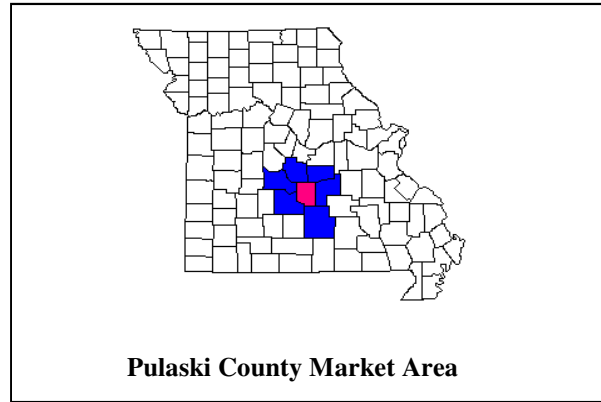


# Waynesville / St. Robert / Fort Leonard Wood

## Pulaski County, Missouri

### Demographic Profile

*A place for opportunity and growth*



**Pulaski County Market Area**

As part of the Fort Leonard Wood region, Waynesville and St. Robert are dynamic and fast-growing cities in Pulaski County, Missouri. Intersected by Interstate 44 and with rail service to the north, Pulaski County is the tenth fastest growing county in Missouri, with neighboring Rolla and the Missouri University of Science and Technology (Missouri S&T) to the east and Lebanon and its manufacturing base to the west.

Pulaski County and its seven county market area have a population of over 220,000. The County's diversified industrial base includes Fort Leonard Wood, home to the U. S. Army's Engineer School, Military Police School and Chemical, Biological, Radiological, and Nuclear School, among others, and offers some of the most advanced technical training in the world. With its gates bordering Waynesville and St. Robert, Fort Leonard Wood boasts personnel from all branches of the U. S. military and is home to the U. S. Army Maneuver Support Center (MANSCEN), which develops concepts, doctrine, force structure and material requirements to ensure the vitality of the Army's combat forces and support elements. Fort Leonard Wood has become an

integral part of the County and an active supporter of the surrounding communities. With over 97,000 service members graduating from training every year, an average of five friends and family 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 education, 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.

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 issues 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](http://www.waynesvillemo.org)



137 St. Robert Blvd., Ste. B  
St. Robert, MO 65584  
Phone: 573-336-5121  
Fax: 573-336-5472  
[www.waynesville-strobertchamber.com](http://www.waynesville-strobertchamber.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](http://www.saintrobert.com)

## Property Tax Rates

Rate	
<b>City</b>	
Waynesville	0.5546
St. Robert	0.2997
<b>Schools</b>	
R-VI	2.7500
<b>State</b>	
Missouri	0.0300

## Property Tax Comparisons

Tax for Select Missouri Locations	
Waynesville	\$4,2117
St. Robert	\$3,9533
Springfield	\$4,5262
St. Louis County	\$6,6350

Real Property Tax: Property is assessed at 32% for Commercial 19% for Residential 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. Numerous Revitalization Projects
2. Missouri Quality Jobs Program
3. Targeted Industry Study
4. Workforce Study
5. Airport Development Plan
6. Pulaski County Growth Alliance

Source: Cities of Waynesville and St. Robert

## Transportation

### Waynesville-St. Robert Regional Airport

Primary Runway: W, 150 ft.; L, 6,038 ft., ILS  
Flights daily to and from St. Louis and Kansas City, Missouri  
Carrier: Great Lakes Aviation

### Highways

**Interstate 44**  
Through Waynesville and St. Robert  
Parallel to Historic Rt. 66  
**State Highways -- 7, 17, 28, 133**

### Bus Services

Show Me Shuttle, Greyhound Bus Lines and FLW Express Shuttle

### Railroad

Burlington Northern

### Parcel Service

UPS, Fed Ex, DHL, US Postal Service

## Top Area Employers

DOD Civilian Employees	3843
Department of Defense	3276
Waynesville R-VI School District	700
Army & Air Force Exchange	482
Wal-Mart	397
Federal Civil Service (Non DOD)	181
Cities of Waynesville and St. Robert	147
Piney Ridge	135
Lowe's	118
Ehrhardt Properties	101
Pulaski County	100
Defense Commissary	88

## Total Retail Sales

Year	Pulaski County	Fort Leonard Wood*
2007	\$321,061,937.00	\$83,453,894
2006	\$309,403,094.00	\$75,668,365
2005	\$287,057,775.00	\$63,813,797

Source: Missouri Department of Revenue Public Taxable Sales Report

\*Source: Fort Leonard Wood Post Data Analysis. Fort Leonard Wood Non-taxable Sales.

## Cost of Living

Community	Cost of Living Index	Cost of Housing Index
Fort Leonard Wood Area	80.3	80.7
Kansas City	97.1	87.7
St. Louis	91.5	77.3
State of Missouri	91.0	79.2
State of Illinois	97.1	90.1
State of Kansas	92.2	83.7
United States	100.0	100.0

Source: MERIC and DED 3Q-2008 ACCRA

## Education

### Waynesville R-VI School District

- ◇ Enrollment 5,500
- ◇ Graduation Rate: 93.8%  
⇒Missouri 85.2%  
⇒National 68.2%

### Fort Leonard Wood Area Higher Education

- ◇ Vocational Enrollment: 450
- ◆ Eight Colleges and Universities
- ◆ Offering: Special Certifications, Associates, Bachelor and Master Degrees
- ◆ Combined Enrollment 3,582

## Waynesville-St. Robert Area Population Comparisons

Area	July 1, 2007 Estimate	2000 Census	2000-07 % Change
Waynesville-St. Robert	7,218	6,267	15.2%
Pulaski County	44,326	41,165	7.7%
7-County Area	220,088	206,024	6.8%
Missouri	5,878,415	5,595,211	5.1%
USA	301,621,157	281,421,906	7.2%

Source: U.S. Census

## Fort Leonard Wood Military Impact

Not reported in the census above — "A comparison of Army population data with the census data reveals that the county population is 11.8% greater than estimated by the U.S. Census. The county population estimate should be 51,579. There are 23.1% more people living on Fort Leonard Wood than the census reports and another 19% more military living off-post than the census reports."

Source: Fort Leonard Wood Post Data Analysis

## Health Care

- ◆ Four (4) Area Regional Hospitals: 505 Beds
- ◆ Fifteen (15) Clinics / Medical Centers
- ◆ Six (6) Nursing Home Providers

## Highly Skilled Employment

### Employers

- ◇ 21st Century Systems
- ◇ Advancia Corporation
- ◇ ATR Lighting Enterprises Inc.
- ◇ BAE Systems
- ◇ Balfour Beatty Communities
- ◇ Battelle
- ◇ Booz Allen Hamilton
- ◇ BRTRC
- ◇ C2 Technologies, Inc
- ◇ CSC
- ◇ Concurrent Technologies Corp.
- ◇ EAI (SAIC)
- ◇ EG&G
- ◇ Hensel/Phelps Const. Inc.
- ◇ IEM Inc.
- ◇ Knowledge Sharing Systems
- ◇ LB&B
- ◇ Leonard Wood Institute
- ◇ MPRI
- ◇ Nitar
- ◇ Northrup-Grumman
- ◇ St. John Medical
- ◇ Titan Corporation (L3)
- ◇ Wackenhut/Alutiiq

# 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 history and outdoor recreation.

The Pulaski County Tourism Bureau promotes local tourism related businesses to organized 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 print media

## Hotels & Restaurants

Hotels/Motels	27
Sleeping Rooms	1536
Meeting Facilities	10
-Greater than 100 attendees	7
-Less than 100 attendees	3
Restaurants	71
Semi-private meeting space	4
Private meeting space	3
Resorts with cabins	6
Camping/RV Facilities	9
River Outfitters	8

campaigns, tradeshow participation, and marketplace attendance aimed at encouraging tourism within Pulaski County. A county wide Visitor's Guide is produced annually, with 30,000 distributed in 2008.

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

## Visitor Profile

Travel Party	65% multiple adult 35% Families
Age Groups	47% 35-54 years of age 46% 55+ years of age
Income	23% \$25K-\$49,999K 20% \$50-74,999K
Travel Reasons	Military Graduations 53% Leisure 31% Business 9% Other 7%
Lodging	74% Hotel/Motel 14% Camping 12% Friends/Relative
Length of Stay	58% 2-3 nights 21% 4-7 nights

As reported in the 07 Missouri Division Annual Report; Pulaski County ranks 4<sup>th</sup> in the Central Region for expenditures in the 17 Tourism-related SIC Codes at \$53,424,532. FY06 Local taxes on lodging and entertainment was \$891,848 and the Tourism related employment figures for 07 were 2403.

## Civilian Employment

August 2008

County, Area	Labor Force	Employment	Unemployment	Unemployment Rate
Pulaski	19,234	18,048	1,186	6.2%
Pulaski ALM	110,447	103,465	6,982	6.3%
Missouri	3,013,245	2,815,766	197,479	6.6%
USA	155,387,000	145,909,000	9,479,000	6.1%

## Employment Growth

County, Area	2004	2008	Percent Change
Pulaski	16,294	18,048	+10.8%
Pulaski ALM	98,403	103,465	+5.1%
Missouri	2,858,897	2,815,766	-1.5%

Source: Bureau of Labor Statistics

## Utilities

**Laclede Electric Co-Op:**  
573-774-2281

[www.lacledeelectric.com](http://www.lacledeelectric.com)

**Gascosage Electric Co-Op:**  
573-759-7146

[www.gascosage.com](http://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 ext. 1144

[www.saintrobert.com](http://www.saintrobert.com)

**Waynesville Public Works:**  
573-774-6171

[www.waynesvillemo.org](http://www.waynesvillemo.org)

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

## Community Development

The Roubidoux Creek and the Gasconade and Big Piney Rivers offer ample outdoor recreation opportunities. The five communities of Pulaski County continue progressive quality of life initiatives. Walking trails and public parks provide a variety of facilities. The newly built Waynesville High School and its award-winning curriculum are enhanced by the addition of the Waynesville Career Center, home to state of the art vocational and occupational training for the county's youth and adults.

### Median Household Income

Area	2003	2007	Percent Change
Waynesville	\$41,250*	\$46,900	13.7%
St. Robert	\$33,080*	\$37,600	13.7%
Pulaski County	\$37,681	\$40,729	8.1%
Pulaski ALM	\$31,842	\$36,840	15.7%
Missouri	\$40,870	\$45,114	10.4%
USA	\$43,318	\$50,233	15.9%

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

### Fort Leonard Wood Military Impact

The average officer rank is major with an average salary of \$65K-\$75K. The average enlisted rank is staff sergeant with a salary of \$33K-35K. This does not include housing and ration salary benefits which vary by rank and marital status. Average government service civilian salary is \$41K. In addition there are 4,594 non-government civilians employed on Fort Leonard Wood including AAFES, MWR, Defense Commissary and contractors. Fort Leonard Wood Operating Budget for FY09 is more than \$450 million.

Source: Fort Leonard Wood Post Data Analysis

### Wages Per Hour

Profession/Technical	Central Missouri Area*	MO	USA
First Line Supervisor	\$20.99	\$23.85	\$24.88
Human Resource Manager	\$31.38	\$44.60	\$47.98
Administrative Assistant	\$17.50	\$19.43	\$19.57
Computer Programmer	\$24.20	\$31.39	\$34.62
Mechanical Engineer	\$27.77	\$33.48	\$36.12
Customer Service Rep	\$12.69	\$14.55	\$14.93
Sales Representative	\$21.69	\$26.35	\$27.64
Registered Nurse	\$23.77	\$26.30	\$30.04
<b>Clerical/Service</b>			
Receptionist	\$9.77	\$10.86	\$11.82
Secretary	\$11.76	\$13.40	\$14.04
Bank Teller	\$9.42	\$10.39	\$11.36
Janitors/Cleaners	\$10.26	\$10.29	\$10.92
Maids/Housekeepers	\$8.22	\$9.08	\$9.40
Nursing Aids & Orderlies	\$9.00	\$10.01	\$11.50
<b>Production/Maintenance</b>			
Production Worker	\$11.09	\$13.70	\$14.18
Driver/Truck, Light	\$13.21	\$13.73	\$13.86
Mechanic/Automotive	\$13.74	\$16.37	\$17.54
Welders/Cutters	\$15.71	\$15.76	\$16.33
<b>Overall Average</b>	<b>\$16.23</b>	<b>\$18.95</b>	<b>\$20.26</b>

Source: Bureau of Labor Statistics (2007)

### New Residential Construction

#### Waynesville-St. Robert, Pulaski County, MO

Year	New Homes	Assessed \$Value	Average House
2008	349	\$49,282,988	\$141,212
2007	450	\$64,675,350	\$143,723
2006	441	\$60,268,824	\$136,664

### New Total Construction

#### Waynesville-St. Robert, Pulaski County, MO

Year	Assessed \$Value
2008	\$84,115,454
2007	\$96,610,613
2006	\$107,843,133

Source: Pulaski County Assessor's Office

## GOVERNMENT OFFICES

### Waynesville-St. Robert Listed on Front Page

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