

Parkville Economic Summit

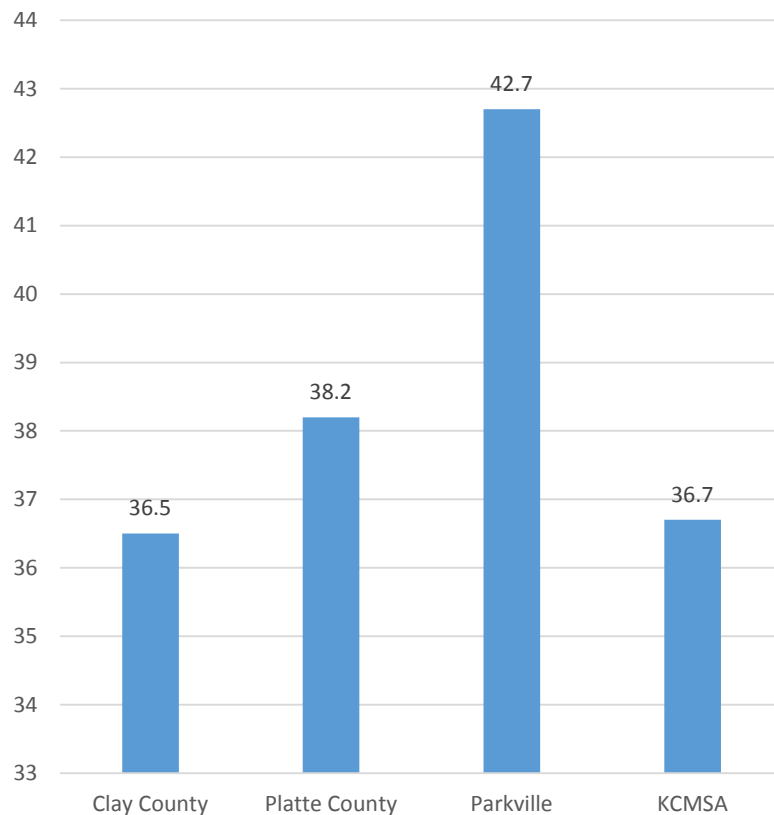
September 23, 2016

Frank Lenk
Director of Research Services
Mid-America Regional Council

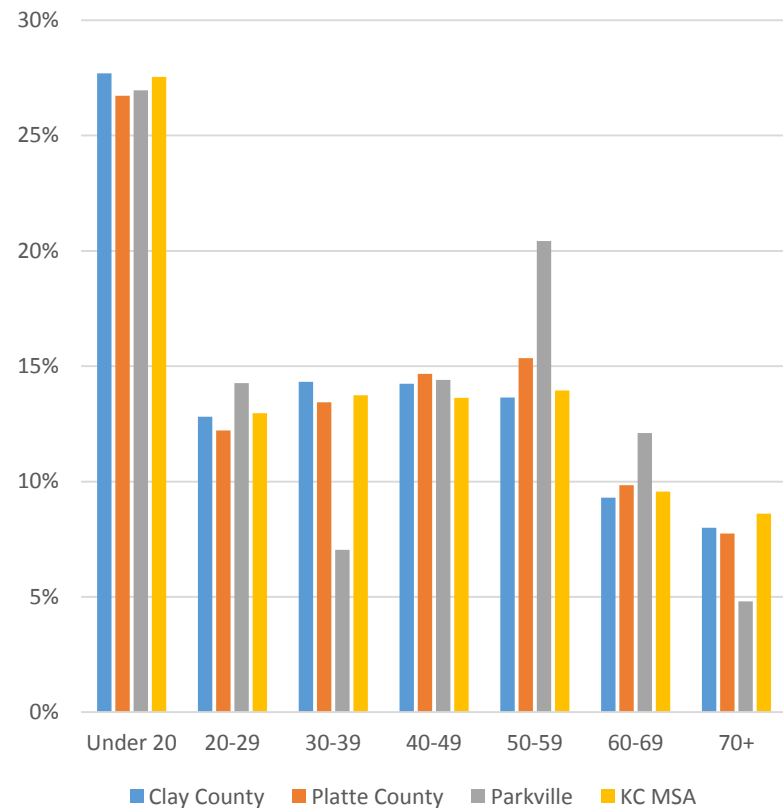
Demographics

Parkville is older, but not because of the very old

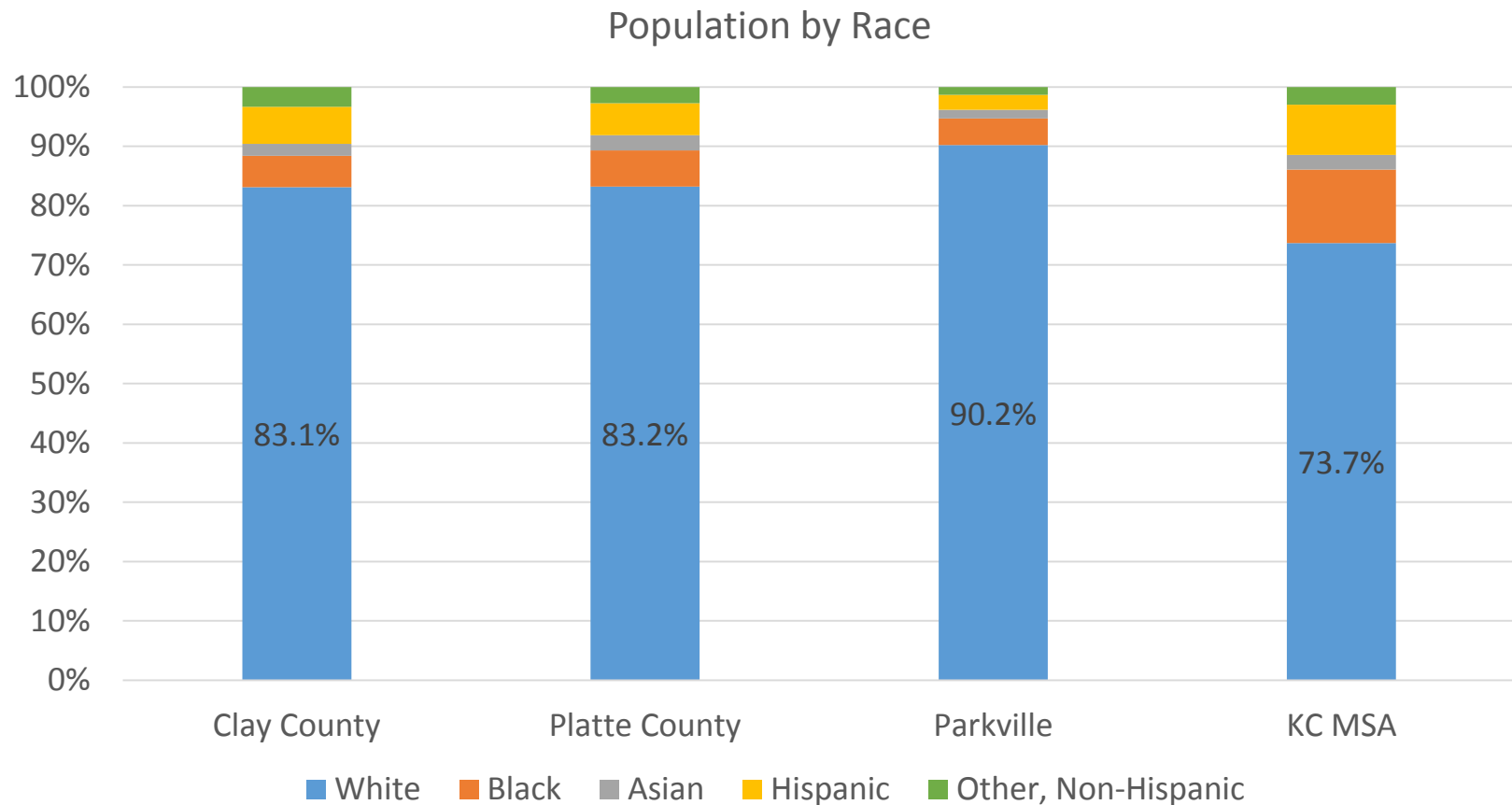
Median Age



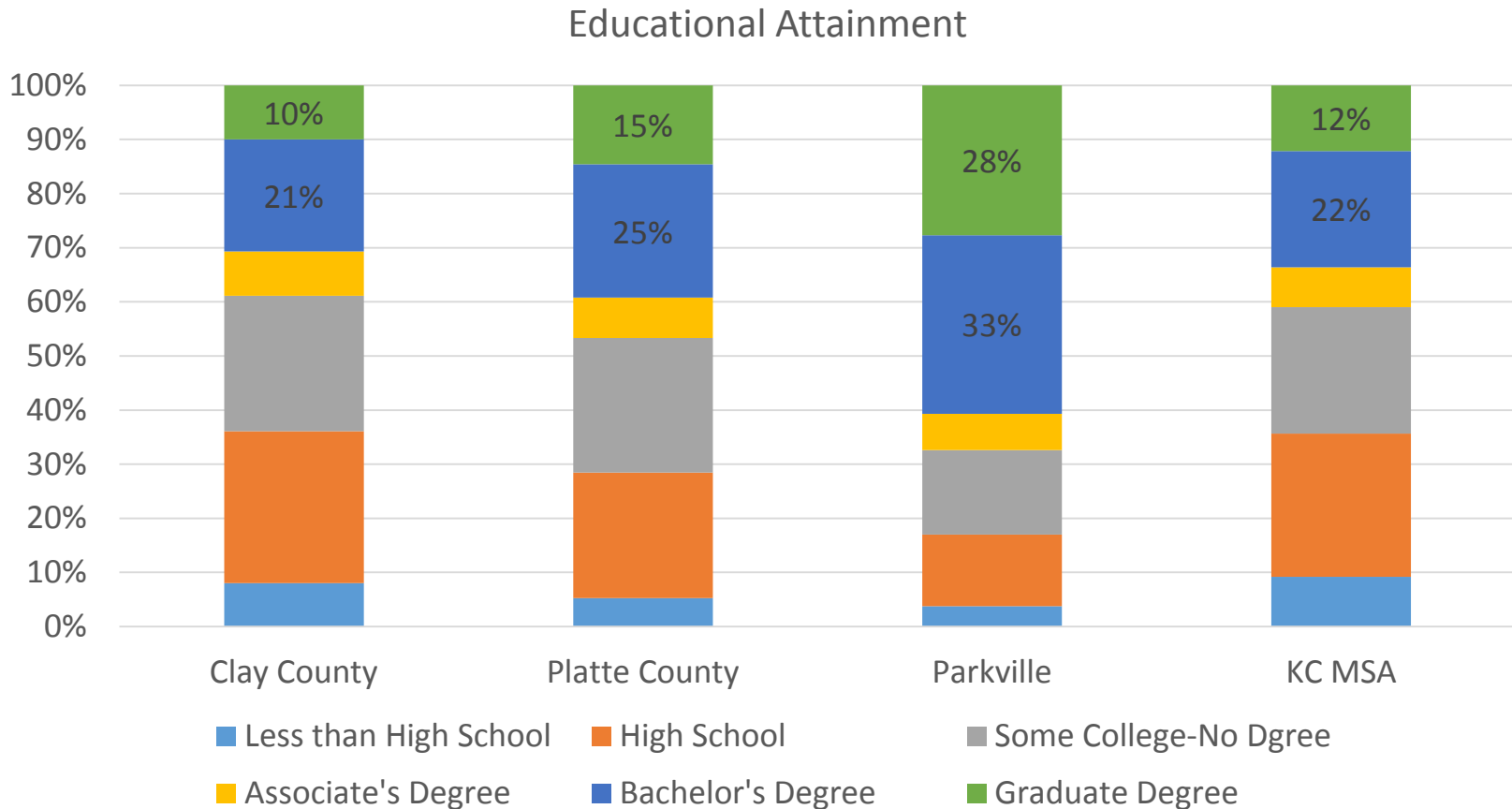
Breakdown by Age



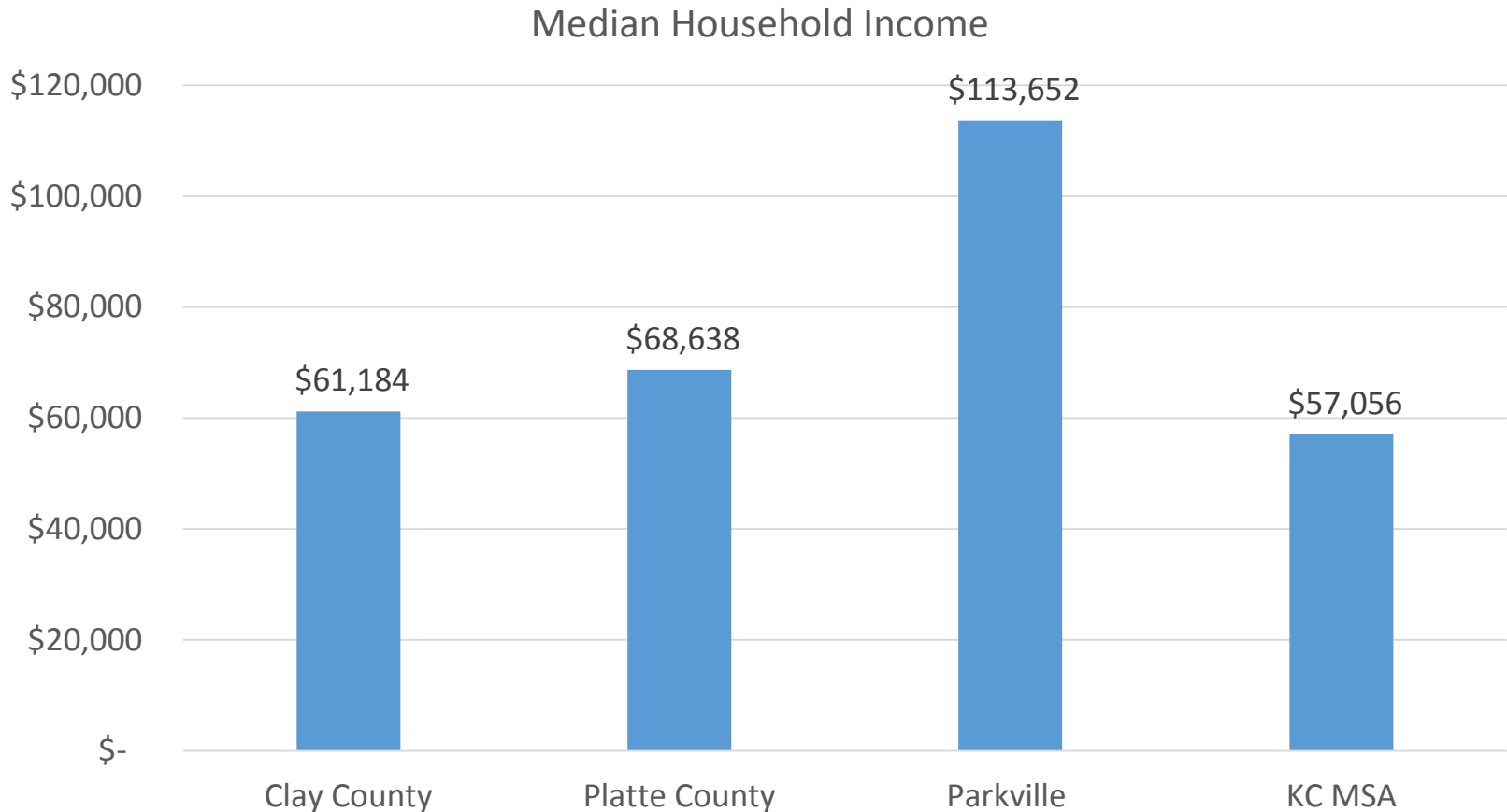
Parkville is less racially and ethnically diverse than average



Parkville residents are well-educated, on par with those in Johnson County

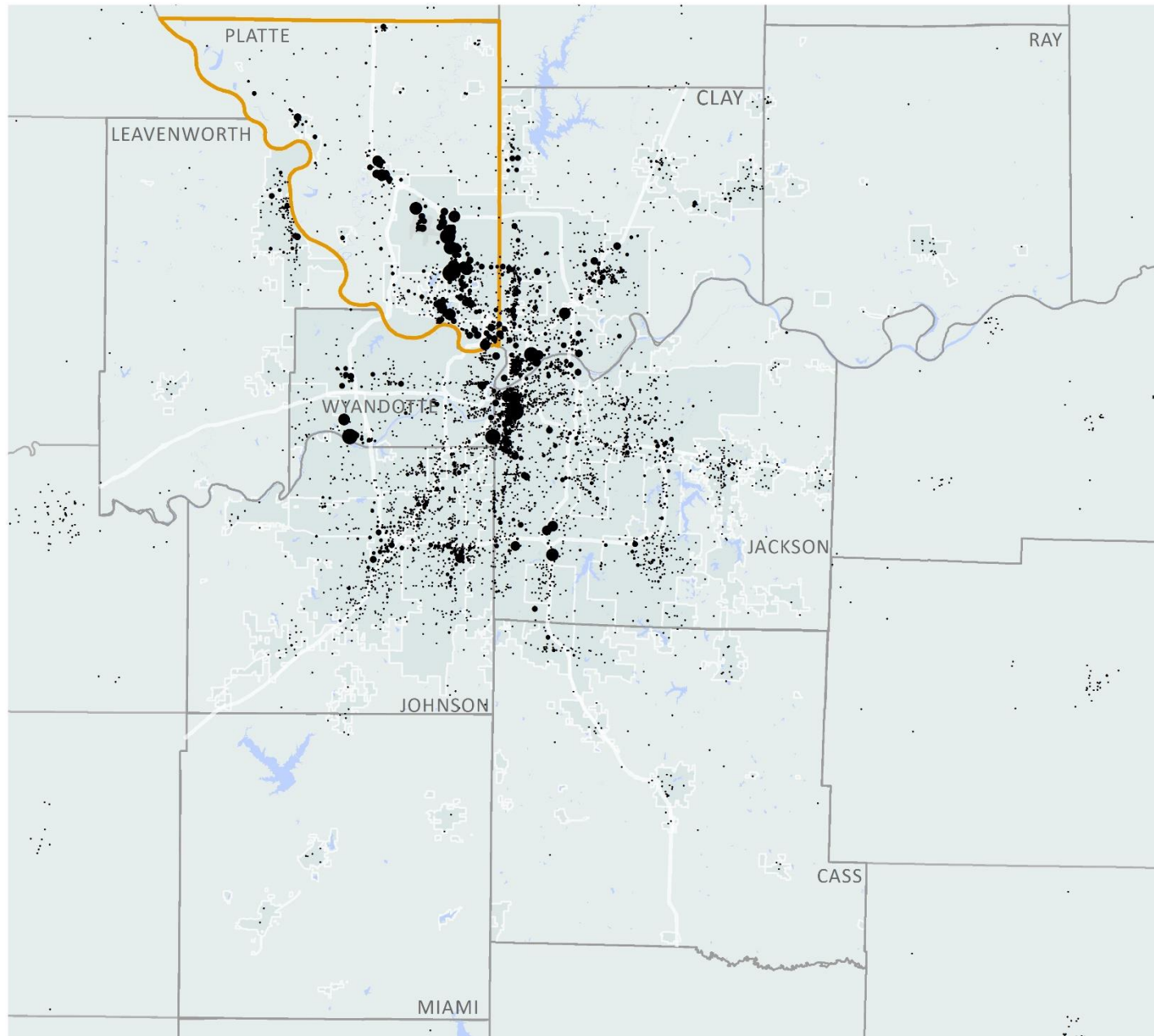


Households in Parkville earn twice as much as the metro average



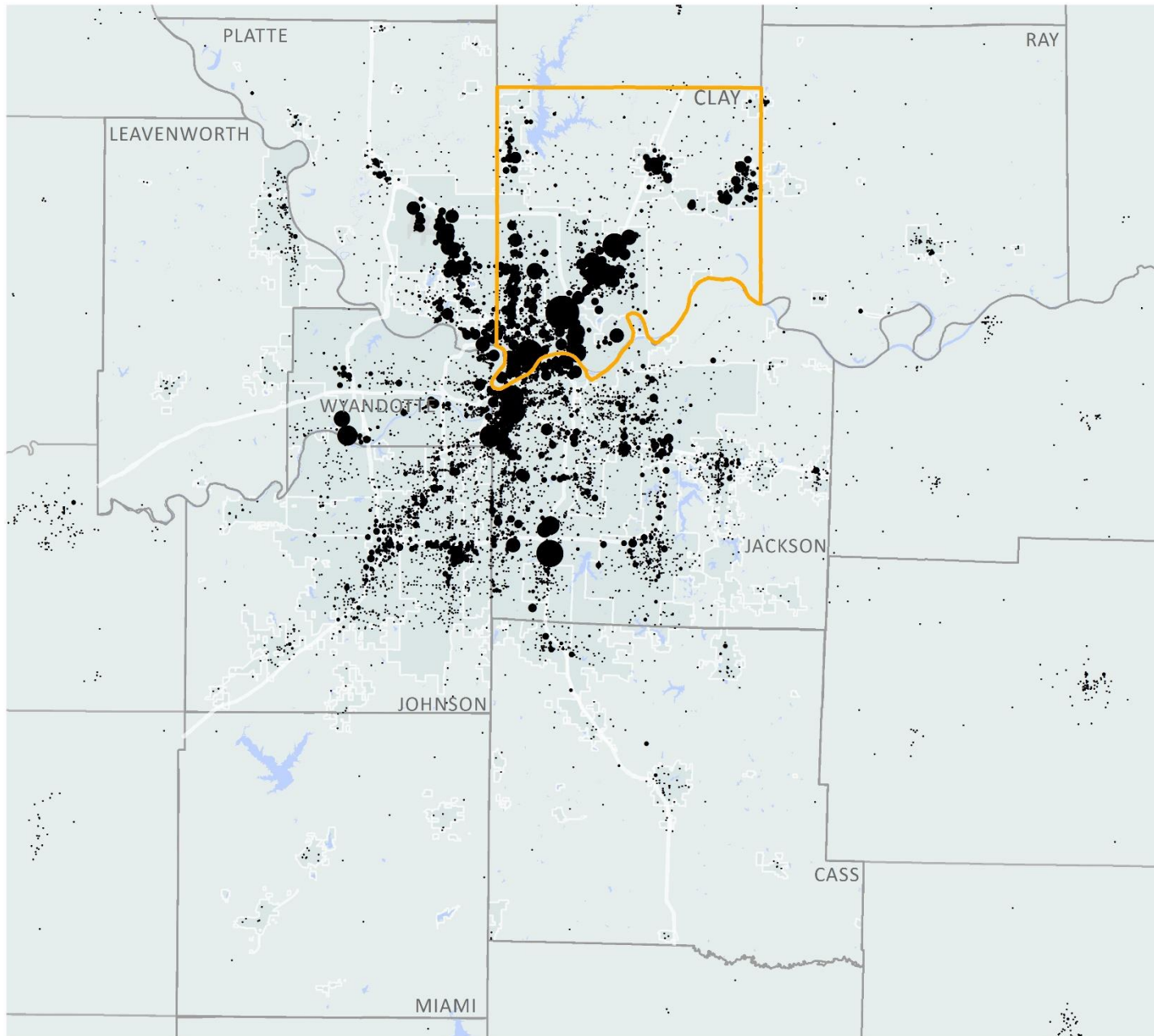
Commuting

Work Location of Platte County Residents



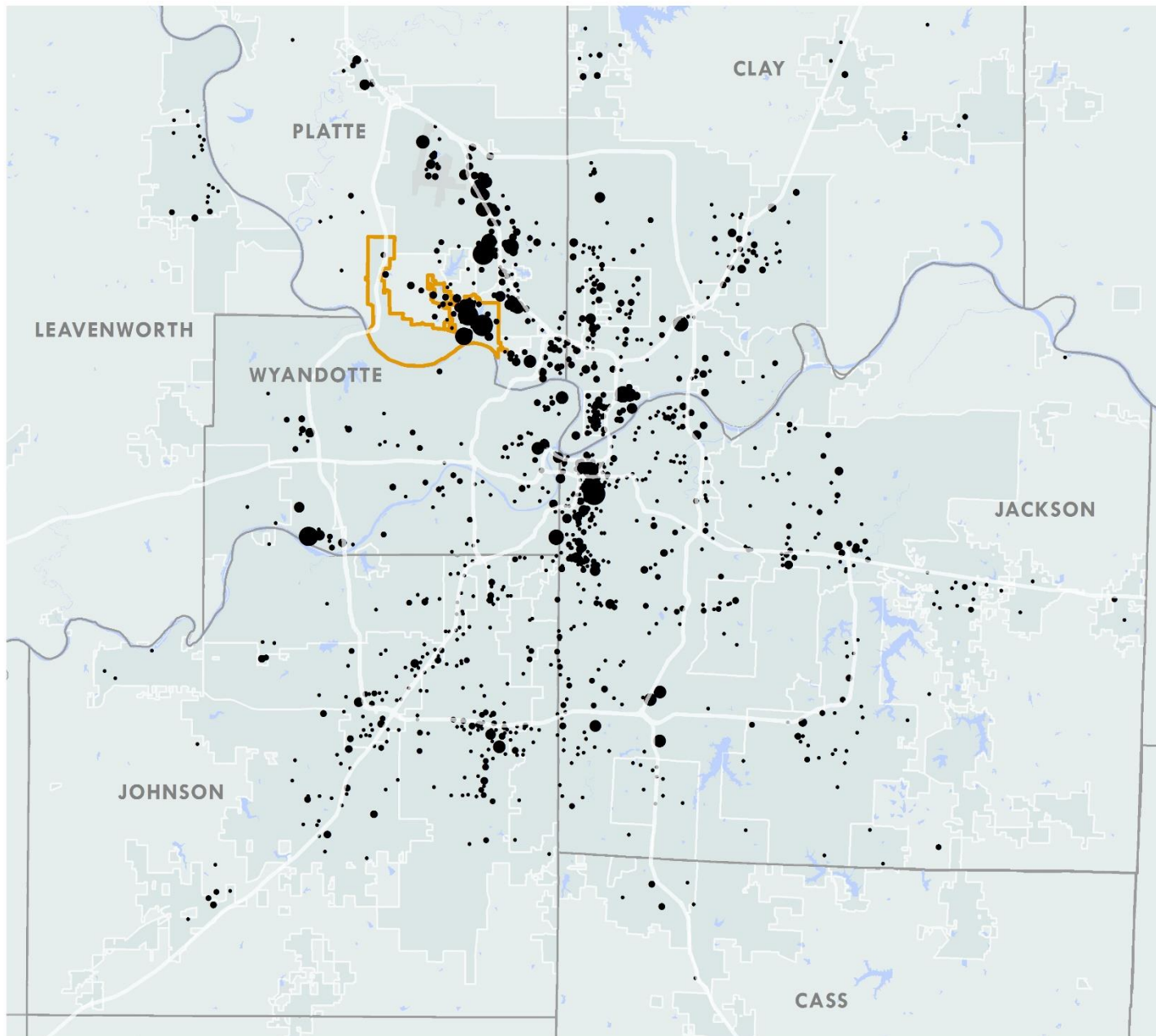
U.S. Census LEHD

Work Location of Clay County Residents



U.S. Census LEHD

Work Locations of Parkville Residents

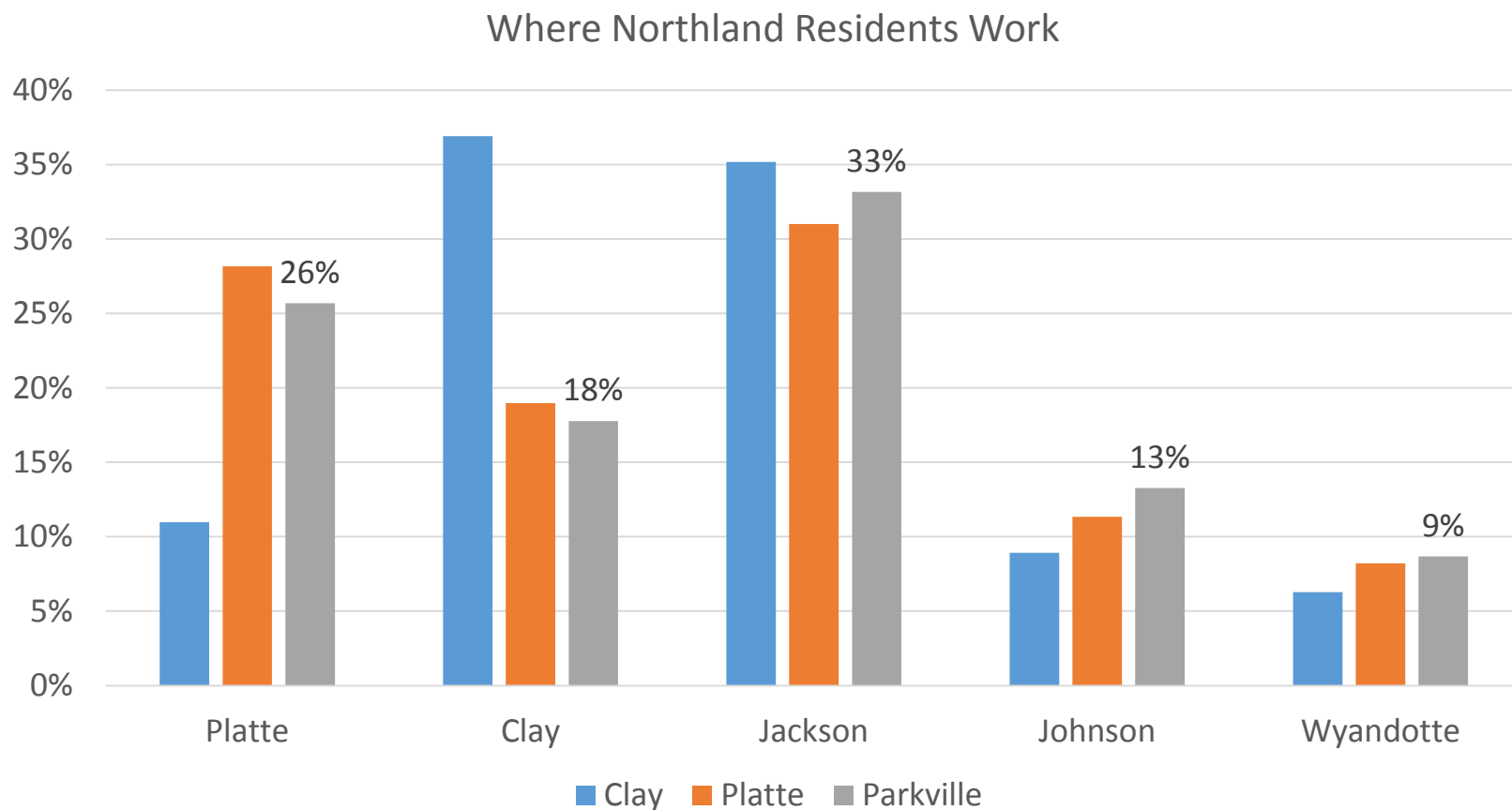


Number of Workers

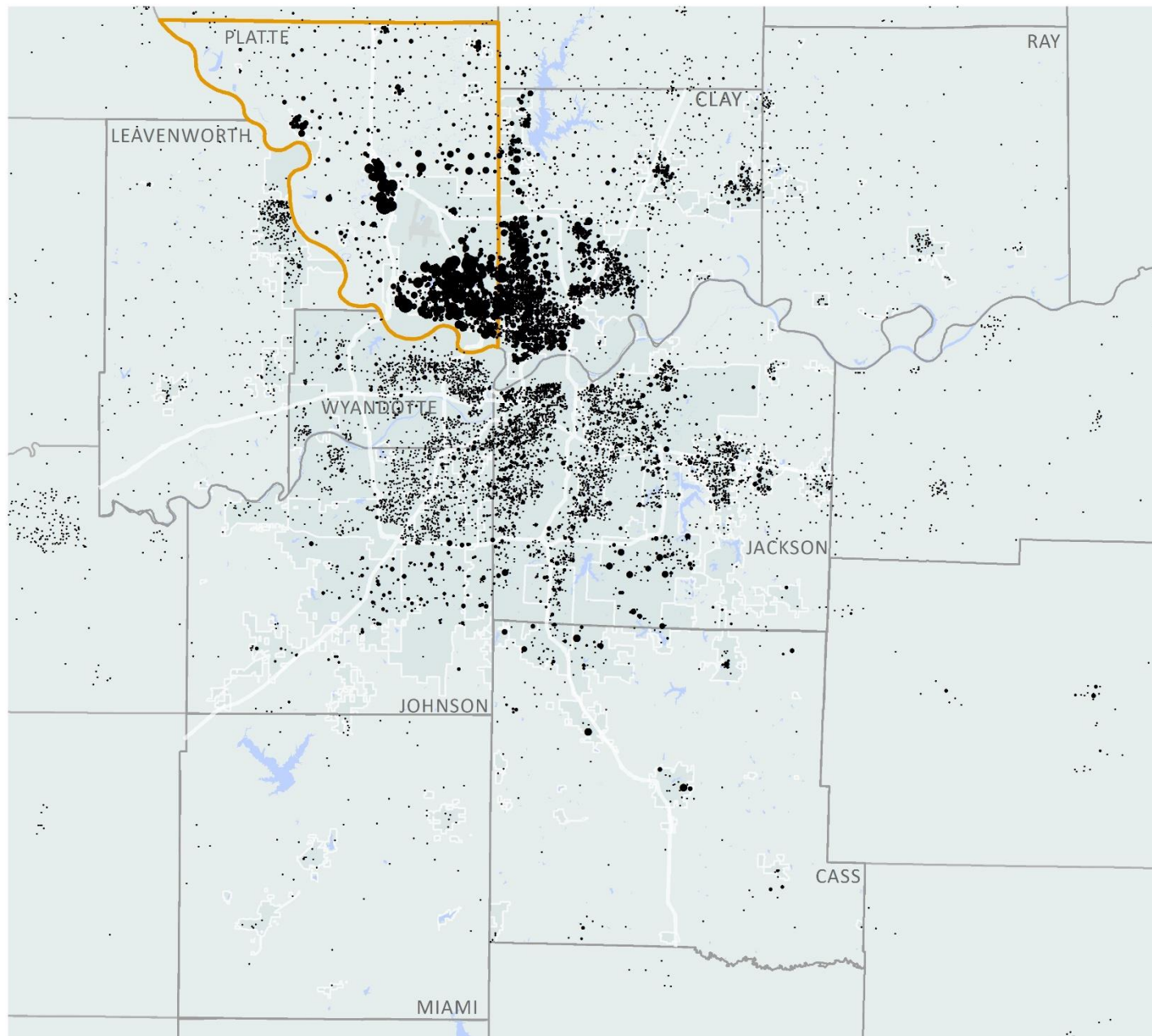
- 1
- 5
- 10

U.S. Census LEHD

Parkville residents work mainly in Jackson, and are more likely to work in Johnson than other Northland residents



Residential Location of Platte County Workers



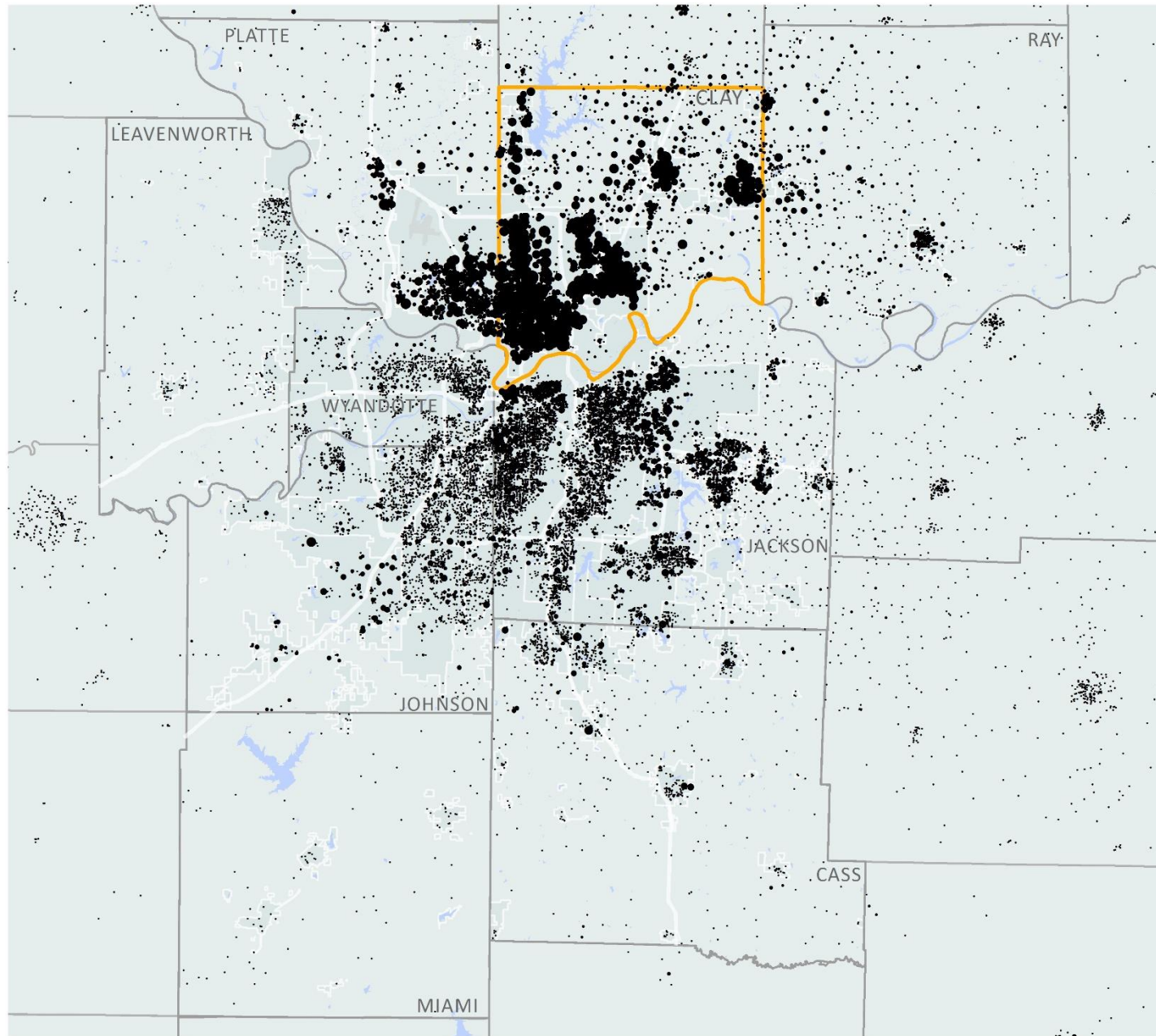
Number of Workers

- 10
- 50
- 100

Platte	33%
Clay	33%
Jackson	19%
Johnson	6%
Wyandotte	5%

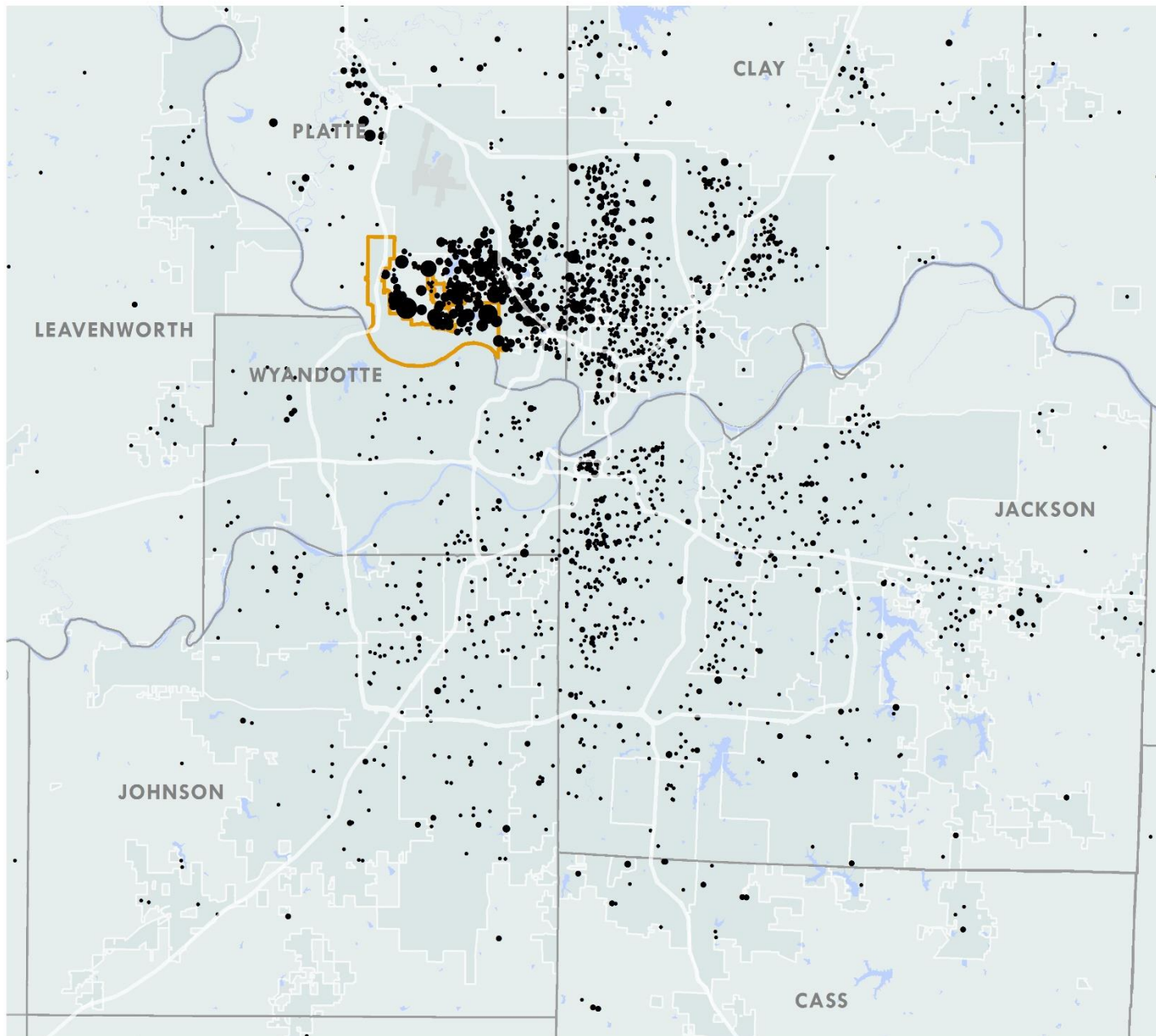
U.S. Census LEHD

Residential Location of Clay County Workers



U.S. Census LEHD

Residential Locations of Parkville Workers



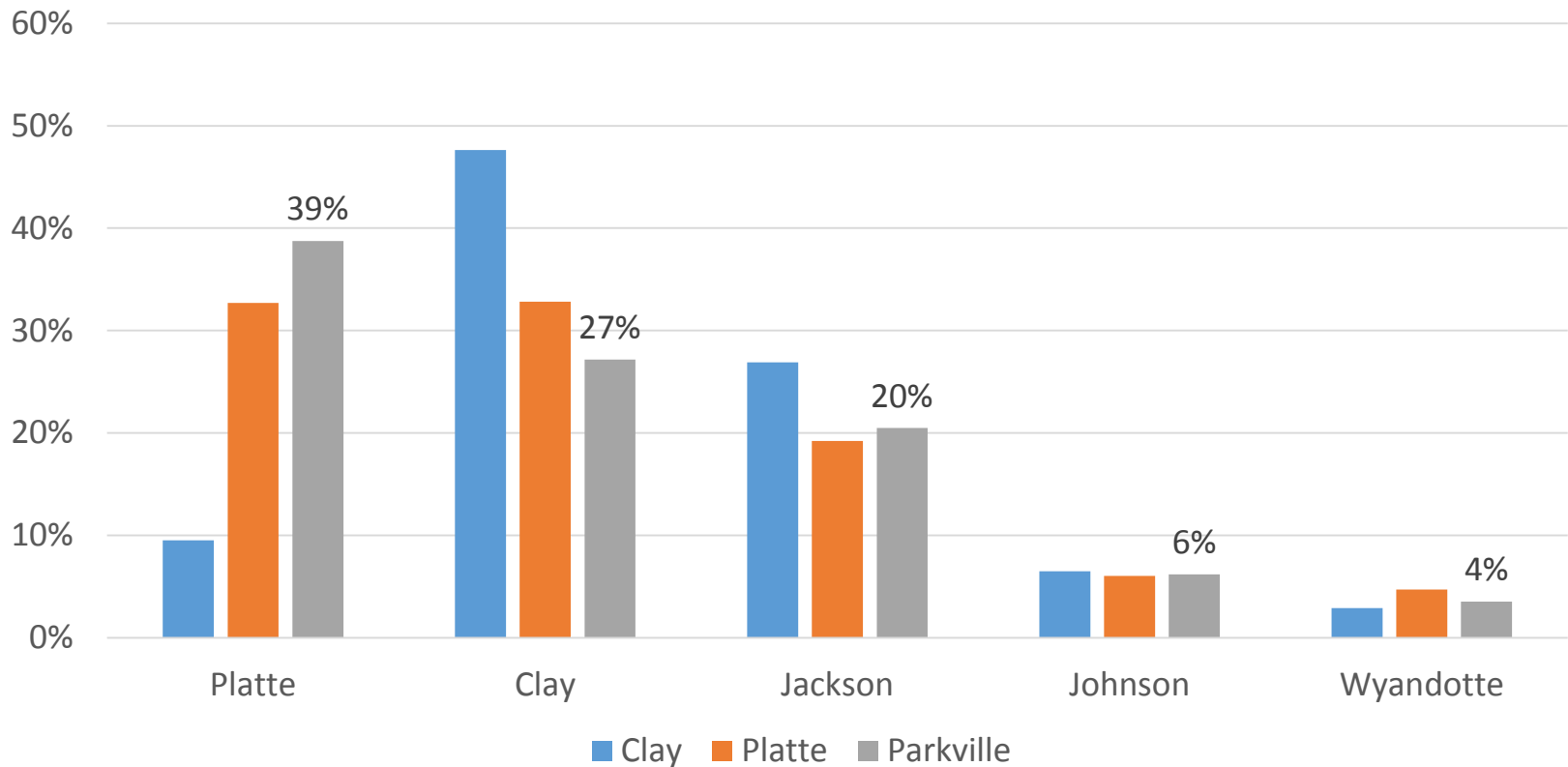
Number of Workers

- 1
- 5
- 10

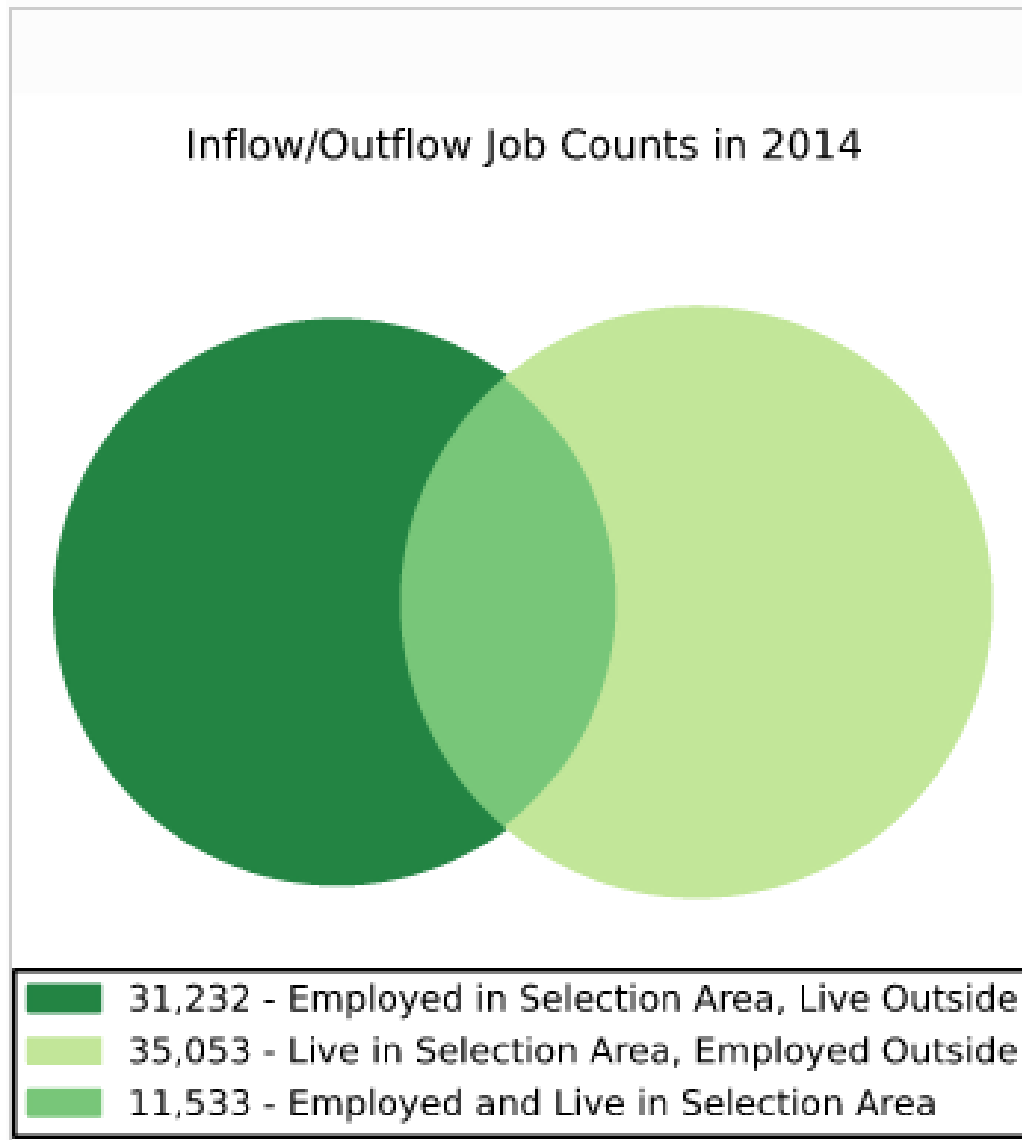
U.S. Census LEHD

Parkville pulls workers from Platte, Clay and Jackson, while Clay only pulls from itself and Jackson

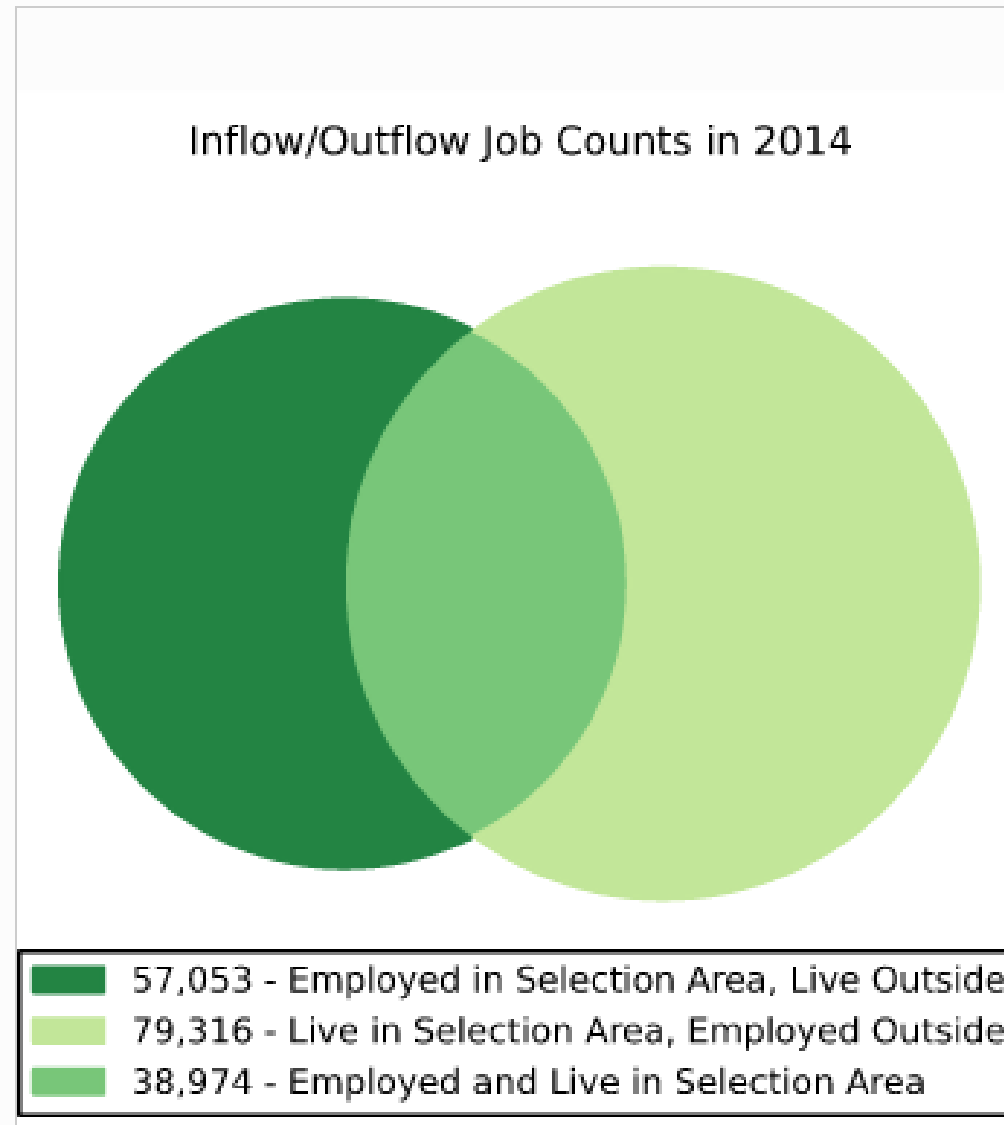
Where Northland Workers Reside



Platte County Commuting Patterns

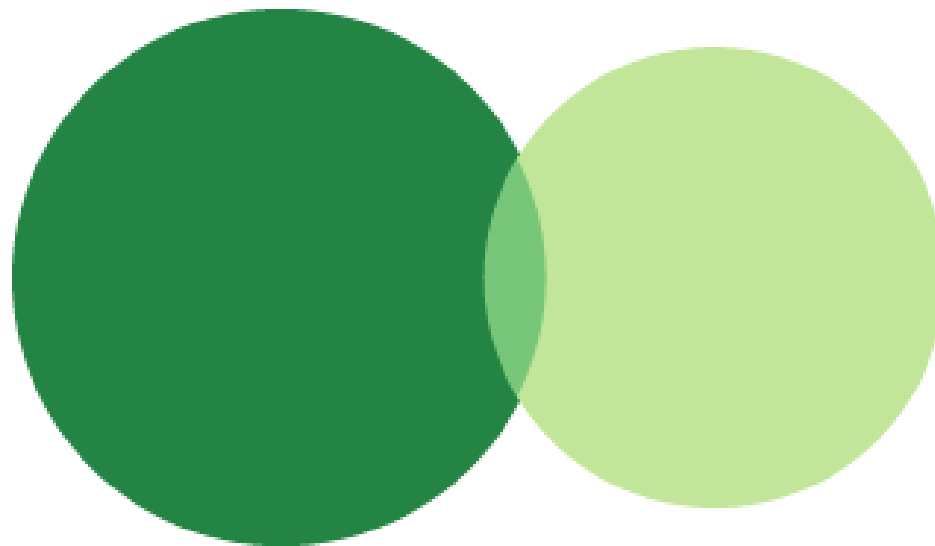


Clay County Commuting Patterns



Parkville Commuting Patterns

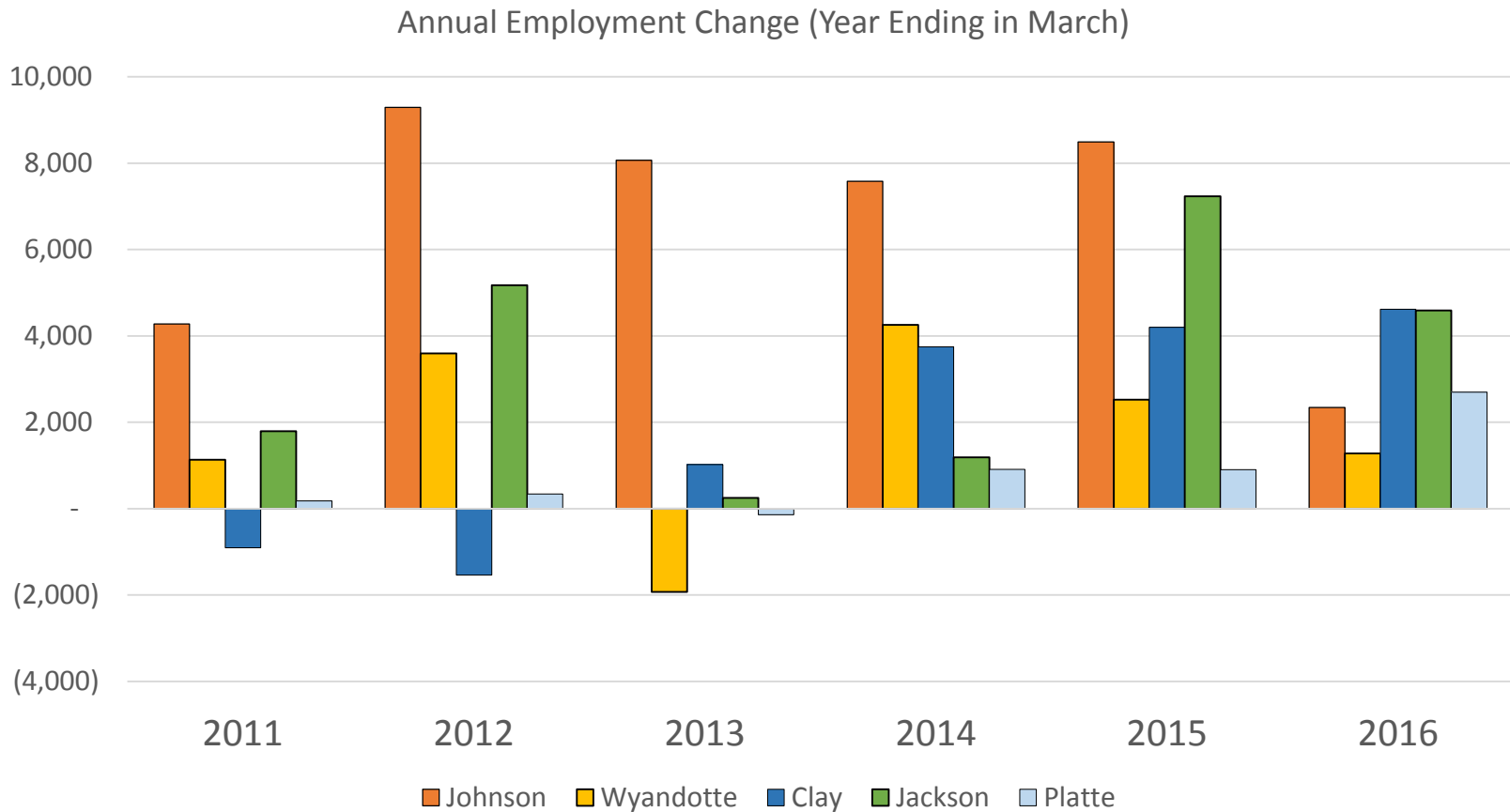
Inflow/Outflow Job Counts in 2014



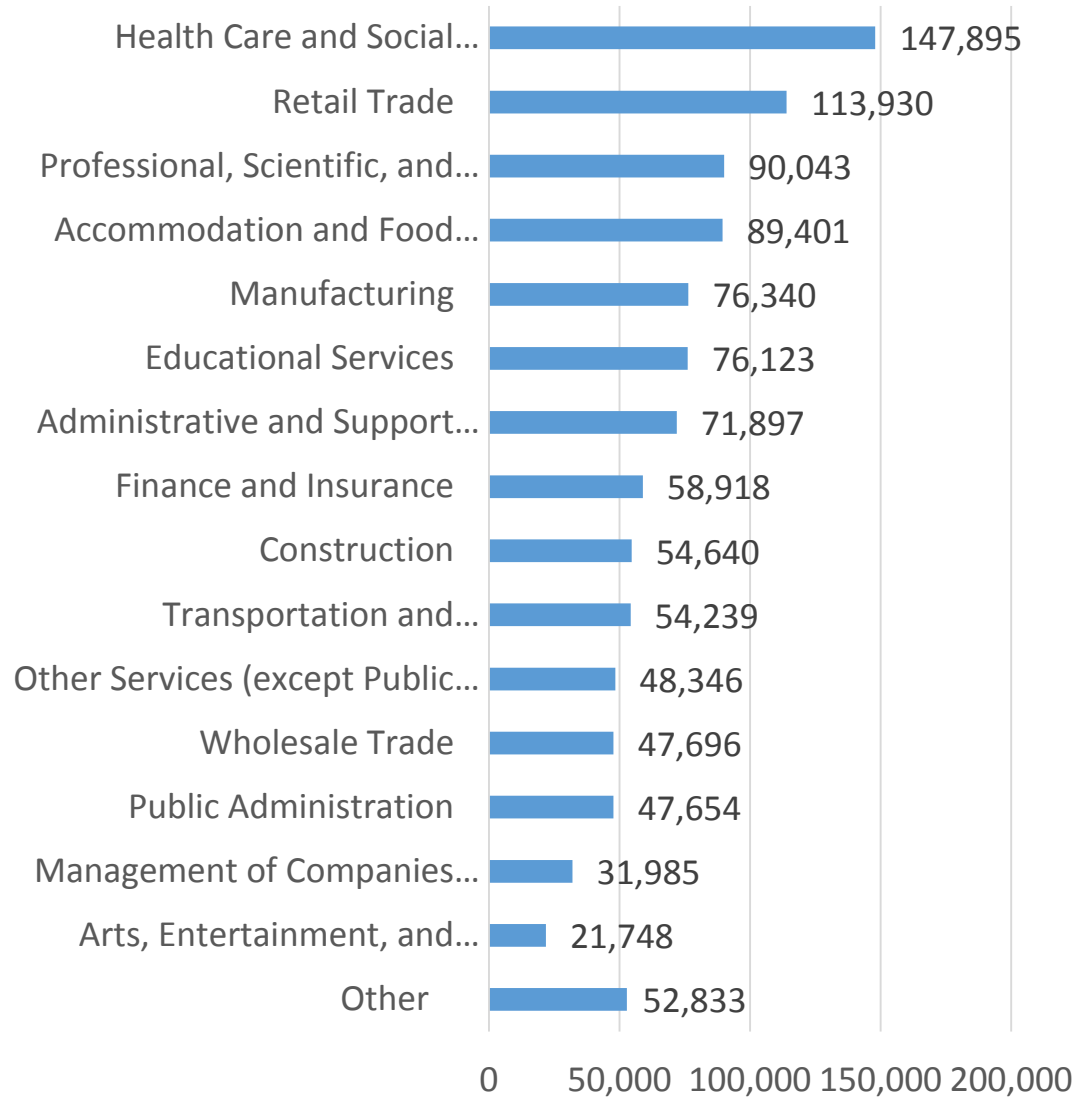
3,371	- Employed in Selection Area, Live Outside
2,431	- Live in Selection Area, Employed Outside
142	- Employed and Live in Selection Area

Employment

“There’s somethin’ happenin’ here...”

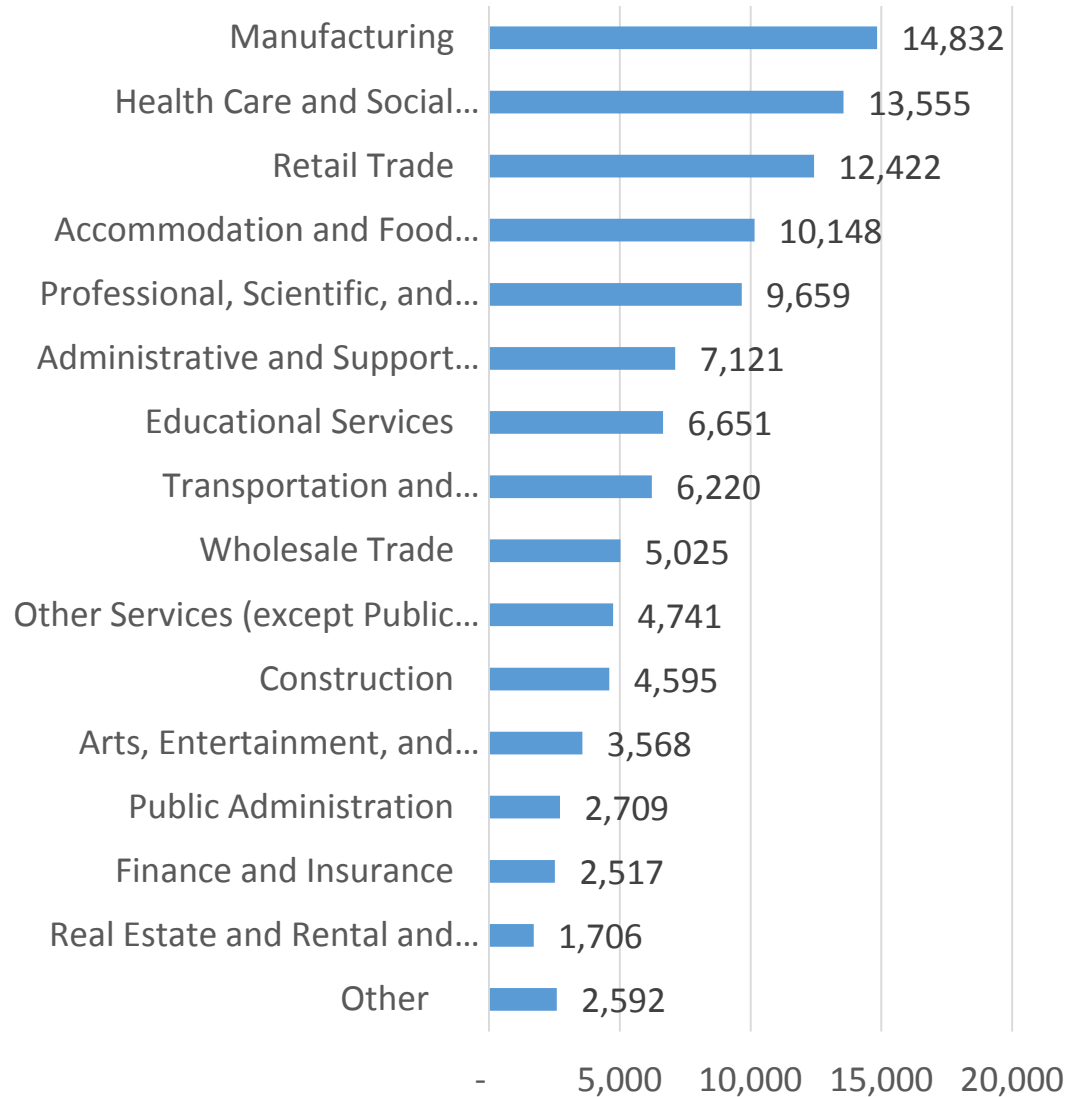


2016 Employment



Kansas City MSA Employment by Industry

2016 Employment



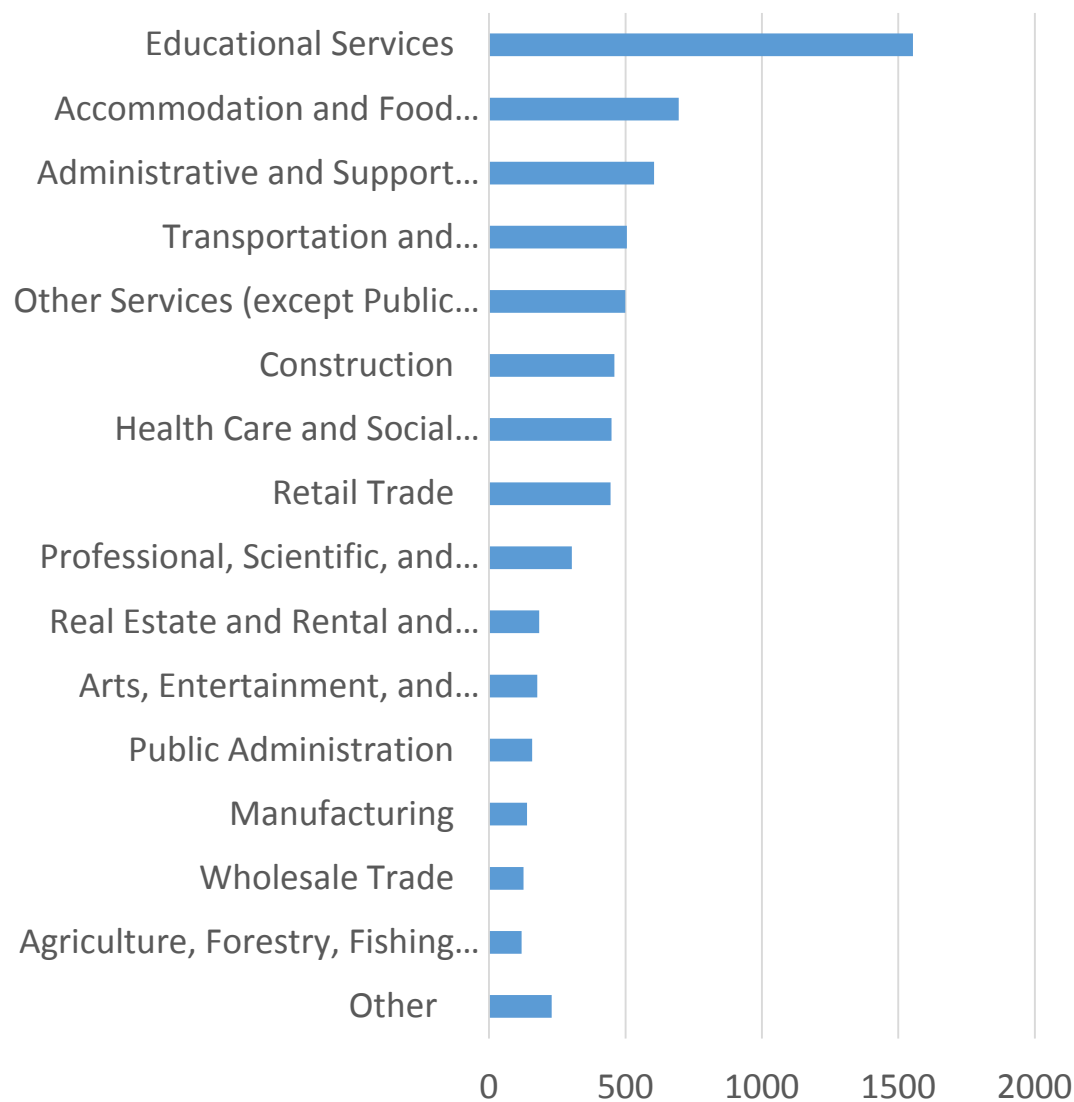
Clay County Employment by Industry

2016 Employment



Platte County Employment by Industry

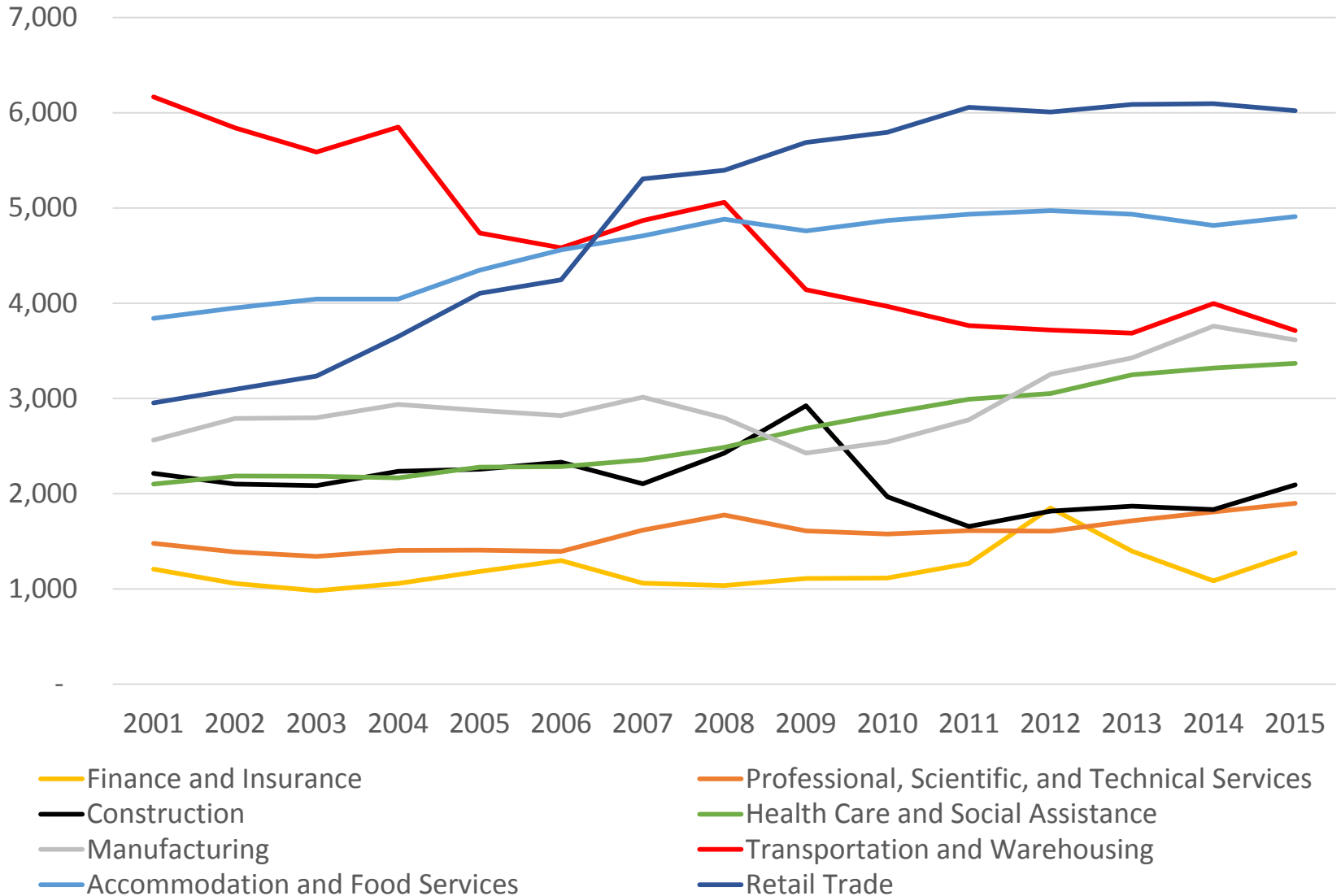
2016 Employment (Zip Code 64152)



Parkville Employment by Industry

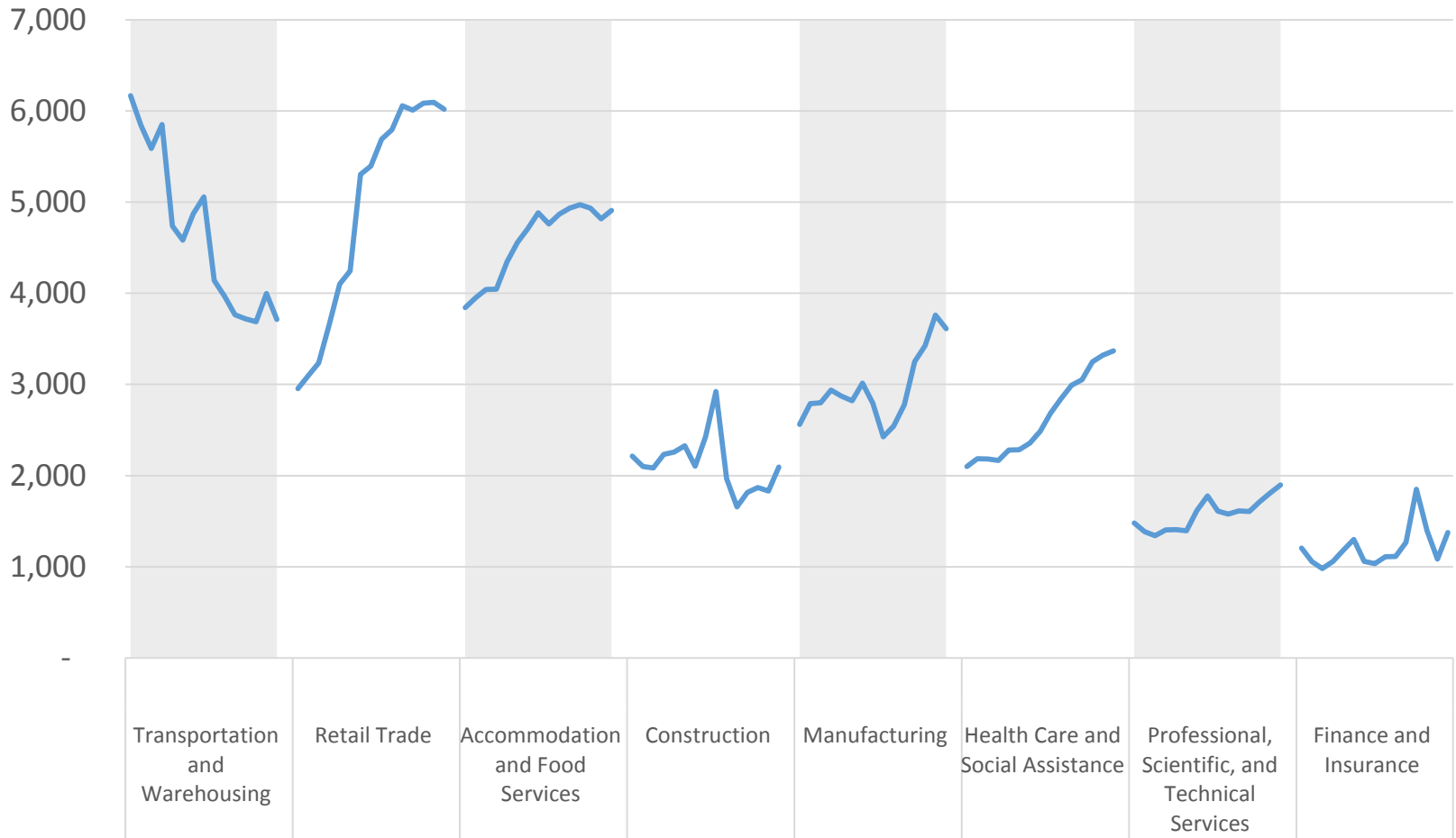
Platte County Employment Trends

Platte County Employment Change by Selected Industry



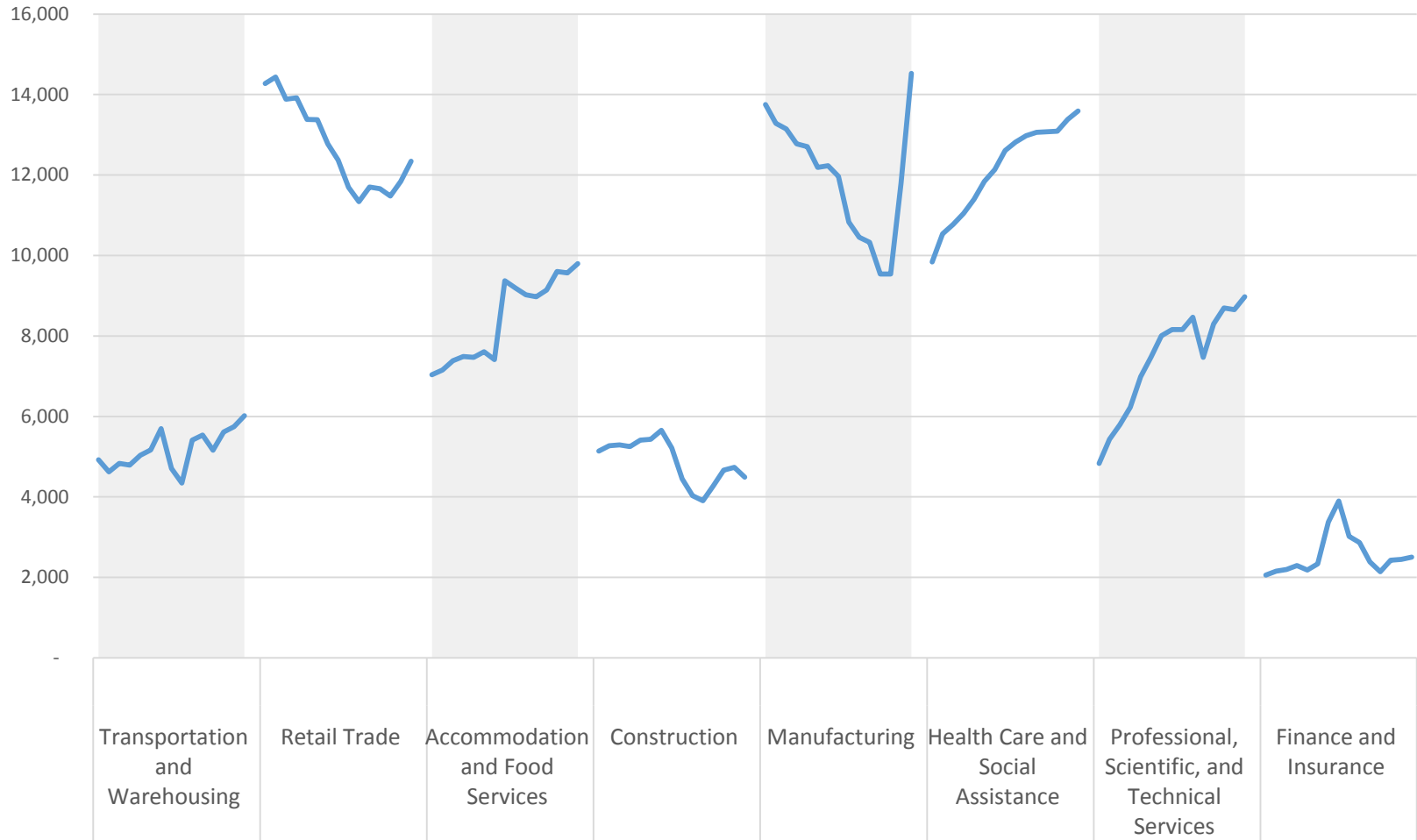
Platte County Employment Trends

Employment Growth by Industry
Platte County 2001-2015



Clay County Employment Trends

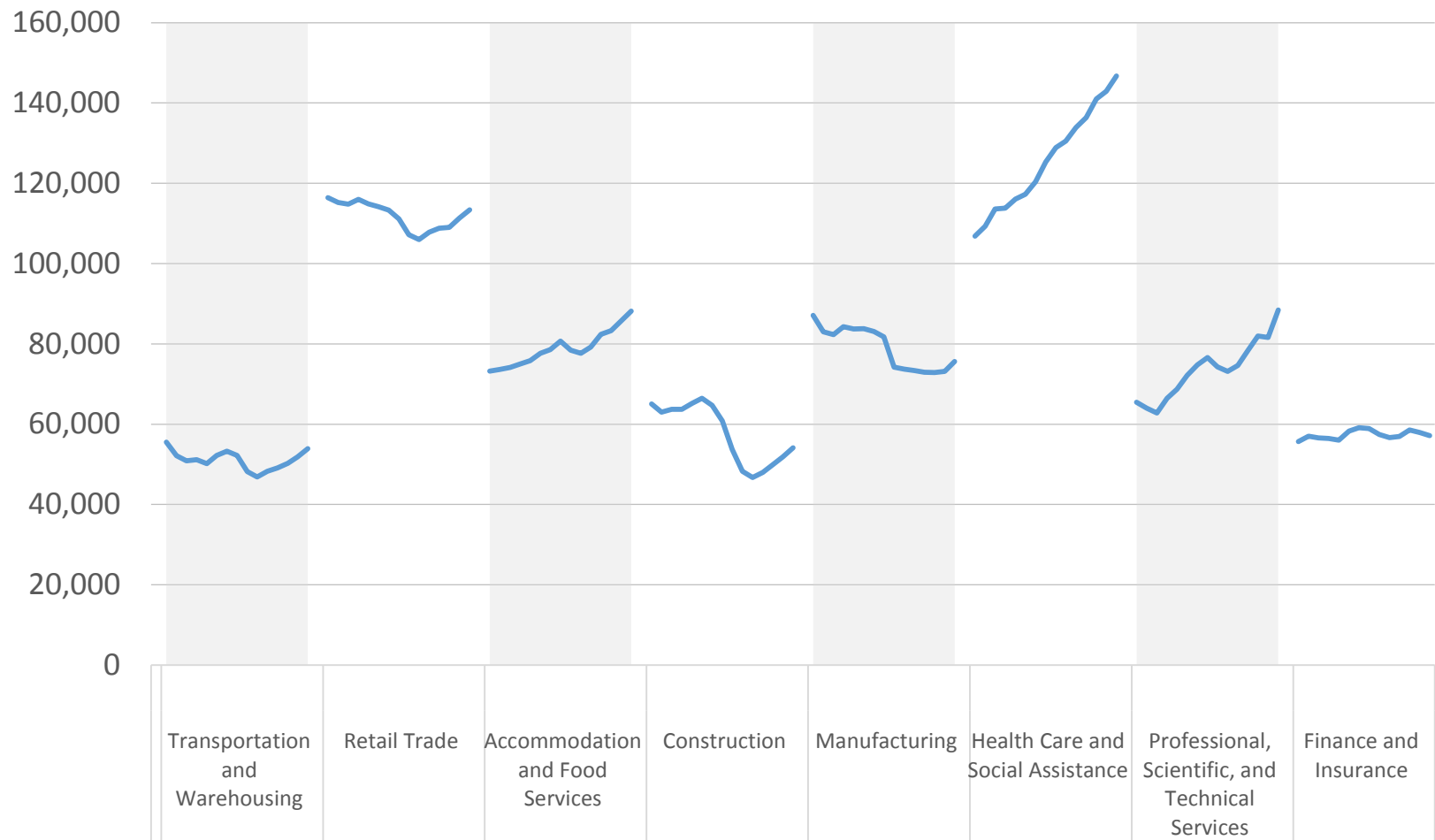
Employment Growth by Industry
Clay County 2001-2015



Kansas City MSA Employment Trends

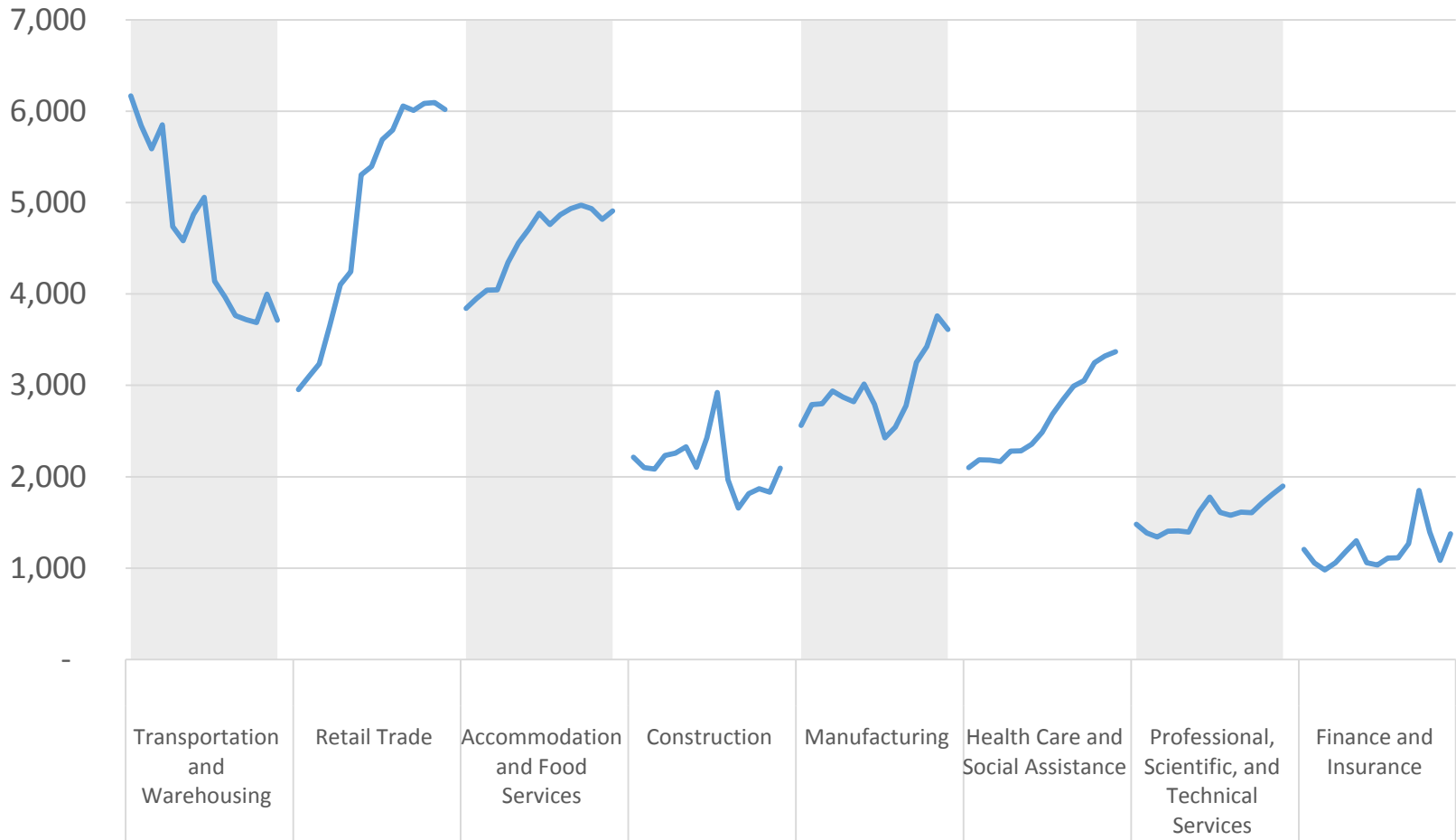
Employment Growth by Industry

Kansas City MSA 2001-2015

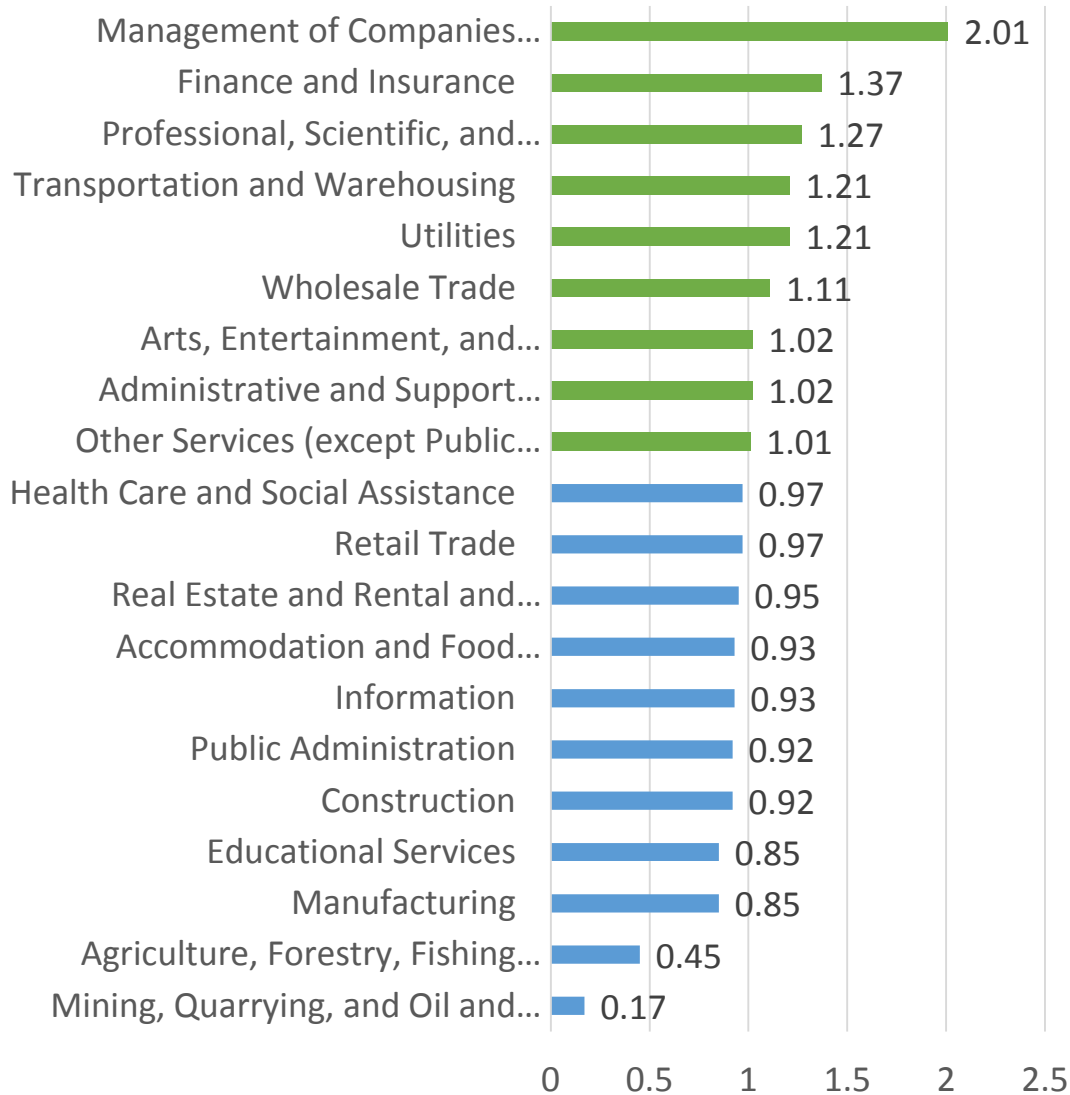


Platte County Employment Trends

Employment Growth by Industry
Platte County 2001-2015

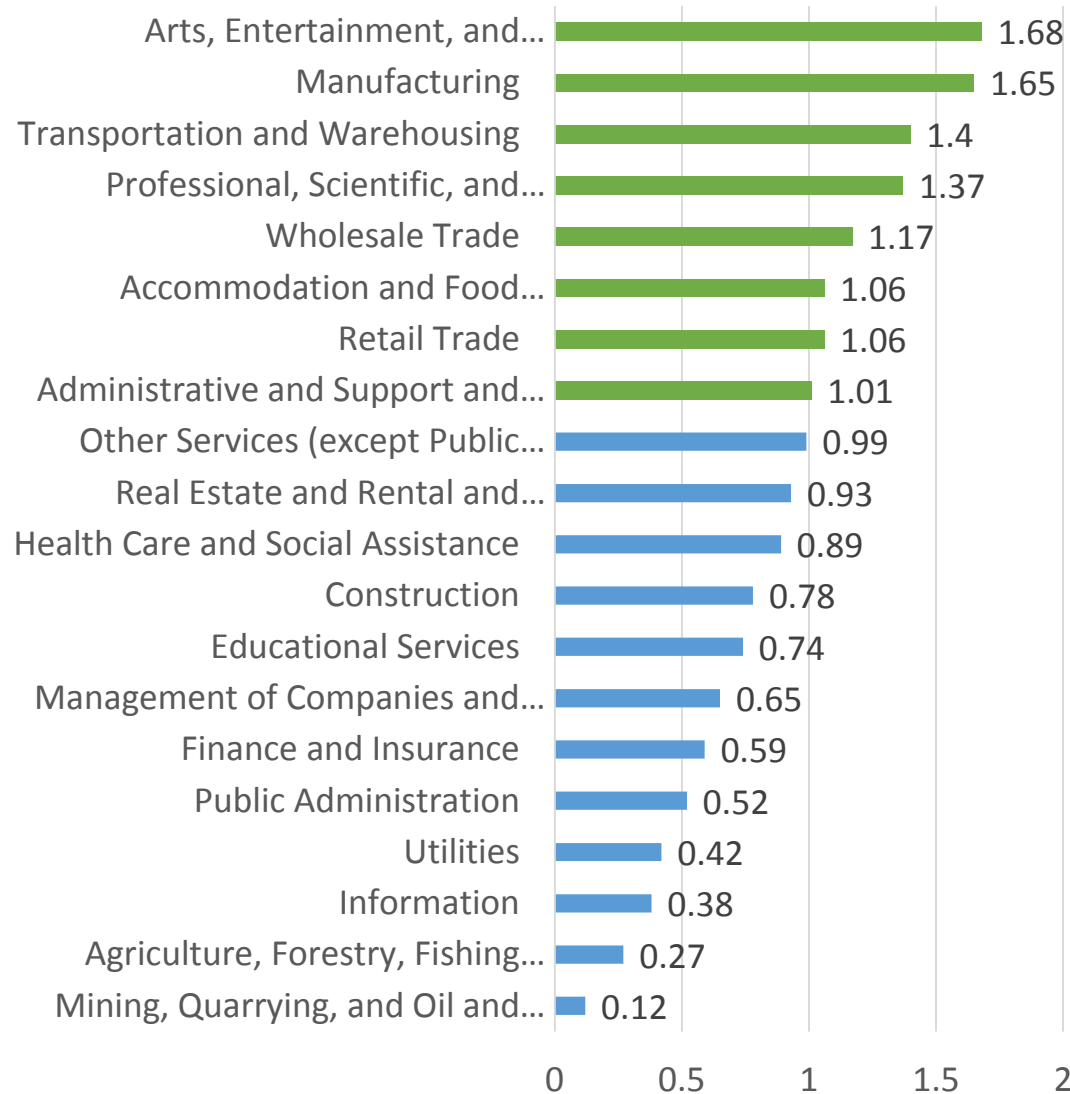


Location Quotient



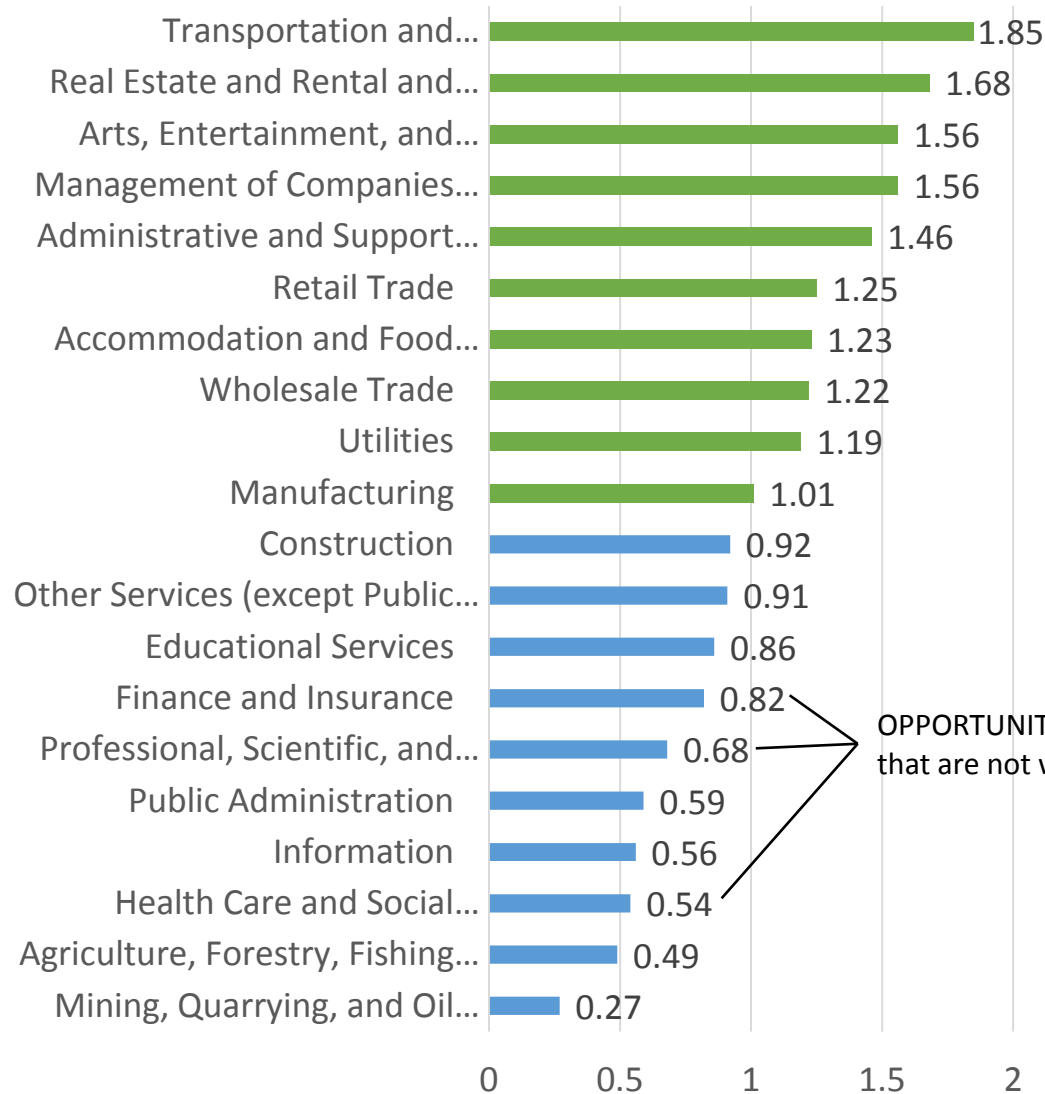
Kansas City MSA Industry Specialization

Location Quotient



Clay County Industry Specialization

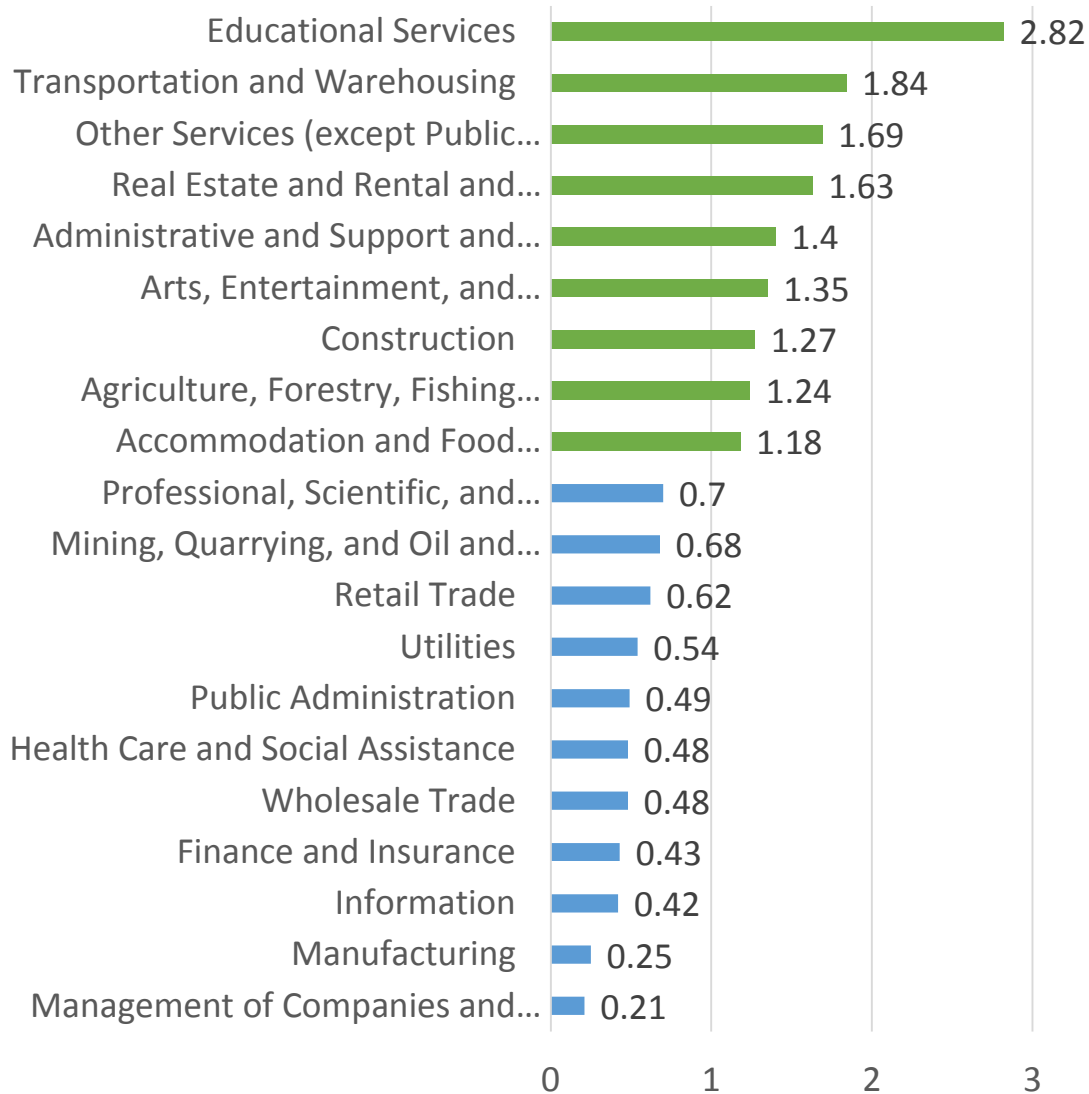
2016 Location Quotient



Platte County Industry Specialization

OPPORTUNITY?: These are regional strengths that are not well represented in Platte County.

2016 Location Quotient Zip Code 64152



Parkville Industry Specialization

Top Advertised for Occupations in Kansas City MSA Jan.- Aug 2016

Occupation	Unique Ads
Heavy and Tractor-Trailer Truck Drivers	13,958
Registered Nurses	10,100
First-Line Supervisors of Retail Sales Workers	4,940
Retail Salespersons	4,543
Customer Service Representatives	3,742
First-Line Supervisors of Office and Administrative Support Workers	2,999
First-Line Supervisors of Food Preparation and Serving Workers	2,714
Computer Occupations, All Other	2,640
Marketing Managers	2,482
Computer User Support Specialists	2,315
Stock Clerks and Order Fillers	2,295
Laborers and Freight, Stock, and Material Movers, Hand	2,197
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,134
Medical and Health Services Managers	2,084
Accountants and Auditors	2,018
Computer Systems Analysts	1,959
Sales Managers	1,897
Insurance Sales Agents	1,865
Software Developers, Applications	1,812
Network and Computer Systems Administrators	1,776

Top Advertised for Occupations in Clay County Jan.- Aug 2016

Occupation	Unique Ads
Heavy and Tractor-Trailer Truck Drivers	890
Registered Nurses	283
First-Line Supervisors of Retail Sales Workers	211
First-Line Supervisors of Food Preparation and Serving Workers	191
Retail Salespersons	180
Stock Clerks and Order Fillers	168
Advertising Sales Agents	98
Customer Service Representatives	93
Combined Food Preparation and Serving Workers, Including Fast Food	91
Security Guards	83
Nursing Assistants	80
First-Line Supervisors of Office and Administrative Support Workers	77
First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators	73
First-Line Supervisors of Non-Retail Sales Workers	68
Laborers and Freight, Stock, and Material Movers, Hand	67
Tellers	67
Cashiers	65
First-Line Supervisors of Production and Operating Workers	64
Teacher Assistants	63
Maintenance and Repair Workers, General	60

Top Advertised for Occupations in Platte County Jan.- Aug 2016

Occupation	Unique Ads
Heavy and Tractor-Trailer Truck Drivers	487
First-Line Supervisors of Food Preparation and Serving Workers	112
Waiters and Waitresses	70
Cooks, Restaurant	68
Bus and Truck Mechanics and Diesel Engine Specialists	58
Dining Room and Cafeteria Attendants and Bartender Helpers	55
Retail Salespersons	52
First-Line Supervisors of Office and Administrative Support Workers	50
First-Line Supervisors of Production and Operating Workers	49
Maintenance and Repair Workers, General	45
Combined Food Preparation and Serving Workers, Including Fast Food	39
Customer Service Representatives	37
Stock Clerks and Order Fillers	35
Advertising Sales Agents	34
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	34
First-Line Supervisors of Mechanics, Installers, and Repairers	33
Security Guards	31
Bartenders	29
Industrial Engineers	29
First-Line Supervisors of Retail Sales Workers	27

Conclusion

- Parkville has an abundance of talent, on both the residential and employment side
- That talent may be able to be employed for higher local impact, however, if Parkville can attract professional and technical services employers
- Lack of access to Google Fiber may be an impediment, though other alternatives are arriving
- Airport reconfiguration and revitalization is an opportunity not to be missed to build information as well as transportation infrastructure