THE NEED

#1: Increased Supply of Skilled Welders
   Challenges:
   ▪ Lack of awareness
   ▪ Lack of opportunity

#2: Increased Sourcing of Local Job Applicants, Especially Recent Graduates from the Local High School
   Challenges:
   ▪ Lack of awareness
   ▪ Misconceptions regarding local employers
THE RESPONSE: #1 SUPPLY OF WELDERS

- EDC engages Linn State Technical College to develop a training program
- EDC works with area employers to refine curriculum to meet local needs
- Local employer offers their facility to host the program
- Area supplier offers welding equipment at no cost for 90 days
- EDC contracts with Linn State Technical College to provide faculty
- EDC markets the program to the community
- EDC charges tuition to cover costs and offers financial aid
- Class #1 fills within 1 week of opening for applications
- Class #2 launched immediately following Class #1
- School district purchases equipment to host future classes
### PARTICIPANT SURVEY: 2014 CLASS

<table>
<thead>
<tr>
<th>TOTAL STUDENTS COMPLETING PROGRAM</th>
<th>18</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE WAGE BEFORE TRAINING</td>
<td>$9.65</td>
</tr>
<tr>
<td>(FULL TIME EMPLOYEES)</td>
<td></td>
</tr>
<tr>
<td>AVERAGE WAGE AFTER TRAINING</td>
<td>$14.55</td>
</tr>
<tr>
<td>(FULL TIME EMPLOYEES)</td>
<td></td>
</tr>
<tr>
<td>HOURLY WAGE RANGE</td>
<td>$10.00 - $18.95</td>
</tr>
</tbody>
</table>

“I love the job so much, better than burger flipping. Again, thank you so much for this opportunity it changed my life believe it or not and opened many doors for my future.”

-2014 Welding Program Graduate
THE RESPONSE: #2 MORE ALUMNI APPLICANTS

• EDC works with local school district to host an assembly of all high school juniors and seniors

• Area employers are invited to send representation and 12 respond

• EDC leads panel discussion focusing on the nature of each business, employment opportunities and what they are looking for in applicants

• Students are given a brief quiz on the information that is handed in near the end of the assembly for a chance to win 1 of 4 $50 pre-paid Visa gift cards

• Students have approximately 15 minutes to visit one-on-one with employers
A central United States location, Perry County is one hour south of Saint Louis, Missouri and three hours north of Memphis, Tennessee connected by Interstate 55.
## Perry County – Key Data

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Workforce in Labor Market Area</strong></td>
<td>88,079</td>
</tr>
<tr>
<td><strong>Unemployment Rate (Perry County)</strong></td>
<td>5.7%</td>
</tr>
<tr>
<td><strong>Average County Wage (Perry County)</strong></td>
<td>$15.47</td>
</tr>
<tr>
<td><strong>Median Household Income (Perry County)</strong></td>
<td>$45,553</td>
</tr>
<tr>
<td><strong>Total number of Households (40 mile radius)</strong></td>
<td>130,435</td>
</tr>
<tr>
<td><strong>Population (40 mile radius)</strong></td>
<td>333,411</td>
</tr>
</tbody>
</table>
Major Assets & Employers

• **Aerospace**
  – Saberliner Aviation (Formerly Rockwell)

• **Automotive**
  – TG Missouri (Japanese based)

• **Data Center**
  – Bank of Missouri

• **Food Products**
  – Gilster-Mary Lee

• **General Manufacturing**
  – Atlas EPS, BBL Building & Components, TNT Plastics

• **Wood Products**
  – East Perry Lumber Co (German based), Altenburg Hardwood Lumber Co, Perry Stave Company, Inc., Seguim Moreau, Inc (French based)

• **Construction**
  – Earthworks, Inc, SEMCO Distributing, Robinson Construction, Klaus Construction

• **Education**
  – Southeast Missouri State University, Mineral Area College
Perryville Development Corp.
BR&E Program

- Outreach to Major employers
  - Regular visits
  - Assist with Government programs
    - TIF
    - Chapter 100
  - Appreciation events
- Real Estate Breakfast
  - Location One
- Regular Articles in local paper
Economic Development
Sedalia - Pettis County

Linda M. Christle, Executive Director
Certified Economic Developer
3615 W Broadway, Ste 301
Sedalia MO  65301

E-Mail: Linda.Christle@SedaliaMoED.com
Phone: 660-827-0884
Website: www.SedaliaMoED.com
IGNITE - BUSINESS, RETENTION, EXPANSION
Business Appreciation
Governor’s Ham Breakfast
Missouri State Fair Grounds
Industry Tours
Sedalia Showcase

- Evening Reception
  Missouri State Fair Grounds
Workforce Strategies for Business Retention and Expansion

Jasen Jones, PCED
Workforce Investment Board of Southwest Missouri
Why Include Workforce?

- Investment priorities
- High risk from mismatched skills and labor supply
- Extensive research capability
- WF Dev highly motivated toward layoff aversion and remediation
Workforce Pilots

- Skilled Workforce Initiative with Division of Workforce Development 2006-2009
- Dislocated Worker formula grants earmarked for layoff aversion
- Integrated with existing employer services in one-stop workforce system
- Expanded integration with local and regional EDOs and Chamber
Workforce Pilots

- Piloted in Kansas City, Southwest, and Northwest Regions in Round One
- Opened to additional regions in Round Two and beyond
- Funded full-time Business Retention and Expansion Coordinator at regional WIB level
- Linked additional funds to Missouri Enterprise and other education partners for workforce solutions
- Options to purchase data containers such as Synchronist or Executive Pulse
Results

- Broader base of solutions offered to businesses; inclusive of workforce development
- BRE extended capacity of smaller communities
- Expanded BRE to regional scale with localized research and strategies at community level
- Incubated sustainable efforts at regional scale
Challenges/Lessons Learned

- Some community level economic developers resistant to sharing data and strategies regionally or to new category partners.

- Volatile nature of workforce funding, short-term efforts not sustained or given long enough to prove worth.
SPRINGFIELD AREA CHAMBER OF COMMERCE

RELATIONSHIP-BASED BUSINESS RETENTION AND EXPANSION STRATEGY

Lindsay Haymes, Manager of Business Assistance
Lindsay@SpringfieldChamber.com
PRIORITIZING BUSINESSES

- Largest employers
- At-risk companies
- Largest utility users
- Historically significant companies
THE APPROACH

• Building relationships first and foremost
• Aggregating data second
• Finding evidence-based solutions third
PARTNERS PROVIDE VALUE

- City, County, Regional Communities, utilities partner
- DED, MODOT, other agencies
- Universities, colleges, Career Centers
OUTCOMES

- www.LiveinSpringfieldMO.com
WITHOUT RELATIONSHIPS

• We have no basis for supporting our existing businesses...
• Our programs aren’t developed from the business perspective...
• How can we adequately serve the business community?
Retaining Businesses Through the Enhancement of Safe Business Environments

Presented by Tom Lesnak
Why Business Safety Matters to Economic Development?

<table>
<thead>
<tr>
<th>Quality-Of-life factors</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Colleges and universities in area</td>
<td>82.5</td>
<td>79.8</td>
</tr>
<tr>
<td>2. Low crime rate</td>
<td>78.0</td>
<td>78.4</td>
</tr>
<tr>
<td>3. Ratings of public schools</td>
<td>77.0</td>
<td>73.7</td>
</tr>
<tr>
<td>4. Housing costs</td>
<td>74.3</td>
<td>52.7</td>
</tr>
<tr>
<td>5. Healthcare facilities</td>
<td>70.2</td>
<td>69.3</td>
</tr>
<tr>
<td>6. Housing availability</td>
<td>68.4</td>
<td>57.5</td>
</tr>
<tr>
<td>7. Climate</td>
<td>61.4</td>
<td>51.8</td>
</tr>
<tr>
<td>8. Cultural opportunities</td>
<td>51.7</td>
<td>43.8</td>
</tr>
<tr>
<td>9. Recreational opportunities</td>
<td>49.5</td>
<td>54.3</td>
</tr>
</tbody>
</table>
Connecting Businesses with Social Media

- Utilizing web based platform "Nextdoor" business districts establish their own private social network.
- Share common information and discuss common issues
- 9 Business districts fully launched

INFORCE
Business Protection Network

INDEPENDENCE
Economic Development

@tomlesnak
Educating Businesses on Community Policing

- The Business Crime Prevention Academy is a series of 4 programs on ways to protect your business, your assets and your employees.
- Introduces concept of community oriented policing “COPS”
- Sponsored by the EDC with lunch provided.

@tomlesnak

INDEPENDENCE ECONOMIC DEVELOPMENT
“Watch Out” Security Camera Program

- Wifi camera provided on loan to businesses who have experience past issues with crime.
- Camera provides after hours notification, via app, email or text message.
- Has already identified one theft and one car vandalism
Contact Information

Tom Lesnak
Independence EDC
tlesnak@inedc.biz
816.463-3510
2013 EDC Business Survey Results

Presented by
Gary Sage
Economic Dev. Corp. of KCMO
Sept. 5, 2014—MO Governor’s Conference
Agenda

- Purpose
- Methodology
- Major Findings
- Summary
- Questions
Purpose

- To objectively assess satisfaction with Kansas City as the location of their business
- To measure trends over time
- To have defendable data
Methodology

- Survey Description
  - The survey was 5 pages long
  - Each survey took 10-15 minutes to complete

- Method of Administration
  - Mailed to a sample of 3,000 businesses in the City
  - Could be completed by mail, phone or the internet

- A total of 410 businesses completed the survey

- Confidence level: 95%, Margin of error: +/- 5%

- Business address geocoded to allow GIS Mapping
OVERALL RESULTS
Q2. Which of the following best describes your business/organization's sector?

by percentage of respondents

- Retail Trade 18%
- Wholesale Trade 7%
- Manufacturing 9%
- Communications 1%
- Construction 8%
- Prof./Scientific 13%
- Mgmt. of Companies/Ent 1%
- Admin./Support 0%
- Educational Services 0%
- Healthcare/Social Asst 9%
- Arts/Entertainment 4%
- Accommodation/Food 6%
- Other Services 11%
- Utilities 0%
- Agriculture/Forestry 0%
- Public Administration 1%
- Transport/Warehousing 3%
- Information 0%
- Finance/Insurance 5%
- Real Estate/Rental 5%

Source: ETC Institute (EDC, 2013)

No significant change from 2012
Q3. Length of Time That Business/Organization Has Been Located in Kansas City, Missouri

by percentage of respondents (excluding "not provided")

- 21 or more years: 59%
- 11 - 20 years: 20%
- 6 - 10 years: 12%
- 3 - 5 years: 6%
- 1 - 2 years: 2%
- Less than 1 year: 1%

Source: ETC Institute (EDC, 2013)
Not asked in 2012
Assistance Needed and Assistance Sought
Q10. Please indicate if you are interested in assistance in any of the following areas:

by percentage of respondents (multiple selections could be made)

- Financial assistance: 11%
- Workforce development assistance: 8%
- Government relations/regulatory assistance: 7%
- Business planning/development assistance: 6%
- Other: 3%

Source: ETC Institute (EDC, 2013)
Q12. Please rate several issues about the workforce in Kansas City

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding “don’t know”)

- Worker productivity in this facility: 26% Excellent, 50% Good, 21% Average
- Kansas City as a place to work: 27% Excellent, 41% Good, 27% Average
- Stability of the workforce: 17% Excellent, 40% Good, 30% Average
- Availability of workers: 20% Excellent, 37% Good, 35% Average
- Quality of the workforce: 15% Excellent, 36% Good, 39% Average
- The education/technical skills of hiring candidate: 13% Excellent, 33% Good, 41% Average

Source: ETC Institute (EDC, 2013)
Gap Analysis
This is a comparison of the ORDER of The Importance of Various Reasons for Choosing a Business Location to the ORDER of Needs Being Met and categories shown have a negative GAP ranking.

By Percentage of All Respondents

[Bar chart showing the order of importance]

Sources: ETC Institute (2013 Survey)
Expectations of Change
Q18. In the next three years, is your organization planning to do any of the following?

by percentage of respondents (multiple selections could be made)

- Increasing employment: 33%
- No plans at present: 31%
- Expanding/renovating facility in current location: 21%
- Relocate to another location in KCMO: 12%
- Relocate outside of KCMO: 9%
- Decreasing employment: 4%
- Closing: 2%

Source: ETC Institute (EDC, 2013)
Q19. If your organization is considering a relocation, what is the most important improvement/assistance needed to retain your business in the City of Kansas City, Missouri?

by percentage of respondents (excluding "not applicable")

- Financial/incentive assistance: 12%
- Infrastructure improvements: 6%
- Safety improvements: 4%
- Workforce development/attraction assistance: 2%
- Blight/brownfield remediation: 2%
- Land assemblage assistance: 1%
- Technical assistance: 0%
- Other: 5%

Source: ETC Institute (EDC, 2013)
Q18. If your organization is considering a relocation, what is the most important improvement/assistance needed to retain your business in the City of Kansas City, Missouri?

By percentage of respondents (without “not applicable”)

- Financial/incentive assistance: 10%
- Safety improvements: 6%
- Infrastructure improvements: 4%
- Workforce development/attraction assistance: 3%
- Blight/brownfield remediation: 2%
- Land assemblage assistance: 1%
- Technical assistance: 1%
- Other: 5%

Source: ETC Institute (2012)
Q20. Are you aware of any local business assistance programs? (KCBizcare, EDC, KCSourceLink, Justine Petersen, etc.)

by percentage of respondents (excluding “not provided”)

Yes 21%
No 79%

Source: ETC Institute (EDC, 2013)
Q21. Have you used any local business assistance programs?

by percentage of respondents (excluding "not provided")

Was the program helpful?

Yes 83%
No 17%

Source: ETC Institute (EDC, 2013)
Q26. How would you rate Kansas City, Missouri overall as a place to do business?

by percentage of respondents (excluding "don't know")

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Below Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>17%</td>
<td>46%</td>
<td>27%</td>
<td>7%</td>
</tr>
<tr>
<td>2013</td>
<td>15%</td>
<td>44%</td>
<td>31%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (EDC, 2013)
Q28. Is your personal residence located in Kansas City, Missouri?

by percentage of respondents (excluding "don't know")

Yes 28%
No 72%

Source: ETC Institute (EDC, 2013)
Summary of Major Findings

Overall, positive change is shown in the ratings of Kansas City businesses from 2011...

Ratings of Kansas City as a place to do business were 3 to 1 (positive to negative) in 2011. In 2012, ratings were 6 to 1 (positive to negative) and in 2013 a slightly higher ratio of 6.3 to 1.

...but opportunities for improvement remain.

Greatest Gaps in the Order of Importance vs. Needs Being Met:

1\textsuperscript{st}) Attitude of Local Government to business: GAP is -23
2\textsuperscript{nd}) Value received from local taxation: GAP is -22
3\textsuperscript{rd}) Safety and security: GAP is -21
4\textsuperscript{th}) Overall customer service for local government: GAP is -17
Rebecca Zoll

BRE Response: Ferguson
North County Inc.