

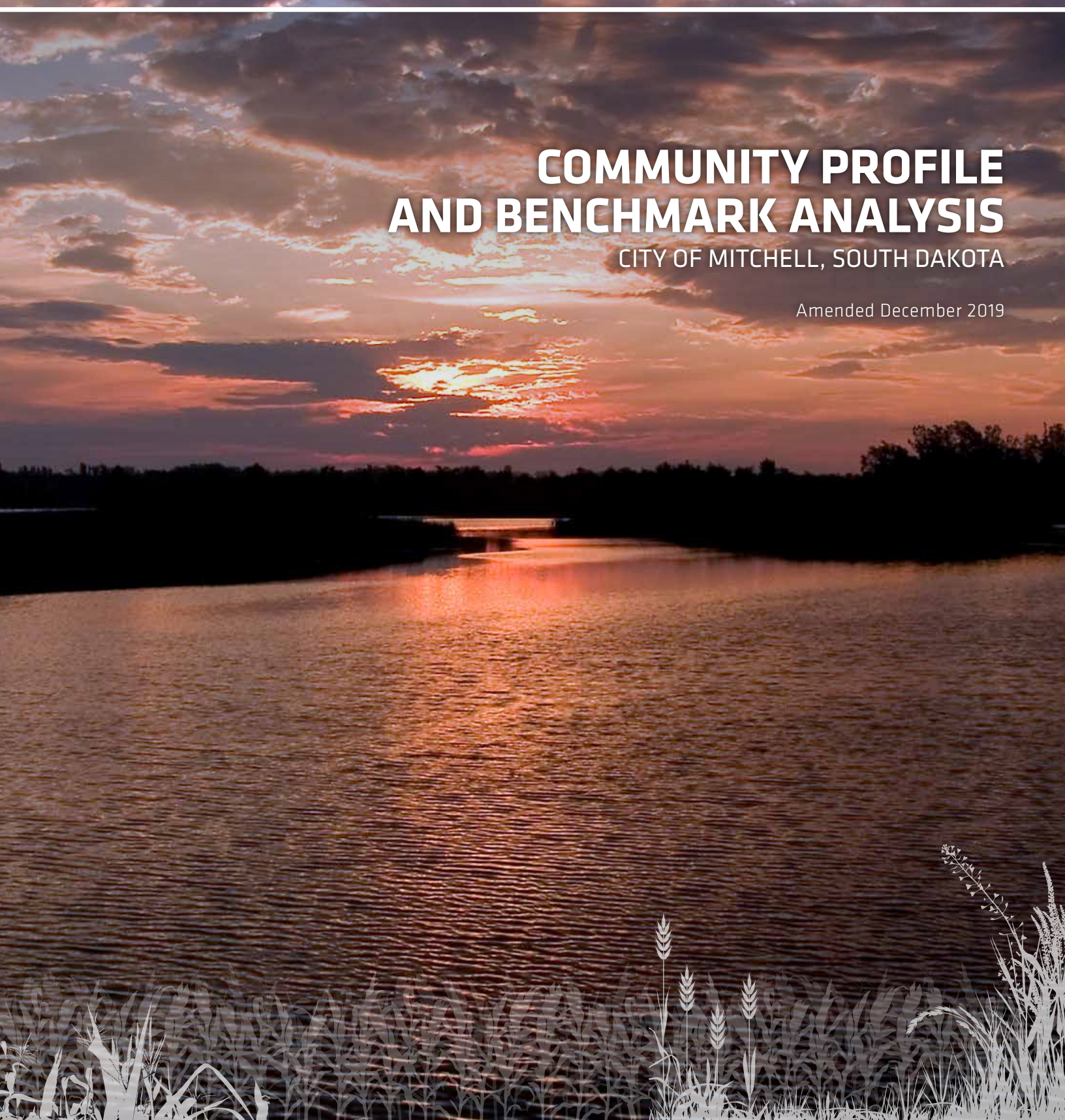
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# COMMUNITY PROFILE AND BENCHMARK ANALYSIS

CITY OF MITCHELL, SOUTH DAKOTA

Amended December 2019



# COMMUNITY PROFILE AND BENCHMARK ANALYSIS

## CITY OF MITCHELL

This report presents an analysis of the demographic, economic, health conditions and trends of Mitchell, South Dakota, USA.

This report has been prepared as part of the development of a new community vision and action plan for the City of Mitchell, called Forward 2040. The report aims to present a baseline demographic, health, and economic analysis of the community. This report describes the City of Mitchell and includes current population makeup and topics such as public health, education, infrastructure, and employment characteristics. It also includes some longitudinal analysis to show the current demographic and economic trends of the City of Mitchell and compares Mitchell to similar cities and towns across the United States.

Amended December 2019

Prepared By:

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## 1.0 INTRODUCTION

This report has been prepared as part of the development of a new community vision and action plan for the City of Mitchell, called Forward 2040. The report aims to present a baseline demographic, health, and economic analysis of the community, including current population makeup and topics such as public health, education, infrastructure, and employment characteristics. It also includes some longitudinal analysis to show the current demographic and economic trends of the City of Mitchell.

The purpose of benchmarking is to provide valuable insight into the City of Mitchell and how it relates to other similarly situated communities. This report explores key metrics of comparison for twenty-one other communities that share similar characteristics to the City of Mitchell. The focus of this analysis will highlight the City's strengths relevant to the community vision as the community creates its action plan to guide City planning to the year 2040.

The City of Mitchell is located along U.S. Interstate 90 which is home of some of the most prominent manufacturing, distribution and service businesses in the nation. Industrial and business park sites are situated next to the interstate, and conveniently located adjacent to rail and the airport.

Mitchell is located in Davison County and is the principal city of the Mitchell Micropolitan Statistical Area, which includes all of Davison and Hanson counties. The City is home to more than 15,566 residents (2017 est.) with a 0.3% annual population growth since 2000. Mitchell is a growing Midwestern community conveniently located on I-90 in South Central South Dakota. Mitchell is home to both Mitchell Technical Institute and Dakota Wesleyan University and serves as a regional hub for trade in an area that spans 15 counties. The City is home to the World's Only Corn Palace which sees over 250,000 visitors per year. The City also features a 500-acre lake within the municipality that provides unique recreational opportunities for residents and visitors. Mitchell is also the home to the Mitchell Prehistoric Indian Village and the Dakota Discovery Museum; whose mission is to present and preserve the history of the prairie and the people who settled the region.

### Technical note:

The analysis presented in this benchmark report draws on a number of publicly-available data sources, most notably the Census 2013-2017 American Community Survey 5-Year estimates unless otherwise stated. All the data utilized in the preparation of this report can be accessed online at <https://factfinder.census.gov>.





## 1.1 CITY OF MITCHELL – COMMUNITY SNAPSHOT

The following table provides a summary of the economic and demographic features of Mitchell, South Dakota. The median age for individuals is 36 years with a median income of \$45,264. 21.5% earn more than \$100,000 annually, and 13.9% live below the poverty level. 69.7% of the population 16 years and over participates in the labor force.

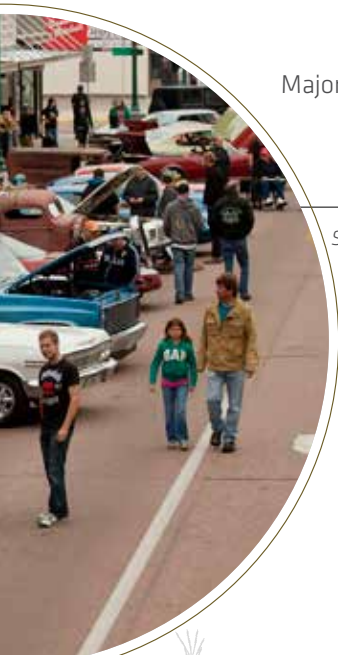
The major occupations in the City are (1) Management, business, science, and arts, and (2) Sales and office occupations, which altogether represents 53.8% of the occupations in Mitchell. Across industries, the major areas of employment are (1) Educational services, and health care and social assistance (2) Manufacturing (3) Retail Trade, and (4) Construction. This represents 62.1% of the jobs of residents in the City.

The City of Mitchell is a growing Midwestern community with highly educated residents and a high labor participation rate.

### Mitchell's Demographics and Economics Summary

Population (2000)	14,558
Population (2017)	15,566
Median Age (2017)	36 years
Workforce Participation Rate (2017)	55.8%
Median Household Income (2017)	\$45,264
Median Home Value (2017)	\$133,900
Population Below Poverty Line (2017)	13.9%
Home Ownership Rate (2017)	54.4%
Major Occupations (2017)	Management, business, science, and arts
	Sales and office
	Educational services, and health care and social assistance
Major Industries (2017)	Manufacturing
	Retail Trade
	Construction

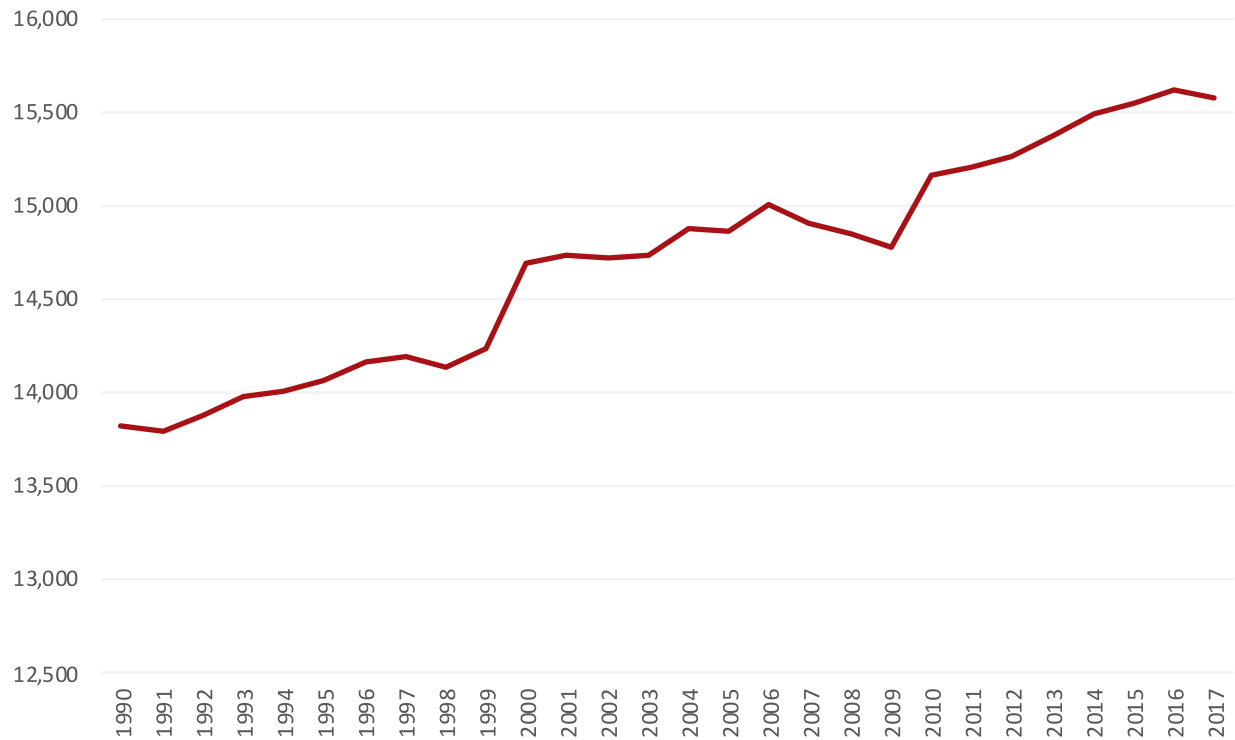
Source: 2000 Decennial Census; 2013 - 2017 5-Year American Community Survey; Projections extrapolated from Decennial Census



## 1.2 POPULATION TRENDS

In 2017, the population of the City was estimated to be 15,566, with a median age of 36 years. Mitchell's population went through a 6.3% increase between 1990 and 2000, and since 2000 has increased by an annual growth rate of 0.3%.

### Population change for City of Mitchell, South Dakota (1990 - 2017)



Source: American Community Survey (2017 - ACS 5-year estimates) and U.S Census Bureau



DataInsight

#### DATA INSIGHT:

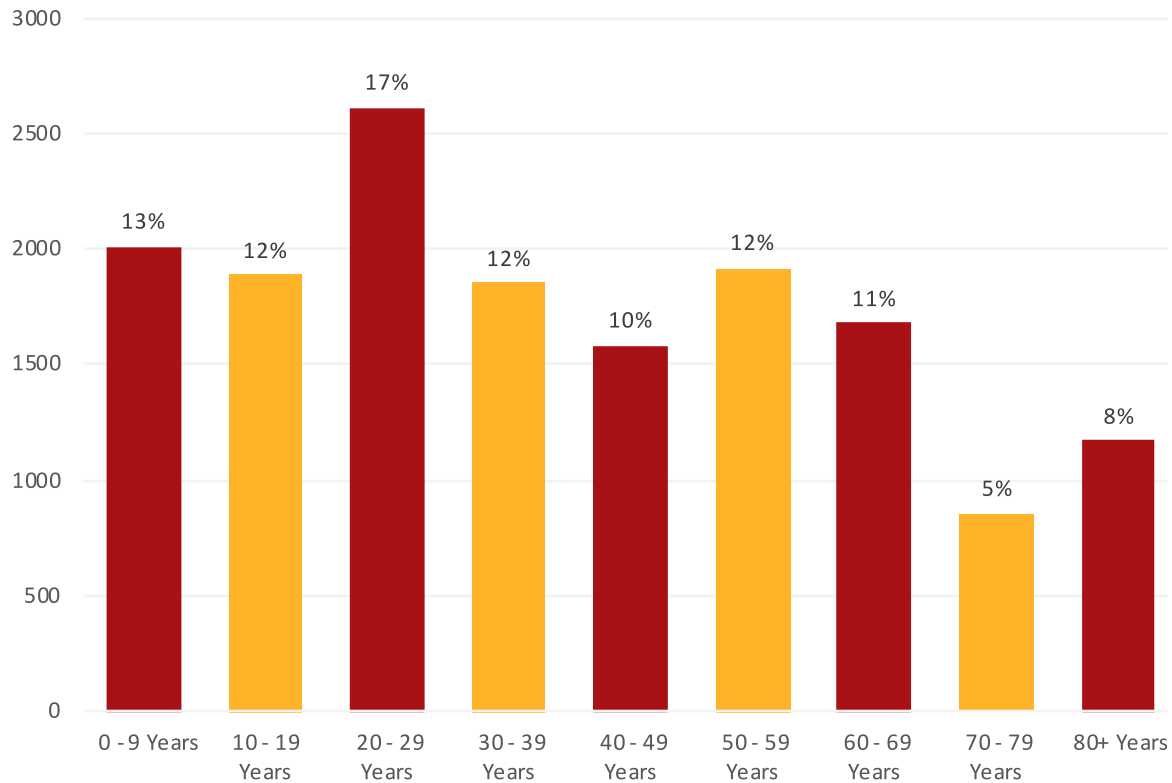
- Since Mitchell is the principal city in the region, any future population increase will likely result in changed land use, or increased density in some of the locations within the regional area.
- Mitchell has seen consistent growth in population since the 1990's.



### 1.3 DEMOGRAPHIC PROFILE

The 2017 age profile for Mitchell shows those within 4 to 24 years of age (Gen Z) accounting for 28% of the population and representing the predominant age group. Residents within the age of 25 to 39 years old (Gen Y or Millennials) account for 20% of the population, 55 to 75 years old (Baby Boomers) account for 19.8% of the population, and those within 40 to 54 years old (Gen X) account for 16.8% of the residents of Mitchell.

#### Residents age profile for Mitchell, 2017



Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

#### DATA INSIGHT:

- In 2017, about 42% of Mitchell's population fell into the 0 - 29 years category, 34% into the 30-59 years age group and 24% of the population were over 60 years of age.

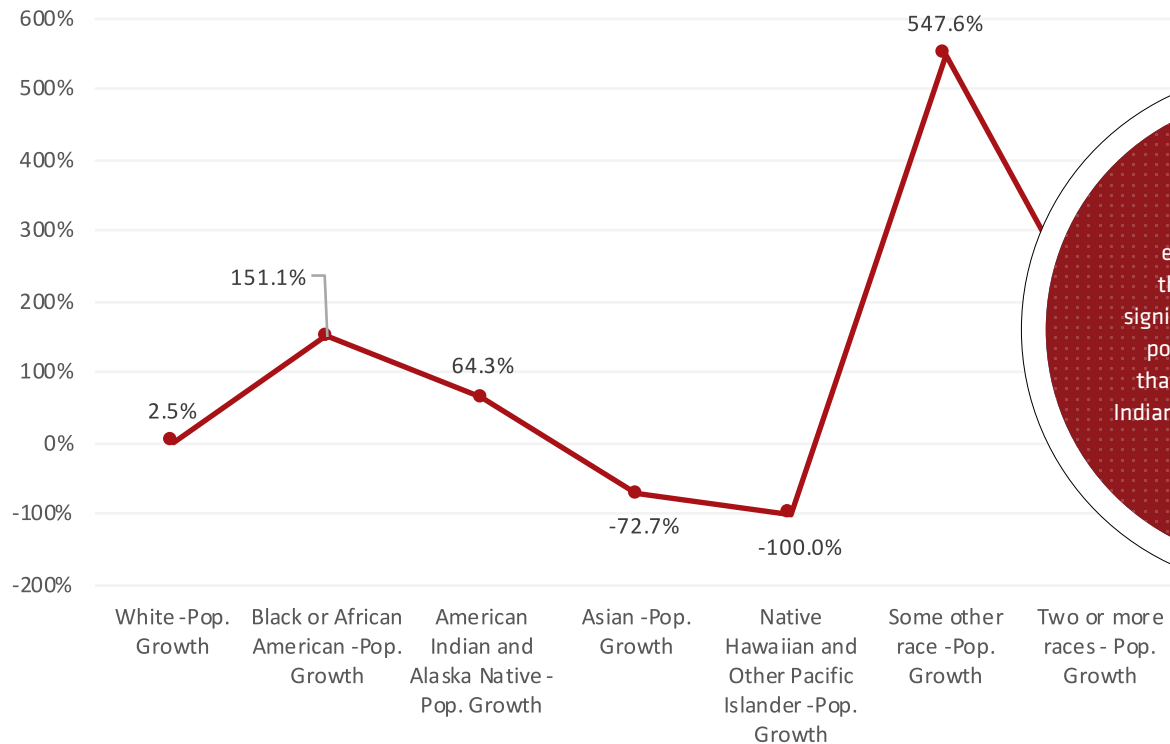




## 1.4 CHANGING ETHNIC MAKEUP

Between 2000 and 2017, the fastest growing racial group in Mitchell was the White population, which added a total of 346 people. Second fastest was those who are of some other race (not White, Black, American Indian, Asian, or Hawaiian) which also grew by 230 people, followed by the American Indian population, which grew by 225 people.

**Population Growth of Ethnicities in Mitchell, South Dakota (2000 to 2017)**



The shift in the ethnic composition of the community shows significant increase in the population of residents that are black, American Indian, of some other race, of two or more races.

*American Community Survey (2017 - ACS 5-year estimates)*



DataInsight

### DATA INSIGHT:

- In Mitchell, those who identified as a race other than White alone, made up just 8.3% of the total population in 2017 while White residents represented the remaining 91.7% of the city's population.
- The total change in White population over the last 17 years is 2.3%. This is greater than the average of the cohort communities, which was 0.1%.



## 1.5 EMPLOYMENT IN MAIN INDUSTRIES

In 2017, the economy of Mitchell employed 8,281 people. The main industries with respect to the number of employed populations are (1) Educational services, and health care and social assistance (2) Manufacturing (3) Retail Trade, and (4) Construction. In order to determine the dynamics of the main industries listed above, we consider the employment numbers and growth as a means of examining which industries are emerging and which may be declining.

### Employment Numbers and Growth in Main Industries



Source: American Community Survey (2017 - ACS 5-year estimates)

The most significant employment concentration in Mitchell is the Educational services, and health care and social assistance sector (1792 people) with Health care and social assistance accounting for 63% of the employment numbers.



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### DATA INSIGHT:

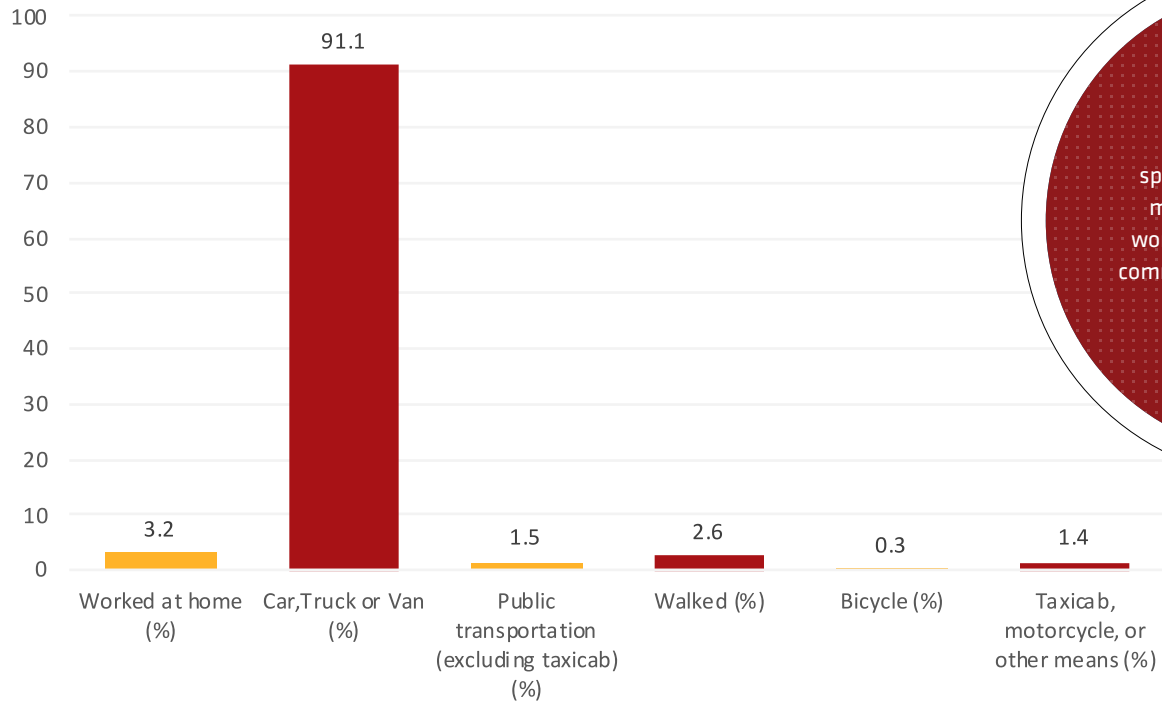
- Between 2015 and 2017, the construction industry increased its employment by 22% followed by the manufacturing industry with an increase of 13%, and the retail trade industry recording a 7% increase.
- Between 2015 and 2017, the Educational services, and health care and social assistance industry declined in employee numbers by 10%..



## 1.6 WORKFORCE COMMUTING PATTERN

Workforce pattern highlights the City of Mitchell's workforce commuting trends, including to and from where employees are commuting each day of work, how far they are traveling, and other relevant patterns.

### Work Commuting Patterns of Residents in Mitchell



Mitchell residents spend an average of 11.3 minutes commuting to work, the lowest average commute time among the cohort communities.

Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

### DATA INSIGHT:

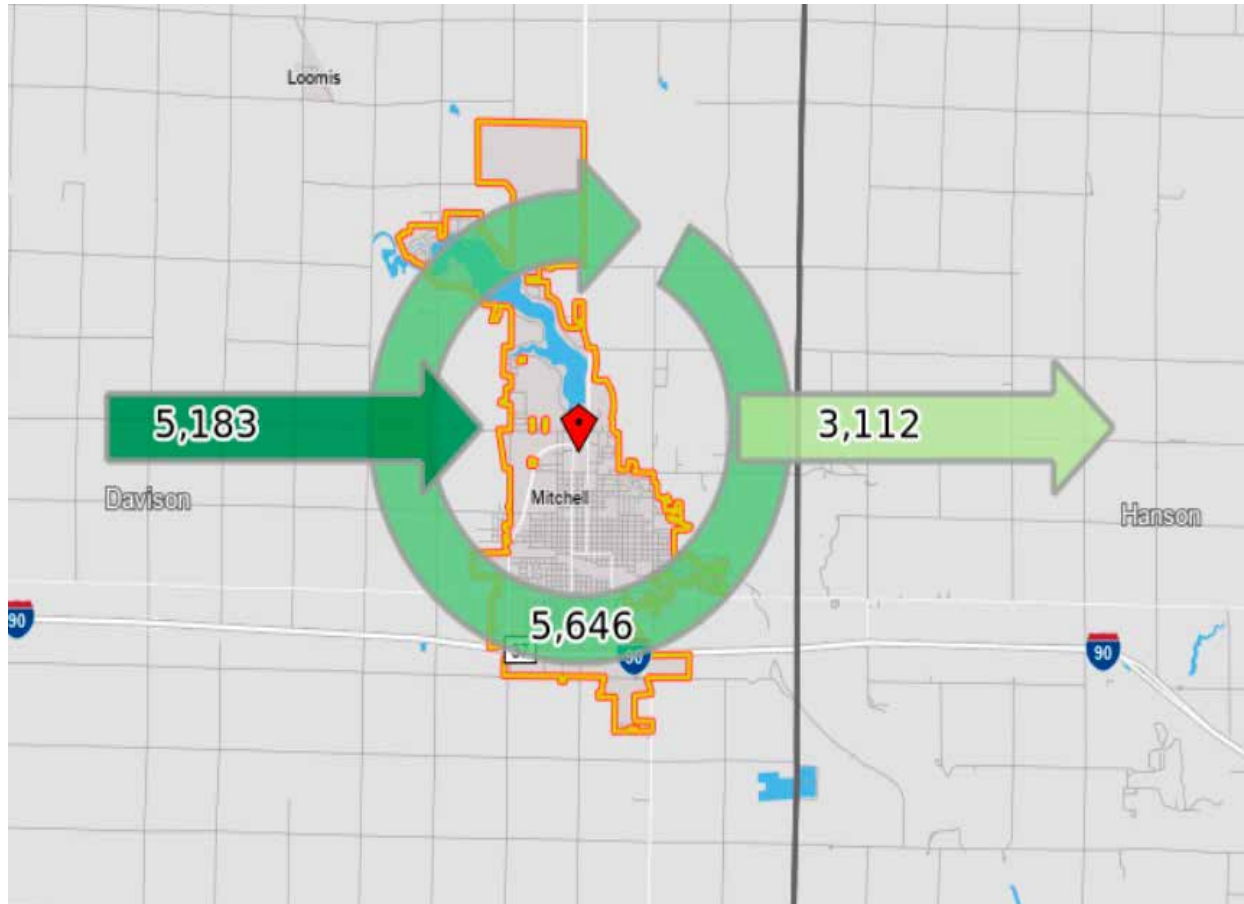
- 91.1% of the population 16 years and older use a car, truck or van when commuting to and from work. This is 1% more than the average for the cohort communities.
- The use of public transportation, taxicab, and bicycle as a commuting mode is almost non-existent in Mitchell. The greatest percent of people in Mitchell commute to work using their private vehicles.





## 1.7 INFLOW AND OUTFLOW OF COMMUTERS

This chart provides insight on two populations; those who are employed in Mitchell and those who are living in the City. Understanding the inflow and outflow of commuters helps explain how the local economy interfaces with the local population. Mitchell has a significant inbound workforce every day, and a sizable outbound workforce. This suggests there might be an opportunity over time to create more live and work opportunities within the City.



Source: 2015 Longitudinal Employer-Household Dynamics: <https://onthemap.ces.census.gov/>



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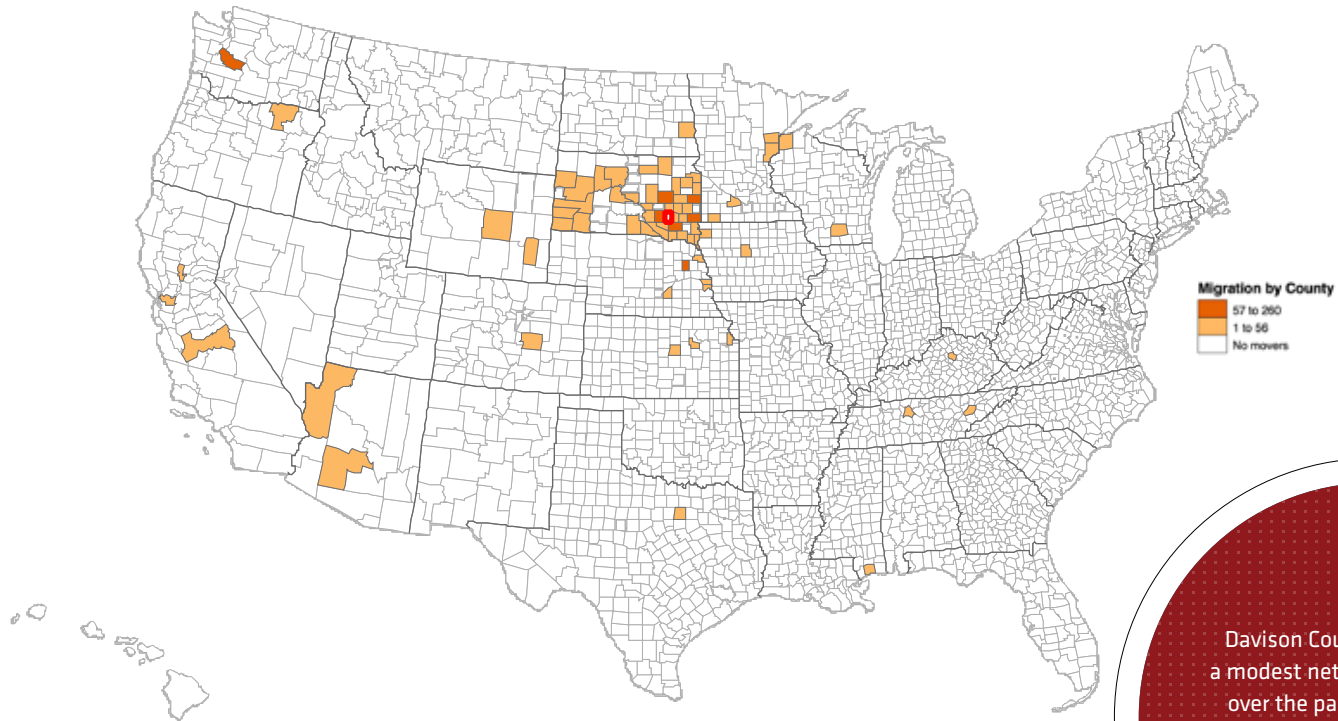
### DATA INSIGHT:

- A total of 10,829 people work within the City of Mitchell. Of this population, 5,183 (47.9%) live outside the City and 5,646 (52.1%) are residents of the City of Mitchell.
- 8,758 employed people live in the City of Mitchell and of this, 3,112 (35.5%) commute outside of the City to their workplace while 5,646 (64.5%) commute within Mitchell to their workplace.

## 1.8 IN-MIGRATION PATTERN

Mitchell represents the bulk of Davison County population, therefore County level in and migration data is a good approximation of the patterns for the City of Mitchell. The County experiences a net in-migration, with mostly people moving in from other Counties in South Dakota.

### IN-MIGRATION FOR DAVISON COUNTY, SOUTH DAKOTA (2016)



Source: U.S. Census Bureau, 2012-2016 (5-year American Community Survey)

Davison County has seen a modest net in-migration over the past years, with most people moving into the County from other Counties in South Dakota.



DataInsight

#### DATA INSIGHT:

- In 2016, 617 people moved into Davison County, South Dakota, and 602 people moved out of the County to another State.
- In 2016, 1,263 people moved into Davison County from another County within South Dakota, while 840 moved out of the County to elsewhere in the State.
- In 2016, 13 people moved into the County from abroad.



## 2.0 COHORT COMMUNITIES ANALYSIS

This benchmark report includes a significant component of a cohort community analysis. This analysis is done to explore similar communities that are dealing with similar issues. This is invaluable as a reference point when considering future strategic actions and best practice examples.

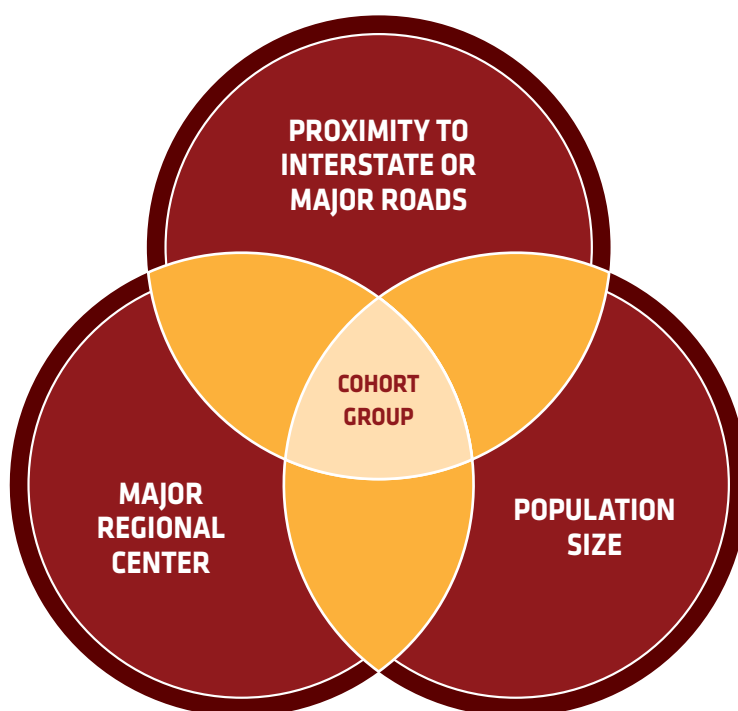
### 2.1 MULTI-DIMENSIONAL ANALYSIS

Cohort communities were selected using a multi-dimensional process that considered four defining attributes of Mitchell. These were:

- **Midwestern States** – States in the midwestern region of the United States
- **Interstate and Major roads** – Cities near major interstate or major road
- **Major Regional Center** – Cities that are bigger than neighbouring towns and drawing in population and trade
- **Population Size** – Cities with population between 15,000 to 35,000 residents.

In addition, consideration was given to including communities that have a significant tourism destination or exposure. The Corn Palace in Mitchell is a unique tourism destination.

The four major attributes chosen to identify the Mitchell benchmark cohort represent an unusual constellation of features. These define communities that are in the midst of change and are relatively high performing.

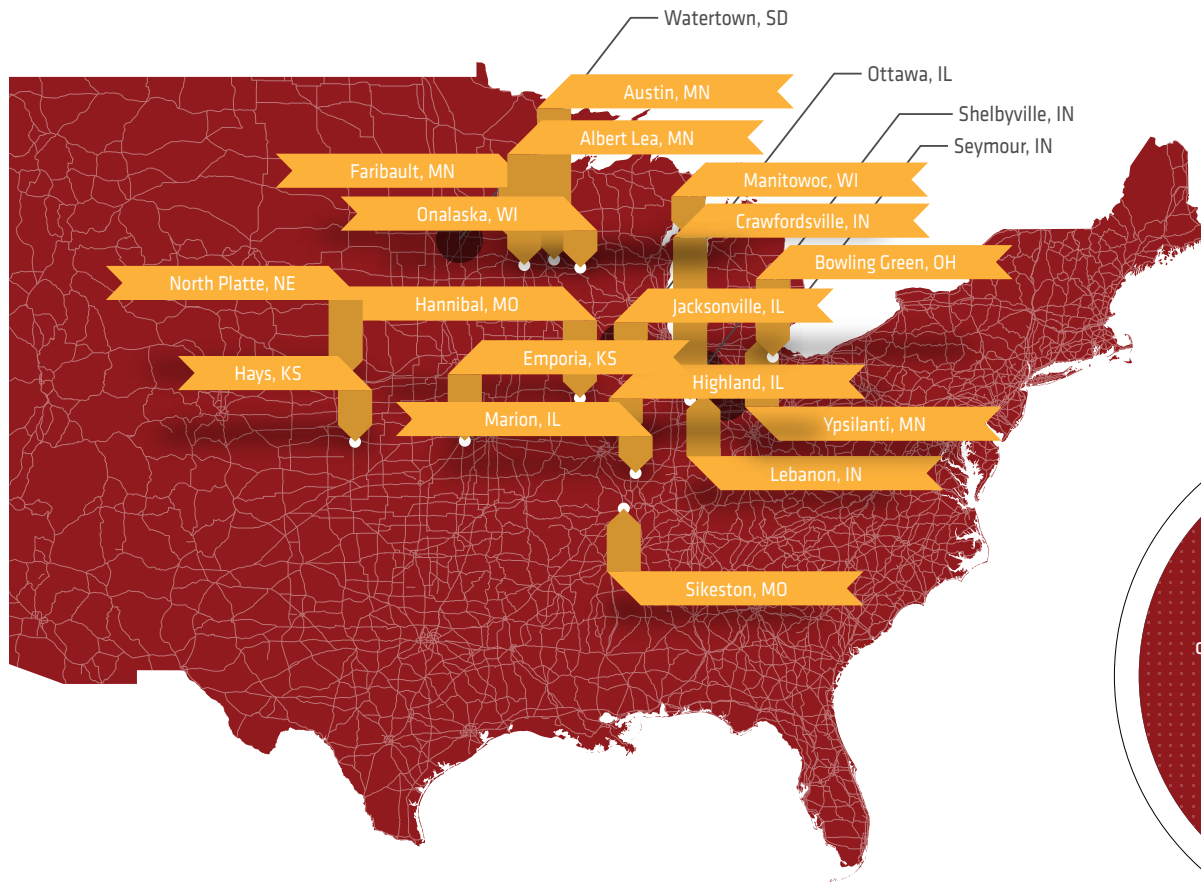




## 2.2 COHORT COMMUNITIES MAP

This report compares Mitchell to 21 similar cities across a variety of metrics in demographics, education, transportation, public health, infrastructure, business and industry, and finance. Cohort communities were selected using a multi-dimensional process which included a Midwestern geographic location, Interstate and Major roads, Major Regional Center, and population density.

### Map of Cohort Communities



The analysis of the cohort communities relies, in most cases, on comparison over time between 2000 and 2017 census datasets.

## 2.3 COHORT COMMUNITY PROFILES – SUMMARY

### ALBERT LEA, MN

Albert Lea is a city in Freeborn County, in the southeastern part of the State of Minnesota. The city is at the junction of Interstates 35 and 90, about 90 miles (140 km) south of the Twin Cities. It is on the shores of Fountain Lake, Pickerel Lake, Albert Lea Lake, Goose Lake, School Lake, and Lake Chapeau. Its population declined by 3.5% since 2000 which amounts to an annual decrease of 0.2%. The City's median age is 43.5 years with a median household income of \$43,532 and median housing value of \$94,400. 34.5% are between the ages of 0 and 29; 65.5% are 30 years of age or older. The gender makeup of the city is 47.7% male and 52.3% female.

### AUSTIN, MN

Austin, population 43,158, is a city in Mower County, Minnesota. It is the county seat of Mower County. The town was originally settled along the Cedar River and has two artificial lakes, East Side Lake and Mill Pond. It was named for Austin R. Nichols, the first settler in the area. Its population grew by 6.7% since 2000 which amounts to an annual growth rate of 0.4%. The City's median age is 37.9 years with a median household income of \$46,923 and median housing value of \$99,500. 39.8% are between the ages of 0 and 29; 60.2% are 30 years of age or older. The gender makeup of the city is 49.8% male and 50.2% female.

### BOWLING GREEN, OH

Bowling Green is a city and the county seat of Wood County, Ohio. With the discovery of oil in the late 19th and early 20th century, Bowling Green experienced a boon to its economy. The wealth can still be seen along Wooster Street, where many of the oldest and largest homes were built. Its population of 29,636 has undergone a marginal increase of 6.4% since 2000 with an annual growth rate of 0.4%. The City's median age is 23 years with a median household income of \$33,794 and median housing value of \$164,700. 65.1% are between the ages of 0 and 29; 34.9% are 30 years of age or older. The gender makeup of the city is 47.5% male and 52.5% female.



### CRAWFORDSVILLE, IN

Crawfordsville is a city in Montgomery County in west central Indiana, 49 mi. west by northwest of Indianapolis. The city is the county seat of Montgomery County, the only chartered city and largest populated place in the county. Its current population of 21,780 grew by 41% since 2000 with an annual growth rate of 2.6%. The City's median age is 37 years with a median household income of \$40,899 and median housing value of \$91,700. 41.1% are between the ages of 0 and 29; 58.9% are 30 years of age or older. The gender makeup of the city is 51.6% male and 48.4% female.

### EMPORIA, KS

Emporia is the county seat of Lyon County, Kansas. Emporia lies between Topeka and Wichita at the intersection of U.S. Route 50 with Interstates 335 and 35 on the Kansas Turnpike. Its population decreased by 7.9% since 2000 which amounts to an annual growth reduction of 0.5%. The City's median age is 28.6 years with a median household income of \$37,676 and median housing value of \$89,500. 51.4% are between the ages of 0 and 29; 48.6% are 30 years of age or older. The gender makeup of the city is 48.6% male and 51.4% female.

### FARIBAULT, MN

Faribault, population 23,577, is a city in Rice County, Minnesota. Faribault is approximately 50 miles (80 km) south of Minneapolis and St. Paul. Interstate 35 and Minnesota State Highways 3, 21, and 60 are four of the main routes in the community. Its population grew by 13.3% since 2000 which amounts to an annual growth rate of 0.7%. The City's median age is 37.1 years with a median household income of \$50,147 and median housing value of \$143,900. 38.9% are between the ages of 0 and 29; 61.1% are 30 years of age or older. The gender makeup of the city is 53.8% male and 46.2% female.



## HANNIBAL, MO

Hannibal is a city in Marion and Ralls counties in the state of Missouri. Interstate 72 and U.S. Routes 24, 36, and 61 intersect in the city. The bulk of the city is in Marion County, with a tiny sliver in the south extending into Ralls County. Its population declined by 1.2% since 2000 to 17,551 in 2017 which amounts to an annual decrease of 0.1%. The City's median age is 37.8 years with a median household income of \$38,087 and a median housing value of \$95,300. 40.5% are between the ages of 0 and 29; 59.5% are 30 years of age or older. The gender makeup of the city is 48.6% male and 51.4% female.

## HAYS, KS

Hays is the county seat of Ellis County, Kansas. It is the largest city in northwestern Kansas and is the economic and cultural center of the region. Its population increased by 4.6% since 2000 to 20,938 in 2017 which amounts to an annual growth rate of 0.3%. The City's median age is 29.9 years with a median household income of \$45,502 and a median housing value of \$167,000. 50.1% are between the ages of 0 and 29; 49.9% are 30 years of age or older. The gender makeup of the city is 49.7% male and 50.3% female.

## HIGHLAND, IL

Highland, population 29,796, is a city in Madison County, Illinois. Highland began as a Swiss settlement and derived its name from later German immigrants. Its population dropped by 5% since 2000 which amounts to an annual decline rate of 0.3%. The City's median age is 46.3 years with a median household income of \$137,450 and a median housing value of \$574,100. 32% are between the ages of 0 and 29; 68% are 30 years of age or older. The gender makeup of the city is 48.4% male and 51.6% female.

## JACKSONVILLE, IL

Jacksonville, population 18,812, is a city in Morgan County, Illinois. Jacksonville is the principal city of the Jacksonville Micropolitan Statistical Area, which includes all of Morgan and Scott counties. Its population has declined by 0.7% since 2000. The City's median age is 37.5 years with a median household income of \$41,542 and a median housing value of \$98,500. 41% are between the ages of 0 and 29; 59% are 30 years of age or older. The gender makeup of the city is 50.7% male and 49.3% female.

## LEBANON, IN

Lebanon is the county seat of Boone County, Indiana. Lebanon is in central Indiana, approximately 29 miles (47 km) northwest of downtown Indianapolis and 36 miles (58 km) southeast of Lafayette. Its population increased by 10.5% from 2000 to 15,710 in 2017 which amounts to an annual growth rate of 0.6%. The City's median age is 40.5 years with a median household income of \$47,234 and a median housing value of \$113,800. 38.2% are between the ages of 0 and 29; 61.8% are 30 years of age or older. The gender makeup of the city is 49.5% male and 50.5% female.

## MANITOWOC, WI

Manitowoc is the county seat of Manitowoc County, Wisconsin. The city is located on Lake Michigan at the mouth of the Manitowoc River. Its population dropped by 3.3% since 2000 which amounts to an annual decline rate of 0.2%. The City's median age is 42.8 years with a median household income of \$43,907 and a median housing value of \$105,200. 35.6% are between the ages of 0 and 29; 64.4% are 30 years of age or older. The gender makeup of the city is 47.9% male and 52.1% female.





### MARION, IL

Marion is the county seat of Williamson County, Illinois. Marion serves as the largest retail trade center in Southern Illinois with its central location along Interstate 57 and Illinois Route 13. Its population increased by 10.8% since 2000 to 17,774 in 2017 which amounts to an annual growth rate of 0.6%. The City's median age is 40.3 years with a median household income of \$46,036 and a median housing value of \$111,600. 37.1% are between the ages of 0 and 29; 62.9% are 30 years of age or older. The gender makeup of the city is 48.8% male and 51.2% female.

### NORTH PLATTE, NE

North Platte is the county seat of Lincoln County, Nebraska. It is located in the southwestern part of the state, along Interstate 80, at the confluence of the North and South Platte Rivers forming the Platte River. Its population increased by 1.1% since 2000 which amounts to an annual growth rate of 0.1%. The City's median age is 38.1 years with a median household income of \$50,422 and median housing value of \$115,300. 39.4% are between the ages of 0 and 29; 60.6% are 30 years of age or older. The gender makeup of the city is 48.9% male and 51.1% female.

### ONALASKA, WI

Onalaska is a city in La Crosse County, Wisconsin. It borders the larger La Crosse, Wisconsin, and is a part of the La Crosse-Onalaska, WI-MN Metropolitan Area. Its population increased by 24.3% since 2000 which amounts to an annual growth rate of 1.3%. The City's median age is 41.5 years with a median household income of \$56,550 and median housing value of \$172,600. 36.9% are between the ages of 0 and 29; 63.1% are 30 years of age or older. The gender makeup of the city is 47.4% male and 52.6% female.

### OTTAWA, IL

Ottawa, population 34,728, is a city located in LaSalle County, Illinois. It is the county seat of LaSalle County and it is part of the Ottawa-Peru, IL Micropolitan Statistical Area. Its population increased by 2.6% since 2000 which amounts to an annual growth rate of 0.1%. The City's median age is 38.7 years with a median household income of \$50,250 and median housing value of \$134,000. 38.9% are between the ages of 0 and 29; 61.1% are 30 years of age or older. The gender makeup of the city is 46.1% male and 53.9% female.

### SEYMOUR, IN

Seymour is a city in Jackson County, Indiana. Seymour holds significance due to the north/south and east/west railroads intersecting downtown. Its population increased by 6.2% since 2000 to 19,225 in 2017 which amounts to an annual growth rate of 0.4%. The City's median age is 36.8 years with a median household income of \$43,664 and a median housing value of \$108,400. 39.7% are between the ages of 0 and 29; 60.3% are 30 years of age or older. The gender makeup of the city is 50.4% male and 49.6% female.

### SHELBYVILLE, IN

Shelbyville is a city in Addison Township, Shelby County, Indiana, and is the county seat. The population was 17,951 in 2000 and has increased by 6%. The population grew to 19,034 in 2017. The annual growth rate in the town is 0.3%, and the median age is 36.7 years. Shelbyville's median household income is \$48,071 with a median housing value of \$96,300. 41.2% are between the ages of 0 and 29; 58.8% are 30 years of age or older. The gender makeup of the city is 47.6% male and 52.4% female.



### SIKESTON, MO

Sikeston is a city located both in southern Scott County and northern New Madrid County, in the state of Missouri. By way of Interstate 55, Interstate 57, and U.S. Route 60, Sikeston is close to the halfway point between St. Louis, Missouri and Memphis, Tennessee and three hours from Nashville, Tennessee. Its population dropped by 3% since 2000 which amounts to an annual decline rate of 0.2%. The City's median age is 39.2 years with a median household income of \$38,911 and a median housing value of \$110,500. 39.4% are between the ages of 0 and 29; 60.6% are 30 years of age or older. The gender makeup of the city is 46.3% male and 53.7% female.

### WATERTOWN, SD

Watertown is the county seat of Codington County, South Dakota. The population was 20,237 in 2000 and has increased by 9.1%. The population grew to 22,083 in 2017. The annual growth rate in the city is 0.5%, and the median age is 36.6 years. Watertown's median household income is \$48,485 with a median housing value of \$161,000. 40.9% are between the ages of 0 and 29; 59.1% are 30 years of age or older. The gender makeup of the city is 49.4% male and 50.6% female.

### YPSILANTI, MI

Ypsilanti also known as Ypsi, is a city in Washtenaw County in the state of Michigan. The population was 22,362 in 2000 and has decreased by 7%. The population declined to 20,804 in 2017. The annual decline rate in the City is 0.4%, and the median age is 24.4 years. Ypsilanti's median household income is \$35,896 with a median housing value of \$136,700. 63.6% are between the ages of 0 and 29; 36.4% are 30 years of age or older. The gender makeup of the city is 52.6% male and 47.4% female.





Mitchell's population increased by an annual growth rate of 0.4% and has a higher population growth than its cohort communities, which together averaged 3.8% over the same 17-year period.

## 3.0 COHORT COMMUNITIES – KEY PERFORMANCE INDICATORS

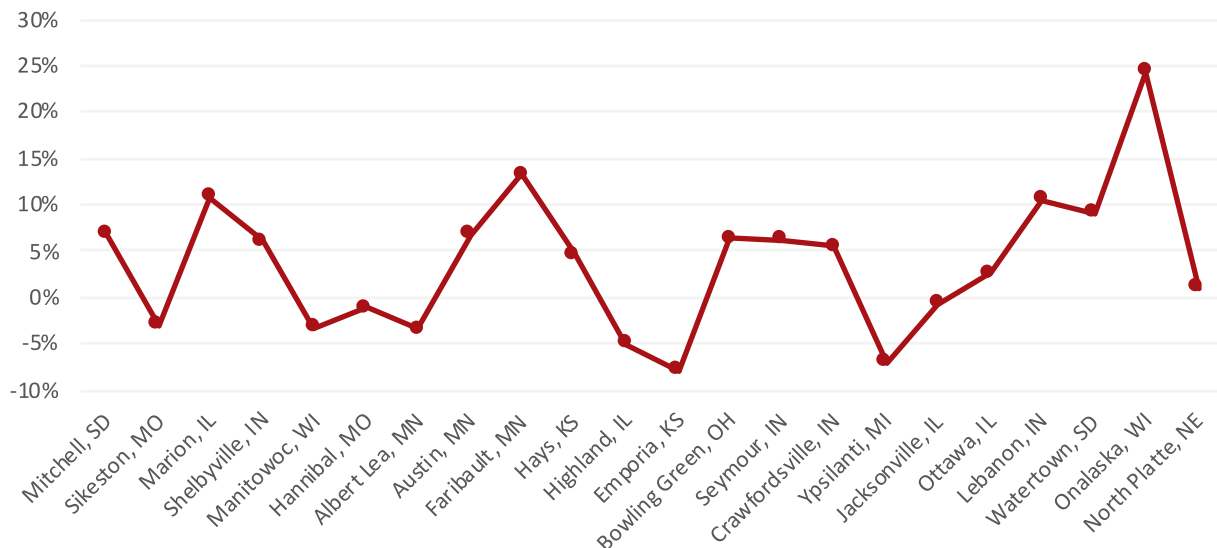
### 3.1 DEMOGRAPHICS

The demographic trends of the cohort communities are compared in the following section. This allows for a detailed understanding about internal community trends and dynamics, and to better appreciate what changes might be considered normal or unusual in Mitchell.

#### 3.1.1 POPULATION GROWTH

Population growth is an important variable to consider, as it impacts a range of dimensions such as physical infrastructure and social dynamics.

##### Annual Population Growth (%), 2000 to 2017



Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

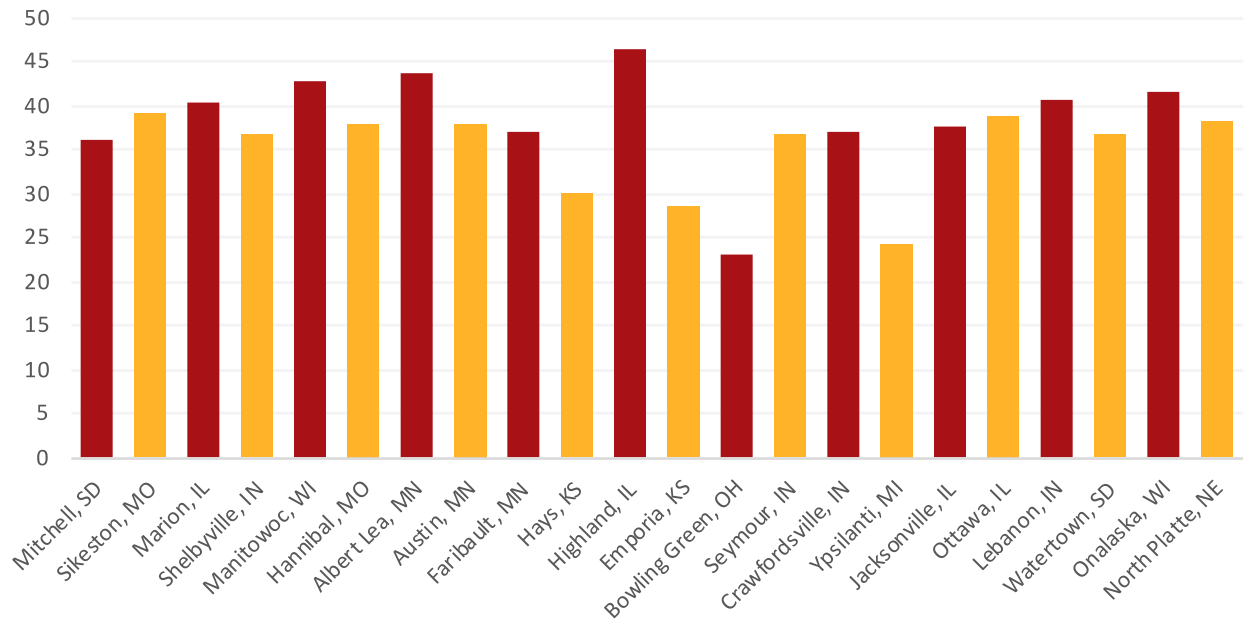
#### DATA INSIGHT:

- Mitchell's annual growth rate is slightly higher than sixteen communities in its cohort. This detail, however, does not define the success of the cities as that is more broadly dependent on a mix of economic, social and environmental characteristics.
- Among the cities in South Dakota, Mitchell (0.4%) has a lower growth rate compared to Watertown (0.5%)

### 3.1.2 POPULATION AGING

Overall median population age in the United States and other developed countries is forecast to increase between 2010 and 2040. This is in large part due to people living longer, and declining birthrates. Immigration in the United States helps to diminish the population aging effect, relative to other developed countries.

**Total Median Age (Years)**



Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

#### DATA INSIGHT:

- The median age of the cohort communities ranges from 23 years (Bowling Green, OH) to 46.3 years (Highland, IL). The chart shows that the residents of Mitchell's median age is approximately 36 years old.
- The communities of Bowling Green and Ypsilanti have the youngest population amongst the cohort cities with a median age range of 23 years and 24.4 years. This may be a result of the presence of prominent universities in the City they occupy.

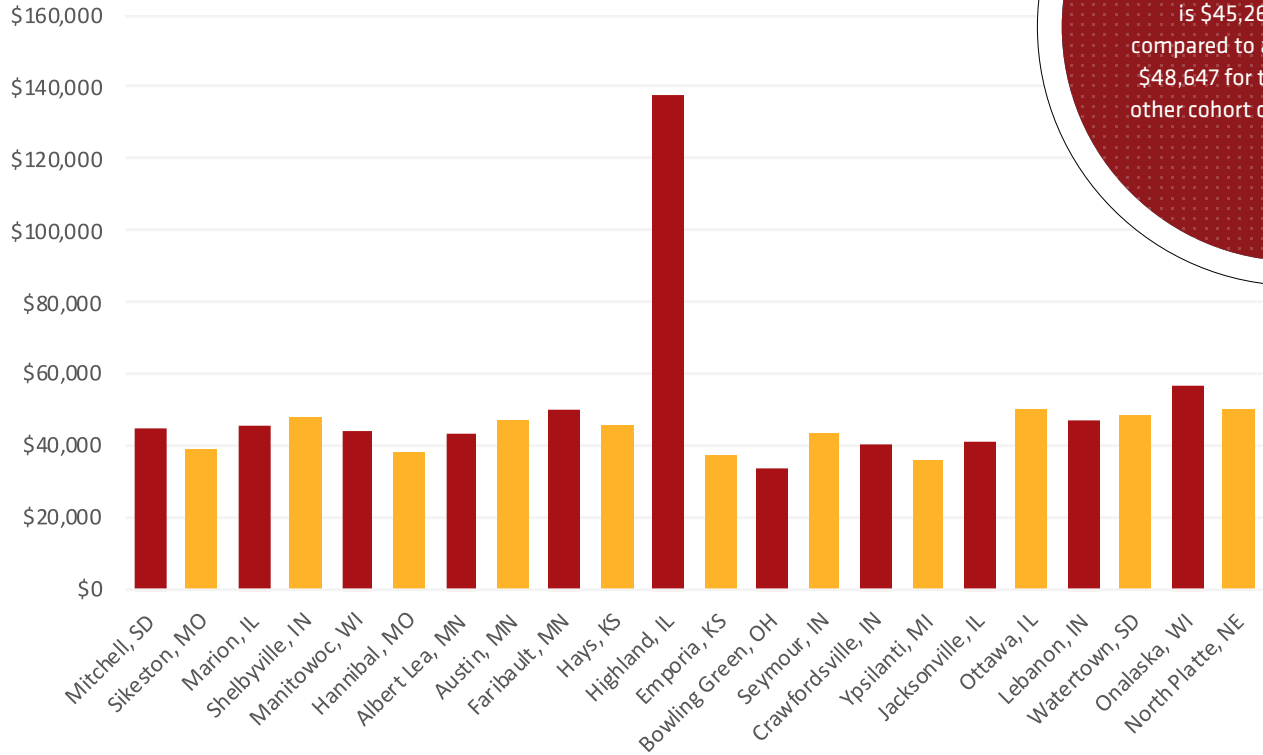
Mitchell has a relatively mid-range population, in terms of median age. The influx of students helps retain this younger median age.



### 3.1.3 HOUSEHOLD INCOME

Household income is a good measure of the inherent wealth and spending power within a community. This analysis looks across the cohort communities.

#### Total Median Household Income



Source: American Community Survey (2017 - ACS 5-year estimates)

The median household income for Mitchell (2017) is \$45,264 per annum compared to an average of \$48,647 for the combined other cohort communities.



DataInsight

#### DATA INSIGHT:

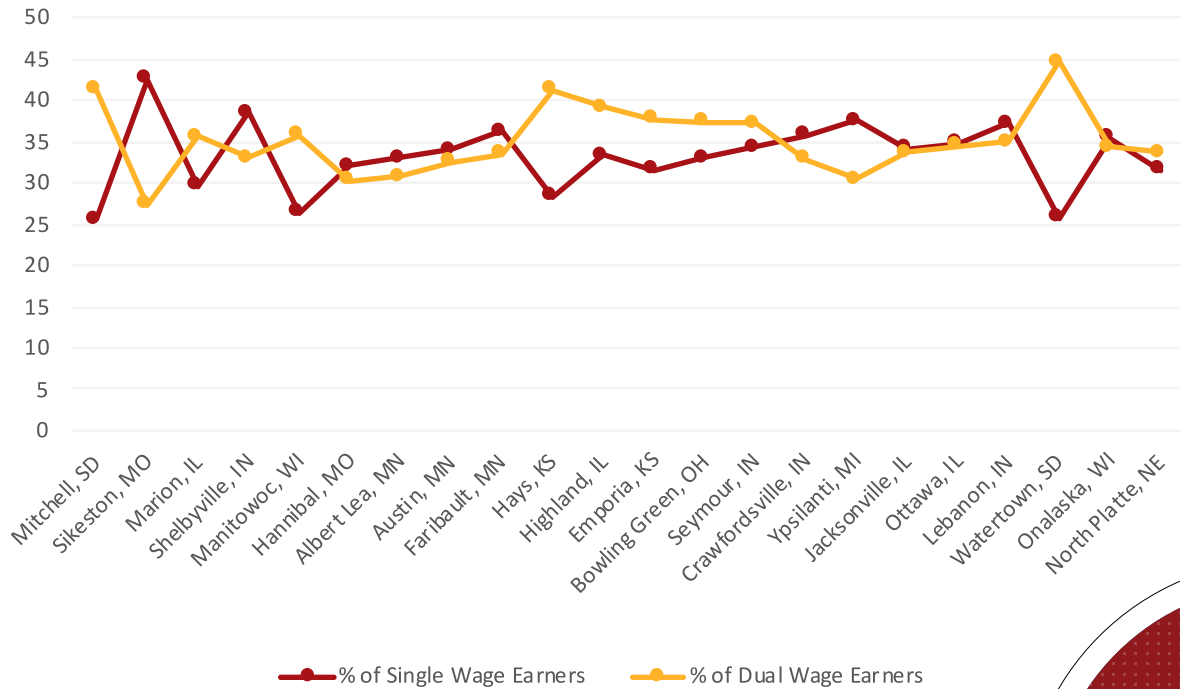
- The range of median household income for the cohort communities is from \$33,794 (Bowling Green, OH) to \$137,450 (Highland, IL).
- The city of Mitchell is most similar in median household income to Hays, KS and Marion, IL.
- Mitchell also has a higher median household income than 9 of the cohort communities.



### 3.1.4 FAMILY INCOME – SINGLE AND DUAL INCOMES

The measure of single and dual incomes looks at the how households operate in terms of generating wealth. In Mitchell, the majority of households are dual income earners. Given the community is also family-focused, this suggests a hardworking and busy community.

#### Percentage of Single and Dual Income Earners



Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

#### DATA INSIGHT:

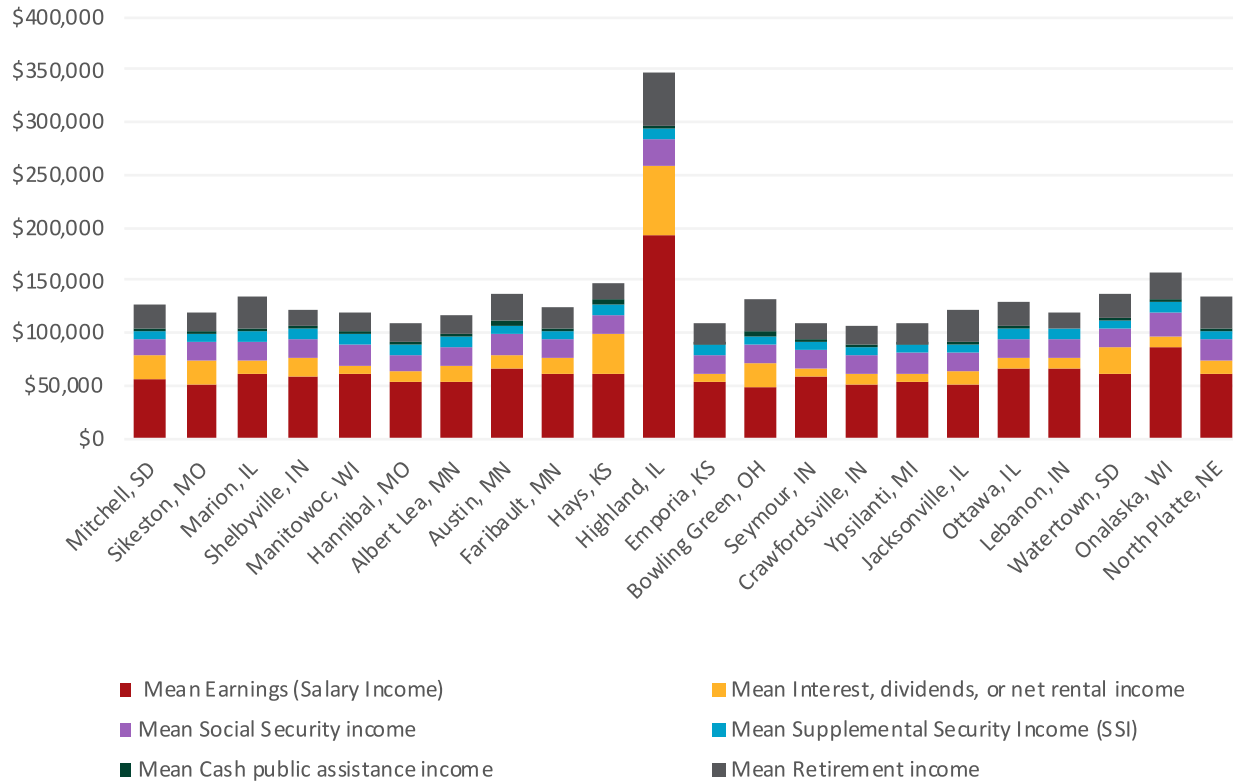
- With 25.6% single income earners, Mitchell is similar to Manitowoc, WI and Watertown, SD.
- Mitchell's proportion of dual income earners (41.3%) is also similar to that of Hays, KS and Highland City, IL.
- Among the cohort communities, Mitchell (41.3%) and Hays (41.3%) have the highest percentage of dual income earners.

Mitchell has a relatively high proportion of dual income households, suggesting a busy working community.

### 3.1.5 TOTAL INCOME COMPOSITION

The total household income and mix of incomes gives an important insight to the wealth of a community. Within Mitchell, people derive the majority of their income from salary, indicating it is very much a working population.

#### Household income composition



Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

#### DATA INSIGHT:

- In all the cohort communities observed except Sikeston, Hays, Bowling Green, Jacksonville, and Watertown; salary income accounts for 45% to 50% of each City's income composition.
- 45% of Mitchell's income composition is attributed to salary income, which is 3% higher than the average of the cohort communities. 17% is attributed to retirement income which is identical to the average of the cohort communities.
- Marion and Albert Lea have identical distribution with Mitchell for salary income while Ottawa City is more identical to Mitchell regarding its distribution of retirement income.



### 3.1.6 RACE AND ETHNICITY

This table explores the race and ethnic make-up of the cohort communities.

#### Race and Ethnicity % of the Population

Cohort Communities	White	Black or African American	American Indian	Asian	Native Hawaiian	Some other race	Two or more races
Mitchell, SD	91.7	0.8	3.7	0.1		1.7	2
Sikeston, MO	70.4	25.4	0.6	0.9		0.4	2.3
Marion, IL	89.1	6.7	0.1	0.6		0.2	3.3
Shelbyville, IN	89.7	2.1	0.3	1.3		5.2	1.4
Manitowoc, WI	90.2	1.2	0.4	5.8	0.1	0.4	1.9
Hannibal, MO	88.4	8.1	0.3	0.8	0.1	0.3	2.1
Albert Lea, MN	92	2.1	0.5	2.5	0.1	1.2	1.6
Austin, MN	86.7	5.1	0.1	3.3		1.9	2.9
Faribault, MN	78.2	11.1	0.9	2.8	0.1	4.5	2.6
Hays, KS	93.3	1.1	0.2	1.8	0.1	0.6	2.8
Highland, IL	92.2	1.5	0.1	2.7		1.8	1.7
Emporia, KS	86.1	2.9	0.4	2.6		2.8	5.2
Bowling Green, OH	88.5	6.1	0.1	1.5	0.1	0.8	3.1
Seymour, IN	85	1.9	0.2	3.3		8.1	1.6
Crawfordsville, IN	93	1.7	0.4	0.9		0.6	3.5
Ypsilanti, MI	63.1	27.7	0.1	2.3	0.1	2.1	4.5
Jacksonville, IL	84.9	11	0.3	1		0.2	2.6
Ottawa, IL	90.4	4.4	0.2	0.7		1.6	2.5
Lebanon, IN	95.7	1.2				0.2	2.9
Watertown, SD	94.5	0.5	2.1	0.6		0.1	2.2
Onalaska, WI	85.7	1.6		8.5	0.1	0.5	3.5
North Platte, NE	95.7	1.6	0.3	0.4		0.7	1.3

Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

#### DATA INSIGHT:

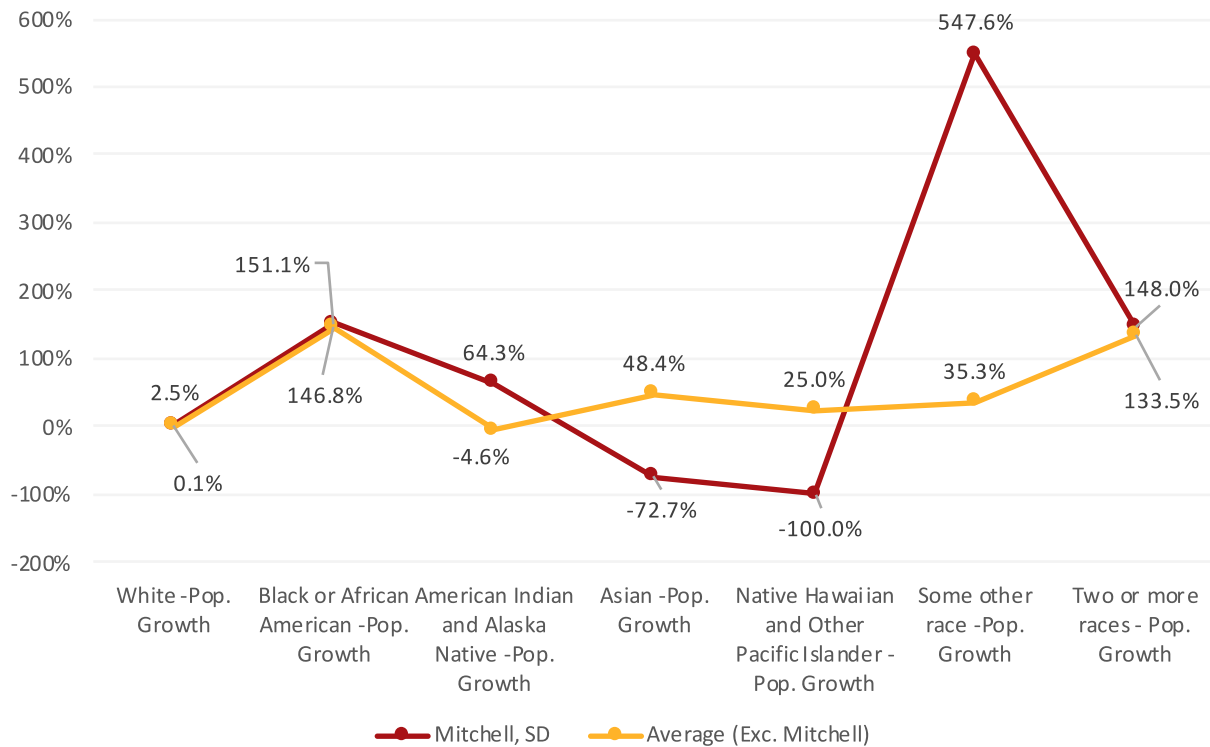
- All Cohort communities including Mitchell are predominantly white. Mitchell shares similar white ethnic distribution with Manitowoc, Albert Lea, Ottawa, and Highland.
- In Mitchell, people of Color (those who identify as a race other than white alone, and/or those who are Hispanic) make up 8.3% of the total population which is lower than the cohort average of 13%.



### 3.1.7 SPEED OF CHANGE IN ETHNIC COMPOSITION

This chart explores the relative speed of change across the different ethnic groups, in the cohort group. As most of these communities are predominately white, the numbers are generally small albeit high in proportion. This chart compares the changes in Mitchell, relative to the average of the rest of the cohort group.

**Comparison of Population Growth by Ethnicity (%) 2000-2017**



Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

#### DATA INSIGHT:

- The total change in White population in Mitchell over the last 17 years is 2.5%, which is higher than the average of the cohort communities, which was 0.1%. So, while the change is not weighty, it is not unusual or exceptional amongst the cohort communities.
- Between 2000 and 2017, races that are neither white, black, American Indian, Asian or native American have had the most significant change in population.



### 3.1.8 MIGRATION PATTERNS BY LOCATION

This table examines the migration patterns, and where people are moving from to the various cohort communities.

#### Population Migration (Percent)

Cohort Communities	Moved; within same County	Moved; from different County, same State	Moved; from different State	Moved; from abroad
Mitchell, SD	11.5	6.6	3.2	0.1
Sikeston, MO	7.4	4.9	2.7	0.2
Marion, IL	8.1	4.1	1.8	0.1
Shelbyville, IN	11	4.4	1.5	0.7
Manitowoc, WI	5.2	1.9	1.2	0.2
Hannibal, MO	10.7	4.4	2.4	0.1
Albert Lea, MN	10.7	3.1	0.9	0.4
Austin, MN	9.7	3.8	3.2	1.3
Faribault, MN	6.3	7.6	1.3	0.5
Hays, KS	15.9	8.5	3.4	0.8
Highland, IL	4.9	2.7	2.9	0.3
Emporia, KS	17.1	5.7	3.9	0.7
Bowling Green, OH	21.1	16.6	4.2	1.6
Seymour, IN	9.8	3.1	1	0.7
Crawfordsville, IN	16.1	4.3	3.2	0.1
Ypsilanti, MI	23.1	11.5	5	1.3
Jacksonville, IL	14	9.3	1.6	0.1
Ottawa, IL	11.4	2.7	1.1	0.0
Lebanon, IN	10.7	6.6	3.2	0.3
Watertown, SD	12.9	4.5	1.9	0.2
Onalaska, WI	7.9	2.6	2.3	0.2

Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

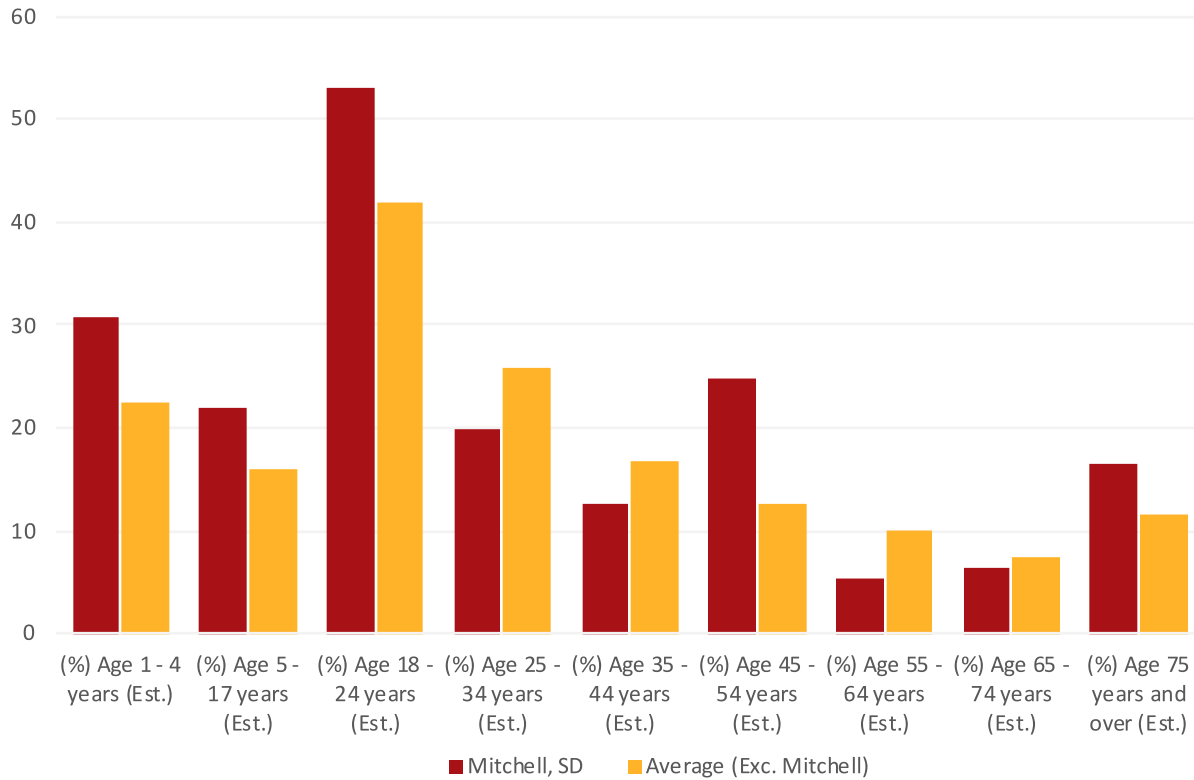
#### DATA INSIGHT:

- Data shows that overall, a larger proportion of the population that migrates from Mitchell and the cohort communities move to a different place within the same county.
- Cohort communities with proportions similar to the city of Mitchell are Ottawa, Lebanon, Hannibal, and Albert Lea.
- Mitchell ranks 6th amongst the cohort communities for migration from another state and 17th for international migration.

### 3.1.9 MIGRATION PATTERNS BY AGE GROUP

Migration patterns by age help reveal another dimension of who is moving into communities. This chart compares Mitchell to the average of the other cohort communities.

**Comparison of Population In-Migration by Age Group (%)**



Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

#### DATA INSIGHT:

- The data above shows that young adults (18 to 24 years) migrate into Mitchell the most. This trend is the same for migration in other cohort communities.
- Comparing the Millennial (25 to 34 years) population cohort of Mitchell with the comparison group shows that Mitchell has significantly lower migration rate than the average of the cohort cities.
- Mitchell has more people moving there in retirement and aged ages (75 and over), suggesting there are suitable retirement complexes, relative to other communities.



### 3.1.10 PREVALANCE OF POVERTY

This chart examines the prevalence of poverty across the cohort communities. Sometimes even relatively prosperous communities can have significant portions of their community in poverty, especially in communities that contain the 'haves and have nots' phenomenon in their social structure.

#### Percentage of families and people whose income is below the poverty line

Cohort Communities	All families whose income in the past 12 months is below the poverty level	All people whose income in the past 12 months is below the poverty level
Mitchell, SD	6.9	13.9
Sikeston, MO	16.4	22.1
Marion, IL	11.3	17.5
Shelbyville, IN	12.3	16.2
Manitowoc, WI	10.2	13.8
Hannibal, MO	14.9	21.6
Albert Lea, MN	11.5	16.2
Austin, MN	9.1	14.8
Faribault, MN	10.1	16
Hays, KS	8.9	19.5
Highland, IL	4.6	6.5
Emporia, KS	15.6	22.8
Bowling Green, OH	12	33.9
Seymour, IN	14.7	19.7
Crawfordsville, IN	9.6	15.5
Ypsilanti, MI	23.8	30.9
Jacksonville, IL	13.6	18
Ottawa, IL	13.7	16.2
Lebanon, IN	4	9.3
Watertown, SD	7.9	13
Onalaska, WI	5.2	6.9
North Platte, NE	11.9	15.7

Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

#### DATA INSIGHT:

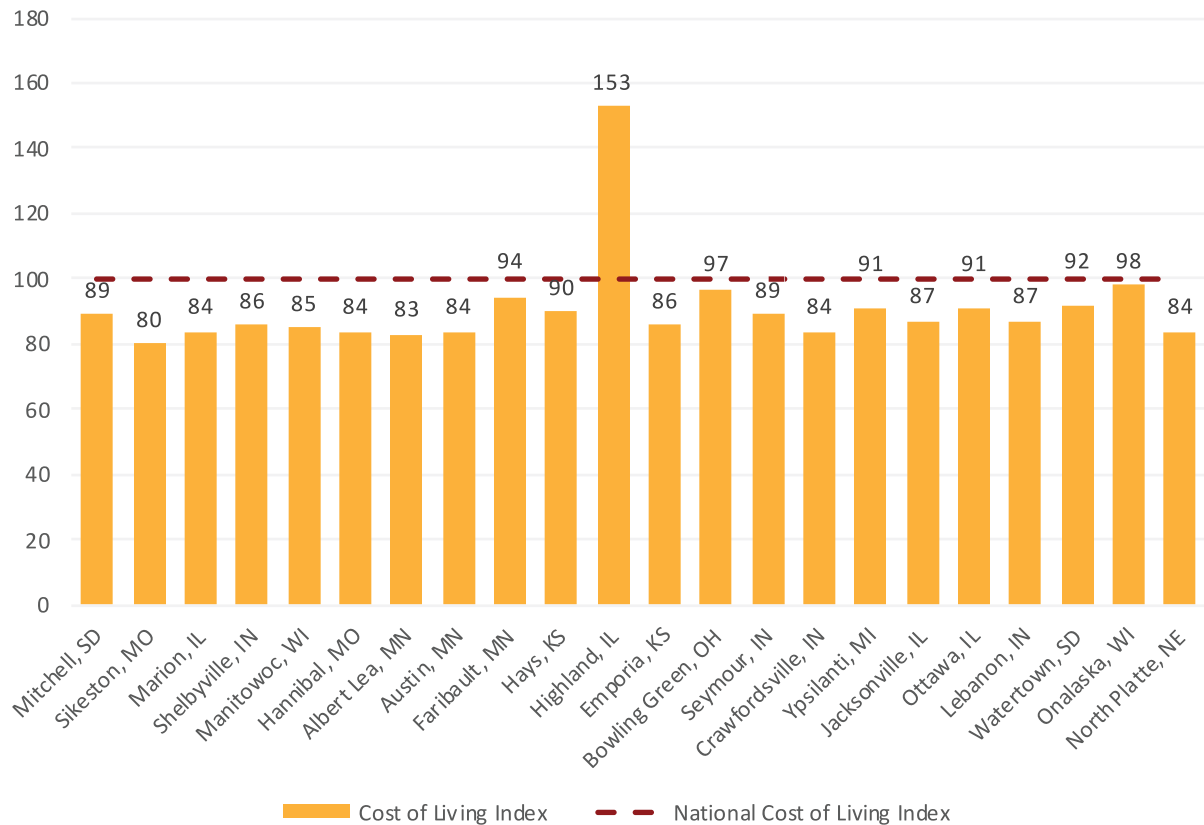
- The City of Mitchell is 19th out of 22 cities in the cohort community with the least proportion of families living below the poverty level. The proportion of 6.9% was lower than the peer average of 11.3%.
- Mitchell ranks 17th out of 22 cities with the least proportion of people living below the poverty level. The proportion of 13.9% was significantly lower than the cohort average of 17.3%.



### 3.1.11 COST OF LIVING

The cost of living index gives the percentage difference in the cost of living between one location and another. The cost of living index is comprised of the cost of retail goods and services, groceries, health care, housing, cost of public/private transportation and utilities. Communities can be compared to the National Cost of Living Index, to determine if they are more or less expensive than the national average.

#### Cost of Living Index



Source: Council for Community and Economic Research (C2ER) for 2017 through <https://www.areavibes.com/>. Sourced on June 24th, 2018



DataInsight

#### DATA INSIGHT:

- Sikeston and Albert Lea are the least expensive cities to live in among the cohort communities.
- Mitchell is less expensive to live in than 8 cities in the cohort communities. However, all the cities except Highland, IL were less expensive to live in and lower than the national cost of living index.

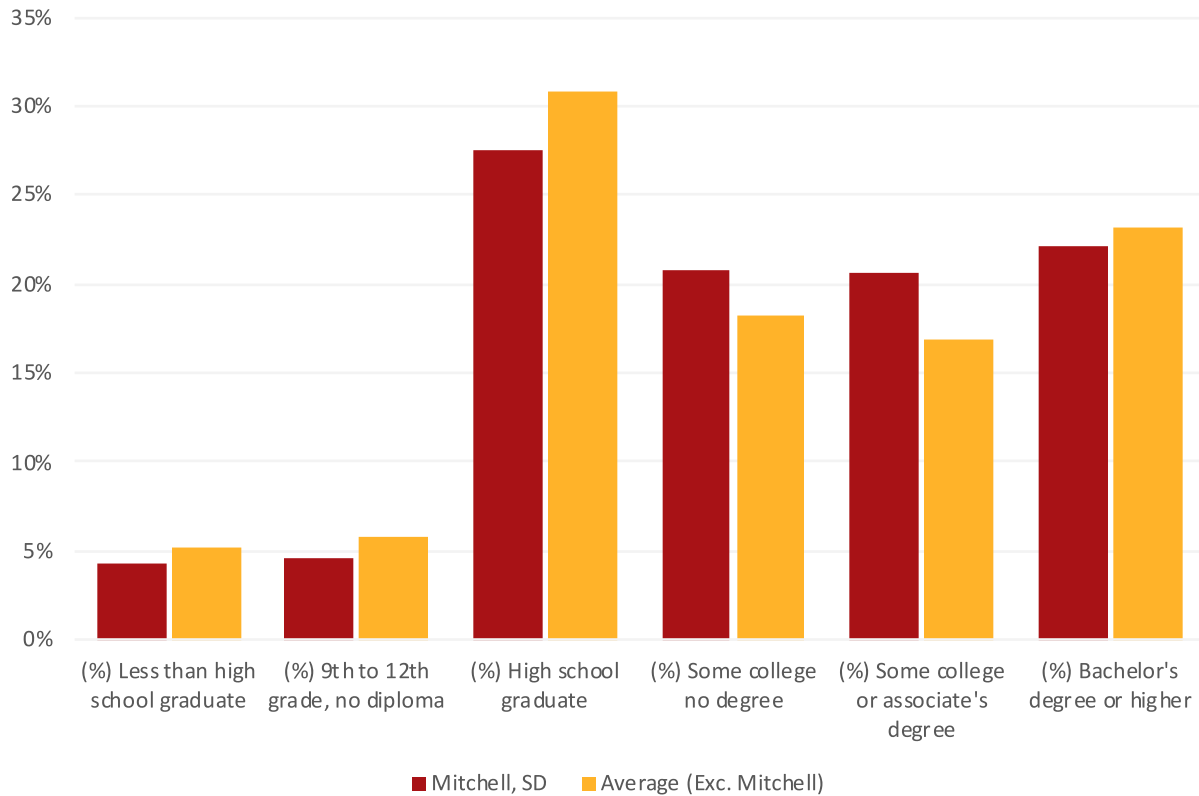


## 3.2 EDUCATION

### 3.2.1 EDUCATIONAL ATTAINMENT

It is well understood that education is important to the residents in the Mitchell. All of the cohort communities used in this benchmark study are successful and relatively high performing communities.

#### Educational Attainment, Percent of Population (Mitchell vs. Cohort Communities)



Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

#### DATA INSIGHT:

- The percentage of people with a high school diploma is lower in Mitchell than the average of the cohort communities. However, Mitchell's high school graduation rate is higher than that of Hays, Highland, Emporia, Bowling Green, Ypsilanti, and Onalaska.
- Beyond high school, Mitchell has a higher educational attainment rate than the average of the cohort communities except for those with bachelor's degree and higher.
- A person with a bachelor's degree or Higher in Mitchell has a median income of \$88,701 (2017), which is significantly lower than the cohort average of \$104,179 for someone with the same higher educational attainment.

Mitchell has the fourth lowest median earnings among the cohort communities for individuals with a bachelor's degree and higher.

### 3.2.2 SPENDING ON SCHOOL DISTRICT

Mitchell School District 17-2 has 2,781 students in grades K-12 with a student-teacher ratio of 15 to 1. According to state test scores, 55% of students are at least proficient in math and 57% in reading. Mitchell ranks 3rd among the cohort communities for expense per student. Also, Mitchell's total education expenses are the least among all the 22 cities in the cohort. This fact does not, however, determine the performance of the district in this ranking because the total expense depends mostly on the population of students in the school district.

#### School District Education Expenses

Cohort Communities	School District Name	Total Expenses	Expenses Per Student
Sikeston, MO	Sikeston R-VI School District	\$29,380,000	\$8,908
Hannibal, MO	Hannibal School District	\$37,323,000	\$9,336
Mitchell, SD	Mitchell School District 17-2	\$23,110,000	\$9,506
Shelbyville, IN	Shelbyville Central Schools	\$40,043,000	\$9,764
Seymour, IN	Seymour Community School District	\$39,492,000	\$10,283
Emporia, KS	Emporia Public Schools	\$46,590,000	\$10,367
Jacksonville, IL	Jacksonville School District 117	\$36,064,000	\$10,379
Hays, KS	Hays Unified School District 489	\$33,968,000	\$10,770
North Platte, NE	North Platte Public Schools	\$41,722,000	\$10,860
Highland, IL	Highland Community Unit School District No. 5	\$31,013,000	\$10,887
Bowling Green, OH	Bowling Green City Schools	\$36,462,000	\$11,037
Manitowoc, WI	Manitowoc School District	\$57,690,000	\$11,393
Lebanon, IN	Lebanon Community School Corporation	\$45,079,000	\$12,024
Watertown, SD	Watertown School District	\$31,965,000	\$12,126
Ottawa, IL	Ottawa Elementary School District No. 141	\$25,083,000	\$13,281
Crawfordsville, IN	Crawfordsville Community Schools	\$27,266,000	\$13,384
Faribault, MN	Faribault Public School District	\$49,127,000	\$13,435
Onalaska, WI	School District of Onalaska	\$35,082,000	\$14,434
Austin, MN	Austin Public School District	\$76,729,000	\$14,458
Ypsilanti, MI	Ypsilanti Public Schools	\$43,711,000	\$14,488
Albert Lea, MN	Albert Lea Public School District	\$46,193,000	\$14,838
Marion, IL	Marion Community Unit School District No. 2	\$44,136,000	\$17,760

Source: Niche 2019 K-12 School & District Rankings



DataInsight

#### DATA INSIGHT:

- The total expense per student for the Mitchell School District 17-2 is 22.3% less than the national average of \$12,239 per student.
- Among the cohort communities, 14 spend less than the national average per student while 8 spent more. All the school districts in the cohort spend an average of 61% of the total expenses on instruction, 34% on support services and 5% on other expenses.

### 3.2.3 SCHOOL DISTRICT PERFORMANCE

The data below consists of the students' performance at the State tests and their progress, with attendance and graduation rates. Student Performance measures how well the students performed on the state assessments. Attendance rate is measured for elementary and middle schools. At the high school level, graduation rate and college and career readiness are essential indicators of students' readiness to pursue higher education, career, and life beyond high school. This data highlights key performance areas that are aligned to South Dakota's school accountability system. The comparison has been done between districts within the State of South Dakota and not the cohort communities, as they use different measurement systems.

#### School District Performance – Comparison with selected other South Dakota Districts

School District	Student Performance (%)			Student Progress (%)			Attendance & Graduation (%)		
	English Lang. Arts	Math	Science	English Lang. Arts	Math	English Learners On Track	Attend. Rate	High School Compl.	College & Career Ready
Mitchell	58	56	37	57	56	37	94	98	64
Madison Central	59	50	42	57	51	65	97	91	67
Huron	47	39	32	61	60	46	91	81	24
Pierre	60	54	54	62	60	67	94	93	54
Spearfish	55	49	42	55	53	31	92	95	62
Yankton	62	53	47	65	56	54	100	99	34
Vermillion	69	53	50	76	66	63	95	95	36
Brookings	59	46	48	66	48	53	93	95	61
Watertown	65	56	51	64	58	14	97	92	43
Aberdeen	60	51	38	60	55	45	96	95	46
Sioux Falls	51	44	42	58	52	46	91	87	32
Rapid City	51	43	37	55	48	44	87	84	40

Source: South Dakota Department of Education – District Report Card 2018 - 2019 (note: data for Sturgis School District was not available for the comparison)



DataInsight

#### DATA INSIGHT:

- Performance in the state assessment shows that among the cohort, Mitchell ranks 8th out of the 12 school districts for English Language Arts; 1st in Mathematics and 10th in Sciences. The progress students have made on the state assessments in these subjects since the prior school year shows that there was little progress made. Hence, the district needs to put measures in place to ensure high levels of improvement in the state assessments.
- The attendance rate for Mitchell school districts suggests a large number of elementary and middle school students attend school regularly.
- Mitchell ranks 2nd among the 12 school districts with regards to graduation rate and the readiness of their students for college, career and life outside of high school.



## 3.3 PUBLIC HEALTH

### 3.3.1 GENERAL HEALTH

This section highlights the County-level public health indicators. There are specific differences in the health outcomes of each county due to different health care systems in the states of the cohort communities. Only data for counties in the same state is compared.

#### Health Indicator Ranking by county

Cohort Community	County	% Fair/ Poor health	% Obese	Child Mortality Rate	% Diabetic	% Food Insecure	% Limited Access to Healthy Food
Mitchell, SD	Davison	13.0	28.3	54.5	7.7	11.3	6.5
Albert Lea, MN	Freeborn	13.3	34.0	37.3	9.2	8.1	11.8
Austin, MN	Mower	13.5	30.5	38.4	9.2	8.8	4.5
Bowling Green, OH	Wood	15.7	33.6	39.3	10.7	12.4	10.2
Crawfordsville, IN	Montgomery	17.4	27.1	59.5	12.5	11.8	6.6
Emporia, KS	Lyon	18.0	37.7	53.7	9.9	13.9	7.3
Faribault, MN	Rice	12.0	30.3	41.5	7.4	8.6	5.5
Hannibal, MO	Marion	17.9	37.1	55.7	13.6	15.2	5.4
Hays, KS	Ellis	12.9	31.7	71.6	7.4	13.6	6.5
Highland, IL	Madison	15.9	35.6	56.5	9.9	12.2	12.1
Jacksonville, IL	Morgan	15.6	28.8	47.8	10.0	12.3	13.2
Lebanon, IN	Boone	12.1	29.3	33.6	11.8	9.5	1.3
Manitowoc, WI	Manitowoc	12.8	30.9	45.0	10.5	9.5	5.3
Marion, IL	Williamson	15.0	27.6	81.4	10.2	12.5	4.5
North Platte, NE	Lincoln	14.2	34.4	58.4	10.7	11.8	6.9
Onalaska, WI	La Crosse	13.3	31.1	46.3	8.1	11.7	5.7
Ottawa, IL	LaSalle	15.6	28.3	53.9	9.9	10.9	6.1
Seymour, IN	Jackson	16.9	29.8	60.6	11.6	11.7	5.8
Shelbyville, IN	Shelby	17.2	36.7	73.5	14.1	11.8	4.0
Sikeston, MO	Scott	22.6	34.2	70.0	15.0	16.9	11.6
Watertown, SD	Codington	10.7	32.0	36.6	8.3	10.7	9.7
Ypsilanti, MI	Washtenaw	11.5	23.8	45.7	8.4	13.6	6.0

Source: The Robert Wood Johnson Foundation's 2019 County Health Rankings Data



DataInsight

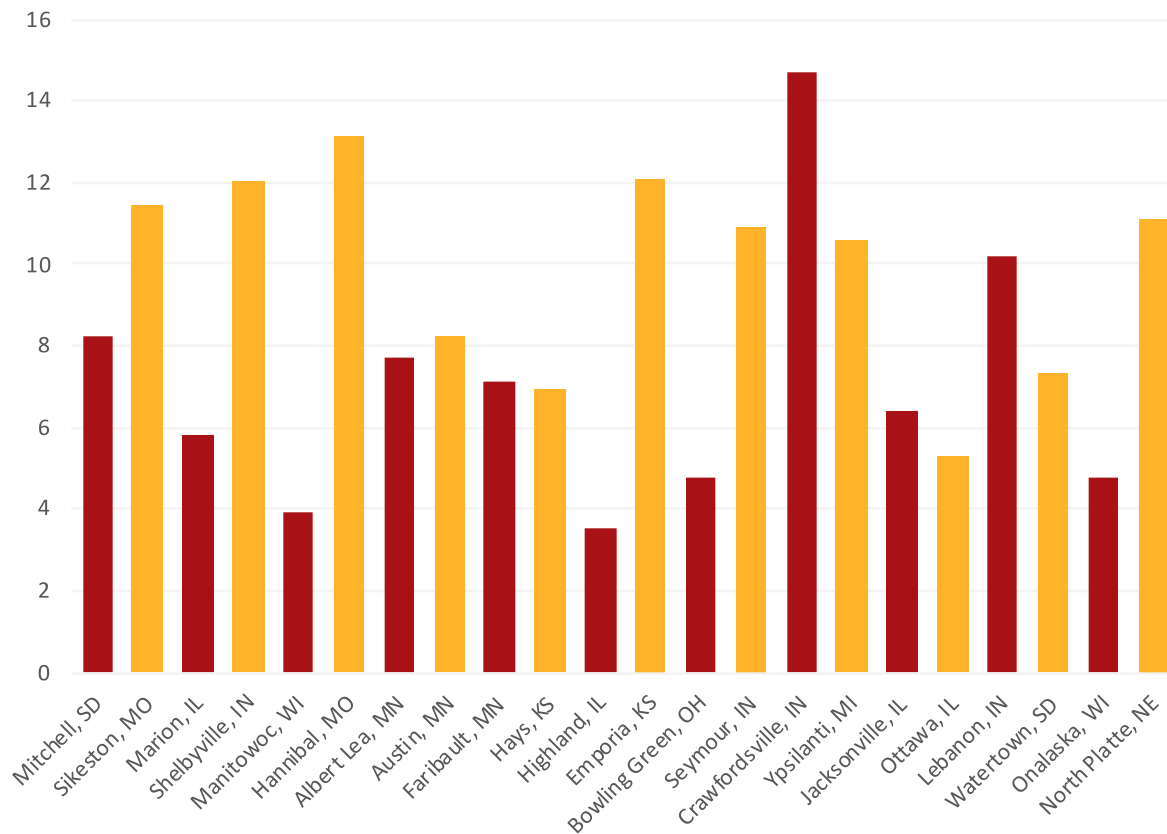
#### DATA INSIGHT:

- Davison County has the 7th lowest percentage of people with fair or poor health. Its proportion of 13% is lower than the peer average of 14.9%.
- The child mortality rate of the County is the highest among the two counties in South Dakota considered in this analysis.
- Davison County ranks 10 out of 22 among counties with limited access to healthy food and 15th among those with food insecurity.

### 3.3.2 ACCESS TO CARE

Access to healthcare is a critical measure of people's security and wellbeing. Measuring the percentage of a population that has health insurance, or lacks such insurance, is a good approximation of health security. In most cases, the cohort communities have high levels of insurance coverage, with most being 90% or more of coverage. The chart below shows the percentage of adults and children uninsured in each cohort community city.

**Percentage of Uninsured Children and Adults**



Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

#### DATA INSIGHT:

- The percentage of uninsured people ranges between 3.5% (Highland, IL) and 14.7% (Crawfordsville, IN).
- 8.2% of the adults and children in the City of Mitchell are uninsured for healthcare which is slightly lower than the average of the cohort communities.
- Mitchell has the 11th highest percentage of uninsured people among the cities in the cohort communities.



## 3.4 LOCATION AND INFRASTRUCTURE

### 3.4.1 HOUSING

Occupied housing units dominate the housing stock in Mitchell, and over 50% of these are owner-occupied. While this is typical of a suburban landscape, it is also a strong part of the community fabric and structure.

#### Percent Housing Occupancy by Population

Cohort Community	Occupied housing units	Vacant housing units	Occupied housing units - Owner-occupied	Occupied housing units - Renter-occupied
Mitchell, SD	94.1	5.9	54.4	45.6
Sikeston, MO	87.3	12.7	59.8	40.2
Marion, IL	88.2	11.8	59.5	40.5
Shelbyville, IN	90.7	9.3	59.3	40.7
Manitowoc, WI	90.9	9.1	66.3	33.7
Hannibal, MO	86.4	13.6	58	42
Albert Lea, MN	90.3	9.7	69.5	30.5
Austin, MN	90.2	9.8	67.2	32.8
Faribault, MN	94.2	5.8	65.3	34.7
Hays, KS	88.3	11.7	55.7	44.3
Highland, IL	93.8	6.2	82.7	17.3
Emporia, KS	88.8	11.2	48.5	51.5
Bowling Green, OH	92.1	7.9	37.8	62.2
Seymour, IN	89.9	10.1	62.8	37.2
Crawfordsville, IN	88.4	11.6	55.8	44.2
Ypsilanti, MI	88.6	11.4	30.8	69.2
Jacksonville, IL	89.3	10.7	60	40
Ottawa, IL	89.4	10.6	62.4	37.6
Lebanon, IN	92.8	7.2	61.8	38.2
Watertown, SD	93.9	6.1	59.7	40.3
Onalaska, WI	94.8	5.2	67.8	32.2
North Platte, NE	91.5	8.5	56.3	43.7

Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

#### DATA INSIGHT:

- 54.4% of the occupied housing units in the City of Mitchell were owner-occupied which is below the cohort community average of 59.2% and also ranks 19th highest out of 22.
- Similarly, 45.6% of the occupied housing units were renter-occupied which is higher than the cohort community average of 40.8% and also ranks 19 out of 22.

### 3.4.2 AGE OF HOUSING

The table below shows the age of housing units in the cohort communities. Of note, is that a large proportion of housing units in all cohort communities were built within 1989 and 2009.

#### Per cent year structure built by the total housing unit

Cohort Community	Total housing units	Built 2010 or Later	Built 1990 to 2009	Built 1970 to 1989	Built 1950 to 1969	Built 1949 or Earlier
Mitchell, SD	7,489	4	21	24.9	18.4	31.8
Sikeston, MO	7,795	2.9	21.6	38.6	23.5	13.4
Marion, IL	8,498	6.1	28.5	25.8	18.6	20.9
Shelbyville, IN	8,524	1.4	30.2	15	22.4	30.8
Manitowoc, WI	16,063	0.8	17.5	19.3	24.4	38
Hannibal, MO	8,066	1.4	13.3	21.1	22.6	41.5
Albert Lea, MN	8,644	0.4	10.6	23	35	31
Austin, MN	10,974	0.9	12.1	14.9	36	36
Faribault, MN	8,949	2	26.4	22.8	18.6	30.2
Hays, KS	9,612	1.9	20.9	35	24.6	17.6
Highland, IL	12,254	0.5	20.5	20.5	32.3	26.2
Emporia, KS	11,242	1.7	11.9	30.4	22	34
Bowling Green, OH	12,264	1.1	31.6	32	18.5	16.6
Seymour, IN	8,448	2.4	27.9	24.6	21.3	23.7
Crawfordsville, IN	7,267	0.8	13.7	21.9	27	36.7
Ypsilanti, MI	8,872	2.1	9.9	21.5	23.8	42.7
Jacksonville, IL	7,992	1.2	14.3	21	30.3	33.2
Ottawa, IL	8,730	1.4	19.4	20.9	22.3	36
Lebanon, IN	7,520	4.3	33	26	14.1	22.6
Watertown, SD	10,181	3.8	27.3	29.7	18.1	21.1
Onalaska, WI	8,255	3.9	36.9	37.5	14	7.8
North Platte, NE	11,456	1.6	11.8	30.2	25.3	31.1

Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

#### DATA INSIGHT:

- Only 4% of housing units in Mitchell were built after 2009, which is significantly above the peer average.
- 21% of the housing units in Mitchell were built between 1990 to 2009 which ranks 10 out of 22.

Mitchell, South Dakota has the second highest proportion of housing units built in the past 9 years compared to its peers in the cohort communities.

### 3.4.3 COST OF RENTAL

The rental costs in Mitchell are reflective of many cohort communities. In many ways, Mitchell remains affordable for renting, relative to similar cities. A quarter of the rental units are under \$1000 per month.

#### Percent gross rent of occupied units paying rent

Cohort Community	Occupied units paying rent	Median Rent (dollars)	% Less than \$1000	% \$1,000 to \$1,999	% \$2,000 to \$2,999	% \$3,000 or more
Mitchell, SD	3,111	\$716	81.4	13.9	4.0	0.7
Sikeston, MO	2,510	\$641	95.0	5.0	0.0	0.0
Marion, IL	2,904	\$691	83.6	13.9	2.5	0.0
Shelbyville, IN	3,053	\$757	82.4	16.4	0.9	0.4
Manitowoc, WI	4,789	\$650	87.5	10.9	1.6	0.0
Hannibal, MO	2,758	\$645	84.4	15.6	0.0	0.0
Albert Lea, MN	2,293	\$647	89.6	6.5	2.6	1.4
Austin, MN	3,209	\$715	78.0	20.7	1.3	0.0
Faribault, MN	2,837	\$778	75.5	20.8	1.7	1.9
Hays, KS	3,570	\$669	85.1	14.4	0.4	0.0
Highland, IL	1,908	\$1,659	16.7	54.5	20.7	8.1
Emporia, KS	4,964	\$640	90.3	8.6	1.2	0.0
Bowling Green, OH	6,933	\$686	79.6	19.2	1.3	0.0
Seymour, IN	2,612	\$746	87.7	12.3	0.0	0.0
Crawfordsville, IN	2,769	\$637	90.8	8.6	0.6	0.0
Ypsilanti, MI	5,360	\$781	75.0	24.6	0.4	0.0
Jacksonville, IL	2,721	\$680	86.0	11.2	2.8	0.0
Ottawa, IL	2,792	\$757	82.2	17.7	0.0	0.0
Lebanon, IN	2,588	\$758	84.1	15.3	0.0	0.6
Watertown, SD	3,723	\$685	81.3	17.3	1.3	0.0
Onalaska, WI	2,394	\$843	72.4	25.6	2.0	0.0
North Platte, NE	4,446	\$681	87.3	12.7	0.0	0.0

Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

#### DATA INSIGHT:

- A large proportion of the gross rent of rental-occupied housing units in the cohort communities is less than \$1,000.
- The median gross rent of occupied rental housing units in Mitchell is \$716. This is just below the peer average of \$748 of the cohort cities.

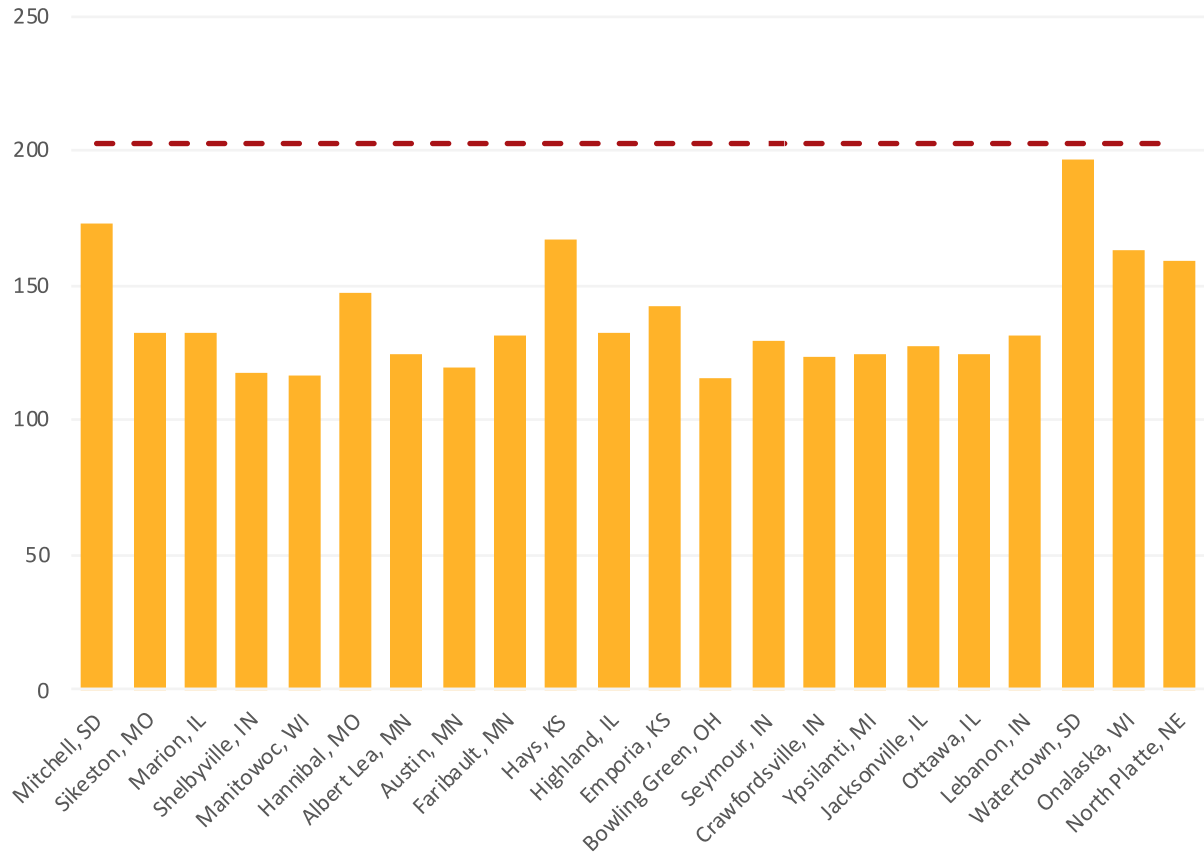
Mitchell is the 9th most expensive city among the cohort with regards to median rent for occupied units paying rent.



### 3.4.4 HOUSE PRICE INDEX

The House Price Index measures the movement of house pricing, relative to the year 2000 baseline. The data used in the chart was sourced from the Federal Housing Finance Agency using data supplied by Fannie Mae and Freddie Mac. Mitchell house pricing index was just lower than the national average, which was close to a 200% increase between 2000 and 2017.

#### 2018 House Pricing Index (HPI -2000 base year)



Source 1: HPI Dataset, Federal Housing Finance Agency. 2018 House Pricing Index (2000 base year) except otherwise indicated in the comment

Source 2: S&P/Case-Shiller U.S. National Home Price Index



DataInsight

#### DATA INSIGHT:

- Mitchell house prices have mostly kept pace with the national average for House Price Index (HPI). This means the property is retaining its relative value.
- Mitchell largely outperforms its peers in the cohort communities, with only Watertown recording better growth in housing price over the same period.

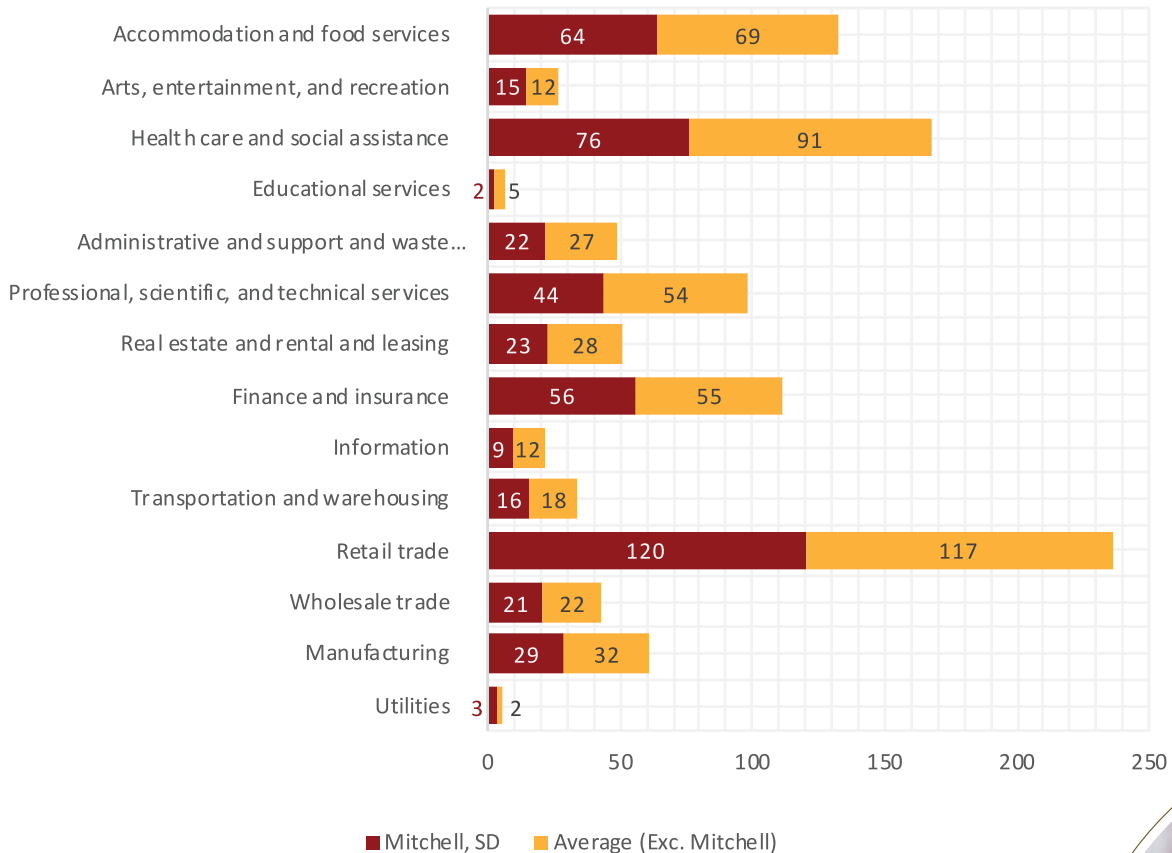


## 3.5 BUSINESS AND INDUSTRY

### 3.5.1 BUSINESS ESTABLISHMENTS

This chart shows the number of business establishments by major sector in each of the cohort communities. This is a way to measure the types of businesses and the relative strength of sectors in the communities. What is notable is the large number of retail trade, health care and social service businesses in all cohort communities, including Mitchell.

**Number of Establishments – Mitchell vs. Cohort Community average**



Source: Economic Census, 2012



DataInsight

#### DATA INSIGHT:

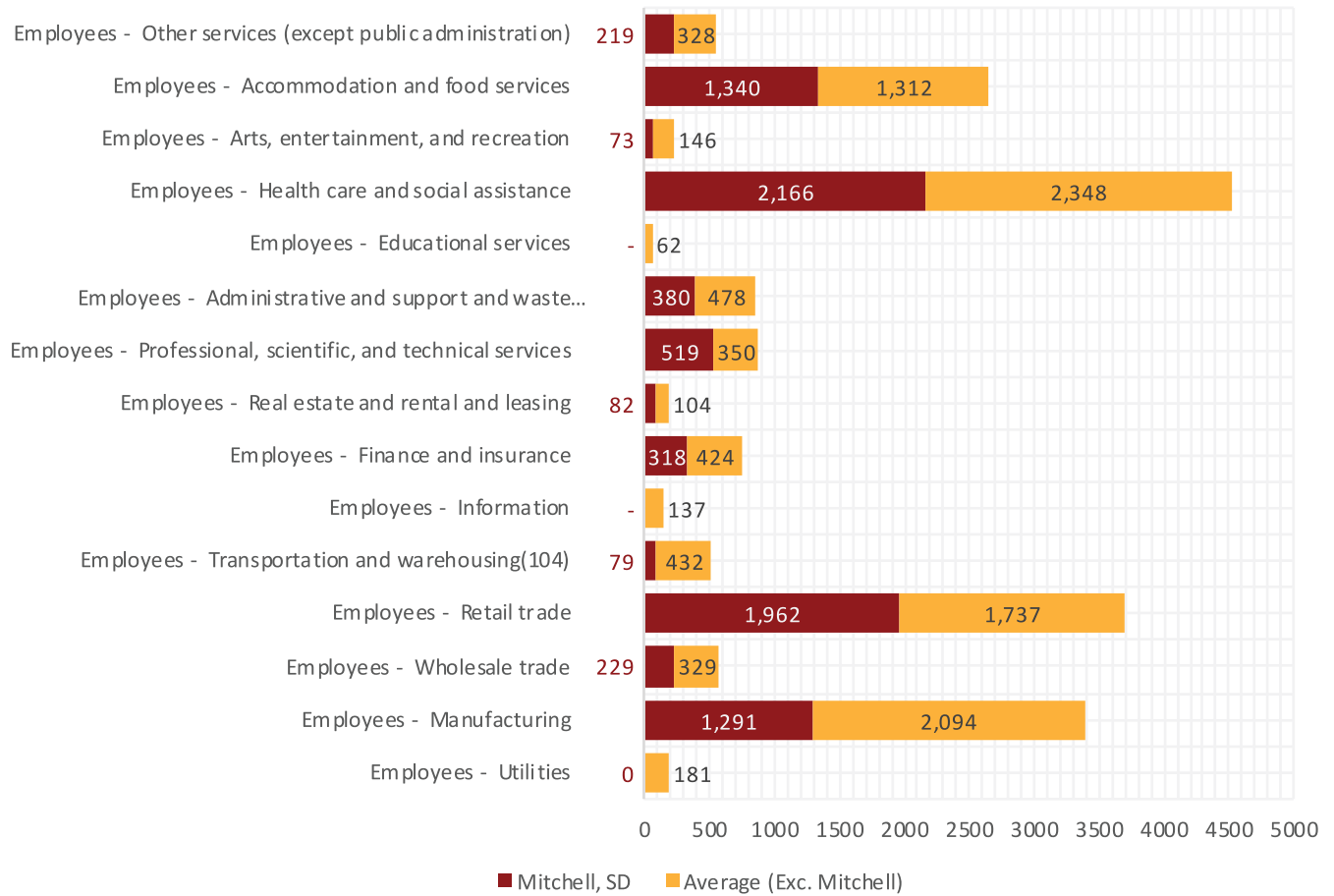
- Mitchell outperforms the cohort communities on the presence of Retail trade, Finance, and insurance; Arts, entertainment, and recreation.
- Mitchell has fewer establishments than its peer average in most of the occupations considered (although the gap is minimal).



### 3.5.2 EMPLOYMENT

This chart explores the number of employees by industry sector in the cohort communities.

#### Industry by Number of Employees



Source: Economic Census, 2012

NOTE: Employee data is unavailable in Mitchell for the utilities, Educational services, and Information industry



DataInsight

#### DATA INSIGHT:

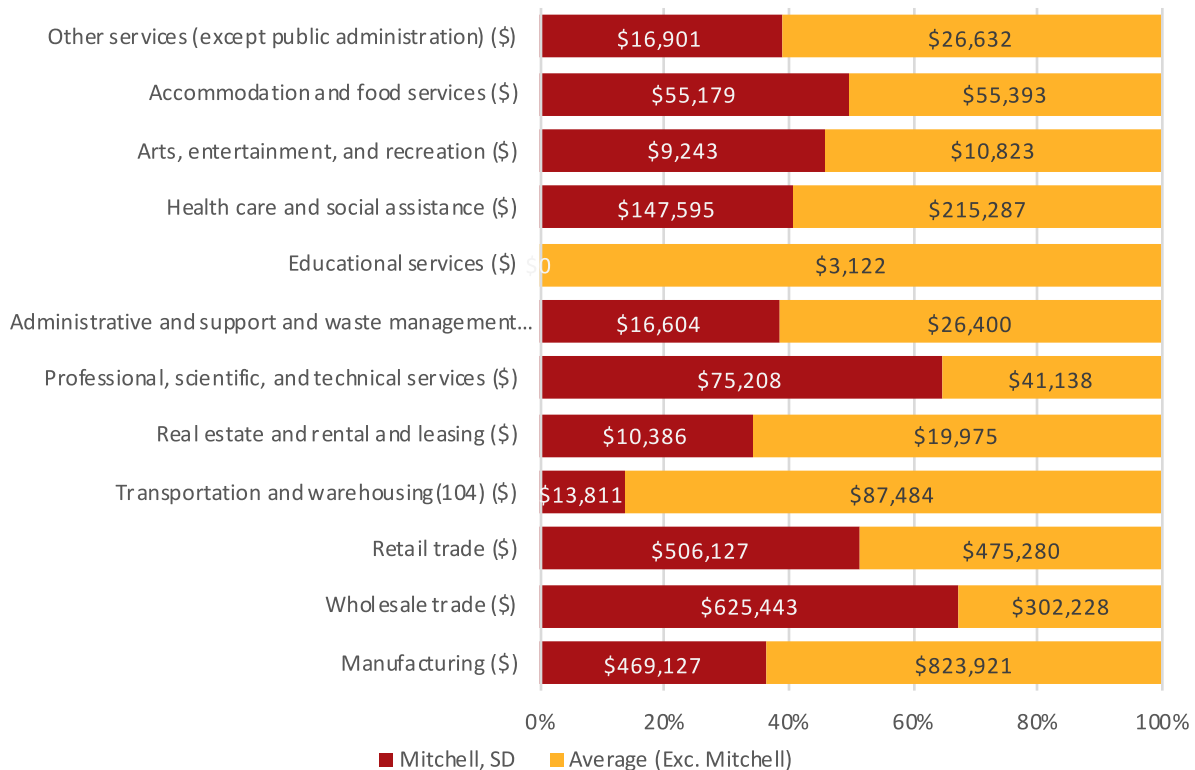
- The top three employment sectors in Mitchell are: Health care and social services; Retail trade, and Accommodations and food services industry.
- While Mitchell generates some better paid professional services jobs, the majority is in lower paid retail and accommodation services. Effort needs to be places on increasing the number of higher paid jobs.
- Mitchell's median household income (\$47,279) is below both the state and national averages. However, looking at per capita income (\$27,166), the City is above the state average (\$26,747) but still below the national average (\$29,472). (Michell Parks and Recreation Master Plan 201)



### 3.5.3 BUSINESS REVENUE

This chart explores the revenue of businesses in the cohort communities. In Mitchell, the wholesale trade industry is seen as the sector with the most significant revenue regarding the value of sales, shipments, receipts, and business. This trend is expected as the wholesale trade involves significant shipments and sales. This trend is similar but different with respect to the average revenue for the industries in the cohort communities.

#### Industry by Value of sales, shipments, receipts, revenue, or business done (\$1,000)



Source: Economic Census, 2012

NOTE: Revenue data is unavailable in Mitchell for the Educational services industry



DataInsight

#### DATA INSIGHT:

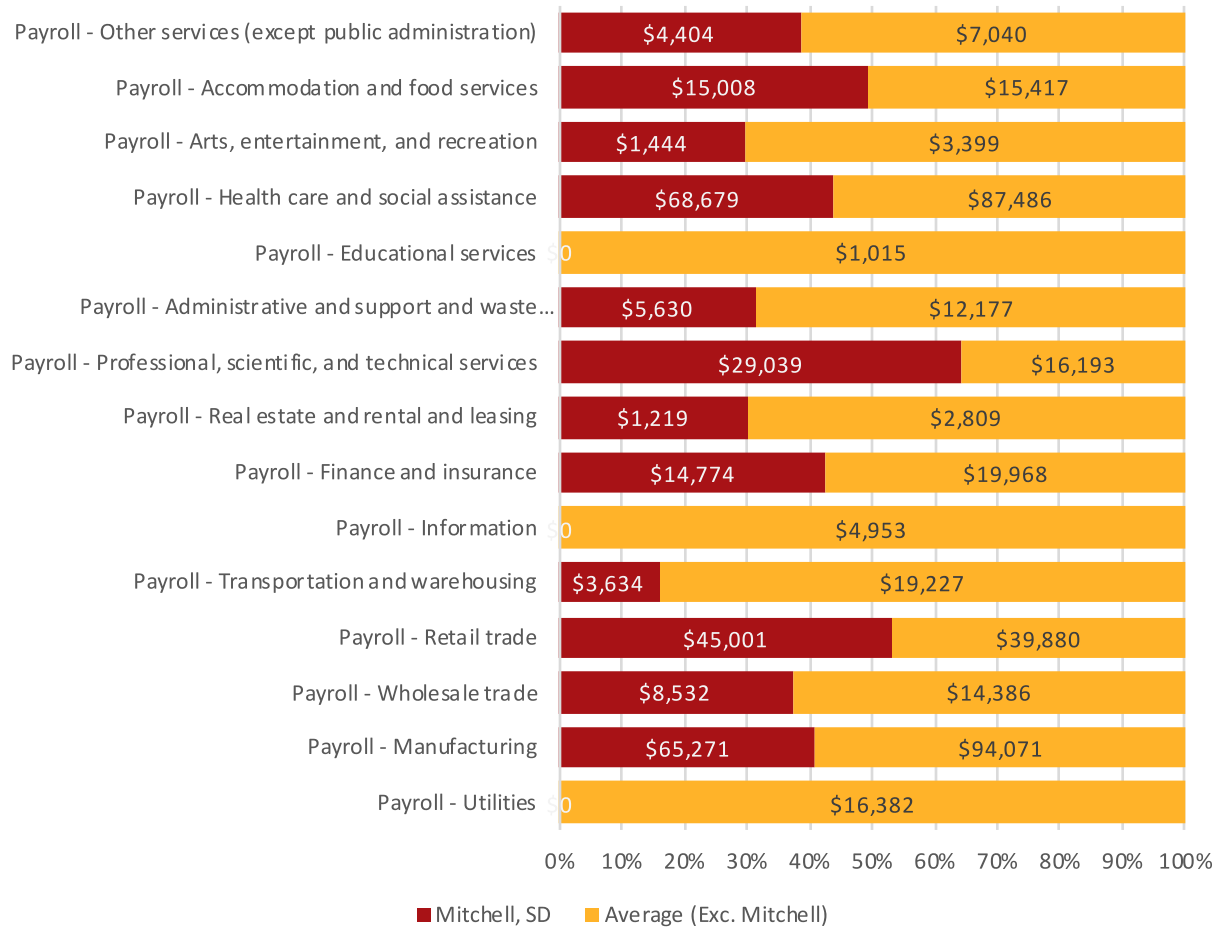
- For Mitchell, the second highest sector with the most revenue is the retail trade sector. This is also consistent with data from the cohort communities and likely increased for the same reasons as the wholesale trade sector.
- The sectors least involved with shipment and sales that have a high revenue for Mitchell is the Health care and social services sector followed by the professional, scientific, and technical services sector.



### 3.5.4 PAYROLL

This data examines the payroll of the businesses in the cohort communities.

#### Industry by Annual Payroll (\$1,000)



Source: Economic Census, 2012

NOTE: Payroll data is unavailable in Mitchell for the Educational Services, Information, and Utility industry. Also, data for the utility industry is only available for Hays, Kansas



DataInsight

#### DATA INSIGHT:

- The Health care and social services industry in Mitchell records the highest amounts of payroll, followed by the Manufacturing industry.
- Significant contributions are made by the Retail Trade, and Professional, scientific, and technical services sectors.





### 3.5.5 INDUSTRY LOCATION QUOTIENT

This table shows the location quotient of employment by industry within each cohort city.

#### Location Quotient of Industry Employment of City Residents

Cohort Communities	Agriculture, forestry, fishing and hunting, and mining	Construction	Manufacturing	Wholesale trade	Retail trade	Transportation and warehousing, and utilities	Information	Finance and insurance, and real estate and rental and leasing	Professional, scientific, management, administrative, waste management services	Educational services, and health care and social assistance	Arts, entertainment, and recreation, and accommodation and food services	Other services, except public administration	Public administration
Mitchell, SD	1.37	1.95	1.49	0.73	1.12	0.41	0.63	0.53	0.44	0.94	1.22	1.09	0.91
Sikeston, MO	1.13	0.32	1.31	1.20	1.33	0.97	1.04	0.85	0.55	1.15	0.91	0.81	1.24
Marion, IL	1.22	0.71	0.87	0.79	0.96	0.73	1.20	1.18	0.49	1.28	1.01	1.15	1.42
Shelbyville, IN	0.82	0.96	2.71	1.10	0.86	0.90	0.82	0.44	0.41	0.78	0.99	1.11	1.04
Manitowoc, WI	0.74	0.42	2.99	0.69	1.06	1.06	0.33	0.74	0.43	1.02	0.72	0.64	0.36
Hannibal, MO	0.50	0.86	1.56	0.63	1.16	0.77	0.83	0.57	0.68	1.14	1.22	0.62	0.93
Albert Lea, MN	0.99	0.88	2.17	0.75	1.05	0.71	0.75	0.74	0.46	1.06	0.95	0.97	0.60
Austin, MN	1.27	0.70	2.41	0.99	0.91	0.62	0.85	0.50	0.70	1.11	0.68	0.72	0.76
Faribault, MN	0.61	1.03	2.10	0.86	1.22	0.82	0.57	0.56	0.58	1.05	0.84	0.58	0.81
Hays, KS	1.91	0.64	0.52	1.05	1.12	0.79	1.44	0.55	0.64	1.46	1.12	0.89	1.01
Highland, IL	0.00	0.49	0.77	1.50	0.72	0.20	1.00	1.95	1.95	1.04	0.84	1.06	0.31
Emporia, KS	0.46	0.96	1.66	0.77	1.02	0.79	0.69	0.53	0.37	1.35	0.84	1.14	0.89
Bowling Green, OH	0.22	0.48	1.01	0.30	0.96	0.43	0.90	0.36	0.64	1.37	2.35	0.67	0.66
Seymour, IN	0.71	0.63	3.49	0.61	1.15	0.66	0.24	0.39	0.31	0.78	0.86	0.99	0.67
Crawfordsville, IN	0.06	1.22	2.65	0.60	0.95	0.63	0.78	0.41	0.71	0.95	0.81	0.89	0.60
Ypsilanti, MI	0.21	0.30	0.71	0.35	1.11	0.49	0.96	0.53	0.78	1.50	2.14	0.65	0.34
Jacksonville, IL	1.00	0.63	0.90	0.92	1.29	1.00	0.82	1.03	0.37	1.30	0.85	1.21	1.22
Ottawa, IL	1.68	0.90	1.17	0.37	1.35	1.28	0.43	0.42	0.92	0.97	0.87	1.22	1.14
Lebanon, IN	0.24	1.43	1.37	1.23	1.24	1.58	1.07	0.82	0.76	0.85	0.98	0.60	0.59
Watertown, SD	0.96	0.96	1.72	1.14	1.60	0.78	0.54	1.08	0.50	0.77	1.07	0.62	0.86
Onalaska, WI	0.33	0.75	1.46	0.74	1.20	0.62	1.96	0.85	0.55	1.33	0.74	0.67	0.80
North Platte, NE	1.48	0.69	0.50	0.54	1.48	2.98	0.89	0.81	0.41	1.08	1.07	0.79	0.70
Relative to the US, more employment than one would expect.													
Relative to the US, less employment than one would expect.													
Relative to the US, similar employment.													

Source: American Community Survey (2017 - ACS 5-year estimates)



## 4.0 SUMMARY

The community profile and benchmark analysis provides a snapshot of demographic and economic characteristics of the City of Mitchell at a given point in time. The 21 cities that made up the cohort group were built around a combination of unique features that all of the cities have in common. All communities were between 15,000 and 35,000 in resident population. The unique features used in the cohort construction were:

- **Midwestern States** – States in the midwestern region of the United States
- **Interstate and Major roads** – Cities near major interstate or major road
- **Major Regional Center** – Cities that are bigger than neighbouring towns and drawing in population and trade

The cohort analysis compares Mitchell with a group of well performing communities across the Midwest. The peer group is generally affluent and well-educated, and host a high number of retail trade, health and social service businesses within their communities. Mitchell shares a lot of common trends and traits with the cohort community, suggesting it is performing adequately on peer comparison. Mitchell does show strong performance in areas such as:

- **Business.** Mitchell outperforms the cohort communities on the presence of retail trade, finance, and insurance, Arts, entertainment, and recreation.
- **Property values.** Mitchell has remained mostly current with the national Housing Price Index, showing that property values have increased in line with national trends.
- **Payroll** for professional, scientific and technical services. Mitchell ranks highest among the cohort communities for pay in professional, scientific and technical services. This is key to attracting and retaining a younger workforce.
- **School district ranking.** School district performance is a key part of the value proposition of Mitchell as a community. It ranks in the top half of the cohort communities.

The population of Mitchell has grown consistently for the past 19 years, drawing in people from smaller surrounding communities. Over time, this trend will slow, and Mitchell needs to focus efforts now on attracting and retaining a younger workforce. Mitchell's educational, agricultural and technology sectors hold great promise for the future and suggest significant opportunity for planning and development.

As Mitchell continues to grow, affordable housing for new residents and aging residents will become an important element in community development.



## 5.0 REFERENCES

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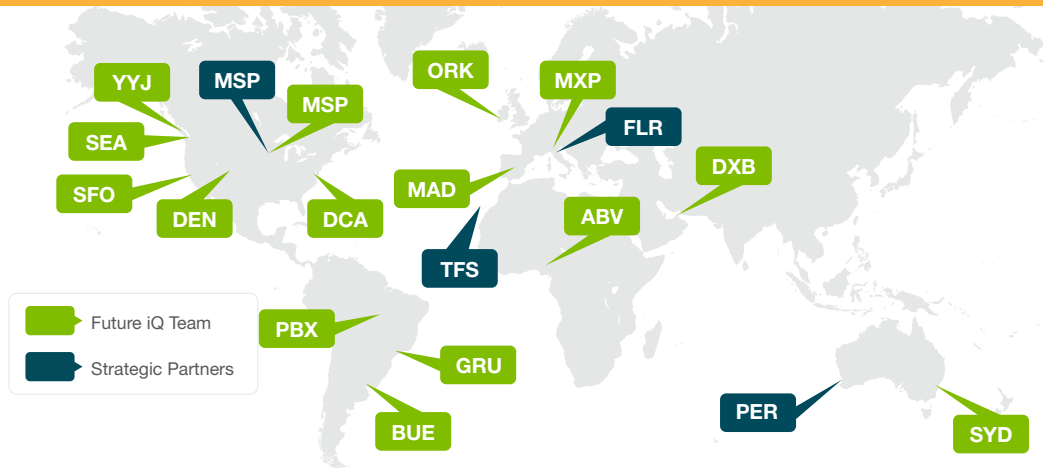


## 6.0 APPENDIX: COHORT COMMUNITY TABLE

This tables shows the cohort communities and their relative State and County.

State	Cohort City	Cohort County
Minnesota	Albert Lea, MN	Freeborn County
Minnesota	Austin, MN	Mower County
Ohio	Bowling Green, OH	Wood County
Indiana	Crawfordsville, IN	Montgomery County
Kansas	Emporia, KS	Lyon County
Minnesota	Faribault, MN	Rice County
Missouri	Hannibal, MO	Marion County
Kansas	Hays, KS	Ellis County
Illinois	Highland, IL	Madison County
Illinois	Jacksonville, IL	Morgan County
Indiana	Lebanon, IN	Boone County
Wisconsin	Manitowoc, WI	Manitowoc County
Illinois	Marion, IL	Williamson County
South Dakota	Mitchell, SD	Davison County
Nebraska	North Platte, NE	Lincoln County
Wisconsin	Onalaska, WI	La Crosse County
Illinois	Ottawa, IL	LaSalle County
Indiana	Seymour, IN	Jackson County
Indiana	Shelbyville, IN	Shelby County
Missouri	Sikeston, MO	Scott, New Madrid
South Dakota	Watertown, SD	Codington County
Michigan	Ypsilanti, MI	Washtenaw County





## 7.0 ABOUT FUTURE IQ

Future iQ specializes in applying innovative tools and approaches to assist municipalities, organizations, regions and industries shape their economic and community futures. With nearly two decades of experience, the company has a global clientele spanning three continents. To learn more about Future iQ, and our recent projects **visit [www.future-iq.com](http://www.future-iq.com)** or by email at **[info@future-iq.com](mailto:info@future-iq.com)**

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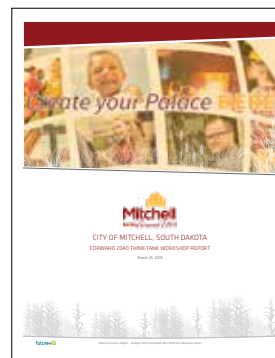
**Marc Rassel**  
Creative Director

**For more details, and to access additional reports, please visit:**

<http://lab.future-iq.com/mitchell-forward-2040/>



**Mitchell Forward 2040**  
Online Project Portal



**MitchellForward 2040**  
Scenario-based Think Tank  
Workshop Report  
March 2019





## 8.0 FOR MORE INFORMATION

**For more information on Mitchell Forward 2040, please contact:**

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City Administrator

City of Mitchell

612 North Main Street

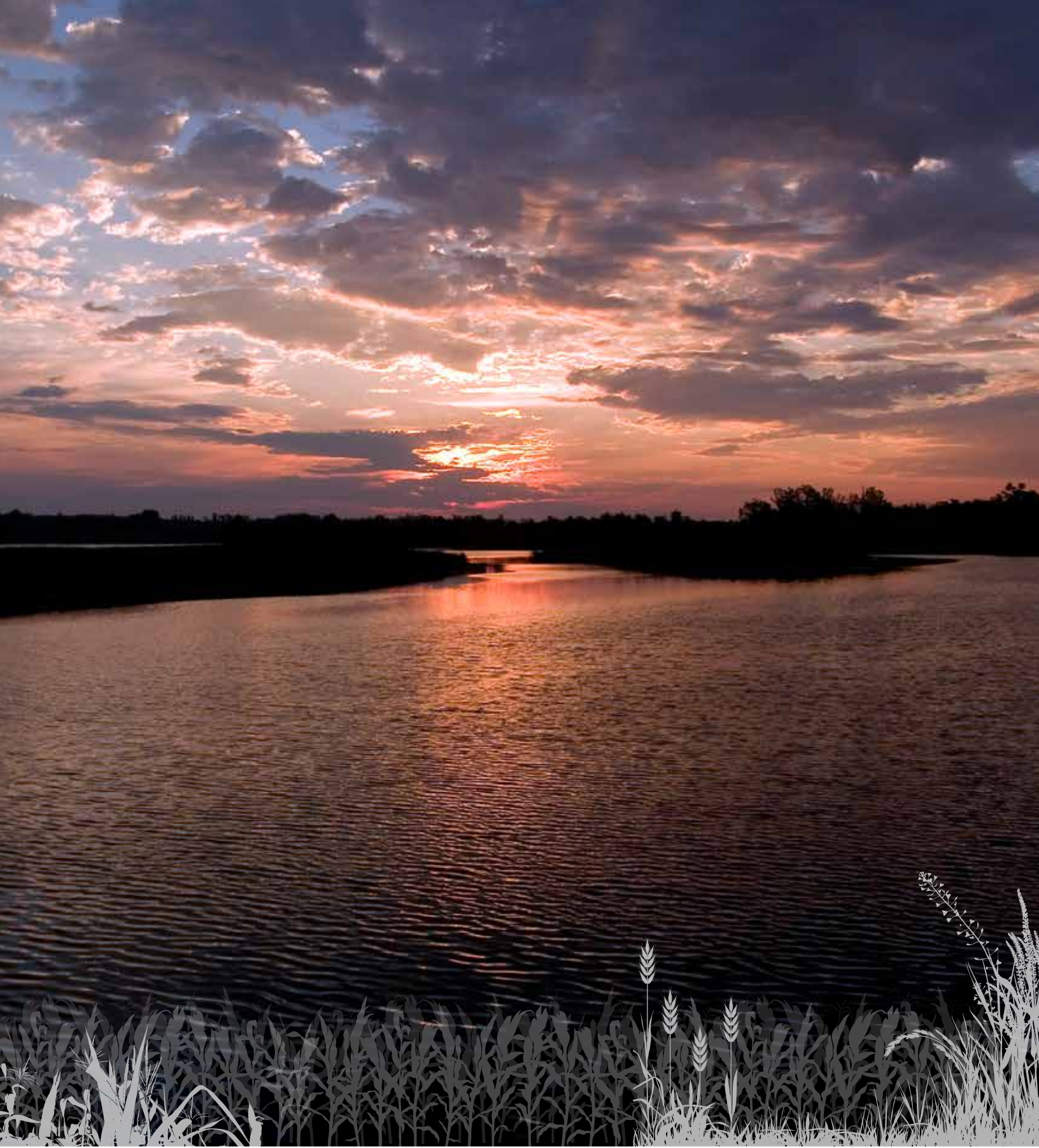
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