

## MARSHALL, MINNESOTA NEEDS CLOTHING RETAILERS

In 2006, the City of Marshall, Minnesota, hired Dahlgren, Shardlow & Uban (DSU), a highly respected research firm from the Twin Cities, to conduct a Commercial Market Study and identify retailers that the city was in need of. The overwhelming response was a shoe store, upscale dining and **CLOTHING RETAILERS**. The first two needs were met with the addition of Sole-Mate's shoe store and the Landmark Bistro restaurant. Both of these businesses opened to much fanfare and to this day enjoy a local following. The one need of this community that has still not been met is mid-level **CLOTHING RETAILERS**.

- Our location on Main Street and College Drive enjoys 18,400 vehicle trips per day
- The City of Marshall's population blossoms into a city of 25,000 residents and workers during the day due to its high concentration of employers for the region
- Lyon County enjoys the highest earnings per capita in the entire region
- MFIA has continually heard "we need a mid-level clothing retailer" and "we need alternative places to shop other than the Walmart's and Shopko's."
- Currently, residents shopping for clothes are limited to the local mall, which has been described as an aging retail center that is focusing more and more on office and medical tenants
- Downtown currently has the lowest vacancy rate of all Marshall Commercial Corridors
- Consumer spending in such specific categories as women's shoes, women's finer apparel, gourmet food items and upscale dining could bring back lost spending that is currently happening in other trade areas
- Marshall needs to attract high-quality retailers to Downtown
- There is no good shoe store in Marshall, especially for women
- Get the highest quality stores possible in Downtown

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# Landmark Mercantile

207 West Main Street, Marshall, MN



**Dear MFIA Commercial,**

I have been informed that there as been the suggestion of having Herberger's locate a store in Marshall. I feel that would be a great idea. Herberger's is one of my favorite stores and I would definitely help support it. I know many others who feel the same way.

Teresa Noyes  
Porter, MN

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**Hello Mark,**

I wanted to express my support for a Herberger's store in Marshall. I have lived and worked in the community for 34 years. I know for a fact that a Herberger's store would be **GREATLY SUPPORTED** by our community and by the various communities that surround Marshall, over the years I have been involved in many conversations with many people (current Herberger's shoppers) on how nice it would be to have a Herberger's Store come to Marshall!

Thank you!  
Pam Large

## TESTIMONIALS

**Hi Mark,**

I would like to let you know that it would be so great to have a real department store in this area. Sioux Falls is two hours away for me to shop at some great department stores. Watertown is about one hour away to shop at about the same kind of stores we have here in Marshall. I shop at the Fergus Falls Herberger's and the one in Watertown when I can get to these places. I love the stores because they are not so overwhelming and they carry the kind of clothes that are really needed around this area. I live in Porter, MN near Canby, MN.

I end up buying clothes at Shopko and Wal-Mart regularly because I do not get out to drive in the winter here because of the windy, snowy conditions. It would be nice to get an outfit on the spur of the moment. When I need one and not have to plan a trip to another area to get appropriate clothes. The Mall in Marshall just doesn't cut it. They go for selling clothes to college students and high school students.

Thank you for your time and please consider it.

Debbie Stoks

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**Dear Mark,**

Just wanted to express my opinion on a store I think would be a great addition to Marshall, MN ... Herberger's. I shop at Herberger's in Willmar and Watertown, when I am in those towns. But I would be able to shop more if the Herberger's store was located in Marshall. Their quality and variety of clothing is great for the working class of women who want to look good and be in style. Thank you for your time.

Barb Okrina

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**Hello Mark,**

I talked to Betty Roers today and she thinks we should try and get a **HERBERGER'S STORE** to locate to Marshall, MN. I would definitely support her request as I have a Herberger's charge card but always have to travel to Willmar, MN to use my card. A new Herberger's store located in Marshall, MN would be awesome. I second her recommendation!

And what a nice location it would be in the new Landmark Bistro and Mercantile new buildings.

Lorraine Weverka

# Landmark Mercantile

207 West Main Street, Marshall, MN



**Hello MFIA Commercial,**

I understand you've been looking at the possibility of a Herberger's in Marshall. Herberger's is a good quality store and would be an asset to the town of Marshall. I believe it would be a draw to Marshall and also help keep some of the business locally. We need that.

Herberger's covers a well rounded stock of women, men, and children clothing and we need that.

Jane Janssen  
Marshall, MN

**Dear MFIA,**

I have heard that there is a chance for Herberger's to come to Marshall. I can't stress enough what that would mean to the community. I work down town and love how great it looks and all they have to offer but a store like that would mean we could buy clothes for all occasions in town.

Awesome!!

Brenda Hoehne

## TESTIMONIALS

**Dear MFIA Commercial,**

I understand you are the commercial property contact for the Schwan's Bistro building. I am a life long resident and previous business (two businesses) owner in Marshall. I am also a previous Chamber Board member and I know that Marshall's population soars during the day and weekends with people coming in to work.

For years there has been discussion about a Herberger's in Marshall. We have wonderful shopping in town but we lack a high caliber department store like Herberger's. This is what forces people to leave town to shop, which is so hard on the locals. A Herberger's would draw a lot of people to Marshall which in turn would enhance all shopping in town. I know that we would support a Herberger's.

Thanks so much, Mark.  
Jacki Knigge

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**Hello MFIA Commercial,**

I certainly would be in favor of Marshall having a Herberger's. Right now Marshall and the surrounding towns have to drive to Mankato or Sioux Falls to find a department store of Herberger's quality. Marshall is a great town, but right now we have discount stores and would be great to have the balance.

During the week people from surrounding areas come to Marshall and work and we have the college, which will enhance the market for a department store of this nature. I feel a lot of business leaves Marshall to go to Mankato or Sioux Falls because we need a department store that has better quality merchandise at a reasonable price and choices for fad, casual and business dress.

Yvonne Wee