

Waynesville / St. Robert / Fort Leonard Wood Pulaski County, Missouri Demographic Profile 2017

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.

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.

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.



City of Waynesville
100 Tremont Center
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.pulaskicountymo.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	0.5596
St. Robert	0.3510
Schools	
R-VI	2.75

Property Tax Comparisons	
Tax for Select Missouri Locations	
Waynesville	\$3.753 Rural
Waynesville	\$3.925 City
St. Robert	\$3.7538 Rural
St. Robert	\$3.295 City
St. Louis	\$7.497 City
Springfield	\$5.3200 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

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	
USA Express, and Greyhound Bus Lines	
Railroad	
Burlington Northern	
Parcel Service	
UPS, Fed Ex, DHL, US Postal Service	

Total Retail Sales	
Year	Pulaski County
2011	\$363,006,578
2012	\$372,777,876
2013	\$365,953,501
2014	\$370,534,550
2015	\$374,358,002

Source: Missouri Department of Revenue

Cost of Living		
Community	Cost of Living Index	Median Housing Value (2015)
Pulaski County	88.8	\$122,000
State of Illinois	95.6	\$147,900
State of Kansas	88.8	\$129,700
Kansas City	94.1	\$132,300
St. Louis	83.7	\$98,400
State of Missouri	91.1	\$132,100

Source: bestplaces.net

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

Traffic Counts	
Interstate 44	30,330
Missouri Avenue	26,985
Ichord Avenue at JCT 44	13,219
Route 66 in St. Robert	5,678
Route 66 in Waynesville	4,448

Source: MODOT 2011

Top Area Employers	
Military	17,319
Department of Defense	3,994
Tourism Industry * MDT Annual Report	2,573
Federal Civilian Employees	2,517
Government Contractors	1,237
Waynesville R-VI School District	700
Army & Air Force Exchange	482
Wal-Mart	397
Cities of Waynesville and St. Robert	153
Piney Ridge Center	135
Lowes	120
Ehrhardt Properties	117
Pulaski County	98

Missouri Department of Revenue Sales/Use Tax Rates	
Crocker	6.975%
Dixon	6.475%
Fort Leonard Wood	4.975%
Richland	7.975%
St. Robert	7.725%
Interstate Plaza/North Town Village TDD (St. Robert Blvd.)	8.225%
Farris Family TDD (Hidden Valley Shopping Center, 3 Hotels, McDonald's and 2 Restaurants behind)	8.725%
Plattner CID (El Cabrito, Alliance Inn and Eagle Stop Gas station)	8.725%
Ehrhardt TDD (Liberty Lodge area/restaurants/gas station to include JC Chicken)	8.725%
Liberty Commons CID (Colton's, Cantina Bravo, Hardees, and Liberty Park Apts.)	8.725%
Waynesville	7.725%
Bowman TDD in Waynesville (Shopping Center besides Price Cutter to Orscheln's)	8.225%
Westgate CID (Westgate Express/ Burger King and vacant lot area behind-GW Lane Corner Lot for Landing and Theater)	8.725%
Pulaski County with Ambulance District Tax	5.475%
State	4.225%
Pulaski County Tourism Guest Hotel Tax	3%

Industry Classifications		
2012 NAICS	Code Meaning	# of local establishments
23	Construction	57
31-33	Manufacturing	13
44-45	Retail Trade	138
48-49	Transportation and warehousing	14
52	Finance/ Insurance	51
53	Real Estate and rental and leasing	46
54	Technical Services	53
56	Administrative/ Waste	21
62	Health care and social assistance	77
72	Accommodation and food services	102

Waynesville-St. Robert Area Population Comparisons				
Area	2000 Census	2010 Census	% Change	2015 Projected
Waynesville-St. Robert	6,267	9,170	46%	11,157
Fort Leonard Wood	13,666	15,061	10%	15,061
Pulaski County	41,165	52,274	27%	53,221
Missouri	5,595,211	5,988,927	7%	6,083,672

Source: U.S. Census

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 2016 along with 11 specific program pieces.

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

Tourism Partners

Hotels/Motels	28
Sleeping Rooms	3368
Meeting Facilities	20
-Greater than 100 attendees	10
-Less than 100 attendees	10
Restaurants	114
Other Recreation	33
Camping/RV Facilities	13
Resorts with cabins/ sleeping rooms	55
Attractions	32
River Outfitters	19

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 2015 Missouri Division of Tourism Annual Report, Pulaski County ranks 3rd largest in expenditures (\$70,245,199) and 4th largest tourism employer (2,537) of 19 counties in the central district based on the 17 tourism related SIC Codes.

Civilian Employment

June 2015

County, Area	Labor Force	Employment	Unemployment	Unemployment Rate
Pulaski County	14,718	13,790	928	6.3%
Missouri	3,125,100	2,972,100	148,000	4.7%
Central Missouri Region	334,060	317,861	16,199	4.8%
USA	156,997,000	147,104,000	9,893,000	4.9%

Employment Growth

County, Area	2015	2016	Percent Change
Pulaski	15,053	14,572	-3.0%
Missouri	3,077,295	2,737,900	-1.9%

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. Waynesville also offers a brand new state of the art All Accessible playground in the local park. The Laughlin Park allows for walking along the National Historic Trail. Of Tears 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	2012	2015
Waynesville	\$51,918	\$54,599
St. Robert	\$53,057	\$49,337
Pulaski County	\$47,251	\$49,550
Missouri	\$47,333	\$45,919
USA	\$51,371	\$52,250

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

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

Education	
Waynesville R-VI School District	
◇	Enrollment 5,814
◇	Graduation Rate: 93.9%
	⇒Missouri 86%
	⇒National 80%
◇	Vocational Enrollment: 950
Fort Leonard Wood Area Higher Education	
◆	Eight Colleges and Universities
◆	Offering: Special Certifications, Associates, Bachelor and Master Degrees
◆	Combined Enrollment 8,769

New Residential Construction		
Waynesville-St. Robert, Pulaski County, MO		
Year	New Homes	Average New Home Value (does not include land)
2013	209	\$144,855
2015	148	\$148,910

New Total Construction	
Waynesville-St. Robert, Pulaski County, MO	
Year	Assessed \$ Value
2013	\$57,476,196
2015	\$36,860,731

Source: Pulaski County Assessor's Office

Wages Per Hour			
	Central Missouri Area	MO	USA
Professional/Technical			
First Line Supervisor	\$22.64	\$32.12	\$32.12
Human Resource Manager	\$39.28	\$56.48	\$56.29
Administrative Assistant	\$20.05	\$24.77	\$26.66
Computer Programmer	\$28.99	\$37.90	\$40.56
Mechanical Engineer	\$13.59	\$39.09	\$42.40
Customer Service Rep	\$13.59	\$15.99	\$16.62
Sales Representative	\$21.96	\$25.66	\$33.22
Registered Nurse	\$25.84	\$28.44	\$34.14
Clerical/Service			
Secretary	\$20.05	\$24.77	\$18.93
Bank Teller	\$10.42	\$11.47	\$13.10
Janitors/Cleaners	\$11.27	\$11.48	\$12.59
Maids/Housekeepers	\$9.34	\$9.88	\$11.05
Nursing Aids & Orderlies	\$9.81	\$11.48	\$12.89
Production/Maintenance			
Production Worker	\$12.91	\$14.32	\$15.15
Driver/Truck, Light	\$14.28	\$16.28	\$16.38
Mechanic/Automotive	\$16.30	\$18.67	\$19.58
Welders/Cutters	\$15.15	\$18.44	\$19.70
Construction Laborers	\$14.60	\$19.86	\$17.57

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