



Monticello LOST Analysis

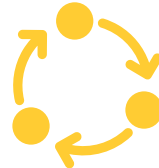
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Data



Method



Highlights

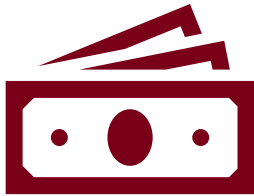


Potential Sales vs. Actual Sales

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



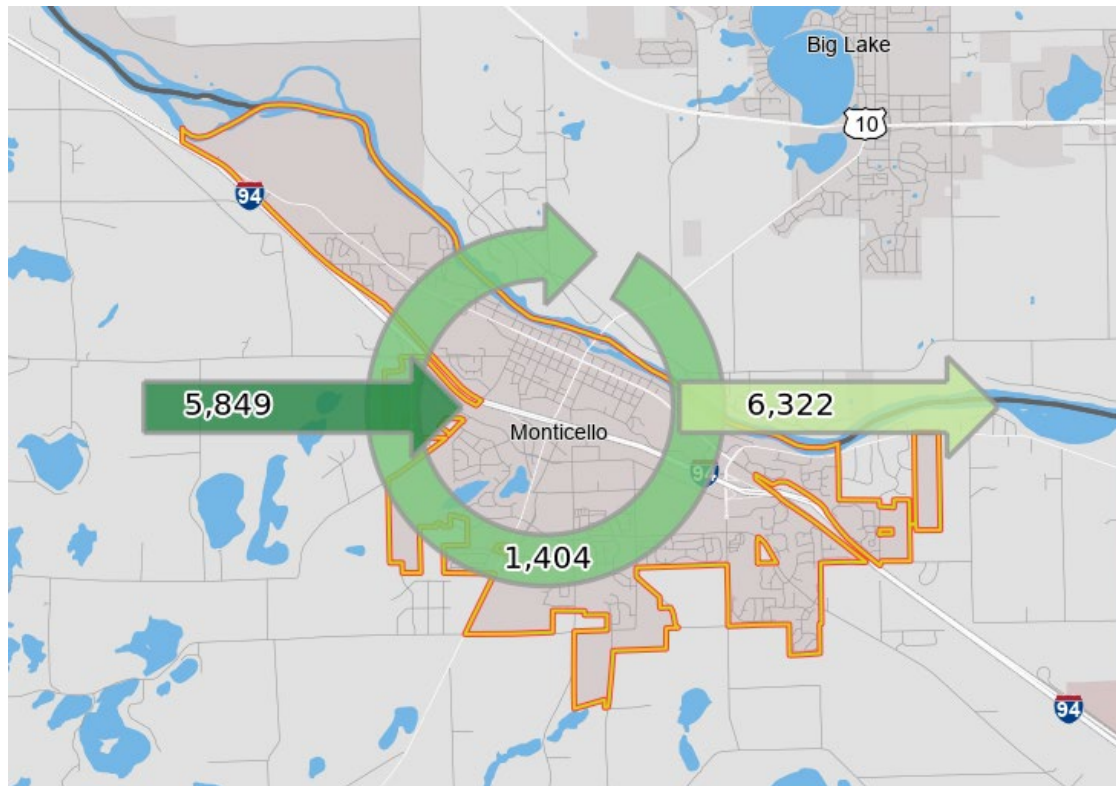
How are you doing?

Compare Actual vs. Potential
Identify opportunities or gaps

POTENTIAL SALES



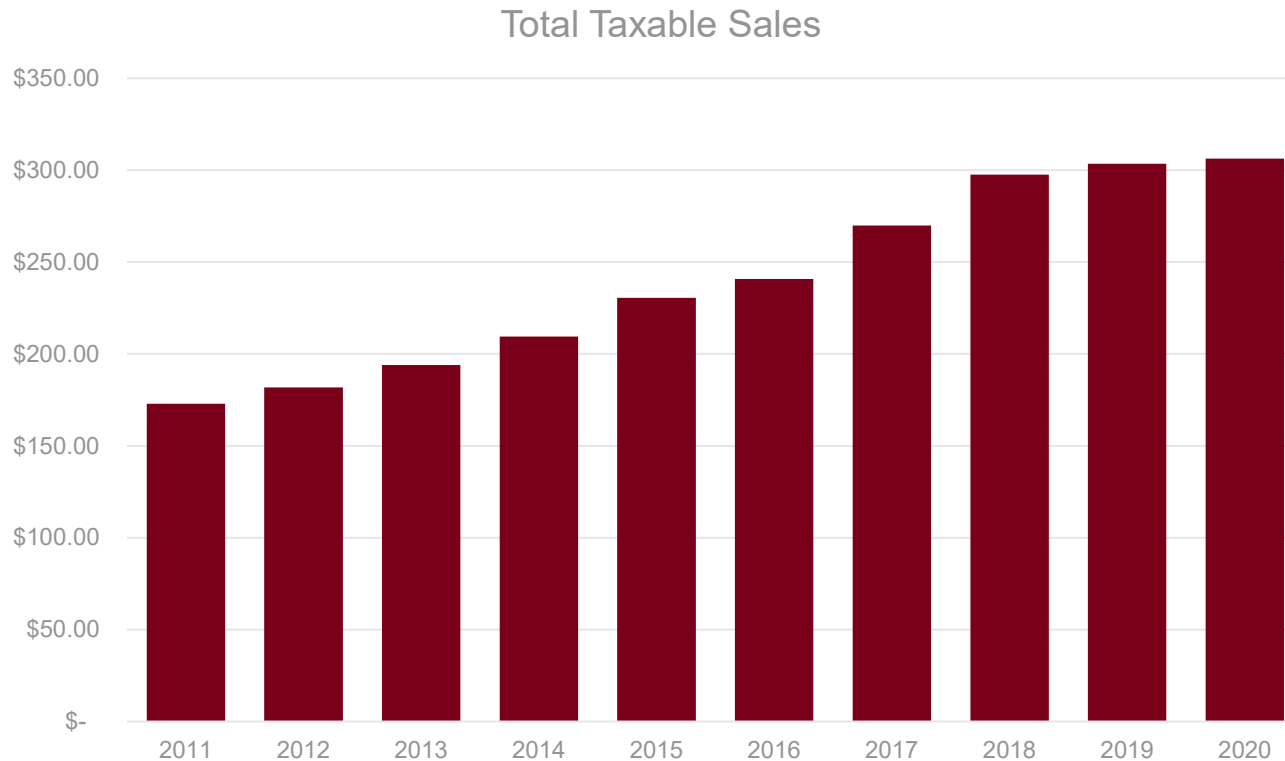
Context: On the map





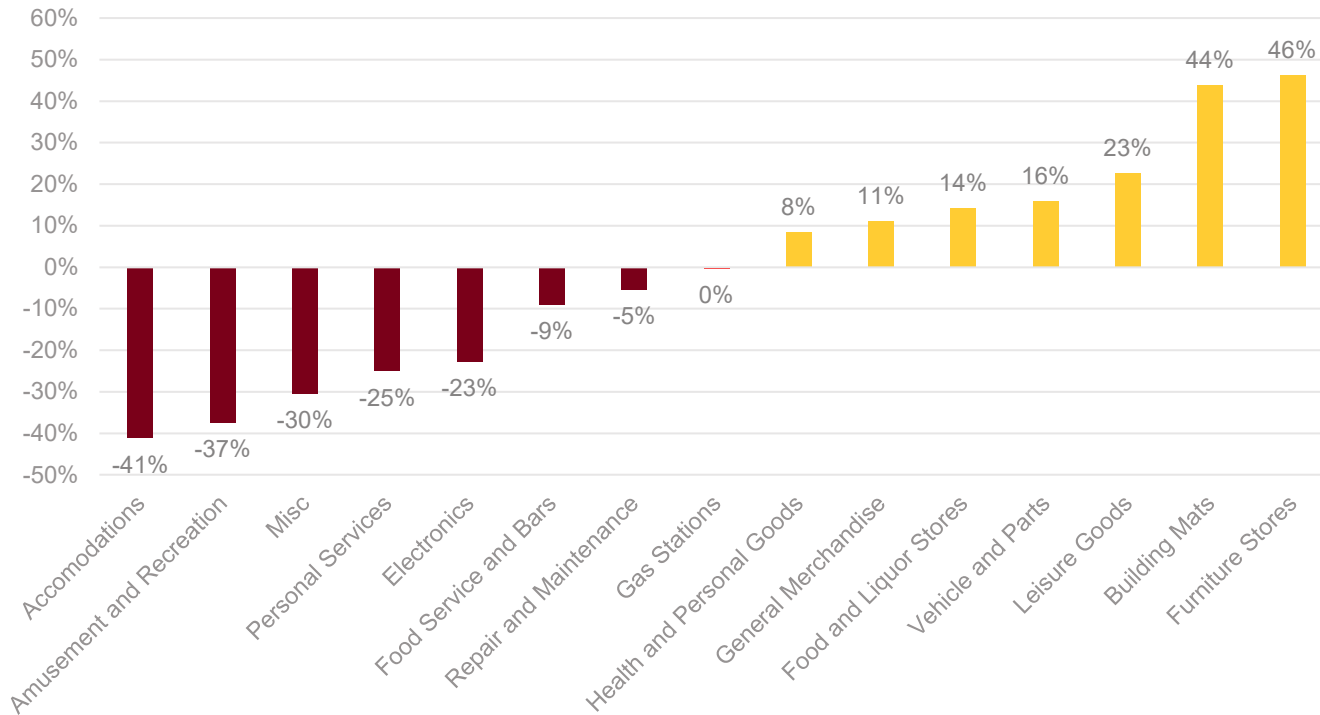
2020 DATA FROM MN REVENUE

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



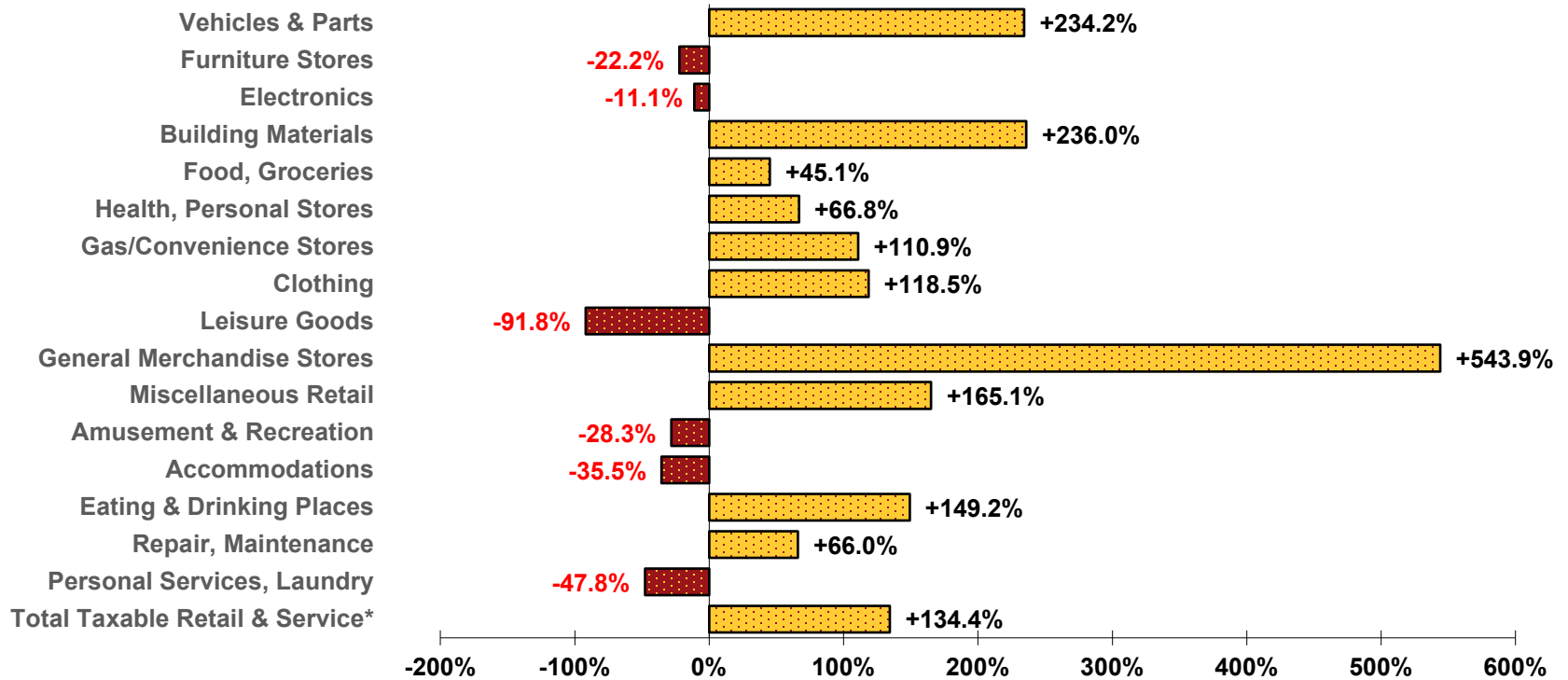


Change in Sales from 2019 to 2020





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



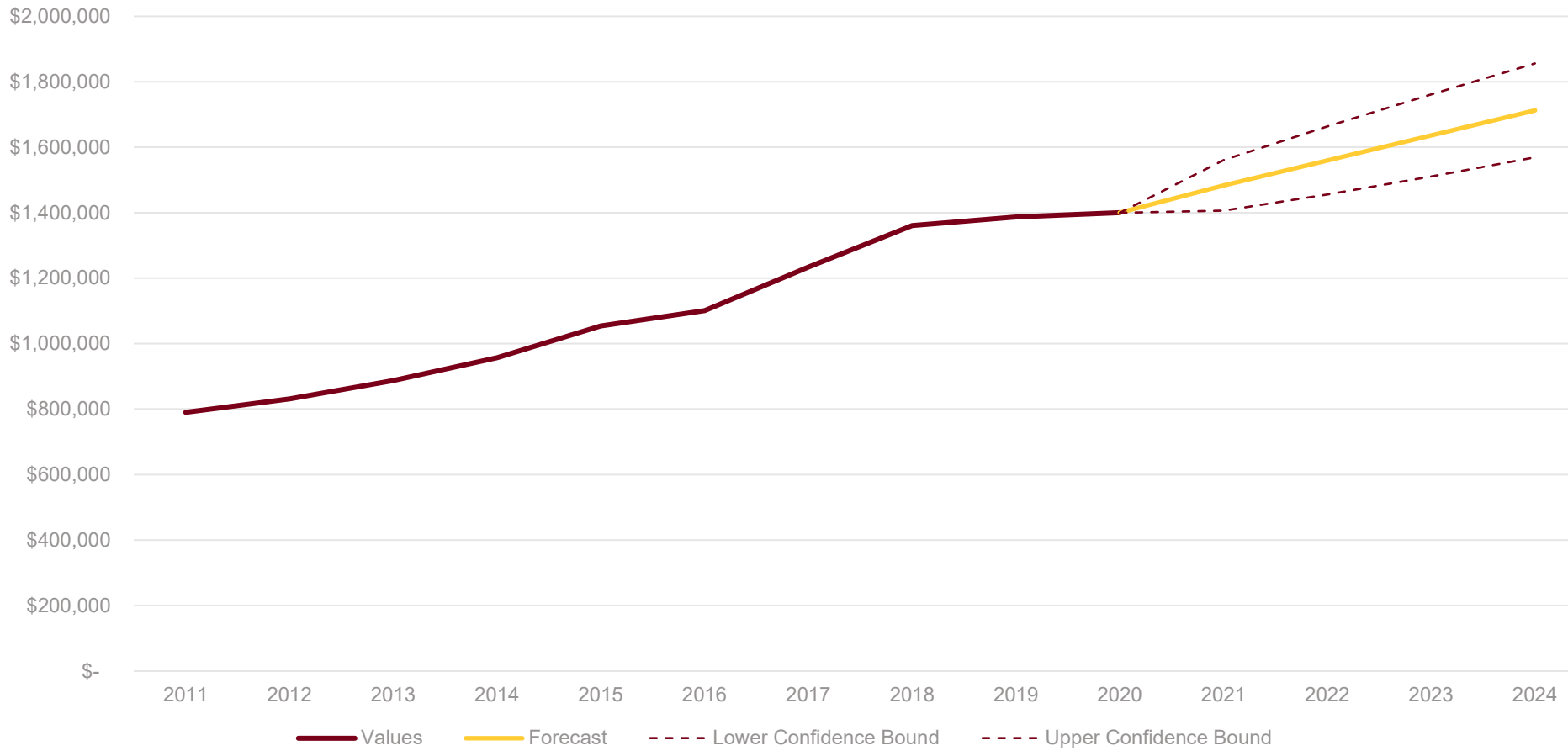
Major categories

Building Materials

General Merchandise

Eating and Drinking
Places

HIGHLIGHTS





Thank You

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