

## Business Mix Comparison

*This section analyzes the mix of retail and service businesses in New Richmond and provides a comparison with seven other similar communities in Wisconsin, Minnesota, Illinois, and Missouri. The analysis will be used later in this study as part of the determination of business expansion and recruitment opportunities.*

Examining the business mix of a downtown or business district provides a useful snapshot of the types and amounts of establishments located in the area. While the mix is useful on its own, comparing it to the business mix in other comparable communities provides a means of determining possible retail and service opportunities along with the answers to questions such as:

- Does our business community have fewer or more retail businesses than other similar communities?
- Is our community under-served or over-served in specific business categories?
- How does our retail/service mix compare to similar communities?

Answers to these types of questions are useful in identifying opportunities for future business expansion or recruitment.

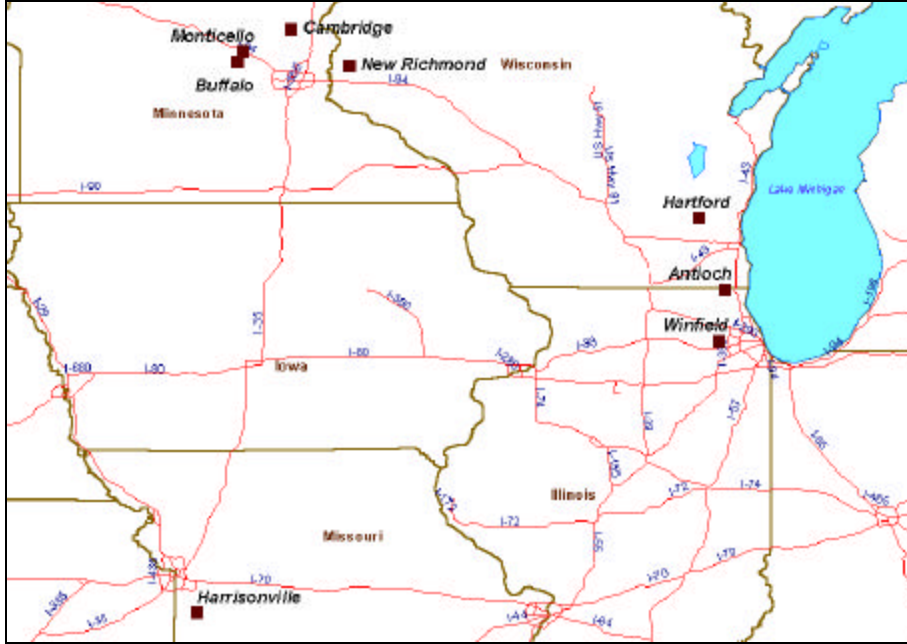
### Comparison Communities

For purposes of this analysis, New Richmond was compared to seven other Midwest communities that have a similar population (city/village with population of 5,000 to 10,000) and are located a similar distance from the center of a major metropolitan area (25 to 50 miles).

In selecting communities for comparison, those places with the largest number of businesses were chosen. This was done as the business mix analysis is intended to help identify business categories that may exist elsewhere, but are not currently represented in New Richmond.

Communities selected include Hartford, WI; Buffalo, MN; Cambridge, MN; Monticello, MN; Antioch, IL; Winfield, IL; and Harrisonville, MO.

The map on the following page illustrates the locations of these communities relative to New Richmond.



The following table provides a demographic profile of the seven comparison communities. For comparison purposes, data is presented for the municipality (city or village). This geographic area may be less than the actual trade area. Further, the following data for the City of New Richmond will reflect a smaller geographic area than the trade area demographics presented later in this report.

	New Richmond, WI	Hartford, WI	Buffalo, MN	Cambridge, MN	Monticello, MN	Antioch, IL	Winfield, IL	Harrisonville MO
Total Population	6,192	10,978	10,131	5,478	8,034	8,860	8,924	8,890
Percent White	98.60%	96.60%	96.90%	97.10%	97.40%	96.90%	92.00%	95.50%
Median Age Total	34.5	33.5	32.1	38.5	29.8	33.7	37.2	35
Total Households	2,535	4,297	3,710	2,249	2,977	3,295	2,951	3,447
Married-Couple HHs	42.40%	44.00%	48.00%	32.60%	47.70%	51.40%	66.70%	40.10%
Households with kids <18	25.40%	27.40%	30.20%	18.90%	33.80%	34.40%	39.50%	25.00%
Householder 65 years +	22.80%	21.30%	17.50%	36.00%	13.40%	15.60%	13.20%	25.20%
Commuter > 30 Min.	41.00%	34.20%	45.10%	32.40%	44.30%	53.80%	46.90%	41.40%
Median HH income, 1999	43,475	46,561	49,573	35,313	45,384	56,481	89,060	39,498
Per capita income 1999	19,840	20,418	21,424	20,697	19,229	25,711	35,482	17,280
Owner occupied	63.40%	61.40%	71.80%	63.00%	72.00%	67.30%	96.20%	65.70%
Ave HH Size	2.38	2.53	2.62	2.27	2.69	2.71	2.91	2.48
Median Home Value	107,100	129,500	122,800	96,300	125,900	166,600	206,700	82,800

Source: American Factfinder, U.S. Census Bureau, 2000 census data.

**Hartford, WI**

This suburban Milwaukee municipality has a population of 10,978, slightly larger than New Richmond. The average worker has a 25% shorter commute than workers in New Richmond. Median household income is slightly higher than in New Richmond. The median value of a home is slightly more than that of New Richmond.

**Buffalo, MN**

This suburban Minneapolis-St. Paul municipality has a population of 10,131, slightly larger than New Richmond. It has a higher percentage of households with children under the age of 18. Conversely, it has a lower percentage of householders aged 65 and older. Median household income is slightly higher than in New Richmond and the average household size is larger. More people own their own home and the median value of a home is slightly more than that of New Richmond.

**Cambridge, MN**

This suburban Minneapolis-St. Paul municipality has a population of 5,478, slightly less than New Richmond. It has fewer married couple households and a lower percent of households with children under 18 years old. Of all of the communities studied, it has the highest percentage of householders over the age of 65. The average worker has a 25% shorter commute than workers in New Richmond. Median household income is lower than in New Richmond, partly due to the older population.

**Monticello, MN**

This suburban Minneapolis-St. Paul municipality has a population of 8,034, slightly larger than New Richmond. It has a significantly lower median age. It has a higher percentage of households with children under the age of 18. Conversely, it has a lower percent of householders over 65 years old. Median household income is slightly higher than in New Richmond. Average household size is larger and more people own their own home. The median value of a home is more than that of New Richmond.

**Antioch, IL**

This suburban Chicago municipality has a population of 8,860, slightly larger than New Richmond. It has a higher percent of households with children under 18 years old. Conversely, it has a lower percent of householders over the age of 65. The average worker in Antioch has the longest commute among the selected communities. Median household income is higher than in New Richmond and the average household size is larger. The median value of a home is significantly more than that in New Richmond.

**Winfield, IL**

This suburban Chicago municipality has a population of 8,892, slightly larger than New Richmond. It has the most ethnically diverse population of the selected communities. It has a significantly higher percent of married couple households and a higher percentage of households with children under the age of 18. Conversely, it has a lower percent of householders over 65 years old. The median household income and per capita income is almost twice that of New Richmond. The average household size is larger. Almost all residents in this affluent community own their own homes and the median value of a home is almost twice that in New Richmond.

**Harrisonville, MO**

This suburban Kansas City municipality has a population of 8,890, slightly larger than New Richmond. Median household income is slightly lower than in New Richmond and the median value of a home is significantly less than in New Richmond.

## Data Collection

Data was collected on the types of businesses in each community through an American Business Information® database, according to the respective communities' zip codes. It is important to note that each business was placed into only one category. The category used was based on the primary type of goods or services provided by the business. For instance, a hardware store may sell some auto parts, but should be categorized as a hardware store if that is its primary line of business.

For each community, data was collected for retail and service businesses that exist within the zip code area. Only those businesses selected from the American Business Information® database were included. Certain businesses including home-based businesses may not be included in the tallies.

A total of 207 businesses were tallied in New Richmond (119 retail/88 service) compared to an average of 229 in the comparison communities (124 retail/105 service). Detailed data describing the mix of businesses is presented in the table on the next page.

Zip Code Businesses	New Richmond	Hartford, WI	Buffalo, MN	Cambridge, MN	Monticello, MN	Antioch, IL	Winfield, IL	Harrisonville, MO
<b>Retail Store Type</b>								
Auto/ Truck	4	5	10	10	2	11	1	12
Boat/ RV/ Snowmobile/Motorcycle	2	0	0	3	2	3	0	2
Auto Supply	3	4	4	5	5	3	0	5
Furniture	1	2	3	1	1	6	1	4
Home Furnishings	4	3	3	2	3	12	0	5
Household Appliances	3	2	1	4	2	0	0	3
Radio/ TV/ Computer/ Music	1	3	5	3	3	12	5	7
Building Materials	1	5	8	5	7	12	3	10
Hardware	1	1	2	2	1	3	1	0
Lawn/ Garden	2	5	5	3	7	6	2	5
Food-Grocery	2	3	4	5	3	6	0	2
Food-Convenience	2	4	2	5	4	3	2	7
Food-Specialty	4	3	4	5	5	9	3	2
Liquor	2	3	1	1	1	1	2	3
Drug**	2	4	3	2	3	2	1	4
Gas Stations	4	3	2	2	4	10	3	5
Apparel	0	4	3	6	0	7	2	7
Shoes	0	3	1	0	0	0	0	0
Jewelry	2	2	2	1	2	2	0	4
Sporting Goods/ Bicycles*	0	4	4	3	2	6	3	7
Hobby/ Toy/ Game	0	2	1	1	1	3	2	0
Sewing	2	0	1	0	0	2	0	0
Book Stores	0	0	3	2	1	3	0	0
Department/ General Merchandise	1	1	4	5	1	2	0	4
Flower	3	3	4	4	2	4	5	4
Office Supply	0	0	0	0	1	0	0	2
Gift	1	7	5	1	2	5	1	5
Antiques/ Used Merchandise	0	7	11	1	5	7	0	2
Eating Places *** 4	22	21	23	20	23	42	15	24
Drinking Places	11	11	0	0	3	14	0	2
Misc. Retail	5	10	8	3	6	12	3	9
<b>Service Business Type</b>								
Travel Agencies	1	4	6	1	4	2	1	2
Banks/ Credit Unions	4	7	5	4	3	7	3	7
Security/ Commodity Brokers	3	4	5	3	4	2	3	2
Insurance Agents/ Brokers	21	17	29	22	9	19	3	20
Real Estate Agents	15	10	9	11	11	29	11	18
Lodging Accommodations	3	5	3	5	5	14	0	5
Laundry/ Dry Cleaners	3	3	1	3	4	10	3	3
Photo Studios	1	3	2	2	3	3	0	2
Beauty/ Barber Shops	15	13	16	14	13	18	17	21
Shoe Repair	0	0	1	0	0	1	0	0
Tax Return	1	1	6	3	2	6	1	5
Misc. Personal Services	3	4	8	4	2	9	2	3
Auto Repair	6	23	19	20	11	27	4	32
Radio/ TV Repair	1	0	0	0	0	0	1	1
Motion Picture Theatres	1	1	1	1	0	1	0	1
Video Tape Rental	2	3	3	2	2	3	0	0
Dance Studios/ Schools/ Halls	2	0	2	0	1	3	0	1
Bowling Centers	1	1	1	1	0	1	0	0
Health Clubs/ Fitness Centers	2	0	1	1	1	2	0	0
Museums/ Art Galleries	1	3	0	0	1	0	2	0
Child Day Care Services	6	7	6	5	5	2	1	4
Offices of Chiropractors	9	9	6	7	7	3	2	5
Dentists	6	13	11	7	15	23	13	5
Legal/Accounting/Tax Returns	21	17	20	20	10	15	12	23
Bookkeeping & Payroll Services	9	5	18	5	13	10	1	13

## Conclusion

As previously mentioned, the business mix comparison allows retail and service businesses to be compared among communities. The following conclusions can be drawn from this analysis:

- New Richmond has close to the median number of retail business as compared to the seven comparable communities.
- New Richmond has fewer service businesses than a majority of the seven comparable communities, exceeding only Monticello, MN and Winfield, IL.
- The retail-to-service ratio for New Richmond's business community (119/88 or 1.35) is relatively higher than the average of the seven communities' retail-to-service ratio (124/105 or 1.18).
- Retail categories under-served in New Richmond that exist (or are more abundant) in the comparison communities include:
  - Antiques/Used Merchandise
  - Gift Shops
  - Department Stores/General Merchandise
  - Book Stores
  - Building Materials Stores (electric, lumber, glass, etc.)
  - Apparel Stores
  - Lawn & Garden
- Service categories under-served in New Richmond that exist (or are more abundant) in the comparison communities include:
  - Banks and Credit Unions
  - Travel Agencies
  - Video Tape Rental
  - Tax Return
  - Auto Repair

These and other categories will be evaluated in more detail later in the report. Certain categories including physicians were not evaluated due to the complexity of their market analysis.