



Dodge City and Ford County **Prospect Presentation**

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

www.dodgev.org | 620-227-9501



Welcome Lowe's to
Dodge City



Welcome to Dodge City



Dodge City

Ranked

1st

in Kansas in

**Economic Strength among
Micropolitan Communities**

(10,000 to 50,000 in population)





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

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 |

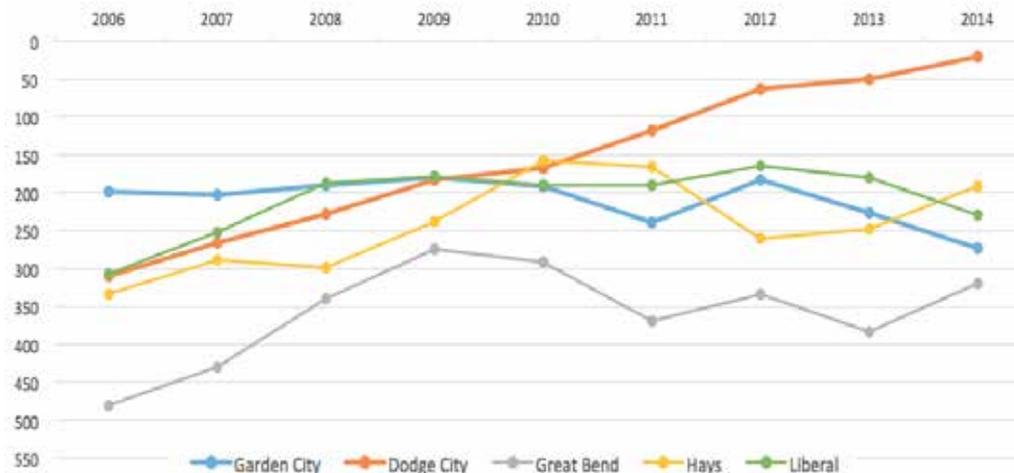
- Hays**

| 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.

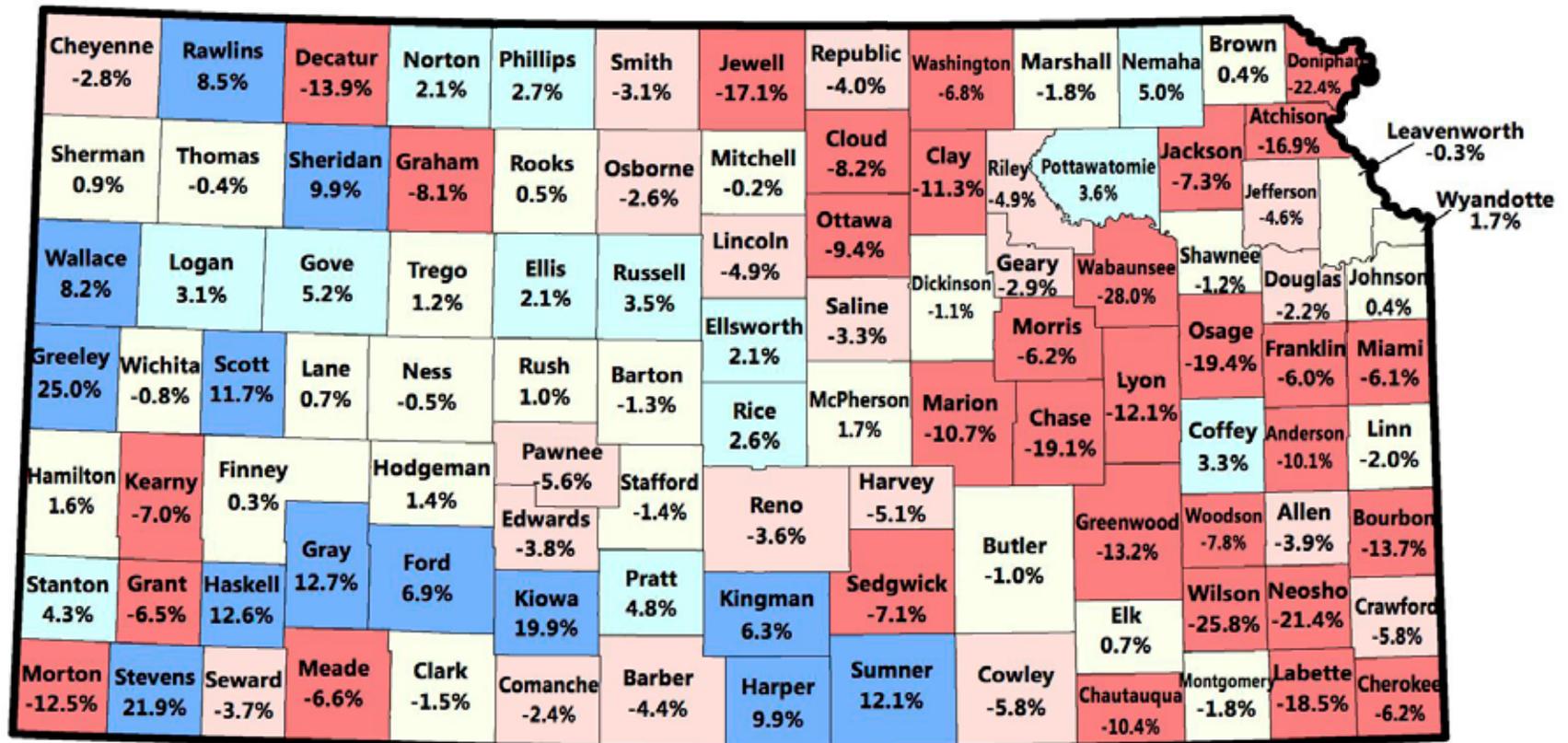


Workforce

Job Growth and Decline

Quarterly Census of Employment and Wages

May, 2008 - May, 2013



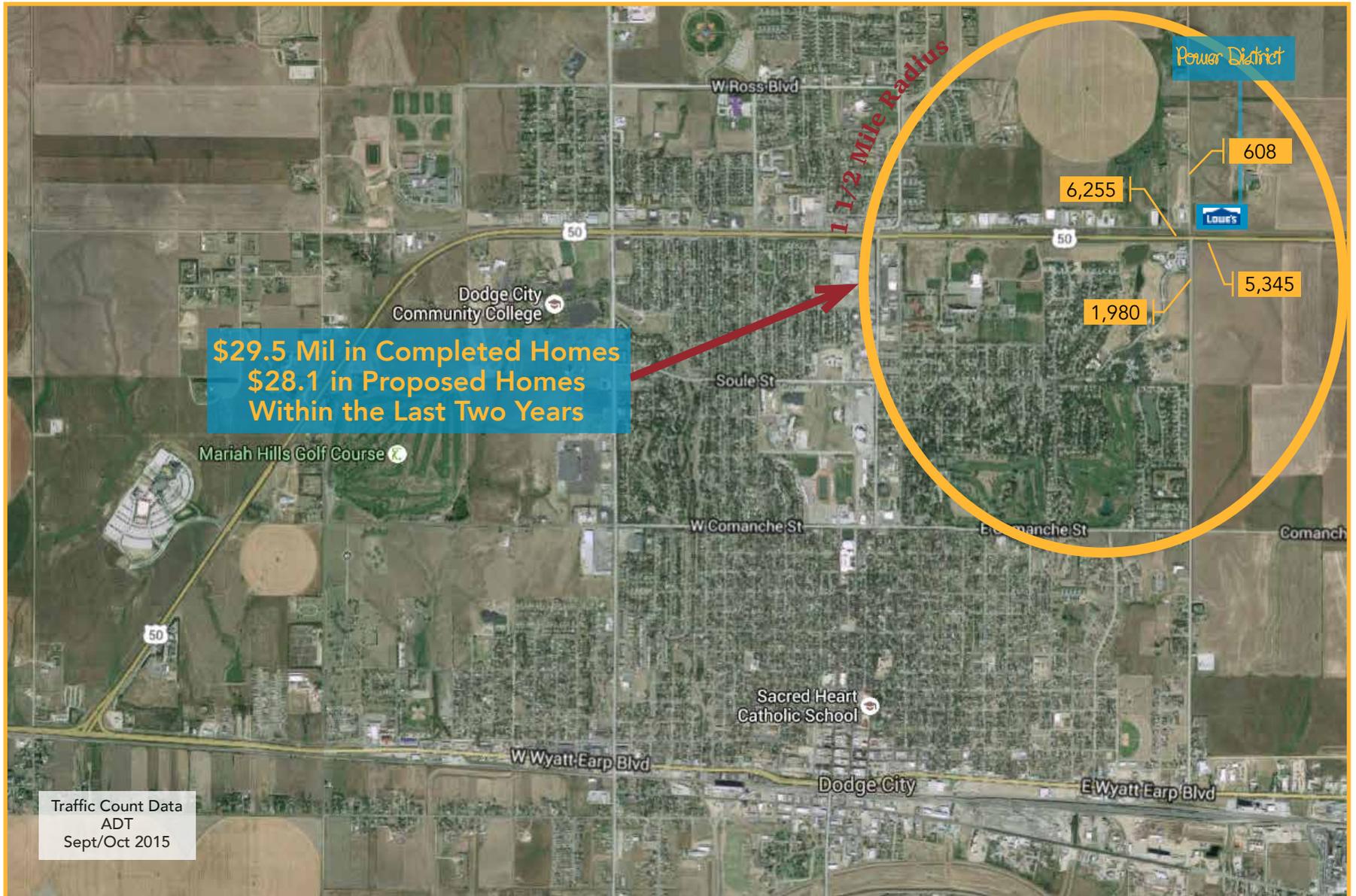
Source: Kansas Department of Labor, Labor Market Information Services; in conjunction with the Bureau of Labor Statistics

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

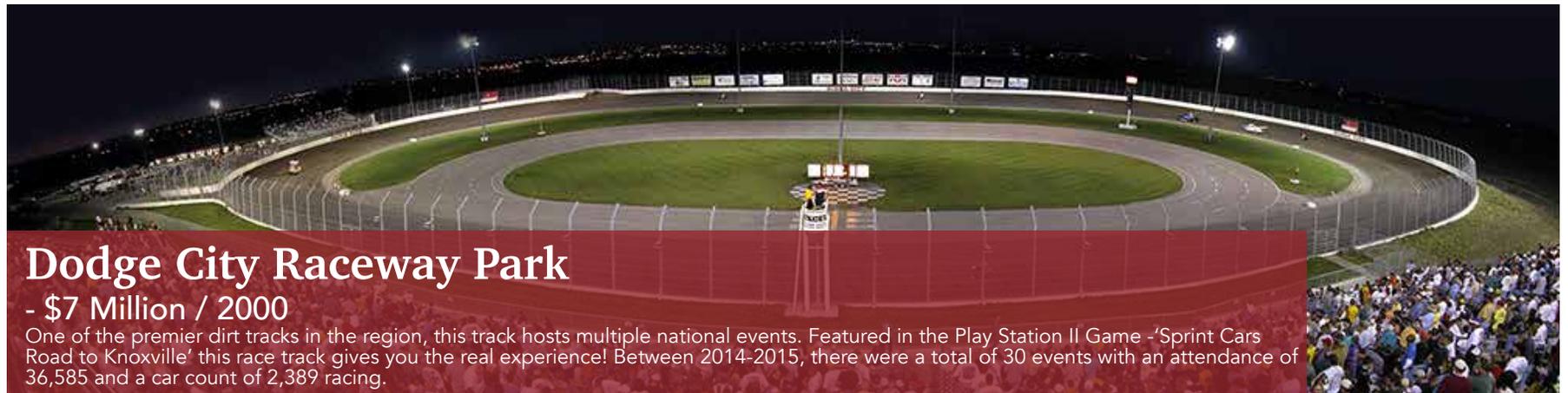
A host to almost 400 diverse events to over 90,000 guests in 2014. The Arena and Conference Center offers availability of space for concerts, family shows, wedding receptions, conferences, ice skating, and more.



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

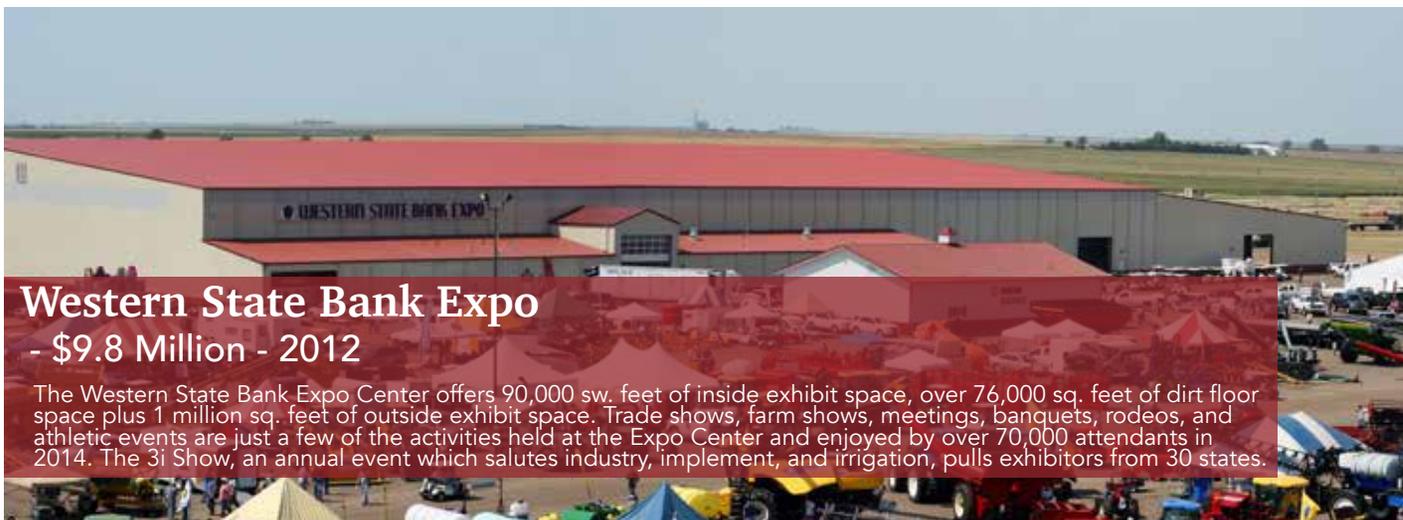
Showcases of Dodge City's Successful Partnerships



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.



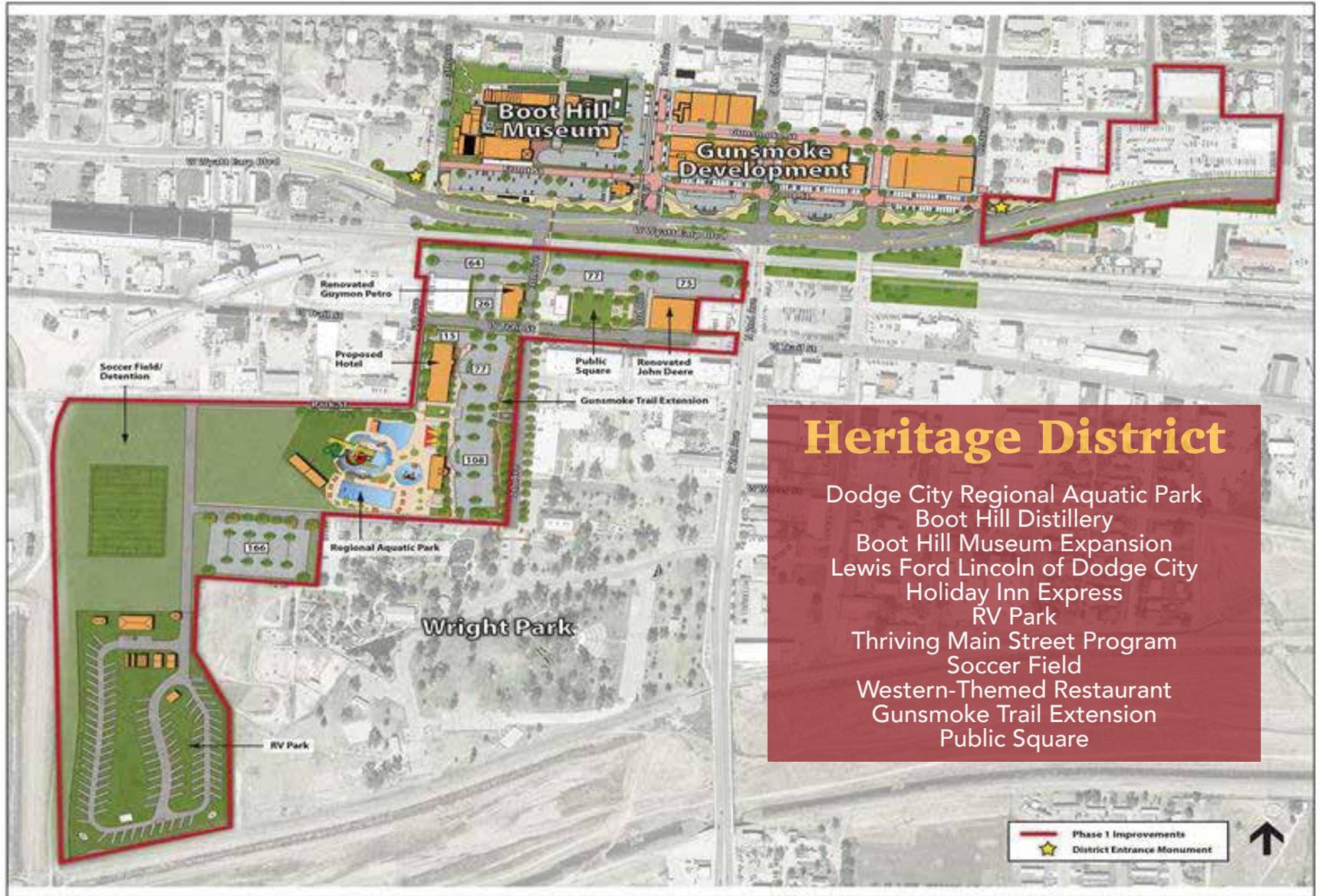
Dodge City Days

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



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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