

2016 ECONOMIC DEVELOPMENT WORK PLAN OUTLINE

Economic Development Team

Jefferson City/Cole County/ Jefferson City Area Chamber Of Commerce

Revised: December 8, 2015

1. Community Initiatives

- Old Town
 - Capitol Avenue: Assist with acquisition and reuse of area properties
 - Support efforts to develop new streetscape from Capitol to Adams to Lafayette
 - Continue to support Old Town Revitalization Company
 - Work to secure additional funding for Loans, Grants and other Incentives for rehabilitation and In-fill development.
- Municipal Government Outreach
 - Chamber staff will attend, annually, at least one City Council or Board of Aldermen meeting of Jefferson City, St. Martins, Wardsville, Taos, Russellville, Centertown, St. Thomas and Lohman to present the Chamber's economic development resources which are available for all such municipalities and offer assistance in new business attraction or existing business expansion in each municipality.

2. MSP

- Work with the City and County to develop an agreement to be presented to the State to allow for local property acquisition, infrastructure improvements, private development and reuse of the area between Lafayette, Capitol, Chestnut and the Missouri River.
- Assist with efforts to develop an MSP Concert event in July 2016

3. Riverfront Access

- Access to Adrian's island
 - Develop two access concepts and funding plan using private and public funding which will result in pedestrian, biking and utility vehicle access to the "island" as a part of the Jefferson City Greenway system.

4. Sports Tourism

- Minor league baseball /entertainment complex
 - Assist the City, CVB, local developers and others with site acquisition, economic development incentives and funding which would lead to a successful project outcome.

5. Education and Workforce Development

○ Talent Development

- Certified Work Ready Community
 - Complete the Cole County certification process which will allow local businesses to better screen future employees.
- Labor Study
 - Seek funding and commission Labor Study to determine the exact nature of our workforce “knowledge skills and abilities” profiles and needs for current and future employment. With a very low unemployment rate, Cole County has a shortage of unskilled and semi-skilled employees which inhibits growth.
- Central Missouri Innovation Campus
 - Work with Lincoln University and State Technical College of Missouri to enroll students in CMIC. This program focuses on providing a qualified workforce in the Information Technology (IT) sector through training, accelerated degree completion and experiential learning.
- JC Start Internship program
 - Facilitate and grow the program as a part of the workforce development/talent focus area.
- Support for P-20 Education
 - Create Cole County p-20 Education Council that will provide support for education excellence. The P-20 Council is a partnership of educators, employers, community members and policymakers working together to provide leadership to ensure seamless progression through education into the workforce and society
 - Develop strategies for outcomes in the transition through education and into the workforce
 - Foster collaboration among pre-kindergarten, elementary, secondary, post-secondary and graduate education institutions and the business and workforce sectors
 - Improve academic achievement and college success while promoting lifelong learning
 - Proposed Participants:

❖ JCPS

❖ Blair Oaks

❖ Russellville

❖ Eugene

- ❖ Catholic schools
- ❖ Lutheran schools
- ❖ Private schools

- ❖ LU
- ❖ STCMo

6. Lincoln University

- LU Village
 - Work to create an “Off-campus LU Village” to begin the process of creating more commercial and retail business and housing for LU students in the Lafayette, Chestnut and Dunklin street corridors.
- Cole County LU Alumni Association
 - Seek to revitalize the Cole County LU Alumni Association and the Blue Tiger Athletic Booster Club
- Community connection
 - Work to increase business support of LU activities such as the 150 year celebration in 2016, LU sporting events, gala, golf tournament and blue tiger fest.
- Wellness campus
 - Support the completion and marketing of the Lafayette Street venue for community/LU use
- LU Small Business Development and Technology Center
 - Support the program to focus on small business and minority business development in Central Missouri

7. Transportation/Infrastructure

- Capital Improvement Sales Tax renewals
 - Provide support to the City and County campaigns to pass the Series “G” sales tax extensions as important economic development initiatives
- Continue support for increased passenger service to the Columbia/ JC regional airport

8. Existing Business Program

Continue to facilitate the following activities and programs:

- Company site visits/meetings
- Expansion projects and facilitation
- Presidents Roundtable
- Human Resource Committee
- Information Technology Roundtable
- Customized Training program
- Job Fairs

9. Small Business Program

Continue to facilitate the following activities and programs:

- Start Up Jefferson City program
 - Pitch It & Win It
- Small Business Academy
- Small business education and technical assistance

10. Business Attraction/Development

Continue to facilitate the following activities and programs:

- Business Attraction program
 - RFP /RFI process
- Develop 2 business development project ideas and facilitate the process to completion
 - Project Alpha
 - Technology based
 - Project Bravo
 - Manufacturing based
- Foreign direct investment
 - Work with Missouri Department of Economic Development and Missouri Partnership to build on opportunities to attract more foreign investment

11. Economic Development Marketing

- Continue to market our area as a region through the regional entity, Missouri CORE
- Develop marketing/incentive plan for Spec Building

12. Incentives Task Force

- Review current incentives policies and programs with group