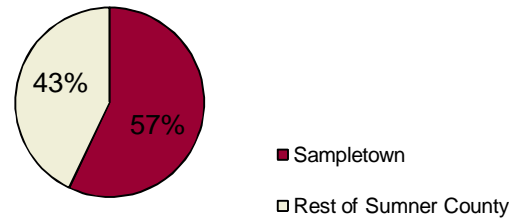


Samletown & Sumner County Comparison, 2007

It is important to review the retail performance for the whole county and not just the town, 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 town doesn't have the critical mass of retail to attract the purchases of everyone in the county. By analyzing county data, town business people can develop strategies to recapture some of the sales being lost to other towns. 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 Samletown and Sumner County in 2007. Samletown accounted for 34 percent of the county's firms and 57 percent of the county's sales at the time.

Share of County Sales



Sales by Merchandise Category, Samletown & Sumner County, 2007

Merchandise Category	Samletown		Sumner County		City's Share of County Total	
	Taxable Sales (\$millions)	Number of Firms	Taxable Sales (\$millions)	Number of Firms	Sales	Firms
Vehicles & Parts	\$15.04	18	\$25.74	44	58.4%	40.9%
Furniture Stores	\$0.21	6	\$21.25	25	1.0%	24.0%
Electronics	\$2.50	8	\$2.91	22	86.0%	36.4%
Building Materials	\$67.84	13	\$87.18	42	77.8%	31.0%
Food, Groceries	\$17.97	12	\$33.44	30	53.7%	40.0%
Health, Personal Stores	\$2.72	10	\$2.76	14	98.4%	71.4%
Gasoline Stations	\$4.00	8	\$10.45	21	38.3%	38.1%
Apparel	\$1.37	15	\$1.54	28	88.7%	53.6%
Leisure Goods	\$1.58	22	\$12.38	66	12.7%	33.3%
General Merchandise	\$63.39	4	\$67.99	8	93.2%	50.0%
Miscellaneous Retail	\$15.59	61	\$20.72	221	75.2%	27.6%
Non-Store Retailers	\$0.78	26	\$3.20	84	24.3%	31.0%
Amusement & Recreation	\$1.69	9	\$4.23	24	39.9%	37.5%
Accommodations	\$0.64	4	\$2.01	10	31.8%	40.0%
Eating & Drinking Places	\$31.88	46	\$59.87	115	53.3%	40.0%
Repair, Maintenance	\$6.13	36	\$14.88	149	41.2%	24.2%
Personal Service, Laundry	\$3.31	46	\$5.70	116	58.1%	39.7%
Total Sales*	\$246.60	523	\$431.85	1,544	57.1%	33.9%

Sumner County Retail Trade Overview

Total Taxable and Gross Retail Sales

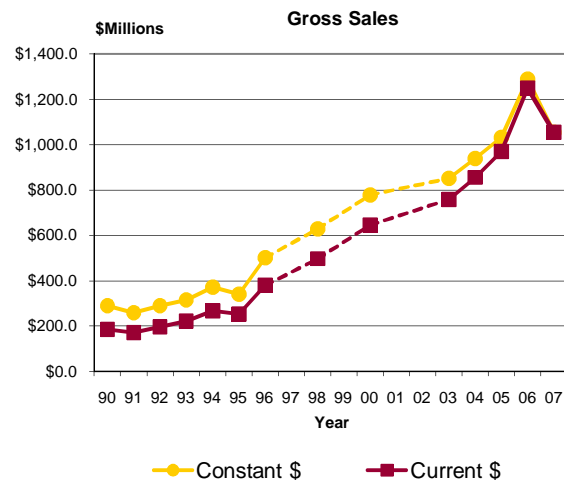
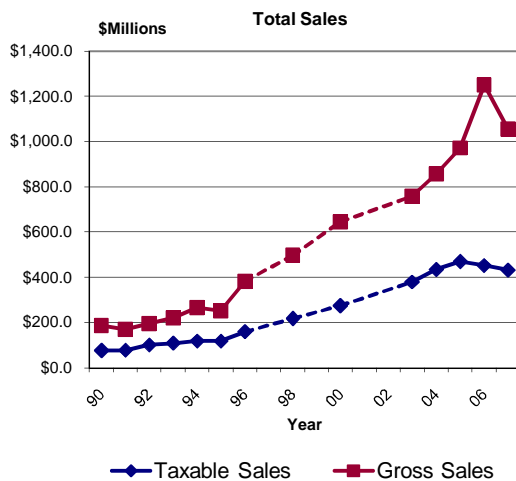
The table below presents gross and taxable retail and services sales for Sumner County from 1990 through 2007. Taxable sales in Sumner County increased 171.7 percent from 1996 to 2007, while the number of firms rose 63.9 percent. Statewide, taxable sales increased 62.3 percent over the same time period and the number of firms rose 11.4 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 2007 dollars. These figures have been adjusted for inflation to reflect their value in 2007. For example, in 1990, taxable sales in Sumner County totaled \$75.92 million, an amount worth \$118.62 million in 2007 dollars. In constant dollars, gross sales grew 110.3 percent between 1996 and 2007. Constant dollar taxable sales increased 106.5 percent over the same time period.

Year	Estimated Population	Current Dollars		Constant 2007 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* (\$millions)	Taxable Sales (\$millions)	Gross Sales* (\$millions)	Taxable Sales (\$millions)			
1990	41,945	\$186.08	\$75.92	\$290.76	\$118.62	695	\$1,810	0.41
1991	43,883	\$170.17	\$76.84	\$257.84	\$116.43	727	\$1,751	0.40
1992	45,797	\$196.48	\$100.90	\$288.94	\$148.39	797	\$2,203	0.46
1993	48,154	\$221.64	\$108.81	\$316.63	\$155.44	789	\$2,260	0.45
1994	50,398	\$267.29	\$117.99	\$371.23	\$163.87	792	\$2,341	0.43
1995	52,816	\$252.43	\$117.92	\$341.12	\$159.35	791	\$2,233	0.39
1996	55,249	\$381.08	\$158.93	\$501.42	\$209.12	942	\$2,877	0.43
1997	57,996	NA	NA	NA	NA	NA	NA	NA
1998	60,339	\$497.53	\$218.90	\$629.78	\$277.09	1,006	\$3,628	0.52
1999	63,356	NA	NA	NA	NA	NA	NA	NA
2000	64,417	\$645.57	\$273.47	\$777.79	\$329.48	1,084	\$4,245	0.56
2001	68,022	NA	NA	NA	NA	NA	NA	NA
2002	71,471	NA	NA	NA	NA	NA	NA	NA
2003	74,667	\$758.66	\$380.58	\$852.43	\$427.62	1,352	\$5,097	0.57
2004	78,762	\$856.02	\$434.56	\$940.68	\$477.54	1,405	\$5,517	0.60
2005	81,752	\$971.72	\$469.62	\$1,033.74	\$499.59	1,439	\$5,744	0.60
2006	84,995	\$1,249.90	\$452.02	\$1,288.56	\$466.01	1,442	\$5,318	0.55
2007	86,287	\$1,054.52	\$431.85	\$1,054.52	\$431.85	1,544	\$5,005	0.51
11 yr Change '96 to '07	56.2%	176.7%	171.7%	110.3%	106.5%	63.9%	74.0%	19.8%
3 yr Change '04 to '07	9.6%	23.2%	-0.6%	12.1%	-9.6%	9.9%	-9.3%	-13.6%

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

Sumner County: Total Retail Sales

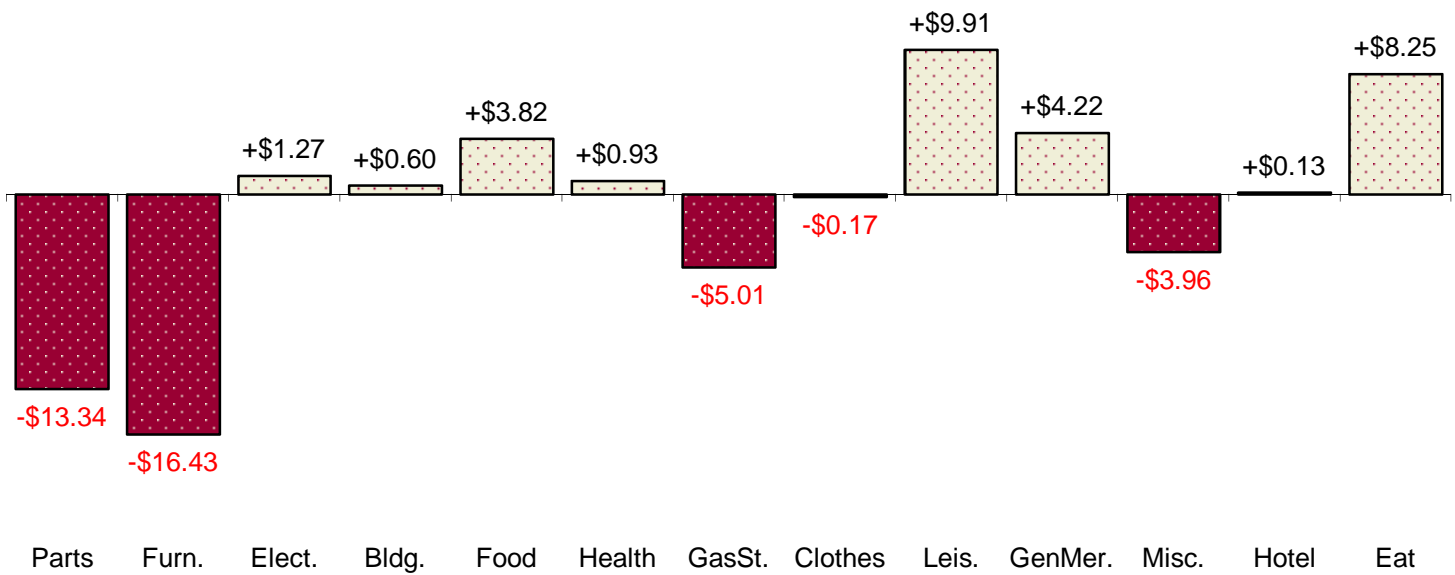


Sumner County Components of Change, 2004 to 2007

Category	Taxable Sales 2004	Taxable Sales 2007	Dollar Change	Percent Change
Vehicles & Parts	\$39,079,818	\$25,741,098	-\$13,338,720	-34.13%
Furniture Stores	\$37,680,807	\$21,245,915	-\$16,434,892	-43.62%
Electronics	\$1,633,798	\$2,905,390	+\$1,271,592	+77.83%
Building Materials	\$86,580,532	\$87,179,357	+\$598,825	+0.69%
Food, Groceries	\$29,618,255	\$33,436,359	+\$3,818,104	+12.89%
Health, Personal Stores	\$1,828,163	\$2,760,957	+\$932,794	+51.02%
Gasoline Stations	\$15,459,941	\$10,448,340	-\$5,011,601	-32.42%
Apparel	\$1,718,363	\$1,544,941	-\$173,422	-10.09%
Leisure Goods	\$2,473,401	\$12,379,076	+\$9,905,675	+400.49%
General Merchandise Stores	\$63,776,908	\$67,992,732	+\$4,215,824	+6.61%
Miscellaneous Retail	\$24,687,703	\$20,723,038	-\$3,964,665	-16.06%
Accommodations	\$1,877,717	\$2,008,945	+\$131,228	+6.99%
Eating & Drinking Places	\$51,617,309	\$59,871,345	+\$8,254,036	+15.99%
Total Retail and Services Sales	\$434,560,737	\$431,849,968	-\$2,710,769	-0.62%

Figures not adjusted for inflation.

Dollar Changes by Category (in Millions) 2004 - 2007



Pull Factors By Merchandise Category Sumner County

The following tables and charts depict pull factors in Sumner 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.

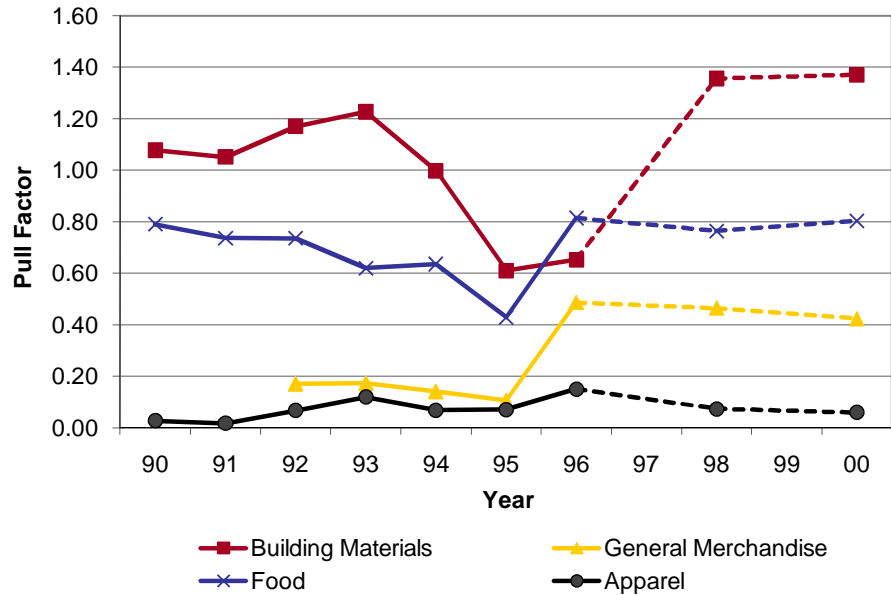
General Merchandise: Includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores,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

*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 (1 of 3)



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

Year	Building Materials	General Merchandise	Food	Apparel
1990	1.08	NA	0.79	0.03
1991	1.05	NA	0.74	0.02
1992	1.17	0.17	0.74	0.07
1993	1.23	0.17	0.62	0.12
1994	1.00	0.14	0.64	0.07
1995	0.61	0.11	0.43	0.07
1996	0.65	0.49	0.81	0.15
1997	NA	NA	NA	NA
1998	1.36	0.46	0.76	0.07
1999	NA	NA	NA	NA
2000	1.37	0.42	0.80	0.06
% Change, '90 to '00	27.12%	NA	1.67%	120.80%
% Change, '98 to '00	1.01%	-8.81%	5.11%	-17.81%

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

Sumner County

The following tables and charts depict pull factors in Sumner 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.

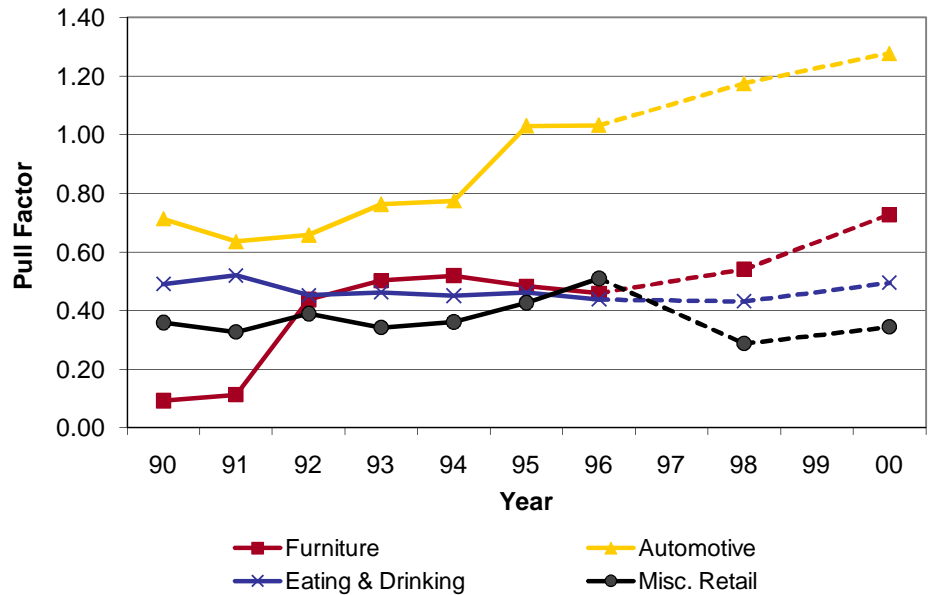
Automotive: Establishments selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories; and gasoline service stations.

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
Sumner County, 1990-2000**

Year	Furniture	Automotive	Eating & Drinking	Misc. Retail
1990	0.09	0.71	0.49	0.36
1991	0.11	0.64	0.52	0.33
1992	0.44	0.66	0.45	0.39
1993	0.50	0.76	0.46	0.34
1994	0.52	0.77	0.45	0.36
1995	0.48	1.03	0.46	0.43
1996	0.46	1.03	0.44	0.51
1997	NA	NA	NA	NA
1998	0.54	1.18	0.43	0.29
1999	NA	NA	NA	NA
2000	0.73	1.28	0.50	0.34

% Change, '90 to '00 Furniture: 689.32% Automotive: 79.26% Eating & Drinking: 0.97% Misc. Retail: -3.93%

% Change, '98 to '00 Furniture: 34.44% Automotive: 8.76% Eating & Drinking: 14.83% Misc. Retail: 19.80%

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 Sumner County

The following tables and charts depict pull factors in Sumner 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.

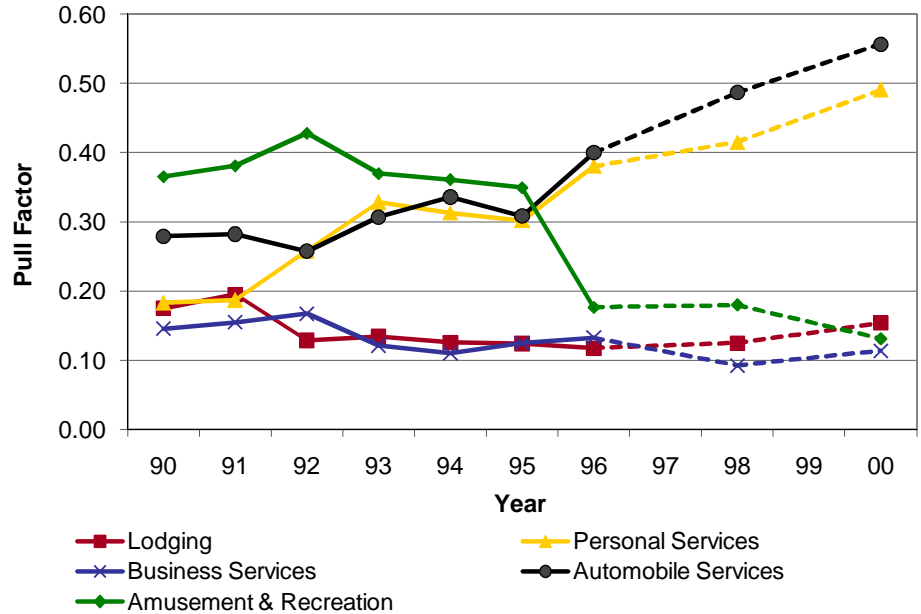
Business Services: Includes establishments primarily engaged in providing services, not elsewhere classified, to business establishments on a contract or fee basis.

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
Sumner County, 1990-2000**

Year	Lodging	Personal Services	Business Services	Automobile Services	Amusement & Recreation
1990	0.18	0.18	0.15	0.28	0.37
1991	0.20	0.19	0.15	0.28	0.38
1992	0.13	0.26	0.17	0.26	0.43
1993	0.13	0.33	0.12	0.31	0.37
1994	0.13	0.31	0.11	0.34	0.36
1995	0.12	0.30	0.12	0.31	0.35
1996	0.12	0.38	0.13	0.40	0.18
1997	NA	NA	NA	NA	NA
1998	0.12	0.42	0.09	0.49	0.18
1999	NA	NA	NA	NA	NA
2000	0.15	0.49	0.11	0.56	0.13
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% Change, '90 to '00	-12.14%	168.20%	-21.97%	99.38%	-64.07%
% Change, '98 to '00	23.21%	18.10%	23.27%	14.33%	-26.90%

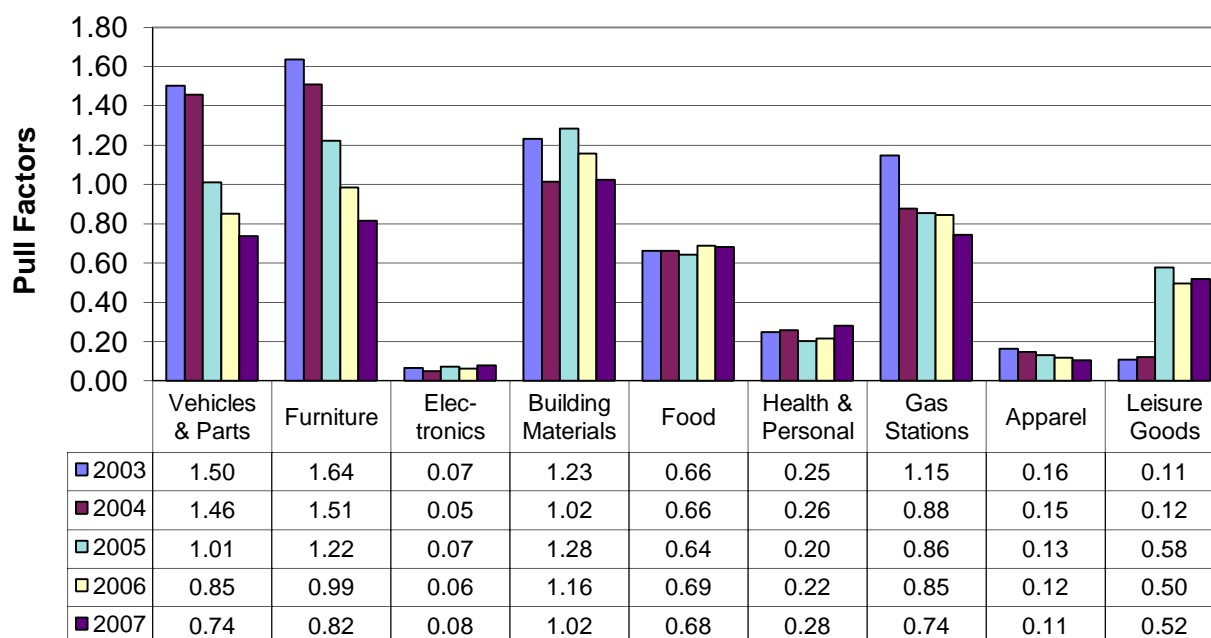
These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide,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

Pull Factors By Merchandise Category

Sumner County

The following tables and charts depict pull factors in Sumner County from 2003 to 2006* 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, garden centers, and feed stores.

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.

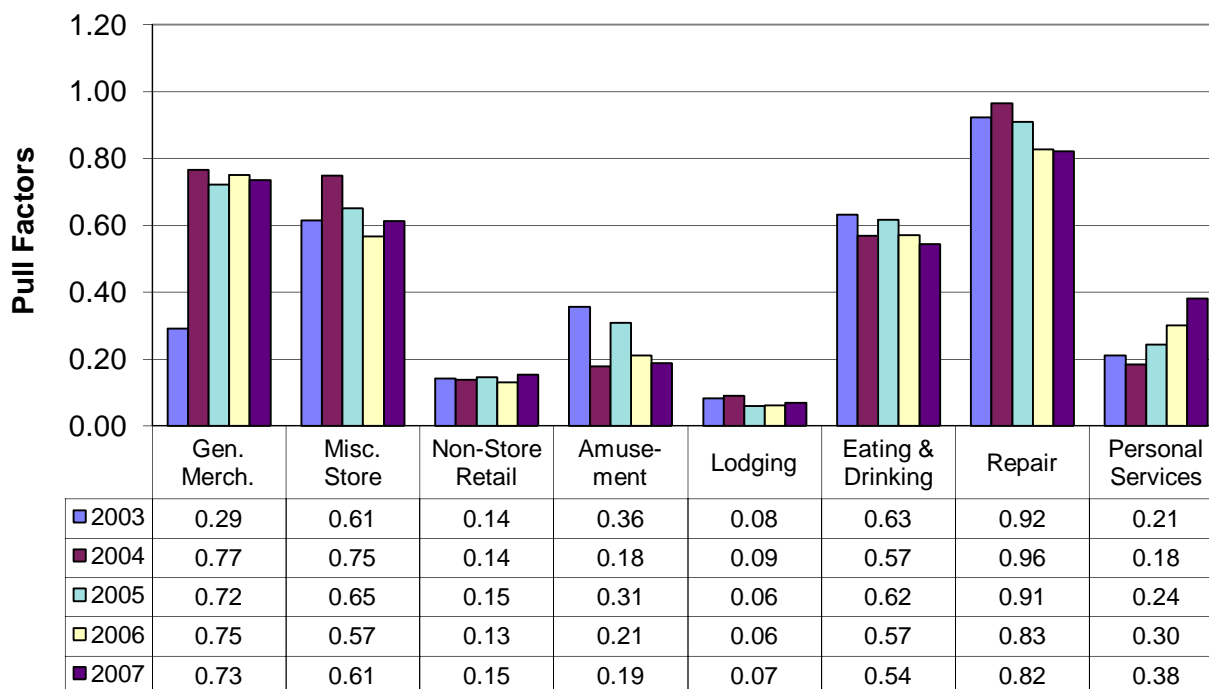
*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

Recent Trends By Merchandise Category

Sumner County

The following tables and charts depict pull factors in Sumner County from 2003 to 2006* 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 (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, RV parks.

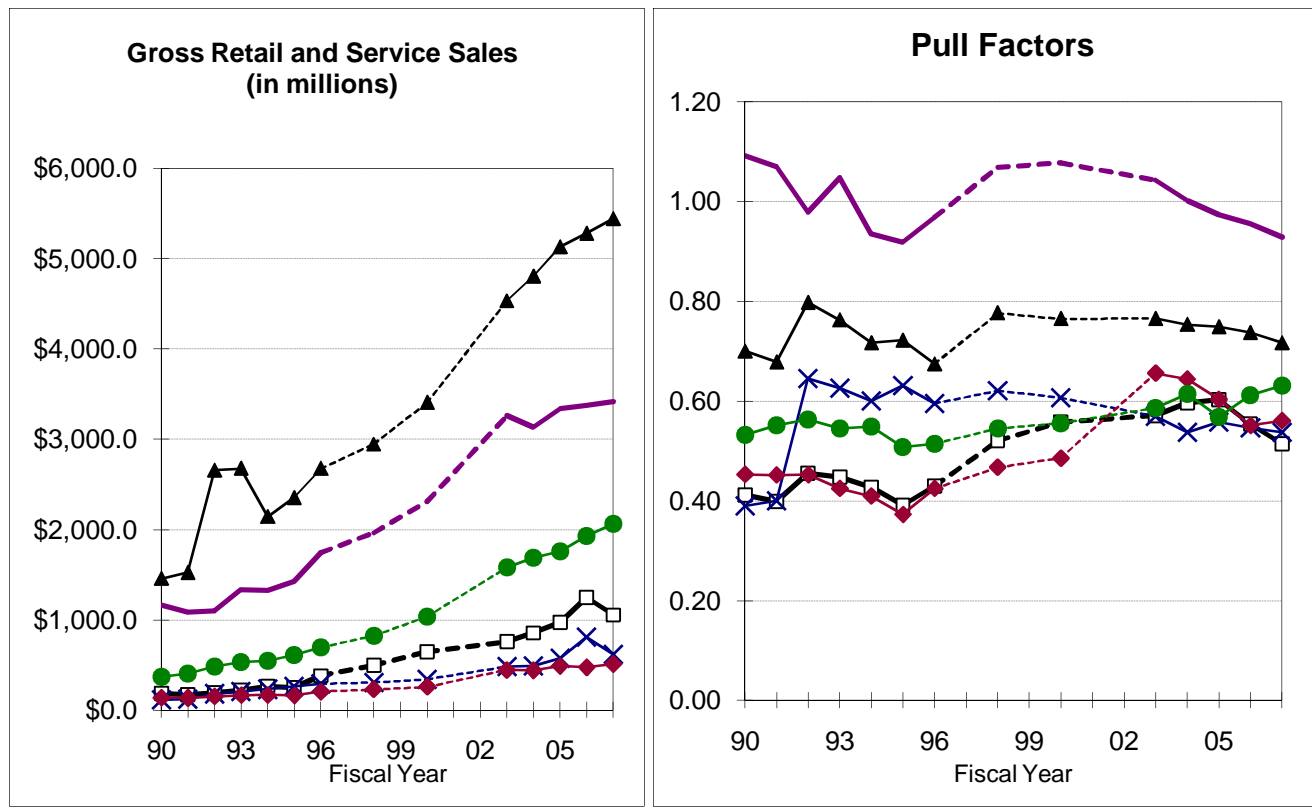
Eating & Drinking: Restaurants, donut shops, coffee house, cafeteria, caterers, taverns, and nightclubs,

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, kennels, and photo finishing.

*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 Sumner County



- Sumner County
- ▲ Anoka County
- ✕ Benton County
- ◆ Isanti County
- Stearns County
- Wright County

Comparison with Neighboring Counties, 2007

Town	Population	Gross Sales (\$millions)	Taxable Sales (\$millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
Sumner County	86,287	\$1,054.52	\$431.85	1,544	\$5,005	0.51
Anoka County	326,252	\$5,445.36	\$2,273.25	5,714	\$6,968	0.72
Benton County	39,504	\$615.45	\$206.42	724	\$5,225	0.54
Isanti County	38,921	\$512.50	\$212.24	710	\$5,453	0.56
Stearns County	146,051	\$3,416.99	\$1,318.33	3,464	\$9,026	0.93
Wright County	117,372	\$2,060.97	\$719.77	2,450	\$6,132	0.63