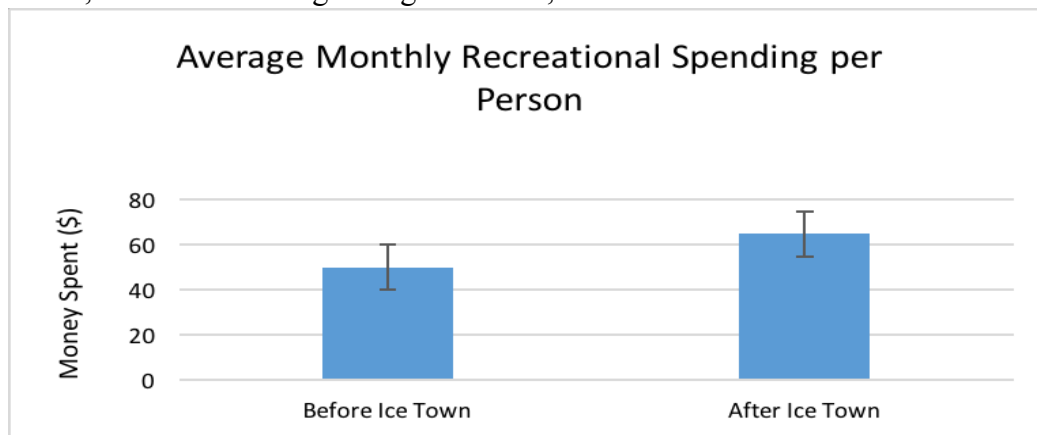


Mayor Wyatt,

I have reviewed Ice Town data as you requested, and compiled the data below. Please consider the following analysis and recommendation.

At this time, I do not believe that ice town has increased spending in Partridge, Minnesota. Upon first glance, it appears as though there has been a substantial increase in recreational spending, with recreational spending increasing from \$50/month to \$65/month (see graph below). However, there is a large margin of error ( $\pm \$10$ ), meaning that residents could potentially be spending less currently than they were prior to Ice Town. Due to the rather close proximity of the numbers, as well as the large margin of error, an accurate conclusion cannot be made.



Moreover, the survey selection methods leave large room for the possibility of selection bias. By simply surveying a sporting goods store, a large sample of the population who does not attend the store is left out. Further, those who spend money at a sporting goods store are already spending money on sporting recreation, giving a high probability that they will spend more on recreation in general. Finally, by only surveying on weekends, a significant section of the population who shop during the week are being left out of the data. The current practices used by the surveyor give high probability that the data is skewed and unable to be used in predicting the success of Ice Town.

Based on the potentially skewed data and the high sampling margin of error, I cannot conclude that Ice Town created more jobs and brought in significant tax revenue. Due to the high margin of error and skewed data, it is possible that recreational spending did not increase, as there was no significant increase in money to support income for Ice Town workers, nor additional taxes to build the town. Although further research is necessary, I cannot conclude that Ice Town has economically or financially benefited Partridge, Minnesota.

My current recommendation is that you do not display an ad celebrating the success of Ice Town until more accurate data is compiled. A more thorough and representative survey is crucial before any more action is taken.

Respectfully,  
Sydney Scorza  
Policy Analyst, City of Partridge