



CITY OF SMITHVILLE COMMUNITY VISION AND STRATEGIC ACTION PLAN PROJECT

COMMUNITY PROFILE AND BENCHMARK ANALYSIS

June 2019

This report presents an analysis of the demographic, economic, health conditions and trends of Smithville, Missouri, USA.



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Prepared by:

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1.0 INTRODUCTION

This report has been prepared as part of the development of a new community vision and strategic action plan for the City of Smithville. The report aims to present a baseline demographic, health, and economic analysis of the community. This report describes the City of Smithville and includes current population make-up and topics such as public health, education, infrastructure, and employment characteristics. It also includes some longitudinal analysis to show the current demographic and economic trends of Smithville. In addition, the report compares Smithville, Missouri against similar cities and towns across the United States.

The focus of this analysis is to provide valuable insights into the City of Smithville and highlight the City's strengths relevant to the community vision for the future.

Smithville is located in Clay and Platte counties and is part of the Kansas City Metropolitan Area. According to 2018 estimates, the City is home to more than 10,200 residents which amounts to a 4% annual population growth since 2000. This growth results in a density of 1 person per 1.6 acres of land within the City. Smithville is a growing Midwestern community that is seen as a desirable destination for those who wish to live quietly with quick access to convenient amenities. While it is closely connected to the Kansas City metropolitan area, Smithville has abundant areas of natural beauty. The city is home to Smithville Lake, a 7,700 acre recreational lake and park with over 175 miles of shoreline that offers boating, fishing, sail boating, marinas, swimming beaches, water skiing and inner tubing. The lake attracts an estimated 1.5 million visitors each year as well as countless wildlife.

Technical note:

The analysis presented in this benchmark report draws on a number of publicly available data sources, most notably the Census 2013-2017 American Community Survey 5 Year estimates unless otherwise stated. All the data utilized in the preparation of this report can be accessed online at <https://factfinder.census.gov>.

The City of Smithville is embarking upon a process to create a thriving city that will embrace growth, encourage commerce, respect its past and cultivate its natural surroundings.



1.1 CITY OF SMITHVILLE – COMMUNITY SNAPSHOT

The following table provides a summary of the economic and demographic features of Smithville. The median age for individuals is 36.8 years with a median household income of \$75,228. 33.4% earn more than \$100,000 annually, and only 5% live below the poverty level. 75.4% of the population who are 16 years and over participates in the labor force.

The major occupations in the City are (1) Management, business, science, and arts (2) Sales and office occupations, and (3) Service Occupations which altogether represents 78.6% of the occupations in Smithville. Across industries, the major areas of employment are (1) Educational services, and health care and social assistance (2) Professional, scientific, and management, and administrative and waste management services (3) Retail Trade, and (4) Transportation and warehousing, and utilities. This represents 57% of the jobs of residents in the City.

Smithville's Demographics and Economics Summary

Population (2000)	5,514
Population (2018)	10,200
Median Age (2017)	36.8 years
Workforce Participation Rate (2017)	75.4%
Median Household Income (2017)	\$75,228
Median Home Value (2017)	\$176,300
Population Below Poverty Line (2017)	5%
Home Ownership Rate (2017)	54.4%
Major Occupations in Smithville (2017)	Management, business, science, and arts
	Sales and office occupations
	Service Occupations
Major Industries in Smithville (2017)	Educational services, and health care and social assistance
	Professional, scientific, and management, and administrative and waste management services
	Retail Trade
	Transportation and warehousing, and utilities

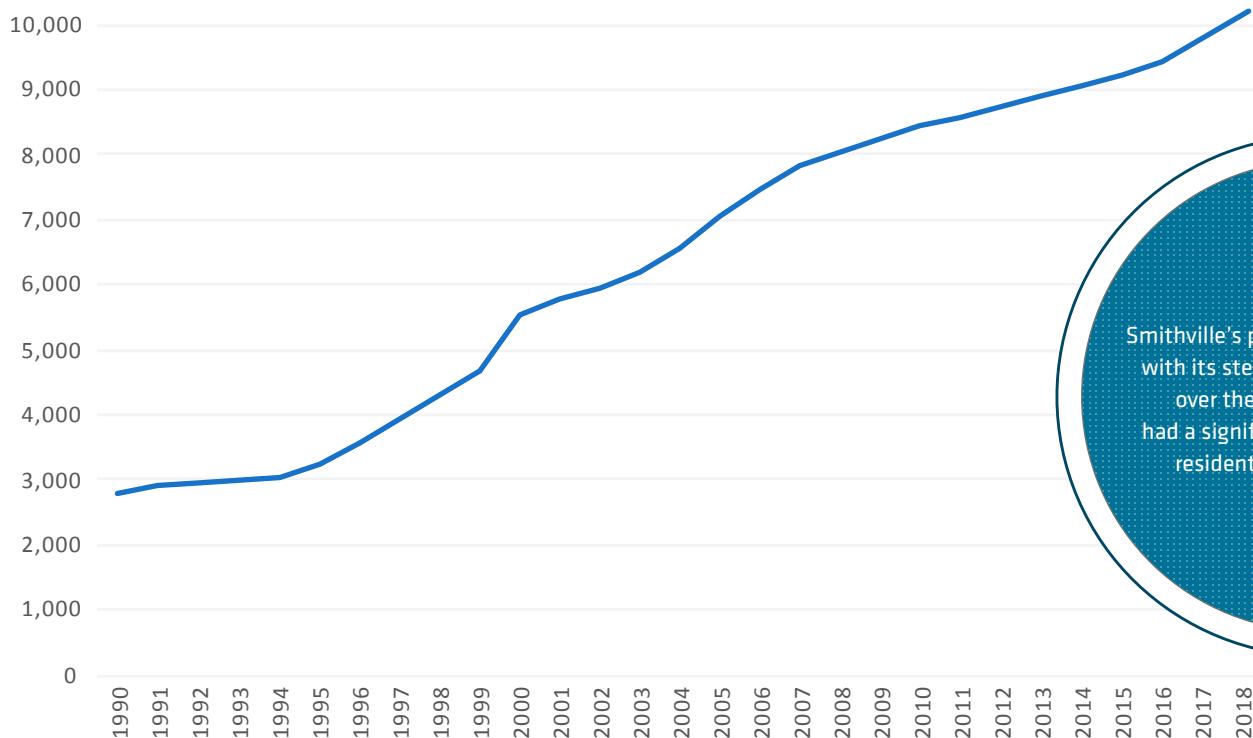
The City of Smithville is a growing Midwestern community with serene and abundant areas of natural beauty. The city has also identified the growth strategy to create a rural-urban balance for residents and businesses.



1.2 POPULATION TRENDS

In 2018, the population of the Smithville was estimated to be 10,200, with a median age of 36.8 years. Smithville's population went through a 99.3% increase between 1990 and 2000, and since 2000 has increased by an annual growth rate of 4%.

Population change for City of Smithville, Missouri (1990 - 2017)



Smithville's population growth with its steady rapid increase over the past 27 years has had a significant effect on its residents and businesses.

Source: American Community Survey (2017 - ACS 5-year estimates) and U.S Census Bureau



DataInsight

DATA INSIGHT:

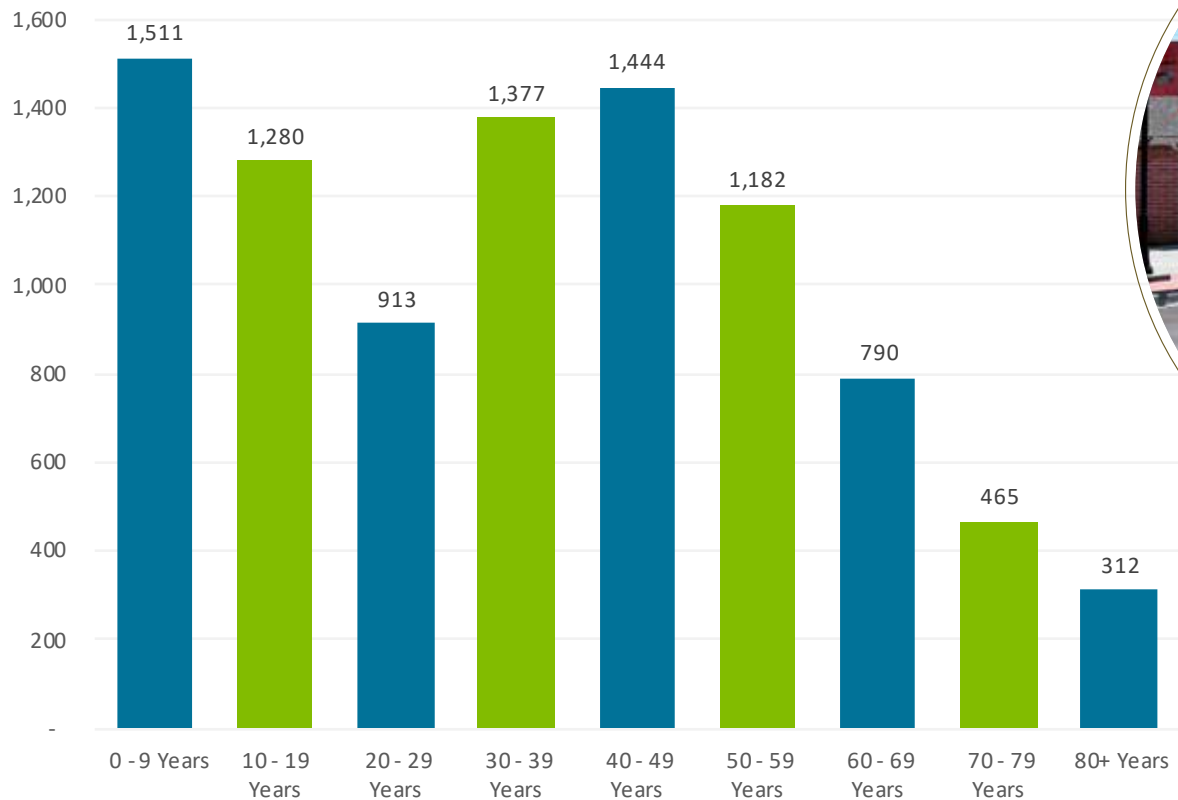
- In 2016, Smithville was rated as the sixth fastest growing city in the State by the Kansas City Business Journal and any future population increase will likely result in changed land use, or increased density that will give more room to the tourism and housing sector.



1.3 DEMOGRAPHIC PROFILE

The 2017 age profile for Smithville includes those within the ages of 25 to 39 years old (Gen Y or Millennials) which accounts for 25.1% of the population as the predominant age group. Residents within the ages of 4 to 24 years old (Gen Z) accounts for 25.1% of the population, 55 to 75 years old (Baby Boomers) accounts for 17.2% of the population, and those within 40 to 54 years old (Gen X) accounts for 13.7% of the residents of Smithville.

Residents age profile for Smithville, 2017



Source: American Community Survey (2017 - ACS 5-year estimates)



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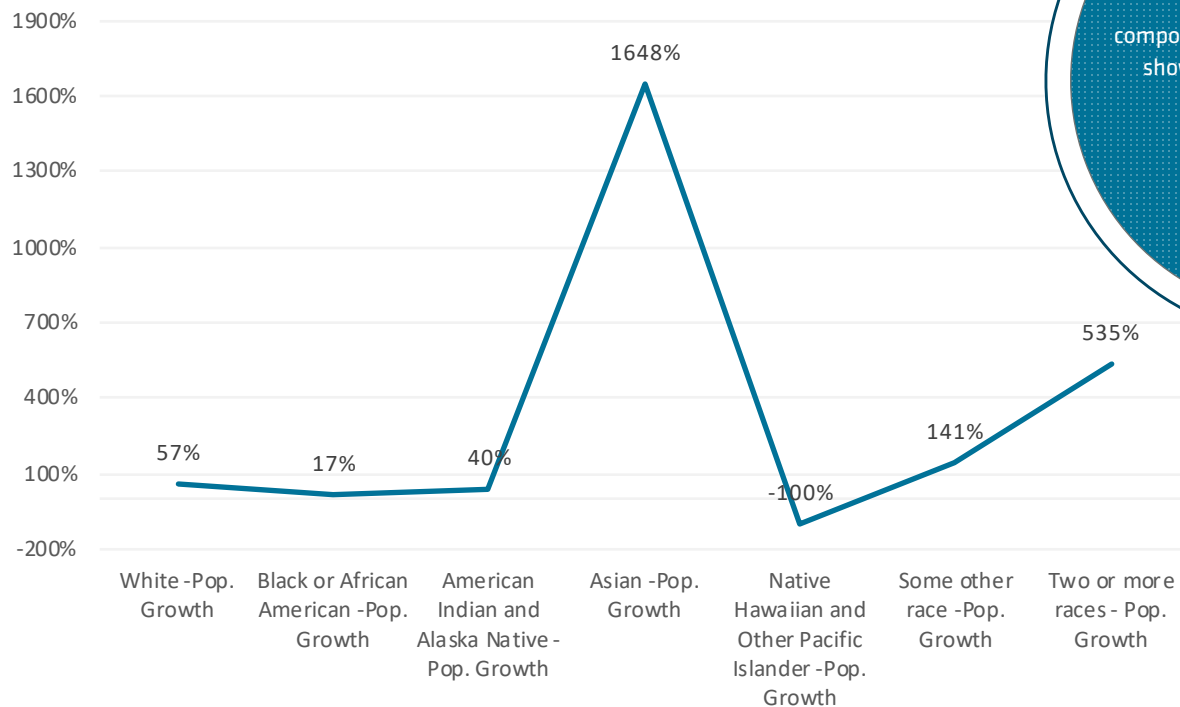
DATA INSIGHT:

- There is a strong student population base that make up nearly 40% of the community.
- Smithville's population is also family oriented as it consists of residents (30 to 59 years) and their children.

1.4 CHANGING ETHNIC MAKEUP

Between 2000 and 2017, the largest growing racial group in Smithville was the white/caucasian population, which added a total of 3,078 people. This was followed by the Asian population which added a total of 346 people, followed by the residents who are two or more races, which grew by adding 278 people.

Population Growth of Ethnicities in Smithville, Missouri



The shift in the ethnic composition of the community shows a significant increase in the population of all races which indicates a wide range of diversity.

Source: American Community Survey (2017 - ACS 5-year estimates)



DATA INSIGHT:

- In Smithville, those who identify as a race other than white/caucasian alone, made up just 9% of the total population in 2017 while white/caucasian residents represented the remaining 91% of the city's population.
- The total annual change in the white/caucasian population over the last 17 years was 57%, which is greater than the average of the cohort communities, which was 56%.

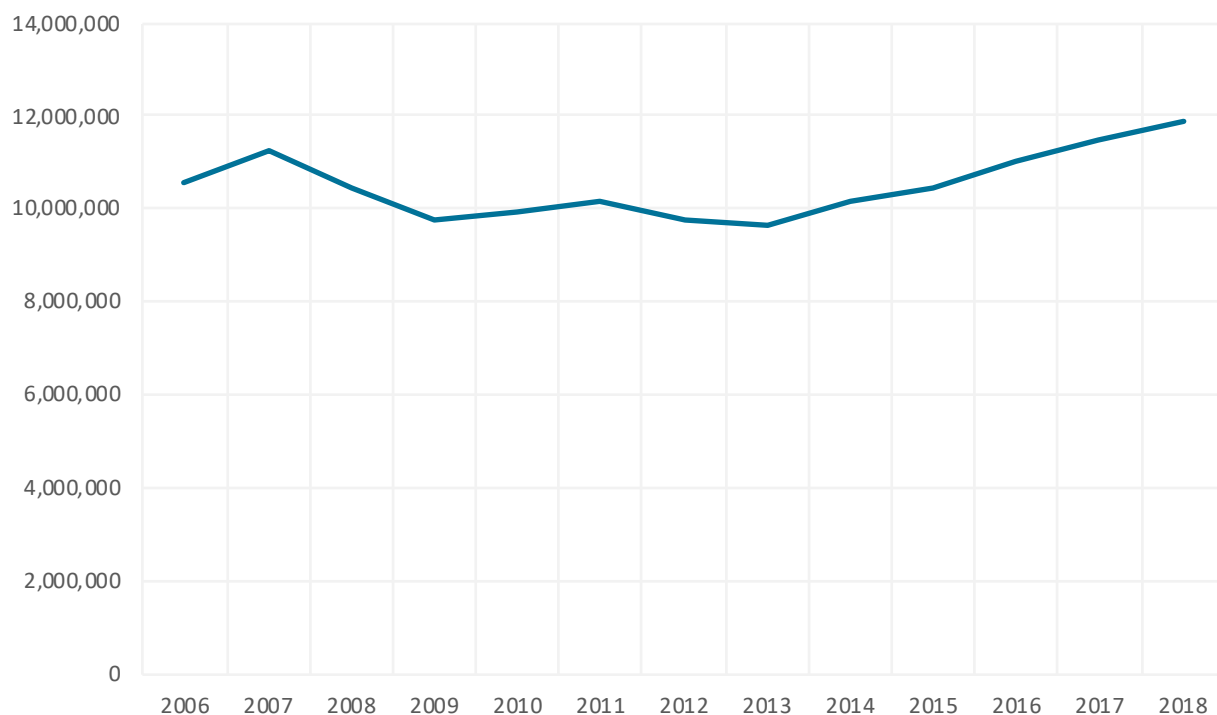
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1.5 KANSAS CITY INTERNATIONAL AIRPORT TRAFFIC TREND

The Kansas City International Airport (MCI) originally Mid-Continent International Airport is a public airport 15 miles (24 km) northwest of downtown Kansas City in Platte County, Missouri. The Airport is a significant economic driver of Smithville. MCI airport's largest carriers are Southwest Airlines, with 68 flights daily on weekends, and Delta Air Lines, which serves 10 destinations. In terms of passenger numbers, the airport had a steady growth between 2006 and 2018, and has continued to cater to almost 12 million passengers per year. On November 7, 2017, Kansas City residents voted in favor of building a new single terminal at Kansas City International Airport with 75% saying yes to the project. The plan calls for constructing the new terminal at the site of the closed Terminal A, with the new terminal opening by early 2023. It is anticipated this will lead to significant growth in airport traffic.

Traffic data of Kansas International Airport (MCI) - Passengers per year



Source: Kansas City International Airport (MCI) Traffic Statistics



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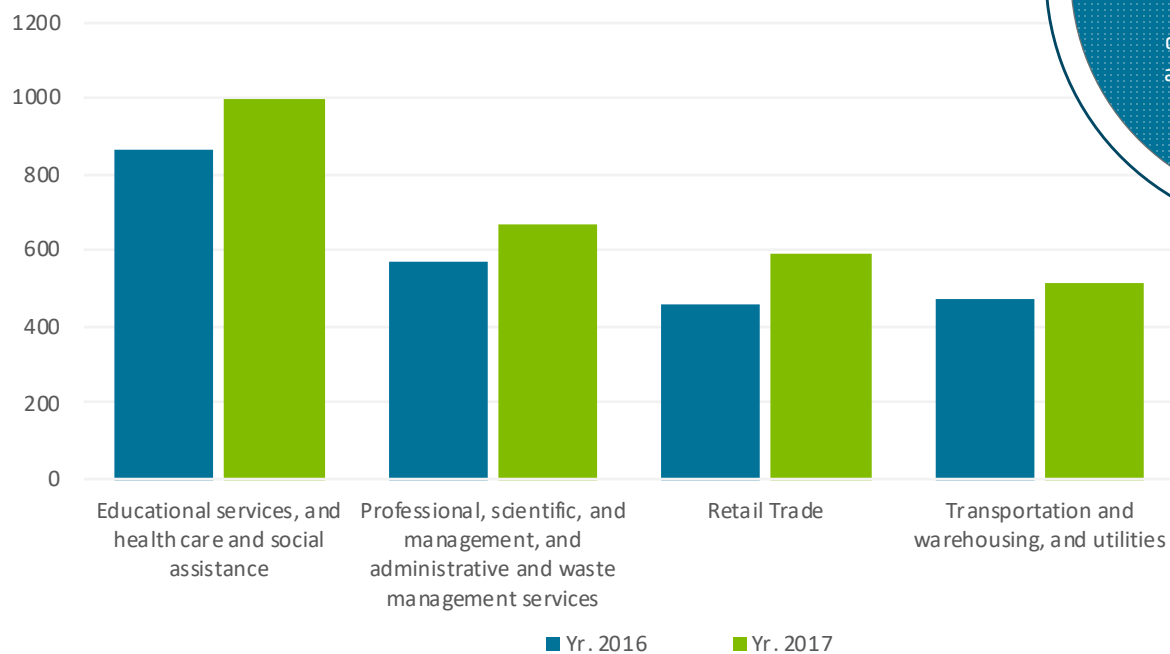
- Global travel is expanding. In the 1960's there were 25 million international trips, which grew to 1.3 billion in 2017. (Tourtellot, New York Times, August 2018).
- The importance of Kansas City International Airport as a major local and regional economic driver cannot be underestimated. Trends in logistics and global supply chains indicate that this massive airport will continue to power the local economy.



1.6 EMPLOYMENT IN MAIN INDUSTRIES

The economy of Smithville employs 2,772 people (as of 2017). The main industries with respect to the number of employed populations are (1) Educational services, and health care and social assistance (2) Professional, scientific, and management, and administrative and waste management services (3) Retail Trade, and (4) Transportation and warehousing, and utilities. In order to determine the dynamics of the main industries listed above, it is necessary to consider the employment numbers and growth as a means of examining which industries are emerging and which may be declining.

The most significant employment concentration in Smithville is in the educational services, and health care and social assistance sector (995 people) with health care and social assistance accounting for 63% of the employment numbers.



Employment Numbers and Growth in Main Industries

Source: American Community Survey (2017 - ACS 5-year estimates)



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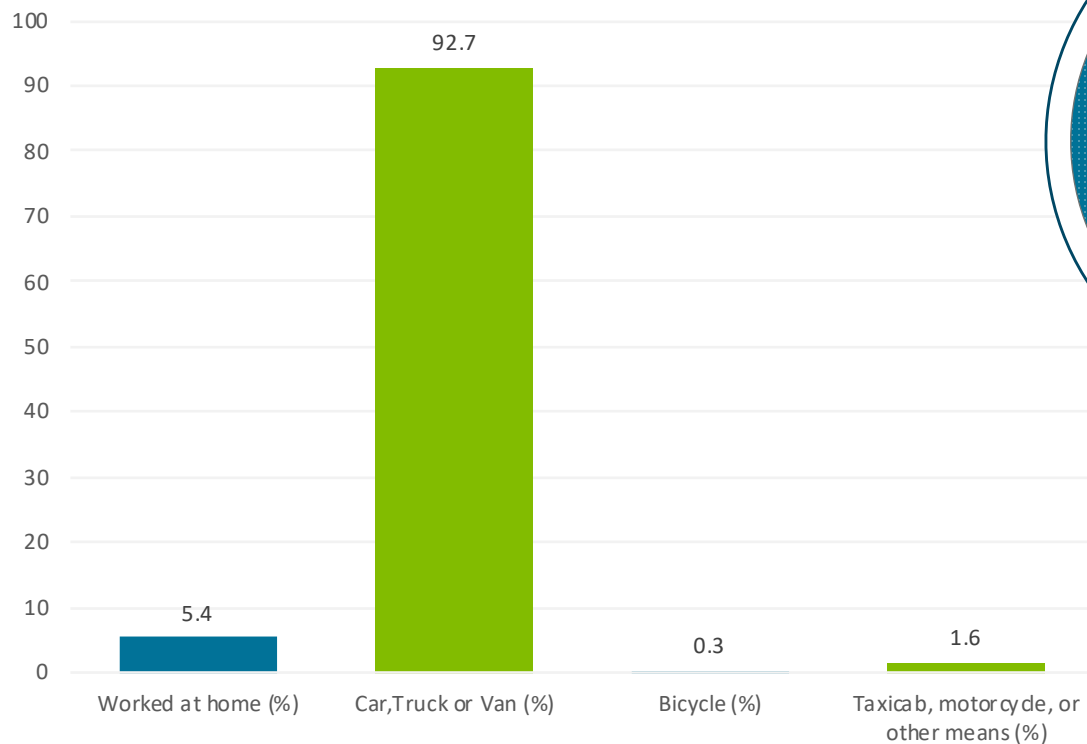
- Between 2016 and 2017, the retail trade industry increased its employee numbers by 30% followed by the Professional, scientific, and management, and administrative and waste management services industry with an increase of 17%, and the educational services, and health care and social assistance industry recording a 15% increase.
- The transportation and warehousing, and utilities industry also increased in employee numbers by 10%.



1.7 WORKFORCE PATTERNS

Workforce patterns highlight the city of Smithville workforce's commuting trends, including to and from where employees are commuting each day of work, how far they are traveling, and other relevant patterns.

Work Commuting Patterns of Residents in Smithville



Smithville residents spend an average of 29.7 minutes commuting to work, the third highest average commute time among the cohort communities.

Source: American Community Survey (2017 - ACS 5-year estimates)



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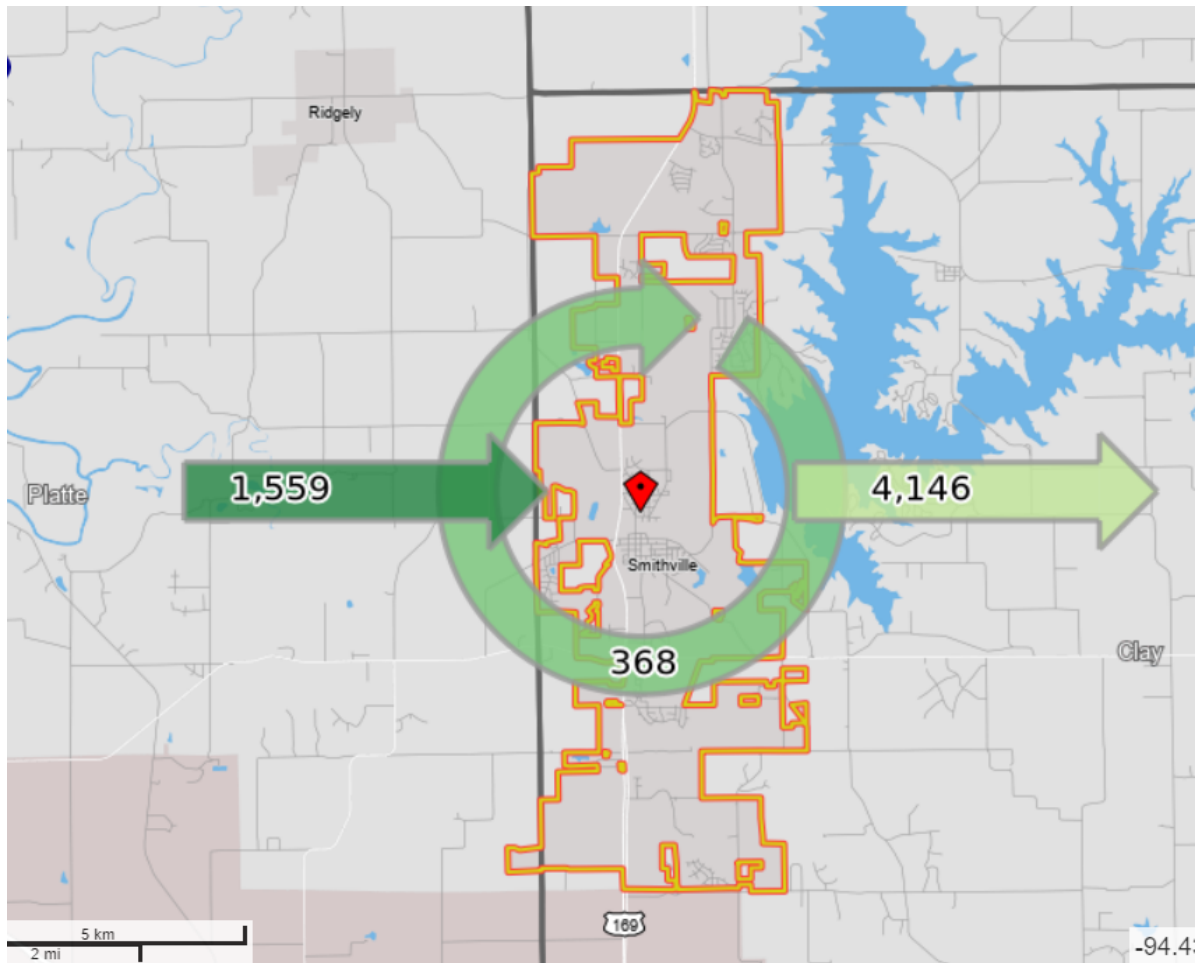
DATA INSIGHT:

- 92.7% of the population 16 years and older use cars, trucks or vans when commuting which is 4% more than the average for the cohort communities.
- The use of public transportation, and walking as a commuting mode to work is not common in Smithville. The greater percentage of people in Smithville commute to work using their private vehicles.



1.8 INFLOW AND OUTFLOW OF COMMUTERS

This chart provides an insight on two populations; those who are employed in Smithville and those who are living in Smithville. Understanding the inflow and outflow of commuters, helps us understand how the local economy interfaces with the local population. Smithville has a significant inbound workforce every day, and a sizable outbound workforce. This suggests there might be opportunity, over time, to create more live and work opportunities.



Source: 2015 Longitudinal Employer-Household Dynamics: <https://onthemap.ces.census.gov/>



DataInsight

DATA INSIGHT:

- In 2015 (most recent data), a total of 1,927 people worked within the city. Of this population, 1,559 (80.9%) lived outside the city and 368 (19.1%) were residents of the city.
- Also, in 2015, 4,514 employed people lived in the City of Smithville and of this, 4,146 (91.8%) commuted outside of the City to their workplace while 368 (8.2%) commuted within the City to their workplace.
- NOTE: The inflow and outflow data is from 2015, and Smithville has seen considerable population and workforce growth in that time. This commuter data shows the underlying pattern, which is likely to be similar in 2019.



2.0 COHORT COMMUNITIES ANALYSIS

This benchmark report includes a component of cohort community analysis. This analysis is carried out to identify similar communities that are dealing with similar issues. This is invaluable as a reference point when considering future strategic actions and best practice examples.

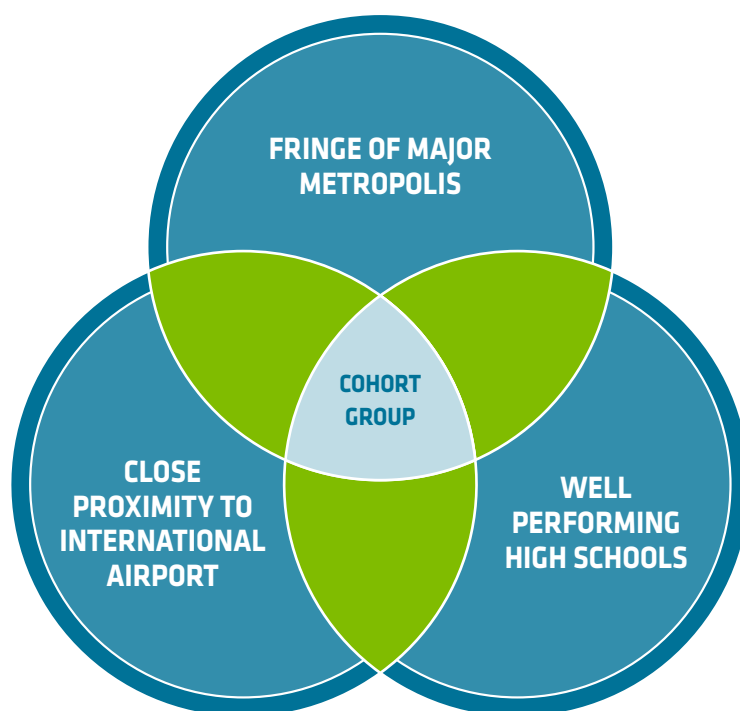
2.1 MULTI-DIMENSIONAL ANALYSIS

Cohort communities were selected using a multi-dimensional process that considered five defining attributes of Smithville. These were:

- **Midwestern States** – States in the midwestern region of the United States of America
- **Fringe of Major Metropolis** – Cities on the edge of metropolitan areas with 500K-2 million residents
- **Proximity to a major international airport** – Cities that are within 0 to 30 miles of a major international airport.
- **Population Size** – Cities with a population of between 5,000 to 20,000 residents.
- **School Performance** – Cities which include well performing high schools

This analysis produced a short list of communities, which was further refined with input from City staff and Future iQ researchers.

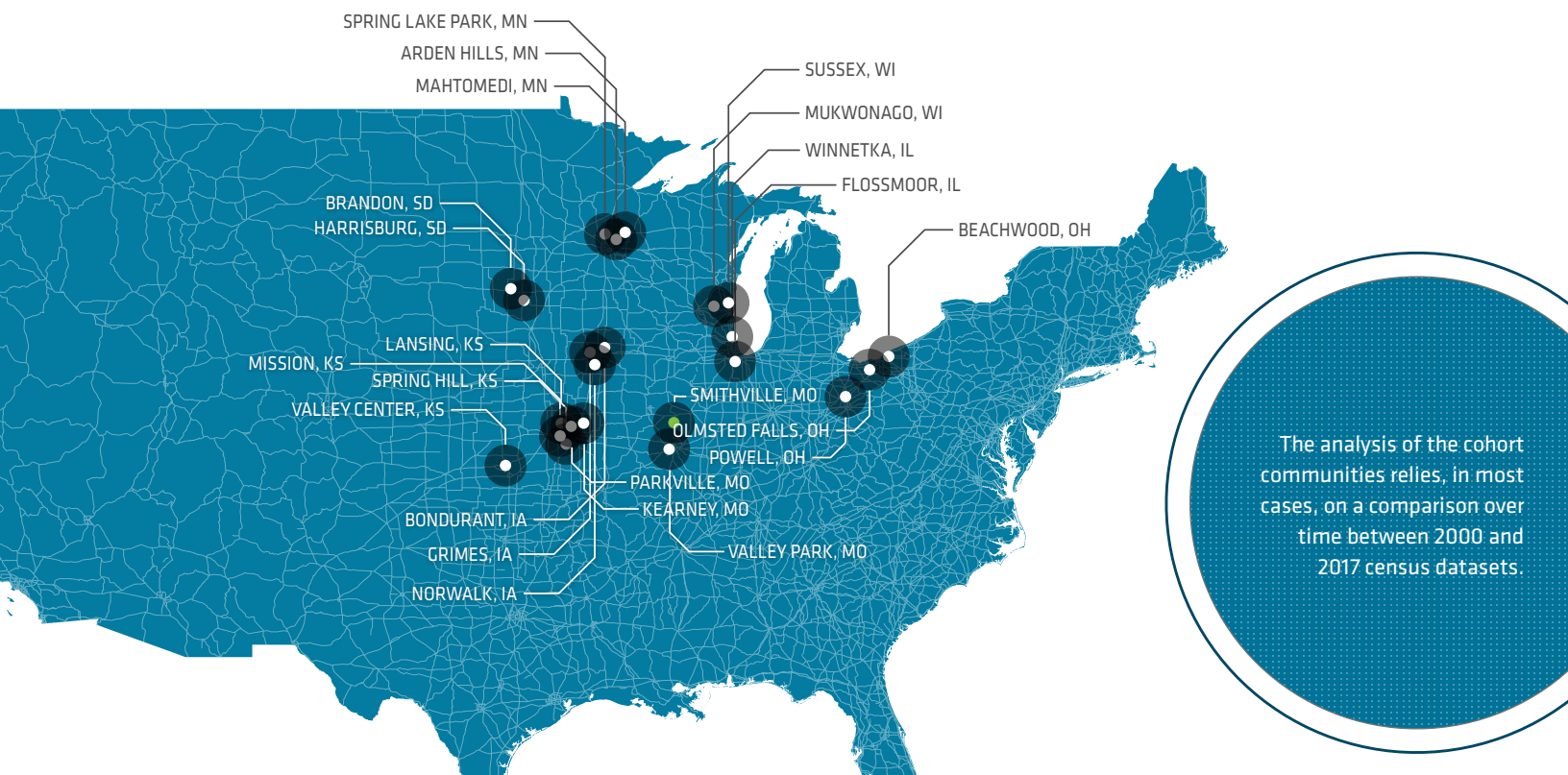
The five major attributes chosen to identify the Smithville benchmark cohort represent an unusual constellation of features. These features define communities that are in the midst of change and are relatively high performing.



2.2 COHORT COMMUNITIES MAP

This report compares Smithville to 23 similar cities across a variety of metrics in demographics, education, transportation, public health, infrastructure, business and industry, and finance. Cohort communities were selected on a multi-dimensional process; midwestern states, cities within major metropolis areas, close proximity to an international airport, population size, and high school performance.

Map of Cohort Communities



2.3 COHORT COMMUNITY PROFILES – SUMMARY

ARDEN HILLS, MN

Arden Hills is a city in Ramsey County, Minnesota, on the edge of the metropolitan city Minneapolis. The City of Arden Hills encompasses 9.6 square miles with a population of more than 10,000 residents, 3,200 households and more than 11,000 employees. Its population increased by 6% since 2000 which amounts to an annual growth of 0.4%. The City's median age is 35.7 years with a median household income of \$89,831 and median housing value of \$283,700. The gender makeup of the city is 45.9% male and 54.1% female.

BEACHWOOD, OH

Beachwood, population 11,743, is a city in Cuyahoga County, Ohio, and a suburb of Cleveland. Before becoming an independent municipality, Beachwood was part of Warrensville Township. Its population declined by 4% since 2000 which amounts to an annual rate of 0.2%. The City's median age is 50 years with a median household income of \$86,026 and median housing value of \$283,500. The gender makeup of the city is 44.2% male and 55.8% female.

BONDURANT, IA

Bondurant is a city in Polk County, Iowa. It is part of the Des Moines–West Des Moines Metropolitan Statistical Area. Bondurant is located in the heartland of Iowa, and can be directly accessed by U.S. Route 65 (from the NE or SW) or NE 78th Ave (from the west). Its population of 5,457 has undergone a significant increase of 196% since 2000 with an annual growth rate of 11.5%. The City's median age is 30.5 years with a median household income of \$75,357 and median housing value of \$180,600. The gender makeup of the city is 47.8% male and 52.2% female.

BRANDON, SD

Brandon is a city in Minnehaha County, South Dakota, and is the largest suburb of Sioux Falls. Brandon is located five miles east of Sioux Falls. The population was estimated at 9,731, which increased from 5,693 at the 2000 census which translates to an annual growth rate of 4.2%. The City's median age is 33.3 years with a median household income of \$80,727 and median housing value of \$198,300. The gender makeup of the city is 49.3% male and 50.7% female.

FLOSSMOOR, IL

Flossmoor is a village in Cook County, Illinois, near to the metropolitan city of Chicago. The village is renowned for the quality and architectural variety of its housing stock, as well as its proximity to numerous country clubs. It is the second safest suburb in the Southland of Cook County. Its population grew by 1% since 2000 which amounts to an annual growth of 0.1%. The City's median age is 46.7 years with a median household income of \$101,412 and median housing value of \$226,700. The gender makeup of the city is 46.8% male and 53.2% female.

GRIMES, IA

Grimes is a city in Dallas and Polk counties, Iowa. Grimes is part of the Des Moines–West Des Moines Metropolitan Statistical Area. The population was estimated at 11,139, which increased from 5,098 at the 2000 census which translates to an annual growth rate of 7%. The City's median age is 34.2 years with a median household income of \$92,250 and median housing value of \$199,700. The gender makeup of the city is 47.8% male and 52.2% female.

HARRISBURG, SD

Harrisburg is a city in Lincoln County, South Dakota and is a suburb of Sioux Falls. The population was estimated at 5,429, which grew tremendously from 958 at the 2000 census which translates to an annual growth rate of 27.4%. The City's median age is 29.7 years with a median household income of \$80,648 and a median housing value of \$184,900. The gender makeup of the city is 48.4% male and 51.6% female.

KEARNEY, MO

Kearney is a city in Clay County, Missouri, near to the metropolitan Kansas City. Kearney is one of the fastest growing cities in Missouri. Currently, Kearney covers 12.77 square miles (8174 acres). Its population increased by 73% since 2000 to 9,469 in 2017 which amounts to an annual growth rate of 4.3%. The City's median age is 33.7 years with a median household income of \$72,593 and a median housing value of \$165,600. The gender makeup of the city is 47.8% male and 52.2% female.



LANSING, KS

Lansing is a city in Leavenworth County, Kansas. It is situated along the west side of the Missouri River and Kansas-Missouri state border. It is the second most populous city of Leavenworth County and is a part of the Kansas City metropolitan area. Its population grew by 28% since 2000 which amounts to an annual growth rate of 1.6%. The City's median age is 38.7 years with a median household income of \$84,183 and a median housing value of \$175,400. The gender makeup of the city is 59.2% male and 40.8% female.

MAHTOMEDI, MN

Mahtomedi is a city in Washington County, Minnesota. Mahtomedi is considered to be a suburb of St. Paul, and is located between St. Paul and Stillwater. Mahtomedi is about 15 miles northeast of St. Paul, the capital of Minnesota. The population was estimated at 8,005, which was up from 7,563 at the 2000 census which translates to an annual growth rate of 0.3%. The City's median age is 45.1 years with a median household income of \$95,592 and a median housing value of \$306,000. The gender makeup of the city is 47.1% male and 52.9% female.

MISSION, KS

Mission is a city in Johnson County, Kansas, and part of the Kansas City Metropolitan Area. The site where Mission now sits was once a rest stop for wagons moving westward on the Santa Fe Trail during the 19th Century. Its population dropped by 3% since 2000 which amounts to an annual decline rate of 0.2%. The City's median age is 34.2 years with a median household income of \$55,690 and a median housing value of \$161,400. The gender makeup of the city is 46.7% male and 53.3% female.

MUKWONAGO, WI

Mukwonago is a village in the state of Wisconsin, near to the metropolitan city Milwaukee. The village is located mostly within the Town of Mukwonago in Waukesha County, with a small portion extending into the Town of East Troy in Walworth County. Its population grew by 24% since 2000 which amounts to an annual decline rate of 1.4%. The City's median age is 39.1 years with a median household income of \$75,441 and a median housing value of \$226,700. The gender makeup of the city is 46% male and 54% female.

NORWALK, IA

Norwalk is a city in Warren County, with some small portions extending into Polk County, in Iowa. The city is part of the Des Moines–West Des Moines Metropolitan Statistical Area and is located just south of the Des Moines International Airport. Its population increased by 48% since 2000 to 10,179 in 2017 which amounts to an annual growth rate of 2.8%. The City's median age is 35.8 years with a median household income of \$82,556 and a median housing value of \$179,300. The gender makeup of the city is 51.1% male and 48.9% female.



OLMSTED FALLS, OH

Olmsted Falls is a city in Cuyahoga County, Ohio, and a southwestern suburb of Cleveland. The city's main business district is located at the corners of Bagley and Columbia Roads, and contains the Grand Pacific Junction, an historic district. The population was estimated at 8,907 which increased from 7,962 at the 2000 census which translates to an annual growth rate of 0.7%. The City's median age is 45.3 years with a median household income of \$63,750 and median housing value of \$151,900. The gender makeup of the city is 48% male and 52% female.

PARKVILLE, MO

Parkville is a city in Platte County, Missouri, and is a part of the Kansas City Metropolitan Area. Parkville is known for its antique shops, art galleries, and historic downtown. The city is home to Park University, English Landing Park and National Golf Club of Kansas City and has reservoir named Riss Lake. Its population increased by 56% since 2000 which amounts to an annual growth rate of 3.3%. The City's median age is 43.6 years with a median household income of \$120,333 and median housing value of \$358,400. The gender makeup of the city is 47.4% male and 52.6% female.

POWELL, OH

Powell, population 12,658, is a city in Delaware County, Ohio. The city sits between the Scioto and Olentangy Rivers, about 14 miles north of the state capital of Columbus, centered on the intersection of State Route 750 and C.R. 9. The population in 2017 was estimated at 12,658, which increased from 6,247 at the 2000 census which translates to an annual growth rate of 6%. The City's median age is 39.2 years with a median household income of \$139,851 and median housing value of \$359,400. The gender makeup of the city is 49.3% male and 50.7% female.

SPRING HILL, KS

Spring Hill is a city in Johnson and Miami counties in Kansas, and part of the Kansas City Metropolitan Area. Its population increased by 122% since 2000 to 6,064 in 2017 which amounts to an annual growth rate of 7.2%. The City's median age is 32.3 years with a median household income of \$67,992 and a median housing value of \$184,200. The gender makeup of the city is 48.8% male and 51.2% female.

SPRING LAKE PARK, MN

Spring Lake Park is a city in Anoka and Ramsey counties in the state of Minnesota, on the edge of the metropolitan city Minneapolis. The city is located mainly within Anoka County. Minnesota State Highways 47 and 65 and County Highway 10 are three of the main routes in the city. The population was 6,772 as at the 2000 census and has dropped by 3% which brings the population to 6,535 as at 2017. The City's median age is 43.5 years with a median household income of \$57,582 and a median housing value of \$167,900. The gender makeup of the city is 47.7% male and 52.3% female.



SUSSEX, WI

Sussex is a village in Waukesha County, Wisconsin. It is approximately 19 miles (31 km) northwest of Milwaukee and 9 miles (14 km) north of Waukesha. It is part of the Milwaukee metropolitan area. The population was 8,828 as at the 2000 census and increased by 22% which brings the population to 10,763 as at 2017. The City's median age is 37.6 years with a median household income of \$84,229 and a median housing value of \$265,500. The gender makeup of the city is 50% male and 50% female.

VALLEY CENTER, KS

Valley Center is a city in Sedgwick County, Kansas, and a suburb of Wichita. Valley Center was incorporated on September 29, 1885, and was named for its location in the valley of the Arkansas River. In 2000, the population was 4,883 and has increased by 33% which brought the population to 6,507 in 2017. The City's median age is 35.6 years with a median household income of \$65,083 and a median housing value of \$137,400. The gender makeup of the city is 52.3% male and 47.7% female.

VALLEY PARK, MO

Valley Park is a city in St. Louis County, Missouri. Several parks are within the city limits, including Vance Trails, Leonard, and Brignole parks, and Meramec Landing for anglers and boaters. Simpson St. Louis County Park and Lake and Lone Elk County Park (which also has a wild bird sanctuary). In 2000, the population was 6,518 and increased by 6% which brought the population to 6,939 in 2017. The City's median age is 37.3 years with a median household income of \$56,250 and a median housing value of \$172,500. The gender makeup of the city is 50.9% male and 49.1% female.

WINNETKA, IL

Winnetka is a village in Cook County, Illinois, located 16 miles (26 km) north of downtown Chicago. The village is one of the wealthiest suburbs in the nation in terms of household income, and the richest in Illinois. In 2000, the population was 12,419 and increased by 1% which brought the population to 12,504 in 2017. The City's median age is 41.3 years with a median household income of \$216,875 and a median housing value of \$1,019,800. The gender makeup of the city is 49.7% male and 50.3% female.





3.0 COHORT COMMUNITIES - KEY PERFORMANCE INDICATORS

3.1 DEMOGRAPHICS

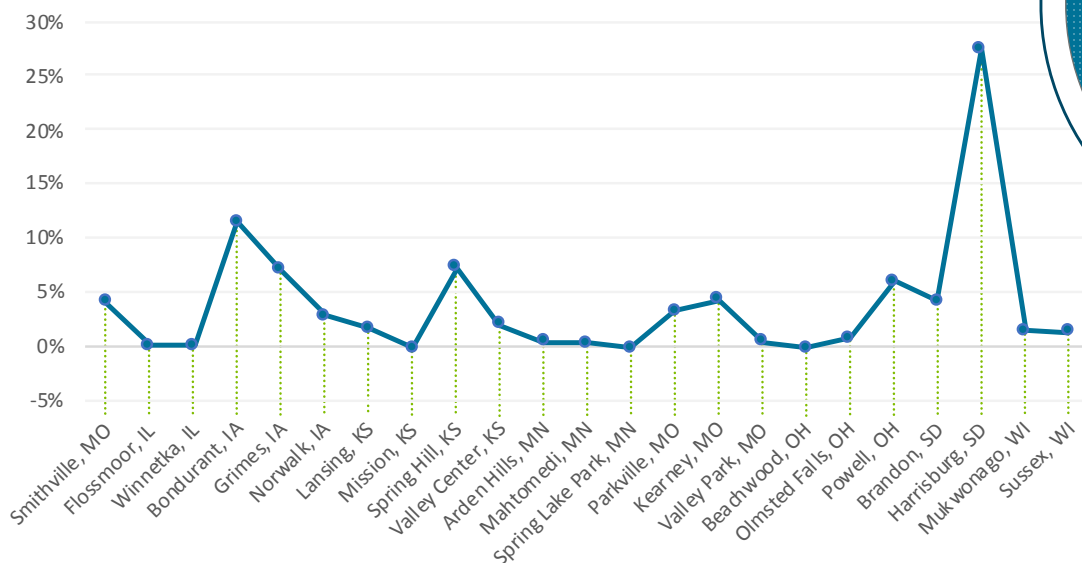
The demographic trends of the cohort communities can be compared. This allows a detailed understanding about the internal community trends and dynamics, and to better appreciate what changes might be considered normal, and those that are unusual in Smithville.

3.1.1 POPULATION GROWTH

Population growth is an important variable to consider, as it impacts a range of dimensions such as physical infrastructure and social dynamics.

Annual Population Growth (%), 2000 to 2017

Source: American Community Survey (2017 - ACS 5-year estimates)



Smithville's population increased by an annual growth rate of 4% but has a higher population growth than the average of its cohort communities. The growth rate altogether averaged 3.7% over the same 17 year period.



DataInsight

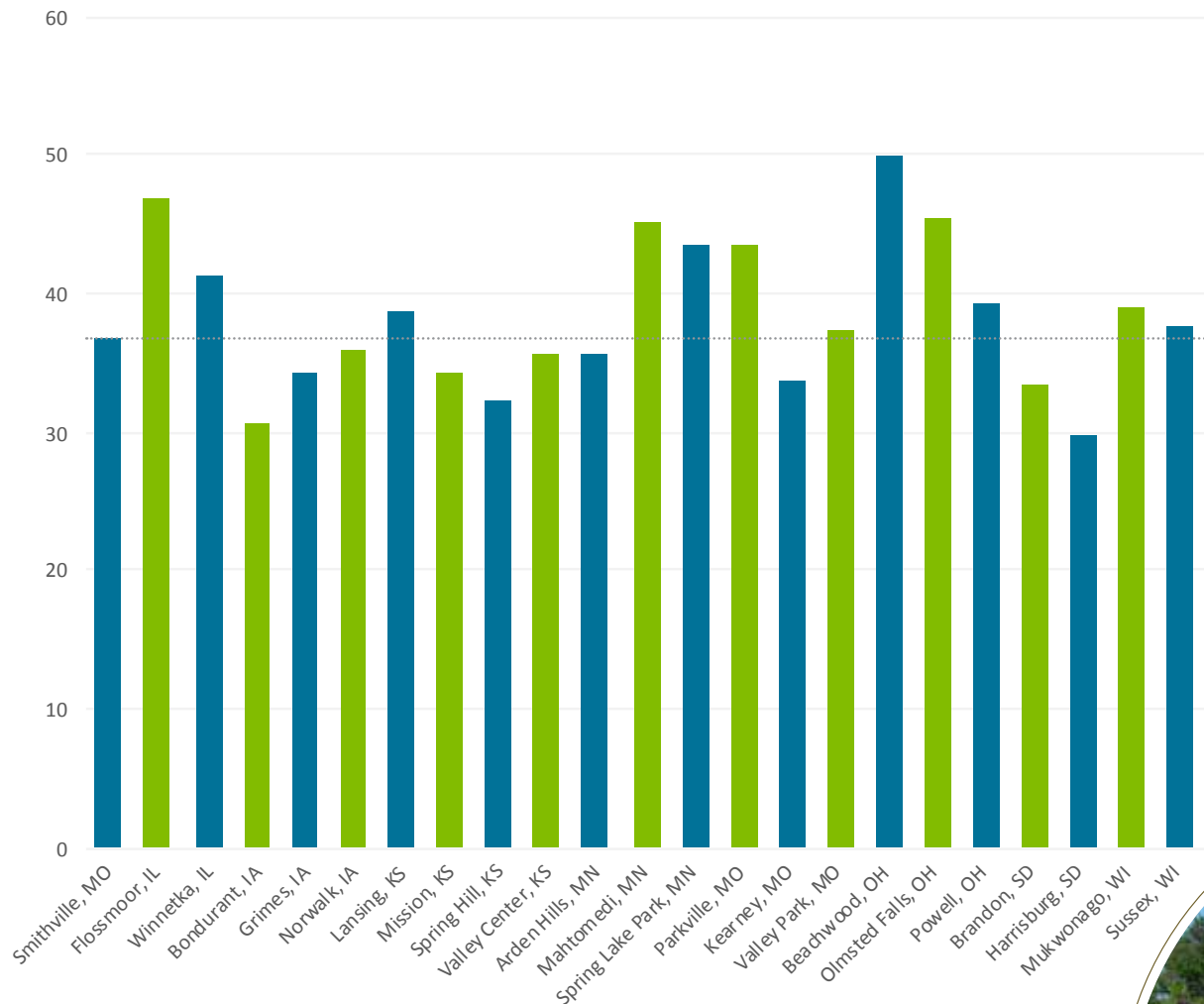
DATA INSIGHT:

- Smithville's annual growth rate is slightly higher than fifteen communities in its cohort. This detail, however, does not define the success of the cities as that is more broadly dependent on a mix of economic, social and environmental characteristics.
- Among the cities in Missouri included in the cohort, Smithville (4%) has a second highest growth rate compared to Kearney (4.3%), Parkville (3.3%), and Valley Park (0.4%)

3.1.2 POPULATION AGING

Overall median population age in the USA and other developed countries is forecast to increase between 2010 and 2040. This is in large part due to people living longer, and declining birthrates. Immigration in the United States helps diminish this population aging effect relative to other developed countries.

Total Median Age (Years)



Source: American Community Survey (2017 - ACS 5-year estimates)



DATA INSIGHT:

- The median age of the cohort communities ranges from 29.7 years (Harrisburg, SD) to 50 years (Beachwood, OH). The chart shows that the residents of the City of Smithville's median age is approximately 37 years old.
- The communities of Harrisburg and Bondurant have the youngest population amongst the cohort cities with a median age range of 29.7 years and 30.5 years which might be as a result of the percent of non-married families below 65 years of age being 27.9% and 35% respectively.

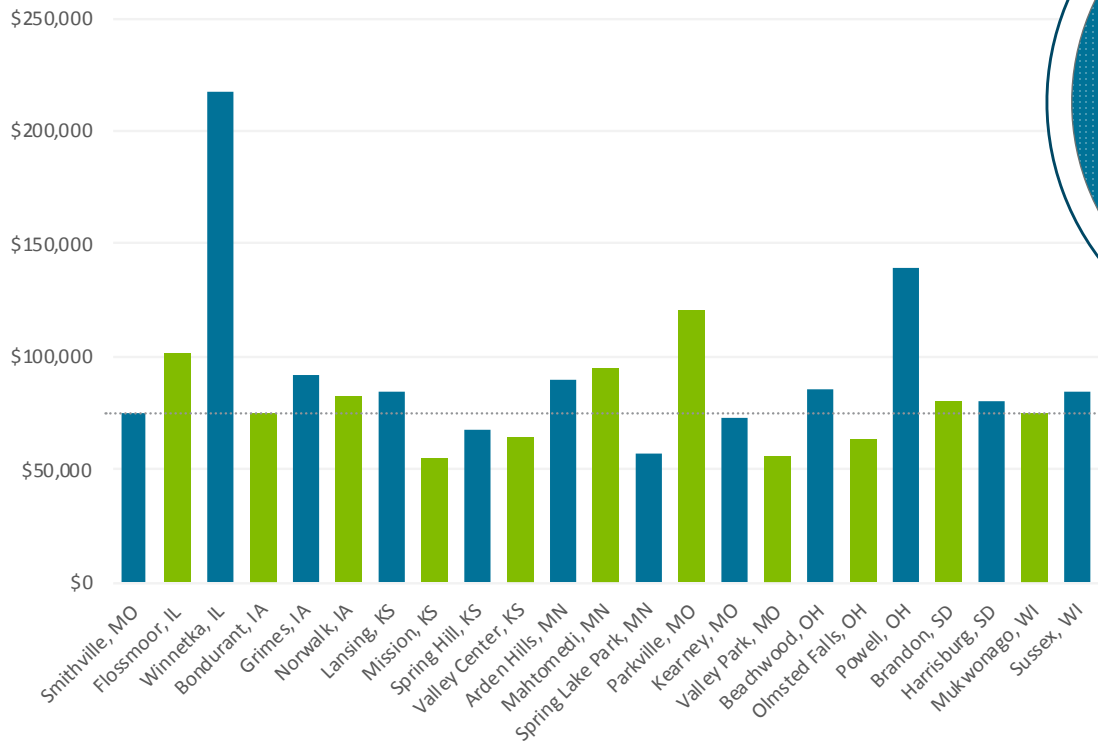
DataInsight



3.1.3 HOUSEHOLD INCOME

Household income is a useful measure of the inherent wealth and spending power within a community. This analysis looks across the cohort communities, in relation to household income.

Total Median Household Income



The median household income for Smithville (2017) is \$75,228 per annum compared to an average of \$88,376 for the combined household income of other cohort communities.

Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

DATA INSIGHT:

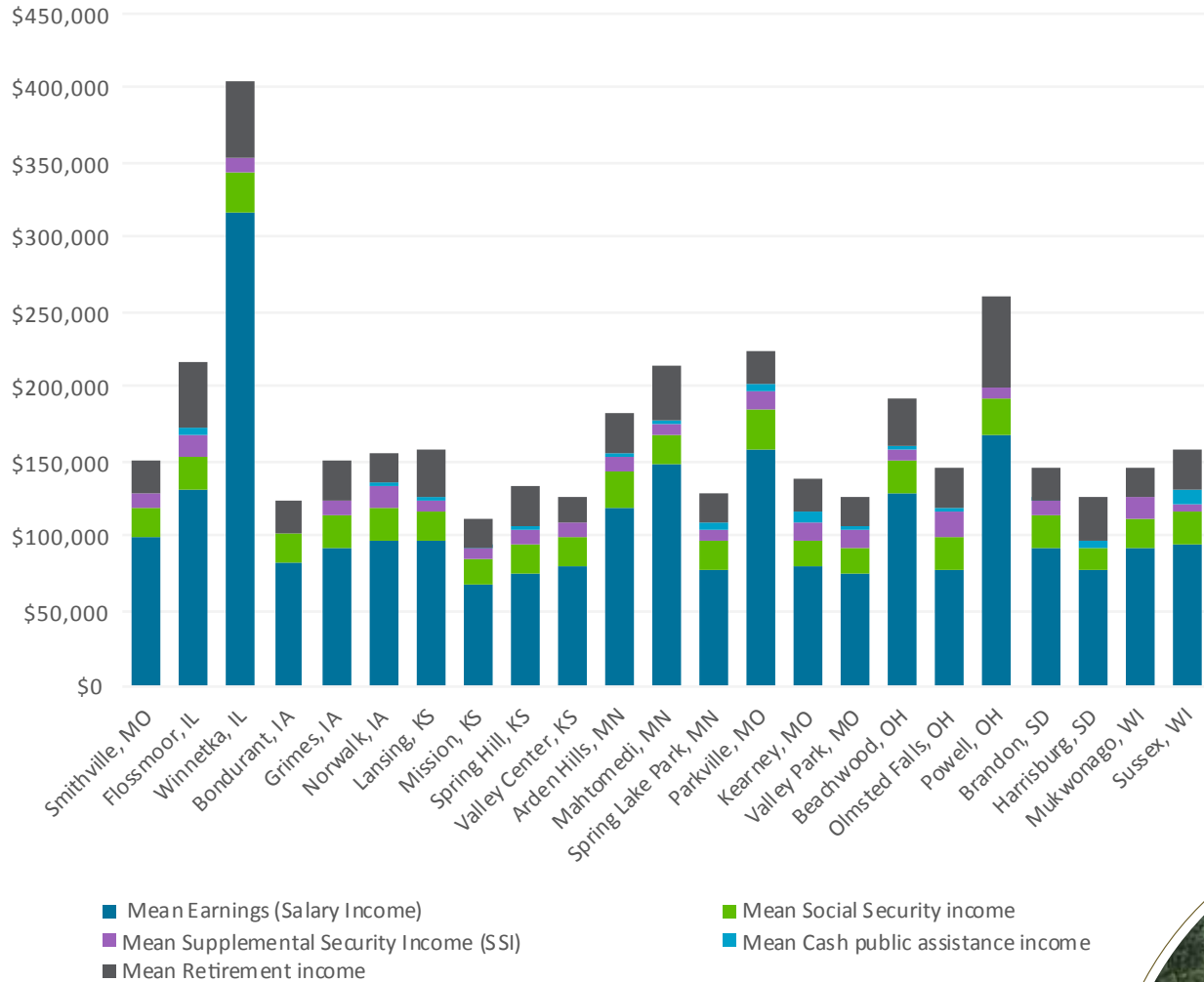
- The range of median household income for the cohort communities ranges from \$55,690 (Mission, KS) to \$216,875 (Winnetka, IL).
- The city of Smithville is most similar in median household income to Bondurant, IA; Kearney, MO; and Mukwonago, WI.
- Smithville also has a higher median household income than seven of the cohort communities being observed.



3.1.4 TOTAL INCOME COMPOSITION

The total household income and mix of incomes gives an important insight into the wealth of a community. Within Smithville, people derive the majority of their income from salary, indicating it is very much a working population.

Household income composition



Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

DATA INSIGHT:

- In all the cohort communities observed, salary income accounts for 54% to 78% of each City's income composition.
- 67% of Smithville's household income composition is attributed to salary income, which is 4% higher than the average of the cohort communities. 14% is attributed to retirement income which is lower than the average of the cohort communities (17%).
- Bondurant, IA has an identical distribution with Smithville regarding salary income while Mukwonago, Valley Center, Norwalk, and Winnetka is more closer (13% each) to Smithville regarding its distribution of retirement income.



3.1.5 RACE AND ETHNICITY

This table explores the race and ethnic makeup of the cohort communities.

Race and Ethnicity % of the Population

Cohort Communities	White	Black or African American	American Indian	Asian	Native Hawaiian	Some other race	Two or more races
Smithville, MO	91.0	0.2	0.4	4.0		1.0	3.6
Flossmoor, IL	40.5	56.7	0.1	1.8	0.2	0.3	0.4
Winnetka, IL	92.4	0.2	0.4	4.3		0.5	2.3
Bondurant, IA	97.7			1.7			0.6
Grimes, IA	95.4		1.1	1.6			1.9
Norwalk, IA	97.6	0.2	0.3	0.3		0.9	0.7
Lansing, KS	75.2	12.2	0.4	2.4		2.1	7.7
Mission, KS	83.3	7.7		4.8		0.8	3.4
Spring Hill, KS	95.5	0.6	1.7	0.6			1.6
Valley Center, KS	96.1	1.2	0.4	0.2		0.3	1.7
Arden Hills, MN	87.7	1.4	0.3	6.2		0.5	3.9
Mahtomedi, MN	92.3	2.7	0.6	2.4			1.9
Spring Lake Park, MN	77.2	4.9	0.7	7.7		1.9	7.6
Parkville, MO	92.7	4.3	0.5	0.5		1.5	0.5
Kearney, MO	92.3		0.1	0.2		1.8	5.6
Valley Park, MO	92.8	1.6		4.2		0.2	1.2
Beachwood, OH	74.3	11.9		11.9	0.2	0.4	1.3
Olmsted Falls, OH	96.7	0.9		0.1			2.2
Powell, OH	86.2	2.3		10.1	0.2		1.2
Brandon, SD	97.2	0.3	0.1	1.1			1.3
Harrisburg, SD	94.4	0.7	0.6		0.2		4.2
Mukwonago, WI	95.7	0.7	0.4	1.0		1.0	1.3
Sussex, WI	94.0	1.0	0.1	2.7		0.8	1.4

Source: American Community Survey (2017 - ACS 5-year estimates)



DATA INSIGHT:

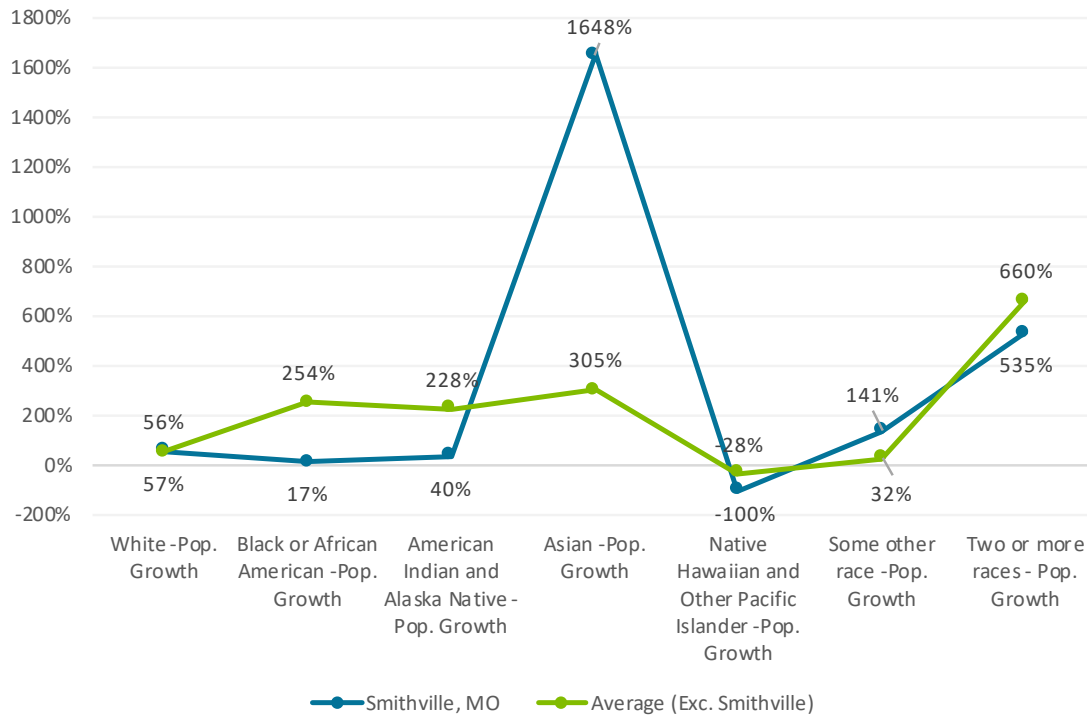
- All cohort communities including Smithville are predominantly white/caucasian. Smithville shares a similar white/caucasian ethnic distribution with Winnetka, Mahtomedi, Parkville, Kearney, and Valley Park.
- In Smithville, people of color (those who identify as a race other than white/caucasian alone, and/or those who are hispanic) make up 9.2% of the total population which is lower than the cohort average of 11.5%.

DataInsight

3.1.6 SPEED OF CHANGE IN ETHNIC COMPOSITION

This chart explores the relative speed of change across the different ethnic groups in the cohort group. As most of these communities are predominately white/caucasian, the numbers are generally small albeit high in proportion. This chart compares the changes in Smithville, relative to the average of the rest of the cohort group.

Comparison of Population Growth by Ethnicity (%) 2000-2017



Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

DATA INSIGHT:

- The total change in white/caucasian population in Smithville over the last 17 years is at 57%, which is slightly higher than the average of the cohort communities, which was 56%. So, while the change is not weighty, it is not unusual or exceptional amongst the cohort communities.
- Between 2000 and 2017, races that are neither white/caucasian, black, american indian, asian or native american have had the most significant change in population.



3.1.7 MIGRATION PATTERNS BY LOCATION

This table examines migration patterns. It looks at where people are moving from, into each of the cohort communities.

Population Migration (Percent)

Cohort Communities	Moved from within same County	Moved from different County, same State	Moved from different State	Moved from abroad
Smithville, MO	8.5	2.5	2.8	0.2
Flossmoor, IL	7.5	2.6	0.8	0.1
Winnetka, IL	6.4	0.6	2.3	1.1
Bondurant, IA	12.5		0.8	
Grimes, IA	16.6	6.4	1.1	
Norwalk, IA	3.8	9.4	2.8	
Lansing, KS	7.1	7.6	4.2	0.5
Mission, KS	7.8	2.7	4.7	0.2
Spring Hill, KS	8.3	6	3	0.2
Valley Center, KS	10.8	1.8	2.1	0.2
Arden Hills, MN	6.5	11.3	3.5	0.9
Mahtomedi, MN	3.2	6	1.4	
Spring Lake Park, MN	4.9	2.3	0.1	0.2
Parkville, MO	3.7	4.3	2.3	0.5
Kearney, MO	14.5	6.2	2.2	
Valley Park, MO	7.2	4.4	1.7	0.3
Beachwood, OH	9.4	3	1.5	2.9
Olmsted Falls, OH	7.4	3	0.4	0.1
Powell, OH	3.4	4.4	1.9	0.2
Brandon, SD	10.4	2.4	1.9	
Harrisburg, SD	7.9	3.3	2.4	
Mukwonago, WI	5.3	4	1.1	0.3

Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

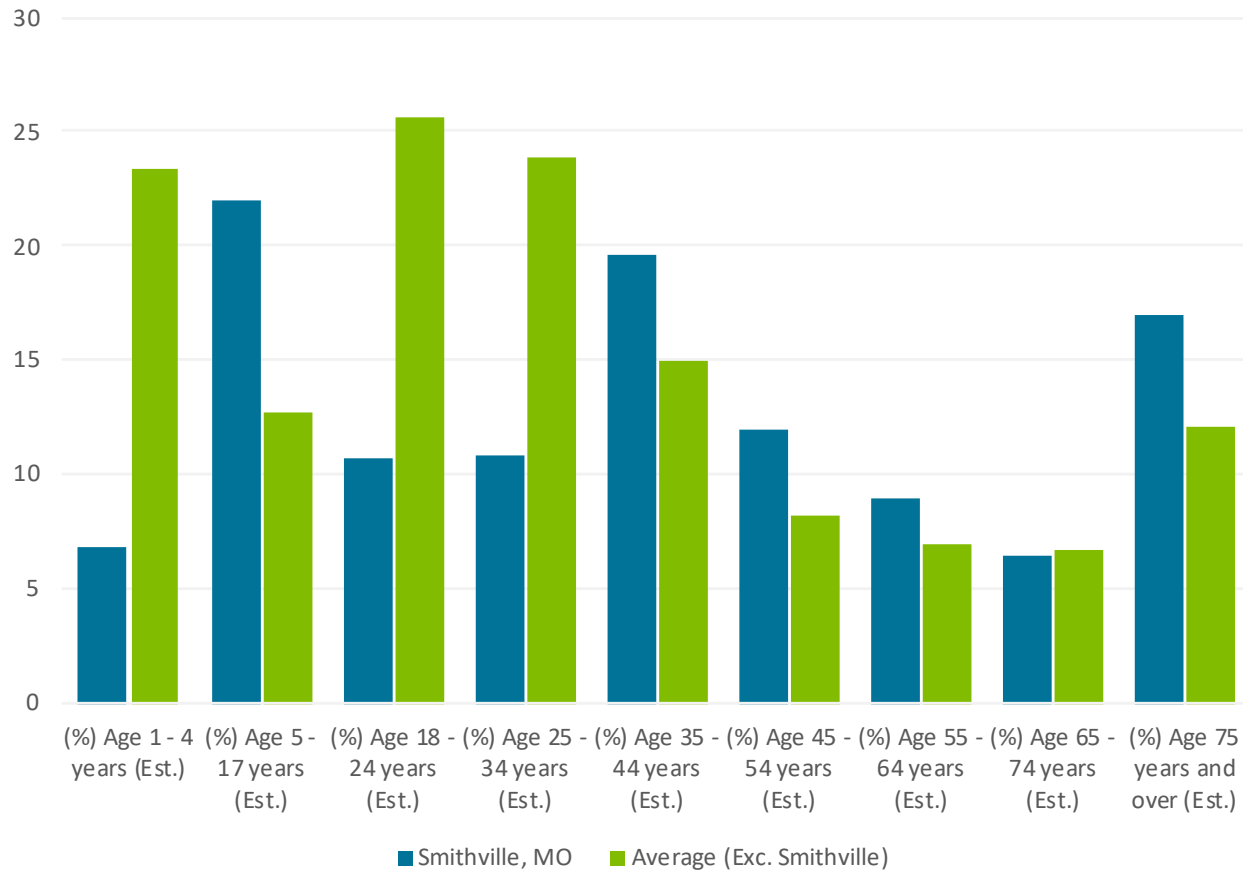
DATA INSIGHT:

- Cohort communities with proportions similar to the city of Smithville are Spring Hill, Lebanon, Harrisburg, and Beachwood.
- Smithville ranks at the 5th position amongst the cohort communities for migration from another state and at 8th for international migration.

3.1.8 MIGRATION PATTERNS BY AGE GROUP

Migration patterns by age help reveal another dimension of who is moving into communities. This chart compares Smithville to the average of the other cohort communities.

Comparison of Population In-Migration by Age Group (%)



Source: American Community Survey (2017 - ACS 5-year estimates)



DATA INSIGHT:

- The data above shows that young children (5 to 17 years) and their parents (35 to 44 years) migrate into Smithville the most. This trend is different for the average migration in other cohort communities.
- People of school age (0 to 34 years) migrate the most into the cohort communities.
- Smithville has more people moving there in retirement and aged ages (75 and over), suggesting there are suitable retirement complexes, relative to other communities.



3.1.9 PREVALENCE OF POVERTY

This chart examines the prevalence of poverty across the cohort communities. Sometimes even relatively prosperous communities can have significant portions of their community in poverty, especially in communities that have the 'haves and have nots' phenomenon in their social structure.

Percentage of families and people whose income is below the poverty line

Cohort Communities	All families whose income in the past 12 months is below the poverty level	All people whose income in the past 12 months is below the poverty level
Smithville, MO	2.2	5.0
Flossmoor, IL	3.5	9.3
Winnetka, IL	2.4	3.2
Bondurant, IA	3.2	4.1
Grimes, IA	1.6	3.9
Norwalk, IA	1.1	3.0
Lansing, KS	3.1	5.1
Mission, KS	2.2	7.1
Spring Hill, KS	5.6	6.9
Valley Center, KS	2.2	4.4
Arden Hills, MN	2.9	3.9
Mahtomedi, MN	4.5	7.6
Spring Lake Park, MN	7.4	9.5
Parkville, MO	3.3	4.7
Kearney, MO	3.0	4.1
Valley Park, MO	7.2	8.7
Beachwood, OH	1.5	4.3
Olmsted Falls, OH	2.0	2.8
Powell, OH	0.6	1.0
Brandon, SD	2.7	5.1
Harrisburg, SD	1.5	4.1
Mukwonago, WI	5.1	6.8
Sussex, WI	3.4	4.1

Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

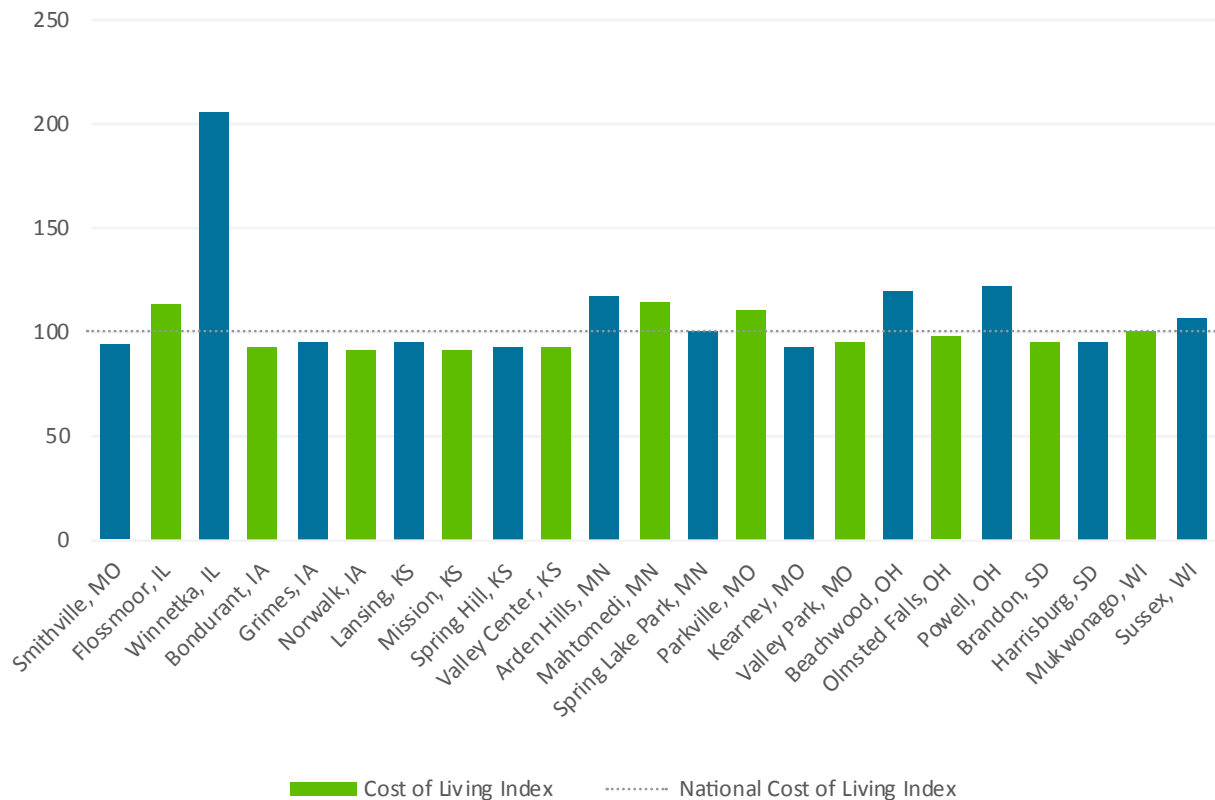
DATA INSIGHT:

- The City of Smithville is 15th out of 22 cities in the cohort community with the least proportion of families living below the poverty level. The proportion of 2.2% was lower than the peer average of 3.2%.
- Also, Smithville ranks 10th out of 22 cities with the least proportion of people living below the poverty level. The proportion was 5% was slightly lower than the cohort average of 5.2%.

3.1.10 COST OF LIVING

The cost of living index gives the percentage difference in the cost of living between one location and another. The cost of living index is comprised of the cost of retail goods and services, groceries, health care, housing, cost of public/private transportation and utilities. Communities can be compared to the National Cost of Living Index, to determine if they are more or less expensive than the national average.

Cost of Living Index



Source: Council for Community and Economic Research (C2ER) for 2017 through <https://www.areavibes.com/>. Sourced on June 24th, 2018



DataInsight

DATA INSIGHT:

- Mission and Norwalk are the least expensive cities to live in among the cohort communities.
- Smithville is also less expensive to live in than 16 cities in the cohort communities. However, all the cities except Flossmoor, Winnetka, Arden Hills, Mahtomedi, Parkville, Beachwood, Powell, and Sussex were lower than the national cost of living index with Winnetka being the most expensive to live in.
- The cost of living in the State of Missouri is 90, placing Smithville very close to the State average.

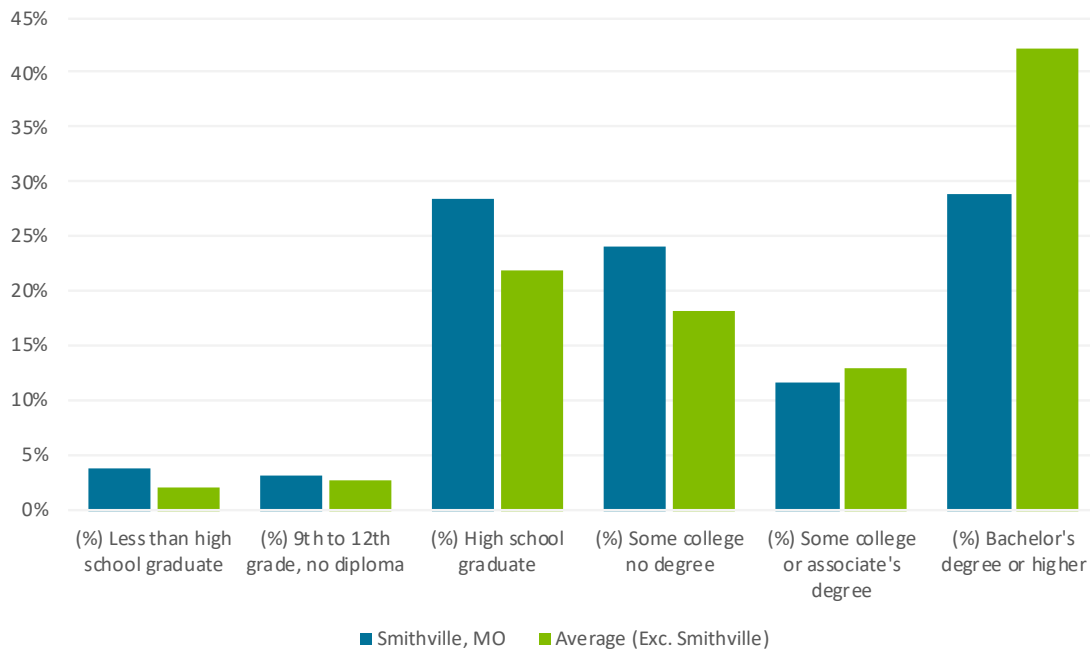


3.2 EDUCATION

3.2.1 EDUCATIONAL ATTAINMENT

A city's education system is very important. All of the cohort communities exemplified in this benchmark study are successful and relatively high performing communities.

Educational Attainment, Percent of Population (Smithville vs. Cohort Communities)



Source: American Community Survey (2017 - ACS 5-year estimates)

Smithville has the eleventh highest median earnings among the cohort communities for individuals with a bachelor's degree and higher.



DataInsight

DATA INSIGHT:

- The percentage of people with a high school diploma is higher in Smithville than the average of the cohort communities. Smithville's high school graduation rate is higher than all the cities except Bondurant, Spring Hill, Spring Lake Park, Kearney, and Mukwonago.
- Beyond high school, Smithville has a higher educational attainment rate than the average of the cohort communities except for those with bachelor's degree and higher.
- A person with a bachelor's degree or higher degree in Smithville has a median income of \$46,977 (2017), which is significantly lower than the cohort average of \$52,787 for someone with the same higher educational attainment.



3.2.2 SCHOOL DISTRICT PERFORMANCE

The data in the table below demonstrates the most comprehensive performance ranking data for high schools in cities in the cohort community. The factors considered and weight for the national ranking includes a wide range of factors such as college readiness index (30%), college curriculum breadth index (10%), math and reading proficiency (20%), undeserved student performance (10%), and graduation rate (10%). Some sources of public data used are the common core of data, statewide math and reading level assessment tests and high school graduation rates, the college board, and international baccalaureate.

National High School Performance Ranking (Districts in ranking; N = 17,245)

Cohort Communities	High School	Best School district in America (Position)
Winnetka, IL	New Trier Township High School	307
Powell, OH	Olentangy Liberty High School	337
Arden Hills, MN	Mounds View Senior High School	505
Smithville, MO	Smithville High School	531
Mahtomedi, MN	Mahtomedi Senior High School	586
Sussex, WI	Hamilton High School	755
Beachwood, OH	Beachwood High School	842
Mission, KS	Shawnee Mission East High School	1036
Mukwonago, WI	Mukwonago High School	1253
Grimes, IA	Dallas Center - Grimes High School	3218
Norwalk, IA	Norwalk Senior High School	3260
Olmsted Falls, OH	Olmsted Falls High School	3581
Parkville, MO	Park Hill South High School	3802
Spring Lake Park, MN	Spring Lake Park Senior High School	4393
Kearney, MO	Kearney High School	4857
Flossmoor, IL	Homewood-Flossmoor High School	4867
Brandon, SD	Brandon Valley High School	6581
Bondurant, IA	Bondurant-Farrar High School	8697
Lansing, KS	Lansing High School	9196
Valley Park, MO	Valley Park Senior High School	9483
Spring Hill, KS	Spring Hill High School	9903
Valley Center, KS	Valley Center High School	11865
Harrisburg, SD	Harrisburg High School	12,935+

Source: U.S. News Best High School National Ranking



DataInsight

DATA INSIGHT:

- Smithville ranks high as the 531st best high school in America among 17,245 high school, and the 4th out of 23 cohort communities with data.
- Smithville School District 17-2 also holds the position of the 2nd best high school among others in Missouri. This ranking considers factors such as curriculum, academic proficiency, academic performance, and graduation rate.

3.2.3 SPENDING ON SCHOOL DISTRICT

Smithville R-II School District is an above average, public school district located in Smithville. It has 2,623 students in grades PK, K-12 with a student-teacher ratio of 16 to 1. According to state test scores, 55% of students are at least proficient in math and 69% in reading. Understanding its performance and cost is important.

School District Education Expenses

Cohort Communities	School District Name	Total Expenses	Expenses Per Student
Smithville, MO	Smithville R-II School District	\$23,685,000	\$9,676
Valley Center, KS	Valley Center Public Schools	\$27,448,000	\$10,229
Spring Hill, KS	Spring Hill Unified School District	\$45,838,000	\$10,471
Kearney, MO	Kearney R-I School District	\$34,464,000	\$10,518
Norwalk, IA	Norwalk Community School District	\$25,642,000	\$10,657
Powell, OH	Olentangy Local School District	\$191,630,000	\$10,933
Bondurant, IA	Bondurant-Farrar Community School District	\$16,298,000	\$11,160
Mukwonago, WI	Mukwonago School District	\$52,224,000	\$11,218
Harrisburg, SD	Harrisburg School District	\$52,189,000	\$11,447
Sussex, WI	Hamilton School District	\$51,720,000	\$11,735
Grimes, IA	Dallas Center-Grimes Community School District	\$26,139,000	\$11,846
Spring Lake Park, MN	Spring Lake Park Public Schools	\$60,614,000	\$11,846
Olmsted Falls, OH	Olmsted Falls City School District	\$42,038,000	\$11,914
Brandon, SD	Brandon Valley School District	\$28,293,000	\$12,041
Mission, KS	Shawnee Mission School District	\$300,666,000	\$12,074
Mahtomedi, MN	Mahtomedi Public School District	\$56,524,000	\$12,450
Parkville, MO	Park Hill School District	\$140,506,000	\$13,541
Arden Hills, MN	Mounds View Public School District	\$135,791,000	\$14,277
Valley Park, MO	Valley Park School District	\$13,424,000	\$15,851
Flossmoor, IL	Flossmoor School District No. 161	\$35,971,000	\$17,815
Beachwood, OH	Beachwood City School District	\$52,018,000	\$24,241
Winnetka, IL	Winnetka School District 36	\$40,588,000	\$25,175
Lansing, KS	Lansing Unified School District	\$26,707,000	\$34,221

Source: Niche 2019 K-12 School & District Rankings



DataInsight

DATA INSIGHT:

- The total expense per student for Smithville R-II School District is 26.4% less than the national average of \$12,239 per student.
- Smithville ranks 1st among the cohort communities for expense per student. Also, Smithville's total education expenses are the second smallest among all the 23 cities in the cohort. This fact does not, however, determine the performance of the district in this ranking because the total expense depends mostly on the population of students in the school district.
- Among the cohort communities, 15 cities spend less than the national average per student while 8 cities spent more than the national average. All the school districts in the cohort spend an average of 62% of the total expenses on instruction, 34% on support services and 4% on other expenses.

3.2.4 HIGH SCHOOL COLLEGE READINESS

The data in the table below demonstrates the college readiness index for high schools in cities in the cohort community. The College Readiness Index, or CRI, is measured by the proportion of a school's 12th graders that took and passed AP/IB exams. There are two elements. One is a participation rate – the number of 12th grade students in the 2016-2017 academic year who took at least one AP or IB test before or during their senior year, divided by the total number of 12th graders at the school. The other is a quality-adjusted participation rate, defined as the number of 12th grade students in the 2016-2017 academic year who took and passed – received an AP score of 3 or higher or IB score of 4 or higher – at least one AP or IB test by their senior year, divided by the number of 12th graders at that school.

National High School Performance Ranking (Districts in ranking; N = 17,245)

Cohort Communities	Top High School in City	College Readiness
Powell, OH	Olentangy Liberty High School	411
Mahtomedi, MN	Mahtomedi Senior High School	651
Arden Hills, MN	Mounds View Senior High School	738
Winnetka, IL	New Trier Township High School	884
Sussex, WI	Hamilton High School	1,048
Mukwonago, WI	Mukwonago High School	1,101
Mission, KS	Shawnee Mission East High School	1,688
Beachwood, OH	Beachwood High School	1,862
Smithville, MO	Smithville High School	2,595
Olmsted Falls, OH	Olmsted Falls High School	2,943
Spring Lake Park, MN	Spring Lake Park Senior High School	3,481
Grimes, IA	Dallas Center - Grimes High School	3,744
Norwalk, IA	Norwalk Senior High School	3,922
Kearney, MO	Kearney High School	4,009
Flossmoor, IL	Homewood-Flossmoor High School	4,037
Parkville, MO	Park Hill South High School	7,293
Valley Park, MO	Valley Park Senior High School	8,390
Bondurant, IA	Bondurant-Farrar High School	9,897
Lansing, KS	Lansing High School	10,046
Valley Center, KS	Valley Center High School	11,265
Spring Hill, KS	Spring Hill High School	-
Brandon, SD	Brandon Valley High School	-
Harrisburg, SD	Harrisburg High School	-

Source: Niche 2019 K-12 School & District Rankings



DataInsight

DATA INSIGHT:

- Smithville ranks high as the 2,595th in America among 17,245 high school, and the 9th out of 20 cohort communities with data.
- This ranking shows the performance of the school on state-required tests, graduation and how well they prepare students for college.

The average teacher salary for Smithville (2017) is \$53,785 per annum compared to an average of \$59,183 for the combined other cohort communities.

3.2.5 SCHOOL DISTRICT STAFFING

The average teacher salary index provided in this analysis is standardized by Median Household Income by county.

School District Staffing and Average Salary

Cohort Communities	School District Name	Student-Teacher Ratio	Average Teacher Salary
Harrisburg, SD	Harrisburg High School	12:01	\$38,120
Winnetka, IL	New Trier Township High School	13:01	\$71,468
Valley Park, MO	Valley Park Senior High School	13:01	\$66,007
Beachwood, OH	Beachwood High School	14:01	\$89,406
Flossmoor, IL	Homewood-Flossmoor High School	15:01	\$56,103
Norwalk, IA	Norwalk Senior High School	15:01	\$53,243
Lansing, KS	Lansing High School	15:01	\$48,096
Bondurant, IA	Bondurant-Farrar High School	16:01	\$50,820
Kearney, MO	Kearney High School	16:01	\$58,146
Grimes, IA	Dallas Center - Grimes High School	17:01	\$52,543
Spring Hill, KS	Spring Hill High School	17:01	\$40,976
Parkville, MO	Park Hill South High School	17:01	\$63,656
Smithville, MO	Smithville High School	17:01	\$53,785
Mukwonago, WI	Mukwonago High School	18:01	\$68,318
Sussex, WI	Hamilton High School	18:01	\$74,821
Mission, KS	Shawnee Mission East High School	19:01	\$64,867
Valley Center, KS	Valley Center High School	19:01	\$40,754
Mahtomedi, MN	Mahtomedi Senior High School	20:01	\$64,751
Spring Lake Park, MN	Spring Lake Park Senior High School	20:01	\$49,332
Powell, OH	Olentangy Liberty High School	21:01	\$72,404
Arden Hills, MN	Mounds View Senior High School	22:01	\$66,131
Brandon, SD	Brandon Valley High School	22:01	\$42,030
Olmsted Falls, OH	Olmsted Falls High School	23:01	\$70,032

Source- Student - Teacher Ratio: U.S. News Best High School National Ranking

Source - Teacher Salary: Niche 2019 K-12 School & District Rankings



DATA INSIGHT:

- Teachers in Smithville R-II School District earn an average of \$53,785, which is more than the average salary of 9 school districts in the cohort community.
- Smithville's teacher to student ratio (17:1) is equal to the national ratio of 17:1. Seventeen schools in the cohort communities are well below or on the national average teacher to student ratio while 6 are over.

DataInsight

3.2.6 SCHOOL SAFETY

Safety has recently become a significant topic in US schools, and according to the U.S Department of Education, emotional and physical safety in school are linked to improved academic performance and school outcomes.

National School District Safety Ranking (Districts in ranking, N = 11,770)

Cohort Communities	School District Name	Safest School District in America
Brandon, SD	Brandon Valley School District	85
Beachwood, OH	Beachwood City School District	92
Powell, OH	Olentangy Local School District	122
Lansing, KS	Lansing Unified School District	459
Mukwonago, WI	Mukwonago School District	571
Grimes, IA	Dallas Center-Grimes Community School District	615
Spring Hill, KS	Spring Hill Unified School District	851
Valley Center, KS	Valley Center Public Schools	917
Arden Hills, MN	Mounds View Public School District	1,077
Bondurant, IA	Bondurant-Farrar Community School District	1,143
Olmsted Falls, OH	Olmsted Falls City School District	1,390
Winnetka, IL	Winnetka School District 36	1,647
Smithville, MO	Smithville R-II School District	1,770
Sussex, WI	Hamilton School District	1,845
Mahtomedi, MN	Mahtomedi Public School District	1,901
Valley Park, MO	Valley Park School District	1,992
Parkville, MO	Park Hill School District	2,784
Mission, KS	Shawnee Mission School District	3,151
Kearney, MO	Kearney R-I School District	5,682
Harrisburg, SD	Harrisburg School District	5,699
Flossmoor, IL	Flossmoor School District No. 161	5,722
Norwalk, IA	Norwalk Community School District	6,846
Spring Lake Park, MN	Spring Lake Park Public Schools	

Source: Niche 2019 K-12 School & District Rankings



DATA INSIGHTS:

- Smithville ranks as the 1770th safest school district in America among 11,770 districts, and the 13th highest among the cohort communities. Smithville R-II School District also holds the position of the safest school district in this category among others in Missouri within the cohort.
- This ranking considers factors such as survey responses from parents and students, in-school and out-of-school suspensions, expulsions, law enforcement referrals, and school-related arrests.

DataInsight

3.3 PUBLIC HEALTH

3.3.1 GENERAL HEALTH

This section highlights the County level public health indicators. There are specific differences in the health outcomes of each county due to different health care systems in the states of the cohort communities. Hence, only data for counties in the same state is compared.

Health Indicator Ranking by county

Cohort Community	County	% Fair/ Poor health	% Obese	Child Mortality Rate	% Diabetic	% Food Insecure	% Limited Access to Healthy Food
Smithville, MO	Clay	14.4	31.1	44.8	9.7	11.3	6.5
Flossmoor, IL	Cook	17.7	27.4	58.9	9.3	12.6	1.7
Winnetka, IL	Cook	17.7	27.4	58.9	9.3	12.6	1.7
Bondurant, IA	Polk	13.0	29.4	55.5	8.3	11.7	3.6
Grimes, IA	Dallas	10.8	27.7	29.0	8.2	8.3	1.2
Norwalk, IA	Warren	11.4	32.7	22.4	9.3	9.4	2.9
Lansing, KS	Leavenworth	14.2	36.9	52.2	10.2	13.3	10.2
Mission, KS	Johnson	8.9	27.2	32.8	7.7	10.6	2.4
Spring Hill, KS	Johnson	8.9	27.2	32.8	7.7	10.6	2.4
Valley Center, KS	Sedgwick	15.1	33.5	56.5	10.5	14.1	10.6
Arden Hills, MN	Ramsey	11.8	26.9	58.5	8.0	12.3	5.3
Mahtomedi, MN	Washington	9.3	24.8	32.6	7.7	6.6	6.7
Spring Lake Park, MN	Anoka	10.2	30.1	32.9	8.7	7.8	6.5
Parkville, MO	Platte	15.4	31.0	38.7	12.1	11.2	6.5
Kearney, MO	Clay	14.4	31.1	44.8	9.7	11.3	6.5
Valley Park, MO	St. Louis	14.6	29.0	57.6	11.9	14.7	6.0
Beachwood, OH	Cuyahoga	16.4	29.9	69.3	11.5	18.6	4.3
Olmsted Falls, OH	Cuyahoga	16.4	29.9	69.3	11.5	18.6	4.3
Powell, OH	Delaware	10.4	26.8	28.3	8.6	8.4	3.1
Brandon, SD	Minnehaha	10.0	31.6	55.5	8.3	11.0	4.5
Harrisburg, SD	Lincoln	9.7	29.6	61.4	7.4	7.0	1.4
Mukwonago, WI	Waukesha	10.8	26.4	30.0	9.2	7.1	5.1
Sussex, WI	Waukesha	10.8	26.4	30.0	9.2	7.1	5.1

Source: The Robert Wood Johnson Foundation's 2019 County Health Rankings Data



DataInsight

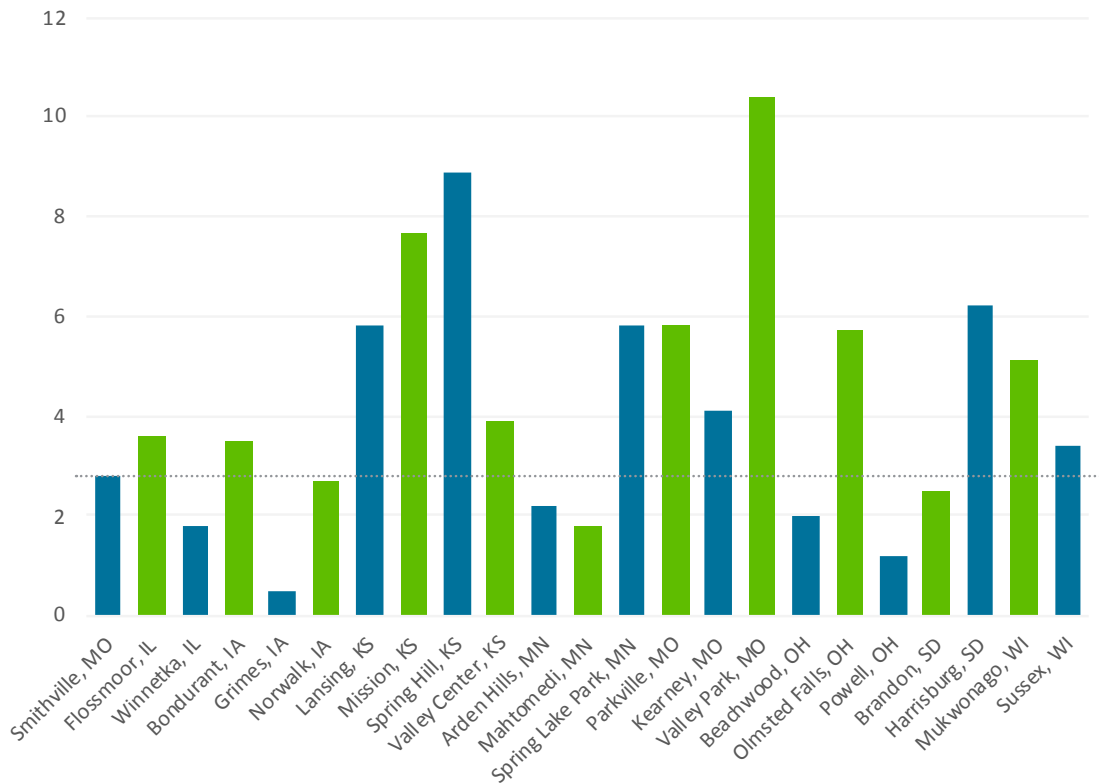
DATA INSIGHT:

- Clay County has the 8th highest percentage of people with fair or poor health. Its proportion of 14.4% is higher than the peer average of 12.6%.
- The child mortality rate of the County is the highest among the three counties (Clay, St. Louis, and Platte) in Missouri considered in this analysis.
- Clay County is in position 6 out of 23 regarding counties with limited access to healthy food and position 10 among those with food insecurity.

3.3.2 ACCESS TO CARE

Access to healthcare is a critical measure of people's security and wellbeing. Measuring the percentage of a population that has health insurance, or lacks such insurance, is a good approximation of health security. In most cases, the cohort communities have high levels of insurance coverage, with most being 90% or more of coverage. The chart below shows the percentage of adults and children uninsured in each City in the cohort communities.

Percentage of Uninsured Children and Adults



Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

DATA INSIGHT:

- The percentage of uninsured people ranges between 0.5% (Grimes, IA) and 10.4% (Valley Park, MO).
- 2.8% of the adults and children in the City of Smithville are uninsured for healthcare which is significantly lower than the average (4.3%) of the cohort communities.
- Smithville also has the 15th highest percentage of uninsured people among the cities in the cohort communities.



3.4 LOCATION AND INFRASTRUCTURE

3.4.1 HOUSING

Occupied housing units dominate the housing stock in Smithville, and over 50% of these are owner-occupied. While this is typical of a suburban landscape, it is also a strong part of the community fabric and structure.

Percent Housing Occupancy by Population

Cohort Community	Occupied housing units	Vacant housing units	Occupied housing units - Owner-occupied	Occupied housing units - Renter-occupied
Smithville, MO	93.5	6.5	79.4	20.6
Flossmoor, IL	93.9	6.1	86.5	13.5
Winnetka, IL	94.5	5.5	88.6	11.4
Bondurant, IA	96.8	3.2	86.7	13.3
Grimes, IA	98.9	1.1	76.0	24.0
Norwalk, IA	98.8	1.2	71.0	29.0
Lansing, KS	93.7	6.3	72.7	27.3
Mission, KS	95.4	4.6	45.4	54.6
Spring Hill, KS	96.4	3.6	76.6	23.4
Valley Center, KS	92.2	7.8	85.0	15.0
Arden Hills, MN	99.7	0.3	87.3	12.7
Mahtomedi, MN	96.3	3.7	84.3	15.7
Spring Lake Park, MN	95.1	4.9	73.7	26.3
Parkville, MO	96.3	3.7	73.8	26.2
Kearney, MO	95.2	4.8	69.3	30.7
Valley Park, MO	90.7	9.3	61.3	38.7
Beachwood, OH	91.2	8.8	59.5	40.5
Olmsted Falls, OH	95.6	4.4	81.9	18.1
Powell, OH	97.1	2.9	96.0	4.0
Brandon, SD	98.3	1.7	73.1	26.9
Harrisburg, SD	95.6	4.4	85.8	14.2
Mukwonago, WI	95.7	4.3	70.6	29.4
Sussex, WI	98.0	2.0	68.4	31.6

Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

DATA INSIGHT:

- 79.4% of the occupied housing units in the City of Smithville were owner-occupied which is higher than the cohort community average of 76.1% and also ranks 10th highest out of 23.
- Similarly, 20.6% of the occupied housing units were renter-occupied which is below the cohort community average of 23.9% and also ranks 14 out of 23.

Smithville has the sixth lowest proportion of housing units built in the past 9 years compared to its peers in the cohort communities.

3.4.2 AGE OF HOUSING

The table shows the age of the housing units in the cohort communities. Of note, is that a large proportion of housing units in all the cohort communities were built between 1989 and 2009.

Percent year structure built by the total housing unit

Cohort Community	Total housing units	Built 2010 or Later	Built 1990 to 2009	Built 1970 to 1989	Built 1950 to 1969	Built 1949 or Earlier
Smithville, MO	3,578	2.7	59.0	19.8	15.6	2.9
Flossmoor, IL	3,597	-	11.5	28.6	42.6	17.4
Winnetka, IL	4,381	2.2	17.0	8.7	20.2	51.9
Bondurant, IA	1,871	21.1	37.8	25.1	9.4	6.7
Grimes, IA	4,152	27.8	39.7	25.9	5.4	1.2
Norwalk, IA	3,937	12.4	36.4	33.7	13.3	4.2
Lansing, KS	3,547	5.3	37.9	40.7	12.4	3.7
Mission, KS	5,075	1.5	14.2	29.9	40.4	14.0
Spring Hill, KS	2,109	10.0	55.1	14.7	10.9	9.2
Valley Center, KS	2,717	2.8	37.5	26.9	22.7	10.2
Arden Hills, MN	3,147	5.5	11.2	50.7	25.2	7.4
Mahtomedi, MN	3,095	4.7	39.8	22.8	12.2	20.5
Spring Lake Park, MN	2,943	1.0	20.7	27.8	40.5	10.1
Parkville, MO	2,381	4.0	50.3	32.6	9.8	3.2
Kearney, MO	3,260	3.2	63.4	23.7	3.4	6.3
Valley Park, MO	3,457	-	50.9	27.5	10.9	10.7
Beachwood, OH	5,043	4.6	16.1	27.9	45.1	6.3
Olmsted Falls, OH	4,051	0.1	34.7	32.7	22.2	10.3
Powell, OH	4,391	7.4	75.6	14.9	0.8	1.4
Brandon, SD	3,537	8.7	58.4	23.3	6.7	3.0
Harrisburg, SD	1,784	16.1	66.2	8.6	3.0	6.0
Mukwonago, WI	3,149	3.8	39.7	32.2	10.6	13.8
Sussex, WI	4,133	3.7	45.3	30.0	15.8	5.2

Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

DATA INSIGHT:

- Only 2.7% of housing units in Smithville were built after 2009, which is significantly below the peer average (6.6%). However Smithville has had a record number of building permits since 2017.
- 59% of the housing units in Smithville were built between 1990 to 2009 which ranks 4 out of 23.

Smithville is the 7th cheapest city among the cohort with regards to median rent for occupied units.

3.4.3 COST OF RENTAL

The rental costs in Smithville are reflective of many of the cohort communities. Smithville remains affordable for renting, relative to similar cities. A quarter of the rental units are under \$1000 per month.

Percent gross rent of occupied units paying rent

Cohort Community	Occupied units paying rent	Median Rent (dollars)	% Less than \$1000	% \$1,000 to \$1,999	% \$2,000 to \$2,999	% \$3,000 or more
Smithville, MO	690	\$883	57.1	42.9	0.0	0.0
Flossmoor, IL	410	\$2,038	10.2	36.3	53.4	0.0
Winnetka, IL	425	\$1,931	5.9	45.6	28.7	19.8
Bondurant, IA	241	\$961	58.9	41.1	0.0	0.0
Grimes, IA	987	\$1,007	49.0	46.7	4.3	0.0
Norwalk, IA	1,089	\$774	63.6	32.2	0.0	4.1
Lansing, KS	907	\$1,042	46.9	43.0	7.4	2.8
Mission, KS	2,593	\$899	68.0	31.2	0.8	0.0
Spring Hill, KS	444	\$791	67.3	23.0	2.3	7.4
Valley Center, KS	340	\$831	53.2	46.8	0.0	0.0
Arden Hills, MN	354	\$1,452	26.0	65.8	3.1	5.1
Mahtomedi, MN	451	\$1,088	46.1	29.9	9.1	14.9
Spring Lake Park, MN	703	\$906	67.7	27.7	4.6	0.0
Parkville, MO	522	\$708	75.5	16.9	3.6	4.0
Kearney, MO	929	\$1,090	43.5	55.5	1.0	0.0
Valley Park, MO	1,171	\$929	57.6	34.2	3.2	5.0
Beachwood, OH	1,812	\$1,663	5.6	64.2	22.6	7.6
Olmsted Falls, OH	653	\$796	63.6	31.7	1.4	3.4
Powell, OH	161	\$1,628	0.0	70.8	29.2	0.0
Brandon, SD	905	\$872	75.0	21.9	0.8	2.3
Harrisburg, SD	242	\$813	70.7	29.3	0.0	0.0
Mukwonago, WI	834	\$821	86.9	13.1	0.0	0.0
Sussex, WI	1,253	\$964	57.5	42.0	0.5	0.0

Source: American Community Survey (2017 - ACS 5-year estimates)



DataInsight

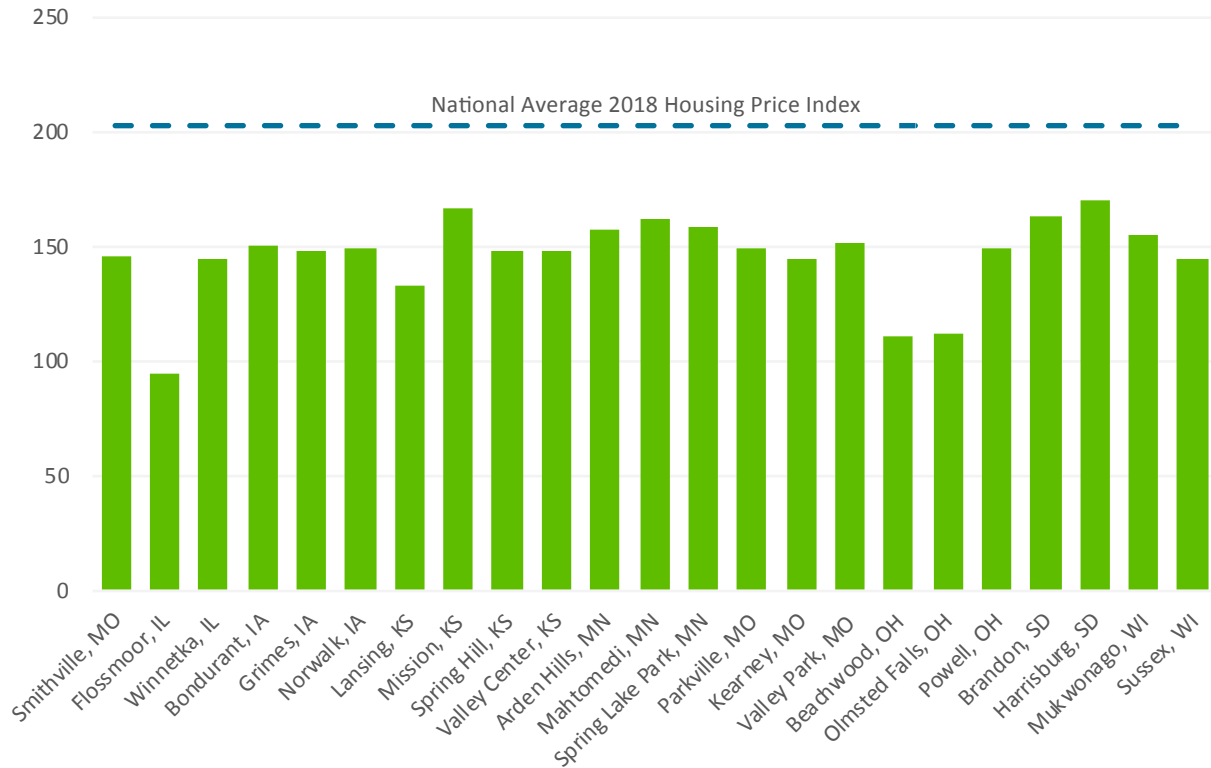
DATA INSIGHT:

- A large proportion of the gross rent of rental-occupied housing units in the cohort communities is less than \$1,000.
- The median gross rent of occupied rental housing units in Smithville is \$883 and is significantly below the peer average of \$1,091 from the other cities in the cohort.

3.4.4 HOUSE PRICE INDEX

The House Price Index measures the movement of house pricing, relative to the year 2000 baseline. The data used in the chart was sourced from the Federal Housing Finance Agency. The Smithville house pricing index was just lower than the national average, which was close to a 45.8% increase between 2000 and 2018.

2018 House Pricing Index (HPI -2000 base year)



Source 1: HPI Dataset, Federal Housing Finance Agency. 2018 House Pricing Index (2000 base year) except otherwise indicated in the comment

Source 2: S&P/Case-Shiller U.S. National Home Price Index



DATA INSIGHT:

- Smithville house prices are less than the national house pricing index. This also shows that that single family house prices in Smithville is similar to those in Mission, Arden Hills, Mahtomedi, Spring Lake Park, Brandon, and Harrisburg.
- Smithville only outperforms seven of its peers in the cohort communities, with 16 cities recording better growth in housing price over the same period.
- From 2000 to 2019, Kansas City (MO/KS) recorded a Housing Price Index of 166.8. This places Smithville just below the average growth of the Kansas City metropolis.

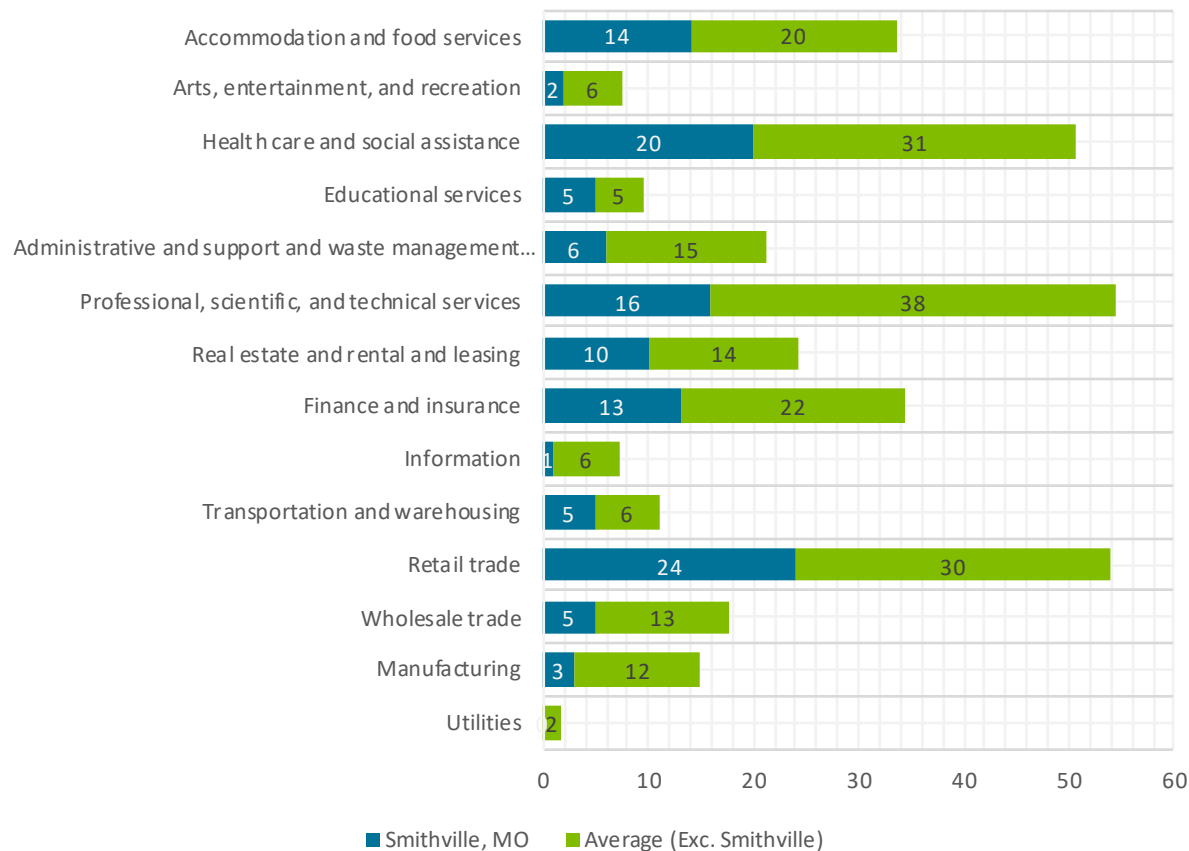
DataInsight

3.5 BUSINESS AND INDUSTRY

3.5.1 BUSINESS ESTABLISHMENTS

This chart shows the number of business establishments by major sector. This is a way to measure the types of businesses and the relative strength of sectors in the communities. What is notable is a large number of retail trade with health care and social service businesses in all the cohort communities, including Smithville.

Number of Establishments – Smithville vs. Cohort Community average



Source: Economic Census, 2012

Employee data is unavailable in Smithville for the utilities industry



DATA INSIGHT:

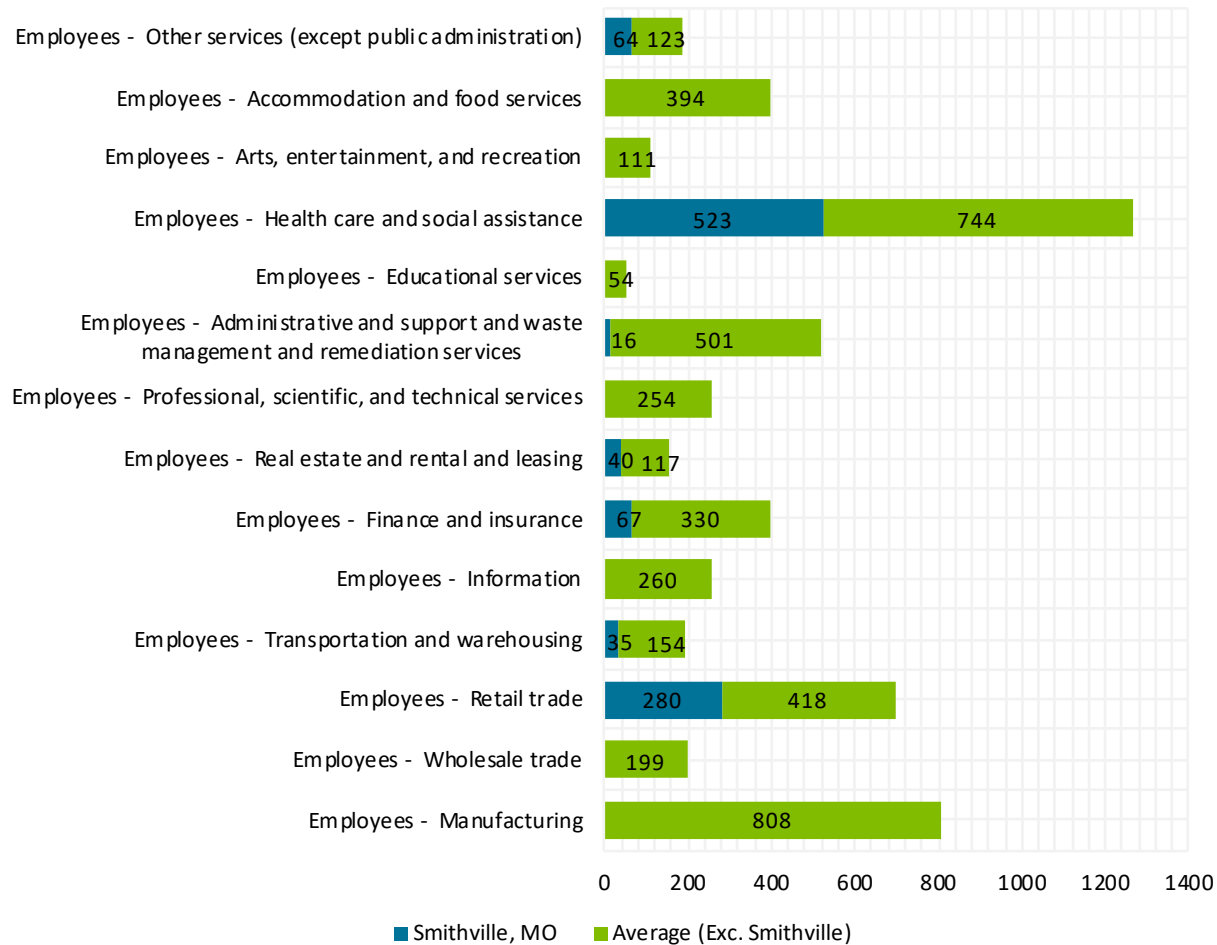
- Although the number of establishments in Smithville is less than the peer average, the city still possesses more establishments than other cities when compared individually.

DataInsight

3.5.2 EMPLOYMENT

This chart explores the number of employees by industry sector in the cohort communities.

Industry by Number of Employees



Source: Economic Census, 2012

Employee data is unavailable in Smithville for the Accommodation, Food Services, Arts and Entertainment, Education, Professional, Information, Utilities, Wholesale, and Manufacturing industries.



DataInsight

DATA INSIGHT:

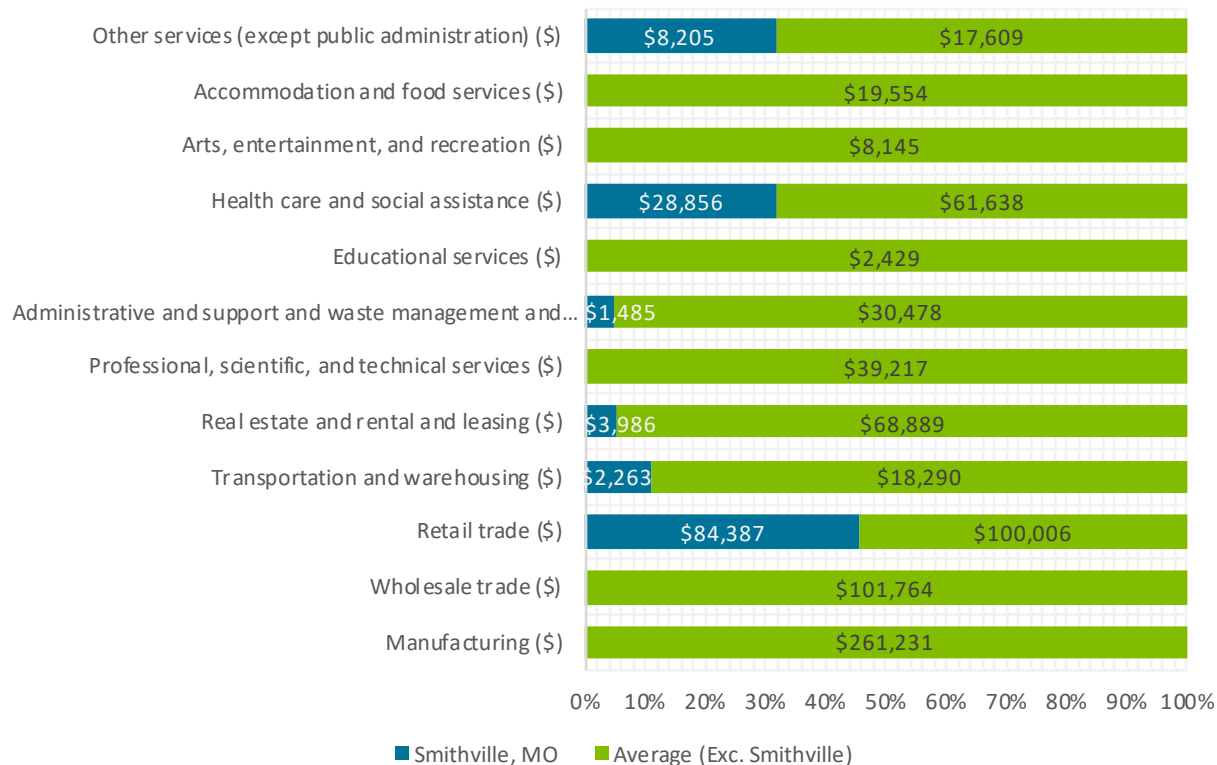
- Based on available data, the top three employment sectors in Smithville are: Health care and social services; Retail trade, and Finance and insurance industry
- This trend appears to be slightly different for the other cohort communities as the three top sectors with most employees are: Manufacturing, Health care and social services, and Administrative and support and waste management.



3.5.3 BUSINESS REVENUE

This chart explores the revenue of businesses in cohort communities.

Industry by Value of sales, shipments, receipts, revenue, or business done (\$1,000)



Source: Economic Census, 2012

Revenue data is unavailable in Smithville for the Accommodation, Food services, Arts and Entertainment, Education, Professional, Wholesale, and Manufacturing industry



DATA INSIGHT:

- In Smithville, based on available data, the retail trade industry is seen as the sector with the most significant revenue regarding the value of sales, shipments, receipts, and business done. This trend is different in the cohort communities based on the peer average.
- This trend is expected as the retail trade involves lots of shipments and sales.

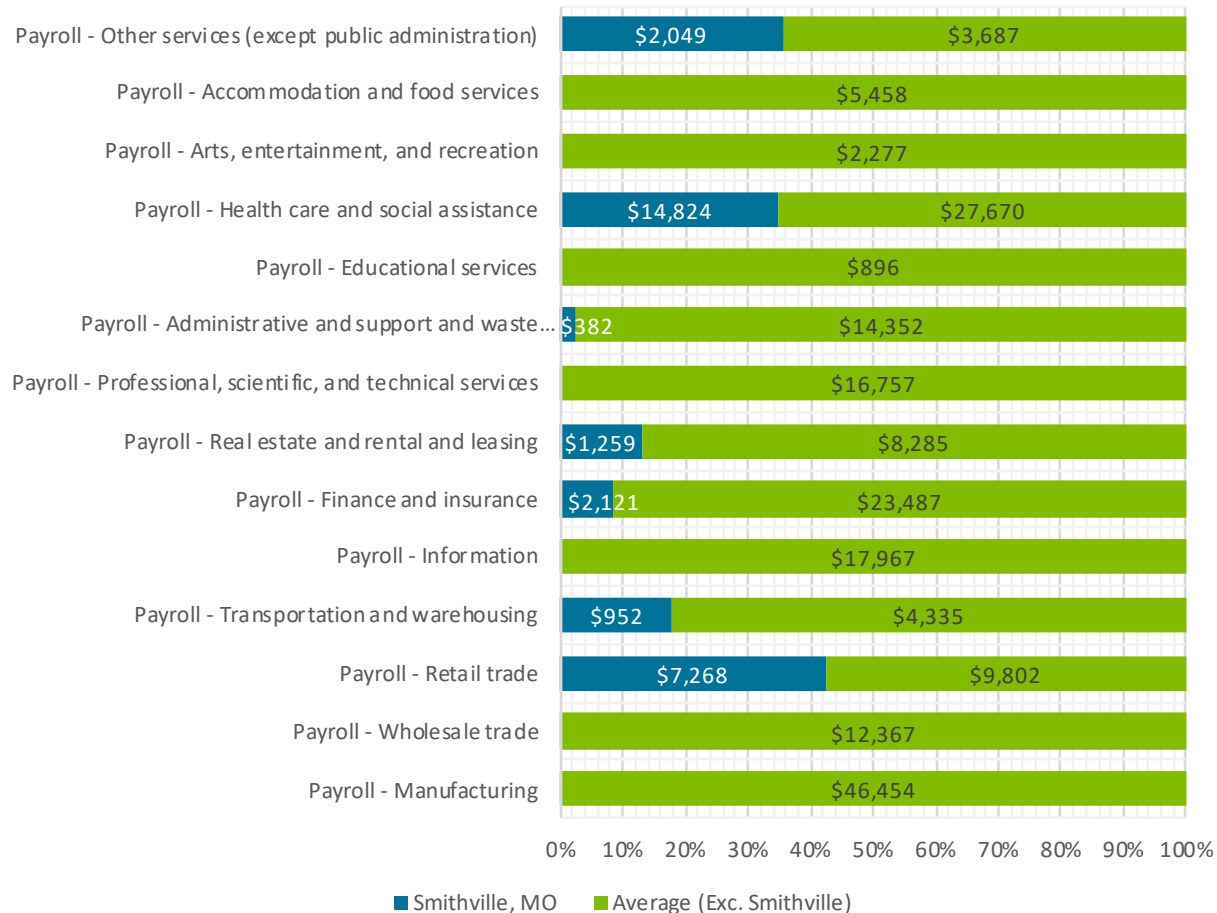
DataInsight



3.5.4 PAYROLL

This data examines the payroll of the businesses in the cohort communities.

Industry by Annual Payroll (\$1,000)



Source: Economic Census, 2012

Payroll data is unavailable in Smithville for the Accommodation, Arts and ent., Education, Professional, Wholesale, and Manufacturing industry



DataInsight

DATA INSIGHT:

- Based on available data, the Health care and social services industry in Smithville records the highest amounts of payroll, followed by the Retail trade industry.



3.5.5 INDUSTRY LOCATION QUOTIENT

This table shows the location quotient of employment by industry within each city. The location quotient is a valuable way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region “unique” in comparison to the national average.

Location Quotient of Industry Employment of City Residents

Cohort Communities	Agriculture, forestry, fishing and hunting, and mining	Construction	Manufacturing	Wholesale trade	Retail trade	Transportation and warehousing, and utilities	Information	Finance and insurance, and real estate and rental and leasing	Professional, scientific, and management, and administrative and waste management services	Educational services, and health care and social assistance	Arts, entertainment, and recreation, and accommodation and food services	Other services, except public administration	Public administration
Smithville, MO	0.60	0.82	0.95	1.62	1.07	2.08	0.67	0.88	1.21	0.89	0.56	1.08	0.98
Flossmoor, IL	0.19	0.25	0.40	0.65	0.86	1.13	1.20	2.00	1.45	1.47	0.47	0.40	0.91
Winnetka, IL	0.08	0.16	0.87	1.41	0.44	0.23	1.33	3.74	2.21	0.76	0.50	0.66	0.40
Bondurant, IA	0.40	1.20	1.05	3.16	0.49	0.83	0.53	2.48	0.51	1.16	0.48	0.41	1.25
Grimes, IA	1.18	1.19	0.34	1.22	1.02	0.36	0.30	2.84	1.43	1.08	0.24	1.16	0.34
Norwalk, IA	0.39	0.61	0.46	2.08	1.18	0.64	0.06	3.17	0.66	0.93	0.63	0.95	1.67
Lansing, KS	0.95	0.52	0.46	0.69	0.81	0.98	1.61	1.01	0.53	1.21	0.96	0.74	3.71
Mission, KS	0.00	0.53	0.91	1.41	0.73	1.01	1.00	1.54	1.51	1.16	0.81	0.78	0.47
Spring Hill, KS	0.24	1.60	0.59	1.93	1.09	1.47	0.49	1.13	1.19	0.61	0.61	1.43	1.99
Valley Center, KS	1.08	0.91	1.40	1.57	1.22	0.54	0.25	1.59	0.67	1.08	0.51	1.19	0.58
Arden Hills, MN	0.25	0.35	1.21	0.36	0.83	0.29	1.39	0.98	1.10	1.55	0.60	1.22	0.76
Mahtomedi, MN	0.10	0.77	1.49	0.89	0.75	0.54	0.60	1.05	1.21	1.15	0.86	0.70	1.22
Spring Lake Park, MN	0.44	1.13	1.90	0.63	1.20	1.40	0.71	1.14	0.58	0.95	0.57	0.84	0.59
Parkville, MO	0.00	0.66	1.00	1.54	1.31	0.74	0.89	1.32	1.12	0.92	0.92	0.82	1.16
Kearney, MO	0.09	0.67	0.99	1.48	1.36	1.71	0.48	0.99	0.80	0.93	0.90	1.37	0.82
Valley Park, MO	0.44	1.41	0.72	0.63	1.00	0.66	1.35	1.50	1.10	1.03	0.99	0.92	0.72
Beachwood, OH	0.00	0.65	0.49	2.01	0.88	0.39	0.61	1.47	1.35	1.57	0.53	0.66	0.51
Olmsted Falls, OH	0.16	0.79	1.14	0.98	1.04	0.76	0.56	1.13	0.99	1.11	0.85	1.65	0.58
Powell, OH	0.00	0.45	1.03	2.20	0.89	0.61	0.55	2.15	1.71	0.89	0.72	0.75	0.32
Brandon, SD	0.60	0.70	0.67	0.94	0.95	0.98	0.85	2.56	0.79	1.11	0.60	0.93	1.19
Harrisburg, SD	1.39	1.76	0.81	1.55	0.77	0.51	0.50	1.68	0.70	1.37	0.48	0.90	0.35
Mukwonago, WI	0.26	1.35	1.80	1.29	0.99	0.70	0.34	0.95	0.71	1.01	0.73	1.29	0.52
Sussex, WI	0.34	0.80	2.14	1.97	0.92	0.42	0.52	1.72	0.73	1.01	0.74	0.46	0.24
Relative to the US, more employment than one would expect.													
Relative to the US, less employment than one would expect.													
Relative to the US, similar employment.													

Source: American Community Survey (2017 - ACS 5-year estimates)



4.0 SUMMARY

The community profile and benchmark analysis provides a snapshot of demographic and economic characteristics of the City of Smithville at a given point in time. The 23 cities that made up the cohort group were built around a combination of unique features that all of the cities have in common. All cities were between 5,000 and 20,000 in resident population. The unique features used in the cohort construction were:

- **Midwestern States** – States in the midwestern region of the US
- **Major Metropolis** – Cities on the fringe of metropolitan areas with 0.5 to 2 million residents
- **Proximity to a major international airport** – Cities that are within 0 to 30 miles of a major international airport.
- **Population Size** – Cities with a population of between 5,000 to 20,000 residents.
- **School Performance** – Cities which include well performing high schools

As Smithville continues to grow, attainable housing for new and older residents will become an important element in community development.

The cohort analysis compares Smithville with a group of well performing communities across the Midwest. The peer group of cities consists predominantly of white/caucasian citizens, with a similar median household income. However, Smithville's median household income is slightly lower than the average income of the other cities.

Within Smithville, people derive the majority of their income from salary, indicating it is very much a working population. It is noticeable that a large number of retail trade with health care and social service businesses exist within all the cohort communities, including Smithville. The top three employment sectors in Smithville are: Health care and social services; Retail trade, and the Finance and insurance industry.

Smithville has a strong and well-performing school district, which is one of the traits that exists across all of the cohort communities. The majority of people moving to Smithville are parents and their children, which may point to the strong reputation of the school district. However, in comparison to the cohort communities, Smithville has more people moving into retirement and aged ages (75 and over). This suggests that there may need to be a larger number of suitable retirement complexes, however it also suggests that Smithville may need to focus on retaining the younger population and families after school leaving age.

Smithville is known for its 'small town feel', high level of education and safety. Smithville's population is increasing by an annual growth rate of 4%, however it has a higher population growth than the average of its cohort communities. Therefore, consideration may also be given to how Smithville grows and develops over time, without losing its small town appeal.



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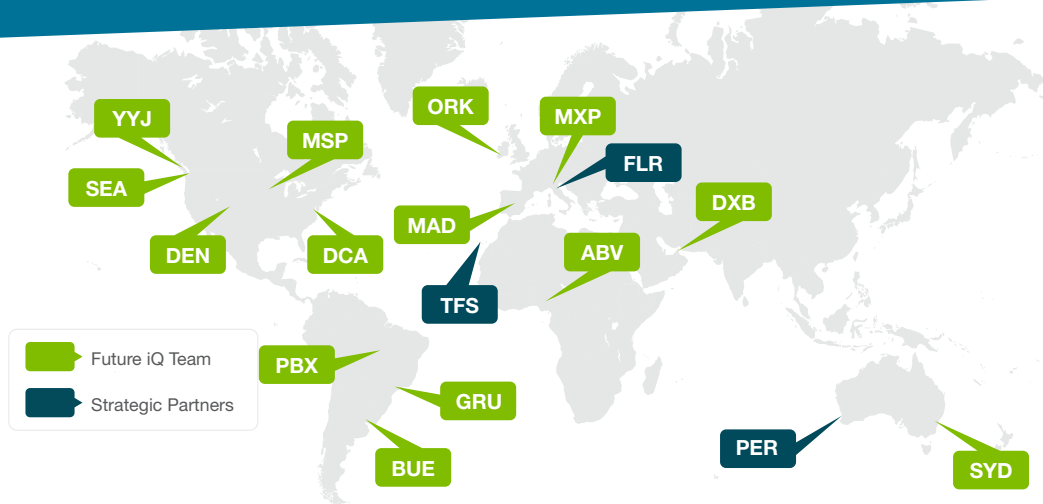




6.0 APPENDIX

This tables shows the cohort communities and their relative State and County.

State	Cohort City	Cohort County
Minnesota	Arden Hills, MN	Ramsey County
Ohio	Beachwood, OH	Cuyahoga County
Iowa	Bondurant, IA	Polk County
South Dakota	Brandon, SD	Minnehaha County
Illinois	Flossmoor, IL	Cook County
Iowa	Grimes, IA	Dallas County
South Dakota	Harrisburg, SD	Lincoln County
Missouri	Kearney, MO	Clay County
Kansas	Lansing, KS	Leavenworth County
Minnesota	Mahtomedi, MN	Washington County
Kansas	Mission, KS	Johnson County
Wisconsin	Mukwonago, WI	Waukesha County
Iowa	Norwalk, IA	Warren County
Ohio	Olmsted Falls, OH	Cuyahoga County
Missouri	Parkville, MO	Platte County
Ohio	Powell, OH	Delaware County
Missouri	Smithville, MO	Clay County
Kansas	Spring Hill, KS	Johnson County
Minnesota	Spring Lake Park, MN	Anoka County
Wisconsin	Sussex, WI	Waukesha County
Kansas	Valley Center, KS	Sedgwick County
Missouri	Valley Park, MO	St. Louis County
Illinois	Winnetka, IL	Cook County



7.0 ABOUT FUTURE IQ

Future iQ specializes in the development and application of scenario planning strategic planning. The company has core competencies in network analysis, industry and regional analysis, and community engagement and capacity building. Future iQ applies innovative tools and approaches to assist organizations, regions and industries shape their economic and community futures. With over a decade of business experience, the company has grown to have a global clientele spanning three continents. To learn more about Future iQ, and our recent projects visit www.future-iq.com or by email at info@future-iq.com

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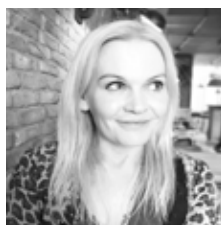
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<http://lab.future-iq.com/city-of-smithville/>



City of Smithville Vision and Strategic Action Plan Project Think-Tank Workshop Report

June 8, 2019



City of Smithville Community Profile and Benchmark Analysis

June 2019



City of Smithville Community Vision Project Portal

June 2019



8.0 FOR MORE INFORMATION

For more information on the City of Smithville community vision and strategic action plan project, please contact:

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