

BLUE SPRINGS BUSINESS RESOURCE NETWORK



BUSINESS SNAPSHOT

2017



WELCOME TO BLUE SPRINGS

Blue Springs is a progressive, business-friendly community and a great place to grow your ideas and your business. We are well known for our favorable housing market, award-winning schools, and our designation as a preferred place to live for working commuters. With a population of over 54,000 and averaging an increase of 1.5% per year, more people than ever are making Blue Springs their community of choice.

The geographic location of Blue Springs makes it an attractive residential area and a hub for commerce. Blue Springs is located only 20 miles from major metropolitan business and commercial centers such as Downtown Kansas City and the Country Club Plaza.

We are proud to be home to the award winning Blue Springs, Lee' Summit and Grain Valley School Districts. Blue Springs was named one of "America's Best Places to Raise Your Kids" according to *BusinessWeek* magazine and has earned a place on *MONEY* magazine's 'Best Places to Live' list.

**Thank you for locating your business
in Blue Springs or for considering
Blue Springs as a place to open your business.**

In Blue Springs, we believe in partnerships and we consider every person and entity an important part of our vibrant community. To help reach your business goals, we have assembled this business snapshot to help quickly access demographic, consumer and business community information you may need for doing business in Blue Springs.

[CITY PROFILE]

Year of Incorporation: 1880

Form of Government:
Mayor-Council-Administrator

Location:
20 miles east of Kansas City, Mo.

Total Land Size:
14,211 acres (22.2 square miles)

Population of Blue Springs:
54,431 (2016 Census)

History of Population Growth:

Decade Growth Rate

| | |
|-----------------|-------------|
| 1970-1980: | 160.70% |
| 1980-1990: | 43.34% |
| 1990-2000: | 19.4% |
| 2000-2010: | 9.2% |
| 2020 Estimates: | 60,149 (5%) |

DEMOGRAPHIC INFORMATION

54,431
Population

47,219
Daytime Population

29,130
Labor Force Population

94%
High School Graduates

32%
College Graduates

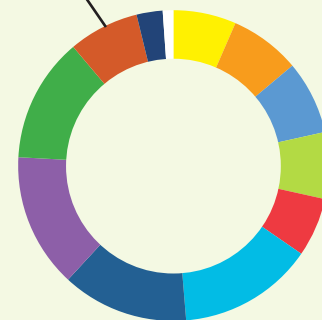
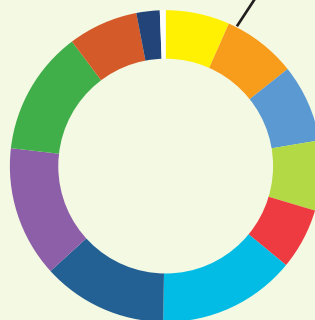
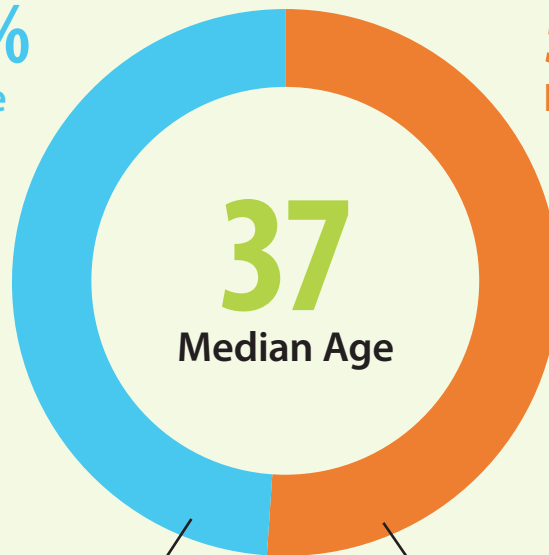
3.2%
Unemployment Rate

\$69,246
Median Household Income

POPULATION BREAKDOWN

49%
Male

51%
Female



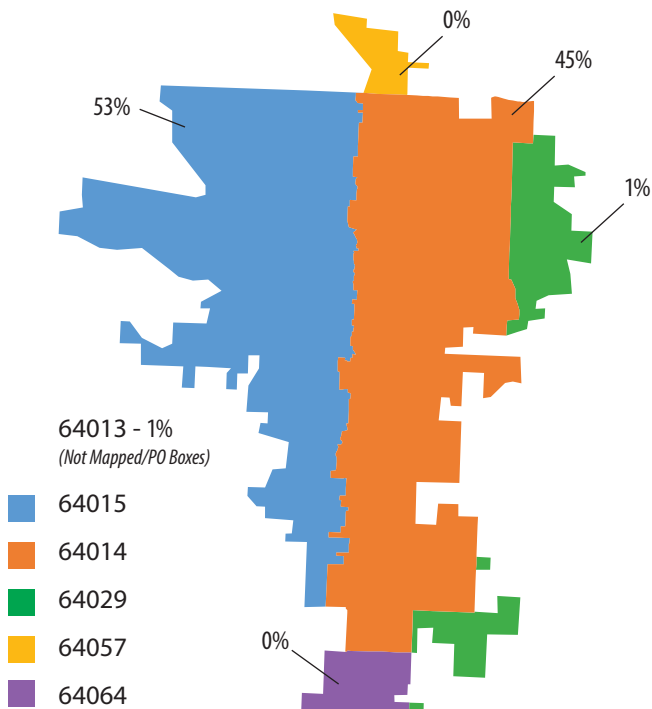
- Age 0-4
- Age 5-9
- Age 10-14
- Age 15-19
- Age 20-24
- Age 25-34
- Age 35-44
- Age 45-54
- Age 55-64
- Age 65-74
- Age 75-84
- Age 85+

| Household Information | 2017 | 2022 |
|-------------------------|----------|----------|
| Total Number | 20,418 | 21,031 |
| Average Household Size | 2.69 | 2.7 |
| Median Household Income | \$69,249 | \$77,522 |

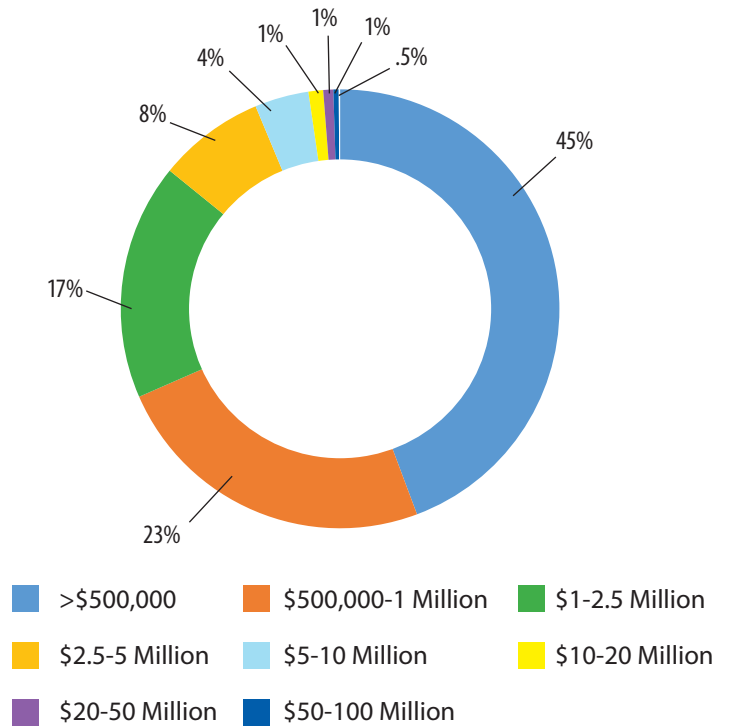
BUSINESS COMMUNITY PROFILE

2,848
Total Businesses*

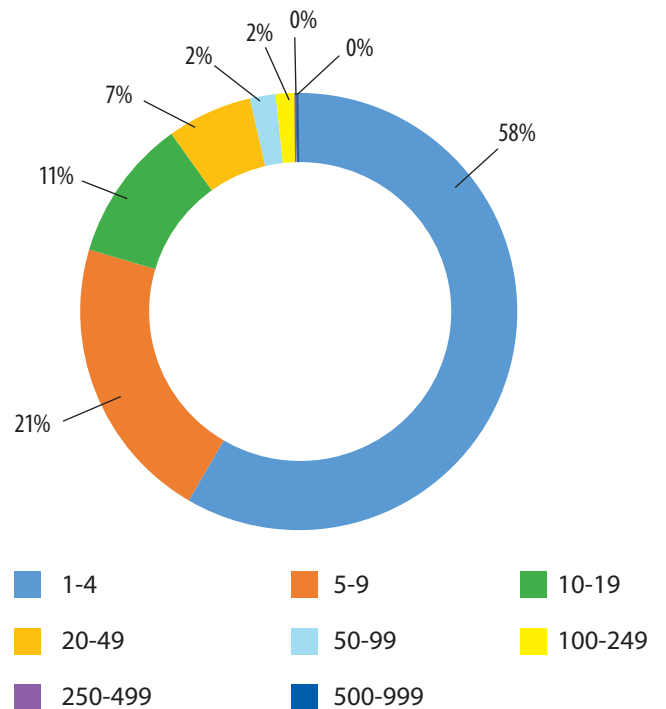
BUSINESSES BY ZIP CODE



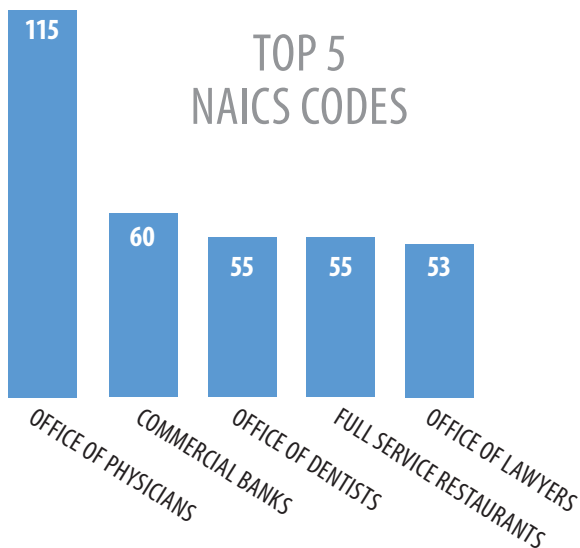
BUSINESS SALES VOLUME



EMPLOYEE SIZE



TOP 5 NAICS CODES



[EXPENDITURE POTENTIAL]

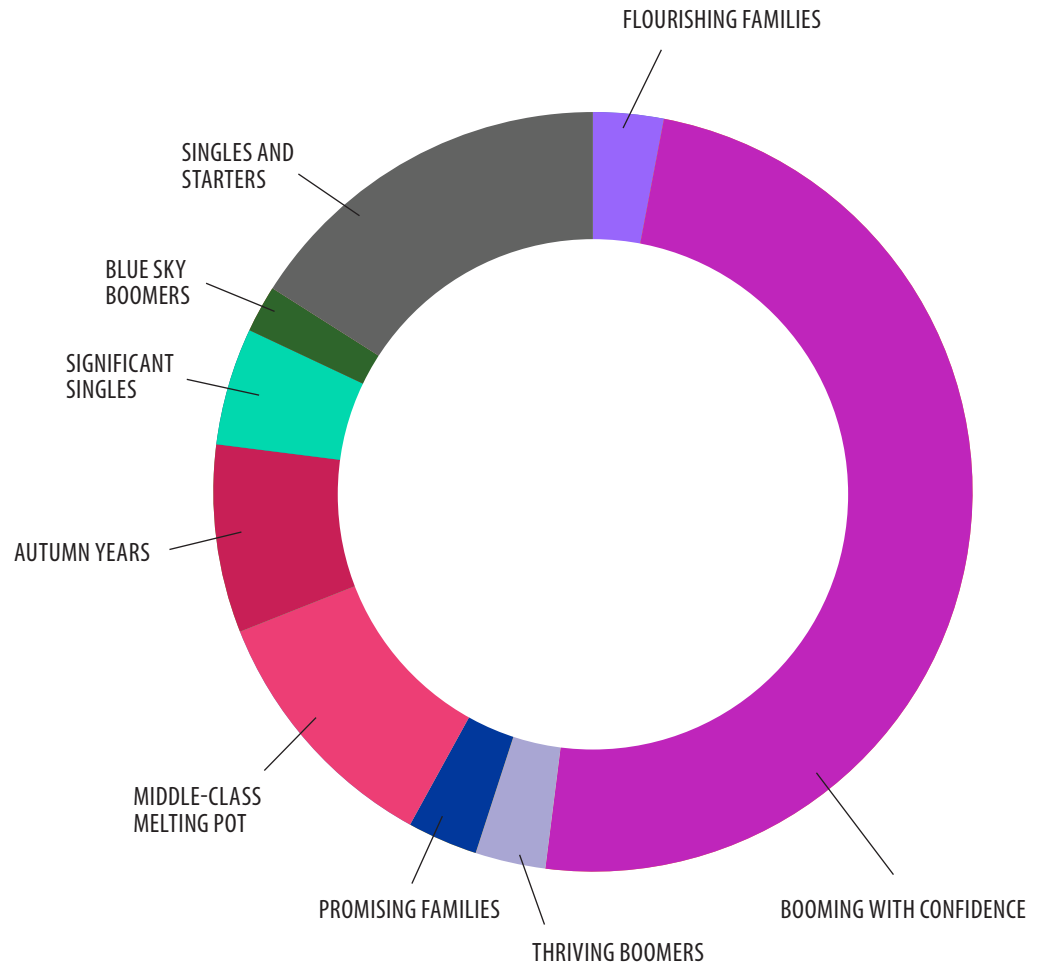
| 2017 Disposable Income by Age of Householder | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
|---|----------|----------|----------|----------|----------|----------|----------|
| Total | 776 | 3,639 | 3,845 | 3,810 | 3,911 | 2,936 | 1,498 |
| <\$15,000 | 121 | 189 | 155 | 199 | 365 | 225 | 234 |
| \$15,000-\$24,999 | 69 | 274 | 210 | 132 | 314 | 293 | 415 |
| \$25,000-\$34,999 | 114 | 425 | 359 | 312 | 445 | 263 | 227 |
| \$35,000-\$49,999 | 220 | 822 | 607 | 571 | 543 | 593 | 263 |
| \$50,000-\$74,999 | 148 | 1,198 | 1,526 | 1,078 | 974 | 791 | 221 |
| \$75,000-\$99,999 | 61 | 475 | 568 | 646 | 542 | 373 | 68 |
| \$100,000-\$149,999 | 29 | 153 | 257 | 628 | 580 | 261 | 46 |
| \$150,000-\$199,999 | 3 | 58 | 102 | 121 | 139 | 61 | 16 |
| \$200,000+ | 11 | 45 | 61 | 123 | 109 | 76 | 8 |
| Median Disposable Income | \$39,124 | \$51,236 | \$56,176 | \$63,174 | \$57,331 | \$51,814 | \$28,629 |
| Average Disposable Income | \$46,920 | \$57,948 | \$65,918 | \$77,142 | \$71,393 | \$63,642 | \$39,166 |

| 2017 Consumer Spending | <i>Average</i> | <i>Total</i> |
|-----------------------------------|----------------|---------------|
| Apparel & Services | \$2,276 | \$46,462,847 |
| Education | \$1,531 | \$31,269,611 |
| Entertainment/Recreation | \$3,269 | \$66,743,953 |
| Food - At Home | \$5,176 | \$105,692,585 |
| Food - Away From Home | \$3,517 | \$71,804,632 |
| Health Care | \$5,833 | \$119,092,379 |
| Household Furnishings & Equipment | \$2,065 | \$42,159,189 |
| Shelter | \$16,955 | \$346,183,392 |
| Travel | \$2,209 | \$45,099,083 |
| Vehicle Maintenance & Repairs | \$1,119 | \$22,854,628 |

[MOSAIC USA PROFILE] FOR BLUE SPRINGS

Experian Marketing Services' Mosaic® USA is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into 71 unique types and 19 overarching groups, providing a 360-degree view of consumers' choices, preferences and habits.

Mosaic USA offers a common customer language to define, measure, describe and engage target audiences through accurate segment definitions that enable more strategic and sophisticated conversations with consumers.



FLOURISHING FAMILIES - 9%

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles.

BOOMING WITH CONFIDENCE - 49%

Prosperous, established couples in their peak earning years living in suburban homes.

THRIVING BOOMERS - 3%

Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in town and exurban homes.

PROMISING FAMILIES - 3%

Young couples with children in starter homes living child-centered lifestyles.

MIDDLE-CLASS MELTING POT - 11%

Mid-scale, middle-aged and established couples living in suburban and fringe homes.

AUTUMN YEARS - 8%

Established and mature couples living gratified lifestyles in older homes.

SIGNIFICANT SINGLES - 5%

Middle-aged singles and some couples earning mid-scale incomes supporting active city styles of living.

BLUE SKY BOOMERS - 2%

Lower- and middle-class baby boomer-aged households living in small towns.

SINGLES AND STARTERS - 16%

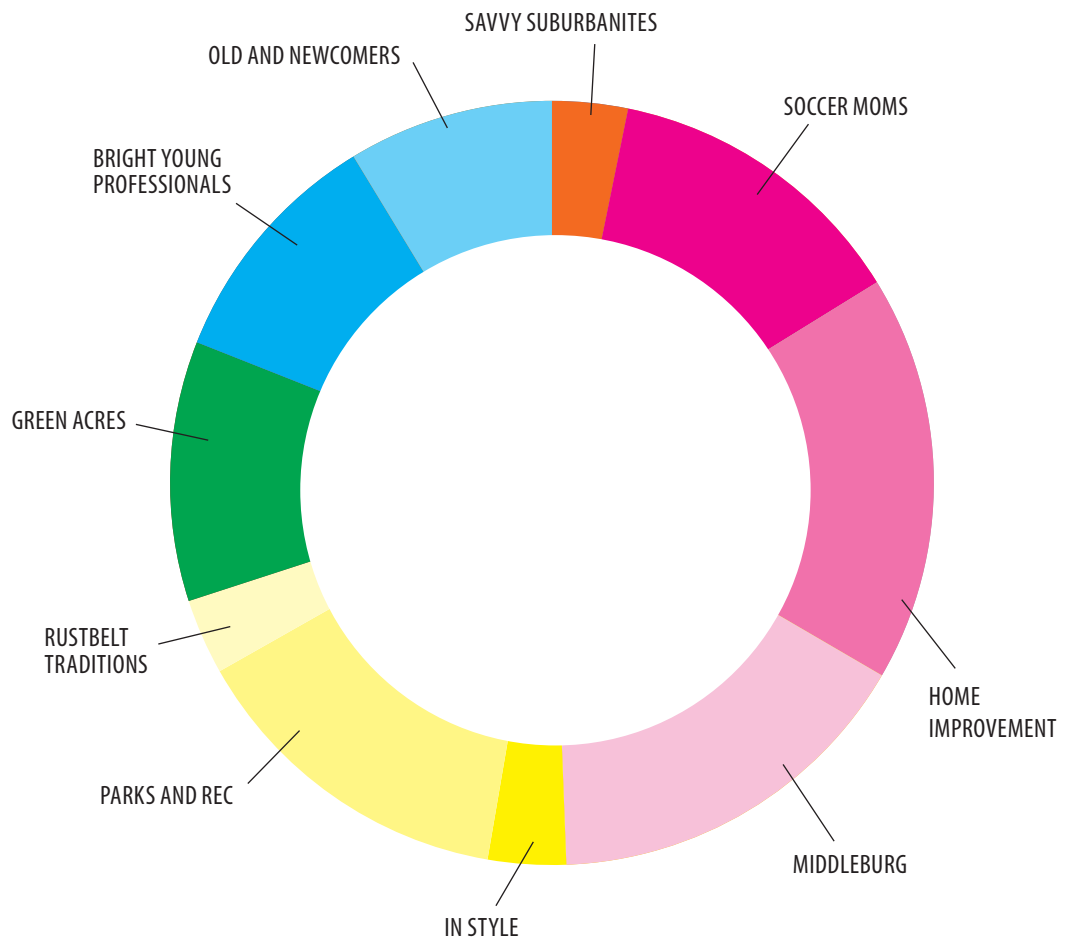
Young singles starting out, and some starter families, in diverse urban communities.

TAPESTRY SEGMENTATION PROFILE

FOR BLUE SPRINGS

Tapestry Segmentation represents the fourth generation of geodemographic market segmentation systems.

Tapestry Segmentation classifies neighborhoods into 65 distinct market segments. Tapestry Segmentation combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.



SAVVY SUBURBANITES - 3.2%

Savvy Suburbanites residents are well educated, well read, and well capitalized.

SOCCER MOMS - 13%

Soccer Moms is an affluent, family-oriented market with a country flavor.

HOME IMPROVEMENT - 17.2%

Married-couple families occupy well over half of these suburban households.

MIDDLEBURG - 16%

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out.

IN STYLE - 3.3%

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading.

PARKS AND REC - 14.1%

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means.

RUSTBELT TRADITIONS - 3.2%

Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes.

GREEN ACRES - 11%

The Green Acres lifestyle features country living and self-reliance.

BRIGHT YOUNG PROFESSIONALS - 10.3%

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas.

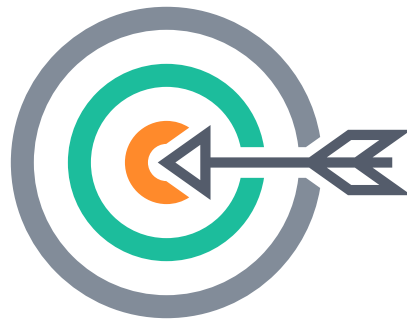
OLD AND NEWCOMERS - 8.7%

Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring.

BLUE SPRINGS BUSINESS RESOURCE NETWORK

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business in Blue Springs.

Blue Springs has a robust network of organizations that work together to serve and support our business community. Resources offered by this network can help you prepare a business plan, secure financing, and connect you with business coaches and fellow entrepreneurs to help grow your business.



City of Blue Springs/Economic Growth & Development

903 W Main Street, Blue Springs, MO 64015
(816) 228-0110 | www.bluespringsgov.com

Blue Springs Chamber of Commerce

1000 W Main Street, Blue Springs, MO 64015
(816) 229-8558 | www.bluespringschamber.com

**Mid-Continent Public Library/Square One Small
Business Services**

www.mymcpl.org/squareone

**University of Missouri Extension Office/Missouri
Small Business & Technology Development Centers**

1600 NE Coronado Drive, Blue Springs, MO 64015
(816) 252-5051 | Extension.missouri.edu/Jackson



www.bluespringsgov.com/business