



**JOPLIN UNION DEPOT
MARKET ANALYSIS
+ FEASIBILITY STUDY**

2023



**DOWNTOWN
JOPLIN
ALLIANCE**



Welcome To **JOPLIN UNION DEPOT**

Joplin Union Depot holds a special place in the hearts of Joplinites. While sitting vacant and abandoned for decades, its grandeur serves as a reminder of Joplin's past and sparks imagination as to what it could be again.

Now in the hands of the State of Missouri, the Downtown Joplin Alliance is leading the charge to find a way to redevelop this incredible building. This market analysis and feasibility study serves as a first step in this journey.

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JOPLIN
ALLIANCE**

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Joplin Union Depot

A BRIEF HISTORY

Joplin Union Depot, located in Joplin, Missouri, is a historic former train station that was built in 1911 by the Kansas City Southern Railway.

Construction on the Joplin Union Depot began in 1907 and was completed in 1911. The station was a grand structure, featuring an ornate Beaux-Arts design, with towering columns, sweeping arches, and intricate detailing.

The Joplin Union Depot was not just a transportation hub; it was also a center of activity and commerce. The station featured a large waiting room, ticket offices, a dining room, and a baggage room. In addition, the station housed a variety of shops and services, including a newsstand, a telegraph office, and a barber shop. The station was a bustling hub of activity, serving not only as a transportation center but also as a social and commercial center for the city.

However, as the popularity of automobiles grew in the mid-20th century, the number of travelers passing through the station began to decline. The rise of the automobile and the decline of the railroad industry led to a decrease in the number of trains passing through the station, and by the 1970s, it was clear that the station was no longer viable as a transportation center.

In 1971, the Kansas City Southern Railway closed the Joplin Union Depot, and the building was sold to private investors. The station was used for various purposes over the years, including as a restaurant and a nightclub. However, as the years went by, the building fell into disrepair, and it became a blight on the downtown area.

In recent years, the State of Missouri, through the Department of Natural Resources and the State Historic Preservation Office, have taken ownership of the property.



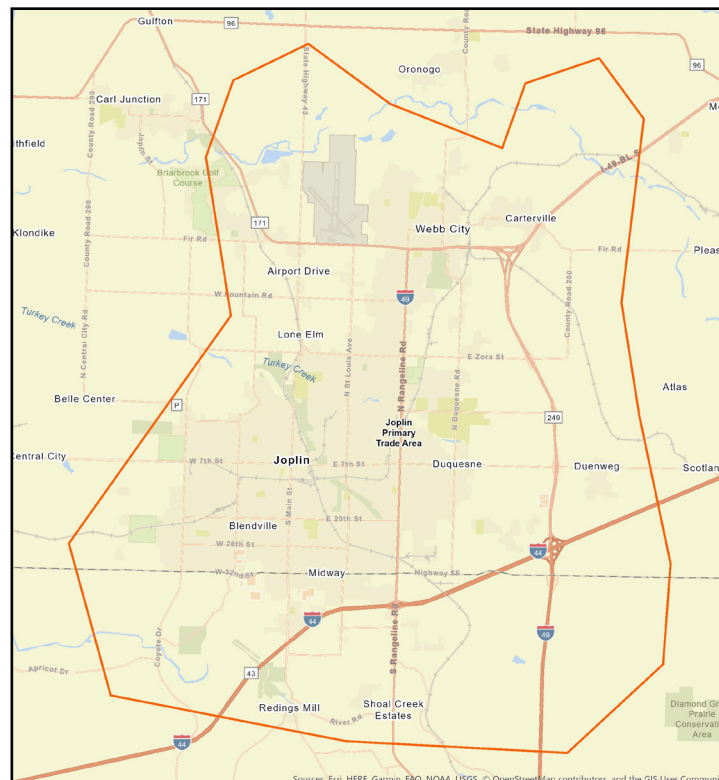
MARKET ANALYSIS

The intent of this market analysis is to provide a detailed understanding of the Downtown Joplin market, including the key trends, challenges, and opportunities. This market analysis will help identify potential areas for growth and investment by providing insights into the behavior of customers and visitors, as well as broader economic and social factors.

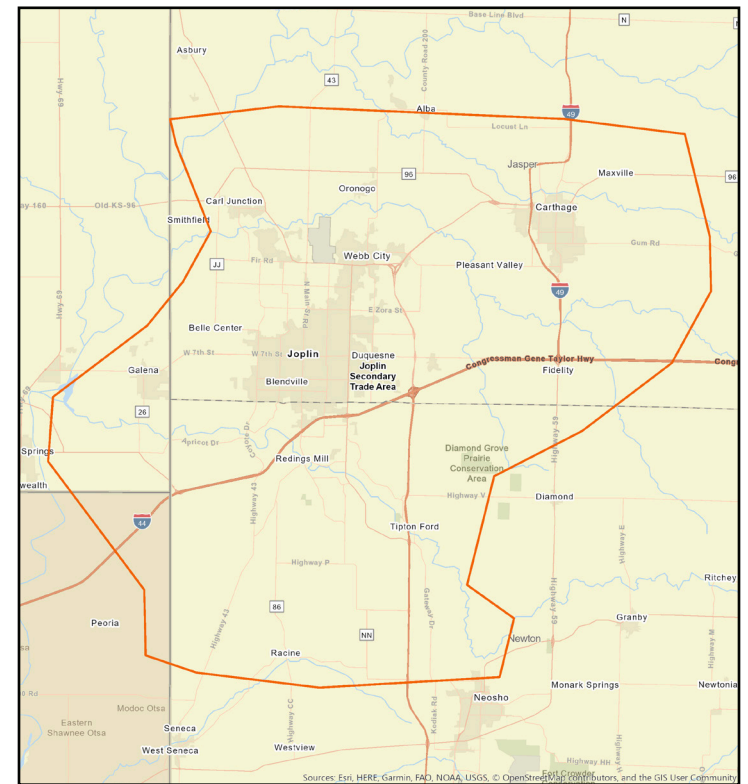
JOPLIN'S PRIMARY & SECONDARY TRADE AREAS

The establishment of Joplin's primary and secondary trade areas was established by using geofencing technology to determine where visitors were coming from outside of the city into the district. The geographies producing the most visitors to the district are mapped and trade areas are established based on the frequency of visiting the district. Below are two maps outlining Downtown Joplin's primary and secondary trade areas.

Primary Trade Area



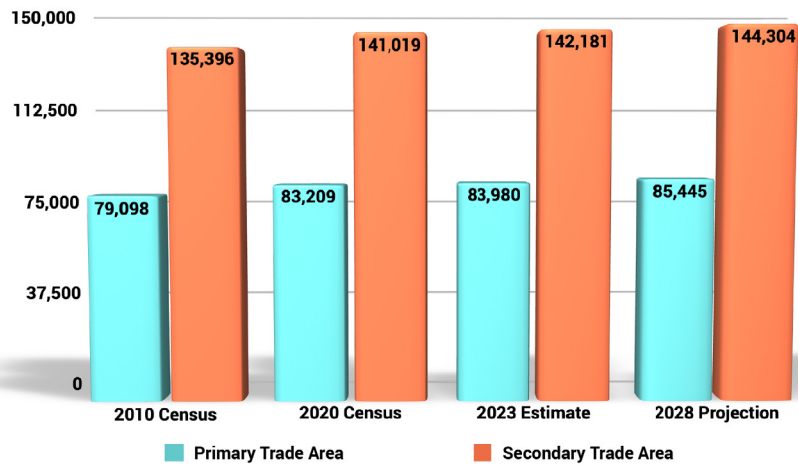
Secondary Trade Area



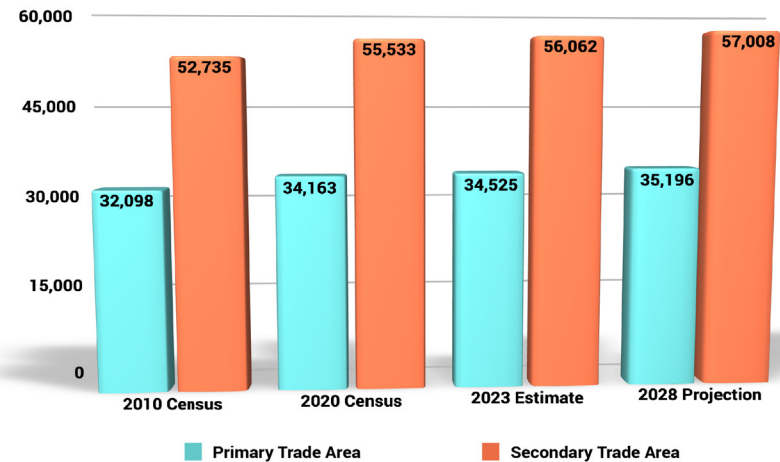
Primary & Secondary Trade Area

POPULATION & HOUSEHOLD TRENDS

Population 2010-2028



Household 2010-2028



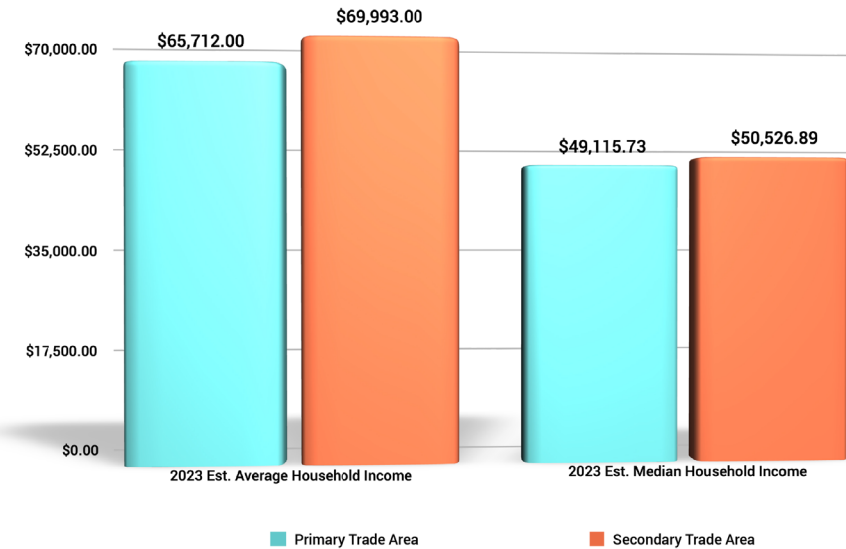
Primary & Secondary Trade Area

HOUSEHOLD INCOME

HOUSEHOLD INCOME BREAKDOWN

	Primary Trade Area	Secondary Trade Area
Income < \$15,000	4,888	6,999
Income \$15,000 - \$24,999	3,932	5,802
Income \$25,000 - \$34,999	3,890	6,439
Income \$35,000 - \$49,999	4,822	8,515
Income \$50,000 - \$74,999	7,365	11,080
Income \$75,000 - \$99,999	3,731	6,433
Income \$100,000 - \$124,999	2,218	4,103
Income \$125,000 - \$149,999	1,081	2,186
Income \$150,000 - \$199,999	1,327	2,115
Income \$200,000 - \$249,999	556	921
Income \$250,000 - \$499,999	523	998
Income \$500,000+	192	471

AVERAGE & MEDIAN HOUSEHOLD INCOME



Primary Trade Area

MARKET SEGMENTATION

As important as knowing what an area's retail gap is, understanding its market segmentation is equally valuable. What is market segmentation? Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations.

To define the various market segments for Downtown Joplin, the Primary Trade Area is divided into segments using the Tapestry Market Segmentation tool. Tapestry is a tool created by data firm ESRI to provide an accurate, detailed description of America's neighborhoods—U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition—then further classifies the segments into LifeMode and Urbanization Groups.

The charts on the following pages outline the predominant Tapestry segmentations in the three market areas. Their full profiles are included in the hyperlinks in the chart below.

	Tapestry Segment	% of Households
PRIMARY TRADE AREA	TRADITIONAL LIVING (12B)	24.4%
	OLD AND NEWCOMERS (8F)	19.4%
	MIDLIFE CONSTANTS (5E)	12.2%
	RUSTBELT TRADITIONS (5D)	7.2%
	HOMETOWN HERITAGE (8G)	7.0%
	MIDDLEBURG (4C)	5.9%
	GREEN ACRES (6A)	3.9%
	SOUTHERN SATELLITES (10A)	3.1%
	HEARTLAND COMMUNITIES (6F)	2.8%
	SALT OF THE EARTH (6B)	2.7%

Source: ESRI, 2023

Segmentation	Socioeconomic Traits	Market Profile
<p>Traditional Living (12B)</p> <p>Average Household Size: 2.51</p> <p>Median Age: 35.5</p> <p>Median Household Income: \$39,300</p>	<ul style="list-style-type: none"> • Over 70% have completed high school or some college. • Labor force participation is a bit higher than the national rate at 63.4%. • Almost three-quarters of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance. • Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high. • Connected and comfortable with the internet, more likely to participate in online gaming or posting pics on social media. • TV is seen as the most trusted media. 	<ul style="list-style-type: none"> • Shop for groceries at discount stores such as Walmart Supercenters. • Convenience stores are commonly used for fuel or picking up incidentals. • Tend to carry credit card balances, have personal loans, and pay bills in person. • Half of households have abandoned landlines for cell phones only. • Favorite TV channels include Freedom, CMT, and Game Show Network. • Fast-food devotees. • Enjoy outdoor activities such as fishing and taking trips to the zoo.
<p>Old and Newcomers (8F)</p> <p>Average Household Size: 2.12</p> <p>Median Age: 39.4</p> <p>Median Household Income: \$44,900</p>	<ul style="list-style-type: none"> • An average labor force participation rate of 62.6%, despite the increasing number of retired workers. • 32% of households are currently receiving income from Social Security. • 31% have a college degree, 33% have some college education, 9% are still enrolled in college. • Consumers are price aware and coupon clippers but open to impulse buys. • They are attentive to environmental concerns. • They are comfortable with the latest technology. 	<ul style="list-style-type: none"> • Residents have a strong sense of community. They volunteer for charities, help fundraise, and recycle. • They prefer cell phones to landlines. • Entertainment features the internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper. • Vehicles are basically just a means of transportation. • Food features convenience, frozen, and fast food. • They do banking as likely in person as online.
<p>Midlife Constants (5E)</p> <p>Average Household Size: 2.31</p> <p>Median Age: 47.0</p> <p>Median Household Income: \$53,200</p>	<ul style="list-style-type: none"> • Education: 63% have a high school diploma or some college. • At 31%, the labor force participation rate is low in this market. • Almost 42% of households are receiving Social Security; 27% also receive retirement income. • Traditional, not trendy; opt for convenience and comfort not cutting edge. Technology has its uses, but the bells and whistles are a bother. • Attentive to price, but not at the expense of quality, they prefer to buy American and natural products. • Radio and newspapers are the media of choice (after television). 	<ul style="list-style-type: none"> • Prefer practical vehicles like SUVs and trucks (domestic, of course). • Sociable, church-going residents belonging to fraternal orders, veterans' clubs, and charitable organizations and do volunteer work and fundraising. • Contribute to arts/cultural, educational, health, and social services organizations. • DIY homebodies that spend on home improvement and gardening. • Media preferences: country or movie channels. • Leisure activities include movies at home, reading, fishing, and golf.

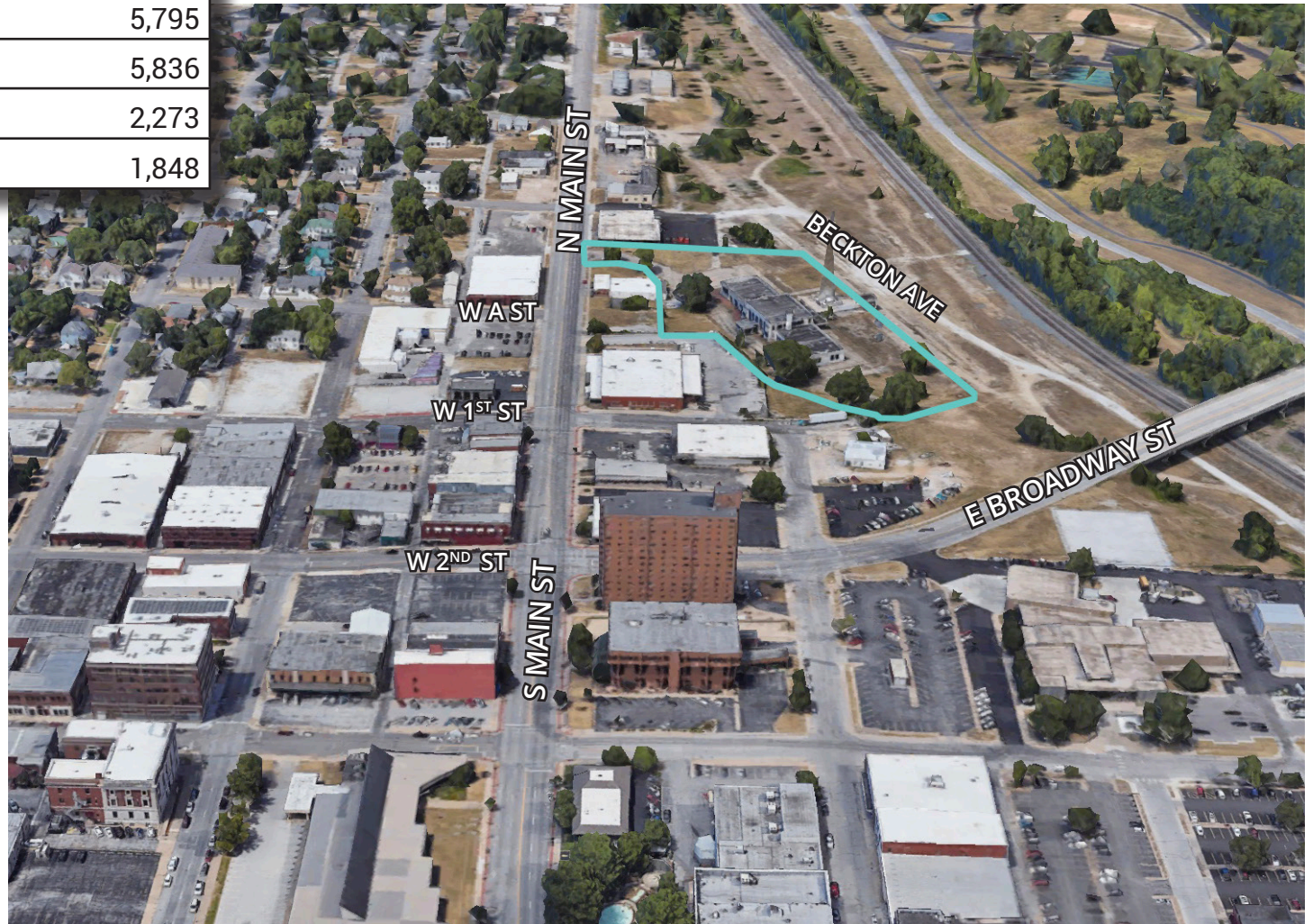
Segmentation	Socioeconomic Traits	Market Profile
<p>Rustbelt Traditions (5D)</p> <p>Average Household Size: 2.47</p> <p>Median Age: 39.0</p> <p>Median Household Income: \$51,800</p>	<ul style="list-style-type: none"> • Most have graduated from high school or spent some time at a college or university. • Labor force participation slightly higher than the US at 67%. • While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts. • Family-oriented consumers who value time spent at home. • Most have lived, worked, and played in the same area for years. • Budget-aware shoppers that favor American-made products. • Read newspapers, especially the Sunday editions. 	<ul style="list-style-type: none"> • Residents take advantage of convenience stores for fueling up and picking up incidentals. • Watching television is a common pastime; many households have more than four TVs. • Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel. • Residents are connected; entertainment activities like online gaming dominate their internet usage. • Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse. • Radio dials are typically tuned to classic rock stations.
<p>Hometown Heritage (8G)</p> <p>Average Household Size: 2.66</p> <p>Median Age: 32.4</p> <p>Median Household Income: \$28,200</p>	<ul style="list-style-type: none"> • Education completed: 38% with a high school diploma only; 28% with some college or an associate's degree. • Higher rates of employment in manufacturing. • Labor force participation rate is lower at 57.1%. • Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% and public assistance for 7%. • These cost-conscious consumers purchase sale items in bulk and buy generic over name brands. • They tend to save money for a specific purpose. 	<ul style="list-style-type: none"> • For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children's clothing are priority expenditures. • Favor shopping at their local discount store, search for bargains on the internet, or purchasing from in-home sales representatives. • Read parenting and health magazines. • Watch programs on BET, VH1, and Game Show Network. • Prefer to listen to gospel, R&B, rap, and hip-hop music. • Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and basketball.
<p>Middleburg (4C)</p> <p>Average Household Size: 2.75</p> <p>Median Age: 36.1</p> <p>Median Household Income: \$59,800</p>	<ul style="list-style-type: none"> • Education: 65% with a high school diploma or some college. • Labor force participation typical of a younger population at 66.7%. • Traditional values are the norm here— faith, country, and family. • Prefer to buy American and for a good price. • Comfortable with the latest in technology for convenience (online banking or saving money on landlines) and entertainment. 	<ul style="list-style-type: none"> • Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles. • 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. • Sports include hunting, fishing, bowling, and baseball. • TV and magazines provide entertainment and information.

Segmentation	Socioeconomic Traits	Market Profile
<p>Green Acres (6A)</p> <p>Average Household Size: 2.70</p> <p>Median Age: 43.9</p> <p>Median Household Income: \$76,800</p>	<ul style="list-style-type: none"> • Education: More than 60% are college educated. • Labor force participation rate is high at 66.8%. • Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement. • They are cautious consumers with a focus on quality and durability. • Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the internet is not viewed as entertainment. 	<ul style="list-style-type: none"> • Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model. • Homeowners favor DIY home improvement projects and gardening. • Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden. • Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
<p>Southern Satellites (10A)</p> <p>Average Household Size: 2.67</p> <p>Median Age: 40.3</p> <p>Median Household Income: \$47,800</p>	<ul style="list-style-type: none"> • Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73). • Labor force participation rate is 59.1%, slightly lower than the US. • These consumers are more concerned about cost rather than quality or brand loyalty. • They tend to be somewhat late in adapting to technology. • They obtain a disproportionate amount of their information from TV, compared to other media. 	<ul style="list-style-type: none"> • Usually own a truck; likely to service it themselves. • Frequent the convenience store, usually to fill up a vehicle with gas. • Typical household has a satellite dish. • Work on home improvement and remodeling projects. • Own a pet, commonly a dog. • Participate in fishing and hunting. • Read fishing and hunting and home service magazines. • Partial to eating at low-cost family restaurants and drive-ins. • Use Walmart for all their shopping needs.
<p>Heartland Communities (6F)</p> <p>Average Household Size: 2.39</p> <p>Median Age: 42.3</p> <p>Median Household Income: \$42,400</p>	<ul style="list-style-type: none"> • Retirees in this market depress the average labor force participation rate to less than 60%. More workers are white collar than blue collar; more skilled than unskilled. • The rural economy of this market provides employment in the manufacturing, construction, utilities, health-care, and agriculture industries. • These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important. • Skeptical about their financial future, they stick to community banks and low-risk investments. 	<ul style="list-style-type: none"> • Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent. • Most have high-speed internet access at home or on their cell phone but aren't ready to go paperless. • Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common. • Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. • To get around these semirural communities, residents prefer domestic trucks or SUVs.

Nearby

TRAFFIC COUNTS

Section	Annual Average Daily Traffic
N Main St	5,795
S Main St	5,836
E Broadway St	2,273
W 2nd St	1,848



Retail

GAP DATA

About Retail Gap Data

When an area's demand for retail goods and services does not match the supply, it creates what is called a Retail Gap. If there is more supply than demand in a geographic area, then one of two things (or a combination of the two) are occurring:

- 1) There may be a strong enough draw from a specific retailer/service provider or group of them that brings in additional from customers from outside the defined area and/or;
- 2) There is an over-supply of a business type. Conversely, if there is more demand for a good or service than what exists in the area's supply, a gap (or leakage) is created.

This leakage is money that leaves the area to spend in another area because the particular good or service is not available within the defined area. This leakage is the best potential source for the types of additional businesses the area may need.

PRIMARY TRADE AREA	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/ Surplus (\$)	2028 Demand (\$)	Projected Gap/ Surplus (\$)
Total retail trade including food and drink (NAICS 44, 45 and 722)	\$1,475,586,093	\$2,813,921,704	(\$1,338,335,611)	\$1,583,465,838	(\$1,230,455,866)
Total retail trade (NAICS 44 and 45)	\$1,322,407,003	\$2,588,520,960	(\$1,266,113,957)	\$1,415,432,596	(\$1,173,088,364)
Food services and drinking places (NAICS 722)	\$153,179,090	\$225,400,744	(\$72,221,654)	\$168,033,242	(\$57,367,502)

SECONDARY TRADE AREA	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/ Surplus (\$)	2028 Demand (\$)	Projected Gap/ Surplus (\$)
Total retail trade including food and drink (NAICS 44, 45 and 722)	\$2,504,839,164	\$3,690,257,347	(\$1,185,418,183)	\$2,690,001,670	(\$1,000,255,677)
Total retail trade (NAICS 44 and 45)	\$2,243,752,417	\$3,396,356,791	(\$1,152,604,374)	\$2,405,272,108	(\$991,084,683)
Food services and drinking places (NAICS 722)	\$261,086,747	\$293,900,556	(\$32,813,809)	\$284,729,562	(\$9,170,994)

Source: Claritias, 2023; Place + Main Advisors, 2023

Selected Retail Gap Data

The Retail Gap Data included in the following pages are selected to their relevance to Downtown Joplin and is not the complete list of retail categories.

PRIMARY TRADE AREA	<i>2023 Demand (\$)</i>	<i>2023 Supply (\$)</i>	<i>Opportunity Gap/ Surplus (\$)</i>	<i>2028 Demand (\$)</i>	<i>Projected Gap/ Surplus (\$)</i>
Furniture and Home Furnishings Stores					
Furniture and home furnishings stores (NAICS 442)	\$26,162,822	\$40,245,104	(\$14,082,282)	\$27,865,018	(\$12,380,086)
Furniture stores (NAICS 4421)	\$15,159,554	\$12,290,723	\$2,868,831	\$16,083,868	\$3,793,145
Home furnishings stores (NAICS 4422)	\$11,003,269	\$27,954,381	(\$16,951,112)	\$11,781,150	(\$16,173,231)
Floor covering stores (NAICS 44221)	\$5,234,619	\$15,701,434	(\$10,466,815)	\$5,733,041	(\$9,968,393)
Other home furnishings stores (NAICS 44229)	\$5,768,650	\$12,252,947	(\$6,484,297)	\$6,048,109	(\$6,204,838)
Window treatment stores (NAICS 442291)	\$317,052	\$650,150	(\$333,098)	\$297,333	(\$352,817)
All other home furnishings stores (NAICS 442299)	\$5,451,598	\$11,602,797	(\$6,151,199)	\$5,750,776	(\$5,852,021)
Electronics and Appliance Stores					
Electronics and appliance stores (NAICS 443)	\$21,070,500	\$35,601,028	(\$14,530,528)	\$22,414,427	(\$13,186,601)
Household appliance stores (NAICS 443141)	\$4,348,686	\$9,456,118	(\$5,107,432)	\$4,639,180	(\$4,816,938)
Electronics stores (NAICS 443142)	\$16,721,814	\$26,144,910	(\$9,423,097)	\$17,775,247	(\$8,369,663)
Building Material and Garden Equipment and Supplies Dealers					
Building material and garden equipment and supplies dealers (NAICS 444)	\$95,917,958	\$249,801,533	(\$153,883,575)	\$108,111,944	(\$141,689,589)
Building material and supplies dealers (NAICS 4441)	\$84,156,322	\$231,314,936	(\$147,158,613)	\$95,165,680	(\$136,149,256)
Home centers (NAICS 44411)	\$47,089,815	\$155,565,876	(\$108,476,060)	\$52,891,479	(\$102,674,397)
Paint and wallpaper stores (NAICS 44412)	\$3,104,951	\$3,207,685	(\$102,734)	\$3,811,865	\$604,180
Hardware stores (NAICS 44413)	\$7,038,884	\$4,877,525	\$2,161,359	\$7,923,673	\$3,046,148
Other building material dealers (NAICS 44419)	\$26,922,672	\$67,663,850	(\$40,741,178)	\$30,538,662	(\$37,125,188)
Lawn and garden equipment and supplies stores (NAICS 4442)	\$11,761,636	\$18,486,597	(\$6,724,962)	\$12,946,265	(\$5,540,332)
Outdoor power equipment stores (NAICS 44421)	\$2,345,484	\$724,060	\$1,621,423	\$2,557,855	\$1,833,795
Nursery, garden center, and farm supply stores (NAICS 44422)	\$9,416,152	\$17,762,537	(\$8,346,385)	\$10,388,410	(\$7,374,127)

PRIMARY TRADE AREA	<i>2023 Demand (\$)</i>	<i>2023 Supply (\$)</i>	<i>Opportunity Gap/ Surplus (\$)</i>	<i>2028 Demand (\$)</i>	<i>Projected Gap/ Surplus (\$)</i>
Food and Beverage Stores					
Food and beverage stores (NAICS 445)	\$180,286,267	\$186,448,943	(\$6,162,676)	\$193,867,073	\$7,418,130
Grocery stores (NAICS 4451)	\$161,499,899	\$160,213,424	\$1,286,475	\$173,420,975	\$13,207,551
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	\$154,250,024	\$156,087,409	(\$1,837,385)	\$165,704,578	\$9,617,169
Convenience stores (NAICS 44512)	\$7,249,875	\$4,126,015	\$3,123,860	\$7,716,396	\$3,590,381
Specialty food stores (NAICS 4452)	\$4,585,910	\$3,543,087	\$1,042,823	\$4,939,503	\$1,396,416
Meat markets (NAICS 44521)	\$1,403,946	\$2,366,118	(\$962,172)	\$1,516,225	(\$849,893)
Fish and seafood markets (NAICS 44522)	\$551,353	\$427,876	\$123,477	\$595,056	\$167,180
Fruit and vegetable markets (NAICS 44523)	\$959,575	\$0	\$959,575	\$1,030,717	\$1,030,717
Other specialty food stores (NAICS 44529)	\$1,671,036	\$749,093	\$921,943	\$1,797,505	\$1,048,412
All other specialty food stores (NAICS 445299)	\$785,342	\$369,368	\$415,974	\$846,784	\$477,416
Beer, wine, and liquor stores (NAICS 4453)	\$14,200,458	\$22,692,432	(\$8,491,974)	\$15,506,596	(\$7,185,836)
Health and Personal Care Stores					
Health and personal care stores (NAICS 446)	\$77,671,655	\$112,227,823	(\$34,556,168)	\$82,403,776	(\$29,824,047)
Pharmacies and drug stores (NAICS 44611)	\$66,717,342	\$100,913,168	(\$34,195,825)	\$70,383,919	(\$30,529,249)
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	\$4,638,278	\$5,673,688	(\$1,035,410)	\$4,892,441	(\$781,247)
Optical goods stores (NAICS 44613)	\$2,120,928	\$4,004,607	(\$1,883,679)	\$2,701,141	(\$1,303,466)
Other health and personal care stores (NAICS 44619)	\$4,195,107	\$1,636,360	\$2,558,746	\$4,426,274	\$2,789,914
Food (health) supplement stores (NAICS 446191)	\$1,478,729	\$726,544	\$752,185	\$1,561,199	\$834,655
All other health and personal care stores (NAICS 446199)	\$2,716,377	\$909,816	\$1,806,561	\$2,865,075	\$1,955,259

PRIMARY TRADE AREA	<i>2023 Demand (\$)</i>	<i>2023 Supply (\$)</i>	<i>Opportunity Gap/ Surplus (\$)</i>	<i>2028 Demand (\$)</i>	<i>Projected Gap/ Surplus (\$)</i>
Clothing and Clothing Accessories Stores					
Clothing and clothing accessories stores (NAICS 448)	\$59,395,239	\$74,154,561	(\$14,759,321)	\$56,976,313	(\$17,178,248)
Clothing stores (NAICS 4481)	\$39,638,299	\$50,128,550	(\$10,490,251)	\$37,086,158	(\$13,042,392)
Men's clothing stores (NAICS 44811)	\$1,556,080	\$560,924	\$995,155	\$1,403,781	\$842,857
Women's clothing stores (NAICS 44812)	\$7,121,565	\$8,852,940	(\$1,731,375)	\$6,484,314	(\$2,368,626)
Children's and infants' clothing stores (NAICS 44813)	\$2,085,849	\$3,030,148	(\$944,298)	\$2,052,358	(\$977,790)
Family clothing stores (NAICS 44814)	\$23,651,004	\$35,711,658	(\$12,060,655)	\$22,431,469	(\$13,280,189)
Clothing accessories stores (NAICS 44815)	\$1,953,060	\$1,111,385	\$841,675	\$1,770,090	\$658,705
Other clothing stores (NAICS 44819)	\$3,270,742	\$861,495	\$2,409,247	\$2,944,145	\$2,082,650
Shoe stores (NAICS 4482)	\$8,024,999	\$10,434,902	(\$2,409,903)	\$8,515,975	(\$1,918,927)
Jewelry, luggage, and leather goods stores (NAICS 4483)	\$11,731,941	\$13,591,108	(\$1,859,168)	\$11,374,180	(\$2,216,928)
Jewelry stores (NAICS 44831)	\$7,584,610	\$11,494,349	(\$3,909,738)	\$7,489,293	(\$4,005,056)
Luggage and leather goods stores (NAICS 44832)	\$4,147,330	\$2,096,760	\$2,050,571	\$3,884,887	\$1,788,127
Sporting Goods, Hobby, Musical Instrument, and Book Stores					
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	\$20,982,531	\$59,781,841	(\$38,799,309)	\$21,723,497	(\$38,058,344)
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	\$18,574,166	\$57,602,799	(\$39,028,633)	\$19,183,899	(\$38,418,900)
Sporting goods stores (NAICS 45111)	\$12,442,769	\$32,176,003	(\$19,733,234)	\$12,880,634	(\$19,295,369)
Hobby, toy, and game stores (NAICS 45112)	\$4,796,121	\$23,038,043	(\$18,241,922)	\$4,951,326	(\$18,086,717)
Sewing, needlework, and piece goods stores (NAICS 45113)	\$535,583	\$929,133	(\$393,549)	\$526,555	(\$402,578)
Musical instrument and supplies stores (NAICS 45114)	\$799,692	\$1,459,620	(\$659,928)	\$825,384	(\$634,236)
Book stores and news dealers (NAICS 4512)	\$2,408,365	\$2,179,041	\$229,324	\$2,539,597	\$360,556
Book stores (NAICS 451211)	\$2,233,805	\$2,179,041	\$54,763	\$2,358,257	\$179,216
News dealers and newsstands (NAICS 451212)	\$174,560	\$0	\$174,560	\$181,341	\$181,341

PRIMARY TRADE AREA	<i>2023 Demand (\$)</i>	<i>2023 Supply (\$)</i>	<i>Opportunity Gap/ Surplus (\$)</i>	<i>2028 Demand (\$)</i>	<i>Projected Gap/ Surplus (\$)</i>
Miscellaneous Store Retailers					
Miscellaneous store retailers (NAICS 453)	\$27,795,362	\$42,870,370	(\$15,075,008)	\$29,370,555	(\$13,499,815)
Florists (NAICS 4531)	\$1,262,379	\$2,185,821	(\$923,442)	\$1,374,359	(\$811,462)
Office supplies, stationery, and gift stores (NAICS 4532)	\$5,146,380	\$6,263,886	(\$1,117,506)	\$5,436,290	(\$827,596)
Office supplies and stationery stores (NAICS 45321)	\$2,325,792	\$6,146,267	(\$3,820,476)	\$2,478,499	(\$3,667,768)
Gift, novelty, and souvenir stores (NAICS 45322)	\$2,820,588	\$117,619	\$2,702,969	\$2,957,791	\$2,840,172
Used merchandise stores (NAICS 4533)	\$3,571,984	\$9,278,669	(\$5,706,685)	\$3,496,887	(\$5,781,782)
Other miscellaneous store retailers (NAICS 4539)	\$17,814,619	\$25,141,993	(\$7,327,375)	\$19,063,019	(\$6,078,974)
Pet and pet supplies stores (NAICS 45391)	\$5,355,529	\$11,464,508	(\$6,108,979)	\$6,021,238	(\$5,443,270)
Art dealers (NAICS 45392)	\$2,203,032	\$101,334	\$2,101,698	\$2,151,316	\$2,049,982
Food Services and Drinking Places					
Food services and drinking places (NAICS 722)	\$153,179,090	\$225,400,744	(\$72,221,654)	\$168,033,242	(\$57,367,502)
Special food services (NAICS 7223)	\$12,086,338	\$2,339,499	\$9,746,839	\$13,215,423	\$10,875,924
Food service contractors (NAICS 72231)	\$9,656,650	\$1,910,490	\$7,746,160	\$10,556,283	\$8,645,793
Caterers (NAICS 72232)	\$2,193,480	\$429,010	\$1,764,471	\$2,400,784	\$1,971,774
Mobile food services (NAICS 72233)	\$236,208	\$0	\$236,208	\$258,357	\$258,357
Drinking places (alcoholic beverages) (NAICS 7224)	\$5,487,849	\$395,046	\$5,092,804	\$6,132,792	\$5,737,746
Restaurants and other eating places (NAICS 7225)	\$135,604,902	\$222,666,199	(\$87,061,297)	\$148,685,027	(\$73,981,172)
Full-service restaurants (NAICS 722511)	\$68,165,460	\$92,606,136	(\$24,440,675)	\$74,910,607	(\$17,695,529)
Limited-service restaurants (NAICS 722513)	\$57,222,272	\$115,530,619	(\$58,308,347)	\$62,605,071	(\$52,925,548)
Cafeterias, grill buffets, and buffets (NAICS 722514)	\$1,458,290	\$7,367,809	(\$5,909,519)	\$1,595,522	(\$5,772,287)
Snack and non-alcoholic beverage bars (NAICS 722515)	\$8,758,880	\$7,161,635	\$1,597,245	\$9,573,827	\$2,412,192

SECONDARY TRADE AREA	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/ Surplus (\$)	2028 Demand (\$)	Projected Gap/ Surplus (\$)
Furniture and Home Furnishings Stores					
Furniture and home furnishings stores (NAICS 442)	\$44,657,386	\$49,931,285	(\$5,273,899)	\$47,710,319	(\$2,220,966)
Furniture stores (NAICS 4421)	\$25,938,156	\$15,258,101	\$10,680,055	\$27,552,601	\$12,294,500
Home furnishings stores (NAICS 4422)	\$18,719,231	\$34,673,184	(\$15,953,954)	\$20,157,718	(\$14,515,466)
Floor covering stores (NAICS 44221)	\$8,893,433	\$19,488,375	(\$10,594,942)	\$9,827,777	(\$9,660,598)
Other home furnishings stores (NAICS 44229)	\$9,825,798	\$15,184,810	(\$5,359,012)	\$10,329,941	(\$4,854,869)
Window treatment stores (NAICS 442291)	\$535,113	\$696,986	(\$161,873)	\$503,261	(\$193,725)
All other home furnishings stores (NAICS 442299)	\$9,290,685	\$14,487,823	(\$5,197,139)	\$9,826,680	(\$4,661,143)
Electronics and Appliance Stores					
Electronics and appliance stores (NAICS 443)	\$35,720,351	\$42,945,290	(\$7,224,939)	\$37,985,432	(\$4,959,858)
Household appliance stores (NAICS 443141)	\$7,382,563	\$11,776,621	(\$4,394,058)	\$7,880,831	(\$3,895,790)
Electronics stores (NAICS 443142)	\$28,337,787	\$31,168,668	(\$2,830,881)	\$30,104,601	(\$1,064,067)
Building Material and Garden Equipment and Supplies Dealers					
Building material and garden equipment and supplies dealers (NAICS 444)	\$163,371,805	\$313,532,643	(\$150,160,838)	\$184,249,121	(\$129,283,522)
Building material and supplies dealers (NAICS 4441)	\$143,307,277	\$280,958,352	(\$137,651,076)	\$162,173,553	(\$118,784,799)
Home centers (NAICS 44411)	\$80,204,019	\$186,894,227	(\$106,690,208)	\$90,154,305	(\$96,739,922)
Paint and wallpaper stores (NAICS 44412)	\$5,263,987	\$4,576,899	\$687,088	\$6,507,671	\$1,930,772
Hardware stores (NAICS 44413)	\$11,988,487	\$7,752,066	\$4,236,421	\$13,501,466	\$5,749,400
Other building material dealers (NAICS 44419)	\$45,850,784	\$81,735,160	(\$35,884,376)	\$52,010,111	(\$29,725,049)
Lawn and garden equipment and supplies stores (NAICS 4442)	\$20,064,528	\$32,574,290	(\$12,509,763)	\$22,075,568	(\$10,498,722)
Outdoor power equipment stores (NAICS 44421)	\$4,015,544	\$2,446,335	\$1,569,209	\$4,380,405	\$1,934,070
Nursery, garden center, and farm supply stores (NAICS 44422)	\$16,048,984	\$30,127,955	(\$14,078,972)	\$17,695,164	(\$12,432,791)

SECONDARY TRADE AREA	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/ Surplus (\$)	2028 Demand (\$)	Projected Gap/ Surplus (\$)
Food and Beverage Stores					
Food and beverage stores (NAICS 445)	\$304,655,609	\$249,726,900	\$54,928,709	\$329,257,146	\$79,530,246
Grocery stores (NAICS 4451)	\$272,908,442	\$218,440,171	\$54,468,271	\$294,597,067	\$76,156,896
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	\$260,698,852	\$211,585,963	\$49,112,889	\$281,534,850	\$69,948,887
Convenience stores (NAICS 44512)	\$12,209,590	\$6,854,208	\$5,355,382	\$13,062,217	\$6,208,009
Specialty food stores (NAICS 4452)	\$7,757,632	\$3,934,290	\$3,823,342	\$8,394,486	\$4,460,196
Meat markets (NAICS 44521)	\$2,376,846	\$2,450,854	(\$74,008)	\$2,575,305	\$124,451
Fish and seafood markets (NAICS 44522)	\$933,279	\$427,876	\$505,403	\$1,010,890	\$583,014
Fruit and vegetable markets (NAICS 44523)	\$1,621,754	\$0	\$1,621,754	\$1,753,340	\$1,753,340
Other specialty food stores (NAICS 44529)	\$2,825,752	\$1,055,560	\$1,770,192	\$3,054,951	\$1,999,391
All other specialty food stores (NAICS 445299)	\$1,329,656	\$510,092	\$819,564	\$1,438,361	\$928,269
Beer, wine, and liquor stores (NAICS 4453)	\$23,989,535	\$27,352,439	(\$3,362,905)	\$26,265,593	(\$1,086,846)
Health and Personal Care Stores					
Health and personal care stores (NAICS 446)	\$131,299,276	\$142,529,411	(\$11,230,135)	\$139,751,993	(\$2,777,418)
Pharmacies and drug stores (NAICS 44611)	\$112,763,151	\$127,009,469	(\$14,246,318)	\$119,364,208	(\$7,645,261)
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	\$7,836,496	\$7,784,336	\$52,160	\$8,301,323	\$516,987
Optical goods stores (NAICS 44613)	\$3,607,714	\$5,331,553	(\$1,723,838)	\$4,578,819	(\$752,734)
Other health and personal care stores (NAICS 44619)	\$7,091,915	\$2,404,054	\$4,687,861	\$7,507,642	\$5,103,588
Food (health) supplement stores (NAICS 446191)	\$2,499,770	\$1,060,492	\$1,439,279	\$2,648,219	\$1,587,727
All other health and personal care stores (NAICS 446199)	\$4,592,145	\$1,343,562	\$3,248,582	\$4,859,424	\$3,515,862

SECONDARY TRADE AREA	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/ Surplus (\$)	2028 Demand (\$)	Projected Gap/ Surplus (\$)
Clothing and Clothing Accessories Stores					
Clothing and clothing accessories stores (NAICS 448)	\$100,887,355	\$90,835,019	\$10,052,336	\$96,739,719	\$5,904,700
Clothing stores (NAICS 4481)	\$67,325,332	\$62,285,584	\$5,039,748	\$62,993,848	\$708,264
Men's clothing stores (NAICS 44811)	\$2,628,402	\$777,887	\$1,850,515	\$2,362,257	\$1,584,370
Women's clothing stores (NAICS 44812)	\$12,005,669	\$11,170,182	\$835,486	\$10,957,010	(\$213,172)
Children's and infants' clothing stores (NAICS 44813)	\$3,684,182	\$3,865,189	(\$181,007)	\$3,611,619	(\$253,570)
Family clothing stores (NAICS 44814)	\$40,193,780	\$43,781,901	(\$3,588,121)	\$38,105,376	(\$5,676,525)
Clothing accessories stores (NAICS 44815)	\$3,294,937	\$1,512,932	\$1,782,006	\$2,984,283	\$1,471,351
Other clothing stores (NAICS 44819)	\$5,518,362	\$1,177,493	\$4,340,869	\$4,973,303	\$3,795,810
Shoe stores (NAICS 4482)	\$13,657,232	\$11,998,804	\$1,658,428	\$14,470,510	\$2,471,706
Jewelry, luggage, and leather goods stores (NAICS 4483)	\$19,904,791	\$16,550,632	\$3,354,159	\$19,275,361	\$2,724,729
Jewelry stores (NAICS 44831)	\$12,895,874	\$13,817,871	(\$921,997)	\$12,715,369	(\$1,102,502)
Luggage and leather goods stores (NAICS 44832)	\$7,008,917	\$2,732,760	\$4,276,156	\$6,559,992	\$3,827,232
Sporting Goods, Hobby, Musical Instrument, and Book Stores					
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	\$35,856,818	\$76,127,120	(\$40,270,302)	\$37,026,043	(\$39,101,077)
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	\$31,775,759	\$73,948,079	(\$42,172,320)	\$32,733,289	(\$41,214,790)
Sporting goods stores (NAICS 45111)	\$21,360,731	\$41,995,970	(\$20,635,239)	\$21,958,232	(\$20,037,738)
Hobby, toy, and game stores (NAICS 45112)	\$8,155,861	\$29,466,749	(\$21,310,888)	\$8,480,005	(\$20,986,744)
Sewing, needlework, and piece goods stores (NAICS 45113)	\$910,882	\$939,104	(\$28,222)	\$901,447	(\$37,657)
Musical instrument and supplies stores (NAICS 45114)	\$1,348,285	\$1,546,255	(\$197,971)	\$1,393,605	(\$152,650)
Book stores and news dealers (NAICS 4512)	\$4,081,059	\$2,179,041	\$1,902,018	\$4,292,754	\$2,113,713
Book stores (NAICS 451211)	\$3,785,560	\$2,179,041	\$1,606,518	\$3,984,755	\$1,805,714
News dealers and newsstands (NAICS 451212)	\$295,500	\$0	\$295,500	\$307,998	\$307,998

SECONDARY TRADE AREA	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/ Surplus (\$)	2028 Demand (\$)	Projected Gap/ Surplus (\$)
Miscellaneous Store Retailers					
Miscellaneous store retailers (NAICS 453)	\$47,065,202	\$54,296,559	(\$7,231,357)	\$49,822,444	(\$4,474,115)
Florists (NAICS 4531)	\$2,161,489	\$2,327,479	(\$165,990)	\$2,353,809	\$26,330
Office supplies, stationery, and gift stores (NAICS 4532)	\$8,729,788	\$7,797,437	\$932,351	\$9,246,940	\$1,449,503
Office supplies and stationery stores (NAICS 45321)	\$3,927,128	\$7,590,909	(\$3,663,781)	\$4,220,133	(\$3,370,776)
Gift, novelty, and souvenir stores (NAICS 45322)	\$4,802,660	\$206,528	\$4,596,132	\$5,026,808	\$4,820,280
Used merchandise stores (NAICS 4533)	\$6,081,795	\$11,306,688	(\$5,224,893)	\$5,933,854	(\$5,372,834)
Other miscellaneous store retailers (NAICS 4539)	\$30,092,129	\$32,864,954	(\$2,772,824)	\$32,287,841	(\$577,113)
Pet and pet supplies stores (NAICS 45391)	\$9,028,845	\$14,632,744	(\$5,603,899)	\$10,148,716	(\$4,484,028)
Art dealers (NAICS 45392)	\$3,751,012	\$101,334	\$3,649,677	\$3,650,179	\$3,548,845
Food Services and Drinking Places					
Food services and drinking places (NAICS 722)	\$261,086,747	\$293,900,556	(\$32,813,809)	\$284,729,562	(\$9,170,994)
Special food services (NAICS 7223)	\$20,616,986	\$6,118,094	\$14,498,892	\$22,397,583	\$16,279,489
Food service contractors (NAICS 72231)	\$16,479,227	\$5,269,231	\$11,209,996	\$17,891,006	\$12,621,775
Caterers (NAICS 72232)	\$3,735,574	\$848,862	\$2,886,712	\$4,068,710	\$3,219,848
Mobile food services (NAICS 72233)	\$402,184	\$0	\$402,184	\$437,867	\$437,867
Drinking places (alcoholic beverages) (NAICS 7224)	\$9,401,452	\$769,935	\$8,631,517	\$10,379,452	\$9,609,517
Restaurants and other eating places (NAICS 7225)	\$231,068,309	\$287,012,527	(\$55,944,218)	\$251,952,527	(\$35,060,000)
Full-service restaurants (NAICS 722511)	\$116,233,627	\$125,363,313	(\$9,129,686)	\$126,920,719	\$1,557,406
Limited-service restaurants (NAICS 722513)	\$97,440,731	\$139,847,305	(\$42,406,574)	\$106,100,544	(\$33,746,761)
Cafeterias, grill buffets, and buffets (NAICS 722514)	\$2,483,265	\$10,328,268	(\$7,845,004)	\$2,704,017	(\$7,624,251)
Snack and non-alcoholic beverage bars (NAICS 722515)	\$14,910,687	\$11,473,641	\$3,437,046	\$16,227,247	\$4,753,606

Retail Gap Data

KEY OPPORTUNITIES

Based on the Retail Gap Data for the Primary and Secondary Trade Areas, the categories below are the largest opportunities for Downtown Joplin. Categories with an asterisk (*) would be considered potential fits with the Joplin Union Depot.

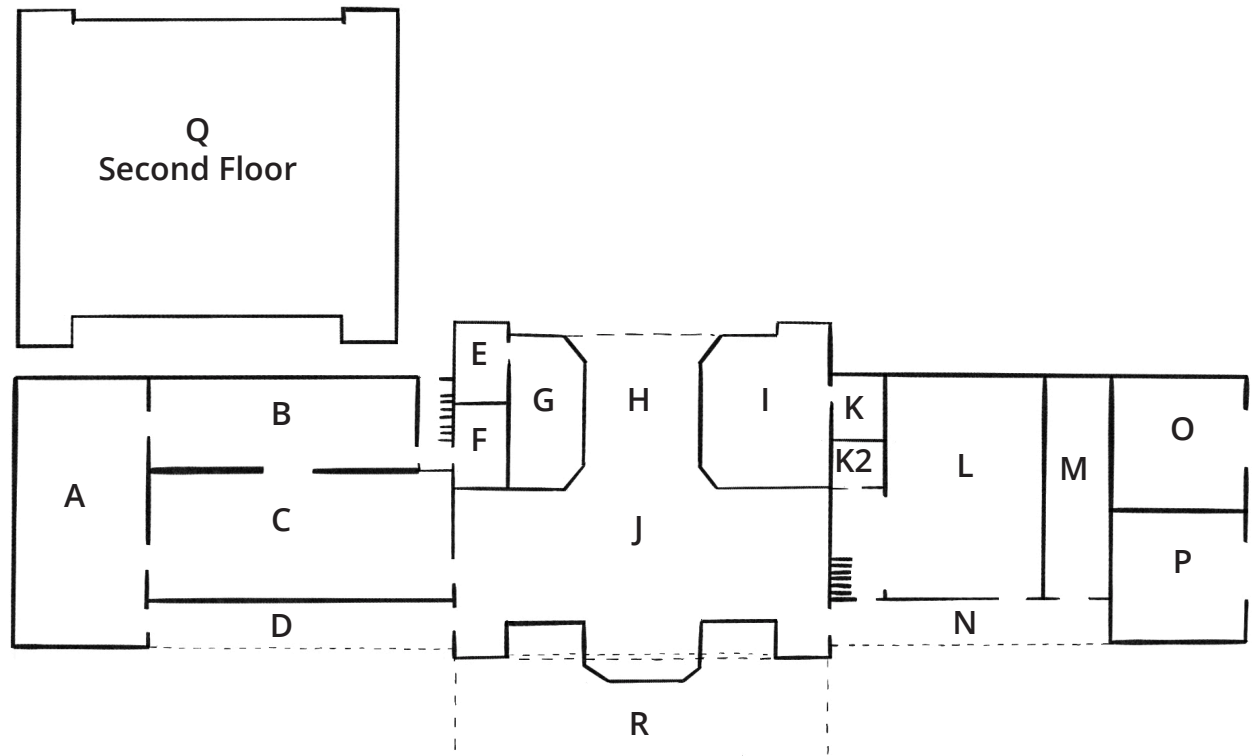
PRIMARY TRADE AREA	<i>Opportunity Gap/ Surplus (\$)</i>	<i>Projected Gap/ Surplus (\$)</i>	<i>Maximum Supportable Sq Ft</i>
Hardware stores (NAICS 44413)	\$2,161,359	\$3,046,148	22,074
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	(\$1,837,385)	\$9,617,169	19,234
Convenience stores (NAICS 44512)	\$3,123,860	\$3,590,381	44,880
All other health and personal care stores (NAICS 446199)	\$1,806,561	\$1,955,259	5,586
Other clothing stores (NAICS 44819)	\$2,409,247	\$2,082,650	5,950
Gift, novelty, and souvenir stores (NAICS 45322)*	\$2,702,969	\$2,840,172	14,201
Art dealers (NAICS 45392)*	\$2,101,698	\$2,049,982	3,417
Drinking places (alcoholic beverages) (NAICS 7224)*	\$5,092,804	\$5,737,746	19,126
Snack and non-alcoholic beverage bars (NAICS 722515)*	\$1,597,245	\$2,412,192	5,676
SECONDARY TRADE AREA	<i>Opportunity Gap/ Surplus (\$)</i>	<i>Projected Gap/ Surplus (\$)</i>	<i>Maximum Supportable Sq Ft</i>
Furniture stores (NAICS 4421)	\$10,680,055	\$12,294,500	37,829
Hardware stores (NAICS 44413)	\$4,236,421	\$5,749,400	41,662
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	\$49,112,889	\$69,948,887	139,898
Convenience stores (NAICS 44512)	\$5,355,382	\$6,208,009	22,171
Specialty food stores (NAICS 4452)	\$3,823,342	\$4,460,196	8,920
Other health and personal care stores (NAICS 44619)	\$4,687,861	\$5,103,588	14,582
Men's clothing stores (NAICS 44811)	\$1,850,515	\$1,584,370	5,281
Clothing accessories stores (NAICS 44815)	\$1,782,006	\$1,471,351	4,905
Other clothing stores (NAICS 44819)	\$4,340,869	\$3,795,810	12,653
Shoe stores (NAICS 4482)	\$1,658,428	\$2,471,706	8,239
Gift, novelty, and souvenir stores (NAICS 45322)*	\$4,596,132	\$4,820,280	24,101
Art dealers (NAICS 45392)*	\$3,649,677	\$3,548,845	5,915
Drinking places (alcoholic beverages) (NAICS 7224)*	\$8,631,517	\$9,609,517	27,456
Full-service restaurants (NAICS 722511)*	(\$9,129,686)	\$1,557,406	2,553
Snack and non-alcoholic beverage bars (NAICS 722515)*	\$3,437,046	\$4,753,606	11,185

Joplin Union Depot

FLOOR PLAN

A breakdown of the potential spaces for the Joplin Union Depot is below. The second floor (Section Q) is over the center of the building (Sections E, F, G, H, I, and J.)

Section	Dimensions	Total Sq Ft
A	30' x 60'	1,800
B	20' x 60'	1,200
C	30' x 68'	2,040
D	10' x 68'	680
E	12' x 17'	204
F	12' x 17'	204
G	18' x 31'	612
H	24' x 31'	612
I	30' x 31/34'	1,020
J	40' x 80'	3,360
K	12' x 16'	192
K2	12' x 9'	144
L	36' x 50'	1,800
M	15' x 50'	750
N	10' x 63'	630
O	30' x 30'	900
P	30' x 30'	900
Q	67' x 84'	5,628
R	22' x 83'	1,826

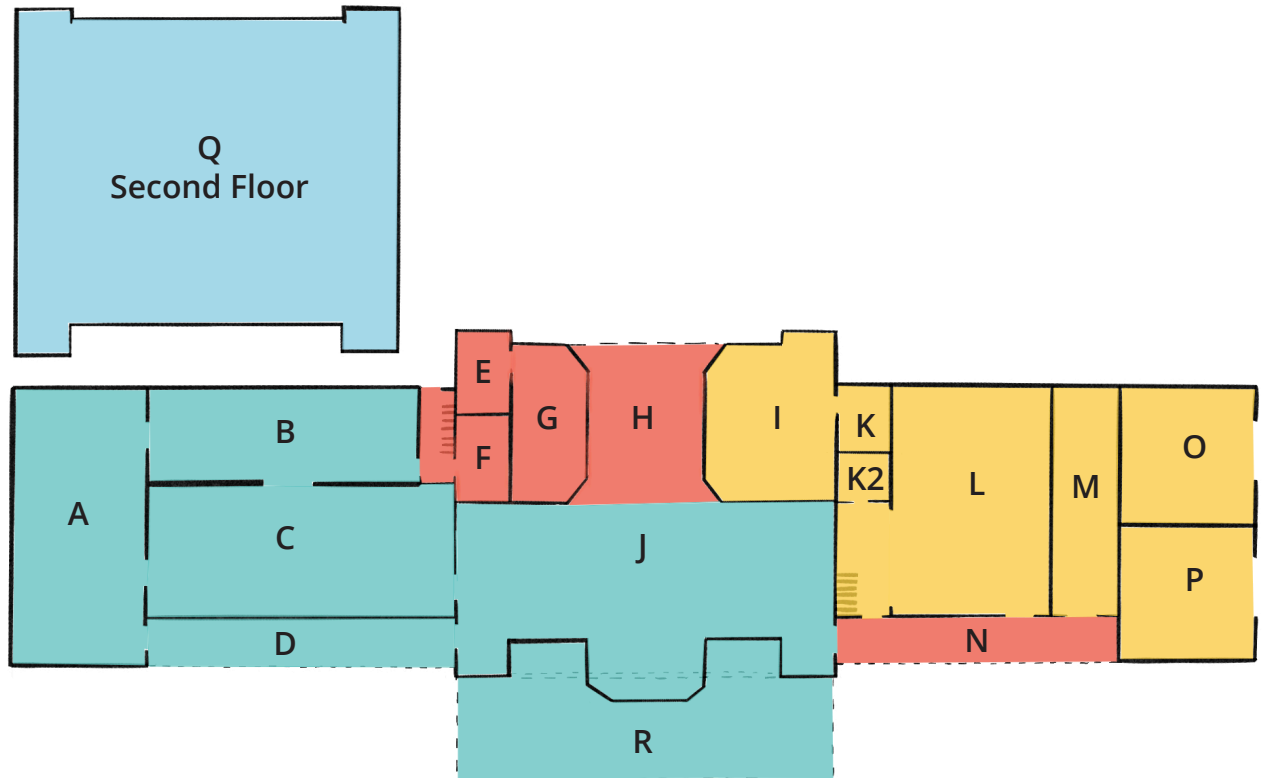


Joplin Union Depot

POTENTIAL BUILDING PROGRAM

A potential program for the Joplin Union Depot is below. Based on the retail gap data provided earlier, there is sufficient room in the market for these suggested uses. It is anticipated a developer will create their own program for the property. This is provided as reference and is neither intended as a requirement or a guarantee of success.

Use	Sections	Total Sq Ft
BrewPub + Meeting Space	A, B, C, D, J, R	10,906
Office/Retail	I	1,020
Office/Retail	K, K2, L	2,136
Office/Retail	M	750
Office/Retail	O	900
Office/Retail	P	900
Art Gallery/ Meeting or Reception Space	Q	5,628
Common Area	E, G, F, H, N	2,262



Joplin Union Depot

DRAFT PRO FORMA

The draft pro forma (right) makes several assumptions:

- Rehabilitation costs were calculated at \$250 per square foot
- Lease rates for the BrewPub sections were estimated at \$20 per square foot
- Office/Retail lease rates were estimated at \$14 per square foot
- Commercial loan rate was calculated using a 6% loan with a 20-year amortization period

Disclaimer

The results of this feasibility study does not guarantee the achievement of any specific outcome or success. The real estate market, economic conditions, regulatory environments, and numerous other factors beyond the control of any party can affect the results of any redevelopment effort.

Any decision to proceed with a project or investment based on the contents of the study should be made only after careful consideration of all relevant factors, including independent financial, legal, and technical advice.

Redevelopment Costs	
Acquisition	Negotiable
Rehab	\$6,127,000
New Construction	\$0
Developer Fee	\$612,700
Total Acquisition and Rehab	\$6,739,700

Incentives	
State HTC	\$(1,531,750)
Federal HTC	\$(1,225,400)
Deferred Developer Fee	\$(612,700)
Total Incentives	\$(3,369,850)
Net Investment	\$3,369,850
Equity	\$1,225,400
Loan Amount	\$2,144,450

Income	
BrewPub (Sections A, B, C, D, J, R)	\$218,120
Office/Retail (Section I)	\$14,280
Office/Retail (Sections K, K2, L)	\$29,904
Office/Retail (Section M)	\$10,500
Office/Retail (Section O)	\$12,600
Office/Retail (Section P)	\$12,600
Art Gallery/Meeting Space (Section Q)	\$78,792
Total Annual Income	\$376,796

Expenses + Return	
Annual Debt Service	\$(184,362)
Gross Cash Flow	\$192,434
Annual Operating Expenses	\$114,000
Net Cash Flow	\$78,434
Return on Investment	4%

Joplin Union Depot

ADDITIONAL CONSIDERATIONS

Adjacent to the Joplin Union Depot site are two parcels, totaling 1.42 acres owned by the City of Joplin (outlined in orange, right.)

This City-owned site could potentially become part of a larger redevelopment project. The site fronts E Broadway St with a direct access off of Broadway. The property currently has a small parking lot and is underdeveloped. The site is also bifurcated by a public right of way (not shown) that could potentially be abandoned to make a contiguous parcel.



Joplin Union Depot

OTHER POTENTIAL USES

Reuse of the Joplin Union Depot has been a topic of frequent discussion within the community. Recently, the Downtown Joplin Alliance engaged with a design team from South Dakota State University to engage the community about potential uses. The focus of this study has been on a commercial reuse of the structure itself. However, by combining the site with the nearby city-owned parcels, additional opportunities may be possible. These uses include the potential for converting the site to a boutique hotel and meeting spaces. (Important note: this feasibility study does not include a hotel feasibility component as they are highly specialized studies. Further due diligence by a developer should be undertaken.)

The examples shown (right) are of rail cars that have been converted into hotel rooms. These cars could be added to the site in keeping with the history of the depot.



Crowne Plaza Hotel, Indianapolis, IN



Chattanooga Choo-Choo Hotel, Chattanooga, TN

THIS PLAN WAS CREATED BY:

PLACE
+MAIN
ADVISORS

Joe Borgstrom, Principal
(517) 614-2733
joe@placeandmain.com
www.placeandmain.com