

ROLLA

The Middle of Everywhere



A GROWING SMALL CITY
IN THE CENTER OF THE OZARKS

2025 EDITION

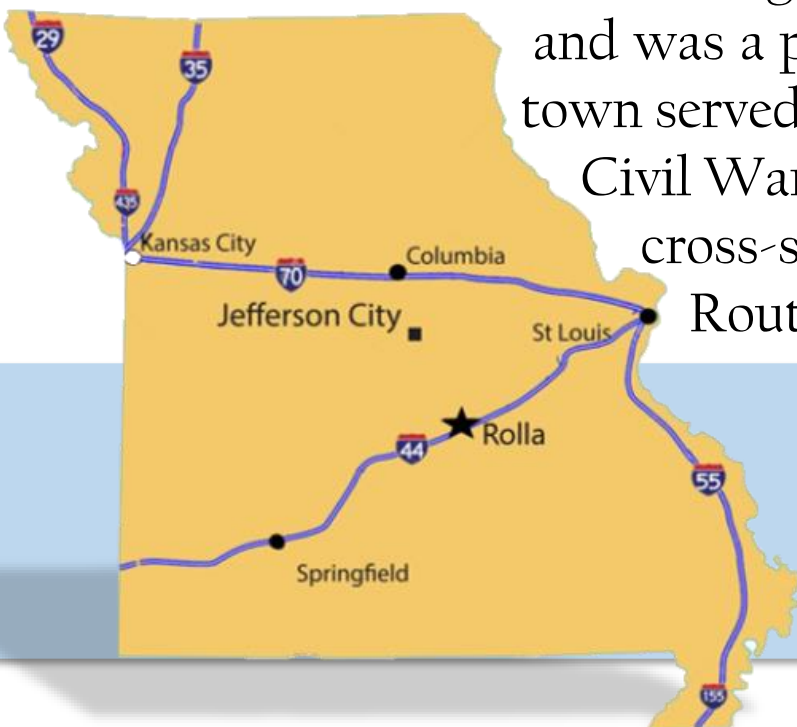


Welcome to Rolla!

Rolla is a growing South-Central Missouri city – home to the Missouri University of Science and Technology. Rolla is surrounded by pristine recreational and natural areas. The location on I-44 provides easy access across the state. Whether you are just visiting, moving here, or planning to invest, we truly hope you enjoy your time in Rolla.

Rolla was founded in 1858 as the temporary terminus of the ‘Frisco’ railroad. The railroad and telegraph ‘wire road’ followed an older route running from St. Louis to Springfield

and was a part of the Trail of Tears. The town served an important role in the Civil War due to the railroad. The cross-state route later became Route 66 and finally I-44.



Distance to:

- St. Louis - 105 miles (100 min)
- Springfield, MO - 110 miles (105 min)
- Columbia, MO - 95 miles (105 min)
- Jefferson City - 60 miles (70 min)
- Kansas City - 220 miles (210 min)



Local and Regional Attractions

Meramec Springs

Meramec Springs is located south of St. James, about 20 minutes from Rolla. The park contains the 5th largest spring in Missouri and offers trout fishing and hiking.



Fugitive Beach

Fugitive Beach

Fugitive Beach is located about 15 minutes east of Rolla. The 'beach' is actually a former quarry that has been converted into a swimming hole which is rated as one of the best in Missouri.

Mark Twain National Forest

Rolla is nearly surrounded by the Mark Twain National Forest. The forest allows for all types of outdoor activities on 1.5 million acres across 29 Missouri counties.

The Rolla area has much to offer for leisure. State parks and the National forest in the area provide endless hiking, biking, fishing, boating, and more.

Rolla is a bicycle friendly community and has achieved bronze status from the League of American Bicyclists.

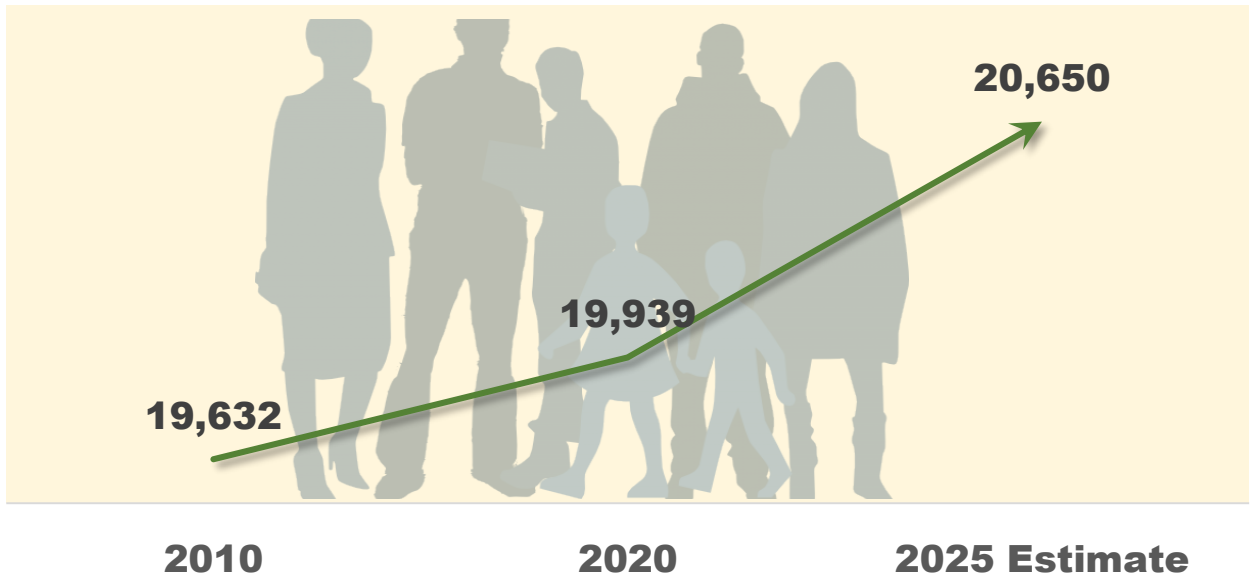
In addition to many designated bike routes, Rolla has created over 10 miles of multi-use trails, with many more planned.



Meramec Springs

Population

20,900
20,700
20,500
20,300
20,100
19,900
19,700
19,500



2010

2020

2025 Estimate

20,650

2025 ESTIMATE

OUR SCHOOLS

Truman Elementary School

Wyman Elementary School

Mark Twain Elementary School

Rolla Middle School

Rolla Junior High School

Rolla High School

Rolla Technical Institute/Center

St. Patrick Catholic School (Private)



ROLLA

PUBLIC SCHOOLS

92.9%

Graduation rate

4,200 students

K-12 during 2024
school year



St. Patrick

CATHOLIC SCHOOL

Preschool — 8th

200 students

estimated enrollment

Rolla is affordable! The cost of housing is about 10% lower than the state average, and far lower than the metro areas.

HOUSING

14.2

Mean Commute Time
(minutes)



ACS 2019-2023

\$219,141

Zillow Home Value Index



Zillow.com Feb 2025

40.8%

Owner-Occupied Housing



ACS 2019-2023

\$177,400

Median Value of Owner-Occupied
Housing Units



ACS 2019-2023

\$5.4099

Per \$100 Total Assessed Value
Property Tax Levy 2025

\$1027.89

Est. Property Tax Per \$100k of
Residential Appraised Value

\$790

Median Gross Rent



ACS 2019-2023



WORKFORCE

Rolla's Major Employers



A Place to Invest

The taxes and utility rates are very competitive. There is a talented labor pool of graduates from Missouri S&T. Rolla is a growing community with access to major markets via I-44.

Unemployment Rates

Rolla's unemployment rates are comparably low, even less than the state and national rates.

3.1%

ROLLA/PHELPS
COUNTY DEC 2024

3.7%

STATE OF MISSOURI
DEC 2024

4.0%

UNITED STATES
JAN 2025





Higher Education

Rolla Technical Center

Rolla is home to several colleges and universities for higher education.



Technical and career education for college credit available to area high schools

Missouri University of Science and Technology is one of the counties leading institutions for science and engineering education. Missouri S&T attracts thousands of students and is a major area employer.

Missouri S&T



7,022 Students in 2023
Engineering, business, sciences, and mathematics

East Central College

Rolla Technical Center and East Central College also provide career-track education to create a local workforce that is ready for employment. ECC will soon be expanding their facilities and offerings for the Rolla area.



Business, medical, industrial engineering and more online

DEVELOPMENT



The Westside Marketplace opened in 2018 with 122,000 sq. ft. of retail space, including a Menards and Academy Sports.

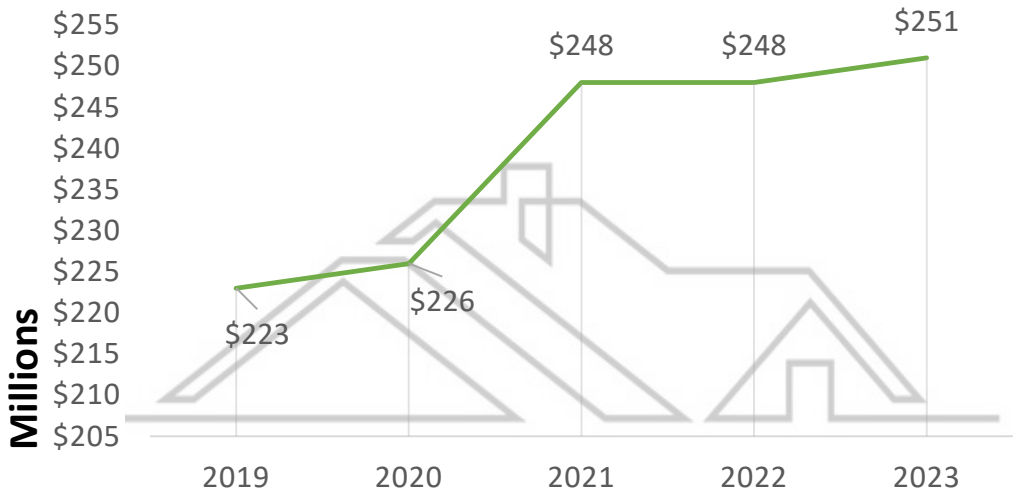
Phelps Health, one of the areas largest employers, has been expanding as the Rolla area grows.

Following a significant donation of \$300 million from the Kummer Family, Missouri S&T has announced plans for several additional buildings with a goal increasing student enrollment to 12,000 students.

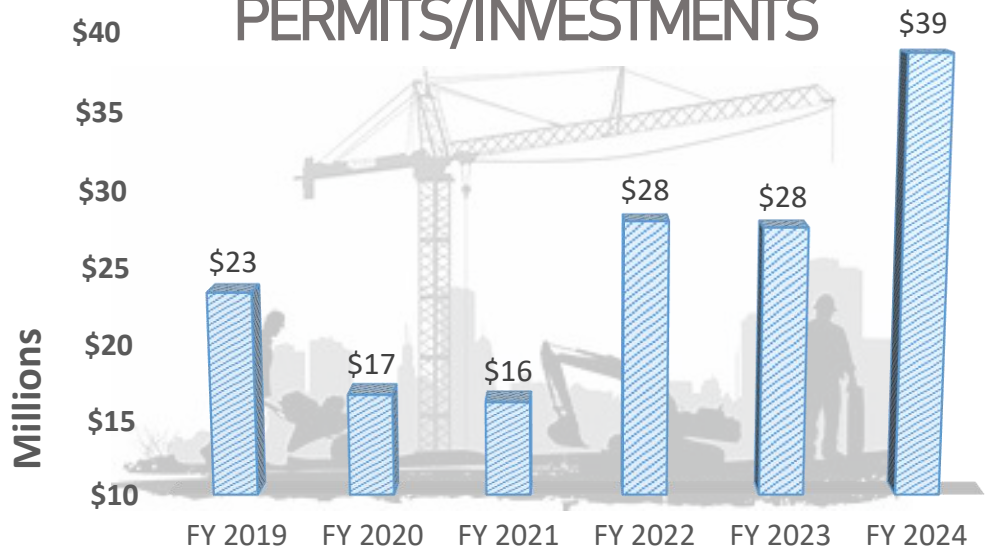
The HyPoint Industrial park is ready for additional industrial development, with MoDED certified sites available.

In addition, Rolla will soon be seeing development of a new Veterans Administration clinic and a new housing development with nearly 600 homes.

Real Estate Tax Assessments



VALUE OF PRIVATE CONSTRUCTION PERMITS/INVESTMENTS





COMMUNITY DEVELOPMENT

\$4.35



Water Rate per
1,000 gallons
RMU (2025)

\$0.085



Electric Rate/kWh
RMU (2025)

7.6%



Sales Tax Rate
Feb 2025
(8.6% in TDD & CID)

\$42,518



Median Household
Income
ACS 2019-2023

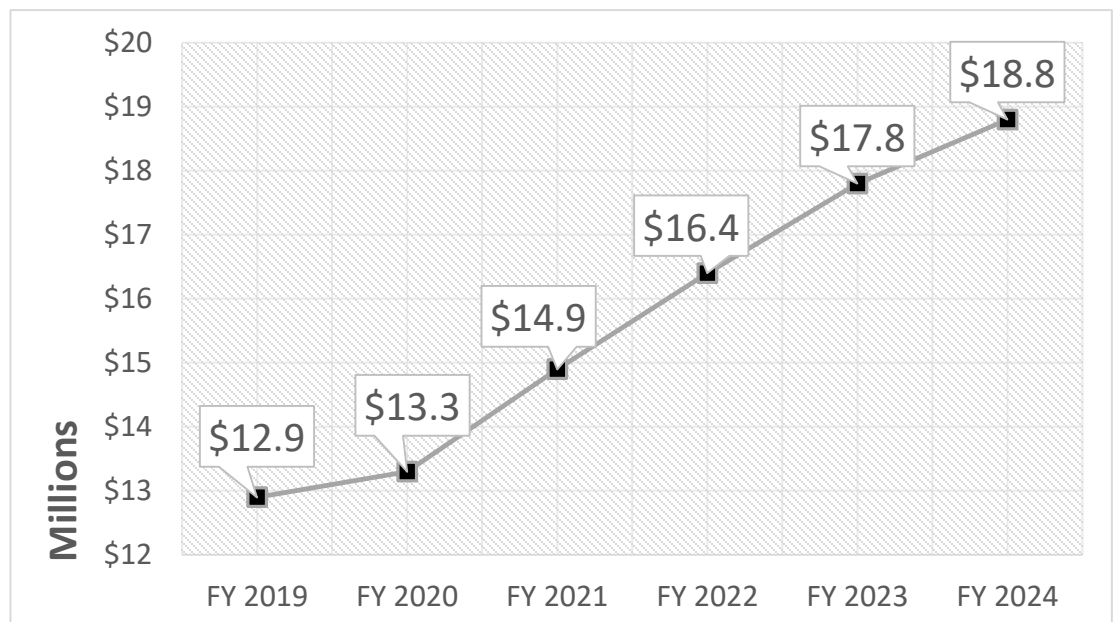
The Community Development Department of the City of Rolla is responsible for permitting buildings and signage, land use review, zoning administration, comprehensive and neighborhood planning, and zoning and nuisance enforcement.

The department has a quick turn-around time for permit reviews and offers same-day inspections. Permit fees are significantly less than in metro areas.

MoveRolla

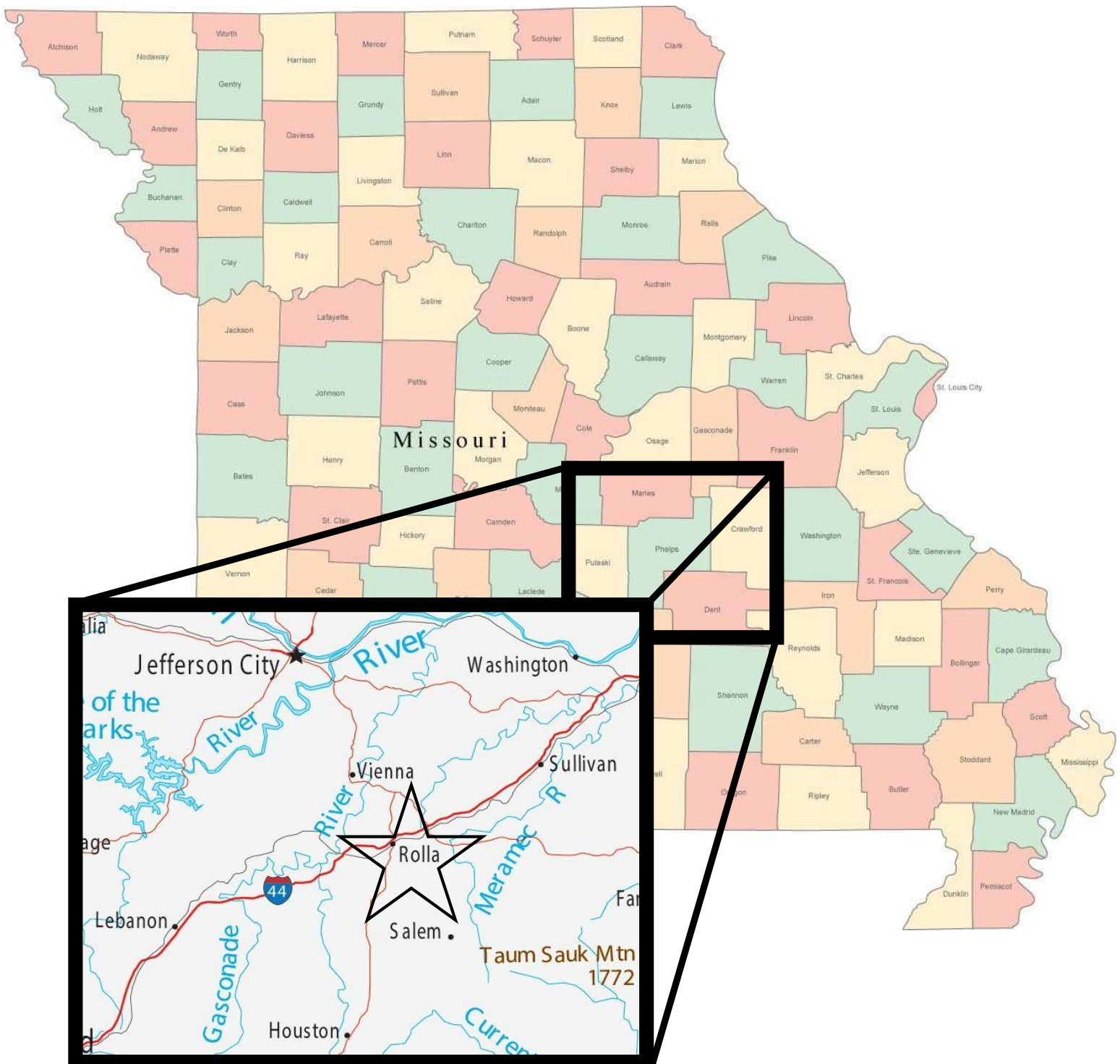
The MoveRolla Transportation Development District has been working to further improve traffic flow to allow for more economic development. The flagship projects to extend Hwy 72 and realign Tim Bradley Way have created a new gateway into the city.

SALES TAX AS COLLECTED



Rolla's Market Area

Rolla is the central hub for employment, commerce, and tourism in the South-Central Missouri (Meramec) Region. Rolla is located halfway between St. Louis and Springfield, MO on I-44 and serves a large rural area. The estimated trade area is a 50 mile radius, with a total population of almost 200,000.





ECONOMIC DEVELOPMENT

Geared for Phelps

gearedforphelps.com

(573) 201-3772

101 West 10th Street, Suite 1
Rolla, MO 65401

Dale Martin, Executive Director



City of Rolla Community Development

rollacity.org

(573) 364-5333

901 North Elm Street, 2nd floor
Rolla, MO 65401

Dawn Bell, Director

Tom Coots, City Planner



Rolla Area Chamber of Commerce

rollachamber.org

(573) 364-3577

1311 Kingshighway
Rolla, MO 65401

Stevie Kearse, Executive Director



Rolla Chamber of Commerce



PREPARED BY THE CITY OF ROLLA COMMUNITY DEVELOPMENT DEPARTMENT
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