

A low-angle photograph of a modern glass skyscraper. The building's facade is composed of dark, reflective glass panels that mirror the bright blue sky and large, white, fluffy clouds. The perspective is from below, looking up at the building's corner, which creates a sense of height and scale. In the foreground, the tops of several green trees are visible, their leaves partially obscuring the lower part of the building. The overall scene is bright and clear, suggesting a sunny day.

Overland Park, Kansas  
*The Leading Suburban Business Community in the Midwest*

6th Place, America's Best Places to Live  
*Money*

Top 50 Cities to Live and Play  
*National Geographic Adventure*

3rd Hottest Town in the U.S.  
*Money*

Among 20 Best Places to Live & Work  
*Employment Review*

One of only 72 Sterling Tree Cities in U.S.  
National Arbor Day Foundation

Top 10 Great Locations to Raise a Family  
*Southern Business and Development*

1st Place, Kid Friendly Report Card  
Population Connection

2nd Best City in America to Live  
Business Development Outlook

Top 10 Cities for Women  
*Ladies' Home Journal*

2nd Smartest City in America  
Applied Geographic Solutions

10th Best City in U.S. to Conduct Business  
Business Development Outlook

Gold Medal Rated School Districts  
*Expansion Management*

18th Best Place in America to Raise a Family  
*50 Fabulous Places to Raise Your Family*

2nd Best Public Library System  
HAPLR Index

### **Overland Park, Kansas**

*An Award-winning Place to Live and Work*

National publications and organizations recognize Overland Park for its business environment and livability. Here's a sampling:

## Your Business and Overland Park: An Introduction

You're looking for the perfect match between your business and a city that offers an environment where it can flourish. To find this ideal location, you study the data, make the visits, talk to the people and weigh the pros and cons in three broad areas:

- Business Climate
- Livability
- Potential and Trends



*"Our move to Overland Park has allowed us to expand our business capacity and employee base in an optimal setting for our staff. The leadership and cooperation of the Overland Park Chamber of Commerce, city and state governments were important in making this move a reality. We see a bright future here, a platform for growth."*

- DR. STAN MCDERMOTT,  
VICE PRESIDENT GLOBAL MANAGEMENT  
AND GENERAL MANAGER  
OVERLAND PARK SITE, QUINTILES

### Business Climate

It sounds simple enough—a city is either a good place to do business or it isn't. But the business climate in a city derives from its location, government policies and activities, workforce, availability of office space and other issues. Like the proverbial butterfly flapping its wings in China and causing a thunderstorm in Oklahoma, a small change in the atmosphere in one area can cause a big change in the weather somewhere else. In the case of business, it could even alter the climate.

### Livability

Finding and keeping employees has to do with much more than good pay and benefits. Employees who like where they live are more likely to stay with you, so good schools, diverse entertainment opportunities, attractive homes and strong city services are critical. As with the business climate, defining and rating livability require a multifaceted approach.

### Potential and Trends

Predicting where a city is going is challenging but critical. You have to rely on its history and study where it has been, to see where it's likely to be in five, 10 or 20 years. But having confidence in the future is critical to the success of your business. Success has much to do with attitude, and you need a city whose people are confident about and willing to work toward a great future.

Given all the things you have to consider when you choose a city to grow with, we'd like to introduce you to Overland Park, Kansas. When you've had a chance to get to know our city, we think you'll understand why it's the leading suburban business community in the Midwest.

## Overland Park Business Climate A Year-round Growing Season

Although considerations such as government policies, location and available office space are important to assessing a city's business climate, perhaps the most important factor is the workforce. In getting to know Overland Park as a business-friendly city, it's a good place to start.

### Willing and Able Workforce

Overland Park supplies some of the most highly educated workers in the nation, with 97% of Overland Park adults over age 25 holding at least a high school diploma. Johnson County, in which Overland Park is located, ranks first among the country's 231 counties with populations greater than 250,000. The county ranks sixth in percentage of adults with at least a bachelor's degree and 16th in the percentage with a graduate or professional degree.

As the educational level of workers has risen over the past few decades, so has the number of workers. Between 1990 and 2007, Overland Park employment grew from fewer than 90,000 to more than 140,000 people. During the same period, the Johnson County workforce grew from about 211,000 to more than 290,000, helping the regional labor force reach 1.2 million.

These workers have access to an enviable array of education and training opportunities. Overland Park offers professional and technical education through the University of Kansas Edwards Campus, Johnson County Community College and satellite campuses of Baker University, National American University, Ottawa University, Emporia State University and University of Saint Mary. Cleveland Chiropractic College recently relocated its Kansas City campus to Overland Park.

Johnson County Community College, a nationally recognized league of innovation institute, alone offers more than 50 career and certificate programs and more than 400 contract training courses at area businesses. Its Continuing Education and Community Services Division maintains 200 partnerships with area businesses, industries and agencies. The recently completed Regnier Center houses credit and non-credit technology classes and the Center for Business and Technology.

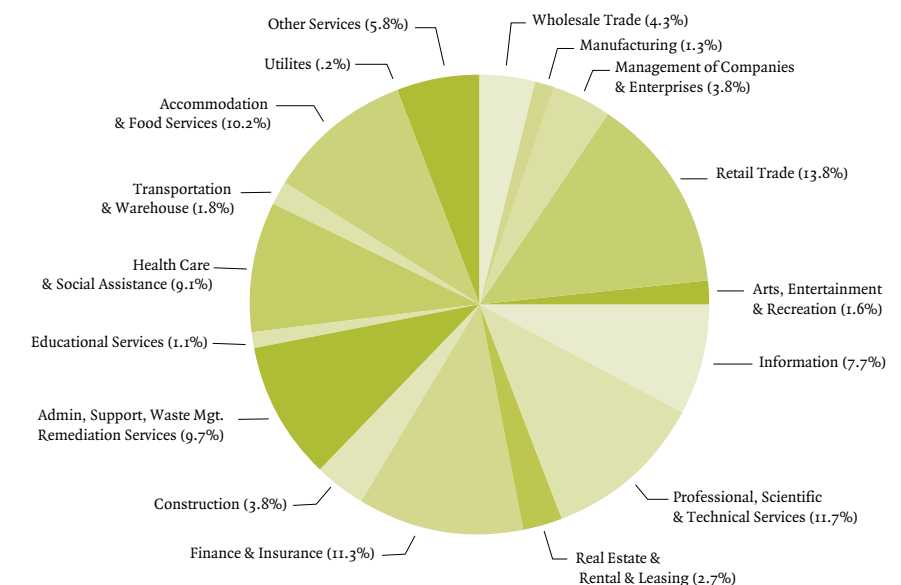
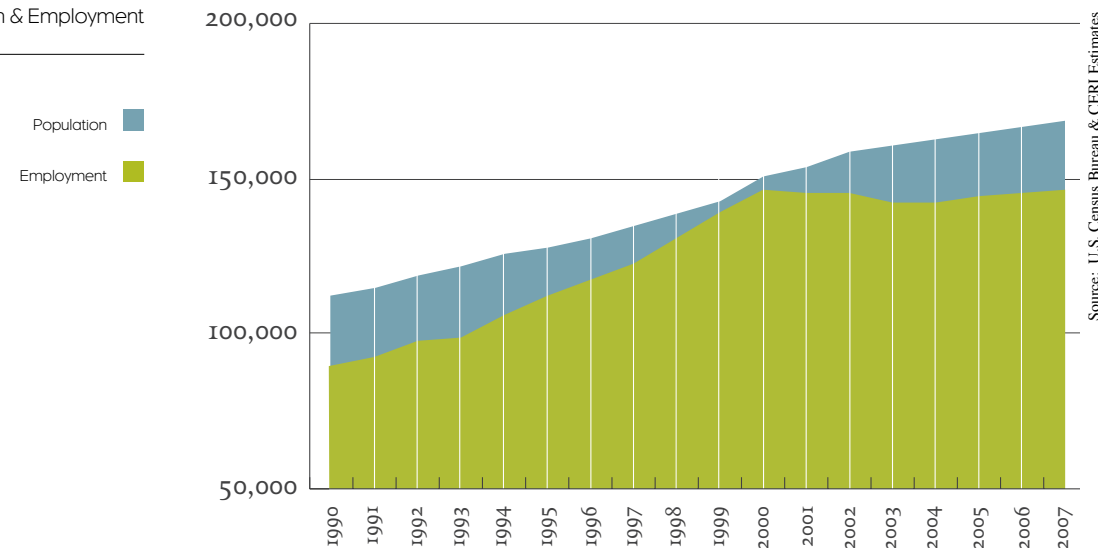
### Diverse Economic Base

Although Overland Park boasts a greater than average concentration of higher-growth service-sector businesses, its economic base is diversified enough to provide a stable business environment. A full complement of professional, technical and business service firms, as well as more than 300 restaurants, more than 5,100 hotel rooms and state-of-the-art convention and meeting facilities create a fertile environment for growth for businesses large and small.



Of adults living in Overland Park, **56%** hold at least a bachelor's degree.

Overland Park Population & Employment



Overland Park Business Climate  
A Year-round Growing Season

Government Focused on Growth

On both the state and local level, governments affecting life in Overland Park support business development. Here are a few examples:

- The City of Overland Park allows for real property tax abatement based on capital investment and economic impact.
- The State of Kansas operates the High Performance Incentive Program (HPIP) for manufacturing and non-manufacturing companies with a sales tax exemption, job-creation tax credits and investment tax credits.
- Also at the state level, the Investments in Major Projects and Comprehensive Training (IMPACT) program helps finance capital costs associated with workforce training, relocation, labor recruitment, building purchases and equipment.
- Kansas is among the Top 10 “Pro-Business States,” according to Pollina Corporate Real Estate.
- *Money* magazine ranks Kansas among the Top 15 “Tax Friendly Places.”
- *Forbes* magazine names Kansas 1st for the “Fewest Regulatory and Fiscal Obstacles.”
- The Tax Foundation ranks Kansas among the Top 15 states on its “Unemployment Insurance Tax Index.”
- Kansas ranks 21st on Economy.com’s “Cost of Doing Business Index.”

Central Location—Regionally and Nationally

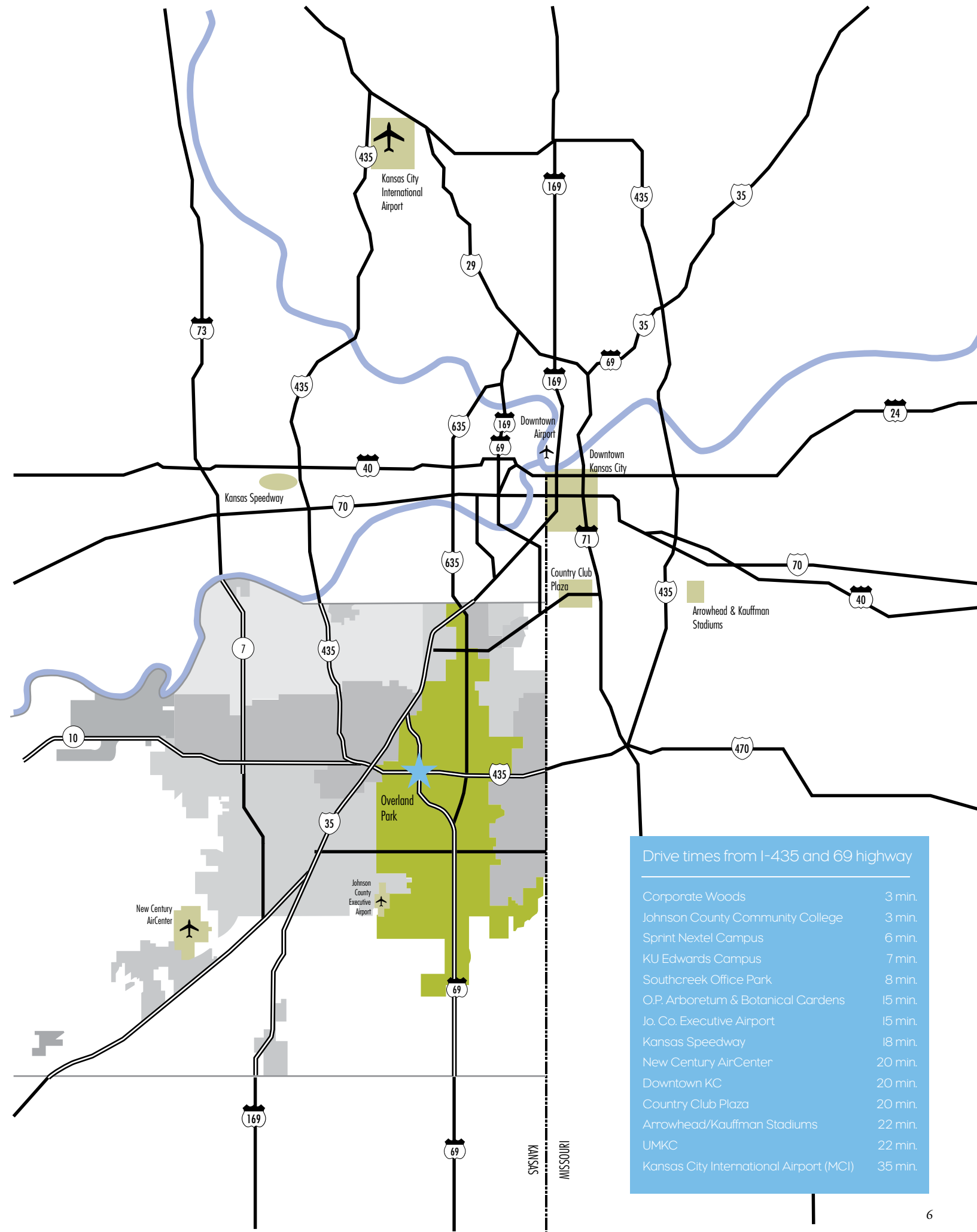
Overland Park is at the core of one of the most dynamic local markets in the U.S. It offers easy access to the Kansas City region’s amenities and, as part of the Kansas City metropolitan area, it is within the most centrally located major market in the nation.

I-35, I-435, I-635 and U.S. Highway 69 all pass through Overland Park, and no point in the city is more than 3.5 miles from a freeway. The city maintains an excellent arterial street network and plans to construct additional lane-miles as the area grows.

Three airports serve the region. Kansas City International Airport (MCI) is just 25 interstate highway miles north of Overland Park. Johnson County Executive Airport—the second busiest in Kansas—provides complete services for private business jets and general aviation. New Century AirCenter, just 12 miles southwest of the city, offers general aviation services and accommodates cargo or passenger jets of any size.

*“The City of Overland Park has proven to be the perfect fit for Capital One Home Loans! Along with its thriving economy and highly sophisticated workforce, the City and the Chamber staff went out of their way in helping us locate and build our first-class facility.”*

- LANCE MELBER, PRESIDENT, CAPITAL ONE HOME LOANS



Livability  
Safe, Affordable, Exciting

Rated sixth among America's Best Places to Live as selected by *Money* magazine, Overland Park would seem to be a smart place to live. The fact is that smart people live here. The area attracts bright professional and technical workers who appreciate the safe environment, affordable cost of living, excellent educational opportunities for their children and the excitement of living in a metropolitan area offering big-city amenities.

Prosperous People in a Robust Market

In 2007, 39 percent of Overland Park's households had earnings exceeding \$100,000. This high income, coupled with strong growth, makes the city one of the most sought-after consumer markets in the nation. The U.S. Census Bureau ranks Overland Park 25th in the country in per capita retail sales among 239 cities with populations of at least 100,000. No wonder, then, that Overland Park supports almost 2,000 retailers with total sales of \$3.6 billion annually.

Award-winning Education

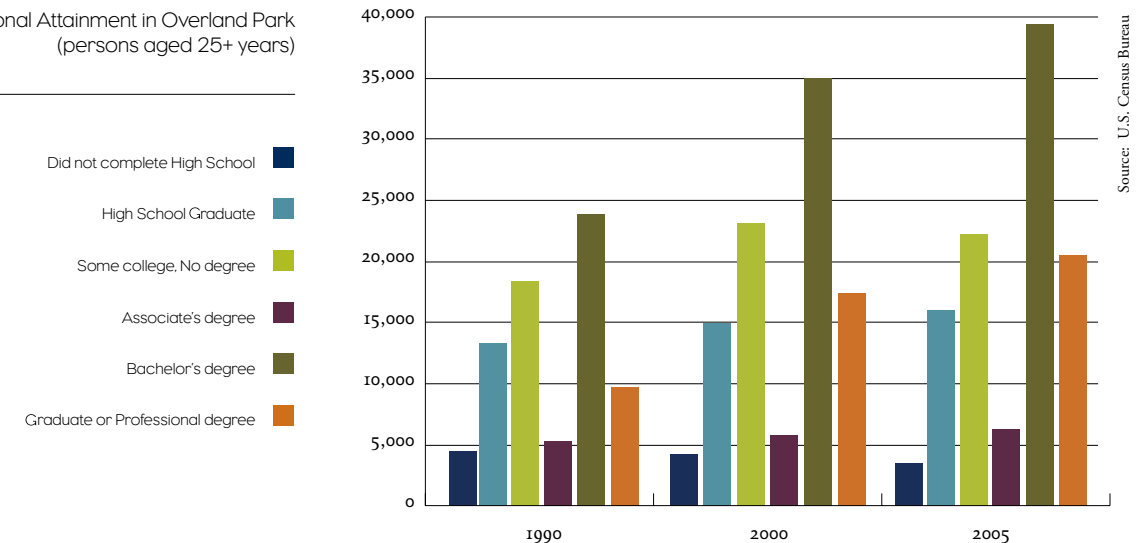
The three public school districts serving the Overland Park area have garnered an abundance of state and national awards for excellence. They consistently rank among the best public school districts in the U.S. All three have earned *Expansion Management* magazine's Gold Medal, placing them within the top eight percent in the nation.

In higher education, Overland Park provides many opportunities for both traditional and non-traditional students. These institutions include the University of Kansas Edwards Campus, with 21 graduate programs and three undergraduate degree-completion programs, which has embarked on a \$70 million, 10-year expansion. Nationally-recognized Johnson County Community College has more than 34,000 students enrolled in credit and continuing education classes and offers the full range of undergraduate courses needed in the first two years of most college curricula. Baker University, Ottawa University, Emporia State University and University of Saint Mary also have satellite campuses in Overland Park.



Demographic Characteristics	Overland Park	KC Metro	US
POPULATION	169,206	1,968,318	303,582,361
HOUSEHOLDS:	70,210	777,506	114,049,635
FAMILY HOUSEHOLDS	47,532	67.7%	66.2%
NON-FAMILY HOUSEHOLDS	22,678	32.3%	33.8%
AVERAGE HOUSEHOLD SIZE	2.41	2.49	2.59
ANNUAL HH GROWTH RATE	2.03%	1.1%	1.3%
HOMEOWNER HOUSEHOLDS:	45,215	64.4%	70.2%
AVERAGE VALUE OF HOMES	\$238,347		68.1%
RENTER HOUSEHOLDS:	24,995	35.6%	29.8%
AVERAGE RENT	\$895		31.9%
WHITE	150,255	88.8%	80.1%
BLACK	4,569	2.7%	12.5%
ASIAN OR PACIFIC ISLANDER	8,630	5.1%	2.3%
AMERICAN INDIAN OR ALASKA NATIVE	508	0.3%	2.1%
TWO OR MORE RACES	2,707	1.6%	0.5%
SOME OTHER RACE	2,538	1.5%	2.6%
HISPANIC OF ANY RACE	7,953	4.7%	6.0%
POPULATION AGE 0-4	12,183	7.2%	7.3%
POPULATION AGE 5-9	13,029	7.7%	7.0%
POPULATION AGE 10-14	12,935	7.7%	7.0%
POPULATION AGE 15-19	11,337	6.7%	6.8%
POPULATION AGE 20-24	8,799	5.2%	6.6%
POPULATION AGE 25-44	49,966	29.5%	28.6%
POPULATION AGE 45-64	43,529	25.7%	25.3%
POPULATION AGE 65-84	14,890	8.8%	9.7%
POPULATION OVER 85	2,538	1.5%	1.7%
MEDIAN AGE	37.3	36.3	36.5
PER CAPITA INCOME:	\$45,127	\$29,206	\$27,084
PERCENT OF KANSAS CITY MSA	155%	100%	93%
PERCENT OF US	167%	108%	100%
AVERAGE HOUSEHOLD INCOME:	\$108,943	\$72,723	\$70,148
PERCENT OF KANSAS CITY MSA	150%	100%	96%
PERCENT OF US	155%	104%	100%
MEDIAN HOUSEHOLD INCOME:	\$86,053	\$56,942	\$51,546
PERCENT OF KANSAS CITY MSA	151%	100%	91%
PERCENT OF US	167%	110%	100%
HHS EARNING LESS THAN \$25,000	6,178	8.8%	18.0%
HHS \$25,000 TO \$49,999	12,908	18.4%	25.1%
HHS \$50,000 TO \$99,999	23,631	33.7%	36.3%
HHS \$100,000 TO \$149,999	15,206	21.7%	13.2%
HHS EARNING MORE THAN \$150,000	12,287	17.5%	7.4%

Educational Attainment in Overland Park (persons aged 25+ years)



Livability  
Safe, Affordable, Exciting

Suburban Lifestyle, Urban Excitement

With one of the lowest crime rates in the nation, Overland Park is a safe place to live, work and raise a family.

Besides its beautiful homes on quiet, tree-lined streets, the city also features hundreds of restaurants, 78 parks, more than 60 miles of hiking/biking trails, eight golf courses, the 300-acre Overland Park Arboretum and Botanical Gardens, Deanna Rose Children's Farmstead, Carlsen Center for the performing and visual arts, Nerman Museum of Contemporary Art and historic downtown. The Johnson County Public Library is rated second best in the country among systems serving 250,000 to 499,999 people.

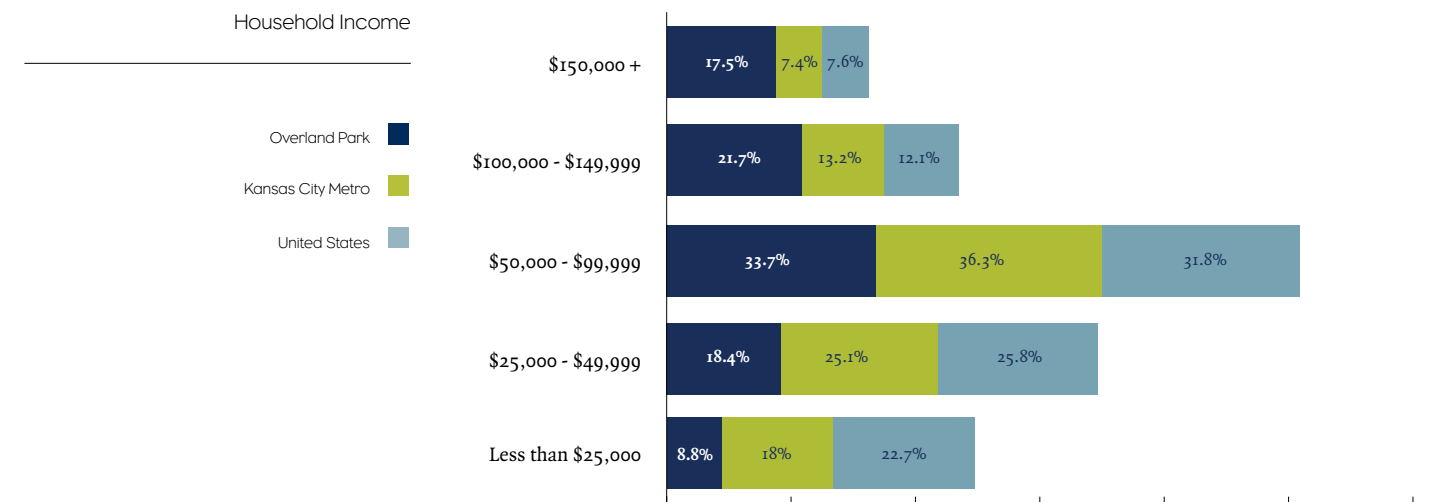
In just a few minutes' drive, Overland Park residents can enjoy the stadiums, live theaters, symphony orchestra performances and many other venues and events a larger city can offer. The Kansas City region boasts professional football, baseball, soccer and tennis teams, as well as symphony and chamber orchestras, opera and a wide variety of outstanding local theatrical companies.

Among U.S. AAA cities, Overland Park's crime rate remains among the lowest.



*"In this community, Johnson County Community College provides learning for workers in local businesses and industry on topics ranging from language skills to information technology to entrepreneurship. We're there to respond to the local workforce by providing the education they need to do their jobs well."*

- DR. TERRY A. CALAWAY, PRESIDENT, JOHNSON COUNTY COMMUNITY COLLEGE



Potential and Trends  
Staying on the Right Course

In the categories where upward trends are good, Overland Park is heading in the right direction. From retail sales to the size of the labor force, from the percentage of residents with advanced degrees to the number of people employed and the number of businesses operating, the city is moving up.

However, in those categories where stability or even a downward trend is preferable, Overland Park is also on the right side of the curve. Residents spend less of their income on housing, they enjoy a lower-than-average crime rate among AAA cities, and they spend less time getting to and from their jobs.

A Growth Leader

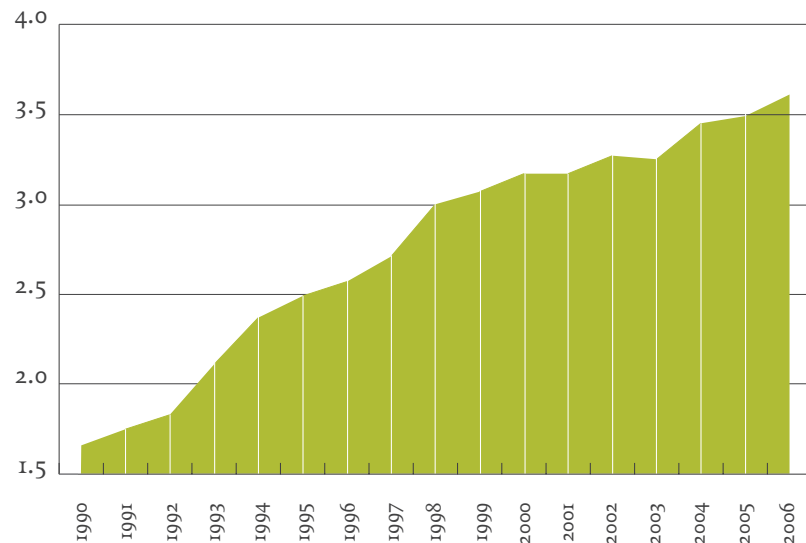
For about 40 years, Overland Park has been a growth leader in its region. The city's population growth ranks in the upper quartile among AAA-bond-rated cities. It is the largest city in Johnson County and the second largest in the Kansas City metropolitan area and the state of Kansas. It ranks as the 132nd largest city in the U.S.

Since 1990, retail sales in Overland Park have grown by more than 50% to more than \$3.6 billion. Private-sector employment has grown 492% during the past 30 years, and private-sector business establishments have increased by 387% over the same period. Today, more than 7,000 businesses employ nearly 143,000 workers in the city.



Overland Park has the lowest property taxes in Johnson County and the Kansas City metro area.

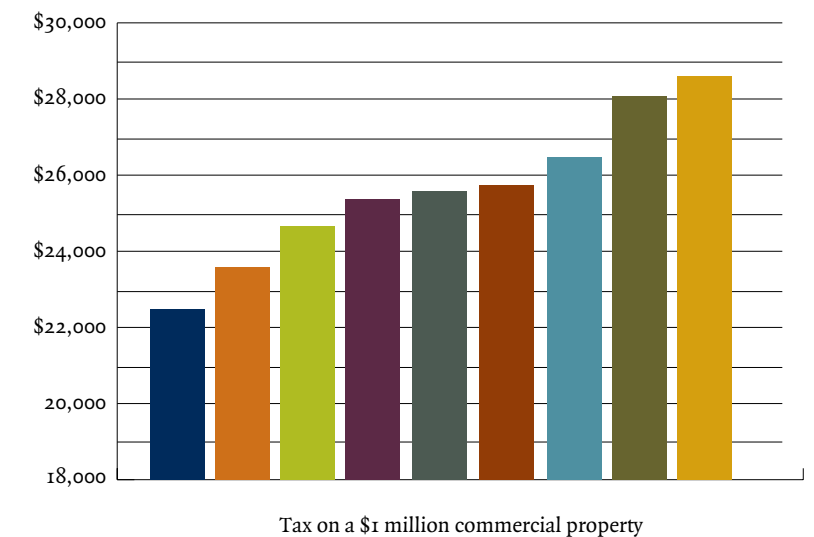
Overland Park Retail Sales  
(in billions)



Commercial Property Tax

Largest Cities in the Kansas City Metro Area

- Overland Park (\$22,482.00)
- Independence (\$23,888.00)
- Blue Springs (\$24,804.48)
- Shawnee (\$25,325.00)
- Kansas City, MO (\$25,408.32)
- Lenexa (\$25,786.75)
- Liberty (\$26,475.20)
- Lees Summit (\$28,031.68)
- Olathe (\$28,681.00)



Your Business and Overland Park:  
A Partnership for Success

With its suburban lifestyle, award-winning education and central location, Overland Park provides a place where people want to live and work, and a business-friendly environment that attracts employers who require a trained workforce.

Business climate, livability, potential and trends: all these critical factors come together in a dynamic equation that defines Overland Park as the right choice for your business. Together, they make Overland Park the leading suburban business community in the Midwest.

Overland Park is among **only 21 cities** in the U.S. to earn the highest bond rating—AAA—from Moody's, Standard & Poor's and Fitch.



*“Overland Park fosters the spirit of progress, innovation and community pride that companies like Sprint seek.”*

- GARY D. FORSEE, CHAIRMAN AND CEO  
SPRINT NEXTEL

[www.opedc.org](http://www.opedc.org)

