

*Discover Why  
Kearney is just right!  
Kearney, Missouri*

## Excellent Location

*Ideal business markets are—*

- ◆ *Distribution Centers close to excellent transportation and urban markets*
- ◆ *Manufacturers with High energy needs relying on low, low electrical rates*
- ◆ *Retail and Services close to ideal consumer markets*
- ◆ *Home-Based Management and Professional activities with state-of-the-art telecommunications service availability*
- ◆ *Construction and home-building related goods and services*
- ◆ *Value-added Agriculture based businesses*
- ◆ *Entertainment and tourist services*

Kearney Missouri is located on I-35 in Kansas City's growing Northland. The Kearney area has a great deal to offer companies and their families that choose to relocate to this community or to do business here. To gain a quick understanding of what's truly great about Kearney; please take a glance at some of the highlights.

## Population Highlights

Those living in Kearney are typically young families with young children. The median age is 31.1. Over 100 new houses are built annually in Kearney attesting to our family appeal.

- ◆ There are 1,995 households in the community with an average household size of 2.84 and 4,047 households within a 5-mile radius
- ◆ Kearney grew 205% between 1990 and 2000 to 5,472 people and has averaged a 14% annual population gain since 1960
- ◆ There was a 35% population increase between 2000 and 2005, one of the biggest population gains occurring in the region north of Kansas City to 7,399.
- ◆ Estimated Daytime Population Ratio of 86% (Total workers working in Kearney divided by the total workers living in Kearney) 5,094

## Value Highlights

- ◆ The median household income in Kearney is \$63,744.
- ◆ Kearney's median income is in the top 20% of all cities in the Kansas City MSA, leading all Clay County cities over with at least 200 in population in median household income
- ◆ The median value of an owner-occupied home is \$139,338.
- ◆ Kearney's median home value is in the top 30% of all cities in the MSA. This compared to the average median household value of all metropolitan counties of \$104,000. Only Liberty reports a higher median value of housing among Clay County communities over 200.



*Kearney is ready for retail development*



*“With the telecommunications industry leading the way, the Kearney region is fiber-optically connected to the world. Kearney boasts a community rich service for all residents and businesses alike.”*

## Infrastructure

Kearney is located at the crossroads of Interstate 35 and Missouri 92 Highway, north of Kansas City in Clay County.

Electricity is supplied by Platte Clay Electric Cooperative providing 2.5 Primary Voltage and three-phased, looped system to the development area.

Natural Gas is supplied by Missouri Gas Energy with a 6” main on site.

Water and sewer service is supplied by the City of Kearney. On site there is an 18” sewer main and a 12” waterline with 55-psi water pressure. Kearney purchases water from Kansas City. The Community’s ISO rating is 4.

Kearney boasts one of the most comprehensive walking trail systems in the metro area with trails located throughout the community.

Unite Telecommunications has a fiber optic cable rich communications system throughout Kearney. This is Missouri’s first facility based Competitive Local Exchange Carrier (CLEC) providing advanced voice, video and data services to all residential and business customers alike.

Kearney ranked 4<sup>th</sup> out of 42 suburban communities in the KC area in government capital improvement spending.

## Transportation

Kansas City International Airport, the first airport designed with “drive-to-your-gate” features, is but one outstanding component of the transportation network in the Kansas City region and is located within 20 minutes of Kearney.

Clay County Executive Airport is located within 3 miles, and will satisfy any needs for air-freight and corporate jet service.

All motor freight carriers serve the Kearney community as we are

considered a part of the Kansas City Metro area.

Kansas City is the second largest rail center in the country, a port on the Missouri River, and the nexus of three major interstates; I-29, I-35, and I-70. Kearney is located on I-35.

Traffic counts on MO 92 east of I-35 are 22,550 ADT and 16,250 ADT west of I-35 according to a 2001 Traffic County Study. I-35 Traffic Counts posted on MoDOT’s website north of MO-69 is 31,748 SB and 31,507 NB and I-35 counts north of MO-92 and MO-33 is 12,630 NB and 12,476 SB.

## Health Care

Kansas City has long offered more high quality “beds” per capita than all but a few cities in America. A major trauma center is located less than seven miles from Kearney and Emergency Room Services is within five miles.

## Crime

Out of 42 Kansas City suburban communities, Kearney ranks lowest in violent crime.

## Culture/the Arts

Kearney is surprisingly rich in its cultural amenities including Jesse James boyhood home and resting place, Watkins’s Mill and two local theater groups. Watkins’s Mill is one of the most visited local sites in the Kansas City region with over 500,000 annual visitors. The Annual Jesse James Festival attracts 10,000 visitors each year as well.

**Kearney and Surrounding Retail Markets**



Kearney is located in the Northeast Metropolitan Kansas City area. Kearney has averaged a 14% annual population gain since 1960. The 2004 estimated population within a 5 mile radius is 13,404. The School District is the primary retail market area for Kearney and has a 2000 population of 14,338 and estimated 2004 population of 18,210.

**Labor Force within 5 mile radius**

Work/Live in Clay County	58.8%
Work/Live in Kearney	24.6%
Married Couples who Both Work	66.6%
Married Couples, One Worker	24.2%

**Daytime Population** 86%  
 (Total workers working in Kearney divided by the total workers living in Kearney)  
 5,094

**According to 2000 Census:  
 Househlds according to age/Hslder.**

Under 25	3.5%
25 - 34	25.2%
35 - 44	29.6%
45 - 54	17.0%
55 - 64	9.6%
65 - 74	7.2%
75+	7.9%

**Households according to size**

1 person	18.5%
2 person	28.2%
3 persons	20.1%
4 persons	21.9%
5+ persons	11.3%

**Households according to Income**

Under \$9,999	2.2%
\$10,000 - \$24,999	10.4%
\$25,000 - \$74,999	50.6%
\$75,000+	36.9%

**Household Occupancy**

Owner occupied	73.7%
Renter occupied	26.3%

Housing Units	4,047
Median Home Value	\$139,338
Average HH size	2.84
Average Family Income	\$ 76,095
Annual Visitors to Watkins' Mill	500,000

County Retail Sales(\$000)	4,240,463
Food & Beverage	261,979
Food Service, Drinking	251,491
General Merchandise	996,948
Furniture & Appl	135,372
Motor Veh., & Parts	1,518,677

Total EBI (\$000)	4,200,258
Median Hsld. EBI (\$)	44,852
% Hsld. EBI \$50,000+	42.4%
Buying Power Index	.0806

According to 2005 Sales & Marketing Management  
 Est. Retail Sales Leakage \$43,693,092

**2004 Pull Factors/Surrounding Counties**

Clay County	1.26
Platte County	1.10
Clinton County	.89
Caldwell County	.32
DeKalb County	.59
Ray County	.52

**Kearney according to 2003 census**

Retail Sales	77,007,000
Restaurants	23
Retail Stores	2
Entertainment	3
Service	26

**Traffic Counts**

92, E Side I-35	22,550
92, W Side I-35	16,250
I-35 N/Hwy 69	63,255
I-35 N/Hwy 33	25,106

**Kearney Area  
 Development Council**  
 100 E. Washington St.  
 PO Box 291  
 Kearney, MO 64060

**Phone:**  
 (816) 628-3343

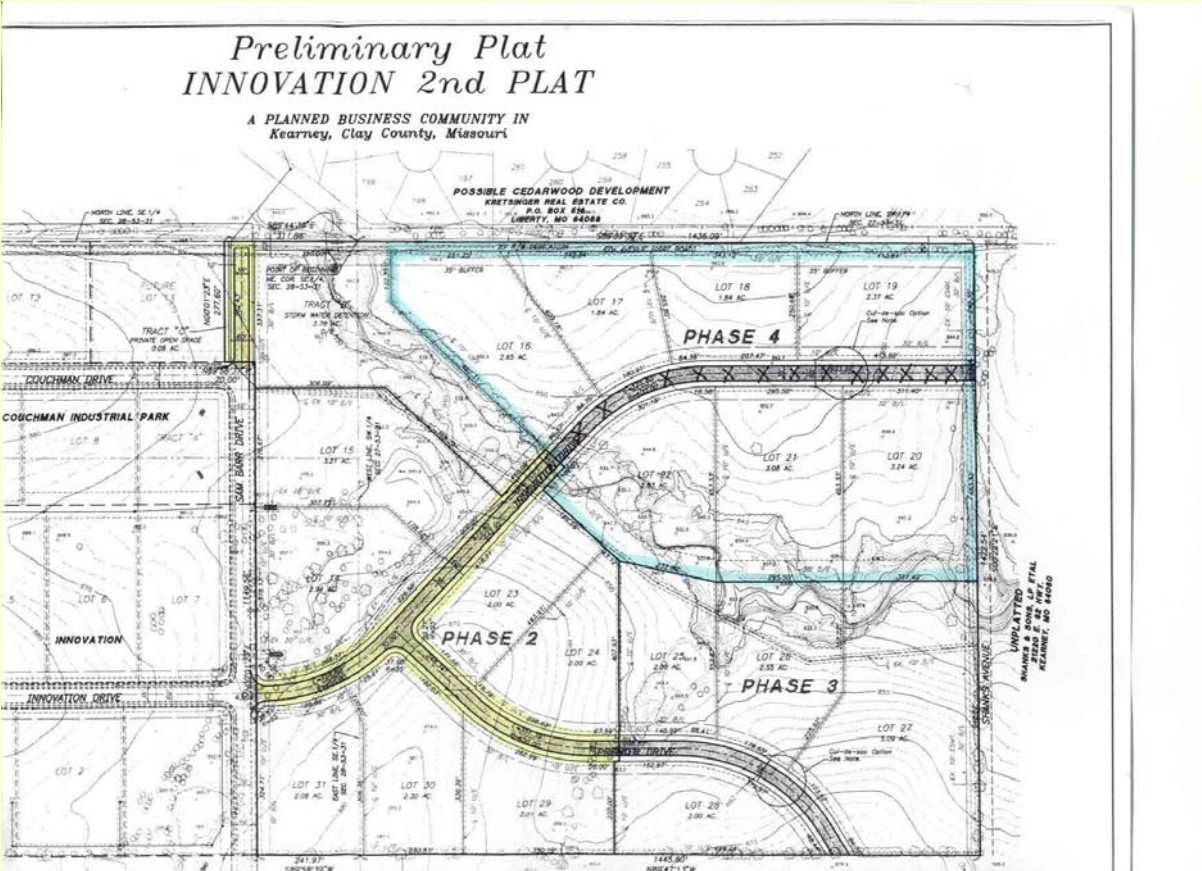
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*We're on the Web!*

*See us at:*

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



## Kearney Labor Study

The Kansas City North Suburbs labor basin encompasses seven counties - Leavenworth, Platte, Clinton, Clay, Jackson, Ray, and Lafayette. Excluding Kansas City, in order to assess the ability of the suburban areas and rural communities to supply the labor needs of a new or expanding employer. This means that the estimates supplied underestimate the extent of available labor in this labor basin.

The labor basin has a total population of over 593,000 and an estimated civilian labor force of over 321,230. Our labor study shows the wage demands of the available labor pool.

About 24% of 35,640 people would be interested in an employment opportunity with a wage of \$10 an hour. At \$12 an hour, 46,190 people (31% of

the available labor) would be interested, while at \$8 an hour, 12,990 people (9% of the available pool) would be interested.

Employees working at Variform reside in Kearney, elsewhere in Clay County, and in adjacent counties, predominately from Clinton and Ray Counties.

Midwest Games employees are mostly from Clay County, Holt and north of Kearney.

Dagley Chevrolet employs 20% from Kearney, 40% elsewhere in Clay County; 40% from adjacent Counties.

Benefits include vacation, health, life, dental insurance, SEP Plan, non-union environment. All industries rate employee productivity high and general attitude as good.

## A Healthy Work Force

It's partly the Midwestern work ethic and partly the spirit of the people here that result in Greater Kansas City's consistent ranking as the most productive metropolitan area in the nation.

In Kearney, there are 2771 persons in the labor force, 73.5% compared to 63.9% in the United States. 2625 persons commute to work.

There are 111,928 county residents in the labor force. County residents that work outside the county is 53.9%; and county employees that live outside the county is 42.7%.

## Leading Industries

Top area employers include casinos, restaurants, automobile manufacturing, schools, hospitals, department stores, amusement places, grocer retail, physicians and surgeons.

## Education

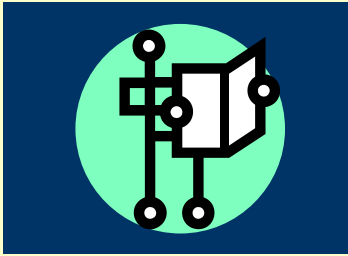
There are 3382 students enrolled in the Kearney R-I School District.

- ◆ 24% of persons over 25 have a bachelor's degree or better
- ◆ The Kearney School District ranked 2<sup>nd</sup> highest average ACT scores in the last two years among Metropolitan school districts with 22.7.
- ◆ The Kearney Bulldog Football Team is two time state champions in 2003/04 and the Ladies Softball Team was 2005 State Champions.
- ◆ Accredited with Distinction and has a record of excellent student achievement

Kearney industries include Variform Plastics, a division of Ply Gem, Inc., Mr. Dell Foods, Platte Clay Electric Cooperative, Inc., Midwest Gaming Supply, Kearney Public Schools and Vertec.



*"Given the ease and openness of the city, Kearneyites feel less need to escape than do other urbanites. When they do, they find that in the absence of mountains and oceans, Kearney compensates with space, access, and the room to just breathe. Small town America ~ Kearney, Missouri*



## The Kearney Team

Billy Dane, Mayor

Jim Eldridge, City Administrator 903-4729 [jeldridge@ci.kearney.mo.us](mailto:jeldridge@ci.kearney.mo.us)

Bill Estes, Platte Clay Electric 903-7310 [bille@pcec.coop](mailto:bille@pcec.coop)

Joe Wilmes, KADC President & Kearney Trust 628-6666 [info@kearneytrust.com](mailto:info@kearneytrust.com)

Dave Hinck, Kearney Commercial Bank 628-6050 [daveh@kearneybank.com](mailto:daveh@kearneybank.com)

Larry Pratt, Fire Chief 628-4122 [kearneyfirepratt@kc.rr.com](mailto:kearneyfirepratt@kc.rr.com)

Ron Reckrode, Unite 903-3936 [rreckrodt@unite.net](mailto:rreckrodt@unite.net)

Chris Belcher, School Superintendent 628-4116 [belcherc@kearney.k12.mo.us](mailto:belcherc@kearney.k12.mo.us)

Molly McGovern, Economic Development Specialist 630-0123 [mcgovernm@aol.com](mailto:mcgovernm@aol.com)

## Kearney Advantage

Business incentives available include discounted land prices, development ready sites with excellent transportation access to I-35, Chapter 100 Bond financing for land, building and/or equipment providing an exemption of sales tax on construction materials, lower interest rate on tax-exempt bonds, real and personal property tax abatements. Access to

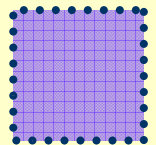
excellent training (Kansas City Community Colleges and education facilities and other metropolitan amenities to ease the cost of doing business. Low energy prices, plentiful water, and state of the art telecommunications system. Local permitting officials familiar with construction activities to assist with and anticipate construction delays.

## About Our Organization...

The Kearney Area Development Council, a not for profit community economic development corporation, is pleased to present information regarding the Kearney community. Information about Kearney can be found on Locationone Sites and Buildings at

[www.kearneyadc.com](http://www.kearneyadc.com). The Kearney Area Development Council stands ready to assist you with local visits, site evaluations or providing additional information as needed. Please feel free to contact us at 628-3343.

Kearney Area Development Council  
100 E. Washington St.  
PO Box 291  
Kearney, MO 64060



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