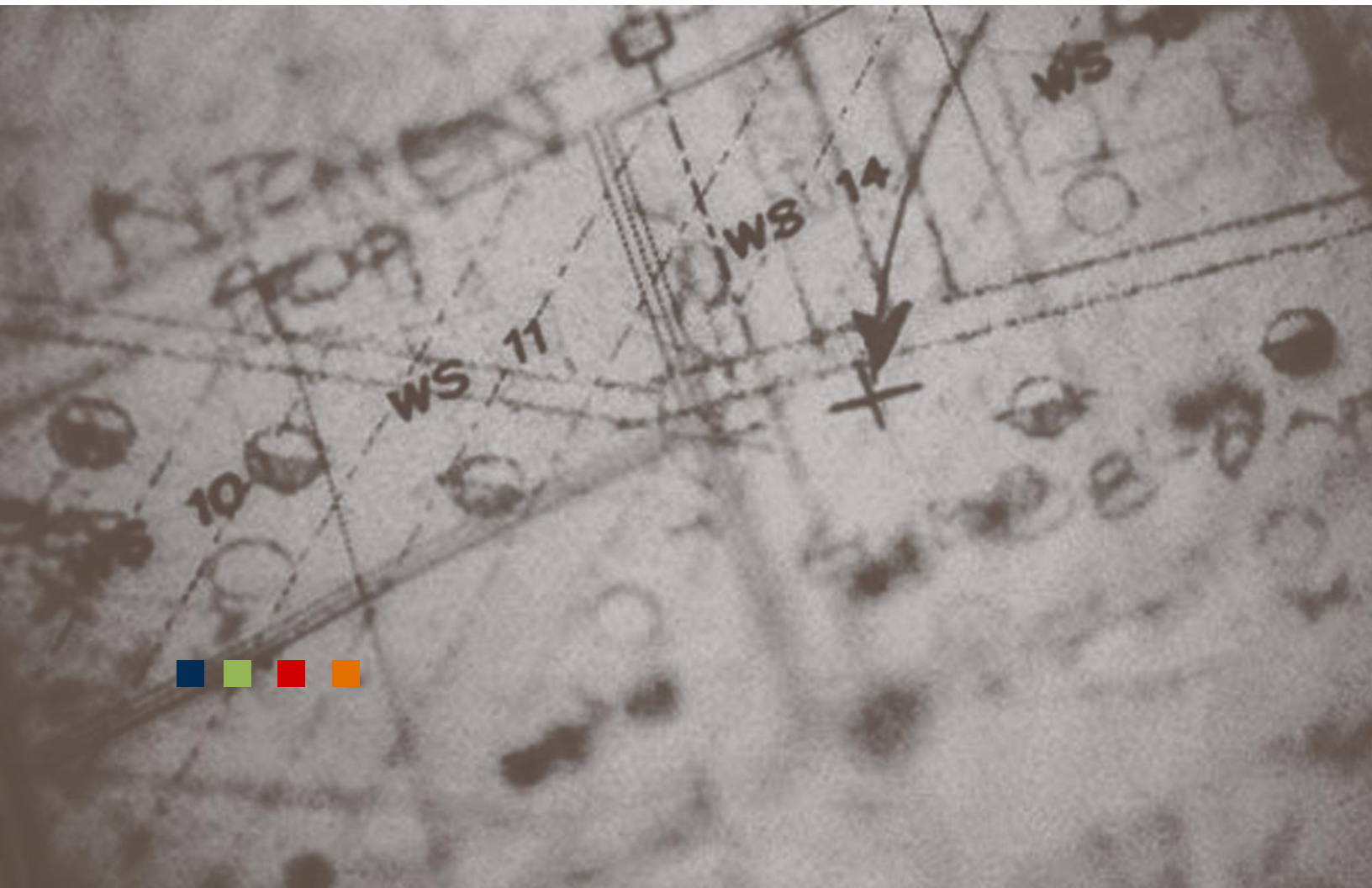


August 2008

# Lanesboro Retail Market Survey Report



**Survey Conducted by:**

**Lanesboro Chamber of Commerce  
Lanesboro Economic Development Authority**

**Survey Report Prepared by:**

**Fred Kiel and Staff  
KRW International, Inc.**

# LANESBORO Retail Market Survey Report

## Data Collected May 2008

### I. Introduction

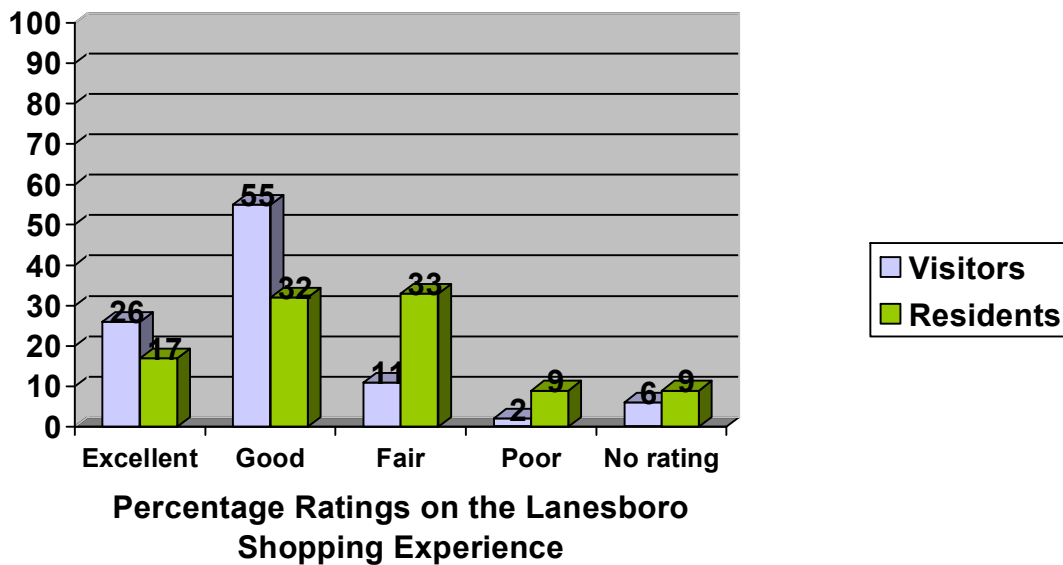
- A. Thirteen lodging establishments gathered survey forms from their guests during the month of May (and the first week or so of June). A total of 104 visitors completed the survey form.
- B. Lanesboro residents were also surveyed via the Visitor’s Center, some retail stores, Lanesboro City Office, and in the mail with Lanesboro Utility bills. A total of 57 residents completed the survey form.

Three questions were asked of both groups:

- 1. Rate the current retail shopping experience in Lanesboro. (Excellent; Good; Fair; Poor)
- 2. Comments on the current retail shopping experience?
- 3. Please tell us what retail stores are *missing* in Lanesboro.

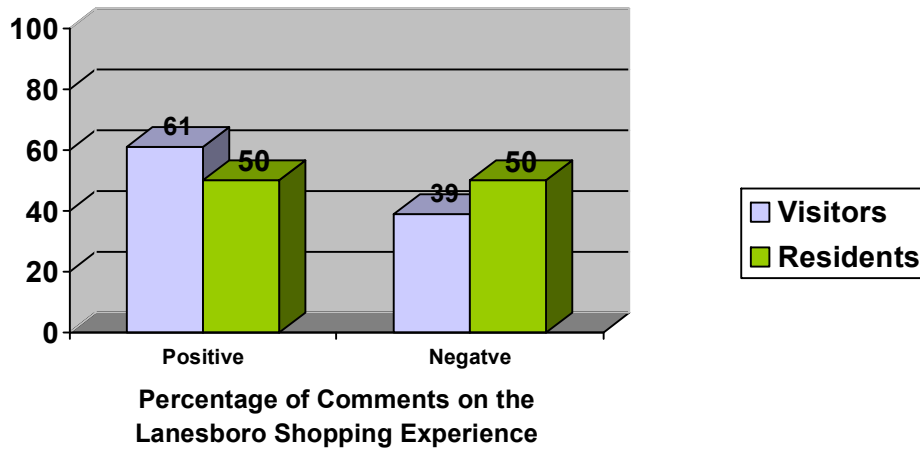
The actual data from all the responses are in Appendix A (Visitors) and Appendix B (Residents).

### II. Question 1: The Shopping Experience



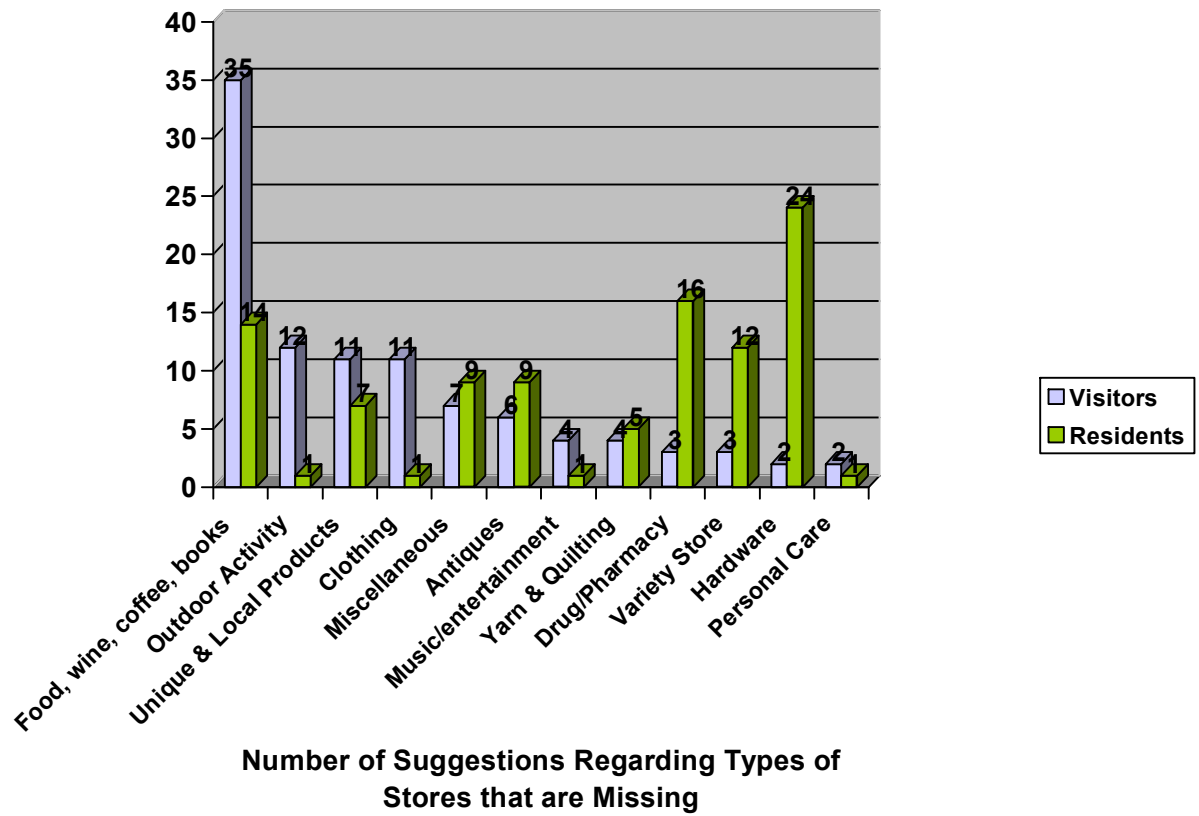
The good news is that over 80 percent of visitors rated their shopping experience in Lanesboro as either “Excellent” or “Good.” However, only 49 percent of residents rated it as either “Excellent” or “Good.”

### III. Question 2: Comments



<b>VISITOR'S COMPLIMENTS</b>
<p>Themes:</p> <ul style="list-style-type: none"> <li>• Friendliness of sales staffs</li> <li>• Nice mix of stores—good variety</li> <li>• Several favorites mentioned (Liv Blomma, Olivia's, Cornucopia, Essence of Lanesboro, Amish Experience, Spoiled Rotten, Riverside on the Root, Prana Healing Center)</li> </ul>
<b>VISITOR'S COMPLAINTS</b>
<p>Themes:</p> <ul style="list-style-type: none"> <li>• Limited hours (48 percent of the negative comments were about this)</li> <li>• Not much variety</li> </ul>
<b>RESIDENT'S COMPLIMENTS</b>
<p>Themes</p> <ul style="list-style-type: none"> <li>• Only one theme: 7 of the 22 positive comments were about Village Foods. It is well loved by many Lanesboro Residents!</li> </ul>
<b>RESIDENT'S COMPLAINTS</b>
<p>Themes:</p> <ul style="list-style-type: none"> <li>• Again, only one theme: there's nothing much in Lanesboro for the residents—all focused on tourists.</li> </ul>

### IV. Question 3: What's Missing?



\*Food, wine, coffee and books were often mentioned by Visitors together in some combination.

## Appendix A: Survey Data from Visitors

### Question 1: Ratings

B&B	Excellent	Good	Fair	Poor	N/A	Sample Size
Art Lofts	2	2	0	0	0	4
Anna V's	2	3	0	0	0	5
Berwood Hill	1	5	0	0	0	6
Belle Rive	3	1	0	0	0	4
Coffee St. Inn	1	1	0	0	0	2
Cedar Valley R	0	2	1	0	0	3
Guest Hus Motel	1	3	1	0	0	5
Hillcrest Hide-Away	5	2	2	1	0	10
Mrs. B's	1	10	3	1	2	17
Sacred Clay Farm	3	14	2	0	1	20
Scandinavian Inn	8	9	0	0	1	18
Stone Mill Suites	1	4	0	0	1	6
1898 Inn	0	3	3	0	1	7
<b>Total:</b>	<b>28</b>	<b>59</b>	<b>12</b>	<b>2</b>	<b>6</b>	<b>107</b>
<b>Percent:</b>	<b>26%</b>	<b>55%</b>	<b>11%</b>	<b>2%</b>	<b>6%</b>	<b>100%</b>

## Question 2: Visitors Comments on the Shopping Experience

Over half of the ninety comments were positive—61 percent. But almost 40 percent were fairly negative.

### Compliments on Shopping in Lanesboro:

Out of 90 Comments, These 55 Were Positive (61 percent)

#### Themes:

- **Friendliness of sales staffs**
- **Nice mix of stores—good variety**
- **Several favorites mentioned (Liv Blomma, Olivia's, Cornucopia, Essence of Lanesboro, Amish Experience, Spoiled Rotten, Riverside on the Root, Prana Healing Center)**

- You now have balance between past and present. Try to maintain this balance.
- Everyone very nice. Enjoyed Farmer's Market.
- Nice – where is the popcorn stand? Good variety.
- Nice mix of arts, tourist, clothing and food.
- Nice variety of goods – not the same stuff in every store.
- I found unique items here so have been quite pleased. We visit several times during the biking season.
- We really didn't come to shop – actually we came to get away from the “urban shopping experience.” But we *loved* the Art Gallery.
- Very interesting, good selections of gift items. Loved Olivia's Attic and Amish Experience and the Art store – Cornucopia.
- Very good – really enjoyed the pet place.
- Fun stores! Unique items.
- Very nice.
- New shop “Essence of Lanesboro” is wonderful; “Cheryl's Apparel” is always a fun place.
- Liv Blomma is our favorite. Cheryl's Apparel also rates on top. Riverside on the Root is a must.
- Everything was wonderful.
- Loved the dog shop and any costume jewelry/art. Unique = key.
- Liked the mix of locally produced merchandise.
- It was nice to see some new shops in town. We felt like it was updated.
- Gift and art shops are good. Restaurants good.
- Olivia's and Liv Blomma.
- Liked Olivia's and Liv – others OK.
- Friendly staff.
- Good and “fun” – nice mix.
- Friendly people.
- Some nice unique shops.
- Loved the store with work from local artists.

- Nice variety.
- Like Prana Healing Center’s new space and the Vintage.
- We love the Cornucopia Art Center.
- Liked the Art Center – I’m not really a shopper.
- Everything is great! Small town living is why I come!
- I think it is good for the size of the town. No chains ever! You don’t want them. I don’t come down to shop and I think it is more important to the townspeople.
- Nice variety of unique shops.
- I like how they were close in walking distance from each other.
- Change nothing. We are 20 year vets – Bike/B&B/Theatre – that’s why we return.
- I went shopping at the Amish stores – that was great.
- Love the Scandinavian Shop and the women’s clothing shop.
- Interesting assortment but didn’t buy anything.
- Nicely done. We like it.
- Unique stores.
- I felt the clerks in the stores were very friendly and efficient.
- Friendly and helpful.
- Shop keepers were extremely helpful! Wonderful shopping.
- Enjoyed the Farmer’s Market on Sat. morning.
- Food. Very fair and good merchandise.
- Nice variety. Prices are reasonable. Everyone very friendly.
- Nice variety. Clean streets – overall clean, and good “eye” appeal.
- Very quaint. Nice to be able to walk to everything.
- A wonderful mix of high end and more accessible fare.
- Non-big-name stores. It’s nice to see individual stores.
- Good variety.
- Olivia’s Attic was very cool.
- We thought the new soap shop was interesting and unique.
- Good variety.
- Loved Liv Blomma.

<b>Complaints about Shopping in Lanesboro:</b>
<b>Out of 90 Comments, These 35 Were Negative (39 percent)</b>
<b>Themes:</b> <ul style="list-style-type: none"> <li>• <b>Limited hours (48 percent of the negative comments were about this)</b></li> <li>• <b>Not much variety</b></li> </ul>
<ul style="list-style-type: none"> <li>• Had money to spend; could not find anything on which to spend it.</li> <li>• Would have liked to visit shops between 5-6 PM hour prior to going to dinner.</li> <li>• More hours.</li> <li>• Poor service in the past seems to have had an impact.</li> <li>• Doesn’t seem to be much.</li> <li>• More parking, especially handicap parking.</li> </ul>

- Shops didn't seem to specialize.
- Restaurants could stay open, with food service past 9:00 PM – at least till 10:00 – especially on 3 day weekends.
- Many shops weren't open during the week (when we were here for four days).
- Miss the store that used to occupy space where the pet shop is now.
- Most of stores had expensive junk – nothing I would buy.
- Stores seemed to carry the same items, so the variety is lacking. Would like to see more diversification – a coffee shop, a juice health drink store, DVD rental.
- Longer hours, more variety of shopping needed, utilize empty stores.
- Your business hours are limited.
- Fine for a town this size for visitors – may not be adequate for locals. We don't shop so didn't pay much attention.
- Not much variety.
- Would be better if all shops were open.
- Bring back the wine shop. Deli would be nice.
- Need to stay open longer.
- Not as good as previous years.
- One or two real antique shops; more local artists (we wanted to purchase *something* but could not find anything we liked, i.e. textiles, art, sculpture); tried to buy tee but not w/o short sleeves.
- Redundant, too much of same offerings (T-shirts, etc.).
- The shops should be open later on Saturday.
- We arrived mid-week. When we finished riding the bike trails and got cleaned-up, the shops were closed (5:00 pm).
- Hours aren't that great.
- Friday nite at 7 PM and only 2 retail shops open!
- Stores that promote degrading ethnicity and sexual references (T-shirt shack) do not have any place in this town as a business.
- Merchandise high priced.
- I'm from Minneapolis and I think the prices are a bit high.
- Stay open until at least 10 P.M. when people are ready for shopping.
- It seems like everywhere else. Couldn't find things we needed.
- It would be nice if the stores were open till 9 pm so people could visit in the evening.
- Hours on Sundays.
- Restaurants open later.
- Food served after 9 or 10 PM.

## Question 3: Visitor's Comments about "What's Missing" from the Shopping Experience in Lanesboro

167 suggestions were given for how we could improve our retail district.

### A. DRINKING, EATING, AND BOOKS (35%)

About one-third (59 or 35%) of the suggestions involved a desire to have somewhere to sit and drink coffee or maybe have some fine wine and cheese or light fare. People thought it would be great if this experience could be associated with a book store as well. Many also expressed a desire for a place to buy fine wines. The 59 comments are broken down as follows:

- Food (20)
- Coffee (15)
- Books (14)
- Wine & Liquor (10)

### B. OUTDOOR ACTIVITIES (12%)

20 comments expressed a desire for items associated with outdoor activities—gardening, biking, fishing, camping.

### C. UNIQUE LOCAL PRODUCTS (11%)

A full 11 percent (18) comments were about a desire to buy locally produced goods and products, including Amish furniture and crafts.

### D. CLOTHING (11%)

Likewise, 11 percent (18) expressed a desire to buy clothing—especially mentioned was the lack of anything for men in the Lanesboro stores.

### E. ANTIQUES (7%)

11 comments suggested that Lanesboro needs some antique shops.

### F. THE BALANCE (24%)

The balance (about 40 comments) included suggestions for a yarn and quilting store, a drug store, a variety store, and a place to rent movies, get personal care and some other miscellaneous suggestions.

## Suggestions for Improving Retail Shopping in Lanesboro:

<b>FOOD (20)</b>	<b>COFFEE (15)</b>
Health food store and restaurant; family dining; more restaurants (organic food); restaurant priced between Pedal Pushers and Vintage; bakery with artisan breads vs. just pastries; biker friendly/kid friendly sandwich shop; Cheese market; gourmet good take-out store (fruit, cheese); late night eateries; lunch for the trail; organic restaurants; Good co-op/health food store; sandwiches to go; box lunches for trail; reheats for thermos; natural food coop; good cheese; unique foods at reasonable price (Italian/Asian); Juice Health Drink Store; bakery; food – upscale	Coffee shop; wifi coffee shops; coffee shop ; coffee shop; coffee shop (latte, mocha, cappuccino, etc) where you can sit down; coffee shop where you can relax; coffee house; coffee shop with book store and comfy chairs; coffee shop with good coffee and deli; coffee shop and tea; coffee café with local “outdoors” feel; coffee shop; good coffee shop; coffee shop; coffee shop
<b>UNIQUE LOCAL PRODUCTS (18)</b>	<b>WINE &amp; LIQUOR (10)</b>
Amish Store; Amish store with hand made goods; Minnesota products; local artisan shops; interesting things you can’t get elsewhere; more local flavor/theme shops; local jewelry; local crafts; Amish; Amish furniture store; focus on hand-made items – woven rugs, woodworking, etc.; more locally-made and Amish items; less “typical gift shop” items; more local crafts; kitchen store; kitchen specialty store	Fine wine and cheese; liquor store; wine store; liquor store; wine; wine and spirits shop; wine and cheese shop; wine and cheese; need place to find “nice” wines; wine
<b>CLOTHING (18)</b>	<b>BOOKS (14)</b>
Shoe store; nice women dress shop; more clothing shops; men’s clothing; men’s and women’s clothes; High end sports wear; clothing and shoes; clothing and shoes; clothing and shoes; women’s clothing boutique; fashionable clothes; sports and men’s clothing and gifts for men; sport shoes; swim wear; ladies apparel; kid’s apparel; maybe some necessities, like plain socks	Book store; book store (not chain); book store; book store; book store (historic maps & drawings); book store; book store; eclectic book store (some used?); book store with seating (emphasis on Local MN books); books; book store; book store; book store; book store
<b>ANTIQUES (11)</b>	<b>OUTDOOR (20)</b>
Antique shop; antiques; antique shop; a real antique shop; antique store; more antiques/furniture; something with more focus on antiques; antiques; would love to see some antique shops; antiques and old stuff; more antiques would be fun;	Tennis shop; roller blade rental; angler’s store; bike-tune-up shop; horseback rides; fly fishing; miniature golf; camping gear; bird watcher books; sports shop; garden store; gardening, plants, tools; items for garden, crafted unique items; green items for cleaning, clothing, etc.; garden shop

<b>YARN &amp; QUILTING (6)</b>	<b>MUSIC/ENTERTAINMENT (7)</b>
Yarn/quilting/embroidery/appliqué kit shop; quilt shop and fabric store with classes; quilt shop (fabric); linen store; linen store	DVD rental; music store; folk type with concerts; movie theatre; movie theatres; entertainment in the parks (movies, music); kid movies
<b>VARIETY STORE (5)</b>	<b>DRUG STORE (8)</b>
Dime store – variety store; old five and dime; variety store with things we forgot at home; some more late night grocery items might be ideal for sundries/forgotten items; more useful items – less country, cutesy, touristy	Drug store; drug store; pharmacy; drug store; drug store; drug store with first aid, etc.; drug store; I didn't see a drug store – assume it's in the grocery?
<b>PERSONAL CARE (3)</b>	<b>HARDWARE (3)</b>
Spa; pedi's and mani's; Sephora; nail salon (manicures and pedicures)	Hardware/auto items; hardware store; hardware
<b>MISCELLANEOUS (9)</b>	
consignment store (like Kismet in Rochester); more shops; flea market; general needs – camera supplies, etc.; no major chains!; kid's toys; toy store; art; jewelry;	

## Appendix B: Survey Data from Lanesboro Residents

### Question 1: Ratings

About half (49%) of the residents who responded rated their shopping experience in Lanesboro as either “Excellent” or “Good.” 42 percent rated it as “Fair” to “Poor.” Residents are not nearly as positive about the shopping in Lanesboro as the visitors.

Excellent	Good	Fair	Poor	N/A	Sample Size
10	18	19	5	5	57
17%	32%	33%	9%	9%	100%

### Question 2: Comments on the Shopping Experience

Exactly half—50 percent—of the 44 comments were positive compared to 61 percent for the visitors.

<b>Compliments on Shopping in Lanesboro</b>	
<b>Themes:</b>	<ul style="list-style-type: none"> <li>• <b>Only one theme: 7 of the 22 positive comments were about Village Foods. It is well loved!</b></li> </ul>
	<ul style="list-style-type: none"> <li>• Grocery store is excellent.</li> <li>• All my family who come to visit me enjoy shopping in the stores!</li> <li>• Good grocery store.</li> <li>• Fun apparel at Tours and Treasures.</li> <li>• All of the businesses are, on the whole, attractive and inviting with friendly service.</li> <li>• We have a nice well-balanced number of stores.</li> <li>• Great gifts.</li> <li>• Lanesboro’s saving grace is its authentic, unique shops and quality products.</li> <li>• I love Village Foods!</li> <li>• Art gallery is excellent.</li> <li>• Wonderful food!</li> <li>• It’s getting better...</li> <li>• Great – with just a few missing parts!</li> <li>• Excellent clothes shop – and grocery store.</li> <li>• Excellent nice gift stores.</li> <li>• Excellent high end restaurants.</li> <li>• We are very happy to have a grocery store and women’s clothing store.</li> <li>• Grocery store is wonderful!</li> <li>• Really like Village Foods.</li> <li>• Village Foods is excellent. There’s not much else in town for local folks and that’s</li> </ul>

okay – it is economic reality.

- All stores are attractive, well-kept, courteous but I am not a “stuff” (knick-knack, gifts) buyer.
- Have a good grocery store.

## Complaints about Shopping in Lanesboro

Out of 44 Comments, 22 Were Negative (50 percent)

### Themes:

- **Again, only one theme: there’s nothing much in Lanesboro for the residents—all focused on tourists.**

- Need a better moderately priced restaurant that has good food!
- Not much for clothing or for gift cards.
- Restaurants could stay open later.
- There seems to be a surplus of T-shirt and souvenirs (made in China) shops, verging on making Lanesboro just another Wisconsin Dells (on a smaller scale).
- If local people don’t support the businesses, they won’t survive.
- “Shopping locally” needs to be promoted and supported by everyone, including the below (Economic Development Authority and Chamber of Commerce).
- I wish the grocery store had longer hours.
- Need better hours on restaurants.
- Need better home cooking.
- It’s all tourist shops and nothing for the person that lives here and needs basic items.
- There’s nothing to shop for in Lanesboro but souvenirs and a few groceries. Have to go out of town for most of your groceries so you might as well do the rest of your shopping out of town too.
- Clothes are priced too high.
- Grocery store needs updating.
- Better focus on customer service.
- Not many left – Olivia’s Attic has interesting items. You need more tourist shops.
- More fun shops – they leave as fast as they come.
- Grocery store is OK – the rest sucks – all tailored for the tourist.
- I spend most of my discretionary dollars at hardware or drug stores and there is neither in Lanesboro.
- Some way too expensive, not practical for “normal” lower income residents.
- Obviously geared toward tourism.
- Not quite enough shops for a destination shopping experience. Most shops are “knick-knack” shops with souvenirs, T-shirts, etc.
- Too many specialty stores and not enough of the “basics.”

### Question 3: Resident's comments about "What's Missing" from the Shopping Experience in Lanesboro

128 suggestions were given by Lanesboro residents for how we could improve our retail district.

**A. HARDWARE (24%)**

Residents clearly miss having a hardware store. This is the most often mentioned suggestion.

**B. DRUGSTORE (16%)**

Next in importance to residents is to have a drug store.

**C. DRINKING, EATING AND BOOKS (14%)**

Having a good place for a cup of coffee has some appeal to residents as well as the tourists. But there's a lot less interest in food, drinks, coffee, and books among the residents. The 18 comments are broken down as follows:

- Food (7)
- Coffee (7)
- Books (3)
- Wine & Liquor (1)

**D. VARIETY STORE (12%)**

**E. ANTIQUES (9%)**

There was a bit more interest in antiques from residents than from visitors (9% compared to 7% for visitors).

**F. UNIQUE LOCAL PRODUCTS (7%)**

**G. THE BALANCE (18%)**

The balance (about 23 comments) included suggestions for a yarn and quilting store, clothing store, personal care store, and some other miscellaneous suggestions.

<b>Suggestions for Improving Retail Shopping in Lanesboro</b>	
<b>FOOD (7)</b>	<b>COFFEE (7)</b>
Affordable place to eat; a good bar and grill; breakfast type café; grocery store; restaurants that serve good food; grocery store; deli	Coffee shop; <u>good</u> coffee; coffee shop; sit down dine-in coffee shop; place to get a good cup of coffee; bookstore/coffee shop combination would be great; coffee house with <u>really good</u> coffee and indoor seating
<b>UNIQUE LOCAL PRODUCTS (9)</b>	<b>WINE &amp; LIQUOR (1)</b>
More craft shops (e.g. woodworker, textiles, etc.); general store; local Amish connection in quilts; replace Grandma's Garden; greeting card shop; specialty store for locally produced goods and crafts; flower shop; some type of replacement for Grandma's Garden; flower shop	Wine shop
<b>CLOTHING (2)</b>	<b>BOOKS (3)</b>
Children's clothes; clothing	Bookstore; Bookstore; bookstore/coffee shop
<b>ANTIQUES (12)</b>	<b>OUTDOOR (1)</b>
Antique store; Antique shop; Antiques; Some antique shops; antiques; antique; antique stores; antiques shop; antique store; antique mall; antique mall; antique store	Combination hunting, fishing, hardware store
<b>YARN &amp; QUILTING (7)</b>	<b>MUSIC/ENTERTAINMENT (1)</b>
Quilting and Knitting; Quilting; fabric/yarn; quilting; quilting tours/retreats; quilt shop; yarn shop	Dance place – lessons followed by dancing
<b>VARIETY STORE (15)</b>	<b>DRUG STORE (20)</b>
Variety store; Variety store; Variety; Variety; nice Variety store; Variety store; variety store; dime store; dollar store; variety store; variety; dime store; variety store; dollar store; small dollar store	Drug store; Pharmacy/gift; drug store; drug store; drug store; pharmacy; drug store; Pharmacy; drug store; drug store; pharmacy; drug store; drug store; drug store; pharmacy; drug store; drug store; drug store; drug store; drug store
<b>PERSONAL CARE (1)</b>	<b>MISCELLANEOUS (11)</b>
Drugstore type store with daily essentials – personal care supplies, diapers, etc.	Wal-Mart; Kwik Trip; Thrift – resale; Perhaps another higher-end gift shop similar to the Bibelot in the Cities; Farm & Home type store; expanded grocery; Lumber; lumber yard; Harley Davidson Dealership; General store with essentials
<b>HARDWARE STORE (31)</b>	<b>OTHER COMMENTS</b>
Hardware store; Hardware store; Hardware; Hardware; Hardware; Hardware; Hardware; hardware; hardware	I think a “bazaar” might be supportable. I can envision a space with about a half dozen galleries and stalls within, where artists and

<p>store; hardware store; Hardware; Hardware store; hardware; hardware; hardware; hardware store; hardware store; hardware; hardware store; Hardware; hardware; hardware store; hardware store; hardware; hardware store; hardware store; hardware store; hardware store; hardware store; hardware store; hardware store with practical items and whatever else would be useful for tourists and residents</p>	<p>craftspeople can sell their stuff. Space could be rented a month at a time so that there would be constant variety thru turnover, and the vendors wouldn't be tied to a retail space. Anyone with a display at Art in the Park would be a vendor candidate, estate sales, Amish quilters, retail close-outs (Red Wing Shoes, Woolrich and LLBean come to mind) and whomever else would fit into the short-term rental scenario</p>
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