



Dodge City and Ford County **Prospect Presentation**

Dodge City . . . Old West, New Excitement! Come join our success!

www.dodgecity.org | 620-227-9501



Welcome Lowe's to
Dodge City





Dodge City

Ranked

1st

in Kansas in

**Economic Strength among
Micropolitan Communities**

(10,000 to 50,000 in population)





National Ranking

Economic Strength

In Policom's 2014 Economic Strength Ranking Report, **Dodge City ranked 21st in the nation** among 536 micropolitan communities, which consist of communities with a population between 10,000 to 50,000. **Dodge City is ranked 1st in the state of Kansas in economic strength.**

Top Ten Leading Sales Tax Contributors in Dodge City

Wal-Mart Stores	\$84,687,952
Victory Electric	\$40,324,702
Dillon Companies	\$23,353,632
Dodge City Motors	\$15,351,553
Lopp Motors	\$14,524,813
Lewis Ford of Dodge City	\$11,657,119
G&G Car and Truck Supercenter	\$10,701,578
Lewis Chevrolet of Dodge City	\$9,365,735
Black Hills Kansas	\$9,337,615
Alltel Communications	\$5,030,139

TOTAL \$224,334,838

DODGE CITY'S MICROPOLITAN RANKING BY POLICOM

**ECONOMIC
STRENGTH**
of Dodge City

Top Reasons for Dodge City's Economic Strength

Manufacturing Jobs are Up
Strong Agricultural Economy
New Housing
New Construction Starts
Entertainment / Hospitality



Economic Strength

Regional Comparison

State & National Rankings for Kansas Micropolitan Communities

• Dodge City

2006	2007	2008	2009	2010	2011	2012	2013	2014
310	266	228	183	167	118	62	50	21

• Garden City

2006	2007	2008	2009	2010	2011	2012	2013	2014
198	202	190	180	191	239	183	226	273

• Great Bend

2006	2007	2008	2009	2010	2011	2012	2013	2014
480	429	340	275	292	369	333	383	319

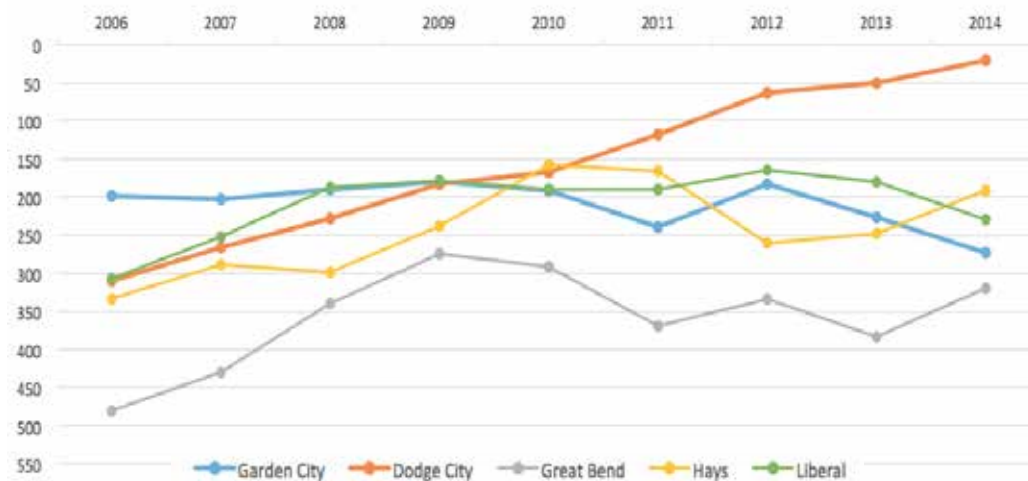
• Hays

2006	2007	2008	2009	2010	2011	2012	2013	2014
333	288	298	237	157	165	260	248	191

• Liberal

2006	2007	2008	2009	2010	2011	2012	2013	2014
307	252	187	178	189	190	164	180	229

Western Kansas Micropolitan Rankings 2014



State Rank	Community	National Rank
1	Dodge City	21
2	Junction City	59
3	Salina	104
4	Hays	191
5	Hutchinson	199
6	McPherson	204
7	Liberal	229
8	Garden City	273
9	Great Bend	319
10	Coffeyville	329
11	Ottawa	402
12	Emporia	413
13	Parsons	474



Labor Force Workforce



Workforce Recruitment Tools

The *Dodge City Has Jobs* website was first created in 2008. Since its inception, the website has become a valuable tool for local businesses and organizations in the Ford County radius, to utilize to fill their workforce needs with no cost to them. The website is promoted across the Midwest at various career fairs throughout the year in order to increase the labor force. With a stable unemployment rate, our labor force has increased over the years with the help of recruitment. Ford County was dubbed "recession-proof" as it was deemed the least economically stressed county in the nation by the associated press.

Labor Force, Employment & Unemployment for Ford County in Multiple Time Periods

Time Period	Labor Force	Employed	Unemployed	Unemployment Rate
May, 2008	17,468	16,923	545	3.1%
May, 2009	18,816	18,099	717	3.8%
May, 2010	18,936	18,184	752	4.0%
May, 2011	19,514	18,706	808	4.1%
May 2012	19,979	19,256	723	3.6%
May, 2013	19,878	19,081	797	4.0%
May, 2014	20,318	19,621	697	3.4%

DodgeCityHasJobs.com


- 10,000 Hits** per Month From Job Seekers
- Free Recruiting Tool** to Ford County Businesses
- Promoted at Over **20 Career Fairs** Across the Midwest

Top 10 State Visitors

- 1 Kansas
- 2 Missouri
- 3 Illinois
- 4 South Carolina
- 5 Texas
- 6 Georgia
- 7 California
- 8 Colorado
- 9 Tennessee
- 10 Oklahoma

Top 5 Country Visitors

- 1 United States
- 2 India
- 3 Brazil
- 4 Philippines
- 5 Canada

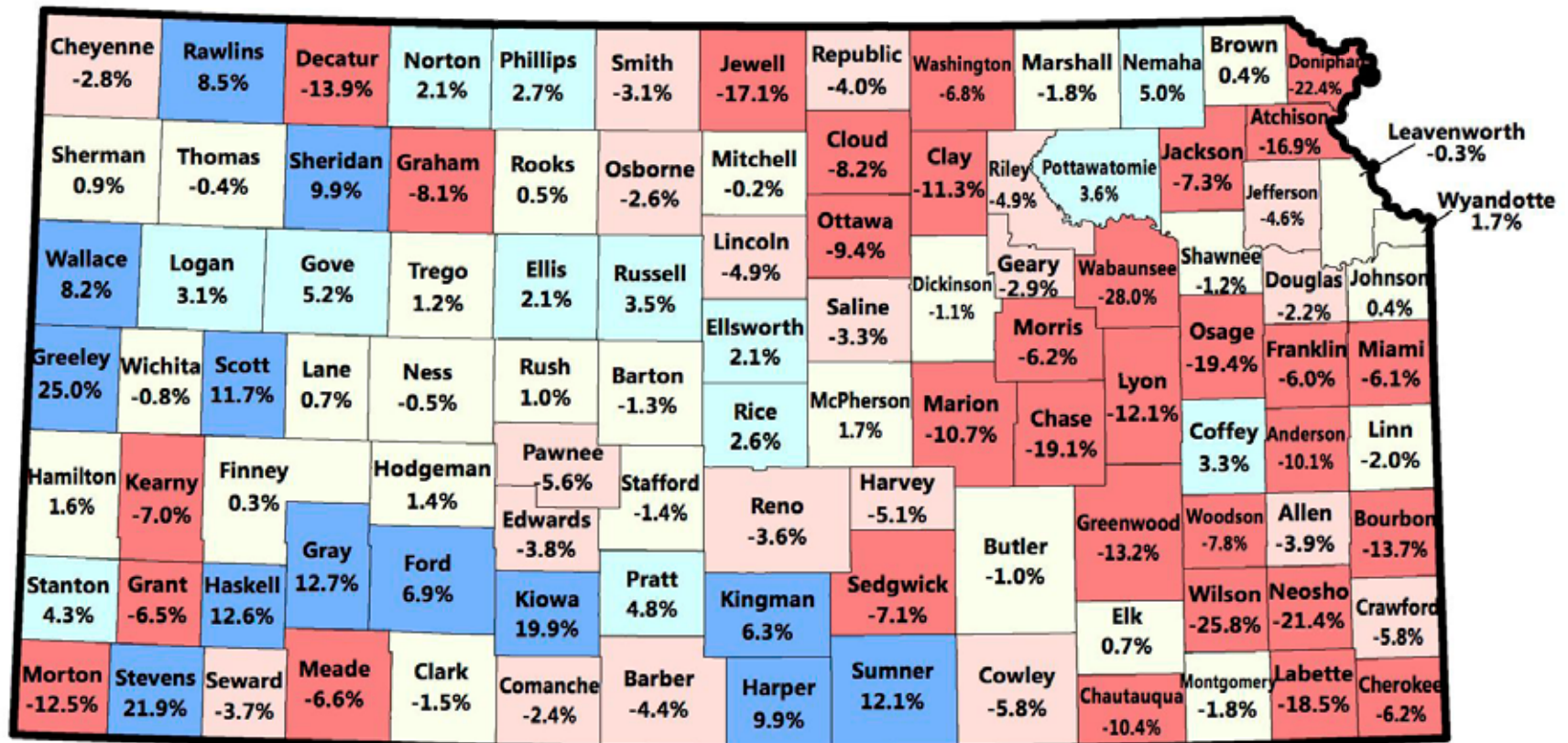
 **Ford County** boasts one of the *lowest* unemployment rates across the state and continues to experience a *growing* labor force.



Workforce

Job Growth and Decline

Quarterly Census of Employment and Wages
May, 2008 - May, 2013



Source: Kansas Department of Labor, Labor Market Information Services; in conjunction with the Bureau of Labor Statistics

Legend

Loss of 6.0% or greater

Loss between 2.0% and 5.9%

Loss of less than 2.0% and growth of less than 2.0%

Growth between 2.0% and 5.9%

Growth of more than 6.0%



Projects Housing





Valuation Housing



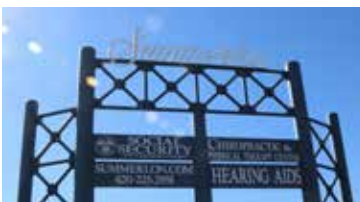
Summerlon



Candletree



Craftman Cove



Summerlon Plaza



Medical Offices



**Social Security
Administration**



**VA Community
Outreach Clinic**

Investment

Development	# of Units	Valuation
Prairie Pointe	132	\$8,800,000
Summerlon III South	37	\$9,824,590
Summerlon North III	15	\$4,900,000
Summerlon II	35	\$7,346,220
Summerlon V	67	\$9,380,000
Wagon Wheel / Craftman Cove	48	\$3,897,290
Joel Avenue Family Homes	8	\$1,001,200
Candletree 5	42	\$7,315,600
La Estencia / The Reserves at Cimarron Valley	80	\$2,722,000
Santa Fe Homes	18	\$2,422,470
TOTAL	473	\$57,609,370



"Why Not Dodge?" Sales Tax

Community Support



United Wireless Arena

- \$55 Million / 2008

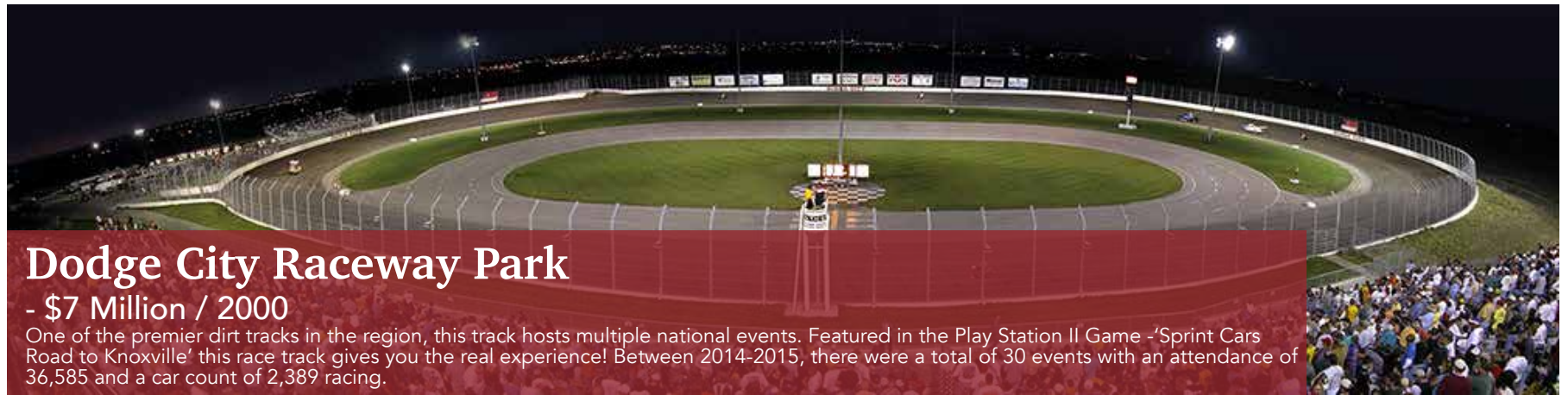
A host to almost 400 diverse events to over 90,000 guests in 2014. The Arena and Conference Center offers availability of space for concerts, family shows, wedding receptions, conferences, ice skating, and more.



Legends Park

- \$3.5 Million / 2000

Ranked as a premier baseball/softball complex in the state and throughout the region and home to multiple tournaments.



Dodge City Raceway Park

- \$7 Million / 2000

One of the premier dirt tracks in the region, this track hosts multiple national events. Featured in the Play Station II Game - 'Sprint Cars Road to Knoxville' this race track gives you the real experience! Between 2014-2015, there were a total of 30 events with an attendance of 36,585 and a car count of 2,389 racing.

In 1997, our community passed a sales tax to build several entertainment facilities to enhance tourism and improve the quality of life in Dodge City. The projects completed include: an outdoor motorsports complex, improvements to a 2,600 seat civic center, and tournament facilities for baseball/softball and soccer. Additionally, our 4,500 seat multi-purpose Special Events/Convention Center is complete and has been in operation since 2011. It is the premier event and concert location in western Kansas, drawing national concerts, comedy shows and various sports and family events. Most recently approved and under construction is the new aquatics facility in the Heritage District.



Why Not Dodge? Continued / \$85.6 Million School Bond

Community Support

Dodge City Regional Aquatics Park
Long Branch Lagoon - Summer 2016



- Latest "Why Not Dodge" Project
- New Destination Water Park
- \$13 Million Investment

Features: Wave Pool, Boomerango and tube slides, 700' lazy river with water falls, zero depth entry children's play area with play structure, lap swimming, 1 meter spring board and 3 meter platform dives, climbing wall, water basketball, and much more.



\$85.6 Million School Bond Passes!

With increasing student enrollment, the Dodge City school district faced several significant challenges. In moving forward, the community was asked what they saw as the districts most pressing needs in areas ranging from facilities and class sizes, to safety and security. A Visioning Team was created to explore the current status of the facilities and communicate with the community.

In June 2015, voters easily approved an \$85.6 million school bond with a resounding yes with the use of mail ballots. Upgrades and improvements will be made to nearly all of the school buildings while the mill levy remains the same.

Dodge City Message:

- Support
- Growth
- Investment
- Stability
- No Increase in Taxes



*A community in charge
of its own growth*



County & Private Investments Partnerships

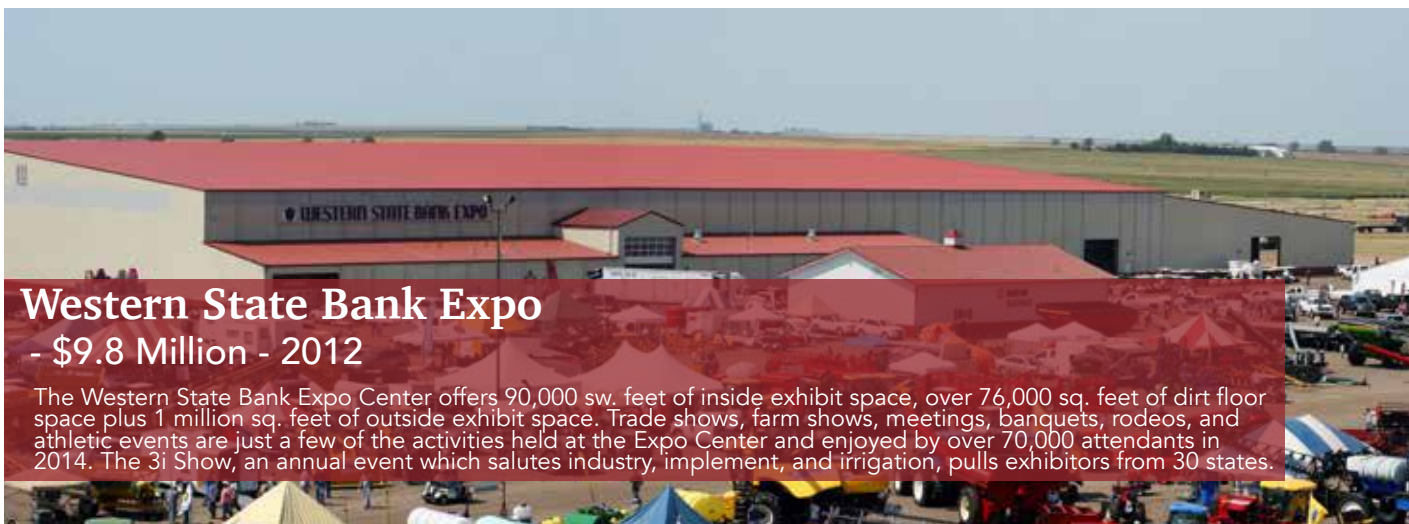
Showcases of Dodge City's Successful Partnerships



Ford County Jail & Sheriff's Office
- \$21 Million - 2019



**Ford County Wind
Farms (4) & 2
Transmission Lines**
- 2006-Current



Western State Bank Expo
- \$9.8 Million - 2012

The Western State Bank Expo Center offers 90,000 sq. feet of inside exhibit space, over 76,000 sq. feet of dirt floor space plus 1 million sq. feet of outside exhibit space. Trade shows, farm shows, meetings, banquets, rodeos, and athletic events are just a few of the activities held at the Expo Center and enjoyed by over 70,000 attendants in 2014. The 3i Show, an annual event which salutes industry, implement, and irrigation, pulls exhibitors from 30 states.

Boot Hill Casino
& Resort

Dodge City Days

Ford County
Jail and Sheriff's
Office

Ford County
Wind Farms

Western State
Bank Expo

Ford County
Medical Campus
(Under Construction)



Local & Private Investments Partnerships

Boot Hill Casino & Resort - \$50 Million - 2009

Annually, Boot Hill Casino & Resort brings over 600,000 visitors to Dodge City, 90% of which are from outside of Dodge City. Additionally, Boot Hill Casino has directly contributed approximately \$6 million in local tax revenue and contributions to local non-profit agencies.



Dodge City Days

The 10-day Dodge City Days celebration is the second largest festival in the Kansas and celebrated its 55th year in 2015. Around 100,000 individuals attend annually and the celebration **generates approximately \$3 million dollars**, which has an **economic impact of about \$9 million dollars** in Dodge City.





Downtown Investment



Heritage District

Dodge City Regional Aquatic Park
Boot Hill Distillery
Boot Hill Museum Expansion
Lewis Ford Lincoln of Dodge City
Holiday Inn Express
RV Park
Thriving Main Street Program
Soccer Field
Western-Themed Restaurant
Gunsmoke Trail Extension
Public Square

Development Opportunity



Now Leasing

- 80,000 Sq Ft of Small Shop Space Now Leasing
- 60,000 Sq Ft Department Store Under LOI

DEMOGRAPHICS

Households within 30 Minutes

- Median HH Income \$44,891
- Avg. HH Income \$56,438
- Population 124,673

(Trade Area)

Source: "Retail Feasibility Analysis..."
by Jeff Green Partners



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