

Northfield's Connecting Businesses and Community (CBC) Program

Task Force Retreat

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Our Agenda Today

- Overview of retreat & research report – Michael Darger
- Strategy One: Opportunities for Improved City Services (Tab 3)
- Strategy Two: Enhance Resources for Businesses (Tab 3)
- Dinner Break
- Strategy Three: Downtown Vibes – Retail and Hospitality (Tab 3)
- Strategy Four: Housing and Real Estate (Tab 3)
- Review and recap ideas
- Rank priorities and identify projects
- Short project team meetings (Tab 7)
- Adjourn

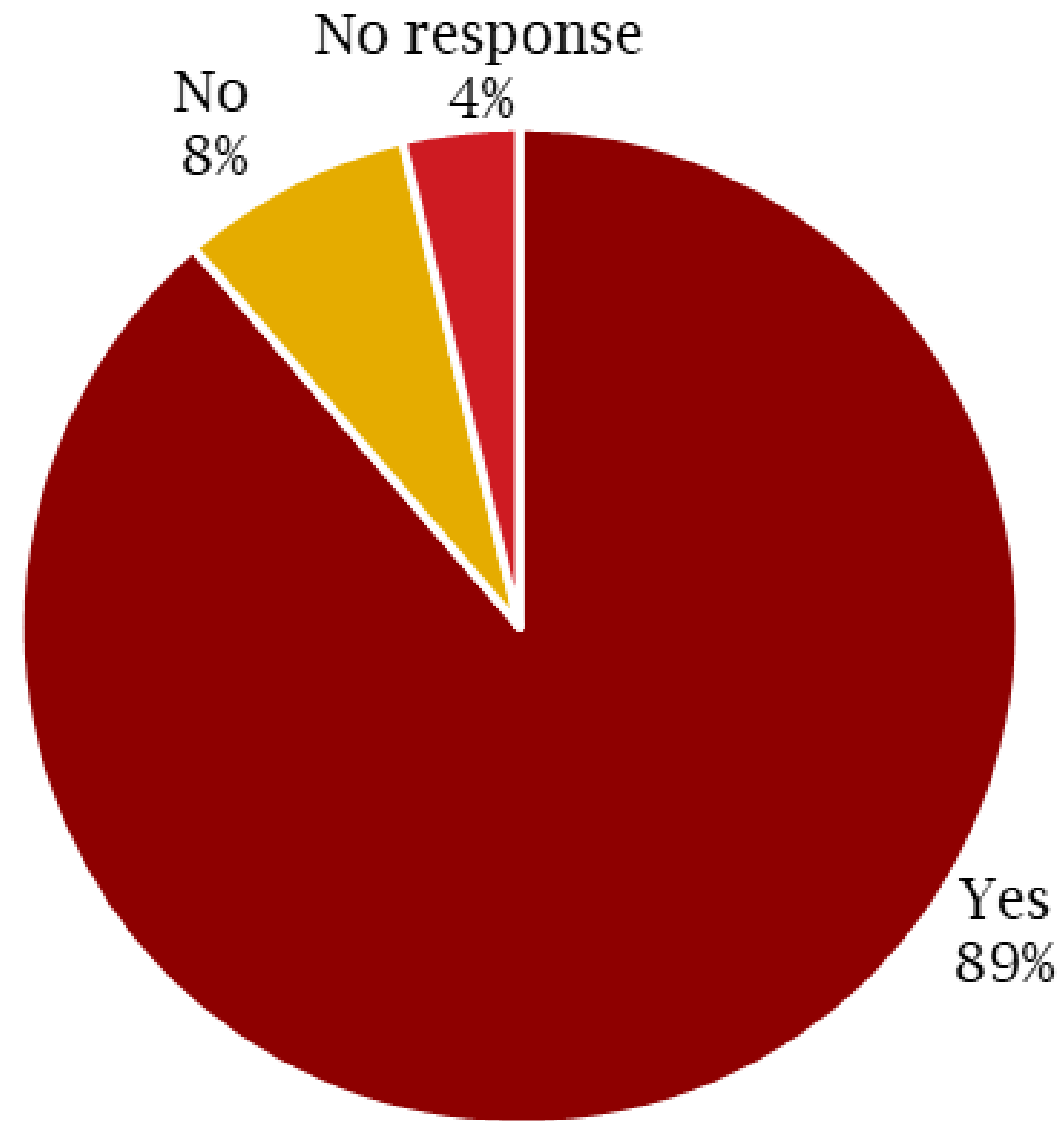


Figure 2-1. Is your business locally owned?

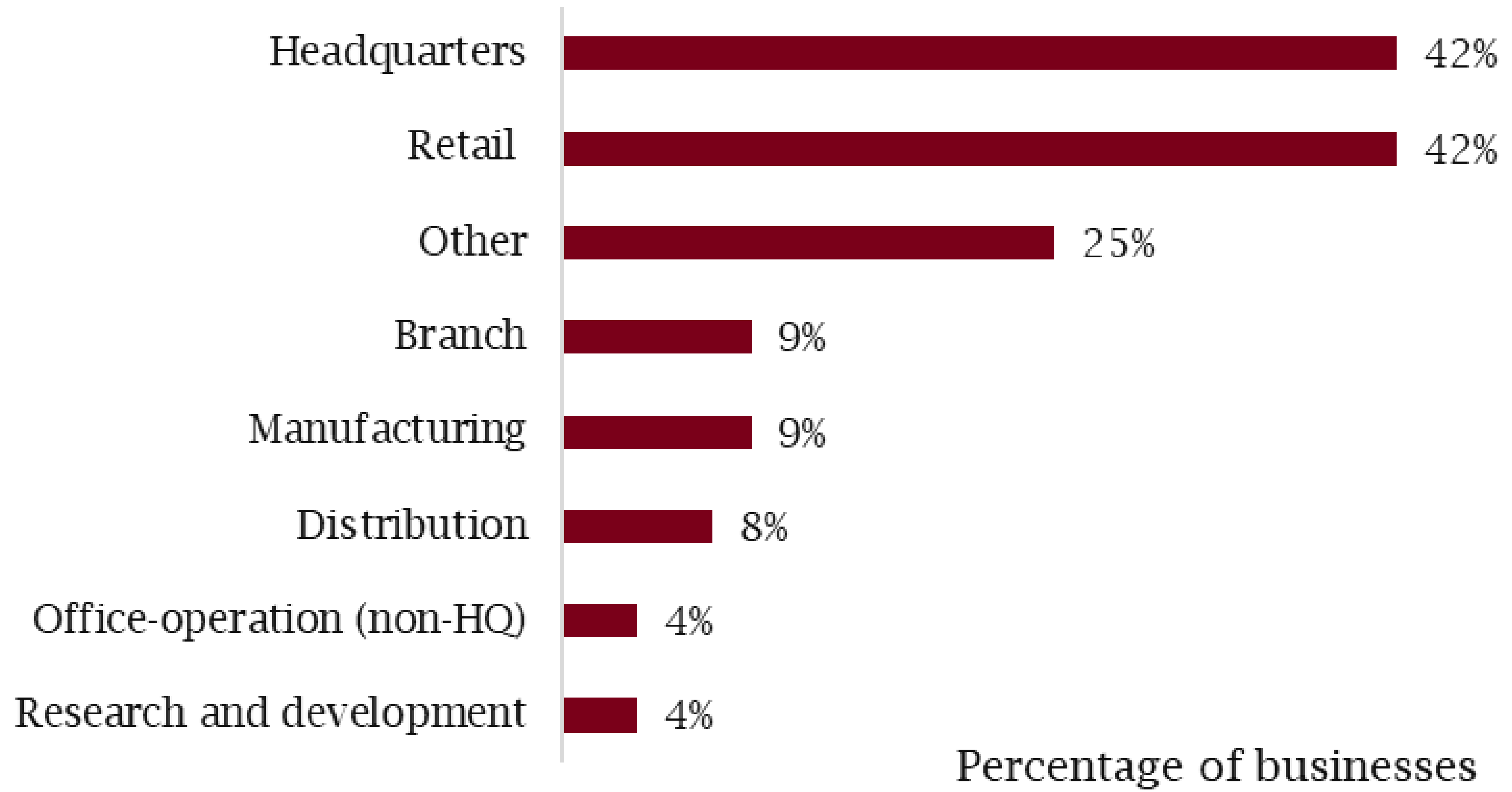


Figure 2-2. What type of facility is this?

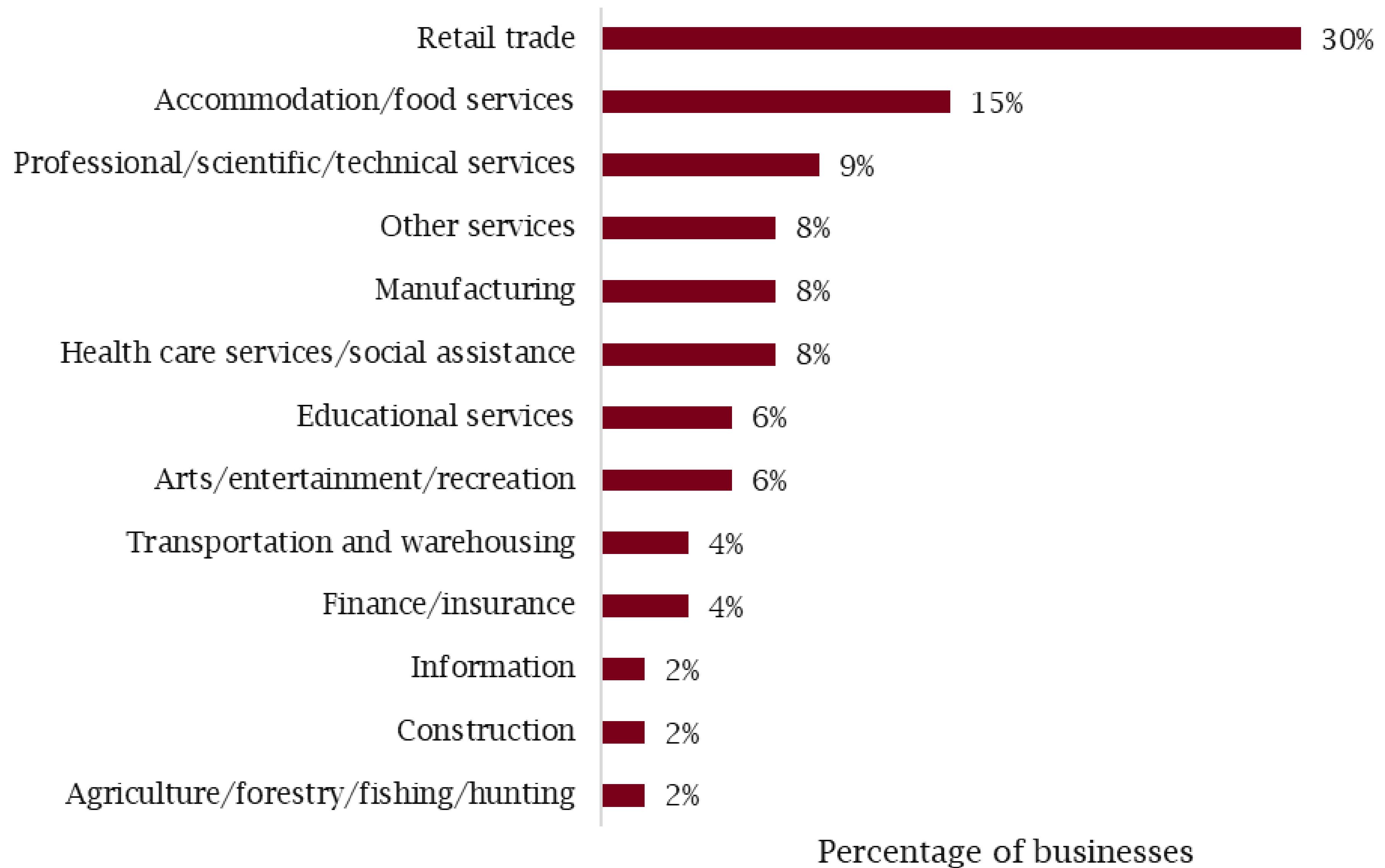


Figure 2-3. Which NAICS category best describes your business?

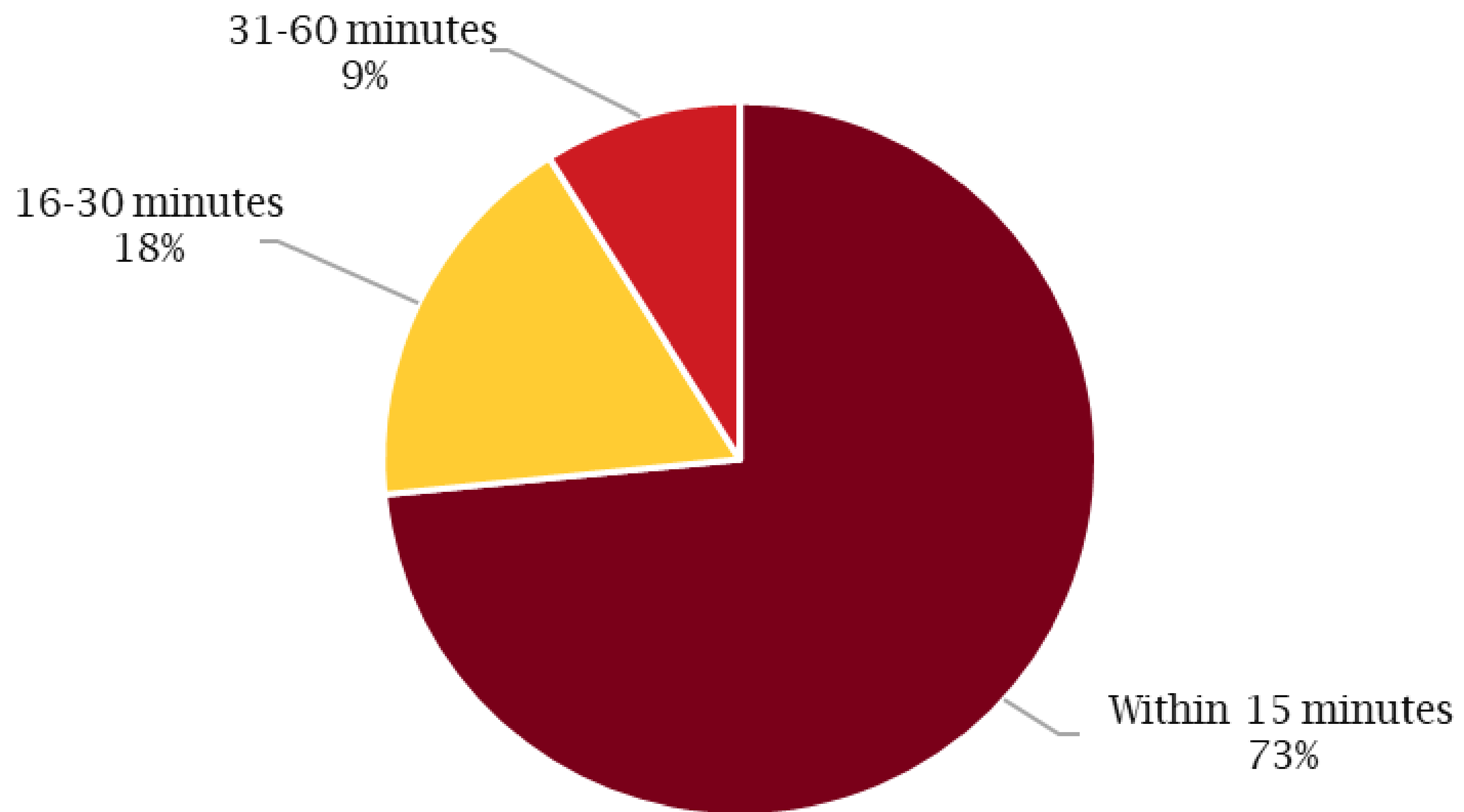


Figure 2-4. Please estimate the commute time for your employees.

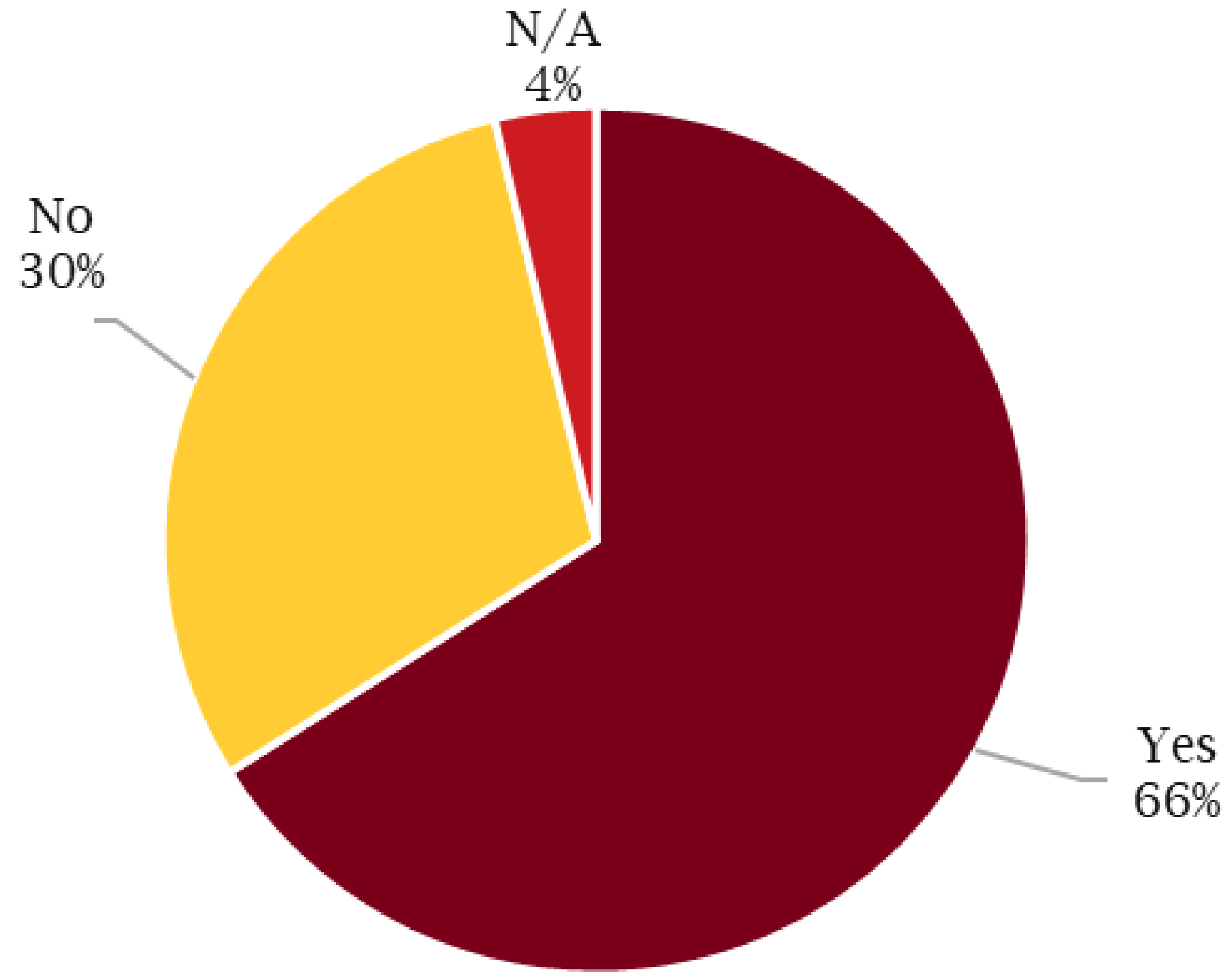


Figure 2-5. Do you have a written business plan?

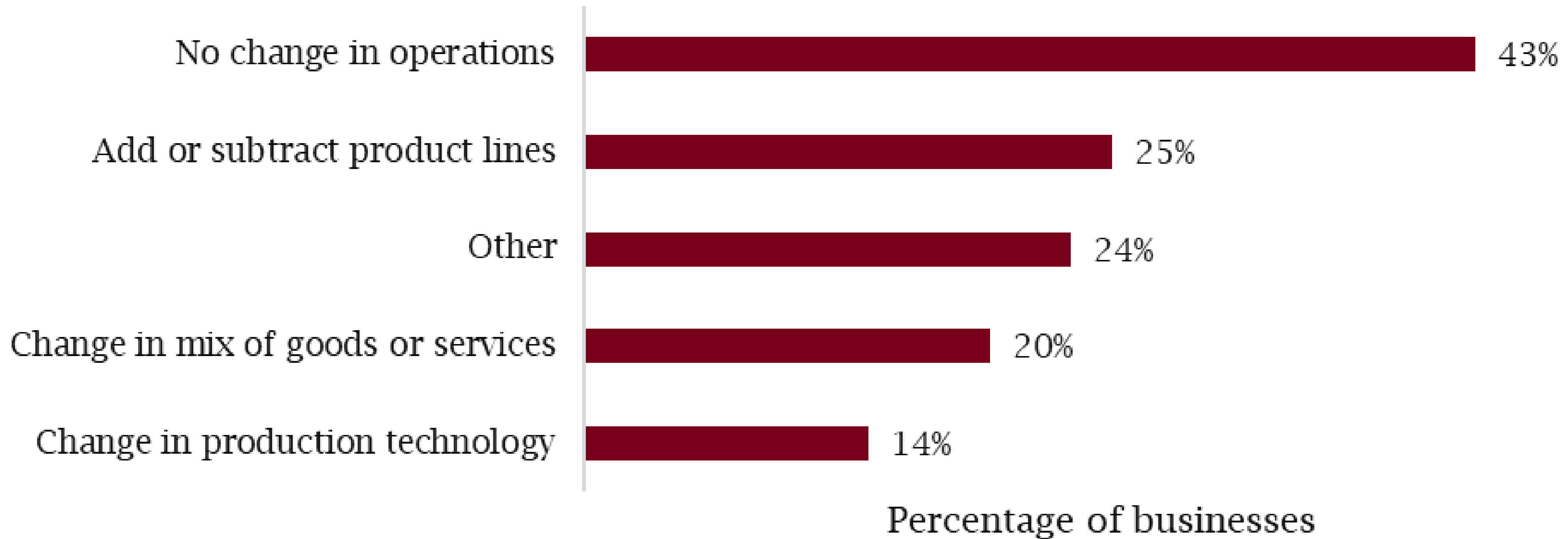


Figure 2-6. Are there any changes in your business plan for the next three years? (Select all that apply)

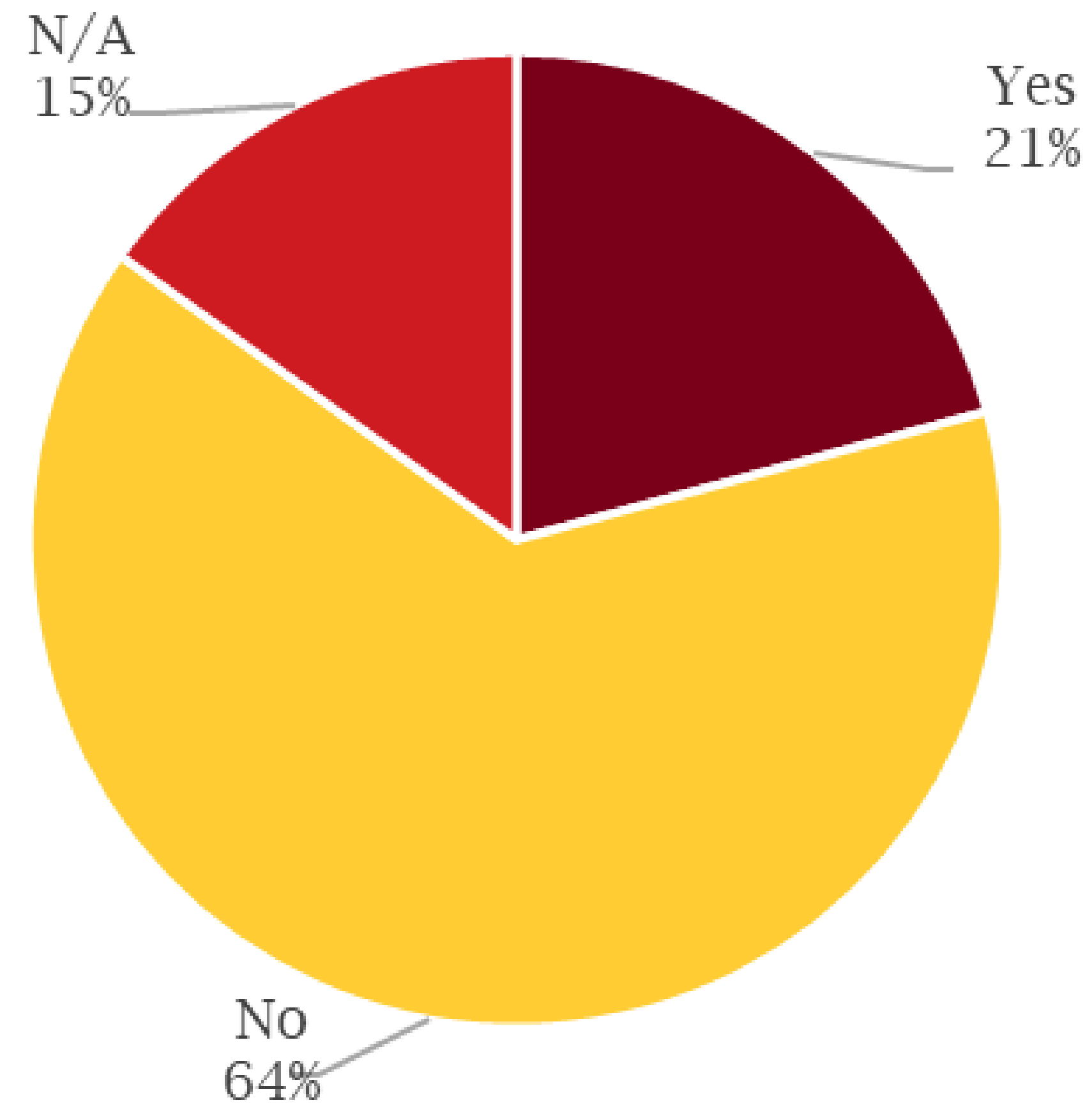


Figure 2-7. Does your business have a written transition plan for ownership, leadership, or both?

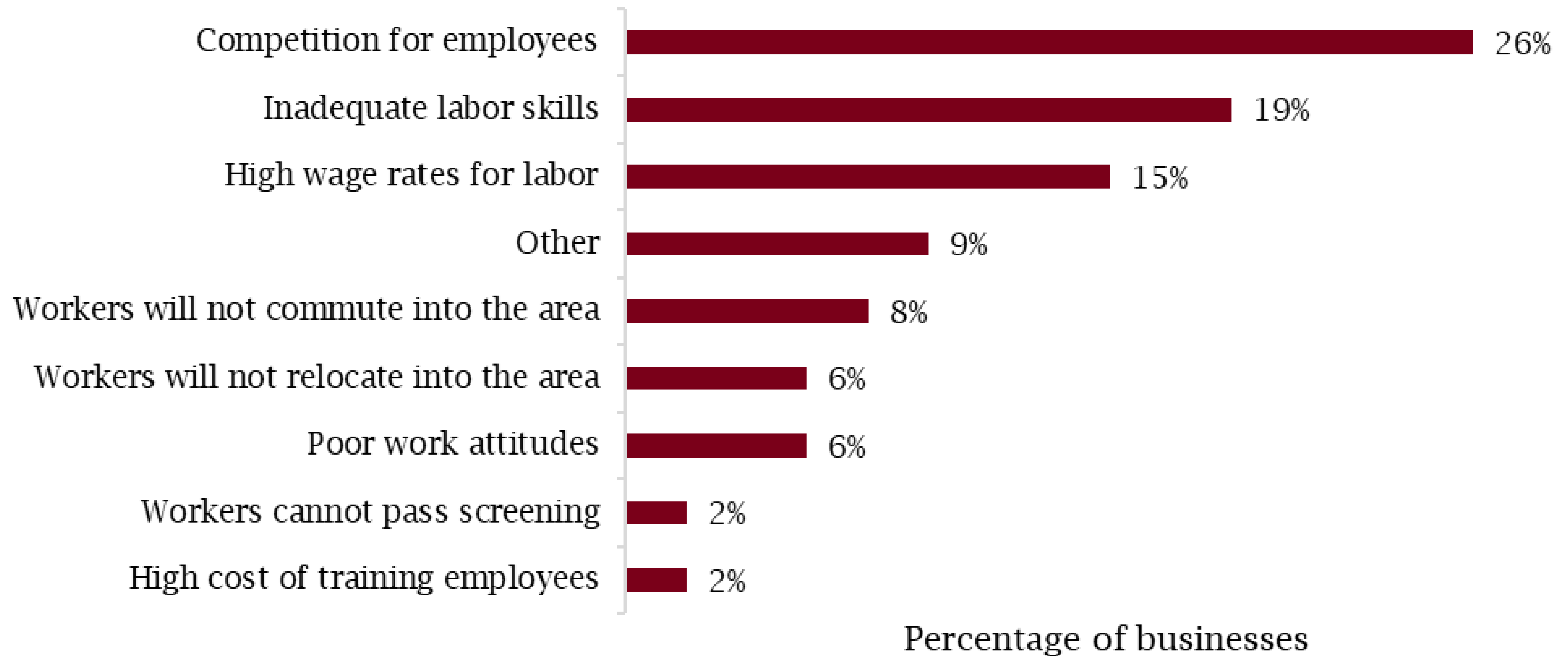


Figure 2-8. What are the three most important reasons for your recruiting problems?

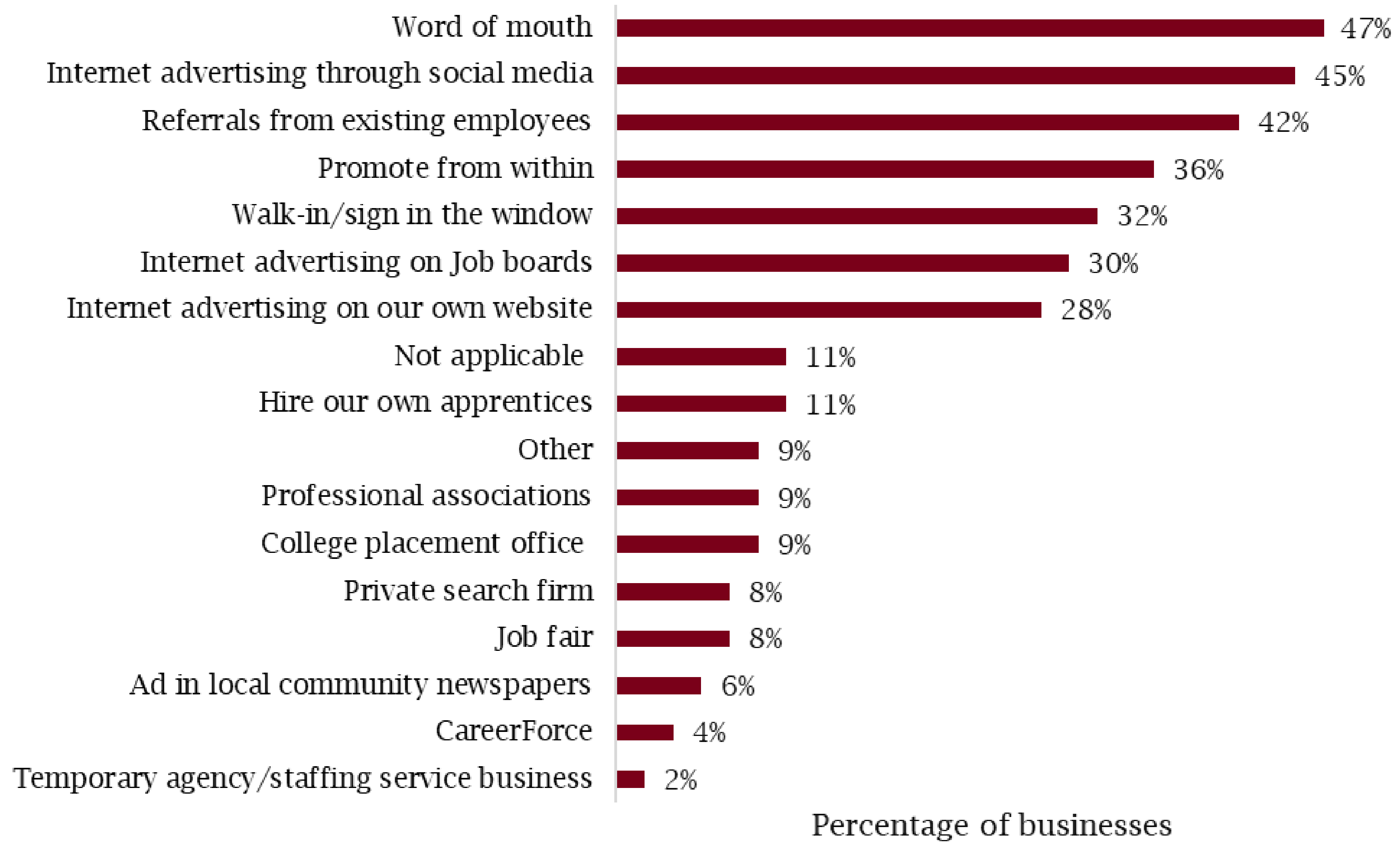


Figure 2-9. What resources are you using to locate new employees?

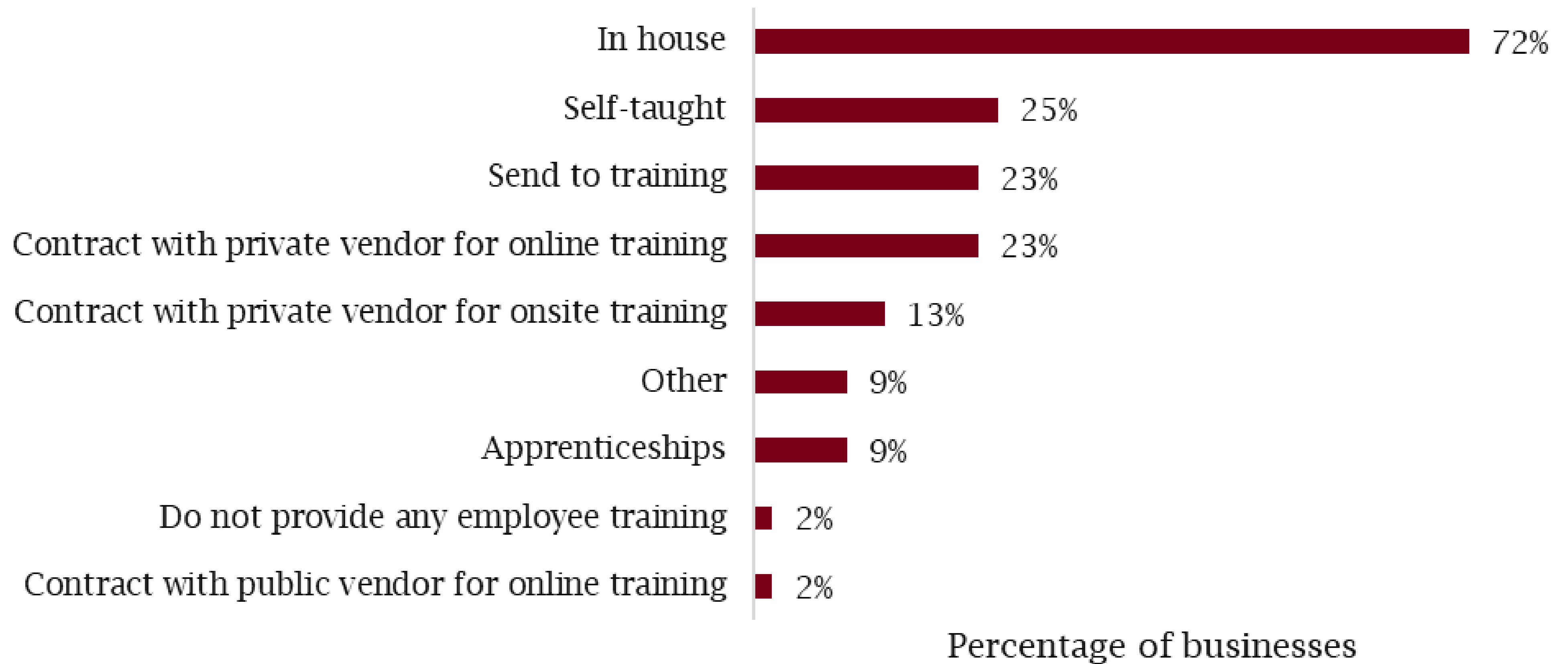


Figure 2-10. How do you currently train your employees?

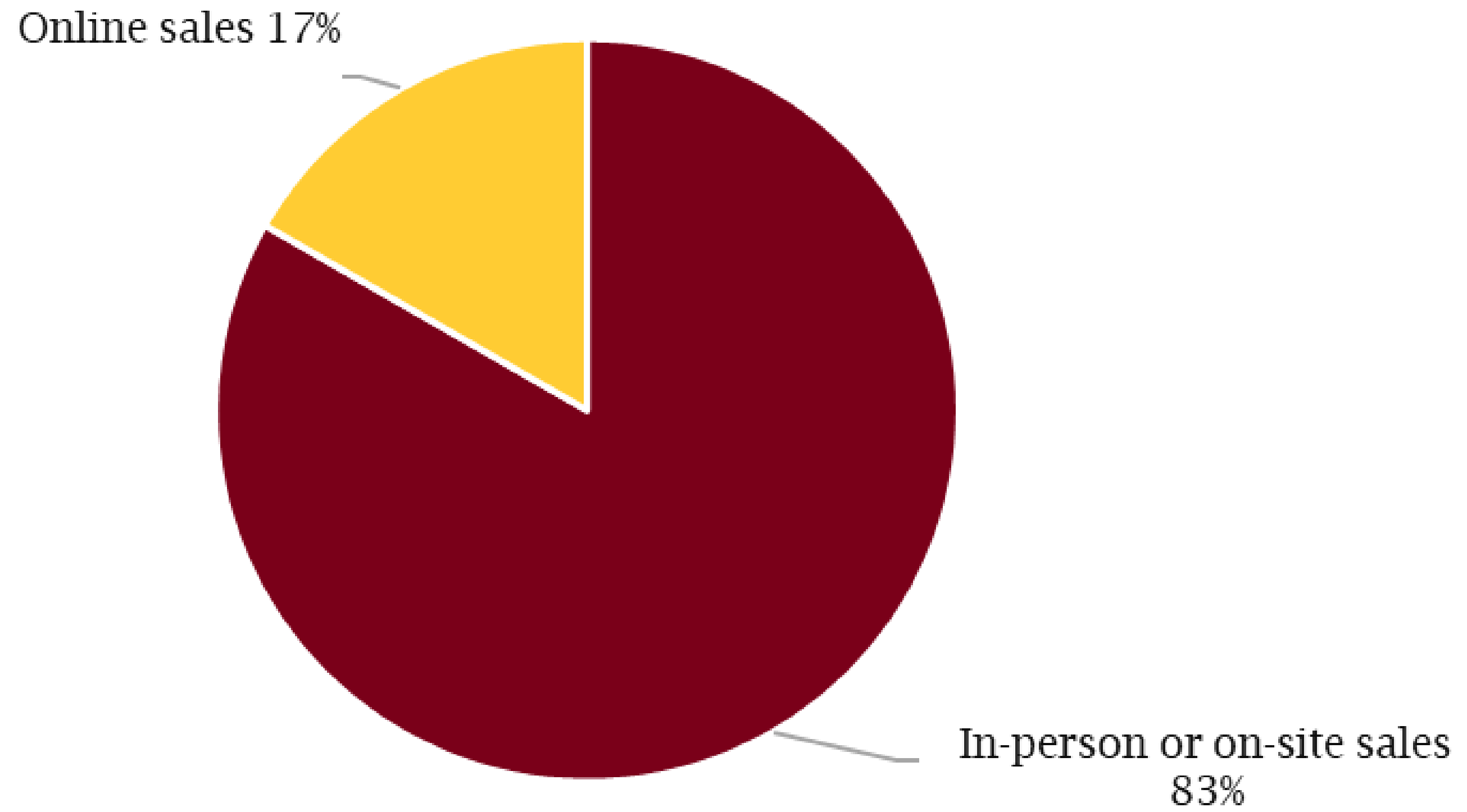


Figure 2-11. What percentage of your sales are online vs. in person?

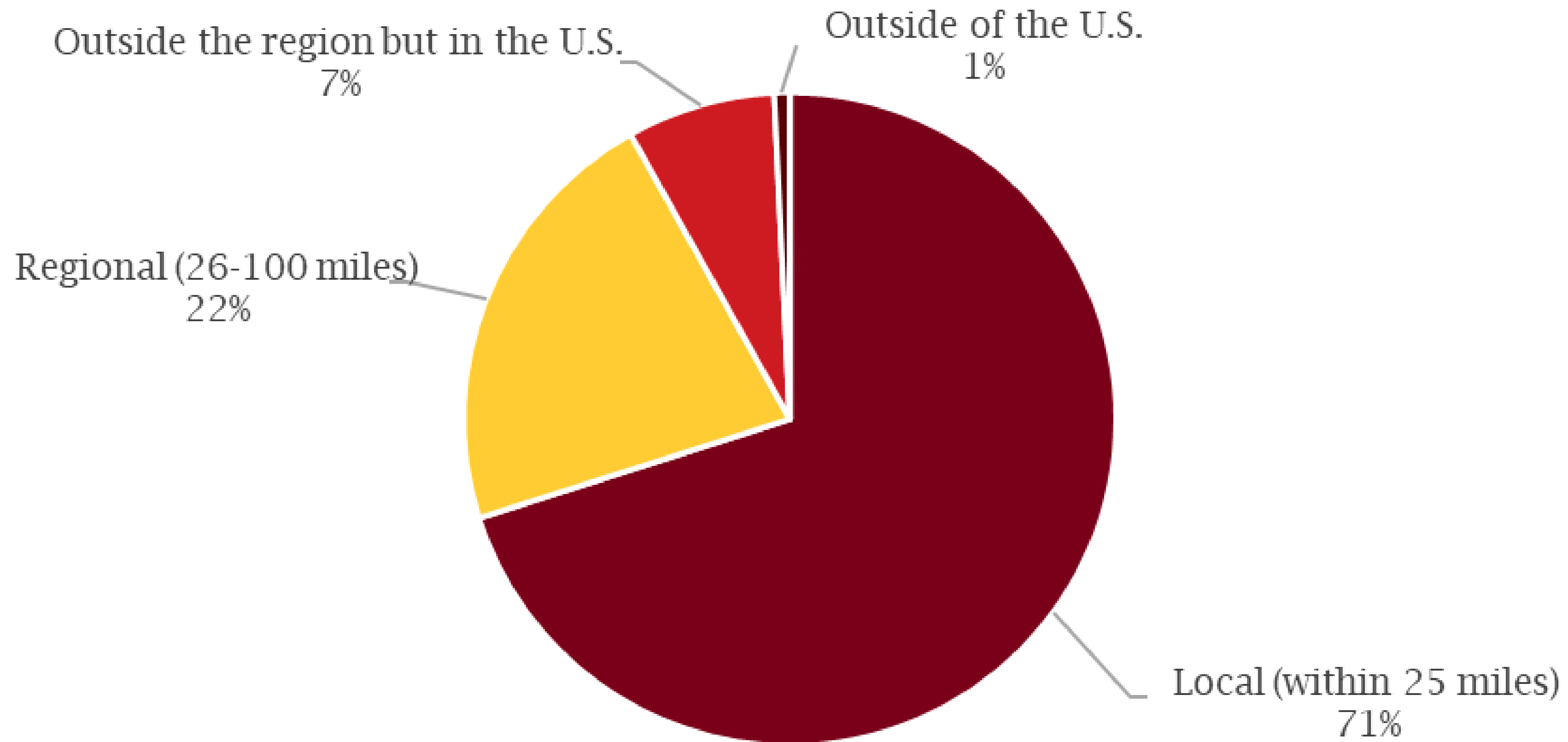


Figure 2-12. Please estimate the percentage of your gross sales coming from the following locations.

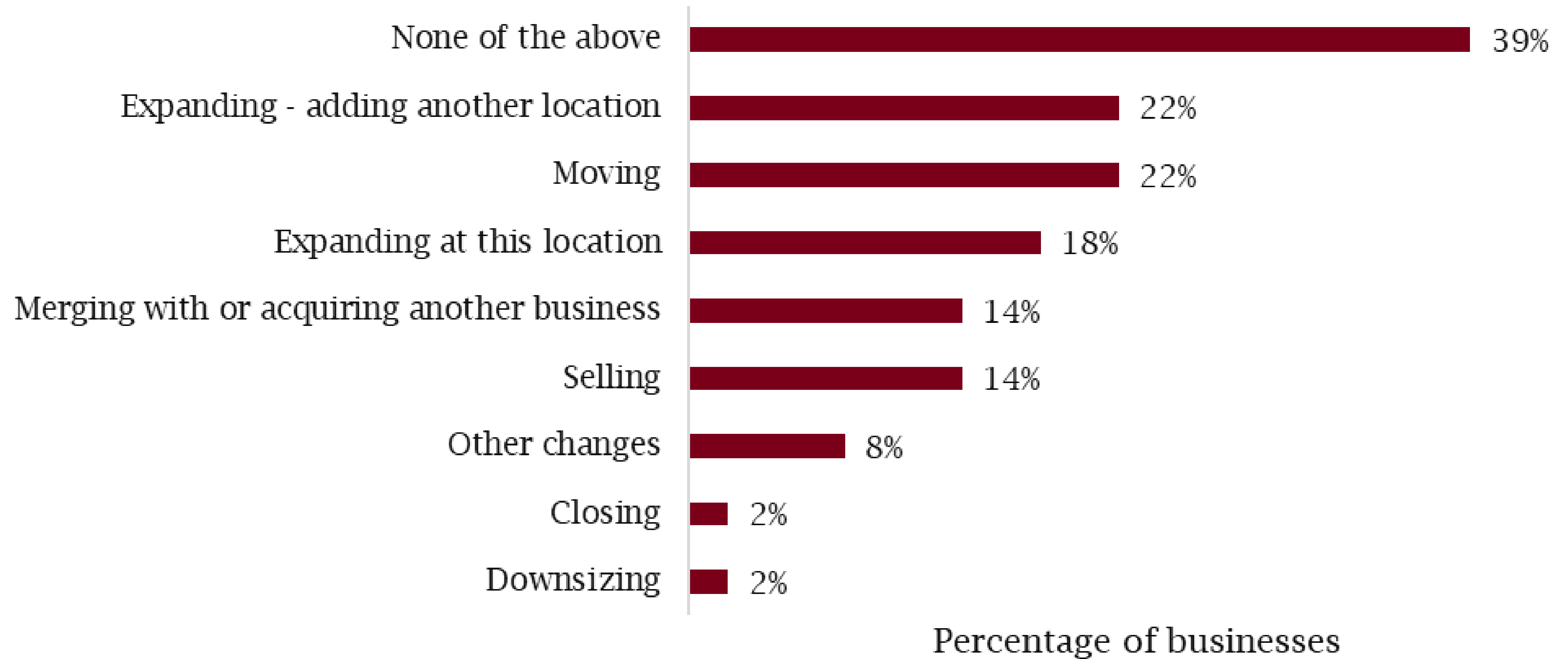


Figure 2-13. Are you currently considering any of the following future plans?

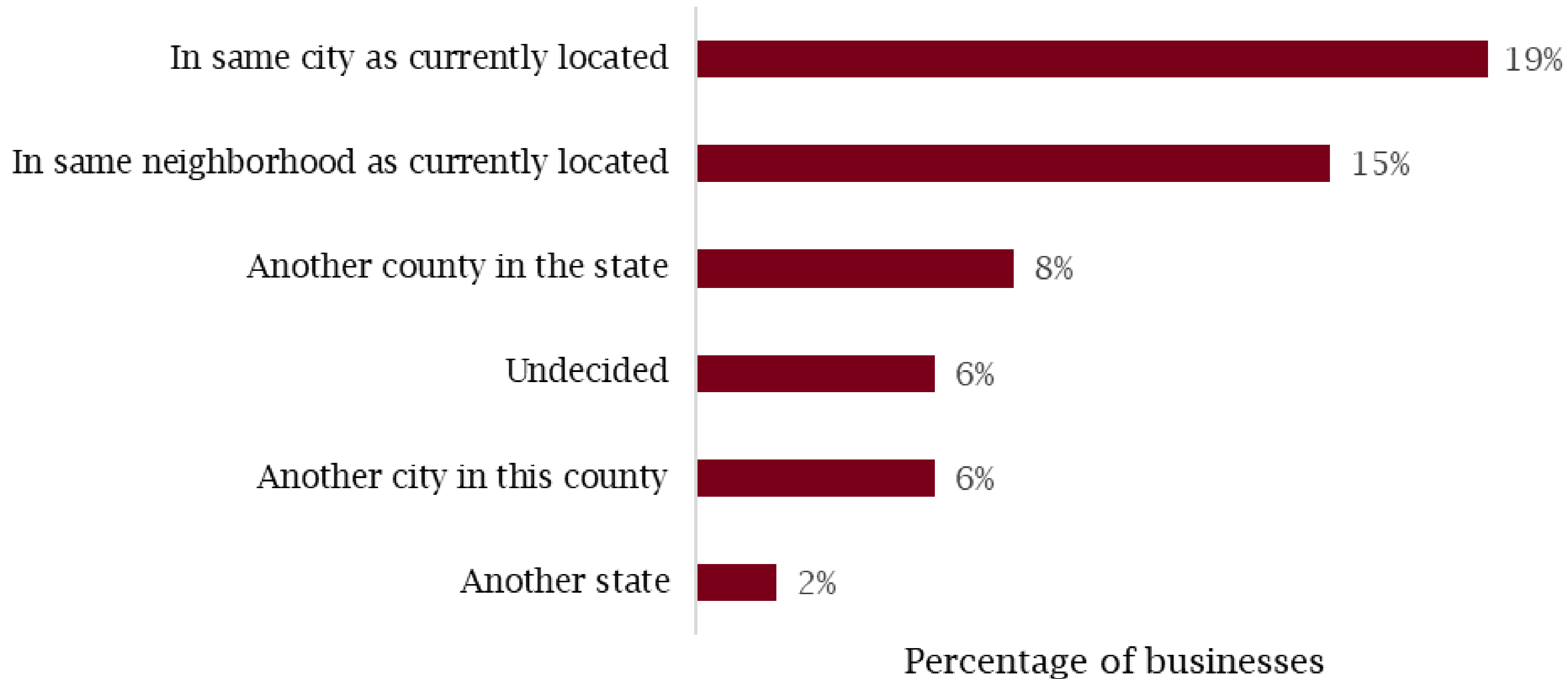


Figure 2-14. If moving or expanding to another location, where are you considering?

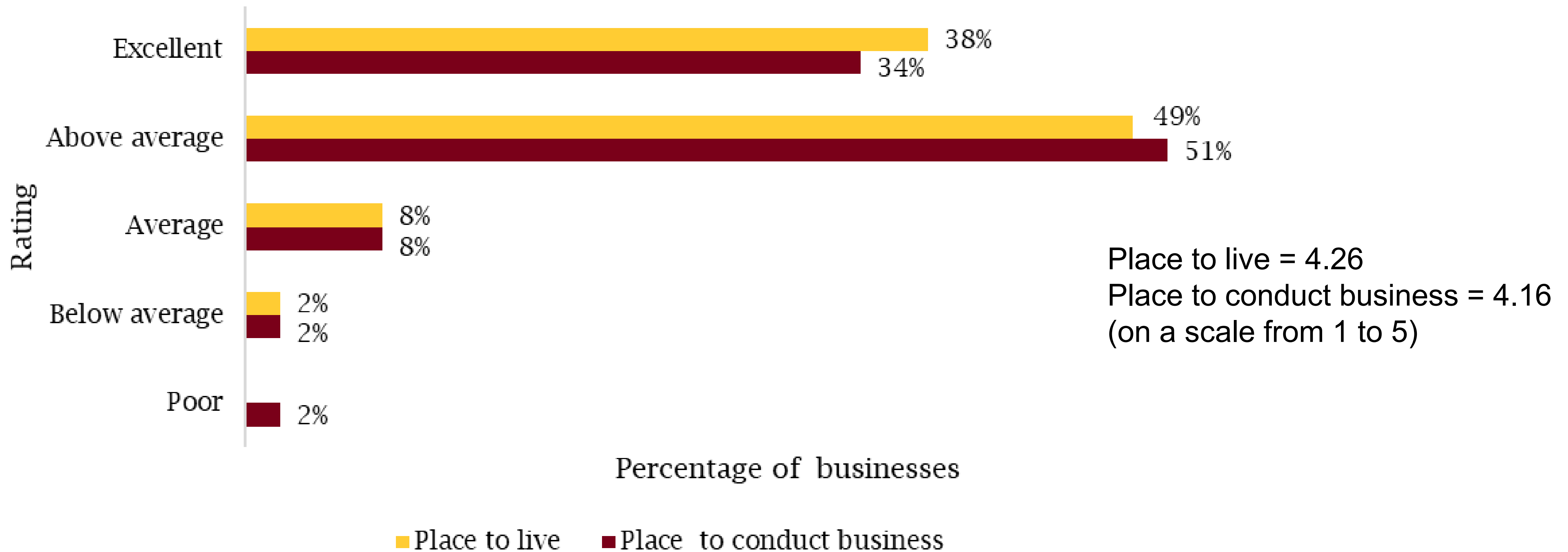


Figure 2-15. Rate Northfield as a place to live and conduct business.

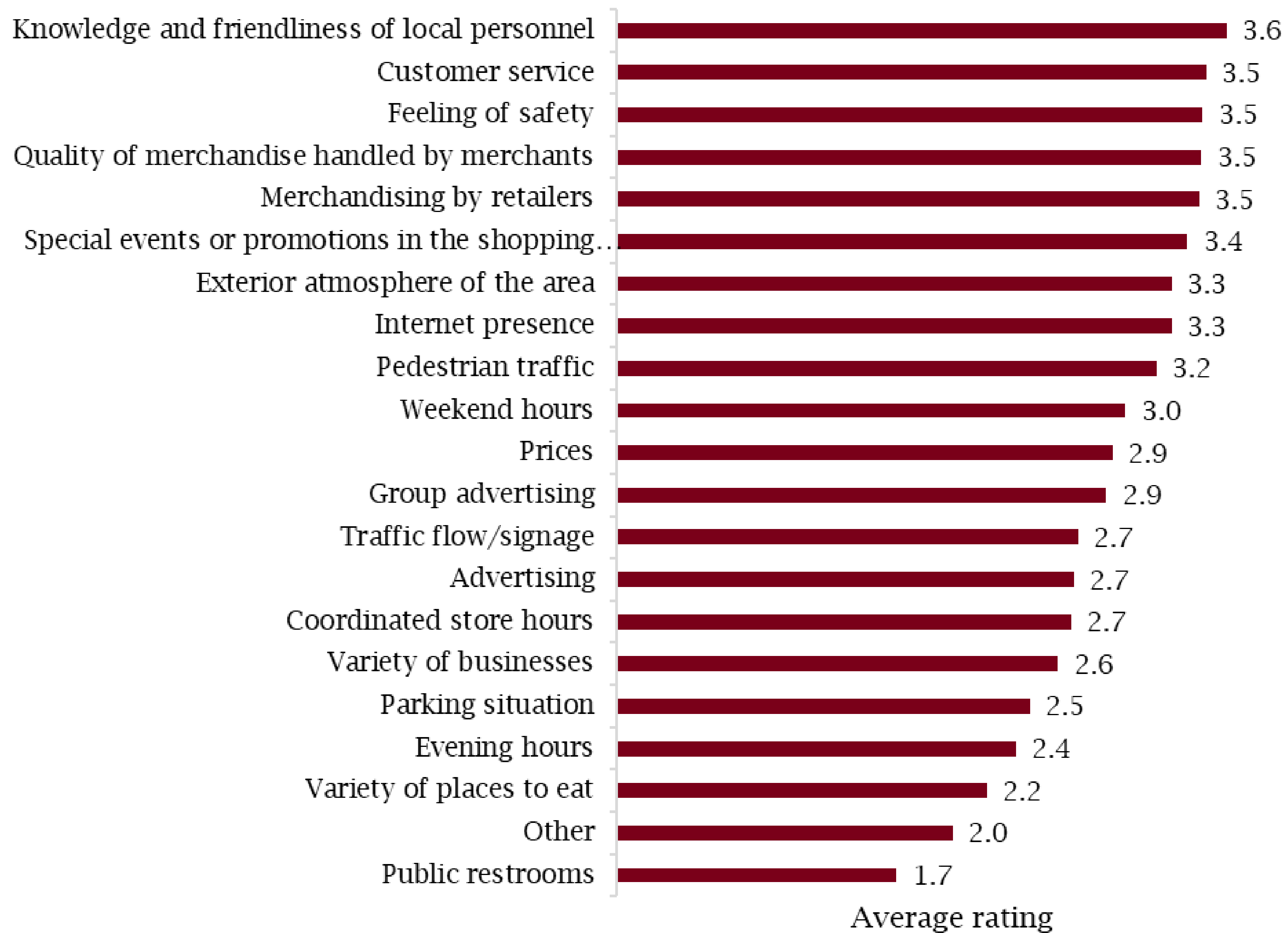


Figure 2-16. Rate the following factors about retail in Northfield.

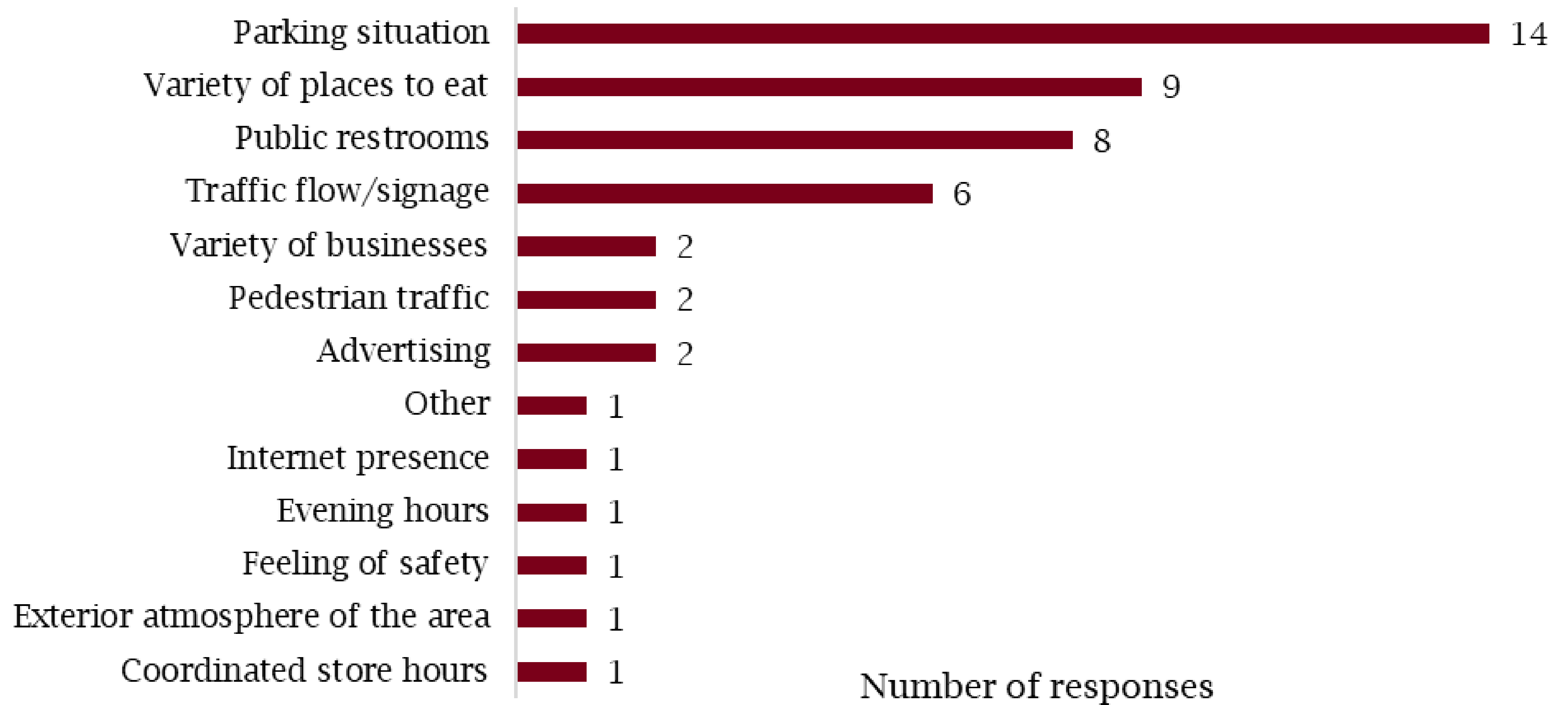


Figure 2 17. Which factor is the most important to be improved?

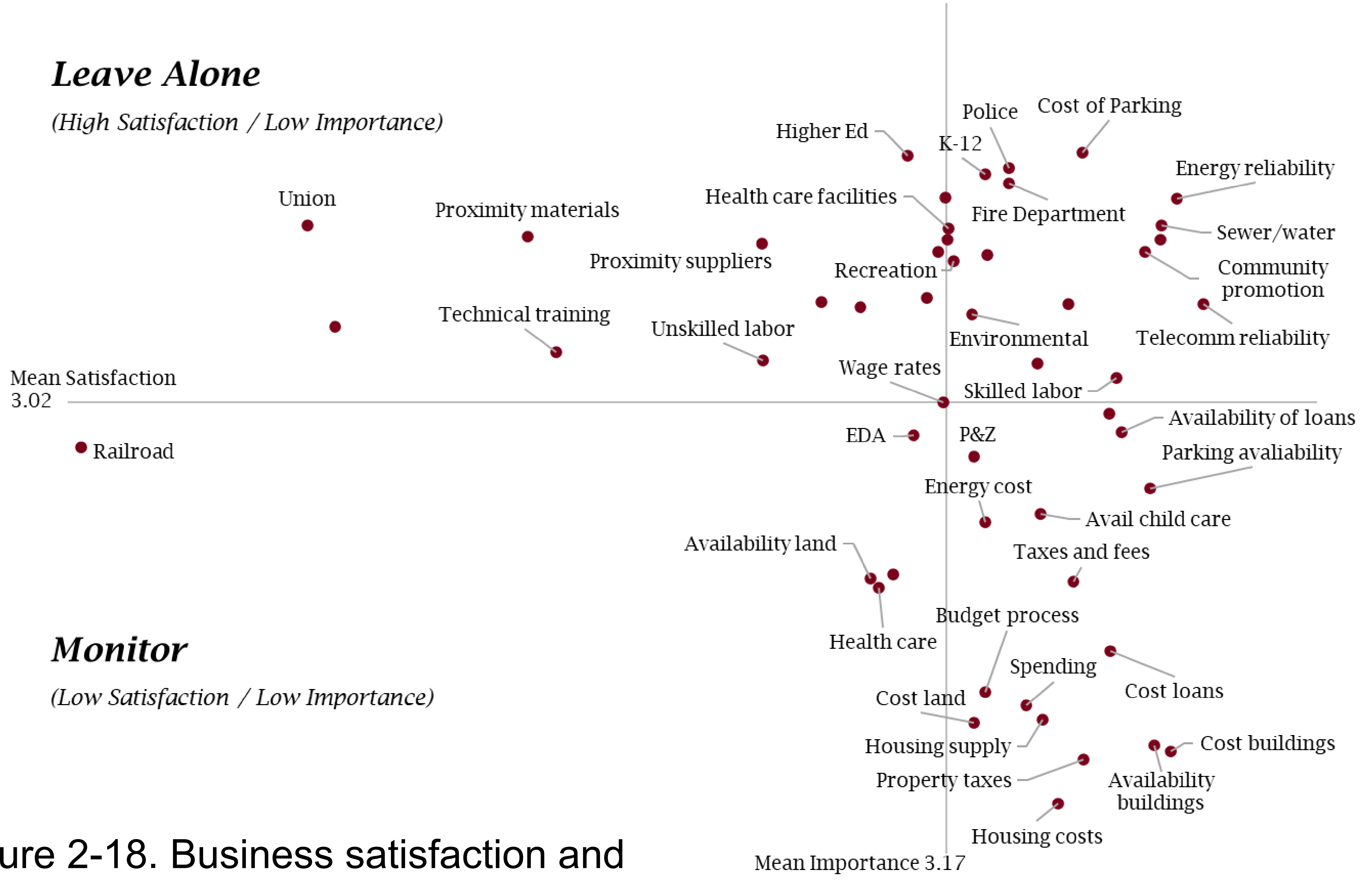


Figure 2-18. Business satisfaction and importance ratings of community factors

Secondary Data about Northfield and Rice County

- Rice County has experienced faster population growth than the state. Rice County increased its population by 2.9% from 2020-2024 compared to 1.5% in Minnesota. This was primarily driven by international migration.
- Northfield has a much younger population than Minnesota. 34.2% of its population is from 15-24 years compared to 12.8% of the states. Businesses benefit from colleges in their town to fill entry level positions in retail and accommodation and food services.
- Northfield is educated. Over a quarter (26.2%) have advanced degrees vs. 13.6% statewide - that's almost double. More than half the people have bachelor's degrees or higher.

- Rice County has more jobs now than before the pandemic (2019). Northfield is down only 24 jobs.
- Rice County sends more workers out than it gets (18,323 leave vs. 11,898 come in) - so people live there but work elsewhere. But Northfield itself brings in more workers than it sends out.
- From 2020-2024, Northfield experienced great gains in jobs in Educational Services (+165 jobs; +7%), Manufacturing (+115 jobs; +6.1%), and Accommodation and Food Services (+356 jobs; +51%)

Yes, I am happy to attend one of their meetings in the future if I was invited. This is a great project to be apart of.

Best,

Amanda

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CHAPTER 3: STRATEGIES FOR NORTHFIELD (AKA THEMES)

**Strategy 1: Opportunities for Improved City
Services**

Strategy 2: Enhance Resources for Businesses

**Strategy 3: Downtown Vibes – Retail and
Hospitality**

Strategy 4: Housing and Real Estate

