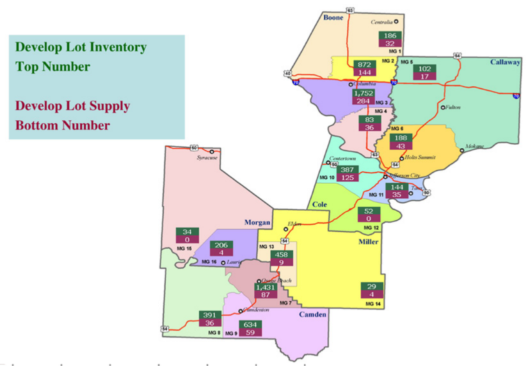
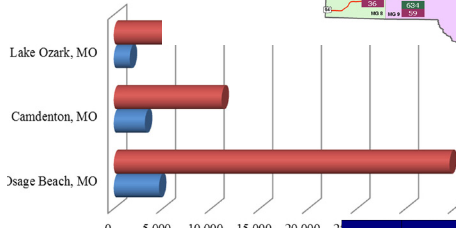
Economic Power and ROI Futures

Lake of the Ozarks, Missouri

Our overview is designed to help you better understand the potential fiscal and social benefits for the Lake of the Ozarks economic and tourism market.

This comprehensive study illustrates Lake Area Demographics, Buying Power Measurements, Centralizing and Decentralizing Commerce Effects, Why Tourists Visit, Why Homebuyers Buy, and Housing Supply Opportunities and Limitations. These are just some of the economic indicators we analyzed in our Economic and Tourism study.





Includes useful maps, charts and tables.

Homes Needed Annually
Central Missouri (6-County Market)

County	Current Lot Inventory	Balance 2010	2011 Needed	2012 Needed	2013 Needed	2014 Needed	2015 Needed	Total 2010
Boone	2893	206	552	666	747	796	828	[illegible]
Callaway	290	25	67	81	90	96	100	
Camden	2456	76	203	244	274	292	304	[illegible]
Cole	583	67	179	216	243	258	269	[illegible]
Miller	487	5	14	17	20	21	22	
Morgan	240	2	4	5	6	6	7	

Research Completed by

Zanola Company LLC

Duenke Family
PROPERTIES

Sponsored by Duenke Family Properties….

Lake Area Research That Matters!

- ✓ MarketGraphics Lake Area Housing and Economic Forecast: September 29
- ✓ Discovering Lake of the Ozarks Economic Indicators: October 27
- ✓ Demographics of Senior Housing and the Lake: TBD

Presented by Joe Zanola. Zanola Company provides MarketGraphics© homebuilding and demographic research for St. Louis, Central Missouri, and Southwest Missouri regions. Zanola helps civic leaders, planners, lenders, developers, builders, and real estate professionals with guidance to create successful business and community outcomes.

Methodology

Zanola Company·LLC
feasibility studies business consulting MarketGraphics®
9315 Manchester Road
St. Louis, Missouri 63119
314 918 7200
www.zanolaco.com

Methodology

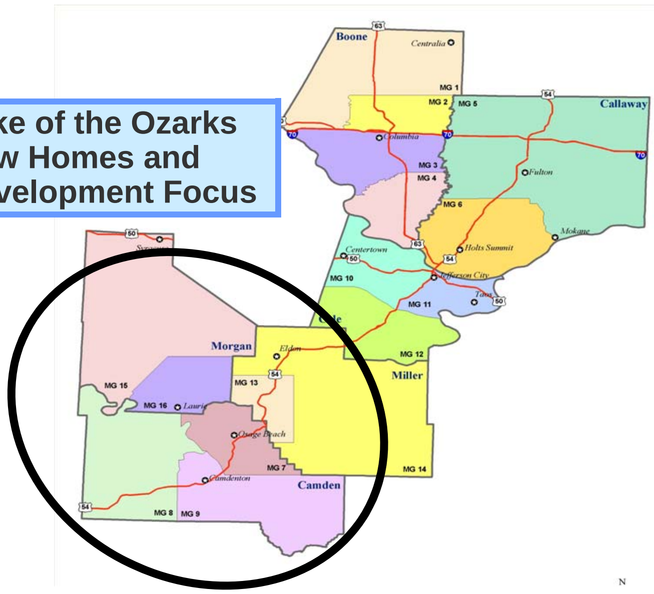
- The Lake of the Ozarks is a known tourist destination in mid – Missouri , additional professional research on tourism's effect and on the total local economy is desired.
- Duenke Enterprises recognized the potential fiscal and social benefit for the Lake of the Ozarks region and contracted Zanola Company in early 2010 to conduct an overview study of the Lake of the Ozarks economic and tourism market.

Methodology

- Widely dispersed economic information was conglomerated into one report by using several local resources:
  - Lake of the Ozarks Convention and Visitor's Bureau
  - Missouri Economic Research Information Center
  - Missouri Division of Tourism
  - Missouri Department of Transportation
  - Missouri Department of Revenue
  - Missouri Census Data Center
  - MarketGraphics® Housing Research
  - Nielsen Claritas Demographics Research

zanola COMPANY·LLC feasibility studies business consulting MarketGraphics® 9315 MANCHESTER ROAD ST. LOUIS, MISSOURI 63119 314 918 7200 www.zanolaco.com

Lake of the Ozarks New Homes and Development Focus



New Home Subdivisions (Started and Projected to Start)

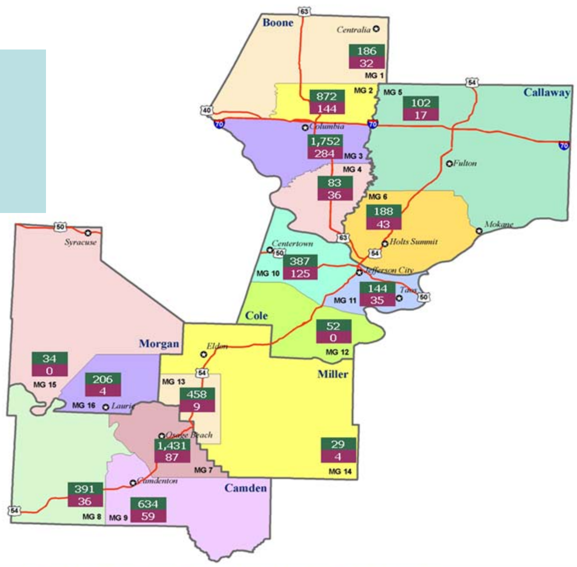
Central Missouri (6-County Market)

Report Date	Started & Undeveloped Subdivisions	Started Subdivisions	Developed Lot (DVL) Inventory	Average No. of Lots Per Started Subdivision	Counted Home Inventory (NFU + UCN)	Homes Under Construction (UCN)	Newly Finished Unoccupied (NFU)	Net Home Inventory
Dec-2007	417	333	6,879	20.66	2,440	1,599	841	774
Apr-2008	413	342	7,408	21.66	2,322	1,445	877	854
Aug-2008	416	346	7,223	20.88	2,031	1,206	825	778
Dec-2008	430	359	7,476	20.82	1,703	896	807	763
Apr-2009	425	363	7,515	20.70	1,601	806	795	749
Aug-2009	424	360	7,344	20.40	1,490	727	763	744
Dec-2009	423	361	7,291	20.20	1,365	692	673	641
Apr-2010	424	360	7,157	19.88	1,229	628	601	566
Aug-2010	423	358	6,949	19.41	1,072	578	494	431
Dec-2010								

Model Home Count:				
	Boone County	14	Cole County	0
	Callaway County	0	Miller County	2
	Camden County	22	Morgan County	1
			Total of Models or Displays	39

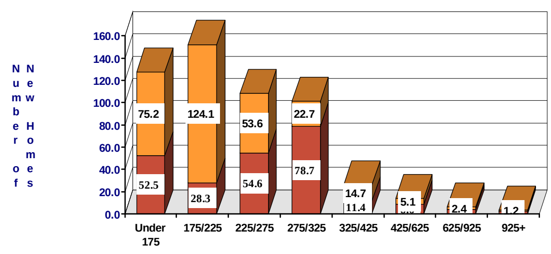
Develop Lot Inventory
Top Number

Develop Lot Supply
Bottom Number



Counted Home Inventory - MG Areas 7 thru 9 - Camden County

									Total
Max Preferred NFU Today	28.1	33.5	26.0	26.4	7.3	4.1	2.0	1.1	128.4
NFU 12 Months Back	125.8	208.0	63.7	34.4	33.5	17.9	5.8	2.1	491.0
NFU 8 Months Back	111.6	177.3	59.4	34.8	31.5	9.5	3.5	1.5	429.0
NFU 4 Months Back	97.0	154.5	58.9	29.5	23.7	8.7	2.8	1.1	376.0
Current NFU	75.2	124.1	53.6	22.7	14.7	5.1	2.4	1.2	299.0



Max NFU Preferred %	22%	22%	24%	26%	28%	30%	32%	32%

Under Construction (UCN) Newly Finished Unoccupied (NFU)

Tracked subdivision demand, not "Forecast" demand

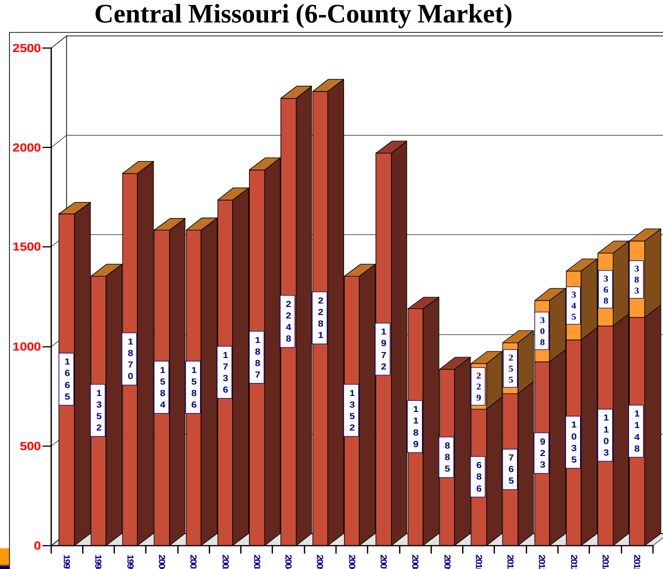
	Under 175	175/225	225/275	275/325	325/425	425/625	625/925	925+	Total
COUNTED HOME INVENTORY	127.7	152.4	108.2	101.4	26.1	13.7	6.4	3.4	539.0
NET HOME INVENTORY	63.4	99.3	52.0	24.5	12.1	3.9	1.7	0.9	257.8
PROJ. MONTHLY DEMAND	10.7	10.3	7.0	6.6	2.1	0.9	0.6	0.3	38.4
NO. MONTHS SUPPLY	5.9	9.6	7.4	3.7	5.8	4.3	3.0	3.8	6.7

ZANOLA COMPANY·LLC
feasibility studies business consulting MarketGraphics®
9315 MANCHESTER ROAD
ST. LOUIS, MISSOURI 63119
314 918 7200
www.zanolaco.com

Lake of Ozarks Condominium Market Share

	Developed Lots	Homes Inventory	Closings Last 12 Months	Starts Last 12 Months
All Communities	3183	664	457	102
Condo Homes #	470	463	307	34
Condo Homes %	14.8%	69.7%	67.2%	33.3%
Single Family Homes #	2713	201	150	68
Single Family Homes %	85.2%	30.3%	32.8%	66.7%

Previous Starts and Housing Forecast of Starts
Central Missouri (6-County Market)



zanola COMPANY·LLC
MarketGraphics
MANCHESTER ROAD
OUIS, MISSOURI 63119
314 918 7200
www.zanolaco.com

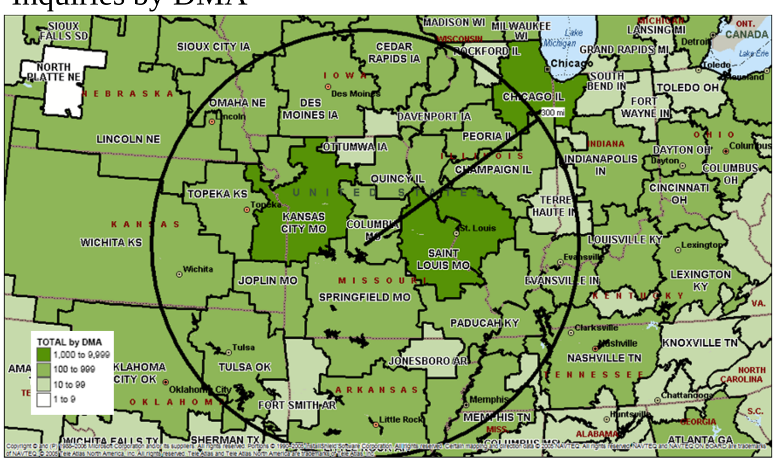
Tourism Data

Tourism Data provides an outline of Lake of the Ozarks visitor profiles. The following statistics are provided by the Lake of the Ozarks Convention and Visitors Bureau. In 2009, LOCVB conducted a telephone survey of over 1,000 Lake of the Ozarks visitors.

zanola COMPANY·LLC
feasibility studies business consulting MarketGraphics®
9315 MANCHESTER ROAD
ST. LOUIS, MISSOURI 63119
314 918 7200
www.zanolaco.com

Tourism Data

Inquiries by DMA

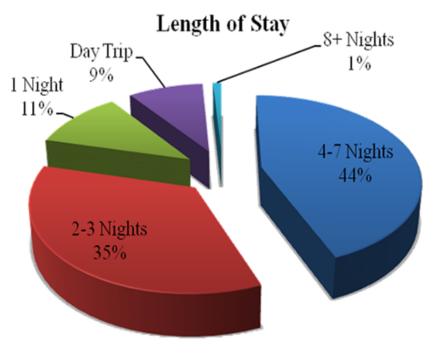


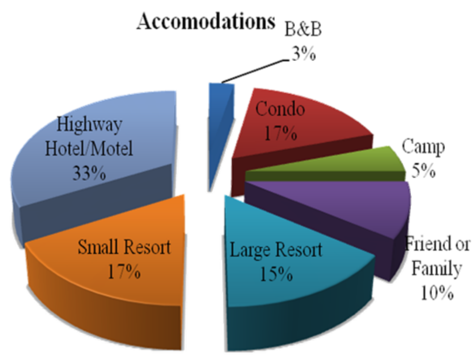
zanola COMPANY·LLC
feasibility studies business consulting MarketGraphics®
9315 MANCHESTER ROAD
ST. LOUIS, MISSOURI 63119
314 918 7200
www.zanolaco.com

Tourism Data

- 71% of respondents traveled without children
- The average annual household income of respondents was $76,900 with 50% earning between $50,000 and $100,000
- The largest percentage of respondents (78%) indicated shopping as their main activity
- Water parks, special events/festivals and meetings/reunions/conventions were the least indicated activities

Tourism Data





zanola COMPANY·LLC feasibility studies business consulting MarketGraphics 9315 MANCHESTER ROAD ST. LOUIS, MISSOURI 63119 314 918 7200 www.zanolaco.com

Housing Data

Housing Data provides a residential total market forecast for the Lake of the Ozarks and Central Missouri region. Vacation housing numbers are also included.

Housing Data

- Over 20% of current residents in Camden, Miller and Morgan Counties have moved to the area within the past year

	Camden		Miller		Morgan	
	Number	%	Number	%	Number	%
Population 1 year and over	39,995		24,575		20,447	
Same house	32,756	81.9	20,251	82.4	17,578	86
Different house in the U.S.	7,124	17.8	4,147	16.9	2,859	14
Same county, different house	3,148	7.9	2,483	10.1	1,283	6.3
Different county	3,976	9.9	1,664	6.8	1,576	7.7
Different county, same state	2,487	6.2	1,307	5.3	1,174	5.7
Different state	1,489	3.7	357	1.5	402	2

zanola COMPANY·LLC
feasibility studies business consulting MarketGraphics
9315 MANCHESTER ROAD
ST. LOUIS, MISSOURI 63119
314 918 7200
www.zanolaco.com

Housing Data

- Nearly 40% of all housing units in Camden and Miller Counties are seasonal or recreational

	Camden		Miller		Morgan	
	Number	%	Number	%	Number	%
Total housing units	35,561		11,989		14,429	
Occupied housing units	16,965	47.7	9,789	81.6	7,937	55
Owner-occupied	13,456	79.3	7,319	74.8	6,470	81.5
Renter-occupied	3,509	20.7	2,470	25.2	1,467	18.5
Average household size of owner-occupied unit	2.33		2.58		2.55	
Average household size of renter-occupied unit	2.4		2.12		2.42	
Vacant housing units	18,596	52.3	2,200	18.4	6,492	45
For sale	478	2.6	183	8.3		
For rent	131	0.7	48	2.2		
For seasonal, recreational, or occasional use	17,093	91.9	1,345	61.1		
Total owner units	13,934		7,502			
Homeowner vacancy rate	3.4		2.4		4	
Total rental units	3,640		2,518			
Rental vacancy rate	3.5		1.9		2.1	
People living in owned homes	31,342	77.7	18,896	76	16,529	79.7
People living in rental homes	8,435	20.9	5,248	21.1	3,556	17.1

Housing Data

New Homes Audit

County	Total Lots	Occupied	New, Finished Unoccupied	Under Construction	Developed Lots	Undeveloped Lots
Boone	11,455	4,525	101	190	2,893	3,746
Callaway	1,469	924	12	24	290	219
Camden	7,816	2,954	299	240	2,456	1,867
Cole	2,717	1,697	16	65	583	356
Miller	1,282	307	34	36	487	418
Morgan	1,094	451	32	23	240	348
Total	25,833	10,858	494	578	6,949	6,954

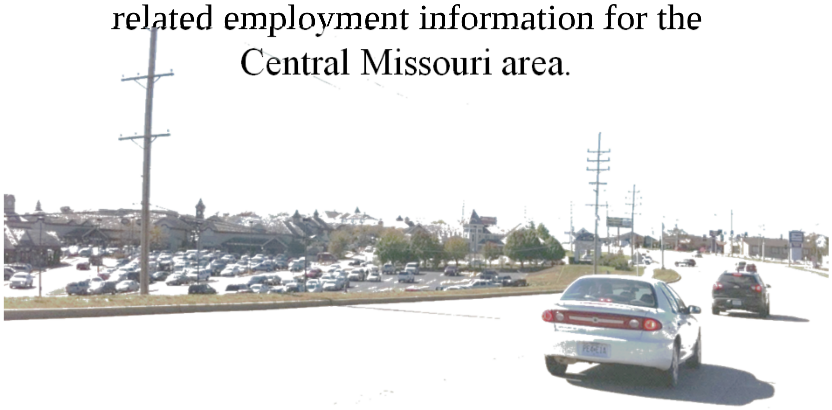
Forecast of Starts

County	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Boone	845	950	480	407	495	552	666	747	796	828
Callaway	55	30	71	61	60	67	81	90	96	100
Camden	185	647	455	241	182	203	244	274	292	304
Cole	239	288	157	150	161	179	216	243	258	269
Miller	20	48	15	24	13	14	17	20	21	22
Morgan	8	9	11	2	4	4	5	6	6	7
Total	1352	1972	1189	885	915	1020	1230	1380	1470	1530

zanola COMPANY·LLC
feasibility studies business consulting MarketGraphics®
9315 MANCHESTER ROAD ST. LOUIS, MISSOURI 63119
314 918 7200
www.zanolaco.com

Employment Data

Employment Data provides current employment information as well as tourism related employment information for the Central Missouri area.



Employment Data

Upper South Central Region Industry Employment 2008			
NAICS Industry	Annual Average Employment	Percentage Total Employment	Average Wage
11 Agriculture, Forestry, Fishing, and Hunting	220	0.30%	$22,026
21 Mining	116	0.10%	$30,455
22 Utilities	594	0.80%	$48,959
23 Construction	4,703	5.90%	$28,820
31-33 Manufacturing	9,405	11.90%	$31,923
42 Wholesale Trade	2,093	2.60%	$35,381
44-45 Retail Trade	12,631	16.00%	$22,192
48-49 Transportation and Warehousing	2,942	3.70%	$34,744
51 Information	1,093	1.40%	$28,151
52 Finance and Insurance	2,273	2.90%	$35,246
53 Real Estate and Rental and Leasing	1,023	1.30%	$21,455
54 Professional, Scientific, and Technical Services	1,730	2.20%	$35,150
55 Management of Companies and Enterprises	237	0.30%	$42,160
56 Administrative and Support Services	2,332	2.90%	$21,030
61 Educational Services	7,839	9.90%	$34,598
62 Health Care and Social Assistance	10,418	13.20%	$33,379
71 Arts, Entertainment, and Recreation	1,563	2.00%	$24,148
72 Accommodation and Food Services	10,219	12.90%	$14,007
81 Other Services	2,384	3.00%	$19,740
92 Public Administration	5,350	6.80%	$40,534
TOTAL	79,164		$28,374

- Retail Trade, Healthcare, and Accommodation and Food Services are among the top three employment sectors in the Central Missouri region.

Employment Data

2009 Fiscal Year Tourism Employment	
County	Tourism Related Employment*
Benton	364
Boone	9,557
Callaway	1,321
Camden	3,918
Cole	3,830
Cooper	965
Dallas	377
Henry	737
Hickory	134
Johnson	1,883
Laclede	1,205
Maries	80
Miller	725
Moniteau	348
Morgan	444
Osage	175
Pettis	1,843
Pulaski	2,639
St. Clair	50
Total	30,595

- Camden County has the second highest number of tourism related workers in the Central Missouri Market

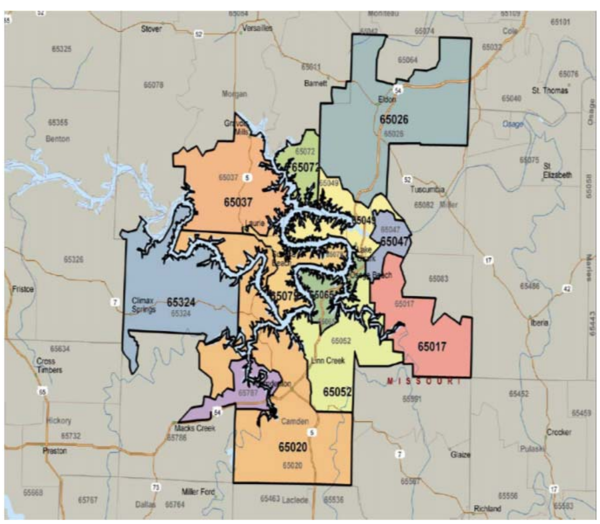
Employment Data

Area	Population 2009	Income 2008	
		Total Personal Income	Median Income
Audrain County	25,556	$789,073,000	$30,612
Boone County	156,377	$5,576,452,000	$36,133
Callaway County	43,727	$1,201,404,000	$27,563
Camden County	40,705	$1,341,965,000	$32,963
Cole County	75,018	$2,867,651,000	$38,550
Cooper County	17,298	$505,689,000	$29,187
Crawford County	23,915	$696,926,000	$29,188
Dent County	15,042	$394,696,000	$26,175
Gasconade County	15,096	$453,905,000	$29,758
Howard County	9,857	$333,720,000	$33,877
Laclede County	35,432	$934,685,000	$26,345
Maries County	8,821	$244,036,000	$27,346
Miller County	24,778	$638,539,000	$25,730
Moniteau County	15,132	$456,232,000	$30,264
Morgan County	20,527	$592,837,000	$28,529
Osage County	13,561	$450,076,000	$33,553
Phelps County	42,248	$1,275,088,000	$30,264
Pulaski County	46,457	$1,820,487,000	$40,672
Washington County	24,400	$597,528,000	$24,401
Central Region Summary	653,947	$21,170,989,000	$32,568

Demographic Review

This section collects and reviews demographic information for the Lake of the Ozarks area. The highest demographic percentages are highlighted.

Demographic Review



zanola COMPANY·LLC
feasibility studies business consulting MarketGraphics
9315 MANCHESTER ROAD
ST. LOUIS, MISSOURI 63119
314 918 7200
www.zanolaco.com

Demographic Review

2009 Estimated Population by Age	Number	Percentage
Age 0 to 4	3,220	5.41%
Age 5 to 9	3,158	5.30%
Age 10 to 14	3,243	5.44%
Age 15 to 17	2,142	3.60%
Age 18 to 20	1,830	3.07%
Age 21 to 24	2,654	4.46%
Age 25 to 34	7,611	12.78%
Age 35 to 44	6,830	11.46%
Age 45 to 49	4,123	6.92%
Age 50 to 54	4,220	7.08%
Age 55 to 59	4,402	7.39%
Age 60 to 64	4,350	7.30%
Age 65 to 74	6,942	11.65%
Age 75 to 84	3,648	6.12%
Age 85 and over	1,200	2.01%

Demographic Review

2009 Estimated Population Age 15 and Over by Marital Status	Number	Percentage
Total, Never Married	7,949	15.91%
Married, Spouse present	30,469	61.00%
Married, Spouse absent	1,827	3.66%
Widowed	4,174	8.36%
Divorced	5,533	11.08%
Males, Never Married	4,516	9.04%
Males, Previously Married	3,576	7.16%
Females, Never Married	3,433	6.87%
Females, Previously Married	6,131	12.27%

zanola COMPANY·LLC
feasibility studies business consulting MarketGraphics®
9315 MANCHESTER ROAD
ST. LOUIS, MISSOURI 63119
314 918 7200
www.zanolaco.com

Demographic Review

2009 Estimated Households by Household Income	Number	Percentage
Less than $15,000	3,496	13.49%
$15,000 to $24,999	3,594	13.87%
$25,000 to $34,999	3,597	13.88%
$35,000 to $49,999	4,963	19.16%
$50,000 to $74,999	5,067	19.56%
$75,000 to $99,999	2,361	9.11%
$100,000 to $149,999	1,879	7.25%
$150,000 to $249,999	612	2.36%
$250,000 to $499,999	258	1.00%
$500,000 or more	80	0.31%
2009 Estimated Average Household Income	$54,779	

Demographic Review

2009 Estimated All Owner-Occupied Housing Units by Value	Number	Percentage
Less than $20,000	969	4.72%
$20,000 to $39,999	1,006	4.90%
$40,000 to $59,999	1,444	7.03%
$60,000 to $79,999	1,590	7.74%
$80,000 to $99,999	1,784	8.69%
$100,000 to $149,999	4,478	21.81%
$150,000 to $199,999	3,011	14.66%
$200,000 to $299,999	3,546	17.27%
$300,000 to $399,999	1,365	6.65%
$400,000 to $499,999	510	2.48%
$500,000 to $749,999	516	2.51%
$750,000 to $999,999	203	0.99%
$1,000,000 or more	114	0.56%
2009 Estimated Median Owner-Occupied Housing Unit Value	$138,801	

zanola COMPANY-LLC
feasibility studies business consulting MarketGraphics
9315 MANCHESTER ROAD ST. LOUIS, MISSOURI 63119
314 918 7200
www.zanolaco.com

Demographic Review

2009 Estimated Housing Units by Year Structure Built	Number	Percentage
1999 to 2009	7,519	15.04%
1995 to 1998	5,003	10.01%
1990 to 1994	5,344	10.69%
1980 to 1989	13,037	26.09%
1970 to 1979	9,425	18.86%
1960 to 1969	5,084	10.17%
1950 to 1959	2,160	4.32%
1940 to 1949	1,175	2.35%
1939 or Earlier	1,231	2.46%
2009 Estimated Median Year Structure Built	1985	
Dominant Year Structure Built	1980 to 1989	

Demographic Review

Pop Facts: Demographic Trend	Logistical Area				
	2009 Estimate	%	2014 Projection	%	% Change 2009 - 2014
Population by Age	59,573		63,230		6.14%
Under 17	11,763		12,364		5.11%
18 to 24	4,484		4,602		2.63%
Age 25 to 34	7,611	12.78%	7,837	12.39%	2.97%
Age 35 to 44	6,830	11.46%	7,073	11.19%	3.56%
Age 45 to 49	4,123	6.92%	3,732	5.90%	-9.48%
Age 50 to 54	4,220	7.08%	4,290	6.78%	1.66%
Age 55 to 59	4,402	7.39%	4,454	7.04%	1.18%
Age 60 to 64	4,350	7.30%	5,306	8.39%	21.98%
Age 65 to 74	6,942	11.65%	8,179	12.94%	17.82%
Age 75 to 84	3,648	6.12%	3,903	6.17%	6.99%
Age 85 and over	1,200	2.01%	1,490	2.36%	24.17%

zanola COMPANY·LLC
feasibility studies business consulting MarketGraphics®
9315 MANCHESTER ROAD ST. LOUIS, MISSOURI 63119
314 918 7200
www.zanolaco.com

Demographic Review

- Top 10 PRIZM Segments
  - The following demographic buyer profiles come from 66 behaviorally distinct household segments, called PRIZM Segments. Segments are numerically ranked by socioeconomic status and provide information about likes, dislikes, lifestyle and purchase behaviors. The numbers and titles relate to the overall wealth and lifestyle of the segment with number one being the most affluent, both in income and lifestyle, of all 66 segments.

Demographic Review

Households by PRIZM Segment	Number	Percentage
38 Simple Pleasures	4,177	16.12%
With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military; no segment has more members of veterans clubs.		
28 Traditional Times	2,847	10.99%
Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from Country Living and Country Home to Gourmet and Forbes. But they're big travelers, especially in recreational vehicles and campers.		

Demographic Review

Households by PRIM Segment	Number	Percentage
45 Blue Highways	2,814	10.86%
On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish, the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.		
56 Crossroads Villagers	2,170	8.38%
With a population of middle-aged, blue-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with lower-middle incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.		

Demographic Review

Households by PRIZM Segment	Number	Percentage
37 Mayberry-ville	2,112	8.15%
Like the old Andy Griffith show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.		
58 Back Country Folks	2,015	7.78%
Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.		

Demographic Review

Households by PRIZM Segment	Number	Percentage
55 Golden Ponds	1,838	7.09%
Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than $25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.		
43 Heartlanders	1,436	5.54%
America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.		

Demographic Review

Households by PRIZM Segments	Number	Percentage
51 Shotguns & Pickups	1,143	4.41%
The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families-more than half have two or more kids-living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than anywhere else in the nation.		
64 Bedrock America	901	3.48%
Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.		

zanola COMPANY·LLC
feasibility studies business consulting MarketGraphics
9315 MANCHESTER ROAD ST. LOUIS, MISSOURI 63119
314 918 7200
www.zanolaco.com

Centralized Commerce and Development Forecast

Centralized Commerce Development Forecast

- Bypasses do not necessarily result in a reduction in total traffic volume in the downtown area. Often, the removal of most truck movements and other pass-through highway traffic encourages more local traffic, which had previously avoided the downtown area due to heavy traffic. The result is often little or no change in total traffic levels, which is often associated with improved travel opportunities for local residents and access for downtown businesses.
- Bypasses can be expected to have profound effects on development patterns, but in smaller cities this impact could take 20 or more years.

.

Zanola COMPANY·LLC
feasibility studies business consulting MarketGraphics
9315 MANCHESTER ROAD
ST. LOUIS, MISSOURI 63119
314 918 7200
www.zanolaco.com

Centralized Commerce Development Forecast

- A new highway corridor can open up sites for industrial development to attract investment from outside of the region. Proactive planning by local authorities can catalyze industrial development in the vicinity of interchanges. In cases where a bypass goes through several jurisdictions, there is likely to be competition for tax-producing retail and other commercial businesses.
- Cities must continue to reinvest in and upgrade their infrastructure and buildings to continue to attract new industrial, office and commercial development.