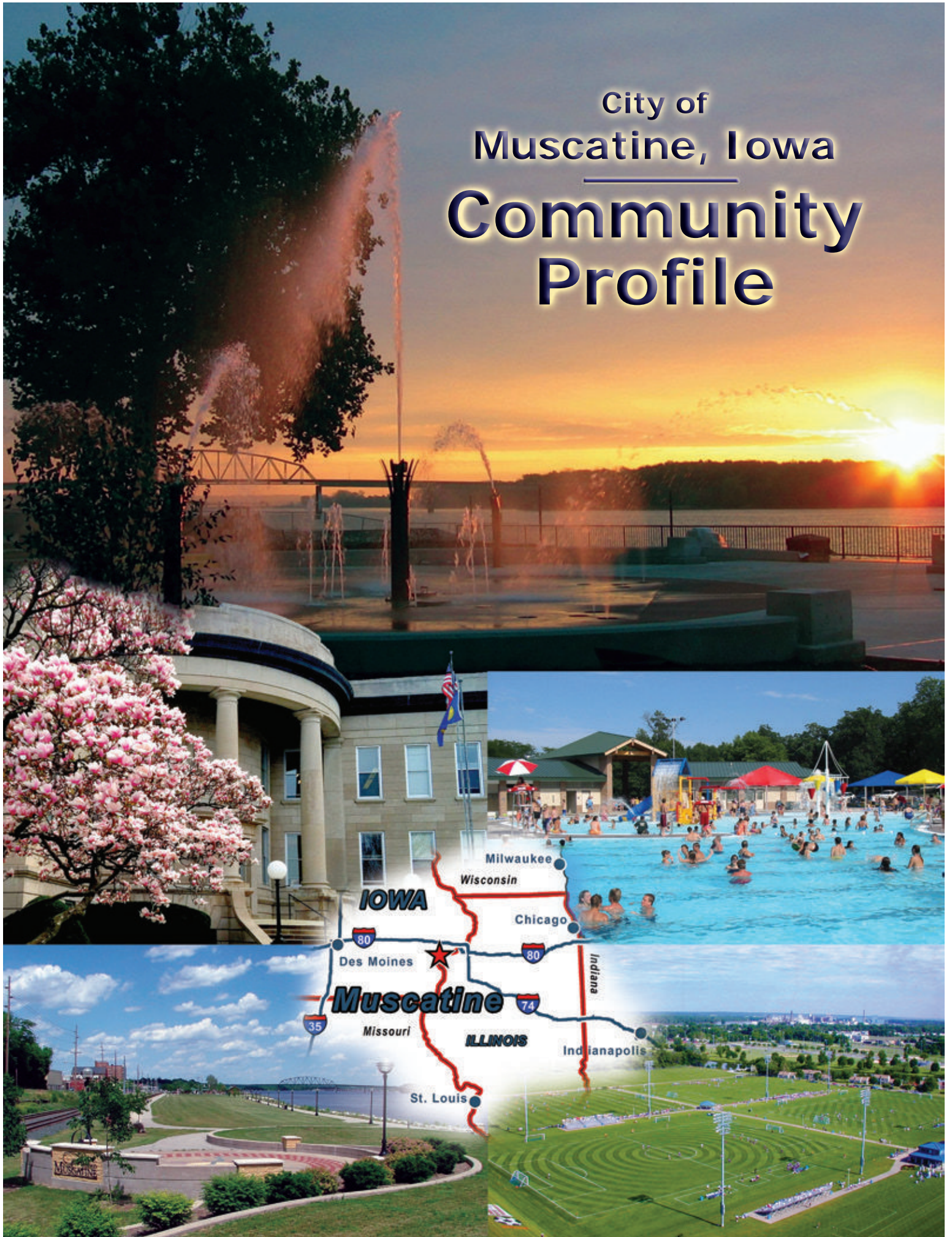


# City of Muscatine, Iowa Community Profile





# Welcome

Located on the banks of the Mighty Mississippi River in Eastern Iowa, Muscatine is a community rich in history and beauty. It is an economically strong business center, where several Fortune 500™ have chosen to locate. Once a world leader in the pearl button manufacturing industry, Muscatine earned the name, Pearl of the Mississippi. Former Muscatine resident Samuel Clemens (Mark Twain) once recalled, **“And I remember Muscatine—still more pleasantly—for its summer sunsets. I have never seen any, on either side of the ocean, that equaled them.”** His fond recollection provides some insight into why Muscatine is a great place to live, work, play, and visit.



## Location

Muscatine is strategically located at a crossroads of various modes of transportation for both commuters and freight travel. Interstate 80, U.S. Highways 61 & 6, and State Highways Iowa 22 & 38 all provide regional commuting options for the growing workforce, and the location also benefits from easy access to the Muscatine Municipal Airport, the Canadian Pacific Railroad service, and freight service on Mississippi River waterways. The 300 mile market includes the seven major metropolitan areas of Chicago, Indianapolis, Kansas City, Milwaukee, Minneapolis-St. Paul, Omaha and St. Louis, reaching a total area population of nearly 39 million.

### 300 Mile Market Population

Muscatine.....	38,817,473
Indianapolis, IN.....	54,498,599
Chicago, IL.....	47,366,236
Milwaukee, WI.....	38,758,316
St. Louis, MO.....	37,661,995
Kansas City, MO.....	19,073,161
Minneapolis, MN.....	16,467,628
Omaha, NE.....	14,835,575

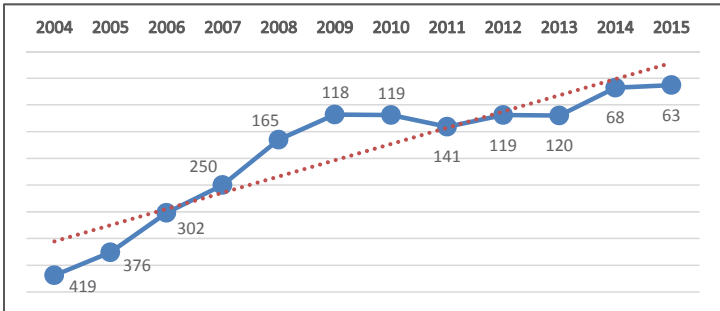
Source: Esri Community Analyst, 2008-2012 American Community Survey 5-Year Estimates



## Awards

### Policom Rankings

Due to its powerful and diverse economy, Muscatine placed in the top 15 percent among Micropolitan Statistical Areas (McrSAs) in economic strength rankings in 2014 as determined by the Policom Corporation. The city's ranking rose from 419th in 2004 to 63rd in 2015, among 536 McrSAs. Policom considers 23 different economic factors when determining the rankings.



Source: Policom Corporation. Micropolitan Statistical Areas. 2015 Economic Strength Ranking. <http://www.policom.com/2014%20MicroRank.htm>

### Blue Zones

Muscatine earned certification as a Blue Zones Community on July 30, 2014. The Blue Zones Project, based on principles by Dan Buettner, author of the books, “Blue Zones” and “Thrive,” offers research and information targeted at helping people living longer, better lives by changing their environment and lifestyles. The Blue Zones Project is part of Governor Terry Branstad’s Healthiest State Initiative. It is sponsored by Wellmark Blue Cross and Blue Shield and Healthways.



### Complete Streets

The National Complete Streets Coalition ranked Muscatine 8th best in complete street policies in the nation, thanks to its direct and committed policy to multi-modal transportation. Smart Growth America announced the rankings in 2013.

# Demographics

## Population

	2000	2010	2015	% change 2010-2015
City of Muscatine, IA.....	22,920	22,886	23,819	▲ 3.9%
Muscatine County, IA.....	41,722	42,745	43,343	▲ 1.4%

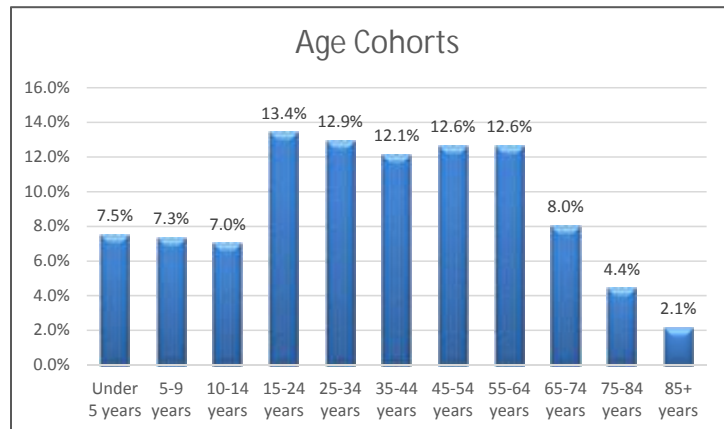
Source: U.S. Census Bureau, Censuses 2000 and 2010; City of Muscatine 2015 estimates.

## Households

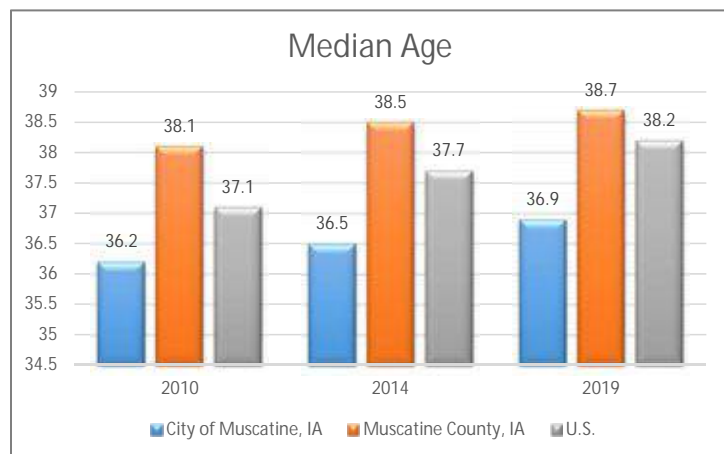
	2000	2010	2015	% change 2010-2015
City of Muscatine, IA.....	9,012	9,008	9,394	▲ 4.1%
Muscatine County, IA.....	15,847	16,412	16,695	▲ 1.7%

Source: U.S. Census Bureau, Censuses 2000 and 2010; City of Muscatine 2015 estimates.

## Age



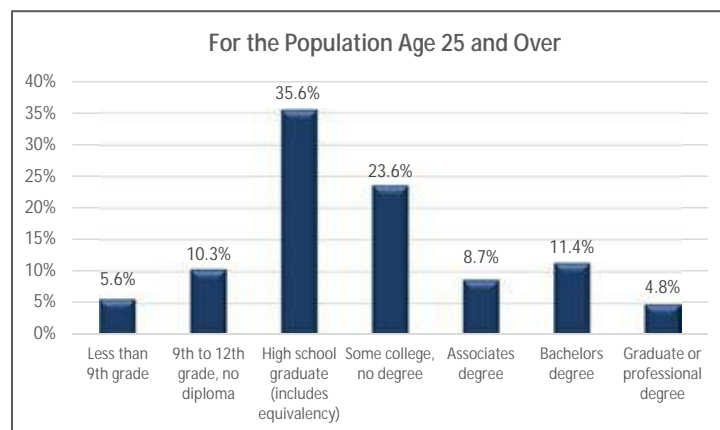
Source: Esri Community Analyst, 2014 forecasts.



Source: Esri Community Analyst, 2014 and 2019 Esri forecasts.



## Educational Attainment



	Muscatine	Iowa	U.S.
Percent high school graduate or higher.....	84.0	91.2	86.3
Percent bachelors degree or higher .....	16.2	26.1	29.1

Source: U.S. Census Bureau, American Community Survey 3-year estimates, 2011-2013.

## Sex

Male.....	49.2%
Female.....	50.8%

Source: Esri Community Analyst, 2014 Esri forecasts.

## Race

White .....	85.0%
Black or African American.....	3.9%
American Indian and Alaska Native .....	0.6%
Asian.....	1.1%
Native Hawaiian and Other Pacific Islander .....	0.0%
Some Other Race.....	6.8%
Two of More Races.....	2.6%

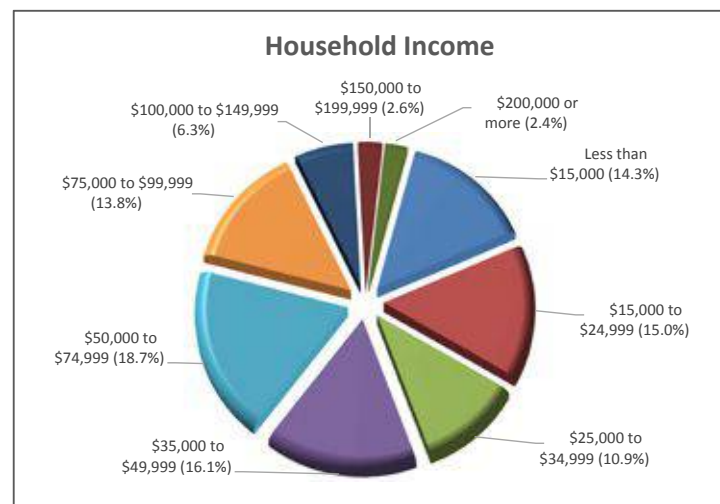
Source: Esri Community Analyst, 2014 Esri forecasts.

## Hispanic/Latino Origin

Hispanic or Latino, of any race (City of Muscatine) .....	17.8%
Hispanic or Latino, of any race (Iowa) .....	5.7%
Hispanic or Latino, of any race (U.S.).....	17.5%

Source: Esri Community Analyst, 2014 Esri forecasts.

## Income



Median Household Income (City of Muscatine).....	\$43,013
Median Household Income (Iowa).....	\$52,406
Median Household Income (U.S.) .....	\$52,076

Source: Esri Community Analyst, 2014 Esri forecasts.

## Air Service

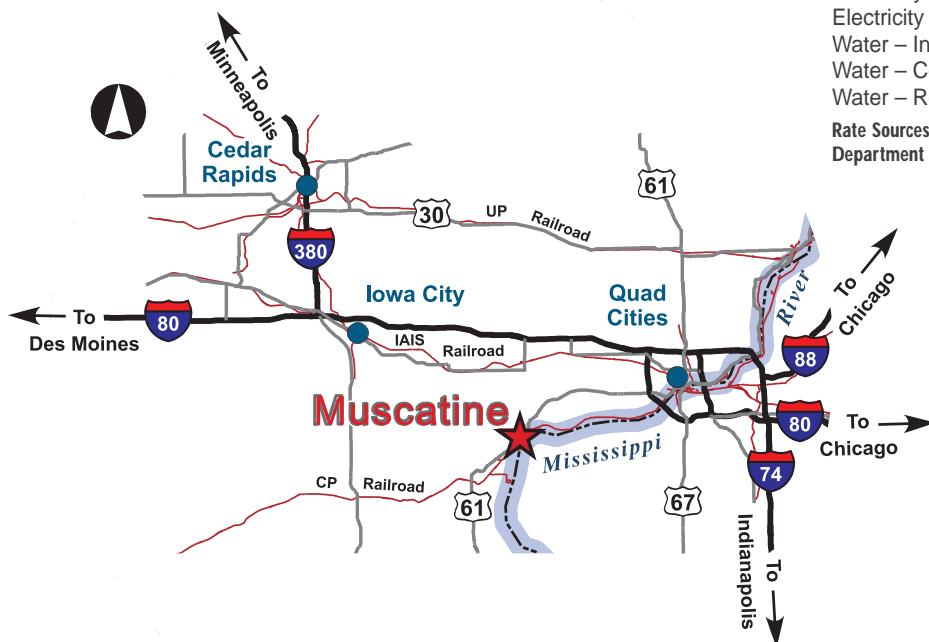
Muscatine Municipal Airport (MUT)	
General Aviation Provider.....	Yes
Quad Cities International Airport (MLI)	
Distance from Muscatine.....	34.1 miles
Daily Flights.....	50
Major Airlines.....	5
Non-Stop Cities.....	10
Air Cargo Carriers.....	3
Eastern Iowa Airport (CID)	
Distance from Muscatine.....	62.9 miles
Daily Flights.....	35
Major Airlines.....	4
Non-Stop Cities.....	11
Air Cargo Carriers.....	3

Source: Individual air service providers, 2014.

For more information: <http://www.eiairport.com> • <http://www.qcairport.com> • <http://www.carveraero.com>.

## Road Freight Service

Muscatine Trucking Carriers  
 Commercial Transport, Inc. • Curry's Transportation Services, Inc.  
 • Daufeldt Transport, Inc. • DND Transport, Inc. • JRB Target, Inc. •  
 Morgan Trucking Co. • Newcomb Warehouse, Inc. • Robert Brauns,  
 Inc. • Robison Trucking, Inc. • Ruan Transport • Swift Transportation  
 • Tantara Transportation • Total Freight Solutions  
 Source: Individual trucking service providers, 2014.



## International Trade Services

International Trade Services located 30 miles east of Muscatine in the Quad Cities Area:

Computerized Paired Port System • Customs Bonded Motor Carriers •  
 Customs House Brokers/International Freight Forwarders • Foreign Trade  
 Zone #133 • U.S. Customs Port of Entry

Source: US Customs & Border Protection office, Quad Cities Port of Entry, 2014.

## Rail Service

Freight

Canadian Pacific Railroad.....through Muscatine  
 Iowa Interstate Railroad.....approximately 13 miles away

Passenger

AMTRAK (Burlington, IA station) ..... 1 hour  
 (Mt. Pleasant, IA station) ..... 1 hour  
 (Galesburg, IL station) ..... 1 hour, 15 minutes

Source: Google Maps, 2014.

## Utilities

Electricity – Muscatine Power and Water

Natural Gas – Alliant Energy

Water – Muscatine Power and Water

Sewer – City of Muscatine

Internet – Muscatine Power and Water

Cable TV – Muscatine Power and Water

Muscatine offers some of the lowest utility rates in the state and nation. Utility service reliability is extremely high with ability to deploy crews locally as needed to respond to service issues. MP&W, a municipal utility, is locally operated with local decision-making.

High speed broadband Internet services were launched in 1998. Commercial Internet customers are offered a city-wide, fiber-based network, as well as advanced point-to-point connectivity. Tier 1-3 technical support is provided locally. Continuing to invest in the community, MP&W has started \$8 million fiber-to-premise infrastructure upgrade and will offer Internet with 1Gbps (gigabits per second) speeds to every home in Muscatine in 2017.

## Competitive Utility Rates

Utility	Average cost per unit	Muscatine	U.S.
Electricity – Industrial .....	kWh .....	4.95¢ .....	7.06¢ .....
Electricity – Commercial .....	kWh .....	7.44¢ .....	10.77¢ .....
Electricity – Residential .....	kWh .....	9.94¢ .....	12.53¢ .....
Water – Industrial .....	1,000 gal. ....	\$0.35 .....	n/a .....
Water – Commercial .....	1,000 gal. ....	\$1.43 .....	n/a .....
Water – Residential .....	1,000 gal. ....	\$3.76 .....	n/a .....

Rate Sources: Electric and water: Muscatine Power and Water, December 2014; U.S. electric: Department of Energy, Form EIA-826, December 2014.



Barge carrying cargo on the Mississippi River

## Water Freight Service

Mississippi River - Lock and Dam No. 16

9-foot channel, 10-month navigation season

Source: U.S. Army Corps of Engineers®, Mississippi River Valley Division. "Upper Mississippi River Locks & Dams." 2012.



## Major Employers

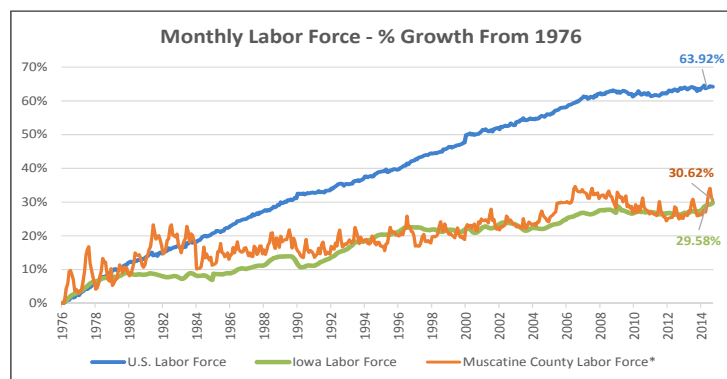
HNI Corporation/The HON Company, Allsteel.....	3,600
Grain Processing/Kent Feeds.....	900
Muscatine Community School District.....	855
Trinity Muscatine (formerly Unity Health Care).....	485
Hy-Vee Food Store.....	430
Monsanto Company.....	400
Heinz, U.S.A. ....	370
Musco Sports Lighting.....	320
Wal-Mart Superstore.....	325
Muscatine Power & Water.....	290
Stanley Consultants.....	280
City of Muscatine.....	225
Raymond-Muscatine, Inc.....	285
Bridgestone Bandag LLC.....	200
Muscatine County.....	200
Carver Pump Company.....	100

Source: Compiled by Greater Muscatine Chamber of Commerce & Industry, 2014, from individual employers.

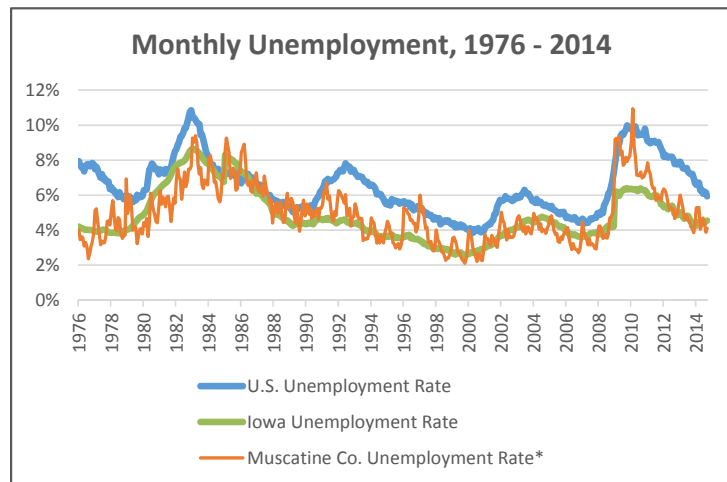
## Workforce

Laborshed Area Labor Force.....	344,298 <sup>1</sup>
Labor Force, Muscatine County.....	23,763 <sup>2</sup>
Employed, Muscatine County.....	22,790 <sup>2</sup>
Unemployment Rate, Muscatine County.....	4.1% <sup>2</sup>

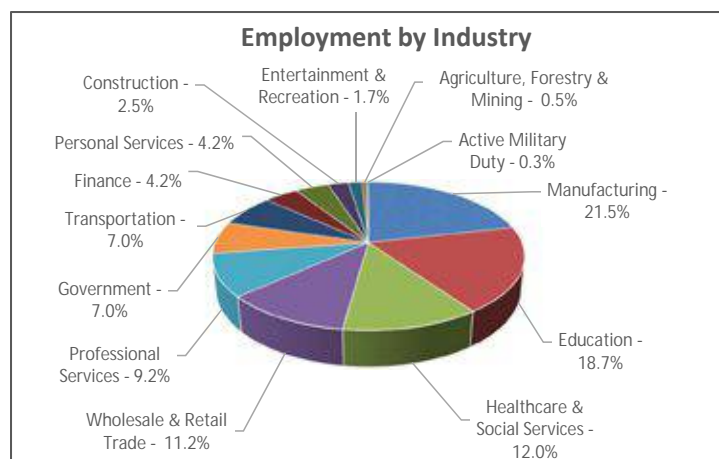
Source: <sup>1</sup>Iowa Workforce Development, December 2013, "Laborshed Analysis Muscatine, Iowa: A Study of Workforce Characteristics"; <sup>2</sup>Iowa Workforce Development, September 2014.



Source: U.S. Department of Labor, Bureau of Labor Statistics and Iowa Workforce Development; January 1976 to September 2014. \* Note: Labor Force for Muscatine County is not seasonally adjusted.



Source: U.S. Department of Labor, Bureau of Labor Statistics and Iowa Workforce Development; January 1976 to September 2014. \* Note: Unemployment for Muscatine County is not seasonally adjusted.



Source: Iowa Workforce Development, December 2013, "Laborshed Analysis Muscatine, Iowa: A Study of Workforce Characteristics".

## Taxes

**Federal Taxes Deductible:** Corporate - 50% • Individual - 100%

**State Corporate Income Tax:** Based solely on in-state sales.

**State/Local Sales Tax:** Current state sales tax is 5% with two additional local option sales taxes of 1% each, bringing the total to 7%. All sales taxes exclude food, prescription drugs, and medical devices.

**Property Tax:** Manufacturing machinery, equipment, and computers are exempt from property tax.

**Total Tax Rate** (per \$1,000 Assessed Value).....15.67209

**Actual Valuation** (Property within Muscatine) .....\$1,262,442,922

Source: Muscatine County Assessor's Office, 2013.

## Retail Sales

City	2013 Population Estimate	FY14 Retail Sales
Muscatine, IA .....	23,034 .....	\$377,445,272
Ottumwa, IA.....	24,840 .....	\$379,035,776
Burlington, IA.....	25,725 .....	\$309,351,402
Clinton, IA.....	26,473 .....	\$358,879,327
Marshalltown, IA.....	27,844 .....	\$328,920,980

Source: U.S. Census Bureau, Population Estimates Program, July 1, 2013; Iowa Department of Revenue, December 2014.

## Primary and Secondary Education

### Public Schools

#### Muscatine Community School District

Type of school	Number of Schools	Enrollment
Preschool.....	N/A.....	368
Elementary .....	8.....	2,403
Middle Schools .....	2.....	1,217
High Schools .....	1.....	1,588
Total .....	11.....	5,576
Graduation Rate .....		76.58%
Student Teacher Ratio .....		14 to 1
Average Total Salary per Teacher.....		\$50,700
Average ACT Test Score .....		22

Source: Iowa Department of Education, 2013-14 School Year.

### Private and Parochial Schools

Adventist Christian School • Faith Academy • Saints Mary & Mathias Catholic School

Source: Yellowpages.com, 2014.

## Post-Secondary Education

Institutions of Higher Learning within 50 Miles of Muscatine:

Augustana College • Black Hawk College • Coe College • Cornell College • Iowa Wesleyan College • Kirkwood Community College • Muscatine Community College • Palmer College of Chiropractic • Scott Community College • St. Ambrose University • Trinity College of Nursing • University of Iowa • Western Illinois University-Quad Cities

Source: Collegeboard.org, 2015.



Muscatine High School, Home of the "Muskies"



Unity Point Health, Trinity - Muscatine

## Health Care

Family Doctors.....		21
Dentists.....		14
Surgeons .....		6
<b>Hospitals</b>	<b>Distance</b>	<b>Beds</b>
Genesis Heath System, Genesis Medical Centers -		
3 Quad Cities locations.....	approx. 30 miles.....	652
Unity Point Health, Trinity - Muscatine.....	0 miles.....	80
Unity Point Health, Trinity -		
3 Quad Cities locations.....	approx. 30 miles.....	515
University of Iowa Hospitals .....	36 miles.....	718

Source: Genesis Health System, Unity Point Health, University of Iowa Healthcare, Healthgrades.com; 2015.

## Average Home Sales Price

Place	2014 Average Sales Price
Cedar Rapids (Northeast), IA .....	\$161,900
Cedar Rapids (Northwest), IA.....	\$142,200
Cedar Rapids (Southeast), IA.....	\$155,700
Cedar Rapids (Southwest), IA .....	\$139,500
Coralville, IA.....	\$302,600
Davenport, IA.....	\$138,700
Dubuque, IA.....	\$176,000
Iowa City, IA.....	\$254,700
Moline, IL .....	\$104,200
<b>Muscatine, IA .....</b>	<b>\$127,400</b>
Rock Island, IL.....	\$88,200
Wilton, IA .....	\$142,000

Source: Ruhl & Ruhl Realtors (Winter 2015 Facts and Trends Report) www.ruhlhomes.com

## ACCRA Cost of Living

	Composite	Grocery	Housing	Utilities	Transportation	Health	Misc. Goods & Services
Ames, IA	96.9	93.0	99.8	87.7	106.6	98.1	95.2
Burlington, IA	88.2	93.5	80.1	100.2	83.7	87.4	91.1
Cedar Rapids, IA	93.1	91.7	85.4	103.3	95.6	102.6	95.0
DMRI, IA-IL*	97.2	94.9	99.2	86.8	103.5	99.7	97.0
Des Moines, IA	92.0	93.4	84.4	93.4	99.0	96.9	94.1
Mason City, IA	88.4	97.7	72.5	96.5	90.8	93.4	94.2
W-CR, IA**	92.2	93.9	93.1	84.1	91.9	98.4	92.5

\* DMRI, IA-IL = Davenport-Moline-Rock Island, Iowa-Illinois Metropolitan Statistical Area

\*\* W-CR, IA = Waterloo-Cedar Rapids, Iowa Metropolitan Statistical Area

Source: The Council for Community and Economic Research (C2ER); 2014 ACCRA Cost of Living Survey.

## Lodging

Type	Facilities	Rooms
Hotels/Motels.....	10.....	624
Bed & Breakfasts.....	2.....	8

Source: STR, Inc., January 2015 and Muscatine Convention and Visitors Bureau, 2015.

## Meeting Facilities

Facility	Capacity
Geneva Country Club .....	250 seats
Hotel Muscatine Meeting Room .....	400 seats
City of Muscatine Pearl City Station .....	175 seats
Muscatine City Riverview Center.....	400 seats
Rendezvous Reception Facility .....	400 seats
Stanley Hotel Conference Center (12,732 s.f.) – <b>Coming in 2017</b> .....	N/A

Source: Muscatine Convention and Visitors Bureau, February 2015.



Riverview Center

## Climate

Average Annual Temperature .....	51.8°F .....	11.0°C
Average Winter Temperature.....	26.4°F .....	-3.1°C
Average Summer Temperature .....	74.3°F .....	23.5°C
Average Annual Precipitation .....	38.53 in.....	97.9 cm

Source: National Climatic Data Center- Muscatine, IA (1981-2010 Normals).



# Quality of Place

## Parks and Recreation

### 560-Acre Park System

Park and/or Recreation Areas .....	21
Playgrounds.....	12
Park Shelters .....	16 (14 rentable)
Riverfront Rental Facilities.....	2
Riverview Center and Pearl City Station	
Miles of Active Trails .....	11

### Municipal Golf Course

18 hole golf course .....	1
18 hole Disc Golf Course in a 53 acre park.....	1

### Muscatine Soccer Complex

Full size fields .....	8
(2 internationally sized and lighted)	

### Kent-Stein Park

A 66-acre facility adjoining an 11-acre slough with 2 concession stands, 8 lighted baseball diamonds, 9 lighted softball diamonds, 9 lighted horseshoe courts, picnic areas, fishing, and restrooms.



Ball fields at Kent-Stein Park

### Muscatine Aquatic Center

Located in Weed Park, the community's premier water activity center features 5 slides (2 drop slides, 1 family slide and 2 long slides), a zero-depth entry area and an interactive play structure with a kids' slide and spray area.

### Boat Harbor & Marina

18 large houseboat slips, 66 smaller long dock slips, 8 transient boat slips  
• Water and electricity available • 2 Boat Launches with 4 total ramps • Gas and diesel fuel sales

### Other Amenities

5 basketball courts (3 lighted) • 8 tennis courts (4 lighted) • Skate Park (Lighted), including 90 ft. X 50 ft. in-line hockey rink • 2 lighted sand volleyball courts • Riverfront ice skating rink

Source: City of Muscatine Parks and Recreation Department, 2014



Boat Harbor and Marina on the Mississippi River

## Attractions

### Mississippi River

Enjoy magnificent views of the nation's preeminent waterway from the Mark Twain Overlook and our beautiful downtown riverfront or take advantage of the many recreational opportunities the Mississippi offers.

### Norbert F. Beckey Bridge

A 1500-foot span connecting Iowa and Illinois, which becomes illuminated every night in an ever-changing rainbow of colors created by 43 LED fixtures.

### Historic Districts/Buildings

Muscatine has two national historic districts listed on the National Register of Historic Places (Downtown Commercial and West Hill) and two cultural and entertainment districts. In addition, there are several individual listings on the National Register.



Historic Downtown

## Arts/Culture/Museums

### Muscatine Art Center

Accredited by the American Association of Museums and a Cultural Leadership Partner with the Iowa Arts Council, the Muscatine Art Center houses works by notable American artists Grant Wood, Georgia O'Keeffe, and Allan Houser, as well as a collection of European masters. The museum is located in the 1908 Musser Mansion and contemporary Stanley Gallery.

### Muscatine History and Industry Center

Traces the economic history of Muscatine, from its beginnings as a trading post for Native Americans to becoming the home to a wide variety of national and international companies. The center includes an exhibit on the pearl button industry, which provided Muscatine's unofficial nickname, "Pearl of the Mississippi."

### Outdoor Sculptures/Fountains

Enjoy the unique and beautiful Folded Circle Arc, Mississippi Harvest, Prayer of Peace, and Mississippi Mist.

### Performing Arts

Muscatine offers an array of cultural facilities that rival those of larger metro areas, including the Muscatine Center for the Performing Arts, Muscatine Symphony Orchestra, Pearl City Players Theatrical Society, and Masquers Community Theatre.

## Contact

For more information on Muscatine, Iowa, please contact:



City of Muscatine  
215 Sycamore Street  
Muscatine, IA 52761  
563.264.1550  
<http://www.muscatineiowa.gov>



Greater Muscatine Chamber of  
Commerce & Industry  
102 Walnut Street  
Muscatine, IA 52761  
563.263.8895  
<http://www.muscatine.com>