



August 1, 2021

CITY OF BARRON, WISCONSIN

REDEVELOPMENT OPPORTUNITIES

The City of Barron is located in the center of Barron County, at the intersection of STH 8 and 25, in the Indianhead Region of West Central Wisconsin. The City is both the geographic center of the County as well as the governmental center of the County, with most County governmental offices located in the City. Per the 2010 Census the population was 3,423 and a 2020 estimate of 3,360. Based on data from ESRI, there is an estimated population of 13,620 (5,441 households) within a 15-minute drive-time of Barron. The City has several redevelopment opportunities, which are outlined below.

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Exhibits:

1. Map-Downtown Redevelopment
Description of Redevelopment Potential for Selected Parcels
Spreadsheet of Selected Downtown Redevelopment Parcels
2. Retail Market Place Profile (ESRI)
3. Retail Demand Outlook (ESRI)
4. Demographic Information (Census and ESRI)

Redevelopment Potential

Four sources of information for potential redevelopment properties have been assembled:

1. The City has contacted 15 property owners, identified as the numbered properties on the map in Exhibit 1, and determined their level of interest in selling and/or redeveloping their properties.
2. Three properties noted on the map are currently for-sale.
3. Properties that are historic in character, and previously identified as needing work, that may be eligible for placement on the National Register of Historic places, are noted.

4. Blighted properties.

Potential Business Opportunities - Market Gap Analysis

1. Retail Marketplace Profile (ESRI) – Attached in Exhibit 2 is a Retail Market Place Profile for Barron and 15-mile drive time surrounding the City.
 - Negative numbers demonstrate a surplus of retail activity. A market where customers are drawn in from outside the trade area.
 - Positive numbers demonstrate a leakage of retail activity outside the community.
2. Summary of Market Place Profile (ESRI)
 - (15.8%) or (\$61.7) million in surplus retail trade – This activity is drawing more people into the city's trade area. Since the percentage of surplus is small, there is room for growth in retail trade to attract more people to spend within Barron.
 - Leakage of 6.0% or \$1.7 million in food and drink industry. This means that for this activity more people are leaving the trade area than are coming into the area to spend their money. This represents an opportunity for existing and new businesses to capture more of this market.
3. Surplus Activity (ESRI) – Drawing people to Barron
 - Motor vehicle parts and dealers
 - Furniture and Home Furnishings
 - Building Material
 - Lawn and Garden
 - Gas Stations
 - General Merchandise
4. Leakage Activity (ESRI) – Opportunity for business growth from ESRI
 - Electronics/Appliances
 - Grocery and Beverage
 - Health and Personal Care
 - Clothing

- Restaurants and Eating Establishments
5. Exhibit 3 contains a Retail Demand Outlook from ESRI.
 6. Exhibit 4 contains demographic information on population, age distribution and employment from the U.S. Census and ESRI.

Funding Sources:

1. Wisconsin Economic Development Corporation - Community Development Investment Grant Program – Grant up to 50% of eligible project costs up to \$250,000.
 - Eligible Projects:
 1. Mixed use development
 2. Infrastructure efforts providing substantial benefits to downtown residents or property owners
 3. Historic Preservation
 4. Infill Development
 5. Rehabilitation and reuse of underutilized landmark buildings
 6. Development of significant destination attractions
2. Tax Increment Financing – The addition of the Kwik Trip to the community will allow the City to create or expand a tax increment district. Over the anticipated life of the district the City would capture approximately \$810,000, which has an estimated present value of \$570,000. Depending on the City's needs a portion of these funds could be allocated to downtown redevelopment.
3. Historic Tax Credits – The City has several properties that are considered historic and could access available tax credits.
 - Property must be on the National Register of Historic Places
 - Renovation must meet the U.S. Secretary of the Interior's Standards for Rehabilitation
 - 20% of the eligible rehabilitation costs can be taken as a tax credit by the owner, or the owner can sell the tax credits to someone who can use the credits. Generally, buyers of tax credits will pay \$0.70 to \$0.90 on the dollar for the credits.
 - For example, if you had a 15,000 s.f., income producing building and eligible renovation costs of \$3,000,000, the owner would be eligible for \$600,000 in historic tax credits. If these credits were sold for \$0.90 on the dollar, \$540,000 could be raised for the project.

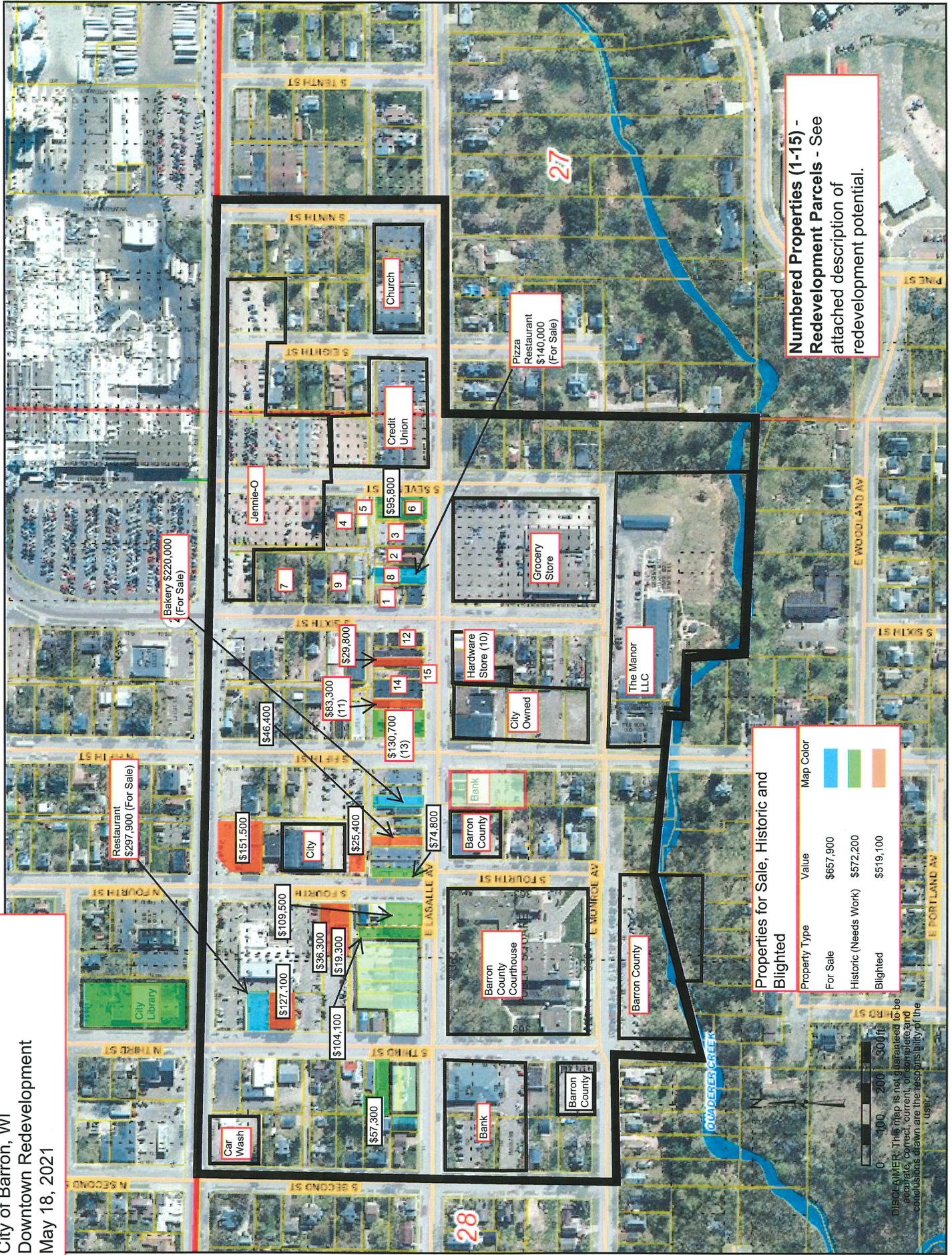
EXHIBIT 1

MAP – DOWNTOWN REDEVELOPMENT

DESCRIPTION OF REDEVELOPMENT POTENTIAL FOR SELECTED PARCELS

SPREADSHEET OF SELECTED DOWNTOWN REDEVELOPMENT PARCELS

**City of Barron, WI
Downtown Redevelopment
May 18, 2021**



Numbered Properties (1-15) - Redevelopment Parcels - See attached description of redevelopment potential.

Properties for Sale, Historic and Blighted

Property Type	Value	Map Color
For Sale	\$657,900	■
Historic (Needs Work)	\$572,200	■
Blighted	\$519,100	■

0 100 200 300 ft
DISCLAIMER: This map is not guaranteed to be accurate, correct, current, or complete and conclusions drawn are the responsibility of the user.

Bakery \$220,000 (For Sale)

Restaurant \$297,900 (For Sale)

Pizza Restaurant \$140,000 (For Sale)

Car Wash

\$127,100

\$109,500

\$36,300

\$19,300

\$104,100

\$57,300

\$151,500

City

\$25,400

\$46,400

\$83,300 (11)

\$29,800

\$130,700 (13)

\$74,800

Jennie-O

7

9

4

5

8

2

3

6

\$95,800

Church

Credit Union

Grocery Store

Hardware Store (10)

City Owned

The Manor LLC

Bank

Barron County Courthouse

Barron County

Bank

Barron County

Bank

Barron County

City Library

N SECOND ST

N THIRD ST

N FOURTH ST

N FIFTH ST

S SECOND ST

S THIRD ST

S FOURTH ST

S FIFTH ST

S SIXTH ST

S SEVENTH ST

S EIGHTH ST

S NINTH ST

S TENTH ST

E WOODLAND AV

E MONROE AV

E PORTLAND AV

QUANDY CREEK

27

28

City of Barron, WI

Redevelopment Parcels

Map Number

1. Ken and Mary Jo Noesen #206-1381-25-000 – plan to keep this rental for the foreseeable future
2. Fred and Elenor Lockburner 715 637 3645 #206-1381-22-000 – plan is to keep as a rental but willing to negotiate a price for sale of property
3. Gene Redlich 715 637 3645 #206-1381-21-000 – laundromat needs sidewalk replaced. Likely will sell business in 3 years. Would like to keep as business and sell as business but willing to negotiate.
4. Dave Martinson and Jim Williams #206-1381-18-000 – House will sell for market value. Would accept offer at FMV with condition to fully vacate property within 6 months of closing.
5. Jim Rausch # 206-1381-19-000 – building being used as storage but willing to sell if necessary. Need to find other storage for stuff in building if sold.
6. Brian Rickenburg 715-537-3648 – willing to work with anything for the betterment of Barron. Willing to sell but has put some money into properties lately.
7. Walter Hermann 715-296-4099 #206-1381-30-000 – 2 properties, willing to sell both.
8. Caddy Shack – will sell, but If we move quickly they will take off the market
9. Wesley Prince 715-404-0561 #206-1381-27-000 – will keep as rentals but willing to sell
10. Dave Weihe #206-1358-07-000 and 206-1358-09-000 – has about 12 years left before retirement. A lease is preferred, wants to be able to sell the business. He wants to stay on existing block. Current building needs a roof badly, furnace has issues and masonry problems. They don't have the additional funding to pay for these needs. His building costs are currently about \$1,500 per month, and the 10-12K of square footage he is in need of is far higher than they could pay, new building appears out of the question.
11. Mary Bohl #206-1381-43-000 – she is looking at an exit timeline of about 5 years or less. She is looking to sell her client list and building together, she is requesting that new buyer stay within Barron for certain length of time following sale. No employees are interested in taking over the business at this point. She is not interested in getting into a new building and being tied to that level of real estate when she is only a couple years from transitioning out. FMV of building currently shows as \$81,800 and she is estimating she'll get about \$50K for the building.
12. Kari – Hometown Pharmacy # 206-1381-39-000– they are looking for a local pharmacist who is willing to stay independent. This is a substantial challenge as walgreens, Walmart and CVS own 90% of the RX market. They are looking to transition out in about 2 years. They like their corner location with grocery store across the street. Building next door is not in good shape and they risk the shared wall falling in. They are not in a position to pay high rent cost and need to keep debt low – that is currently how they are making it float. They would consider leasing but again would be difficult given square

footage needs – they would be looking at about 3600 square feet and would like to see drive up opportunity.

13. Dave Martinson 206-1381-44-000 – willing to sell for FMV
14. Lee Zabka 206-1381-42-000 – willing to do what's best for Barron
15. Rossing Business Solutions 206-1381-41-000 – willing to sell

**City of Barron, WI
Downtown Redevelopment Parcels**

Map No.	Parcel No.	Land	Improvements	Total	Total Market Value	Acres	S.F.	Value Per S.F.
1	206-1381-25-000	6,400	50,600	57,000	61,304	0.09	3,920	15.64
2	2061381-22-000	29,200	54,900	84,100	90,450	0.13	5,663	15.97
3	206-1381-21-000	15,600	49,000	64,600	69,477	0.17	7,405	9.38
4	206-1381-18-000	18,300	33,100	51,400	55,281	0.24	10,454	5.29
5	206-1381-19-000	6,500	16,300	22,800	24,521	0.07	3,049	8.04
6	206-1381-20-000	12,700	83,100	95,800	103,033	0.15	6,534	15.77
7	206-1381-28-000	6,400	49,000	55,400	59,583	0.14	6,098	9.77
	206-1381-30-000	11,700	53,100	64,800	69,692	0.36	15,682	4.44
8	206-1381-23-000	13,000	103,700	116,700	125,511	0.14	6,098	20.58
9	206-1381-27-000	7,600	53,500	61,100	65,713	0.18	7,841	8.38
10	206-1358-07-000	27,800	136,400	164,200	176,597	0.26	11,326	15.59
	206-1358-09-000	9,700	1,000	10,700	11,508	0.09	3,920	2.94
11	206-1381-43-000	6,500	81,800	88,300	94,967	0.07	3,049	31.14
12	206-1381-39-000	9,300	38,300	47,600	51,194	0.1	4,356	11.75
13	206-1381-44-000	19,500	111,200	130,700	140,568	0.215	9,365	15.01
14	206-1381-42-000	13,000	93,800	106,800	114,863	0.14	6,098	18.84
15	206-1381-41-000	6,500	58,600	65,100	70,015	0.07	3,049	22.96
TOTALS					1,287,100	2.615	113,909	
					1,384,276			

EXHIBIT 2

RETAIL MARKETPLACE PROFILE



Retail MarketPlace Profile

9 E Division Ave
 9 E Division Ave, Barron, Wisconsin, 54812
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 45.40170
 Longitude: -91.85822

Summary Demographics

2020 Population	13,620
2020 Households	5,441
2020 Median Disposable Income	\$43,036
2020 Per Capita Income	\$27,942

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$183,799,826	\$245,537,266	-\$61,737,440	-14.4	124
Total Retail Trade	44-45	\$168,532,994	\$232,007,300	-\$63,474,306	-15.8	92
Total Food & Drink	722	\$15,266,832	\$13,529,966	\$1,736,866	6.0	32
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$39,420,672	\$45,164,119	-\$5,743,447	-6.8	15
Automobile Dealers	4411	\$31,300,713	\$37,081,386	-\$5,780,673	-8.5	7
Other Motor Vehicle Dealers	4412	\$5,269,134	\$3,823,974	\$1,445,160	15.9	2
Auto Parts, Accessories & Tire Stores	4413	\$2,850,825	\$4,258,759	-\$1,407,934	-19.8	6
Furniture & Home Furnishings Stores	442	\$4,627,763	\$8,972,506	-\$4,344,743	-31.9	7
Furniture Stores	4421	\$2,759,821	\$8,025,754	-\$5,265,933	-48.8	3
Home Furnishings Stores	4422	\$1,867,942	\$946,751	\$921,191	32.7	3
Electronics & Appliance Stores	443	\$4,841,318	\$1,335,683	\$3,505,635	56.8	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,564,713	\$21,874,159	-\$9,309,446	-27.0	10
Bldg Material & Supplies Dealers	4441	\$11,181,120	\$21,194,718	-\$10,013,598	-30.9	9
Lawn & Garden Equip & Supply Stores	4442	\$1,383,592	\$679,441	\$704,151	34.1	1
Food & Beverage Stores	445	\$25,717,524	\$12,700,023	\$13,017,501	33.9	9
Grocery Stores	4451	\$22,571,069	\$11,211,091	\$11,359,978	33.6	5
Specialty Food Stores	4452	\$1,852,842	\$257,634	\$1,595,208	75.6	2
Beer, Wine & Liquor Stores	4453	\$1,293,613	\$1,231,298	\$62,315	2.5	2
Health & Personal Care Stores	446,4461	\$11,066,656	\$7,862,252	\$3,204,404	16.9	7
Gasoline Stations	447,4471	\$21,127,844	\$63,179,602	-\$42,051,758	-49.9	9
Clothing & Clothing Accessories Stores	448	\$5,777,500	\$2,270,504	\$3,506,996	43.6	4
Clothing Stores	4481	\$3,844,337	\$1,018,327	\$2,826,010	58.1	2
Shoe Stores	4482	\$870,136	\$1,104,310	-\$234,174	-11.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,063,027	\$0	\$1,063,027	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,878,293	\$4,104,645	-\$226,352	-2.8	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,303,905	\$4,014,494	-\$710,589	-9.7	5
Book, Periodical & Music Stores	4512	\$574,389	\$0	\$574,389	100.0	0
General Merchandise Stores	452	\$27,753,920	\$57,362,033	-\$29,608,113	-34.8	7
Department Stores Excluding Leased Depts.	4521	\$20,683,733	\$54,607,176	-\$33,923,443	-45.1	3
Other General Merchandise Stores	4529	\$7,070,187	\$2,754,858	\$4,315,329	43.9	4
Miscellaneous Store Retailers	453	\$6,831,863	\$7,046,430	-\$214,567	-1.5	17
Florists	4531	\$295,078	\$180,302	\$114,776	24.1	2
Office Supplies, Stationery & Gift Stores	4532	\$1,361,864	\$1,427,553	-\$65,689	-2.4	2
Used Merchandise Stores	4533	\$1,240,251	\$3,058,807	-\$1,818,556	-42.3	5
Other Miscellaneous Store Retailers	4539	\$3,934,670	\$2,379,767	\$1,554,903	24.6	8
Nonstore Retailers	454	\$4,924,928	\$0	\$4,924,928	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$3,788,798	\$0	\$3,788,798	100.0	0
Vending Machine Operators	4542	\$341,726	\$0	\$341,726	100.0	0
Direct Selling Establishments	4543	\$794,405	\$0	\$794,405	100.0	0
Food Services & Drinking Places	722	\$15,266,832	\$13,529,966	\$1,736,866	6.0	32
Special Food Services	7223	\$415,344	\$65,817	\$349,527	72.6	1
Drinking Places - Alcoholic Beverages	7224	\$973,911	\$1,832,163	-\$858,252	-30.6	10
Restaurants/Other Eating Places	7225	\$13,877,577	\$11,631,986	\$2,245,591	8.8	21

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

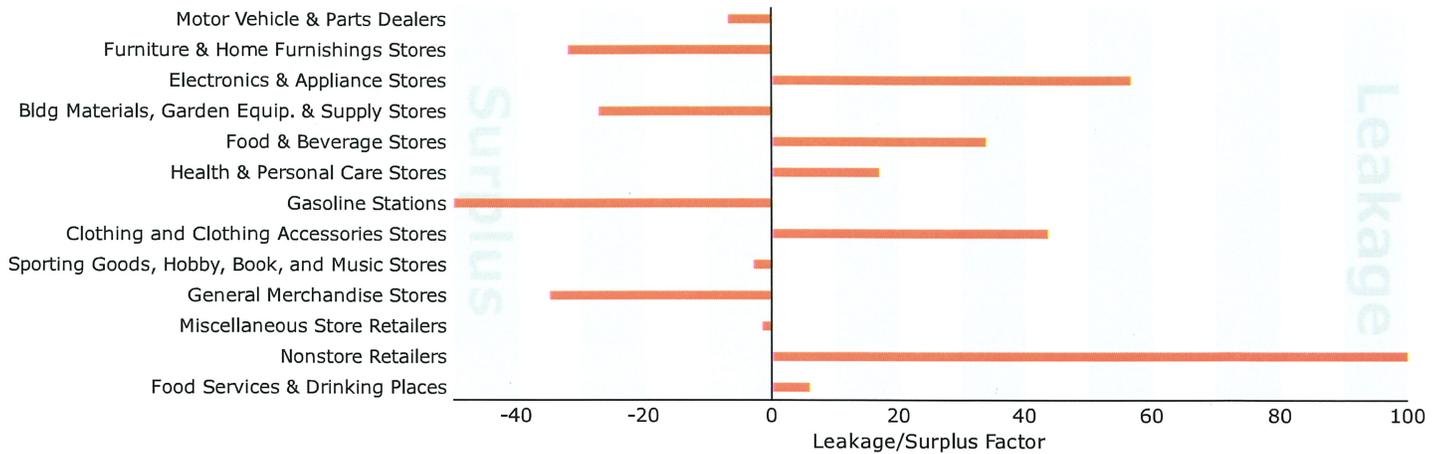


Retail MarketPlace Profile

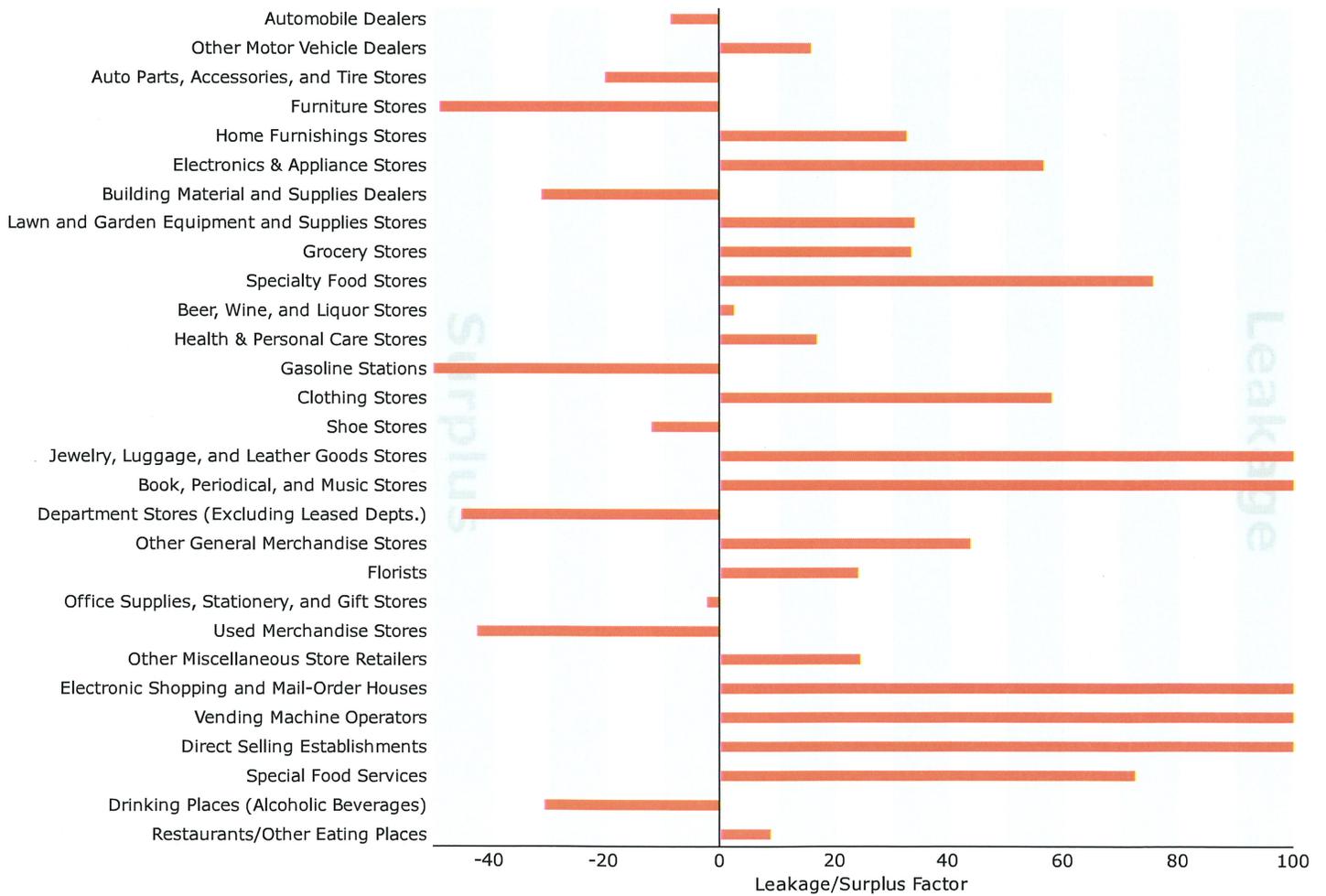
9 E Division Ave
 9 E Division Ave, Barron, Wisconsin, 54812
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 45.40170
 Longitude: -91.85822

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

EXHIBIT 3

RETAIL DEMAND OUTLOOK



Retail Demand Outlook

9 E Division Ave
 9 E Division Ave, Barron, Wisconsin, 54812
 Drive Time: 15 minute radius

Prepared by Esri
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 Longitude: -91.85822

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Prairie Living (6D)	33.6%	Population	13,620	13,657
Heartland Communities (6F)	18.6%	Households	5,441	5,471
Rural Resort Dwellers (6E)	11.4%	Families	3,722	3,731
Hardscrabble Road (8G)	10.9%	Median Age	42.2	43.0
Old and Newcomers (8F)	10.2%	Median Household Income	\$54,102	\$57,078
		2020	2025	Projected
Apparel and Services		Consumer Spending	Forecasted Demand	Spending Growth
Men's		\$8,759,011	\$9,688,127	\$929,116
Women's		\$1,694,457	\$1,874,472	\$180,015
Children's		\$3,171,032	\$3,506,617	\$335,585
Footwear		\$1,297,015	\$1,435,353	\$138,338
Watches & Jewelry		\$1,893,373	\$2,093,990	\$200,617
Apparel Products and Services (1)		\$513,511	\$568,028	\$54,517
		\$189,623	\$209,668	\$20,045
Computer				
Computers and Hardware for Home Use		\$635,300	\$702,677	\$67,377
Portable Memory		\$15,271	\$16,881	\$1,610
Computer Software		\$34,464	\$38,096	\$3,632
Computer Accessories		\$68,783	\$76,081	\$7,298
Entertainment & Recreation		\$15,825,271	\$17,501,747	\$1,676,476
Fees and Admissions		\$2,358,731	\$2,609,231	\$250,500
Membership Fees for Clubs (2)		\$807,351	\$893,088	\$85,737
Fees for Participant Sports, excl. Trips		\$332,853	\$368,311	\$35,458
Tickets to Theatre/Operas/Concerts		\$259,056	\$286,525	\$27,469
Tickets to Movies		\$195,266	\$216,022	\$20,756
Tickets to Parks or Museums		\$123,619	\$136,677	\$13,058
Admission to Sporting Events, excl. Trips		\$225,756	\$249,797	\$24,041
Fees for Recreational Lessons		\$412,309	\$456,024	\$43,715
Dating Services		\$2,520	\$2,788	\$268
TV/Video/Audio		\$5,526,464	\$6,111,114	\$584,650
Cable and Satellite Television Services		\$3,981,628	\$4,402,168	\$420,540
Televisions		\$465,597	\$515,088	\$49,491
Satellite Dishes		\$7,446	\$8,240	\$794
VCRs, Video Cameras, and DVD Players		\$24,593	\$27,214	\$2,621
Miscellaneous Video Equipment		\$133,910	\$148,200	\$14,290
Video Cassettes and DVDs		\$43,836	\$48,490	\$4,654
Video Game Hardware/Accessories		\$131,551	\$145,600	\$14,049
Video Game Software		\$71,600	\$79,234	\$7,634
Rental/Streaming/Downloaded Video		\$236,890	\$262,092	\$25,202
Installation of Televisions		\$3,967	\$4,388	\$421
Audio (3)		\$415,528	\$459,429	\$43,901
Rental and Repair of TV/Radio/Sound Equipment		\$9,918	\$10,972	\$1,054
Pets		\$4,589,529	\$5,075,249	\$485,720
Toys/Games/Crafts/Hobbies (4)		\$587,523	\$649,973	\$62,450
Recreational Vehicles and Fees (5)		\$959,815	\$1,061,500	\$101,685
Sports/Recreation/Exercise Equipment (6)		\$962,628	\$1,064,996	\$102,368
Photo Equipment and Supplies (7)		\$204,056	\$225,796	\$21,740
Reading (8)		\$513,921	\$568,326	\$54,405
Catered Affairs (9)		\$122,603	\$135,562	\$12,959
Food		\$40,297,679	\$44,563,405	\$4,265,726
Food at Home		\$24,814,665	\$27,439,955	\$2,625,290
Bakery and Cereal Products		\$3,252,948	\$3,596,952	\$344,004
Meats, Poultry, Fish, and Eggs		\$5,189,128	\$5,738,341	\$549,213
Dairy Products		\$2,797,269	\$3,093,150	\$295,881
Fruits and Vegetables		\$4,537,507	\$5,017,288	\$479,781
Snacks and Other Food at Home (10)		\$9,037,813	\$9,994,225	\$956,412
Food Away from Home		\$15,483,014	\$17,123,450	\$1,640,436
Alcoholic Beverages		\$2,254,319	\$2,493,064	\$238,745

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

9 E Division Ave
 9 E Division Ave, Barron, Wisconsin, 54812
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 45.40170
 Longitude: -91.85822

	2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$95,460,007	\$105,609,724	\$10,149,717
Value of Retirement Plans	\$361,965,900	\$400,351,188	\$38,385,288
Value of Other Financial Assets	\$40,158,984	\$44,410,654	\$4,251,670
Vehicle Loan Amount excluding Interest	\$12,222,093	\$13,519,174	\$1,297,081
Value of Credit Card Debt	\$10,796,050	\$11,939,719	\$1,143,669
Health			
Nonprescription Drugs	\$833,834	\$921,856	\$88,022
Prescription Drugs	\$1,976,243	\$2,185,048	\$208,805
Eyeglasses and Contact Lenses	\$564,705	\$624,595	\$59,890
Home			
Mortgage Payment and Basics (11)	\$43,040,105	\$47,606,926	\$4,566,821
Maintenance and Remodeling Services	\$11,055,317	\$12,226,524	\$1,171,207
Maintenance and Remodeling Materials (12)	\$3,391,418	\$3,748,239	\$356,821
Utilities, Fuel, and Public Services	\$23,354,177	\$25,825,426	\$2,471,249
Household Furnishings and Equipment			
Household Textiles (13)	\$428,334	\$473,768	\$45,434
Furniture	\$2,580,365	\$2,854,278	\$273,913
Rugs	\$159,763	\$176,822	\$17,059
Major Appliances (14)	\$1,633,183	\$1,806,038	\$172,855
Housewares (15)	\$489,834	\$541,694	\$51,860
Small Appliances	\$227,797	\$251,917	\$24,120
Luggage	\$48,593	\$53,767	\$5,174
Telephones and Accessories	\$363,647	\$402,413	\$38,766
Household Operations			
Child Care	\$1,924,745	\$2,130,962	\$206,217
Lawn and Garden (16)	\$2,537,201	\$2,804,910	\$267,709
Moving/Storage/Freight Express	\$216,182	\$239,049	\$22,867
Housekeeping Supplies (17)	\$3,834,374	\$4,240,347	\$405,973
Insurance			
Owners and Renters Insurance	\$3,109,555	\$3,438,679	\$329,124
Vehicle Insurance	\$8,199,678	\$9,068,008	\$868,330
Life/Other Insurance	\$2,390,087	\$2,643,090	\$253,003
Health Insurance	\$18,177,607	\$20,102,700	\$1,925,093
Personal Care Products (18)	\$2,283,254	\$2,525,821	\$242,567
School Books and Supplies (19)	\$593,246	\$656,186	\$62,940
Smoking Products	\$2,355,670	\$2,603,993	\$248,323
Transportation			
Payments on Vehicles excluding Leases	\$13,160,028	\$14,555,239	\$1,395,211
Gasoline and Motor Oil	\$11,329,629	\$12,528,125	\$1,198,496
Vehicle Maintenance and Repairs	\$5,755,871	\$6,364,292	\$608,421
Travel			
Airline Fares	\$2,107,191	\$2,330,492	\$223,301
Lodging on Trips	\$2,876,440	\$3,181,116	\$304,676
Auto/Truck Rental on Trips	\$110,288	\$122,000	\$11,712
Food and Drink on Trips	\$2,403,864	\$2,658,308	\$254,444

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

9 E Division Ave
9 E Division Ave, Barron, Wisconsin, 54812
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 45.40170
Longitude: -91.85822

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 05, 2020

EXHIBIT 4

DEMOGRAPHIC INFORMATION

- POPULATION
- AGE DISTRIBUTION
- EMPLOYMENT

POPULATION TRENDS AND KEY INDICATORS

Barron City, WI

3,360	1,407	2.27	39.2	\$46,123	\$96,649	43	224	39
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

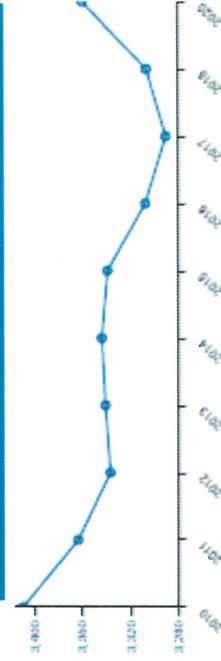


\$5,738
Avg Spent on Mortgage & Basics

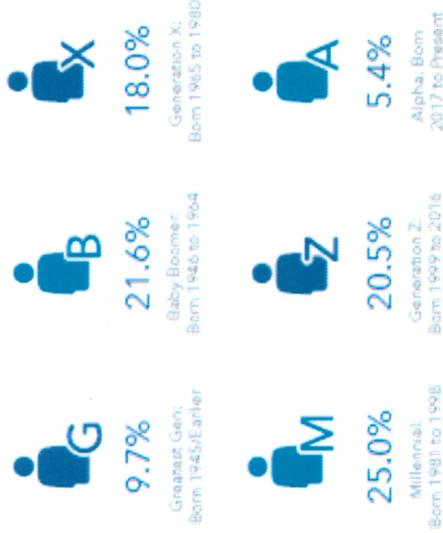


8.8%
Percent of Income for Mortgage

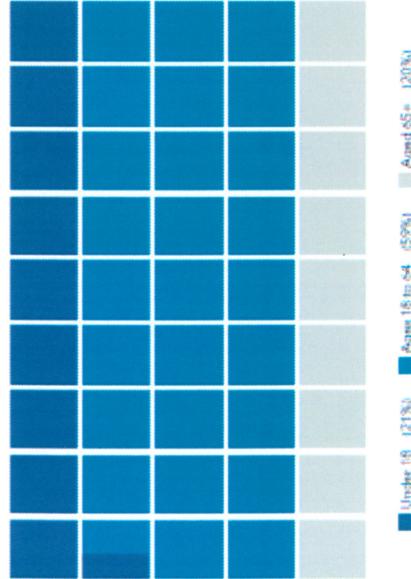
Historical Trends: Population



POPULATION BY GENERATION



POPULATION BY AGE



The infographic content data provided by American Community Survey (ACS) from the U.S. Census Bureau and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri



Time Series Profile

Barron City, WI
 Barron City, WI (5594875)
 Geography: Place

Prepared by Esri

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Average	Median
Population													
Total	3,410	3,364	3,337	3,341	3,344	3,339	3,308	3,291	3,307	3,333	3,360	3,339	3,339
Change	-	-46	-27	4	3	-5	-31	-17	16	26	27	-5	-1
Percent Change	-	-1.3%	-0.8%	0.1%	0.1%	-0.1%	-0.9%	-0.5%	0.5%	0.8%	0.8%	-0.1%	0.0%
Annual Rate	-	-1.3%	-1.1%	-0.7%	-0.5%	-0.4%	-0.5%	-0.5%	-0.4%	-0.3%	-0.1%	-0.6%	-0.5%
Households													
Total	1,416	1,397	1,387	1,389	1,392	1,392	1,382	1,378	1,383	1,395	1,407	1,393	1,392
Change	-	-19	-10	2	3	0	-10	-4	5	12	12	-1	1
Percent Change	-	-1.3%	-0.7%	0.1%	0.2%	0.0%	-0.7%	-0.3%	0.4%	0.9%	0.9%	0.0%	0.1%
Annual Rate	-	-1.3%	-1.0%	-0.6%	-0.4%	-0.3%	-0.4%	-0.4%	-0.3%	-0.2%	-0.1%	-0.5%	-0.4%
Housing Units													
Total	1,520	1,502	1,494	1,498	1,503	1,505	1,497	1,497	1,503	1,520	1,535	1,507	1,503
Change	-	-18	-8	4	5	2	-8	0	6	17	15	2	3
Percent Change	-	-1.2%	-0.5%	0.3%	0.3%	0.1%	-0.5%	0.0%	0.4%	1.1%	1.0%	0.1%	0.2%
Annual Rate	-	-1.2%	-0.9%	-0.5%	-0.3%	-0.2%	-0.3%	-0.2%	-0.1%	0.0%	0.1%	-0.4%	-0.3%

Figure 3 Age Distribution 2010 and 2016 (City of Barron)



Employment Overview

Barron City, WI
 Barron City, WI (5504875)
 Geography: Place

Prepared by Esri

Households By Income

The largest group: \$50,000 - \$74,999 (22.8%)

The smallest group: \$150,000 - \$199,999 (0.7%)

Indicator	Value	Difference
<\$15,000	10.3%	+0.3%
\$15,000 - \$24,999	10.4%	0
\$25,000 - \$34,999	16.3%	+6.5%
\$35,000 - \$49,999	16.3%	+0.3%
\$50,000 - \$74,999	22.8%	+2.9%
\$75,000 - \$99,999	13.3%	-1.0%
\$100,000 - \$149,999	8.5%	-3.5%
\$150,000 - \$199,999	0.7%	-3.8%
\$200,000+	1.4%	-1.7%

Bars show deviation from
 Barron County

Source: This infographic contains data provided by Esri. The vintage of the data is 2020.

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December 6, 2020