



NIXA, MISSOURI

Marketing Guide



Market Highlights

Quick Facts

Residents of Nixa, Missouri fall into the Middleburg Tapestry Segmentation (53.6%). Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets. Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants. Spending priorities also focus on family (children's toys and apparel) or home DIY projects.

(Source: ESRI Tapestry Segmentation; 10 Minute Drive Time)

The current Median Household Income of Nixa, Missouri is \$52,960. The five-year projection for Median Household Income in Nixa is expected to reach \$59,492. This represents an increase of 12.3%.

(10 Minute Drive Time)

Major Area Employers

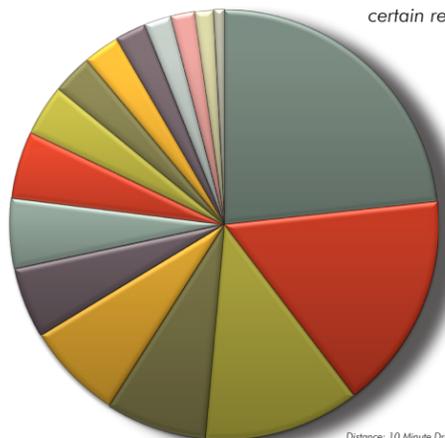
Employer	# of Employees
Nixa School District	697
Walmart	287
City of Nixa	125
Diversified	124
Christian Health & Rehabilitation	70
Aire-Master	67
Ample Industries	56
Nixa Hardware	55
Mercy	52
Bass Pro Shops	47
Ozark Community Hospital	45
Southern Bank	40
Accurate Mold & Plastics	24
Price Cutter	19

Focus Properties

Site	Address	Site	Address
• Crimson Plaza	608 E Mount Vernon Street	• Price Cutters Building	402 N Massey
• Vacant lot across from Crimson Plaza	609 E Mount Vernon Street	• Vacant Site next to Sherwin Williams	210 N Massey
• Vacant lot east of Auto Zone	267 W Mount Vernon Street	• Vacant Burger King	315 N Massey
• The Bridge Shopping Center	308 W Mount Vernon Street	• Vacant Site North of Applebee's	417 N Massey
• Strip Center behind Taco Bell	201 N Massey Boulevard	• 3.2 AC across from Applebee's	416 N Massey
• Nixa Hardware Center	562 W Mount Vernon Street	• Village Marketplace Shopping Center	703 McCroskey Street
• Westside Center	611 W Mount Vernon Street	• Vacant Site south of Village Marketplace	420 N Massey Street
• Buckingham Smokehouse BBQ	606 W Mount Vernon Street	• 5 Spice Asian Flavors	711 McCroskey Street
• City Center Marketplace	704 W Mount Vernon Street	• Cashew Inn Center	764 N Massey Street
• Westside Plaza	830 W Mount Vernon Street	• Vacant Site next to Allied Paint Store	505 Northview Road
• Stone Crest Plaza	904 W Mount Vernon Street	• Walmart Shadow Center	449 W Aldersgate Drive
• Fountain Plaza	199 Ida Street	• Vacant Site across from Walmart	1101 N Massey

GAP ANALYSIS

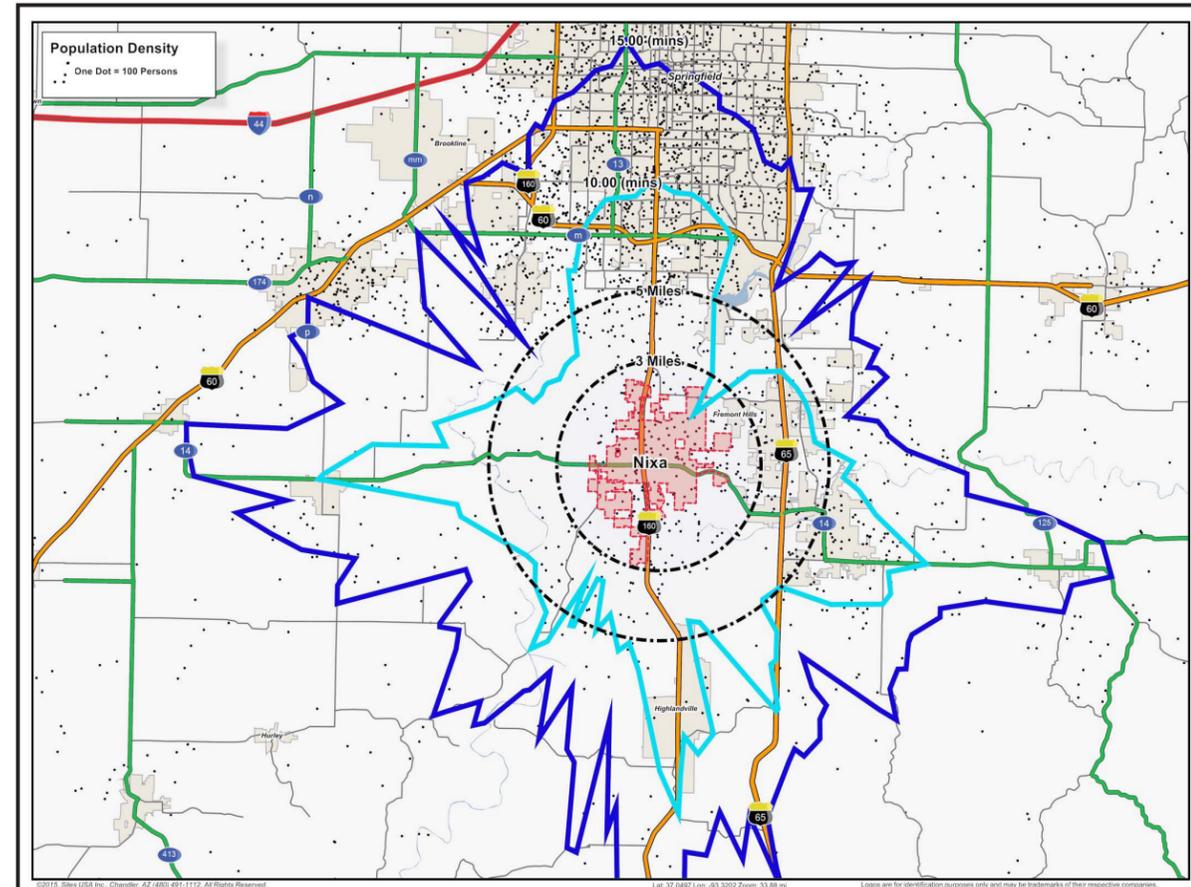
The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



General Merchandise Stores \$30,514,498	Jewelry Stores \$6,915,261	Women's Clothing Stores \$2,655,755
Grocery Stores \$21,448,215	Family Clothing Stores \$6,655,368	Shoe Stores \$2,425,353
Home Centers \$15,446,591	Office Supplies, Stationery & Gift Stores \$5,057,997	Cosmetics, Beauty Supplies & Perfume Stores \$1,816,867
Full Service Restaurants \$9,950,877	Sporting Goods Stores \$3,954,961	Children's Clothing Stores \$1,025,492
Furniture & Home Furnishings Stores \$9,628,714	Automotive Parts & Tire Stores \$3,546,184	
Limited Service Restaurants \$6,972,546	Hobby, Toys and Games Stores \$3,062,927	

*Source: www.claritas.com

Nixa, Missouri - Christian County



Brian Bingle

City Administrator

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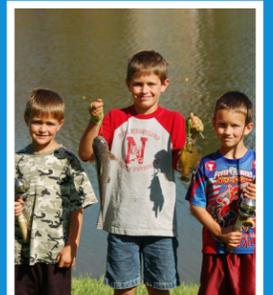
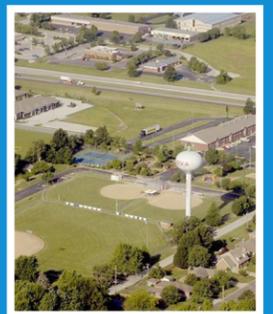
P.O. Box 395
715 W. Mt. Vernon
Nixa, MO 65714

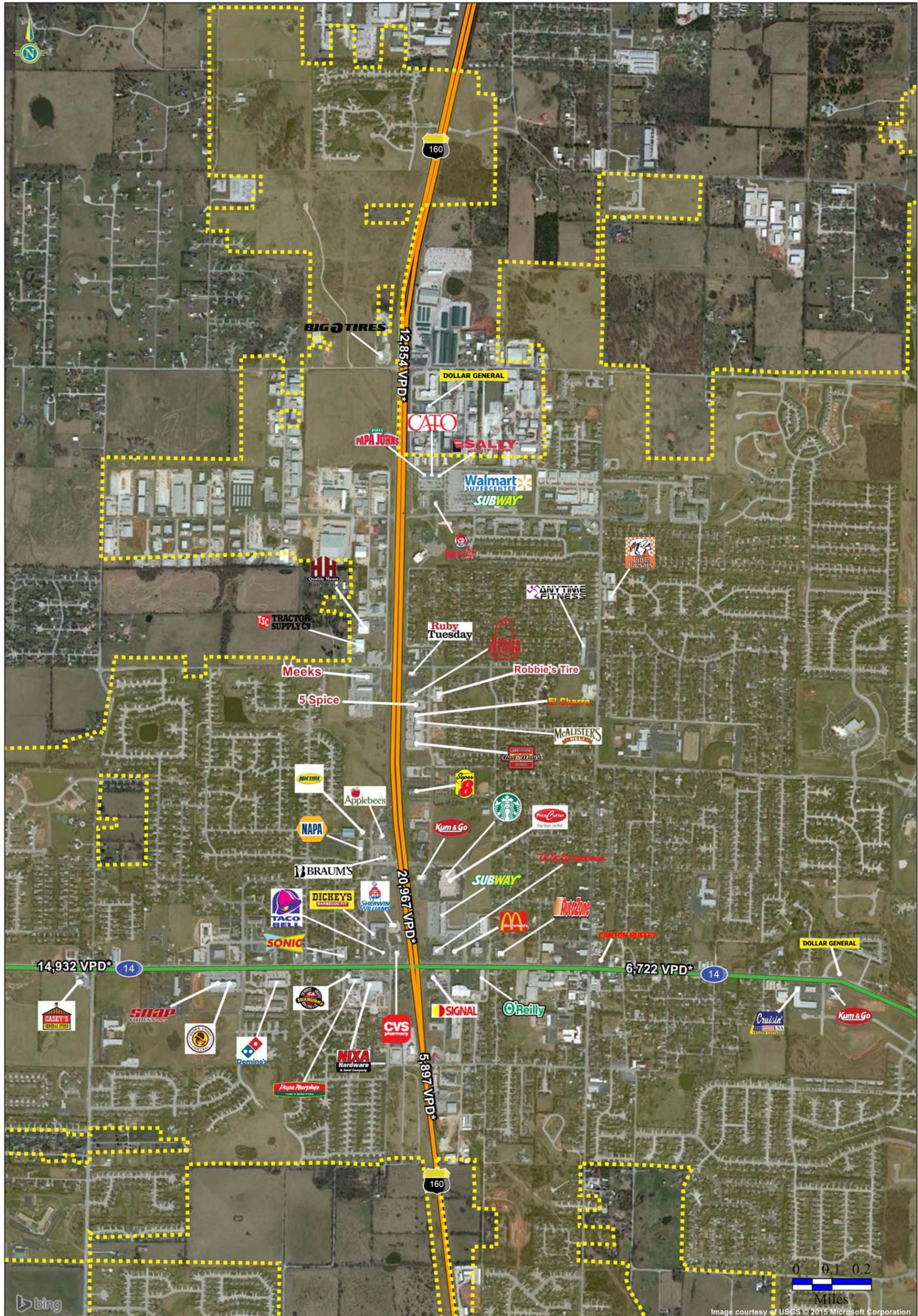
(417) 725-3785



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DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Minute Drive Time	15 Minute Drive Time
2014 Estimated Population	27,392	48,434	40,141	98,706
Total Number of Employees	7,415	13,255	11,162	31,265
Median HH Income	\$52,737	\$54,936	\$52,960	\$52,558





*Traffic Counts Provided by City of Nixa, MO

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NIXA, MISSOURI

Major Retail & Restaurants

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