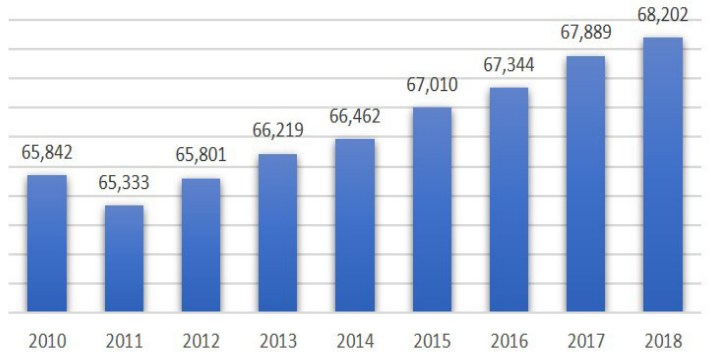


“Economic Indicators” are specialized statistics that represent specific economic conditions or provide insight into the economic health of a place (a city, region, state, or nation).

The City of St. Cloud uses the economic indicators below to track changes in economic outcomes and measure the health and vitality of the St. Cloud community.

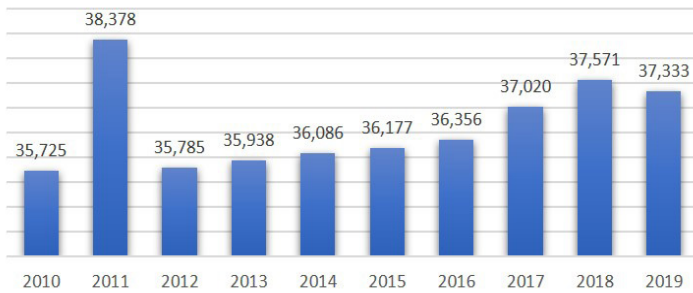
### Population (City of St. Cloud)



Source: MN Demographic Center, 2019

### Labor Force

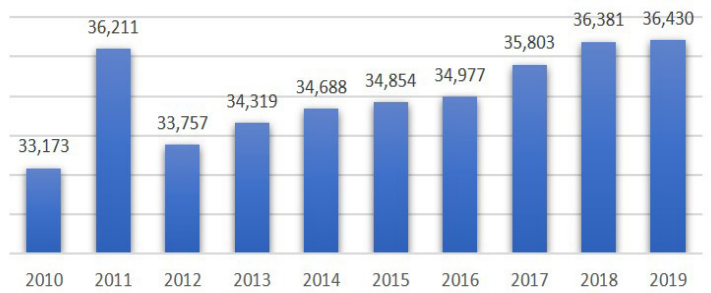
(not seasonally adjusted)  
(City of St. Cloud, largely Stearns County)



Labor force is defined as the sum of employed and unemployed persons.  
Source: DEED, LAUS, 12/19

### Employment

(not seasonally adjusted)  
(City of St. Cloud, largely Stearns County)



Employment is defined as the number of workers in the city.  
Source: DEED, LAUS, 12/19

### Unemployment Rate

(not seasonally adjusted)  
(City of St. Cloud, largely Stearns County)



Unemployment rate is defined as the percentage of the labor force that is unemployed.  
Source: DEED, LAUS, 12/19

### Median Household Income

(City of St. Cloud)



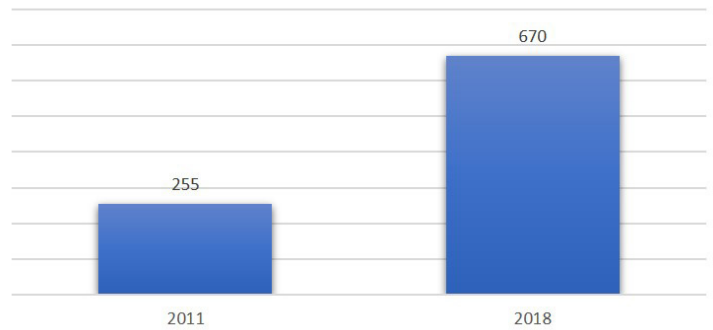
Source: 2019 MN Compass Annual Geographic Profile

“Economic Indicators” are specialized statistics that represent specific economic conditions and provide insight into the economic health of a place (a city, region, state, or nation).

The City of St. Cloud uses the economic indicators below to track changes in economic outcomes and measure the health and vitality of the St. Cloud business environment.

### Registered Business Names

(City of St. Cloud)



Source: MN Sec. of State Office (2018)

### Gross Sales, All Businesses

(in Billions)  
(City of St. Cloud)



Source: MN Dept of Revenue, Sales Tax (2018)

### Retail Industry Gross Sales Only

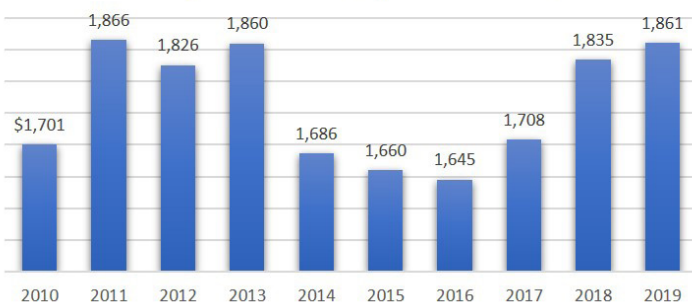
(in Billions)  
(City of St. Cloud)



Source: MN Dept of Revenue, Sales Tax (2018)

### Business Establishments

(not seasonally adjusted)  
(City of St. Cloud, largely Stearns County)



Source: DEED, QCEW (Q2/19)

## St. Cloud Economic Development

Your First Stop for Business Locations,  
Financing Resources, and Development Opportunities



**Cathy Mehelich**  
Executive Director

cathy.mehelich@ci.stcloud.mn.us  
320.650.3111