

Waynesville / St. Robert / Fort Leonard Wood

Pulaski County, Missouri

Demographic Profile

A place for opportunity and growth



Located just outside the two main gates of Fort Leonard Wood are Waynesville and St. Robert, Missouri. Both are dynamic and fast growing cities in Pulaski County. The county is intersected by Interstate 44 and with rail service to the north, Pulaski County is the fifth fastest growing county in Missouri with sixty percent of military retirees staying in the Fort Leonard Wood Region. Neighboring Rolla and the Missouri University of Science and Technology (Missouri S&T) are to the east and Lebanon and its manufacturing base are to the west.

The County's diversified industrial base includes Fort Leonard Wood. The post is home to the Maneuver Support Center of Excellence and has a daily population of about 32,000 people, many of whom travel from as far as 50 miles. Fort Leonard Wood is a multi-Service center of excellence primarily focused on the training and doctrine development for three regiments. The Center includes the Chemical, Biological, Radiological and Nuclear School, Engineer School and Military Police School. The post also serves as a primary motor transport school for all Services, training several thousand drivers annually. The unique and diverse missions of the post bring together a wide variety of officers, NCOs and civilians from all facets of the military. The post is also home to the Army's Prime Power School. Fort Leonard Wood is a Joint Services facility training not only Army, but also Air Force, Navy, Coast Guard, and Marine Corp. It has the largest Marine Corp training detachment not located on a marine base. This

rich environment allows the post to maintain a relevant instructional and developmental base with a tactical edge.

Fort Leonard Wood is an integral part of the County and an active supporter of the surrounding communities. With almost 80,000 service members graduating from training every year, an average of three friends and family members per trainee visit the area weekly for ceremonies.

The Leonard Wood Institute and a technology business park located on Fort Leonard Wood are together touted as the first in the nation with a unique partnership of academia, military, state government and business. From start-ups to the nation's leading Fortune 500 corporations, many businesses are represented at Fort Leonard Wood and in Pulaski County. Pulaski County is working toward the progress of the City of Waynesville industrial park on Interstate 44.

Industry and businesses located in the area have first choice of a highly trained and disciplined workforce. Retired military, military spouses and graduates of Missouri S&T offer a wide-ranging pool of motivated and knowledgeable workers. With life style and quality of life becoming more important to the American worker, the low cost of living and diversified economy provide many opportunities for people and business in the Pulaski County region.



City of Waynesville
601 Historic Rt. 66 W
Waynesville, MO 65583
Phone: 573-774-6171
Fax: 573-774-5647
www.waynesvillemo.org



Waynesville-St. Robert Area Chamber of Commerce
137 St. Robert Blvd., Ste. B
St. Robert, MO 65584
Phone: 573-336-5121
Fax: 573-336-5472
www.waynesville-strobertchamber.com



Pulaski County Growth Alliance
137 St. Robert Blvd., Ste. B
St. Robert, MO 65584
Phone: 573-336-2123
www.pulaskiountymo.com



City of St Robert
194 Eastlawn Ave, Ste. A
St. Robert, MO 65584
Phone: 573-451-2000
Fax: 573-336-5714
www.saintrobert.com

Property Tax Rates

Rate	
City	
Waynesville	0.5370
St. Robert	0.3327
Schools	
R-VI	2.7500
State	
Missouri	0.0300

Property Tax Comparisons

Tax for Select Missouri Locations	
Waynesville	\$3.741 Rural
Waynesville	\$4.278 City
St. Robert	\$3.741 Rural
St. Robert	\$4.0737 City
St. Louis	\$6.9187 City
Springfield	\$4.9454 City

Real Property Tax: Property is appraised at 32% for Commercial 19% for Residential, 12% Agriculture, per \$100 of appraised value. A \$0.49 surcharge is added to commercial property. Source: Pulaski County Assessor Office

Incentives & Information

For Development Planning

1. Enhanced Enterprise Zone
2. Utilize TIF, TDD, & CID
3. Missouri Works
4. Work Ready Community
5. Airport Development Plan
6. Targeted Industry Study
7. Economic Development Organization

Source: Pulaski County Growth Alliance

Transportation

Waynesville-St. Robert

Regional Airport

Commercial Airline Carrier; Cape Air
Flights daily to and from St. Louis, Missouri
Primary Runway: W, 150 ft.; L, 6,038 ft., ILS
General Aviation facilities Available

Highways

Interstate 44
Through Waynesville and St. Robert
Parallel to Historic Rt. 66

State Highways -- 7, 17, 28, 133

Bus Services

Star Shuttle, USA Express, and Greyhound Bus Lines

Railroad

Burlington Northern

Parcel Service

UPS, Fed Ex, DHL, US Postal Service

Top Area Employers

Military	19,135
Federal Civilian Employees	3,200
Government Contractors	2,010
Tourism Industry * MDT Annual Report	2,524
Waynesville R-VI School District	784
Army & Air Force Exchange	431
Wal-Mart	357
Cities of Waynesville and St. Robert	176
Piney Ridge Center	177
Lowe's	130
Ehrhardt Properties	115
Pulaski County	96
Cord Moving & Storage	75

Total Retail Sales

Year	Pulaski County
2013	365,953,501
2012	372,777,876
2011	363,066,578
2010	\$363,096,890
2009	\$362,657,330

Source: Missouri Department of Revenue

Cost of Living

Community	Cost of Living Index	Median Housing Value (2012)
Pulaski County	101.4	\$122,000
State of Illinois	95.5	\$190,800
State of Kansas	91.3	\$127,400
Kansas City	100.3	\$136,100
St. Louis	93.4	\$121,700
State of Missouri	93.7	\$138,400

Source: MERIC & USA.COM

Education

Waynesville R-VI School District

- ◇ Enrollment 5,930
- ◇ Graduation Rate: 89.49%
⇒ Missouri 87%
⇒ National 80%

Vocational Enrollment: 936

Fort Leonard Wood Area Higher Education

- ◆ Eight Colleges and Universities
- ◆ Offering: Special Certifications, Associates, Bachelor and Master Degrees
- ◆ Combined Enrollment 8,769

Health Care

- ◆ Five (5) Area Regional Hospitals
- ◆ Sixteen (16) Clinics / Medical Centers / VA Clinic
- ◆ Ten (10) Nursing Home Providers

Waynesville-St. Robert

Area Population Comparisons

Area	2000 Census	2010 Census	% Change	2013 Projected
Waynesville-St. Robert	6,267	9,170	46%	10,479
Fort Leonard Wood	13,666	15,061	10%	16,383
Pulaski County	41,165	52,274	27%	53,748
Missouri	5,595,211	5,988,927	7%	6,044,171

Source: U.S. Census

Fort Leonard Wood Military Impact

The 2010 census for Pulaski County reveals that Fort Leonard Wood's population increased by 10 percent to 15,061 residents. This number accounts for approximately 29 percent of the total population for Pulaski County. Fort Leonard Wood trains almost 80,000 students a year, with an estimated number of 200,000 visitors who attend graduation ceremonies annually. The average day-time population of Fort Leonard Wood is about 32,000. The estimated economic impact of Fort Leonard Wood to the surrounding region in military spending and job employment is \$2 billion annually. Fort Leonard Wood contributes to the economic growth and sustainability of the local communities is the primary reason that the area has effectively withstood the adverse effects of the downturn in the national economy.

Industry Classifications

2012 NAICS	Code Meaning	# of local establishments
23	Construction	58
31-33	Manufacturing	16
44-45	Retail Trade	137
48-49	Transportation and warehousing	11
52	Finance/ Insurance	51
53	Real Estate and rental and leasing	46
54	Technical Services	57
56	Administrative/ Waste	25
62	Health care and social assistance	63
72	Accommodation and food services	98

TOURISM & RECREATION



Visitors from around the US and Europe seek out Pulaski County. This interest is attributed to military graduations and other events, Historic Rt. 66, military and civil war history, and outdoor recreation.

The Pulaski County Tourism Bureau promotes local tourism related businesses to organize group travel, regional sporting event coordinators, military reunion groups, as well as niche market groups in the following categories: outdoor recreation, history, military history, and Route 66.

The Bureau's marketing efforts consist of media campaigns, and marketplace attendance aimed at encouraging tourism within Pulaski County. A county wide Visitor's Guide is produced annually, with over 30,000 distributed in 2014 along with 8 specific program pieces.

Marketing efforts are tracked, measured, and evaluated. Visitor profiles are developed through various research programs.

Hotels & Restaurants

Hotels/Motels	29
Sleeping Rooms	3,379
Meeting Facilities	12
-Greater than 100 attendees	9
-Less than 100 attendees	3
Restaurants	112
Semi-private meeting space	4
Private meeting space	3
Resorts with cabins/ sleeping rooms	9/45
Camping/RV Facilities	12
River Outfitters	9

Visitor Profile

Profile	Leisure Marketing	Graduation Attendees
Travel Party	Adult Couples 50% Family with Children 25% Single Adult 13% Multiple adults 10% Other 2%	Adult Couples 19% Family with children 24% Single Adult 12% Multiple adults 42% Other 3%
Age Groups	Over 56 47% 46-55 14% 26-45 18% 19-25 2% 12-18 8% Under 12 11%	Over 56 24% 55-46 21% 26-45 44% 25-19 5% 12-18 4% Under 12 2%
Income	\$100K+ 5% \$75K-\$99,999 23% \$50K-\$74,999 35% \$25K-\$49,999 23% Under \$25K 14%	\$100K+ 12% \$75K-\$99,999 28% \$50K-\$74,999 38% \$25K-\$49,999 19% Under \$25K 3%
Travel Reasons	Vacation Getaway 55% Visit Friends & Family 27% Military Graduation 9% Business 5% Other 4%	Military Graduation 59% Graduation incorporating vacation time 41%
Lodging	Hotel/Motel 64% Camping/RV 18% Friends/Relatives 12%	Hotel/Motel 89% Camping/RV 6% Friends/Relatives 5%
Length of stay	4% 1 night 75% 2-3 nights 21% 4-7 nights	2% 1 night 78% 2-3 nights 20% 4-7 nights

As reported in the 2013 Missouri Division of Tourism Annual Report, Pulaski County ranks 3rd largest in expenditures (\$71,838,645) and 4th largest tourism employer (2,524) of 19 counties in the central district based on the 17 tourism related SIC Codes.

Civilian Employment

June 2014

County, Area	Labor Force	Employment	Unemployment	Unemployment Rate
Pulaski County	20,869	19,175	1,466	7.1%
Missouri	3,037,295	2,874,383	202,912	6.6%
Central Missouri Region	346,287	325,283	22,986	6.1%
USA	156,997,000	147,104,000	9,893,000	6.3%

Employment Growth

County, Area	2011	2014	Percent Change
Pulaski	21,646	20,869	-0.96%
Missouri	3,037,100	3,077,295	+0.98%

Source: Bureau of Labor Statistics

Utilities

Laclede Electric Co-Op:
573-774-2281

www.lacledeelectric.com

Gascosage Electric Co-Op:
573-759-7146

www.gascosage.com

Pulaski County Sewer District:
573-336-5880

Public Water District Supply 1:
573-774-3049

St. Robert Public Works:
573-451-2000

www.saintrobert.com

Waynesville Utilities:
573-774-5217

www.waynesvillemo.org

Full service utilities are available within the county including: Natural Gas, Fiber Optics, T-1 and more.

Quality of Life

The five communities in Pulaski County have many quality of life initiatives. Walking trails, public parks, the Mark Twain National Forest, the Roubidoux Creek, and the Gasconade and Big Piney Rivers offer many outdoor recreation opportunities. Waynesville offers a newly built 12 screen cinema with a “Grand Screen” and recliner style seating. The St. Robert Aquatics Center boasts indoor and outdoor pools, tube slides, and a splash deck. The city also offers a par-3, nine-hole golf course. There are three other golf courses in the county. The Waynesville High School and its award-winning curriculum are enhanced by the Waynesville Career Center, home to state of the art vocational and occupational training for the county’s youth and adults. Additionally, a Veterans Administration Clinic, Phelps County Regional Medical Clinic, and a Mercy Clinic offer nearby medical services to veterans and other citizens in Pulaski County.

Median Household Income

Area	2009	2012
Waynesville	\$35,688	\$51,918
St. Robert	\$50,909	\$53,057
Pulaski County	\$48,339	\$47,251
Missouri	\$45,229	\$47,333
USA	\$49,777	\$51,371

Source: U.S. Census Report and city.data.com

New Residential Construction

Waynesville-St. Robert, Pulaski County, MO

Year	New Homes	Average New Home Value (does not include land)
2012	204	\$147,305
2013	209	\$144,855

New Total Construction

Waynesville-St. Robert, Pulaski County, MO

Year	Assessed \$ Value
2012	\$55,137,215
2013	\$57,476,196

Source: Pulaski County Assessor's Office

Fort Leonard Wood Military Impact

The average officer rank is Major with an average salary of \$84K. The average enlisted rank is Sergeant with a salary of \$43K. This does not include housing, food, incentive pay, and other benefits which vary by rank and marital status. Average federal service civilian salary is \$43K for the 3,200 assigned. In addition, there are 2,600 other civilians employed on Fort Leonard Wood. Fort Leonard Wood has an annual operating budget of more than \$430 million.

Wages Per Hour

	Central Missouri Area	MO	USA
Professional/Technical			
First Line Supervisor	\$20.07	\$21.63	\$25.81
Human Resource Manager	\$43.30	\$43.93	\$53.45
Administrative Assistant	\$15.36	\$14.21	\$18.39
Computer Programmer	\$32.03	\$34.38	\$38.91
Mechanical Engineer	\$38.63	\$37.06	\$41.31
Customer Service Rep	\$15.83	\$14.13	\$16.04
Sales Representative	\$28.34	\$21.41	\$29.54
Registered Nurse	\$29.77	\$27.26	\$33.13
Clerical/Service			
Secretary	\$15.36	\$14.21	\$18.39
Bank Teller	\$10.95	\$11.34	\$12.62
Janitors/Cleaners	\$12.87	\$10.69	\$12.09
Maids/Housekeepers	\$9.86	\$9.05	\$10.64
Nursing Aids & Orderlies	\$11.10	\$11.29	\$12.66
Production/Maintenance			
Production Worker	\$14.11	\$13.42	\$14.48
Driver/Truck, Light	\$19.10	\$13.39	\$16.10
Mechanic/Automotive	\$19.18	\$17.56	\$18.97
Welders/Cutters	\$14.89	\$16.67	\$18.60
Construction Laborers	\$17.51	\$18.46	\$16.84

Source: Bureau of Labor Statistics

GOVERNMENT OFFICES

Waynesville-St. Robert Listed on Front Page

Pulaski County	City of Crocker	City of Dixon	City of Richland
301 Historic 66 East Waynesville, MO 65583 Phone: 573-774-4701	108 S. Commercial Street Crocker, MO 65452 Phone: 573-736-5327	303 South Elm Dixon, MO 65459 Phone: 573-759-6115	204 E. Washington Ave. Richland, MO 65556 Phone: 573-765-4421