



Grocery Store Initiative

ODESSA, MISSOURI

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Prepared by
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City of Odessa
Pioneer Trails Regional Planning Commission

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The Overview

The City of Odessa is located approximately 35 miles East of Kansas City along Interstate 70 at the intersection of Missouri Highway 131 in Lafayette County. Rural residential developments outside the city make up 38% of the population of 8,955 included in the 64076 Zip code. Communities within 10 miles of Odessa include Mayview, Lake Lafayette, Wellington, and Napoleon and add another component of the overall Odessa market for grocery consumers.

Odessa is currently undergoing growth and expansion as new subdivisions are under development and major projects in the area are in the works. The City of Odessa had an 11% increase in building permits from 2021 to 2022, with an additional increase projected for 2023. Governor Parsons has recently signed a Bill that brings \$2.8 Billion of infrastructure improvements to Interstate 70, expanding this major roadway to 3 lanes. A second project, expected to begin in 2026, will provide for the reconstruction of the I-70 and Route 131 overpass. Private development includes the construction of a NHRA drag strip at the I-70 Motor Speedway three miles East of Odessa which will draw 20,000 spectators from all over the country to each event.

Background

The grocer previously serving residents in and around the City of Odessa ceased operations in 2022. Residents must now travel at least 11 miles from the western edge of the city to the nearest grocery store. The distance is significantly greater for some residents who live in the rural areas surrounding Odessa.

Outlook

Due to indicators of strong local demand, the Odessa Chamber of Commerce has arranged for this compiling of demographic and other market information to attract a replacement grocery. Passionate support from local leaders and citizens of all ages points to a forecasted loyalty to a new grocery operation (see the testimonials on the following page). The City of Odessa has generally supported economic development projects by passing policies regarding economic incentive options.

Thoughts from the Community ...

"As the Mayor of Odessa, it is my responsibility to comprehend the needs of our residents. It has become evident to me that the absence of a grocery store has yielded consequences beyond inconvenience. Elderly citizens and those without transportation are struggling to access essential goods. Everyone suffers from the excess expense of running quick family errands, and we've lost the vital role that a grocery store plays in providing sustenance."

Stephen Wright, Odessa Mayor

"For me, I always feel the saddest for those who cannot go out of town for their groceries... the elderly, people who can't drive far, etc. As for me, I'd even be willing to pay higher prices for the convenience that comes from having a local store."

**Margaret Kohlstaedt, Volunteer Coordinator
at Missouri Palliative & Hospice**

"The unavailability of fresh meats and produce is causing many to make unhealthy eating options and causing those with transportation, to drive 15-30 minutes to purchase groceries."

**Cathy Thompson, Security Officer
First Central Bank**

"A grocery store would be a wonderful addition to the community to draw new families to Odessa. Right now with none, sadly, Odessa is not an ideal place for someone to want to move to and call home."

**Adam Couch, Former Mayor and
Co-Owner of Owl Creek Campgrounds**

"Odessa is in desperate need of the health, social support and community benefits of a grocery store. The rural population south of town is much farther from any community with groceries than they are from Odessa. These rural residents are a vital part of our community and are currently severely underserved. Grocery stores generally help promote a sense of community, as a place where people run into each other while running errands. They allow making impromptu dinner parties and other tasks like sympathy meals possible."

**Hannah Spaar, News Editor
The Odessan and Focus on Oak Grove Newspapers**

Thoughts from the Community ...

"We don't belong to Costco or Sam's Club, we purchase locally when we can. If a store comes to town, we feel that our local organizations could combine in a campaign to inform the community of the importance of shopping local."

Dennis & Jeanette Hisek, Volunteers

"I've lived in Odessa most of my life and can recall when the citizens supported four grocery stores. I find it hard to believe that today we have NO grocery store. I-70 is a dangerous and highly traveled highway that most avoid if possible. Many who used to drive to Kansas City now can work from home."

Leanna Thompson, Retired

"Odessa is a food desert! When the former grocery store closed, over 82 disabled senior citizens who depended on that store, lost their access if a friend or relative won't/can't bring items from the metropolitan area. I think Odessa residents have learned their lesson on what can happen if you do not support a local grocery store."

Donna Ehlert, Alderwoman Ward 2

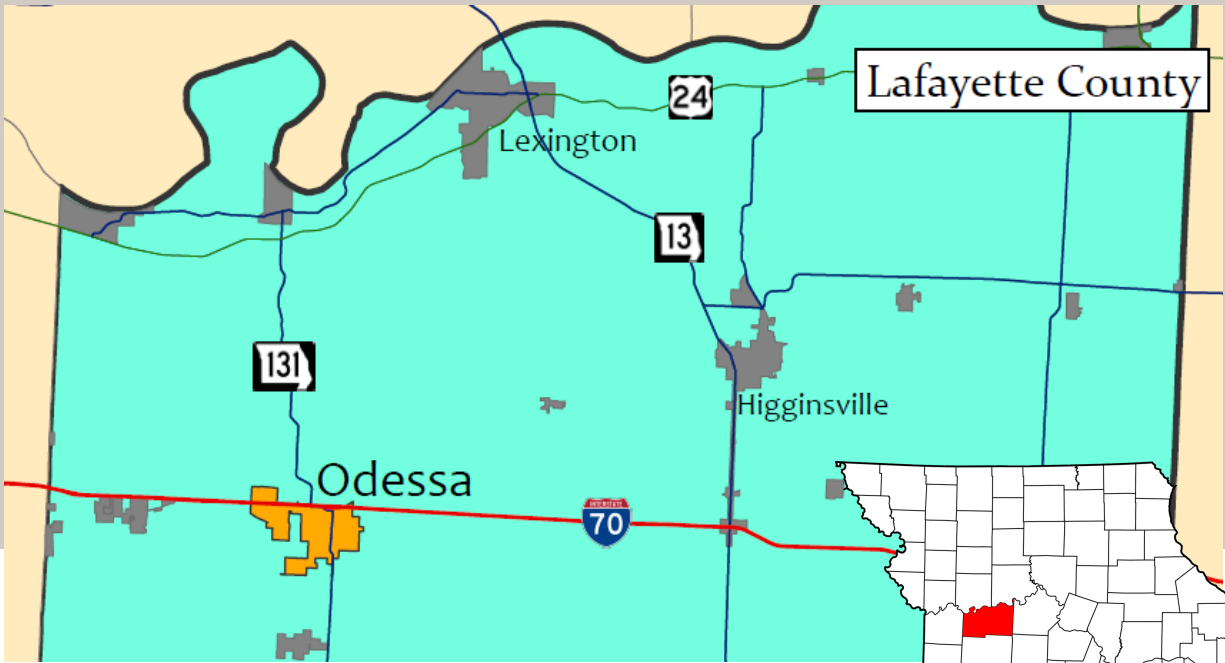
"A grocery store contributes to the local economy through the payment of taxes, rent and utilities. It also supports local suppliers and producers, creating a positive economic ripple effect."

Kelsey Legate, Realtor and President of Odessa Chamber of Commerce

"The pending move of Heartland Motorsports Park from Topeka, KS to Odessa bodes well for a grocery store. The NHRA races draw thousands from all over the country and it's a great time to take advantage of the traffic it will bring to Odessa."

Bryan Barner, Alderman Ward 2

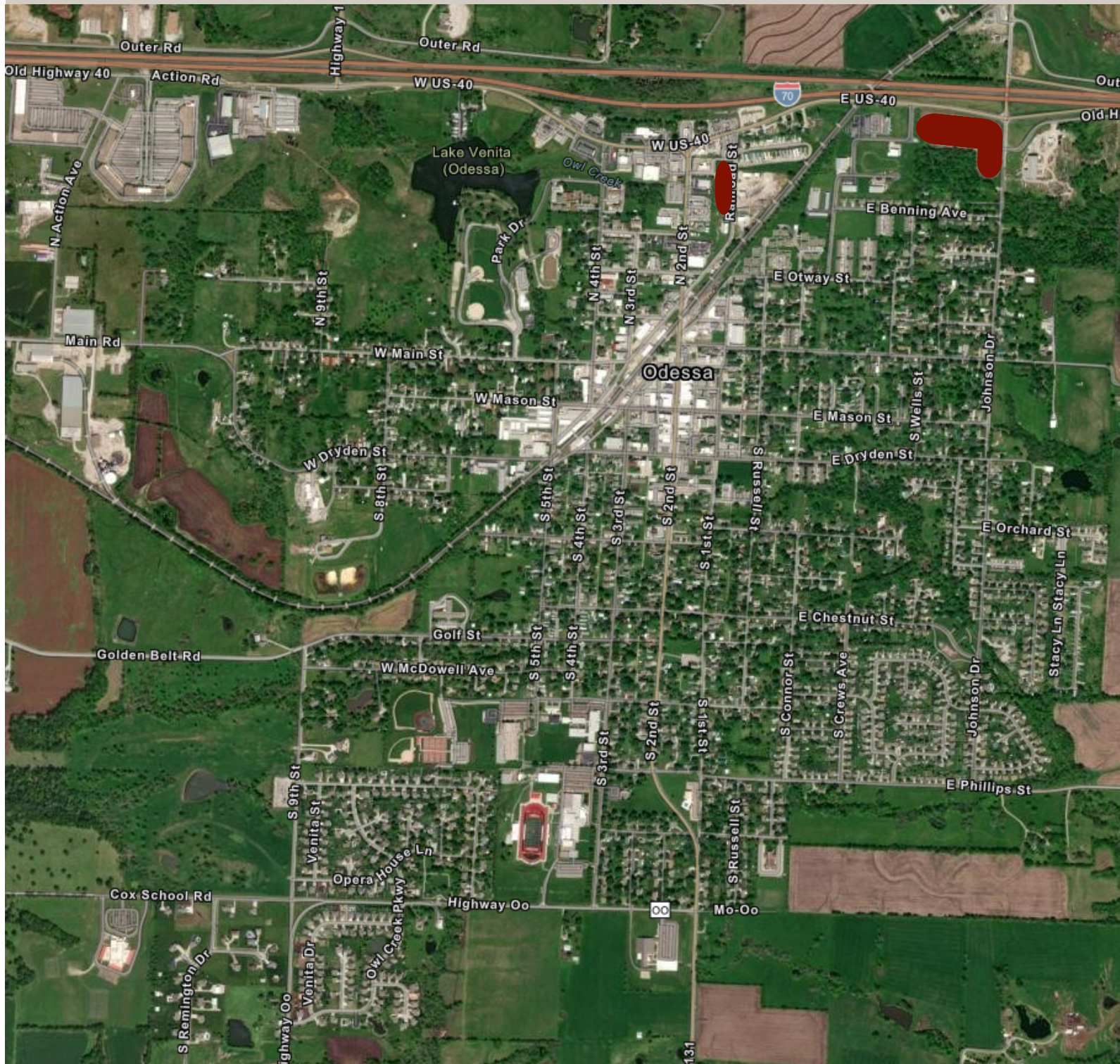
Odessa, Missouri



Odessa is located on I-70 at the 37th mile marker approximately 30 minutes East of the Kansas City Royals and Chiefs stadiums

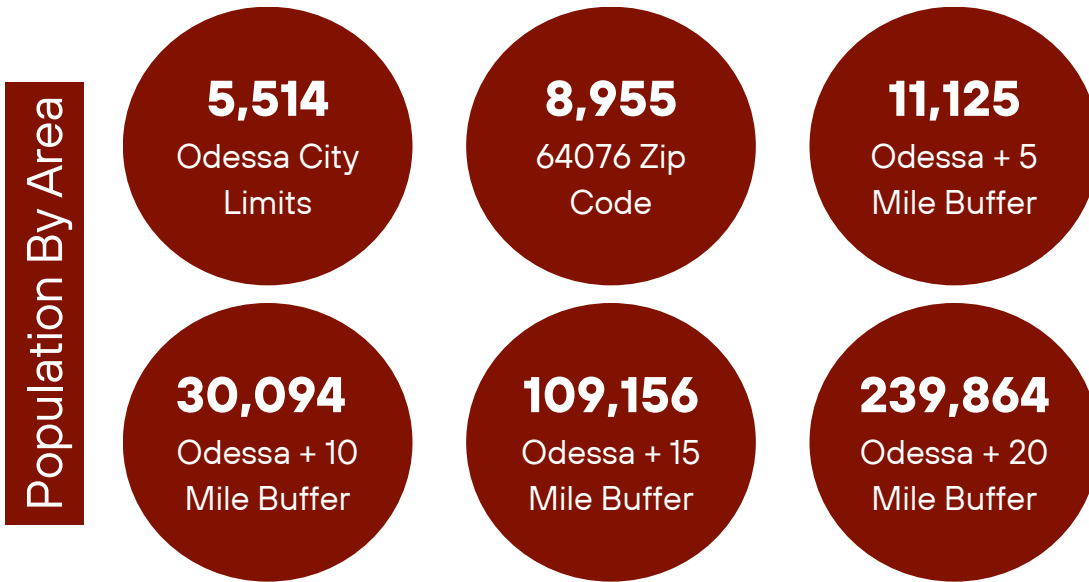


Odessa, Missouri

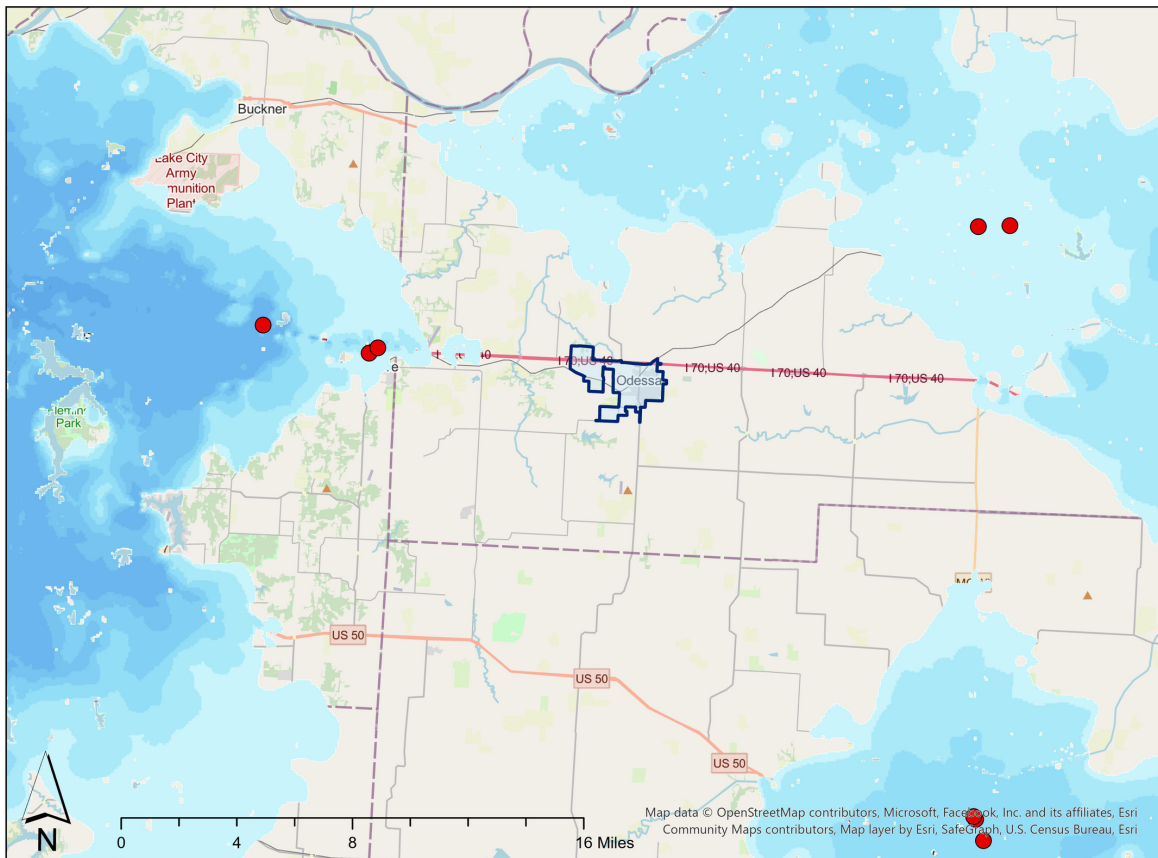


Proximity Analysis

2017-2021 ACS Estimates



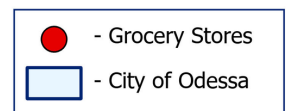
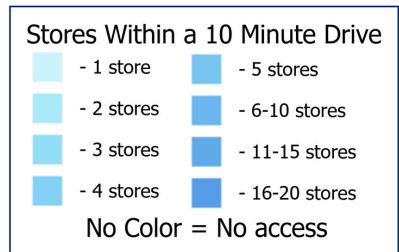
Grocery Stores Within 10-Minute Drive



This map displays areas that can access at least one grocery store within a 10-minute drive.

The darker shading indicates more accessible stores. No shading indicate that NO grocery access is available within a 10-minute drive.

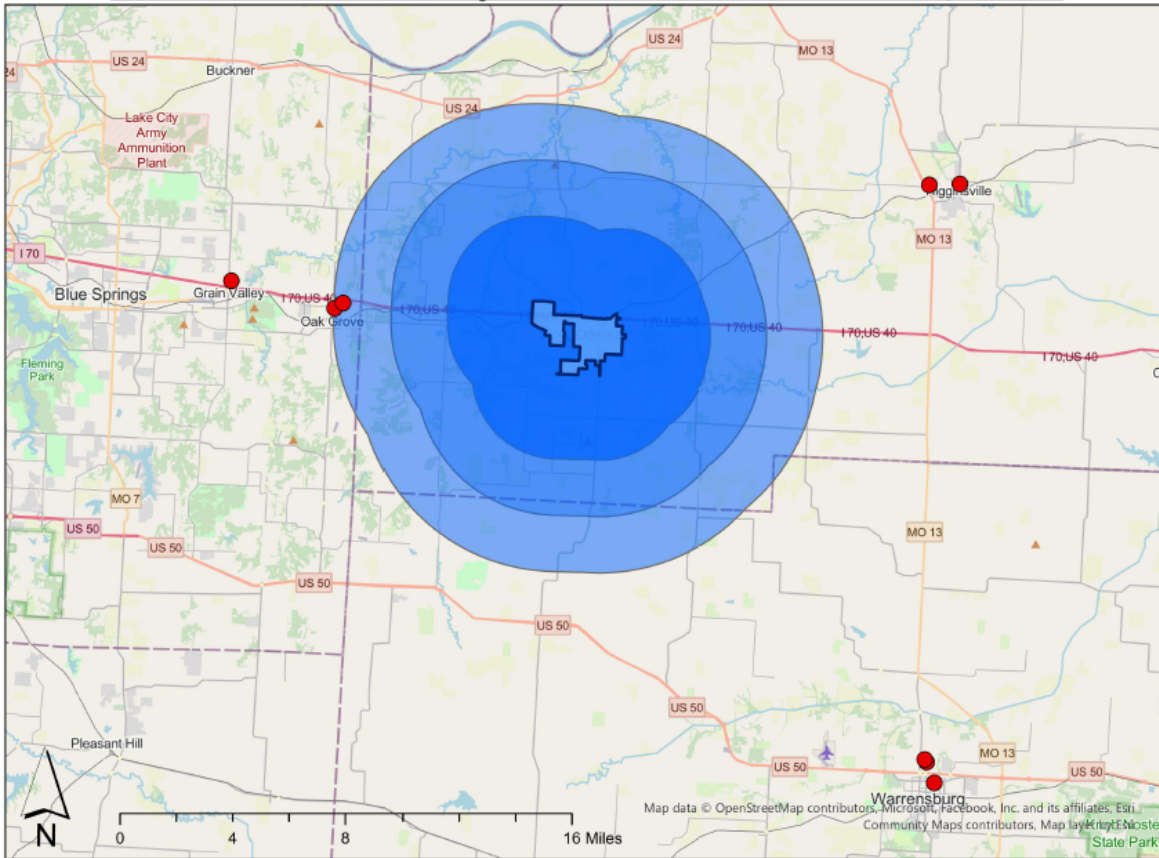
Displayed data courtesy of SafeGraph, U.S. Census Bureau, Esri.



Closest Grocery Stores to Odessa, MO



This map displays the grocery stores closest to Odessa, MO.



- - Grocery Stores
- City of Odessa
- 10- Mile Buffer
- 7-Mile Buffer
- 3-Mile Buffer

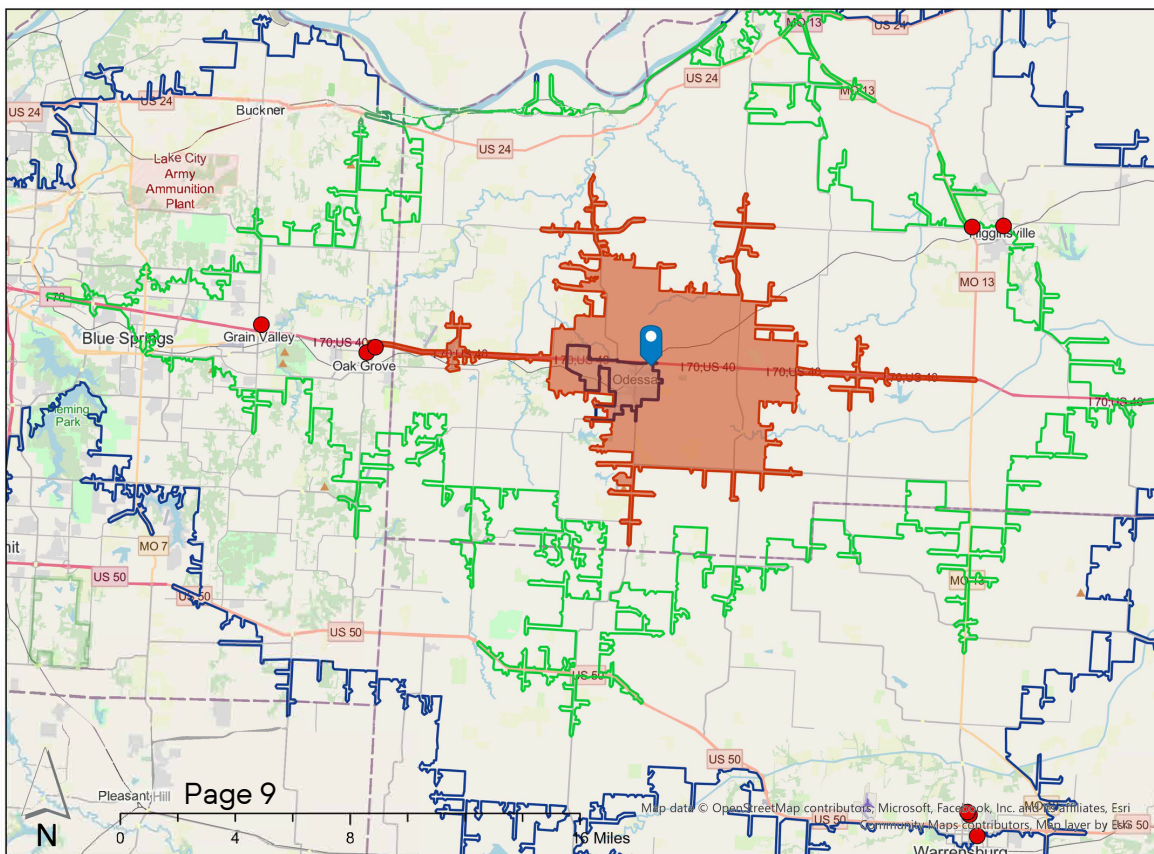


Drive Times from Old 40 & Johnson Dr.



This map displays areas that can be accessed by a 10, 20, or 30-minute drive from possible store site at Johnson Dr. and Old 40 Hwy.

Displayed data courtesy of ESRI Business Analyst, U.S. Census Bureau, Esri.



- 10-Minute Drive
- 20-Minute Drive
- 30-Minute Drive
- 📍 - Possible Site

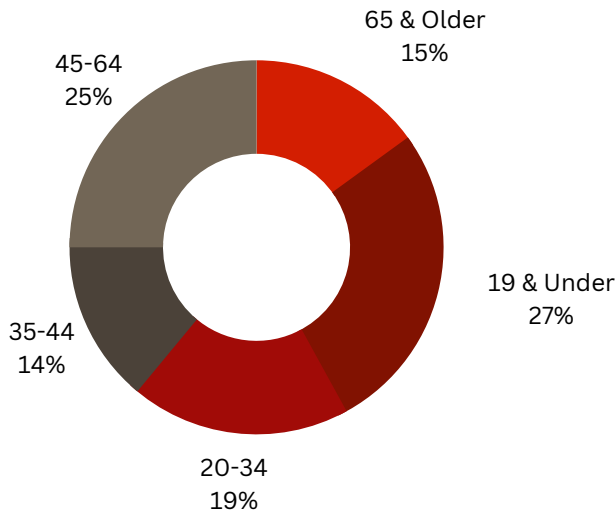
- - Grocery Stores
- City of Odessa



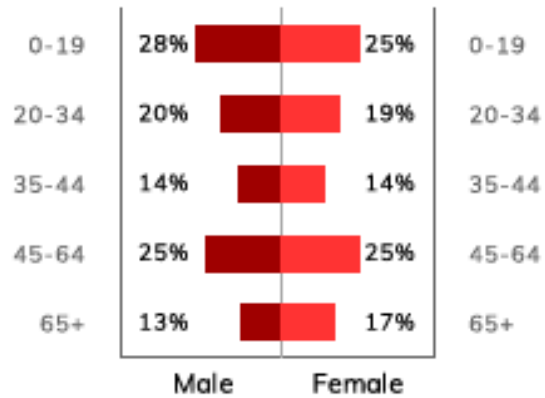
Odessa Demographics

Odessa, Missouri City Limits

Population By Age



Age & Gender



Total Families = 1,468



Total Households = 2,162



Median Age Male = 36



Median Age Female = 39



Median Household Income
\$57,538



Average Household Income
\$69,778



Per Capita Income
\$27,479



Median Household Income
Annual Growth = 3.15%

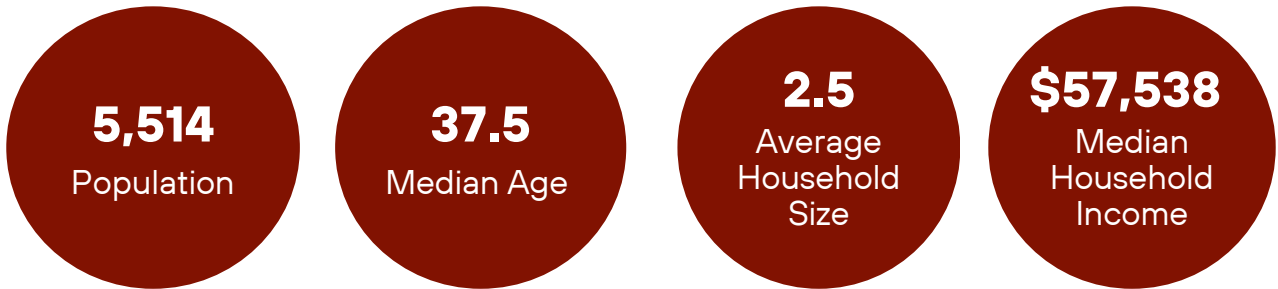


Per Capita Income
Annual Growth = 2.49%



Target Market Summary

Odessa, Missouri City Limits



Annual Lifestyle Spending



\$1,821
Travel



\$54
Theater/Concerts



\$62
Movies/Museums/Parks



\$46
Sports Events



\$5
Online Games



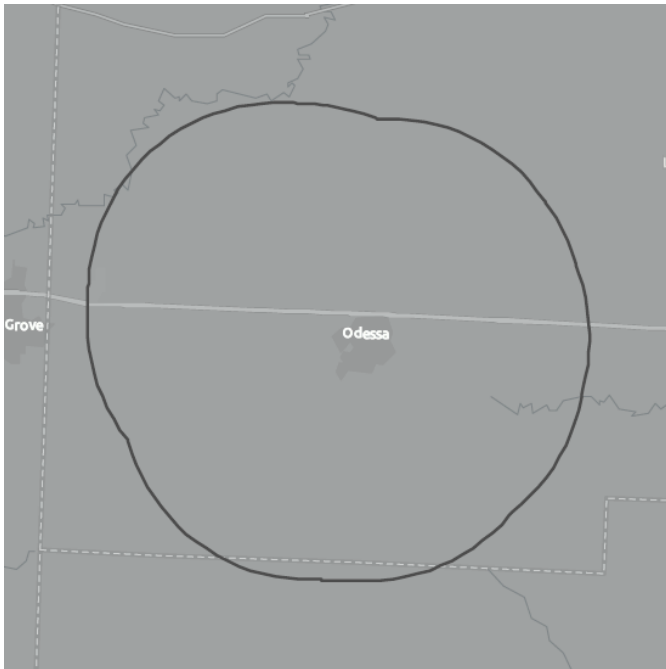
\$80
Audio



Taken By: Jon Lee with Drone Zones USA LLC

Tapestry Segments

Odessa, Missouri + 5 Mile Buffer



Top 3 Segments for Radius Area

10A Southern Satellites **28.6%**

6A Green Acres **23.0%**

6B Salt of the Earth **21.2%**

11,125
Population

4,295
Households

2.58
Average
Household
Size

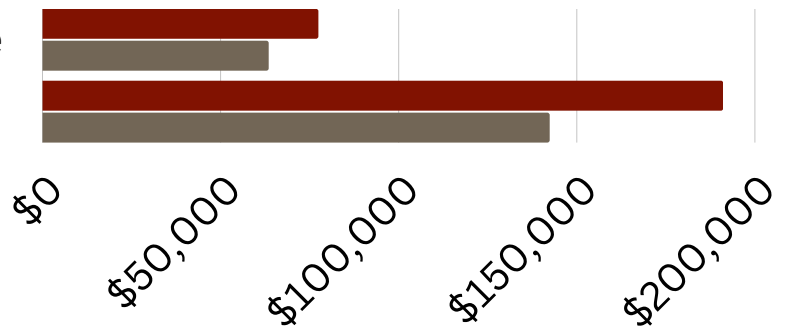
\$198,353
Median
Household
Income

41.3
Median
Age

■ Odessa ■ Missouri

Median Household Income

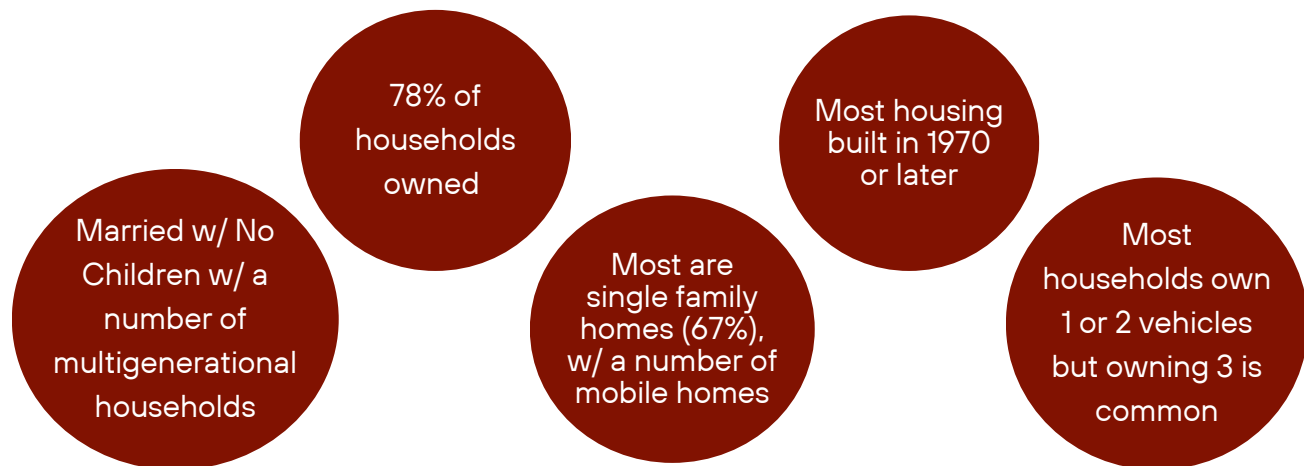
Median Net Worth



Southern Satellites

Odessa, Missouri + 5 Mile Buffer

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.



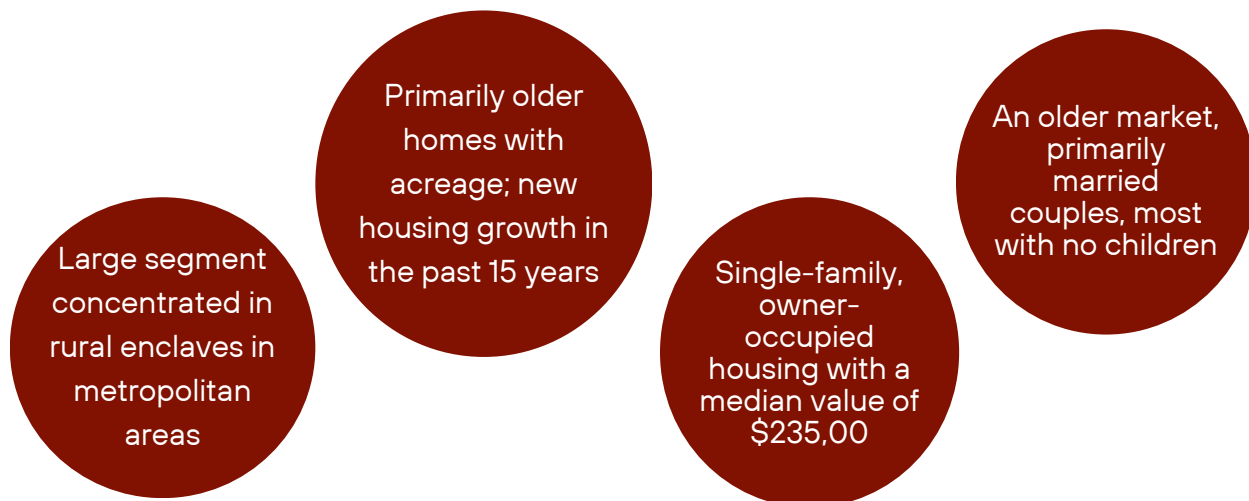
SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 140); 45% have a 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.

Green Acres

Odessa, Missouri + 5 Mile Buffer

The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.



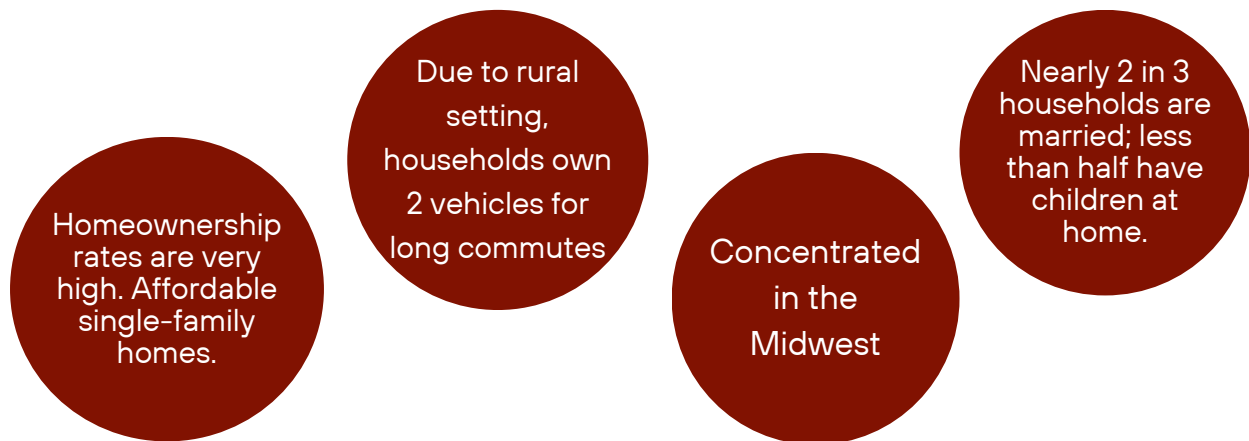
SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Labor force participation rate is high at 66.8% (Index 107).
- 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.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Salt of the Earth

Odessa, Missouri + 5 Mile Buffer

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.



SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family is their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American. • Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

Odessa R-7 School District

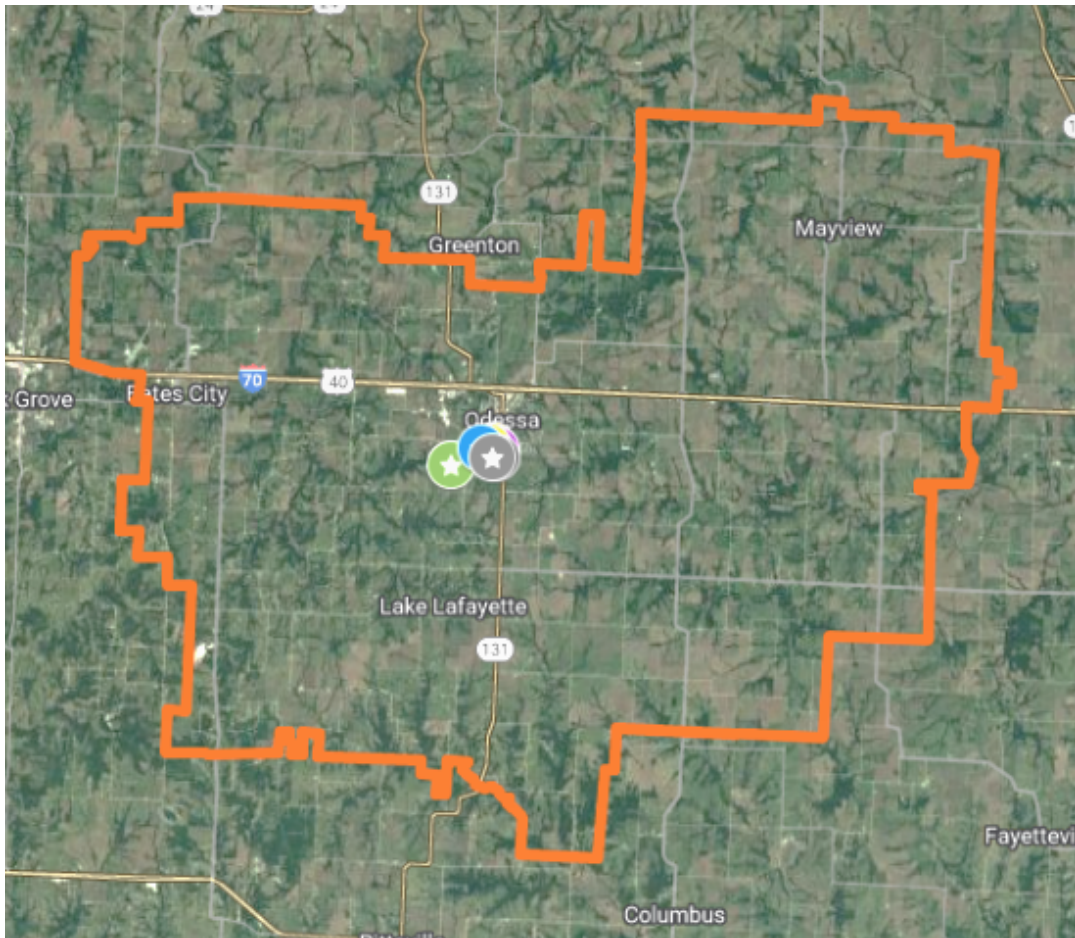
176
Square Mile
District

270
Staff
Members

~2,000
Students

**Largest
District in
Lafayette
County**

District Map



Odessa

Bates City

Mayview

Lake Lafayette

Odessa Businesses

Historic
Downtown
District

Locally -
Owned
Dining

Antique /
Boutique
Shops

Locally -
Owned Small
Businesses



Largest Employers

Odessa School
District

270
Employees

Advanced
Industries

115
Employees

City of
Odessa

43
Employees

Ritchie Brothers
Auctioneers

30
Employees

The Future of Odessa

Improve I-70
Expansion &
Interchange
Redesign

Proposed
"Pine Creek
Townhomes"
Multi-Family

Proposed
"The Hill"
Residential
Housing
Development

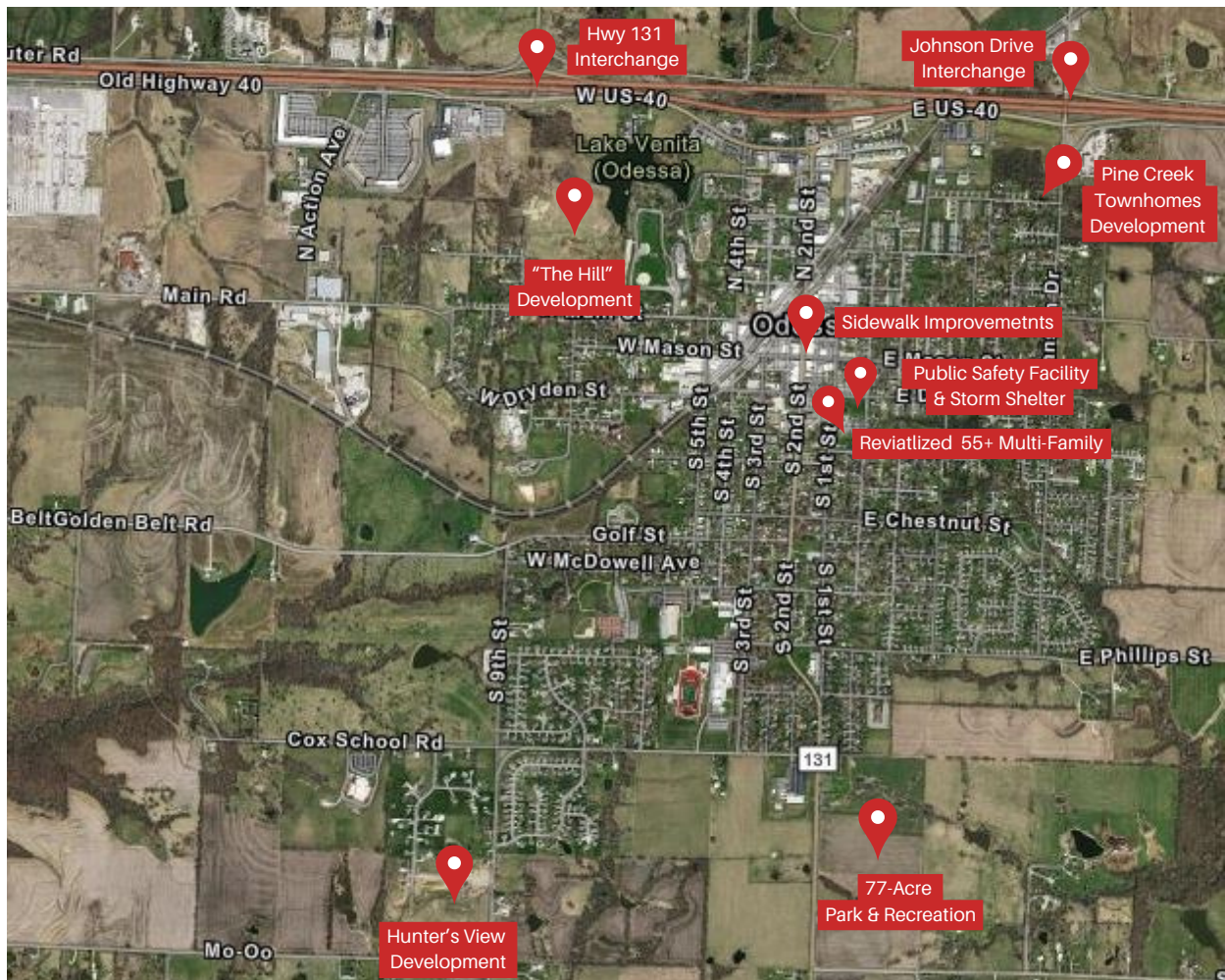
Downtown
Sidewalk
Infrastructure
Improvements

Proposed
Revitalized
Historic 1912
Building to 55+
Multi-Family

Proposed
Public Safety
Facility and
Storm Shelter

Under
Construction
"Hunter's View"
Housing
Development

Proposed
77-Acre Civic
Center and
Outdoor
Sporting



The Contacts



Odessa Chamber of Commerce

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For more information visit
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