City of Muscatine, Iowa
Community Profile
Located on the banks of the Mighty Mississippi River in Eastern Iowa, Muscatine is a community rich in history and beauty. It is an economically strong business center, where several Fortune 500™ have chosen to locate. Once a world leader in the pearl button manufacturing industry, Muscatine earned the name, *Pearl of the Mississippi*. Former Muscatine resident Samuel Clemens (Mark Twain) once recalled, “And I remember Muscatine—still more pleasantly—for its summer sunsets. I have never seen any, on either side of the ocean, that equaled them.” His fond recollection provides some insight into why Muscatine is a great place to live, work, play, and visit.

### Location

Muscatine is strategically located at a crossroads of various modes of transportation for both commuters and freight travel. Interstate 80, U.S. Highways 61 & 6, and State Highways Iowa 22 & 38 all provide regional commuting options for the growing workforce, and the location also benefits from easy access to the Muscatine Municipal Airport, the Canadian Pacific Railroad service, and freight service on Mississippi River waterways. The 300 mile market includes the seven major metropolitan areas of Chicago, Indianapolis, Kansas City, Milwaukee, Minneapolis-St. Paul, Omaha, and St. Louis, reaching a total area population of nearly 39 million.

#### 300 Mile Market Population

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muscatine</td>
<td>38,817,473</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>54,498,599</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>47,366,236</td>
</tr>
<tr>
<td>Milwaukee, WI</td>
<td>38,758,316</td>
</tr>
<tr>
<td>St. Louis, MO</td>
<td>37,661,995</td>
</tr>
<tr>
<td>Kansas City, MO</td>
<td>19,073,161</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td>16,467,628</td>
</tr>
<tr>
<td>Omaha, NE</td>
<td>14,835,575</td>
</tr>
</tbody>
</table>

Source: Esri Community Analyst, 2008-2012 American Community Survey 5-Year Estimates

### Awards

#### Policom Rankings

Due to its powerful and diverse economy, Muscatine placed in the top 15 percent among Micropolitan Statistical Areas (McrSAs) in economic strength rankings in 2014 as determined by the Policom Corporation. The city’s ranking rose from 419th in 2004 to 63rd in 2015, among 536 McrSAs. Policom considers 23 different economic factors when determining the rankings.

#### Blue Zones

Muscatine earned certification as a Blue Zones Community on July 30, 2014. The Blue Zones Project, based on principles by Dan Buettner, author of the books, “Blue Zones” and “Thrive,” offers research and information targeted at helping people living longer, better lives by changing their environment and lifestyles. The Blue Zones Project is part of Governor Terry Branstad’s Healthiest State Initiative. It is sponsored by Wellmark Blue Cross and Blue Shield and Healthways.

#### Complete Streets

The National Complete Streets Coalition ranked Muscatine 8th best in complete street policies in the nation, thanks to its direct and committed policy to multi-modal transportation. Smart Growth America announced the rankings in 2013.
Demographics

Population

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>2015</th>
<th>% change 2010-2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Muscatine, IA</td>
<td>22,920</td>
<td>22,886</td>
<td>23,819</td>
<td>▲ 3.9%</td>
</tr>
<tr>
<td>Muscatine County, IA</td>
<td>41,722</td>
<td>42,745</td>
<td>43,343</td>
<td>▲ 1.4%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, Censuses 2000 and 2010; City of Muscatine 2015 estimates.

Households

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>2015</th>
<th>% change 2010-2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Muscatine, IA</td>
<td>9,012</td>
<td>9,008</td>
<td>9,384</td>
<td>▲ 4.1%</td>
</tr>
<tr>
<td>Muscatine County, IA</td>
<td>15,847</td>
<td>16,412</td>
<td>16,695</td>
<td>▲ 1.7%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, Censuses 2000 and 2010; City of Muscatine 2015 estimates.

Age

Source: Esri Community Analyst, 2014 forecasts.

Educational Attainment


Sex

Male ........................................ 49.2%  
Female .................................... 50.8%  


Race

White ........................................ 85.0%  
Black or African American ........................ 3.9%  
American Indian and Alaska Native .............. 0.6%  
Asian ........................................ 1.1%  
Native Hawaiian and Other Pacific Islander ...... 0.0%  
Some Other Race ................................ 6.8%  
Two of More Races ................................ 2.6%  


Hispanic/Latino Origin

Hispanic or Latino, of any race (City of Muscatine) ........ 17.8%  
Hispanic or Latino, of any race (Iowa) .................. 5.7%  
Hispanic or Latino, of any race (U.S.) .................. 17.5%  


Income

Transportation and Utilities

Air Service

Muscatine Municipal Airport (MUT)
General Aviation Provider……………………………………….Yes

Quad Cities International Airport (MLI)
Distance from Muscatine……………………………………34.1 miles
Daily Flights……………………………………………………….50
Major Airlines………………………………………………….5
Non-Stop Cities…………………………………………………10
Air Cargo Carriers………………………………………………3

Eastern Iowa Airport (CID)
Distance from Muscatine……………………………………62.9 miles
Daily Flights……………………………………………………....35
Major Airlines………………………………………………….4
Non-Stop Cities…………………………………………………11
Air Cargo Carriers………………………………………………3

Source: Individual air service providers, 2014.

Rail Service

Freight
Canadian Pacific Railroad……………………………………through Muscatine
Iowa Interstate Railroad…………………………………approximately 13 miles away

Passenger
AMTRAK (Burlington, IA station)………………………………1 hour
(Mt. Pleasant, IA station)………………………………………1 hour
(Galesburg, IL station)………………………………………1 hour, 15 minutes
Source: Google Maps, 2014.

Utilities

Electricity – Muscatine Power and Water
Natural Gas – Alliant Energy
Water – Muscatine Power and Water
Sewer – City of Muscatine
Internet – Muscatine Power and Water
Cable TV – Muscatine Power and Water

Muscatine offers some of the lowest utility rates in the state and nation. Utility service reliability is extremely high with ability to deploy crews locally as needed to respond to service issues. MP&W, a municipal utility, is locally operated with local decision-making.

High speed broadband Internet services were launched in 1998. Commercial Internet customers are offered a city-wide, fiber-based network, as well as advanced point-to-point connectivity. Tier 1-3 technical support is provided locally. Continuing to invest in the community, MP&W has started $8 million fiber-to-premise infrastructure upgrade and will offer Internet with 1Gbps (gigabits per second) speeds to every home in Muscatine in 2017.

Competitive Utility Rates

<table>
<thead>
<tr>
<th>Utility</th>
<th>Average cost per unit</th>
<th>Muscatine</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity – Industrial</td>
<td>kWh</td>
<td>4.95¢</td>
<td>7.06¢</td>
</tr>
<tr>
<td>Electricity – Commercial</td>
<td>kWh</td>
<td>7.44¢</td>
<td>10.77¢</td>
</tr>
<tr>
<td>Electricity – Residential</td>
<td>kWh</td>
<td>9.94¢</td>
<td>12.53¢</td>
</tr>
<tr>
<td>Water – Industrial</td>
<td>1,000 gal.</td>
<td>$0.35</td>
<td>n/a</td>
</tr>
<tr>
<td>Water – Commercial</td>
<td>1,000 gal.</td>
<td>$1.43</td>
<td>n/a</td>
</tr>
<tr>
<td>Water – Residential</td>
<td>1,000 gal.</td>
<td>$3.76</td>
<td>n/a</td>
</tr>
</tbody>
</table>


Road Freight Service

Muscatine Trucking Carriers
Commercial Transport, Inc. • Curry’s Transportation Services, Inc. • Daufeldt Transport, Inc. • DND Transport, Inc. • JRB Target, Inc. • Morgan Trucking Co. • Newcomb Warehouse, Inc. • Robert Brauns, Inc. • Robison Trucking, Inc. • Ruan Transport • Swift Transportation • Tantara Transportation • Total Freight Solutions

Source: Individual trucking service providers, 2014.

International Trade Services

International Trade Services located 30 miles east of Muscatine in the Quad Cities Area:
Computerized Paired Port System • Customs Bonded Motor Carriers • Customs House Brokers/International Freight Forwards • Foreign Trade Zone #133 • U.S. Customs Port of Entry


Water Freight Service

Mississippi River - Lock and Dam No. 16
9-foot channel, 10-month navigation season

Barge carrying cargo on the Mississippi River
**Economy**

### Major Employers

- HNI Corporation/The HON Company, Allsteel .................................................. 3,600
- Grain Processing/Kent Feeds .......................................................... 900
- Muscatine Community School District .............................................. 855
- Trinity Muscatine (formerly Unity Health Care) .......................... 485
- Hy-Vee Food Store .................. 430
- Monsanto Company .................. 400
- Heinz, U.S.A. .................. 370
- Musco Sports Lighting .................................................. 320
- Wal-Mart Superstore .......................................................... 325
- Muscatine Power & Water .......................................................... 290
- Stanley Consultants .......................................................... 280
- City of Muscatine .................. 225
- Raymond-Muscatine, Inc. ........................................................ 285
- Bridgestone Bandag LLC ........................................................ 200
- Muscatine County .................................................. 200
- Carver Pump Company .................................................. 100

Source: Compiled by Greater Muscatine Chamber of Commerce & Industry, 2014, from individual employers.

### Workforce

**Laborshed Area Labor Force** .......................................................... 344,298

**Labor Force, Muscatine County** .................................................. 23,763

**Employed, Muscatine County** .................................................. 22,790

**Unemployment Rate, Muscatine County** ........................................ 4.1%


### Taxes

**Federal Taxes Deductible:** Corporate - 50% • Individual - 100%

**State Corporate Income Tax:** Based solely on in-state sales.

**State/Local Sales Tax:** Current state sales tax is 5% with two additional local option sales taxes of 1% each, bringing the total to 7%. All sales taxes exclude food, prescription drugs, and medical devices.

**Property Tax:** Manufacturing machinery, equipment, and computers are exempt from property tax.

**Total Tax Rate** (per $1,000 Assessed Value) ......................... 15.67209

Actual Valuation (Property within Muscatine)... $1,262,442,922

Source: Muscatine County Assessor’s Office, 2013.

### Retail Sales

<table>
<thead>
<tr>
<th>City</th>
<th>2013 Population Estimate</th>
<th>FY14 Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muscatine, IA</td>
<td>23,034</td>
<td>$377,445,272</td>
</tr>
<tr>
<td>Ottumwa, IA</td>
<td>24,840</td>
<td>$379,035,776</td>
</tr>
<tr>
<td>Burlington, IA</td>
<td>25,725</td>
<td>$309,351,402</td>
</tr>
<tr>
<td>Clinton, IA</td>
<td>26,473</td>
<td>$358,879,327</td>
</tr>
<tr>
<td>Marshalltown, IA</td>
<td>27,844</td>
<td>$328,920,980</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, Population Estimates Program, July 1, 2013; Iowa Department of Revenue, December 2014.
Primary and Secondary Education

Public Schools

Muscatine Community School District

<table>
<thead>
<tr>
<th>Type of School</th>
<th>Number of Schools</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preschool</td>
<td>N/A</td>
<td>368</td>
</tr>
<tr>
<td>Elementary</td>
<td>8</td>
<td>2,403</td>
</tr>
<tr>
<td>Middle Schools</td>
<td>2</td>
<td>1,217</td>
</tr>
<tr>
<td>High Schools</td>
<td>1</td>
<td>1,588</td>
</tr>
<tr>
<td>Total</td>
<td>11</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Graduation Rate: 76.58%
Student Teacher Ratio: 14 to 1
Average Total Salary per Teacher: $50,700
Average ACT Test Score: 22

Source: Iowa Department of Education, 2013-14 School Year.

Private and Parochial Schools

Adventist Christian School • Faith Academy • Saints Mary & Mathias Catholic School


Post-Secondary Education

Institutions of Higher Learning within 50 Miles of Muscatine:

Augustana College • Black Hawk College • Coe College • Cornell College •
Iowa Wesleyan College • Kirkwood Community College • Muscatine Community College •
Palmer College of Chiropractic • Scott Community College •
St. Ambrose University • Trinity College of Nursing • University of Iowa •
Western Illinois University-Quad Cities

Source: Collegeboard.org, 2015.

Health Care

Family Doctors: 21
Dentists: 14
Surgeons: 6

Hospitals

<table>
<thead>
<tr>
<th>Distance</th>
<th>Beds</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Buddy Cities locations</td>
<td>30 miles</td>
</tr>
<tr>
<td>Unity Point Health, Trinity - Muscatine</td>
<td>0 miles</td>
</tr>
<tr>
<td>Unity Point Health, Trinity -</td>
<td>3 Buddy Cities locations</td>
</tr>
<tr>
<td>University of Iowa Hospitals</td>
<td>36 miles</td>
</tr>
</tbody>
</table>

Source: Genesis Health System, Unity Point Health, University of Iowa Healthcare, Healthgrades.com; 2015.

Average Home Sales Price

Place | 2014 Average Sales Price
---|---
Cedar Rapids (Northeast), IA | $161,900
Cedar Rapids (Northwest), IA | $142,200
Cedar Rapids (Southeast), IA | $155,700
Cedar Rapids (Southwest), IA | $139,500
Corvalle, IA | $302,600
Davenport, IA | $138,700
Dubuque, IA | $176,000
Iowa City, IA | $254,700
Moline, IL | $104,200
Muscatine, IA | $127,400
Rock Island, IL | $88,200
Wilton, IA | $142,000


ACCRA Cost of Living

<table>
<thead>
<tr>
<th>Composite</th>
<th>Grocery</th>
<th>Housing</th>
<th>Utilities</th>
<th>Transportation</th>
<th>Health</th>
<th>Misc. Goods &amp; Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ames, IA</td>
<td>96.9</td>
<td>93.0</td>
<td>99.8</td>
<td>87.7</td>
<td>106.6</td>
<td>98.1</td>
</tr>
<tr>
<td>Burlington, IA</td>
<td>88.2</td>
<td>93.5</td>
<td>80.1</td>
<td>100.2</td>
<td>83.7</td>
<td>97.4</td>
</tr>
<tr>
<td>Cedar Rapids, IA</td>
<td>93.1</td>
<td>91.7</td>
<td>85.4</td>
<td>103.3</td>
<td>95.6</td>
<td>102.6</td>
</tr>
<tr>
<td>DMRI, IA-IL*</td>
<td>97.2</td>
<td>94.9</td>
<td>99.2</td>
<td>86.8</td>
<td>103.5</td>
<td>99.7</td>
</tr>
<tr>
<td>Des Moines, IA</td>
<td>92.0</td>
<td>93.4</td>
<td>84.4</td>
<td>93.4</td>
<td>99.0</td>
<td>96.9</td>
</tr>
<tr>
<td>Mason City, IA</td>
<td>88.4</td>
<td>97.7</td>
<td>72.5</td>
<td>96.5</td>
<td>90.8</td>
<td>93.4</td>
</tr>
<tr>
<td>W-CR, IA**</td>
<td>92.2</td>
<td>93.9</td>
<td>93.1</td>
<td>84.1</td>
<td>91.9</td>
<td>98.4</td>
</tr>
</tbody>
</table>

* DMRI, IA-IL = Davenport-Moline-Rock Island, Iowa-Illinois Metropolitan Statistical Area
** W-CR, IA = Waterloo-Cedar Rapids, Iowa Metropolitan Statistical Area

Source: The Council for Community and Economic Research (C2ER); 2014 ACCRA Cost of Living Survey.

Lodging

<table>
<thead>
<tr>
<th>Type</th>
<th>Facilities</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels/Motels</td>
<td>10</td>
<td>624</td>
</tr>
<tr>
<td>Bed &amp; Breakfasts</td>
<td>2</td>
<td>8</td>
</tr>
</tbody>
</table>


Meeting Facilities

<table>
<thead>
<tr>
<th>Facility</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geneva Country Club</td>
<td>250 seats</td>
</tr>
<tr>
<td>Hotel Muscatine Meeting Room</td>
<td>400 seats</td>
</tr>
<tr>
<td>City of Muscatine Pearl City Station</td>
<td>175 seats</td>
</tr>
<tr>
<td>Muscatine City Riverview Center</td>
<td>400 seats</td>
</tr>
<tr>
<td>Rendezvous Reception Facility</td>
<td>400 seats</td>
</tr>
</tbody>
</table>

Stanley Hotel Riverview Center (12,732 s.f.) – Coming in 2017

Source: Muscatine Convention and Visitors Bureau, February 2015.

Climate

<table>
<thead>
<tr>
<th>Average Annual Temperature</th>
<th>51.8°F</th>
<th>11.0°C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Winter Temperature</td>
<td>26.4°F</td>
<td>-3.1°C</td>
</tr>
<tr>
<td>Average Summer Temperature</td>
<td>74.3°F</td>
<td>23.5°C</td>
</tr>
<tr>
<td>Average Annual Precipitation</td>
<td>38.53 in.</td>
<td>97.9 cm</td>
</tr>
</tbody>
</table>

Quality of Place

Parks and Recreation

560-Acre Park System
Park and/or Recreation Areas .................................................. 21
Playgrounds .............................................................................. 12
Park Shelters ........................................................................... 16 (14 rentable)
Riverfront Rental Facilities ....................................................... 2
Riverview Center and Pearl City Station
Miles of Active Trails ................................................................. 11

Municipal Golf Course
18 hole golf course ...................................................................... 1
18 hole Disc Golf Course in a 53 acre park .................................... 1

Muscatine Soccer Complex
Full size fields ........................................................................... 8
(2 internationally sized and lighted)

Kent-Stein Park
A 66-acre facility adjoining an 11-acre slough with 2 concession stands, 8 lighted baseball diamonds, 9 lighted softball diamonds, 9 lighted horseshoe courts, picnic areas, fishing, and restrooms.

At Attractions

Mississippi River
Enjoy magnificent views of the nation’s preeminent waterway from the Mark Twain Overlook and our beautiful downtown riverfront or take advantage of the many recreational opportunities the Mississippi offers.

Norbert F. Beckey Bridge
A 1500-foot span connecting Iowa and Illinois, which becomes illuminated every night in an ever-changing rainbow of colors created by 43 LED fixtures.

Historic Districts/Buildings
Muscatine has two national historic districts listed on the National Register of Historic Places (Downtown Commercial and West Hill) and two cultural and entertainment districts. In addition, there are several individual listings on the National Register.

Arts/Culture/Museums

Muscatine Art Center
Accredited by the American Association of Museums and a Cultural Leadership Partner with the Iowa Arts Council, the Muscatine Art Center houses works by notable American artists Grant Wood, Georgia O’Keeffe, and Allan Houser, as well as a collection of European masters. The museum is located in the 1908 Musser Mansion and contemporary Stanley Gallery.

Muscatine History and Industry Center
Traces the economic history of Muscatine, from its beginnings as a trading post for Native Americans to becoming the home to a wide variety of national and international companies. The center includes an exhibit on the pearl button industry, which provided Muscatine’s unofficial nickname, “Pearl of the Mississippi.”

Outdoor Sculptures/Fountains
Enjoy the unique and beautiful Folded Circle Arc, Mississippi Harvest, Prayer of Peace, and Mississippi Mist.

Performing Arts
Muscatine offers an array of cultural facilities that rival those of larger metro areas, including the Muscatine Center for the Performing Arts, Muscatine Symphony Orchestra, Pearl City Players Theatrical Society, and Masquers Community Theatre.

Contact
For more information on Muscatine, Iowa, please contact:

Greater Muscatine Chamber of Commerce & Industry
102 Walnut Street
Muscatine, IA 52761
563.263.8895
http://www.muscatine.com

Muscatine City
215 Sycamore Street
Muscatine, IA 52761
563.264.1550
http://www.muscatineiowa.gov