

A Healthy Retail Community = A Healthy Town

Shopping in town helps your community.

What's your town's retail plan?

Extension has two ways to help you plan and take action to strengthen your retail community.

An Opportunity to Strengthen Retail in Your Community!

***NEW!* Retail Trade Analysis**

For the first time, the University of Minnesota's Extension Service is making Kenneth Stone's highly regarded **Retail Trade Analysis** program widely available to Minnesota cities over 5,000 in population and every county. Dr. Stone is an internationally renowned retail economist who has studied discount mass merchandisers for over 25 years.

How healthy is the retail in your community? Let us help you find out.

- Know your community's actual retail sales potential.
- Learn which retailers are attracting shoppers to your town.
- Learn what your community's retail opportunities are.
- Find out which businesses are drawing shoppers away from your town and what you can do.
- Learn your town's pull factor and ***what that means*** and ***why it matters!***

Why Your Town Needs a Retail Trade Analysis

- Use it to jump-start a retail trade improvement plan.
- Use it as a checkup on your existing retail plan.
- Use it to help local businesses.
- Use it to attract new businesses.
- Use it along with Small Stores Success Strategies to survive the big boxes.

The **Retail Trade Analysis** program has a proven success record around the country. Extension is bringing this opportunity to Greater Minnesota communities at a bargain rate. Our agreements with the author and the Blandin foundation make it possible for your community to access this important data at a fraction of the cost others charge to deliver it.

To sponsor a program in your town, contact your Regional Extension Educator–Community Economics:

Southwest –David Nelson at 320-589-1711 or nelso417@umn.edu

Northwest –Ryan Pesch at 218-998-5794 or pesch@umn.edu

Southeast – Bruce Schwartau at 507-536-6308 or bwschwar@umn.edu

Northeast – Liz Templin at 763-767-3880 or templin@umn.edu

Metro Retail Trade Analysis – Kent Gustafson at 612-625-8274 or kgustaf@umn.edu

**Metro Small Stores Success Strategies – Sherri Gahring at 612-624-1708 or
sgahring@che.umn.edu**

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