



ECONOMIC DEVELOPMENT
STATISTICS & DEMOGRAPHICS

City of Herculaneum

Objective and Purpose of Analysis

The objective of the analysis section of the Herculaneum Community Master Plan is to answer the question “Where is the City of Herculaneum today in regards to the demographics and indicators that affect residential, zoning, commercial and industrial economic development?”

The purpose of the analysis is to determine the trends, strengths and weaknesses that the City possesses in population, labor force, housing, education, infrastructure and transportation, industrial parks, economic incentives including bonding capacity, taxes and environment. The trends, strengths and weaknesses are based on year 2000 data from the U.S. Census Bureau and the University of Missouri OSEDA (Office of Social and Economic Data Analysis).

Historical Background

Population

According to the 2000 Census, the population of Herculaneum is 2,805, which is an 9.16% increase from the Census 1990 population figure of 2,572. During the last decade, the City of Herculaneum grew at a rate faster than the state of Missouri, which only saw a 9.3% increase in population overall. In addition, the median age of those residing in the City increased by 4.9 years from 35.6 years in 1990 to 40.5 years in 2000. The local population is slightly older than state of Missouri averages and the St. Louis Metropolitan Statistical Area average of 36 years.

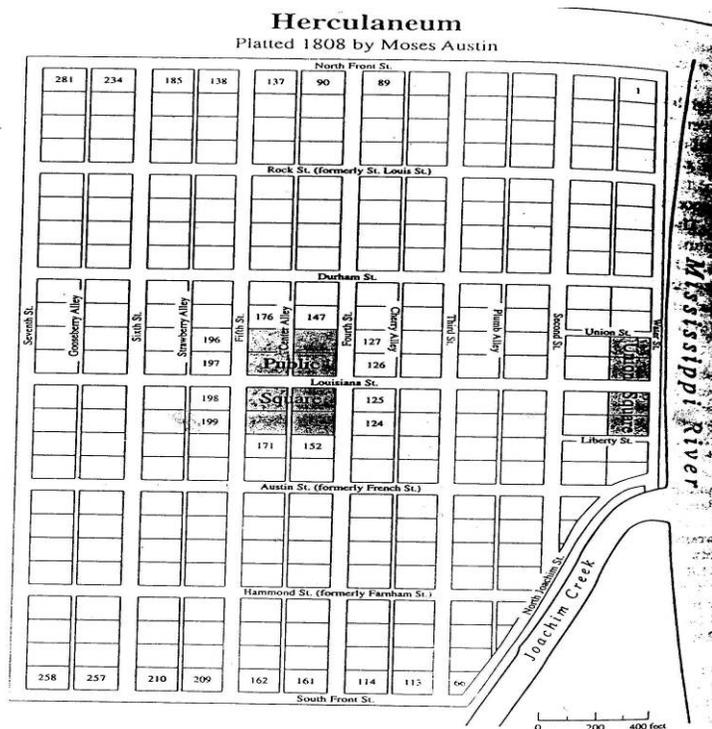


Table 1:**City of Herculaneum Population Characteristics**

Category	1990	%	2000	%	Inc/Dec	2004 est	%	Inc/Dec
Total Population	2,572	100%	2,805	18.6%	Increase	3,174	13.2	Increase
Median Age	35.6 yrs.		40.5 yrs.	13.7 %	Increase			
Race: white	2,433	94.6%	2,711	96.6	Increase			
Black	124	4.8%	73	2.6%	Decrease			
Latino or Hispanic	10	.4%	18	.6%	Increase			
Asian	0	0%	5	.2%	Increase			
Two or More Races	0	0%	15	.5%	Increase			
Under 5 years old	158	6.1%	173	9.5%	Increase			
5 thru 17 yrs. old	493	19.2%	461	16%	Decrease			
18 thru 64 yrs.old	1,555	60%	2,171	77.4%	Increase			
65 and over	366	14%	612	21.8%	Increase			
Total Workforce	1,165	45%	1,330	47.4%	Increase			
Total Households	886	34.4%	1,028	36.6%	Increase			
Family Households	698	27%	736	26.2%	Decrease			



The age of the population is also increasing. During the ten year period from 1990 to 2000, there was a 25.2% increase of individuals over the age of 18, a 59% increase in individuals who are 65 years and older, and the population remained constant for those under the age of 18 years.

This analysis of the population suggests that:

- The largest and fastest growing group is between the ages of 18 & 64 years.
- The group between birth and 17 years have increased by only 6.6% with
- The children 5 thru 17 losing population by 3.2%

Income

There has been a 23.3% growth in income during the ten year period between 1990 and 2000 in the City of Herculaneum. Overall median household income increased from \$32,733 in 1990 to \$40,365 in 2000, which is slightly less than the St. Louis MSA median household income of \$44,437.

Per Capita income increased from \$12,357 in 1990 to \$18,613 in 2000 or a 50.63% change, which is less than the median per capita income of \$22,698 in the St. Louis MSA.

Table 2:

Herculaneum Median and Per Capita Incomes

	1990	2000	% Change 1990-2000
Median Household Income	\$32,733	\$40,365	23.3% Increase
Median Family Income	\$35,250	\$50,615	43.5% Increase
Per Capita Income	\$12,357	\$18,613	50.63% Increase

During the same period, the biggest decrease was of the number of households reporting an income of less than \$10,000. This category dropped by 37.4%. During this time, the number of families living in poverty decreased by 11.7% and the number of individuals living in poverty decreased by 11.1%. However, non-related individuals who live in the same house saw an increase in poverty by 33.3%.



This analysis of the income suggests that:

- Income in Herculaneum is keeping pace with the region.
- Wages have improved
- 37.4% of the people who previously earned less than \$10,000 now earn more
- 62.6% of the population who reported earning less than \$10,000 in 1990 must still earn that amount
- Poverty is still a problem especially for those living in non-related households

Labor

From 1990 to 2000, the workforce in Herculaneum grew by 17 people to a total of 1,182. The City has 58% of the population over the age of 16 in the local labor pool, which is slightly lower than the statewide average of 65.2% and the St. Louis MSA average of 66.7%.

Table 3:

Herculaneum and State of Missouri Labor Force Comparison 1990 & 2000

	1990	2000	1990	2000
	Herculaneum	Herculaneum	State of Missouri	State of Missouri
Population 16 Years & Over in the Labor Force	1,258	1,330	2,541,352	2,822,010
Employed Persons 16 Years & Older	1,165	1,182	2,367,395	2,657,924
Percent of Population 16 Years & Over in the Labor Force	53%	58%	64%	65.2%

Source: U.S. Bureau of the Census & OSEDA



As a percentage of the total workforce, the three largest categories of occupation in Herculaneum are:

- Production, transportation, and material moving occupations – 24.1%
- Management, professional, and related occupations – 23.8%
- Sales and office occupations – 22.4%

These three areas account for 70.3% of the positions in the region’s total workforce.

Workers in the City of Herculaneum continue to show their willingness to drive a little longer and a little further for employment compared to the rest of the State. The region’s mean travel time was 29.2 minutes in 2000, up from 27.2 minutes in 1990. At the same time, the State averages were 23.8 minutes in 2000 and 21.6 minutes a decade ago.

The following trends have been determined by examining available federal, state and regional data:

- The number of people employed has risen slightly, while the percentage of the population in the labor force has risen by 5%.
- The local labor force is slightly below the state labor force.
- There are 52 more unemployed Herculaneum residents in 2000 than there were in 1990, with 93 in 1990 and 148 in 2000.
- The unemployment rate for Herculaneum in 2000 is 11.1%.

Education

The Census 2000 data reports that there were 1,963 persons who were 25 years or older as opposed to 1,668 persons in 1990. Of these, 265 reported that they had less than a 9th grade education in 2000 compared to 175 in 1990. In 2000, 267 reported they had attended school between the 9th and 12th grade but had not received a diploma as compared to 393 in 1990. There were 699 persons with a high school diploma or equivalent in 2000 as compared to 639 in 1990.



Herculaneum High School (Home of the Black Cats)

City of Herculaneum residents who reported graduating from high school on the 2000 census increased slightly from 639 in 1990 to 699 in 2000. In addition, the high school graduation rates in 2000 are leading the state averages with 35.6% of the City of Herculaneum students graduating as compared with the State of Missouri average of 32.7% and the St. Louis MSA average of 28.7%. However, the percentage of students who graduated in 1990 was higher than in 2000.

Table 4:

City of Herculaneum and State of Missouri Education Comparison

	1990	2000	1990	2000
	City of Herculaneum	City of Herculaneum	State of Missouri	State of Missouri
High School Graduate or Equivalency	639 (38.3%)	699 (35.6%)	1,090,940 (33.2%)	1,189,670 (32.7%)
Percent of High School Graduates or Higher	66%	72.9%	73.9%	81.3%
Percent with Bachelor Degree or Higher	6.1%	14.2%	17.8%	21.6%

Source: U.S. Bureau of the Census and OSEDA

There were 359 residents who reported that they had attended college in 2000 but did not receive a degree as compared to 262 in 1990; 256 residents reported obtaining an Associate/Bachelor’s Degree in 2000 as compared to 131 in 1990; and 117 residents reported obtaining a graduate or professional degree in 2000 compared with 68 in 1990.

The percent of individuals reported who have a Bachelor’s degree or higher has climbed from 6.1 % in 1990 to 14.3 % in 2000. The percent of individuals with Bachelor degrees or higher still trails state averages. There were 14.3 % of the City of Herculaneum’s population who reported having a Bachelor’s degree or higher in 2000 as compared to 21.6% statewide and 25.3% in the St. Louis MSA.

Based on data obtained from the Missouri Department of Education for the period from 1996-1997 to 2000-2001 and the 2000 Census data, the following conclusions have been made:



- Education in Herculaneum is becoming more important to the residents as evidenced by the constant increase in educational attainment.
- Herculaneum still has not reached the state level of educational attainment; therefore, the emphasis to better educate the residents must continue.

Housing

The total number of housing units within the City of Herculaneum increased during the period of 1990 to 2000. There were 1,032 housing units in 1990 compared with 1,076 in 2000. Of those reported in 2000, 921 are single-family homes; 24 are two to four unit structures; 76 are multi-family units of five or more households. In addition, there are 48 mobile home units and 0 households reported as living in boats, RVs, vans, etc.

The median price of owner-occupied homes increased to \$87,400 in 2000. That is a 167% increase over the 1990 figure of \$32,733. The median price of rent in the City of Herculaneum increased from \$416 in 1990 to \$582 in 2000. The median monthly mortgage of \$859 in 2000 is an increase over the monthly mortgage of \$595 in 1990.

According to the St. Louis Multiple Listing Service as of December 26, 2005, there were 14 new single-family housing units available for sale in the City. Of these, 0 units were priced at \$99,999 or below; 12 were priced between \$100,000 and \$199,999; 2 were priced between \$200,000 and \$299,999; 0 were priced between \$300,000 and \$399,999; while 0 were priced between \$400,000 and \$499,999; 0 units were between \$500,000 and \$999,999; and 0 units were \$1,000,000 plus.

Note: The numbers do not include housing units that are for sale by owner or those that are not listed with the St. Louis Multiple Listing Service.

The increase in housing units, however, does not equate to an increase in labor pool. Many of today's City of Herculaneum residents out-migrate to jobs located in communities outside the City of Herculaneum region due to the lack of equal paying employment opportunities within the region.

Transportation



The City has an area of 3.4 square miles. There are approximately 27 miles of roadway that fall under the City's jurisdiction for maintenance and of this most are covered in asphalt.

There are two state and federal highways that run through the City and encompass approximately 4.5 miles of roadway: Interstate 55 with an exit at McNutt Road and U.S. 61/67.

One public airport that is within ten minutes of the City of Festus: the Festus Airport is owned and operated by the City of Festus. The St. Louis Lambert Field Airport is located approximately 40 miles from the City.



The Mississippi River at Herculaneum

The City of Herculaneum is located on the Mississippi River; however, there is not a public freight barge facility. Therefore the river does not provide a shipping option to industries or commercial business located within the City.

The lack of a major trucking line within the region has led to dependence by area industries on trucking companies out of the St. Louis County and City areas for freight movement.

Railroads run the length of Jefferson County and trains used to stop at many community depots; however, due to cost reduction efforts by the railroads, that is no longer an option. In fact, most towns no longer have their train depot building.

Industrial Parks

The City does not currently have an industrial park located within any of its incorporated areas; however, there are zoning provisions for industrial locations within the incorporated areas of the region.

Taxes and Bonding Capacity

The City of Herculaneum primarily depends on revenue from physical property taxes, personal property taxes, and sales taxes to fund their services. Based on numbers provided by the City of Herculaneum Clerk's office, the total assessed value of the City as of December 26, 2005 is \$53,157,750. The bonding capacity of Herculaneum has not been established. Traditionally, the City has not used bonding as an economic development attraction tool.

City of Herculaneum Analysis
University of Missouri Extension
U.S. Census & OSEDA Data