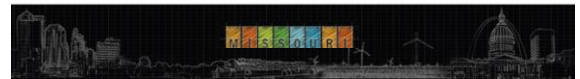
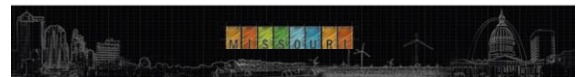


### RECENT ACCOLADES



#### Site Selection Magazine

- 125 businesses expanded or opened new facilities
- 57 more than last year



### 2014 CiCi Awards

#### TRADE & INDUSTRY DEVELOPMENT

- Cerner Corporation, KC
- eFactory, Springfield
- Monsanto, St. Louis



### Tech Job Growth: Dice.com

- Highest rate of Technology Job Growth in US
- 2 Years in a Row



**Governor's Conference on Economic Development**

**2014 KEYNOTE SPEAKER**  
 Pulitzer Prize winning columnist  
**Thomas L. Friedman**  
 Closing Luncheon, Friday, Sept. 5  
 Luncheon-only tickets are available for \$45.

**OPENING SESSION**  
 TIP Strategies  
 Consultant  
**Jon Roberts**

September 3-5, 2014. See you at  
 Tan-Tar-A Resort, Lake of the Ozarks

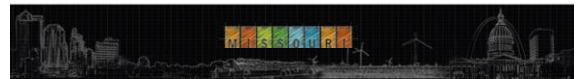
**MISSOURI**  
*Feels Like Home*

**HAWTHORN**  
 FOUNDATION

4-Person Scramble  
 Wednesday, Sept. 3, 1pm  
 \$75/player  
 Tan-Tar-A Resort



Skills-Based Volunteering  
 and Pro-Bono  
 Wednesday, Sept. 3, 2-4pm  
 Free  
 Tan-Tar-A Resort



## Tour Summary

- Why did we do it?
- What did we accomplish?
- What did we learn?
- How are we going to follow up?

**MISSOURI**  
*Feels Like Home*  
**TOUR**

**Spring 2014**  
 March 14, Windsor  
 March 27, Albany  
 March 18, Shellville  
 March 28, Great City  
 March 21, Clinton  
 April 4, Jamesport

**Meet the Band**  
 Missouri Community Betterment

**Partners:**

## MCB Conference, Sept. 2013

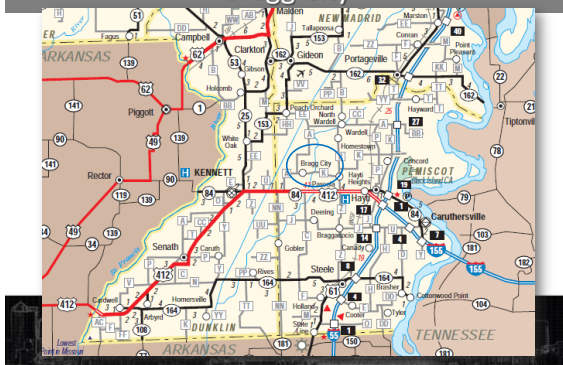


**Missouri**  
**Community**  
**Betterment**

Since 1963



## Bragg City



## Bragg City



## Bragg City

- Population:
  - City:
    - 1960: 318
    - 2012: 148
  - Zip Code:
    - 1960: 2,876
    - 2012: 982
- 1960:
  - Cotton Gin
  - Schools
  - Trains
  - Stores
  - Hotel
  - Churches

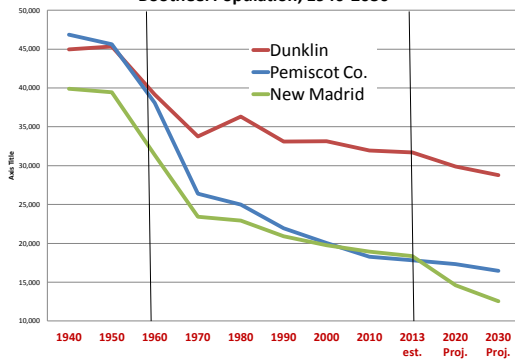


## What happened?

- Early-1960s:
  - Ag mechanization/technology.
    - About 10x less labor needed.
  - Trains cease operations.
  - School merged with Kennett.
    - Closed Bragg City schools.
- Early 1980s:
  - Gin closes.



Bootheel Population, 1940-2030



## Purpose of the Tour

- Attempt to improve the economy of the communities.
- Learn about the problems of rural economic development.
- Develop strategies to improve rural ED.

## Tour Partners



Missouri  
Community  
Betterment



UNIVERSITY OF MISSOURI  
Extension



## Tour Communities

March 14, Windsor

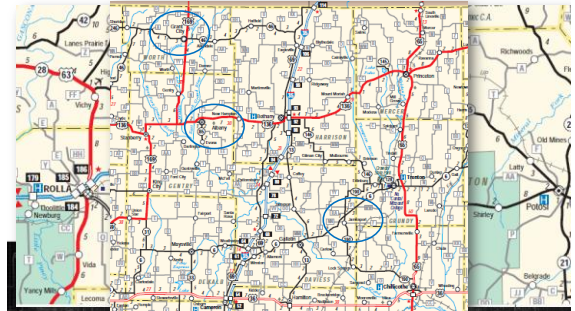
March 27, Albany

March 18, Steelville

March 28, Grant City

March 21, Clinton

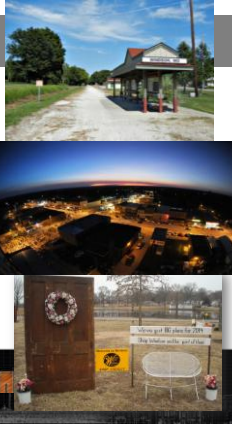
April 4, Jamesport





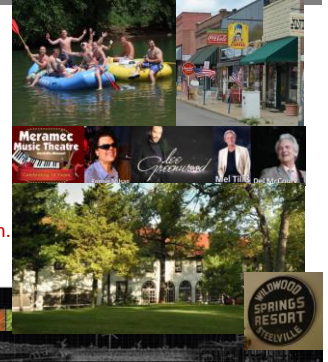
## Windsor, Henry Co.

- Population: 2,863  
– (-8% past 12 years)
- Economic Drivers:
  - Agriculture
  - Bedroom to Clinton, Warrensburg and Sedalia.
- Key Issues:
  - Declining business activity and population.
  - Dilapidated buildings.



## Steelville, Crawford Co.

- Population: 1,682  
– +15%, past 12 yrs.
- Economic Drivers:
  - Tourism (rivers)
  - Manufacturing
- Key Issues:
  - Tourism marketing cooperation.
  - Manufacturing growth.
  - Streets.



## Clinton, Henry Co.

- Population: 9,043  
– (-3% past 12 years)
- Economic Drivers:
  - Manufacturing
  - Agriculture
  - Tourism
- Key Issues:
  - Manufacturing growth.
  - Growing entrepreneurs.



## Albany, Gentry Co.

- Population: 1,732  
– (-12% past 12 years)
- Economic Drivers:
  - Agriculture
- Issues:
  - Manufacturing growth
  - Growing entrepreneurs
  - Infrastructure
  - Dilapidated buildings
  - Regional cooperation & marketing



## Grant City, Worth Co.

- Population: 821  
– (-13% in 12 years)
- Economic Drivers:
  - Agriculture
- Key Issues:
  - Business/entrep. growth
  - Infrastructure
  - Dilapidated buildings
  - Regional cooperation



## Jamesport, Daviess Co.

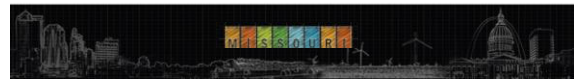
- Population: 509  
– +1% in 12 years.
- Economic Drivers:
  - Agriculture
  - Tourism
- Key Issues:
  - Regional tourism
  - Dilapidated buildings





### What Did We Learn?

- The communities don't lack for effort, leadership, or intelligence.
  - Some get along with each other better than others.
  - The activities of planning don't automatically result in significant change.
- Communities don't seem interested in attempting regional collaboration.
  - Local services, such as code enforcement.
  - ED and Tourism promotion.



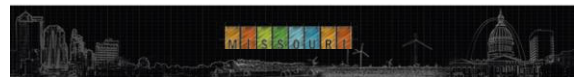
### What Did We Learn?

- Need: Demolition of dilapidated buildings.
  - Costly; Lengthy; Controversial.
- Need: Infrastructure improvements.
  - Rates/taxes would rise more than affordability.
- Need: Keeping the kids home.
  - Lack of opportunities and amenities.
- Need: Lack of advanced math/science.



### What Did We Learn

- The communities have unique catalysts.
  - Agriculture, manufacturing, tourism, bedroom.
- Misperceptions:
  - Low cost of living is a significant attraction.
  - Retail attraction will build the community.
  - Super 4 or Interstate highway will automatically result in increased project activity.
  - A new manufacturing project is imminent.



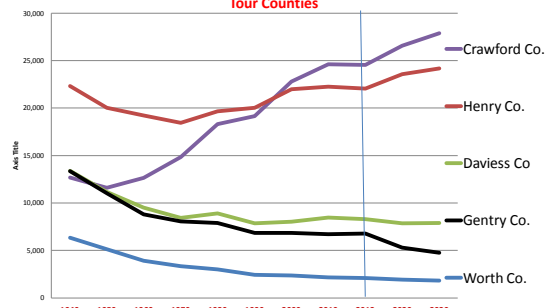
### What Did We Learn?

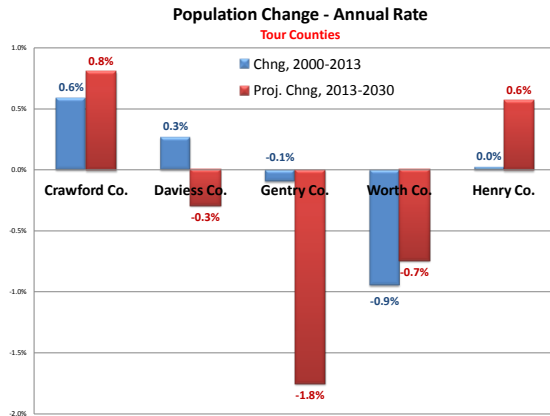
- Most community leaders don't understand what drives modern "primary" business locations.
  - Thinks having 1 or 2 attributes will win projects.
- Lack of:
  - Fully developed/shovel-ready sites.
  - Available buildings for modern needs.
  - Sizeable skilled young workforce.
  - Adequate infrastructure.
  - 4-Lane highway; Proximity to major markets.



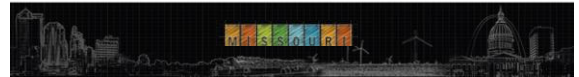
Population Change, 1940-2030

Four Counties





## ECONOMIC CATALYSTS



### Economic Catalysts

- Brings in “**new**” money to the local market.
  - Doesn’t compete **within** the local market.
- **Doesn’t** base a facility location on local demographics.
  - Economic Catalysts location criteria:
    - Proximity; People; Place; Product; Perception; and Price.
- Greater job “spinoff” and higher wages.



### What are “Economic Catalysts”

- ☺ A. Tourism attractions.
- ☺ B. Agriculture production
- ☺ C. Universities/colleges
  - D. Retail
  - E. Hospitals/medical facilities
- ☺ F. Office/headquarters
  - G. Local services
- ☺ H. Regional services
- ☺ I. Military facilities
- ☺ J. Prisons



### Types of Catalysts

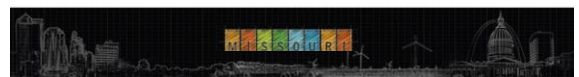
- “Primary” Businesses:
  - Manufacturing, Headquarters, Back Office
  - Regional Services, R&D
  - Contact center
- Tourism Attractions (with regional draw)
  - Lakes/rivers, pro sports, large events, large conventions
- Agriculture
- Universities/Colleges
- Federal/State Government and Military, Prison, Institutions
- “Regional significance”
  - Specialty hospitals, Unique retail



### Economic Catalysts

Answer 1 only.

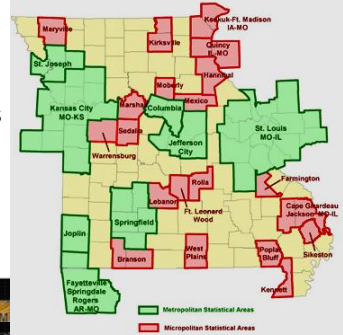
- A. I agree with the concept.
- B. I disagree.
- C. I don’t understand it.





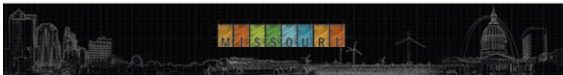
### Number of Counties by Area Type

- Metro: 32 counties  
– Population: 72%
- Micro: 25 counties  
– Population: 15%
- Rural: 58 counties  
– Population: 14%

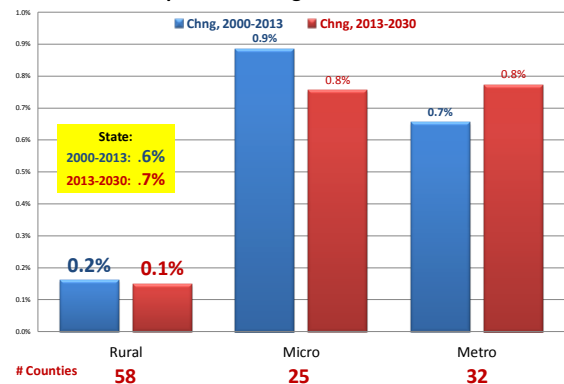


### What is Your ED Service Area?

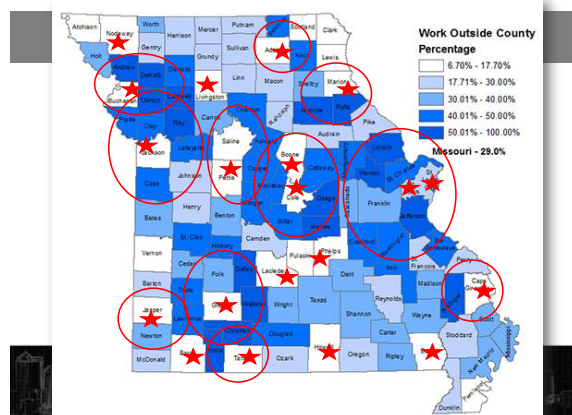
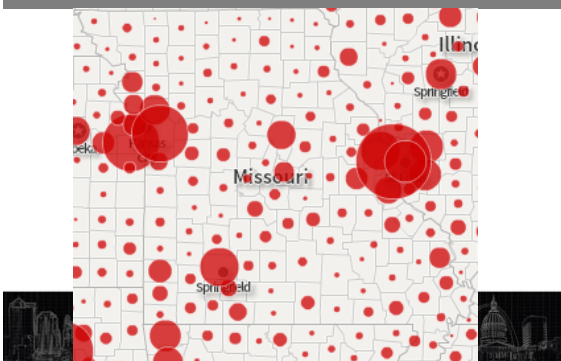
- A. Metro
- B. Micro
- C. Rural
- D. Micro and Rural
- E. Statewide
- F. Not in MO



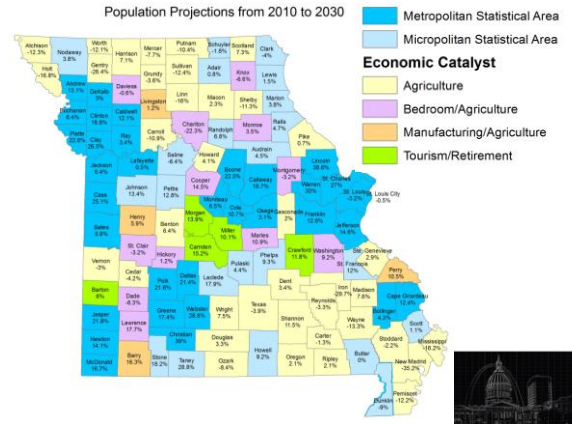
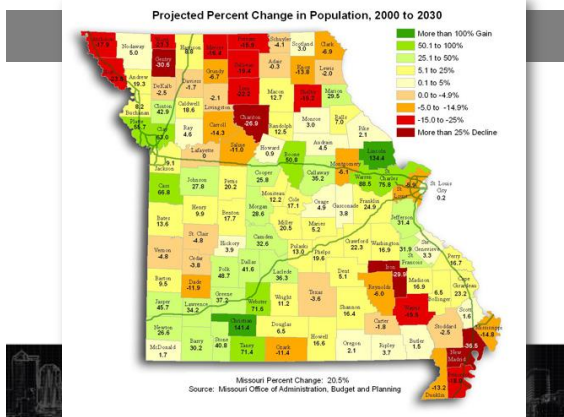
### Population Change - Annual Rate



### Total Establishments

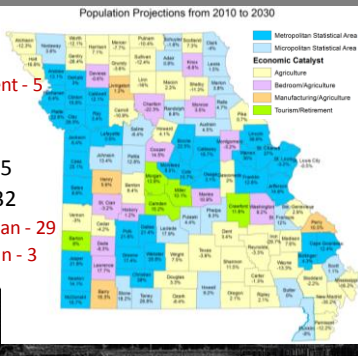




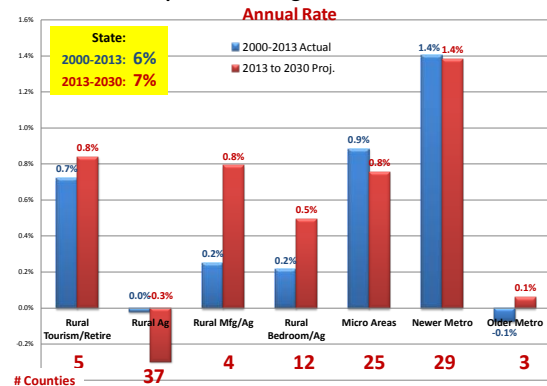


## Economic Catalyst

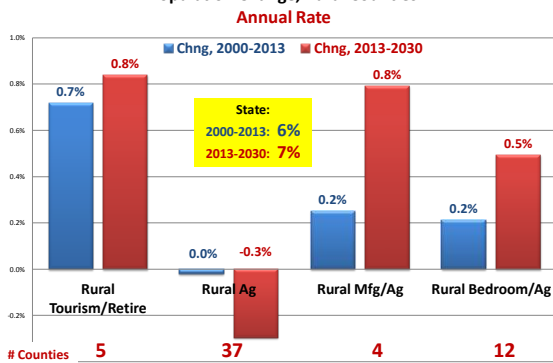
- Rural Counties: 58
  - Ag – 37
  - Tourism/Retirement – 5
  - Mfg/Ag – 4
  - Bedroom/Ag – 12
- Micro Counties – 25
- Metro Counties – 32
  - Newer Metropolitan – 29
  - Older Metropolitan – 3



## Population Change - All Counties



## Population Change, Rural Counties



## MCB Tour Follow-Up

- Project Managers to follow up with each community.
- July 18:** Rural Task Force meeting.
  - Develop sustainable strategies.
  - Involve all MO organizations that affect rural ED.

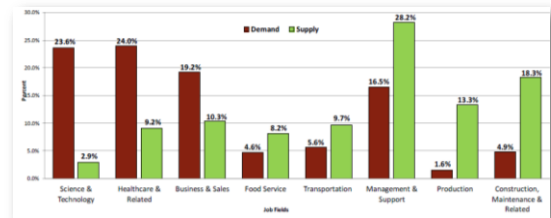






## WORKFORCE TRENDS

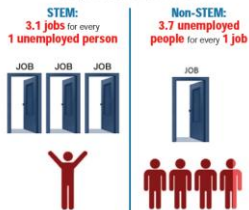
## Missouri Labor Supply and Demand, Mar. 2014



## STEM Jobs

### STEM SKILLS ARE IN DEMAND

In Missouri, STEM skills have stayed in demand even through the economic downturn.



- 60%+ of new jobs will require degrees in STEM.
- Only 20% of the workforce has these skills.

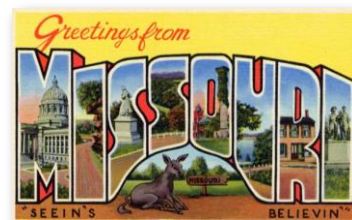
“Live First, Work Second,” consultant Rebecca Ryan notes just how important lifestyle is to next generation workers:

**75%** surveyed said that finding a “cool city” was more important to them than finding a “good job.”



## Recent Project Trends

- Attraction Projects – Key Drivers
  1. Proximity/Market
  2. Talent
  3. Cost
- Existing Business Projects:
  - Technology and regional services growing in predominance.
  - Low-tech mfg still relocating to Mexico.



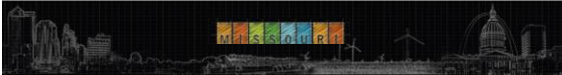
## QUESTIONS

Select top 3 (in order)

### Best way to improve economy of rural Ag counties?

(Rank Order **Top 3** – Most important first)

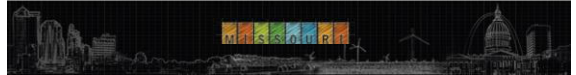
- A. Lower taxes.
- B. Focus attraction efforts (infra, bldg, mktg) on a few key communities that have the best chance.
- C. Improve entrepreneurship efforts.
- D. Improve business retention and expansion efforts.
- E. Improve marketing/attraction efforts.
- F. Improve education/training.
- G. More regional collaboration.
- H. Other



### Rank the reasons for lack of growth in rural Ag counties?

(Rank Order **Top 3** – Most important first)

- A. Lack of preparation or expertise by communities.
- B. Inadequate infrastructure.
- C. Insufficient attention by state & federal ED agencies.
- D. Changing economy – companies are more tech.
- E. Insufficient marketing.
- F. High taxes.
- G. Lack of skilled labor.
- H. Don't know.



## “Feels Like Home” MCB Tour

Please pass the clickers to the aisle.

