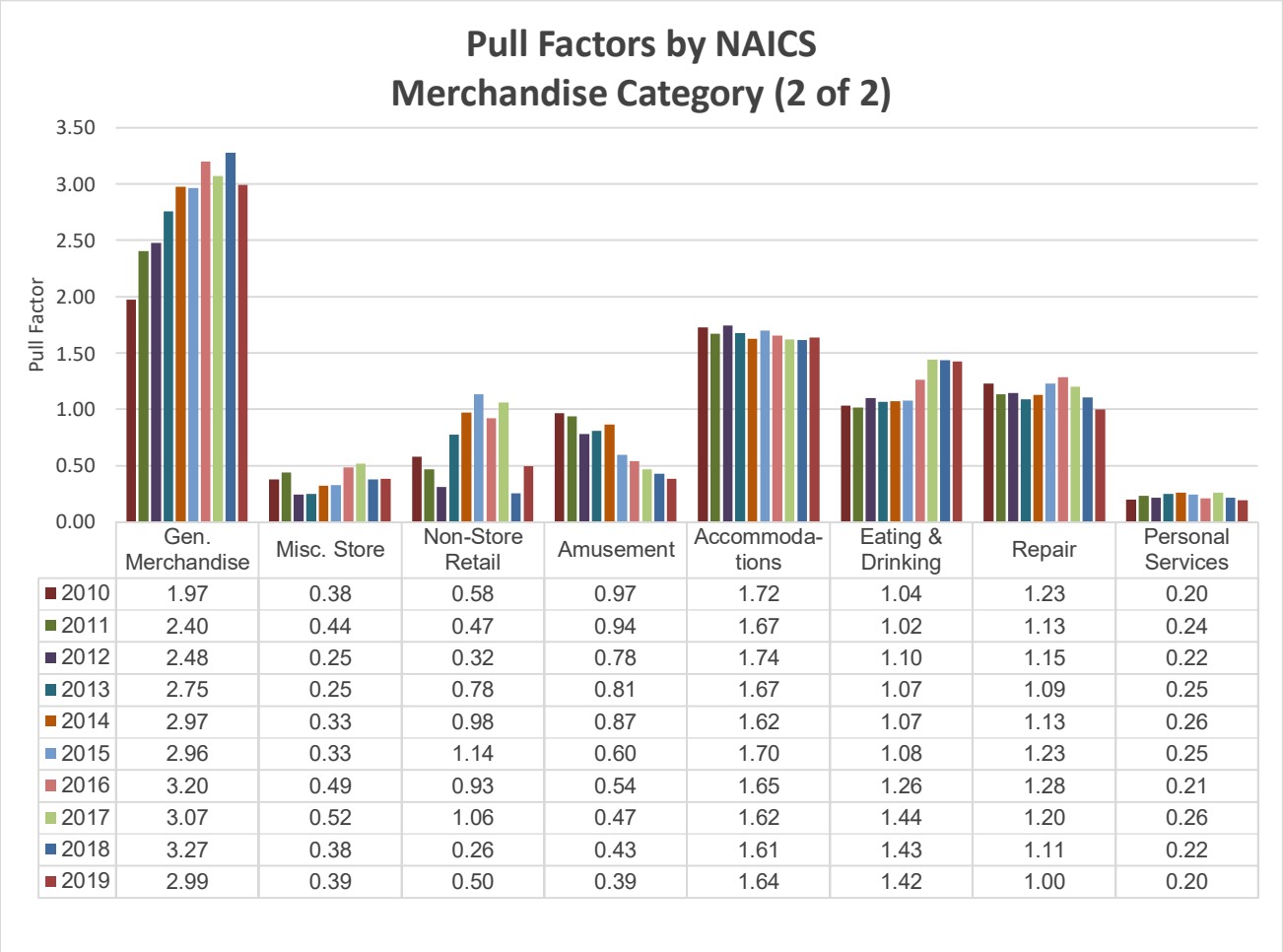
NAICS Category Descriptions

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.

Pull Factors

Legend:
- Fairmont (open squares, dashed/solid line)
- Worthington (× markers)
- New Ulm (filled triangles)
- Albert Lea (filled diamonds)

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, 2019

Town	Pop	Gross Sales ($millions)	Taxable Sales ($millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
Fairmont	10,299	$280.24	$112.86	289	$10,958	1.13
Albert Lea	18,132	$717.40	$188.95	432	$10,421	1.08
New Ulm	13,562	$421.87	$167.61	320	$12,359	1.28
Worthington	13,522	$393.69	$138.31	246	$10,228	1.06

Rural Community Trade Area Analysis
Fairmont

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 could be identified and built upon.

Trade Area Analysis by Merchandise Category, 2019

Merchandise Group	Expected Sales ($millions)	Actual Sales ($millions)	Variance Between Actual & Expected		Trade Area Pop. Gain or Loss	Number of Firms	Percent of Total Sales
			In Dollars (millions)	As % of Expected			
Vehicles & Parts	$8.34	$8.84	+$0.50	+6.1%	626	14	7.8%
Furniture Stores	$1.93	$0.71	-$1.23	-63.5%	-6,558	NA	0.6%
Electronics	$1.86	$2.80	+$0.94	+50.5%	5,218	5	2.5%
Building Materials	$21.42	$7.00	-$14.42	-67.3%	-6,955	5	6.2%
Food, Groceries	$8.71	$8.39	-$0.32	-3.7%	-381	4	7.4%
Health, Personal Stores	$1.45	$2.93	+$1.48	+102.5%	10,592	5	2.6%
Gas/Covenience Stores	$4.06	$4.26	+$0.21	+5.1%	524	7	3.8%
Clothing	$0.53	$0.64	+$0.12	+22.0%	2,275	11	0.6%
Leisure Goods	$0.78	$1.25	+$0.47	+60.2%	6,223	9	1.1%
General Merchandise Stores	$24.45	$31.46	+$7.02	+28.7%	2,965	9	27.9%
Miscellaneous Retail	$8.09	$1.14	-$6.95	-86.0%	-8,881	31	1.0%
Amusement & Recreation	$1.06	$1.30	+$0.24	+22.4%	2,314	7	1.1%
Accommodations	$3.39	$7.22	+$3.83	+113.0%	11,673	5	6.4%
Eating & Drinking Places	$19.65	$25.79	+$6.14	+31.2%	3,227	34	22.8%
Repair, Maintenance	$3.28	$2.92	-$0.36	-10.9%	-1,127	25	2.6%
Personal Services, Laundry	$0.52	$0.35	-$0.17	-33.1%	-3,421	30	0.3%
Total Taxable Retail & Service*	$110.83	$112.86	+$2.04	+1.8%	190	293	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 Fairmont Retail Trade (Rural)

The chart below depicts the percentage amount Fairmont's actual sales were above or below expected sales in 2019 by merchandise group. Of the 16 merchandise categories with reported data, sales in 10 of the categories were above what would be expected based on the performance in similar-sized Minnesota cities. The strongest merchandise group by this standard is the Accommodations category, which has a 113 percent surplus. Overall, Fairmont had a retail sales surplus of 1.8 percent in 2019.

Percentage Above or Below Expected Sales, 2019

Category	Percentage
Vehicles & Parts	+6.1%
Furniture Stores	-63.5%
Electronics	+50.5%
Building Materials	-67.3%
Food, Groceries	-3.7%
Health, Personal Stores	+102.5%
Gas/Covenience Stores	+5.1%
Clothing	+22.0%
Leisure Goods	+60.2%
General Merchandise Stores	+28.7%
Miscellaneous Retail	-86.0%
Amusement & Recreation	+22.4%
Accommodations	+113.0%
Eating & Drinking Places	+31.2%
Repair, Maintenance	-10.9%
Personal Services, Laundry	-33.1%
Total Taxable Retail & Service*	+1.8%

Fairmont Retail Trade Performance in Dollars (Rural)

The chart below depicts the dollar amount Fairmont's actual sales were above or below expected sales in 2019 by merchandise group. Of the 16 merchandise categories with reported data, sales in 10 of the categories were above what would be expected based on the performance in similar-sized Minnesota cities. The strongest merchandise group by this standard is the General Merchandise Stores category, which has a $7 million surplus. Overall, Fairmont had a retail sales surplus of $2.0 million in 2019.
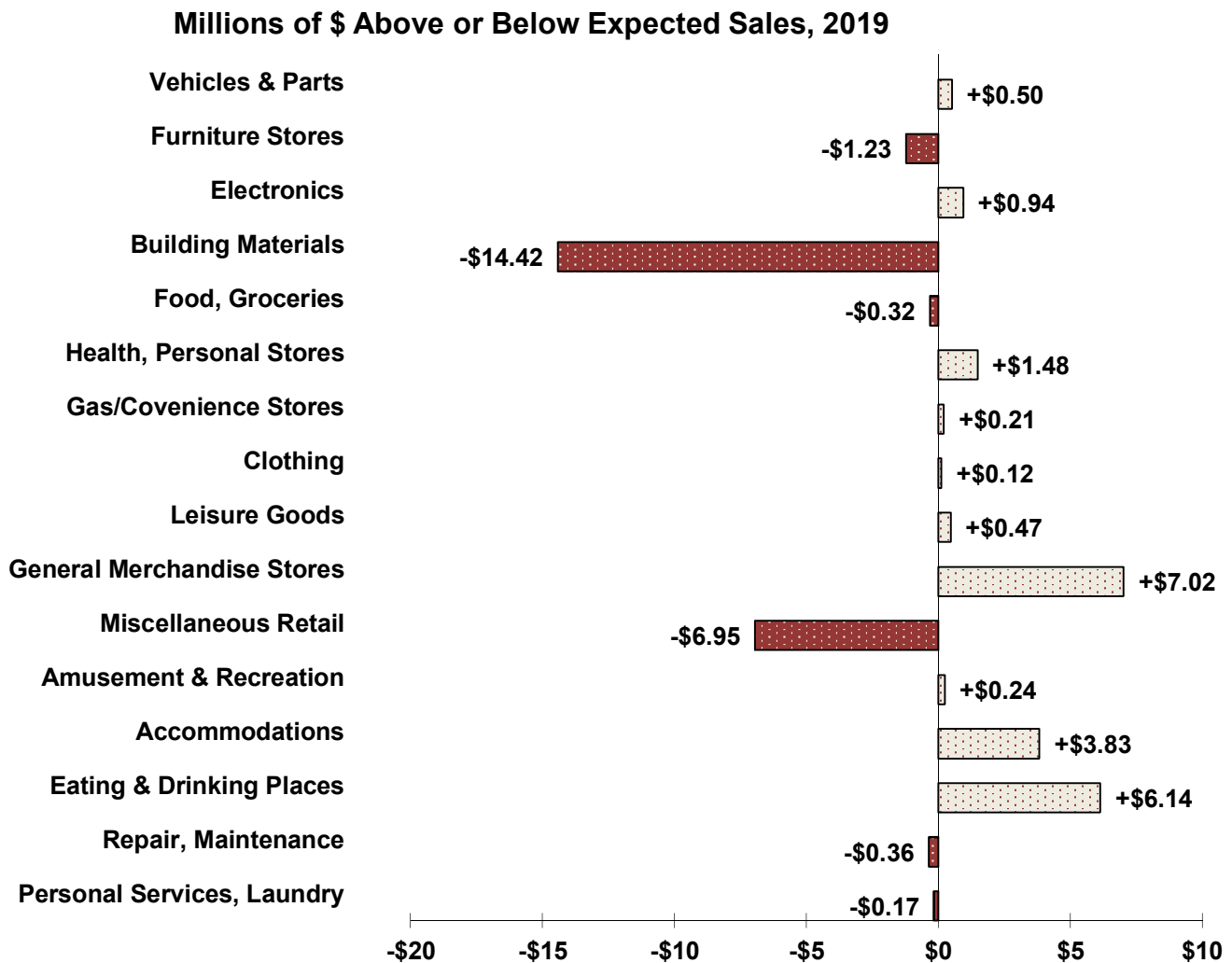
Millions of $ Above or Below Expected Sales, 2019

Category	Value
Vehicles & Parts	+$0.50
Furniture Stores	-$1.23
Electronics	+$0.94
Building Materials	-$14.42
Food, Groceries	-$0.32
Health, Personal Stores	+$1.48
Gas/Covenience Stores	+$0.21
Clothing	+$0.12
Leisure Goods	+$0.47
General Merchandise Stores	+$7.02
Miscellaneous Retail	-$6.95
Amusement & Recreation	+$0.24
Accommodations	+$3.83
Eating & Drinking Places	+$6.14
Repair, Maintenance	-$0.36
Personal Services, Laundry	-$0.17

-$20   -$15   -$10   -$5 $0 $5 $10

Comparison of Pull Factors by Merchandise Category

2019 Index of "Pulling Power"
Cities Outside the 7 County Metro Area with Populations between 6,100 & 14,500
(Range: Population of Fairmont +/- ~ 40%.)
(13 Cities)

Pull Factors

City	Population	Vehicles, Parts	Furniture Stores	Elec-tronics	Building Materials	Food	Health, Personal	Gas & Conven.	Clothing	Leisure Goods	General Merch.	Misc.	Amuse-ment	Lodging	Eating & Drinking	Repair, Maint.	Personal Services	Taxable $ Pull Factor
Hutchinson	14,282	0.64	1.82	2.71	4.23	1.20	1.44	1.84	0.27	0.90	3.30	1.53	0.72	0.59	1.09	0.66	0.34	1.48
Marshall	14,114	0.48	0.00	0.38	0.00	0.49	0.00	1.21	0.16	0.02	0.00	4.90	0.00	0.00	0.44	0.72	0.25	0.38
Fergus Falls	13,886	2.68	0.50	0.94	2.62	1.29	1.22	1.98	0.00	0.07	5.80	3.69	0.91	0.47	1.87	1.58	0.47	1.83
Monticello	13,755	2.14	0.00	0.52	1.03	1.09	2.35	1.31	0.32	0.52	0.00	2.48	0.27	0.49	1.21	0.62	0.43	0.84
New Ulm	13,562	1.07	0.00	0.32	2.98	1.91	1.17	0.52	0.49	0.32	1.72	3.40	0.59	0.77	0.90	1.40	0.40	1.13
Worthington	13,522	1.31	1.09	0.51	0.73	2.08	0.98	1.90	0.43	0.21	2.37	0.51	0.26	1.16	0.85	2.56	0.20	1.02
Cloquet	12,374	0.69	0.07	0.00	1.34	1.59	1.43	1.41	0.04	0.22	0.00	12.74	0.36	0.00	1.23	0.72	0.21	1.01
Grand Rapids	11,551	0.31	0.00	0.00	0.00	0.00	0.00	1.57	0.00	0.00	0.00	5.83	0.00	0.00	0.68	0.49	0.19	0.38
Fairmont	11,390	3.44	2.43	0.47	3.92	1.92	1.72	2.40	0.60	1.01	4.85	1.09	0.34	1.59	1.49	1.75	0.37	1.95
Hermantown	10,299	1.46	0.25	0.91	0.67	1.08	2.21	1.58	0.42	0.64	2.99	0.39	0.39	1.64	1.42	1.00	0.20	1.09
Detroit Lakes	9,744	3.12	1.95	0.00	7.99	0.00	1.44	2.21	1.05	1.16	4.37	5.79	0.17	2.32	1.99	2.73	0.74	2.42
Cambridge	8,929	0.59	0.71	0.97	0.77	1.74	0.00	2.14	0.60	0.09	4.32	0.66	0.23	0.81	1.16	0.67	0.16	1.13
Virginia	8,555	6.73	3.65	6.22	10.94	3.50	3.26	2.14	6.55	4.56	17.49	5.35	0.72	3.63	2.23	3.15	0.79	5.15
Unadjusted Average: *		**1.90**	**0.96**	**1.07**	**2.86**	**1.38**	**1.32**	**1.71**	**0.84**	**0.75**	**3.63**	**3.72**	**0.38**	**1.04**	**1.27**	**1.39**	**0.36**	**1.52**

* 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

2019 Index of "Pulling Power"
Cities Outside the 7 County Metro Area with Populations between 6,100 & 14,500
(Range: Population of Fairmont +/- ~ 40%.)
(13 Cities)

Rankings

| City	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
Hutchinson	# 1	# 10	# 4	# 2	# 3	# 8	# 5	# 7	# 9	# 4	# 6	# 9	# 2	# 8	# 9	# 11	# 7	# 5
Marshall	# 2	# 12	# 10	# 9	# 12	# 11	# 11	# 12	# 10	# 12	# 10	# 5	# 12	# 11	# 13	# 9	# 8	# 12
Fergus Falls	# 3	# 4	# 7	# 4	# 6	# 7	# 8	# 5	# 12	# 11	# 2	# 6	# 1	# 10	# 3	# 5	# 3	# 4
Monticello	# 4	# 5	# 10	# 6	# 8	# 9	# 2	# 11	# 8	# 6	# 10	# 8	# 8	# 9	# 7	# 12	# 4	# 11
New Ulm	# 5	# 8	# 10	# 10	# 5	# 4	# 9	# 13	# 5	# 7	# 9	# 7	# 4	# 7	# 10	# 6	# 5	# 6
Worthington	# 6	# 7	# 5	# 7	# 10	# 2	# 10	# 6	# 6	# 9	# 8	# 12	# 9	# 5	# 11	# 3	# 10	# 9
Cloquet	# 7	# 9	# 9	# 11	# 7	# 6	# 7	# 10	# 11	# 8	# 10	# 1	# 6	# 11	# 6	# 8	# 9	# 10
Grand Rapids	# 8	# 13	# 10	# 11	# 12	# 12	# 11	# 9	# 12	# 13	# 10	# 2	# 12	# 11	# 12	# 13	# 12	# 13
Fairmont	# 9	# 2	# 2	# 8	# 4	# 3	# 4	# 1	# 4	# 3	# 3	# 10	# 7	# 4	# 4	# 4	# 6	# 3
Hermantown	# 10	# 6	# 8	# 5	# 11	# 10	# 3	# 8	# 7	# 5	# 7	# 13	# 5	# 3	# 5	# 7	# 11	# 8
Detroit Lakes	# 11	# 3	# 3	# 11	# 2	# 12	# 6	# 2	# 2	# 2	# 4	# 3	# 11	# 2	# 2	# 2	# 2	# 2
Cambridge	# 12	# 11	# 6	# 3	# 9	# 5	# 11	# 4	# 3	# 10	# 5	# 11	# 10	# 6	# 8	# 10	# 13	# 7
Virginia	# 13	# 1	# 1	# 1	# 1	# 1	# 1	# 3	# 1	# 1	# 1	# 4	# 3	# 1	# 1	# 1	# 1	# 1

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.

Fairmont & Martin County Comparison, 2019

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 Fairmont and Martin County in 2019. Fairmont accounted for 58 percent of the county's firms and 79 percent of the county's sales.

Share of County Sales

21%

79%

■Fairmont   □Rest of Martin County
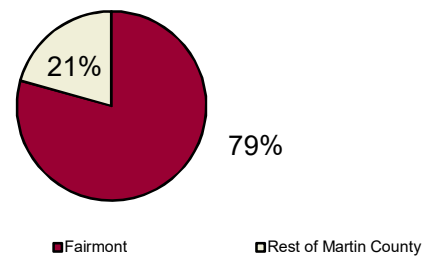
Sales by Merchandise Category, Fairmont & Martin County, 2019

| Merchandise Category	Fairmont		Martin County		City's Share of County Total	
	Taxable Sales ($millions)	Number of Firms	Taxable Sales ($millions)	Number of Firms	Sales	Firms
Vehicles & Parts	$8.84	11	$11.45	16	77.2%	68.8%
Furniture Stores	$0.71	5	$0.47	9	150.6%	55.6%
Electronics	$2.80	5	$2.88	7	97.4%	71.4%
Building Materials	$7.00	8	$14.93	16	46.9%	50.0%
Food, Groceries	$8.39	5	$8.84	8	94.9%	62.5%
Health, Personal Stores	$2.93	7	$3.04	9	96.2%	77.8%
Gas/Convenience Stores	$4.26	8	$7.29	14	58.5%	57.1%
Clothing	$0.64	8	$0.52	9	123.6%	88.9%
Leisure Goods	$1.25	10	$1.22	14	102.4%	71.4%
General Merchandise	$31.46	7	$35.96	10	87.5%	70.0%
Miscellaneous Retail	$1.14	23	$1.19	40	95.4%	57.5%
Non-Store Retailers	$1.56	18	$1.28	30	122.4%	60.0%
Amusement & Recreation	$1.30	6	$1.74	11	74.5%	54.5%
Accommodations	$7.22	5	$7.25	10	99.5%	50.0%
Eating & Drinking Places	$25.79	30	$29.68	51	86.9%	58.8%
Repair, Maintenance	$2.92	20	$5.44	54	53.7%	37.0%
Personal Service, Laundry	$0.35	33	$0.93	48	37.7%	68.8%
Total Sales	$109.55	288	$138.06	498	79.3%	57.8%

Total Taxable and Gross Retail Sales

The table below presents gross and taxable retail and services sales for Martin County from 2004 through 2019. Without inflation adjustments, taxable sales in Martin County increased 25.4 percent from 2012 to 2019, while the number of firms grew 8 percent. Statewide, taxable sales increased 5.7 percent over the same time period and the number of firms rose 6.2 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 2019 dollars. These figures have been adjusted for inflation to reflect their value in 2019. For example, in 2008, taxable sales in Martin County totaled $111.32 million, an amount worth $130.96 million in 2019 dollars. In constant dollars, gross sales fell 14.9 percent between 2016 and 2019. Constant dollar taxable sales decreased 2.1 percent over the same time period.

Year	Estimated Population	Current Dollars		Constant 2019 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* ($millions)	Taxable Sales ($millions)	Gross Sales* ($millions)	Taxable Sales ($millions)			
2004	21,044	$287.96	$95.52	$389.14	$129.08	865	$4,539	0.49
2005	21,002	$328.15	$94.38	$426.17	$122.57	527	$4,494	0.47
2006	20,768	$375.34	$96.56	$475.12	$122.23	539	$4,650	0.48
2007	20,462	$324.01	$106.82	$400.02	$131.88	537	$5,221	0.54
2008	20,435	$339.93	$111.32	$399.92	$130.96	548	$5,447	0.57
2009	20,245	$332.57	$102.49	$395.92	$122.02	544	$5,063	0.57
2010	20,840	$364.95	$105.41	$424.36	$122.57	545	$5,058	0.56
2011	20,716	$396.20	$106.68	$445.17	$119.87	509	$5,150	0.55
2012	20,477	$440.13	$110.07	$483.66	$120.96	461	$5,375	0.56
2013	20,429	$493.08	$116.03	$535.96	$126.12	518	$5,680	0.66
2014	20,295	$476.96	$123.78	$512.86	$133.10	515	$6,099	0.69
2015	20,122	$462.21	$127.07	$497.00	$136.64	518	$6,315	0.70
2016	19,880	$438.64	$132.61	$466.64	$141.07	510	$6,670	0.73
2017	19,865	$516.72	$136.02	$538.25	$141.69	503	$6,847	0.74
2018	19,822	$454.52	$139.93	$463.80	$142.79	493	$7,059	0.74
2019	19,752	$397.08	$138.06	$397.08	$138.06	498	$6,990	0.72
7 yr Change '12 to '19	-3.5%	-9.8%	25.4%	-17.9%	14.1%	8.0%	30.0%	30.1%
3 yr Change '16 to '19	-0.6%	-9.5%	4.1%	-14.9%	-2.1%	-2.4%	4.8%	-1.4%

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

Martin County: Retail/Service Sales in Constant Dollars

Total Sales: Gross & Taxable
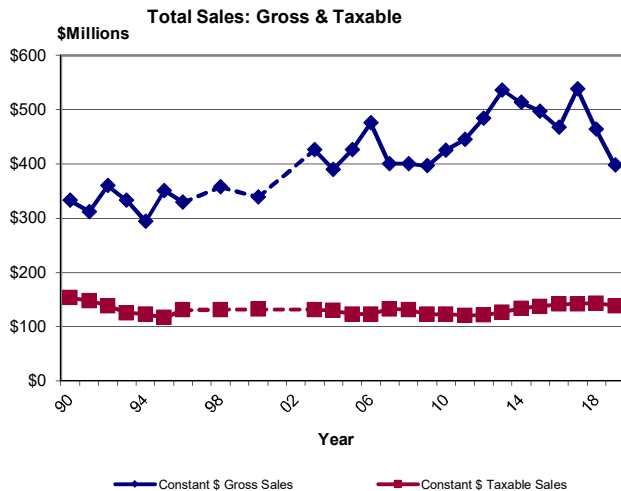
Martin County
Selected Components of Change*, 2016 to 2019

Category	Taxable Sales 2016	Taxable Sales 2019	Dollar Change	Percent Change
Vehicles & Parts	$10,905,454	$11,447,935	+$542,481	+4.97%
Furniture	$414,662	$468,367	+$53,705	+12.95%
Electronics	$2,917,330	$2,875,180	-$42,150	-1.44%
Building Materials	$13,298,589	$14,932,052	+$1,633,463	+12.28%
Food, Groceries	$8,722,591	$8,842,245	+$119,654	+1.37%
Health, Personal Stores	$3,138,860	$3,044,058	-$94,802	-3.02%
Gas/Convenience Store	$7,367,487	$7,285,723	-$81,764	-1.11%
The table also presents sales data	$624,169	$520,598	-$103,571	-16.59%
Leisure Goods	$1,386,819	$1,217,384	-$169,435	-12.22%
General Merchandise Stores	$33,296,463	$35,957,888	+$2,661,425	+7.99%
Miscellaneous Retail	$1,271,693	$1,190,600	-$81,093	-6.38%
Accommodations	$6,862,227	$7,254,616	+$392,389	+5.72%
Eating & Drinking Places	$20,928,098	$29,679,612	+$8,751,514	+41.82%
Total Retail and Services Sales	$132,608,846	$138,062,635	+$5,453,789	+4.11%

* Figures not adjusted for inflation.

Dollar Changes by Category (in Millions)
2016 - 2019

Pull Factors By Merchandise Category
Martin County

The following tables and charts depict pull factors in Martin County from 2010 to 2019* 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 (1of 2)

	Vehicles & Parts	Furniture	Electronics	Building Materials	Food	Health & Personal	Gas & Conven.	Clothing	Leisure Goods
2010	1.30	0.10	0.51	0.43	0.63	1.23	1.28	0.17	0.24
2011	1.20	0.10	0.50	0.46	0.61	1.21	1.51	0.18	0.24
2012	1.12	0.08	0.59	0.52	0.61	1.17	1.71	0.17	0.28
2013	1.09	0.11	0.53	0.46	0.66	1.24	1.79	0.22	0.28
2014	1.03	0.14	0.57	0.62	0.65	1.13	1.69	0.21	0.29
2015	1.03	0.08	0.50	0.68	0.66	1.18	1.67	0.21	0.28
2016	1.05	0.08	0.51	0.67	0.63	1.27	1.64	0.18	0.30
2017	1.03	0.06	0.50	0.63	0.62	1.20	1.59	0.17	0.33
2018	1.05	0.09	0.45	0.72	0.61	1.22	1.49	0.17	0.31
2019	0.99	0.09	0.49	0.75	0.60	1.20	1.41	0.18	0.33

NAICS Category Descriptions

Motor Vehicles & Parts: Establishments that sell new & used autos, boats, motorcycles, golf carts, RV's, campers, snowmobiles, 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 and Convenience Store: Retailers that sell fuel along with convenience store items.

Clothing: 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.
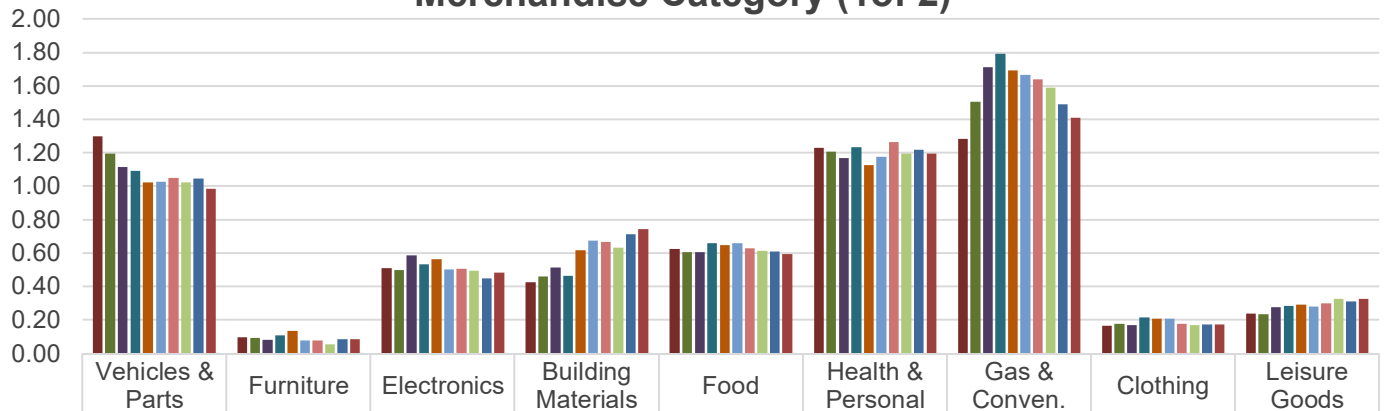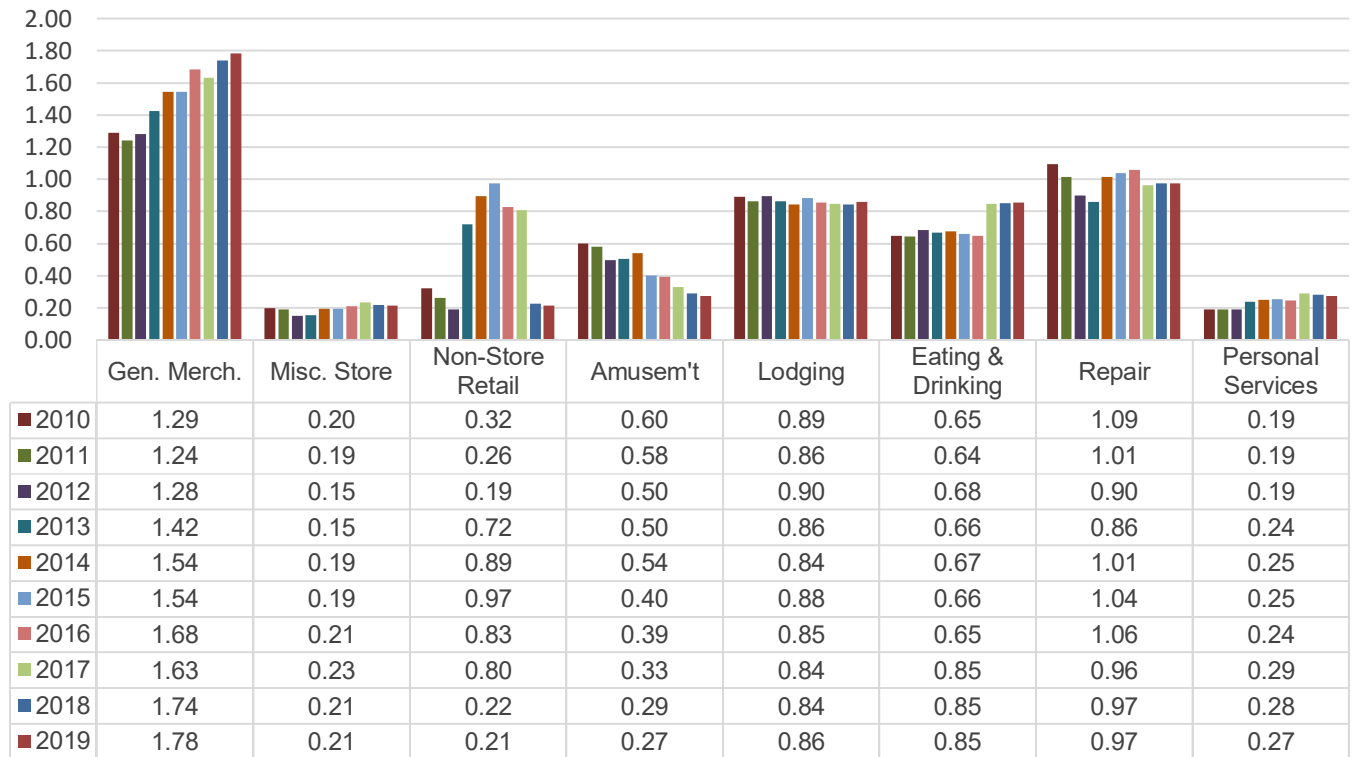
Recent Trends By Merchandise Category
Martin County

The following tables and charts depict pull factors in Martin County from 2010 to 2019* 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 Catagory (2 of 2)

	Gen. Merch.	Misc. Store	Non-Store Retail	Amusem't	Lodging	Eating & Drinking	Repair	Personal Services
2010	1.29	0.20	0.32	0.60	0.89	0.65	1.09	0.19
2011	1.24	0.19	0.26	0.58	0.86	0.64	1.01	0.19
2012	1.28	0.15	0.19	0.50	0.90	0.68	0.90	0.19
2013	1.42	0.15	0.72	0.50	0.86	0.66	0.86	0.24
2014	1.54	0.19	0.89	0.54	0.84	0.67	1.01	0.25
2015	1.54	0.19	0.97	0.40	0.88	0.66	1.04	0.25
2016	1.68	0.21	0.83	0.39	0.85	0.65	1.06	0.24
2017	1.63	0.23	0.80	0.33	0.84	0.85	0.96	0.29
2018	1.74	0.21	0.22	0.29	0.84	0.85	0.97	0.28
2019	1.78	0.21	0.21	0.27	0.86	0.85	0.97	0.27

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,

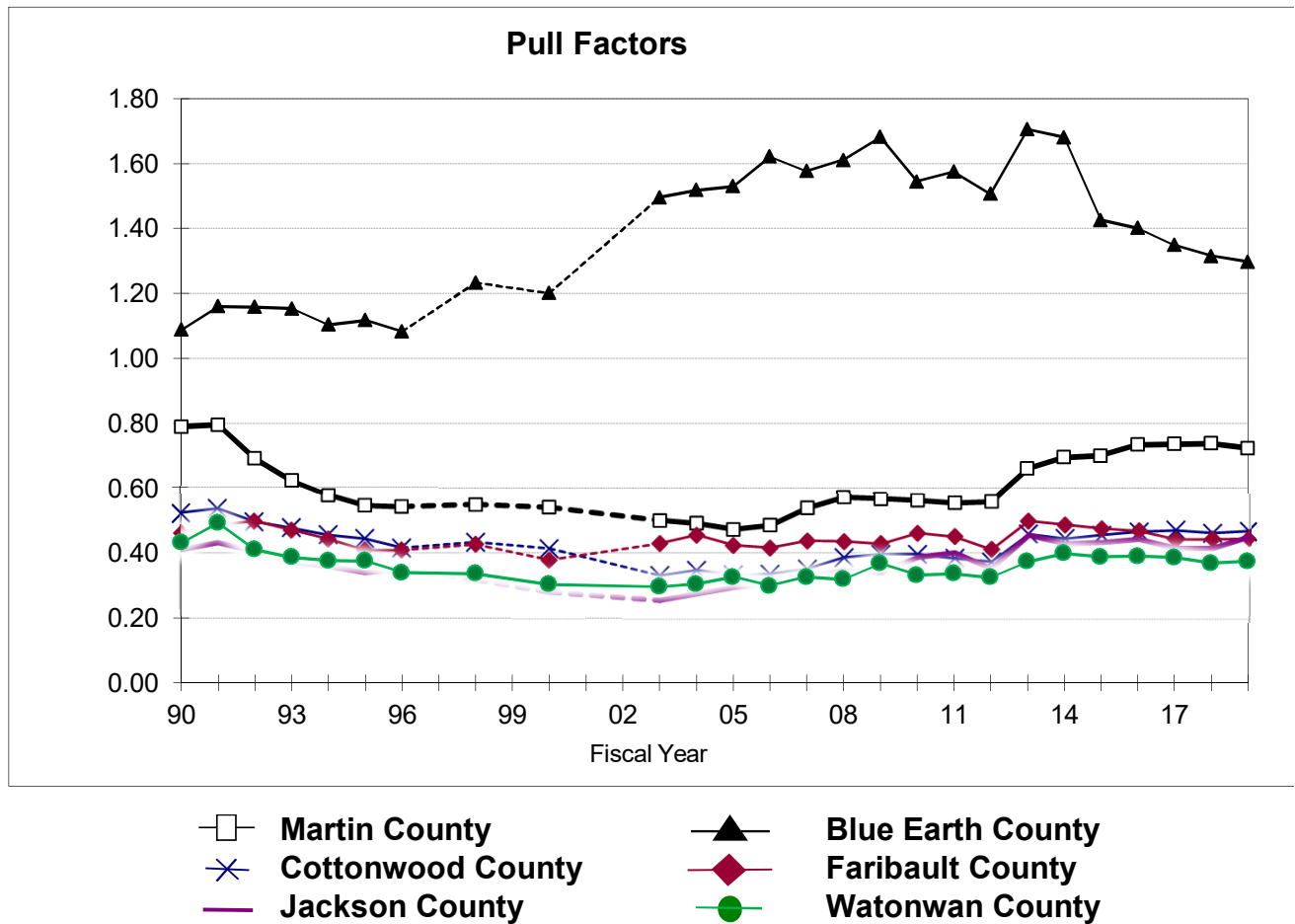**Repair**: Businesses that return equipment to working order. Examples: cars, lawnmowers, small engines, knives, shoes, computers, furniture, and appliances.

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.

Pull Factors

Legend:
- Martin County
- Cottonwood County
- Jackson County
- Blue Earth County
- Faribault County
- Watonwan County

Comparison with Neighboring Counties, 2019

Town	Population	Gross Sales ($millions)	Taxable Sales ($millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
Martin County	19,752	$397.08	$138.06	498	$6,990	0.72
Blue Earth County	68,583	$2,557.43	$859.65	1,515	$12,534	1.30
Cottonwood County	11,216	$138.88	$50.50	269	$4,503	0.47
Faribault County	13,580	$146.37	$58.22	348	$4,287	0.44
Jackson County	9,858	$150.80	$42.73	272	$4,334	0.45
Watonwan County	10,923	$130.19	$39.49	199	$3,615	0.37

Trade Area Analysis of Retail Sales
Martin 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.
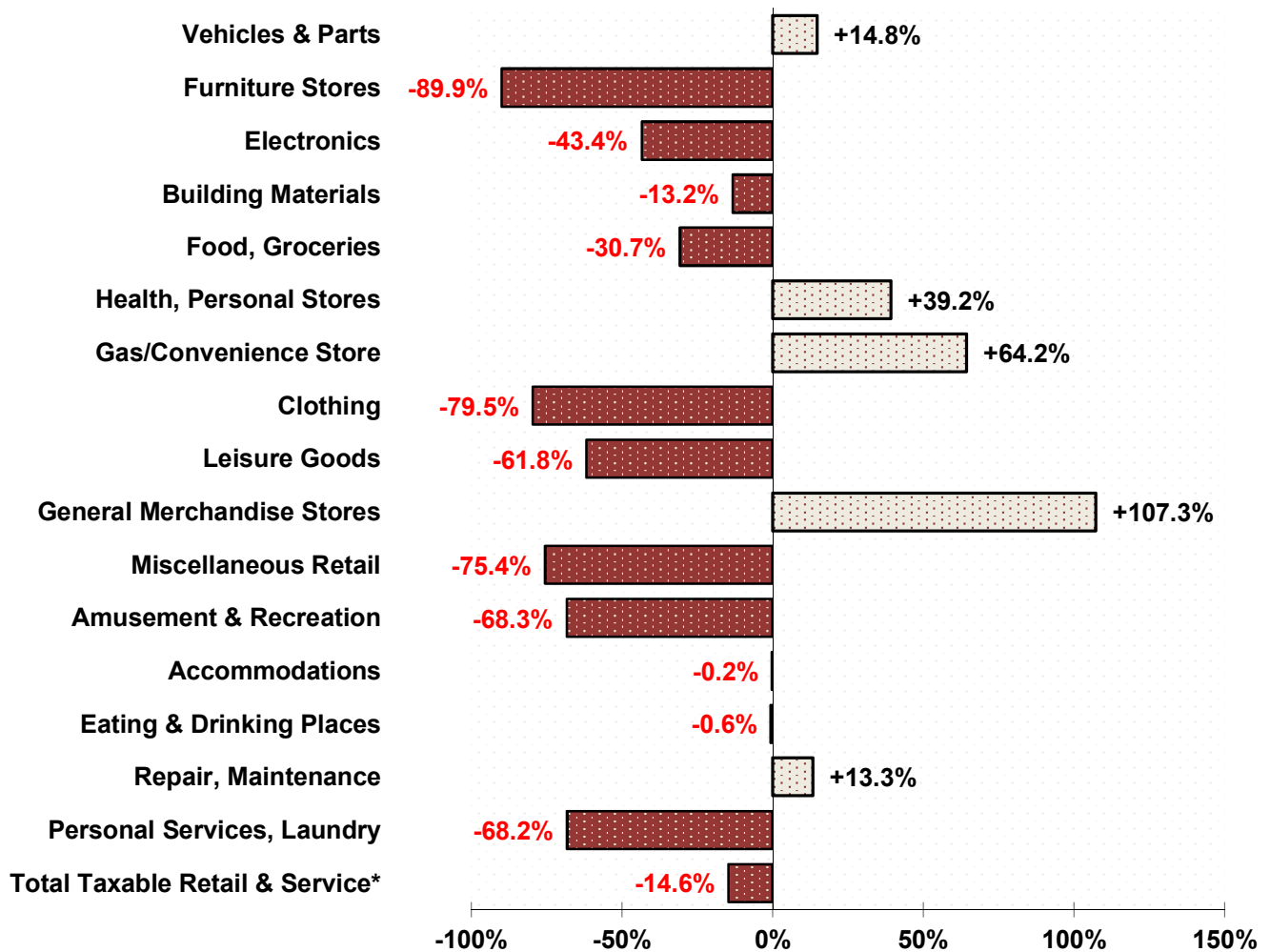
Trade Area Analysis by Merchandise Category, 2019

| 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 Potential			
Vehicles & Parts	$9.98	$11.45	+$1.47	+14.8%	2,933	16	8.2%
Furniture Stores	$4.63	$0.47	-$4.16	-89.9%	-17,854	9	0.3%
Electronics	$5.08	$2.88	-$2.21	-43.4%	-8,628	7	2.1%
Building Materials	$17.20	$14.93	-$2.27	-13.2%	-2,621	16	10.7%
Food, Groceries	$12.76	$8.84	-$3.92	-30.7%	-6,100	8	6.3%
Health, Personal Stores	$2.19	$3.04	+$0.86	+39.2%	7,786	9	2.2%
Gas/Convenience Store	$4.44	$7.29	+$2.85	+64.2%	12,763	14	5.2%
Clothing	$2.54	$0.52	-$2.02	-79.5%	-15,796	9	0.4%
Leisure Goods	$3.19	$1.22	-$1.97	-61.8%	-12,277	14	0.9%
General Merchandise Stores	$17.35	$35.96	+$18.61	+107.3%	21,306	10	25.7%
Miscellaneous Retail	$4.84	$1.19	-$3.65	-75.4%	-14,982	40	0.9%
Amusement & Recreation	$5.48	$1.74	-$3.75	-68.3%	-13,567	11	1.2%
Accommodations	$7.27	$7.25	-$0.02	-0.2%	-45	10	5.2%
Eating & Drinking Places	$29.86	$29.68	-$0.18	-0.6%	-122	51	21.2%
Repair, Maintenance	$4.80	$5.44	+$0.64	+13.3%	2,638	54	3.9%
Personal Services, Laundry	$2.91	$0.93	-$1.99	-68.2%	-13,538	48	0.7%
Total Taxable Retail & Service*	$163.95	$139.93	-$24.02	-14.6%	-2,910	493	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.

Martin County Retail Trade Performance in Percentages

The chart below depicts the percentage amount Martin County's actual sales were above or below potential sales in 2019 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 General Merchandise Stores category, which has a 107.3 percent surplus. Overall, Martin County had a retail sales leakage of 14.6 percent.

Percentage Above or Below Potential Sales, 2019

Category	Percentage
Vehicles & Parts	+14.8%
Furniture Stores	-89.9%
Electronics	-43.4%
Building Materials	-13.2%
Food, Groceries	-30.7%
Health, Personal Stores	+39.2%
Gas/Convenience Store	+64.2%
Clothing	-79.5%
Leisure Goods	-61.8%
General Merchandise Stores	+107.3%
Miscellaneous Retail	-75.4%
Amusement & Recreation	-68.3%
Accommodations	-0.2%
Eating & Drinking Places	-0.6%
Repair, Maintenance	+13.3%
Personal Services, Laundry	-68.2%
Total Taxable Retail & Service*	-14.6%

Martin County Retail Trade Performance in Dollars

The chart below depicts the dollar amount Martin County's actual sales were above or below potential sales in 2019 by merchandise group. Of the 16 merchandise categories with reported data, sales in 5 of the categories were above the calculated potential. The strongest merchandise group by this standard is the General Merchandise Stores category, which has a $18.6 million surplus. Overall, Martin County had a retail sales leakage of $24.0 million in 2019.
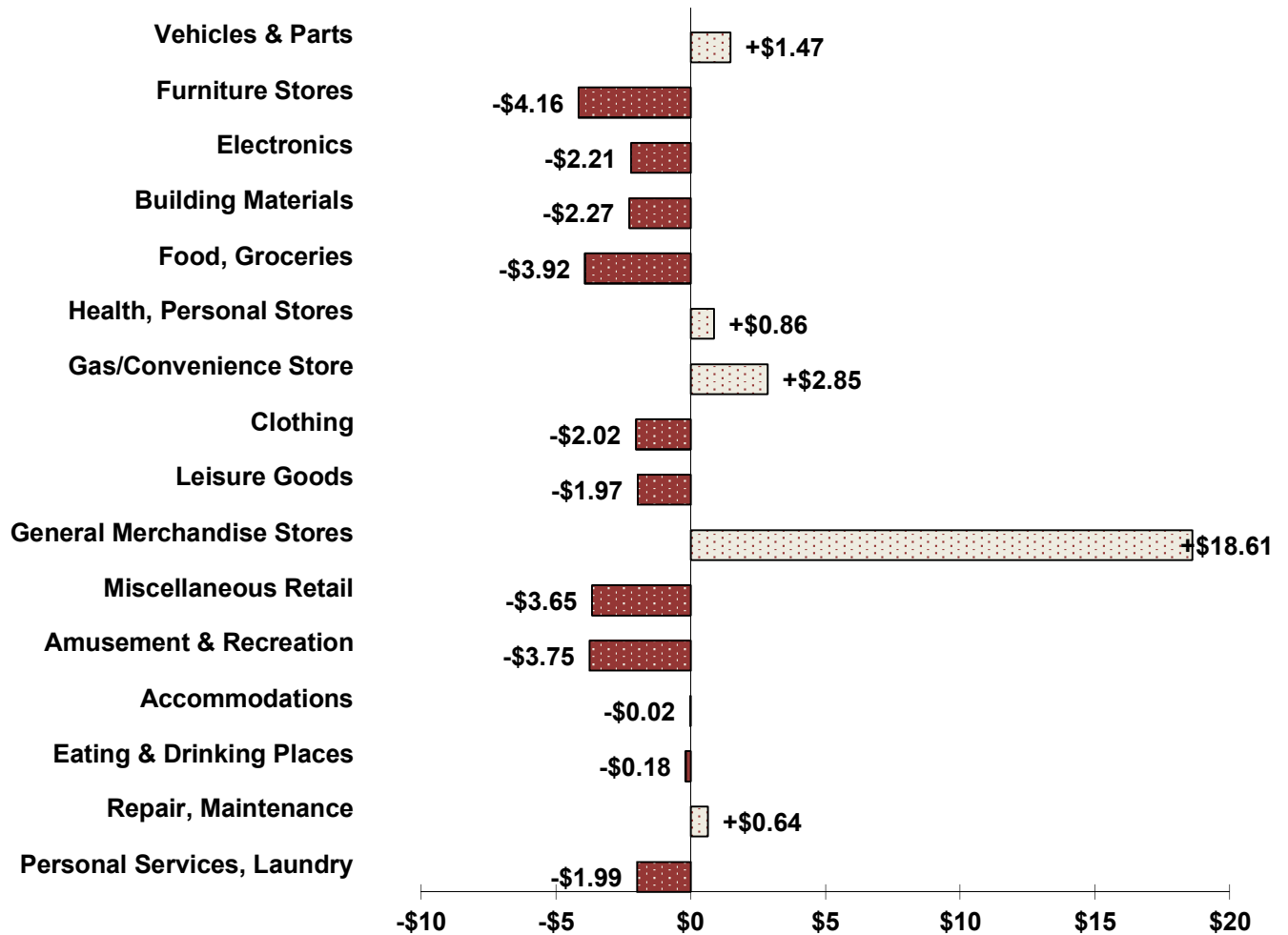
Millions of $ Above or Below Potential Sales, 2019

Category	Value
Vehicles & Parts	+$1.47
Furniture Stores	-$4.16
Electronics	-$2.21
Building Materials	-$2.27
Food, Groceries	-$3.92
Health, Personal Stores	+$0.86
Gas/Convenience Store	+$2.85
Clothing	-$2.02
Leisure Goods	-$1.97
General Merchandise Stores	+$18.61
Miscellaneous Retail	-$3.65
Amusement & Recreation	-$3.75
Accommodations	-$0.02
Eating & Drinking Places	-$0.18
Repair, Maintenance	+$0.64
Personal Services, Laundry	-$1.99

Martin County Retail Trade Surplus or Leakage

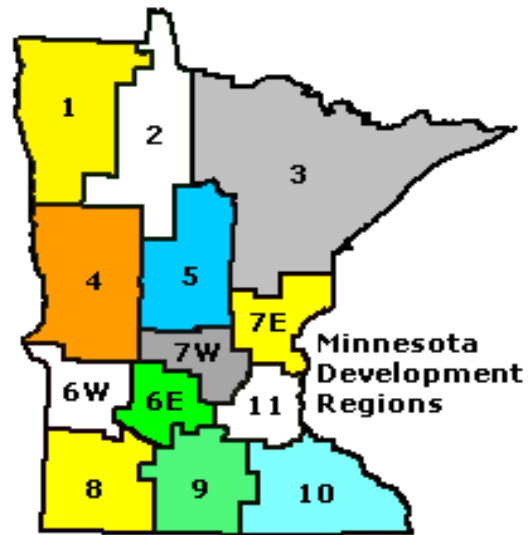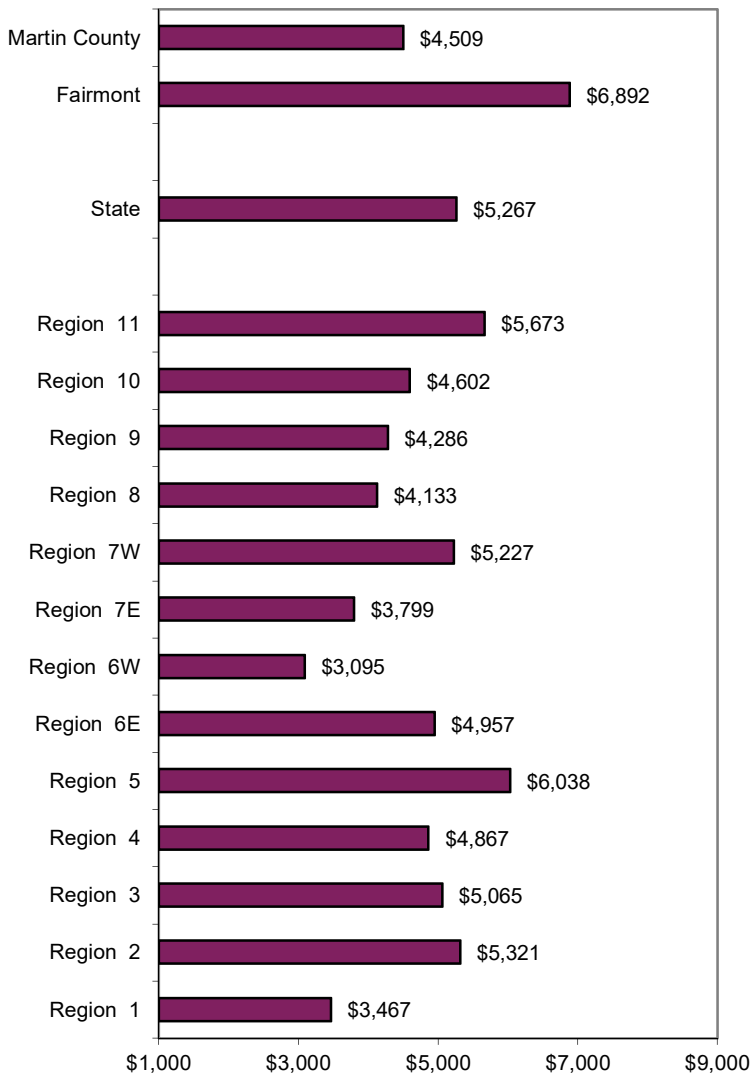### County Surplus or Leakage as a Percent of Potential
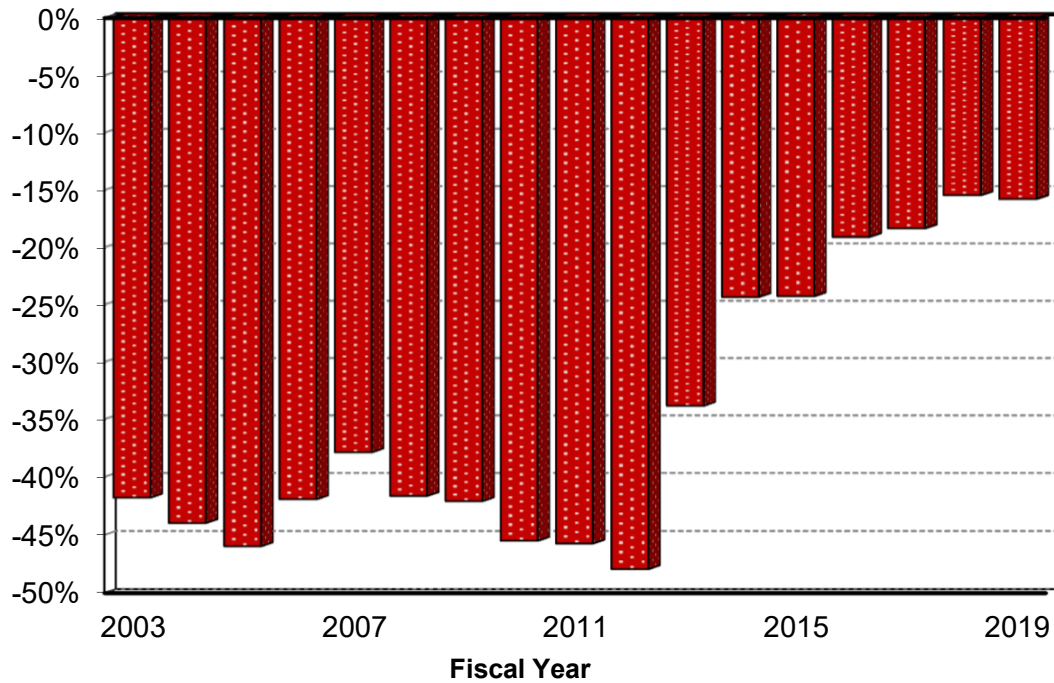
Fiscal Year	Population Estimate	Index of Income	Potential Sales (in millions)	Actual Sales (in millions)	Surplus or Leakage (in millions)	Surplus or Leakage as % of Potential	Trade Area Population Gain or Loss
2003	21,221	0.86	$162.2	$94.4	-$67.8	-41.8%	-8,868
2004	21,044	0.88	$170.5	$95.5	-$75.0	-44.0%	-9,256
2005	21,002	0.87	$174.7	$94.4	-$80.3	-46.0%	-9,656
2006	20,768	0.83	$166.3	$96.6	-$69.7	-41.9%	-8,708
2007	20,462	0.86	$172.0	$106.8	-$65.2	-37.9%	-7,752
2008	20,435	0.98	$190.8	$111.3	-$79.4	-41.6%	-8,510
2009	20,245	0.98	$177.0	$102.5	-$74.5	-42.1%	-8,522
2010	20,840	1.03	$193.4	$105.4	-$88.0	-45.5%	-9,483
2011	20,716	1.02	$196.6	$106.7	-$89.9	-45.7%	-9,476
2012	20,477	1.07	$211.5	$110.1	-$101.4	-47.9%	-9,818
2013	20,429	1.00	$175.4	$116.0	-$59.3	-33.8%	-6,911
2014	20,295	0.92	$163.6	$123.8	-$39.8	-24.3%	-4,940
2015	20,122	0.92	$167.8	$127.1	-$40.7	-24.3%	-4,884
2016	19,880	0.91	$163.9	$132.6	-$31.3	-19.1%	-3,798
2017	19,865	0.90	$166.6	$136.0	-$30.6	-18.3%	-3,645
2018	19,822	0.87	$165.5	$139.9	-$25.6	-15.5%	-3,065
2019	19,752	0.86	$164.0	$138.1	-$25.9	-15.8%	-3,119

Compare the Community to the Region
Fairmont and Martin 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.

2019 Retail Sales per capita

Location	Retail Sales per capita
Martin County	$4,509
Fairmont	$6,892
State	$5,267
Region 11	$5,673
Region 10	$4,602
Region 9	$4,286
Region 8	$4,133
Region 7W	$5,227
Region 7E	$3,799
Region 6W	$3,095
Region 6E	$4,957
Region 5	$6,038
Region 4	$4,867
Region 3	$5,065
Region 2	$5,321
Region 1	$3,467

Minnesota Development Regions

State of Minnesota Per Capita Taxable Retail Sales & Threshold Levels for Selected Goods and Services
2019

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	People Per Business		Sales Per Capita		
NAICS	State	Non-Metro	State	Non-Metro	Fairmont
The table also presents sales data in constant 2019 dollars. These figures have been adjusted for inflation to reflect their val					
441 Vehicles, Parts	2,075	1,456	$588.03	$596.57	$858.42
442 Furniture Stores	3,667	3,496	$272.72	$166.14	$68.48
443 Electronics	4,090	4,751	$299.62	$130.31	$271.98
444 Building Materials	3,082	1,987	$1,014.00	$1,159.81	$679.79
445 Food and Beverage Stores	1,702	1,479	$752.23	$603.28	$814.41
446 Health, Personal Stores	2,990	3,632	$128.92	$80.64	$284.46
447 Gas/Conveniene Stores	2,507	1,994	$261.48	$339.31	$414.00
448 Clothing & Accessory Stores	1,759	2,057	$149.83	$80.23	$62.49
451 Leisure Goods	1,995	1,615	$187.88	$149.58	$121.07
452 General Merchandise	5,255	3,913	$1,022.75	$1,094.23	$3,054.88
453 Miscellaneous Merchandise	599	457	$285.53	$266.85	$110.32
454 Non-store Retail	970	836	$304.20	$94.75	$151.68
Retail Total			$5,267.20	$4,761.70	$6,891.99
INFORMATION					
511 Publishing Industry	10,500	20,062	$4.16	$0.51	
512 Movie & Recording Industry	10,903	40,123	$39.93	$16.72	
515 Broadcasting	56,241	631,943	$39.22	NA	
516 Info -Internet Publ/Brcst			$282.91	NA	
517 Telecommunications	8,945	11,087	$282.91	$150.49	
518 Internet Service	16,756	61,653	$15.23	$0.60	
519 Other Information Services	6,590	7,707	$49.39	$39.52	
FINANCE AND INSURANCE					
522 Credit Intermediation	9,436	8,687	$23.94	$5.04	
523 Securities, Commodities	17,696	64,815	$1.75	$0.03	
524 Insurance Carriers	11,008	23,624	$0.46	$0.19	
525 Funds, Trusts	149,483	NA	$0.31	NA	
REAL ESTATE AND RENTAL AND LEASING					
531 Real Estate	1,999	2,313	$44.28	$37.27	
532 Rental, Leasing Services	3,764	3,611	$172.53	$71.48	
533 Lessors Nonfinancial Assets	258,197		$0.20		
PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES					
541 Prof, Scientific, Technical Services	497	731	$186.93	$89.84	
551 Mgmt Of Companies	27,982	126,389	$11.62	$9.51	
ADMINISTRATIVE & SUPPORT; WASTE MGMT & REMEDIATION SVCS					
561 Admin, Support Services	562	573	$186.93	$177.19	
562 Waste Mgmt, Remediation	13,429	13,664	$11.62	$3.47	
EDUCATIONAL SVCS; HEALTH & SOCIAL ASSISTANCE					
611 Educational Services	3,942	4,672	$18.26	$15.23	
621 Health -Ambulatory Care	1,005	1,237	$22.50	$18.83	
622 Health -Hospitals	37,869	114,899	$14.58	$6.90	
623 Health -Nursing,Residential Care	9,177	9,685	$3.14	$2.46	
624 Health -Social Assistance	10,347	18,185	$3.39	$3.16	
ARTS, ENTERTAINMENT & RECREATION					
711 Performing Art, Spectator Sports	1,804	2,302	$86.73	$14.20	
712 Museums, Historical Sites	30,215	64,815	$6.44	$0.66	
713 Amusement, Gambling, Recr	2,373	1,940	$323.29	$142.52	$125.80
ACCOMMODATION & FOOD SERVICES					
721 Accommodation	2,248	1,237	$428.62	$394.41	$700.97
722 Food Services, Drinking Places	479	477	$1,760.41	$1,276.71	$2,503.98
OTHER SERVICES					
811 Repair, Maintenance	715	501	$282.84	$302.91	$283.37
812 Personal, Laundry Service	633	572	$171.83	$59.76	$34.03
813 Religious, Civic, Professional Orgs	2,678	2,183	$34.43	$35.99	
814 Private Households	78,894		$0.34	NA	
921 Exec., Legisla., Other Govt	8,232	4,880	$50.70	$61.60	
TOTAL RETAIL AND SERVICES			$9,664.57	$7,548.66	

Minnesota Taxable Sales per Capita, 2003 to 2019

Adjusted for Inflation

Legend:
- Vehicles & Parts
- Furniture
- Electronics
- Building Materials
- Food
- Health & Personal
- Gas Stations
- Clothing
- Leisure Goods
- Gen. Merchandise
- Misc. Store