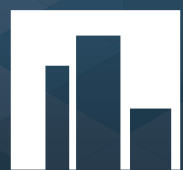


INSIDE SPRINGFIELD



Demographic Profile



SBDC

SPRINGFIELD BUSINESS DEVELOPMENT CORPORATION

EXECUTIVE SUMMARY

SPRINGFIELD MSA

Greene, Christian, Webster, Polk, Dallas counties in Southwest Missouri.

NATIONAL RECOGNITION FOR SPRINGFIELD (MSA)

- Top 10 Best Hospitals in Missouri
- Best Places for Food Manufacturing
- Best Places to Retire in the U.S.
- Top 10 Best Mid-Sized Cities for New College Grads
- Best Places to Live in Missouri

[Sources: U.S. News & World Report (2025), checkr (2025)]

WELL-KNOWN COMPANIES

- 3M
- Bass Pro Shops
- CoxHealth
- Forvis Mazars
- Dairy Farmers of America
- Expedia, Inc.
- Jack Henry & Associates
- JPMorgan Chase
- Kraft Heinz Company
- Mercy Springfield Communities
- O'Reilly Auto Parts
- Paul Mueller Company
- Springfield Remanufacturing Corp.
- T-Mobile

POPULATION

496,975

Current Springfield Metro Area Population

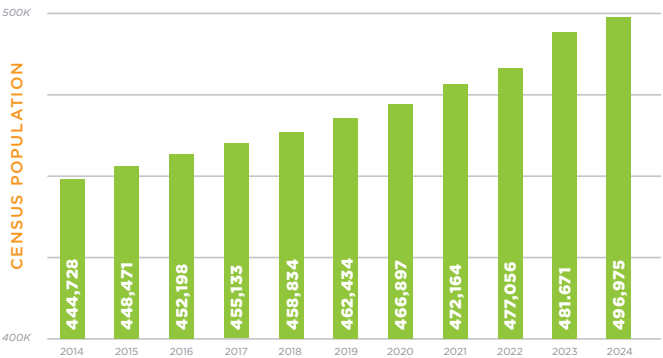
170,596

Springfield City Limits

12%

Metro Area Overall 10-Year Population Growth

POPULATION | SPRINGFIELD MSA



[Source: JobsEQ (2023); U.S. Census Bureau (2024)]

WORKFORCE

250,532

August 2025 Springfield Metro Area Workforce

3.2%

Workforce 1-Year Growth Rate

2025 Q1 INDUSTRY SECTOR

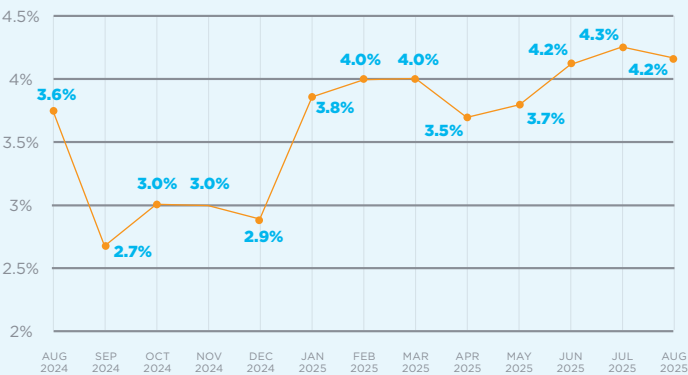
Health Care & Social Assistance	47,008
Retail Trade	28,050
Accommodation & Food	20,376
Manufacturing	19,211
Educational	16,843
Transportation & Warehousing	15,875
Construction	15,068
Administrative, Support, Waste Management & Remediation	11,326
Other	11,151
Wholesale Trade	11,077
Professional, Scientific & Technical	10,047
Finance & Insurance	7,621
Public Administration	7,145
Real Estate, Rental & Leasing	4,239
Arts, Entertainment & Recreation	4,214
Management of Companies and Enterprises	3,616
Agriculture, Forestry, Fishing & Hunting	3,142
Information	2,564
Utilities	915
Mining, Quarrying, Oil & Gas Extraction	206

[Source: Bureau of Labor Statistics (2025), JobsEQ(2025)]

4.2%

Current Unemployment Rate for Springfield Metro

UNEMPLOYMENT RATE | SPRINGFIELD MSA



[Source: Bureau of Labor Statistics (2025)]

MAJOR EMPLOYERS

LARGEST EMPLOYERS

EMPLOYED

CoxHealth	13,297
Mercy Springfield Communities	9,238
State of Missouri	6,298
Walmart & Sam's Club	5,960
United States Government	3,946
Springfield Public Schools	3,735
Bass Pro Shops White River Marine Group	3,492
O'Reilly Auto Parts	2,305
Citizens Memorial Healthcare	2,258
Missouri State University	2,099
City of Springfield	1,906
SRC Holdings	1,900
Burrell Behavioral Health	1,872
Ozarks Tech	1,610
EFCO	1,600
Jack Henry & Associates, Inc.	1,412
Prime Inc.	1,405
Amazon	1,400
Pyramid Foods	1,350
Greene County	1,110
Lowe's	1,031
The Arc of the Ozarks, Inc.	1,030
Kraft Heinz Company	997
Ozark R-VI School District	960
City Utilities	953

[Source: CCM Economics, LLC (2024)]

30%

Top 25 largest employers account for one-third of the total jobs in the Springfield metro area.

95%

Percentage of businesses that have fewer than 50 employees in the Springfield metro area.

[Source: U.S. Census Bureau (2023)]



MISSOURI STATE UNIVERSITY

COLLEGES & UNIVERSITIES

SPRINGFIELD METRO AREA

STUDENTS

Springfield Metro Area Total

43,846

Missouri State University	23,418
Ozarks Tech	11,036
Evangel University	2,157
Southwest Baptist University	2,155
Drury University	1,596
Cox College	795
Misson University	377
Midwest Technical Institute	335
Bryan University	159
Boliver Technical College	144

[Source: IPEDS (Fall 2023)]

HEALTHCARE

HOSPITAL

BEDS

Mercy Springfield Communities	866
Cox Medical Center South	708
Lakeland Behavioral Health System	100
Citizens Memorial Hospital	86
Meyer Orthopedic & Rehabilitation Hospital	86
Cox Medical Center North	75
Mercy Rehabilitation Hospital Springfield	60
Select Specialty Hospital	60
Mercy Orthopedic Hospital Springfield	48
Perimeter Behavioral Hospital of Springfield	32

[Source: Missouri Department of Health and Senior Services (2025)]

PUBLIC EDUCATION

METRO

SPRINGFIELD PUBLIC SCHOOLS

Enrollment	65,640	23,899
PK Enrollment	3,186	1,098
Average Expenditures Per Student	\$11,437	\$13,499
Average Students Per Teacher	15.6	17.0
Average 4-Year Graduation Rate	92.9	97.6

[Source: Missouri Department of Elementary and Secondary Education (2023-2024)]

INCOME & WAGE RATES

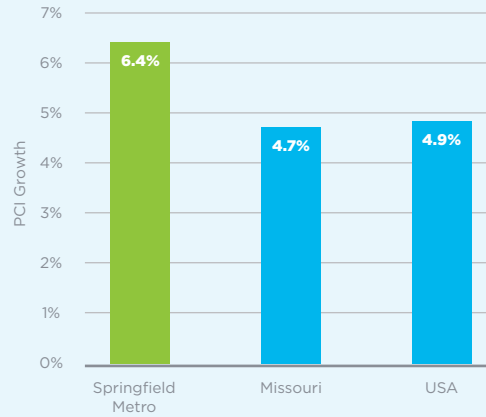
\$34,596
Per Capita
Income

\$57,400
Average Wage

\$62,249
Median Household
Income

[Source: JobsEQ (2025); U.S. Census Bureau (2023)]

1-YEAR GROWTH IN PER CAPITA INCOME



[Source: JobsEQ (2023)]

NATIONAL SPRINGFIELD OCCUPATIONAL CODE

OFFICE & CLERICAL

Executive Admin Assistant	\$37.59	\$25.84	43-6011
Office Clerk, General	\$22.49	\$20.70	43-9061
Receptionist	\$18.95	\$17.29	43-4171
Office Manager	\$35.31	\$30.41	43-1011

PROFESSIONAL & TECHNICAL

Accountant & Auditor	\$45.59	\$35.94	13-2011
Computer Programmer	\$52.02	\$45.82	15-1251
Mechanical Engineer	\$54.09	\$41.10	17-2141
Marketing Manager	\$82.44	\$61.46	11-2021
Human Resources Manager	\$77.26	\$58.78	11-3121

MANUFACTURING & MAINTENANCE

Maintenance & Repair Worker	\$26.03	\$24.48	49-9071
Janitor	\$18.53	\$17.59	37-2011
First Line Supervisor (Prod & Oper)	\$36.82	\$32.76	51-1011
Machine Tool Setters, Operators & Tenders	\$23.66	\$22.66	51-4081
Sheet Metal Worker	\$32.42	\$32.69	47-2211

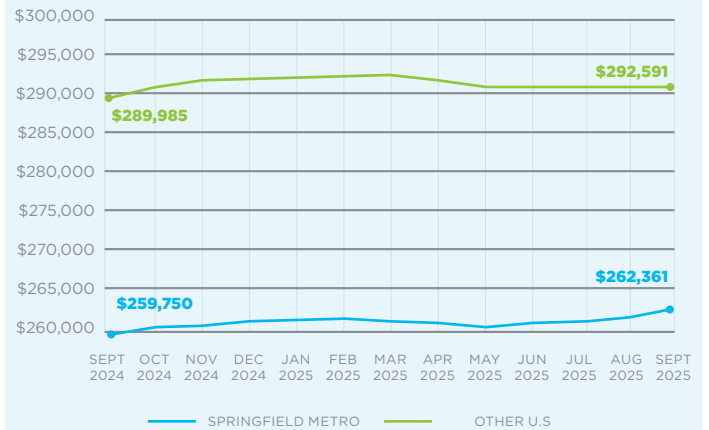
MISCELLANEOUS

Welder	\$27.24	\$25.23	51-4121
Truck Driver (Light/Delivery)	\$23.80	\$22.45	53-3033
Mail Clerk	\$19.76	\$18.18	43-9051
Training & Development Specialist	\$36.08	\$29.93	13-1151
Customer Service Representative	\$22.40	\$20.97	43-4051

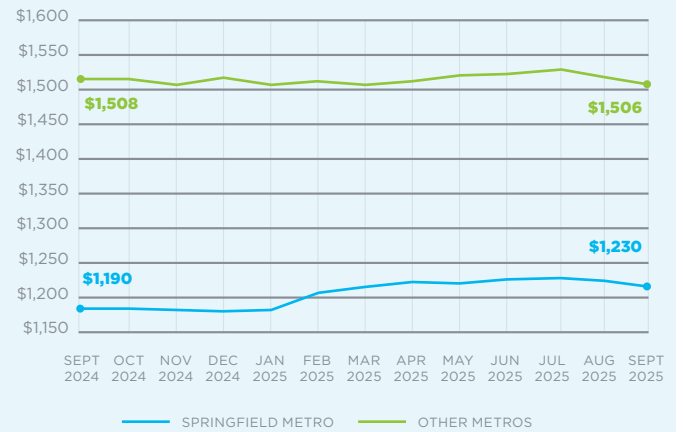
[Source: JobsEQ (2025)]

HOUSING

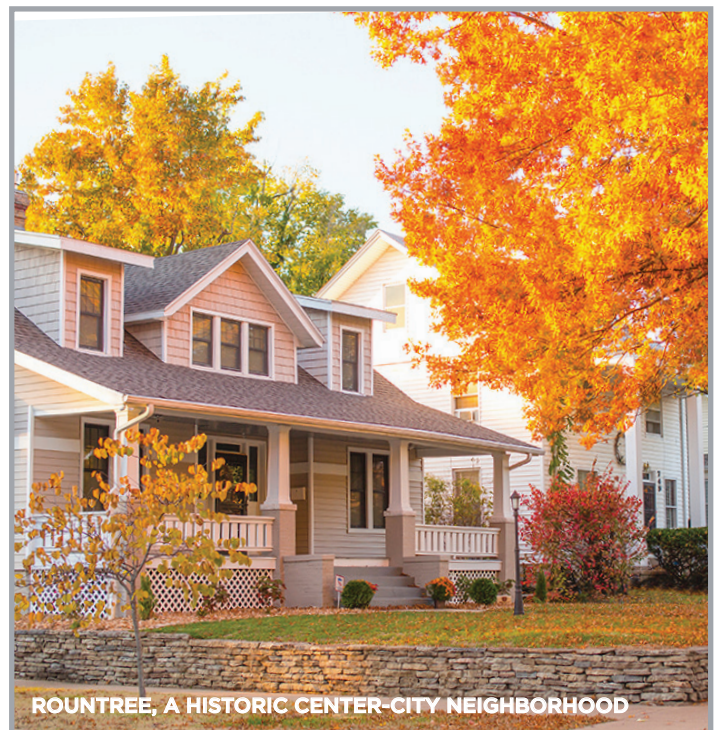
TYPICAL HOME VALUE



TYPICAL RENT



[Source: Zillow (2025)]



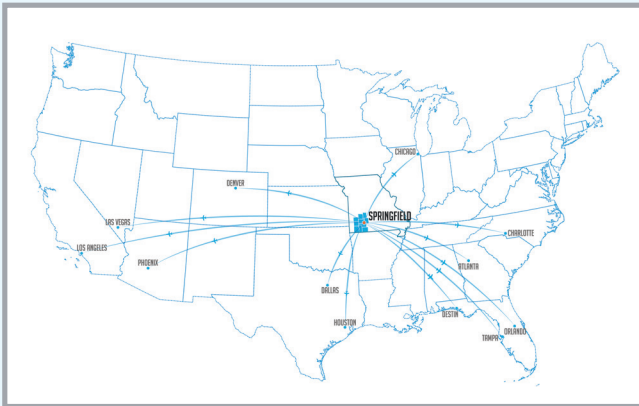
ROUNTREE, A HISTORIC CENTER-CITY NEIGHBORHOOD

AIRPORT

DESTINATION

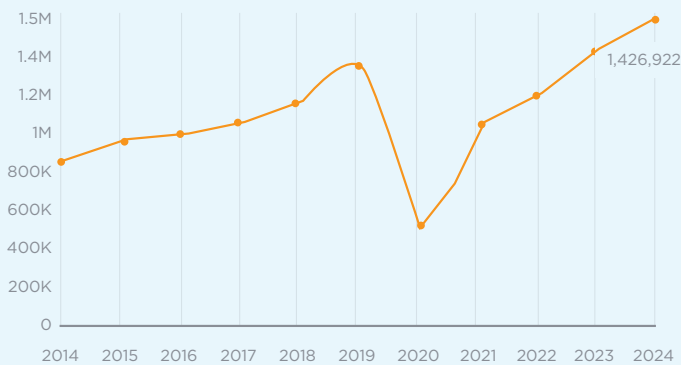
AIRLINE

Atlanta	Delta
Charlotte	American
Chicago	American/United
Dallas	American/United
Denver	United
Destin	Allegiant
Houston	United
Las Vegas	Allegiant
Orlando	Allegiant
Phoenix	Allegiant
Punta Gorda	Allegiant (Seasonal)
Tampa	Allegiant
Miami	American (Seasonal)



- Runways are 7,003 ft. and 8,000 ft. in length. The airport offers general aviation (24 hrs.) and cargo services which include FedEx, UPS and Airborne Express as well as U.S. Customs office and a Foreign Trade Zone.
- Springfield offers direct flights to 5 of the 10 busiest airports in the country

TOTAL PASSENGERS FOR SGF



[Source: Springfield-Branson National Airport (2025)]

TRANSPORTATION



DISTANCES TO SPRINGFIELD

CITY	MILES	DAYS/RAIL
Kansas City	174	1
St. Louis	220	1
Memphis	285	1
Dallas	430	2
Chicago	515	3
Detroit	754	4

CITY	MILES	DAYS/RAIL
Denver	780	1
Atlanta	845	1
New York	1,196	1
Boston	1,407	2
Los Angeles	1,651	3
Seattle	2,032	4

UTILITIES & TELECOMMUNICATION

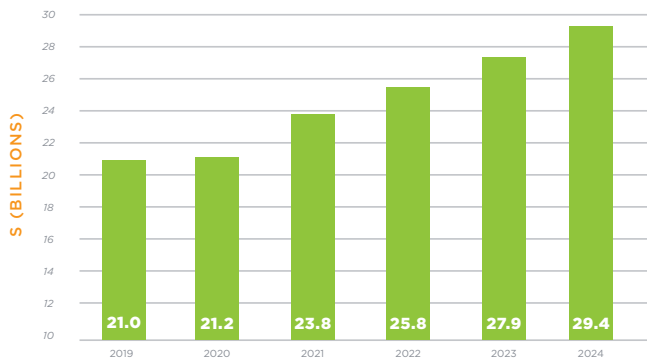
- City Utilities of Springfield provides electric, water, and natural gas in the city; sewer service is handled by the City of Springfield.
cityutilities.net • springfield.gov
- Outlying areas receive electric service from Ozark Electric Cooperative, Southwest Electric Cooperative, Webster Electric Cooperative and White River Valley Cooperative.
- AT&T is a major telecom provider, with Verizon, T-Mobile, Mediacom, and SpringNet also offering fiber, 5G, and broadband.
- Fiber optic internet is widely available in the city and growth areas, with modern Ethernet infrastructure replacing SONET.
- Networks are built for redundancy and resiliency, supporting high-speed connectivity.
- Telecom providers, including AT&T, Verizon, and T-Mobile, maintain interconnection points; connectivity is increasingly cloud-based.
- SpringNet, the broadband arm of City Utilities, provides Metro Ethernet fiber and business-grade

ECONOMIC OUTPUT

73%

Springfield Gross Metro Product 10-Year Growth

GROSS METRO PRODUCT | SPRINGFIELD MSA



[Source: JobsEQ (2024)]



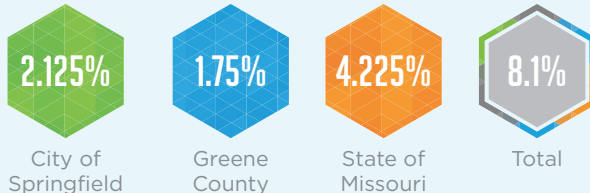
ONE OF EIGHT GREENWAY TRAILS IN SPRINGFIELD

TAXES

INCOME TAX

- Missouri Income Tax: Graduated rate; highest is \$256 plus 4.70% over \$9,191. Part of the federal taxes paid are subtracted from the net income to determine the state taxable income.
- Missouri Corporate Income Tax: 4.0%; 50% of the federal taxes paid is subtracted from the net income to determine the net taxable earned in Missouri.

SALES TAX



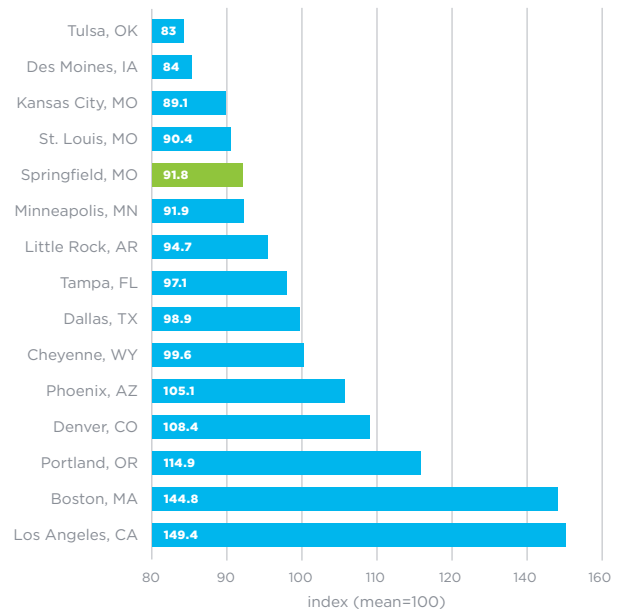
PROPERTY TAX

- Real Property Tax: \$4.982 per \$100 assessed value (A \$1.04 subcharge is added to commercial property.) Property is assessed at the following percentages of their appraised value: commercial - 32%; residential - 19%; agricultural - 12%.
- Personal Property Tax: \$4.982 per \$100 assessed value. Assessed valuation is one-third (33.3%).

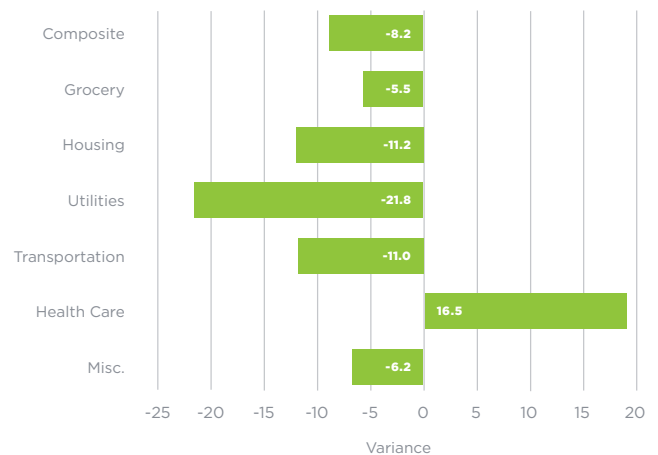
Springfield R-12 School District	\$3.7036
City of Springfield	\$0.5636
Springfield-Greene County Library	\$0.2149
Ozarks Tech	\$0.1773
Greene County	\$0.1039
Roads	\$0.1039
Senior Services	\$0.0435
County Development Disability Programs	\$0.0413
State of Missouri	\$0.0300
Total	\$4.9820

COST OF LIVING

COST OF LIVING INDEX COMPARISON



COST OF LIVING CATEGORIES



[Source: Council for Community & Economic Research (2025)]