

MINUTES OF THE CITY OF OSAGE BEACH, MISSOURI
CITIZEN ADVISORY COMMITTEE

February 3, 2021

The Citizen Advisory Committee of the City of Osage Beach, Missouri, met via Zoom Video Conferencing on Wednesday, February 3, 2021 at 6:24 p.m. The following were present confirmed by roll call: Chairman Luke Hagedorn, Gloria O'Keefe, Darline Schmitt, Geniece Tyler, Diana Dorhaurer, Janell Bednara, Cory Booth, Jim Morris and Rebecca Rupar. Absent: Chris Gilstrap and Denise Gilstrap, Dr. Paula Brown and Helen Gross. Also, present Board of Alderman Phyllis Marose. City Administrator Jeana Woods. Tara Berreth/City Clerk performing the duties of the City Clerk's Office.

APPROVAL OF MINUTES

Member Cory Booth made a motion to approve the minutes from the January 6, 2021 meeting. This motion was seconded by Member Janelle Bednara. Motion passes unanimously with voice vote.

DISCUSSION ITEMS

Jeana Woods – City Administrator – Gave an overview on economic development. Attached Buxton Market Overview.

FUTURE MEETINGS

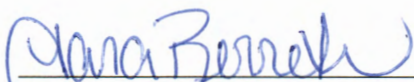
A. Revenue Growth Avenues.

1. Annexation
2. Economic Development Position
3. Specific Taxing Options (Parks, Police, Use Tax, Property, etc.)
4. Ways to support Existing Businesses.
5. Other Suggestions

ADJOURN

The meeting adjourned at 7:50 p.m.

I, Tara Berreth, City Clerk at the City of Osage Beach, Missouri, do hereby certify that the above foregoing is a true and complete journal of proceedings of the Osage Beach Missouri Citizens Advisory Committee Meeting on February 3, 2021 and approved on April 7, 2021.


Tara Berreth/City Clerk


Luke Hagedorn, Chairman

City of Osage Beach
Osage Beach, MO

Market Overview





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Mosaic® USA is a registered trademark of Experian. Consumer Expenditure 2018
Data. Source: Experian Marketing Services*





Summary

This report is intended to highlight a summary of market indicators necessary for retail success within varying trade areas of Osage Beach, MO. Demographic statistics and map visuals are presented to detail consumer presence throughout the market.

Additionally, to provide insights beyond demographics, figures for "psychographic" tendencies are displayed as well. Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. Segments found within the potential site's trade area are presented to illustrate what the consumer opportunities look like in Osage Beach.

Buxton, based in Fort Worth, TX, is a leading retail site location firm with clients including Red Wing Shoes, Sally Beauty Supply and Anthropologie, as well as hundreds of other national retailers and restaurants. For any questions on the information presented in this report, please call the Buxton office at 817.332.3681.

For more information regarding Mosaic Segmentation, please visit the Mosaic Segmentation Guide.

15-Minute Drive-Time Overview

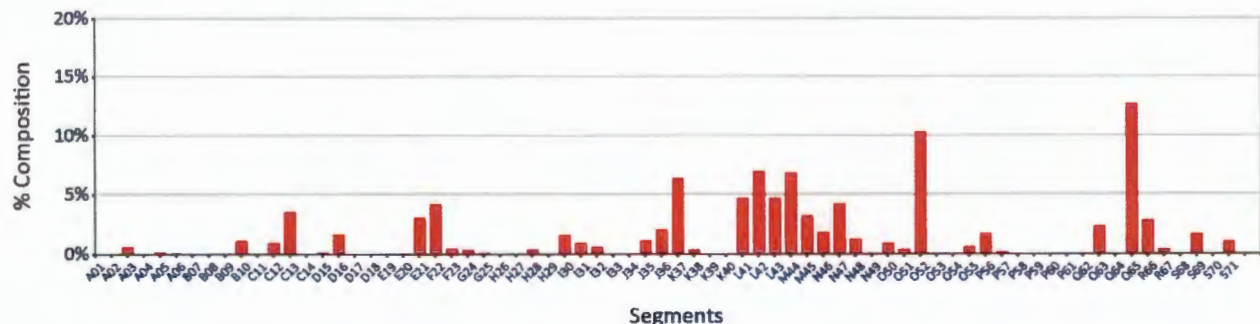


Demographic Highlights

Population (Pop): 9,718	Pop Growth ('00 - '10): 15.6%
Workplace Pop: 6,304	Proj Growth ('18 - '23): 6.0%
Households (HH): 4,487	HH Growth ('00 - '10): 18.9%
Avg HH Income: \$79,429	Proj Growth ('18 - '23): 7.5%

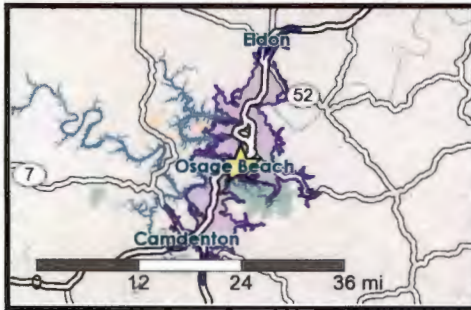
Top Household Segments

Q64: Town Elders O51: Digital Dependents L41: Booming and Consuming





20-Minute Drive-Time Overview



Demographic Highlights

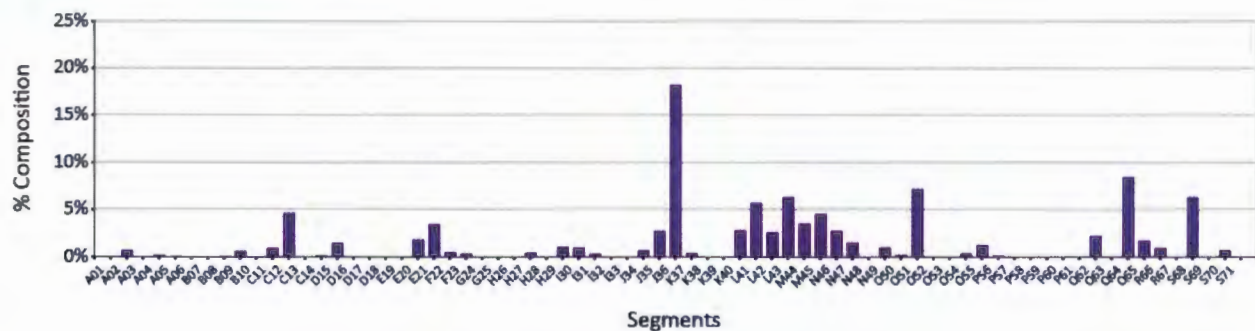
Population (Pop):	20,890	Pop Growth ('00 - '10):	16.5%
Workplace Pop:	10,712	Proj Growth ('18 - '23):	6.2%
Households (HH):	8,950	HH Growth ('00 - '10):	18.8%
Avg HH Income:	\$74,425	Proj Growth ('18 - '23):	7.5%

Top Household Segments

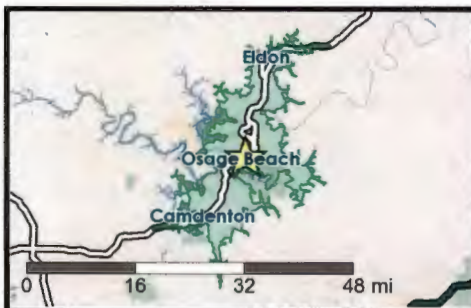
J36: Settled and Sensible

Q64: Town Elders

O51: Digital Dependents



25-Minute Drive-Time Overview



Demographic Highlights

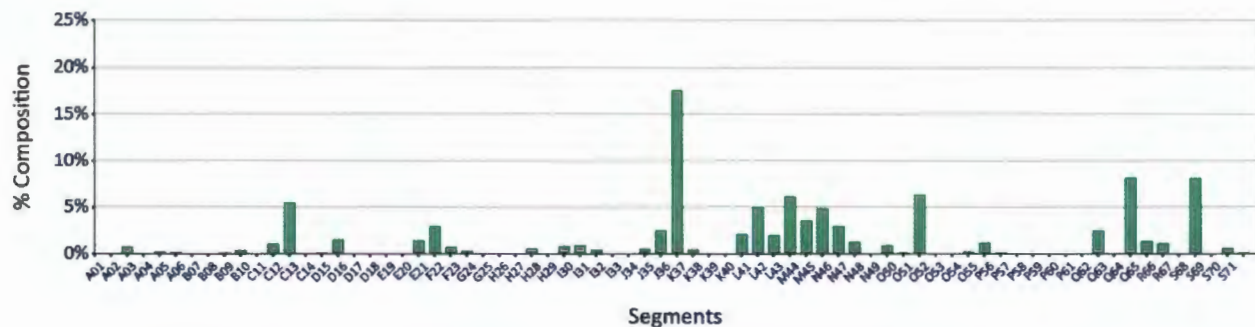
Population (Pop):	34,693	Pop Growth ('00 - '10):	14.7%
Workplace Pop:	16,315	Proj Growth ('18 - '23):	5.7%
Households (HH):	14,627	HH Growth ('00 - '10):	16.1%
Avg HH Income:	\$70,806	Proj Growth ('18 - '23):	6.9%

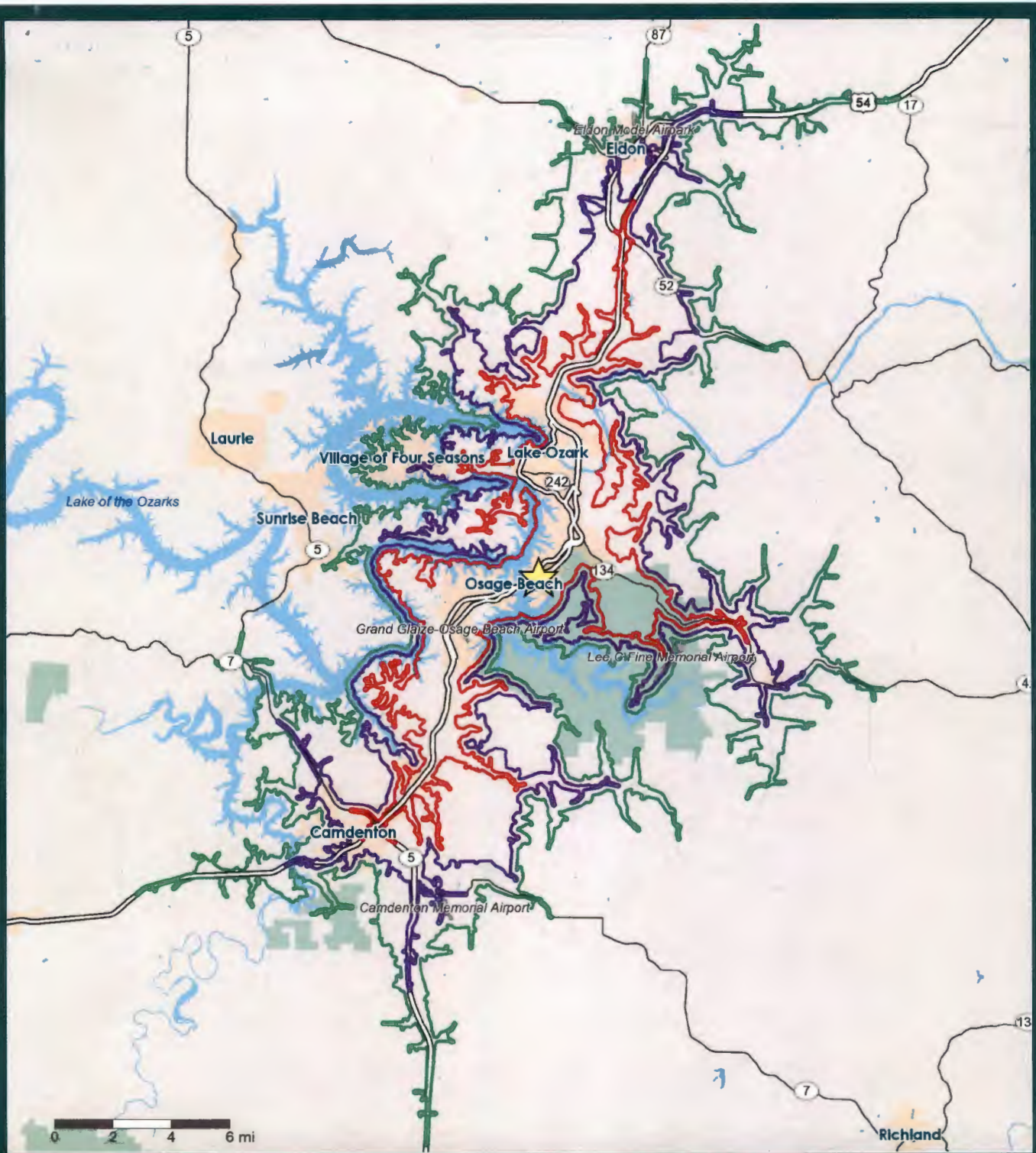
Top Household Segments

J36: Settled and Sensible

Q64: Town Elders

S68: Small Town Shallow Pockets





Osage Beach, MO: Trade Areas



Retail Centers

GLA in thousands
 ● 800+
 ● 400 to 800



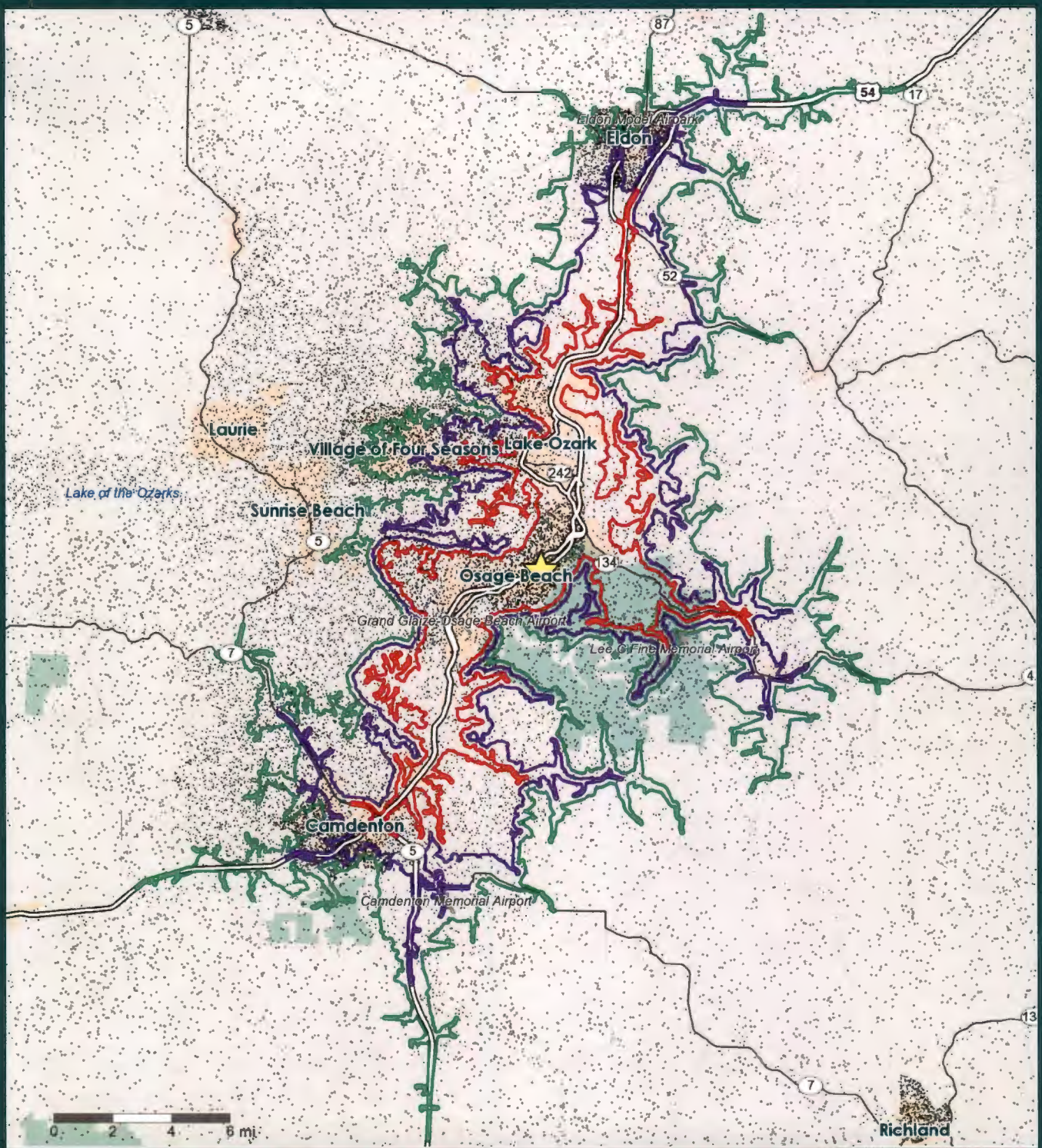
Proposed
Retail Location

□ 15-Minute Drive-Time

□ 20-Minute Drive-Time

□ 25-Minute Drive-Time





Osage Beach, MO: Household Density



Retail Centers GLA in thousands

- 800+
- 400 to 800

★ Proposed
Retail Location

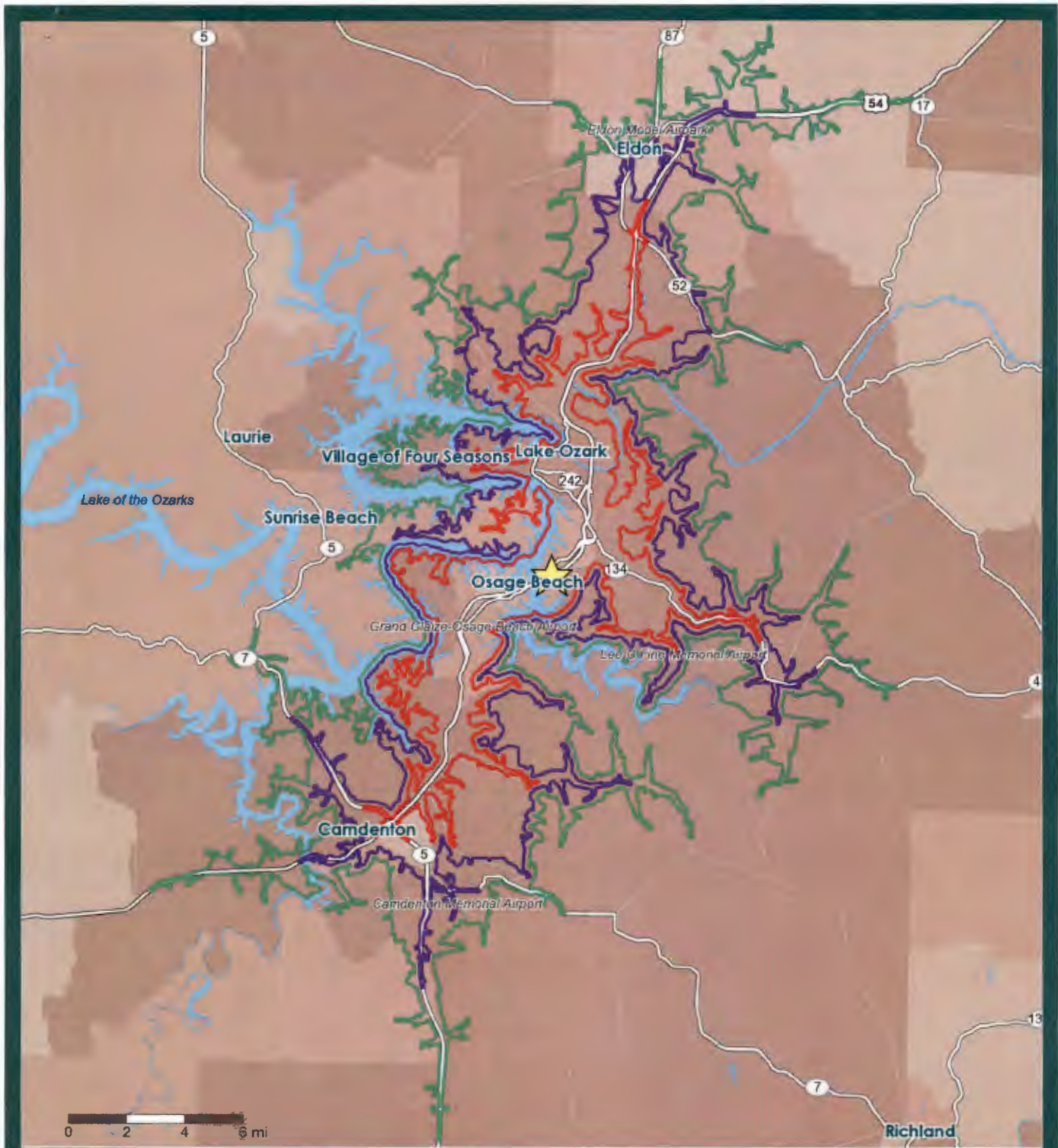
□ 15-Minute Drive-Time

□ 20-Minute Drive-Time

□ 25-Minute Drive-Time

■ 1 Dot = 1 Household





Osage Beach, MO: Population



★ Proposed Retail Location

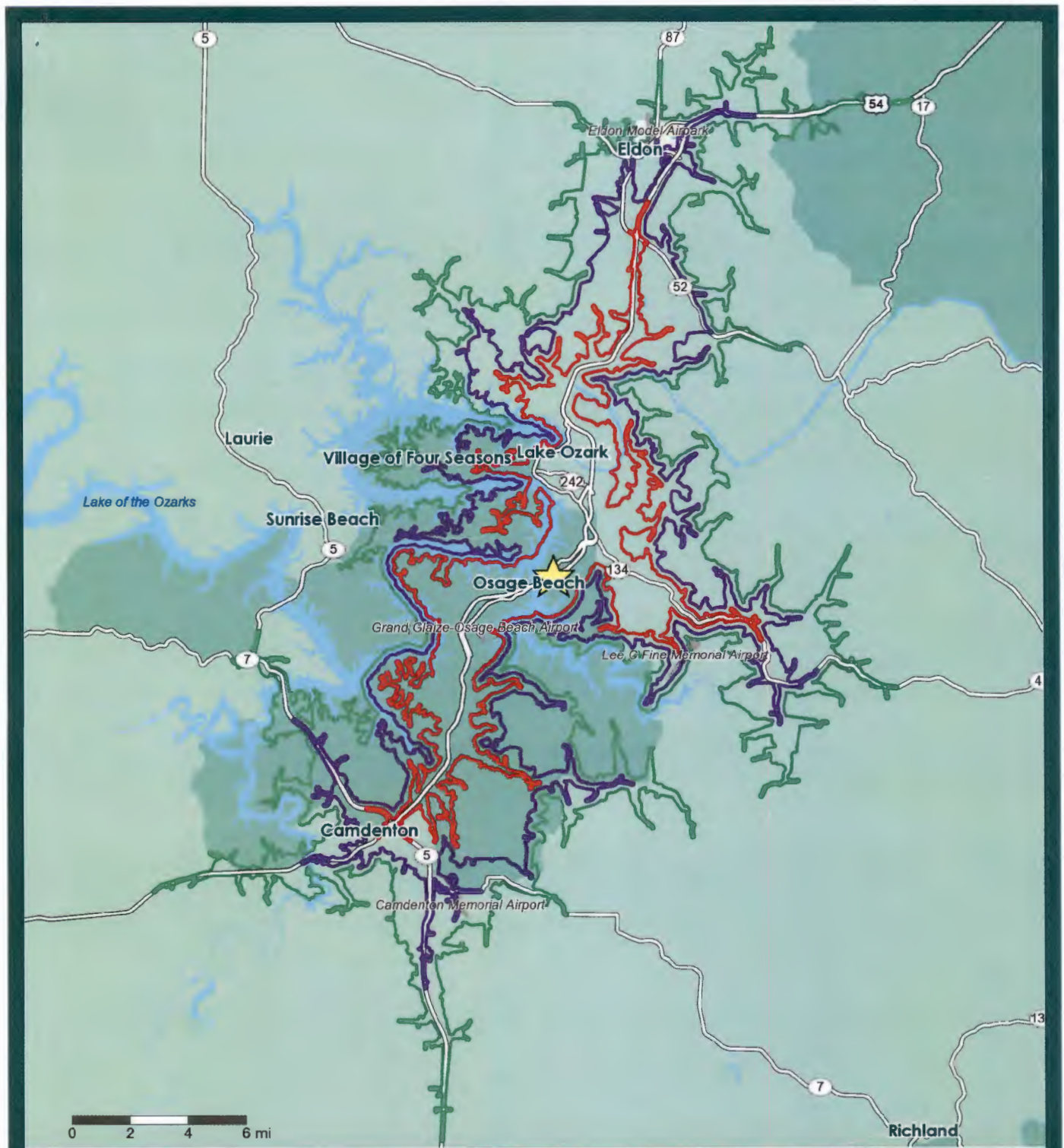
- 15-Minute Drive-Time
- 20-Minute Drive-Time
- 25-Minute Drive-Time

Estimated Population
By Block Group

- 5,000 and Above
- 3,000 to 5,000
- 1,500 to 3,000
- 1,000 to 1,500
- 1,000 and Below



Buxton



Osage Beach, MO: Household Income



★ Proposed Retail Location

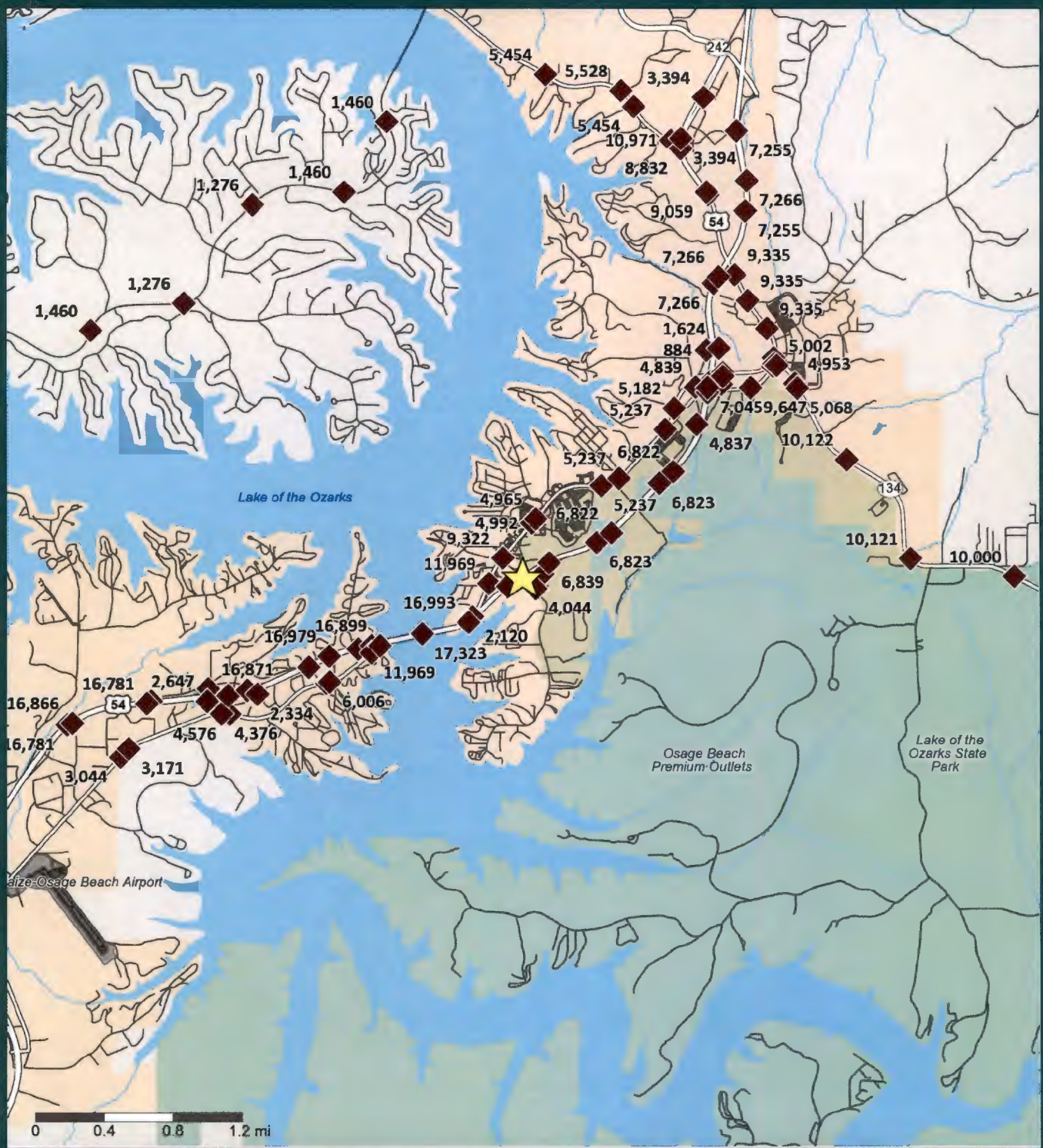
- 15-Minute Drive-Time
- 20-Minute Drive-Time
- 25-Minute Drive-Time

Median Household Income By Block Group

- \$200,000 and Above
- \$100,000 to \$200,000
- \$50,000 to \$100,000
- \$25,000 to \$50,000
- \$25,000 and Below



Buxton



Osage Beach, MO: Traffic Counts



Proposed
Retail Location



Average Daily
Traffic Volume



RETAIL LEAKAGE & SURPLUS ANALYSIS

RETAIL LEAKAGE/SURPLUS ANALYSIS

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between actual projected and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

RETAIL LEAKAGE/SURPLUS ANALYSIS

Osage Beach – 20 Minute Trade Area

Interpreting Leakage Index

1.0 - equilibrium, meaning that demand and sales are in balance.

.80 - demand exceeds sales by 20%, meaning that consumers are leaving the area being analyzed.

1.2 - sales exceeds demand by 20%, meaning that consumers are coming from outside the area being analyzed.



RETAIL LEAKAGE/SURPLUS ANALYSIS

Osage Beach – 20 Minute Trade Area

The quantitative comparison of retail leakage and surplus in the major store types shown in the table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Store Type	Potential	Estimated Sales	Surplus/Leakage
Motor Vehicle Parts & Dealers	63,821,083	118,731,712	1.9
Furniture & Home Furnishing Stores	8,252,483	39,651,073	4.8
Electronics & Appliance Stores	6,759,896	7,506,374	1.1
Building Material, Garden Equip. & Supplies	25,086,440	101,451,362	4.0
Food & Beverage Stores	40,303,127	85,385,845	2.1
Health & Personal Care Stores	20,652,083	48,464,892	2.3
Clothing & Clothing Accessories Stores	10,718,842	63,156,424	5.9
Sporting Goods, Hobby, Book, & Music Stores	4,147,007	13,815,105	3.3
General Merchandise Stores	38,541,507	65,276,711	1.7
Miscellaneous Store Retailers	6,704,019	14,516,070	2.2
Foodservice & Drinking Places	37,143,840	121,671,321	3.3
Total	262,130,328	679,626,889	2.6



Leakage/Surplus
Report

RETAIL MARKET CONDITIONS



COMPETITION

- Competition by Retail Category
 - Proximity
 - Trade Area Overlap
- Competition VS demand ratio
- Retail Leakage and Supply Analysis

AREA DRAW

- Grocery Stores
- Big Boxes
- Malls
- Restaurants
- Fast Food
- Gross Leasable Area
- Schools and Colleges
- Physicians
- Large Businesses
- Healthcare
- Hotels
- Sporting Arenas
- Casinos

ACCESSIBILITY

- Road Score
- Traffic
- Distance to Nearest Highway
- Distance to Nearest Interstate

Tara Berreth

From: Jeana Woods
Sent: Friday, March 12, 2021 10:04 AM
To: Citizen Advisory Committee
Cc: Jeana Woods; Tara Berreth
Subject: Osage Beach Market Data
Attachments: Retail Leakage and Conditions - Osage Beach MO.pdf; Osage Beach MO - Market Overview 2020.01.19.pdf

Citizen Advisory Committee Members,

At February's meeting I covered an overview of economic development. At that meeting I also stated I would send out information specifically pertaining to data on our market based on recent analysis. Attached you will find a market overview that includes data representing three drive-time analysis and an overview of our leakage.

The following are some highlights on our visitors, residents, and segments.

- On average we see nearly 223,000 visitors (excluding identifiable second homeowners) annually in Osage Beach (based on cell phone analytics pulled from mid-2017 – late 2019)
 - Top locations of origin- St. Louis 22.0%, Kansas City MO/KS metro 9.5%, Jefferson City 5.6%, Springfield, MO 4.3%, Columbia, MO 3.4%
- On average we see nearly 18,000 visitors annually identified as **second homeowners** based on length of stay
 - Top locations of origins: St. Louis 21.4%, Kansas City MO/KS metro 5.9%, Chicago/Naperville/Elgin 4.0%, Cape Coral/Fort Myers, FL 2.1%, Jefferson City, MO 1.9%
- 25-Minute Drive-Time overview of Osage Beach:
 - Population – 34,693, Workplace Population – 16,315; projected population growth in population – 5.7%
 - Households – 14,627, Average Household Income \$70,806; Projected growth 2023 in households – 6.9%
 - Top Household Segments –
 - J36 – Settled and Sensible – (age 51-65) Humble living, Stable lifestyle, Limited financial savings, Modest spending, Retired, limited internet activity
 - Q64 – Town Elders – (age 76+) Avid TV watchers, Rural lifestyle, Seniors, Home-center activities, Conservative values, Cautious money managers
 - S68 – Small Town Shallow Pockets – (age 51-65) Modest spenders, Rural towns, Single empty-nesters, Modest educations, Frozen food fans, Basic Cell Phones
 - O51 – Digital Dependents – (age 25-30) Ambitious, Video gamers, Eager to spend, Music lovers, Digitally savvy

The following lists the descriptions of the Top Segments that from each of profile analysis.

Top Segments for each profile;

Osage Beach Visitor Top 5 Segments:

- E21 – Unspoiled Splendor – (age 51-65) Price-conscious, Politically Conservative, Do-it-Yourselfers, Racing fanatics, outdoor enthusiasts, Domestic travelers,
- I30 – Stockcars and State Parks – (age 51-65) Country Living, Outdoors activities, Blue-collar jobs, Non-environmental, Conservative views, Motor sports fans,
- J35 – Rural Escape – (age 76+) County living, Modest educations, Risk averse, outdoor activities, Traditional media, Satellite TV,
- L41 – Booming and Consuming – (age 51-65) Rural lifestyles, Diversified investments, Balanced shoppers, Home and garden enthusiasts, Disposable income, Trendsetters,

- O51 – Digital Dependents – (age 25-30) Ambitious, Video gamers, Eager to spend, Music lovers, Digitally savvy,

Tri-County Visitor Top 5 Segments:

- C11 – Aging of Aquarius – (age 51-65) Affluent, Highly Educated, Upscale Housing, Nearing retirement, Philanthropic, Savvy investor,
- E21 – Unspoiled Splendor – (age 51-65) Price-conscious, Politically Conservative, Do-it-Yourselfers, Racing fanatics, outdoor enthusiasts, Domestic travelers,
- I30 – Stockcars and State Parks – (age 51-65) Country Living, Outdoors activities, Blue-collar jobs, Non-environmental, Conservative views, Motor sports fans,
- J34 – Aging in Place – (age 66-75) Retired, Financially secure, AARP members, Fine arts appreciation, Avid newspaper readers, Republican households,
- O51 – Digital Dependents – (age 25-30) Ambitious, Video gamers, Eager to spend, Music lovers, Digitally savvy,

Second Homeowners Top 5 Segments:

- A02 – Platinum Prosperity – (age 51-65) High Income, Empty-nesters, Political donors, Master Degrees, Philanthropic, Investment Savvy,
- E21 – Unspoiled Splendor – (age 51-65) Price-conscious, Politically Conservative, Do-it-Yourselfers, Racing fanatics, outdoor enthusiasts, Domestic travelers,
- L41 – Booming and Consuming – (age 51-65) Rural lifestyles, Diversified investments, Balanced shoppers, Home and garden enthusiasts, Disposable income, Trendsetters,
- O51 – Digital Dependents – (age 25-30) Ambitious, Video gamers, Eager to spend, Music lovers, Digitally savvy,
- Q64 – Town Elders – (age 76+) Avid TV watchers, Rural lifestyle, Seniors, Home-center activities, Conservative values, Cautious money managers,

Residents Top 5 Segments:

- J36 – Settled and Sensible – (age 51-65) Humble living, Stable lifestyle, Limited financial savings, Modest spending, Retired, limited internet activity,
- L43 – Homemade Happiness – (age 51-65) Humble rural living, Blue-collar and agricultural jobs, Cash not credit, Hunting and fishing, Pragmatic shoppers, Traditional family values,
- O51 – Digital Dependents – (age 25-30) Ambitious, Video gamers, Eager to spend, Music lovers, Digitally savvy,
- Q64 – Town Elders – (age 76+) Avid TV watchers, Rural lifestyle, Seniors, Home-center activities, Conservative values, Cautious money managers,
- S68 – Small Town Shallow Pockets – (age 51-65) Modest spenders, Rural towns, Single empty-nesters, Modest educations, Frozen food fans, Basic Cell Phones,

Another resource mentioned at the meeting that may be beneficial to each of you is the annual *Lake of the Ozarks Demographic Profile* published by the Lake of the Ozarks Regional Economic Development Council (LOREDC), <https://loredc.com/wp-content/uploads/2020/11/LOREDC-Demographic-Profile-2020.pdf>.

Please do not hesitate to contact me if you have further questions.

Have a great weekend.

Jeana L Woods, CPA, ICMA-CM
 City Administrator
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 Osage Beach, MO 65065

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