



MISSOURI RURAL ECONOMIC DEVELOPMENT TASK FORCE



Actions to Date

- Several Years:
 - MO Rural Dev. Partners
- March, 2014:
 - MCB/DED 6-city tour
- March-May:
 - Discussions with utility ED
- July, 2014:
 - Meeting #1, Task Force
- November, 2014
 - Survey
- Dec, 2014:
 - MO Rural Forum
- Jan, 2015:
 - Meeting #2, Task Force
- Feb, 2015:
 - Meeting #3, Task Force



2015 MCB Rural Community Tour

- Purpose: Assess ED/CD situation and provide advise for improvements.
- 10-12 persons of various expertise:
 - Local ED, Attraction, Utilities, Tourism, Entrepreneurship, RE Development, Community Development, Infrastructure, Leadership, Others.
- Feb. 26:
 - West Plains
- March/April:
 - Louisiana, East Prairie, Galena, Pleasant Hill.
- **Participate? Contact:**
 - Luke.Holtschneider@ded.mo.gov



Rural Task Force

Regional Planning Commissions:

- Tom Bliss, MO-KAN
- Randy Railsback, Ex. Dir., Green Hills
- Robin Simpson, Ex. Dir., Mark Twain
- Jackie Soptic, Asst. Dir., Green Hills
- Doug Hermes, Statewide Planning Coordinator, MACOG

Universities/Colleges:

- Sharon Gulick, Director, Com. Ec. and Entr. Dev., ExCEED, MU Ext.
- Steve Devlin, Program Director, University of Missouri Business Development Program

Utilities:

- John Engelmann, KCP&L (current chair, MEDC)
- Mark Woodson, Assoc. Elec. Co-op (MO Part. Board)
- Lisa Franklin, KCP&L (former MEDC chair)
- Mike Kearney, Ameren
- Shawn Pingleton, Empire

Local ED Organizations:

- Ron Reed, Houston
- Becky Cleveland, Brookfield (former MEDC chair)

State:

- Mike Downing, DED Director
- Sallie Hemenway, DED Division of Bus. and Com. Serv.
- Mike Heimericks, DED Project Manager, DED
- David Meyer, MO Dept. of Ag (former DED and local ED)
- Darryl Chatman, Deputy Dir. MO Dept. of Agriculture.
- Hannah Humphrey, Com. Services Coord., DNR

Federal:

- Janie Dunning, State Director, USDA Rural Dev.
- Greg Batson, Program Support Director, USDA Rural Dev.

Other:

- Phil Tate, Former State Rep, DED, Utility ED, and local ED.
- Brian Fogle, Pres/CEO, Community Found. of the Ozarks
- Jasen Jones, SW WIB



Key Points – July Task Force Mtg

- Identified Trends
 - Exciting and Alarming
- Defined Priority Issues
 - Re-prioritization of ED from attraction
 - Talent retention/development
 - Business Retention
 - Infrastructure
 - Leadership
 - Education
 - New approaches to community development
 - Understand underlying problems
 - Shift emphasis to entrepreneurship



Key Points – July Task Force Mtg

- Defined existing resources
 - Apathy
 - Funding/cost
 - Staffing
- Defined gaps:
 - Expertise
 - No new approaches
 - Consistent and aligned approach
 - Lack of integration
 - Not a priority
- Issues:
 - Focus on attraction
 - Pro-active infrastructure
 - Access to capital



SURVEY RESULTS

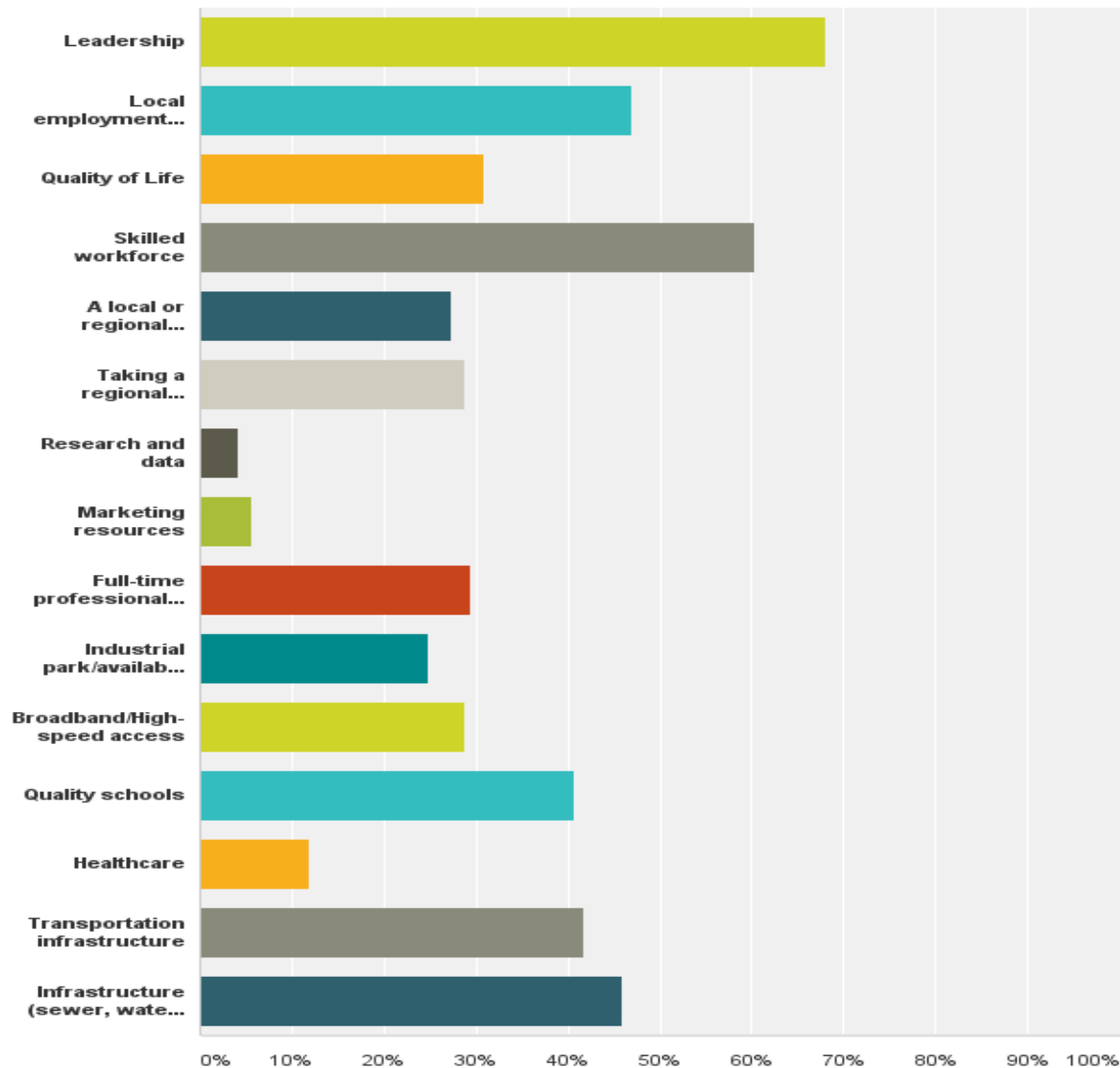
November, 2014





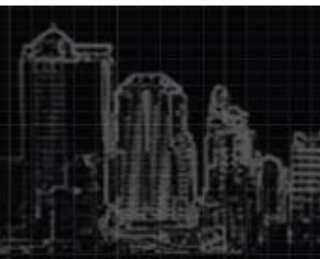
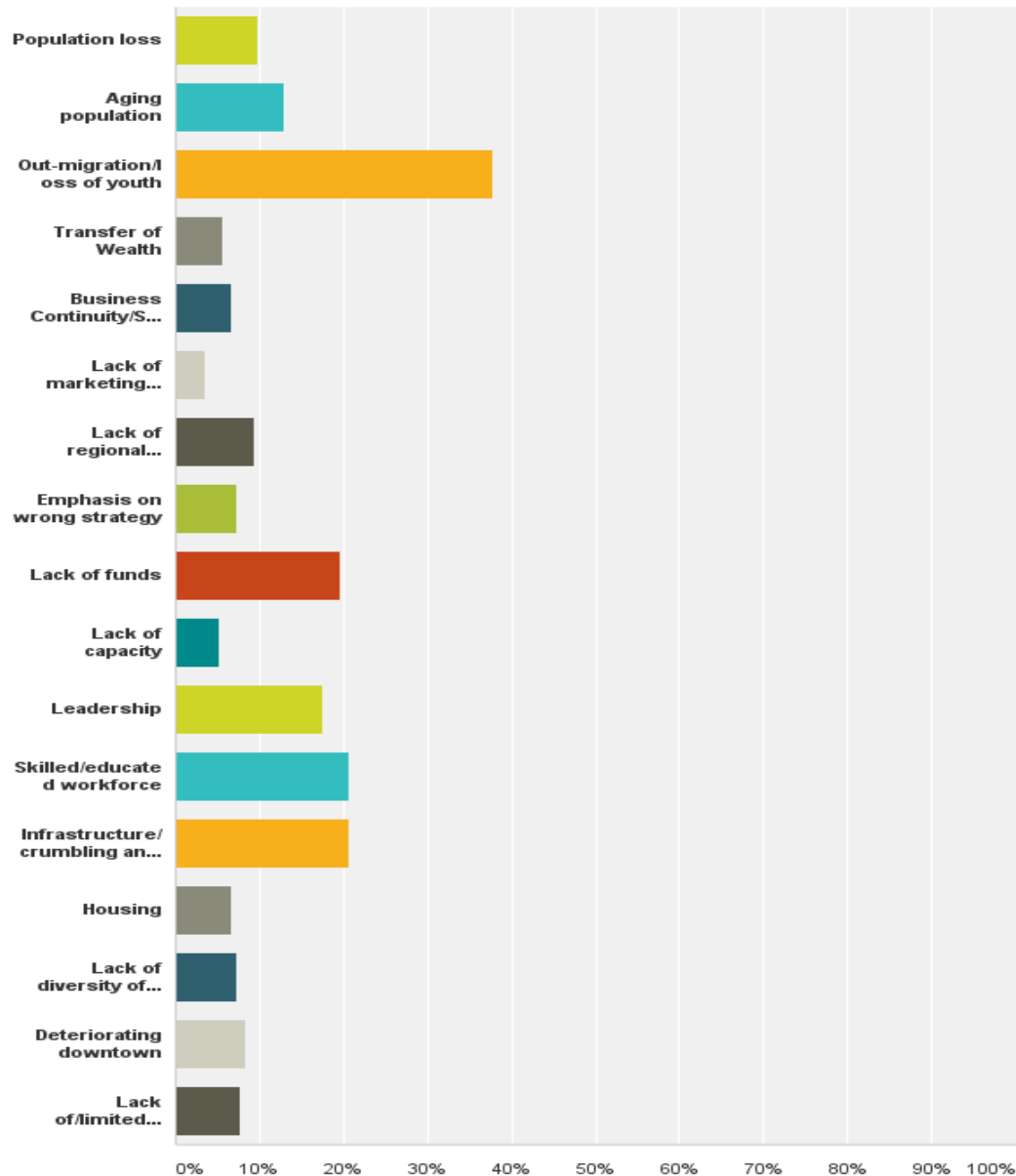
Q9 Economic viability is an essential goal of community economic development. In your opinion, what are the top five (5) items that assure the economic viability of a community/region?

Answered: 194 Skipped: 31



Q10 In your opinion, what are the biggest risks (select up to 2) to the economic viability of your community/county/region today?

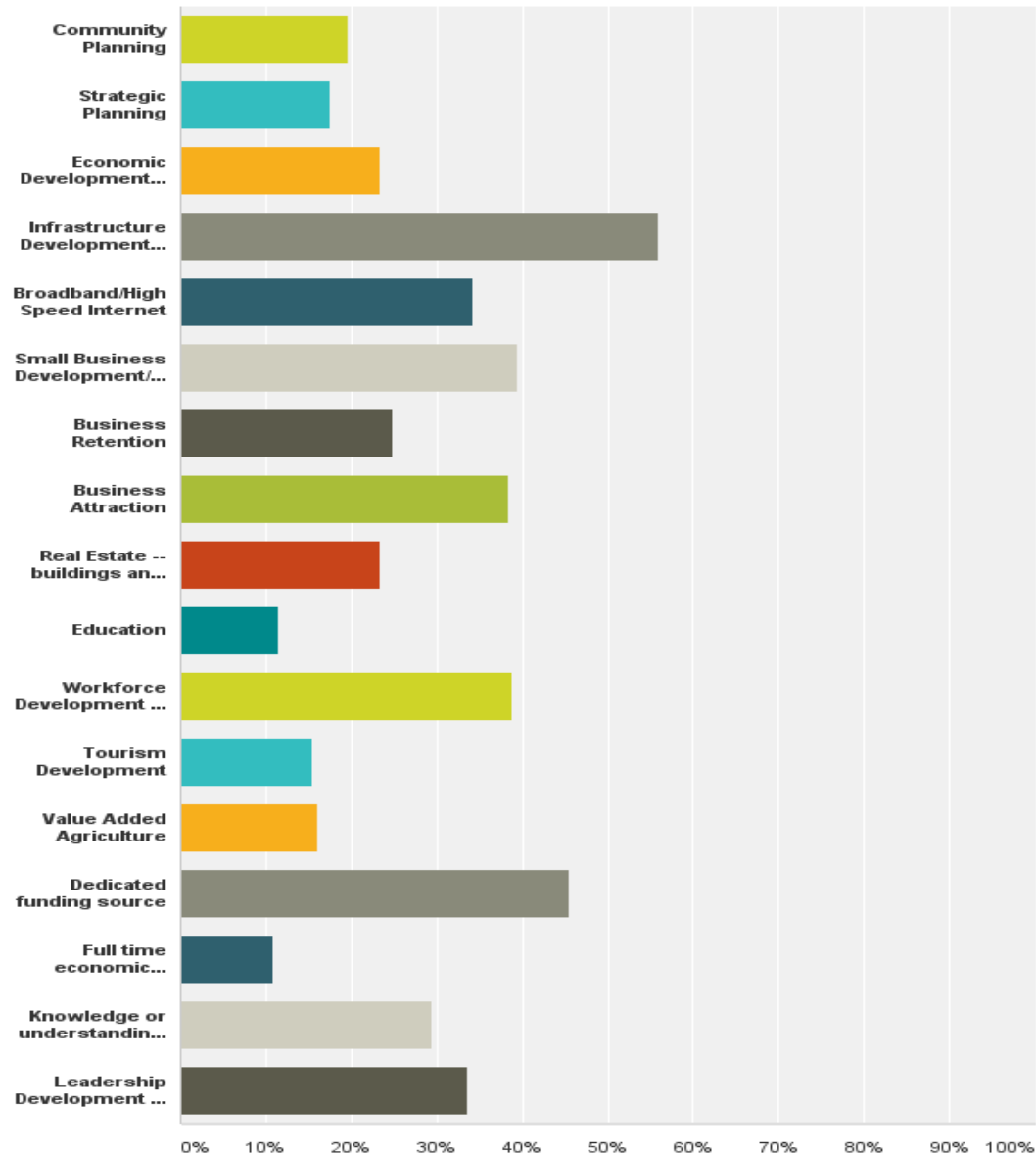
Answered: 193 Skipped: 32





Q11 What are the top five (5) resources, not immediately available to your community/county/region, that you believe would assist in assuring the economic viability of your community/county region?

Answered: 193 Skipped: 32



Question 12: What is your greatest need?

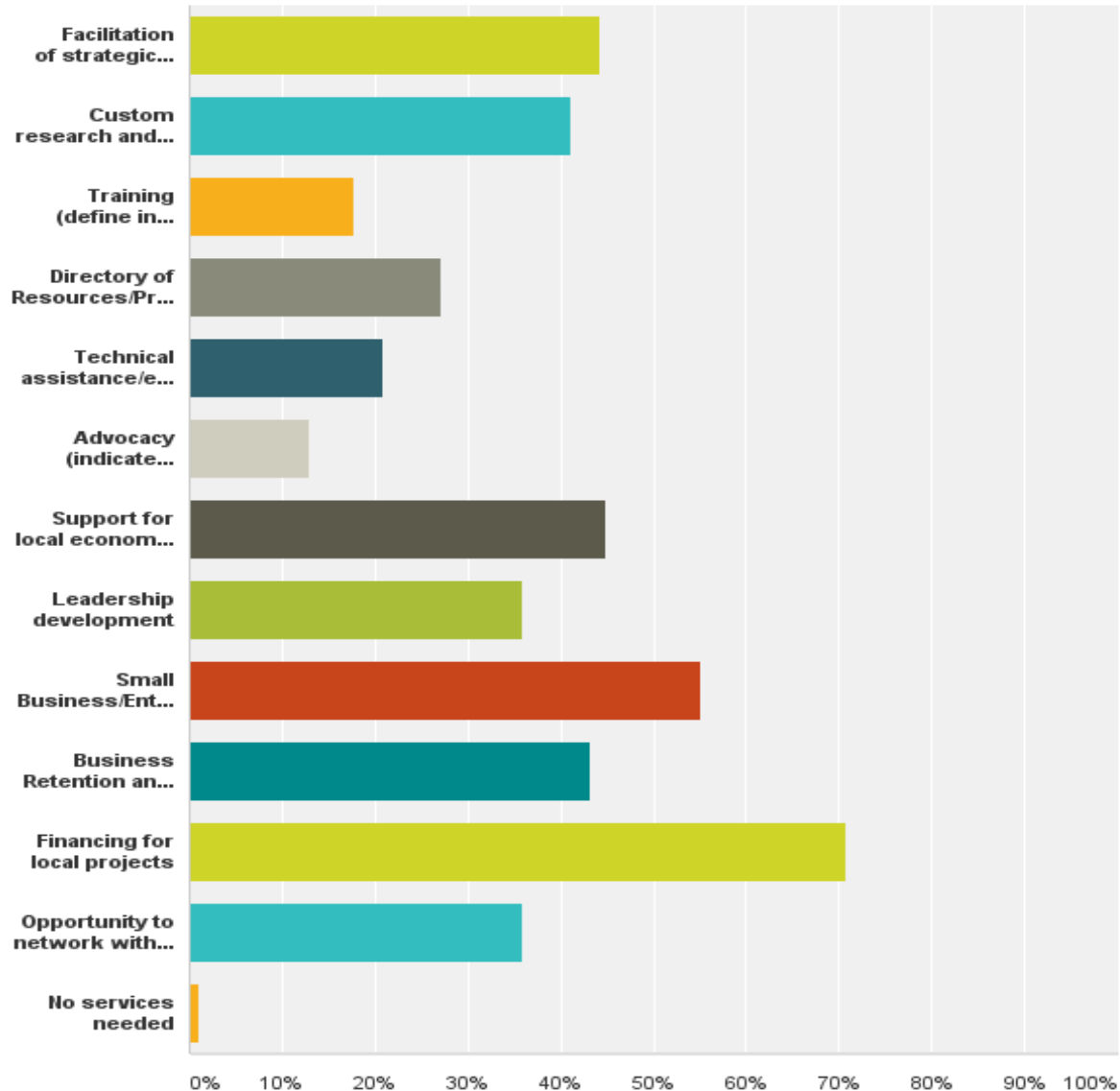
- Funding:
 - Development opportunities, hiring ED Staff,
 - Focus on retention, small businesses and entrepreneurs
- Infrastructure – repair and improvement
 - Broadband
- Leadership – need professional staff, need understanding of economic development today, education
- Planning – need vision and plan
- Workforce – development, training, retention, availability
- Housing
- City-/County-/Region-wide cooperation





**Q13 What services should a statewide organization provide to assist with rural community economic development efforts?
Select all that apply.**

Answered: 192 Skipped: 33





Potential Priorities

- Business Retention/Expansion
- Entrepreneurship and Small Business Dev.
- Infrastructure funding
 - Broadband, water, sewer
- Leadership
- Education
- New approaches to community development
- Higher Tech Talent retention/development
- Business Attraction
- Workforce Dev.
- Dedicated Funding Sources
- Financing local projects
- Support for local ED
- Networking
- Research/Planning
 - Understand underlying problems
- Housing
- City/County/Region wide cooperation
- Rural/Ag Tourism



Defining Success - **DRAFT**

- Job growth
- Population growth
- Wage growth
- Lower unemployment
- Lower poverty
- Issues:
 - Targeted communities or all rural?
- Sustainability
- Consistent Funding
- Supportive Organization



First Step Recommendations – Rural Task Force

- Use “MO Rural Partners” as coordinating body for all agencies and partners.
- Develop work plan and strategy
 - Best practices research.
 - Use existing delivery systems where feasible.
- DED to hire new position:
 - Rural ED and Community Development



Duties – DED position

- Work with Missouri Rural Development Council on planning and actions.
- Foster collaboration and cooperation with all state, federal, local, non-profit, and other agencies involved in rural economic and community development in order to provide easily accessed information to community leaders on resources.
- Research and promote best practices for rural and community development.
- Educate and advise community leaders on best options and processes in economic and community development, infrastructure financing, redevelopment options, and community leadership.

Promote regional cooperation for rural issues, working with all partners and related organizations

