FILE COPY

BOONVILLE ECONOMIC STUDY 1958-1963

MISSOURI STATE HIGHWAY DEPARTMENT

DIVISION OF
HIGHWAY PLANNING

BOONVILLE ECONOMIC STUDY

1958 - 1963

PREPARED BY THE

MISSOURI STATE HIGHWAY DEPARTMENT

DIVISION OF HIGHWAY PLANNING

IN COOPERATION WITH

U. S. DEPARTMENT OF COMMERCE

BUREAU OF PUBLIC ROADS

July 1965

CONTENTS

	Page
Introduction	1
Summary and Conclusions	4
Plan of Study	6
Economic Trends	10
Gasoline Service Stations	12
Motels and Hotels	18
Restaurants, Taverns and Liquor Stores	20
Automotive	20
General Merchandise	23
All Retail Sales	26
Taxable Sales	33
Population	33
Employment	38
Other Economic Factors	38
Parking	43
Accidents	45
Appendix	47

TABULATIONS

		Page
I	Consumer Price Index	9
II	Gross National Product	10
III	Business "Stops" and "Starts"	32
IV	A Survey of Selected Sources of Income	40
V	Postal Receipts	42
VI	Bank Deposits	42
VII	Summary of Boonville Parking Surveys	44
VIII	Accident Record Boonville Study Area	45

ILLUSTRATIONS

Figure		Page
1	Location Map	3
2	Study Area	7
3	Gross National Product	11
4	Traffic Flow Map - Before Bypass Opened to Traffic	13
5	Traffic Flow Map - After Bypass Opened to Traffic	14
6	Service Stations Estimated Gross Retail Sales	15
7	Service Stations Total Gasoline Gallonage Sold	16
8	Service Stations Estimated Gross Retail Sales - Dollar Volume	17
9	Food and Lodging Retail Sales and Receipts	19
10	Restaurants, Taverns and Liquor Store Retail Sales	21
11	Automotive Sales and Tax Receipts	22
12	General Merchandise Retail Sales	24
13	General Merchandise Retail Sales - Dollar Volume	25
14	All Retail Sales - By Sections	27

Figure		Page
15	All Retail Sales - By Sections - Dollar Volume	28
16	All Retail Sales By Sales Classifications	29
17	All Retail Sales By Sales Classifications - Dollar Volume	30
18	Business Stops and Starts	31
19	A Comparison of Taxable Sales	34
20	Taxable Sales - Boonville and Comparable Cities	35
21	Population	36
22	A Comparison of School Enrollment	37
23	A Comparison of Employment	39
24	Boonville Utilities	41
A-1	Service Stations Estimated Retail Sales as a Percent of the Average Quarter of 1958	48
A-2	Gasoline Gallonage Sold as a Percent of the Average Quarter of 1958	49
A-3	Motel Receipts as a Percent of the Average Quarter of 1958	50
A-4	Restaurants, Taverns and Liquor Stores Retail Sales as a Percent of the Average Quarter of 1958	51

INTRODUCTION

Boonville, Missouri, the county seat and principal trade center of Cooper county, lies practically in the geographic center of the United States. This historic city of 7,090* population is located 105 miles east of Kansas City, 148 miles west of St. Louis, 24 miles west of Columbia and 48 miles northwest of the state capital at Jefferson City.

Boonville was founded in 1810 after wagon trains broke the first trails into this part of the state. Located in the center of the Boonslick country and in a region filled with memories of Daniel Boone, Kit Carson, David Barton, Thomas Hart Benton and the host of pioneers who did much to mold its character, Boonville can well be proud of its rich historic background.

It is the home of Thespian Hall, completed in 1857, the oldest surviving theater west of the Alleghenies. Here the Boonslick road ended and the Santa Fe Trail began. On June 17, 1861, the first land battle of the Civil War was fought four miles east of Boonville. Where the city's St. Joseph Hospital now stands, the second battle of Boonville was fought on September 13, 1863.

Kemper Military Academy and the Missouri Training School for Boys are located in Boonville.

Today, Boonville can boast of adequate facilities for economic development and expansion. Serving the area are U.S. Route 40; Missouri Routes B, 5, 41 and 87; and three interchanges from Interstate Route 70. It has ready access to the Missouri River barge lines and the Missouri Pacific and Missouri-Kansas-Texas railroads.

Here are such industries as McGraw-Edison Electrical Co., Selwyn Shoe Manufacturing Corp., Boben Heel Manufacturing Co., Holsum Bread Bakers and Huebert Fibreboard Inc.

Cooper County is primarily agricultural with Boonville as its trade center. Its major crops are corn, wheat, legumes and milo. Its livestock includes cattle, hogs, sheep and poultry.

* 1960 Census

In the initial planning of Interstate Route 70 from St. Louis to Kansas City, State Highway Department and federal officials decided on a line generally running over or paralleling U.S. Route 40, but they were confronted with the problem of the Missouri River bridge leading into downtown Boonville. It was a serious impediment to traffic due to the physical characteristics of the bridge and the extent and content of the traffic passing over it and through the city.

The decision was made to locate Interstate Route 70 about 3 miles south of town to eliminate this bottleneck through Boonville.

Naturally, some city officials and businessmen were concerned that this highway relocation would adversely affect the area's economic activity. To recover some of the diverted tourist trade and encourage future business growth, a new Business Loop 70 was constructed. This business loop, along with the interchange at Missouri Route B, gave Boonville three direct connections with Interstate Route 70.

LOCATION MAP

BOONVILLE COOPER COUNTY

FIGURE I

SUMMARY AND CONCLUSIONS

What was the effect of diverting much of the traffic from a major highway such as U. S. Route 40 through Boonville to Interstate Route 70 about three miles south of the city? Did the relocation of traffic on a coast-to-coast highway mean the economic end for this town whose Main Street was once clogged bumper-to-bumper with tourist vehicles and interstate tractor-trailers?

The answer from the following pages of this report is an emphatic NO!

Twenty-six more businesses have started than stopped since the Interstate highway was opened and these new businesses are predominantly locally owned or operated. The town increased its land area by a third through annexation. And voters approved a $1,550,000 bond issue for improving the city water system, extending sewers and building a sewage treatment plant.

Some business did indeed suffer severely. Some highway-oriented businesses such as gasoline service stations, motels and restaurants, especially across the Missouri River in Howard county, experienced initial losses which in some cases were catastrophic. On the other hand, some of these businesses made adjustments and started cultivating local trade. Others moved to more favorable locations.

Here are some facts concerning the study area:

1. The estimated gross retail sales of gasoline service stations in 1963 were at the highest point of the study period. This was true despite the fact that gasoline gallonage sold still hasn't returned to the level prior to the opening of the Interstate highway which would indicate that many of the service stations have replaced their losses in gasoline sales with increased service and repair business.

2. Motel and hotel receipts in 1963 exceed the previous high point in 1959 by 16 percent.

3. In 1963 restaurants, taverns and liquor store sales were under the 1959 peak by only 2 percent. This was in spite of the fact that a large, thriving restaurant moved completely out of the area.

4. Automotive retail sales in 1963 reached the highest level of the study period and exceeded the previous high in 1959 by 15 per cent.

5. General merchandise retail sales in 1963 were up 7 percent over 1962, reaching the greatest volume of the 6-year study period. This category made up 59 percent of the total volume in the study area.

6. Total retail sales in 1963 exceeded the previous high in 1959 by 13 percent with the Business Loop surpassing 1959 by 23 percent. Downtown U. S. Route 40 with 60 percent of the total study area sales, was up 4 percent over 1962 and at a peak in 1963. Howard county U. S. Route 40, with only 7 percent of the total sales, was down 31 percent in 1963 when compared with 1958.

7. In 1963 Boonville's percentage increase in taxable sales exceeded central Missouri, the state and four of the five similar cities with which it was compared.

8. Boonville's population and school enrollment are increasing and employment in Cooper county has shown an upward trend in the last two years.

9. The city's various taxes in 1963 have yielded a greater income than at any time during the study period. Also the post office, utilities and banks were at their highest levels of business activity.

10. Traffic volume in the downtown area is about the same as it was in 1956, but most of the tourist and heavy truck traffic is using Interstate Route 70. In the "before" and "after" traffic flow, truck traffic across the Missouri River bridge has decreased from 1,061 per day to 408 per day. And the count on combination tractor-trailers dropped from 789 to 68! This decrease in congestion has encouraged more shoppers to come in to Boonville. When compared with 1956, vehicles are parking 25 percent longer than they did before the through traffic was rerouted to Interstate Route 70. It's safer driving in the Boonville area now that the traffic congestion has been reduced.

Yes, when the new highway opened this central Missouri city and its surrounding area faltered and maybe despaired. But the facts show that Boonville has rolled up its sleeves, recovered and is moving ahead with the spirit of its pioneer settlers.

PLAN OF STUDY

To present a sound evaluation of the effect of the relocation of through traffic from U. S. Route 40 to Interstate Route 70, many of the area's economic factors were analyzed over the 6-year period 1958-1963.

This period, which includes about three years before and after the opening of the Interstate facility in October 1960, should be long enough to give an indication of the effect of the relocation on the city of Boonville and its immediate environs. Therefore, the data and conclusions in this presentation are offered as a final report on the economic situation in the Boonville area. In most instances, the year 1958 was used as the base year in the comparisons presented in the study.

The study area starts at the junction of U. S. Route 40 and Missouri Route 5 in Howard county, extends south along Main Street in Boonville and includes Business Loop 70 and the I-70 interchange area.

As shown in Figure 2 the study area was divided into four parts in order to present a more precise reflection of the changes made in the area's economy. In some cases, insufficient data prevented this division. A description of the four parts is as follows:

Business Loop I-70 - extends from the Missouri Routes 87 and 41 interchange about 2.5 miles southeast of Boonville, along Bingham Road, Main Street, and Ashley Road to U. S. Route 40 and Missouri Route 5 interchange, about 2.1 miles southwest of Boonville. It also includes Missouri Route 41 for about 1 mile west from the junction with Missouri Route 5.

Downtown U. S. 40 - along Main Street and one block in each direction from the Missouri River bridge south to the Ashley Road junction.

Howard County U. S. 40 - north from the Missouri River bridge for about 1.4 miles to the junction with Missouri Route 5.

Interstate Route 70 Interchange Area - the Missouri Routes 41 and 87 interchange, the Missouri Route B interchange and the U. S. Route 40 and Missouri Route 5 interchange.

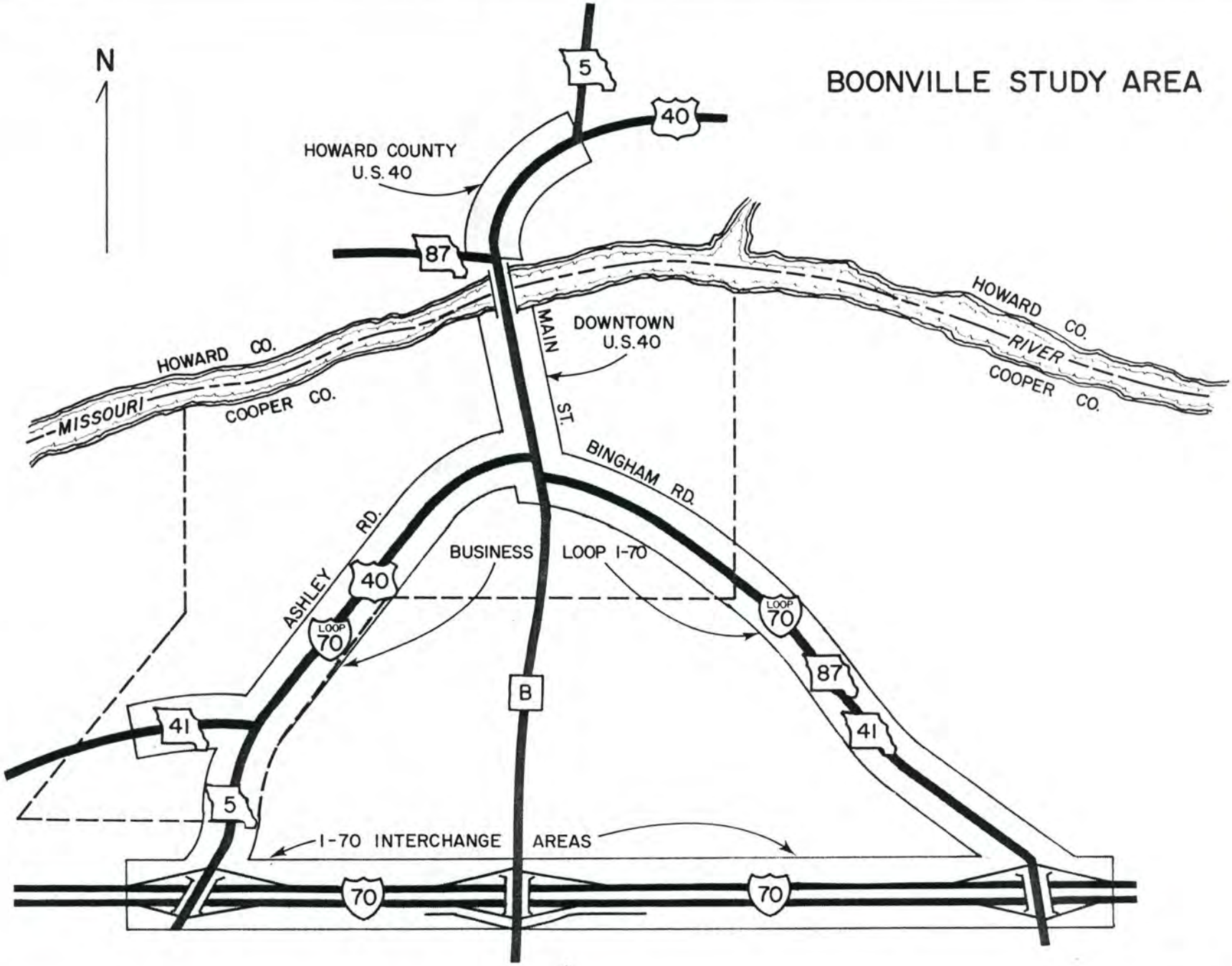

BOONVILLE STUDY AREA
N
5
40
HOWARD COUNTY
U.S. 40
87
HOWARD CO.
RIVER
COOPER CO.
MISSOURI
HOWARD CO.
COOPER CO.
MAIN ST.
DOWNTOWN
U.S. 40
BINGHAM RD.
ASHLEY RD.
40
LOOP 70
BUSINESS LOOP I-70
LOOP 70
87
41
B
41
5
I-70 INTERCHANGE AREAS
70
70

FIGURE 2

Various aspects of the economy were examined with primary emphasis on retail sales. The retail firms in the study area were divided into these classifications:

1. Gasoline Service Stations

2. Motels and Hotels

3. Restaurants, Taverns and Liquor Stores

4. Automotive - New and Used Automobiles, Parts, Accessories and Tires

5. General Merchandise - Food Markets, Department Stores, Drug Stores, Furniture Stores, etc.

Other components of the Boonville economy were studied such as business "stops and starts", city tax income, utilities, bank deposits and employment.

Where possible, comparisons were made at the city, county, state and national level to determine if Boonville's economy was being influenced by factors other than the highway relocation.

A parking survey was made of the downtown area before and after the opening of Interstate Route 70 at Boonville. Traffic counts were made in the study area on a "before" and "after" basis also.

The data for this study were obtained by direct contacts with individual businessmen, city officials and state agencies. Additional information was obtained from the use of publications of the state and federal government.

Although Table I shows a continuous rise in the consumer price index during the study period, no attempt has been made to adjust any of the retail sales figures used in this study.

TABLE I

Consumer Price Index

Year	Index (1957-59 = 100%)
1958	100.7
1959	101.5
1960	103.1
1961	104.2
1962	105.4
1963	106.7

Source: U. S. Department of Commerce - Survey of Current Business

ECONOMIC TRENDS

In evaluating the economy of the Boonville study area, some perspective can be gained by considering the gross national product of the United States as illustrated in Figure 3 and Table II.

The nation, while showing a decrease in output during some of the quarters of 1959 and 1960, has enjoyed a rapid and constant recovery during the years 1961, 1962, and 1963.

TABLE II

Gross National Product
(In Billions)

Year	Unadjusted Dollars	Constant 1954 Dollars
1958	444.5	401.3
1959	482.8	428.4
1960	503.4	440.2
1961	518.7	447.9
1962	556.2	476.4
1963	583.9	492.6

Source: U. S. Department of Commerce - Survey of Current Business

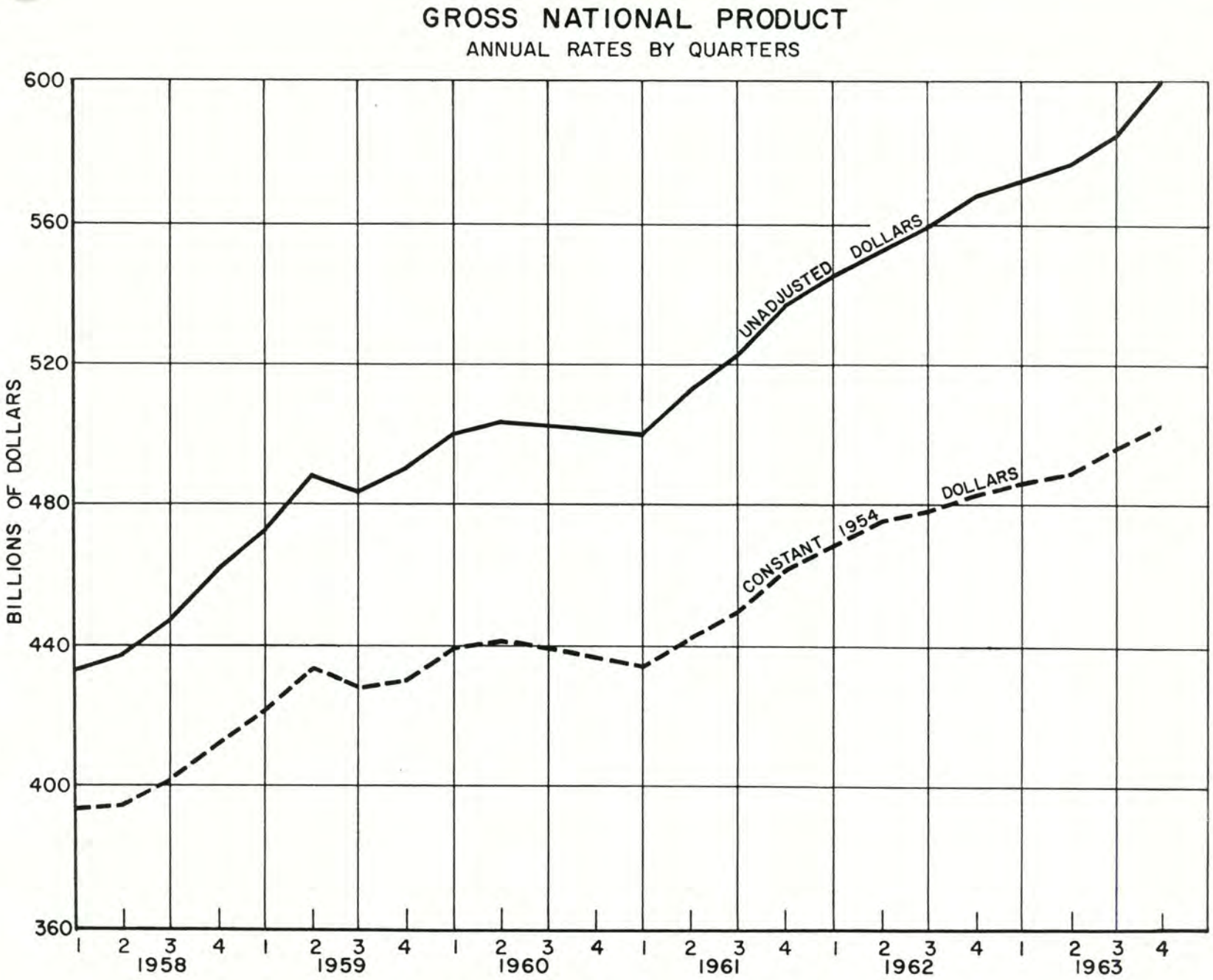

GROSS NATIONAL PRODUCT
ANNUAL RATES BY QUARTERS
BILLIONS OF DOLLARS
600
560
520
480
440
400
360
UNADJUSTED DOLLARS
CONSTANT 1954 DOLLARS
1 2 3 4 1 2 3 4 1 2 3 4 1 2 3 4 1 2 3 4 1 2 3 4
1958
1959
1960
1961
1962
1963

FIGURE 3

It would be virtually impossible to isolate those economic factors which have been directly affected by the highway relocation at Boonville. However, an attempt has been made to explore various components of Boonville's economy to determine what changes have taken place. In some cases, such as highway-oriented businesses, it is apparent that the highway relocation has had a definite effect. On other businesses, the assignment of effect would be theoretical.

Figures 4 and 5 illustrate the "before" and "after" flow of traffic in the study area. Downtown U. S. Route 40 shows a decrease of less than 5 percent in the central business district and a decrease of about 13 percent near the I-70 Business Loop. Howard county U. S. Route 40 has experienced a drop in traffic in excess of 40 percent.

A similar drop occurred on the western leg of the I-70 Business Loop. Within the study area it would appear that some of the loss of traffic on U. S. Route 40 in Howard county has been recovered on Missouri Route B and the east leg of the I-70 Business Loop.

GASOLINE SERVICE STATIONS

In reviewing Figures 6, 7, and 8 it is obvious that the construction of Interstate Route 70 has had a decided influence on gasoline service stations in all segments of the study area. In Figure 6, the Business Loop's estimated gross retail sales are down 30 percent in 1963 from the base year 1958 and Howard county U. S. Route 40 is down 40 percent. Downtown U. S. Route 40 is up 1 percent with a rising trend in the last two years.

The total study area, excluding the I-70 interchange areas, is down 27 percent although showing some recovery in the last two years. The total study area, when including the Interstate interchange areas, shows an upward trend in the last two years and 1963 was 8 percent above 1958 and at an all-time high during the study period.

When comparing Figure 6 with Figure 7, it should be noted that the percentage drop in estimated gross retail sales is less than the percentage drop in total gasoline gallonage sold in the four parts of the study area. This would indicate that many of the gasoline service stations have replaced their losses in gasoline sales with increased service and repair business.

Figure 8 depicts the dollar volume of estimated gross retail sales of the gasoline service stations during the study period. It is significant that the service station sales in the interchange areas exceed those of each of the other sectors during the year 1963.

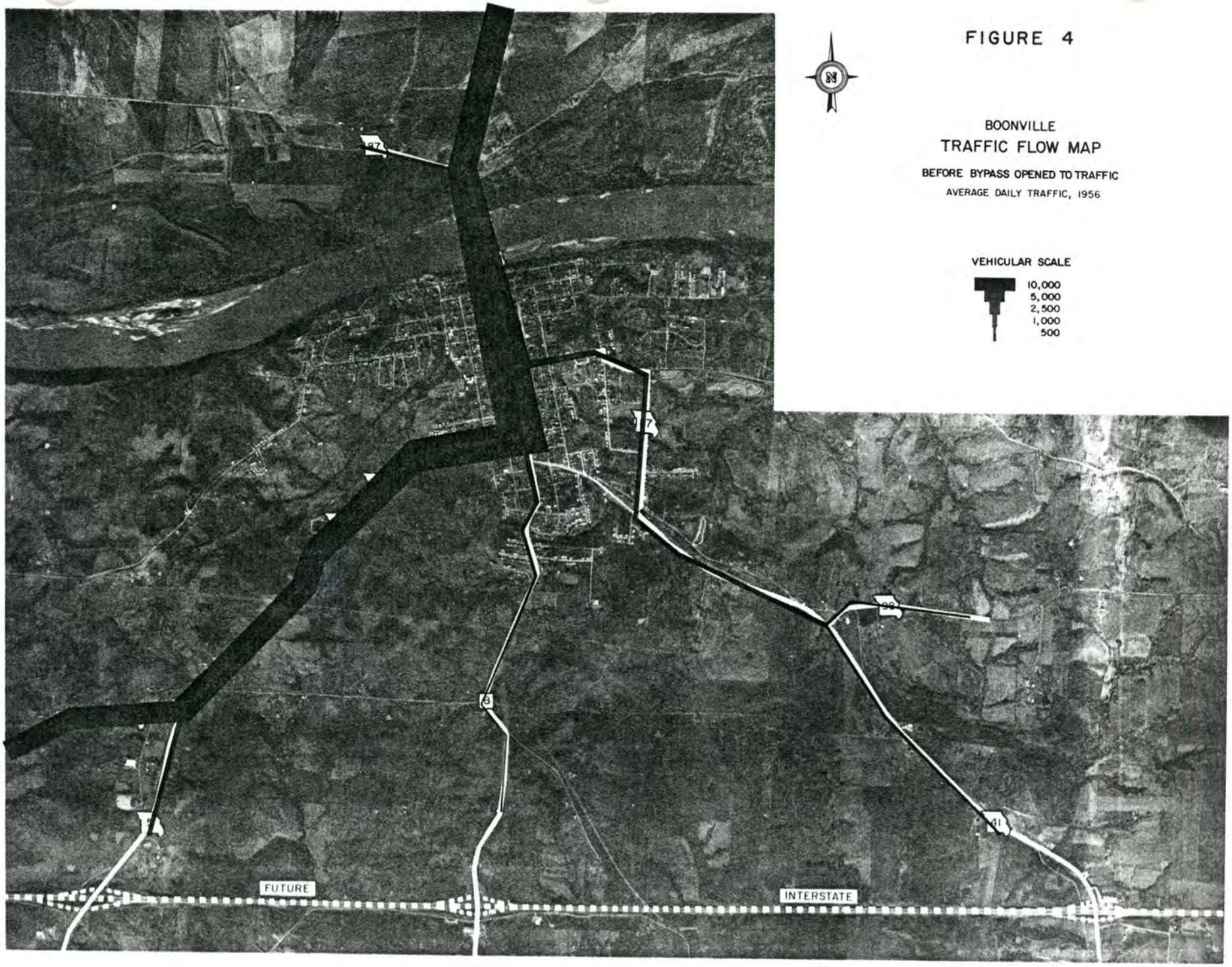


FIGURE 4

BOONVILLE
TRAFFIC FLOW MAP

BEFORE BYPASS OPENED TO TRAFFIC
AVERAGE DAILY TRAFFIC, 1956

VEHICULAR SCALE
10,000
5,000
2,500
1,000
500

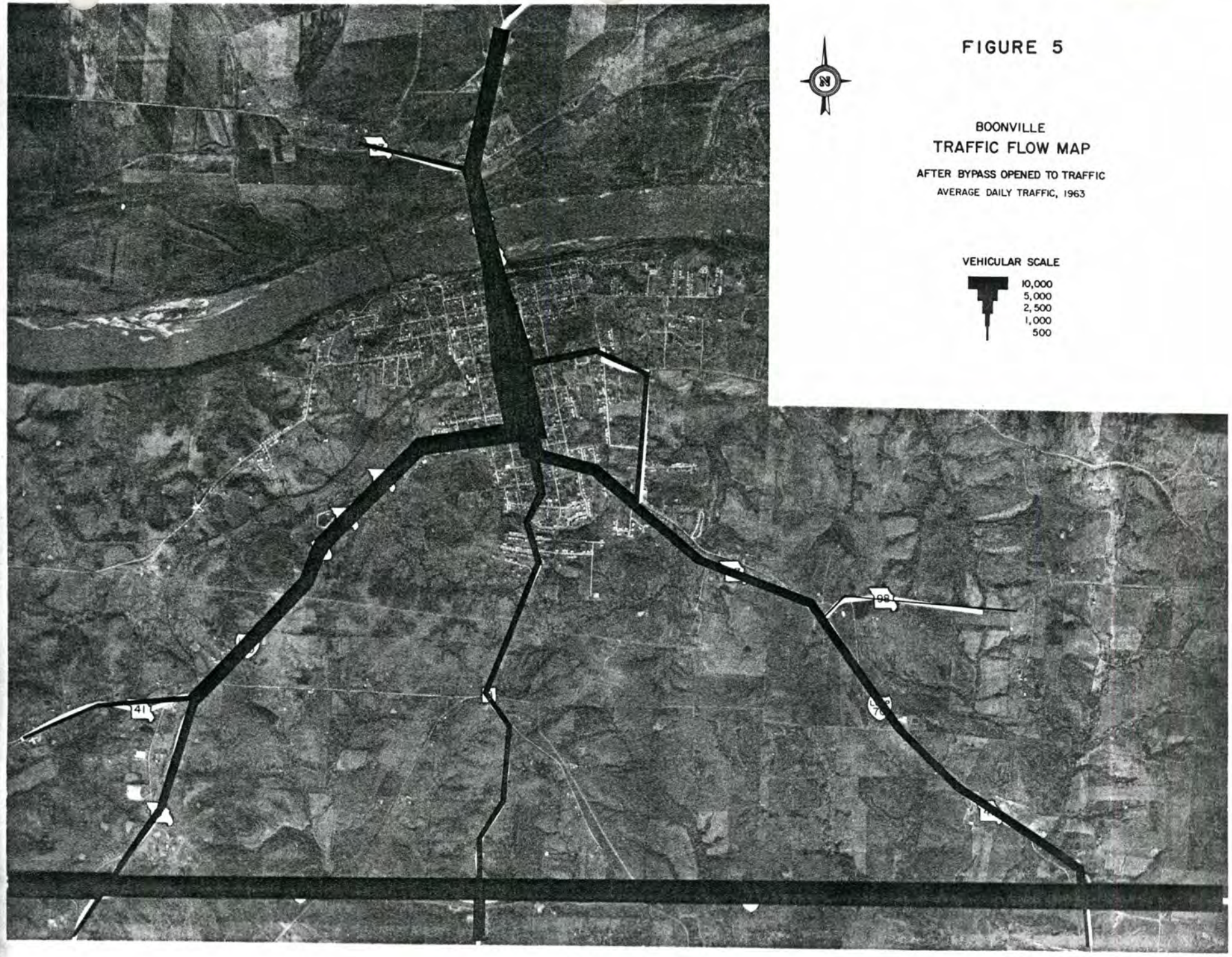


FIGURE 5

BOONVILLE
TRAFFIC FLOW MAP

AFTER BYPASS OPENED TO TRAFFIC
AVERAGE DAILY TRAFFIC, 1963

VEHICULAR SCALE

10,000
5,000
2,500
1,000
500

BOONVILLE STUDY AREA
SERVICE STATION ESTIMATED GROSS RETAIL SALES
TIRES & BATTERIES
LUBRICATION SERVICE
AUTO LAUNDRY
I-70 INTERCHANGE AREAS
1968 = 100%
120
100
80
60
0
BUSINESS LOOP I-70
DOWNTOWN U.S. 40
HOWARD COUNTY U.S. 40
TOTAL STUDY AREA

FIGURE 6

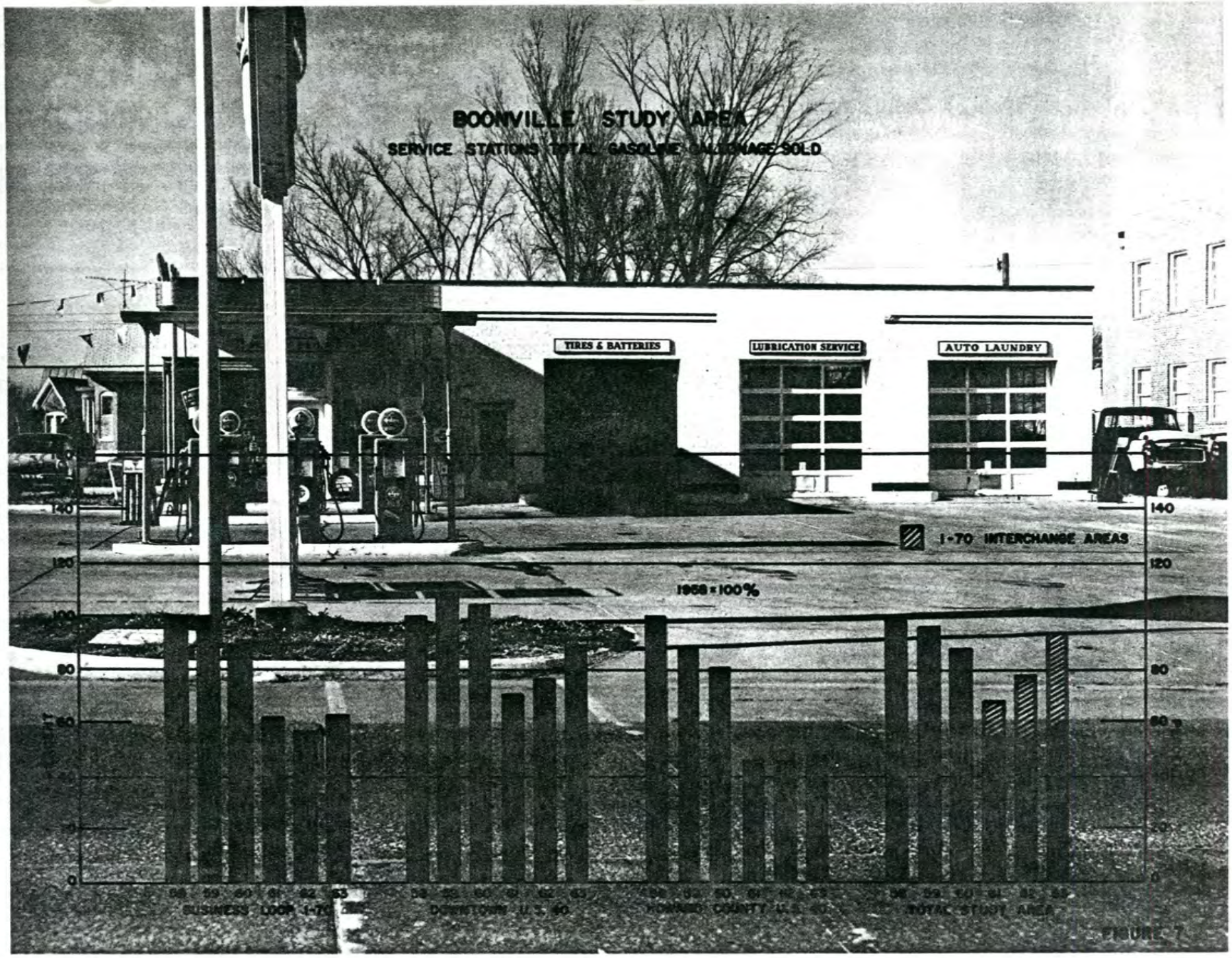

BOONVILLE STUDY AREA
SERVICE STATIONS TOTAL GASOLINE TONNAGE SOLD
TIRES & BATTERIES
LUBRICATION SERVICE
AUTO LAUNDRY
I-70 INTERCHANGE AREAS
1958 = 100%
140
120
100
80
60
0
58 59 60 61 62 63
BUSINESS LOOP I-70
DOWNTOWN U.S. 40
HOWARD COUNTY U.S. 40
TOTAL STUDY AREA

FIGURE 7

BOONVILLE STUDY AREA

SERVICE STATIONS ESTIMATED GROSS RETAIL SALES

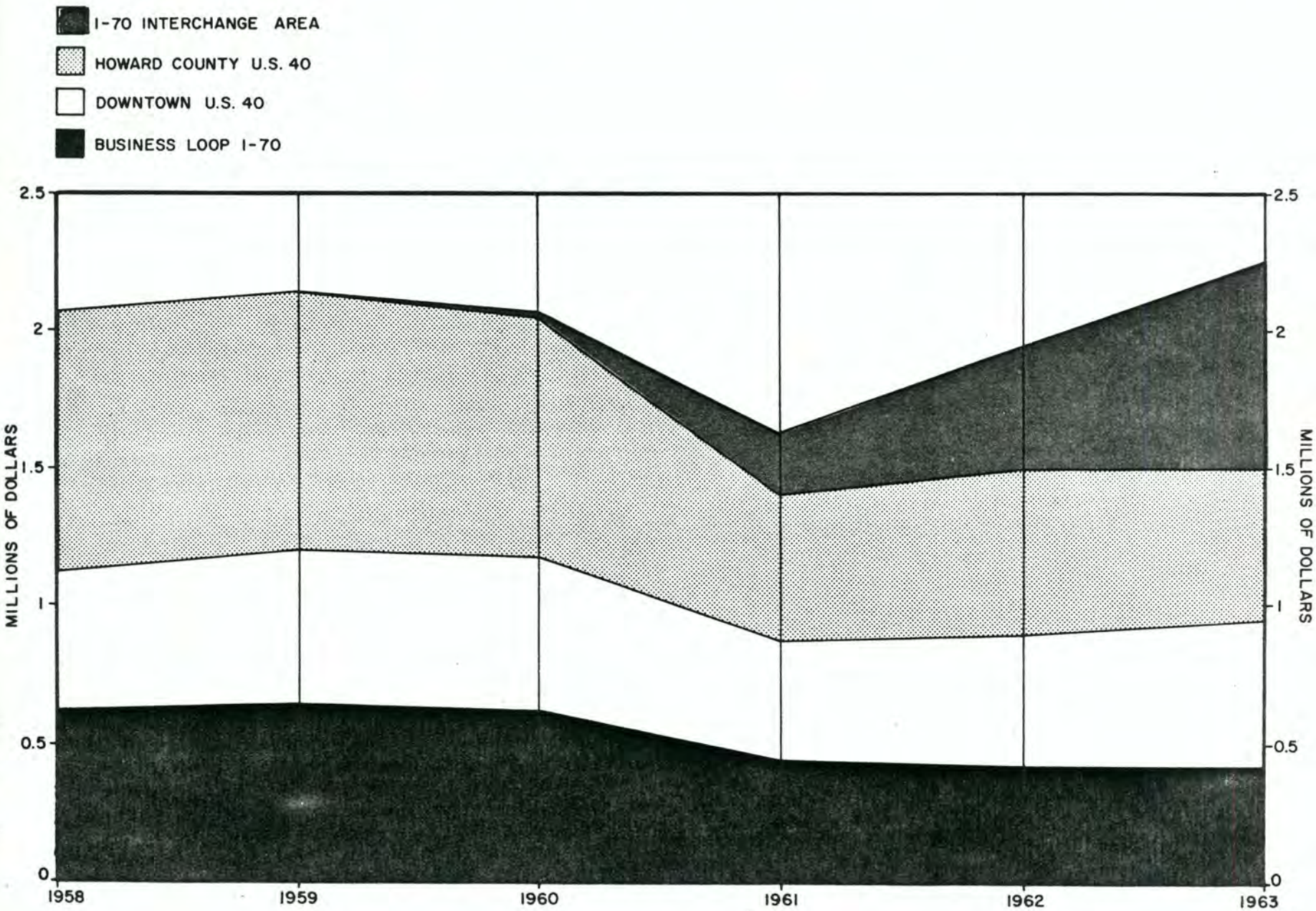


FIGURE 8

Appendix Figures A-1 and A-2 show the quarterly trend of gasoline service station estimated gross retail sales and gallonage sold during the 6-year study period. Significantly, a downward trend in gasoline gallonage sold started back in 1958 and started up again the 2nd quarter of 1962. A glance at the quarterly sales in both these illustrations clearly shows the sharp downward trends beginning in the last quarter of 1960 and the strong upswing resulting from the service station openings in the interchange areas in 1962 and 1963.

With the sizable decrease in traffic flow in the Howard county and Business Loop I-70 segments of the study area, it is logical that there would be a drop in both service station retail sales and gasoline gallonage sold.

MOTELS AND HOTELS

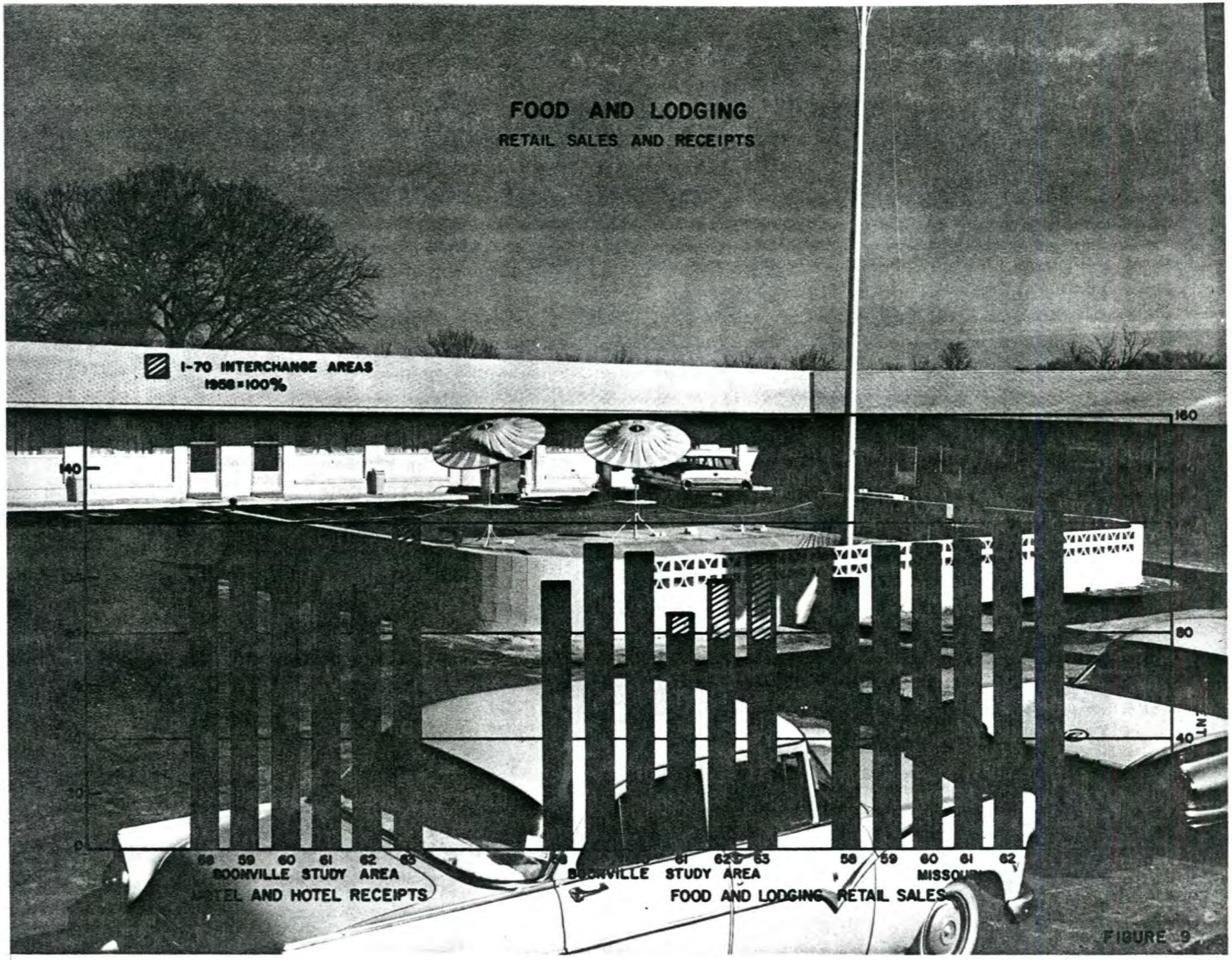
Because of the small number of motels and hotels, which constitute about 1 percent of the total area sales volume, no attempt was made to divide the study area. Figure 9 presents a trend in motel and hotel receipts and a comparison of food and lodging retail sales in the study area with the state of Missouri.

Including the I-70 interchange areas, motel and hotel receipts in 1963 were 23 percent higher than 1958, an all-time high. A comparison of 1963 with 1958, excluding the interchange areas, shows a drop of 11 percent which would indicate that the losses in town, on the Business Loop and in Howard county, have been more than recovered by the motels in the interchange areas.

Food and lodging retail sales, as illustrated in Figure 9, show a decrease of 22 percent from 1958 to 1963, when excluding the I-70 interchange areas. Including the interchange areas, 1963 is up 9 percent over 1958.

During the study period, the state experienced a continual rise in food and lodging retail sales with a 12 percent increase in 1959 over 1958 and 24 percent increase in 1963 over 1958. The Boonville study area, while trailing the state's rate of growth in food and lodging sales, shows a sharp rate of growth in the last 2 years.

Appendix Figure A-3 shows a 4-quarter centered moving average for motel receipts in the Boonville area. This illustration vividly depicts the sharp rise in receipts occasioned by the opening of new motels in the interchange areas during 1963.


FOOD AND LODGING
RETAIL SALES AND RECEIPTS
I-70 INTERCHANGE AREAS
1958=100%
160
140
80
40
0
58 59 60 61 62 63
BOONVILLE STUDY AREA
HOTEL AND HOTEL RECEIPTS
BOONVILLE STUDY AREA
FOOD AND LODGING RETAIL SALES
58 59 60 61 62
MISSOURI
FIGURE 9

RESTAURANTS, TAVERNS AND LIQUOR STORES

This classification of retail sales experienced losses throughout the study area after the opening of I-70, with the greatest drop again in the Howard county area. However, all sections of the study area are showing an upward trend with the Business Loop's 1963 sales up 25 percent from 1958 and Howard county returning to the 1958 level as shown in Figure 10.

The downtown area's sales, although recovering, are down 23 percent in 1963 from 1958. The downtown area was heavily affected by the relocation of a high volume restaurant to another county.

The total study area retail sales have increased 11 percent in 1963 compared with 1958, and are only 2 percent below the peak in 1959.

Appendix Figure A-4 clearly shows the downward trend in sales after the opening of the Interstate facility in the 3rd quarter of 1960 and the subsequent recovery starting in 1962 resulting from new businesses in the interchange areas.

AUTOMOTIVE

Again, because of the small number of automotive businesses in certain sections of the study area, retail sales were not broken down by areas.

Figure 11 shows study area automotive retail sales in 1963 at the highest point during the study period, up 45 percent from 1958. Boonville's slump in 1961 sales is reflected in county, state and national figures. The study area's 1963 high point exceeds both the state and the national peaks in the same year.

To add further clarification, Cooper county and central Missouri dealers' new car and truck sales are shown in Figure 11. Cooper county is up 78 percent in 1963 when compared with 1958 and exceeds the central Missouri increase of 71 percent for the same period.

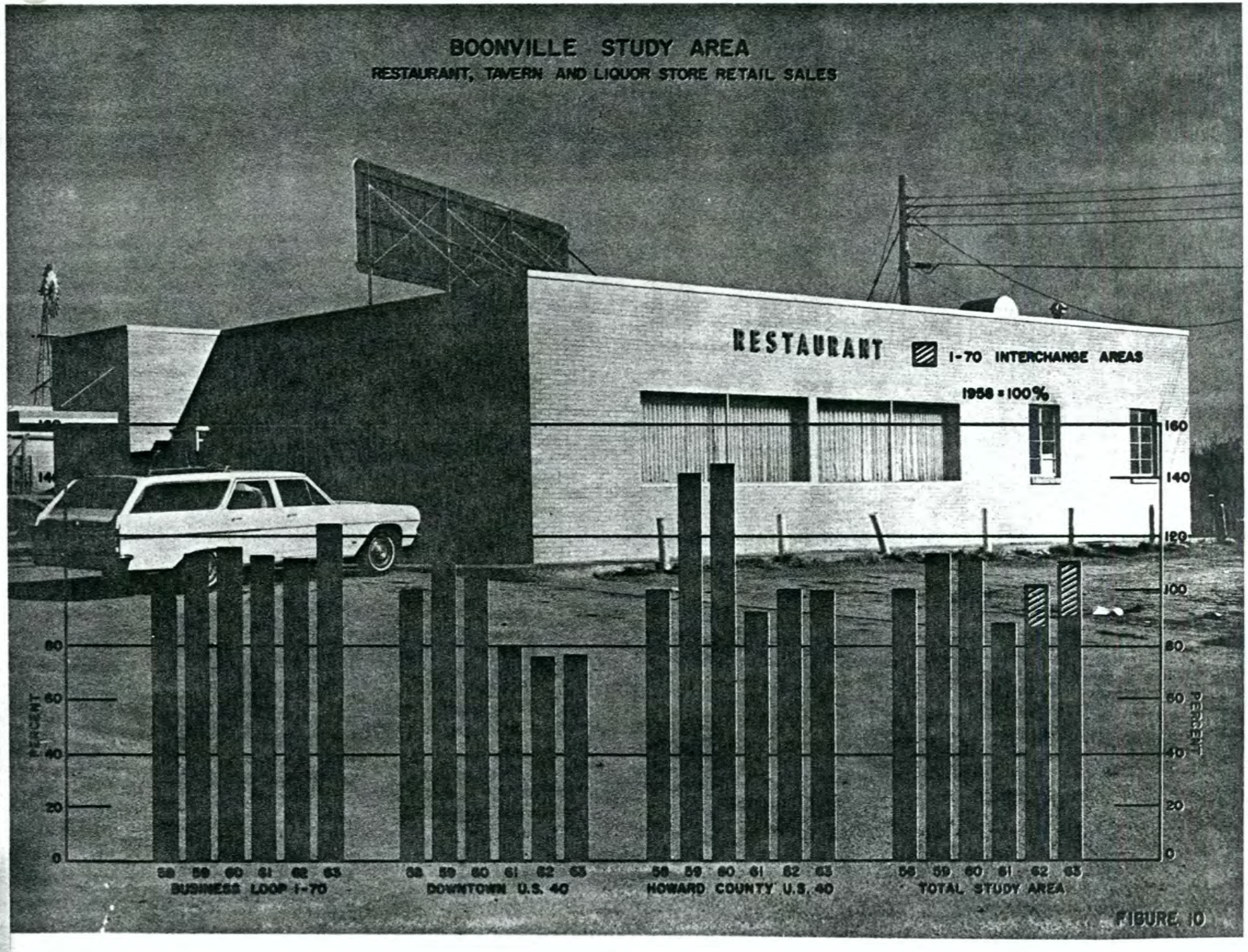

BOONVILLE STUDY AREA
RESTAURANT, TAVERN AND LIQUOR STORE RETAIL SALES
RESTAURANT
I-70 INTERCHANGE AREAS
1958 = 100%
PERCENT
0
20
40
60
80
100
120
140
160
58 59 60 61 62 63
BUSINESS LOOP I-70
DOWNTOWN U.S. 40
HOWARD COUNTY U.S. 40
TOTAL STUDY AREA

FIGURE 10

AUTOMOTIVE
RETAIL SALES AND TAX RECEIPTS
1958=100%
200
180
160
140
120
100
80
60
40
20
0
PERCENT
FORD
SERVICE
days & nights
SOMERVILLE STUDY AREA
AUTOMOTIVE RETAIL SALES
COOPER COUNTY, MISSOURI
NEW CAR & TRUCK SALES
CENTRAL MISSOURI DEALERS
NEW CAR & TRUCK SALES
MO. SALES TAX RECEIPTS
AUTOMOTIVE SALES
UNITED STATES
AUTOMOTIVE RETAIL SALES

FIGURE 11

GENERAL MERCHANDISE

This category of retail sales would be considered the least highway-oriented of the five classifications of retail sales. As shown in Figure 12 in 1963 all sectors of the study area are at the highest level of the study period.

Compared with 1958, Business Loop 70 shows a 166 percent gain in 1963; downtown U. S. Route 40 shows a 13 percent increase; Howard county is up 41 percent; and the total study area has 23 percent more sales. The tremendous percentage increase in retail sales in the Business Loop can be explained in that there has been a sizable increase in the number of businesses in this part of the study area.

In three years since the opening of Interstate 70, only the Howard county section of the study area has experienced a decrease in sales in any one year; that was in 1961.

The reduction of traffic congestion, resulting from the relocation of tourist and heavy truck traffic to Interstate Route 70, has made it much easier for shoppers to come in to Boonville.

Figure 13 shows the dollar volumes involved in the general merchandise retail sales of the three sectors.

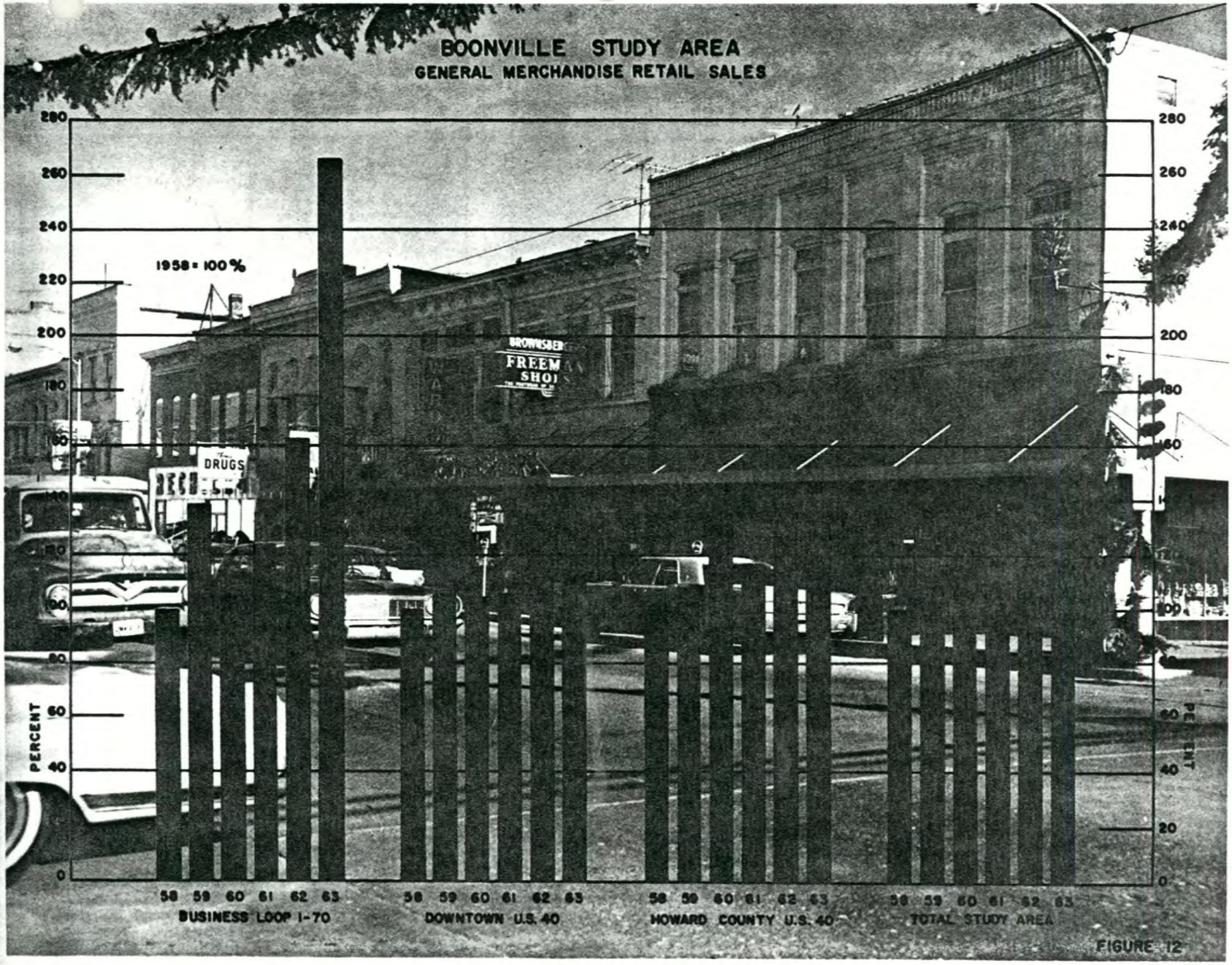

BOONVILLE STUDY AREA
GENERAL MERCHANDISE RETAIL SALES
1958 = 100%
PERCENT
280
260
240
220
200
180
160
140
120
100
80
60
40
20
0
58 59 60 61 62 63
BUSINESS LOOP I-70
58 59 60 61 62 63
DOWNTOWN U.S. 40
58 59 60 61 62 63
HOWARD COUNTY U.S. 40
58 59 60 61 62 63
TOTAL STUDY AREA
DRUGS
FREEM
SHO

FIGURE 12

BOONVILLE STUDY AREA

GENERAL MERCHANDISE RETAIL SALES

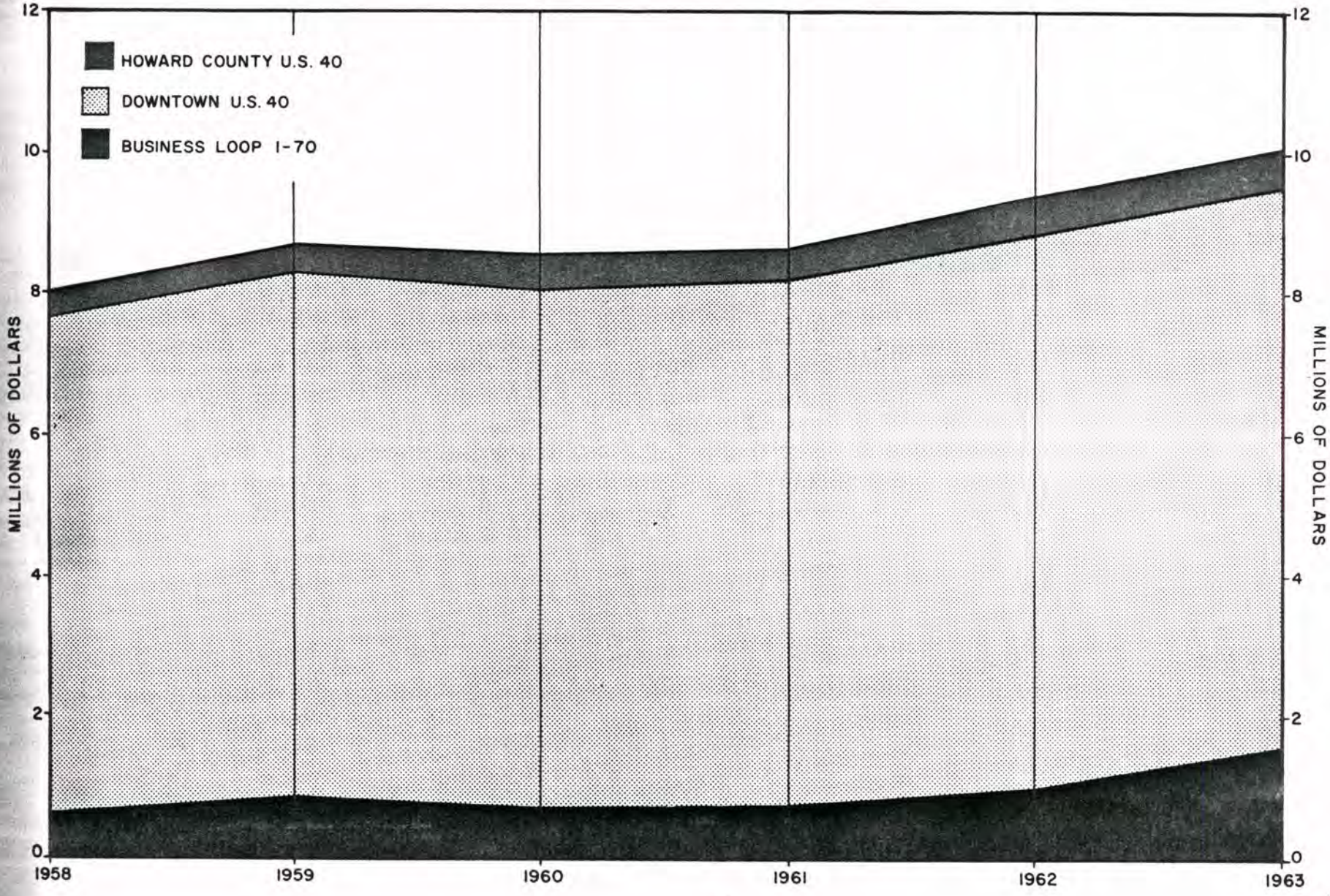


FIGURE 13

ALL RETAIL SALES

Figures 14 and 15 summarize all retail sales in the study area by the four divisions. Figure 14 shows that total retail sales are up 25 percent, comparing 1963 with 1958. There has been a 17 percent gain even when the interchange areas are excluded.

Compared with 1958 the Business Loop is up 56 percent in 1963, downtown U. S. Route 40 is up 15 percent with Howard county U. S. Route 40 down 31 percent. It must be realized that the majority of Howard county's sales are in highway-oriented businesses and would show losses with the sharp traffic decrease in that area.

Figures 16 and 17 present summaries of the five classifications of retail sales in the study area. Figure 16 shows all businesses at the highest level of the 6-year study period, except restaurants, taverns and liquor stores.

Figure 18 shows the business "stops" and "starts" in the study area since Interstate 70 opened on October 8, 1960, up until November 1, 1964. Table III gives a breakdown of the business "stops" and "starts".

There have been added three automotive businesses, 14 general merchandise businesses, two motels and eight service stations. There has been a decrease of one in the restaurant, tavern and liquor store group. This gives a total of 26 additional businesses and most of these new businesses are locally owned or operated.

Figure 18 and Table III also indicate that many new businesses have opened up on the Business Loop and in the interchange areas. They also show that downtown U. S. Route 40 closings are being more than offset by replacement businesses.

Many of the business "starts" have occurred during the period July 1, 1963, to November 1, 1964, with I-70 Business Loop having 12 of 21, downtown U. S. Route 40 having 8 of 18, Howard county U. S. Route 40, 3 of 4 and I-70 interchange area, 3 of 11. During this same period there has been one Howard county "stop" and four downtown U. S. Route 40 "stops". This shows a continuing increase in business activity beyond the 6-year study period.

BOONVILLE STUDY AREA

ALL RETAIL SALES

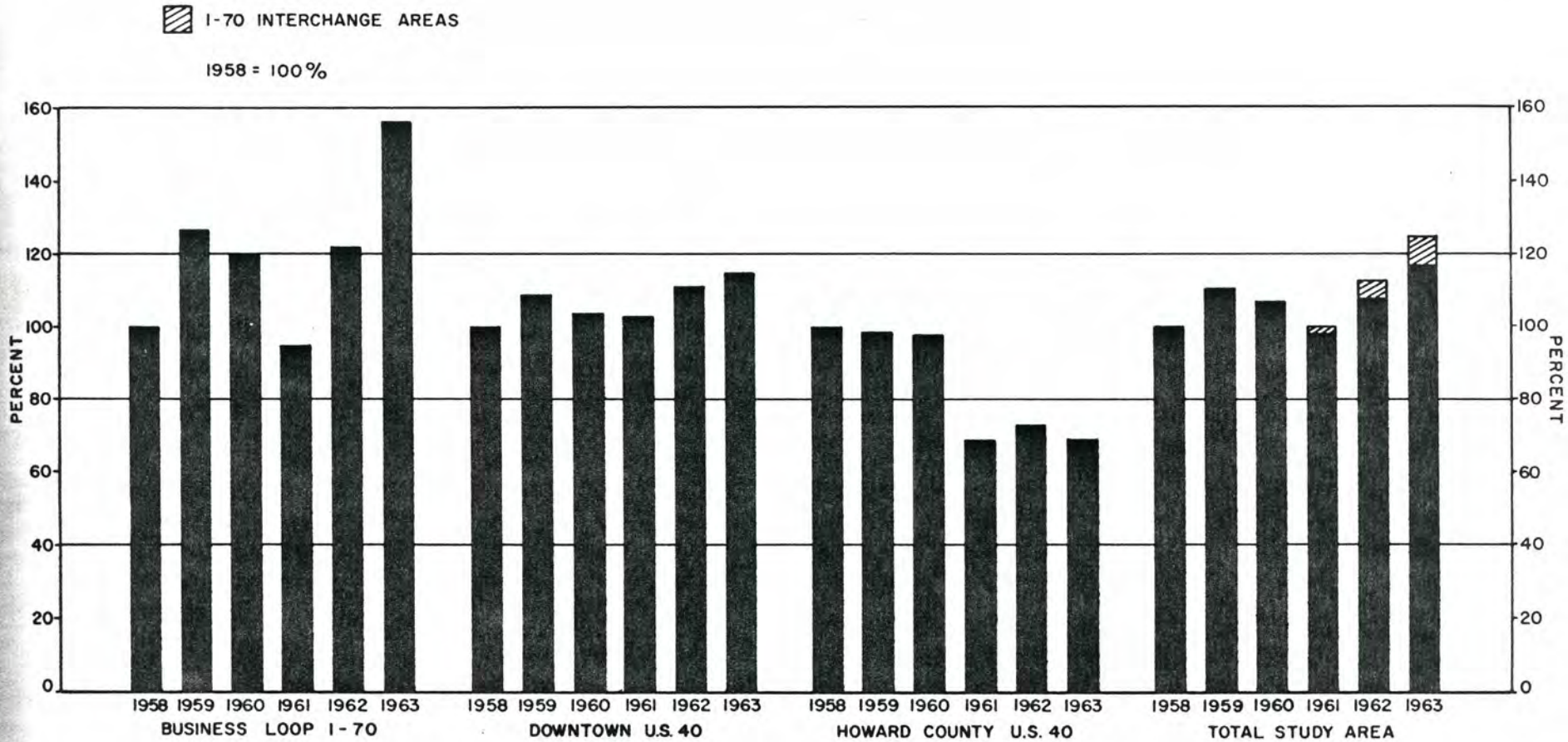


FIGURE 14

BOONVILLE STUDY AREA

ALL RETAIL SALES

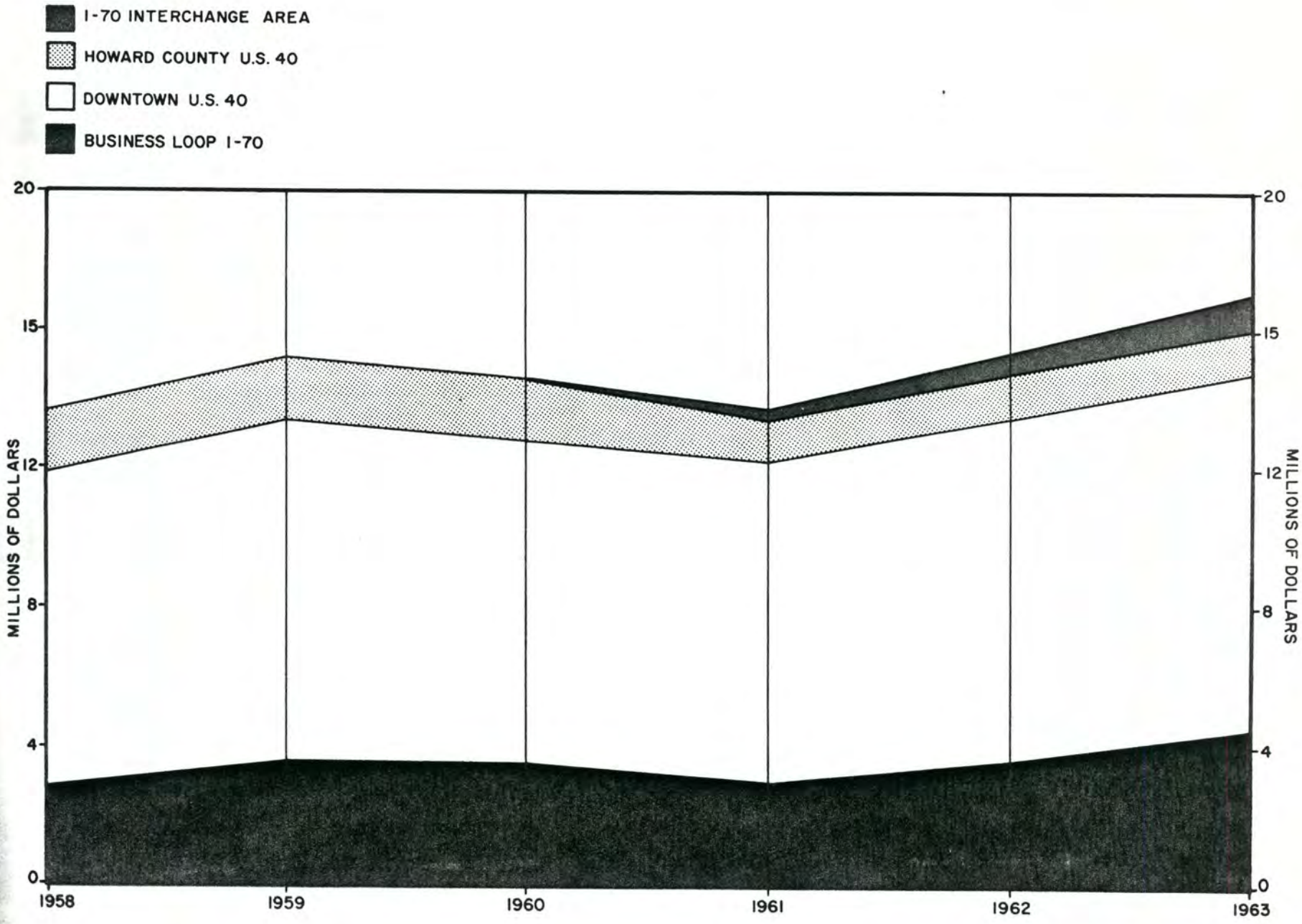


FIGURE 15

BOONVILLE STUDY AREA

ALL RETAIL SALES

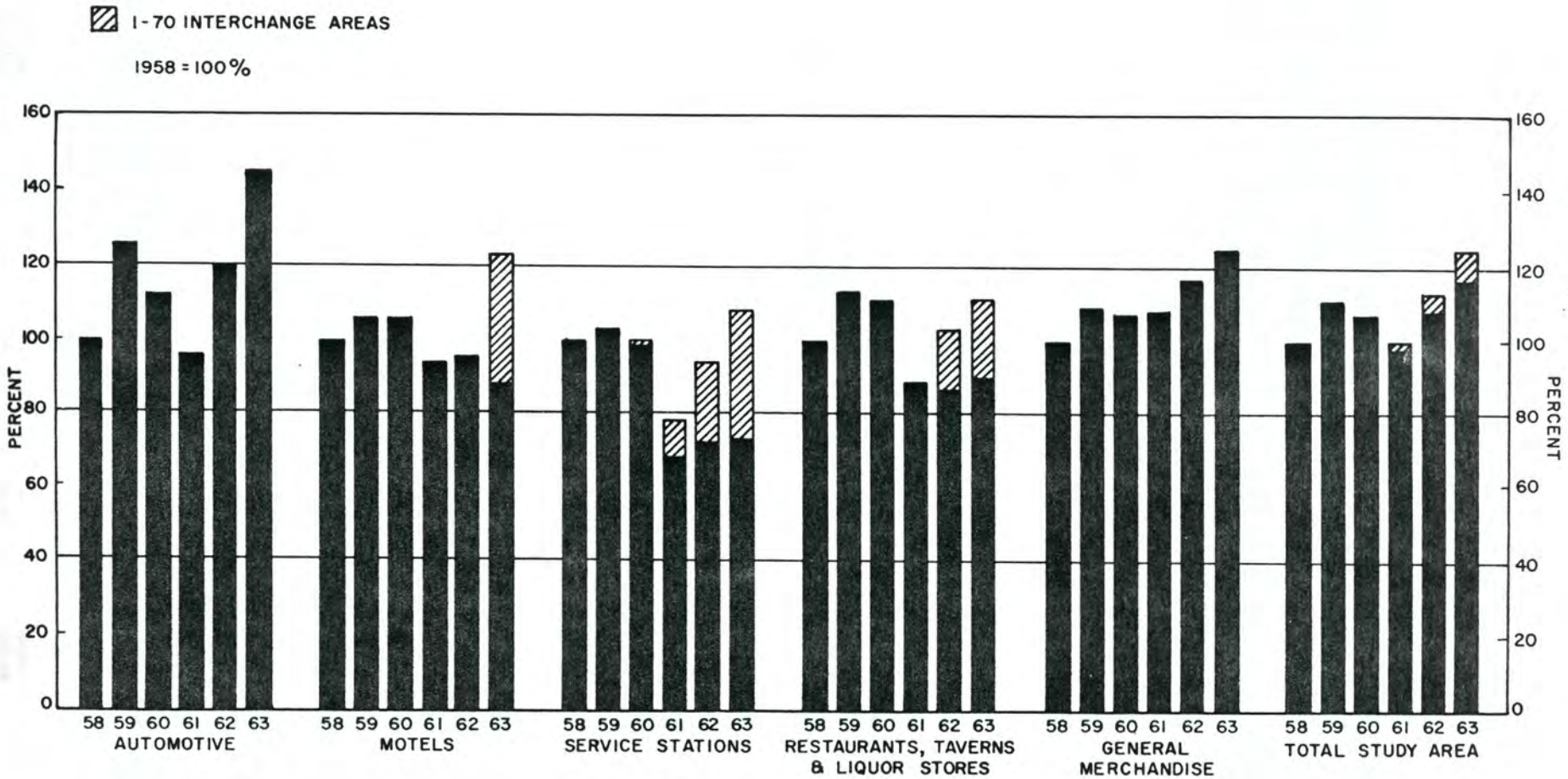


FIGURE 16

BOONVILLE STUDY AREA

ALL RETAIL SALES

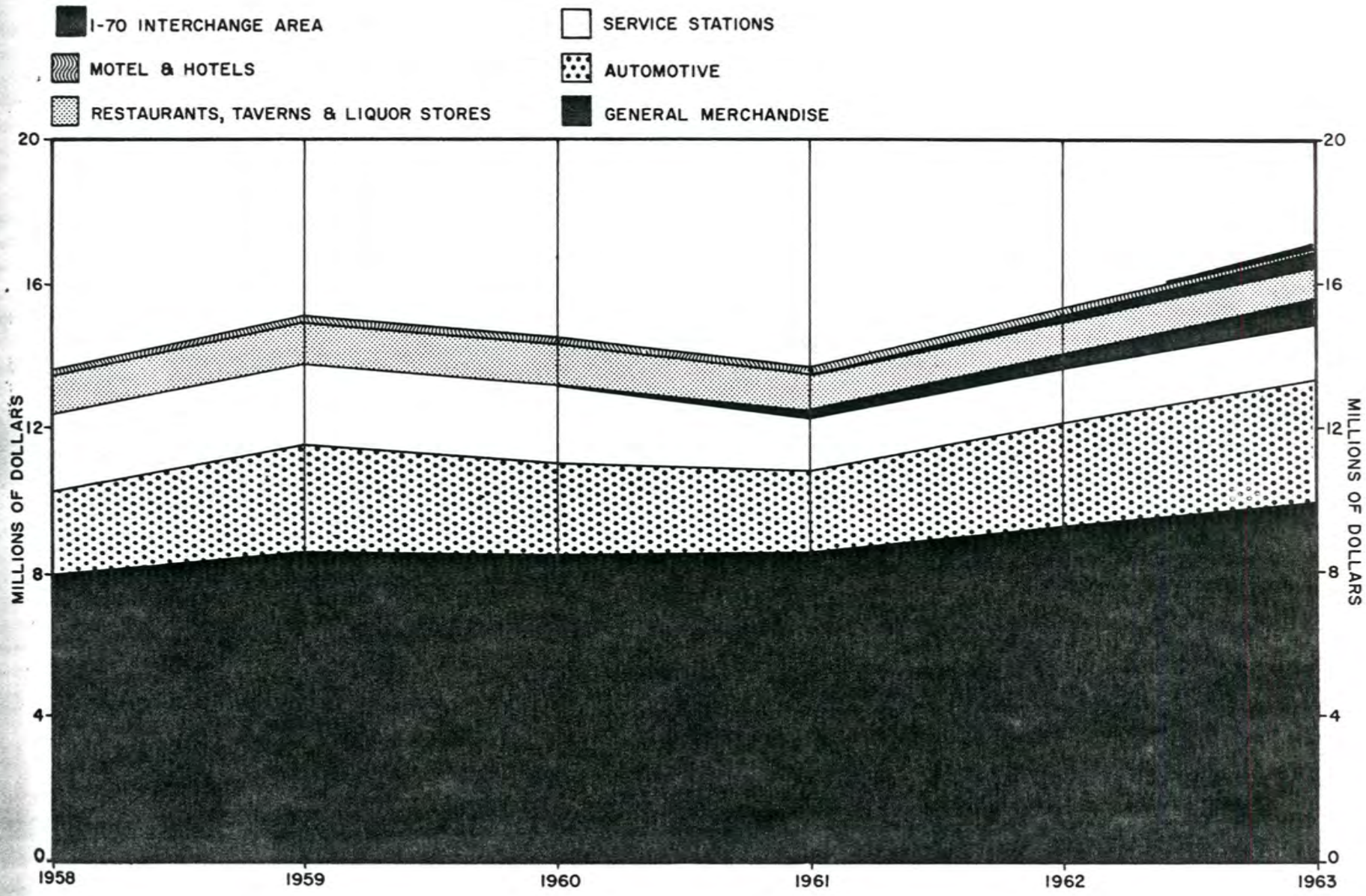


FIGURE 17

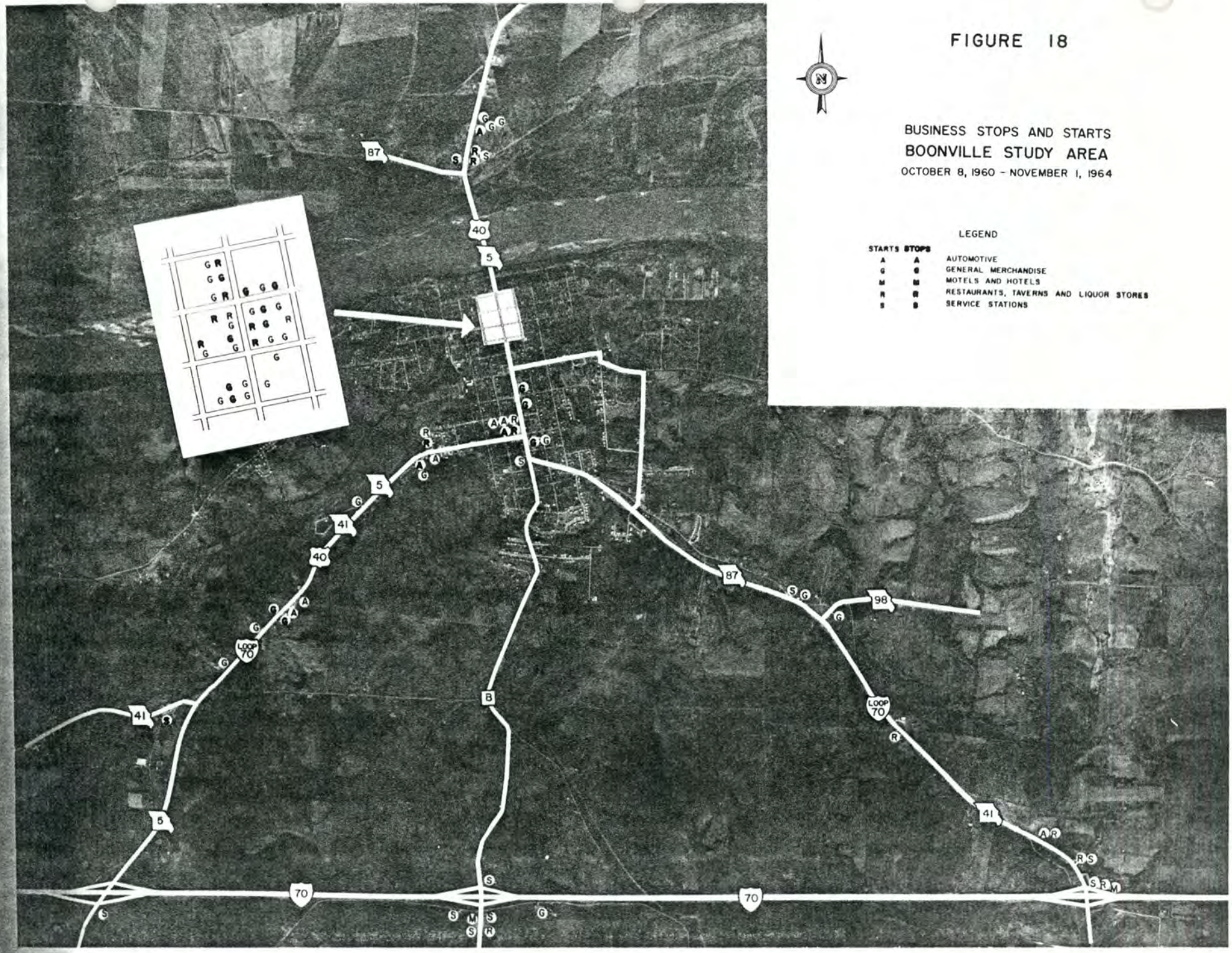


FIGURE 18

BUSINESS STOPS AND STARTS
BOONVILLE STUDY AREA
OCTOBER 8, 1960 - NOVEMBER 1, 1964

LEGEND

STARTS	STOPS	
A	A	AUTOMOTIVE
G	G	GENERAL MERCHANDISE
M	M	MOTELS AND HOTELS
R	R	RESTAURANTS, TAVERNS AND LIQUOR STORES
S	S	SERVICE STATIONS

TABLE III

BOONVILLE STUDY AREA

BUSINESS "STOPS" AND "STARTS"

October 8, 1960 - November 1, 1964

STOPS

	Business Loop I-70	Downtown U. S. 40	Howard County U. S. 40	I-70 Inter-changes	Total
Automotive	2	-	1	-	3
General Merchandise	3	10	-	-	13
Motels and Hotels	-	-	-	-	-
Restaurants, Taverns, Liquor Stores	2	6	2	-	10
Gasoline Service Stations	1	-	1	-	2
Total	8	16	4	-	28

STARTS

Automotive	6	-	-	-	6
General Merchandise	7	16	3	1	27
Motels and Hotels	-	-	-	2	2
Restaurants, Taverns, Liquor Stores	5	2	-	2	9
Gasoline Service Stations	3	-	1	6	10
Total	21	18	4	11	54

TAXABLE SALES

A comparison of taxable sales for the period 1958 to 1963 was made between the city of Boonville, Cooper county, central Missouri and the state; this is illustrated in Figure 19. Boonville's 31 percent increase of 1963 over 1958 exceeds central Missouri's 25 percent increase and the state's 28 percent increase, while it is slightly under Cooper county's 33 percent increase.

The fact that the percentage increase in Cooper county, excluding Boonville was higher than Boonville could be due to construction workers' purchases in the year prior to the opening of I-70, and the rapid growth of business on the I-70 interchange areas and along the Business Loop outside Boonville's city limits.

In Figure 20, an attempt was made to compare Boonville with five other Missouri cities of similar economic characteristics. In the comparison, Boonville's taxable sales percentage increases were generally above the other five cities.

POPULATION

Another indicative factor in economic activity is that of population. Figure 21 shows that Boonville's population has increased in the last 20 years with corresponding decreases in population in both Cooper and Howard counties. The fact that these two counties have experienced population decreases is not unusual since 83 of Missouri's 114 counties have had decreases since the 1950 census. This is further evidence of the trend of population movement from rural to urban areas.

Since a year-by-year estimate of population during the study period was not available, school enrollment trends have been examined and illustrated in Figure 22. The population of Boonville increased by 6 percent from 1950 to 1960, but the school enrollment shows a 19 percent increase from the 1957-58 school year to that of the 1962-63 school year.

Even though changes in school district and census boundaries might be involved in the growth rates of the city and county, it would further confirm a shift from rural to urban areas. The percentage increase in school enrollment in Boonville compares favorably with that of central Missouri and the state as a whole.

A COMPARISON OF TAXABLE SALES

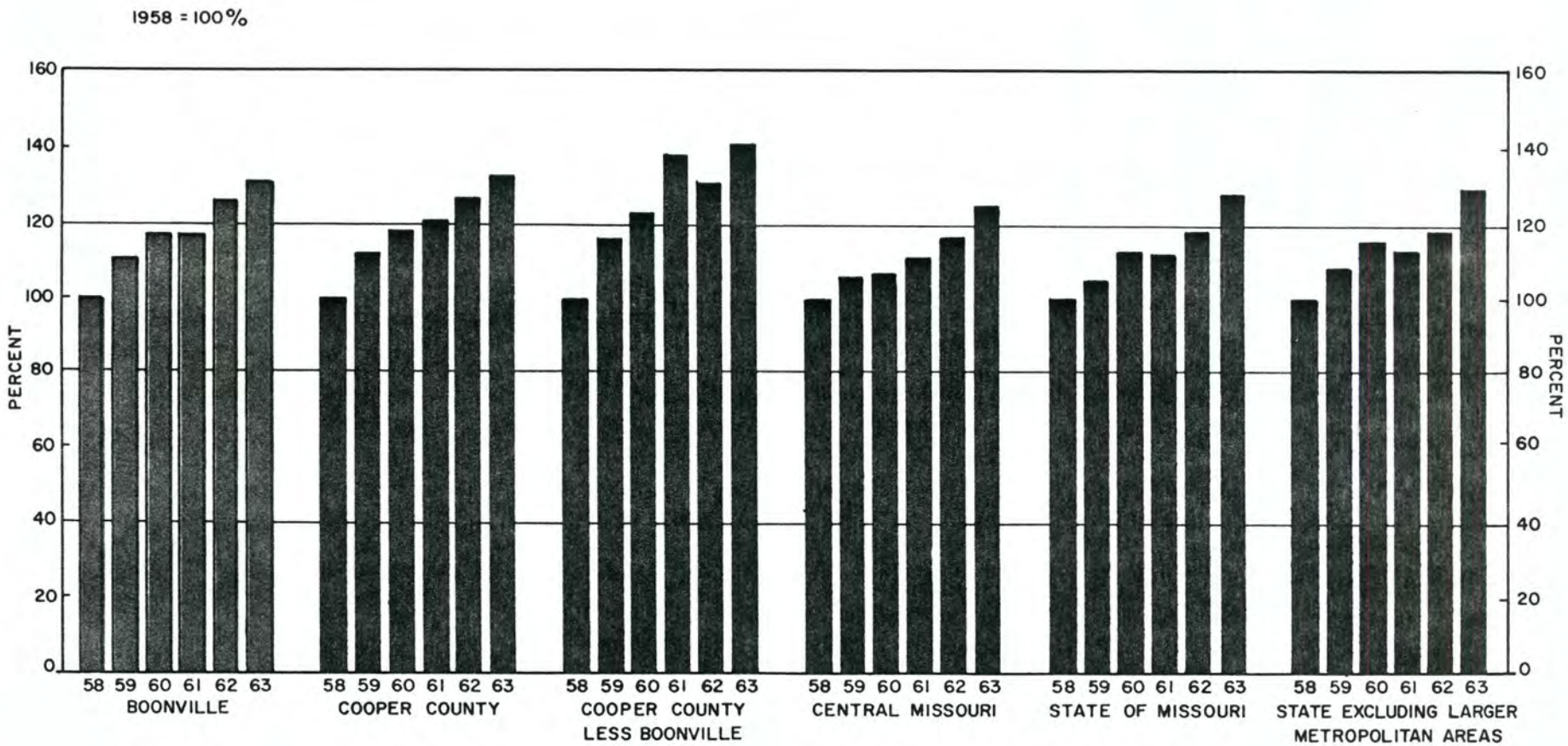


FIGURE 19

TAXABLE SALES - BOONVILLE AND COMPARABLE CITIES

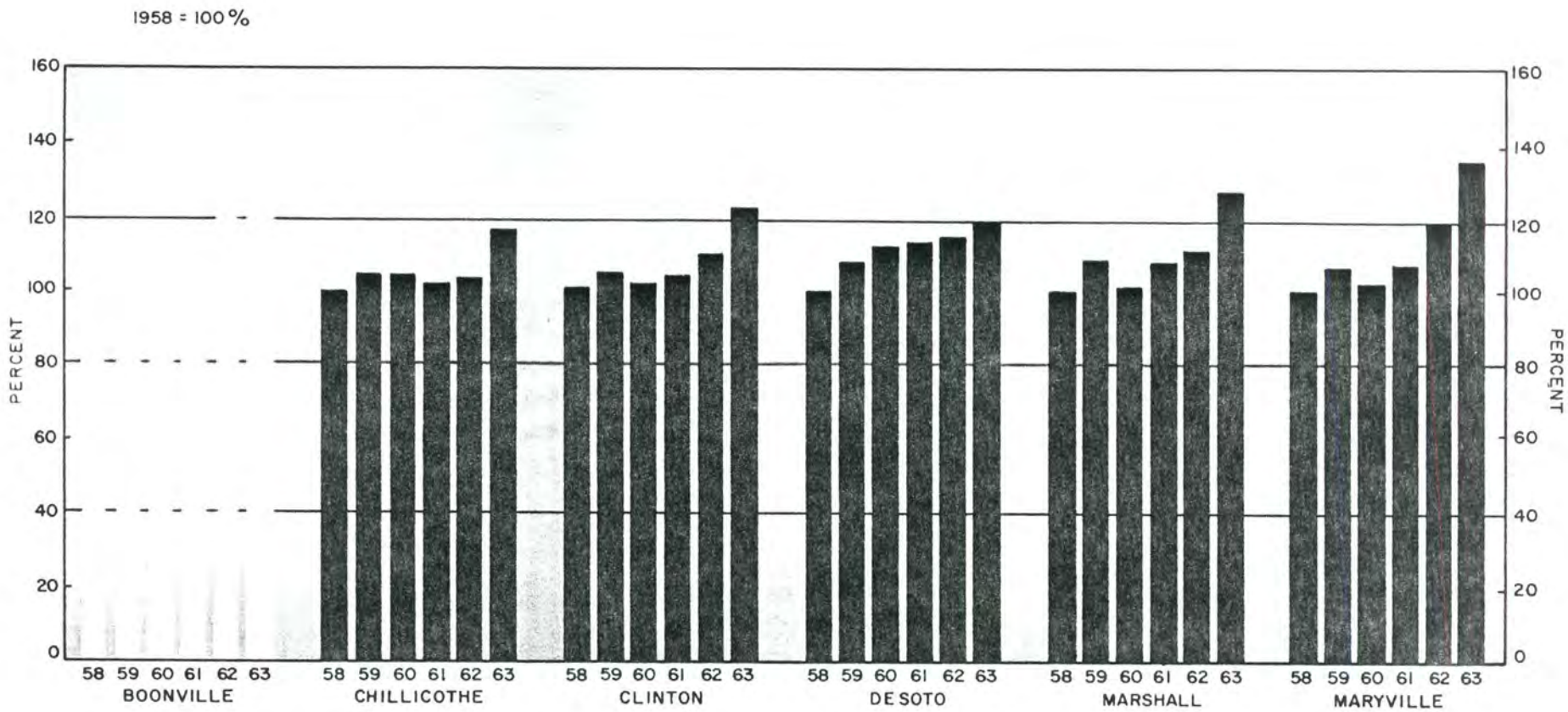


FIGURE 20

POPULATION BOONVILLE AREA

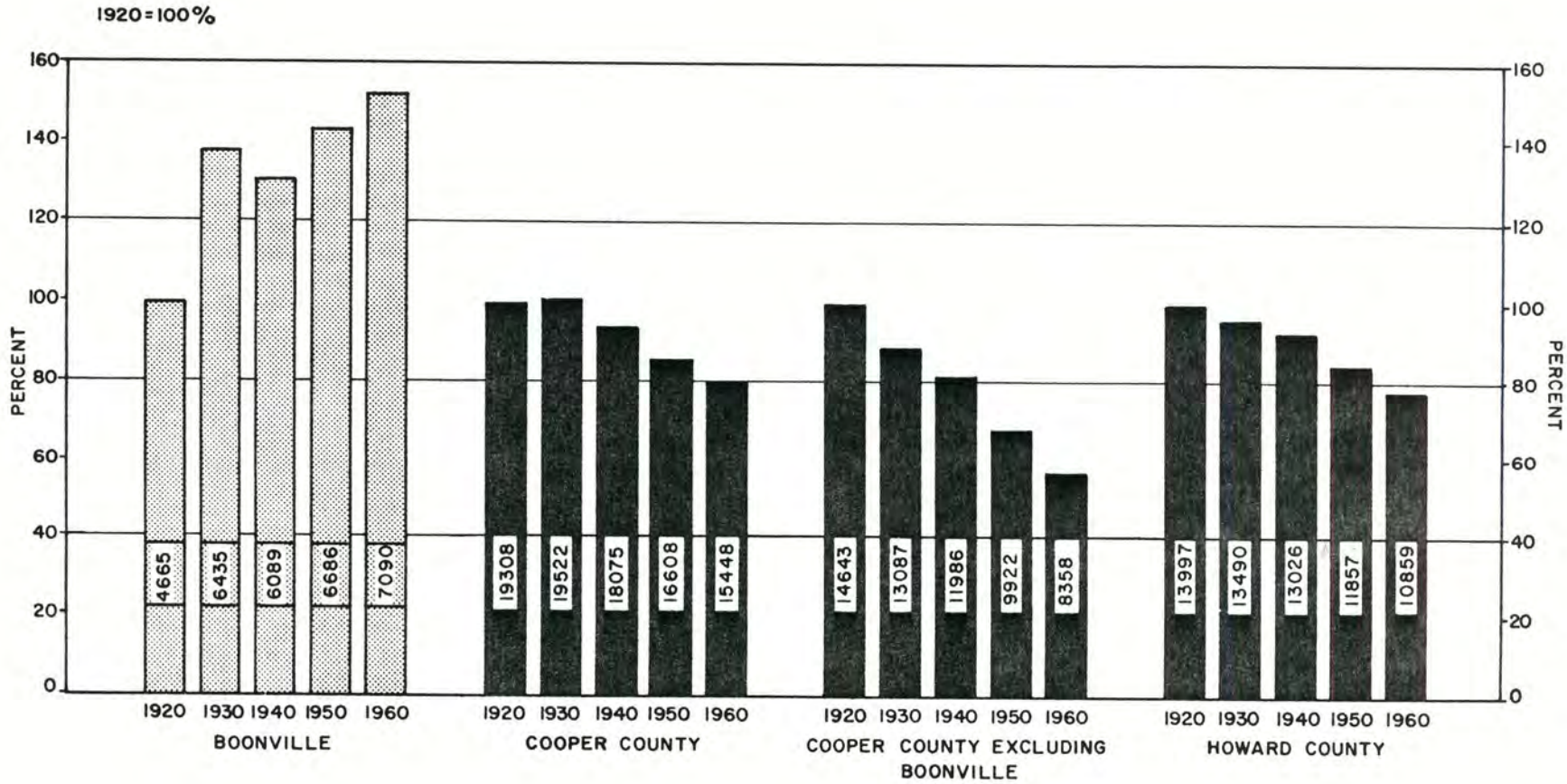


FIGURE 2

A COMPARISON OF SCHOOL ENROLLMENT

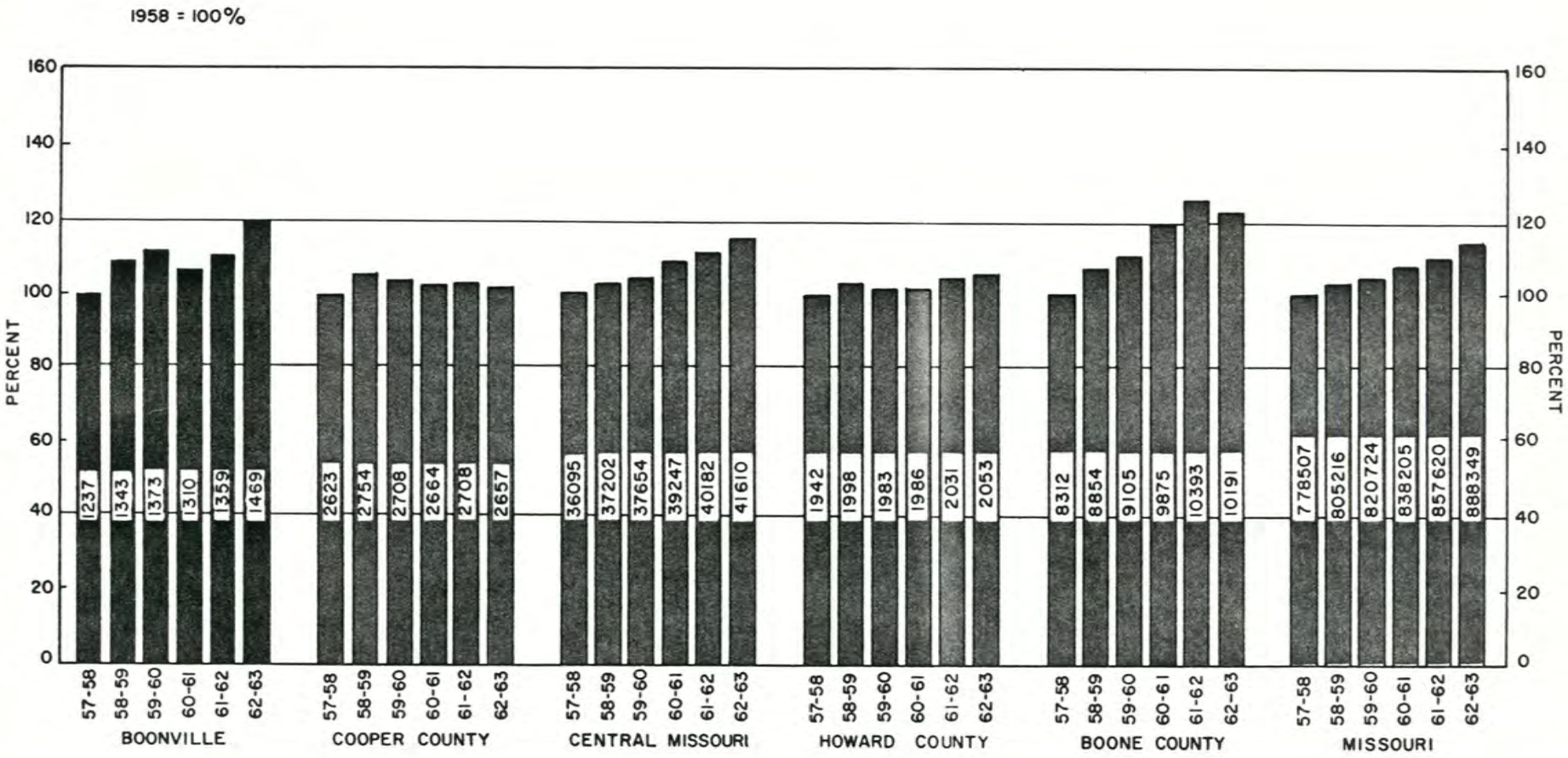


FIGURE 22

EMPLOYMENT

In Figure 23, a comparison of employment covered by Missouri's Unemployment Law at the county, mid-Missouri and state level is made with the national average quarterly employment.

Although it must be realized that the Missouri employment figures include only the businesses with four or more employees, a comparison of trends can be made with the national figures.

The state's percentage increase in employment has been less than that of the nation's during the last three years, whereas central Missouri's increase is larger than that of the state and the nation. The sharp rise and fall of Cooper county's employment could be attributed in part to the employment of construction workers during the period of construction of the Interstate Highway.

OTHER ECONOMIC FACTORS

To further clarify the economic condition of Boonville, such aspects as city tax income, utility operations, postal receipts and bank deposits were analyzed. Table IV details a selection of various sources of city tax income which would be indicative of Boonville's economic climate. Obviously, most of these sources of income slow a distinct upward trend.

Figure 24 illustrates Boonville's utility activities, all of which have made gains since 1958.

Both postal receipts and bank deposits, as presented in Tables V and VI show definite upward trends.

A COMPARISON OF EMPLOYMENT COVERED BY MISSOURI UNEMPLOYMENT INSURANCE LAW
WITH NATIONAL AVERAGE QUARTERLY EMPLOYMENT
(FOUR QUARTER MOVING AVERAGE)

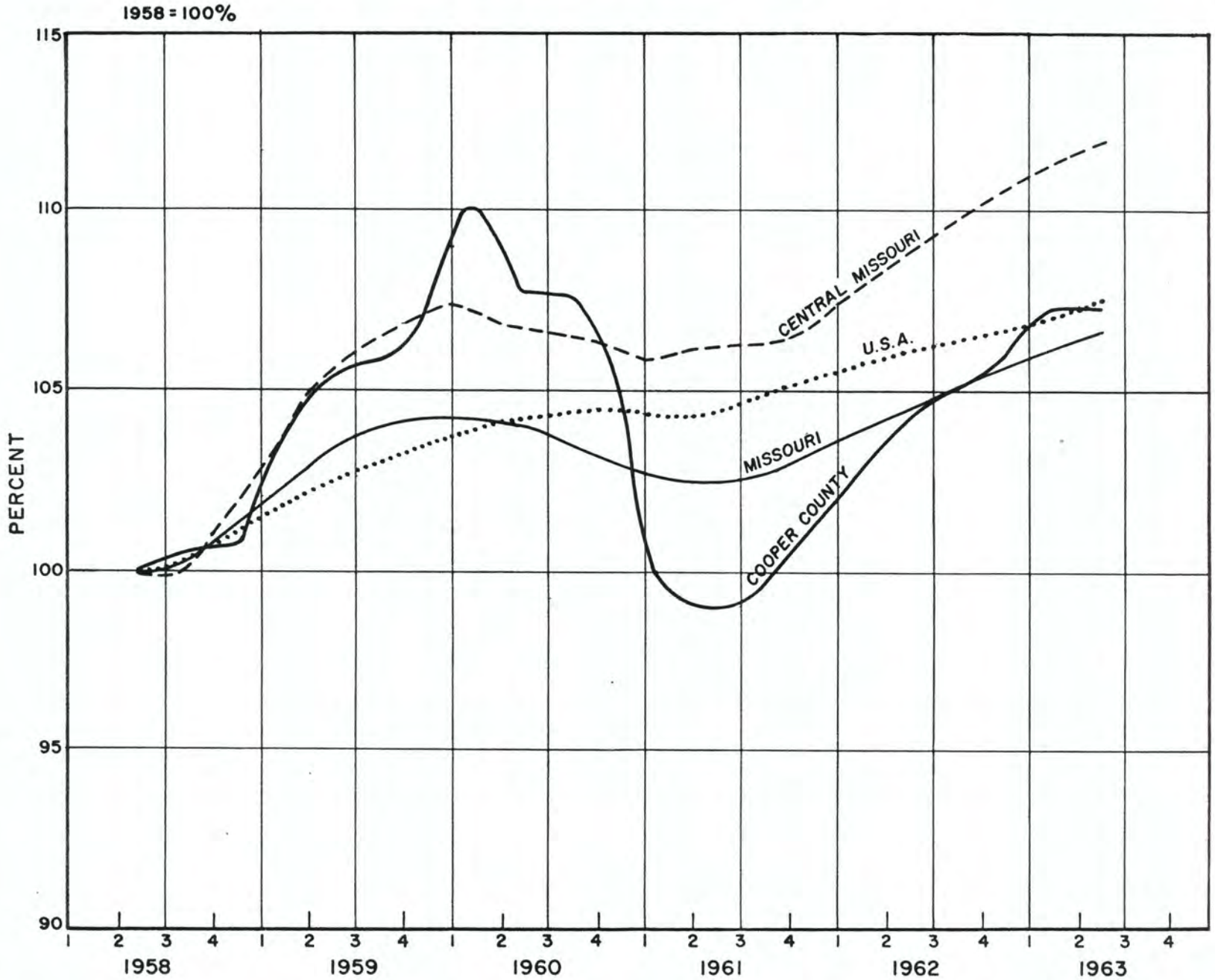


FIGURE 23

TABLE IV

CITY OF BOONVILLE

A Survey of Selected Sources of Tax Income

	1958-59	1959-60	1960-61	1961-62	1962-63	1963-64
Current Real Estate Tax	51, 360	53, 771	60, 201	68, 444	71, 891	72, 567
Current Personal Property Tax	9, 356	11, 347	11, 459	12, 751	13, 984	14, 058
Merchants and Manufacturers Ad Valorem Tax	4, 908	4, 782	5, 172	5, 780	5, 759	6, 351
Merchant Licenses	7, 387	7, 232	6, 805	7, 577	6, 566	7, 665
Auto and Truck Licenses	8, 076	8, 066	9, 671	9, 251	10, 266	10, 302
5% Gross Receipts Tax	37, 932	40, 034	43, 117	46, 486	49, 161	50, 485
Parking Meter	17, 390	18, 247	18, 259	16, 862*	16, 883	17, 112
Light and Water Meter Tax	4, 122	2, 387**	2, 401	2, 419	2, 474	2, 475
Sanitation Department Collection	38, 779	39, 445	39, 238	39, 159	40, 375	44, 257

	1958	1959	1960	1961	1962	1963
Assessed Valuation						
Real Estate	5, 666, 180	5, 657, 900	5, 992, 980	6, 022, 750	6, 240, 507	6, 389, 750
Personal Property	1, 149, 875	1, 324, 275	1, 244, 960	1, 256, 415	1, 343, 920	1, 378, 600
Tax Levy	1..00	1. 00	1. 10	1. 21	1. 21	1. 21

* One parking lot discontinued

** Light meter tax discontinued

Source: Boonville City Audits

BOONVILLE UTILITIES

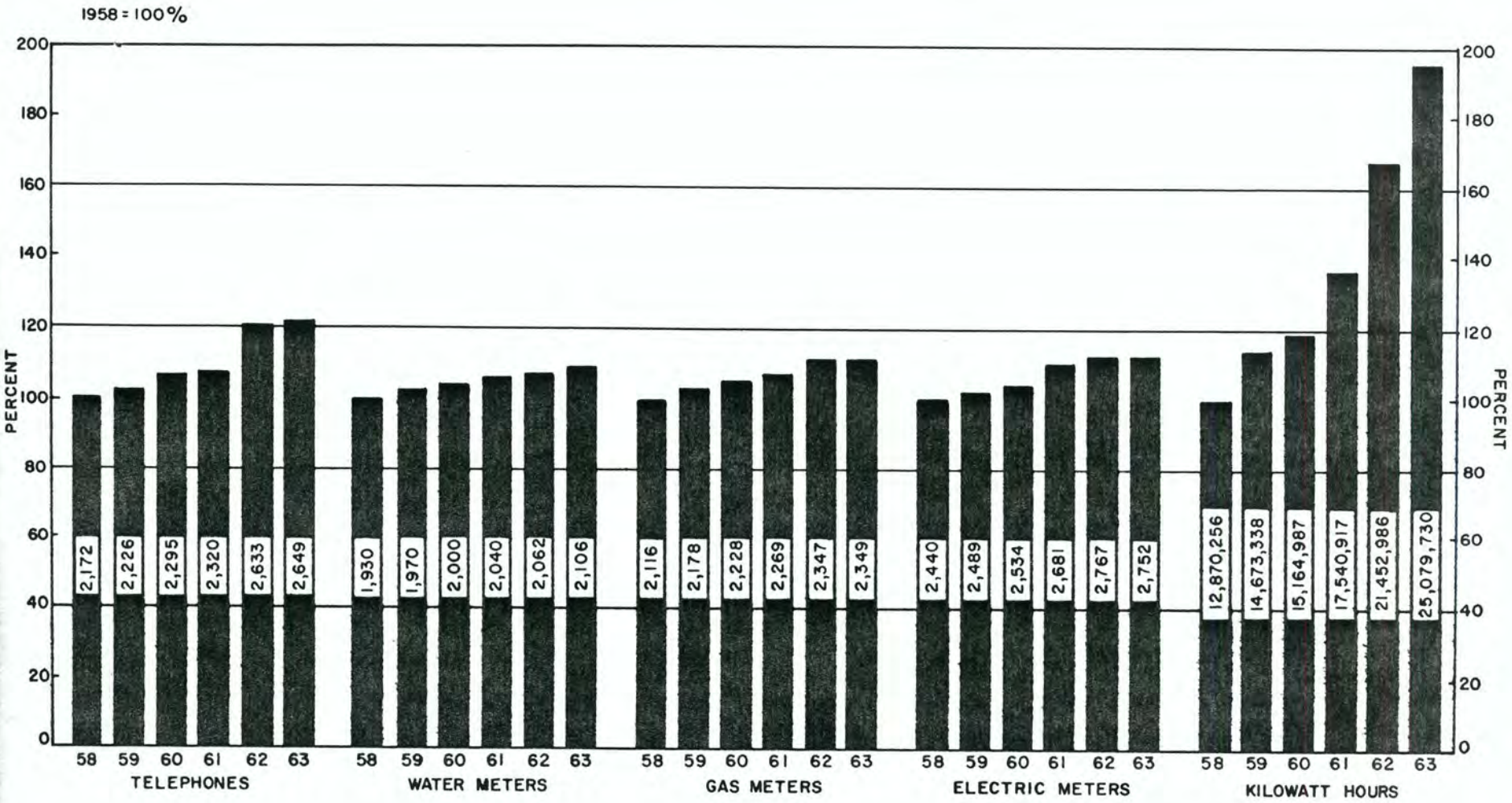


FIGURE 24

TABLE V

POSTAL RECEIPTS - BOONVILLE

Year	Receipts	Index
1958	$114,170	100
1959	152,272	133
1960	169,309	148
1961	167,724	147
1962	178,606	156
1963	197,223	173*

* Rate Increase

Source: Postmaster - Boonville, Missouri

TABLE VI

BANK DEPOSITS - BOONVILLE

Year	Deposits	Index
1958	$14,918,286	100
1959	14,630,444	98
1960	15,074,720	101
1961	17,320,214	116
1962	17,163,987	115
1963	18,781,926	126

Source: National Bank of Boonville Kemper State Bank

PARKING

Table VII shows the result of parking surveys made in Boonville during a 12-hour period before and after the opening of Interstate 70 to traffic. These surveys were conducted in the downtown area. While it is recognized that two surveys could hardly be called conclusive, some implications can be gained since efforts were made to make conditions as identical as possible.

In the "before" and "after" comparisons, it would appear that although fewer vehicles are parking in downtown Boonville, the average parking time has increased. With 15 percent decrease in the number of vehicles parked, the average parking time per vehicle has increased about 25 percent. Howard county, with only 8 more vehicles parked, had an increase in average parking time per vehicle of 50 percent. This could indicate that Howard county residents are doing more shopping in Boonville.

TABLE VII

SUMMARY OF BOONVILLE PARKING SURVEYS

June 29, 1960 (6 a.m. to 6 p.m.)

August 7, 1961 (6a.m. to 6 p.m.)

Registration	Trucks	Cars	Total Vehicles	Percent of Total Vehicles	Space-Hours Used	Percent of Total Space-Hours Used	Percent of Total Space-Hours Available	Average Parking Time Per Vehicle (Minutes)
				1960				
Boonville	20	813	833	45.5	1274.9	59.1	23.6	91.8
Cooper County	2	139	141	7.7	179.8	8.3	3.3	76.5
Howard County	1	152	153	8.4	144.7	6.7	2.7	56.7
Boone County	6	37	43	2.3	46.0	2.1	0.9	64.2
Other Counties	25	467	492	26.9	397.4	18.4	7.4	48.5
U.S. Government	-	3	3	0.2	1.0	0.1	0.0	20.0
Foreign States	10	152	162	8.9	113.9	5.3	2.1	42.2
Foreign Countries	-	2	2	0.1	0.5	0.0	0.0	15.0
Totals	64	1765	1829	100.0	2158.2	100.0	40.0	70.8
				1961				
Boonville	24	747	771	49.1	1302.8	56.9	24.1	101.4
Cooper County	2	122	124	7.9	189.0	8.2	3.5	91.5
Howard County	1	160	161	10.2	228.5	10.0	4.2	85.2
Boone County	5	30	35	2.2	40.0	1.7	0.7	68.6
Other Counties	10	394	404	25.7	458.5	20.0	8.5	68.1
U.S. Government	-	-	-	-	-	-	-	-
Foreign States	1	74	75	4.8	70.7	3.1	1.3	56.6
Foreign Countries	-	1	1	0.1	1.5	0.1	0.0	90.0
Totals	43	1528	1571	100.0	2291.0	100.0	42.3	87.5

* Total Space Hours Available 5400

ACCIDENTS

The decrease in traffic congestion has had a favorable effect on the safety of the driving public as shown in Table VIII.

TABLE VIII

Accident Record Boonville Study Area

Year	Number of Accidents	Property Damage	Injuries	Fatalities
1958	191	$ 63,671	79	5
1959	194	75,908	100	2
1960	180 1/	79,774	92	3
	8 2/	5,250	7	1
1961	102	32,375	24	0
	13	7,110	18	0
1962	118	39,410	56	2
	12	13,325	13	1
1963	136	57,180	39	0
	7	12,050	12	0

1/ The Study Area excluding Interstate Route 70

2/ The stretch of Interstate Route 70 from the Missouri Routes 41 and 87 interchange to the U. S. Route 40 and Missouri Route 5 interchange

Source: Boonville City Police and Missouri State Highway Patrol Records and Reports

This study is the third in a series which included Rolla and Lebanon, Missouri. In all three studies it was evident that the highway bypasses have not adversely affected the economics of the cities. However, it would be wrong to imply that such relocations cannot be detrimental to the business climate in the communities they bypass.

Rolla, Lebanon and Boonville are trade centers in the midst of rural economies and most highway-oriented businesses have either moved to more favorable locations or began cultivating local trade.

Some cities may have particular economic and traffic conditions which are quite different from these three cities and the decision to construct highway bypasses must be based on the circumstances in each individual case.

APPENDIX

STUDY AREA SERVICE STATIONS ESTIMATED RETAIL SALES AS A PERCENT OF THE AVERAGE QUARTER OF 1958

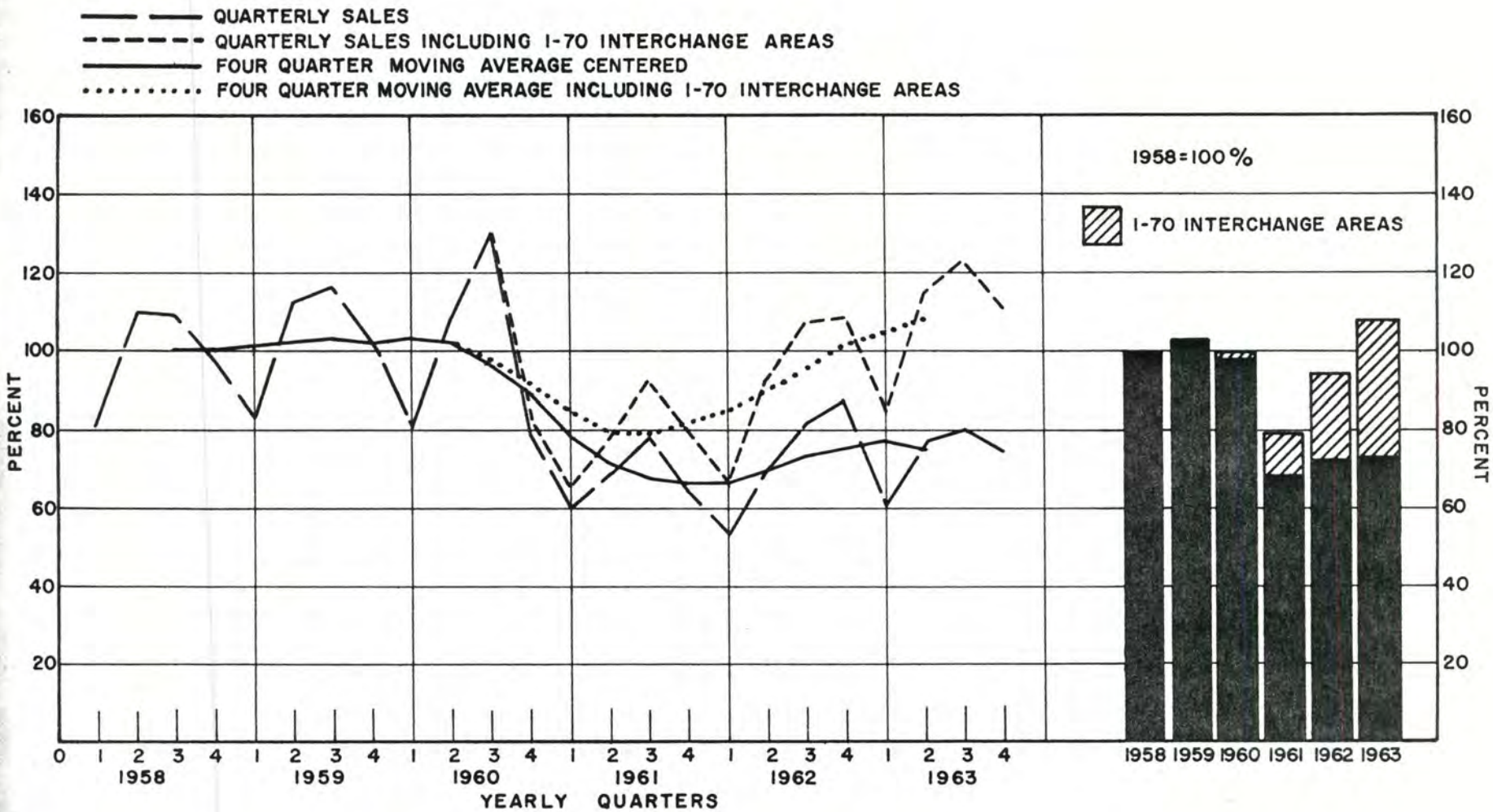


FIGURE A-1

STUDY AREA GASOLINE GALLONAGE SOLD
AS A PERCENT OF THE AVERAGE QUARTER OF 1958

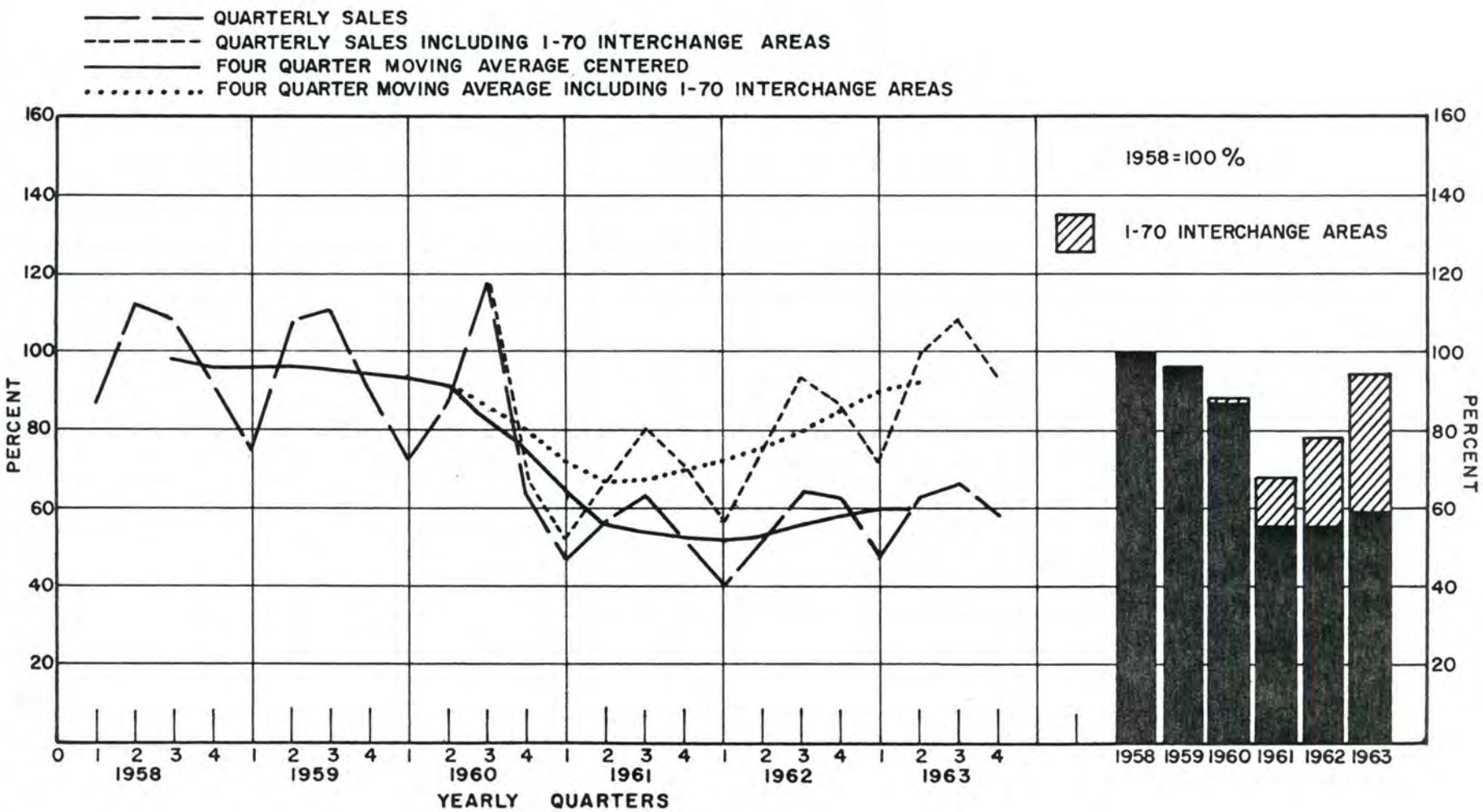


FIGURE A-2

STUDY AREA MOTEL RECEIPTS
AS A PERCENT OF THE AVERAGE QUARTER OF 1958

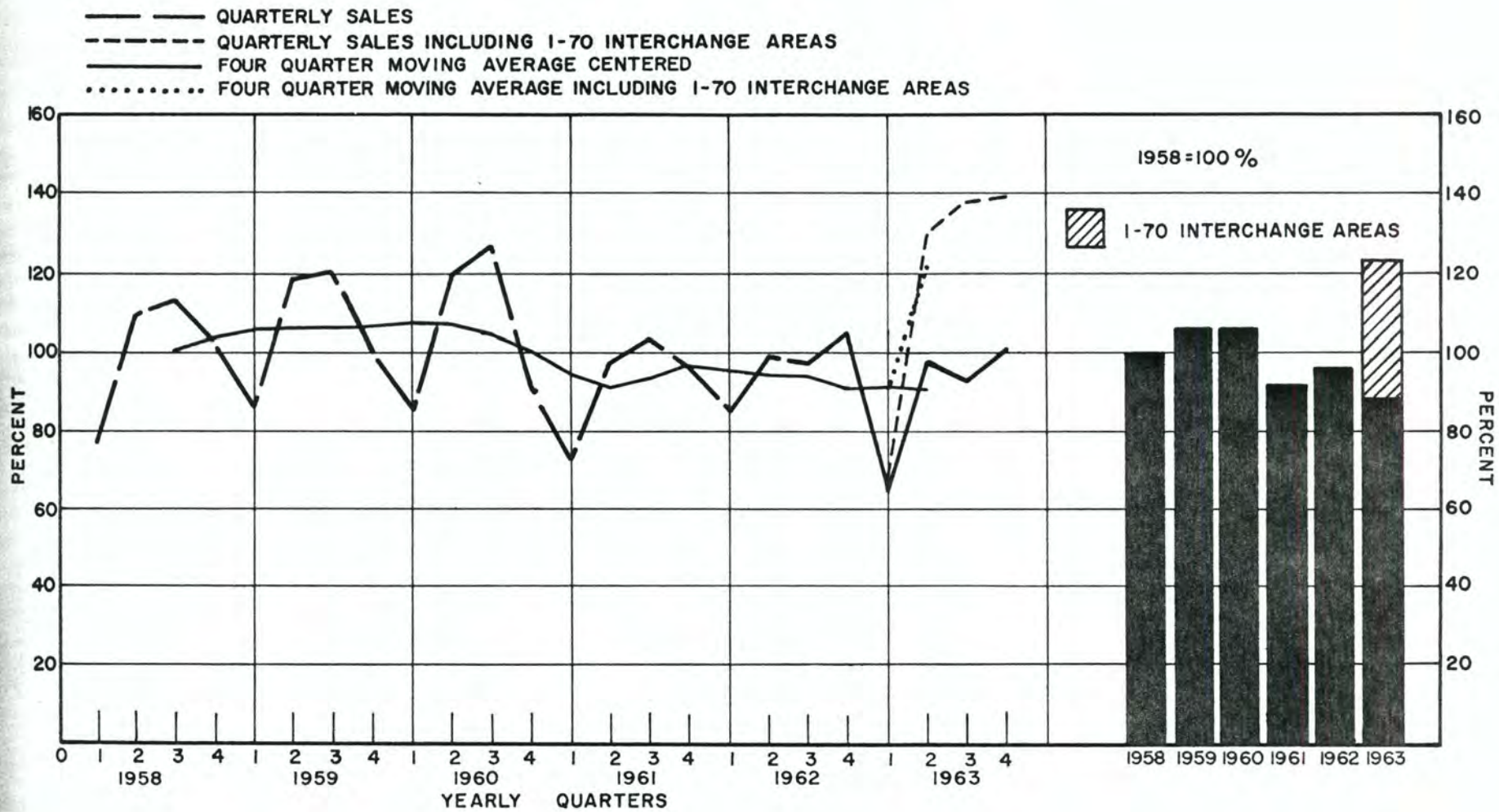


FIGURE A-3

STUDY AREA RESTAURANTS, TAVERNS & LIQUOR STORES RETAIL SALES AS A PERCENT OF THE AVERAGE QUARTER OF 1958

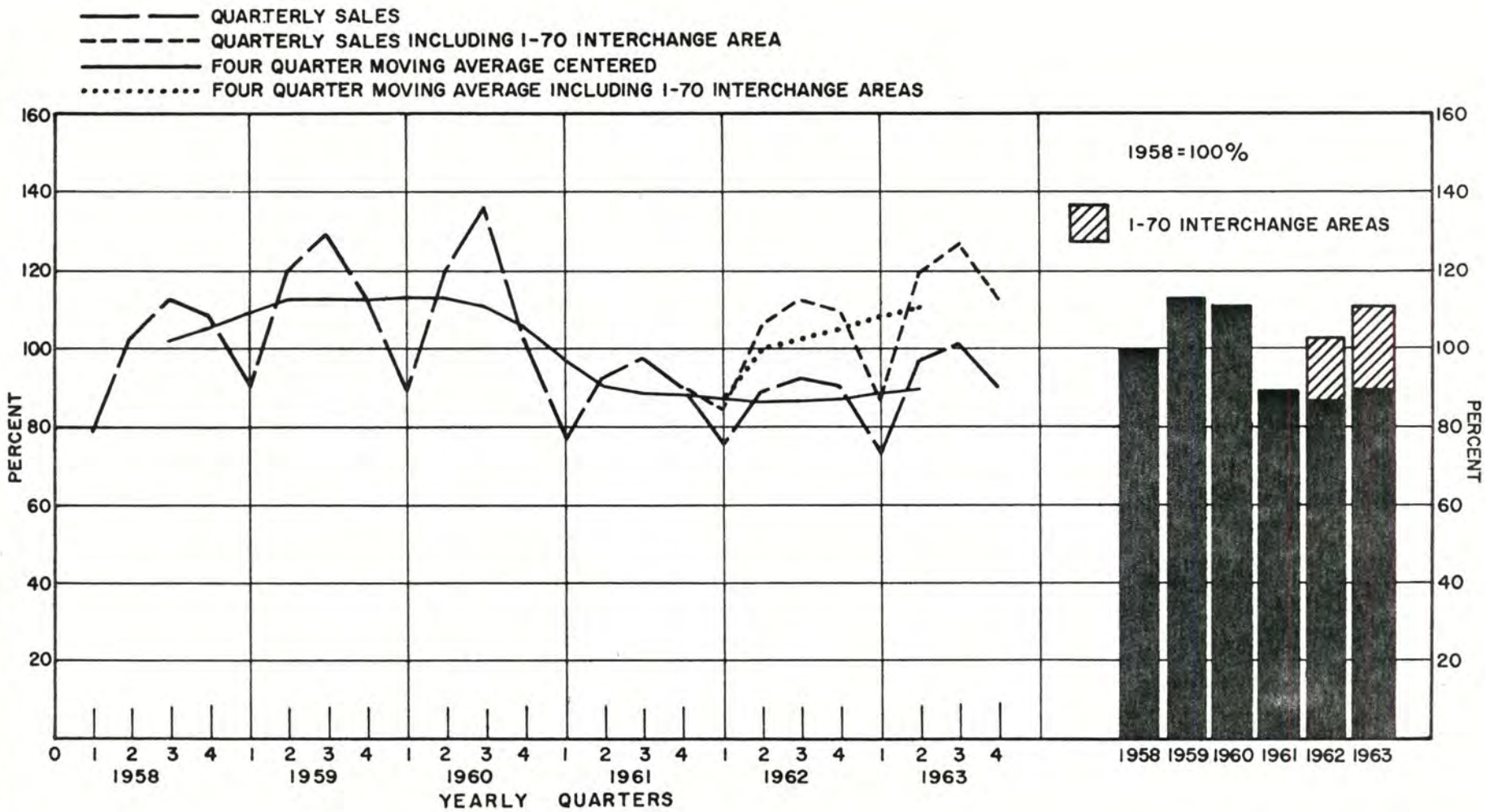


FIGURE A-4