

Springfield, Missouri

Demographic & Statistical Profile



3rd Quarter, 2012

Full profile available at
www.springfieldregion.com



Springfield Area Chamber of Commerce Springfield Business Development Corporation
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Executive Summary

Springfield Metro Area

The Springfield Metropolitan Statistical Area includes Greene, Christian, Webster, Polk and Dallas counties in Southwest Missouri.

National Recognition For Springfield

- Top 10 Hot City for Entrepreneurs (Entrepreneur Magazine)
- Top 12 Metros for Recruitment & Attraction (Expansion Management)
- Top 20 Mid-Sized City for Entrepreneurs (Inc. Magazine)
- Top Place for Business & Careers (Forbes Magazine)
- Top 40 Best Quality of Life (bizjournals)
- Top 50 Best Performing City (Milken Institute)
- 100 Best Community for Young People (America's Promise)
- 5-Star Quality of Life (Expansion Management Magazine)
- Top 50 Adventure Towns (National Geographic Adventure Magazine)

Well-Known Companies Operating In Springfield

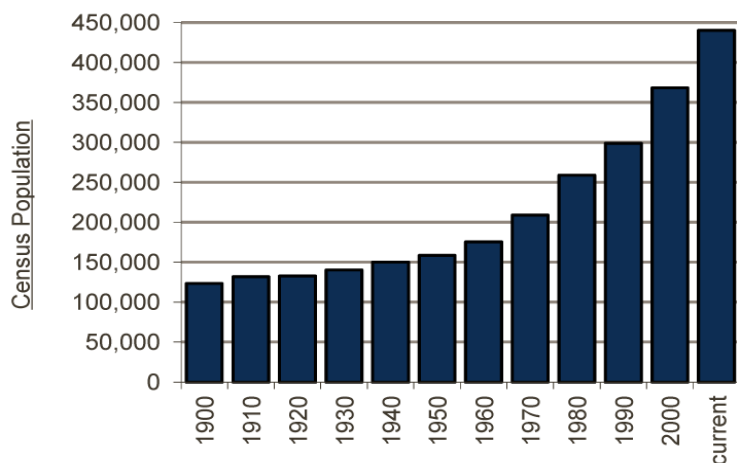
| | |
|-------------------------|------------------------------|
| Bass Pro | 3M |
| Kraft Foods | JPMorgan Chase |
| T-Mobile | Dairy Farmers of America |
| Jack Henry & Associates | O'Reilly Auto Parts |
| Paul Mueller Company | Burlington Northern Santa Fe |
| BKD, LLP | Springfield Remanufacturing |
| | Expedia, Inc. |

Population

Current Springfield Metro Area Population: 440,142

Average Annual Population Growth Rate: 2.0%

Population for Springfield Metro Area



SOURCE: Bureau Of The Census

Springfield City Limits: 159,498

Springfield's Economic Area: 993,942

(defined by the U.S. Dept of Commerce, Bureau Of Economic Analysis includes: Missouri counties of Barry, Christian, Dade, Dallas, Dent, Douglas, Greene, Hickory, Howell, Laclede, Lawrence, Oregon, Ozark, Phelps, Polk, Pulaski, Shannon, Stone, Taney, Texas, Webster and Wright, and the Arkansas counties of Baxter, Boone, Carroll, Marion and Newton)

Springfield Regional Economic Partnership: 602,703

(10-county area includes: Barry, Christian, Dade, Dallas, Lawrence, Greene, Polk, Stone, Taney and Webster counties)



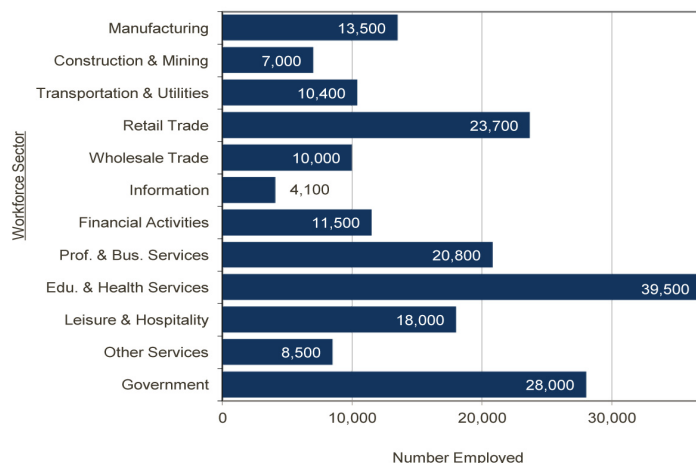
WATER FEATURE AT JORDAN VALLEY PARK

Workforce

Current Springfield Metro Area Workforce: 223,933

Average Annual Workforce Growth Rate: 2.2%

Average Employment By Sector

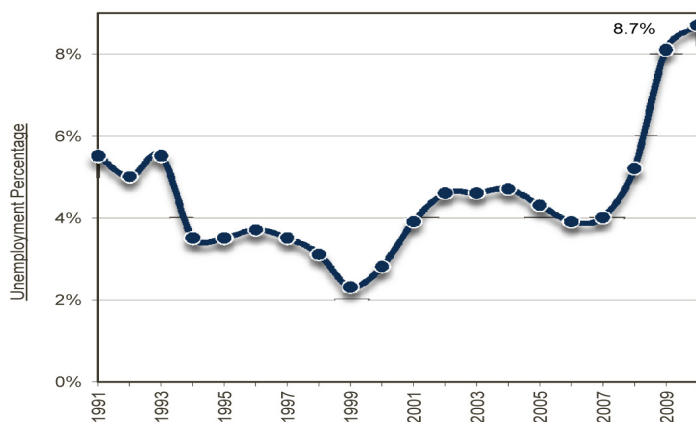


Source: Bureau of Labor Statistics

Employment

Current Unemployment Rate for Springfield Metro: 6.3%

Unemployment Rate for Springfield Metro Area



Source: Bureau Of Labor Statistics



Income & Wage Rates

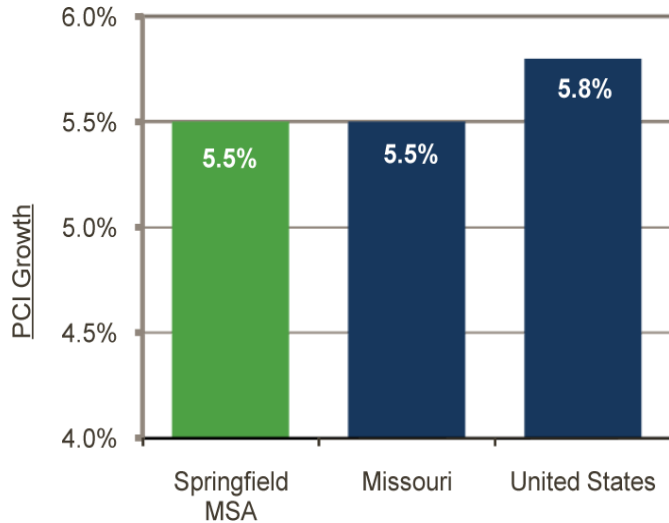
Springfield Metro Area Per Capita Income: \$31,754

Springfield Metro Area Average Wage Per Job: \$35,299

Springfield Metro Mean Household Income: \$52,659

SOURCE: Bureau Of Economic Analysis, Bureau Of The Census

Per Capita Income Annual Growth



SOURCE: Bureau Of Economic Analysis

Office & Clerical

| | National | Springfield |
|--------------------------|----------|-------------|
| Administrative Assistant | \$21.16 | \$17.49 |
| General Office Clerk | \$13.32 | \$12.10 |
| Receptionist | \$12.50 | \$10.19 |
| Accounting Clerk | \$16.71 | \$13.69 |
| Office Manager | \$24.04 | \$20.27 |

Professional & Technical

| | National | Springfield |
|-------------------------|----------|-------------|
| Accountant / Auditor | \$32.42 | \$25.19 |
| Computer Programmer | \$35.91 | \$22.22 |
| Mechanical Engineer | \$38.74 | \$30.52 |
| Marketing Manager | \$57.73 | \$38.42 |
| Human Resources Manager | \$50.73 | \$39.84 |

Manufacturing & Maintenance

| | National | Springfield |
|---------------------------------------|----------|-------------|
| Maintenance & Repair Worker | \$17.56 | \$14.54 |
| Janitor | \$11.60 | \$10.93 |
| First Line Supervisor (Prod. & Oper.) | \$26.51 | \$16.53 |
| Tool / Die Maker | \$23.43 | \$17.00 |
| Sheet Metal Worker | \$21.58 | \$17.37 |

Miscellaneous

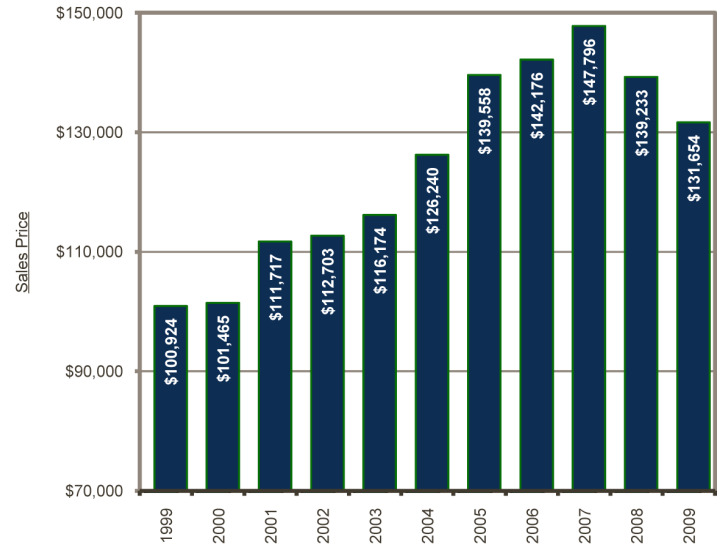
| | National | Springfield |
|-----------------------------------|----------|-------------|
| Welder | \$17.61 | \$17.02 |
| Truck Driver (Light/Delivery) | \$14.96 | \$13.26 |
| Mail Clerk | \$13.05 | \$10.59 |
| Training & Development Specialist | \$26.59 | \$21.08 |
| Customer Service Representative | \$15.58 | \$12.62 |

SOURCE: Bureau of Labor Statistics



Housing

Average Home Sales Price Trends

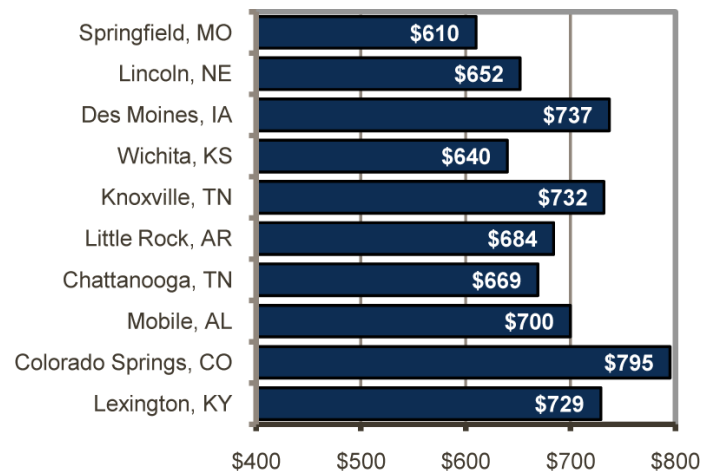


SOURCE: Greater Springfield Board Of Realtors



MILLWOOD GOLF COMMUNITY

Fair Market Rents Comparison



Fair Market Rents (2 bedroom)

SOURCE: U.S. Dept. of Housing & Urban Development



Major Employers

| | |
|--|-------|
| Mercy Health Springfield Community | 9,036 |
| Cox Health Systems | 7,560 |
| Wal-Mart Stores | 4,000 |
| Springfield Public Schools | 2,911 |
| United States Government | 5,500 |
| Bass Pro Shops / Tracker Marine | 2,306 |
| State of Missouri | 2,149 |
| Missouri State University | 1,673 |
| O'Reilly Auto Parts | 1,600 |
| Citizens Memorial Healthcare | 1,526 |
| City of Springfield | 1,250 |
| Chase Card Services | 1,071 |
| Kraft Foods | 1,000 |
| SRC Holdings | 996 |
| City Utilities of Springfield | 900 |
| Expedia, Inc. | 850 |
| General Council of the Assemblies of God | 850 |
| American National Property & Casualty | 730 |
| Ozark R-VI School District | 700 |
| Prime | 700 |
| Associated Wholesale Grocers | 697 |
| Greene County | 660 |
| Burrell Behavioral Health | 626 |
| Great Southern Bank | 600 |
| Burlington Northern Santa Fe Railroad | 600 |
| Nixa R-II School District | 600 |

Employment within the Springfield Metro Area

- ☒ The top 25 largest employers account for one-quarter of the total workforce in the Springfield metro area.
- ☒ In the Springfield metro area, 95% of businesses have fewer than 50 employees.



COX MEDICAL CENTER, PART OF MEDICAL MILE



Health Care

| <u>Hospital</u> | <u>Beds</u> |
|--|-------------|
| Mercy Hospital Springfield | 1,016 |
| Cox Medical Center South / Walnut Lawn | 759 |
| Cox Medical Center North | 274 |
| Lakeland Regional Hospital | 138 |
| Ozarks Community Hospital | 45 |
| Select Specialty Hospital | 44 |

- ☒ Springfield's health care system offers every specialty listed by the American Medical Association.
- ☒ The health care sector employs nearly 30,000 people and provides an annual economic impact of \$4.5 billion.



Colleges & Universities

| | |
|---|--------|
| Missouri State University | 20,949 |
| Ozarks Technical Community College | 13,907 |
| Drury University | 5,625 |
| Evangel University | 2,072 |
| Southwest Baptist University - Bolivar | 1,588 |
| University of Phoenix | 1,700 |
| Central Bible College | 722 |
| St. John's School of Nursing, SBU - Springfield | 640 |
| Baptist Bible College | 549 |
| Cox College of Nursing | 626 |
| Vatterott College | 381 |
| Everest College | 402 |
| Assemblies of God Theological Seminary | 247 |
| Forest Institute of Professional Psychology | 303 |
| Webster University | 235 |
| Bryan Career College | 158 |



Schools

| | <u>Schools</u> | <u>Teachers</u> | <u>Enrollment</u> |
|--------------------------|----------------|-----------------|-------------------|
| Public Elementary School | 36 | 607 | 11,311 |
| Public Middle School | 11 | 260 | 5,341 |
| Public High School | 5 | 349 | 7,307 |
| Private Elem. / Middle | 12 | 183 | 2,674 |
| Private High School | 5 | | |

Student-Teacher Ratio

| | |
|--------------------------|----------|
| Public Elementary School | 18.6 : 1 |
| Public Middle School | 20.5 : 1 |
| Public High School | 20.9 : 1 |
| Private Elem. / Middle | |
| Private High School | 14.4 : 1 |

- ☒ The average teacher experience in the SPS system is 13 years and 60% of faculty have a Masters Degree.



RECENTLY RENOVATED CENTRAL HIGH SCHOOL



Airport

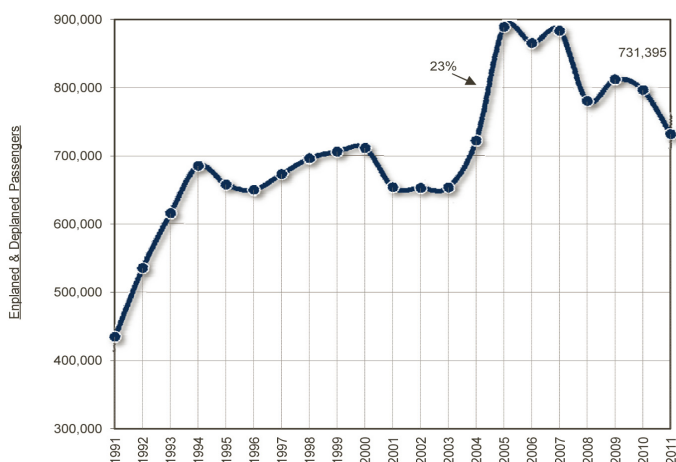
| <u>Airline</u> | <u>Connections</u> | <u>Flights Daily</u> |
|----------------|--------------------|----------------------|
| American | Chicago | 4 |
| American | Dallas/Ft. Worth | 8 |
| Delta | Memphis | 3 |
| Delta | Atlanta | 4 |
| Delta | Detroit | 1 |
| Delta | Minneapolis | 1 |
| United | Chicago | 4 |
| United | Denver | 3 |
| Allegiant | Las Vegas | 4 weekly |
| Allegiant | Los Angeles | 3 weekly |
| Allegiant | Orlando | 3 weekly |
| Allegiant | Phoenix | 3 weekly |
| Allegiant | Tampa | 3 weekly |



- ✓ In 2005 the Springfield-Branson National Airport (SGF) was the 4th fastest growing airport in the U.S. and the only airport within 500 miles to show passenger growth in 2009.

- ✓ Runways are 7,003 ft. and 8,000 ft. in length. The airport offers general aviation (24hrs.) and cargo services which include FedEx, UPS and Airborne Express as well as a U.S. Customs office and a Foreign Trade Zone.

Total Passengers for SGF



Source: Springfield-Branson National Airport



Transportation



Distances To Springfield

| <u>City</u> | <u>Miles</u> | <u>Days</u> <u>by Rail</u> | <u>City</u> | <u>Miles</u> | <u>Days</u> <u>by Rail</u> |
|-------------|--------------|-------------------------------|-------------|--------------|-------------------------------|
| Kansas City | 174 | 1 | Denver | 780 | 4 |
| St. Louis | 220 | 1 | Atlanta | 845 | 3 |
| Memphis | 285 | 1 | New York | 1,196 | 5 |
| Dallas | 430 | 2 | Boston | 1,407 | 4 |
| Chicago | 515 | 3 | Los Angeles | 1,651 | 5 |
| Detroit | 754 | 4 | Seattle | 2,032 | 6 |

- ✓ All cities are one day by motor freight except New York, Boston, Los Angeles and Seattle which are two days.



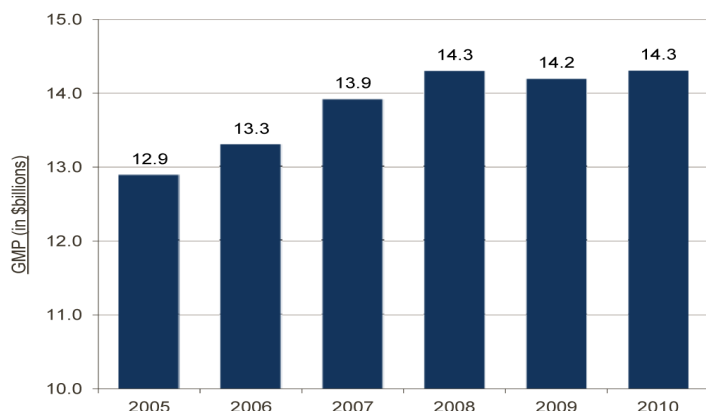
Utilities & Telecommunications

- ✓ Electric, water, and natural gas are provided through City Utilities of Springfield within the city limits and the general vicinity. www.cityutilities.net
- ✓ Sewer service is provided by the City of Springfield within the urban service area. www.springfieldmo.gov
- ✓ Electric service in the outlying areas is provided by Ozark Electric Cooperative, Southwest Electric Cooperative, Webster Electric Cooperative and White River Valley Electric Cooperative.
- ✓ AT&T is the primary provider of telecommunications infrastructure and services. Many other companies also provide similar services throughout the Springfield area.
- ✓ Fiber optic services are available within the city limits and in additional areas of increased development. High-speed internet, Sonet rings and redundant capabilities are also available in these areas.
- ✓ Numerous companies, including Verizon (MCI), Sprint and AT&T, have long distance points of presence (POP's) located in Springfield. Mostly POP's are situated within the downtown / center city area.
- ✓ Metro Ethernet fiber services are available to the business community from SpringNet, the broadband business division of City Utilities. It provides self-healing private networking and Internet access connectivity at speeds of up to 1 Gbps.



Economic Output

Gross Metro Product for Springfield Metro Area



Source: Source: Bureau of Economic Analysis

- ✓ Springfield's GMP (Gross Metro Product) grew 100% between 1990 and 2000.



Taxes

Income Tax

Missouri Income Tax: Graduated rate; highest is \$315 plus 6% over \$9,000. Part of the federal taxes paid are subtracted from the net income to determine the state taxable income.

Missouri Corporate Income Tax: 6.25%; 50% of the federal taxes paid is subtracted from the net income to determine the net taxable income earned in Missouri.

Sales Tax

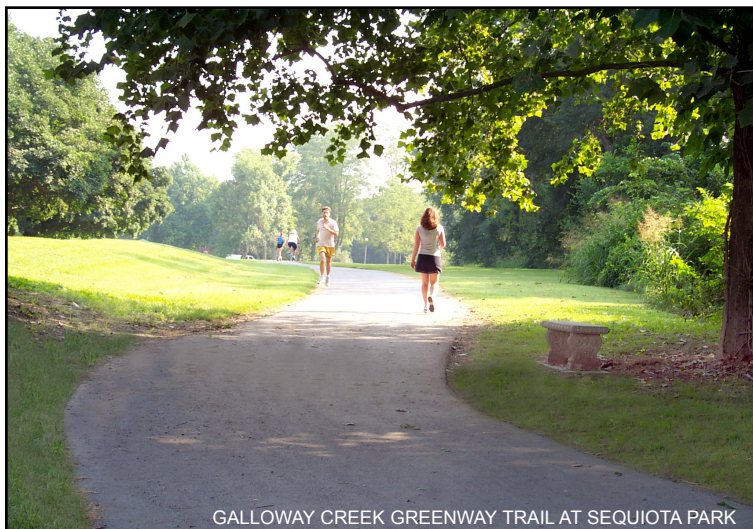
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|--------------------------|---------------|
| City of Springfield | 2.125% |
| Greene County | 1.250% |
| <u>State of Missouri</u> | <u>4.225%</u> |
| Total | 7.600% |

Property Tax

Real Property Tax: \$4.9825 per \$100 of assessed value. (A \$1.04 surcharge is added to commercial property.) Property is assessed at the following percentages of their appraised value: commercial - 32%; residential - 19%; agricultural - 12%

Personal Property Tax: \$4.9825 per \$100 of assessed value. Assessed valuation is one-third (33.3%).

| | |
|------------------------------------|------------------|
| Springfield R-12 School District | \$ 3.6226 |
| City of Springfield | \$ 0.6016 |
| Springfield-Greene County Library | \$ 0.2412 |
| Ozarks Technical Community College | \$ 0.1396 |
| Greene County | \$ 0.1321 |
| Roads & Bridges | \$ 0.1321 |
| Senior Services | \$ 0.0492 |
| Sheltered Workshop | \$ 0.0462 |
| <u>State of Missouri</u> | <u>\$ 0.0300</u> |
| Total | \$ 4.9946 |

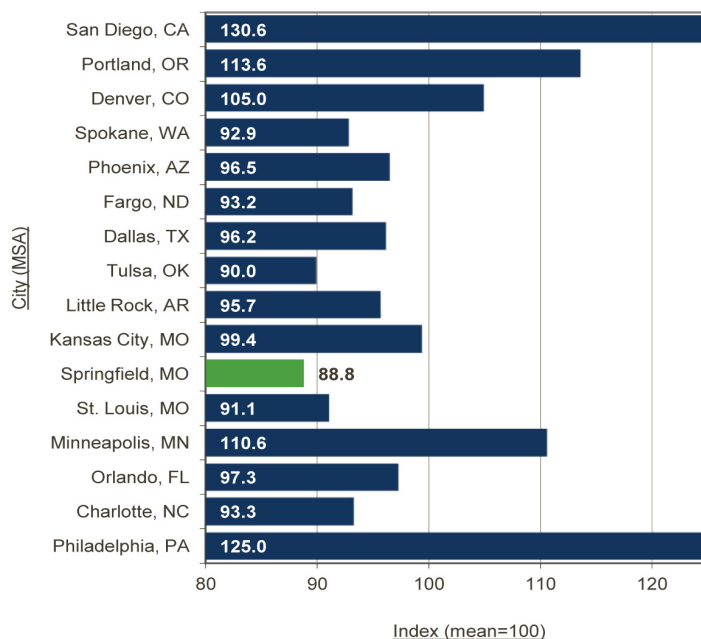


GALLOWAY CREEK GREENWAY TRAIL AT SEQUIOTA PARK

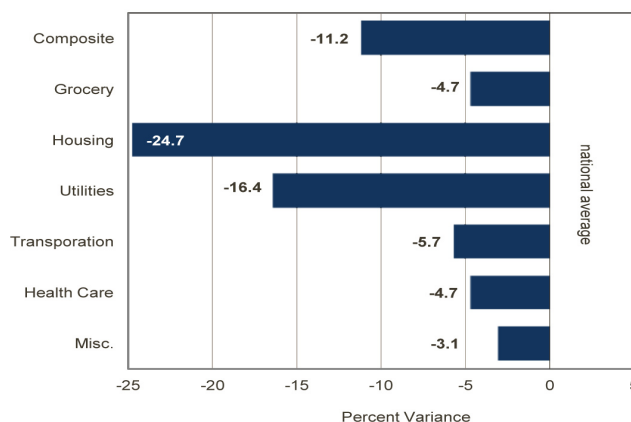


Cost of Living

Cost Of Living Index Comparison



Cost Of Living Categories For Springfield



SOURCE: Council for Community & Economic Research