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redi

Regional Economic  
Development, Inc.  
Columbia, Missouri

Thank you for your interest in Columbia, Missouri. There are numerous reasons to locate in this area, many of which we will outline on the following pages. Additional information, including downloadable demographic data, can be found online at [www.columbiaredi.com](http://www.columbiaredi.com).

REDI (Regional Economic Development, Inc.) represents Boone County and the communities of Columbia, Ashland, Centralia and Hallsville. All provide a central location to Missouri and the rest of the nation. Each is actively seeking economic development opportunities and has available industrial sites. In addition, Boone County is home to a major research university, the University of Missouri-Columbia, where a technology incubator and research park are currently under development.

Columbia is Boone County's largest population center and has received numerous national awards and recognitions. Some of the enclosed information



pertains to Columbia specifically, while other facts are reported county-wide. Whether you locate to Columbia, Ashland, Centralia or Hallsville, their close proximity to one another enables all Boone Countians to take advantage of the numerous amenities available throughout the county.

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#### AREA QUICK FACTS

- The Docking Institute of Public Affairs determined that Columbia has a labor basin of more than 204,000 skilled workers.
- Average cost of living is consistently below the national average.
- "Columbia has more exemplary public schools per capita than any city in the nation" according to the U.S. Department of Education.
- Boone County is centrally located between Kansas City and St. Louis via Interstate 70.
- Columbia ranked in the top 11% (112<sup>th</sup>) in economic strength against 1,035 other U.S. metropolitan and micropolitan statistical areas in a 2005 Policom Corporation Study. The ranking was based on Columbia's rapid, consistent growth in both size and quality for an extended period of time.
- An estimated 33,093 workers (31%) of the available labor pool are underemployed.

# LOCATION

Boone County is centrally located in Missouri.

Our immediate market area includes many major cities.

Being centrally located and close to major highways makes this area attractive for many businesses.

Boone County is within easy driving distance of many major markets in the Midwest.

## Driving Distance From Columbia

	<u>Miles</u>
Atlanta, Georgia	682
Chicago, Illinois	386
Cincinnati, Ohio	471
Cleveland, Ohio	679
Dallas, Texas	582
Denver, Colorado	726
Detroit, Michigan	641
Kansas City, Missouri	128
Lexington, Kentucky	461
Los Angeles, California	1,743
Memphis, Tennessee	396
Minneapolis, Minnesota	554
New York, New York	1,069
Pittsburgh, Pennsylvania	722
Seattle, Washington	2,022
Springfield, Missouri	170
St. Louis, Missouri	123

Source: mapquest.com

Columbia's immediate market area, defined as a 500-mile radius, represents a significant percentage of the United States population, income and industries.

## Columbia's Immediate Market Includes:

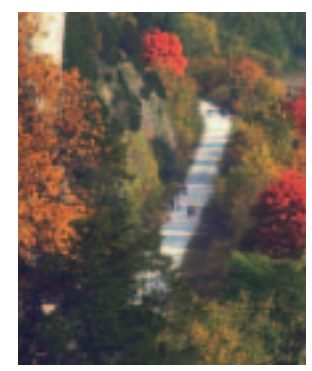
- 40% of U.S. Personal Income
- 43% of U.S. Population and Households
- 41% of U.S. Effective Buying Income
- 39% of U.S. Retail Sales
- 44% of U.S. Manufacturing Establishments
- 49% of U.S. Manufacturing Employment
- 42% of U.S. Manufacturing Shipments
- 44% of U.S. General Merchandise Stores
- 44% of U.S. Wholesale Trade
- 41% of U.S. Service Industries

Source: Missouri Department of Economic Development





Major cities surround Columbia



Boone County Populations:

Columbia	89,593
Ashland	2,190
Centralia	3,691
Hallsville	963

Source: Missouri Census Data Center; 2004 Projections



Boone County

# POPULATION

In 2004, Forbes magazine named Columbia a "Porch-Swing Community," deeming it a great place for individuals in search of that Norman Rockwell hometown feeling--vintage Americana infused with parades, country fairs and other family activities.

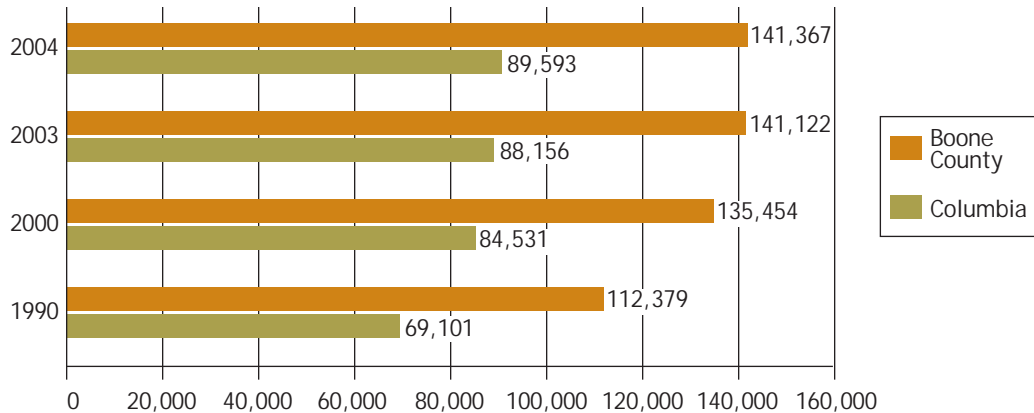
Expansion Management magazine rated Columbia a five-star city in its 2005 Quality of Life Quotient. Measured against 362 other MSAs, Columbia fared well in traditional quality of life indicators as well as the quality of its:

- public schools
- adult education levels
- standards of living
- spousal employment opportunities
- traffic and commute times
- lower crime rate
- affordable housing
- continuing education opportunities



Many people call Boone County home, and that number continues to increase.

## Boone County Population



Source: Missouri Census Data Center

A notable segment (30%) of Boone County's population is between the ages of 25 and 44.

Source: 2000 Census

## Age Breakdown

0-4 years.....	8,452
5-14 years.....	17,503
15-19 years.....	12,900
20-24 years.....	18,981
25-44 years.....	40,552
45-54 years.....	16,447
55-64 years.....	8,980
65-74 years.....	5,973
75-84 years.....	4,036
85+ years.....	1,630
Male.....	65,441
Female.....	70,013
Median Age.....	29.5

Columbia/Boone County's ethnic mix mirrors that of most mid-size Midwestern communities.

## Race Distribution

	NUMBER	PERCENTAGE
White	121,326	85.82%
African American	12,216	8.64%
American Indian/Alaskan Native	644	0.46%
Asian	4,502	3.18%
Native Hawaiian/Pacific Islander	51	0.04%
Hispanic or Latino	2,958	2.09%
Two or More Races	2,628	1.86%

Source: Missouri Census Data Center; 2004 Projections

# EMPLOYMENT

With the area's consistent lower cost of living, it takes less income to maintain a comfortable lifestyle compared to other areas of the country.

## Household Income - Boone County

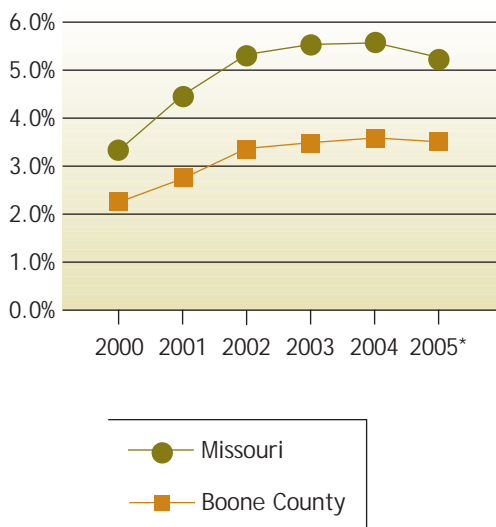
INCOME	TOTAL %	NUMBER OF HOUSEHOLDS
-\$10,000	11.5%	6,126
\$10 - \$14,900	7.0%	3,712
\$15 - \$34,900	28.0%	14,929
\$35 - \$74,900	35.0%	18,549
\$75 - \$149,900	15.5%	8,205
\$150,000 +	3.0%	1,585
Households	<u>100%</u>	<u>53,106</u>
Average Household Income		\$49,576
Median Household Income		\$37,485

Note: Income is represented in thousands  
Source: 2000 Census, Missouri Census Data Center



The civilian labor force for the nine-county Columbia labor basin is over 204,000 workers.

## Unemployment Rates



\*Through November 2005

Source: Missouri Economic Research and Information Center (MERIC)

## Largest Employers

University of Missouri-Columbia.....	7,642
University Hospital & Clinics.....	3,551
Columbia Public Schools.....	2,030
Boone Hospital Center.....	1,334
City of Columbia.....	1,187
State Farm Insurance Companies.....	1,079
Shelter Insurance Companies.....	1,019
Federal Government (excludes Veterans Affairs)*.....	1,002
MBS Textbook Exchange.....	935
US Department of Veterans Affairs*.....	924
Hubbell Power Systems, Inc.....	815
State of Missouri (excludes UMC)**.....	769
Columbia Foods, Inc.....	600
3M.....	576
Boone County Government.....	357
Dana Corporation.....	328
Columbia College.....	325
Square D.....	310
Watlow, Inc.....	300
Boone County National Bank.....	298
Tribune Publishing Company.....	284
Columbia Insurance Group.....	274
Collins & Aikman.....	250
Mid-Missouri Mental Health Center.....	250
OTSCON.....	242
MFA, Inc.....	241
Missouri Employers Mutual Insurance....	230
Summit Polymers.....	229
ABC Laboratories, Inc.....	220
CenturyTel.....	214

Does NOT include retail

Source: Individual companies, unless noted

\* US Office of Personnel; 2002 Publication of Employment by Geographic Area

\*\*Missouri Office of Personnel

# EMPLOYMENT<sub>continued</sub>



Miller's Professional Imaging takes advantage of being close to the University of Missouri and the rest of Columbia's technological community. According to Miller, his company "has seen great success in hiring team members. It would be difficult to find a better city."

Richard Miller, CEO  
Miller's Professional Imaging

Average Wage Rates Per Hour			
OCCUPATION	COLUMBIA	ST. LOUIS	KANSAS CITY
Bookkeeping, Accounting and Auditing Clerks	\$11.82	\$13.80	\$13.10
Computer Programmers	\$22.26	\$30.03	\$27.40
Database Administrators	\$19.52	\$28.79	\$24.93
Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	\$12.82*	\$11.11	\$11.88
Financial Analysts	\$17.10	\$29.28	\$30.85
First-Line Supervisors/Managers of Production and Operating Workers	\$18.16	\$22.30	\$22.22
Industrial Machinery Mechanics	\$16.54*	\$20.52	\$19.92
Laborers and Freight, Stock, and Material Movers, Hand	\$9.36	\$11.50	\$10.82
Medical and Clinical Laboratory Technologists	\$20.58	\$19.89	\$21.00
Office Clerks, General	\$10.63	\$11.45	\$12.25
Receptionists and Information Clerks	\$9.59	\$10.28	\$10.75
Team Assemblers	\$11.11	\$15.76	\$11.83
Truck Drivers, Heavy and Tractor-Trailer	\$15.93	\$18.64	\$17.43

\*Reported as Central Region

Source: Missouri Economic Research and Information Center (MERIC) 2002-2003



Miller's Professional Imaging

# EDUCATION / TRAINING

The local public school system is strong, routinely producing some of the largest numbers of National Merit Scholars among Missouri public and private school districts.

- Each year, college scholarship offers to graduating seniors exceed \$12 million.
- Of the 90% entering post-secondary education after high school, more than 70% attend a college or university.
- As a group, Columbia Public School District students place between the 90th and 95th percentile on the ACT when compared to students across the nation.

## Boone County Public Schools

	ENROLLMENT	STUDENT-TEACHER RATIO
Centralia Public Schools	1,371	15:1
Columbia Public Schools	16,382	13:1
Hallsville Public Schools	1,185	13:1
Harrisburg Public Schools	605	15:1
Southern Boone County R-1 (Ashland)	1,281	14:1
Sturgeon Public Schools	494	13:1

The Columbia Public School District has four high schools, three junior highs, three middle schools and twenty elementary schools

There are 17 non-public schools in Boone County

Source: Missouri Department of Elementary and Secondary Education

## Post-Secondary Education Opportunities Within 50 Miles of Boone County

SCHOOL	TOTAL ENROLLMENT
University of Missouri-Columbia	27,930
Columbia College	11,739
Columbia Area Career Center*	7,339
Moberly Area Community College	3,916
Lincoln University	3,179
Central Methodist University	2,883
William Woods University	2,577
Westminster College	918
Linn State Technical College	878
Stephens College	826
Metro Business College	599
Boonslick Technical Education Center	N/A
Davis H. Hart Mexico Area Vocational & Technical School	N/A
Nichols Career Center	N/A

Source: Missouri Department of Higher Education (Fall 2005)

\*Columbia Area Career Center 2004-2005 school year

NA=Not Available



Up to 90% of the Columbia Public School graduates continue their education beyond high school.

The educational opportunities in the immediate area abound for recent high school graduates, for employers seeking highly skilled workers and for businesses interested in having continuing education opportunities nearby for their employees.



Within a 50-mile radius, there are an abundance of students enrolled in post-secondary education, giving Columbia a large number of available, well-educated employees.

# TRANSPORTATION

Boone County is a regional distribution hub, allowing companies to access more than a dozen major motor and freight carriers.



Access to major highways, a regional airport and rail service speeds delivery of goods and services to and from mid-Missouri. The central location also minimizes shipping costs.

## AIR TRANSPORTATION

Columbia Regional Airport, served by AmericanConnection, is located 10 minutes south of Columbia.

Kansas City International Airport (two hours west of Columbia) and Lambert St. Louis International Airport (90 minutes east of Columbia) are each served by multiple major airlines.

Columbia Regional Airport  
Primary Concrete Runway-- 6,500 ft.  
Crosswind Runway-- 4,400 ft.

Passenger Airlines  
AmericanConnection-- 3 flights/day

## ROADWAYS

Interstate 70-- East/West  
U.S. Highway 63-- North/South

## BUS SERVICES

CAT (Columbia Area Transit-- intracity), Greyhound, airport shuttle and charter services.

## RAILROADS

COLT (Columbia Terminal), Norfolk Southern, and Gateway Western Railway/Kansas City Southern Railway

# UTILITIES



Boone County is served by nationally recognized professional and volunteer fire departments. Columbia's current ISO rating is Class 3.

CenturyTel is the eighth largest local exchange carrier in the United States.

## Electricity

AmerenUE  
Columbia Water & Light  
Boone Electric Cooperative  
Centralia Municipal Water & Light

## Natural Gas

AmerenUE

## Columbia Water

Source: 16 wells in the McBaine bottoms  
System Capacity: 32 million gallons per day (MGD)  
Average Daily Consumption: 13.83 MGD  
Peak Consumption: 23.69 MGD

## Boone County Water

Consolidated District 1, District 4, District 9 and District 10

## Sewer

The City of Columbia owns and operates the Columbia Regional Wastewater Treatment plant and Constructed Treatment Wetlands. The design treatment capacity is 20.6 MGD with an average flow in 2005 of 15.35 MGD.

## Local Telephone

CenturyTel; 100% Digital and Fiber Optic, Residential and Business Service provides customers:

- Local exchange
- Long distance
- Internet access
- IXC services (800, WATS, Private line & Digital services)
- Single analog circuits to high capacity private digital networks

Socket Telecom, L.L.C.; Specializes in Business Service only

# BUSINESS CLIMATE

## INCENTIVES

An incentive program, based on Chapter 100 Revenue Bonds, is available within Boone County. Contact the REDI office for more information.

## FACTS ON TAXES

Columbia's total tax structure provides a corporation with one of the most favorable tax situations in the nation. REDI can provide tax estimates for proposed projects based on a brief questionnaire.

### Missouri Corporate Income Tax

- Rate is 6.25% with a net effective rate of 5.2%
- 50% of federal income tax payments are deductible
- Only Missouri income is taxed
- Missouri income allocated on the lower of: 1) sales, or 2) 'three factor' formula based on sales, property and payroll
- No worldwide or nationwide unitary tax assessment

### Property Tax

- The inventories of manufacturers, retailers, distributors and wholesalers are exempt from property tax
- Columbia's 2005 total real property tax rate is \$6.5872 per \$100 assessed valuation
- Real property (land and building) classified as commercial or industrial is assessed at 32% of fair market value
- Personal property equipment is assessed at 33 1/3% of fair market value
- The personal property tax rate is \$5.9772 per \$100 of assessed valuation

### Commercial Property Tax Rate\*

	2002	2003	2004	2005
City	1.0491	1.0441	1.0441	0.9820
County	0.2994	0.2994	0.2995	0.2789
School District	4.7544	4.9444	4.9444	4.6863
State	0.0300	0.0300	0.0300	0.0300
Surcharge**	0.6100	0.6100	0.6100	0.6100
TOTAL	6.7429	6.9279	6.9280	6.5872

\*Tax rates are representative -- actual rates may vary upon location  
 \*Commercial Property is assessed at 32% of fair market value  
 \*Residential Property Tax Rate is assessed at 19% of fair market value  
 \*The tax rate is applied to each \$100 of assessed value  
 \*2005 Sales Tax in Columbia is 7.35%  
 \*\*Applies to Real Estate only  
 Source: Boone County Assessor's Office



Quaker



Gates

# BUSINESS CLIMATE continued

For five consecutive years, Columbia has been listed on Forbes "Best Small Metro for Business" with populations up to 335,000. Factors include cost of living, job growth and educational attainment.



## Missouri Franchise Tax

1/30 of 1% or \$0.33 per \$1000 of par value outstanding shares or total assets

## Sales Tax

Combined state and local rate is 7.35%; State exemptions include:

- 1) Machinery and equipment used in a manufacturing facility
- 2) Machinery that abates air or water pollution
- 3) Materials and supplies used to install the above; and,
- 4) Electricity consumed in the manufacturing process

## Unemployment Insurance

Rates for 2006 and 2007 are based on the first \$11,000 of each employee's annual salary. In 2008 the taxable wage limitation rises to \$12,000 and to \$12,500 in 2009. After 2009 the taxable wage base could be increased by \$1000 or decreased by \$500 for any year depending on the balance in the Unemployment Compensation Fund. In no event shall the taxable wage base increase beyond \$13,000 or decrease to less than \$7,000. For more information, contact the Missouri Division of Employment Security at (573) 751-3215.

## Workers Compensation

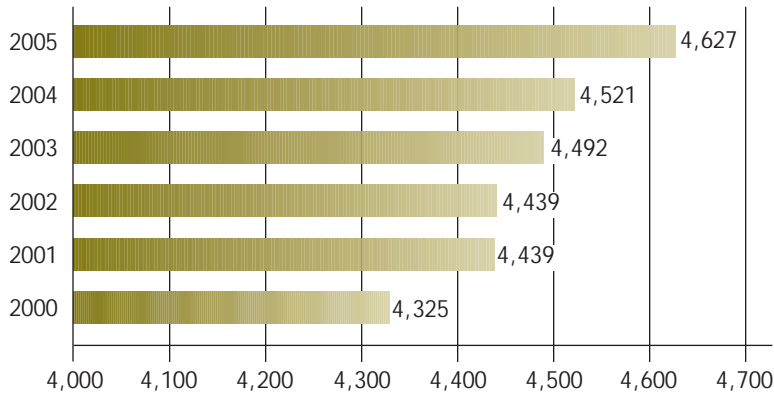
Companies can offer this protection through a private insurance carrier or they can become self-insurers. Premium rates vary, depending on the risks associated with special occupations. As in most states, the premium rates apply to an employee's total annual salary. The maximum weekly benefit for temporary total disability, temporary partial disability, permanent total disability and death is currently computed as 105% of the average weekly wage, determined annually on July 1. Missouri's workers compensation rates compare favorably with those in other states. Though benefits for claimants in other states usually increase automatically from year to year, in Missouri benefits cannot be increased without the review and approval of the state legislature.

## Gross Receipts

The City of Columbia, like most Missouri cities, levies a 7.526% gross receipts tax on utility services within the City of Columbia.



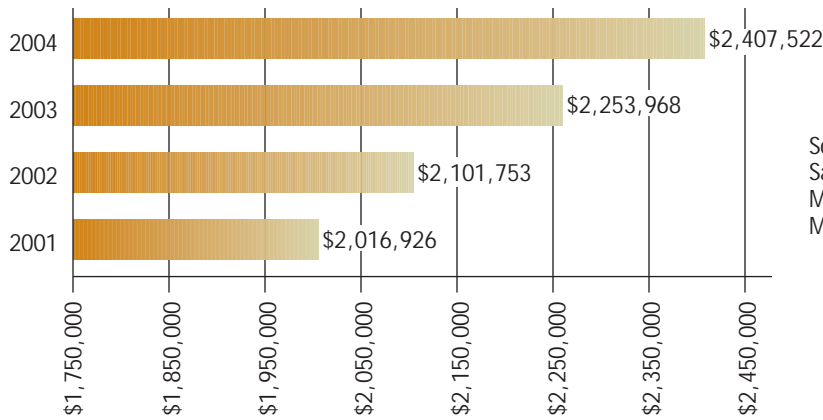
## Business License Accounts - Boone County\*



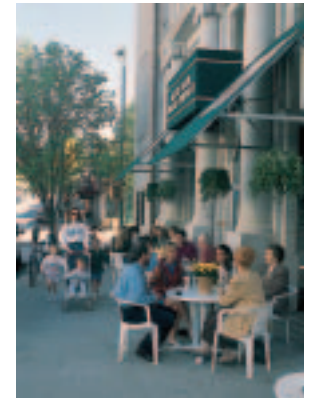
Source: City of Columbia Finance Department, Business License Division

\*Reporting period July 1-June 30

## Total Retail Sales - Boone County



Source: Sales & Marketing Management Magazine, 2002-2005



## Total Construction

	CITY OF COLUMBIA		BOONE COUNTY	
	Permits	Valuation	Permits	Valuation
2005	2,348	\$337,046,801	1,104	\$ 91,383,358
2004	2,349	\$315,767,521	1,255	\$ 80,177,478
2003	1,924	\$281,143,112	1,153	\$ 73,487,778

## Single Family Construction

	CITY OF COLUMBIA		BOONE COUNTY	
	Permits	Valuation	Permits	Valuation
2005	1,239	\$178,554,176	343	\$ 55,511,556
2004	1,126	\$157,124,951	378	\$ 56,945,180
2003	919	\$128,066,667	354	\$ 51,395,393

Source: Boone County Planning & Building Inspection; City Protective Inspection Department (Numbers are exclusive)

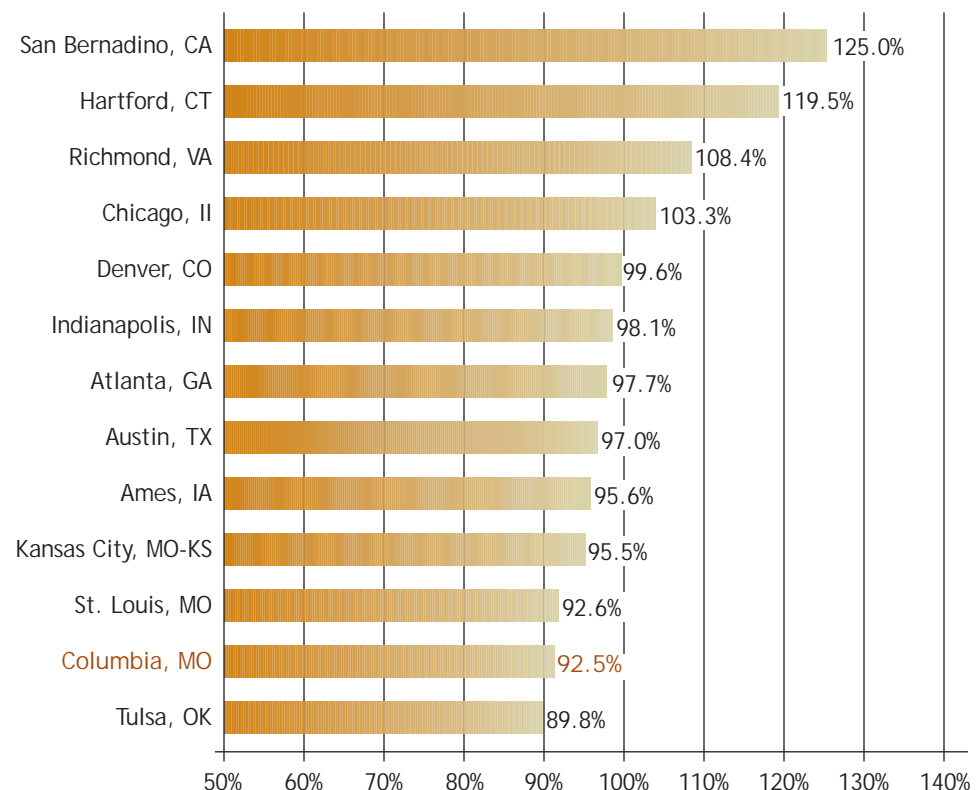
# LOCAL LIFESTYLE

Columbia is consistently listed among the top cities in the United States by national magazines and organizations. Its excellent public school system, access to quality health care and central location consistently earn Columbia's position as one of the top places to live and do business.

- In the 2005 Mayor's Challenge, Columbia received a five-star rating (the highest available), placing it in the top 20% of all US Metropolitan Statistical Areas (MSAs) for Business Expansion and Relocation. Judges evaluated each community's quality of public education, college-educated work force, health care costs and availability, government taxes and spending, quality of life and logistics infrastructure.
- Men's Journal listed Columbia the 42nd best place to live in the nation in its 2005 study. The ranking was based on "ample jobs, lots of health care, cheap housing and proximity to hiking and biking in the foggy-bottom valleys of the Ozarks." In the same study, Columbia ranked the 4th least stressful metro area in which to live.
- Sperling's 2003 "Best Places to Live in America" study ranked Columbia 9th out of 331 metropolitan areas. Columbia was applauded for its cost of living, low crime rate, quality of education, reasonable housing, access to arts and culture, quality health care, leisure activities, access to transportation and temperate weather.

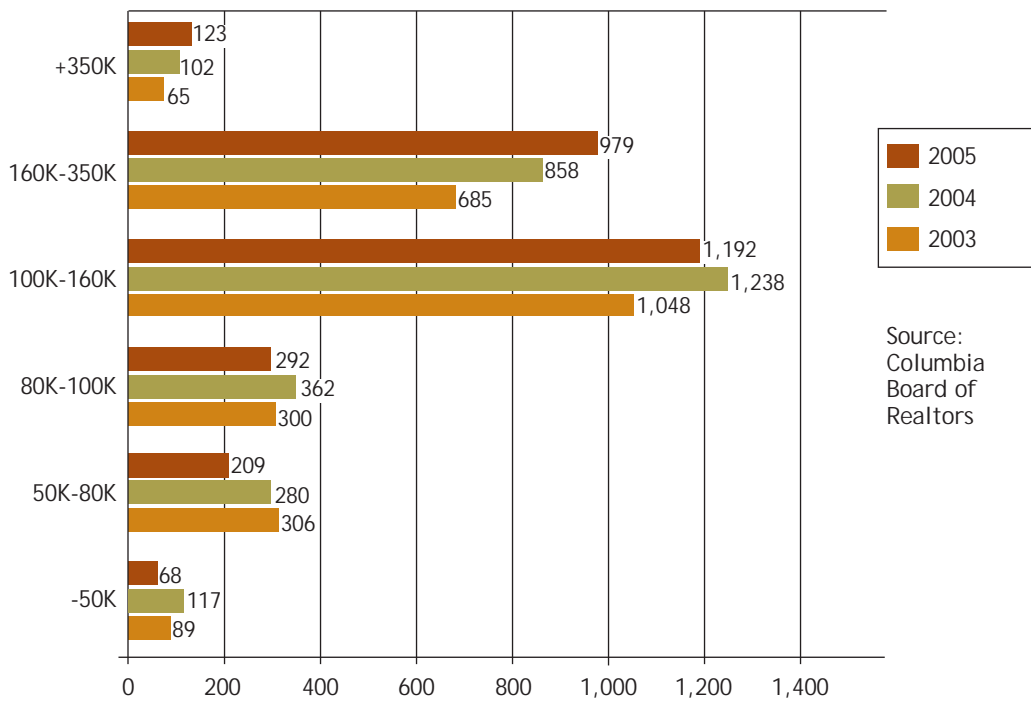


## Cost of Living Index - 3rd Quarter 2005



Source: ACCRA Cost of Living Survey

## Home Sales by Price Range - Boone County



“Columbia is a wonderful community with an abundance of resources and a sense of strong family values. With the proximity to the university, it's an ideal 'economical' source for the high quality, scientific workforce that we require at ABC Labs.”

Byron Hill, Ph.D.,  
President and CEO  
ABC Laboratories, Inc.

## Healthcare

HOSPITAL NAME	BED COUNT
Boone Hospital	375
University of Missouri Hospital and Clinics	233
Columbia Regional Hospital	219
Harry S Truman Veterans Hospital	118
University of Missouri Children's Hospital	115
Mid-Missouri Mental Health Center	69
Rusk Rehabilitation Center	60
Ellis Fischel Cancer Center	N/A
<b>Total</b>	<b>1,189</b>

Source: Individual Hospital Web Sites  
NA=Not Available



## Climate

Mean Temperature.....	54.0°F
Mean Warmest Month-	
August.....	79.1°F
Mean Coolest Month-	
January.....	25.5°F
Precipitation.....	39.43 in./year
Snowfall.....	20.7 in./year

Source: National Weather Service

## Local Media

Newspapers.....	5
Cable Companies.....	2
Radio Stations (within 50 miles)...	40
Television Stations.....	4



If you value the quality of your business's location and of your workforce, Columbia and the surrounding communities of Ashland, Centralia and Hallsville are the ideal location for you. Boone County's major research university, the University of Missouri-Columbia, is working to commercialize its technology while the area positions itself as a life sciences and high-tech location. With Boone County's college graduate pool, 14 continuing education facilities within a 50-mile radius, approximately 1 million square feet of underground storage and available industrial space, the area offers a lot for business.

To learn more about the business opportunities in Boone County, contact REDI. One of our representatives can help you with:

- Available site and building information
- Comprehensive area demographic information
- Labor availability studies
- Community tours
- Community orientations and introductions
- Customized state incentive proposals
- Groundbreaking and ribbon-cutting ceremony coordination

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