



# *Monticello LOST Analysis*

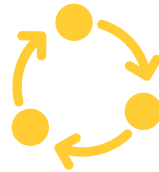
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Data



Method



Highlights

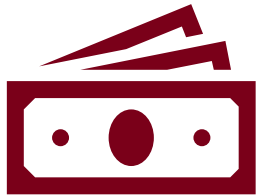


## Potential Sales vs. Actual Sales

### Defensible numbers

- Err on side of conservatively estimating non-residents

### Traffic pattern assumptions



## Calculated using:

Per capita sales in MN  
Population of Monticello  
Index of Income



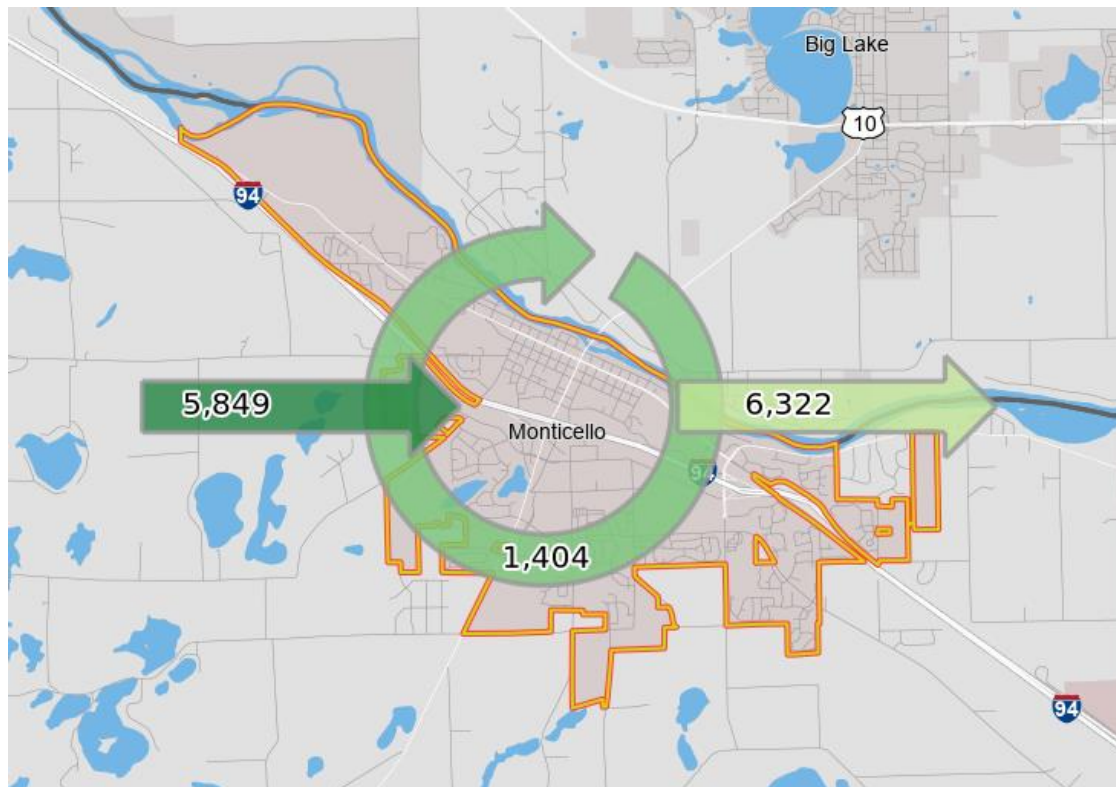
## How are you doing?

Compare Actual vs. Potential  
Identify opportunities or gaps

## POTENTIAL SALES



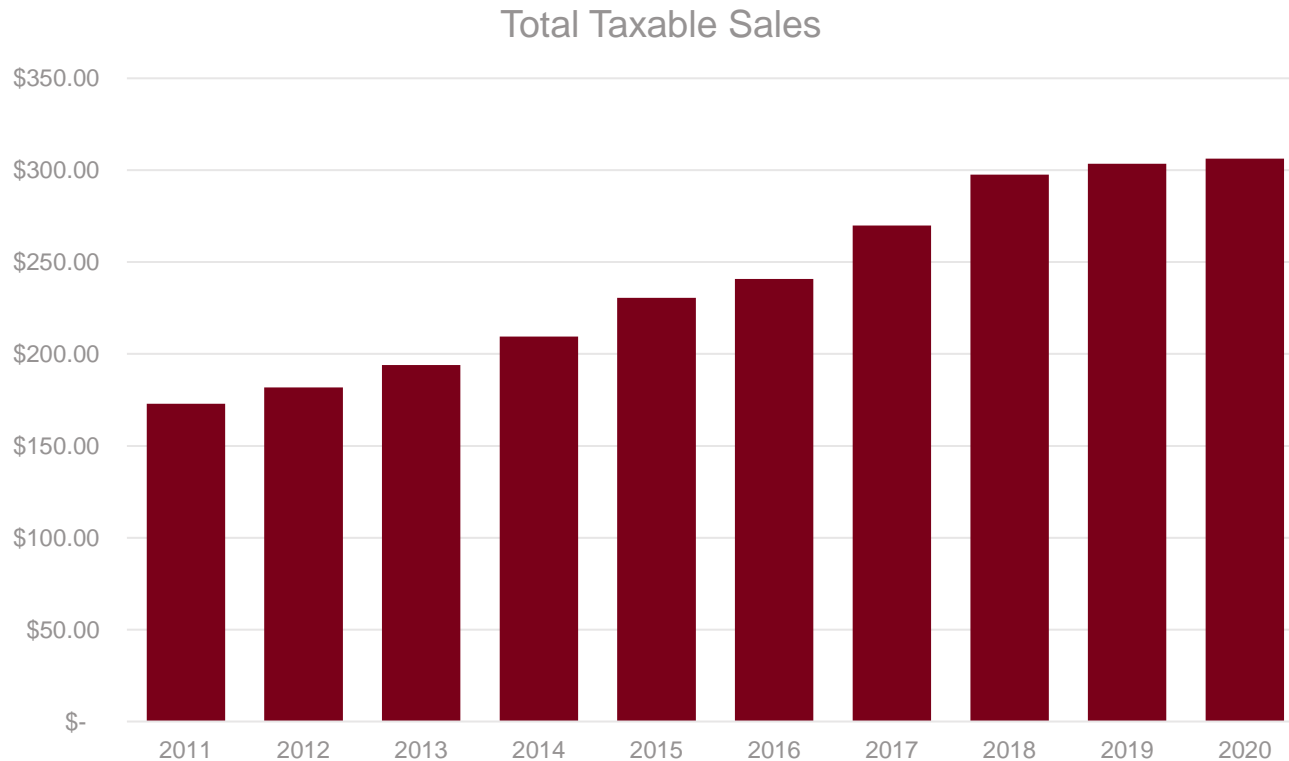
# Context: On the map





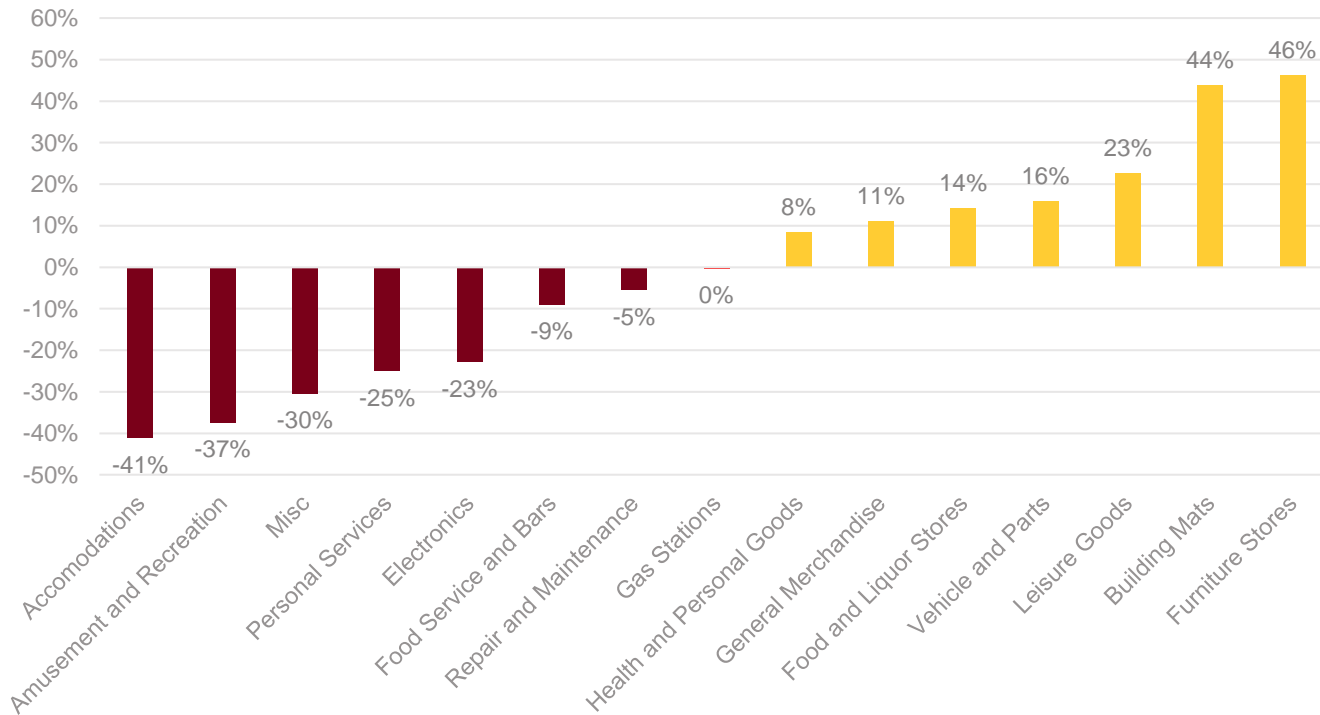
## 2020 DATA FROM MN REVENUE

– \$172 million (2011) to \$306 million (2020)



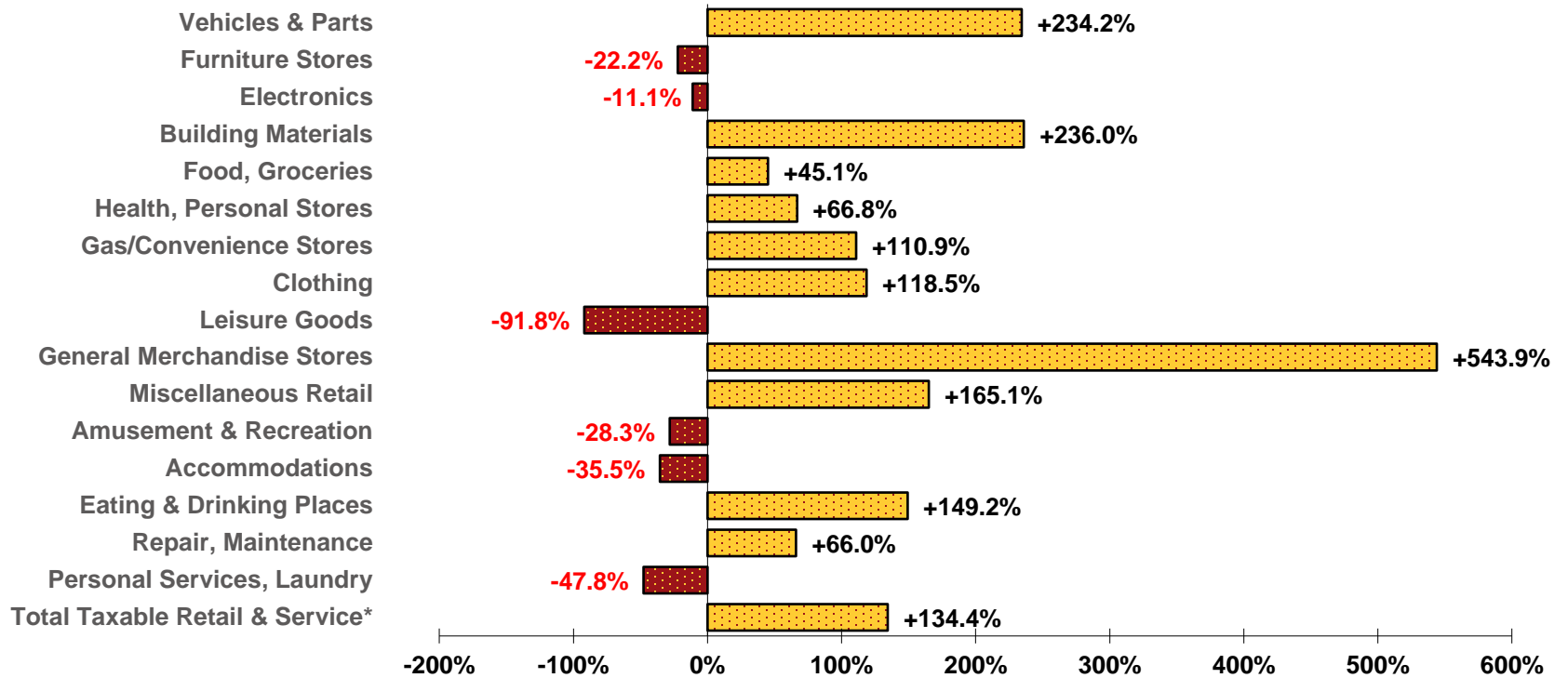


### Change in Sales from 2019 to 2020





## Percentage Above or Below Expected Sales, 2020







31.4% Monticello vs. 68.6% Non-residents

\$1,400,000 tax proceeds (2020)

\$30.41 per resident

Major categories

Building Materials

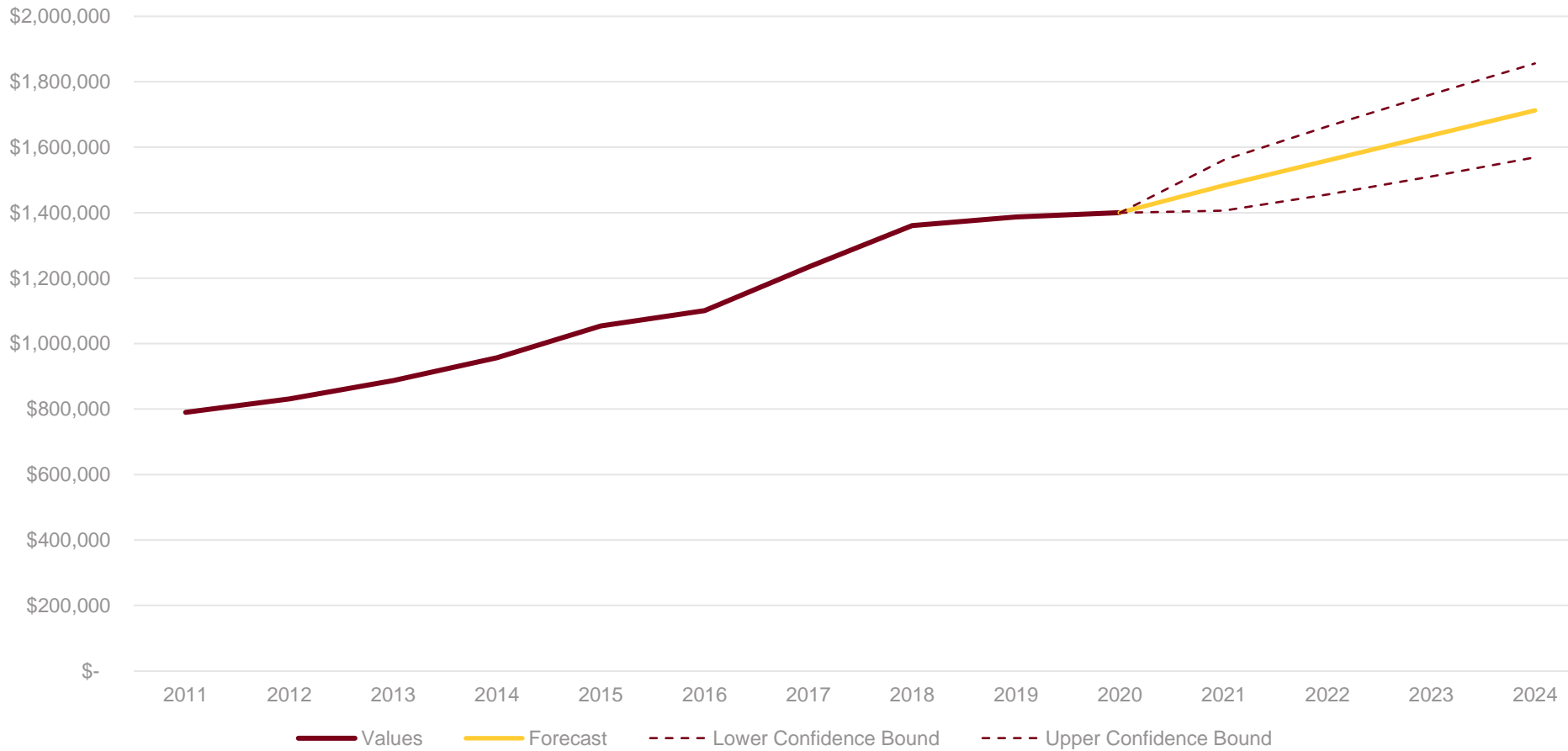
General Merchandise

Eating and Drinking Places

## HIGHLIGHTS



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# Thank You

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