

Hollister

Missouri

2010

DEMOGRAPHIC & STATISTICAL PROFILE



Department of Economic & Community Development

312 Esplanade Street

PO Box 638

Hollister, MO 65673

417-335-4715

www.cityofhollister.com

OVERVIEW

Hollister is a fast-growing community located in the heart of the Ozarks in Southwest Missouri. Situated along the major north-south highway corridor in the region, our transportation network provides easy and reliable access, and two airports are located in Hollister.

We are home to the area's community and technical college, providing affordable and flexible workforce development for our businesses and employers. In addition, our public school district consistently receives nation-wide awards for excellence, and it has earned distinction as one of the highest performing districts in the state. College of the Ozarks, a private liberal arts college, offers bachelors of science and arts degrees.

Our neighboring city, Branson, is a major tourist destination, attracting nearly 8 million visitors per year, and we are home to three world-famous fishing reservoirs, which host several professional tournaments each year. The scenic vistas and natural beauty of Ozark Mountain Country and the variety of affordable, family friendly recreation opportunities provides an unmatched quality of life.

We offer affordable living, a high quality of life, quality schools, solid transportation systems and infrastructure, and low taxes, which makes Hollister, Missouri the perfect community for business location and expansion.

WORKFORCE

City of Hollister..... 2,185
 Taney County.....24, 068
 45 Mile Radius..... 256,760

❖ Taney County Unemployment Rate: 10.7% (May 2010)

Source: U.S. Bureau of the Census, ESRI forecast 2009, 2014

PERCENTAGE OF ESTABLISHMENTS BY INDUSTRY

Source: U.S Census Bureau 2007 County Business Patterns

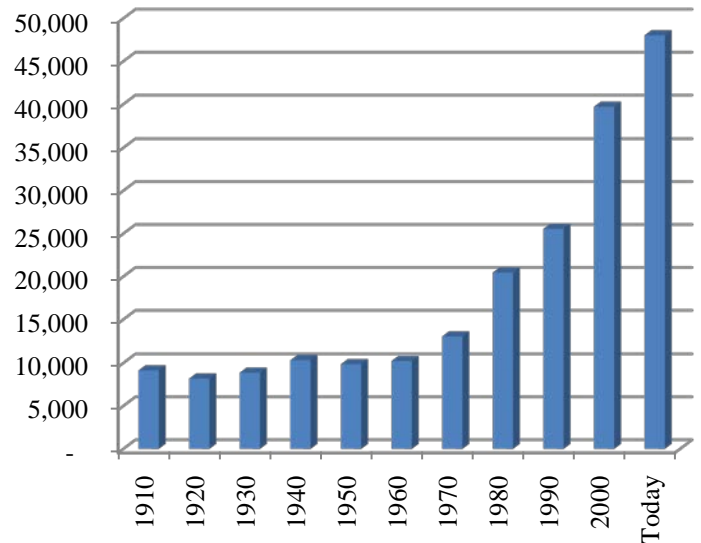


POPULATION

City of Hollister.....5,071
 Taney County.....48,023
 45 Mile Radius..... 587,051

Source: U.S. Bureau of the Census, ESRI forecast 2009, 2014

COUNTY POPULATION



MAJOR AREA EMPLOYERS

HFE Corp.....1,993
 Skaggs Regional Medical Center.....1,064
 Branson Public School.....650
 Big Cedar Resort.....550
 Wal-Mart Stores.....515
 Shepherd of the Hills Outdoor Theater.....350
 Taney County.....297
 Wyndham Resorts.....272
 College of the Ozarks.....266
 City of Branson.....254
 Hilton Hotels & Convention Center.....230
 Westgate Resort.....228
 Hollister Public Schools.....218
 Lowes Home Improvement.....147
 Country Mart Hollister.....125
 Point Lookout Nursing.....120

❖ Nearly all of Hollister's employers are small businesses.

HOLLISTER SCHOOL DISTRICT



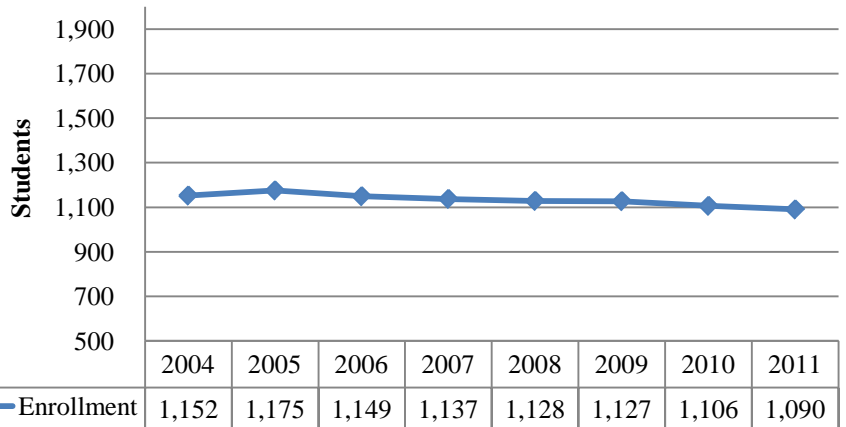
	Enrollment	Student-Teacher Ratio	Faculty Certification
High School	427	21:1	99.1%
Junior High	192	14:1	99.3%
Middle	201	18:1	99.2%
Elementary	489	15:1	93.3%

- ❖ The Hollister School District is accredited with distinction in performance.
- ❖ Hollister is an A+ program district, offering two years of college free to eligible students.
- ❖ Average teacher experience is 12.5 years and 59.6% have an advanced degree.

COLLEGES & HIGHER EDUCATION

- ❖ Hollister is home to College of the Ozarks, a private liberal arts institution and Ozarks Technical Community College, offering two year degrees and a range of technical education and workforce programs.
- ❖ Large public and private universities are located in nearby Springfield, MO, including Missouri State University, Drury University, and Ozarks Technical Community College Main Campus.

K-12 ENROLLMENT 2004-2011



HEALTH CARE

- ❖ Skaggs Regional Medical Center
 - ❖ St. Johns Clinic
 - ❖ Skaggs Medical Clinic
 - ❖ Point Lookout Nursing & Rehab
 - ❖ Tri-Lakes Dental Center
 - ❖ Integrity Home Care
- ❖ Hollister's health care facilities provide services to a large portion of the area.

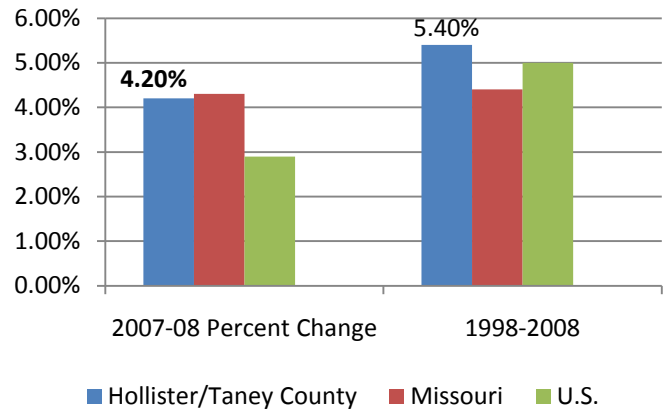
INCOME & WAGE RATES - HOLLISTER, TANEY COUNTY

Per Capita Income.....	\$22,235
Average Wage Per Job.....	\$27,178
Mean Household Income.....	\$55,367
Median Household Income.....	\$39,008
Mean Household Income, 45 Mile Radius.....	\$43,051

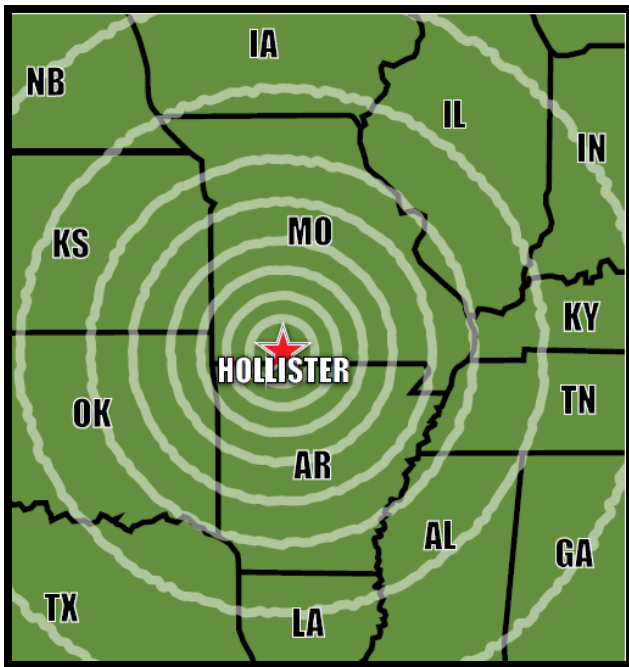
Source: Bureau of Economic Analysis, Bureau of the Census, ESRI forecasts for 2009 and 2014.

TOTAL PERSONAL INCOME GROWTH

Source: Bureau of Economic Analysis



TRANSPORTATION



MILES TO HOLLISTER

Springfield.....	30
Little Rock	171
Kansas City.....	220
Tulsa.....	230
St. Louis.....	290
Memphis.....	300
Dallas.....	450
Chicago.....	540

- ❖ Hollister is within a day's drive of approximately 30% of the U.S. population.
- ❖ Hollister is located on 4-lane U.S. Hwy 65, with excellent connectivity to I-44 in Springfield.

AIRPORTS

Branson Airport (BKG) – Hollister: 7,140' runway

- ❖ Commercial & General Aviation & FBO
 - ❖ Air Tran: two daily flights to Atlanta.
 - ❖ Frontier Airlines: one daily flight to Denver.
 - ❖ Branson Air Express: daily flights to Austin, Houston, Des Moines.

Taney County Municipal Airport: 3,379' runway

- ❖ General Aviation & FBO



TAXES

INCOME TAX

Personal: Missouri applies an income tax of \$315 plus 6.0% of federal taxable income over \$9,000.

Corporate: Missouri's Corporate Income Tax rate ranked 5th in the nation according to the Tax Foundation's State Business Tax Climate Index Rankings for 2010. Missouri's corporate income tax rate of 6.25% is applied to Missouri taxable income. In Missouri, this is the same as federal taxable income. Missouri allows 50% of federal income tax payments to be deducted before computing taxable income, leading to an effective tax rate of 5.2%.

SALES TAX

City of Hollister.....	2.000%
Taney County.....	1.875%
State of Missouri.....	4.225%
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Total.....	8.100%

PROPERTY TAX

Personal Property Tax: Personal property is assessed at 33.3% of market value.

Real Property Tax: Residential property tax is \$5.5407 per \$100 of assessed value, with a \$0.15 surcharge added to commercial property. Property is assessed at the following percentages of appraised value: 32% commercial & 19% residential.

Hollister School District.....	\$4.1471
City of Hollister.....	\$1.1383
Taney County Health.....	\$0.1389
Taney County Disabilities.....	\$0.0864
State of Missouri.....	\$0.0300
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Total.....	\$5.5407



- ❖ Hollister offers multiple shovel ready pad sites with excellent highway visibility and access.

UTILITIES

- ❖ Water and sewer services within the City of Hollister and portions of the surrounding area are provided by the City of Hollister.
 - ❖ Water: 2.8 MM gallons per day capacity.
 - ❖ Sewer: 3.2 MM gallons per day capacity.
- ❖ Electric is provided by Empire District Electric and White River Valley Electrical Co-operative
 - ❖ Empire District Electric: 1.1 MM kW peak demand.
 - ❖ White River Electric: 200,000 kW peak demand.
- ❖ Natural gas is provided by Southern Missouri Natural Gas.
- ❖ CenturyLink is the primary provider of telecommunications infrastructure and services, including long distance points of presence (POP's).
- ❖ Fiber and broadband internet are available in the City of Hollister.



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