



Warrensburg, Missouri

Warrensburg Missouri

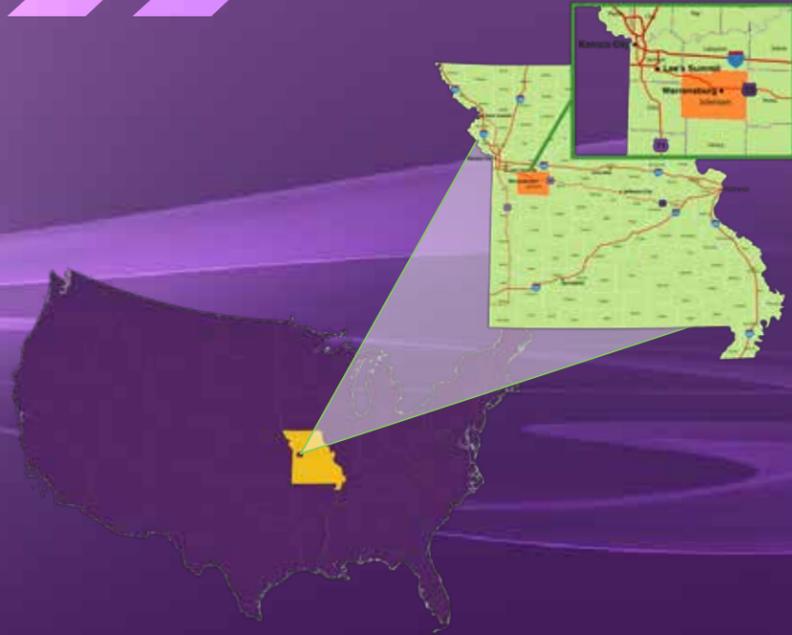


“The Perfect Center”

No matter where your business takes you, Warrensburg, Missouri is “the perfect center.”

Just an hour east of Kansas City, the Warrensburg Micropolitan is one of Missouri’s largest and surprisingly good opportunities for your business.

Warrensburg offers an international eclectic atmosphere in combination with historic, friendly, hometown hospitality which appeals to all. If you are looking to invest in business opportunities, take a closer look at Warrensburg.



Growth and Expansion

Warrensburg offers a highly profitable location to do business that is far from ordinary. Beyond its central location and national accessibility, the State of Missouri maintains several advantages for developing and expanding innovation and entrepreneurship. These advantages include competitive incentives, a highly skilled and educated workforce, a desirable quality of life, a business climate that

encourages growth and some of the lowest business costs of any state.

Warrensburg’s international energy is the result of two main influences, Whiteman Air Force Base, which operates and maintains the U.S. Air Force’s premier weapon systems and the University of Central Missouri that delivers a world-class education by providing a small-college learning environment coupled with large-university

opportunities and cultural offerings.

Warrensburg’s strong heartland work ethic and community pride make it a great place to do business. Several local companies have grown to national and international prominence aided by the exceptional workforce and affordable business climate. This has helped to create a diversified job base that provides the area with a secure and growing economy.

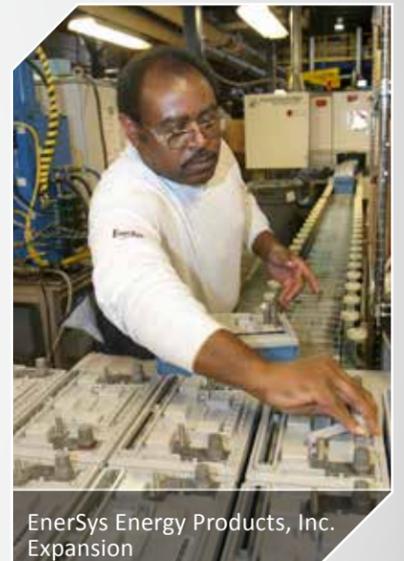
The City of Warrensburg, along with other organizations and businesses, continues to reinvest in the community with capital improvements. Listed at right are recent capital improvements that have enhanced residents’ quality of life and continue to make Warrensburg a great place to live.

Recent Capital Improvements

- \$22.5 million for sewer improvements
- \$63.2 million for new Highway 13 East loop
- \$40 million for EnerSys Expansion Project
- \$1.4 million in Downtown Revitalization—Pine Street—Phase III
- \$27 million for Warrensburg R-VI School District facility improvements
- \$51.5 million for Western Missouri Medical Center expansion
- \$17.8 million for the public works maintenance building, Police Building, Nassif Aquatic Center, animal shelter, cemetery maintenance building, City Hall remodel, Hamilton Street extension, emergency warning system, and two new fire trucks
- \$2.5 million for Max B. Swisher Skyhaven Airport improvements
- \$20.5 million for new University of Central Missouri Student Recreation and Wellness Center
- \$30 million for UCM energy improvements
- \$835,300 for Northern Hills Road & Commercial Lighting Project
- \$440,000 for City of Warrensburg Municipal Building remodel
- \$68,400 for Johnson County historical project
- \$56,600 for East Wastewater Plant bank stabilization project
- \$43,000 for Foster Lane stream bank stabilization project



Western Missouri Medical Center Expansion



EnerSys Energy Products, Inc. Expansion



UCM Student Recreation and Wellness Center

Warrensburg Micropolitan Area

There are 19 designated Micropolitan areas which consist of some part of Missouri. The Warrensburg Micropolitan is located adjacent to the Kansas City Metropolitan area and basically encompasses all of Johnson County, Missouri. Based on the 2010 Census of Population, 2011 5-Year American Community Survey and 2030 Census Population Projection, the Warrensburg Micropolitan:

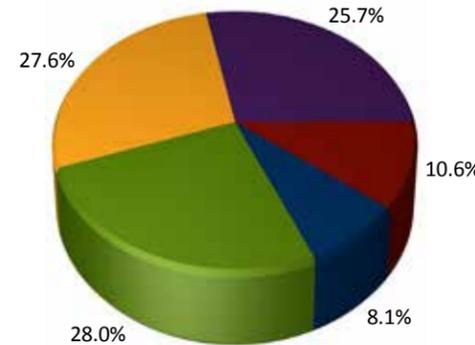
- **Consistently ranked as the 4th largest Micropolitan in Missouri in terms of population.**
- **Was the 6th fastest-growing Micropolitan in Missouri in terms of population.**
- **Experienced a greater than average growth in population. The Warrensburg Micropolitan experienced a 9% growth in population compared the 7% average for all of Missouri.**
- **Offers a slightly younger average population with a median age of 29.8 when compared to Missouri (37.9).**
- **Offers highly educated workforce with 68% of all individuals age 18 to 24 years have some college or associates degree. This compares to 43.7% of Missouri individuals of the same age.**
- **Population will exceed 60,000 in 15 years.**

Warrensburg Micropolitan Area Facts factfinder2.census.gov	2010 Census
Population	52,595
Households	19,311
Families	12,715
Average Household Size	2.53
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	37.8%
Median Age	29.8
Race and Ethnicity	
White	90%
Asian	1.5%
Hispanic Origin	3.1%
Black/African American	4.3%
American Indian	0.5%
Pacific Islander	0.2%
2007-2011 American Community Survey 5-year estimates	
Average Household Income	\$47,268
Per Capita Income	\$21,292
Median Housing Value	\$135,700



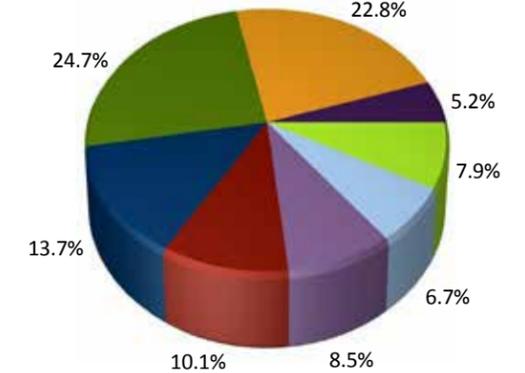
Warrensburg Community

Employed 16+ by Occupation
2007-2011 American Community Survey
5-Year Estimates



- Management, business, science and arts occupations
- Service occupations
- Sales and office occupations
- Natural resources, construction, and maintenance occupations
- Production, transportation, and material moving occupations

Population by Age
2007-2011 American Community Survey
5-Year Estimates



- <5
- 5-19
- 20-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Summary of Warrensburg Demographics 2000 and 2010 Census and 2017 ESRI Forecast	2000	2010	2017
Population	16,340	18,838	20,533
Households	5,951	6,803	7,539
Families	3,034	3,400	3,759
Average Household Size	2.29	2.32	2.34
Owner Occupied Housing Units	42.4%	41.9%	41.9%
Renter Occupied Housing Units	57.6%	58.1%	58.1%
Median Age	23.4	24.3	24.7
Race and Ethnicity			
White	86.9%	85.3%	82.1%
Asian	2.8%	2.8%	2.9%
Hispanic Origin	2.4%	3.1%	5%
Black/African American	6.5%	7.5%	10.3%
American Indian	0.6%	0.5%	0.6%
Pacific Islander	0.2%	0.2%	0.3%
2007-2011 American Community Survey 5-year estimates			
Average Household Income	\$39,779		
Per Capita Income	\$18,841		
Median Housing Value	\$144,400		



Current Employment Status of the Available Labor Pool

Every three years the Docking Institute of Public Affairs conducts a Labor Basin Study on behalf of Central Missouri Economic Development Alliance. The purpose of this report is to assess the Available Labor Pool in the labor basin. Warrensburg is a large part of the area labor basin which also includes Benton, Cass, Henry, Johnson, Lafayette, Pettis, Saline and a portion of Jackson County. The Available Labor Pool represents those who indicate that they are looking for employment or would consider changing their jobs for the right employment opportunity.

- **The population of the Labor Basin is estimated to be 323,624. Approximately 29% of the population (or 93,623 individuals) are considered to be part of the Available Labor Pool (ALP).**
- **Of the ALP, an estimated 13% (12,188) non-working and 14.1% (13,204) working individuals are looking for new employment, while 22.4% (20,991) non-working and 50.5% (47,240) working individuals would consider new and/or different employment for the right opportunities.**
- **Nearly 67% of the ALP has at least some college experience and 94.6% has at least a high school diploma.**
- **The average age for members of the ALP is about 44 years old, and women make up more than half of the ALP (54.7%).**

Warrensburg and Johnson County Workforce Data

Employers	Type	Employees
Whiteman Air Force Base	Military/Government	9,356
University of Central Missouri	Education	1,299
Western Missouri Medical Center	Health Care	535
EnerSys Energy Products, Inc.	Stored Energy	529
Warrensburg R-VI School District	Education	488
Walmart Super Center	Retail	277
Stahl Specialty Company	Aluminum	258
Missouri Veterans Home	Health Care	256
Knob Noster R-VIII School District	Education	222
Holden R-III School District	Education	192
Johnson County, Missouri	Government	174
GE Transportation Intelligent Control Systems	Railway Technology	170
City of Warrensburg	Government	134
Johnson County Egg Farm	Food	110
Swisher Acquisition, Inc.	Lawn Equipment	110
Lowe's Home Improvement	Retail	95
Carlyle Van Lines	Government Logistics	83
Crest Ridge R-VII School District	Education	78
Country Club Care Center	Health Care	78
Northrop Grumman	Aerospace	77
Employers contacted in December 2012 Employee numbers computed with Synchronist formula		

Johnson County Major Employers

Available Workers Per Skill Set

Type	Number	Percent
General Labor/Cleaning/Farm Labor/Delivery	6,341	6.8
Maintenance/Factory Work	4,427	4.7
Trucking/Heavy Equipment Operation	4,001	4.3
Total General Labor	14,769	15.8
Governmental Service/Protective Service	2,191	2.3
Technician/Mechanic/Welder	5,296	5.7
Total Highly-Skilled Labor	7,487	8.0
Customer Service/Receptionist/Food Service	4,846	5.2
Clerical/Secretarial	8,569	9.2
Social Service/Para-Professional/Sales	6,394	6.8
Office Manager/Small Business Owner	5,366	5.7
Total Service Sector	25,175	26.9
Governmental and Business Professional/Sales	6,155	6.6
Educator/Counselor/Doctor/Attorney	6,858	7.3
Total Professional	13,014	13.9
Homemakers/Unemployed	14,909	15.9
Students	2,282	2.4
Retired/Disabled	15,988	17.1
Total Non-Employed	33,179	35.4
Extrapolated Total	93,623	100

Warrensburg Retail

20 Minute Drive Time Map for Warrensburg Market



2010 Warrensburg Retail Gaps

(based on 20 minute drive time map for Warrensburg market)

Motor Vehicle & Parts Dealers	\$ 15,600,355
Furniture & Home Furnishings Stores	\$ 620,015
Electronics & Appliance Stores	\$ 4,357,108
Food & Beverage Stores	\$ 16,301,945
Health & Personal Care Stores	\$ 3,853,603
Clothing & Clothing Accessories Stores	\$ 3,280,405
Sporting Goods, Hobby, Book & Music Stores	\$ 735,779
General Merchandise Stores	\$ 749,719
Miscellaneous Store Retailers	\$ 1,210,757
Non-store Retailers	\$ 408,344

Warrensburg's Hidden Population

Warrensburg has been a lucrative discovery for those who have taken a closer look at this location which abounds with a much larger market than can be measured by standard population numbers. ***In fact, some recently established franchisees tell us that their Warrensburg locations consistently out perform their similar franchises across the state.***

The "hidden" population of Warrensburg comes from several sources. The University of Central Missouri has almost 12,000 students and Whiteman Air Force Base is the home of approximately 12,000 military personnel and family members. ***This "hidden" population changes the traditional statistics by increasing the 2010 estimated population to over 50,000 for 80 percent of the year.***

Most retailers and restaurants have already proven Warrensburg to be a highly successful location for their businesses. Major brands such as Aaron's, Applebee's, Office Depot, Walmart, Rib Crib, Lowe's and Quizno's, to name a few, have all discovered that the Warrensburg market exceeded their expectations. According to ESRI, the local demand over the current supply for the major retail categories illustrates the cost of opportunity lost in the Warrensburg market.



The Warrensburg Traffic Volume Map details the amount of daily traffic on Warrensburg's main highways and roads. Due to the size of the Missouri system, (32,000 miles - the nation's seventh largest) Missouri Department of Transportation produces these maps on a three-year cycle.

City of Warrensburg Traffic Volume Map

Source: 2011 MODOT Traffic Volume Map



Whiteman Air Force Base

Approximately 11 miles to the east of Warrensburg is the bustling community of Whiteman Air Force Base. Whiteman is the home of the 509th Bomb Wing which is proud to serve as host to a number of associated units. These include the Air Force Reserve 442nd Fighter Wing, Missouri Army National Guard 1-135th Aviation Battalion, Missouri Air National Guard 131st Bomb Wing, Naval Reserve Unit-Maritime Expeditionary Security Squadron 11 Detachment D, and the 20th Reconnaissance Squadron.

Mission

The mission statement of the 509th Bomb Wing is "Skilled and proud Airmen providing full spectrum, expeditionary, B-2 global strike combat support capabilities to geographic commanders and the Commander, USSTRATCOM, while supporting Team Whiteman. World class Airmen executing their mission with pride, precision and perfection which ultimately leads to peace."

WAFB Total Economic Impact
\$591,771,263

People

3,600 Active Duty
5,300 Family Members
3,600 Retirees
2,000 Civilian Employees
1,600 Reserve and Guard

Assigned Aircraft

20 B-2 Bombers
14 T-38 Talons
29 A-10 Thunderbolt II
13 AH-64 Apache Helicopters

Major Units

509th Bomb Wing
Air Force Reserve 442nd Fighter Wing
Missouri Army National Guard 1-135th Aviation Battalion
Missouri Air National Guard 131st Bomb Wing
Naval Reserve Unit-Maritime Expeditionary Security Squadron 11 Detachment D
20th Reconnaissance Squadron

Source: Missouri Military Preparedness and Enhancement Commission
2011 Annual Report

Photos Courtesy of United States Air Force and University of Central Missouri

WARRENSBURG'S ECONOMIC CORNERSTONES

University of Central Missouri

With a total economic impact exceeding \$770 million, the University of Central Missouri (UCM) makes a strong contribution to the local, regional and state economy. ***In fact, UCM's economic impact reflects a return on investment of more than \$13 for each dollar received from the state.***

As a major comprehensive higher education institution with nearly 12,000 students, the university is the largest employer in Warrensburg. One of UCM's most important assets is its faculty and staff of 1,299 full- and part-time employees. To illustrate UCM's financial contribution to Warrensburg, these employees received total compensation and benefits of \$97 million during Fiscal Year 2008, and had an impact of \$194 million on the local economy. Students, on the average, spend about \$7,600 each per nine-month school year, excluding tuition and fees. Their expenditures ripple through the local and regional economy with a total impact of about \$162 million.

UCM Economic Impact

UCM General Operating Expenses	\$266,000,000
Faculty and Staff Spending	\$164,000,000
Expenditures by Students	\$162,000,000
Expenditures by Visitors	\$ 98,000,000

Source: UCM Report on Social and Economic Impact 2009



Access to Quality Education

Warrensburg provides its residents abundant quality educational opportunities. Home of the Warrensburg R-VI School District and the University of Central Missouri, Warrensburg residents have a higher education attainment percentage when compared to Missouri averages.

Warrensburg R-VI School District

The Warrensburg R-VI School District is fully accredited, with “Distinction in Performance” for high academic achievement. Fewer than 15% of the K-12 districts in Missouri earned the high distinction designation in 2011-12.

- **Warrensburg R-VI School District is Johnson County’s 5th largest employer with 488 teachers and staff.**
- **The average Warrensburg R-VI School District teacher has 13.3 years of teaching experience with 64.7% having earned their master’s degree.**
- **In 2011 the school district served 3,253 students; the student-to-teacher ratio was 14 to 1.**

Source: Missouri Department of Elementary & Secondary Education



University of Central Missouri

Located in the heart of Warrensburg, University of Central Missouri was founded in 1871 with just a few dozen students. More than 140 years later, it serves nearly 12,000 students from state, U.S. and foreign countries.

- **Some 2,195 graduate and 9,683 undergraduate students from 44 states and 59 countries attend classes on the UCM campus.**
- **Central Missouri’s student-to-faculty ratio is 17 to 1; the average undergraduate class has 24 students.**
- **Central Missouri offers 150 programs of study leading to an associate’s degree, certificate, bachelor’s degree, master’s degree, education specialist degree, or cooperative doctorate. These include 10 pre-professional programs, 27 areas of teacher certification, and 37 graduate programs. Through its International Center, students can study in almost every country in the world.**

Source: Nov. 2012: <http://www.ucmo.edu/about/facts/>



2007-2011 American Community Survey 5-Year Estimates	City of Warrensburg		State of Missouri
	Number	Percentage	Percentage
Population 25 years and over	8,796		
Associate’s degree	836	9.5%	6.7%
Bachelor’s degree	1,812	20.6%	16.0%
Graduate or professional degree	1,355	15.4%	9.4%

Source: U.S. Census Bureau, 2007-2011 American Community Survey 5-Year Estimates

Health and Wellness

Western Missouri Medical Center (WMMC) is a fully-accredited acute care facility located in Warrensburg, Missouri. A not-for-profit county medical center, WMMC offers comprehensive health care services to residents of Johnson County and west central Missouri.

In less than a year, WMMC has completed several significant milestones of its Master Facility Project. The hospital unveiled its new patient tower in December 2011, the Courtyard Café in April 2012 and the Obstetrics Department in July 2012. WMMC is well on its way as it endeavors to carry out its mission and vision of improving the health of its greater community by offering the most advanced care in a state-of-the-art medical center, closer to home.

The medical staff at WMMC is a select group of experts who have distinguished themselves as innovative leaders in their chosen disciplines. In fact, the medical staff is growing, with nearly 50 active physicians ranging from family practice and internal medicine to orthopedics and pediatrics. The highly-trained and compassionate staff and efforts of more than 100 volunteers are testaments to WMMC’s commitment to providing the very best care to its patients.



Photo by J.C. Ventimiglia, Daily Star-Journal

Downtown Warrensburg

County Health Rankings

The County Health Rankings rank the health of nearly every county in the nation and show that much of what affects health occurs outside of the doctor’s office. The County Health Rankings confirm the critical role that factors such as education, jobs, income and environment play in determining a county’s overall health.

Johnson County was ranked the 7th overall healthiest county out of 114 in Missouri in 2012 by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation (<http://www.countyhealthrankings.org>).



Warrensburg Community Center

Parks and Recreation

Within a 10-minute drive, Warrensburg offers fourteen (14) parks and recreation facilities with multiple outdoor recreation areas including fields, tennis courts, parks, playgrounds for the whole family, walking paths and open lawn areas. Living a healthy and active lifestyle in Warrensburg is easy!

In 2012:

- **Over 400+ programs were offered through Warrensburg Parks and Recreation**
- **2,426 youth participated in sports programs**
- **10,500+ people attended Warrensburg Parks and Recreation programs/special events**
- **2,088 monthly fitness passes were sold at the Warrensburg Community Center**
- **The Warrensburg Community Center is open 95 hours a week for all ages to enjoy**



We Are Here to Help

The City of Warrensburg in partnership with the Warrensburg Chamber of Commerce and Visitors Center, Warrensburg Main Street, Inc., Johnson County Economic Development Corporation (JCEDC) and the Small Business & Technology Development Center are here to serve you. We encourage you to visit each organization's website to learn more about the services provided, or to contact the offices at the telephone numbers listed.



City of Warrensburg

102 South Holden, Warrensburg, MO 64093 660.747.9131 www.warrensburg-mo.com

The City of Warrensburg uses the city manager governing system and focuses its attention on providing services to the community including: police, fire, sewer, streets and parks. The City works in partnership with the Warrensburg Chamber of Commerce, Warrensburg Main Street, Inc., and Johnson County Economic Development Corporation to promote business growth downtown and in the City's commercial and industrial areas.



Warrensburg Chamber of Commerce and Visitors Center

100 South Holden, Warrensburg, MO 64093 660.747.3168 www.warrensburg.org

The Chamber is a powerful business tool and a positive link to promote your business in the community. By partnering with the Chamber, your business will be supported in an environment that promotes networking, advocacy and personal and professional development.



Warrensburg Main Street, Inc.

111 North Holden, Warrensburg, MO 64093 660.429.3988 www.warrensburgmainstreet.com

Warrensburg Main Street, Inc.'s passionate vision is to strengthen and enhance the economic, social, cultural and environmental prosperity of Warrensburg's historic downtown for the betterment of the people, community and region.



Johnson County Economic Development Corporation

300 North Holden, Warrensburg, MO 64093 660.747.0244 www.growjocomo.com

JCEDC strives to generate new wealth and growth in Johnson County through the retention, expansion and attraction of high-value, high-growth business investment opportunities that will create quality employment opportunities and complement and add value to existing businesses and the overall economic well-being of the County.



Small Business & Technology Development Center

UCM Dockery Suite 102, Warrensburg, MO 64093 660.543.4402 www.ucmo.edu/sbtcd

The Small Business & Technology Development Center (SBTDC) assists small businesses, typically defined as 500 employees or less, in all stages from start-up to existing businesses that are in need of specialized assistance. The SBTDC links University, federal, state, and private resources to counsel and train owners and managers, and assist new and existing small business firms to become more productive and profitable.





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