

2018 ECONOMIC DEVELOPMENT WORK PLAN OUTLINE

Economic Development Team

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

March 6, 2018

1. Community Initiatives

- Old Town
 - Capitol Avenue: Assist with acquisition and reuse of area properties and support eminent domain, if necessary. Work to develop a plan to incentivize Small Business Development in the Area once the properties are ready for sale and reuse.
 - Continue to support Old Town Revitalization Company.
- Municipal Government Outreach
 - Chamber Economic Development staff will contact all small businesses in each community at least every other year. Contacts will be made in 2018.

2. MSP

- Work with the City and County to develop an agreement to be presented to the new State Administration to allow for local property acquisition, infrastructure improvements, private development and reuse of the area between Lafayette, Capitol, Chestnut and the Missouri River. Support MSP Parkway Design.
- Participate on the new Missouri State Penitentiary Community Partners to establish a redevelopment plan framework in 2018.
- Assist with efforts to develop an MSP Concert event in July 2018 through the efforts of the Salute to America Foundation.

3. Riverfront Access

- Access to Adrian's island
 - Completed work on the revised concept to include destination architecture on the bridge. Complete the Phase 1 fundraising interviews with consultant in early 2018. Create fundraising plan to raise additional \$900k from private donors to complete the original bridge design plus the additional architectural costs through sponsored development.

4. Education and Workforce Development

- Talent Development
 - Certified Work Ready Community

- In 2016, Cole County became a Certified Work Ready Community. Continue to maintain certification by work keys testing of Alcoa offenders and High School students. Work keys testing proceeded in 2017 and will continue in 2018 with another testing grant.
- Central Missouri Innovation Campus
 - The program will be ending in early 2018 since grant funding has been eliminated.
- Jeff City START Internship program
 - Continue to facilitate and grow the program as a part of the workforce development/talent focus area.
- Education and Workforce
 - Workforce Action Team
 - Continue Workforce Action Team consisting of workforce development professionals and a subset of the current Chamber Human Resource Committee.
 - The Action Team will focus on these four areas:
 - (1) Subcommittee 1-Create 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.
 - (2) Subcommittee 2-Create Job Posting Board on Chamber website (completed 2017)
 - (3) Subcommittee 3-Develop a Jefferson City area employment recruiting program marketed to regional high school graduates.
 - (4) Subcommittee 4-Develop strategies for successful High School graduate transition to local workforce.
 - Jefferson City Public Schools
 - After the successful completion of the bond and levy proposal in April 2017, assist the Jefferson City Public Schools during the transition to the Second High School.

5. Lincoln University

- Participate on the Presidential Search Committee to provide local community input on the characteristics of the next LU President.
- Athletic Booster Club
 - Continue to support the Blue Tiger Athletic Booster Club.

- Community Connection
 - Continue to support LU activities such as sporting events, Gala, Golf Tournament and Blue Tiger Fest.
- LU Small Business Development and Technology Center
 - Support the SBTDC office program to focus on Small Business and Minority Business Enterprise development and pursue collaborative events to support small business development in Jefferson City and Cole County.
 - Work directly with Joy Wheatfall-Melvin to identify potential startup tenants for Business Incubator space at Leslie Plaza. Work directly with Joy Wheatfall-Melvin to provide business counseling to entrepreneurs and existing small businesses.

6. Transportation/Infrastructure

- Continue support for increased passenger service to the Columbia/ JC regional airport
- Work to locate a Port Authority on the Missouri River in the Algoa area
 - Complete Feasibility Study.
 - Secure approval from Missouri Department of Transportation as a Port Authority.
- Support ongoing efforts to secure additional resources for MoDOT to improve Missouri's highway system.
- Research the feasibility of extending JEFFTRAN service to employers located in the Algoa Industrial area.

7. 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
- Job Fairs

8. Small Business Program

Continue to facilitate the following activities and programs:

- Start Up Jefferson City program
 - Pitch It & Win It
 - Pitch It Prep Session
 - Encouraging Entrepreneurship Session
- Small business education and technical assistance
- Partner with the Missouri Women's Business Center to provide additional small business training opportunities, in addition to offering a "LaunchU" (36 hour) training course for startups and existing small businesses

- Examine the need and feasibility of providing collaborative innovation work space for entrepreneurs and business startups
- Develop and implement “Project Retail” focusing on three areas:
 - ATTRACT: Develop a strategy to bring more Retail options to JCMO including Sponsor franchise seminars to connect local entrepreneurs with franchise opportunities.
 - LOCAL: Create 3S campaign, (Search-Shop-Support) “Buy Local Campaign”
 - LEVEL: Seek support for and implement sales and use tax changes to assist in “Leveling the Playing Field”

9. Business Attraction/Development

Facilitate the following activities and programs:

- Business Attraction program
 - RFP /RFI process
- Project Security
 - Reconfigure 2017 Strategy. Develop small steering committee of Private Sector Firms to begin work on organizational framework, budget, and Partners for funding support.
- Partnership to build on opportunities to attract more foreign investment
- Research the possibility of the creation of a foreign trade zone in conjunction with the new port authority
- Develop a strategy to create more greenfield sites with the appropriate characteristics to match the current markets and five-year outlook.

10. Economic Development Marketing

- Continue to market our area nationally and in Missouri as a place for business to locate.
- Develop HBA and Realtors Task Force to examine housing availability to potential future workforce.

11. Incentives Task Force

- Review current incentives policies and programs with Incentives Task Force
- Discuss TIF, CID, TDD and other Incentive Programs