



Valbridge
PROPERTY ADVISORS

Residential Demand Study (Revised)

DREAM Study Area
Webb City, Jasper County, Missouri 64870

Effective Date of Report
May 25, 2015



For
Missouri Housing Development Commission
Mr. Mark Boettcher, MAI
920 Main Street, Suite 1400
Kansas City, Missouri 64105

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Valbridge File # KS01-15-0205-000



July 15, 2015

Mr. Mark Boettcher, MAI
Missouri Housing Development Commission
920 Main Street, Suite 1400
Kansas City, Missouri 64105

Re: Residential Demand Analysis
DREAM Study Area, Webb City, Jasper County, Missouri 64870

Valbridge File No: KS01-15-0205-000

Dear Mr. Boettcher, MAI:

In accordance with your authorization, we have conducted a residential demand study of Webb City, Jasper County, Missouri. The report that follows sets forth a brief identification of the market, the assumptions and limiting conditions, pertinent facts and demographics for the area, market data and statistics, the results of the investigation, and the reasoning leading to the conclusions set forth. We encourage the reader to pay particular attention to the Special Assumptions and Limiting Conditions.

The market study was prepared in accordance with the Code of Professional Ethics and Standards of Professional Practice of the Appraisal Institute, and the Uniform Standards of Professional Appraisal Practice (USPAP).

The report was prepared by Brock Hamlin. Daniel Kann, MAI who is a state certified real property appraiser reviewed the report and assisted with the due diligence process. The market area was inspected on May 25, 2015, which is the effective date of this report.

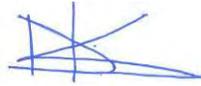
Valbridge Property Advisors | Shaner Appraisals, Inc. has not performed services regarding the subject market area within the three-year period immediately preceding acceptance of the assignment. Valbridge Property Advisors is a disinterested third party and there is no identity of interest between our firm and the client and intended user for whom the report is prepared.

Our recommendations for the subject market area are summarized in the following Executive Summary and detailed in the attached report. The information included is accurate to the best of our knowledge and all recommendations and conclusions are based solely on professional opinion and our best efforts. This letter is invalid if detached from the report, which contains the text, exhibits and addenda.

Sincerely,
Valbridge Property Advisors



Brock Hamlin
Real Estate Analyst



Daniel Kann, MAI
Director - Multifamily Valuation
Missouri Certified General Appraiser
License # 2013034806

CERTIFICATION

I certify that, to the best of my knowledge and belief:

- The statements of fact contained in this report are true and correct.
- The reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions, and are my personal, impartial and unbiased professional analyses, opinions and conclusions.
- I have no present or prospective interest in the property that is the subject of this report, and no personal interest with respect to the parties involved.
- I have no bias with respect to the property that is the subject of this report or to the parties involved with this assignment.
- My engagement in this assignment was not contingent upon developing or reporting predetermined results. Furthermore, my engagement was not conditioned upon the market study producing a specific value, a value within a given range, or the approval of a loan.
- My compensation for completing this assignment is not contingent upon the development or reporting of a predetermined value or direction in value that favors the cause of the client, the amount of the value opinion, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this market study.
- The reported analyses, opinions, and conclusions were developed, and this report has been prepared, in conformity with the requirements of the Code of Professional Ethics and Standards of Professional Practice of the Appraisal Institute, which include the Uniform Standards of Professional Appraisal Practice.
- The use of this report is subject to the requirements of the Appraisal Institute relating to review by its duly authorized representatives.
- No one provided significant professional assistance to the person(s) signing this report.
- Brock Hamlin made a personal inspection of the study area that is the subject of this report. Daniel Kann, MAI did not make a personal inspection of the study area that is the subject of this report.
- As of the date of this report, Brock Hamlin has completed the continuing education program of the Appraisal Institute. Brock Hamlin has not completed the Standards and Ethics Education Requirement for Candidates/Practicing Affiliates of the Appraisal Institute.
- Valbridge Property Advisors | Shaner Appraisals, Inc. has not performed services regarding the subject property within the three-year period immediately preceding acceptance of the assignment.



Brock Hamlin
Real Estate Analyst



Daniel Kann, MAI
Director - Multifamily Valuation
Missouri Certified General Appraiser
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INTRODUCTION

Description of Market

The subject area is Webb City, Missouri within the specific geographic boundaries as described within this report.

Purpose of Study

The purpose of this study is to determine if residential development would complement the downtown revitalization efforts, the household type(s) that would comprise the residential market, the type of housing that should be considered, and the approximate number of households that can be captured for residential units in the DREAM study area of Webb City, Missouri. The DREAM Initiative is an innovative partnership between the Missouri Department of Economic Development, Missouri Development Finance Board and Missouri Housing Development Commission to provide communities across the state with access to technical and financial assistance for downtown revitalization.

Effective Date

The effective date of this study is May 25, 2015.

Date of Report

The date of this report is July 15, 2015. A comparison of the date of the report to the effective date of the study indicates that our conclusions are reflective of current market conditions.

User(s) and Function

The study was prepared for the sole and exclusive use of the Missouri Housing Development Commission (MHDC) and Webb City, Missouri to assist with possible residential development strategies within Webb City, Missouri. It is not to be relied upon by any third parties.

Definitions

According to the *Dictionary of Real Estate Appraisal, 5th Edition*, the definition of market rent is:

- The most probable rent that a property should bring in a competitive and open market reflecting all conditions and restrictions of the specified lease agreement including term, rental adjustment and revaluation, permitted uses, use restrictions, and expense obligations; the lessee and lessor each acting prudently and knowledgeably, and assuming consummation of a lease contract as of a specified date and the passing of the leasehold from lessor to lessee under conditions whereby:
 1. Lessee and lessor are typically motivated
 2. Both parties are well informed or well advised, and acting in what they consider their best interests
 3. A reasonable time is allowed for exposure in the open market
 4. The rent payment is made in terms of cash in United States dollars, and is expressed as an amount per time period consistent with the payment schedule of the lease contract

5. The rental amount represents the normal consideration for the property leased unaffected by special fees or concessions granted by anyone associated with the transaction.

Additional definitions are included in the Glossary located in the Addendum to this report.

Competency

No steps were necessary to meet the competency provisions established under USPAP. We have analyzed many residential properties and completed several market studies in the past several years. We certify that we have adequate experience and qualifications to prepare the study. Please refer to the qualifications at the end of our report.

Scope of the Investigation

As part of this study we completed a thorough investigation and analysis of the data considered pertinent to evaluating the residential market in Webb City, Missouri and parts of Jasper County. This report was prepared to conform to the requirements of the Uniform Standards of Professional Appraisal Practice (USPAP).

There are six basic steps to performing a residential demand study:

- Define the market area
- Define the market delineation
- Forecast demand factors
- Inventory and forecast competitive supply
- Analysis of supply and demand
- Forecast subject capture

The investigation included, but was not limited to, the following:

- Inspection of the market area
- Review of the provided data
- Gathering of information on local market conditions and trends including population, income, employment levels, growth rates, etc.
- Confirmation and analysis of the data

Sources of Information

Market, rental, and demographic data were obtained from a number of sources, including but not limited to the following:

- The Site-To-Do Business, a service for demographic and analytic data
- Marcus Millichap 2015 National Apartment Report
- Webb City online databases
- Jasper County online databases
- United States Department of Labor

- U.S. Census Bureau
- Loopnet, CoStar and in-house database
- Market participants familiar with the market area
- Webb City Economic and Community Development office
- Webb City Chamber of Commerce
- Joplin Area Chamber of Commerce
- Joplin Regional Partnership
- Property managers of residential properties in the market area
- Internal Revenue Service online data
- Novogradic & Company, LLP
- Ribbon Demographics

I. EXECUTIVE SUMMARY

General Overview

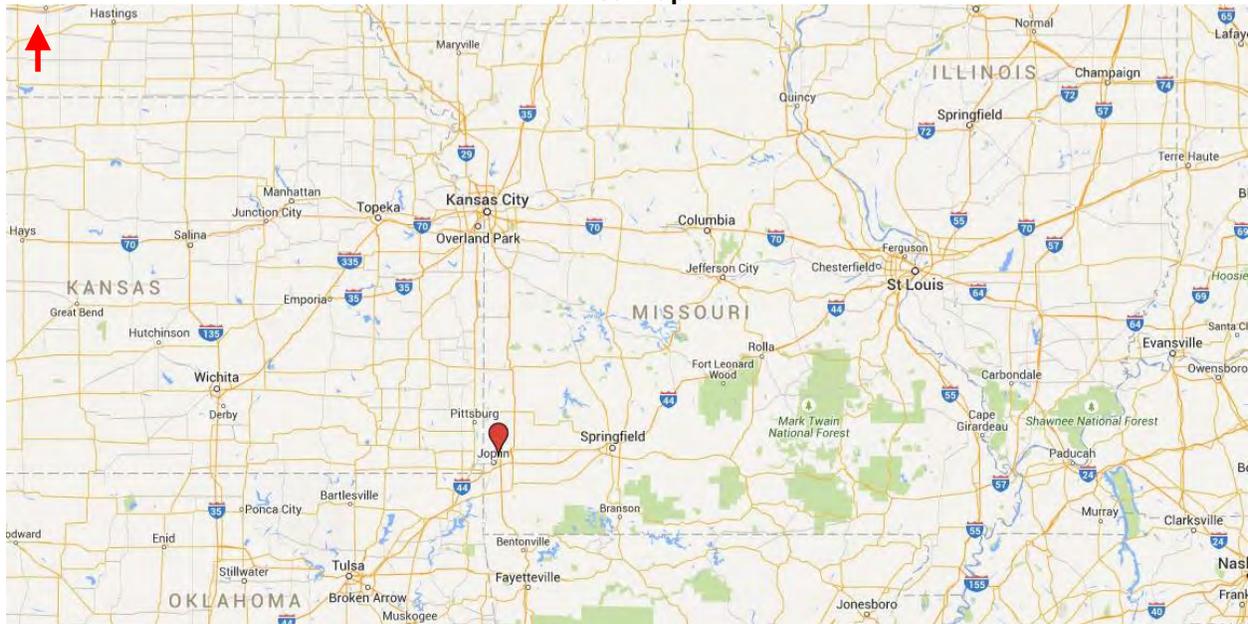
- Webb City is located in the southwestern portion of the State of Missouri and is adjacent to the City of Joplin, Missouri. Webb City is considered to be within the Metropolitan Statistical Area of Joplin, the largest city in the immediate area. The estimated population within Webb City is estimated to be 12,199 people.
- Webb City shows an increasing trend in the population growth rate, which is well above the growth rate of the county and the state. The number of households is estimated to increase at an annual rate of 1.85% between 2015 and 2020 totaling 477 new households.
- The largest employment trades in Webb City are manufacturing, which is significantly higher than the national rate of employment, and health care. In comparison to the United States, the largest negative employment gap is in professional and scientific jobs, which are typically made up of high paying professions. The higher percentage of manufacturing jobs is common in rural communities and can result in a lower median household income and a less educated workforce.
- The highest percentage of households is the less than \$15,000 bracket accounting for 21.2% of all households. Approximately 17.2% of the households are between \$50,000 and \$74,999 per year, 17.7% earn between \$35,000 and \$49,999, and 14.7% earn between \$25,000 and \$34,999 per year. Based on the demographic data, Webb City has a balanced income distribution.
- The unemployment rate for Jasper County has been lower than the state and nation since 2001. A lower unemployment rate is typically considered to be a positive attribute regarding the economy of any market in general. However, Jasper County has a less varied workforce when compared to the state and nation resulting in less employment growth and an increased economic risk if one or two major employers were to leave the market or downsize. A smaller labor market can present challenges for existing businesses to expand and for the area to attract new businesses in employment sectors that would benefit from a larger available workforce.
- Webb City experienced an increase in homeownership between the years 2010 and 2015. The slow and steady increase in homeownership is expected to continue into the future due to the rural location with single family housing units being the primary housing type. Renter occupied housing units reported a slight increase between 2010 and 2015, which is expected to stabilize due to a slowly recovering economy.
- The potential market for households in the study area will primarily come from within the city limits, as people relocate for better quality and newer housing. As downtown becomes redeveloped additional housing demand is projected to follow. Migration patterns between 2009 and 2011 show more households relocating to Webb City from surrounding counties due to Webb City's convenient location for access to neighboring communities, an attractive school system, and employment opportunities within a reasonable commute.

- The critical factors that will ultimately drive the long-term demand for, and absorption of, additional housing units in the study area are the number of jobs that can be created and retained locally to increase in-migration and prevent outflow to nearby Joplin, Missouri.
- Although there are some employers in the downtown area of Webb City, the difficulty and cost involved in relocating existing employers' downtown generally outweighs the inconvenience of commuting to employment in other areas of Webb City. In Webb City, the primary motivations for households to move to the downtown area would be for the walkable urbanity which typically appeals to the younger population.
- Downtown revitalization efforts could potentially increase the demand for residential units in the downtown area. Adding new housing options to the market for higher earning households appears to be a viable option based on the demographic data as discussed previously. With the economic environment of in-migration creating household growth, new housing could potentially be absorbed with an increase in commercial development in the downtown area. Given the urban location, "for rent" housing opportunities consisting of lofts, row houses, townhomes, and mixed-use projects would likely be well received by the market. Additional low income housing options and senior housing properties could easily over saturate the market and impact the performance of the existing low income and age restricted properties as tenants would potentially choose to move from older projects to newer projects.
- Based on the current occupancy rates of the existing senior properties with an additional 50 units planned for the market, the needs of the senior housing market appear to be currently met, if not potentially over served in the near future. Based on these findings, the creation of new senior tax credit housing is not recommended.
- Current occupancy rates for low income housing range from 99% to 100%. However, demographic projections indicate a significant decrease in the need for low income renter housing in the future, therefore the creation of new tax credit housing it not recommended.
- Conversations with market participants regarding market rate rental housing indicates a balanced market. However, demographic projections indicate a slight increase in the need for new rental housing with the existing rental housing being older in age. However, the demographic with the greatest demand also has the most options for housing whether rental or homeownership. Additionally, a comparison of current market rents and feasibility rents indicates that building market rate housing without government subsidies is a marginally feasible option at this time. Based on these factors, building market rate rental housing totaling 74 units through 2020 is recommended at this time. The projected demand is fairly shallow and it is recommended that projects be built in phases to minimize risk and reassess the market demand before subsequent phases are built.
- Single family homeownership is projected to increase in demand through 2020, which could be part of the strategy in the revitalization of the downtown area. However, single family housing is typically located outside of the downtown core with a focus on larger lots, increased privacy, less traffic, etc. Additionally, there are 200 planned single family homes in Webb City that could potentially absorb all of the projected "for sale" demand through 2020 (41 units).

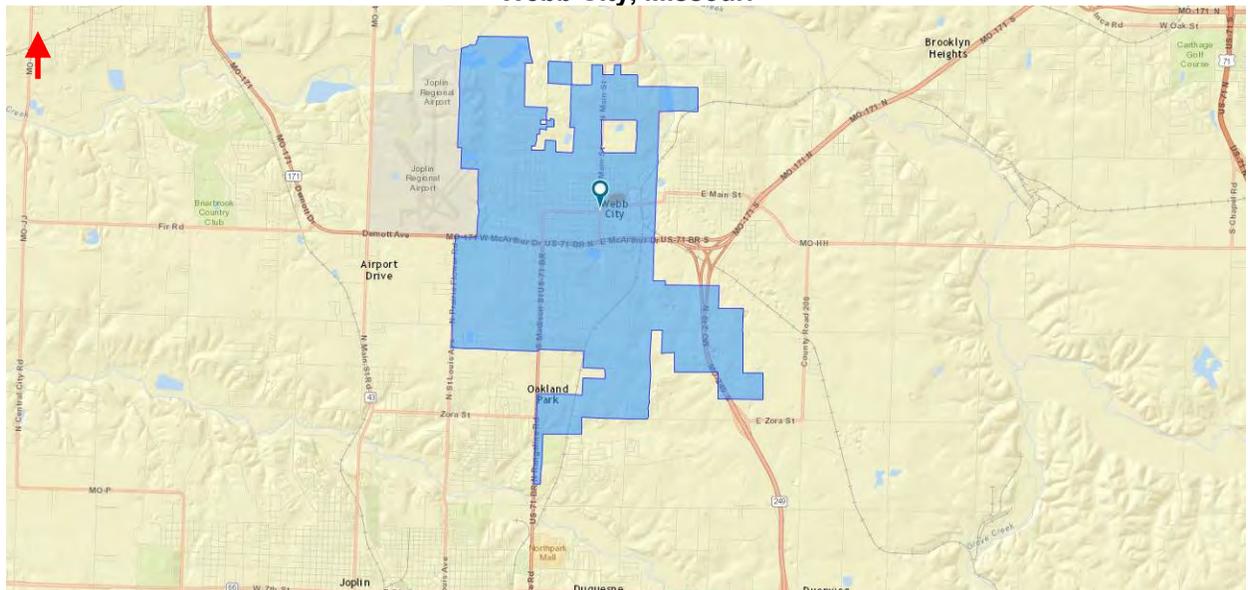
II. MARKET AREA DESCRIPTION

According to *Market Analysis for Real Estate* published by the Appraisal Institute, the trade/market area is delineated by physical, political, and socioeconomic boundaries or by the time-distance relationship represented by travel times to and from common destinations. A market area is an area in which alternative, similar properties effectively compete with the subject in the minds of probable, potential users. It is further stated that the time-distance relationship to employment and support facilities is the primary determination for a multifamily property. For the purpose of this report the area of study is Webb City, Missouri. The following maps show the location of the city within the state, the general area of this analysis, and a map showing the boundaries determined to be the DREAM study area as defined by Webb City.

Area Map



Webb City, Missouri



The DREAM Study Area



Area Overview

Webb City is located in Jasper County in the southwestern portion of the State of Missouri and is five miles from the Kansas State Line. Six miles to the southwest of Webb City is the city of Joplin, the largest city in Jasper County. Webb City is considered to be within the Metropolitan Statistical Area of Joplin. Similar to many smaller communities, the downtown area of Webb City is the location of the municipal government and is the central corridor for many of the retail and service businesses.

Webb City was incorporated in 1876 with a population of 700. By the 1890's, there were over 700 lead and zinc mines located within Webb City and nearby Carterville. The St. Louis and San Francisco Railroad was built in 1879 and the Missouri Pacific line built in 1881. By 1900 the population had grown to 9,200 and remained a mining hub through World War I. As mining started to decline, Webb City turned to industrial and agricultural production in an attempt to diversify its economy. In the 1930s and during World War II, the area manufactured explosives. The downtown square is generally defined by the streets of West 3rd Street as the southern boundary, East Galena Street as the northern boundary, South Liberty Street as the western boundary, and North Devon Street as the eastern boundary. The downtown square is located in the northern portion of the DREAM study area, as the downtown area of Webb City is generally regarded as encompassing the commercial areas located along South Main Street/State Route D north of US Highway 49. The DREAM study area contains King Jack Park, a 144 acre community park located south of Interstate

49/Missouri State Highway 171.

Existing Downtown Housing

The majority of the existing housing units within the boundaries of the DREAM study area, as well as the city limits, are single family homes. There are minimal apartment units within the downtown area, which predominantly consist of second floor units above retail space, and a 60 unit senior housing tax credit property. Within the city limits of Webb City there multiple multifamily projects, four of which are tax credit properties with most projects varying in size from 12 to 72 units. We also identified several smaller apartment buildings outside of the downtown area and two existing senior housing projects, which will be discussed later in the report.

Traffic Arteries

Regional access to and from the local market area is average to good due to the presence of Interstate 49/Missouri State Highway 171 that extends through the central part of Webb City. Interstate 49/Missouri State Highway 171 connects Webb City to the larger Joplin area and Interstate 44 to the south and Missouri Highway 249 one mile to the east. Missouri Highway 249 provides nearby access to Interstate 49, which connects the Joplin/Webb City area to Bentonville, Arkansas to the south and the Kansas City Metropolitan area to the north. Interstate 44 is approximately six miles to the south of Webb City and connects Webb City to Tulsa, Oklahoma to the southwest and St. Louis, Missouri to the northeast.

Existing Land Uses

Land use in the area consists of a mixture of commercial and residential development with most commercial development being located along South Main Street/Missouri Highway D and Route 66 (also referred to as East and West Broadway Street). The remaining land use in Webb City generally consists of undeveloped land and single family residential development. Available land for development within the downtown revitalization area is limited to in-fill or redevelopment sites with the area being mostly built-out due to its age and central location.

Parking

Parking around the downtown area is adequate during daytime business hours and mostly consists of street parking and surface parking lots designated for specific buildings. Parking does not appear to be under supplied in the downtown area or in other commercial areas of the city, which is common in smaller communities. The apartment properties within the city limits all offer off street parking that is adequate for the size and type of properties in Webb City.

Retail Shopping

Retail shops in the downtown revitalization area are predominantly located between South Webb Street and South Tom Street and West Galena Street to Interstate 49. The existing retail shops in the downtown area appear to have a moderate level of vacancy. Existing retail shops consist of a wide array of locally owned and managed shopping and services that includes boutique style businesses, antique and specialty stores, nail and hair salons, a massage and chiropractic clinic, cafes and delis, a candy store, a pharmacy, and several insurance and financial establishments. The majority of regional and national retail and service businesses are located outside of the downtown area along Interstate 49, south of Missouri State Highway 171.

Entertainment

Entertainment within Webb City consists of King Jack Park, which features multiple attractions

including the Georgia City Bridge, one of Missouri's oldest steel bridges, a 105 mm Howitzer that played a lead role in World War II, the Kneeling Miner Statue, the Praying Hands Statue, and is host to a year-round farmers market. Additional area entertainment includes: Memorial Park, the Clubhouse Museum, the Route 66 Theater (a renovated theater featuring a different movie each week), and the Webb City Public Library. King Jack Park and the Route 66 Theater are within the DREAM boundaries with the Webb City Public Library being located just outside the border of the DREAM designated area.

Dining Establishments

The downtown area features four locally owned and operated restaurants. The majority of the dining establishments are located outside of the downtown area along Interstate 49, south of Missouri State Highway 171.

Parks and Recreation

Webb City has six parks: Sunset Creek Park, Hatten Park, Memorial Park, Hall Street Park, and King Jack Park. King Jack Park is currently undergoing a large scale project consisting of filling in an abandoned mine shaft for more green space. The project is being funded by the EPA.

Schools

Education in Webb City is limited to the Webb City R-7 School District, which consists of a kindergarten, a preschool, an elementary school, a middle school, a junior high school, and a high school, all of which are located outside of the downtown revitalization area. Webb City is also home to a satellite campus for Crowder College, which has an annual enrollment of around 1,000 students. According to the admissions department for Crowder College, they have experienced a 58% growth in enrollment within the Webb City campus in the last five years, which is largely attributed to the addition of an occupational therapy school and new building to accommodate the program. Enrollment growth at the community college has stabilized since the new school was added with modest enrollment growth projected for future years.

Downtown Area Photographs



Typical single family home in DREAM area



Typical commercial and residential building in DREAM area



View of downtown Webb City in the DREAM area



View of Mid-Missouri Bank in DREAM area



Typical commercial and residential building in DREAM area



Typical restaurant in the DREAM area

Downtown Area Strengths and Weaknesses

From a market perspective the following positive attributes relate to the downtown market area:

- Empty or underutilized buildings, vacant or underutilized tracts of land, and weakened real estate prices are negative attributes in the downtown market, but also present an opportunity for business and residential development.
- The downtown area is the center of municipal government and contains antique stores, gift shops, dining establishments, and specialty stores.
- The downtown area is compact with a street pattern conducive to a walkable environment with ample parking to support existing and future businesses.
- The downtown area has good access with several major roadways and highways offering access to downtown Webb City from neighboring communities.
- Webb City shows an increasing trend in the population growth rate, which is well above the growth rates of the county and the state. Many residents are employed in the nearby city of Joplin; however Webb City residents do not appear to be inclined to relocate to Joplin due to a short commuting time and the attractiveness of Webb City when compared to Joplin.

From a market perspective the following negative attributes relate to the downtown market area:

- Webb City would need to attract additional employment to allow for an increase in permanent residents in the downtown area to help support existing businesses and attract new businesses.
- The downtown area has few entertainment venues for residents to utilize.
- The downtown area has very few neighborhood oriented businesses that would support the needs of area residents with several of the businesses being specialty shops. Residents would be required to commute outside of the DREAM study area for common daily services.

III. ECONOMIC PROFILE

Overview

The following section includes an analysis of the economy of the local area. The analysis will focus on employment by industry, the areas of major employers, area employment, unemployment, and labor statistic trends. We have obtained economic information from the Missouri Department of Economic Development, the Bureau of Labor Statistics, the U.S. Census Bureau, the Webb City Chamber of Commerce, and the Joplin Regional Partnership.

Major Employers

According to the Joplin Regional Partnership, the majority of the jobs in Webb City are concentrated in the manufacturing and retail sectors. The following table reports the largest employers in Webb City.

Employer	Industry	Location	Employees
Cardinal Scale Manufacturing Co	Manufacturing	Webb City, MO	450
Wal-Mart Stores Inc	Retail	Webb City, MO	300
Webb City R7 School District	Education	Webb City, MO	150
Zfere Holdings Limited Company	Telecommunication	Webb City, MO	130
Bills Electric Inc	Electrical Contracting	Webb City, MO	100

Source: Joplin Regional Partnership

Employment Categories and Wages

The following table reports employment by industry (at-place) in Webb City and the United States.

EMPLOYMENT BY INDUSTRY				
Industry	Subject Market Area		United States	
	Percentage	Number of Jobs	Percentage	Number of Jobs
Agriculture & Forestry	0.0%	0	1.4%	1,986,106
Mining & Oil an Gas	0.0%	0	0.6%	851,188
Construction	3.3%	168	6.2%	8,795,611
Manufacturing	19.0%	967	10.5%	14,895,793
Wholesale Trade	5.7%	290	2.8%	3,972,212
Retail Trade	12.6%	641	11.6%	16,456,305
Transportation & Warehousing	5.7%	290	4.1%	5,816,453
Utilities	0.2%	10	0.9%	1,276,782
Information	1.9%	97	2.2%	3,121,023
Finance & Insurance	4.1%	209	4.8%	6,809,505
Real Estate	1.4%	71	1.9%	2,695,429
Professional & Scientific	1.6%	81	6.5%	9,221,205
Management	0.3%	15	0.1%	141,865
Administrative	5.1%	259	4.2%	5,958,317
Educational	7.1%	361	9.5%	13,477,146
Health Care	14.4%	733	13.7%	19,435,463
Arts & Entertainment	0.0%	0	2.1%	2,979,159
Accomodation & Food Service	8.5%	432	7.2%	10,214,258
Other Service	7.1%	361	5.0%	7,093,235
Public Administration	2.0%	102	5.0%	7,093,235

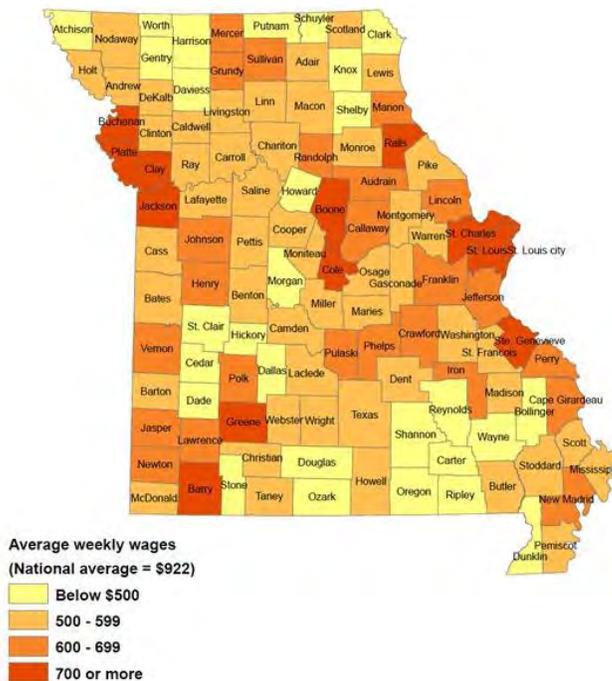
The largest employment trades in Webb City are manufacturing, which is significantly higher than the national rate of employment, and health care. In comparison to the United States, the largest negative employment gap is in professional and scientific jobs, which are typically made up of high paying professions. The higher percentage of manufacturing jobs is common in rural communities and results in a lower median household income and a less educated workforce.

Wage Labor Rates

The following table reports wage labor rates for various areas.

Occupation	Average Wage Labor Rates			
	Average Hourly Wage (Nation)	Average Hourly Wage (State of Missouri)	Average Hourly Wage (Southwest Missouri Nonmetro Areas)	Average Hourly Wage (Joplin, MO)
Management	\$53.35	\$45.67	\$33.87	\$38.88
Business & Financial Operations	\$34.14	\$30.33	\$24.20	\$24.99
Computer & Mathematics	\$39.43	\$34.95	\$29.88	\$28.92
Architecture & Engineering	\$38.51	\$34.92	\$29.87	\$28.84
Life, Physical, & Social Sciences	\$33.37	\$29.26	\$26.54	\$25.80
Community and Social Services	\$21.50	\$18.79	\$17.29	\$16.71
Legal	\$47.89	\$42.48	\$33.30	\$29.58
Education	\$24.76	\$22.38	\$16.96	\$19.07
Arts	\$26.72	\$21.56	\$18.80	\$18.66
Healthcare	\$35.93	\$31.09	\$28.24	\$27.90
Healthcare Support	\$13.61	\$12.28	\$11.13	\$12.36
Protective Services	\$20.92	\$17.88	\$15.86	\$14.83
Food Preparation	\$10.38	\$9.63	\$9.52	\$9.33
Building & Maintenance	\$12.51	\$11.90	\$10.62	\$10.20
Personal Care and Service	\$11.88	\$10.66	\$10.22	\$9.55
Sales	\$18.37	\$16.35	\$13.88	\$14.08
Administrative	\$16.78	\$15.82	\$13.56	\$13.74
Farming, Fishing, & Forestry	\$11.70	\$12.49	\$13.59	NA
Construction	\$21.94	\$23.45	\$17.10	\$19.66
Installation, Maintenance, & Repair	\$21.35	\$19.89	\$16.94	\$19.53
Production	\$16.79	\$16.24	\$14.37	\$14.74
Transportation	\$16.28	\$15.58	\$12.90	NA
All Occupations	\$22.33	\$22.12	\$15.65	\$17.24
Percentage Difference from National Rate	-	-0.94%	-29.91%	-22.79%

The most relevant wage labor data available for the Webb City market is for non-metro areas of Southwest Missouri and Joplin, Missouri. According to the U.S. Bureau of Labor Statistics, the average weekly wage in Jasper County was \$697 for the most recently reported period with the average weekly wage for the state of Missouri being \$828. According to the Bureau of Labor Statistics, Joplin has a median hourly wage of \$17.24, which is 23% less than the national average. As shown in the following map reporting average weekly wages for counties throughout the State of Missouri, the nearby county of Greene County, which benefits from the larger city of Springfield, and Barry County, which benefits from the close proximity to Bentonville and Rogers, Arkansas, are two of the highest earning counties in the state and are within reasonable commuting distance from Webb City.



While the average hourly rates for employment by industry are not available for Webb City, we have estimated the average wage based on the percentage variance of median household incomes between Webb City and Joplin, where wages by industry are reported. According to ESRI, Joplin had a 2014 median household income of \$37,912 and Webb City had a median household income of

\$37,570 (less than 1% lower than Joplin). Joplin reports an average hourly wage of \$17.24. Based on the wage rates in nearby Joplin, a similar average hourly wage rate for Webb City is reasonable, which is higher than the southwestern Missouri non-metro areas, and less than the state, and nation.

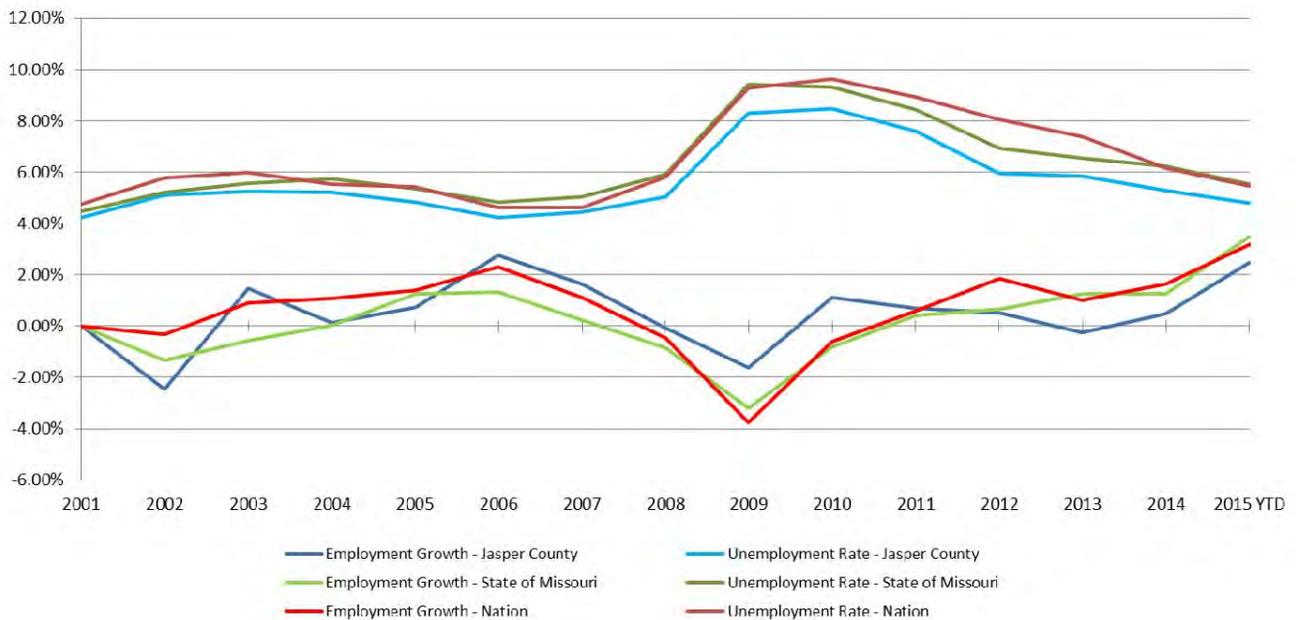
Labor Force and Unemployment

The table below shows employment in Jasper County since 2001, which is the smallest statistical area available for review. Employment in the county has been increased an average of 0.55% per year since 2001, which is more than the state of Missouri and slightly less than the national employment growth rate.

Jasper County	Labor Force - Jasper County	Employment - Jasper County	Employment Growth - Jasper County	Unemployment - Jasper County	Unemployment Rate - Jasper County
2001	54,357	52,047	-	2,310	4.2%
2002	53,511	50,777	-2.44%	2,734	5.1%
2003	54,384	51,521	1.47%	2,863	5.3%
2004	54,441	51,596	0.15%	2,845	5.2%
2005	54,607	51,978	0.74%	2,629	4.8%
2006	55,791	53,421	2.78%	2,370	4.2%
2007	56,838	54,306	1.66%	2,532	4.5%
2008	57,142	54,258	-0.09%	2,884	5.0%
2009	58,209	53,386	-1.61%	4,823	8.3%
2010	58,998	53,990	1.13%	5,008	8.5%
2011	58,838	54,367	0.70%	4,471	7.6%
2012	58,089	54,641	0.50%	3,448	5.9%
2013	57,883	54,507	-0.25%	3,376	5.8%
2014	57,830	54,779	0.50%	3,051	5.3%
2015 YTD	58,968	56,136	2.48%	2,832	4.8%

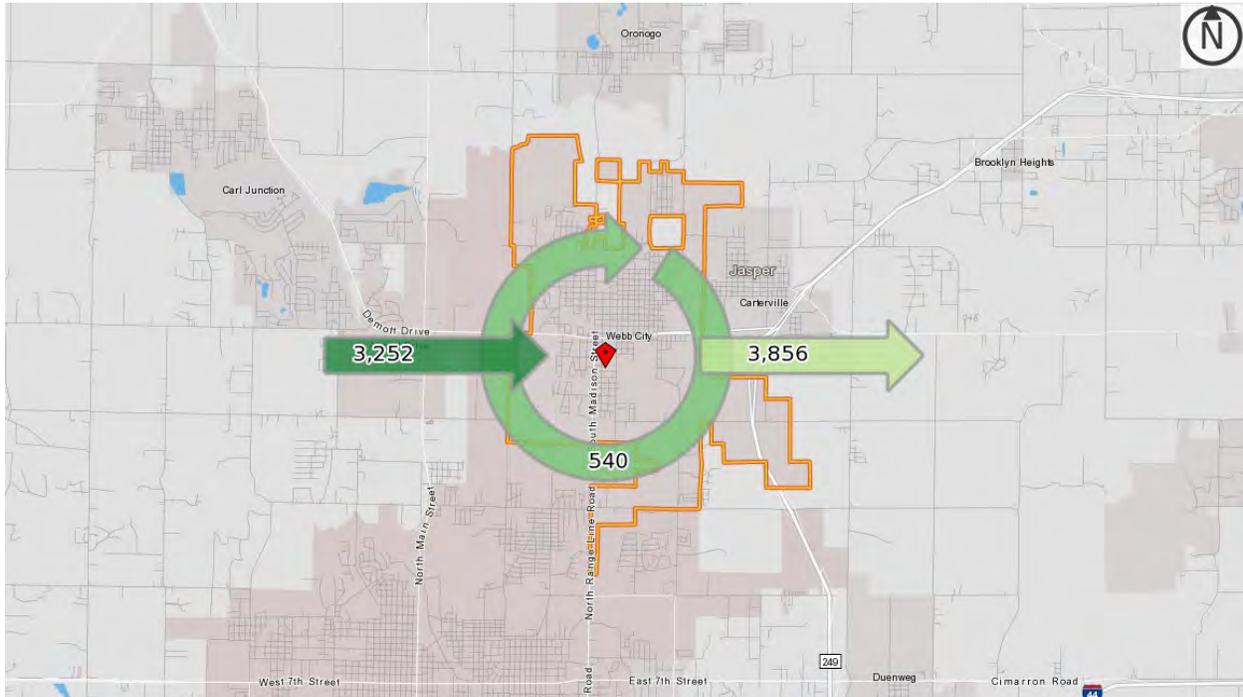
Source: Bureau of Labor Statistics

The unemployment rate for Jasper County has been lower than the state and nation since 2001. A lower unemployment rate is typically considered to be a positive attribute regarding the economy of any market in general. However, Jasper County has a less varied workforce when compared to the state and nation resulting in less employment growth and an increased economic risk if one or two major employers were to leave the market or downsize. A smaller labor market can present challenges for existing businesses to expand and for the area to attract new businesses in employment sectors that would benefit from a larger available workforce. The following chart reports employment data for various areas.



Commuting Patterns

The map below, obtained from the Census Bureau, indicates that approximately 3,252 workers who live outside of the city limits commute into Webb City for employment each day, while 540 residents live and work within Webb City. The remaining 3,856 Webb City residents commute to areas outside of Webb City for work, most notably the city of Joplin to the south.



The table below shows the cities where Webb City residents are employed, which supports information reported to us by market participants. According to business owners, the city of Webb City, real estate agents, and property managers, the majority of the people living within the city limits of Webb City are employed outside of the city. Webb City residents who are employed within Webb City makeup only 12.3% of the Webb City workforce, as shown below.

Places Where Webb City Residents are Employed		2011	
Cities	Count	Share	
All Places	4396	100.0%	
Joplin, MO	2293	52.2%	
Webb City, MO	540	12.3%	
Carthage City, MO	283	6.4%	
Springfield, MO	190	4.3%	
Neosho City, MO	110	2.5%	
Carl Junction, MO	51	1.2%	
Duquesne, MO	43	1.0%	
Pittsburg, KS	38	0.9%	
Carterville, MO	35	0.8%	
Duenweg, MO	35	0.8%	
All Other Cities	778	17.7%	

Source: U.S. Census Bureau

IV. DEMOGRAPHIC PROFILE

The following demographic data generally pertains to the city, county, and state and was obtained from ESRI, a demographic source.

Population

The following table reports population data for various places.

Year	Population					
	Webb City	Annual Change	Jasper County	Annual Change	State of Missouri	Annual Change
2000	9,717	-	104,686	-	5,595,211	-
2010	10,996	1.32%	117,404	1.21%	5,988,927	0.70%
2015	12,119	2.04%	123,229	0.99%	6,092,320	0.35%
Estimated 2020	13,325	1.99%	132,803	1.55%	6,221,540	0.42%

Webb City has reported increased population growth that is above the county and state. The State of Missouri is expected to have a positive trend in population growth through 2020 but at a significantly slower rate than Jasper County and Webb City. The increasing population is attractive for new housing development.

Population by Age

The following table reports population by age group for Webb City.

Age Cohort	Population By Age Group					
	2010	Percent	2015	Percent	2020	Percent
Total	10,996	100%	12,120	100%	13,324	100%
0-4	913	8.3%	858	7.8%	836	7.6%
5-9	836	7.6%	825	7.5%	814	7.4%
10-14	869	7.9%	759	6.9%	803	7.3%
15-24	1,671	15.2%	1,627	14.8%	1,506	13.7%
25-34	1,649	15.0%	1,726	15.7%	1,671	15.2%
35-44	1,396	12.7%	1,375	12.5%	1,418	12.9%
45-54	1,353	12.30%	1,287	11.70%	1,243	11.30%
55-64	1,045	9.50%	1,166	10.60%	1,243	11.30%
65-74	671	6.10%	759	6.90%	847	7.70%
75-84	440	4.00%	440	4.00%	440	4.00%
85+	165	1.50%	187	1.70%	187	1.70%
18+	7,895	71.80%	8,104	73.70%	8,115	73.80%

The most significant decrease in age occurs within the age group of 15-24 with an expected decrease of 150 basis points through 2020. The greatest anticipated increase through 2020 is expected in the 55-64 year old cohort with a growth of 180 basis points, followed by the 65 to 74 year old cohort with a growth of 160 basis points. Increased growth of older age groups is attributed to the baby boomers population and an aging population.

Average Age of Population

The following table reports average age for various years.

Population Average Age - Webb City, MO	
Year	Average Age
2010	32.1
2015	33.2
2020	34.2

The average age of the population has been increasing and is projected to continue to increase between 2015 and 2020 due to an aging population, most notably the Baby Boomers generation. Webb City is still relatively younger in age by comparison to the State of Missouri at 32.1 years in 2010, 33.2 years in 2015, and 34.2 years in 2020.

Average Age Comparison 2015-2020

The following table compares average age for various areas.

Average Age Comparison			
Community	Population		Change (Years)
	2015	2020	
Webb City	33.2	34.2	1.0
Joplin	36.0	36.9	0.9
Carthage	32.9	33.5	0.6
Cartersville	35.5	36.1	0.6
Carl Junction	36.0	35.6	-0.4
Missouri	38.6	39.3	0.7
United States	37.9	38.6	0.7

The average age of the residents of Webb City is comparable to the competing nearby communities. Webb City is an aging community similar to larger cities in the immediate area. Carl Junction has a decreasing trend in median age indicating that seniors are relocating to others cities for retirement.

Population by Gender

The following table reports population by gender for Webb City.

Gender	Population By Gender					
	2010	Percent	2015	Percent	2020	Percent
Male	5,276	48.0%	5,934	49.0%	6,576	49.4%
Female	5,720	52.0%	6,186	51.0%	6,748	50.6%

The table above indicates that the city has slightly more females than males with this trend expected to remain through 2020, with a gap closing in the gender distribution in the coming years.

Educational Attainment

The following table reports educational attainment for Webb City.

2015 Population 25+ by Educational Attainment	
Total	7,633
Less than 9th Grade	3.5%
9th - 12th Grade, No Diploma	7.4%
High School Graduate	30.3%
GED/Alternative Credential	6.8%
Some College, No Degree	21.7%
Associate Degree	10.8%
Bachelor's Degree	13.9%
Graduate/Professional Degree	5.6%

According to ESRI, 13.9% of the population in Webb City has a bachelor’s degree, which is less than the 20.7% reported in the nation. The less educated workforce has resulted in an increase in manufacturing employment, which is the main employment industry in the city.

Marital Status

The following table reports population by marital status for Webb City.

2015 Population 15+ by Marital Status	
Total	9,429
Never Married	32.1%
Married	47.0%
Widowed	5.9%
Divorced	15.0%

The married population is the minority household type with never married being the second most common type. An increase in married households tends to increase demand for homeownership within a community.

Total Households

The following table reports the number of households in Webb City.

Year	Households	
	Number	Change %
2010	4230	-
2015	4678	10.59%
2020	5155	10.20%

The number of households is estimated to increase at an annual rate of 2.04% between 2015 and 2020 totaling 477 new households, which is in line with the growth rate reported from 2010 to 2015.

Average Household Size

The following table reports the average household size in Webb City.

Average Household Size	
Year	Average Size
2015	2.53
2020	2.53

The average household size in Webb City is expected to remain unchanged in the coming years and is in line with the average household size in the county of 2.52 people.

Households by Age

The following table reports households by age in Webb City.

Households by Age		
Age Cohort	2010	Percent
Total	4,230	100.0%
Under 25	345	8.2%
25-34	824	19.5%
35-44	762	18.0%
45-54	799	18.9%
55-64	634	15.0%
65-74	429	10.1%
75-84	326	7.7%
85+	111	2.6%

The 25-34 age group contains approximately 20%, or 824 households in Webb City, which are prime renter years. Closely following are the 45-54 and 35-44 age groups, respectively.

Households by Size

The following table reports the household size in Webb City.

Households by Size		
Household Size	2010 Households	Percent
1 Person	1,138	26.9%
2 Persons	1,319	31.2%
3 Persons	723	17.1%
4 Persons	579	13.7%
5 Persons	289	6.8%
6 Persons	121	2.9%
7+ Persons	61	1.4%
Total	4,230	100.0%

One and two person households comprise the majority of the households in the city with one, two, and three person households accounting for over 75% of the total number of households. A higher percentage of one and two person households generally results in increased demand for one, two, and three person housing units.

Household Type

The following table reports households by type in Webb City.

2010 Households by Type		
Type	Households	Percentage
Total	4,230	100.0%
Households with 1 Person	1,138	26.9%
Households with 2+ People	3,092	73.1%
Family Households	2,838	67.1%
Husband-wife Families	2,022	47.8%
With Related Children	998	23.6%
Other Family (No Spouse Present)	816	19.3%
Other Family with Male Householder	228	5.4%
With Related Children	165	3.9%
Other Family with Female Householder	588	13.9%
With Related Children	427	10.1%
Nonfamily Households	254	6.0%

Webb city is comprised of 67.1% family households and 47.8% husband-wife families. Approximately 6.0% of the households are nonfamily households. Family households tend to prefer single family housing due to privacy and size concerns with nonfamily households preferring single family and or apartment housing units.

Tenure by Occupancy of Housing Units

The following table reports housing units by tenure in Webb City.

Tenure by Occupancy of Housing Units						
Type	2010	Percent	2015	Percent	2020	Percent
Owner Occupied	2,535	53.6%	2,742	54.9%	3,033	55.2%
Renter Occupied	1,693	35.8%	1,938	38.8%	2,121	38.6%

Homeownership in Webb City increased between 2010 and 2015 at a slightly slower rate than renter households. The slow and steady increase in homeownership is expected to continue into the future due to the rural location with single family housing units being the primary housing type. Renter occupied housing units reported a greater increase between 2010 and 2015 due to the recent recession with this trend projected to continue for several years. The increase in owner occupied and renter occupied housing indicates fewer vacant housing units in Webb City, which is attributed to new household growth and a lack of new supply.

Tenure by Bedroom Size (Owner Occupied)

The following table reports the number of owner occupied households by bedroom in Webb City.

Tenure By Bedrooms (Owner Occupied)		
Bedrooms	Households	Percentage
No Bedroom	15	0.6%
1	25	1.0%
2 or 3	2,132	84.1%
4 or more	365	14.4%

The majority, 84.1% of the owner occupied housing units are comprised of two and three bedrooms due to an increase in the number of family units when compared to singles and couples.

Tenure by Household Size (Renter Occupied)

The following table reports the number of renter occupied households by bedroom in Webb City.

Tenure By Bedrooms (Renter Occupied)		
Bedrooms	Households	Percentage
No Bedroom	58	3.0%
1	488	25.2%
2 or 3	1,328	68.5%
4 or more	62	3.2%

The majority, 68.5% of the renter occupied housing units are comprised of two and three bedrooms due to an increase in the number of family units when compared to single and couples.

Households by Income Distribution

The following table reports households by income in Webb City.

Households by Income Distribution				
Income Cohort	2015	Percent	2020	Percent
Household Income Base	4679	100.0%	5155	100.0%
<\$15,000	992	21.2%	940	20.1%
\$15,000 - \$24,999	608	13.0%	463	9.9%
\$25,000 - \$34,999	688	14.7%	566	12.1%
\$35,000 - \$49,999	828	17.7%	824	17.6%
\$50,000 - \$74,999	805	17.2%	884	18.9%
\$75,000 - \$99,999	398	8.5%	510	10.9%
\$100,000 - \$149,999	271	5.8%	346	7.4%
\$150,000 - \$199,999	37	0.8%	66	1.4%
\$200,000+	56	1.2%	70	1.5%
Average Household Income	\$46,161.00	-	\$53,370.00	-

The highest percentage of households is the less than \$15,000 bracket accounting for 21.2% of all households. Approximately 17.2% of the households are between \$50,000 and \$74,999 per year, 17.7% earn between \$35,000 and \$49,999, and 14.7% earn between \$25,000 and \$34,999 per year making the city fairly balanced in income distribution.

Gross Rent and Monthly Household Income

The following table reports households by the percentage of gross rent that is paid towards housing each month in Webb City.

Gross Rent as a % of Monthly Household Income		
Status	Number	Percentage
Occupied units paying rent	1,938	100.0%
Less than 15 percent	173	8.9%
15 to 19 percent	292	15.1%
20 to 24 percent	169	8.7%
25 to 29 percent	301	15.5%
30 to 34 percent	207	10.7%
35 percent or more	702	36.2%
Not computed	94	4.9%

Approximately 47% of renter households in Webb City have a gross rent (rent plus utilities) that exceeds 30% of their monthly household income. Housing is considered to be affordable when the gross rent does not total more than 30% of your income. Based on these calculations, approximately 48% of the renter households in Webb City are not rent burdened and pay less than 30% of their income towards housing.

Area Maximum Affordable Housing Income and Rents

The following tables report income and rent restrictions for Section 42 properties in Jasper County. As shown below and later in the report, the maximum allowable rents according to HUD are in line with market rents for properties in Webb City.

Section 42 - Low Income Housing Tax Credit (LIHTC)							
Unit Type	40% Max Rent	40% Max Income	50% Max Rent	50% Max Income	60% Max Rent	60% Max Income	FMR
One Bedroom	\$379	\$15,160	\$473	\$18,950	\$568	\$22,740	\$469
Two Bedroom	\$455	\$18,200	\$568	\$22,750	\$682	\$27,300	\$625
Three Bedroom	\$525	\$21,020	\$656	\$26,275	\$788	\$31,530	\$854

Cost Burdened Households

The following table reports cost burdened households in Webb City.

Cost Burdened Households - Webb City, Missouri			
	Renter	Owner	Renter & Owner
Total			
Cost Burdened >30%	34.2%	14.4%	21.3%
Severely Cost Burdened >50%	13.7%	3.8%	7.2%
Elderly 1 & 2 Persons			
Cost Burdened >30%	30.0%	9.6%	14.8%
Severely Cost Burdened >50%	14.0%	5.5%	7.7%
Single Person Non-Elderly			
Cost Burdened >30%	38.1%	34.3%	36.5%
Severely Cost Burdened >50%	19.6%	8.3%	14.9%
Small Family 2-4 Persons			
Cost Burdened >30%	32.8%	9.9%	16.4%
Severely Cost Burdened >50%	9.7%	2.3%	4.4%
Large Family 5+ Persons			
Cost Burdened >30%	35.5%	35.9%	35.7%
Severely Cost Burdened >50%	11.8%	0.0%	5.9%

According to the most recently published CHAS data, 34.2% of the renter households in Webb City are cost burdened with 14.4% of the owner occupied households being cost burdened. Single person households are the most cost burdened due to fewer household incomes. Elderly one and two person households are the least cost burdened due to increased savings from retirement, 401K, pension, etc.

Cost Burdened Households - State of Missouri			
	Renter	Owner	Renter & Owner
Total			
Cost Burdened >30%	30.9%	16.7%	20.9%
Severely Cost Burdened >50%	14.8%	6.2%	8.8%
Elderly 1 & 2 Persons			
Cost Burdened >30%	39.4%	17.4%	23.9%
Severely Cost Burdened >50%	18.4%	7.3%	10.6%
Single Person Non-Elderly			
Cost Burdened >30%	31.5%	26.3%	18.8%
Severely Cost Burdened >50%	15.7%	10.6%	3.5%
Small Family 2-4 Persons			
Cost Burdened >30%	27.1%	14.0%	7.8%
Severely Cost Burdened >50%	12.7%	4.6%	4.0%
Large Family 5+ Persons			
Cost Burdened >30%	26.4%	15.7%	22.9%
Severely Cost Burdened >50%	12.6%	5.1%	5.5%

In comparison to the State of Missouri, Webb City has higher cost burdened households in all of the categories, except for the elderly one and two person households. This is due to a slightly lower median household income due to increased manufacturing employment.

Migration Patterns

Following are tables that show the latest available migration patterns into and out of Jasper County and the net migration totals between 2009 and 2011.

Gross Annual Household In- Migration Jasper County, Missouri						
County of Origin	2009		2010		2011	
	Number	Percent	Number	Percent	Number	Percent
Total In-Migration	3101	100%	2769	100%	2720	100%
Total In-Migration Same State	1435	46%	1323	48%	1249	46%
Total In-Migration Out of State	1640	53%	1428	52%	1461	54%
Newton County	651	21%	647	23%	568	21%
Cherokee County, Kansas	167	5%	118	4%	127	5%
Greene County	114	4%	108	4%	103	4%
Ottawa County, Oklahoma	98	3%	52	2%	62	2%
Barton County	74	2%	75	3%	59	2%
Crawford County, Kansas	72	2%	106	4%	73	3%
Lawrence County	68	2%	61	2%	80	3%

The following table reports out-migration from 2009 through 2011 at the county level.

Gross Annual Household Out- Migration Jasper County, Missouri						
County of Origin	2009		2010		2011	
	Number	Percent	Number	Percent	Number	Percent
Total Out-Migration	2756	100%	2623	100%	2694	100%
Total Out-Migration Same State	1240	45%	1226	47%	1298	48%
Total Out-Migration Out of State	1516	55%	1387	53%	1382	51%
Newton County	557	20%	588	22%	575	21%
Cherokee County, Kansas	118	4%	122	5%	99	4%
Greene County	119	4%	116	4%	135	5%
Ottawa County, Oklahoma	49	2%	54	2%	50	2%
Barton County	61	2%	56	2%	59	2%
Crawford County, Kansas	62	2%	50	2%	57	2%
Lawrence County	57	2%	59	2%	60	2%

According to the most recent Internal Revenue Service data, Jasper County attracted an average of 2,863 new households annually and lost an average of 2,691 households annually. The three years captured in this analysis have a net migration of positive 516 households and an average of 172 households. The positive net migration indicates that more people are moving into the county than leaving, which increases demand for new housing.

Net Annual Household Migration Jasper County, Missouri			
	2009	2010	2011
Total Migration	345	146	26
Total Migration Same State	195	97	-49
Total Migration Out of State	124	41	79
Newton County	94	59	-7
Cherokee County, Kansas	49	-4	28
Greene County	-5	-8	-32
Ottawa County, Oklahoma	49	-2	12
Barton County	13	19	0
Crawford County, Kansas	10	56	16
Lawrence County	11	2	20

Units in Structure

The following table reports existing housing by type and number of units in Webb City.

Units in Structure		
Type	Number	Percentage
Total	5,019	100.0%
1, detached	3,741	74.5%
1, attached	70	1.4%
2	312	6.2%
3 or 4	249	5.0%
5 to 9	196	3.9%
10 to 19	62	1.2%
20 to 49	27	0.5%
50 or more	138	2.7%
Mobile home	224	4.5%

While the data provided by the Census varies slightly from our findings in our due diligence and market research, the data included in the table is the best available information pertaining to the number of units for each structure type for Webb City. According to the Census data, the most common type of housing is single unit detached structures, followed by two units structures, which combined make up over 80% of the housing units in Webb City. Webb City has very few apartment buildings, which is common in rural communities.

Year Structure Built

The following table reports year structure built in Webb City.

Year Structure Built		
Year	Number	Percentage
Total	5,019	100.0%
Built 2010 or later	55	1.1%
2000 to 2009	1,029	20.5%
1990 to 1999	866	17.3%
1980 to 1989	486	9.7%
1970 to 1979	455	9.1%
1960 to 1969	417	8.3%
1950 to 1959	546	10.9%
1940 to 1949	296	5.9%
Built 1939 or earlier	869	17.3%

The city has a fairly even distribution of year built ranging from 1939 and earlier to 1999. Approximately 39% of the housing units were built between 1990 and current due to an increase in in-migration and people relocating from nearby Joplin following the tornado of 2011.

Building Permits

The following table reports building permits in Jasper County, which is the smallest available geographic area for this data. According to the Census Bureau, permitting has been active with single family housing making up approximately 70% of the new housing construction in the last six years with an average of 190 units per year. The second largest sector of residential construction is five or more unit buildings totaling approximately 30% of the annual construction. Two family and three to four family buildings combined, make up approximately 10% of the residential construction. The construction activity is representative of a city with moderate population growth as indicated by the newer housing stock as shown previously.

Building Permits Jasper County, Missouri						
Building Type	Units per Year					
	2014	2013	2012	2011	2010	2009
Single Family	305	319	147	157	109	101
Two Family	14	12	18	10	12	12
Three and Four Family	4	4	0	60	0	0
Five or More Family	48	79	73	43	36	53
Total	371	414	238	270	157	166

V. REVIEW OF PREVIOUS HOUSING MARKET STUDIES

To our knowledge there have been no previous market studies prepared that pertain to Webb City, Missouri.

VI. EXISTING HOUSING

Single Family Market

Demographic data indicates that nearly 55% of the occupied housing units in Webb City are owner occupied. According to the Multiple Listing Service (MLS), there are currently 95 residential listings in Webb City that have asking prices ranging from a low of \$25,000 to a high of \$499,900. The upper end of the range represents newer homes on the fringe of the city in the northern and western portions of the city and are not representative of the market as a whole. The typical price range of average quality homes in Webb City ranges from \$60,000 to \$180,000.

The amenities in the downtown area generate some appeal and marketability of rental properties in the area. While there have not been any newly constructed rental properties within the downtown area, some buildings in the downtown area have been recently converted into apartments. According to the Economic and Community Development Coordinator of Webb City, Erin Turner, there are two to three active investors and property managers who have been responsible for the recent conversions. According to Ms. Turner, the projects were leased up upon completion, or shortly thereafter, and are performing well. She also mentioned that the primary demand for these downtown units has been from single renters and small families. Multiple attempts were made to discuss the projects with the developers with no further information being provided.

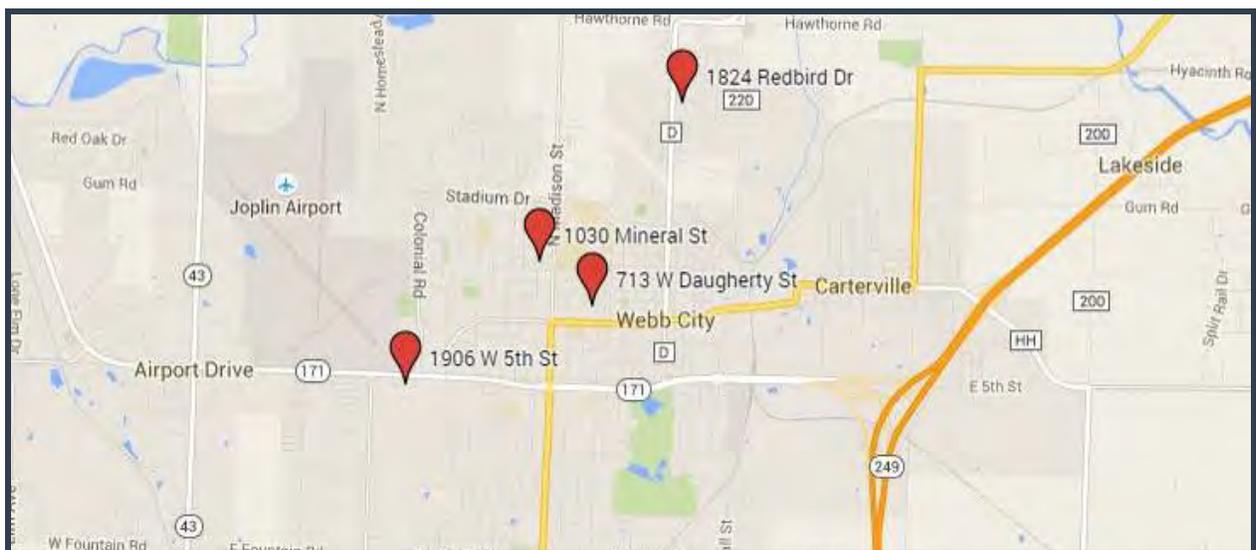
According to brokers and other market participants, housing is affordable in Webb City and many of the residents prefer the benefits of detached single family homes by way of renting or ownership as opposed to multifamily housing.

Market Rate Rental Housing

Demographic data indicates that less than half of the occupied housing units in Webb City are renter occupied. The rental units do not have any primary concentration within the city boundaries, although it was noted there were fewer rental properties within the downtown revitalization area.

Single Family Homes

Following is a map showing the location of market rate single family housing rentals.



The following is a survey of market rate housing options in Webb City.



1906 West 5th Street

This single family rental features three bedrooms and one bath. The asking rent is \$575 per month.



1030 Mineral Street

This single family rental features two bedrooms and one bathroom with a detached garage. The asking rent is \$475 per month.



713 Daugherty Street

This single family rental features two bedrooms and one bathroom. The asking rent is \$525 per month.

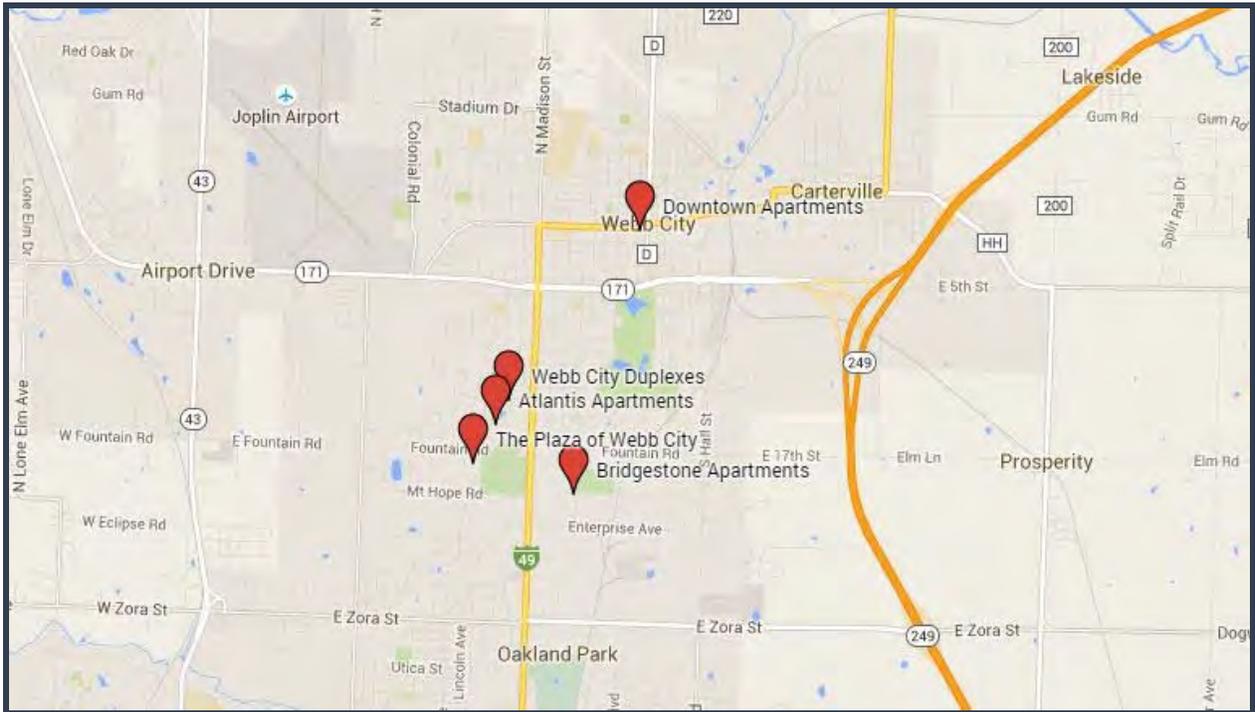


1824 Redbird Drive

This single family rental has a two car garage and features three bedrooms and two bathrooms. The asking rent is \$825 per month.

Multi-family Properties

Following is a map showing the location of market rate multifamily housing.



The following is a survey of market rate multifamily housing options in Webb City.



Northeast corner of W Church Road and North Webb Street

This 16 unit apartment building has two retail suites on the first floor. The building is currently being renovated and has one and two bedroom single bathroom units with common laundry. The water and trash is paid by the landlord. The asking rent is \$450 per month for the one bedroom units and \$525 per month for the two bedroom units. The property manager was unavailable for comment on the current occupancy.



Atlantis II Apartments

This apartment property contains a total of 56 units. The floor plans consist of one bedroom and one bathroom 800 square foot units that rent for \$525 per month and two bedroom and one bathroom 967 square foot units that rent for \$585 per month. The property was constructed in 1999, has in unit washer and dryer hookups, paid trash, and has a current occupancy of 93%.



The Plaza of Webb City

This apartment property contains a total of 72 units. The floor plans consist of one bedroom and one bathroom 861 square foot units, two bedroom and one bathroom 1,211 square foot units, and three bedroom two bathroom 1,328 square foot units. The asking rents are \$605 for a one bedroom unit, \$740 for a two bedroom unit, and \$820 for a three bedroom unit. The property was constructed in 2011, has in unit washer and dryer hookups, paid internet and trash, and features a pool, clubhouse, and tennis court. The Plaza of Webb City is currently 100% occupied.



Webb City Duplexes

This complex contains a total of 14 duplex units that feature two bedrooms and two bathrooms with 1,100 square feet and an attached single car garage. The asking rent is \$670 per month. The property was constructed in 1999 and 2007. The units have in unit washer and dryer hookups. This property is currently 100% occupied.



Bridgestone Townhomes

This apartment property contains a total of 44 units. The floor plans consist of one bedroom and one bathroom units and two bedroom and one and one-half bathroom units. The asking rent is \$485 for a one bedroom unit and \$625 for a two bedroom unit. The property was constructed in 1999, has in unit washer and dryer hookups, and includes paid water, sewer and trash. Bridgestone Townhomes is currently 98% occupied.

Loft style apartment units were found to exist in the downtown area on the upper floors of several of the commercial buildings. However rental signs could not be found and property owners could not be reached for information on the rental of these properties. Conversations with several local brokers and market participants indicated that the upper floor apartments in the downtown area lack amenities but are still in demand by singles and small families.

Typical Rental Range

Based on our analysis, the typical rental range for single family homes is \$475 to \$825 per month for two and three bedroom homes. The typical rental range for market rate multifamily properties is \$450 to \$605 per month for one bedroom units, \$525 to \$740 per month for two bedroom units, and \$820 for three bedroom units.

Occupancy

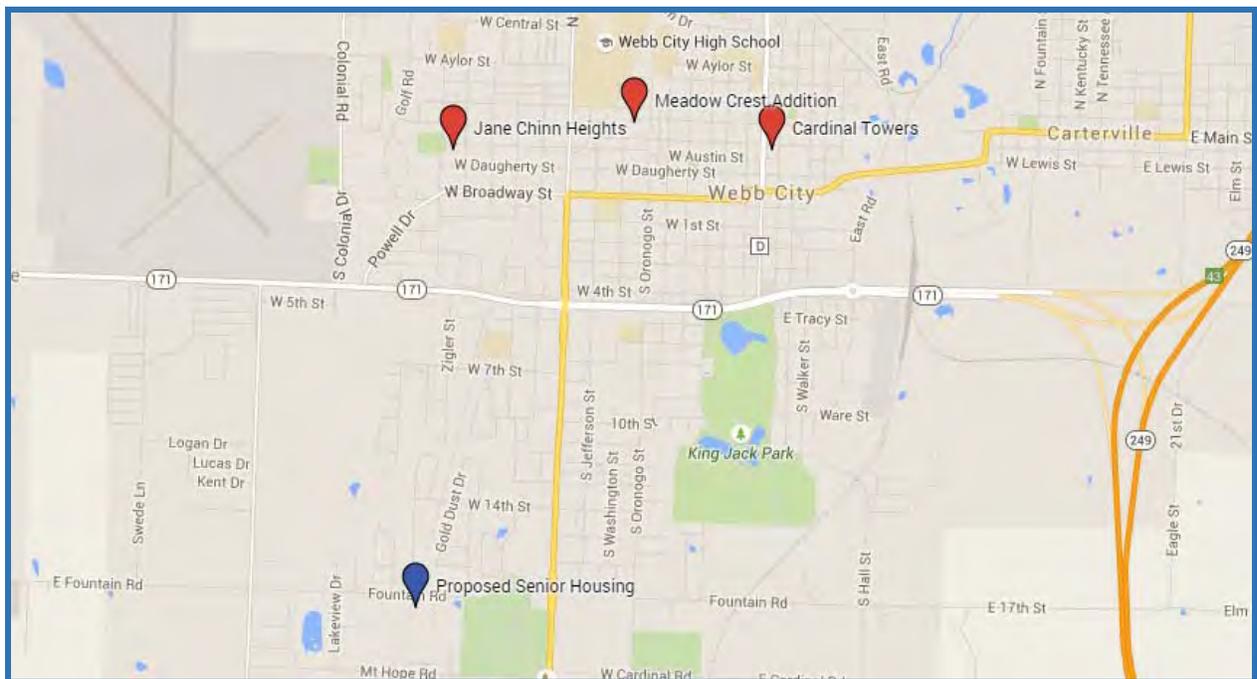
Occupancy for single family rental homes could not be identified; however, demand was reportedly strong according to market participants with occupancy of 90% plus. Occupancy for multifamily properties ranged from 93% to 100% with an average of 98%.

Under Construction/Consideration

According to the Economic and Community Development Department of Webb City, there are currently 200 planned units in the Webb City area, 72 of which are a PUD project of single family homes on the north side of the Webb City limits. It is anticipated that the 200 proposed units will be “for sale” housing with minimal units being added to the rental supply.

Senior Tax Credit Rental Housing

Following is a map showing the location of senior housing.



The following is a survey of senior housing options in Webb City.



Cardinal Towers

Cardinal Towers contains a total of 60 units and consists of one bedroom and one bathroom floor plans that are 600 square feet. The units rent for \$517 per month. The property was constructed in 1979 but was recently remodeled. There is on site laundry and paid water, sewer and trash. The property is tax credit with an income restriction of \$17,700 for one person and \$20,200 for two people. The age restriction for the property is 55 years and older. Cardinal Towers is currently 100% occupied.



Meadow Crest Addition

Meadow Crest contains a total of 107 units and consists of studio, one, and two bedroom floor plans. The asking rent is \$365 for a studio unit, \$370 for a one bedroom unit, and \$494 for a two bedroom unit. The property was constructed in 1970 and has been remodeled in recent years. There is on site laundry and paid water, sewer and trash. The addition to Meadow Crest is tax credit with an income restriction of \$28,000. The age restriction for the property is 62 years and older or disabled. The Meadow Crest addition is currently 100% occupied.



Jane Chinn Heights

Jane Chinn Heights contains a total of 31 units and consists of studio and one bedroom floor plans. The asking rent is \$365 for a studio unit and \$370 for a one bedroom unit. The property was constructed in the early 1900s as a hospital and was extensively renovated around 2010. There is on site laundry and paid water, sewer and trash. The project is a tax credit property with an income restriction of \$28,000. The age restriction for the property is 62 years and older or disabled. Jane Chinn Heights is currently 65% occupied, which according to management is not typical.

Typical Rental Range

Based on our analysis, the typical rental range for senior apartments is \$365 to \$517 per month.

Occupancy

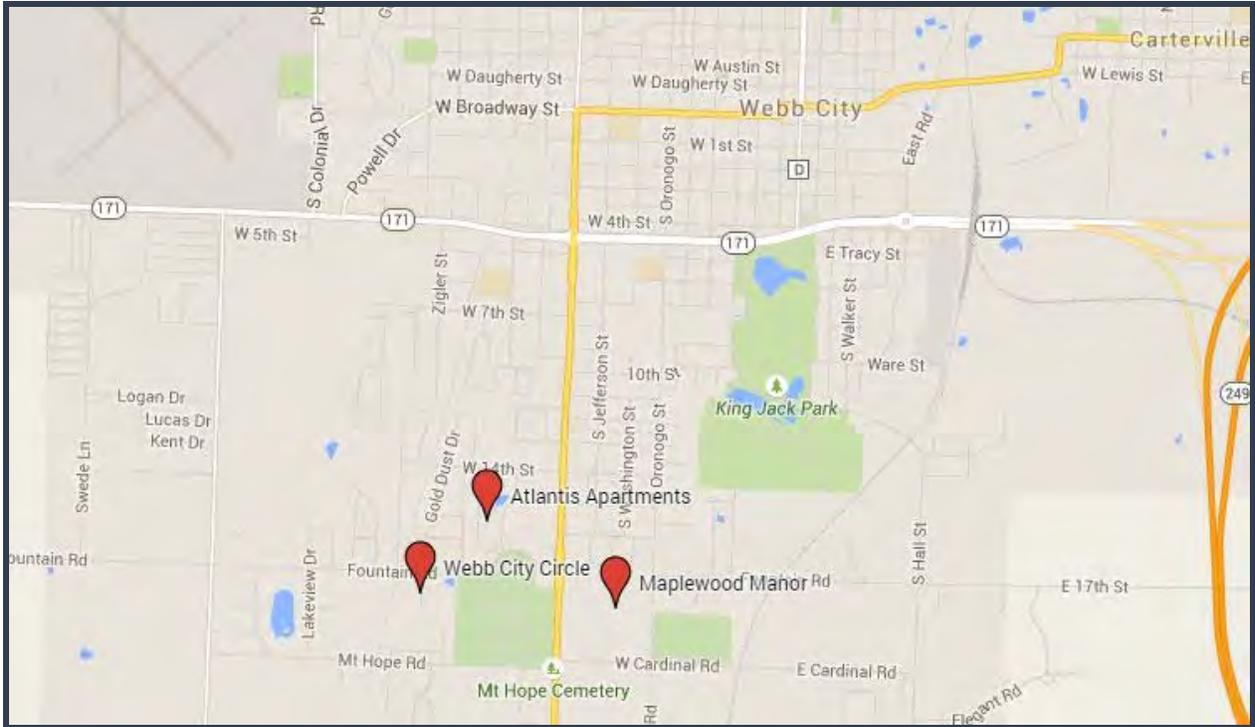
Occupancy for the two stabilized senior properties was 100% with one of the properties being 65% occupied due to several recent move-outs.

Under Construction/Consideration

According to Derrick Fisher, Executive Director of the Housing Authority of Webb City, plans have been approved for a 50 unit senior residential complex adjacent to The Fountains of Webb City with projected rents of \$355 for one bedroom units and \$460 for two bedroom units.

Family Tax Credit Rental Housing

The following briefly discusses affordable rental housing in Webb City, MO.



Webb City Circle Apartments

This apartment property contains a total of 60 units and has an income restriction of 60%. The floor plans consist of one bedroom and one bathroom 861 square foot units, two bedroom and one bathroom 1,211 square foot units, and three bedroom two bathroom 1,328 square foot units. The asking rent for the one bedroom floor plan is \$342 per month, the two bedroom floor plan is \$518 per month, and the three bedroom floor plan is \$588 per month. The property was constructed in 2011, has in unit washer and dryer hookups, paid internet and trash, a pool, a clubhouse, and a tennis court. Webb City Circle Apartments is currently 99% occupied.



Atlantis Apartments

This apartment property contains a total of 56 units and has an income restriction of 60%. The floor plans consist of one bedroom and one bathroom 800 square foot units that rent for \$451 per month and two bedroom and one bathroom 967 square foot units that rent for \$516 per month. The property was constructed in 1999, has in unit washer and dryer hookups and paid trash, water and sewer. Atlantis Apartments is currently 100% occupied.



Maplewood Manor

Maplewood Manor is a Section 42 housing project within Webb City, Missouri that was constructed in 1989. The management was unavailable to discuss the asking rents, occupancy, and income restrictions. According to various sources, the project consists of 66 units among eleven buildings with one, two and three bedroom units.

Typical Rental Range

The typical rent range for affordable housing is \$342 to \$451 per month for one bedroom units and \$516 to \$518 per month for two bedroom units. Webb City Circle Apartments is the only affordable housing property surveyed that offers three bedroom units with an asking rent of \$588 per month. According to property management, the demand is much higher for two and three bedroom units due to an increase in family housing units with fewer single renters.

Occupancy

Occupancy for the affordable housing projects surveyed was 100%. Two of the three affordable housing properties were at full occupancy on the effective date of this report indicating increased demand for affordable housing.

Under Construction/Consideration

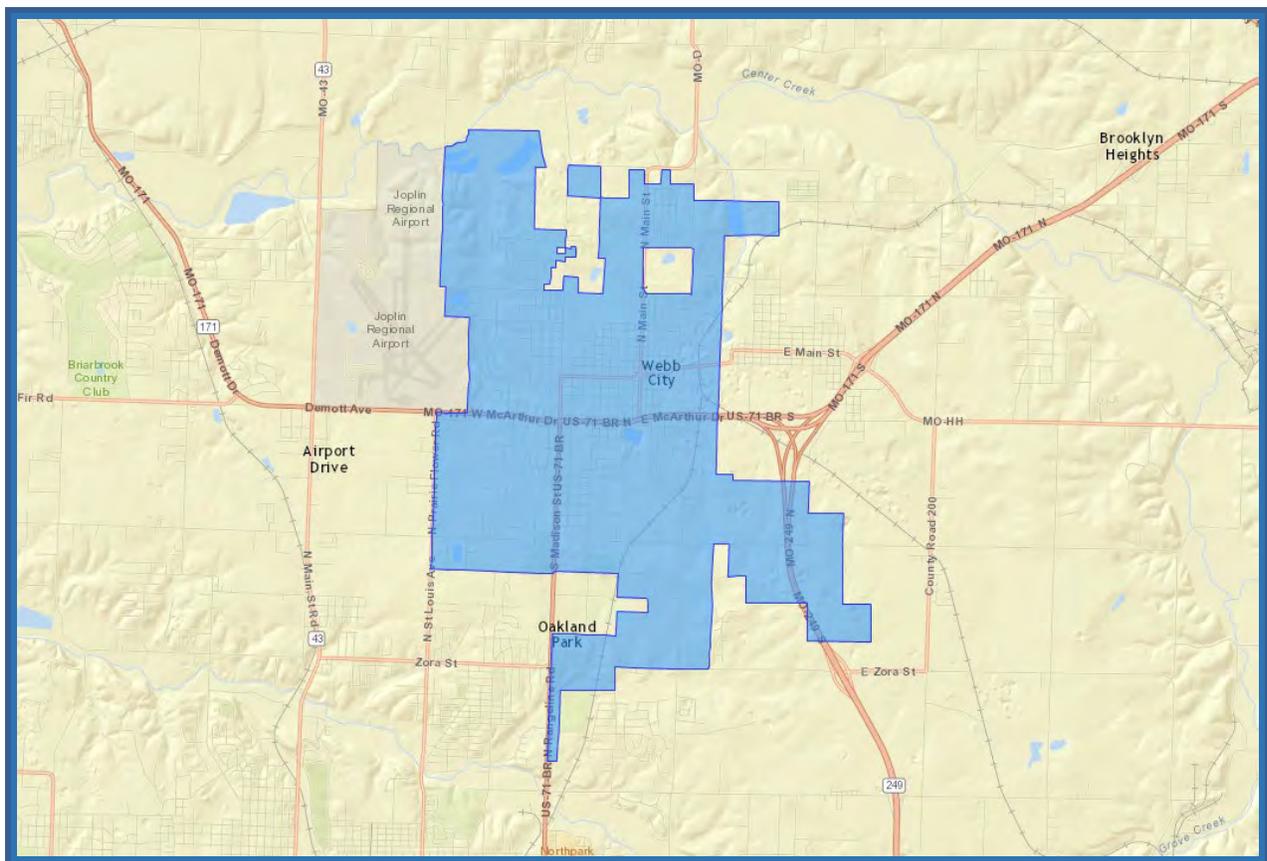
According to officials within the county and city, there is currently no new construction or plans for additional affordable housing in the area.

VII. IDENTIFICATION OF PRIMARY AND SECONDARY MARKET AREAS

Primary Market Area – Webb City

The primary market is considered to be the area that the majority of the market demand for downtown housing in Webb City is expected to be captured. Demographic data indicates that approximately 16% of the households living in Webb City move to another residence each year. Local real estate professionals in the market indicate that the majority of home seekers are current residents of the city. Based on the opinions of the informed participants in the market and the demographic data, it is the opinion of the analyst that the primary market area for residential units in Webb City is the municipal boundaries of the community.

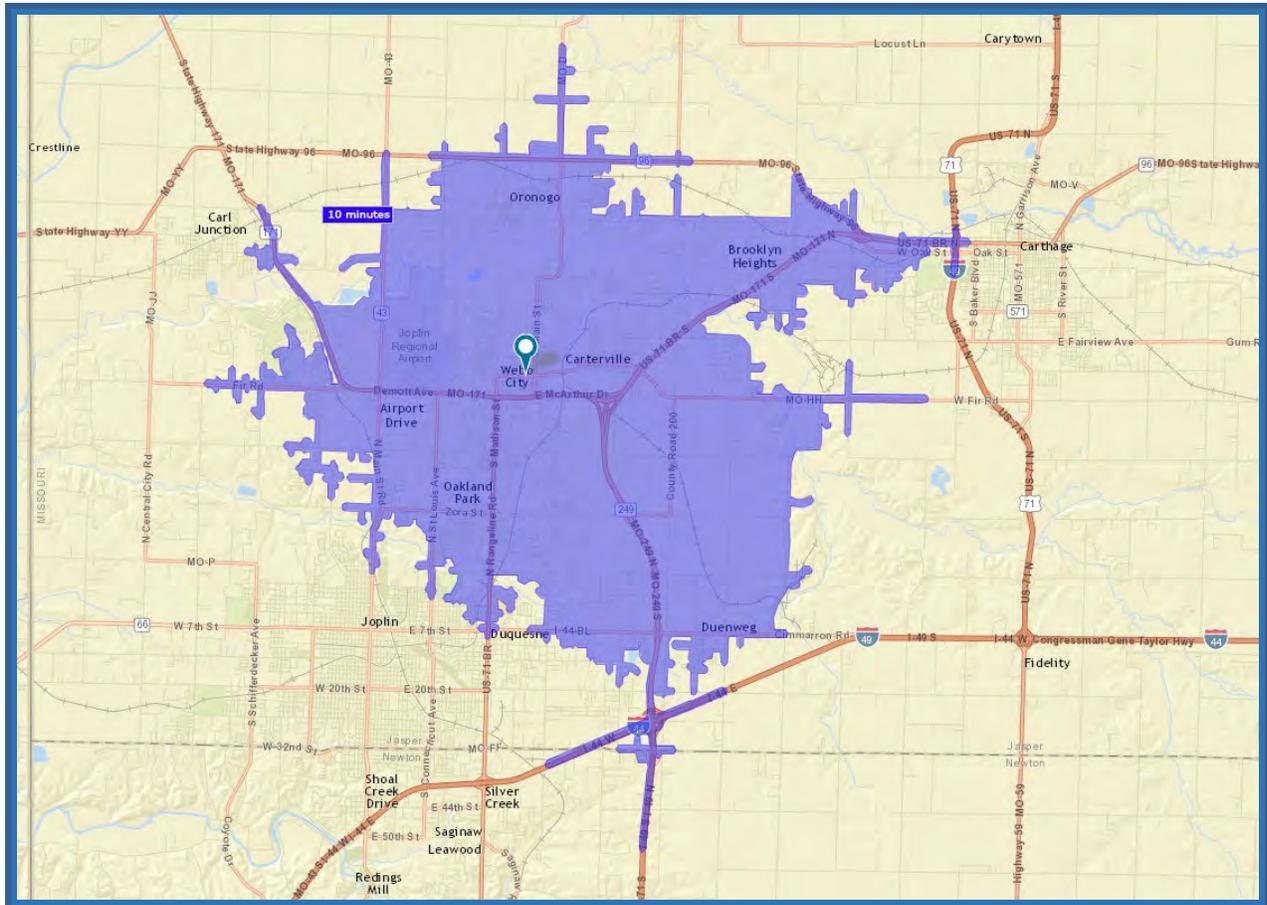
The following map shows the area that is considered to be the primary market area for purposes of this report.



Secondary Market Area – Jasper County, MO

The secondary market area of Webb City is the area outside of the primary market area that also contains households that could be attracted to residential housing in Webb City. The number of households attracted to residential units in Webb City will typically be less than in the primary market area. Based on the opinions of markets participants in the city and considering migration patterns, it is the opinion of the analyst that the secondary market area for Webb City is a 10 minute drive time from the downtown area.

The following map shows the area that is considered to be the secondary market area for purposes of this report.



HISTA Demographic Data

Ribbon Demographics, has developed a data product that is designed specifically for housing analysis. The product called HISTA breaks households down by income, household size, tenure and broad age groups. It is a custom four-way cross tabulation of household data.

On the following pages are the HISTA tables for the primary market area for 2015 estimations and 2020 projections. They will be used in the rental housing demand analysis that follows. The tables contain current household estimates for the primary market area by tenure (renter or homeowner), income, and household size for age groups 15 to 54 years, 55 to 61 years, and 62 years plus. The differences in the number of households in each of the categories provides a good indication of future potential residential growth or decline.

The primary market area has been delineated as Webb City, which includes U.S. Census Tract MO097011400.

The following tables summarize the current year estimates for owner households by age group.

Owner Households						
Age 15 to 54 Years						
<i>Year 2015 Estimates</i>						
	1-Person	2-Person	3-Person	4-Person	5+-Person	Total
	Household	Household	Household	Household	Household	
\$0-10,000	42	1	5	5	0	53
\$10,000-20,000	23	48	0	8	2	81
\$20,000-30,000	39	32	59	27	63	220
\$30,000-40,000	16	17	73	43	1	150
\$40,000-50,000	5	75	45	17	30	172
\$50,000-60,000	3	10	31	31	34	109
\$60,000+	<u>6</u>	<u>172</u>	<u>190</u>	<u>246</u>	<u>88</u>	<u>702</u>
Total	134	355	403	377	218	1,487

Owner Households						
Aged 55 to 61 Years						
<i>Year 2015 Estimates</i>						
	1-Person	2-Person	3-Person	4-Person	5+-Person	Total
	Household	Household	Household	Household	Household	
\$0-10,000	11	13	1	0	0	25
\$10,000-20,000	9	0	1	0	0	10
\$20,000-30,000	8	17	0	10	1	36
\$30,000-40,000	17	19	1	0	0	37
\$40,000-50,000	12	24	0	1	0	37
\$50,000-60,000	4	8	1	7	0	20
\$60,000+	<u>27</u>	<u>82</u>	<u>45</u>	<u>15</u>	<u>1</u>	<u>290</u>
Total	361	509	81	50	27	455

Owner Households						
Aged 62+ Years						
<i>Year 2015 Estimates</i>						
	1-Person	2-Person	3-Person	4-Person	5+-Person	Total
	Household	Household	Household	Household	Household	
\$0-10,000	37	31	0	0	1	69
\$10,000-20,000	108	66	1	0	1	176
\$20,000-30,000	36	26	0	2	0	64
\$30,000-40,000	47	50	4	0	1	102
\$40,000-50,000	16	77	5	1	18	117
\$50,000-60,000	8	25	6	5	1	45
\$60,000+	<u>21</u>	<u>71</u>	<u>16</u>	<u>9</u>	<u>3</u>	<u>120</u>
Total	273	346	32	17	25	693

The following tables summarize the year 2020 projections for owner households by age group.

Owner Households						
Age 15 to 54 Years						
Year 2020 Projections						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	31	1	5	6	1	44
\$10,000-20,000	18	32	2	4	2	58
\$20,000-30,000	37	30	51	24	50	192
\$30,000-40,000	11	12	60	33	0	116
\$40,000-50,000	4	73	41	14	26	158
\$50,000-60,000	5	15	33	27	38	118
\$60,000+	<u>11</u>	<u>178</u>	<u>218</u>	<u>254</u>	<u>95</u>	<u>756</u>
Total	117	341	410	362	212	1,442

Owner Households						
Aged 55 to 61 Years						
Year 2020 Projections						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	10	13	1	0	0	24
\$10,000-20,000	7	2	0	0	0	9
\$20,000-30,000	7	14	0	10	0	31
\$30,000-40,000	19	17	0	0	1	37
\$40,000-50,000	12	21	0	1	0	34
\$50,000-60,000	4	7	1	7	0	19
\$60,000+	<u>32</u>	<u>92</u>	<u>55</u>	<u>15</u>	<u>0</u>	<u>194</u>
Total	91	166	57	33	1	348

Owner Households						
Aged 62+ Years						
Year 2020 Projections						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	40	30	1	1	0	72
\$10,000-20,000	107	60	0	0	0	167
\$20,000-30,000	35	28	2	1	0	66
\$30,000-40,000	54	48	4	0	0	106
\$40,000-50,000	18	89	6	1	23	137
\$50,000-60,000	10	35	5	5	2	57
\$60,000+	<u>35</u>	<u>94</u>	<u>15</u>	<u>14</u>	<u>3</u>	<u>161</u>
Total	299	384	33	22	28	766

The following tables summarize the current year estimates for renter households by age group.

Renter Households						
Age 15 to 54 Years						
<i>Year 2015 Estimates</i>						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	61	106	10	17	2	196
\$10,000-20,000	117	63	30	30	26	266
\$20,000-30,000	38	65	21	26	13	163
\$30,000-40,000	49	50	56	11	20	186
\$40,000-50,000	4	49	3	9	29	94
\$50,000-60,000	31	3	6	0	26	66
\$60,000+	<u>8</u>	<u>12</u>	<u>50</u>	<u>36</u>	<u>79</u>	185
Total	308	348	176	129	195	1,156

Renter Households						
Aged 55 to 61 Years						
<i>Year 2015 Estimates</i>						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	60	0	3	2	1	66
\$10,000-20,000	11	0	2	0	0	13
\$20,000-30,000	0	17	2	0	0	19
\$30,000-40,000	3	1	1	0	0	5
\$40,000-50,000	0	2	1	7	1	11
\$50,000-60,000	6	1	1	1	0	9
\$60,000+	<u>25</u>	<u>10</u>	<u>8</u>	<u>1</u>	<u>0</u>	44
Total	105	31	18	11	2	167

Renter Households						
Aged 62+ Years						
<i>Year 2015 Estimates</i>						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	21	5	4	0	1	31
\$10,000-20,000	125	21	6	0	2	154
\$20,000-30,000	36	25	6	0	1	68
\$30,000-40,000	28	0	4	0	0	32
\$40,000-50,000	17	8	4	0	0	29
\$50,000-60,000	4	3	3	0	1	11
\$60,000+	<u>20</u>	<u>17</u>	<u>13</u>	<u>0</u>	<u>6</u>	56
Total	251	79	40	0	11	381

The following tables summarize the year 2020 projections for renter households by age group.

Renter Households						
Age 15 to 54 Years						
Year 2020 Projections						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	57	96	9	14	1	177
\$10,000-20,000	107	56	27	28	27	245
\$20,000-30,000	44	68	22	28	13	175
\$30,000-40,000	48	45	56	10	21	180
\$40,000-50,000	3	61	3	13	22	102
\$50,000-60,000	37	2	6	0	22	67
\$60,000+	<u>16</u>	<u>15</u>	<u>63</u>	<u>46</u>	<u>95</u>	235
Total	312	343	186	139	201	1,181

Renter Households						
Aged 55 to 61 Years						
Year 2020 Projections						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	56	0	2	2	0	60
\$10,000-20,000	8	1	1	0	0	10
\$20,000-30,000	0	18	3	1	0	22
\$30,000-40,000	3	1	1	0	0	5
\$40,000-50,000	0	4	1	8	0	13
\$50,000-60,000	10	3	1	1	0	15
\$60,000+	<u>34</u>	<u>14</u>	<u>6</u>	<u>3</u>	<u>0</u>	57
Total	111	41	15	15	0	182

Renter Households						
Aged 62+ Years						
Year 2020 Projections						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	19	4	4	0	0	27
\$10,000-20,000	123	18	5	0	2	148
\$20,000-30,000	38	24	6	0	1	69
\$30,000-40,000	29	1	4	0	1	35
\$40,000-50,000	21	8	4	0	0	33
\$50,000-60,000	5	2	3	0	1	11
\$60,000+	<u>28</u>	<u>20</u>	<u>12</u>	<u>0</u>	<u>4</u>	64
Total	263	77	38	0	9	387

VIII. POTENTIAL RESIDENTIAL DOWNTOWN HOUSING DEMAND

Overview

The purpose of this study is to determine if residential development would complement the downtown revitalization efforts, the household types that would comprise the residential market, the type of housing that should be considered, and the approximate number of households that can be captured for residential units in the downtown market area.

In order for the downtown area to attract permanent residents it first has to become an area that does a better job of attracting people in general. A complex mix of businesses and attractions must be present to attract people to the area. Presently, the area features a moderate amount of the businesses that are important to local residents including but not limited to: a pharmacy, a hardware store, eating establishments, and other retail amenities.

While there is minimal attraction for tourists to Webb City, the downtown area could potentially serve as an entertainment center for the local community, although there are currently no plans for entertainment, arts or dining establishments in the downtown corridor in addition to those presently existing. According to market participants, the greatest demand and interest for commercial uses are outside of the downtown market area closer to Joplin to the south. Many downtown areas have suffered from sprawl as new shopping centers and commercial strip malls have been developed outside of the Central Business District, attracting people and businesses away from downtown. This is the case of Webb City as most shopping is now found along Interstate 49/North Range Line Road. In many cities the trend is being reversed as communities began to value walkable urban opportunities. Walkable urbanity is a new trend where people have convenient walking access to many of their daily destinations such as a park, a grocery store, a movie theatre, employment, restaurants, shopping, nightlife, and civic institutions. Webb City has the available space within its downtown area to create an urban village and unique residential opportunities, although the demand is currently greatest in other areas of the city where an emphasis on walkable amenities are not a coveted feature. Market participants describe Webb City as being a rural community that has the greatest interest in single family homeownership, however rental properties in the downtown area have been filling vacancies quickly with there being a few new renovation projects currently underway to fill additional downtown residential demand.

As part of the strategy to revitalize the downtown area special attention should be given to North Main Street/Missouri Highway D because of its high visibility and access to the northern and southern portions of the city, serving as the primary thoroughfare through the Central Business District. It would be beneficial to the downtown revitalization to cure or remove some of the deteriorated, vacant and underutilized buildings by mandating that owners make improvements and implement strategies to make the best use of the land and buildings. Part of the strategy could include utilizing some of the space for unique housing opportunities. Improvements along Main Street could be a catalyst for improvements to properties in the surrounding neighborhoods.

From a market perspective the following positive attributes relate to the downtown market area:

- Empty or underutilized buildings, vacant or underutilized tracts of land, and weakened real estate prices are negative attributes in the downtown market, but also present an opportunity for business and residential development.
- The downtown area is the center of municipal government and contains antique stores, gift shops, dining establishments, and specialty stores.

- The downtown area is compact with a street pattern conducive to a walkable environment with ample parking to support existing and future businesses.
- The downtown area has good access with several major roadways and highways offering access to downtown Webb City from neighboring communities.
- Webb City shows an increasing trend in the population growth rate, which is well above the growth rates of the county and the state. Many residents are employed in the nearby city of Joplin; however Webb City residents do not appear to be inclined to relocate to Joplin due to a short commuting time and the attractiveness of Webb City when compared to Joplin.

From a market perspective the following negative attributes relate to the downtown market area:

- Webb City would need to attract additional employment to allow for an increase in permanent residents in the downtown area to help support existing businesses and attract new businesses.
- The downtown area has few entertainment venues for residents to utilize.
- The downtown area has very few neighborhood oriented businesses that would support the needs of area residents with several of the businesses being specialty shops. Residents would be required to commute outside of the DREAM study area for common daily services.

Although there are some employers in the downtown area of Webb City, the difficulty and cost involved in relocating existing employers' downtown generally outweighs the inconvenience of commuting to employment in other areas of Webb City. In Webb City, the primary motivations for households to move to the downtown area would be for the walkable urbanity which typically appeals to the younger population.

What is the estimated number of households that could create residential household demand in downtown Webb City?

In the previous section we summarized current year estimations as well as projected year 2020 rental households and owner households by age and income level for the primary market area. The total differences in households for each of the categories provide a reasonable indication of future potential residential growth and housing demand.

Following are tables showing the difference between the previously summarized 2015 and 2020 renter household estimations. The data indicates an overall increase in demand for rental households in each of the three age groups.

The cohort of greatest increase in rental household demand according to HISTA is the 15 to 54 years of age, five plus person households with an annual household income of greater than \$60,000. There is a noticeable trend within the data showing a significant decline projected in the \$40,000 annual household income and lower categories across each of the age groups. The decrease of renter households earning \$40,000 or less is negative 46 households for all age groups. The net demand for all age groups is 46 potential renter households through 2020 with the majority of the demand coming from the 3 plus person households in the 15 to 54 age group earning greater than \$60,000 annually. This demographic group typically desires single family rentals over apartments. The following tables summarize the previous data.

Renter Households Potential Demand						
Age 15 to 54 Years						
Year 2020 Projections						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	-4	-10	-1	-3	-1	-19
\$10,000-20,000	-10	-7	-3	-2	1	-21
\$20,000-30,000	6	3	1	2	0	12
\$30,000-40,000	-1	-5	0	-1	1	-6
\$40,000-50,000	-1	12	0	4	-7	8
\$50,000-60,000	6	-1	0	0	-4	1
\$60,000+	<u>8</u>	<u>3</u>	<u>13</u>	<u>10</u>	<u>16</u>	<u>50</u>
Total	4	-5	10	10	6	25

Renter Households Potential Demand						
Aged 55 to 61 Years						
Year 2020 Projections						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	-4	0	-1	0	-1	-6
\$10,000-20,000	-3	1	-1	0	0	-3
\$20,000-30,000	0	1	1	1	0	3
\$30,000-40,000	0	0	0	0	0	0
\$40,000-50,000	0	2	0	1	-1	2
\$50,000-60,000	4	2	0	0	0	6
\$60,000+	<u>9</u>	<u>4</u>	<u>-2</u>	<u>2</u>	<u>0</u>	<u>13</u>
Total	6	10	-3	4	-2	15

Renter Households Potential Demand						
Aged 62+ Years						
Year 2020 Projections						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	-2	-1	0	0	-1	-4
\$10,000-20,000	-2	-3	-1	0	0	-6
\$20,000-30,000	2	-1	0	0	0	1
\$30,000-40,000	1	1	0	0	1	3
\$40,000-50,000	4	0	0	0	0	4
\$50,000-60,000	1	-1	0	0	0	0
\$60,000+	<u>8</u>	<u>3</u>	<u>-1</u>	<u>0</u>	<u>-2</u>	<u>8</u>
Total	12	-2	-2	0	-2	6

Following are tables showing the difference between the previously summarized 2015 and 2020 owner household estimations, showing an overall increase in demand for owner households in the age categories of 55 to 61 years and the 62 years and older. There is a significant overall decrease in owner household demand for the age category of 15 to 54 years of age; however, the cohort of greatest increase in owner household demand is in the 15 to 54 age group, more specifically the three person households with an annual household income of greater than \$60,000. The most significant increase in owner household demand by age group is the 62 years and older cohort with 73 new households projected through 2020. The 55 to 61 age group shows an overall demand of 13 households through 2020. The net potential demand across all demographic groups is 41 potential

owner households through 2020 with the majority of the demand coming from the 62 and older age group. The following tables summarize the previous data.

Owner Households Potential Demand						
Age 15 to 54 Years <i>Year 2020 Projections</i>						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	-11	0	0	1	1	-9
\$10,000-20,000	-5	-16	2	-4	0	-23
\$20,000-30,000	-2	-2	-8	-3	-13	-28
\$30,000-40,000	-5	-5	-13	-10	-1	-34
\$40,000-50,000	-1	-2	-4	-3	-4	-14
\$50,000-60,000	2	5	2	-4	4	9
\$60,000+	<u>5</u>	<u>6</u>	<u>28</u>	<u>8</u>	<u>7</u>	<u>54</u>
Total	-17	-14	7	-15	-6	-45

Owner Households Potential Demand						
Aged 55 to 61 Years <i>Year 2020 Projections</i>						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	-1	0	0	0	0	-1
\$10,000-20,000	-2	2	-1	0	0	-1
\$20,000-30,000	-1	-3	0	0	-1	-5
\$30,000-40,000	2	-2	-1	0	1	0
\$40,000-50,000	0	-3	0	0	0	-3
\$50,000-60,000	0	-1	0	0	0	-1
\$60,000+	<u>5</u>	<u>10</u>	<u>10</u>	<u>0</u>	<u>-1</u>	<u>24</u>
Total	3	3	8	0	-1	13

Owner Households Potential Demand						
Aged 62+ Years <i>Year 2020 Projections</i>						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	3	-1	1	1	-1	3
\$10,000-20,000	-1	-6	-1	0	-1	-9
\$20,000-30,000	-1	2	2	-1	0	2
\$30,000-40,000	7	-2	0	0	-1	4
\$40,000-50,000	2	12	1	0	5	20
\$50,000-60,000	2	10	-1	0	1	12
\$60,000+	<u>14</u>	<u>23</u>	<u>-1</u>	<u>5</u>	<u>0</u>	<u>41</u>
Total	26	38	1	5	3	73

Where are the households that form the potential market for housing in the Webb City downtown Market likely to come from?

The primary sources of housing demand are positive migration, the removal of existing housing units due to obsolescence (1% to 2% per year), and the formation of new households from employment (increase in basic jobs), population growth, and demographic trends (declining household size, increase in renters vs. homeowners, etc.). In the primary market area we anticipate that most demand

will come from household growth due to the outlying location and increase in employment. The renovation of former vacant buildings, the demolition of obsolete buildings (1% to 2% of the housing stock annually), and demographic changes will provide additional demand and growth of households in the market area.

The potential market for households in downtown Webb City would primarily come from within the city limits, as people may relocate for better and newer housing, which would be further promoted by a revival of the downtown commercial district. Migration patterns between 2009 and 2011 show more households relocating to Webb City from surrounding counties due to Webb City’s convenient location for access to neighboring communities, attractive school systems, and employment opportunities within a reasonable commute.

Tax Credit Senior Rental Housing Demand Analysis

To capture the future demands of affordable senior housing we have relied upon the 2015 published low income housing tax credits limits for Jasper County and have excluded households earning less than \$10,000 per year, which would qualify for Section 8 housing. Of the qualified income households projected for the year 2020, there is a net decrease of four households in the 62 years of age and older category earning more than \$10,000.

LIHTC Qualifying Senior Renter Households Demand						
Aged 62+ Years						
Year 2020 Projections						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	-2	-1	0	0	-1	-4
\$10,000-20,000	-2	-3	-1	0	0	-6
\$20,000-30,000	2	-1	0	0	0	1
\$30,000-40,000			0	0	1	1
Total	-2	-5	-1	0	0	-8

Based on the existing rental rates within Webb City for senior housing, it is reasonable to assume that asking rents for a new project would be higher than currently achieved in Webb City. The low-income housing tax credit (LIHTC) program is an indirect federal subsidy used to finance the construction and rehabilitation of low-income affordable rental housing. Washington lawmakers created this as an incentive for private developers and investors to provide more low-income housing. Without the incentive, affordable rental projects do not generate sufficient profit to warrant the investment. A comparison of the actual costs of the development to the market value of the project as a test of feasibility would deter any prudent investor from building such a project.

The three existing senior projects currently have an average occupancy of 88%, with two of the properties being at 100% occupancy. The two fully occupied properties have a short waiting list of approximately three households. According to Derrick Fisher, Executive Director of the Housing Authority of Webb City, plans have been approved for a 50 unit senior residential complex adjacent to The Fountains of Webb City. As the population continues to age it is projected that additional, although limited demand is forecasted. The market for senior housing is shallow and it is projected

that building a new project in addition to the planned 50 unit project would most likely impact the performance of the existing tax credit projects due to limited household growth through 2020.

Tax Credit Family Rental Housing Demand Analysis

To capture the future demands of affordable housing we have relied upon the 2015 published low income housing tax credits limits for Jasper County and have excluded households earning less than \$10,000 per year, which would qualify for Section 8 housing. Of the qualified income households projected for the year 2020, there is an overall net decrease of 9 households for ages 15 to 61 years of age. There are three existing tax credit projects with no age restrictions. The three projects have an occupancy rate that ranges from 99% to 100% with the largest project totaling 60 units. Based on the decline in households through 2020, an additional tax credit housing project is not recommended at this time.

LIHTC Qualifying Renter Households Demand						
Age 15 to 61 Years						
Year 2020 Projections						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$10,000-20,000	-13	-6	-4	-2	1	-24
\$20,000-30,000	6	4	2	3	0	15
\$30,000-40,000			<u>0</u>	<u>-1</u>	<u>1</u>	<u>0</u>
Total	-7	-2	-2	0	2	-9

Market Rate Rental Housing Demand Analysis

To capture the future demands of market rate family housing we have relied upon 2020 projections provided by Ribbon Demographics and have excluded households that earn less than \$30,000 per year, which would qualify for Section 8 and Section 42 housing. Of the qualified households there is an overall projected demand for 74 additional market rate units for a growth rate of approximately 15 units per year.

Renter Households Potential Demand						
Age 15 to 61 Years						
Year 2020 Projections						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$30,000-40,000	-1	-5				-6
\$40,000-50,000	-1	14	0	5	-8	10
\$50,000-60,000	10	1	0	0	-4	7
\$60,000+	<u>17</u>	<u>7</u>	<u>11</u>	<u>12</u>	<u>16</u>	<u>63</u>
Total	25	17	11	17	4	74

Existing multifamily market rental rates within Webb City range from \$525 to \$820 per month. Existing single family market rental rates within Webb City range from \$475 to \$825 per month. A typical investor would have greater interest in constructing properties with higher rents and with consideration given to information provided by market participants, the greatest rental demand in

Webb City is for single family detached properties. This is partly a result of the largest increase in potential renters being 3 plus person households with incomes greater than \$60,000. Based on these criteria, our recommendation would be for additional single family detached rental housing and it is reasonable to assume rents for a new unit would be higher than currently achieved or greater than \$825 per month.

The following table reports the minimum rent level required in order to construct a project based on a minimum improvement cost of \$70,000 per unit (including profit), land cost of \$5,000 per unit, operating expenses of \$3,000 per unit, and a 7.00% rate of return (capitalization rate).

Feasibility Rent Required for New Construction or Rehabilitation					
Data Inputs		Building size		800 SF	
Construction cost	\$70,000 per unit	Building size		1 units	
Land cost	\$5,000 per unit	Land size		1 units	
Operating expenses	\$3,000 per unit	% Building rentable		100%	
Overall rate (OAR)	7.0%	Incentive		10%	
Normal vacancy	10.0%				
Calculations of Required Rent		Units	Cost per unit		
Building and site improvement cost		1	X	\$70,000	= \$70,000
Plus Profit		10.00%	X	\$70,000	= \$7,000
Land cost		1	X	\$5,000	= \$5,000
Total cost					\$82,000
Calculation of Feasibility Rent					
Required NOI	\$82,000	X	7%	=	\$5,740
Add operating expenses	\$3,000	X	1	=	\$3,000
Effective gross income (EGI)					\$8,740
Vacancy and collection loss					\$971
Potential gross income					\$9,711
Calculation of Minimum Required Rent for New Construction					
	PGI	Divided By	# of Units		
	\$9,711		1		
					Required Annual Rent per Unit
					\$9,711
					Required Monthly Rent per Unit
					\$809

As shown above, in order for the subject to be feasible for a typical developer, a rental rate of \$809 per month would be required based on construction costs of \$70,000 per unit. As described earlier, asking rates for single family rentals range from \$475 to \$825 per month with an average of \$600 per month depending on the size, condition, and quality. The required rent is at the top of the current range and considered to be feasible based on current and future trends.

The 2020 projections for renter households indicate that 80% of the future household demand will earn less than \$60,000 annually. However, the largest demographic group creating new rental housing demand is the highest income bracket of \$60,000 or more annually, which generally can afford higher rents. A prudent investor would typically not assume the risk in building higher priced rental homes in an unproven market as it is reasonable to assume that these households have more housing options as far as location and type of housing. However, current demographic shifts favor renting instead of homeownership with some households choosing to rent instead of own for a variety of reasons. Based on this analysis, a minimal amount of "for rent" single family homes is concluded to be feasible for the study area and should be well received by the marketplace.

Homeownership Housing Demand Analysis

To capture the future demands of homeownership we have relied upon 2020 projections provided

by Ribbon Demographics. There is overall projected demand for an additional 41 owner households through 2020. The greatest needs for homeownership are two person households with an income of more than \$60,000 annually, which tend to be single professionals. This cohort reported an increase of 39 new households through 2020. Based on the forecasted demand through 2020 and the 200 unit that are planned for development in Webb City, building entry level starter homes and moderate priced “for sale” housing does not appear to be a viable option at this time. If all 200 of the planned units come online during the projection period, the market area could potentially be oversupplied with single family homes.

Total Owner Households Potential Demand						
<i>Year 2020 Projections</i>						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	-9	-1	1	2	0	-7
\$10,000-20,000	-8	-20	0	-4	-1	-33
\$20,000-30,000	-4	-3	-6	-4	-14	-31
\$30,000-40,000	4	-9	-14	-10	-1	-30
\$40,000-50,000	1	7	-3	-3	1	3
\$50,000-60,000	4	14	1	-4	5	20
\$60,000+	<u>24</u>	<u>39</u>	<u>37</u>	<u>13</u>	<u>6</u>	<u>119</u>
Total	12	27	16	-10	-4	41

Would additional residential units in the downtown area complement the efforts to revitalize the downtown area of Webb City?

Downtown revitalization efforts could potentially increase the demand for residential units in the downtown area. Adding new housing options to the market for higher earning households appears to be a viable option based on the demographic data as discussed previously. With the economic environment of in-migration creating household growth, new housing could potentially be absorbed with an increase in commercial development in the downtown area. Given the urban location, “for rent” housing opportunities consisting of lofts, row houses, townhomes, and mixed-use projects would likely be well received by the market. Additional low income housing options and senior housing properties could easily over saturate the market and impact the performance of the existing low income and age restricted properties as tenants would potentially choose to move from older projects to newer projects.

What types of housing should be considered in the Webb City downtown Market Area?

Based on the current occupancy rates of the existing senior properties with an additional 50 units planned for the market, the needs of the senior housing market appear to be currently met, if not potentially over served in the near future. Based on these findings, the creation of new senior tax credit housing is not recommended.

Current occupancy rates for low income housing range from 99% to 100%. However, demographic projections indicate a significant decrease in the need for low income renter housing in the future, therefore the creation of new tax credit housing is not recommended.

Conversations with market participants regarding market rate rental housing indicates a balanced market. However, demographic projections indicate a slight increase in the need for new rental housing with the existing rental housing being older in age. However, as previously discussed, the demographic with the greatest demand also has the most options for housing whether rental or homeownership in regards to financing and/or location. Additionally, a comparison of current market rents and feasibility rents indicates that building market rate housing without government subsidies is marginally feasible option at this time. Based on these factors, building market rate rental housing totaling 74 units through 2020 is recommended at this time. The projected demand is fairly shallow and it is recommended that projects be built in phases to minimize risk and reassess the market demand before subsequent phases are built.

Single family homeownership is projected to increase in demand through 2020, which could be part of the strategy in the revitalization of the downtown area. However, single family housing is typically located outside of the downtown core with a focus on larger lots, increased privacy, less traffic, etc. An analysis of single family development potential is outside of the scope of this assignment as it does not readily impact the downtown housing options or the affordability of the rental market in Webb City. Additionally, there are 200 planned single family homes in Webb City that could potentially absorb all of the projected “for sale” demand through 2020 (41 units).

Where are the potential locations for new residential units in the downtown revitalization area?

We have identified the following properties as potential locations for residential units as warranted by market demand. Our search for developable areas within the identified study area identified mostly infill locations due to the majority of the DREAM defined area being largely built out. It is possible that aging buildings could present opportunities for razing and redevelopment assuming feasibility issues are supplemented with economic incentives. The following pictures represent properties and sites in the DREAM defined area that could potentially be redeveloped.



Vacant building in the DREAM area



Vacant building in the DREAM area



Vacant building and surface parking lot in the DREAM area



Vacancies in the DREAM area



Vacant building in the DREAM area



Vacant buildings in the DREAM area

EXTRAORDINARY ASSUMPTIONS & HYPOTHETICAL CONDITIONS

Extraordinary Assumption: An assumption, directly related to a specific assignment, which, if found to be false, could alter the appraiser's opinions or conclusions. Extraordinary assumptions presume as fact otherwise uncertain information about physical, legal, or economic characteristics of the subject property; or about conditions external to the property such as market conditions or trends; or about the integrity of data used in an analysis.

This market study is subject to the following special assumptions and limiting conditions:

- There are no extraordinary assumptions employed in this report.

Hypothetical Condition: That which is contrary to what exists but is supposed for the purpose of analysis. Hypothetical conditions assume conditions contrary to known facts about physical, legal, or economic characteristics of the subject property; or about conditions external to the property, such as market conditions or trends; or about the integrity of data used in an analysis.

There are no hypothetical conditions employed in this report.

Other Assignment Conditions:

- ESRI recently released 2010 demographic data for select reports. We have used the 2010 demographic data when available with certain analytical points relying on data from the 2000 Census that is trended to a current date. Due to changing demographics and the use of both 2000 and 2010 Census data, the best available information was used from various sources. In addition, due to the 2010 Census being published, ESRI no longer publishes historical demographic data for certain categories. In all cases, we have used the best available information when possible.

ADDENDA



Market Profile

Webb City, MO
Webb City, MO (2978118)
Place

Webb City, MO (2...

Population Summary	
2000 Total Population	9,717
2010 Total Population	10,996
2015 Total Population	12,119
2015 Group Quarters	269
2020 Total Population	13,325
2015-2020 Annual Rate	1.92%
Household Summary	
2000 Households	3,784
2000 Average Household Size	2.52
2010 Households	4,230
2010 Average Household Size	2.57
2015 Households	4,678
2015 Average Household Size	2.53
2020 Households	5,155
2020 Average Household Size	2.53
2015-2020 Annual Rate	1.96%
2010 Families	2,840
2010 Average Family Size	3.10
2015 Families	3,120
2015 Average Family Size	3.06
2020 Families	3,425
2020 Average Family Size	3.06
2015-2020 Annual Rate	1.88%
Housing Unit Summary	
2000 Housing Units	4,109
Owner Occupied Housing Units	58.5%
Renter Occupied Housing Units	33.6%
Vacant Housing Units	7.9%
2010 Housing Units	4,730
Owner Occupied Housing Units	53.6%
Renter Occupied Housing Units	35.8%
Vacant Housing Units	10.6%
2015 Housing Units	4,995
Owner Occupied Housing Units	54.9%
Renter Occupied Housing Units	38.8%
Vacant Housing Units	6.3%
2020 Housing Units	5,495
Owner Occupied Housing Units	55.2%
Renter Occupied Housing Units	38.6%
Vacant Housing Units	6.2%
Median Household Income	
2015	\$35,622
2020	\$40,357
Median Home Value	
2015	\$133,103
2020	\$170,780
Per Capita Income	
2015	\$17,873
2020	\$20,649
Median Age	
2010	32.1
2015	33.2
2020	34.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Webb City, MO
Webb City, MO (2978118)
Place

Webb City, MO (2...

2015 Households by Income

Household Income Base	4,679
<\$15,000	21.2%
\$15,000 - \$24,999	13.0%
\$25,000 - \$34,999	14.7%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	8.5%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	0.8%
\$200,000+	1.2%
Average Household Income	\$46,161

2020 Households by Income

Household Income Base	5,155
<\$15,000	20.1%
\$15,000 - \$24,999	9.9%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	17.6%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	7.4%
\$150,000 - \$199,999	1.4%
\$200,000+	1.5%
Average Household Income	\$53,370

2015 Owner Occupied Housing Units by Value

Total	2,742
<\$50,000	2.8%
\$50,000 - \$99,999	24.5%
\$100,000 - \$149,999	34.3%
\$150,000 - \$199,999	25.6%
\$200,000 - \$249,999	7.8%
\$250,000 - \$299,999	1.7%
\$300,000 - \$399,999	2.4%
\$400,000 - \$499,999	0.5%
\$500,000 - \$749,999	0.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.1%
Average Home Value	\$143,490

2020 Owner Occupied Housing Units by Value

Total	3,032
<\$50,000	1.9%
\$50,000 - \$99,999	14.8%
\$100,000 - \$149,999	19.3%
\$150,000 - \$199,999	33.8%
\$200,000 - \$249,999	16.7%
\$250,000 - \$299,999	4.5%
\$300,000 - \$399,999	5.3%
\$400,000 - \$499,999	1.4%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.1%
Average Home Value	\$185,859

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Webb City, MO
Webb City, MO (2978118)
Place

Webb City, MO (2...

2010 Population by Age	
Total	10,996
0 - 4	8.3%
5 - 9	7.6%
10 - 14	7.9%
15 - 24	15.2%
25 - 34	15.0%
35 - 44	12.7%
45 - 54	12.3%
55 - 64	9.5%
65 - 74	6.1%
75 - 84	4.0%
85 +	1.5%
18 +	71.8%
2015 Population by Age	
Total	12,120
0 - 4	7.8%
5 - 9	7.5%
10 - 14	6.9%
15 - 24	14.8%
25 - 34	15.7%
35 - 44	12.5%
45 - 54	11.7%
55 - 64	10.6%
65 - 74	6.9%
75 - 84	4.0%
85 +	1.7%
18 +	73.7%
2020 Population by Age	
Total	13,324
0 - 4	7.6%
5 - 9	7.4%
10 - 14	7.3%
15 - 24	13.7%
25 - 34	15.2%
35 - 44	12.9%
45 - 54	11.3%
55 - 64	11.3%
65 - 74	7.7%
75 - 84	4.0%
85 +	1.7%
18 +	73.8%
2010 Population by Sex	
Males	5,276
Females	5,720
2015 Population by Sex	
Males	5,934
Females	6,186
2020 Population by Sex	
Males	6,576
Females	6,748

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Webb City, MO
Webb City, MO (2978118)
Place

Webb City, MO (2...

2010 Population by Race/Ethnicity

Total	10,996
White Alone	90.7%
Black Alone	1.6%
American Indian Alone	1.5%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.2%
Two or More Races	3.0%
Hispanic Origin	4.9%
Diversity Index	25.4

2015 Population by Race/Ethnicity

Total	12,119
White Alone	89.6%
Black Alone	2.0%
American Indian Alone	1.6%
Asian Alone	1.0%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.3%
Two or More Races	3.3%
Hispanic Origin	5.4%
Diversity Index	27.8

2020 Population by Race/Ethnicity

Total	13,325
White Alone	88.4%
Black Alone	2.3%
American Indian Alone	1.7%
Asian Alone	1.1%
Pacific Islander Alone	0.3%
Some Other Race Alone	2.7%
Two or More Races	3.6%
Hispanic Origin	6.2%
Diversity Index	30.9

2010 Population by Relationship and Household Type

Total	10,996
In Households	98.9%
In Family Households	83.3%
Householder	25.8%
Spouse	18.4%
Child	33.5%
Other relative	2.4%
Nonrelative	3.2%
In Nonfamily Households	15.6%
In Group Quarters	1.1%
Institutionalized Population	0.9%
Noninstitutionalized Population	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Webb City, MO
 Webb City, MO (2978118)
 Place

Webb City, MO (2...

2015 Population 25+ by Educational Attainment

Total	7,633
Less than 9th Grade	3.5%
9th - 12th Grade, No Diploma	7.4%
High School Graduate	30.3%
GED/Alternative Credential	6.8%
Some College, No Degree	21.7%
Associate Degree	10.8%
Bachelor's Degree	13.9%
Graduate/Professional Degree	5.6%

2015 Population 15+ by Marital Status

Total	9,429
Never Married	32.1%
Married	47.0%
Widowed	5.9%
Divorced	15.0%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	95.5%
Civilian Unemployed	4.5%

2015 Employed Population 16+ by Industry

Total	5,368
Agriculture/Mining	0.0%
Construction	4.4%
Manufacturing	19.2%
Wholesale Trade	4.3%
Retail Trade	12.4%
Transportation/Utilities	4.0%
Information	1.3%
Finance/Insurance/Real Estate	6.5%
Services	46.7%
Public Administration	1.2%

2015 Employed Population 16+ by Occupation

Total	5,369
White Collar	50.9%
Management/Business/Financial	8.6%
Professional	17.4%
Sales	7.6%
Administrative Support	17.4%
Services	19.8%
Blue Collar	29.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.4%
Installation/Maintenance/Repair	4.0%
Production	13.1%
Transportation/Material Moving	9.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Webb City, MO
Webb City, MO (2978118)
Place

Webb City, MO (2...

2010 Households by Type

Total	4,230
Households with 1 Person	26.9%
Households with 2+ People	73.1%
Family Households	67.1%
Husband-wife Families	47.8%
With Related Children	23.6%
Other Family (No Spouse Present)	19.3%
Other Family with Male Householder	5.4%
With Related Children	3.9%
Other Family with Female Householder	13.9%
With Related Children	10.1%
Nonfamily Households	6.0%
All Households with Children	38.4%
Multigenerational Households	3.3%
Unmarried Partner Households	7.5%
Male-female	7.0%
Same-sex	0.5%

2010 Households by Size

Total	4,230
1 Person Household	26.9%
2 Person Household	31.2%
3 Person Household	17.1%
4 Person Household	13.7%
5 Person Household	6.8%
6 Person Household	2.9%
7 + Person Household	1.4%

2010 Households by Tenure and Mortgage Status

Total	4,230
Owner Occupied	59.9%
Owned with a Mortgage/Loan	43.7%
Owned Free and Clear	16.2%
Renter Occupied	40.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Webb City, MO
 Webb City, MO (2978118)
 Place

Webb City, MO (2...

Top 3 Tapestry Segments

1. Traditional Living (12B)
2. Rustbelt Traditions (5D)
3. Hardscrabble Road (8G)

2015 Consumer Spending

Apparel & Services: Total \$	\$6,582,903
Average Spent	\$1,407.20
Spending Potential Index	61
Computers & Accessories: Total \$	\$733,912
Average Spent	\$156.89
Spending Potential Index	62
Education: Total \$	\$4,207,416
Average Spent	\$899.40
Spending Potential Index	59
Entertainment/Recreation: Total \$	\$9,666,239
Average Spent	\$2,066.32
Spending Potential Index	62
Food at Home: Total \$	\$15,546,983
Average Spent	\$3,323.43
Spending Potential Index	64
Food Away from Home: Total \$	\$9,384,850
Average Spent	\$2,006.17
Spending Potential Index	61
Health Care: Total \$	\$14,609,177
Average Spent	\$3,122.95
Spending Potential Index	66
HH Furnishings & Equipment: Total \$	\$5,344,126
Average Spent	\$1,142.40
Spending Potential Index	62
Investments: Total \$	\$5,150,355
Average Spent	\$1,100.97
Spending Potential Index	40
Retail Goods: Total \$	\$75,570,870
Average Spent	\$16,154.53
Spending Potential Index	63
Shelter: Total \$	\$46,015,065
Average Spent	\$9,836.48
Spending Potential Index	60
TV/Video/Audio: Total \$	\$3,957,898
Average Spent	\$846.07
Spending Potential Index	65
Travel: Total \$	\$5,372,269
Average Spent	\$1,148.41
Spending Potential Index	59
Vehicle Maintenance & Repairs: Total \$	\$3,268,097
Average Spent	\$698.61
Spending Potential Index	63

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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