

# CITY OF *Ballwin* Est. 1837

## Economic Development



# WELCOME

A strong business community is vital to the health of our City and we are excited you're interested in being a part of it! Ballwin may be only nine square miles, but it is home to over 300 businesses that serve not only our 30,000 residents, but many of our neighboring communities.

Our City has the advantage of being located less than 25 miles outside of downtown St. Louis, a major metropolitan city, while still retaining our small-town feel. Ballwin is a vibrant place to live – offering high-quality services and amenities, two AAA-rated school districts, low crime rates, affordability, convenience, and a strong sense of community. We have consistently been recognized for our safety, livability, and recreation, and were recently named one of the “Best Places to Live in the Midwest.”

We consider our City an ideal place to grow and develop your business. We embrace innovation and are committed to creating a strong and diverse business community. Our staff will work alongside your business to support you however we can, because your success is our success!

Sincerely,  
Mark Stallmann  
Mayor of Ballwin



## #2

HOTTEST ZIP CODE IN THE U.S.  
TO BUY A HOUSE IN 2024  
BY REALTOR.COM

## #7

SAFEST CITY IN 2024  
IN MISSOURI  
BY SAFEWISE

## #4

BEST PLACE TO LIVE IN  
MISSOURI IN 2024  
BY NICHE.COM

# ABOUT OUR CITY

# 30,682

TOTAL POPULATION  
(5th largest city in  
St. Louis County)



TRAFFIC EXCEEDS  
**20,000**  
CARS ON



Ballwin Trade Area Demographics 2024			
(radius from Ballwin center)	1-Mile Radius	3-Mile Radius	5-Mile Radius
Population	10,301	85,511	165,031
Total Population Age 18+	8,199	66,955	131,199
Total Households	4,413	33,409	65,149
Median Age	39.1	42.7	43.6
Total Housing Units	4,620	34,846	68,454
Owner Occupied Units	62.20%	78.20%	74.60%
Average Household Income	\$120,508	\$156,303	\$167,086
Median Household Income	\$99,855	\$119,748	\$122,539
Per Capita Income	\$51,571	\$60,961	\$566,266
Associates Degree	6.40%	6.80%	6.20%
Bachelor's Degree	40.80%	38.70%	38.20%
Graduate Degree	19.30%	26.70%	29.10%

Major Average Annual Expenditures in Ballwin Trade Area 2024			
(radius from Ballwin center)	1-Mile Radius	3-Mile Radius	5-Mile Radius
Food and Beverages	\$7,709.73	\$9,568.92	\$10,240.85
Food Away From Home	\$4,209.80	\$5,280.94	\$5,653.61
Entertainment/Recreation	\$4,350.93	\$5,636.70	\$6,007.82
Healthcare	\$8,084.19	\$10,440.14	\$11,036.16
Vehicular Maintenance	\$1,580.48	\$1,956.99	\$2,084.18
Apparel	\$2,568.78	\$3,147.28	\$3,361.57
Gifts	\$3,681.66	\$4,929.83	\$5,272.73
Household Furnishings and Equipment	\$3,379.46	\$4,312.36	\$4,587.96

Source: St. Louis Economic Development Partnership

# 11,973

NUMBER OF HOUSEHOLDS

# 3.1

PERSONS PER HOUSEHOLD

MEDIAN HOUSEHOLD INCOME

**BALLWIN** \$118,647

**USA** \$74,580

# 5.3%

INDIVIDUALS BELOW POVERTY LEVEL

# 98%

HIGH SCHOOL GRADUATE OR HIGHER

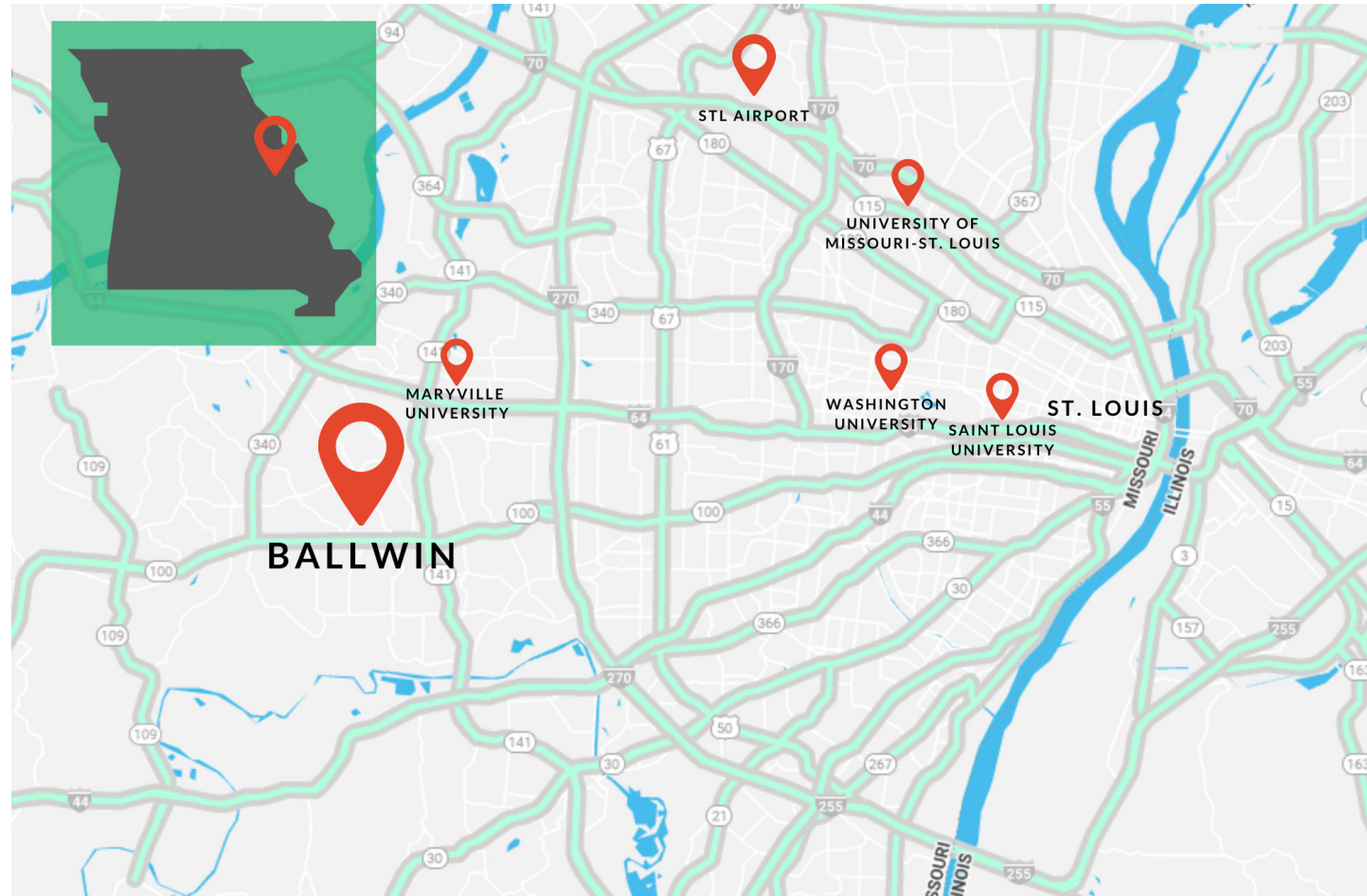
# 63.5%

BACHELOR'S DEGREE OR HIGHER

Source: Census.gov

# LOCATION

Located just 23 miles west of downtown St. Louis, Ballwin is the perfect, central location for your business to call home!



## Highways

Our central location is conveniently located within 10 miles of Interstates 44, 64, and 270. The City of Ballwin is a very connected community!

## Airport

It's a quick, 26-minute ride from Ballwin to the St. Louis Lambert International Airport, the largest and busiest international airport in Missouri. We are also just 6 miles away from the Spirit of St. Louis Airport, located in the neighboring City of Chesterfield.

## Schools and Universities

Ballwin is served by AAA-rated school districts, Rockwood and Parkway. We are also located within 30 minutes of several major universities and colleges, including Webster University, Lindenwood University, Maryville University, Logan University, Missouri Baptist University, Fontbonne University, University of Missouri - St. Louis, and Washington University.

# BUSINESS DISTRICT

The City of Ballwin is a very welcoming community that is continuously working to grow and enhance our business district. Our current business district is made up of over 300 businesses, ranging from small boutiques to national corporations such as Target, Lowe's, and Old Navy.

Ballwin sits directly off of Route 100 (commonly referred to as Manchester Road), a heavily-trafficked, 121-mile long, state highway. We have several shopping centers and city plazas, many located right off of the Manchester Road corridor. Our major plazas include Old Towne Plaza, Central Plaza, Ballwin Plaza, Gordon Plaza, Ballwin Village, Claymont Center, and Ballwin Grove Plaza.

There is a wealth of restaurants, shopping, and service-based businesses in Ballwin. While we pride ourselves on having everything you could ever need within our city limits - there is always room to grow with your business!

## Business Services

Once your Ballwin business is open, you'll find there are a variety of tools and resources to aid in your business' success, including the local West County Chamber of Commerce and our free Shop Ballwin First marketing program. We also offer a 0% municipal property tax, discounted rates to our community center, and after-hours emergency partnerships with our Police Department.

## Getting Started

We have a current listing of all available commercial sites and properties on our website, [ballwin.mo.us](http://ballwin.mo.us). You will also find a step-by-step checklist on what you need to do to open your Ballwin business.

Still have questions? We encourage you to connect with us! Our team is fully prepared to help your business open, grow, and prosper in the City of Ballwin.

## OLD TOWNE PLAZA



## MIA SORELLA



## CLAYMONT CENTER



## THE WOLF CAFE





# CONTACT US

Lynn Sprick, Economic Development Coordinator

636.227.2243

Mayor Mark Stallmann

636.207.2386 (3340)

City Administrator Eric Sterman

636.227.9000

Building Inspections & Permits

636.207.2312

Business & Liquor Licenses

636.207.2390

636.227.9000

[www.ballwin.mo.us](http://www.ballwin.mo.us)

1 Government Ctr

Ballwin, MO 63011

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Paid for and published by the City of Ballwin, Mark Stallmann, Mayor.