

2016/2017 Economic Development Work Plan - Final Review DRAFT

Revised 02-27-17

	Work Plan Item	2016 Final Status		2017 Plan/Ideas - Draft
Community Initiatives				
	Old Town			
	Capitol Avenue: Assist with acquisition and reuse of area properties	Encouraged the Mayor and Council to push for Blight Study and Acquisition thru Eminent Domain if necessary.	Continue	Follow-up with public support when Council and Housing Authority move toward use of eminent domain if necessary. Actively Participate.
	Support efforts to develop new streetscape from Capitol to Adams to Lafayette	Supported efforts to provide funds in Sales Tax Proposals to fund this project.	Ongoing/Continue	Continue to support this project to completion.
	Continue to support Old Town Revitalization Company	Served on the OTRC board and participated in on-going discussion about the need for Redevelopment in the Core of JCMO.	Ongoing Continue	Continue to serve on OTRC Board.
	Work to secure additional funding for Loans, Grants and other Incentives for rehabilitation and In-fill development.	Discussions in the OTRC may lead to additional funds for Down Payment Assistance and Façade Improvements.	Continue	Continue to work with OTRC to increase available funds for these incentives.
	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.	Attended Board of Alderman/City Council meetings to discuss the Chamber's focus on ED activities and offer community support. - Taos (August 1st) - St. Martins (August 9th) - Lohman (September 9th) - Russellville (October 17th) - Wardsville (November 11th) - St. Thomas – Asked for visit in 2017 - Centertown – No Response	Modify	Contact each community to offer an overview of Chamber services during a Board of Alderman/City Council meeting. In addition, contact each small business within each community in 2017.
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.	Worked with Mayor and Council to push for tentative agreement with the State and advocated for City and County support for beginning the process for the "Parkway" design as a part of the City/State agreement.	Continue / Modify	Participate in discussions with the new State Executive to make the case for the importance of developing the Master Plan for community and statewide benefit. Support progress on the MSP Parkway Design.
	Assist with efforts to develop an MSP Concert event in July 2016	Actively participated in the Salute to America project to hold the first concert inside the walls of the Missouri State Penitentiary. The event was extremely successful with attendees, sponsorships, working relationship with the office of administration, and profit.	Continue / Modify	Plans are underway to repeat the format on the Saturday before the Fourth of July celebration. The chamber will participate actively in this event in 2017 as a part of Salute to America.

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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.	Funding Plan Complete. Preliminary Design (30%) complete and UPRR approval granted. Total raised 1.5m Private \$. Funding gap approx. \$900k.	Continue/ Modify	Work to raise \$900k through a combination of Federal and State grants and private donors.
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.	Project currently on hold.	Monitor	On Hold
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.	No progress on this idea	Do Not Continue	On Hold
	Cole County LU Alumni Association			
	Seek to revitalize the Cole County LU Alumni Association and the Blue Tiger Athletic Booster Club	Worked with the BTABC to promote this group. Memberships have increased substantially.	Continue/ Modify	Continue to support the growth of the Lincoln University's BTABC.
	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.	Served on Committee for 150 Events and worked with Development Director on support for other events.	Complete/ Modify	Continue to support LU events.
	Wellness campus			
	Support the completion and marketing of the Lafayette Street venue for community/LU use	Construction will be complete and facility will be occupied in early 2017.	Complete	Completed
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	Aggressively supported renewal of these ballot measures.	Completed	Completed
	Regional Air Service			
	Continue support for increased passenger service to the Columbia/ JC regional airport	Maintained contact with COMO regarding the Organizational change of the Airport Commission and the Master Plan to develop new Terminal.	Continue	Continue to support Columbia/JC regional airport.

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	Multi Modal Opportunities			
	Work to locate a Port Authority on the Missouri River in the Algoa area	Work on reinstated the 2008 project to develop the Multi-Modal Port in the Algoa Industrial Park area. Initial discussions were had with Potential stake holders, including the State of Missouri, Elected State Officials, Cole County, City of Jefferson and Private Sector organizations.	Continue	Complete the feasibility study and secure approval from the Missouri Department of Transportation as a Port Authority.
Education and Workforce Development				
	Certified Work Ready Community			
	Complete the Cole County certification process which will allow local businesses to better screen future employees.	Cole County was certified in August 2016!	Complete/Modify	We will continue testing Algoa offenders and High school students in 2017. Timeline for completing maintaining goals is before May, 2018. We are currently at 70% of our maintaining goals.
	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.	In May, the Chamber commissioned a Labor Study by the Docking Institute of Fort Hays State University. The study cost was \$10,700 and was completed in July. This study has provided a broader understanding of the Jefferson City Labor Basin and available Labor Pool.	Complete	Completed
	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.	The Chamber along with Lincoln University and State Technical College applied for the Innovation Campus Grant in 2013 and was awarded \$1 million dollars to help students in the IT field. With this grant money we are able to serve 129 students with a maximum of \$7,500 per student tuition reimbursement. We are currently working with 12 applicants for this program. This program has been a struggle mainly due to the student has to meet the Low to moderate income (LMI) requirements due to this money is Community Development Block Grant (CDBG).	On-Going/Continue	7 students in program and 5 in process. Work with the applicants to seek approval for as many of these as possible. Place CMIC students in internships in local businesses including Central Technogly Services, Huber & Associates, etc.

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JC Start Internship program	Facilitate and grow the program as a part of the workforce development/talent focus area.	<p>2016 was the 5th year of facilitating JC Start and the most successful thus far having the most student participation. We had 62 students participate with the most attendance at the 3 lunch and learns we provided over the summer months. Starting in 2016 Jeff City START offered a certificate program call Jeff City START Academy. Participants had the opportunity to obtain a certificate of completion for signifying that they are now better prepared for entrance into the workforce. A certificate is obtained through a points system. Each event or assignment was worth 1 or 2 points with 9 total points available. Once an intern accrued 5 points they were eligible to receive the certificate from the Chamber of Commerce and consider themselves a "graduate" of the academy. 29 students graduated from the program in 2016. The committee has started tracking students that have gone through START, graduated and returned to Jefferson City. We know over 20 people that have gone through START, and are currently working at Wall Street, DeLong's, Communique, MoDOT, Attorney General's office, Huber & Associates, Carson & Coil, Bartlett & West, etc. Several are Young Professional members.</p>	Complete/ Continue	<p>Increase student participation.</p> <p>Internship opportunities – incorporate internship opportunities in the job posting website.</p>
Develop Workforce Action Team	This Action Team will have 10 members consisting of workforce development professionals and a subset of the current Chamber Human Resource Committee.			
	The Action Team will focus on these four areas:			
	Subcommittee 1: Develop a Cole County Education Council with representatives from the Cole County high schools to provide information on graduate and non-graduate placement into workforce (and other supporting information).	It was determined this subcommittee will defer work on the Education Council until the other subcommittees have completed their initial work	In progress/ Continue	This group will reconvene in 2017
	Subcommittee 2: Develop electronic Job Posting Database accessible through the Chamber website.	This subcommittee will be working on an electronic job posting database for the Jefferson City area. The database will be important in creating more awareness about the job opportunities in our area. Other chambers of commerce are currently providing this service to their members and we would like to be able to offer the job posting service to chamber members at no cost, if possible. This would enhance their membership benefits.	In progress/ Continue	Create an electronic Job Posting Database on the Chamber website.

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	Subcommittee 3: Develop a Jefferson City area employment recruiting program marketed to regional high school graduates.	Develop a Jefferson City area employment recruiting program marketed to regional high school graduates. Every year in Cole County and the surrounding counties we have students that graduate from high school and go directly into the workplace. So what can we do to inform the student of job opportunities in the Jefferson City area? The Chamber recognizes with low unemployment rates in Cole County, it is a challenge to find available workforce and high school graduates entering the workforce after graduation are an important group of potential employees. This subcommittee will be focusing on two things: Recruiting to high schools outside our immediate area that would move to Cole County to work in Cole County. This would include areas such as Phelps, Camden, Pettis, Saline, Audrain, Maries, Morgan, etc. This activity is more about marketing Jefferson City as well as marketing job opportunities. The first deliverable of this group is to assist in facilitating Industry Career Fair. This will be the first time that we are hosting a Job Fair in conjunction with the annual College Fair. This event is targeted to high school seniors that will be graduating in May, 2017.	In progress/ Continue	<p>1) Fall Industry/Career Fair (October) – Open to chamber member businesses that want to showcase their business or industry (Not a hiring event).</p> <p>2) Spring connect Hiring Event (April) - Open to chamber member businesses that are hiring/sourcing local (invite other schools from surrounding counties) graduating seniors/juniors (part-time jobs).</p> <p>3) Summer JC connect Tour (June/July) – Invite local (surrounding counties) high school counselors to tour local industry in Jefferson City – similar to Leadership JC Industry Day.</p> <p>4) Research the market for high schoolers within the labor basin on where they are residing after graduation. Can we attract graduating students to stay or relocate to JCMO?</p>
	Subcommittee 4: Develop strategies for successful High School graduate transition to local workforce.	Many high school graduates will go directly into the workforce upon graduation. So what are some tools we can provide to them in order for them to be successful? The To- Do List to go directly to a 2 or 4-year higher education system is pretty clear but what does a high school graduate need to do to start their career and how can we help them make the school to work transition? Some questions the subcommittee discussed were: What soft skills do students need to be successful? How do we reach the students? Are businesses interested in providing internship opportunities? Would employers be willing to provide tours to educated students on their business? These are some of the items this group will be tackling in 2017.	In progress/ Continue	<p>1) Development of a JC WORKS Informational Resource Guide for Job Seekers - information on job opportunities, application instructions, earning potential, company contacts, resume tips, etc. provided to job seeking high school graduates by counselors.</p> <p>2) Professional Development Opportunities/Education for High School Counselors</p> <p>3) Student Bus Tours to Local Companies in Manufacturing, Healthcare, Finance and IT Sectors</p>
Jefferson City Public Schools				Actively support the April 2017 Jefferson City Public Schools Bond and Levy Issues.
State Employee Compensation				Work with the Governor and Legislative leaders to assist in the strengthening of the state government workforce through merit system changes and increased compensation levels for fewer employees.
Existing Business Program				
	Continue to facilitate the following activities and programs:			
Company site visits/meetings		Conducted 167 company visits.	Continue/ Modify	Continue to meet directly with local companies/businesses (goal = 130). In addition, development a list of "non-chamber members" to contact. Once contacted, the business and contact would be shared with membership as a second touch in regards to potential chamber membership (goal = 30).
Expansion projects and facilitation		Facilitated the expansion of Modern Litho Print, Chapter 100 Industrial Revenue Bond, Missouri Works Program; Morris Converting, Missouri Works Program; Menu Maker Foods, Missouri Works Program. Continue to monitor and provide assistance to eight potential expansion projects.	On- Going/ Continue	Continue to work closely with each company to offer assistance to pursue the company's objectives for growth.
Presidents Roundtable		Facilitated four Presidents Roundtable Meetings. Continental Commercial Products (April), Special Meeting (July), DeLongs Inc. (September), Modern Litho Print Co. (December)	On- Going/ Continue	Continue to organize meeting of the President's Roundtable committee to maintain solid relationships and knowledge of each manufacturer's needs.

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	Human Resource Committee	Held 3 Human Resource Committee Meetings	On- Going/ Continue	Continue to work directly with committee members to offer training resources to address the present needs of local employers related to workforce.
	Information Technology Roundtable	Conducted 2 Information Technology Roundtable/CPoD Program meetings (April & October).	On- Going/ Modify	Continue to organize meetings to maintain relationships and stay constant on the workforce needs of our local IT copmanies. CPoD - Continue work closely with committee members to raise funds for the annual CPoD session at State Technical College of Mo. Information Technology Information Exchange (ITIE) - Partner with Central Techology Services (CTS) to host a work session focused on connecting area universities/college IT faculty with local IT employers.
	Customized Training program	Total Training Funds - \$278,000 ABB, Inc. - \$50,000 - DeLong's - \$35,000 - Modine - \$28,000 - Modern Litho Print Co. - \$40,000 - Unilever - \$50,000 - Command Web - \$20,000 - Scholastic - \$30,000 - Sonoco Plastics - \$25,000	Continue/ Modify	Continue to work directly with State Tech (Shelle Jacobs) to assist area manufacturers in obtaining state customized training funds for the purposes of training and retraining employees. IT Training Consortium - identify the most common training needs of local IT firms, and work directly with State Tech. College of Missouri and the MO Div. of Workforce Dev. to organize a train consortium to seek customized training fund assistance (within a consortium model or single company application).
	Job Fairs	News Tribune (Capital Mall), April & September; Veterans Career Fair, (American Legion) June; College & Career Fair (JCPS), October.	On- Going/ Modify	Continue to partner with the News Tribune in providing semi-annual Career Fair opportunities. In addition, support the Chamber's efforts in facilitating a High School Career Fair on the campus of JCPS. Partner and support the efforts of local companies as they offer company specific Career Fair.

Small Business Program

Continue to facilitate the following activities and programs:

Start Up Jefferson City program	Encouraging Entrepreneurship; Hosted a business counseling session in April 20 rsvp's (8 attendees).	On- Going/ Modify	Continue to offer one Encourage Entreprenurship event to identify and connect with area entrepreneurs (Encourage entrepreneurship among retirees – particularly state workers). Host a "Starting a Business" Training Session to provide general knowledge on licensing, permits, financing, business structure. Increase the awareness of business counseling assistance to local lending institutions (one-on-one meetings with loan officers) and city staff (business license section).
Pitch It & Win It	Hosted a business pitch contest on October 15th, 8 Monetary Awards 3 - \$2,000 winners, 5 - \$1,000 winners	On- Going/ Continue	Continue to offer one Pitch It & Win It event (September) to encourage, connect and support potential new startup businesses (again, Encourage entrepreneurship among retirees – particularly state workers) Rural Missouri Inc. has agreed to sponsor the competition for the fourth consecutive year
Small Business Academy	Three graduates in 2016; Kyle Trimble, Dulle-Trimble, Diane Lempke, One For All Day Program, LLC, Susan McCarty, Millersburg Veterinary Hospital, LLC	On- Going/ Modify	The Small Business Academy will not be offered in 2017, but will resume in the spring of 2018.
Support the program to focus on small business and minority business development in Central Missouri	Worked in partnership with Andria Hendricks, Director of the Lincoln U. Small Business Development & Technology Center to assist small business startup. Offered LU's SB&TDC assistance as one option for startups/existing business seeking business development assistance, in addition to SCORE & the Cole County Extension Office. Referred 13 small business counseling requests to Lincoln University's SBTDC office in 2016.	Continue/ Modify	Continue to support Lincoln University's SBTDC office and pursue collaborative events to support small business development in Jefferson City and Cole County. Business Incubator Space at Lincoln – Leslie Plaza Work directly with Andria Hendricks to assist in identifying potential startup tenants, and continue to research the space and resources needs of small business startups. Partner with Lincoln's SBTDC Office to organize an "open house" to showcase the incubator space to perspective entrepreneurs.

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	Small business education and technical assistance	Tuesday Topics - Offered four separate training sessions: Creative Hiring & Retention for Hourly Workers, Rod Long, Ascend Business Strategies (32 attendees); Coaching - The Key to a Productive Organization, Rod Long, Ascend Business Strategies (21 attendees); A New Approach to Strategy & Strategic Planning, Chris Thompson, Cole County/Business Development Center (22 attendees); "The Power of Speaking with Confidence", Ashley Brown, State of Missouri Center for Management and Professional Development (cancelled) One-on-One assistance provided – direct counseling (13); Business Counseling via the: Encouraging Entrepreneurship Event (7) and Pitch It & Win It contest (8)	On- Going/ Modify	Continue to offer multiple small business training opportunities for 2017. In addition, promote third-party training opportunities to small business members (traditional seminars, webinars , etc.).
Business Attraction/Development				
Business Attraction Program				
	Continue RFP /RFI process	15 Business Attraction projects – worked 9; Site Visits; Project Kayden: 3 sites visits – 3/24/16, 9/16/16 and 12/7/16; Project Cadre, 1 site visit – 4/27/16; Project Surge, 1 site visit – 1/29/16	On- Going/ Continue	Continue to work Business Attraction Projects
Develop 2 New business development project ideas				
	Project Alpha - Technology Based	Project Security: Developed concept for NEW Missouri Cyber Institute in JCMO.	Continue	Secure State of Mo as a Partner, Establish Steering Group, Establish Organizational Framework, Prepare Outline Budget of Revenue and Expense, Recruit Business, Government, and Academic Partners/Members, Secure Startup Seed Funding Commitments
	Project Bravo - Manufacturing Based	Project Cutter: Developed Concept for NEW Beef and Pork Processing facility. Project did not materialize due to lack of support in Meat Industry.	Do Not Continue	Place on hold in 2017
Foreign Direct Investment				
	Work with Missouri Department of Economic Development and Missouri Partnership to build on opportunities to attract more foreign investment	No Progress on this issue.		TBD
Economic Development Marketing				
	Continue to market our area as a region through the regional entity, Missouri CORE	Participated in 4 marketing events; Lakeside with the Locators – 6/13/16, 9 consultant meetings; St. Louis – 6/5/16, 8 consultant meetings, Phoenix – 3/17/16, 4 consultant meetings; Los Angeles – 3/15/16, 5 consultant meetings-26 total	On-Going/ Continue	Participate in 3 Marketing Events including Site Selection Guild, Lakeside with the Locators and Atlanta/Greenville Consultant Visits.
	Develop HBA and Board of Realtors Task Force	New in 2017		Develop a task force with the HBA and board of realtors to look at the local real estate market and in particular housing available to potential future workforce.
	Develop "Project Retail"	New in 2017		Develop "Project Retail" to study the potential of a regional retail market analysis by an outside consultant.
	Develop marketing/incentive plan for Spec Building	Developed Initial Concept for Marketing Brochure	Continue/ Modify	Market and Incentivize Spec Building and get it sold in 2017, Spec Building showcase event – invite DED, Mo Partnership, local officials. Marketing trips with realtors/brokers in St. Louis, KC and Springfield markets. Offer local realtor an incentive to sell the Spec Building.
	Corporate Site Visit Call Program	New in 2017		Corporate Site Visits – key local officials to join ED staff with visits to: Modine, Unilever, Command Web, etc

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	Site Selector visits	New in 2017		Site Selector Visits – key local officials to join ED staff in visits with site selectors
Incentives Task Force				
	Review current incentives policies and programs with group	Incentives for expansion projects were reviewed by the ITF and adjusted for a new expansion project.	Complete/ Modify	Continue to review incentives.
	Discuss TIF, CID, TTD and other Incentive Programs	No progress on this Issue		Increase the discussion in the ITF on these incentives. Hold two meetings in 2017 to discuss these topics.