

Jefferson City/Cole County Missouri Demographic Profile

A great place for business and people.



Jefferson City, Missouri is getting noticed for what the residents have always known; that for a great place to live, work and play you need to look no further than right here.

Earning the respect of national publications, Jefferson City has everything to offer to be successful at both work and play. When it comes to the cost of doing business *Forbes Magazine* ranks Jefferson City in their **“Top-Ten of Small Places for Business and Careers”**. Jefferson City also earned honors for not only a **“Blue Ribbon Rating”** and a **“5-Star Rating”** for our public school system but also a **“5-Star Quality of Life”** were give by *Expansion Management Magazine*.

In 2007 Jefferson City partnered with 11 other surrounding counties to develop the Missouri CORE. Having a regional presence gives Central Missouri and Jefferson City a marketing advantage. Jefferson City’s own distinction as a Metropolitan Statistical Area (MSA) brings an added awareness of the area’s strategic importance for jobs, commerce and development.

Industries such as government, education, healthcare, hospitality and manufacturing are all well represented and located in Jefferson City’s MSA and Missouri CORE Area. This diversity offers great opportunity for careers, business and entrepreneurship.

The combination of high income, low cost of living, quality education, shopping and recreational opportunities all indicate a quality of life shared by few others. With a Cost of Living index of 89.7, Jefferson City compares well with state and national averages.

By being able to retain and attract a talented and educated workforce, Jefferson City provides the skilled and professional workforce for a highly competitive domestic and global economy. Jefferson City offers a quality community in which to live, work, play and conduct business. It is ideally located and positioned in central Missouri and the USA for **business and people**.



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Jefferson City Area Chamber of Commerce
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Convention & Tourism

Hotels	16
Hotel Rooms	1,666
Bed and Breakfasts	2
Meeting Facilities (>100 attendees)	7
Meeting Facilities (< 100 attendees)	10

Alternate Meeting Facilities

St. Martins Knights of Columbus	
Lincoln University - Jason Gymnasium	2,500 people
Lincoln University - Richardson Auditorium	1,200 people
Miller Performing Arts Center	900 people
Capital Ritz	500 people
Braykley's Hall	400 people
Michigan Avenue Banquet Center	290 people

Source: Jefferson City Area Chamber of Commerce and Jefferson City Convention & Visitors Bureau

Community Information

Bands/Orchestra	1
Baseball/Softball Fields	25
Bowling Alleys	2
Campgrounds	3
Community Parks	1,299.5 acres
Community Recreational Centers	2
Country Clubs	2
Driving Ranges	3
Golf Courses	6
Health Clubs	6
Ice Skating Arena	1
Libraries	2
Nature & Fitness Trails	29.46 miles
Miniature Golf Courses	2
Museums/Art Galleries	12
Performing Arts Companies	6
Restaurants	148
Roller Hockey	1
Roller Skating	1
Shopping Centers	9
Shopping Malls	1
Skate Board Park	1
Soccer Fields	41
Swimming Facilities	4
Tennis Courts	14
Theaters	16 screens
Volleyball Courts	18

Higher Education

Lincoln University

Lincoln University is part of the Missouri state system of higher education. With its enrollment of 3,400 students and 68 degreed programs, Lincoln is a major contributor to the community not only because of its undergraduate and graduate programs of study, but also for its leadership role in the community.

Linn State Technical College

Linn State Technical College is the only two-year technical college in the state of Missouri with a state-wide mission. Granting the Associate of Applied Science degree, Linn State offers to the entire state of Missouri, as well as area business and industry, graduates that are trained in highly technical fields. With an enrollment of 1007 students, Linn State provides education in over 25 technical programs and is located only 20 miles east of Jefferson City.

Columbia College

Having launched its online Master of Business Administration in January 2007 Columbia College added to the many options student have in obtaining their degree. The college enrolls over 5,000 students in its extended campuses, one of which is located in Jefferson City. The Jefferson City campus offers AA, BA, BS, MBA, and MAT degrees.

Nichols Career Center

Nichols Career Center is located close to Jefferson City High School and offers ten different programs of education. Nichols' programs can prepare students for anything from computer technology to welding. With enrollment of 1,943 Nichols is a valuable contributor to the Jefferson City labor force.

Metro Business College

Metro Business College is a private career college with locations in Jefferson City, Rolla, and Cape Girardeau. It awards Associate of Applied Science Degrees in "Business & Computer Specialist" and "Medical Specialist" programs.

School Enrollment

Jefferson City Public Schools	8,235
Catholic Schools	3,014
Lutheran Schools	340
Christian Schools	82

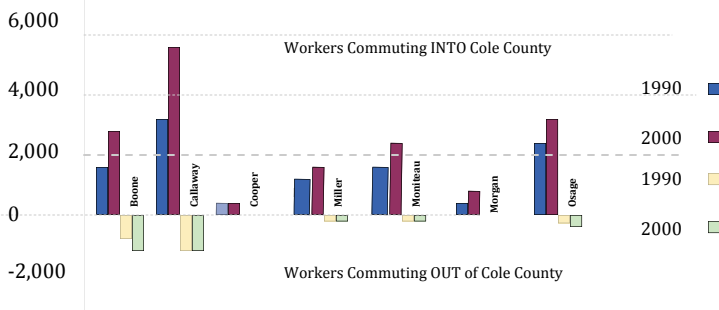
*2008-2009 enrollment numbers

Area of Influence Population

	2004	2005	2006	2007	2008
Jefferson City	38,858	39,262	39,062	39,718	41,107
Cole County	71,996	72,757	73,296	73,576	74,671
4 County MSA	142,448	143,867	144,958	144,830	147,238
MO CORE Partnership				455,440	461,942

Source: Decision Data Resources and U.S. Census Bureau

Cole County Commuting Patterns



Jefferson City MSA Industry Employment

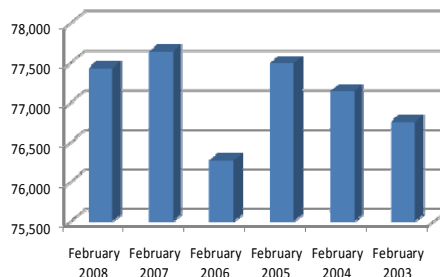
	Cole	MSA	CORE
Construction	2,581	3,514	10,620
Manufacturing	2,528	6,780	21,310
Trade, Trans, and Utilities	6,820	10,962	38,169
Information	1,041	1,314	3,888
Finance and Insurance	1,988	2,587	9,792
Prof. & Business Services	4,684	5,325	15,519
Education & Health	3,624	5,524	17,102
Leisure & Hospitality	3,491	5,049	20,096
Other Services	1,556	1,955	5,956
Government	21,015	27,595	64,408

Source: MO Dept. of Economic Development

Jefferson City MSA Civilian Employment

Employment Month/Year Avg.

Feb 08	77,431
Feb 07	77,642
Feb 06	76,271
Feb 05	77,492
Feb 04	77,144
Feb 03	76,756



Source: MO Dept. of Economic Development

Household Income

Jefferson City		Cole County		Number of Households	
Income	Totals%	Number of Households	Income	Total %	Households
<\$10,000	8.3 %	1,488	<\$10,000	6.3 %	2,233
\$10-\$14,999	4.5 %	1,034	\$10-\$14,999	3.9 %	955
\$15-\$34,999	24.6 %	4,518	\$15-\$34,999	22.2 %	6,964
\$35-\$74,999	34.4 %	5,840	\$35-\$74,999	37.3 %	11,351
\$75-\$149,999	23.6 %	2,564	\$75-\$149,999	25.6 %	5,884
\$150,000+	4.6 %	426	\$150,000+	4.7 %	676
Households	100 %	16,186	Households	100%	28,288
Average Household Income		\$55,149	Average Household Income		\$57,050
Median Household Income		\$47,697	Median Household Income		\$52,527
Per Capita Income		\$23,529	Per Capita Income		\$22,767

Note: Income is represented in thousands

Source: Decision Data Resources

Largest Employers

State of Missouri	17,931
Scholastic, Inc.	1,800
Capital Region Medical Center	1,432
St. Mary's Health Center	1,200
Jefferson City Public Schools	1,106
ABB Power T & D Company	570
Central Bank	738
Learfield Communications	650
RR Donnelley	650
City of Jefferson	624
Jefferson City Medical Group	559
Walmart Supercenter	515
Quaker Window Products	500
Lincoln University	435
Hawthorn Bank	400
HyVee Food Stores	383
Unilever Home & Personal Care	302
Missouri Farm Bureau	279
Embarq	275
County of Cole	268
Gerbess Family Shopping Center	235
Modine Manufacturing	215
Capitol Plaza Hotel & Convention Center	200
Command Web	200

Labor Analysis

The civilian labor market for the 12-county Jefferson City area labor market is over 247,000.

Cole County's education attainment for persons 25 or older is higher in percent of college degrees (4+ years) and 12 years or more compared to the State of Missouri averages.

People QuickFacts

Category	Cole County	Missouri	USA
Under age 5	6.4%	6.5%	6.8%
Under age 19	18.9%	19.71%	20.4%
Age 65 and over	12%	13.8%	12.8%
Age 20 to 64	62.9%	60.1%	60.1%
White	89.5%	84.4%	74.5%
Minority	10.5%	15.6%	25.5%
High School Graduates - Age 25+	35.5%	33.7%	29.9%
Bachelors Degree or higher age 25+	32.3%	24.9%	28.2%

Source: Decision Data Resources

Cost of Living Index

City Comparisons	3rd Quarter, 2008
Jefferson City, MO	89.7 %
Columbia, MO	90.3 %
Des Moines, IA	91.6 %
Denver, CO	104.9 %
Springfield, IL	88.4 %
Chicago, IL	115.3 %
St. Louis, MO	91.5 %

Source: ACCRA Cost of Living Survey

Commercial Property Tax Rate - Jefferson City

	2008
City	0.6353
County	0.9122
JC School Dist.	3.6770
State	0.0300
Surcharge *	0.5800
Total Commercial Real Estate	5.8045

Real Property Tax: Property tax rates are per \$100 of Assessed Value. Assessed value is determined by multiplying appraised value x assessment rate (32% for commercial, 19% for Residential, 12% for Agricultural). A \$0.58 surcharge is added to the overall tax rate for commercial real estate property.

* Applies only to real estate

Source: Cole County's Assessor's Office - Month of October when tax changes may occur.

Total Construction

Year	Jefferson City Permits/S Value	Cole County Permits
2008	142/\$36,441,931	211
2007	147/\$32,205,103	274
2006	122/\$45,336,701	335
2005	182/\$28,772,000	188
2004	166/\$50,640,000	252
2003	181/\$37,993,089	265
2002	251/\$50,492,895	256
2001	232/\$39,451,375	323

Single Family Construction

Year	Jefferson City Permits/S Value	Cole County Permits
2008	46/9,764,747	93
2007	79/\$13,233,978	126
2006	89/ \$16,988,237	164
2005	129/ \$17,230,332	162
2004	128/ \$22,264,781	221
2003	121/ \$20,440,055	216
2002	123/ \$18,913,600	181
2001	103/ \$14,167,000	216

Climate*

Average Temperature	56.6°
Average Warmest Month - August	82.9°
Average Coolest Month - February	28.8°
Precipitation	32.75"
Snowfall	10"

* statistics for 2007

Source: National Weather Service

Financial Institutions

The Jefferson City MSA is served by 24 FDIC-Insured institutions with 64 branch offices and \$3.366 billion in deposits

Source: Federal Deposit Insurance Corp.

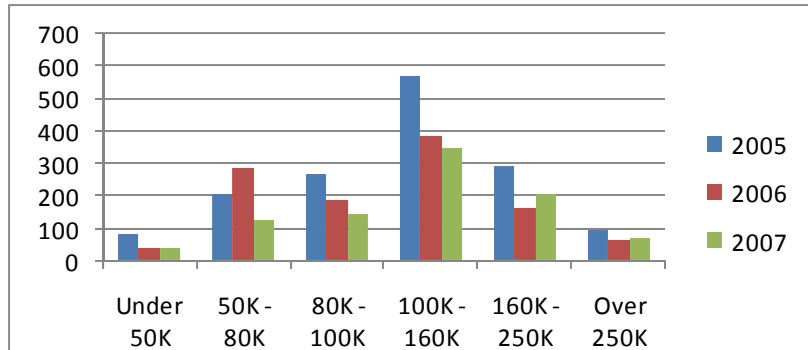
Housing Information

Home Sales Comparisons by Price Range

	2005	2006	2007
Under 50K	81	37	36
50K - 80K	203	283	121
80K - 100K	265	187	143
100K - 160K	572	387	349
160K - 250K	291	163	204
Over 250K	96	65	67
Total	1508	1122	920

Average Sale \$132,430 \$130,242 \$134,065

Home Sales by Price Range



Source: Jefferson City Area Board of Realtors

Utilities

Electricity

AmerenUE
Central Electric Power
Three Rivers Electric Co-Op

Missouri American Water Company

Source	Missouri River
System Capacity	6.5 MGD
Avg. Daily Consumption	4.171MGPD
Peak Consumption	6.99 MGD

Telephone

Embarq
100% Digital and Fiber Optic with Local DSL and PCS Wireless

Natural Gas

AmerenUE

Cole County Water

District 1 Public Water Supply
District 2 Public Water Supply
District 3 Public Water Supply
District 4 Public Water Supply

Sewer

The City of Jefferson owns and operates the Jefferson City Wastewater Treatment Plant. The average daily treatment is 8.2 million gallons per day

Government Offices

Cole County

301 High Street
Jefferson City, MO 65101
(573)634-9100
www.colecounty.org

City of Jefferson

320 E. McCarty Street
Jefferson City, MO 65101
(573)634-6410
www.jeffcitymo.org

City of Taos

6514 Helias Drive
Jefferson City, MO 65101
(573) 395-4677

Village of Wardsville

6708 Route W
Jefferson City, MO 65101
(573)893-2268

City of St. Martins

6913 B 50 West
Jefferson City, MO 65101
(573)893-6465