



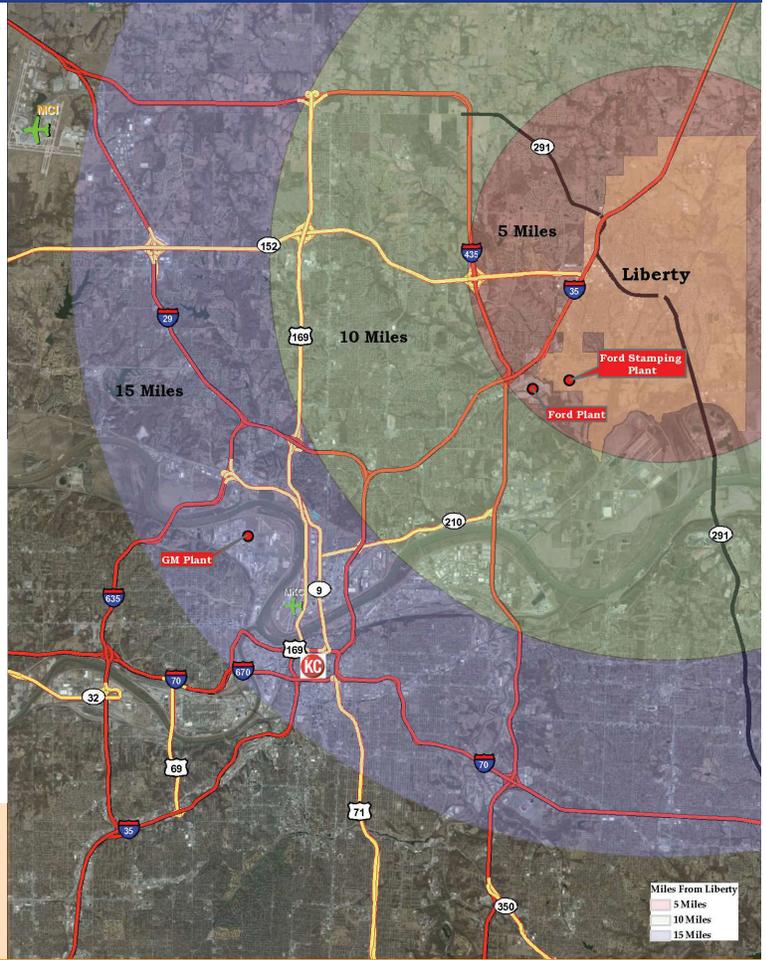
LIBERTY, MISSOURI COMMUNITY PROFILE

The City of Liberty, Missouri offers an award-winning public school system, a local college, and a vibrant historic downtown business district with retail, dining and business offices.

The City's 29 square miles is serviced by excellent local municipal services like police, fire, water and sewer. With a population of just over 30,000, the City offers the best combination of economic opportunities, diverse housing, award winning parks, safe streets and neighborhoods, a variety of things to do and a friendly sense of community.

With all this, the City still has room to grow. Liberty is served by two major interstates (I-35 and I-435) and two highways (MO Route 291 and US Route 69) making our community easily accessible to the region and nation.

Karan Johnson | Economic Development Manager
816.439.4532 | kjohnson@libertymo.gov
www.libertymissouri.gov/ED



TRANSPORTATION

Interstate: Liberty has three interchanges along I-35, and is easily served nation wide. I-35 provides connections to I-435, I-70 and I-29.

Rail: Served by Burlington Northern Sante Fe and IC&E Rail. Several buildings and development sites have access to rail lines.

Air Service: Liberty is 20 minutes from Kansas City International Airport (MCI), which is served by major airlines and cargo carriers. The Midwest National Air Center is 5 minutes away and Kansas City Downtown airport is 15 minutes away, both serving local and corporate needs.

Public Transportation: KCATA Park & Ride takes passengers to and from downtown Kansas City and on to various other regions.

UTILITIES

Electric: KCP&L and Ameren

Gas: Spire

Water: City of Liberty

Sewer: City of Liberty

Telecommunications & Fiber: AT&T and Unite

TAXES

Property Tax: The tax levy in Liberty is \$8.5233 per \$100 assessed valuation. The assessed valuation for commercial property is 32% of market value.

Sales Tax: The total basic sales tax rate for purchases within the City is 8.85%. Some retail centers also have a self-imposed 1% CID rate.



EDUCATION & WORKFORCE

Liberty Public School District offers high quality schools that serve more than 12,300 students and more than 60,000 residents in Liberty and Kansas City. The Districts' innovative approach to learning encourages thinking outside the box. EPiC Elementary School, a project-based learning environment, is designed to inspire students to be creative.

Northland Center for Advanced Professional Studies (CAPS) students are immersed in professional environments and engaged in curriculum developed by industry professionals. Juniors and seniors work with mentors while earning credit towards a high school diploma. The program focuses on digital media and design, engineering and advanced manufacturing, global business and entrepreneurship, global logistics, medicine and healthcare, and technology solutions.

William Jewell College, a nationally recognized critical thinking college, was established in Liberty in 1849. The Jewell Journey is rich with opportunities for students to live what they learn. Students can engage in the Center for Justice and Sustainability, collaborate in the new Pryor Learning Commons, design their own Journey Grant anywhere in the world, be a Division II athlete, research with a professor, or launch an entrepreneurial venture through Jewell's Idea Exchange. Jewell is also listed in the Colleges of Distinction guide.



Metropolitan Community Colleges offers short-term training opportunities for high workforce demand industries. The goal of the Workforce Training Program is to provide an advanced well-trained workforce through partnerships with employers, community organizations and governmental agencies to create customized training. Industry partners review training content and create curriculum to ensure students are job ready.



KC TECH ACADEMY

KC Tech Academy is a partnership between the Kearney and Liberty school districts, Metropolitan Community College (MCC) and Magna Cosma, which has a manufacturing and assembly plant in Liberty that provides body, chassis and engineering solutions to global customers.

Under a two-year program, students can receive training, a high school diploma, college credit and certification in manufacturing technologies, automation and robotics through MCC. It's this idea of creating a learning network that partners K-12, higher education and industries together to offer students a path to earn high school credit, credit towards an associate's degree and workforce credentials so they are a step ahead.

The program is free to students, meaning there will be no debt incurred from educational expenses.

LIBERTY ECONOMIC DEVELOPMENT CORPORATION

The Liberty Economic Development Corporation (LEDC) is a public / private partnership that was established in 2004. Continuing to build on the strong foundation and teamwork amongst institutional, public and private partners, LEDC continues to promote economic vitality in the Liberty area.

LEDC meets on a regular basis with company executives to discuss workforce, expansion needs and ways to collaborate to ensure the needs of the community and our businesses are met.



Ralph Boots | Executive Director
816.883.2503 | www.thinklibertymo.com



BUSINESS AND GROWTH

The City of Liberty is focused on recruiting companies with high capital investment and job creation.

The northeastern part of the Kansas City metropolitan area is well suited for distribution and supply chain assets, investments in manufacturing and production with a draw of urban and suburban workforce, and automotive support operations with proximity to two OEM's in the Kansas City market.

Target industries include:

- Automotive and Supply Chain
- Distribution Logistics
- Advanced Manufacturing
- Science and Technology

Recruitment efforts include participating in the Kansas City Area Development Council, Missouri Partnership, face-to-face meetings with companies and attending industry-specific trade shows and site selection visits across the nation.

MAJOR EMPLOYERS

Company	Employees
Liberty Hospital	1,600
Liberty Public School District 53	1,480
Hallmark Cards Distribution Center	1,351
LMV Automotive Systems (Magna)	700
LSC Communications	350
Clay County Government	350
City of Liberty Government	335
Ford Stamping Plant	310
Ferrell Gas	268
William Jewell College	235
Continental Disc Corporation	175
WestRock	110

**\$760 MILLION
IN INVESTMENTS
(Public & Private)**

Public / Private Partnership Investments

Ford Stamping Plant \$260M new manufacturing construction

LMV Automotive Systems (Magna) \$102M new manufacturing construction

Liberty Commons \$80M new retail center

Norterre \$43M new health care facility

Copper Ridge \$30.2M new multi-family construction

B & B Theatre \$16.2M new construction

WestRock \$14.5M equipment expansion

Homestead \$10M new single-family construction

Park Place at Liberty Square \$5.8M new multi-family construction

Riverwood \$5M new single-family construction

Cottages at Blue Bird Creek \$5M new senior housing construction

Chapter 353 Commercial Improvements \$1.3M renovation of various properties

Chapter 353 Residential Improvements \$1.2M renovation of various properties

Public Investments

Utilities Operation Center and Waste Water Treatment Facility \$75M

South Liberty Parkway Extension \$26.2M

South Liberty Parkway Interchange \$40.5M

Flintlock Flyover \$16.5M

I-35/MO Route 291 Bridge \$13M

Downtown Infrastructure Improvements \$5M

Heartland Meadows Sewer Extension \$1M



LIVING IN LIBERTY

In the early 1800s, American settlers began to arrive in the Liberty area. By 1822, the settlement had grown to become the County seat for Clay County. Incorporated in 1829, Liberty is the second oldest incorporated town west of the Mississippi River and the historic downtown continues to be the heart of the community.

Liberty continues to grow, focusing on a diverse economic community. Opportunities to the north add to the growth of advanced manufacturing, medical services and technology already present. With the opening of South Liberty Parkway from I-35 all the way to MO Route 291, a vast amount of vacant land is now available for development into industrial, residential, commercial and/or recreational space.

Liberty was named one of the Best Places to Live by Money Magazine and one of the Best Places to Raise a Family by Family Circle Magazine.

Our forefathers were hardworking and good natured. Our community strives to continue that tradition.

SHOPPING

- Historic Downtown Liberty
- Liberty Commons
- Liberty Triangle
- Rogers Sporting Goods Center

RECREATION

- **Fountain Bluff Sports Complex** (baseball, softball, soccer and fishing)
- **Stocksdale Park** (dog park, disc golf, horse shoe pits, Cricket pitch, walking and bike trails)
- **Liberty Parks and Recreation**, offers more than 500 acres of parks and 16 miles of trails
- **Martha Lafite Thompson Nature Sanctuary**

FESTIVALS & EVENTS

- Liberty Fest
- Craft Beer Crawl
- Popcorn in the Park
- Farmers Market
- Make Music Day
- Quilt Walk
- Liberty Parks & Rec Foundation Golf Tournament
- Liberty Fall Festival
- Hometown Holidays
- Wine About Winter

LIBERTY BY THE NUMBERS

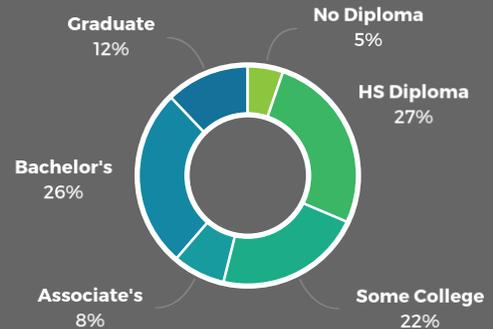
POPULATION: **30,116**

MEDIAN AGE: **37.5**

MEDIAN HOME VALUE:
\$187,353

MEDIAN HOUSEHOLD
INCOME: **\$72,491**

EDUCATION



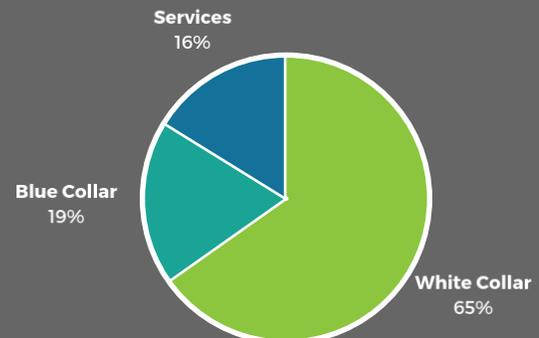
EMPLOYED POPULATION BY INDUSTRY

Businesses in Liberty employed 14,940 people in 2018.

The category "other" includes Public Administration, Real Estate, Finance, Construction, Transportation and more.



EMPLOYED POPULATION BY OCCUPATION



Businesses in Liberty employed 14,940 people in 2018.

The category "other" includes Public Administration, Real Estate, Finance, Construction, Transportation and more.