The Gardner Advantage

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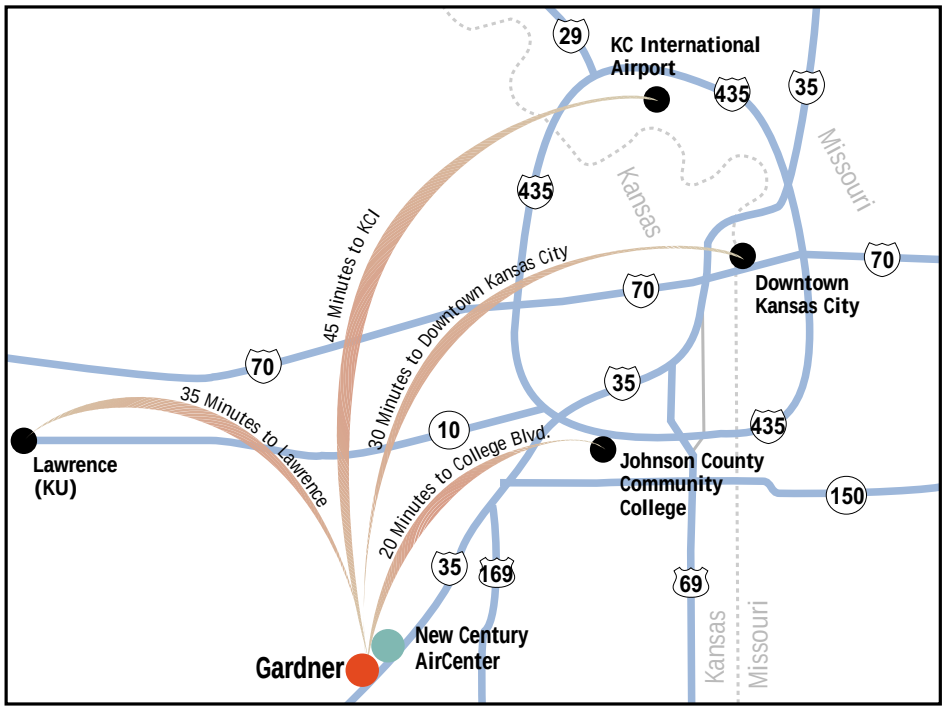
Gardner's population grew by more than 50% from 2000 to 2005 according to the U.S. Census Bureau making it the third-fastest-growing city in the Kansas City metropolitan area and the fourth-fastest-growing city in Kansas. Gardner, with a total population currently exceeding 15,000, is expected to remain a regional growth leader for years to come.

While Gardner is one of the metropolitan area's growth leaders, the city is committed to maintaining its traditional small-town values. Gardner's sense of community is rooted in the historic and charming downtown with its unique shops and restaurants. As the city celebrates its sesquicentennial in 2007, the foresight of this vibrant community is evident everywhere one looks. The city is committed to providing the infrastructure necessary to accommodate Gardner's rapid growth while maintaining a high level of public service.

Gardner's history dates back 150 years to its founding along the route of the Santa Fe and Oregon trails. The city's transportation infrastructure is perhaps more significant today with its unique combination of interstate, air and rail facilities. Located along Interstate 35 just 20 miles from downtown Kansas City, Gardner provides local residents and businesses easy access to and from the entire Kansas City region. The adjacent New Century AirCenter is the Kansas City region's premier multi-modal business park. Gardner is also located along BNSF Railways transcontinental mainline. And with the BNSF's intermodal facility, currently under development, Gardner is poised to become the Midwest's preeminent intermodal and logistics center.



Drive time from Gardner

Olathe	8 min.
Johnson County Community College	15 min.
I-435 and Metcalf Avenue	18 min
Downtown Kansas City	30 min.
Country Club Plaza	30 min.
Truman Sports Complex	35 min.
University of Kansas	35 min.
Kansas City International Airport	45 min.

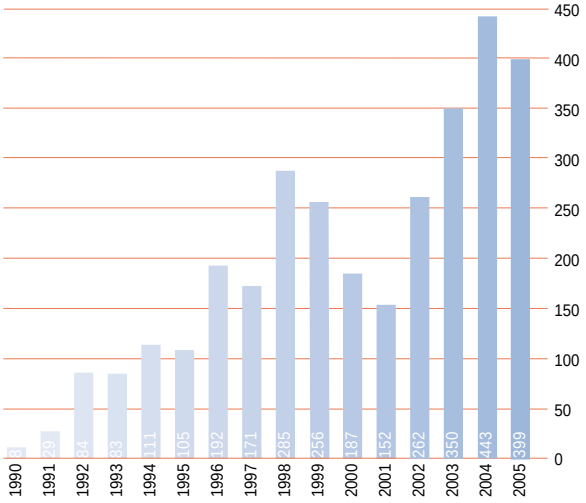
Growth

- **Gardner's population** has more than tripled in the past 15 years from 4,500 in 1991 to over 17,000 in 2007.
- According to the latest U.S. Census Bureau estimates, Gardner was the fastest-growing city in Kansas between 2004 and 2005 with a growth rate of 10.6% for the year.
- The Census Bureau estimates that Gardner's population grew by 1,375 between 2004 and 2005 – the fifth largest increase in the Kansas City MSA behind only:

Olathe, KS	2,894
Overland Park, KS	2,016
Lee's Summit, MO	1,717
Shawnee, KS	1,427
Gardner, KS	**1,375**

- Building permits for nearly 3,400 residential units have been issued in Gardner since 1990 – 2,487 single-family units and 1,093 multi-family units.
- Just in the last five years, over 2,300 new residential building permits were issued in Gardner.
- Fueled by remarkable residential and commercial development, Gardner's tax base has flourished with a 515% increase in total assessed property value between 1995 and 2006.

Gardner Single-Family Building Permits

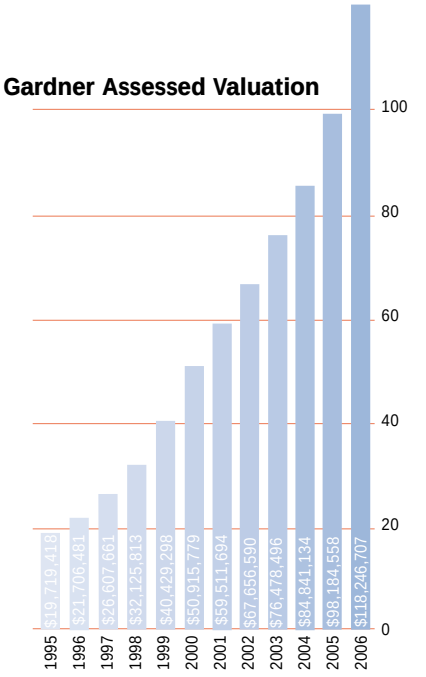


Source: Home Builders Association

Gardner Area Employment

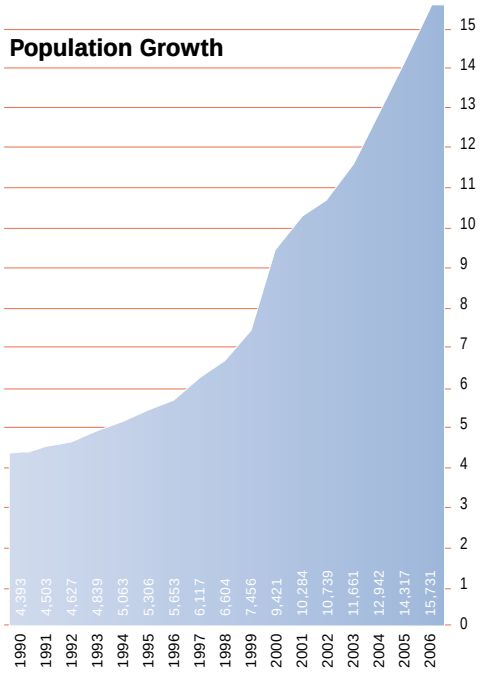
Source: U.S. Census and CERI, Inc.

Gardner Assessed Valuation



Source: Johnson County Clerk

Population Growth

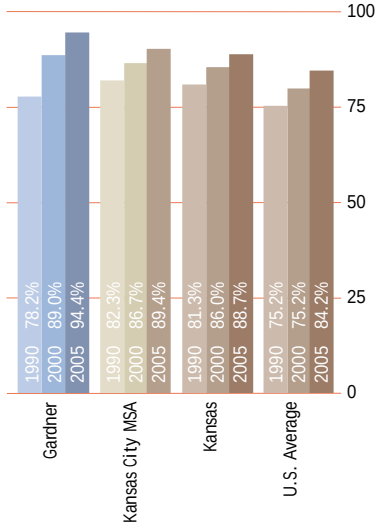


Source: U.S. Census and CERI, Inc.

Demographics

- **Families make up** more than three out of four Gardner area households – significantly higher than the national or regional ratios.
- Gardner is home to a large number of young families drawn to the community by its high quality schools, affordable housing, and a strong community spirit. As evidence of this fact, more than one third of the Gardner area's population is below the age of 20.
- The median age of Gardner area residents is only 31.5 years – 14% below the countywide median. The average household size in the area is 2.74 – more than 10% larger than the county average.
- Household income in the Gardner area exceeds national and Kansas City metro benchmarks with median household income of $66,000 and average household income of more than $76,000.

High School Graduates



Sources: K.C. MSA, Kansas and U.S. – U.S. Census Bureau
Gardner – CERI estimates

Gardner Trade Area Demographics

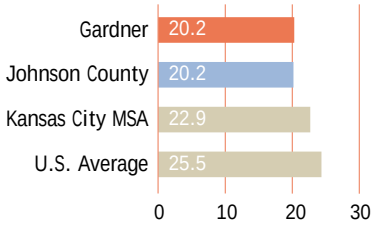
	5-Mile Radius from Gardner		Johnson County	K.C. Metro	U.S.
Population	**19,633**		5,178	1,968,318	303,582,361
Households:	**7,156**		20,704	777,506	114,049,635
Family Households	**5,330**	**74.5%**	70.2%	66.2%	67.1%
Non-Family Households	**1,827**	**25.5%**	29.8%	33.8%	32.9%
Average Household Size	**2.74**		2.50	2.49	2.59
Annual HH Growth Rate	**5.50%**		2.40%	1.1%	1.3%
Homeowner Households:	**5,378**	**75.2%**	73.0%	70.2%	68.1%
Average Value of Homes	**$157,387**		$231,186	N/A	N/A
Renter Households:	**1,778**	**24.8%**	27.0%	29.8%	31.9%
Average Rent	**$805**		$771	N/A	N/A
White	**18,121**	**92.3%**	89.4%	80.1%	73.0%
Black	**355**	**1.8%**	2.8%	12.5%	12.6%
Asian or Pacific Islander	**313**	**1.6%**	3.8%	2.3%	4.4%
American Indian or Alaska Native	**99**	**50.0%**	30.0%	2.1%	2.8%
Two or More Races	**409**	**2.1%**	1.7%	0.5%	0.9%
Some Other Race	**337**	**1.7%**	2.0%	2.6%	6.4%
Hispanic of Any Race	**836**	**4.3%**	5.2%	6.0%	14.8%
Population Age 0-4	**1,967**	**10.0%**	7.5%	7.3%	6.9%
Population Age 5-9	**1,828**	**9.3%**	7.8%	7.0%	6.5%
Population Age 10-14	**1,514**	**7.7%**	7.5%	7.0%	7.0%
Population Age 15-19	**1,425**	**7.3%**	6.7%	6.8%	7.1%
Population Age 20-24	**1,165**	**5.9%**	5.6%	6.6%	7.1%
Population Age 25-44	**6,666**	**34.0%**	29.6%	28.6%	27.9%
Population Age 45-64	**3,818**	**19.4%**	25.6%	25.3%	25.0%
Population Age 65-84	**1,078**	**5.5%**	8.2%	9.7%	10.7%
Population Over 85	**173**	**0.9%**	1.5%	1.7%	1.8%
Median Age	**31.6**		36.7	36.3	36.5
Per capita Income:	**$27,869**		$40,009	$29,206	$27,084
Percent Of Kansas City MSA	**95%**		137%	100%	93%
Percent Of US	**103%**		148%	108%	100%
Average Household Income:	**$76,459**		$99,977	$72,723	$70,148
Percent Of Kansas City MSA	**105%**		137%	100%	96%
Percent Of US	**109%**		143%	104%	100%
Median Household Income:	**$66,020**		$78,969	$56,942	$51,546
Percent Of Kansas City MSA	**116%**		139%	100%	91%
Percent Of US	**128%**		153%	110%	100%
HHs Earning Less Than $25,000	**799**	**11.2%**	9.1%	18.0%	22.7%
HHs $25,000 to $49,999	**1,688**	**23.6%**	19.1%	25.1%	25.8%
HHs $50,000 to $99,999	**3,160**	**44.2%**	36.6%	36.3%	31.8%
HHs $100,000 to $149,999	**1,178**	**16.5%**	21.2%	13.2%	12.1%
HHs Earning More Than $150,000	**332**	**4.6%**	14.0%	7.4%	7.6%

Source: CERI and ESRI

Quality of Life

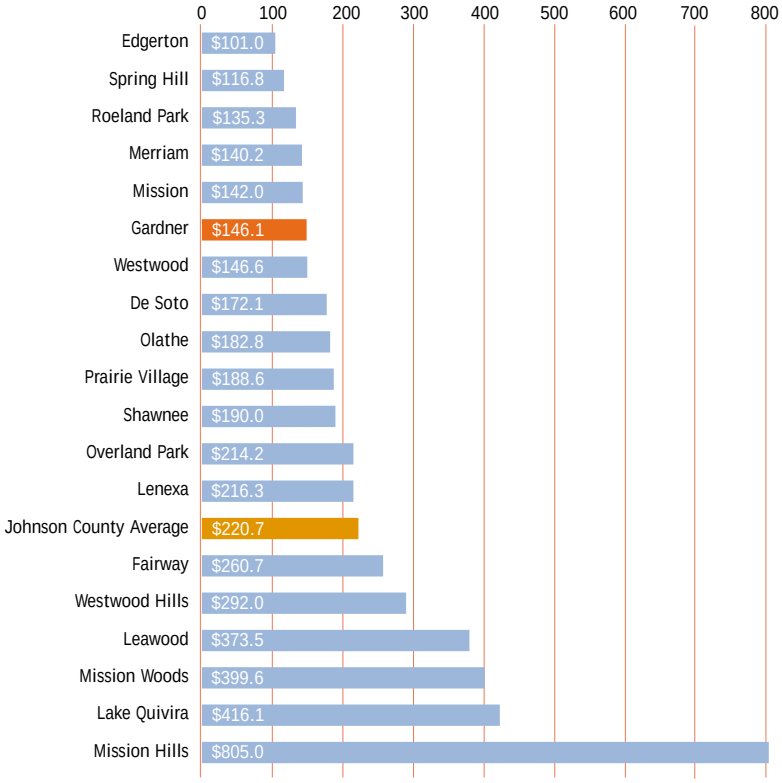
- **With excellent freeway access** and congestion-free traffic, Gardner residents enjoy the same comparably quick commutes as does the average Johnson County resident.
- Gardner has some of the Johnson County's most affordable housing with an average home value that is 32% below the countywide average.
- Gardner-Edgerton School District schools achieved 43 State Standard of Excellence awards out of 46 possible opportunities taken in 2006.
- Three Gardner-Edgerton schools ranked among the top 5% in test scores and received the Governor's Achievement Award for top performing schools.
- The Gardner Park and Recreation department continues to develop facilities that sustain the community's high quality of life. New in 2007 are a state of the art aquatics facility and a new 83-acre community park and sports complex.
- Gardner's Greenway Trail system continues to be expanded and currently exceeds 4 miles of trails with a master plan calling for extensive interconnectivity with the countywide system.

Average Commute Time



Source: U.S. Census Bureau

Average Home Values

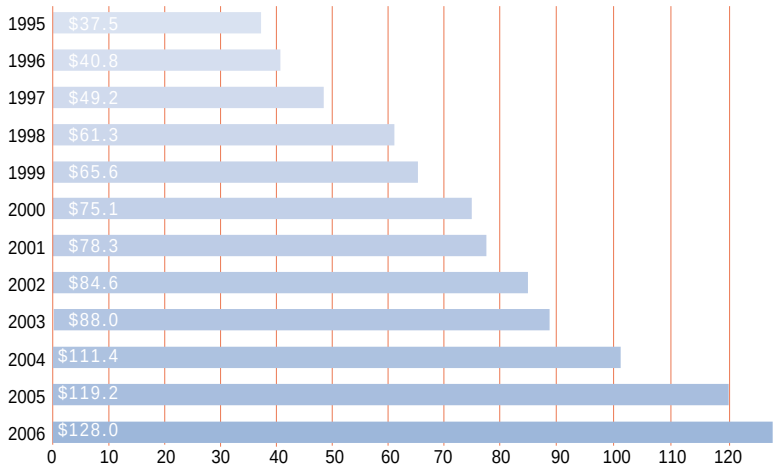


Source: Johnson County Appraiser

Business Climate

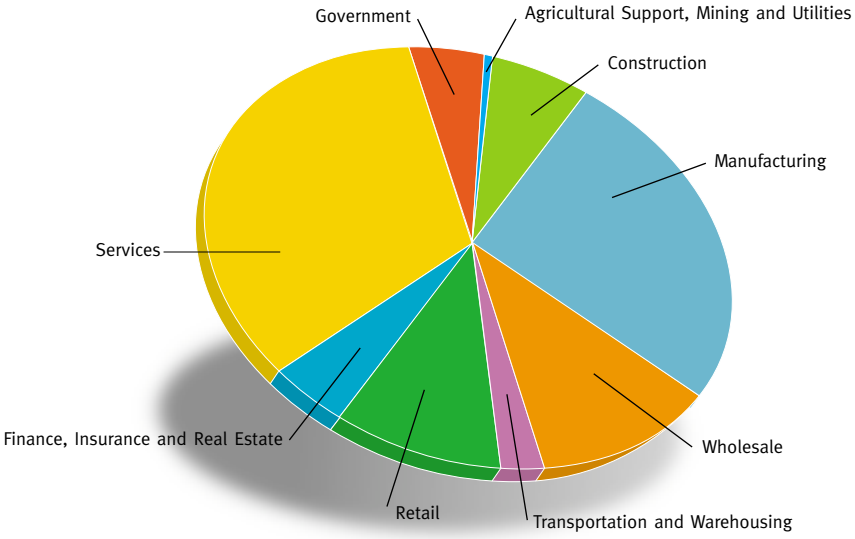
- **Drawing from a multi-county region** with a combined labor force of over 1 million workers, Gardner area businesses access one of the nation's premier labor pools.
- Gardner's adult population provides an increasingly educated and highly skilled labor force for local companies.
- The high-quality labor available to the Gardner area has helped to fuel the community's economic growth resulting a near doubling of employment in the past decade.
- Gardner's economy continues to diversify with employment spread across every sector.
- Retail sales in Gardner reached nearly $128 million in 2006 – up 214% since 1996.
- Retail sales per resident grew from $7,216 in 1996 to over $8,136 in 2006.
- Upon completion, the BNSF intermodal facility will receive freight from the west coast for distribution to central US markets and is expected to support several million square feet of development along with the creation of up to 13,000 jobs.

Gardner Retail Sales



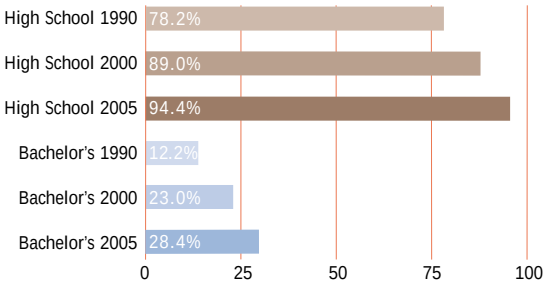
Source: CERI and Kansas Dept. of Revenue

Area Employment by Industry



Source: CERI

Gardner Educational Attainment



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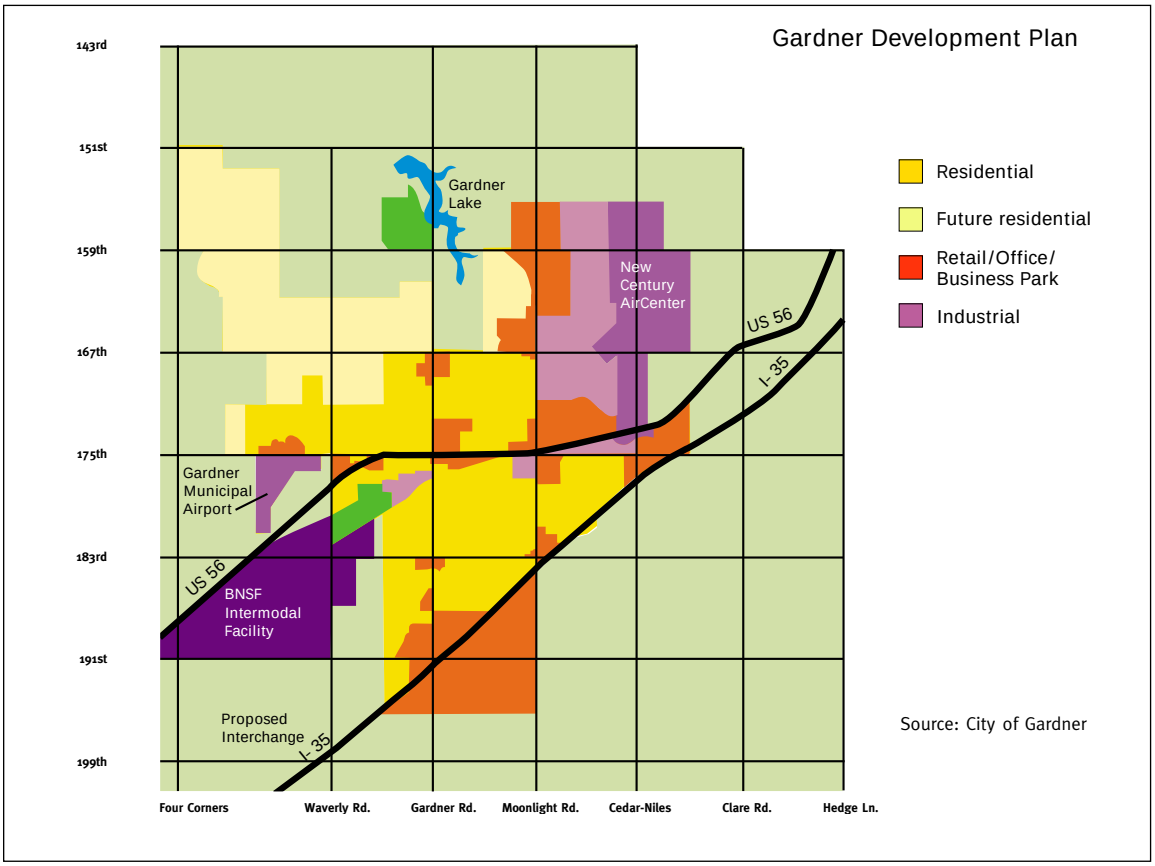

For more information, contact:

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Southwest Johnson County Economic Development

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Economic Development Corporation
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