










ONE AMERICA WORKS

# KANSAS CITY

# GROWTH LIVES IN KANSAS CITY

-  ZOOM
-  GARMIN
-  ERICSSON
-  NORTHRUP GRUMMAN
-  SPRINT
-  THERMOFISHER  
SCIENTIFIC
-  ZILLOW
-  AMAZON FLEX
-  CHEWY

 **TOP COMPANIES  
HAVE THOUSANDS OF  
EMPLOYEES IN KANSAS CITY**

- **1ST GIGABIT REGION  
IN THE NATION THANKS  
TO GOOGLE FIBER**
- **#7 BEST CITY  
FOR WOMEN IN TECH**
- **#4 TOP CITY  
FOR TECH HIRING**
- **\$1.6B STARTUP FUNDING  
BETWEEN 2016 AND 2018**

**“ONE IN 10 WORKING  
KANSAS CITIANS ARE  
EMPLOYED BY TECH COMPANIES”**

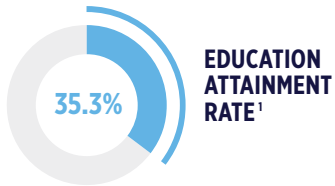
—STARTLAND NEWS

# :TALENT

Top 20 Cities for Great Tech Jobs

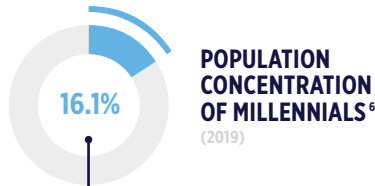
—Business Insider

Over 100,000 Kansas Citians work in the tech industry, and Kansas City is one of the top five cities in the US for attracting tech talent according to CBRE.<sup>12</sup>

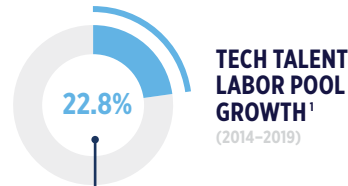


**19** REGIONAL COLLEGES AND UNIVERSITIES<sup>10</sup>

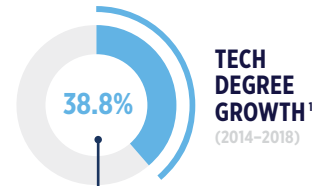
**95K** TOTAL UNIVERSITY ENROLLMENT<sup>11</sup>



**6.5%** MILLENNIAL GROWTH PER YEAR<sup>1</sup>  
(SINCE 2013)



**52.7K** TECH TALENT TOTAL<sup>1</sup>



**1.3K** TECH DEGREE COMPLETIONS<sup>1</sup>  
(2018)

THE KANSAS CITY AREA ADDED 11,040 TECH JOBS BETWEEN 2012–2017

2K RECEIVING BACHELOR'S DEGREES OR HIGHER IN COMPUTER SCIENCE FIELDS FROM REGIONAL UNIVERSITIES AND COLLEGES EACH YEAR

THERE ARE 100,700 TECH WORKERS IN KANSAS CITY

# :COST

Kansas City Startup Funding 2016–2018 was \$1.6B

—KCSOURCELINK

Kansas City is one of the most affordable up and coming tech hubs in the US—from housing prices to cost of doing business.

GROSS DOMESTIC PRODUCT 2019<sup>12</sup>

**\$133B**

STARTUP INVESTMENT 2019<sup>8</sup>

**\$169M**

AVERAGE OFFICE RENT<sup>3</sup>

KANSAS CITY SAN FRANCISCO

**\$21.8 FT<sup>2</sup>** **\$66.6 FT<sup>2</sup>**

COST OF LIVING INDEX C2ER 2020<sup>2</sup>

NATIONAL AVG.

**100.0**

KANSAS CITY

**95.8**

SAN FRANCISCO

**197.6**

AVERAGE TECH SALARY<sup>1</sup>

**\$85.1K** KANSAS CITY

**\$125.4K** SF

AVERAGE INDUSTRIAL RENT<sup>4</sup>

KANSAS CITY SAN FRANCISCO

**\$4.3 FT<sup>2</sup>** **\$16.2 FT<sup>2</sup>**

MEDIAN HOUSE PRICE<sup>5</sup>

KANSAS CITY SAN FRANCISCO

**\$162K** **\$1.4M**

MEDIAN VALUE FOR TOP TIER HOME<sup>5</sup>

KANSAS CITY SAN FRANCISCO

**\$288K** **\$2.2M**

AVERAGE SUPPORT SALARY<sup>1</sup>

**\$49.1K** KANSAS CITY

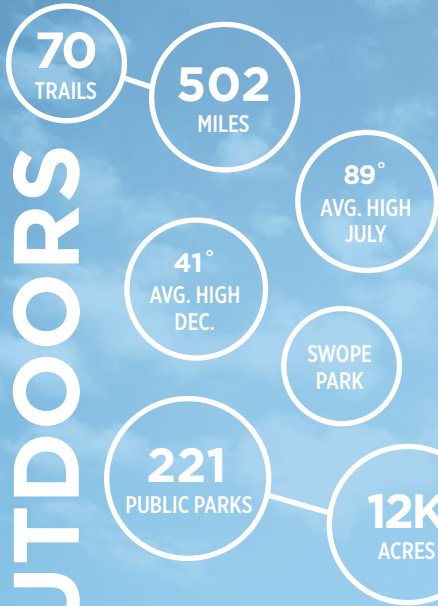
**\$72.1K** SF

THE AVERAGE RENTAL COST IN KANSAS CITY, MO IS \$826<sup>7</sup>

CONSISTENTLY ONE OF THE MOST AFFORDABLE HOUSING MARKETS AMONG METROPOLITAN AREAS WITH POPULATIONS >1 MILLION

MEDIAN HOUSING PRICE IN KANSAS CITY IS \$162,487

# QUALITY OF LIFE



Kansas City rises in 'best places to live' list  
—Business Journals

100+ BARBECUE RESTAURANTS

10 LIBRARIES

30 MUSEUMS

40 FESTIVALS

"IGNORED" PROHIBITION IN THE 1920s

JAZZ CLUBS

# CULTURE SPORTS

NFL CHIEFS

MLS SPORTING KC

MLB ROYALS

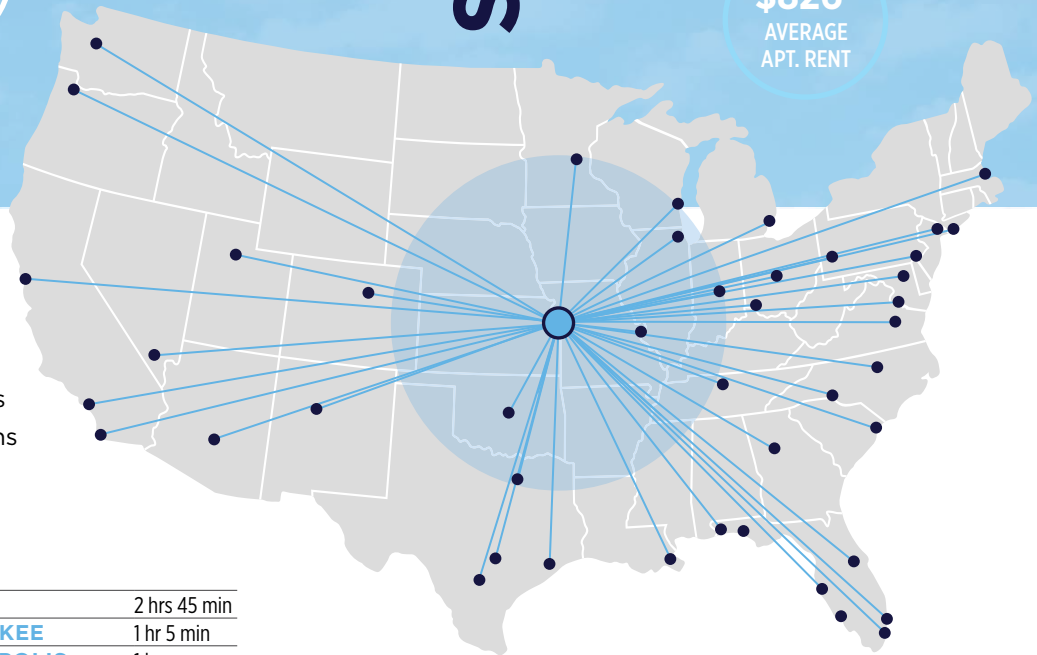
25 MINUTES AVERAGE COMMUTE

\$826<sup>15</sup> AVERAGE APT. RENT

& MORE

# CONNECTION

Located in almost the exact center of the US lower 48 states, Kansas City offers reasonable flight times to all destinations



## NONSTOP DESTINATIONS<sup>9</sup>

See full list at [nsflight.com](http://nsflight.com)

ALBUQUERQUE	1 hr 40 min
ATLANTA	1 hr 30 min
AUSTIN	1 hr 30 min
BALTIMORE	2 hrs
BOSTON	2 hrs 35 min
CANCUN	—
CHARLOTTE	1 hr 50 min
CHICAGO	1 hr
CINCINNATI	1 hr 15 min
COLUMBUS	2 hrs 55 min
DALLAS	1 hr 10 min
DENVER	1 hr 25 min
DETROIT	1 hr 25 min
FT. LAUDERDALE	2 hrs 50 min
FORT MYERS	2 hrs 30 min
HOUSTON	1 hr 35 min
INDIANAPOLIS	1 hr
LAS VEGAS	2 hrs 30 min
LOS ANGELES	3 hrs

MIAMI	2 hrs 45 min
MILWAUKEE	1 hr 5 min
MINNEAPOLIS	1 hr
MYRTLE BEACH	2 hrs
NASHVILLE	1 hr 10 min
NEW ORLEANS	1 hr 30 min
NEW YORK	2 hrs 20 min
NEWARK	2 hrs 20 min
OAKLAND	3 hrs 15 min
OKLAHOMA CITY	1 hr 25 min
ORLANDO	2 hrs 20 min
PENSACOLA	1 hr 30 min
PHILADELPHIA	2 hrs 15 min
PHOENIX	2 hrs 20 min
PITTSBURGH	2 hrs 30 min
PORTLAND	3 hrs 25 min
PUNTA CANA	—
PUNTA GORDA	2 hrs 15 min
RALEIGH/DURHAM	1 hr 55 min

REYKJAVIK	—
RICHMOND	2 hrs 55 min
SALT LAKE CITY	2 hrs 10 min
SAN ANTONIO	1 hr 35 min
SAN DIEGO	3 hrs
SAN FRANCISCO	3 hrs 20 min
SANFORD	2 hrs 10 min
SEATTLE	3 hrs 30 min
ST. LOUIS	40 min
ST. PETERSBURG	2 hrs
TAMPA	2 hrs 10 min
TORONTO	—
VALPARAISO	1 hr 35 min
WASHINGTON	2 hrs

Amazon Web Services is leveraging Kansas City's innovative and connected environment as a former Cisco Smart + Connected City to build out its first AWS Smart Region in partnership with Xaqt, one of the startups that began its story in the Kansas City Entrepreneurial Ecosystem.

KANSAS CITY WAS THE FIRST GIGABIT CONNECTED REGION IN THE US

THE AVERAGE COMMUTE TIME IN KANSAS CITY IS JUST 23 MINUTES

KANSAS CITY HAS 38,700 MILES OF FIBER ROUTE, THE MOST IN THE US



# :GROWING COMPANIES CHOOSE KANSAS CITY

Kansas City's economy is built on a diverse mix of industries and strategic focus. **Recent investment in the region includes:**



**300 JOBS**  
300 employees at Kansas City location



**2K JOBS**  
2,000 employees at Kansas City location



**5K JOBS**  
5,000 employees at Kansas City location



**800 JOBS**  
800 employees at Kansas City location



**1.1K JOBS**  
1,100 employees at Kansas City location



**350 JOBS**  
350 employees at Kansas City location



**350 JOBS**  
350 employees at Kansas City location



**6K JOBS**  
6,000 employees at Kansas City location



**370 JOBS**  
370 employees at Kansas City location



**1.2K JOBS**  
1,200 employees at Kansas City location



**200 JOBS**  
200 employees at Kansas City location



**330 JOBS**  
330 employees at Kansas City location

**A TOP CITY IN THE MIDWEST FOR TECH STARTUP ACTIVITY AND BUSINESS CLIMATE**

**KANSAS CITY TECH SCENE RANKS 5TH IN THE US FOR BRAIN GAIN<sup>12</sup>**

**AND CONTRIBUTES NEARLY 10% TO THE REGIONAL ECONOMY<sup>11</sup>**

## :STRATEGIC SECTORS



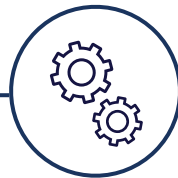
### FINTECH

- 144 banks, credit unions, savings & loans, etc. in the Kansas City region
- Several successful emergent companies including bloom (a financial services company now worth \$1B), ZOLOZ (a digital security firm that recently becoming part of the Alibaba family), and Machine Halo (a national leader in public safety technology development)
- Kansas City is also home to C2FO, a two-time Forbes Fintech 50 company



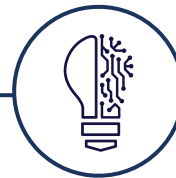
### CYBERSECURITY

- Existing cybersecurity workforce employs 6,724, and the KC region is prepared to seize the growth opportunity in the industry.
- FBI regional HQ in KC
- U.S. Army's Combined Arms Center (CAC) HQ nearby
- The Kansas Intelligence Fusion Center (KIFC)—one of the nation's top fusion centers—supports the Attorney General in using global intelligence to prevent (not just investigate after the fact) terrorism and crime



### INTERGRATED SOLUTIONS

- Some of the largest and most recognizable KC companies are tech companies who provide integrated technology solutions to enterprises and customers alike.
- Garmin and Sprint are both homegrown and headquartered in KC, as are Cerner—a health care technology pioneer—and VMLY&R, a national Top-5 digital marketing communications service group.
- KC engineering companies designed water systems for 15% of the world's population.



### ENTREPRENEURSHIP

- KC features a vibrant entrepreneurial ecosystem where innovation is embraced.
- KC is home of the Kauffman Foundation—the global leader for advancing entrepreneurship—in addition to being the first city in the U.S. to receive Google Fiber. KC startups saw more than a half billion dollars in venture capital investment in 2017, nurturing successful entrepreneurial businesses from all stages.



### TELE-COMMUNICATIONS

- More than 34K people employed by telecom companies and related operations in the KC area
- Telecommunications is an integral part of KC's thriving economy and job growth.
- Major KC employers in the field are Sprint, Google, AT&T Corp., CenturyLink, Inc., Birch Communications and Ericsson.
- Sprint is headquartered in Kansas City

## SOURCES

<sup>1</sup> 2020 Scoring Tech Talent, cbr.us; <sup>2</sup> C2ER, coli.org; <sup>3</sup> Cushman and Wakefield Kansas City Office MarketBeat Report Q2 2020; <sup>4</sup> Cushman and Wakefield Kansas City Industrial MarketBeat Report Q2 2020; <sup>5</sup> Zillow.com; <sup>6</sup> Statisticalatlas.com; <sup>7</sup> Unpakt Blog, blog.unpakt.com; <sup>8</sup> Crunchbase News, news.crunchbase.com; <sup>9</sup> nsflights.com; <sup>10</sup> Wikipedia, wikipedia.org; <sup>11</sup> Kansas City Area Development Council, thinkkc.com; <sup>12</sup> The Business Journals, bizjournals.com;