



MIKE PETTIT JOE LODES

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## TRADE AREA OVERVIEW

## **DEMOGRAPHICS**



O'FALLON IS A CITY LOCATED IN ST. CHARLES COUNTY, APPROXIMATELY 30 MILES WEST OF DOWNTOWN ST. LOUIS, LAUNCHED AS A RAIL ROAD DEPOT IN 1856, THIS SMALL CITY WAS NAMED AFTER JOHN O'FALLON, PRESIDENT OF THE NORTH MISSOURI RAILROAD. THE FAST-GROWING CITY HAS BECOME ONE OF MISSOURI'S LARGEST MUNICIPALITIES. WITH A POPULATION THAT HAS MORE THAN QUADRUPLED SINCE 1990. THE INFLUX OF NEWCOMERS AND MAJOR EMPLOYERS HAVE HELPED BOOST THE CITY'S HISTORIC DOWNTOWN AREA, AND GIVEN RISE TO NEW COMMUNITY AND SPORTS CENTERS, O'FALLON CONTINUES TO RECEIVE NATIONAL ACCOLADES FOR BEING ONE OF AMERICA'S BEST PLACES TO LIVE, AND ONE OF AMERICA'S SAFEST CITIES.

O'FALLON IS HOME TO SEVERAL MAJOR EMPLOYERS, INCLUDING MASTERCARD, WHICH HAS A LARGE OFFICE IN THE CITY, AND CITIMORTGAGE, WHICH IS PART OF THE CITIGROUP FAMILY OF COMPANIES. OTHER MAIOR EMPLOYERS IN THE AREA INCLUDE THE FORT ZUMWALT SCHOOL DISTRICT, WHICH IS ONE OF THE LARGEST SCHOOL DISTRICTS IN TH STATE, AND BIC PROGRESS WEST HEALTHCARE CENTER.

THE CITY OFFERS SEVERAL PARKS AND RECREATIONAL AREAS, INCLUDING THE O'FALLON SPORTS PARK, WHICH HAS BASEBALL AND SOFTBALL FIELDS, SOCCER FIELDS, AND TENNIS COURTS, OTHER POPULAR PARKS IN THE AREA INCLUDE CIVIC PARK, WHICH HAS A LAKE, WALKING TRAILS, AND A PLAYGROUND, AND DAMES PARK, WHICH FEATURES A SPLASH PAD AND A DISC GOLF COURSE.

O'FALLON IS ALSO KNOWN FOR ITS MANY COMMUNITY EVENTS AND FESTIVALS, INCLUDING THE ANNUAL O'FALLON FALL FEST, WHICH FFATURES LIVE MUSIC, FOOD VENDORS, AND CARNIVAL RIDES, OTHER POPULAR EVENTS INCLUDE THE HERITAGE AND FREEDOM FEST. WHICH TAKES PLACE OVER THE FOURTH OF JULY HOLIDAY, AND THE O'FALLON JAMMIN' OUTDOOR CONCERT SERIES, WHICH FEATURES LOCAL AND REGIONAL MUSICIANS.

WITH THE PHILOSOPHY OF "FAMILY FIRST," THE CITY OF O'FALLON, MISSOURI, HAS ACHIEVED PHENOMENAL GROWTH FOR OVER A DECADE, MAKING IT ONE OF THE FASTEST-GROWING CITIES IN THE NATION. THE BELIEF THAT THE OPPORTUNITY TO LIVE, WORK AND PLAY WITHIN THE SAME COMMUNITY SHOULD BE READILY AVAILABLE SUPPORTS THE STRONG FAMILY VALUES THAT ARE O'FALLON'S GREATEST ASSET AND THE FOUNDATION ON WHICH THE CITY CONTINUES TO BUILD ITS FUTURE.

	1 mile	3 mile	5 mile
POPULATION	9,430	82,165	168,349
HOUSEHOLDS	3,318	30,092	65,040
EMPLOYEES	2,538	22,892	56,029
MED HH INCOME	\$127,695	\$120,408	\$110,502

## AREA RETAIL | RESTAURANTS







**Party City** 





Walgreens





Dierbergs

Schnucks



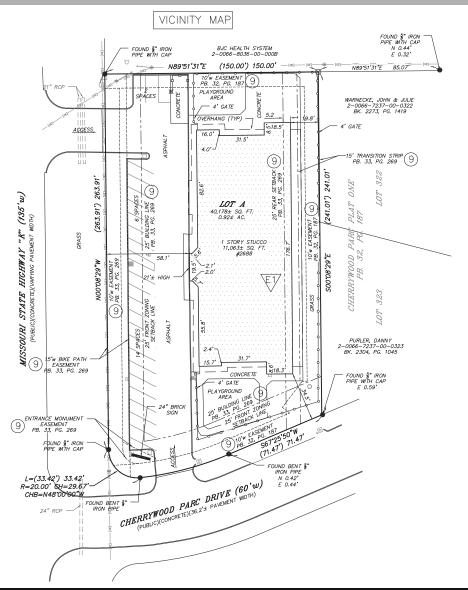




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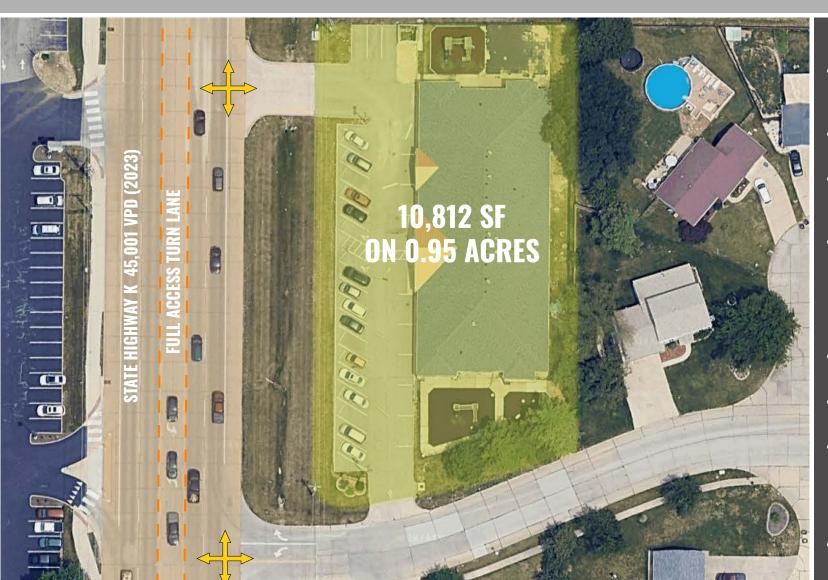




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