Resource Profile for Economic Growth

City of Gaylord, MN

“The Hub of Sibley County”
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Overview on the City of Gaylord

Gaylord has been the county seat for Sibley County since 1915. The City of Gaylord, MN is located in south central Minnesota in the heart of Sibley County. Gaylord has slowly, but steadily, increased in population within the previous twenty years.

The Minneapolis & St. Louis Railroad reached Gaylord in 1881. Shortly after in 1883, the Village of Gaylord became incorporated. In its first decades being incorporated, the first flour mill was constructed along with the first Village Hall, land was purchased for Gaylord’s Cooperative Creamery and the city’s Electric Light Plant opened. Gaylord’s location in central Sibley County is a prime location to fertile farm land which is a strong foundation to Gaylord’s economy. The city also has a strong manufacturing presence.

State Highway 22 goes right through Gaylord and the city is only approximately 13 miles from US highway 212 east which takes you right into Minneapolis and the rest of the Twin Cities area. The City of Gaylord is also no more than 35 miles from other substantial sized cities such as Mankato, New Ulm, St. Peter and Hutchinson.

Overall, the City of Gaylord, offers a good proximity to other larger markets while still offering a solid small town feel with a sustainable economy.
- Economic History of Gaylord

The founding of the village of Gaylord is credited to William Washburn who extended the Minneapolis and St. Louis (M & St. L) railway from his flour mills in Minneapolis to South Dakota. Washburn established train stops along the way and platted the towns along the railway. In October of 1881 the M & St. L reached the village of Gaylord, which was named after E. W. Gaylord, a highly respected man working for Mr. Washburn’s railroad company. Two years later, in 1883, the first city elections were held and a petition was approved that incorporated Gaylord as a village. Gaylord remained a village until 1947 when the community approved changing it to a city of the fourth class.

The continued existence and growth of Gaylord was dependent upon the railroad. The presence of the railroad in Gaylord attracted more settlers and business people. The railroad provided a means of shipping agricultural products to larger markets, bringing much needed building supplies to the community, and providing faster mail service and telegraph communications. Gaylord was the prototypical small town of the early 20th century, being an agricultural trade center where townspeople’s livelihood was dependent, directly or indirectly, on supporting farm trade and selling goods to farmers.

In 1915 the residents of Sibley County approved moving the county seat from Henderson, located on the eastern edge of the county, to Gaylord, which is more centrally located in the county. This had a dramatic effect on the development of Gaylord. Until that time the population of Gaylord lagged behind neighboring towns of Henderson, Arlington and Winthrop. After 1915 Gaylord’s population started to catch up and eventually surpass that of its neighboring towns. Gaylord remains the most populated community in Sibley County today.

Agriculture has been and is of utmost importance to the Gaylord economy. Many agriculture businesses have developed in Gaylord as a direct result of the surrounding farming community. Among the largest is the egg and poultry business. Beginning around 1900 Gaylord residents and area farmers began a fascination with chickens, mostly the result of chickens being relatively easy and inexpensive to raise while providing eggs and “egg money” for the family. By 1930 area farmers had won national chicken contests and Golden Buffs, a national poultry magazine, claimed “Gaylord is the home of the finest chickens in the world.”

The Rosenberg Premium Egg Producing Company, consisting of three laying houses and an office building on the east edge of Gaylord, was started in 1956. In 1972 the company merged with Nathan’s Produce of Silver Lake and Rogers to form a new company, Crystal Foods, Inc. By 1978 Crystal Foods had out grown its facilities and began construction of a new egg production plant further east of Gaylord, becoming the first company to occupy space in what is now the Gaylord Industrial Park. By then Crystal Foods was supplying about 75% of the fresh eggs consumed in the Twin Cities, and the Gaylord Chamber of Commerce dubbed Gaylord the “Egg Capital of Minnesota.” Today Gaylord’s economy has diversified to include manufacturing, service and construction related businesses.
Community Demographics, Industry and Educational Resources

Percent of Population By Age Group vs Local Counties & National Average

Gaylord, like the national average, has a high population of residents under the age of 20. Gaylord has a higher than average population of 35-44 years old.

*US Census Bureau 2008-2012

Education Attainment Levels: Local vs National Average

Gaylord has a high school attainment rate compared to the national average.

Gaylord’s high school graduation rate is also high in comparison to the State of Minnesota’s.

Gaylord: 93.8%
Minnesota: 79.5%

*Minnesota Department of Education, 2013
Ethnic Profile

Gaylord is predominantly Caucasian.

White: 91%
Black: 1.1%
American Indian: .2%
Asian: 1.1%
Other: 7.4%

*US Census Bureau 2008-2012

Gaylord’s Top Five Industries

To the right is a chart representing the distribution of Gaylord’s top five industries, predominately manufacturing.

*US Census Bureau
Cost and Availability of Labor

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Region 9 Area</th>
<th>Region 8 Area</th>
<th>MN</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Processing</td>
<td>$12.71/hr</td>
<td>$12.79/hr</td>
<td>$11.83/hr</td>
<td>$11.46/hr</td>
</tr>
<tr>
<td>Farmworkers</td>
<td>$11.05/hr</td>
<td>$11.76/hr*</td>
<td>$10.47/hr</td>
<td>$11.02/hr</td>
</tr>
<tr>
<td>Construction Laborers</td>
<td>$15.75/hr</td>
<td>$14.87/hr</td>
<td>$19.59/hr</td>
<td>$14.81/hr</td>
</tr>
<tr>
<td>Retail Salesperson</td>
<td>$9.92/hr</td>
<td>$10.11/hr</td>
<td>$9.83/hr</td>
<td>$10.24/hr</td>
</tr>
<tr>
<td>Nursing Assistants</td>
<td>$11.24/hr</td>
<td>$11.01/hr</td>
<td>$13.00/hr</td>
<td>$12.06/hr</td>
</tr>
<tr>
<td>Maintenance Workers</td>
<td>$19.61/hr</td>
<td>$12.02/hr</td>
<td>$19.77/hr</td>
<td>$20.36/hr</td>
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<tr>
<td>Team Assemblers</td>
<td>$13.00/hr</td>
<td>$15.88/hr</td>
<td>$14.55/hr</td>
<td>$13.76/hr</td>
</tr>
<tr>
<td>Production Workers</td>
<td>$12.24/hr</td>
<td>$15.20/hr</td>
<td>$10.88/hr</td>
<td>$11.31/hr</td>
</tr>
</tbody>
</table>

Notes:

Gaylord is in the Region 9 area. The average hourly wage within Sibley County is $15.09 versus the average hourly wage of Minnesota being $17.56.

*Animals vs Nursery/Green Comparison


Education: [potential Education segment due to lack of stats available]

Gaylord resides near multiple 4-year universities that offer highly educated talent year in and year out in desirable fields. The closely located universities include Martin Luther College, Gustavus Adolphus, Minnesota State University-Mankato and Bethany Lutheran College. These fine public and private institutions produce annual graduates in the nursing, geography/geology, management, marketing and public administration fields amongst many others. Gaylord is also in close proximity to several technical colleges such as Ridgewater College, South Central College and Rasmussen College and they too offer in demand programs to local students. Programs that students graduate in from these colleges include healthcare management, automotive technology, agriculture business, accounting, nursing, computer science, just to name a few. All of these post-secondary institutions provide numerous annual graduates in all the programs listed above, along with others, prepared to bridge the gap from academics to the workforce.
Education: Martin Luther College, Gustavus Adolphus, Minnesota State University-Mankato, Bethany Lutheran College

Education: Ridgewater College, South Central College, Rasmussen College
Overview on the Local Economy

The City of Gaylord has approximately 43 retail or commercial enterprises in the downtown and commercial area.

<table>
<thead>
<tr>
<th>Employer</th>
<th>Product/Service</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael Foods, Inc</td>
<td>Food Preparation/Egg Processing</td>
<td>600</td>
</tr>
<tr>
<td>Wakefield Pork</td>
<td>Pork Production</td>
<td>250</td>
</tr>
<tr>
<td>Oak Terrace Health Center</td>
<td>Skilled Nursing Care Facility</td>
<td>130</td>
</tr>
<tr>
<td>Unidor Company</td>
<td>Manufacturing</td>
<td>40</td>
</tr>
<tr>
<td>Jerry's Home Quality Foods</td>
<td>Retail</td>
<td>35</td>
</tr>
<tr>
<td>T.E. Ibberson</td>
<td>Construction/Manufacturing</td>
<td>25</td>
</tr>
<tr>
<td>Extron/Control Assembly</td>
<td>Manufacturing</td>
<td>14</td>
</tr>
</tbody>
</table>

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Gaylord is not directly off of any interstate, however, county highway 22 goes right through Gaylord and the city is only approximately 25 minutes from county highway 212 east which takes you right into Minneapolis and the rest of the Twin Cities area. The City of Gaylord is also no more than 35 miles from other substantial sized cities such as Mankato, New Ulm, St. Peter and Hutchinson.

Overall, the City of Gaylord, offers a good proximity to other larger markets while still offering a solid small town feel with a sustainable economy.
Why Gaylord?

Why Companies should choose to locate to Gaylord

Three characteristics separate us from the rest: People. Location. Infrastructure.

1. People: The Gaylord area provides employees with a wealth of experience, are dedicated to their employees, and have an outstanding work ethic. City staff, elected officials, and EDA members are here to serve you and help you address your business needs for your next project. Everybody works together to make Gaylord a strong, welcoming community.

2. Location: Gaylord is the “Hub of Sibley County” and actually the hub for southern Minnesota. Gaylord is conveniently located an hour west of Minneapolis, 30 minutes from Hutchinson, and 35 minutes from Mankato. Gaylord also offers the benefits of being a rural county, but at the same time is also considered a part of the Twin Cities metro. This offers less expensive building options and much lower taxes than you would find in other metro counties.

3. Infrastructure: Gaylord has three major highways converging in downtown Gaylord. The City is also served by the Twin Cities and Western Railroad through the Minnesota Prairie Line. Gaylord is also part of a rural cooperative to bring Fiber to Gaylord and the surrounding areas starting in 2015. The City offers great restaurants, lodging options and various shops to meet your needs.
- **Transportation Access**

Gaylord has access to two major US Highways. Both US Highway 212 and US Highway 169 are only about 25 minutes away. The US Highway 212 access point is to the north and the US Highway 169 access point is to the east. US 212 takes you right into Eden Prairie, MN and US 169 takes you right between US 212 and US 169. Both options offer great access to the Twin Cities region.

Other notable cities nearby include Mankato (34 miles), Hutchinson (33 miles), Belle Plaine (28 miles), New Ulm (27 miles) and St. Peter (25 miles).

*Inner ring = 25 mile distance from Gaylord. Outer ring = 50 mile distance from Gaylord for both maps*

*The map below shows the proximity to local State Highways.*
Gaylord is in close proximity to local airports. Gaylord is only 16 miles away from Glencoe Municipal Airport, 35 miles away from Mankato Regional Airport and 60 miles away from Minneapolis-St. Paul International Airport.

In addition to quick and easily accessible highways and local airports, Gaylord has the Minnesota Prairie Line of the Twin Cities & Western Railroad Company run through town with a stop scheduled directly in Gaylord. Having a major freight line run through Gaylord makes it easy to have goods shipped right near your business’ Gaylord location.

(Railroad maps inserted here)
- **Quality of Life**

The City of Gaylord enjoys an exceptional quality of life. Gaylord offers budding downtown business and commercial districts surrounded by miles of thriving agriculture land. The area has affordable housing ranging from ample rental units, to historic homes to new construction. The area also includes a newly renovated senior living and skilled nursing complex.

![Quality of Life Image](image1.jpg)

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**Community Arts and Nature**

The City has many opportunities to experience the arts and nature in Gaylord, MN. The beautiful City Park is located on the edge of Lake Titlow. The park features the new Gaylord Area Aquatic Center, baseball fields, historic band shell, roller-skating rink and new children’s playground.

The Gaylord Game Protective League Pow-Wow grounds located two miles northeast of Gaylord on Sibley County Road 21 hosts a variety of activities throughout the year for hunting enthusiasts.

The Gaylord Area Chamber of Commerce sponsors many business and community related projects and events throughout the year, including the following annual community celebrations: Eggstravaganza, Frost-Free Friday, Santa Day, Welcome to New Teachers, Business Recognition, Farmer’s Market, Chamber Coffee Hour and the Annual Chamber of Commerce Banquet.

![Community Arts and Nature Image](image2.jpg)

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**Investment in Education**

The community recently voted to build a brand new PreK-5 school in Gaylord. The new Sibley East Campus will be located on the East side of Gaylord. Sibley East Seniors have a graduation rate of 93.8%, that is 14.3% points higher than the State average of 79.5%.

![Investment in Education Image](image3.jpg)
Gaylord also is within close proximity of a couple of airports. Gaylord is 16 miles away from Glencoe Municipal Airport, 35 miles from Mankato Regional Airport and 60 miles from Minneapolis-St. Paul International Airport.

**Investment in Gaylord**

The community has recently undertaken a number of projects including significant street projects in mission to improve access throughout the town and improve the overall aesthetic appeal of Gaylord. The first project that was completed in early October of 2014, was an overhaul of 6th St./State Highway 22. All new water and sewer was installed along with widening and repaving of the street and sidewalk. In addition to the repaving and updated utilities, a four way stop was added to the corner of 6th St. and Main St. to address the increase of traffic through the area. Another significant project that will be breaking ground in May of 2015 is another street reconstruction project consisting of 4th St. and also Main St. The project signifies the City’s desire to revitalize its downtown and create a more welcoming place for its residents to be and area for the city to host its various events throughout the year.
Cost of Living and Housing Availability

According to the Sibley County Auditor’s Office, the Gaylord Area is substantially lower than the National Average within the Midwest which is also below other local comparable sized towns. There is also a good supply of affordable residential properties along with commercial properties available for purchase. The median sale price within the Midwest from October 2013 – September 2014 was $177,900. The median sale price within Gaylord during the same period of time was $75,000.

Sibley County also has the benefit of having a lower cost of living compared to rest of Minnesota. Below is a chart showing the cost of living of Sibley County versus the cost of living in Minnesota according to the Department of Employment and Economic Development (DEED).

<table>
<thead>
<tr>
<th>Location</th>
<th>Yearly Cost</th>
<th>Child Care</th>
<th>Food</th>
<th>Health Care</th>
<th>Housing</th>
<th>Transportation</th>
<th>Other</th>
<th>Taxes</th>
</tr>
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<tbody>
<tr>
<td>Sibley County</td>
<td>$62,776</td>
<td>$666</td>
<td>$975</td>
<td>$350</td>
<td>$960</td>
<td>$1,434</td>
<td>$310</td>
<td>$536</td>
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<tr>
<td>Minnesota</td>
<td>$73,068</td>
<td>$1,300</td>
<td>$976</td>
<td>$417</td>
<td>$1,203</td>
<td>$1,142</td>
<td>$349</td>
<td>$702</td>
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