

UNIVERSITY CITY, MISSOURI

Market Guide

www.ucitymo.org

City Contact Information



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Tax Rates:

Sales Tax: 9.238%
Commercial Property Tax: 8.2465%
Residential Property Tax: 8.2099%

Utilities:

Electric: Ameren
Gas: Spire Energy
Water: Missouri American

Our utility providers offer rates among the lowest in the country.

Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

| | |
|------------------|--------------------------|
| Omaha, NE | 8520 Park Dr |
| Des Moines, IA | 221 Sw 63rd St |
| Mission, KS | 5312 Martway St |
| Tulsa, OK | 12919 E 31st St Ste A |
| The Village, OK | 1515 W Britton Rd |
| Indianapolis, IN | 6230 Allisonville Rd Ste |
| Louisville, KY | 2817 Del Rio Pl |

GAP Analysis \$242,876,717 (Custom Trade Area)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



| | |
|---|--------------|
| Grocery Stores | \$70,788,963 |
| General Merchandise Stores | \$68,012,965 |
| Building Material and Garden Equipment Stores | \$55,116,104 |
| Furniture and Home Furnishings Stores | \$19,159,831 |
| Clothing & Clothing Accessories Stores | \$10,291,460 |
| Electronics & Appliance Stores | \$10,217,818 |
| Automotive Parts, Accessories, & Tire Stores | \$9,289,576 |

Demographics (Custom Trade Area)



Average Age
38.2

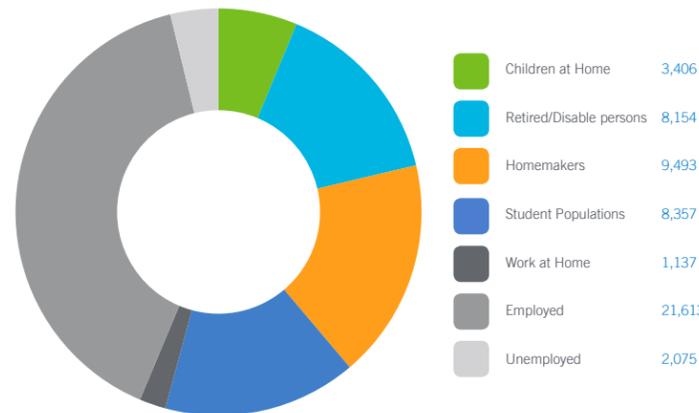


Median Household Income
\$43,416



Labour Force
52,109

Daytime Population 54,235 (Custom Trade Area)



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

Let us know how we can help you find a site!



Building Materials & Garden



Grocery



Furniture Stores



General Merchandise



| DEMOGRAPHIC PROFILE | 1 Mile Radius | 3 Mile Radius | 5 Mile Radius |
|---------------------------|---------------|---------------|---------------|
| 2018 Estimated Population | 15,295 | 114,385 | 282,839 |
| Daytime Population | 12,863 | 179,204 | 412,602 |
| Median HH Income | \$55,947 | \$54,138 | \$48,485 |
| Number of Households | 6,473 | 46,466 | 122,002 |

| | 3 Minute DT | 5 Minute DT | 10 Minute DT |
|---------------------------|-------------|-------------|--------------|
| 2018 Estimated Population | 14,882 | 39,497 | 155,989 |
| Daytime Population | 14,280 | 47,488 | 247,321 |
| Median HH Income | \$56,327 | \$56,739 | \$53,131 |
| Number of Households | 6,269 | 17,711 | 66,339 |

