

Downtown Menomonie



Menomonie, Wisconsin **Downtown Renewed**



DOWNTOWN MENOMONIE

Welcome to Downtown Menomonie, located in the center of a vibrant community, filled with energy that is evident throughout. It is a place where many things happen because they are planned, and the potential for more activities is always a possibility. It is compact, allowing that energy to be contagious between public spaces, between buildings, and between events. As a place of exchange, it is a good place to do business, but more important, it is a place where families, entrepreneurs, thinkers, faculty, and students live, socialize and create the innovations that will shape the economic and cultural future of Western Wisconsin.

PRIME MARKET

The Downtown Trade area population is 40,987 and is projected to increase to 43,441 by 2016.

UW-Stout student purchases are estimated at \$7.6 million on clothing and entertainment expenditures during the 9 month school year.

DOWNTOWN HIGHLIGHTS

- Ranked #15 in top Small Towns in America by Smithsonian Magazine in 2012
- National Register of Historic Places
- Mabel Tainter Center for the Arts
- University of Wisconsin-Stout
- Menomonie Market Food Co-op
- Active Main Street Program
- Large Variety of Retail and Dining
- Assortment of Events Throughout Year



ABOUT MENOMONIE

Menomonie has a population of 16,000, and is a traditional, yet progressive city. A portion of our Main Street has been designated a National Historic District, and is anchored by the restored Victorian-Era Mabel Tainter Center for the Arts. We invite you to attend an evening at the theater, walk along the beautiful Lake Menomin in the heart of the city, attend summertime concerts and ice cream socials in one of our many parks, sporting events, festivals, and the many other traditions that Menomonie has to offer.

Menomonie is also a progressive community, with a thriving industrial base that includes 3M, Ford Motor Company, Wal-Mart Distribution Center, ConAgra Foods-Swiss Miss, Cardinal FG, Andersen Windows, Phillips Plastics Corporation, and several other industrial facilities. We are privileged to have a state-of-the-art Hospital and Medical Center (which are part of the Mayo Clinic Health System), a beautiful Library overlooking the shores of Lake Menomin, an excellent K-12 school system, and the Chippewa Valley Technical College.

The University of Wisconsin-Stout is also a valued member of our community. UW-Stout has an international reputation for its excellent degree programs in business, industry, technology, education, human development, and art and design.



Downtown Menomonie's Market

With the University of Wisconsin-Stout in the heart of Downtown Menomonie, there is a vibrant customer base of people that visit and work in downtown.

Extensive market research demonstrates that Downtown Menomonie has existing capacity to support **additional** stores in its thriving downtown. An estimated **78,400 gross leasable area**.



Downtown Menomonie Supportable Space By Merchandise Category (Gross Leasable Area)

Merchandise Category	2010	2015
Convenience Retailers		
Convenience Grocery	2,000	2,000
Drug Stores	14,000	14,000
Hardware	7,500	7,500
Food/Health Stores	1,200	1,200
Food Service		
Full Service Restaurants	9,000	12,000
Limited Service Restaurants	6,000	6,000
Ice Cream/Yogurt	1,500	1,500
Donut/Bagel	2,500	2,500
Coffee	2,000	2,000
Subtotal	45,700	48,700
Shopping Goods		
Women's Clothing	6,000	6,000
Family Clothing	4,000	5,000
Accessories	600	600
Shoes	3,000	3,000
Furniture and Home Furnishings	5,000	5,000
Radio, TV & Electronics	2,500	2,500
Computers, Software, Music	1,000	1,000
Sporting Goods	3,000	3,000
Hobby, Toy & Game	1,600	1,600
Gift & Novelty	2,500	3,000
Sewing	2,500	2,500
Other Health & Personal Care	1,000	1,000
Subtotal	32,700	34,200
Total	78,400	82,900



Menomonie's Downtown trade area households are expected to increase at an annual growth rate of 1.2% from 15,211 in 2011 to 16,142 in 2016.

Downtown and Secondary Trade Areas Population and Households: 2000 Census; 2011 and 2016 Estimated

	Downtown Trade Area	Secondary Trade Area	Total Trade Area
Population			
2000	36,319	23,858	60,177
2011E	40,987	26,046	67,033
2016E	43,441	27,303	70,744
Annual Growth Rate			
2000-2011E	1.11%	.80%	.99%
2011-2016E	1.17%	.95%	1.08%
Households			
2000	13,004	8,793	21,797
2011E	15,211	10,141	25,352
2016E	16,142	10,807	26,949
Annual Growth Rate			
2000-2011E	1.44%	1.31%	1.38%
2011-2016E	1.20%	1.28%	1.23%

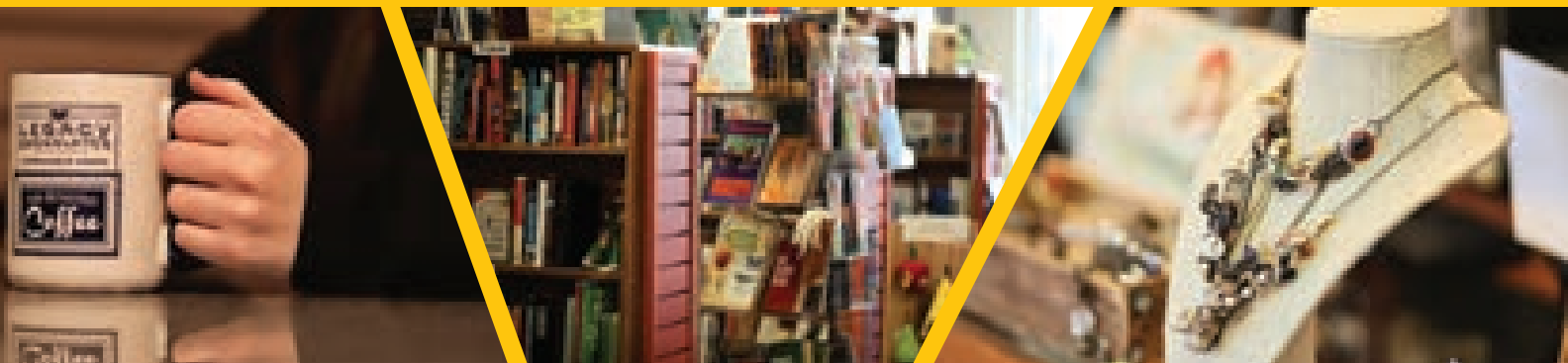
E: Estimated

Source: US Census, Scan/US, Inc. and McComb Group, Ltd.

The average household income of the downtown trade area is estimated to grow to an average of \$70,479 by 2016.

Downtown and Secondary Trade Areas Average Household Income: 2000 Census: 2011 and 2016 Estimated

	Downtown Trade Area	Secondary Trade Area	Total Trade Area
Average Household Income			
2000	\$49,935	\$53,682	\$53,903
2011E	\$62,989	\$65,447	\$62,715
2016E	\$70,479	\$72,140	\$67,370



University of Wisconsin-Stout

With over **9,000 students** and close to **1,500 employees**, the University of Wisconsin-Stout (UW-Stout) provides a strong customer base for the downtown businesses. UW-Stout also serves as an attraction for conferences, sporting events and receptions drawing additional customers to Downtown Menomonie and contributing an estimated **\$115 million** in economic impact to the region. According to research conducted by Economic Modeling Specialists International (EMSI), UW-Stout drew approximately **65,200 visitors** in 2010-11.

Research was conducted of UW-Stout students and staff eating and spending habits. The total estimated clothing expenditures for students is **\$3.1 million** and an estimated **\$4.5 million** on entertainment during the school year. These estimates demonstrate that UW-Stout students represent a significant opportunity for Downtown Menomonie to capture additional student spending.

Estimated Spending for Clothing and Entertainment Per School Year

Item	Live On Campus		Live Off Campus		Total
	Per Capita	Total	Per Capita	Total	
Eau Claire	\$310	\$973,000	\$355	\$2,194,000	\$3,167,000
Twin Cities	\$383	\$1,200,000	\$533	\$3,300,000	\$4,500,000

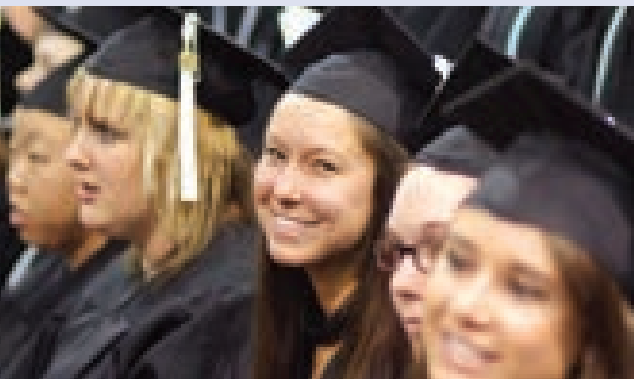
Source: McComb Group, Ltd.

A significant portion of UW-Stout staff stay in Menomonie after work for a variety reasons. Overall, UW-Stout staff members stay in Menomonie after work about 9,000 times per month with dining and shopping being the most frequent activities.

UW-Stout Staff Monthly Frequency of Staying in Menomonie After Work

Activity	Live in Menomonie		Live Elsewhere		Total
	Per Capita	Total	Per Capita	Total	
Shopping	1.89	1,271	1.75	1,184	2,455
Dining	1.90	1,280	1.63	1,099	2,379
Entertainment	.48	322	.41	279	601
Special Events	.62	417	.53	356	773
Personal Business	.99	666	.95	644	1,310
Business Meeting	.57	380	.51	388	735
Other	.52	347	.57	388	735
Total	6.97	4,683	6.35	4,295	8,978

Source: McComb Group, Ltd.



DOWNTOWN MENOMONIE MARKET DRAWS

Menomonie is a thriving community with growing employment in west-central Wisconsin. Factors that support additional retail development in Menomonie include:

- Menomonie's Downtown trade area population was estimated at 40,987 in 2011 and is projected to increase to about 43,441 in 2016.
- Downtown trade area households are estimated at 15,211 in 2011 and area expected to increase to about 16,142 in 2016, a growth rate of 1.2 percent annually.
- Average 2011 household income in the Downtown trade area was estimated at \$62,989 and is estimated to be \$70,479 in 2016.
- Due to physical barriers created by the Red Cedar River and Lake Menomin, one-half of Downtown trade area shoppers must pass through downtown Menomonie to reach the I-94 shopping area on North Broadway.
- UW-Stout, which had a 2012 fall enrollment of 9,247 undergraduate and graduate students and 1,421 staff members, has a significant impact on downtown retailing.
- UW-Stout students represent a significant market. Estimated nine-month school year clothing purchases are estimated at \$3.2 million and entertainment expenditures are estimated at \$4.5 million based on student surveys.

Menomonie's many economic attributes, trade area population, and UW-Stout student and faculty provide support for expanded retail stores, restaurants, and services.



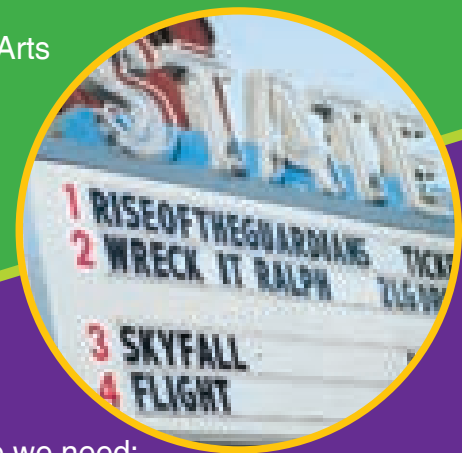
WHAT WE HAVE:

- 38 service businesses
- 26 restaurants/taverns/coffee shops
- 24 retail stores
- 5 financial institutions
- 3 antique stores
- 1 grocery/food co-op
- 1 pharmacy

- Mabel Tainter Center for the Arts
- Scenic Lake Frontage
- Veterans Memorial Park
- 3 state highways
- 521 public parking spaces

WHAT WE NEED:

- Informal surveys indicate we need:
- Breakfast/Diner style restaurant
 - Variety store
 - Café with homemade food, desserts and pastries
 - Bagel shop
 - Gift store
 - Hardware store



Downtown Menomonie



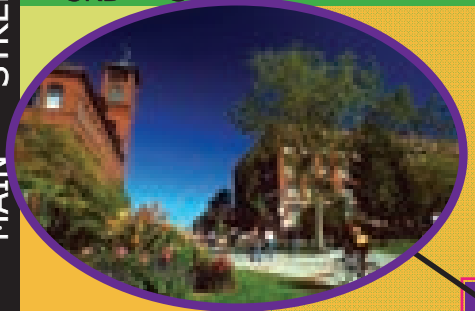
Lake Menomin



Mabel Tainter
Center for the Arts



Wilson Park



UW-Stout Campus

City
Hall

STATE HWY 12/29
CRESCENT STREET
6TH AVE
9TH STREET

14,200 VEHICLES PER DAY

CRESCENT STREET
11,900 VEHICLES PER DAY

STATE HWY 25
12,000 VEHICLES PER DAY
SOUTH BROADWAY

MAIN STREET

WILSON AVENUE

8TH STREET

7TH STREET

6TH STREET

4TH ST.

3RD STREET

4TH AVE

6TH

*Wilson Park Photo by Jim D'Angelo, D'Angelo Photography Studio



MENOMONIE NOW

Recently ranked #15 of Best Small Towns in America by Smithsonian Magazine, Menomonie is a community with an endless list of amenities supporting a diverse community. With an award winning Polytechnic University, quality Mayo Clinic Health System campus, a thriving Technical College, public transportation system and close proximity to the area's primary highways, Menomonie has it all.

Downtown Menomonie has an active Main Street organization and was selected in 2013 as one of twenty Connect Communities through the Wisconsin Economic Development Corporation. Our Business Improvement District currently consists of 76 properties with 100 businesses and includes a nationally recognized Downtown Historic District.

Significant residential, working and downtown visitor populations combine to create a solid base of consumers for Downtown Menomonie.

Main Street of Menomonie, Inc is actively seeking additional ethnic and specialty eateries, retail shops and professional organizations to further enhance the downtown experience.

Your business needs to be where the action is. Your business needs to be in Downtown Menomonie.

We look forward to seeing you in Downtown Menomonie!

For more information contact:

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