



UNIVERSITY OF MINNESOTA | EXTENSION

EXTENSION CENTER FOR COMMUNITY VITALITY



# Retail and Service Business Mix of Minnesota's Downtowns

A TOOL FOR ANALYZING MARKET OPPORTUNITIES IN DOWNTOWN BUSINESS DISTRICTS

By Yiwen Li and Ryan Pesch



IN PARTNERSHIP WITH:

# CURA





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## INTRODUCTION

*What businesses should you recruit for your vacant downtown storefronts? Which types of retail and service businesses make economic sense downtown for the size of your community?* One way to begin to answer these questions is to compare a community's downtown business mix to the mix in other communities with similar populations. This report gives community members valuable information for conducting this comparison –this analysis – including the average number of establishments and sales for a range of business categories for Minnesota downtowns from 1,000 to 100,000 in population. The authors have organized information by business type and community size and provided a worksheet for users' convenience. Thus, this report and appendices provide a valuable tool for users.

Community members may use this tool to stimulate ideas about business expansion and recruitment; however, the information in this report is only one source of data required for a comprehensive community market analysis. Community members should combine the enclosed data with other techniques to measure supply and demand for local businesses – techniques such as Extension's supply-demand calculator and consumer surveys found on the Downtown Business District Market Analysis website at <https://fyi.uwex.edu/downtown-market-analysis/>.

## APPLICATIONS

Economic development practitioners, businesses, and organizations such as chambers of commerce and local governments will gain insights into their downtown business districts by comparing their downtown's mix of retail and service businesses to similar-sized communities. Conducting this retail and service mix analysis can assist users in several ways:

- *Discover business opportunities.* The businesses categories in which a community has fewer stores than similar-sized communities may be opportunities for business startups. This information particularly helps prospective entrepreneurs determine local market potential.
- *Identify business district niche.* The business mix analysis can identify existing retail and service strengths where a community has more stores than similar-sized communities. These strengths amount to a business niche, which local communities can highlight in marketing efforts to attract customers and give their downtowns a clear brand.
- *Generate ideas for product expansion.* Individual businesses with an interest in expanding or diversifying their sales will find a business mix analysis useful to generate ideas for new products to carry.
- *Fill available storefronts:* Storefront property owners can use the results of the analysis to recruit tenants or encourage new entrepreneurs to lease their available business spaces.

## Compare your downtown with others

The business mix analysis works by comparing the numbers and sales of businesses in your community's downtown with averages from downtowns in similar-sized Minnesota communities – as found in this report. Here's how to conduct an analysis.

1. First, determine your area of study. Since this tool is geared to downtown business districts, the report provides data on the average number of stores within a  $\frac{1}{4}$ ,  $\frac{1}{2}$ , and 1-mile radius of the centers of downtowns. For many Minnesota communities with fewer than 25,000 people, a  $\frac{1}{2}$ -mile radius from the center covers the downtown district.
2. Next, inventory your downtown businesses. Use the business mix worksheet in Appendix 1 of this report to record the number of businesses in each category in your study area. Consider the following methods for collecting the data:

- *Create a building and business inventory.* If you already have an up-to-date downtown building and business inventory (as recommended by many Main Street programs), you can put it to use here. The building and business inventory procedure involves business classifications you need in this analysis.
  - *Purchase a business listing.* The simplest way to create an inventory is to purchase a list of businesses from a national data provider. A number of national firms (such as InfoUSA and Dun and Bradstreet) compile this information from Yellow Page listings, annual company reports, and other sources. Typically, these sources also provide sales estimates per establishment. However, be aware that the data in purchased lists often contains errors in store category coding, location, and business status. Therefore, you must take care to properly examine purchased lists for accuracy and correct any errors before using them.
  - *Hit the streets.* If you have no kind of inventory at all, hit the streets yourself. Walk through your downtown and record on a clipboard or hand-held device the number and types of businesses. While this do-it-yourself method is good for capturing numbers and types of businesses in your own community, we don't recommend estimating sales yourself because the results will likely be unreliable.
3. Finally, using information from this report, record the average number of businesses per category for corresponding community size on the worksheet in Appendix 1.

### **Alternative method**

As an alternative to the preceding three-step method, you may choose to compare your downtown business mix with a sample of peer downtowns you judge as economically vibrant based on reputation and your own knowledge. Choose this method when population size is not an adequate comparison for your community. For example, communities with many seasonal residents, tourists, or college students may want to compare themselves to other like communities – compare themselves with similar-sized college towns or similar-sized tourist towns.

The process for using this alternative method is similar to that used for comparisons based on population: Choose an area for comparison such as a ½-mile radius from the city center, and then record your community's and comparison communities' businesses on the worksheet in Appendix 1. You can purchase business lists for each comparison community as outlined above, although we recommend walking through your downtown. This way, you can record aspects such as street appearance, condition of signs and exteriors, atmosphere and vibrancy (overall "feel"), as well as business data. This type of observational research will yield insights not obtained in a simple inventory of number and types of businesses.

### **Draw conclusions**

A business mix analysis identifies differences in business type and numbers, as well as sales (if you choose to compare those) between your downtown and a benchmark – whether that benchmark is Minnesota communities of similar size or a selection of peer communities with similar characteristics. With this comparison in hand, downtown and economic development professionals can use the comparison to gain insight on their strengths and identify opportunities to pursue or research. Some key questions to ask include:

- Does our downtown have similar numbers of businesses (or sales) in each category?
- Are there categories that have significantly greater or fewer numbers of businesses (or sales)? Do any categories stand out as opportunities we could pursue in our downtown?
- Have any of the communities developed a market niche in select categories? Do we have a niche we need to develop further and which businesses will complement our niche?

When conducting a business mix analysis, it is essential to remember that each community is unique. The analysis is only an indicator of what similar-sized communities' downtowns look like from a retail and service perspective. An analysis is not an indicator of the optimal retail or service mix for any individual community. Community

attractions, seasonal population, or regional market drawing power all have an impact on the types of retail and service businesses that are located in a community.

In addition, the industry codes used to identify retailers and service providers only reflect the primary source of business sales and do not take into consideration any secondary product lines. Further market study is recommended before product expansion conclusions can be made.

### **MOST COMMON BUSINESS CATEGORIES IN MINNESOTA'S DOWNTOWNS BY SIZE**

The following tables summarize average numbers for the 15 most common business categories in a ½-mile radius of the center of Minnesota downtowns by community size according to the InfoUSA database. As noted, we also calculated averages for cities located outside the seven-county Twin Cities metro area; these are listed under the “Greater Minnesota Cities” label:

<b>All Minnesota Cities (1,000–2,499 pop)</b>		<b>Greater Minnesota Cities (1,000–2,499 pop)</b>	
Average of 133 downtowns		Average of 120 downtowns	
<i>Business type (by NAICS code)</i>	<i>Average number of businesses</i>	<i>Business type (by NAICS code)</i>	<i>Average number of businesses</i>
Beauty salons	2.01	Beauty salons	2.09
Grocery stores	1.18	Grocery stores	1.19
Automotive mechanical & electrical repair	1.14	Automotive mechanical & electrical repair	1.07
Other amusement (bowling, golf, fitness)	0.82	Other amusement (bowling, golf, fitness)	0.86
Gasoline stations	0.66	Gasoline stations	0.68
Automotive parts, accessories, & tire stores	0.62	Hardware stores	0.65
Hardware stores	0.61	Automotive parts, accessories, & tire stores	0.64
Beer, wine, & liquor stores	0.59	Beer, wine, & liquor stores	0.59
Drinking places (alcoholic beverages)	0.59	Drinking places (alcoholic beverages)	0.59
Used merchandise stores	0.57	Used merchandise stores	0.55
Automotive body, paint, interior, & glass	0.53	Florists	0.52
Florists	0.50	Automotive body, paint, interior, & glass	0.52
Gift, novelty, & souvenir stores	0.48	Pharmacies & drug stores	0.51
Pharmacies & drug stores	0.47	Specialized building material dealers	0.47
Specialized building material dealers	0.45	Gift, novelty, & souvenir stores	0.47

**TABLE 1:** Top downtown businesses of cities between 1,000-2,499 in population (within ½-mile radius of city center) **Source:** InfoUSA

A complete listing of all business categories for ¼, ½, and 1-mile radiuses is in Appendix 4.

All Minnesota Cities (2,500–4,999 pop) Average of 86 downtowns		Greater Minnesota Cities (2,500–4,999 pop) Average of 65 downtowns	
<i>Business category</i>	<i>Average number of businesses</i>	<i>Business category</i>	<i>Average number of businesses</i>
Beauty salons	2.69	Beauty salons	3.02
Automotive mechanical & electrical repair	1.49	Grocery stores	1.71
Grocery stores	1.47	Automotive mechanical & electrical repair	1.65
Automotive parts, accessories, & tire stores	1.09	Automotive parts, accessories, & tire stores	1.26
Other amusement (bowling, golf, fitness)	1.08	Other amusement (bowling, golf, fitness)	1.18
Drinking places (alcoholic beverages)	1.05	Drinking places (alcoholic beverages)	1.17
Beer, wine, & liquor stores	0.76	Other personal care services (tattoos, spas, piercing)	0.83
Other personal care services (tattoos, spas, piercing)	0.74	Gift, novelty, & souvenir stores	0.82
Gift, novelty, & souvenir stores	0.71	Hardware stores	0.80
Used merchandise stores	0.70	Beer, wine, & liquor stores	0.80
Hardware stores	0.67	Used merchandise stores	0.80
General merchandise stores	0.65	General merchandise stores	0.75
Specialized building material dealers	0.64	Florists	0.74
Florists	0.62	Barber shops	0.74
Automotive body, paint, interior, & glass	0.60	Specialized building material dealers	0.72

**TABLE 2:** Top downtown businesses of cities between 2,500-4,999 in population (within ½-mile radius of city center) **Source:** InfoUSA

A complete listing of all business categories for ¼, ½, and 1-mile radius is in Appendix 4.



<b>All Minnesota Cities (5,000–9,999 pop)</b> Average of 48 downtowns		<b>Greater Minnesota Cities (5,000–9,999 pop)</b> Average of 27 downtowns	
<i>Business type (by NAICS code)</i>	<i>Average number of businesses</i>	<i>Business type (by NAICS code)</i>	<i>Average number of businesses</i>
Beauty salons	3.10	Beauty salons	3.89
Automotive mechanical & electrical repair	1.65	Grocery stores	1.96
Grocery stores	1.56	Automotive mechanical & electrical repair	1.89
Other amusement (bowling, golf, fitness)	1.50	Used merchandise stores	1.63
Used merchandise stores	1.10	Other amusement (bowling, golf, fitness)	1.59
Drinking places (alcoholic beverages)	1.10	Automotive parts, accessories, & tire stores	1.37
Beer, wine, & liquor stores	1.04	Florists	1.26
Automotive parts, accessories, & tire stores	0.96	Drinking places (alcoholic beverages)	1.22
Other personal care services (tattoos, spas, piercing)	0.92	Beer, wine, & liquor stores	1.15
Florists	0.83	Pharmacies & drug stores	1.04
Pharmacies & drug stores	0.81	Other personal care services (tattoos, spas, piercing)	1.00
Specialized building material dealers	0.73	Specialized building material dealers	0.96
Sporting goods stores	0.71	Gift, novelty, & souvenir stores	0.89
Gift, novelty, & souvenir stores	0.69	General merchandise stores	0.85
Barber shops	0.67	Barber shops	0.85

**TABLE 3:** Top downtown businesses of cities between 5,000-9,999 in population (within ½-mile radius of city center) **Source:** InfoUSA

A complete listing of all business categories for ¼, ½, and 1-mile radius is in Appendix 4.

<b>All Minnesota Cities (10,000–24,999 pop)</b> Average of 59 downtowns		<b>Greater Minnesota Cities (10,000–24,999 pop)</b> Average of 29 downtowns	
<i>Business type (by NAICS code)</i>	<i>Average number of businesses</i>	<i>Business type (by NAICS code)</i>	<i>Average number of businesses</i>
Beauty salons	4.95	Beauty salons	6.34
Used merchandise stores	2.14	Used merchandise stores	2.66
Automotive mechanical & electrical repair	2.03	Gift, novelty, & souvenir stores	2.21
Grocery stores	1.90	Grocery stores	2.17
Gift, novelty, & souvenir stores	1.63	Automotive mechanical & electrical repair	1.93
Other personal care services (tattoos, spas, piercing)	1.51	Drinking places (alcoholic beverages)	1.86
Automotive parts, accessories, & tire stores	1.37	Automotive parts, accessories, & tire stores	1.69
Other amusement (bowling, golf, fitness)	1.32	Other personal care services (tattoos, spas, piercing)	1.62
Drinking places (alcoholic beverages)	1.31	Other health care (vitamin, medical equip)	1.59
Other health care (vitamin, medical equip)	1.27	Barber shops	1.55
Barber shops	1.24	Pharmacies & drug stores	1.31
Pharmacies & drug stores	1.17	Other amusement (bowling, golf, fitness)	1.31
Beer, wine, & liquor stores	1.08	Photographic services	1.21
Women's clothing stores	1.07	Jewelry stores	1.10
Specialized building material dealers	0.97	Specialized building material dealers	1.07

**TABLE 4:** Top downtown businesses of cities between 10,000-24,999 in population (within ½ mile radius of city center) **Source:** InfoUSA

A complete listing of all business categories for ¼, ½, and 1-mile radius is in Appendix 4.

All Minnesota Cities (25,000–49,999 pop) Average of 18 downtowns		Greater Minnesota Cities (25,000–49,999 pop) Average of 4 downtowns	
<i>Business type (by NAICS code)</i>	<i>Average number of businesses</i>	<i>Business type (by NAICS code)</i>	<i>Average number of businesses</i>
Beauty salons	5.39	Beauty salons	9.00
Family clothing stores	2.61	Drinking places (alcoholic beverages)	4.25
Automotive mechanical & electrical repair	2.33	Other personal care services (tattoos, spas, piercing)	3.75
Specialized building material dealers	2.11	Specialized building material dealers	3.50
Other personal care services (tattoos, spas, piercing)	2.11	Other health care (vitamin, medical equip)	2.50
Women's clothing stores	1.94	Barber shops	2.50
General merchandise stores	1.89	Women's clothing stores	2.25
Gift, novelty, & souvenir stores	1.89	Specialized clothing stores (dress, etc.)	2.25
Drinking places (alcoholic beverages)	1.78	Used merchandise stores	2.25
Optical goods stores	1.72	Automotive parts, accessories, & tire stores	2.00
Grocery stores	1.67	Sporting goods stores	2.00
Furniture stores	1.61	Photographic services	2.00
Specialized clothing stores (dress, etc.)	1.61	Automotive mechanical & electrical repair	2.00
Other health care (vitamin, medical equip)	1.56	Furniture stores	1.75
Jewelry stores	1.56	Pharmacies & drug stores	1.75

**TABLE 5:** Top downtown businesses of cities between 25,000-49,999 in population (within ½ mile radius of city center) **Source:** InfoUSA

A complete listing of all business categories for ¼, ½, and 1-mile radius is in Appendix 4.

All Minnesota Cities (50,000-100,000 pop) Average of 15 downtowns		Greater Minnesota Cities (50,000-100,000 pop) Average of 2 downtowns	
<i>Business type (by NAICS code)</i>	<i>Average number of businesses</i>	<i>Business type (by NAICS code)</i>	<i>Average number of businesses</i>
Family clothing stores	5.00	Other personal care services (tattoos, spas, piercing)	6.50
Beauty salons	4.93	Drinking places (alcoholic beverages)	6.00
Other personal care services (tattoos, spas, piercing)	2.80	Beauty salons	4.50
General merchandise stores	2.40	Used merchandise stores	4.00
Specialized building material dealers	2.33	Gift, novelty, & souvenir stores	3.50
Gift, novelty, & souvenir stores	2.27	Jewelry stores	3.00
Automotive mechanical & electrical repair	2.27	Art dealers	3.00
Shoe stores	2.07	Automotive mechanical & electrical repair	3.00
Pharmacies & drug stores	2.00	Pharmacies & drug stores	2.50
Other health care (vitamin, medical equip)	2.00	Other health care (vitamin, medical equip)	2.50
Grocery stores	1.93	Book Stores	2.50
Sporting goods stores	1.93	Other amusement (bowling, golf, fitness)	2.50
Nail salons	1.93	Furniture stores	2.00
Automotive parts, accessories, & tire stores	1.87	Specialized building material dealers	2.00
Home furnishings stores	1.67	Specialty food stores	2.00

**TABLE 6:** Top downtown businesses of cities between 50,000-100,000 in population (within ½ mile radius of city center) **Source:** InfoUSA

A complete listing of all business categories for ¼, ½, and 1-mile radius is in Appendix 4.

## APPENDIX 1: BUSINESS MIX WORKSHEET FOR ANALYZING YOUR DOWNTOWN

NAICS	NAICS Description	Your Downtown, ---Mile Buffer		Average in Comparison	
		Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers				
44112000	Used car dealers				
44121000	Recreational vehicle dealers				
44122000	Motorcycle, boat, & other motor vehicles				
44130000	Automotive parts, accessories, & tire stores				
44210000	Furniture stores				
44220000	Home furnishings stores				
44311000	Appliance, television, & other electronics stores				
44312000	Computer & software stores				
44313000	Camera & photographic supplies stores				
44411000	Home centers				
44412000	Paint & wallpaper stores				
44413000	Hardware stores				
44419000	Specialized building material dealers				
44420000	Lawn & garden equipment & supplies stores				
44510000	Grocery stores				
44520000	Specialty food stores				
44530000	Beer, wine, & liquor stores				
44611000	Pharmacies & drug stores				
44612000	Cosmetics, beauty supplies, perfume stores				
44613000	Optical goods stores				
44619000	Other health care (vitamin, medical equip)				
44710000	Gasoline stations				
44811000	Men's clothing stores				
44812000	Women's clothing stores				
44813000	Children's & infants' clothing stores				
44814000	Family clothing stores				
44815000	Clothing accessories stores				
44819000	Specialized clothing stores (dress, etc.)				
44821000	Shoe stores				
44831000	Jewelry stores				
44832000	Luggage & leather goods stores				
45111000	Sporting goods stores				
45112000	Hobby, toy, & game stores				

NAICS	NAICS Description	Your Downtown, ---Mile Buffer		Average in Comparison	
		Number	Sales (000's)	Number	Sales (000's)
45113000	Sewing, needlework, & piece goods stores				
45114000	Musical instrument & supplies stores				
45121000	Book Stores				
45122000	Tape, compact disc, & record stores				
45200000	General merchandise stores				
45310000	Florists				
45321000	Office supplies & stationery stores				
45322000	Gift, novelty, & souvenir stores				
45330000	Used merchandise stores				
45391000	Pet & pet supplies stores				
45392000	Art dealers				
51213000	Motion picture & video exhibition				
53210000	Automotive equipment rental & leasing				
53222000	Formal wear & costume rental				
53223000	Video tape & disc rental				
53230000	General rental centers				
54192000	Photographic services				
71310000	Amusement parks & arcades				
71390000	Other amusement (bowling, golf, fitness)				
72210000	Full-service restaurants				
72220000	Limited-service eating places				
72240000	Drinking places (alcoholic beverages)				
81111000	Automotive mechanical & electrical repair				
81112000	Automotive body, paint, interior, & glass				
81119000	Other automotive repair & maintenance				
81141000	Home/garden equipment & appliance repair				
81142000	Reupholstery & furniture repair				
81143000	Footwear & leather goods repair				
81149000	Personal goods repair (watch, boat, garment)				
81211100	Barber shops				
81211200	Beauty salons				
81211300	Nail salons				
81219000	Other personal care services (tattoos, spas, piercing)				
81231000	Coin-operated laundries & dry cleaners				
81232000	Dry cleaning & laundry (except coin-operated)				
81291000	Pet care (except veterinary) services				

## APPENDIX 2: MINNESOTA CITIES BY POPULATION GROUP

\*DENOTES CITY IN SEVEN-COUNTY METRO

### Pop. 1,000-2,499

Ada  
Adrian  
Aitkin  
Appleton  
Arlington  
Atwater  
Aurora  
Avon  
Babbitt  
Bagley  
Baudette  
Bird Island  
Blooming Prairie  
Braham  
Breezy Point  
Buhl  
Canby  
Clara  
Clearwater  
Coleraine  
Cologne\*  
Cottonwood  
Crosby  
Crosslake  
Dassel  
Dawson  
Dellwood\*  
Dundas  
East Gull Lake  
Eden Valley  
Edgerton  
Elbow Lake  
Elgin  
Esko  
Excelsior\*  
Eyota  
Fairfax  
Fosston  
Frazee  
Fulda  
Gaylord  
Gilbert  
Glyndon  
Goodhue  
Grand Marais  
Grand Meadow  
Harmony  
Harris  
Hawley  
Hayfield  
Hector  
Hinckley  
Houston  
Howard Lake  
Hoyt Lakes  
Janesville  
Keewatin  
Kenyon  
Lakefield  
Lakeland\*  
Lake St. Croix Beach\*  
Lake Shore  
Lauderdale\*  
Lester Prairie  
Lewiston  
Lexington\*  
Little Rock  
Long Lake  
Madelia  
Madison  
Madison Lake  
Mahnommen  
Mantorville

Maple Lake\*  
Maple Plain\*  
Mapleton  
Mayer\*  
Medford  
Menahga  
Minneota  
Mountain Lake  
New London  
New Richland  
New York Mills  
Nicollet  
Nisswa  
Oakport  
Olivia  
Oronoco  
Ortonville  
Osakis  
Parkers Prairie  
Paynesville  
Pelican Rapids  
Pequot Lakes  
Pierz  
Preston  
Redby  
Red Lake  
Red Lake Falls  
Renville  
Rice  
Richmond  
Rock Creek  
Rockville  
Royalton  
Rushford  
St. Bonifacius\*  
Shafer  
Sherburn  
Silver Bay  
Slayton  
Spicer  
Springfield  
Spring Grove  
Spring Park\*  
Spring Valley  
Stacy  
Starbuck  
Tonka Bay\*  
Tracy  
Truman  
Tyler  
Wanamingo  
Warren  
Warroad  
Waterville  
Waverly  
Wells  
Wheaton  
Winnebago  
Winsted  
Winthrop

### Pop. 2,500-5,000

Afton\*  
Albany  
Annandale  
Arnold  
Barnesville  
Bayport\*  
Becker  
Benson  
Blue Earth  
Breckenridge  
Caledonia  
Cannon Falls

Carver\*  
Centerville\*  
Chatfield  
Chisago City  
Chisholm  
Circle Pines\*  
Cohasset  
Cokato  
Cold Spring  
Columbus\*  
Dayton\*  
Deephaven\*  
Dilworth  
Dodge Center  
Eagle Lake  
Elko New Market\*  
Ely  
Eveleth  
Foley  
Glenwood  
Goodview  
Granite Falls  
Grant\*  
Greenfield\*  
Hanover  
Independence\*  
Jackson  
La Crescent  
Lake Crystal  
Le Center  
Le Sueur  
Lindstrom  
Long Prairie  
Lonsdale  
Luverne  
Melrose  
Milaca  
Montgomery  
Montrose  
Moose Lake  
Mora  
Mountain Iron  
Newport\*  
North Oaks\*  
Norwood Yng America\*  
Nowthen\*  
Oak Park Heights\*  
Osseo\*  
Park Rapids  
Perham  
Pine City  
Pine Island  
Pipestone  
Plainview  
Princeton  
Proctor  
Rockford  
Roseau  
Rush City  
St. Augusta  
St. Charles  
St. James  
Sandstone  
Sauk Centre  
Scandia\*  
Sleepy Eye  
Staples  
Two Harbors  
Wabasha  
Wadena  
Watertown\*  
Wayzata\*  
Windom  
Zumbrota

### Pop. 5,000-10,000

Albertville  
Arden Hills\*  
Baxter  
Belle Plaine\*  
Byron  
Cambridge  
Corcoran\*  
Crookston  
Delano  
Detroit Lakes  
East Grand Forks  
Falcon Heights\*  
Glencoe  
Hermantown  
International Falls  
Isanti  
Jordan\*  
Kasson  
Lake City  
Lake Elmo\*  
Litchfield  
Little Canada\*  
Little Falls  
Mahtomedi\*  
Medina\*  
Minnetrissa\*  
Montevideo  
Morris  
Mound\*  
New Prague  
Oak Grove\*  
Orono\*  
Redwood Falls  
Rogers\*  
St. Anthony\*  
St. Francis\*  
St. Joseph  
St. Paul Park\*  
Shorewood\*  
Spring Lake Park\*  
Stewartville  
Thief River Falls  
Victoria\*  
Virginia  
Waite Park  
Waseca  
Wyoming  
Zimmerman

### Pop. 10,000-25,000

Albert Lea  
Alexandria  
Anoka\*  
Austin  
Bemidji  
Big Lake  
Brainerd  
Buffalo  
Champlin\*  
Chanhassen\*  
Chaska\*  
Cloquet  
Columbia Heights\*  
Crystal\*  
East Bethel\*  
Elk River  
Fairmont  
Faribault  
Farmington\*  
Fergus Falls  
Forest Lake\*  
Golden Valley\*  
Grand Rapids

Ham Lake\*  
Hastings\*  
Hibbing  
Hopkins\*  
Hugo\*  
Hutchinson  
Lino Lakes\*  
Marshall  
Mendota Heights\*  
Monticello  
Mounds View\*  
New Brighton\*  
New Hope\*  
New Ulm  
North Branch  
Northfield  
North Mankato  
North St. Paul\*  
Otsego  
Prior Lake\*  
Ramsey\*  
Red Wing  
Robbinsdale\*  
Rosemount\*  
St. Michael  
St. Peter  
Sartell  
Sauk Rapids  
South St. Paul\*  
Stillwater\*  
Vadnais Heights\*  
Waconia\*  
West St. Paul\*  
White Bear Lake\*  
Willmar  
Worthington

### Pop. 25,000-50,000

Andover\*  
Brooklyn Center\*  
Cottage Grove\*  
Edina\*  
Fridley\*  
Inver Grove Heights\*  
Mankato  
Maplewood\*  
Moorhead  
Oakdale\*  
Owatonna  
Richfield\*  
Roseville\*  
St. Louis Park\*  
Savage\*  
Shakopee\*  
Shoreview\*  
Winona

### Pop. 50,000-100,000

Apple Valley\*  
Blaine\*  
Bloomington\*  
Brooklyn Park\*  
Burnsville\*  
Coon Rapids\*  
Duluth  
Eagan\*  
Eden Prairie\*  
Lakeville\*  
Maple Grove\*  
Minnetonka\*  
Plymouth\*  
St. Cloud  
Woodbury\*

### APPENDIX 3: RETAIL AND SERVICE BUSINESS CATEGORIES BY NAICS CODE

NAICS	NAICS Category	Definition
44111000	New car dealers	This industry comprises establishments primarily engaged in retailing new automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans, or retailing these new vehicles in combination with activities, such as repair services, retailing used cars, and selling replacement parts and accessories.
44112000	Used car dealers	This industry comprises establishments primarily engaged in retailing used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.
44121000	Recreational vehicle dealers	This industry comprises establishments primarily engaged in retailing new and/or used recreational vehicles commonly referred to as RVs or retailing these vehicles in combination with activities, such as repair services and selling replacement parts and accessories.
44122000	Motorcycle, boat, & other motor vehicles	This industry comprises establishments primarily engaged in retailing new and/or used motorcycles, boats, and other vehicles (except automobiles, light trucks, and recreational vehicles), or retailing these vehicles in combination with activities, such as repair services and selling replacement parts and accessories.
44130000	Automotive parts, accessories, & tire stores	This industry group comprises one or more of the following: (1) establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories; (2) automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; (3) establishments primarily engaged in retailing and installing automotive accessories; and (4) establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.
44210000	Furniture stores	This industry group comprises establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture, box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, or floor coverings.
44220000	Home furnishings stores	This industry group comprises establishments primarily engaged in retailing new home furnishings (except furniture).
44311000	Appliance, television, & other electronics stores	This industry comprises establishments primarily engaged in one of the following: (1) retailing an array of new household-type appliances and consumer-type electronic products, such as radios, televisions, and computers; (2) specializing in retailing a single line of new consumer-type electronic products (except computers); and (3) retailing these new products in combination with repair services.
44312000	Computer & software stores	This industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture, and office supplies; or retailing these new products in combination with repair and support services.
44313000	Camera & photographic supplies stores	This industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.
44411000	Home centers	This industry comprises establishments known as home centers primarily engaged in retailing a general line of new home repair and improvement materials and supplies, such as lumber, plumbing goods, electrical goods, tools, housewares, hardware, and lawn and garden supplies, with no one merchandise line predominating. The merchandise lines are normally arranged in separate departments.
44412000	Paint & wallpaper stores	This industry comprises establishments known as paint and wallpaper stores primarily engaged in retailing paint, wallpaper, and related supplies.
44413000	Hardware stores	This industry comprises establishments known as hardware stores primarily engaged in retailing a general line of new hardware items, such as tools and builders' hardware.
44419000	Specialized building material dealers	This industry comprises establishments (except those known as home centers, paint and wallpaper stores, and hardware stores) primarily engaged in retailing specialized lines of new building materials, such as lumber, fencing, glass, doors, plumbing fixtures and supplies, electrical supplies, prefabricated buildings and kits, and kitchen and bath cabinets and countertops to be installed.
44420000	Lawn & garden equipment & supplies stores	This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies.



44510000	Grocery stores	This industry group comprises establishments primarily engaged in retailing a general line of food products.
44520000	Specialty food stores	This industry group comprises establishments primarily engaged in retailing specialized lines of food.
44530000	Beer, wine, & liquor stores	This industry group comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.
44611000	Pharmacies & drug stores	This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.
44612000	Cosmetics, beauty supplies, perfume stores	This industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.
44613000	Optical goods stores	This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.
44619000	Other health care (vitamin, medical equip)	This industry comprises establishments primarily engaged in retailing health and personal care items (except drugs, medicines, optical goods, perfumes, cosmetics, and beauty supplies).
44710000	Gasoline stations	This industry group comprises establishments primarily engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with or without convenience store or food mart items. These establishments may also provide automotive repair services and/or food services.
44811000	Men's clothing stores	This industry comprises establishments primarily engaged in retailing a general line of new men's and boys' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44812000	Women's clothing stores	This industry comprises establishments primarily engaged in retailing a general line of new women's, misses', and juniors' clothing, including maternity wear. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44813000	Children's & infants' clothing stores	This industry comprises establishments primarily engaged in retailing a general line of new children's and infants' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44814000	Family clothing stores	This industry comprises establishments primarily engaged in retailing a general line of new clothing for men, women, and children, without specializing in sales for an individual gender or age group. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44815000	Clothing accessories stores	This industry comprises establishments primarily engaged in retailing single or combination lines of new clothing accessories, such as hats and caps, costume jewelry, gloves, handbags, ties, wigs, toupees, and belts.
44819000	Specialized clothing stores (dress, etc.)	This industry comprises establishments primarily engaged in retailing specialized lines of new clothing (except general lines of men's, women's, children's, infants', and family clothing). These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44821000	Shoe stores	This industry group comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.
44831000	Jewelry stores	This industry comprises establishments primarily engaged in retailing one or more of the following items: (1) new jewelry (except costume jewelry); (2) new sterling and plated silverware; and (3) new watches and clocks. Also included are establishments retailing these new products in combination with lapidary work and/or repair services.
44832000	Luggage & leather goods stores	This industry comprises establishments known as luggage and leather goods stores primarily engaged in retailing new luggage, briefcases, and trunks, or retailing these new products in combination with a general line of leather items (except leather apparel), such as belts, gloves, and handbags.
45111000	Sporting goods stores	This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.
45112000	Hobby, toy, & game stores	This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).
45113000	Sewing, needlework, & piece goods stores	This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.
45114000	Musical instrument & supplies stores	This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

45121000	Book Stores	This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals.
45122000	Tape, compact disc, & record stores	This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), digital video discs (DVDs), and phonograph records.
45200000	General merchandise stores	Industries in the General Merchandise Stores subsector retail new general merchandise from fixed point-of-sale locations. Establishments in this subsector are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location. This includes a variety of display equipment and staff trained to provide information on many lines of products.
45310000	Florists	This industry group comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell
45321000	Office supplies & stationery stores	This industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; and (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers.
45322000	Gift, novelty, & souvenir stores	This industry comprises establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.
45330000	Used merchandise stores	This industry group comprises establishments primarily engaged in retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes).
45391000	Pet & pet supplies stores	This industry comprises establishments primarily engaged in retailing pets, pet foods, and pet supplies.
45392000	Art dealers	This industry comprises establishments primarily engaged in retailing original and limited edition art works. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.
51213000	Motion picture & video exhibition	This industry comprises establishments primarily engaged in operating motion picture theaters and/or exhibiting motion pictures or videos at film festivals, and so forth
53210000	Automotive equipment rental & leasing	This industry group comprises establishments primarily engaged in renting or leasing the following types of vehicles: passenger cars and trucks without drivers, and utility trailers. These establishments generally operate from a retail-like facility. Some establishments offer only short-term rental, others only longer-term leases, and some provide both types of services.
53222000	Formal wear & costume rental	This industry comprises establishments primarily engaged in renting clothing, such as formal wear, costumes (e.g., theatrical), or other clothing (except laundered uniforms and work apparel).
53223000	Video tape & disc rental	This industry comprises establishments primarily engaged in renting prerecorded video tapes and discs for home electronic equipment.
53230000	General rental centers	This industry group comprises establishments primarily engaged in renting a range of consumer, commercial, and industrial equipment. Establishments in this industry typically operate from conveniently located facilities where they maintain inventories of goods and equipment that they rent for short periods of time. The type of equipment that establishments in this industry provide often includes, but is not limited to: audio visual equipment, contractors' and builders' tools and equipment, home repair tools, lawn and garden equipment, moving equipment and supplies, and party and banquet equipment and supplies.
54192000	Photographic services	This industry comprises establishments primarily engaged in providing still, video, or digital photography services. These establishments may specialize in a particular field of photography, such as commercial and industrial photography, portrait photography, and special events photography. Commercial or portrait photography studios are included in this industry.
71310000	Amusement parks & arcades	This industry group comprises establishments primarily engaged in operating amusement parks and amusement arcades and parlors.
71390000	Other amusement (bowling, golf, fitness)	This industry group comprises establishments primarily engaged in operating golf courses (whether or not in conjunction with dining facilities (country clubs); skiing facilities; Marinas; fitness and recreational sports centers; bowling centers; and all other amusement and recreation industries. Included in this industry group are public swimming pools, miniature golf courses and riding stables.
72210000	Full-service restaurants	This industry group comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. Establishments that provide this type of food service to patrons with any combination of other services, such as take-out services,

		are classified in this industry.
72220000	Limited-service eating places	This industry group comprises establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery.
72240000	Drinking places (alcoholic beverages)	This industry group comprises establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption.
81111000	Automotive mechanical & electrical repair	This industry comprises establishments primarily engaged in providing mechanical or electrical repair and maintenance services for automotive vehicles, such as passenger cars, trucks and vans, and all trailers. These establishments may specialize in a single service or may provide a wide range of these services.
81112000	Automotive body, paint, interior, & glass	This industry comprises establishments primarily engaged in providing one or more of the following: (1) repairing or customizing automotive vehicles, such as passenger cars, trucks, and vans, and all trailer bodies and interiors; (2) painting automotive vehicle and trailer bodies; (3) replacing, repairing, and/or tinting automotive vehicle glass; and (4) customizing automobile, truck, and van interiors for the physically disabled or other customers with special requirements.
81119000	Other automotive repair & maintenance	This industry comprises establishments primarily engaged in providing automotive repair and maintenance services (except mechanical and electrical repair and maintenance; transmission repair; and body, paint, interior, and glass repair) for automotive vehicles, such as passenger cars, trucks, and vans, and all trailers.
81141000	Home/garden equipment & appliance repair	This industry comprises establishments primarily engaged in repairing and servicing home and garden equipment and/or household-type appliances without retailing new equipment or appliances. Establishments in this industry repair and maintain items, such as lawnmowers, edgers, snow- and leaf-blowers, washing machines, clothes dryers, and refrigerators.
81142000	Reupholstery & furniture repair	This industry comprises establishments primarily engaged in one or more of the following: (1) reupholstering furniture; (2) refinishing furniture; (3) repairing furniture; and (4) repairing and restoring furniture.
81143000	Footwear & leather goods repair	This industry comprises establishments primarily engaged in repairing footwear and/or repairing other leather or leather-like goods without retailing new footwear and leather or leather-like goods, such as handbags and briefcases.
81149000	Personal goods repair (watch, boat, garment)	This industry comprises establishments primarily engaged in repairing and servicing personal or household-type goods without retailing new personal or household-type goods (except home and garden equipment, appliances, furniture, and footwear and leather goods). Establishments in this industry repair items, such as garments; watches; jewelry; musical instruments; bicycles and motorcycles; motorboats, canoes, sailboats, and other recreational boats.
81211100	Barber shops	This U.S. industry comprises establishments known as barber shops or men's hair stylist shops primarily engaged in cutting, trimming, and styling men's and boys' hair; and/or shaving and trimming men's beards.
81211200	Beauty salons	This U.S. industry comprises establishments (except those known as barber shops or men's hair stylist shops) primarily engaged in one or more of the following: (1) cutting, trimming, shampooing, coloring, waving, or styling hair; (2) providing facials; and (3) applying makeup (except permanent makeup).
81211300	Nail salons	This U.S. industry comprises establishments primarily engaged in providing nail care services, such as manicures, pedicures, and nail extensions.
81219000	Other personal care services (tattoos, spas, piercing)	This industry comprises establishments primarily engaged in providing personal care services (except hair, nail, facial, or nonpermanent makeup services).
81231000	Coin-operated laundries & dry cleaners	This industry comprises establishments primarily engaged in (1) operating facilities with coin-operated or similar self-service laundry and dry-cleaning equipment for customer use on the premises and/or (2) supplying and servicing coin-operated or similar self-service laundry and dry-cleaning equipment for customer use in places of business operated by others, such as apartments and dormitories.
81232000	Dry cleaning & laundry (except coin-operated)	This industry comprises establishments primarily engaged in one or more of the following: (1) providing dry-cleaning services (except coin-operated); (2) providing laundering services (except linen and uniform supply or coin-operated); (3) providing dropoff and pickup sites for laundries and/or dry cleaners; and (4) providing specialty cleaning services for specific types of garments and other textile items (except carpets and upholstery), such as fur, leather, or suede garments; wedding gowns; hats; draperies; and pillows. These establishments may provide all, a combination of, or none of the cleaning services on the premises.
81291000	Pet care (except veterinary) services	This industry comprises establishments primarily engaged in providing pet care services (except veterinary), such as boarding, grooming, sitting, and training pets.

## APPENDIX 4: FULL REPORTS OF BUSINESS MIX OF MINNESOTA DOWNTOWNS BY SIZE

**TABLE 7:** Minnesota cities with 1,000-2,500 population (Average of 133 downtowns) Source: InfoUSA

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.08	730	0.10	911	0.15	1,408
44112000	Used car dealers	0.19	479	0.38	923	0.52	1,488
44121000	Recreational vehicle dealers	0.02	58	0.02	58	0.05	149
44122000	Motorcycle, boat, & other motor vehicles	0.11	155	0.15	290	0.27	538
44130000	Automotive parts, accessories, & tire stores	0.42	272	0.62	413	0.83	639
44210000	Furniture stores	0.08	71	0.10	90	0.16	163
44220000	Home furnishings stores	0.26	169	0.33	210	0.47	485
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.11	211	0.14	281	0.19	751
44412000	Paint & wallpaper stores	0.02	20	0.03	28	0.03	28
44413000	Hardware stores	0.53	483	0.61	625	0.70	756
44419000	Specialized building material dealers	0.29	305	0.45	575	0.76	1,035
44420000	Lawn & garden equipment & supplies stores	0.11	243	0.26	547	0.51	874
44510000	Grocery stores	0.88	3,675	1.18	4,761	1.50	5,887
44520000	Specialty food stores	0.23	339	0.31	458	0.40	610
44530000	Beer, wine, & liquor stores	0.43	767	0.59	1,042	0.71	1,188
44611000	Pharmacies & drug stores	0.43	692	0.47	790	0.52	916
44612000	Cosmetics, beauty supplies, perfume stores	0.00	-	0.02	3	0.03	6
44613000	Optical goods stores	0.02	10	0.03	13	0.05	18
44619000	Other health care (vitamin, medical equip)	0.06	23	0.08	62	0.11	73
44710000	Gasoline stations	0.43	1,570	0.66	2,676	0.89	3,977
44811000	Men's clothing stores	0.02	4	0.02	4	0.02	4
44812000	Women's clothing stores	0.10	68	0.11	71	0.14	115
44813000	Children's & infants' clothing stores	0.01	5	0.01	5	0.02	6
44814000	Family clothing stores	0.07	94	0.08	102	0.08	115
44815000	Clothing accessories stores	0.05	33	0.05	35	0.07	40
44819000	Specialized clothing stores (dress, etc)	0.08	29	0.11	34	0.11	34
44821000	Shoe stores	0.03	9	0.04	11	0.05	29
44831000	Jewelry stores	0.08	45	0.08	107	0.10	122
44832000	Luggage & leather goods stores	0.00	-	0.00	-	0.00	-
45111000	Sporting goods stores	0.14	63	0.29	222	0.41	302
45112000	Hobby, toy, & game stores	0.01	1	0.03	8	0.05	11
45113000	Sewing, needlework, & piece goods stores	0.10	46	0.11	47	0.13	58
45114000	Musical instrument & supplies stores	0.04	99	0.04	99	0.05	108
45121000	Book Stores	0.03	12	0.06	28	0.08	70
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	0.23	131	0.29	244	0.38	418
45310000	Florists	0.40	79	0.50	103	0.61	129
45321000	Office supplies & stationery stores	0.02	10	0.02	10	0.05	16
45322000	Gift, novelty, & souvenir stores	0.45	218	0.48	240	0.59	281
45330000	Used merchandise stores	0.53	151	0.57	159	0.65	186
45391000	Pet & pet supplies stores	0.02	14	0.03	21	0.05	26
45392000	Art dealers	0.10	70	0.11	75	0.14	106
51213000	Motion picture & video exhibition	0.13	82	0.13	82	0.14	92
53210000	Automotive equipment rental & leasing	0.02	20	0.08	60	0.17	195
53222000	Formal wear & costume rental	0.01	3	0.01	3	0.02	5
53223000	Video tape & disc rental	0.05	19	0.10	35	0.11	38
53230000	General rental centers	0.02	12	0.04	20	0.05	26
54192000	Photographic services	0.16	33	0.29	478	0.41	538
71310000	Amusement parks & arcades	0.01	3	0.02	5	0.02	11
71390000	Other amusement (bowling, golf, fitness)	0.52	231	0.82	359	1.41	758
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	0.47	139	0.59	204	0.66	236
81111000	Automotive mechanical & electrical repair	0.74	255	1.14	443	1.63	629
81112000	Automotive body, paint, interior, & glass	0.37	114	0.53	164	0.92	363
81119000	Other automotive repair & maintenance	0.08	55	0.14	95	0.25	154
81141000	Home/garden equipment & appliance repair	0.10	35	0.12	39	0.20	56
81142000	Reupholstery & furniture repair	0.08	7	0.11	17	0.16	25
81143000	Footwear & leather goods repair	0.02	1	0.02	1	0.02	1
81149000	Personal goods repair (watch, boat, garment)	0.09	36	0.15	54	0.24	115
81211100	Barber shops	0.28	23	0.29	24	0.32	27
81211200	Beauty salons	1.56	201	2.01	245	2.29	280
81211300	Nail salons	0.01	2	0.03	5	0.05	9
81219000	Other personal care services (tattoos, spas, piercing)	0.26	31	0.35	41	0.42	50
81231000	Coin-operated laundries & drycleaners	0.04	4	0.08	9	0.08	10
81232000	Dry cleaning & laundry (except coin-operated)	0.05	10	0.08	22	0.11	29
81291000	Pet care (except veterinary) services	0.09	39	0.14	49	0.17	56
Total		12.31	11,842	16.77	17,289	22.45	18,648

**TABLE 8: Minnesota non-metro cities with 1,000-2,500 population (Average of 120 downtowns) Source: InfoUSA**

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.09	809	0.10	866	0.15	1,410
44112000	Used car dealers	0.18	442	0.38	833	0.52	1,448
44121000	Recreational vehicle dealers	0.03	64	0.03	64	0.05	165
44122000	Motorcycle, boat, & other motor vehicles	0.09	129	0.12	152	0.21	299
44130000	Automotive parts, accessories, & tire stores	0.45	284	0.64	414	0.86	656
44210000	Furniture stores	0.08	79	0.11	99	0.18	181
44220000	Home furnishings stores	0.28	184	0.35	222	0.43	419
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.12	233	0.15	295	0.20	799
44412000	Paint & wallpaper stores	0.03	22	0.03	22	0.03	22
44413000	Hardware stores	0.58	528	0.65	634	0.73	763
44419000	Specialized building material dealers	0.28	318	0.47	616	0.76	1,072
44420000	Lawn & garden equipment & supplies stores	0.12	258	0.28	482	0.51	732
44510000	Grocery stores	0.90	3,639	1.19	4,686	1.52	864
44520000	Specialty food stores	0.23	369	0.30	421	0.38	492
44530000	Beer, wine, & liquor stores	0.44	808	0.59	1,061	0.69	1,182
44611000	Pharmacies & drug stores	0.48	767	0.51	814	0.55	24
44612000	Cosmetics, beauty supplies, perfume stores	0.00	-	0.02	3	0.03	7
44613000	Optical goods stores	0.03	11	0.03	14	0.04	16
44619000	Other health care (vitamin, medical equip)	0.06	23	0.07	28	0.09	38
44710000	Gasoline stations	0.44	1,578	0.68	2,749	0.91	4,095
44811000	Men's clothing stores	0.02	5	0.02	5	0.02	5
44812000	Women's clothing stores	0.07	55	0.08	59	0.09	68
44813000	Children's & infants' clothing stores	0.00	-	0.00	-	0.01	1
44814000	Family clothing stores	0.05	53	0.06	62	0.07	76
44815000	Clothing accessories stores	0.03	27	0.03	27	0.05	32
44819000	Specialized clothing stores (dress, etc)	0.08	31	0.12	37	0.12	37
44821000	Shoe stores	0.03	8	0.03	11	0.04	14
44831000	Jewelry stores	0.06	32	0.06	32	0.07	34
44832000	Luggage & leather goods stores	0.00	-	0.00	-	0.00	-
45111000	Sporting goods stores	0.12	47	0.28	208	0.39	279
45112000	Hobby, toy, & game stores	0.01	1	0.03	6	0.04	10
45113000	Sewing, needlework, & piece goods stores	0.10	43	0.10	43	0.13	56
45114000	Musical instrument & supplies stores	0.03	105	0.03	105	0.05	114
45121000	Book Stores	0.03	9	0.06	27	0.08	57
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	0.23	135	0.28	253	0.35	398
45310000	Florists	0.43	85	0.52	107	0.63	135
45321000	Office supplies & stationery stores	0.03	11	0.03	11	0.05	16
45322000	Gift, novelty, & souvenir stores	0.43	196	0.47	220	0.57	259
45330000	Used merchandise stores	0.52	131	0.55	139	0.62	152
45391000	Pet & pet supplies stores	0.02	8	0.03	16	0.03	20
45392000	Art dealers	0.08	63	0.09	68	0.13	103
51213000	Motion picture & video exhibition	0.13	77	0.13	77	0.15	88
53210000	Automotive equipment rental & leasing	0.02	16	0.08	60	0.16	114
53222000	Formal wear & costume rental	0.01	4	0.01	4	0.02	5
53223000	Video tape & disc rental	0.04	15	0.07	24	0.07	5,857
53230000	General rental centers	0.01	5	0.03	14	0.04	21
54192000	Photographic services	0.15	33	0.28	525	0.39	583
71310000	Amusement parks & arcades	0.01	4	0.02	6	0.03	12
71390000	Other amusement (bowling, golf, fitness)	0.55	215	0.86	347	1.34	607
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	0.48	127	0.59	185	0.67	217
81111000	Automotive mechanical & electrical repair	0.71	251	1.07	438	1.53	617
81112000	Automotive body, paint, interior, & glass	0.34	96	0.52	137	0.88	233
81119000	Other automotive repair & maintenance	0.07	11	0.14	56	0.23	114
81141000	Home/garden equipment & appliance repair	0.08	21	0.11	25	0.18	43
81142000	Reupholstery & furniture repair	0.08	8	0.11	11	0.14	16
81143000	Footwear & leather goods repair	0.02	2	0.02	2	0.02	2
81149000	Personal goods repair (watch, boat, garment)	0.10	40	0.16	54	0.26	121
81211100	Barber shops	0.29	23	0.31	25	0.34	28
81211200	Beauty salons	1.63	190	2.09	231	2.37	256
81211300	Nail salons	0.01	3	0.02	3	0.02	3
81219000	Other personal care services (tattoos, spas, piercing)	0.27	28	0.34	35	0.39	43
81231000	Coin-operated laundries & drycleaners	0.03	3	0.07	7	0.08	8
81232000	Dry cleaning & laundry (except coin-operated)	0.05	5	0.06	6	0.08	9
81291000	Pet care (except veterinary) services	0.09	42	0.14	51	0.17	53
Total		12.40	12,024	16.72	17,396	21.90	18,235

**TABLE 9: Minnesota cities with 2,500-5,000 population (Average of 86 downtowns) Source: InfoUSA**

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.10	1,239	0.15	2,456	0.26	5,439
44112000	Used car dealers	0.21	570	0.44	1,202	0.88	1,974
44121000	Recreational vehicle dealers	0.03	97	0.05	384	0.10	890
44122000	Motorcycle, boat, & other motor vehicles	0.17	289	0.24	410	0.48	1,854
44130000	Automotive parts, accessories, & tire stores	0.67	604	1.09	975	1.56	1,518
44210000	Furniture stores	0.26	313	0.33	391	0.43	633
44220000	Home furnishings stores	0.33	269	0.43	345	0.65	651
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.02	41	0.03	57	0.07	147
44412000	Paint & wallpaper stores	0.10	95	0.12	112	0.17	200
44413000	Hardware stores	0.63	959	0.67	992	0.90	1,435
44419000	Specialized building material dealers	0.35	600	0.64	1,131	1.09	1,927
44420000	Lawn & garden equipment & supplies stores	0.12	249	0.20	387	0.37	478
44510000	Grocery stores	0.86	3,827	1.47	6,941	2.26	11,797
44520000	Specialty food stores	0.28	284	0.34	988	0.48	1,270
44530000	Beer, wine, & liquor stores	0.52	826	0.76	1,134	0.93	1,442
44611000	Pharmacies & drug stores	0.48	930	0.59	1,121	0.90	1,634
44612000	Cosmetics, beauty supplies, perfume stores	0.01	3	0.02	6	0.03	8
44613000	Optical goods stores	0.09	45	0.12	60	0.15	82
44619000	Other health care (vitamin, medical equip)	0.21	116	0.36	207	0.44	249
44710000	Gasoline stations	0.34	987	0.57	1,813	0.95	3,932
44811000	Men's clothing stores	0.09	49	0.09	49	0.12	65
44812000	Women's clothing stores	0.22	154	0.23	160	0.26	169
44813000	Children's & infants' clothing stores	0.01	2	0.03	15	0.05	22
44814000	Family clothing stores	0.22	317	0.27	360	0.31	375
44815000	Clothing accessories stores	0.06	25	0.06	25	0.06	25
44819000	Specialized clothing stores (dress, etc)	0.07	79	0.12	88	0.15	94
44821000	Shoe stores	0.10	42	0.12	75	0.14	99
44831000	Jewelry stores	0.28	315	0.28	315	0.40	399
44832000	Luggage & leather goods stores	0.02	21	0.02	21	0.03	35
45111000	Sporting goods stores	0.13	50	0.21	74	0.50	175
45112000	Hobby, toy, & game stores	0.10	59	0.27	116	0.33	141
45113000	Sewing, needlework, & piece goods stores	0.19	85	0.21	90	0.22	107
45114000	Musical instrument & supplies stores	0.08	55	0.10	60	0.13	76
45121000	Book Stores	0.12	60	0.14	76	0.14	76
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	0.50	601	0.65	875	0.84	1,729
45310000	Florists	0.44	99	0.62	151	1.77	1,215
45321000	Office supplies & stationery stores	0.08	25	0.09	49	0.12	68
45322000	Gift, novelty, & souvenir stores	0.63	235	0.71	269	0.94	384
45330000	Used merchandise stores	0.59	213	0.70	238	0.99	340
45391000	Pet & pet supplies stores	0.07	44	0.09	68	0.10	84
45392000	Art dealers	0.13	307	0.21	378	0.23	395
51213000	Motion picture & video exhibition	0.20	114	0.21	121	0.23	136
53210000	Automotive equipment rental & leasing	0.06	80	0.16	199	0.33	590
53222000	Formal wear & costume rental	0.00	-	0.00	-	0.02	3
53223000	Video tape & disc rental	0.20	50	0.34	76	0.50	157
53230000	General rental centers	0.02	20	0.07	38	0.16	126
54192000	Photographic services	0.38	95	0.51	117	0.62	138
71310000	Amusement parks & arcades	0.00	-	0.01	2	0.02	6
71390000	Other amusement (bowling, golf, fitness)	0.79	318	1.08	444	1.90	945
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	0.91	357	1.05	418	1.21	477
81111000	Automotive mechanical & electrical repair	0.79	347	1.49	585	2.36	981
81112000	Automotive body, paint, interior, & glass	0.34	89	0.60	181	1.17	369
81119000	Other automotive repair & maintenance	0.05	15	0.15	48	0.44	134
81141000	Home/garden equipment & appliance repair	0.16	56	0.29	85	0.38	126
81142000	Reupholstery & furniture repair	0.03	5	0.05	7	0.12	15
81143000	Footwear & leather goods repair	0.01	1	0.05	5	0.06	12
81149000	Personal goods repair (watch, boat, garment)	0.12	61	0.20	88	0.43	178
81211100	Barber shops	0.52	49	0.58	53	0.64	57
81211200	Beauty salons	2.22	406	2.69	466	3.53	662
81211300	Nail salons	0.06	8	0.07	10	0.12	15
81219000	Other personal care services (tattoos, spas, piercing)	0.57	75	0.74	99	1.07	139
81231000	Coin-operated laundries & drycleaners	0.06	6	0.06	6	0.15	16
81232000	Dry cleaning & laundry (except coin-operated)	0.10	16	0.19	54	0.26	80
81291000	Pet care (except veterinary) services	0.20	30	0.33	52	0.42	63
Total		17.78	13,010	24.80	16,456	37.13	28,333

**TABLE 10: Minnesota non-metro cities with 2,500-5,000 population (Average of 65 downtowns) Source: InfoUSA**

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.11	1,070	0.17	8,025	0.29	13,517
44112000	Used car dealers	0.22	661	0.49	1,466	0.95	2,261
44121000	Recreational vehicle dealers	0.05	128	0.06	508	0.11	616
44122000	Motorcycle, boat, & other motor vehicles	0.20	339	0.28	478	0.55	2,284
44130000	Automotive parts, accessories, & tire stores	0.78	651	1.26	994	1.80	1,641
44210000	Furniture stores	0.34	414	0.42	513	0.51	659
44220000	Home furnishings stores	0.35	290	0.45	342	0.72	710
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.03	54	0.05	75	0.09	194
44412000	Paint & wallpaper stores	0.09	58	0.09	58	0.17	175
44413000	Hardware stores	0.74	1,067	0.80	1,111	1.05	1,661
44419000	Specialized building material dealers	0.40	753	0.72	1,286	1.22	2,231
44420000	Lawn & garden equipment & supplies stores	0.11	166	0.18	332	0.35	412
44510000	Grocery stores	0.97	4,673	1.71	112	2.62	123
44520000	Specialty food stores	0.34	312	0.42	1,243	0.57	1,555
44530000	Beer, wine, & liquor stores	0.51	810	0.80	1,203	1.00	1,545
44611000	Pharmacies & drug stores	0.54	1,045	0.69	1,298	0.98	1,791
44612000	Cosmetics, beauty supplies, perfume stores	0.02	4	0.03	8	0.05	10
44613000	Optical goods stores	0.09	44	0.12	64	0.17	93
44619000	Other health care (vitamin, medical equip)	0.23	137	0.35	188	0.45	229
44710000	Gasoline stations	0.37	1,106	0.66	2,170	1.11	4,360
44811000	Men's clothing stores	0.12	65	0.12	65	0.14	71
44812000	Women's clothing stores	0.22	136	0.22	136	0.23	141
44813000	Children's & infants' clothing stores	0.02	2	0.05	20	0.05	20
44814000	Family clothing stores	0.17	104	0.18	263	0.23	378
44815000	Clothing accessories stores	0.06	24	0.06	24	0.06	24
44819000	Specialized clothing stores (dress, etc)	0.03	35	0.09	47	0.09	47
44821000	Shoe stores	0.14	55	0.15	100	0.17	111
44831000	Jewelry stores	0.29	179	0.29	179	0.37	223
44832000	Luggage & leather goods stores	0.00	-	0.00	-	0.02	18
45111000	Sporting goods stores	0.15	64	0.23	82	0.54	184
45112000	Hobby, toy, & game stores	0.11	62	0.29	125	0.31	127
45113000	Sewing, needlework, & piece goods stores	0.23	108	0.26	114	0.26	114
45114000	Musical instrument & supplies stores	0.09	45	0.11	48	0.12	59
45121000	Book Stores	0.12	57	0.14	72	0.14	72
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	0.60	611	0.75	877	0.98	1,981
45310000	Florists	0.51	118	0.74	187	0.92	233
45321000	Office supplies & stationery stores	0.11	34	0.12	65	0.14	67
45322000	Gift, novelty, & souvenir stores	0.74	272	0.82	303	1.06	438
45330000	Used merchandise stores	0.68	232	0.80	86	1.08	169
45391000	Pet & pet supplies stores	0.03	31	0.06	63	0.06	63
45392000	Art dealers	0.17	406	0.22	451	0.23	464
51213000	Motion picture & video exhibition	0.26	150	0.28	160	0.31	180
53210000	Automotive equipment rental & leasing	0.06	41	0.17	2,675	0.34	6,093
53222000	Formal wear & costume rental	0.00	-	0.00	-	0.02	3
53223000	Video tape & disc rental	0.22	55	0.38	182	0.54	446
53230000	General rental centers	0.02	2	0.05	12	0.14	92
54192000	Photographic services	0.49	115	0.63	141	0.74	160
71310000	Amusement parks & arcades	0.00	-	0.00	-	0.02	5
71390000	Other amusement (bowling, golf, fitness)	0.92	301	1.18	410	2.11	954
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	1.00	404	1.17	460	1.34	526
81111000	Automotive mechanical & electrical repair	0.94	376	1.65	632	2.62	1,066
81112000	Automotive body, paint, interior, & glass	0.35	92	0.66	183	1.22	375
81119000	Other automotive repair & maintenance	0.03	5	0.14	35	0.51	135
81141000	Home/garden equipment & appliance repair	0.20	73	0.34	100	0.45	151
81142000	Reupholstery & furniture repair	0.02	3	0.03	4	0.08	9
81143000	Footwear & leather goods repair	0.02	1	0.05	6	0.05	6
81149000	Personal goods repair (watch, boat, garment)	0.09	47	0.18	80	0.38	143
81211100	Barber shops	0.66	62	0.74	68	0.78	70
81211200	Beauty salons	2.49	380	3.02	437	3.94	589
81211300	Nail salons	0.05	4	0.05	4	0.06	5
81219000	Other personal care services (tattoos, spas, piercing)	0.69	91	0.83	110	1.15	145
81231000	Coin-operated laundries & drycleaners	0.06	7	0.06	7	0.18	20
81232000	Dry cleaning & laundry (except coin-operated)	0.12	18	0.20	45	0.23	48
81291000	Pet care (except veterinary) services	0.17	28	0.26	41	0.37	56
Total		20.00	13,666	27.60	19,280	39.58	31,668

**TABLE 11: Minnesota cities with 5,000-10,000 population (Average of 48 downtowns) Source: InfoUSA**

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.13	1,700	0.23	5,172	0.56	16,726
44112000	Used car dealers	0.17	196	0.31	1,076	0.92	2,922
44121000	Recreational vehicle dealers	0.02	27	0.08	267	0.17	693
44122000	Motorcycle, boat, & other motor vehicles	0.13	199	0.33	553	0.58	1,369
44130000	Automotive parts, accessories, & tire stores	0.69	985	0.96	1,385	1.90	2,757
44210000	Furniture stores	0.29	398	0.48	446	0.77	570
44220000	Home furnishings stores	0.44	665	0.56	834	0.94	1,674
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.08	1,444	0.17	3,879	0.25	4,266
44412000	Paint & wallpaper stores	0.08	103	0.10	109	0.21	249
44413000	Hardware stores	0.44	756	0.54	955	0.77	1,475
44419000	Specialized building material dealers	0.38	464	0.73	1,021	1.58	2,762
44420000	Lawn & garden equipment & supplies stores	0.15	187	0.25	454	0.44	1,562
44510000	Grocery stores	0.71	4,931	1.56	12,973	2.65	18,166
44520000	Specialty food stores	0.33	397	0.48	539	0.69	659
44530000	Beer, wine, & liquor stores	0.63	1,339	1.04	2,113	1.50	3,930
44611000	Pharmacies & drug stores	0.44	1,536	0.81	2,242	1.17	1,811
44612000	Cosmetics, beauty supplies, perfume stores	0.02	14	0.04	43	0.27	334
44613000	Optical goods stores	0.15	63	0.27	153	0.54	378
44619000	Other health care (vitamin, medical equip)	0.44	179	0.54	232	0.90	418
44710000	Gasoline stations	0.31	2,533	0.54	3,818	1.10	4,957
44811000	Men's clothing stores	0.02	16	0.04	137	0.19	290
44812000	Women's clothing stores	0.23	132	0.29	151	0.56	471
44813000	Children's & infants' clothing stores	0.02	3	0.04	17	0.29	463
44814000	Family clothing stores	0.10	128	0.13	136	0.90	2,534
44815000	Clothing accessories stores	0.04	23	0.04	23	0.21	116
44819000	Specialized clothing stores (dress, etc)	0.31	97	0.38	108	0.79	2,997
44821000	Shoe stores	0.10	96	0.13	120	0.73	1,011
44831000	Jewelry stores	0.38	278	0.48	451	0.71	774
44832000	Luggage & leather goods stores	0.00	-	0.02	38	0.04	48
45111000	Sporting goods stores	0.40	228	0.71	854	1.17	1,505
45112000	Hobby, toy, & game stores	0.08	39	0.15	183	0.25	394
45113000	Sewing, needlework, & piece goods stores	0.13	78	0.15	93	0.19	186
45114000	Musical instrument & supplies stores	0.06	28	0.13	56	0.23	126
45121000	Book Stores	0.17	51	0.17	51	0.27	295
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	0.42	903	0.60	2,737	1.10	8,168
45310000	Florists	0.67	205	0.83	253	1.13	372
45321000	Office supplies & stationery stores	0.21	161	0.31	978	0.40	1,223
45322000	Gift, novelty, & souvenir stores	0.58	219	0.69	251	1.06	647
45330000	Used merchandise stores	0.90	450	1.10	564	1.60	852
45391000	Pet & pet supplies stores	0.08	43	0.13	134	0.23	298
45392000	Art dealers	0.15	104	0.23	140	0.29	177
51213000	Motion picture & video exhibition	0.25	230	0.25	230	0.33	283
53210000	Automotive equipment rental & leasing	0.19	337	0.31	533	0.79	1,052
53222000	Formal wear & costume rental	0.00	-	0.00	-	0.02	12
53223000	Video tape & disc rental	0.19	125	0.54	448	0.77	8,591
53230000	General rental centers	0.04	88	0.10	128	0.27	370
54192000	Photographic services	0.40	106	0.50	131	0.83	291
71310000	Amusement parks & arcades	0.02	3	0.02	3	0.06	9
71390000	Other amusement (bowling, golf, fitness)	0.94	232	1.50	3,327	2.67	547
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	0.94	441	1.10	514	1.31	786
81111000	Automotive mechanical & electrical repair	0.92	377	1.65	724	3.71	1,753
81112000	Automotive body, paint, interior, & glass	0.33	111	0.58	255	1.23	682
81119000	Other automotive repair & maintenance	0.08	30	0.29	124	0.79	348
81141000	Home/garden equipment & appliance repair	0.10	147	0.23	167	0.44	221
81142000	Reupholstery & furniture repair	0.13	16	0.15	18	0.27	45
81143000	Footwear & leather goods repair	0.00	-	0.06	9	0.10	15
81149000	Personal goods repair (watch, boat, garment)	0.08	40	0.17	80	0.38	2,004
81211100	Barber shops	0.63	56	0.67	60	0.71	64
81211200	Beauty salons	2.33	591	3.10	791	4.69	1,244
81211300	Nail salons	0.25	35	0.38	55	0.65	108
81219000	Other personal care services (tattoos, spas, piercing)	0.60	104	0.92	179	1.63	418
81231000	Coin-operated laundries & drycleaners	0.08	16	0.13	21	0.15	24
81232000	Dry cleaning & laundry (except coin-operated)	0.29	105	0.44	137	0.56	153
81291000	Pet care (except veterinary) services	0.25	28	0.42	47	0.69	86
Total		20.15	23,879	30.38	48,984	53.44	72,249



**TABLE 12: Minnesota non-metro cities with 5,000-10,000 population (Average of 27 downtowns) Source: InfoUSA**

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.11	1,686	0.26	6,268	0.78	2,010
44112000	Used car dealers	0.19	224	0.41	1,740	1.11	4,548
44121000	Recreational vehicle dealers	0.04	47	0.15	474	0.26	924
44122000	Motorcycle, boat, & other motor vehicles	0.11	196	0.41	753	0.70	8,001
44130000	Automotive parts, accessories, & tire stores	0.93	1,260	1.37	1,934	2.44	3,480
44210000	Furniture stores	0.37	604	0.56	5,815	0.89	518
44220000	Home furnishings stores	0.59	992	0.74	1,257	1.22	1,807
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.15	2,567	0.30	6,896	0.37	7,000
44412000	Paint & wallpaper stores	0.11	129	0.15	140	0.33	388
44413000	Hardware stores	0.59	911	0.74	1,167	0.93	1,403
44419000	Specialized building material dealers	0.59	728	0.96	1,219	1.81	3,533
44420000	Lawn & garden equipment & supplies stores	0.15	221	0.26	291	0.44	1,523
44510000	Grocery stores	0.89	4,766	1.96	16,042	3.26	23,530
44520000	Specialty food stores	0.41	522	0.56	629	0.89	828
44530000	Beer, wine, & liquor stores	0.70	1,436	1.15	2,393	1.63	3,601
44611000	Pharmacies & drug stores	0.56	1,200	1.04	1,966	1.41	2,670
44612000	Cosmetics, beauty supplies, perfume stores	0.00	-	0.04	51	0.44	569
44613000	Optical goods stores	0.26	112	0.41	224	0.81	523
44619000	Other health care (vitamin, medical equip)	0.63	237	0.78	314	1.30	604
44710000	Gasoline stations	0.33	3,849	0.44	4,313	1.04	7,166
44811000	Men's clothing stores	0.04	29	0.04	29	0.30	300
44812000	Women's clothing stores	0.30	193	0.41	228	0.85	784
44813000	Children's & infants' clothing stores	0.00	-	0.04	24	0.48	817
44814000	Family clothing stores	0.11	152	0.15	165	1.52	4,430
44815000	Clothing accessories stores	0.07	40	0.07	40	0.37	207
44819000	Specialized clothing stores (dress, etc)	0.22	69	0.30	84	0.78	800
44821000	Shoe stores	0.19	171	0.19	171	1.22	1,435
44831000	Jewelry stores	0.56	432	0.63	679	1.00	1,225
44832000	Luggage & leather goods stores	0.00	-	0.00	-	0.04	17
45111000	Sporting goods stores	0.59	329	0.81	932	1.33	1,919
45112000	Hobby, toy, & game stores	0.11	31	0.22	288	0.41	663
45113000	Sewing, needlework, & piece goods stores	0.15	105	0.19	132	0.26	298
45114000	Musical instrument & supplies stores	0.07	25	0.15	58	0.33	183
45121000	Book Stores	0.26	76	0.26	76	0.41	505
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	0.59	1,178	0.85	3,802	1.48	9,279
45310000	Florists	0.96	306	1.26	391	1.52	486
45321000	Office supplies & stationery stores	0.26	233	0.33	354	0.41	713
45322000	Gift, novelty, & souvenir stores	0.74	284	0.89	337	1.41	983
45330000	Used merchandise stores	1.37	726	1.63	898	2.11	1,051
45391000	Pet & pet supplies stores	0.07	41	0.15	204	0.22	459
45392000	Art dealers	0.22	174	0.33	228	0.37	250
51213000	Motion picture & video exhibition	0.44	409	0.44	409	0.59	503
53210000	Automotive equipment rental & leasing	0.22	453	0.33	709	0.81	1,188
53222000	Formal wear & costume rental	0.00	-	0.00	-	0.04	20
53223000	Video tape & disc rental	0.11	74	0.48	396	0.70	25,589
53230000	General rental centers	0.04	12	0.15	81	0.30	180
54192000	Photographic services	0.59	165	0.78	210	1.15	396
71310000	Amusement parks & arcades	0.04	5	0.04	5	0.04	5
71390000	Other amusement (bowling, golf, fitness)	1.04	241	1.59	418	2.70	1,084
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	1.00	484	1.22	581	1.37	687
81111000	Automotive mechanical & electrical repair	1.11	441	1.89	674	4.30	1,540
81112000	Automotive body, paint, interior, & glass	0.48	146	0.74	291	1.37	785
81119000	Other automotive repair & maintenance	0.15	53	0.37	134	0.93	320
81141000	Home/garden equipment & appliance repair	0.15	152	0.37	186	0.63	256
81142000	Reupholstery & furniture repair	0.07	7	0.11	10	0.22	35
81143000	Footwear & leather goods repair	0.00	-	0.04	3	0.07	7
81149000	Personal goods repair (watch, boat, garment)	0.11	65	0.26	136	0.48	3,526
81211100	Barber shops	0.81	79	0.85	82	0.93	88
81211200	Beauty salons	2.93	648	3.89	890	6.11	1,542
81211300	Nail salons	0.22	31	0.33	47	0.59	113
81219000	Other personal care services (tattoos, spas, piercing)	0.63	99	1.00	195	1.93	507
81231000	Coin-operated laundries & drycleaners	0.15	29	0.19	32	0.19	32
81232000	Dry cleaning & laundry (except coin-operated)	0.37	87	0.37	87	0.44	98
81291000	Pet care (except veterinary) services	0.33	31	0.56	53	0.85	84
Total		25.67	29,406	37.67	61,713	65.81	103,989

**TABLE 13: Minnesota cities with 10,000-25,000 population (Average of 59 downtowns) Source: InfoUSA**

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.02	-	0.08	3,312	0.34	12,112
44112000	Used car dealers	0.15	398	0.49	830	1.25	2,286
44121000	Recreational vehicle dealers	0.03	54	0.03	54	0.10	217
44122000	Motorcycle, boat, & other motor vehicles	0.12	193	0.24	348	0.71	1,434
44130000	Automotive parts, accessories, & tire stores	0.71	1,122	1.37	2,248	2.39	3,723
44210000	Furniture stores	0.34	571	0.49	825	0.88	1,343
44220000	Home furnishings stores	0.56	729	0.69	836	1.20	1,774
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.02	30	0.12	1,412	0.20	3,245
44412000	Paint & wallpaper stores	0.20	296	0.29	414	0.39	533
44413000	Hardware stores	0.34	801	0.44	897	0.75	1,554
44419000	Specialized building material dealers	0.51	677	0.97	1,534	2.32	5,966
44420000	Lawn & garden equipment & supplies stores	0.08	37	0.15	92	0.54	723
44510000	Grocery stores	1.07	5,734	1.90	11,870	3.27	19,368
44520000	Specialty food stores	0.54	357	0.81	761	1.12	961
44530000	Beer, wine, & liquor stores	0.64	1,303	1.08	1,976	1.68	3,131
44611000	Pharmacies & drug stores	0.76	2,627	1.17	3,893	1.83	5,888
44612000	Cosmetics, beauty supplies, perfume stores	0.07	66	0.07	66	0.15	112
44613000	Optical goods stores	0.22	105	0.31	144	0.46	271
44619000	Other health care (vitamin, medical equip)	0.90	564	1.27	803	1.75	1,035
44710000	Gasoline stations	0.34	1,093	0.63	2,422	1.15	4,475
44811000	Men's clothing stores	0.14	86	0.15	103	0.19	122
44812000	Women's clothing stores	0.95	707	1.07	836	1.31	980
44813000	Children's & infants' clothing stores	0.07	128	0.10	134	0.19	169
44814000	Family clothing stores	0.29	265	0.37	400	0.39	407
44815000	Clothing accessories stores	0.14	68	0.19	87	0.39	531
44819000	Specialized clothing stores (dress, etc)	0.41	110	0.58	165	0.85	241
44821000	Shoe stores	0.36	259	0.41	295	0.49	349
44831000	Jewelry stores	0.80	766	0.85	827	1.05	1,037
44832000	Luggage & leather goods stores	0.00	-	0.02	4	0.02	4
45111000	Sporting goods stores	0.69	391	0.92	556	1.56	1,045
45112000	Hobby, toy, & game stores	0.24	201	0.29	243	0.51	367
45113000	Sewing, needlework, & piece goods stores	0.46	247	0.49	285	0.59	364
45114000	Musical instrument & supplies stores	0.31	159	0.37	205	0.49	304
45121000	Book Stores	0.36	196	0.39	221	0.49	264
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	0.51	2,594	0.83	6,430	1.24	10,144
45310000	Florists	0.64	206	0.78	268	1.15	391
45321000	Office supplies & stationery stores	0.19	115	0.25	651	0.47	2,173
45322000	Gift, novelty, & souvenir stores	1.42	950	1.63	1,114	1.88	1,356
45330000	Used merchandise stores	1.93	738	2.14	895	2.63	821
45391000	Pet & pet supplies stores	0.12	48	0.17	82	0.31	221
45392000	Art dealers	0.42	228	0.56	313	0.71	392
51213000	Motion picture & video exhibition	0.22	702	0.27	749	0.36	818
53210000	Automotive equipment rental & leasing	0.17	252	0.32	402	0.86	990
53222000	Formal wear & costume rental	0.00	-	0.00	-	0.00	-
53223000	Video tape & disc rental	0.31	297	0.68	472	1.25	1,085
53230000	General rental centers	0.19	197	0.20	213	0.34	381
54192000	Photographic services	0.69	244	0.92	299	1.37	415
71310000	Amusement parks & arcades	0.00	-	0.00	-	0.02	10
71390000	Other amusement (bowling, golf, fitness)	0.80	492	1.32	708	2.41	1,604
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	1.07	605	1.31	726	1.78	1,041
81111000	Automotive mechanical & electrical repair	0.83	376	2.03	884	4.42	1,922
81112000	Automotive body, paint, interior, & glass	0.42	186	0.54	230	1.10	513
81119000	Other automotive repair & maintenance	0.07	27	0.24	108	0.83	346
81141000	Home/garden equipment & appliance repair	0.37	134	0.54	225	0.90	368
81142000	Reupholstery & furniture repair	0.05	43	0.12	65	0.22	91
81143000	Footwear & leather goods repair	0.20	37	0.22	39	0.25	43
81149000	Personal goods repair (watch, boat, garment)	0.15	47	0.25	61	0.54	230
81211100	Barber shops	1.02	114	1.24	145	1.58	190
81211200	Beauty salons	3.81	974	4.95	1,239	6.95	2,218
81211300	Nail salons	0.37	101	0.58	153	0.88	197
81219000	Other personal care services (tattoos, spas, piercing)	1.08	202	1.51	433	2.05	586
81231000	Coin-operated laundries & drycleaners	0.14	32	0.17	40	0.34	84
81232000	Dry cleaning & laundry (except coin-operated)	0.41	141	0.69	266	1.03	451
81291000	Pet care (except veterinary) services	0.37	60	0.53	73	1.07	226
Total		30.86	20,838	43.90	35,701	70.10	62,077

**TABLE 14: Minnesota non-metro cities with 10,000-25,000 population (Average of 29 downtowns) Source: InfoUSA**

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.03	-	0.10	1,155	0.41	12,150
44112000	Used car dealers	0.03	23	0.59	740	1.14	1,689
44121000	Recreational vehicle dealers	0.07	110	0.07	110	0.10	199
44122000	Motorcycle, boat, & other motor vehicles	0.14	81	0.28	286	0.76	1,044
44130000	Automotive parts, accessories, & tire stores	0.86	1,365	1.69	2,580	2.90	4,138
44210000	Furniture stores	0.55	950	0.69	1,118	1.21	1,804
44220000	Home furnishings stores	0.55	522	0.66	599	1.10	892
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.00	-	0.17	1,002	0.28	2,837
44412000	Paint & wallpaper stores	0.28	401	0.34	482	0.52	672
44413000	Hardware stores	0.45	916	0.62	1,099	0.86	1,636
44419000	Specialized building material dealers	0.55	609	1.07	1,064	2.41	3,412
44420000	Lawn & garden equipment & supplies stores	0.03	9	0.03	9	0.38	964
44510000	Grocery stores	1.28	5,627	2.17	13,539	3.48	22,172
44520000	Specialty food stores	0.55	285	0.86	580	1.14	719
44530000	Beer, wine, & liquor stores	0.59	1,370	0.93	1,927	1.59	3,030
44611000	Pharmacies & drug stores	0.90	2,842	1.31	3,765	2.24	6,498
44612000	Cosmetics, beauty supplies, perfume stores	0.00	-	0.00	-	0.07	14
44613000	Optical goods stores	0.24	124	0.34	179	0.48	333
44619000	Other health care (vitamin, medical equip)	1.17	885	1.59	1,178	2.34	1,526
44710000	Gasoline stations	0.28	672	0.76	2,400	1.41	5,168
44811000	Men's clothing stores	0.24	148	0.28	183	0.34	222
44812000	Women's clothing stores	1.03	643	1.07	660	1.38	828
44813000	Children's & infants' clothing stores	0.03	6	0.03	6	0.10	33
44814000	Family clothing stores	0.41	231	0.48	257	0.52	269
44815000	Clothing accessories stores	0.17	69	0.21	80	0.41	289
44819000	Specialized clothing stores (dress, etc)	0.48	147	0.66	202	1.03	284
44821000	Shoe stores	0.59	427	0.62	447	0.69	470
44831000	Jewelry stores	1.07	1,190	1.10	1,215	1.24	1,305
44832000	Luggage & leather goods stores	0.00	-	0.00	-	0.00	-
45111000	Sporting goods stores	0.79	398	1.07	520	1.72	1,090
45112000	Hobby, toy, & game stores	0.28	117	0.31	122	0.52	227
45113000	Sewing, needlework, & piece goods stores	0.66	247	0.69	277	0.83	329
45114000	Musical instrument & supplies stores	0.45	216	0.52	255	0.69	363
45121000	Book Stores	0.59	298	0.62	330	0.72	353
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	0.55	2,309	0.76	3,294	1.24	5,559
45310000	Florists	0.79	249	1.03	370	1.41	501
45321000	Office supplies & stationery stores	0.31	204	0.34	229	0.52	317
45322000	Gift, novelty, & souvenir stores	1.93	1,286	2.21	1,469	2.55	1,632
45330000	Used merchandise stores	2.34	919	2.66	1,034	3.34	1,240
45391000	Pet & pet supplies stores	0.14	38	0.21	81	0.34	217
45392000	Art dealers	0.52	283	0.69	394	0.86	475
51213000	Motion picture & video exhibition	0.21	201	0.24	223	0.41	363
53210000	Automotive equipment rental & leasing	0.17	114	0.34	246	0.86	808
53222000	Formal wear & costume rental	0.00	-	0.00	-	0.00	-
53223000	Video tape & disc rental	0.17	131	0.59	382	1.28	783
53230000	General rental centers	0.17	173	0.17	173	0.28	260
54192000	Photographic services	1.00	369	1.21	432	1.83	589
71310000	Amusement parks & arcades	0.00	-	0.00	-	0.03	20
71390000	Other amusement (bowling, golf, fitness)	0.79	463	1.31	587	2.14	1,069
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	1.55	940	1.86	1,079	2.59	1,539
81111000	Automotive mechanical & electrical repair	0.66	283	1.93	783	4.45	1,786
81112000	Automotive body, paint, interior, & glass	0.17	105	0.28	144	0.79	312
81119000	Other automotive repair & maintenance	0.10	35	0.28	83	0.83	309
81141000	Home/garden equipment & appliance repair	0.52	214	0.72	275	0.97	326
81142000	Reupholstery & furniture repair	0.00	-	0.07	13	0.21	29
81143000	Footwear & leather goods repair	0.31	44	0.34	47	0.34	47
81149000	Personal goods repair (watch, boat, garment)	0.14	32	0.31	56	0.62	123
81211100	Barber shops	1.34	128	1.55	162	1.86	204
81211200	Beauty salons	5.07	1,147	6.34	1,377	8.86	1,853
81211300	Nail salons	0.24	31	0.38	50	0.62	85
81219000	Other personal care services (tattoos, spas, piercing)	1.14	177	1.62	236	2.41	500
81231000	Coin-operated laundries & drycleaners	0.24	64	0.31	78	0.52	147
81232000	Dry cleaning & laundry (except coin-operated)	0.41	130	0.72	330	0.93	421
81291000	Pet care (except veterinary) services	0.38	35	0.55	49	1.14	107
Total		36.72	26,842	50.97	45,453	79.38	77,685

**TABLE 15: Minnesota cities with 25,000-50,000 population (Average of 18 downtowns) Source: InfoUSA**

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.06	1,909	0.17	3,627	0.56	16,941
44112000	Used car dealers	0.11	149	0.33	2,744	0.89	3,788
44121000	Recreational vehicle dealers	0.00	-	0.11	1,778	0.11	1,778
44122000	Motorcycle, boat, & other motor vehicles	0.11	54	0.17	102	0.89	2,374
44130000	Automotive parts, accessories, & tire stores	0.67	920	1.17	2,048	2.44	4,031
44210000	Furniture stores	0.94	4,227	1.61	26,569	2.61	29,320
44220000	Home furnishings stores	0.50	1,998	1.11	2,518	1.67	3,840
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.00	-	0.11	569	0.11	569
44412000	Paint & wallpaper stores	0.06	97	0.17	582	0.50	1,390
44413000	Hardware stores	0.22	443	0.33	688	0.44	865
44419000	Specialized building material dealers	0.78	502	2.11	2,056	3.94	3,908
44420000	Lawn & garden equipment & supplies stores	0.06	15	0.22	166	0.67	3,760
44510000	Grocery stores	0.83	5,082	1.67	14,627	3.22	33,780
44520000	Specialty food stores	0.56	572	0.94	846	1.56	1,729
44530000	Beer, wine, & liquor stores	0.56	1,364	0.94	2,243	1.83	3,643
44611000	Pharmacies & drug stores	0.17	610	1.28	6,476	2.67	10,167
44612000	Cosmetics, beauty supplies, perfume stores	0.22	190	0.72	842	1.28	1,496
44613000	Optical goods stores	0.44	456	1.72	1,560	2.67	2,376
44619000	Other health care (vitamin, medical equip)	0.83	543	1.56	1,478	2.50	1,978
44710000	Gasoline stations	0.56	2,784	0.89	3,738	1.56	6,084
44811000	Men's clothing stores	0.33	483	0.50	643	0.72	911
44812000	Women's clothing stores	1.06	1,106	1.94	538	2.50	1,283
44813000	Children's & infants' clothing stores	0.28	295	0.72	1,476	0.89	1,887
44814000	Family clothing stores	1.00	4,299	2.61	10,282	4.61	18,693
44815000	Clothing accessories stores	0.50	388	0.67	560	1.00	878
44819000	Specialized clothing stores (dress, etc)	0.78	752	1.61	1,694	2.44	2,885
44821000	Shoe stores	0.61	504	1.28	1,104	2.17	3,052
44831000	Jewelry stores	1.06	2,208	1.56	2,856	2.17	3,861
44832000	Luggage & leather goods stores	0.00	-	0.11	77	0.22	3,987
45111000	Sporting goods stores	0.89	1,052	1.50	2,261	2.17	3,626
45112000	Hobby, toy, & game stores	0.44	432	1.06	1,493	1.50	1,803
45113000	Sewing, needlework, & piece goods stores	0.11	116	0.28	629	0.61	1,358
45114000	Musical instrument & supplies stores	0.22	361	0.44	1,145	0.67	2,165
45121000	Book Stores	0.28	857	0.67	1,485	0.78	1,544
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	0.89	7,321	1.89	24,733	2.94	39,410
45310000	Florists	0.39	186	0.72	274	1.11	596
45321000	Office supplies & stationery stores	0.22	336	0.28	356	0.56	968
45322000	Gift, novelty, & souvenir stores	0.83	695	1.89	2,019	2.78	2,439
45330000	Used merchandise stores	0.67	494	1.17	999	2.06	1,476
45391000	Pet & pet supplies stores	0.17	279	0.39	829	0.61	1,029
45392000	Art dealers	0.22	228	0.56	374	0.61	391
51213000	Motion picture & video exhibition	0.28	564	0.39	1,108	0.61	1,390
53210000	Automotive equipment rental & leasing	0.06	13	0.50	459	1.17	1,314
53222000	Formal wear & costume rental	0.06	31	0.17	77	0.17	77
53223000	Video tape & disc rental	0.39	209	0.94	2,340	2.06	1,880
53230000	General rental centers	0.06	26	0.11	157	0.33	323
54192000	Photographic services	0.50	132	1.17	352	1.94	716
71310000	Amusement parks & arcades	0.00	-	0.06	14	0.06	14
71390000	Other amusement (bowling, golf, fitness)	0.61	342	1.22	625	2.17	1,246
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	1.06	960	1.78	1,917	2.17	2,129
81111000	Automotive mechanical & electrical repair	1.11	532	2.33	3,454	4.39	4,431
81112000	Automotive body, paint, interior, & glass	0.33	77	0.56	215	0.94	454
81119000	Other automotive repair & maintenance	0.22	187	0.61	372	1.11	721
81141000	Home/garden equipment & appliance repair	0.17	28	0.39	124	0.72	263
81142000	Reupholstery & furniture repair	0.00	-	0.11	31	0.11	31
81143000	Footwear & leather goods repair	0.06	5	0.17	15	0.22	35
81149000	Personal goods repair (watch, boat, garment)	0.06	14	0.44	89	1.06	226
81211100	Barber shops	0.39	45	0.83	84	1.22	139
81211200	Beauty salons	2.56	862	5.39	2,298	7.72	3,416
81211300	Nail salons	0.39	137	0.72	207	1.44	383
81219000	Other personal care services (tattoos, spas, piercing)	0.89	346	2.11	580	3.61	1,054
81231000	Coin-operated laundries & drycleaners	0.22	28	0.28	36	0.39	43
81232000	Dry cleaning & laundry (except coin-operated)	0.50	136	0.72	186	1.06	369
81291000	Pet care (except veterinary) services	0.17	19	0.44	93	0.89	205
Total		28.67	44,560	60.61	116,468	100.78	213,386

**TABLE 16: Minnesota non-metro cities with 25,000-50,000 Population (Average of 4 downtowns) Source: InfoUSA**

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.00	-	0.25	7,516	0.75	19,972
44112000	Used car dealers	0.25	336	0.50	839	1.50	2,181
44121000	Recreational vehicle dealers	0.00	-	0.00	-	0.00	-
44122000	Motorcycle, boat, & other motor vehicles	0.25	121	0.50	338	1.25	933
44130000	Automotive parts, accessories, & tire stores	1.25	1,615	2.00	3,175	2.50	4,687
44210000	Furniture stores	1.25	2,372	1.75	3,366	1.75	3,366
44220000	Home furnishings stores	0.50	590	1.00	1,254	1.50	1,735
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.00	-	0.50	2,563	0.50	2,563
44412000	Paint & wallpaper stores	0.00	-	0.00	-	0.25	509
44413000	Hardware stores	0.50	841	1.00	1,947	1.50	2,744
44419000	Specialized building material dealers	0.50	344	3.50	4,589	5.00	5,643
44420000	Lawn & garden equipment & supplies stores	0.00	-	0.25	270	0.25	270
44510000	Grocery stores	1.00	9,981	1.50	24,430	3.25	49,242
44520000	Specialty food stores	1.00	978	1.50	1,208	2.25	1,727
44530000	Beer, wine, & liquor stores	0.25	323	1.00	1,534	3.00	5,653
44611000	Pharmacies & drug stores	0.00	-	1.75	5,948	3.50	9,791
44612000	Cosmetics, beauty supplies, perfume stores	0.25	134	0.25	134	0.25	134
44613000	Optical goods stores	0.00	-	0.25	540	0.25	540
44619000	Other health care (vitamin, medical equip)	2.25	1,806	2.50	1,844	2.50	1,844
44710000	Gasoline stations	0.25	3,480	1.25	5,684	2.50	10,208
44811000	Men's clothing stores	0.50	434	0.50	434	0.50	434
44812000	Women's clothing stores	1.75	1,383	2.25	2,015	2.25	2,015
44813000	Children's & infants' clothing stores	0.00	-	0.00	-	0.25	161
44814000	Family clothing stores	0.25	372	0.50	465	0.50	465
44815000	Clothing accessories stores	0.75	659	0.75	659	0.75	659
44819000	Specialized clothing stores (dress, etc)	1.25	200	2.25	665	3.00	898
44821000	Shoe stores	0.50	360	0.75	432	0.75	432
44831000	Jewelry stores	1.00	1,190	1.00	1,190	1.00	1,190
44832000	Luggage & leather goods stores	0.00	-	0.00	-	0.00	-
45111000	Sporting goods stores	1.50	2,368	2.00	2,479	3.00	2,886
45112000	Hobby, toy, & game stores	0.50	211	1.00	676	1.50	803
45113000	Sewing, needlework, & piece goods stores	0.25	75	0.25	75	0.75	186
45114000	Musical instrument & supplies stores	0.50	1,120	0.50	1,120	0.50	1,120
45121000	Book Stores	0.75	366	1.00	399	1.00	399
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	0.75	7,686	1.25	7,966	1.75	8,377
45310000	Florists	0.75	418	1.50	638	2.00	814
45321000	Office supplies & stationery stores	0.25	91	0.25	91	0.50	363
45322000	Gift, novelty, & souvenir stores	1.25	561	1.50	620	2.50	1,092
45330000	Used merchandise stores	1.00	126	2.25	556	3.00	707
45391000	Pet & pet supplies stores	0.25	39	0.50	157	0.50	157
45392000	Art dealers	0.25	73	0.75	220	0.75	220
51213000	Motion picture & video exhibition	1.00	857	1.00	857	1.00	857
53210000	Automotive equipment rental & leasing	0.00	-	0.75	561	1.50	1,299
53222000	Formal wear & costume rental	0.00	-	0.00	-	0.00	-
53223000	Video tape & disc rental	0.75	499	1.25	831	2.50	1,900
53230000	General rental centers	0.25	118	0.25	118	0.50	196
54192000	Photographic services	1.00	198	2.00	537	3.25	862
71310000	Amusement parks & arcades	0.00	-	0.00	-	0.00	-
71390000	Other amusement (bowling, golf, fitness)	0.25	59	0.75	131	1.25	332
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	3.25	2,982	4.25	3,534	5.25	3,886
81111000	Automotive mechanical & electrical repair	0.75	288	2.00	1,236	5.25	86
81112000	Automotive body, paint, interior, & glass	0.00	-	0.25	28	0.25	28
81119000	Other automotive repair & maintenance	0.00	-	0.25	235	0.50	292
81141000	Home/garden equipment & appliance repair	0.25	62	0.25	62	0.75	127
81142000	Reupholstery & furniture repair	0.00	-	0.00	-	0.00	-
81143000	Footwear & leather goods repair	0.25	23	0.25	23	0.25	23
81149000	Personal goods repair (watch, boat, garment)	0.00	-	1.25	236	2.00	338
81211100	Barber shops	0.75	102	2.50	247	3.25	290
81211200	Beauty salons	4.75	839	9.00	1,554	12.25	2,516
81211300	Nail salons	0.00	-	0.25	60	0.75	360
81219000	Other personal care services (tattoos, spas, piercing)	2.25	492	3.75	818	4.75	1,251
81231000	Coin-operated laundries & drycleaners	0.00	-	0.00	-	0.50	36
81232000	Drycleaning & laundry (except coin-operated)	1.00	210	1.00	210	1.50	360
81291000	Pet care (except veterinary) services	0.00	-	0.25	42	1.50	420
Total		40.00	46,877	73.25	98,519	109.75	160,675

**TABLE 17: Minnesota cities with 50,000-100,000 population (Average of 15 downtowns) Source: InfoUSA**

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.20	4,123	0.80	45,954	1.67	4,432
44112000	Used car dealers	0.07	134	0.33	760	0.87	13,062
44121000	Recreational vehicle dealers	0.00	-	0.00	-	0.07	43
44122000	Motorcycle, boat, & other motor vehicles	0.13	188	0.20	246	0.93	3,967
44130000	Automotive parts, accessories, & tire stores	0.67	1,980	1.87	3,967	3.47	6,624
44210000	Furniture stores	0.73	1,144	1.40	3,170	2.00	17,312
44220000	Home furnishings stores	0.53	5,692	1.67	10,425	3.00	15,003
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.00	-	0.20	4,643	0.67	17,920
44412000	Paint & wallpaper stores	0.13	194	0.27	369	0.40	737
44413000	Hardware stores	0.13	271	0.20	625	0.47	1,286
44419000	Specialized building material dealers	0.73	2,512	2.33	4,515	4.27	3,197
44420000	Lawn & garden equipment & supplies stores	0.07	55	0.20	255	0.47	544
44510000	Grocery stores	1.07	14,589	1.93	23,291	4.40	49,854
44520000	Specialty food stores	0.33	486	0.93	813	1.73	1,826
44530000	Beer, wine, & liquor stores	0.73	3,467	0.93	4,091	1.93	5,577
44611000	Pharmacies & drug stores	0.87	1,513	2.00	3,489	3.47	12,908
44612000	Cosmetics, beauty supplies, perfume stores	0.60	393	1.20	1,161	1.60	1,423
44613000	Optical goods stores	0.60	509	1.67	16,625	2.60	2,204
44619000	Other health care (vitamin, medical equip)	0.53	212	2.00	1,541	3.47	5,521
44710000	Gasoline stations	0.27	650	0.93	2,807	1.87	2,207
44811000	Men's clothing stores	0.20	450	0.40	656	0.40	656
44812000	Women's clothing stores	0.80	927	1.40	1,548	1.80	1,875
44813000	Children's & infants' clothing stores	0.53	805	1.13	2,018	1.27	2,082
44814000	Family clothing stores	2.00	5,914	5.00	1,140	5.40	6,127
44815000	Clothing accessories stores	0.20	227	0.67	589	0.80	682
44819000	Specialized clothing stores (dress, etc)	0.33	759	0.93	1,587	1.47	1,960
44821000	Shoe stores	0.87	1,227	2.07	1,360	2.47	75,894
44831000	Jewelry stores	0.60	904	1.60	3,046	2.00	3,792
44832000	Luggage & leather goods stores	0.00	-	0.00	-	0.07	307
45111000	Sporting goods stores	0.67	1,658	1.93	4,338	2.60	5,551
45112000	Hobby, toy, & game stores	0.53	1,104	1.47	2,535	2.67	4,473
45113000	Sewing, needlework, & piece goods stores	0.13	1,838	0.33	3,069	0.33	3,069
45114000	Musical instrument & supplies stores	0.07	45	0.20	105	0.60	493
45121000	Book Stores	0.33	816	0.73	1,702	1.20	3,822
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	0.93	21,919	2.40	40,565	3.20	64,996
45310000	Florists	0.47	293	0.93	927	1.33	1,320
45321000	Office supplies & stationery stores	0.33	726	0.67	1,589	1.00	1,823
45322000	Gift, novelty, & souvenir stores	1.20	881	2.27	1,990	3.20	2,486
45330000	Used merchandise stores	0.67	364	1.20	579	2.20	1,528
45391000	Pet & pet supplies stores	0.40	1,403	0.73	2,407	1.07	3,737
45392000	Art dealers	0.27	352	0.47	449	0.73	918
51213000	Motion picture & video exhibition	0.07	102	0.33	1,270	0.47	1,414
53210000	Automotive equipment rental & leasing	0.13	98	0.60	618	1.20	1,685
53222000	Formal wear & costume rental	0.07	31	0.27	104	0.27	104
53223000	Video tape & disc rental	0.53	-	1.20	2,798	2.40	6,992
53230000	General rental centers	0.00	-	0.13	105	0.20	126
54192000	Photographic services	0.33	294	0.53	482	1.20	660
71310000	Amusement parks & arcades	0.07	26	0.20	261	0.20	261
71390000	Other amusement (bowling, golf, fitness)	0.80	581	1.53	2,159	3.33	4,121
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	0.80	1,130	1.07	1,202	1.47	1,411
81111000	Automotive mechanical & electrical repair	0.73	505	2.27	1,301	5.60	3,442
81112000	Automotive body, paint, interior, & glass	0.47	589	1.07	953	2.07	1,540
81119000	Other automotive repair & maintenance	0.13	125	0.53	348	1.27	1,153
81141000	Home/garden equipment & appliance repair	0.07	41	0.20	374	0.40	580
81142000	Reupholstery & furniture repair	0.00	-	0.07	6	0.13	13
81143000	Footwear & leather goods repair	0.00	-	0.00	-	0.33	49
81149000	Personal goods repair (watch, boat, garment)	0.20	43	0.47	68	0.87	171
81211100	Barber shops	0.27	23	0.53	62	1.00	271
81211200	Beauty salons	1.93	968	4.93	2,537	8.53	4,151
81211300	Nail salons	0.93	272	1.93	524	2.67	616
81219000	Other personal care services (tattoos, spas, piercing)	0.93	510	2.80	1,364	5.27	2,205
81231000	Coin-operated laundries & drycleaners	0.00	-	0.07	9	0.07	9
81232000	Dry cleaning & laundry (except coin-operated)	0.53	364	1.13	491	2.27	847
81291000	Pet care (except veterinary) services	0.07	6	0.33	28	0.80	112
Total		29.27	78,406	70.27	190,669	118.00	267,784

**TABLE 18: Minnesota non-metro cities with 50,000-100,000 population (Average of 2 downtowns) Source: InfoUSA**

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.00	-	0.00	-	0.00	-
44112000	Used car dealers	0.00	-	1.00	3,691	2.00	8,052
44121000	Recreational vehicle dealers	0.00	-	0.00	-	0.00	-
44122000	Motorcycle, boat, & other motor vehicles	0.50	707	0.50	707	2.50	8,570
44130000	Automotive parts, accessories, & tire stores	0.00	-	1.00	975	3.00	2,834
44210000	Furniture stores	2.00	2,040	2.00	2,040	2.00	2,040
44220000	Home furnishings stores	1.00	338	1.00	338	1.50	1,454
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.00	-	0.50	2,625	0.50	2,625
44412000	Paint & wallpaper stores	0.00	-	0.00	-	0.00	-
44413000	Hardware stores	0.00	-	0.00	-	0.00	-
44419000	Specialized building material dealers	1.00	15,782	2.00	16,499	3.00	17,187
44420000	Lawn & garden equipment & supplies stores	0.00	-	0.00	-	1.00	680
44510000	Grocery stores	0.50	112	1.00	1,232	6.50	31,972
44520000	Specialty food stores	1.00	353	2.00	532	3.50	1,773
44530000	Beer, wine, & liquor stores	0.50	969	1.00	1,131	4.00	5,330
44611000	Pharmacies & drug stores	1.00	2,196	2.50	3,935	4.00	8,052
44612000	Cosmetics, beauty supplies, perfume stores	0.50	134	1.00	201	1.00	201
44613000	Optical goods stores	1.50	1,368	2.00	1,512	3.50	1,944
44619000	Other health care (vitamin, medical equip)	0.50	151	2.50	1,823	5.00	4,273
44710000	Gasoline stations	0.00	-	1.50	3,016	2.00	4,640
44811000	Men's clothing stores	0.50	483	0.50	483	0.50	483
44812000	Women's clothing stores	0.50	711	1.00	948	2.00	1,817
44813000	Children's & infants' clothing stores	0.50	322	0.50	322	1.00	483
44814000	Family clothing stores	0.50	-	0.50	-	1.50	977
44815000	Clothing accessories stores	0.00	-	0.00	-	0.00	-
44819000	Specialized clothing stores (dress, etc)	0.50	67	1.00	266	3.00	1,264
44821000	Shoe stores	0.50	288	1.00	1,008	1.50	1,224
44831000	Jewelry stores	1.00	1,428	3.00	6,545	3.00	6,545
44832000	Luggage & leather goods stores	0.00	-	0.00	-	0.00	-
45111000	Sporting goods stores	1.00	1,184	1.50	1,480	3.00	4,070
45112000	Hobby, toy, & game stores	0.50	169	1.50	423	2.50	1,183
45113000	Sewing, needlework, & piece goods stores	0.00	-	0.00	-	0.00	-
45114000	Musical instrument & supplies stores	0.00	-	0.00	-	2.00	1,680
45121000	Book Stores	1.00	466	2.50	1,131	4.00	5,054
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	1.00	11,745	2.00	12,171	3.00	12,878
45310000	Florists	1.50	1,276	2.00	2,288	2.50	2,508
45321000	Office supplies & stationery stores	0.50	303	0.50	303	1.00	484
45322000	Gift, novelty, & souvenir stores	3.50	2,065	3.50	2,065	6.00	2,950
45330000	Used merchandise stores	3.50	2,273	4.00	2,323	6.00	3,030
45391000	Pet & pet supplies stores	0.00	-	0.50	236	0.50	236
45392000	Art dealers	1.50	2,344	3.00	3,077	5.00	6,593
51213000	Motion picture & video exhibition	0.50	762	1.50	2,985	1.50	2,985
53210000	Automotive equipment rental & leasing	0.00	-	0.00	-	0.00	-
53222000	Formal wear & costume rental	0.00	-	0.00	-	0.00	-
53223000	Video tape & disc rental	0.00	-	0.50	475	1.00	950
53230000	General rental centers	0.00	-	0.50	393	0.50	393
54192000	Photographic services	0.50	113	0.50	113	2.50	538
71310000	Amusement parks & arcades	0.00	-	0.00	-	0.00	-
71390000	Other amusement (bowling, golf, fitness)	1.50	362	2.50	896	5.00	2,894
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	5.00	7,337	6.00	7,605	8.50	8,677
81111000	Automotive mechanical & electrical repair	0.00	-	3.00	511	7.50	2,063
81112000	Automotive body, paint, interior, & glass	0.50	113	2.00	848	2.50	918
81119000	Other automotive repair & maintenance	0.00	-	0.00	-	0.50	141
81141000	Home/garden equipment & appliance repair	0.50	308	0.50	308	1.00	432
81142000	Reupholstery & furniture repair	0.00	-	0.50	47	1.00	94
81143000	Footwear & leather goods repair	0.00	-	0.00	-	1.00	91
81149000	Personal goods repair (watch, boat, garment)	1.00	279	1.00	279	1.50	462
81211100	Barber shops	1.00	58	1.00	58	3.00	232
81211200	Beauty salons	2.50	605	4.50	798	9.00	2,200
81211300	Nail salons	1.00	360	1.00	360	1.00	360
81219000	Other personal care services (tattoos, spas, piercing)	3.00	744	6.50	3,813	10.50	4,887
81231000	Coin-operated laundries & drycleaners	0.00	-	0.00	-	0.00	-
81232000	Dry cleaning & laundry (except coin-operated)	1.00	360	1.00	360	2.00	840
81291000	Pet care (except veterinary) services	0.00	-	1.00	84	1.50	126
Total		46.50	59,930	84.50	95,029	155.00	182,216

## APPENDIX 5: METHODOLOGY

We employed data from datasets from ESRI’s Business Analyst GIS tool to conduct the analysis. The total population of each Minnesota city in 2012 derives from ESRI’s 2012-2017 “Updated Demographics” database, which annually provides current year estimates and five-year projections for categories including population, households, income, and housing. The InfoUSA data used in this analysis is current as of July 2012. Individual businesses are geographically coded to specific locations on map and are identified by NAICS code.<sup>1</sup> A glossary of those business categories used and their corresponding NAICS codes are presented in Appendix 3 of this report.<sup>2</sup> We followed these steps to conduct the analysis:

### 1. Categorize cities by size

We first sorted all Minnesota cities by their 2012 population after removing three cities (Minneapolis, Rochester, St. Paul) with population above 100,000 and 544 cities with population below 1,000, which were excluded from this analysis. The rest (359 total) were put into six groups by population size (Figure 1). The names of the cities in each population group can be found in Appendix 2.

Population of City	Number of Cities
1,000-2,499	133
2,500-4,999	86
5,000-9,999	48
10,000-24,999	59
25,000-49,999	18
50,000-100,000	15

FIG. 1: All Minnesota cities grouped by size

### 2. Map locations of businesses in each community

Using ESRI’s Business Analyst, we mapped the locations of all businesses in each community according to the InfoUSA database. The InfoUSA dataset provides not only the location of individual businesses, but also its business category (NAICS code) and an estimate of sales.

### 3. Determine the center of each downtown

We visually estimated the approximate middle of the downtown district (the central business district or CBD) for each city, primarily based on the density of business points and the local street grid structure (Figure 2). In most cases, the central point of a district with the highest concentration of businesses and streets was assumed to be the middle of downtown. For those cities with dispersed businesses and complicated street structures, we referenced resources such as zoning maps, city planning manuals, and direct contact with city planning officials to determine the CBD.

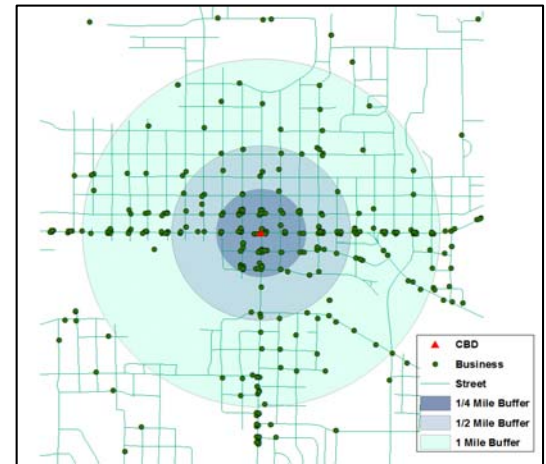


FIG. 2: A typical central business district

<sup>1</sup> The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

<sup>2</sup> It is important to note that when classifying businesses into a specific category, each business is placed into only one category. The category used should be based on the primary type of goods or services provided by the business. For instance, a hardware store may sell some auto parts. However, the store should be categorized as a hardware store, as hardware is the primary line of business.



4. *Extract businesses within rings and calculate averages*

A ¼-mile ring, a ½-mile ring, and a 1-mile ring were drawn around the CBD in each city (see example figure at right). All businesses within the rings were extracted and then combined with data from other similar-sized cities to calculate the average number of businesses and sales (Tables 7, 9, 11, 13, 15, 17).

5. *Repeat the process for non- metro cities*

Extension also analyzed the business mix of downtowns in Minnesota outside of the seven-county metro area in consideration of the different environments in which retail and services businesses operate. After excluding all the cities within the metro region, the same population groups were used (Figure 3). The names of the cities in each population group can be found in Appendix 2. Following the preceding steps, all businesses within the rings were extracted, and the average number of businesses and sales were calculated for each group of the non-metro cities (Tables 8, 10, 12, 14, 16, 18).

Population of City	Number of Cities
1,000-2,499	120
2,500-4,999	65
5,000-9,999	27
10,000-24,999	29
25,000-49,999	4
50,000-100,000	2

**FIG. 3:** Greater Minnesota cities grouped by size