“Feels Like Home” MCB Tour
March, 2014

RECENT ACCOLADES

Site Selection Magazine
• 125 businesses expanded or opened new facilities
  • 57 more than last year

2014 CiCi Awards
• 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
Tour Summary

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

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Bootheel Population, 1940-2030

- Dunklin Co.
- Pemiscot Co.
- New Madrid

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.

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Tour Partners

Tour Communities

March 14, Windsor
March 27, Albany
March 18, Steelville
March 28, Grant City
March 21, Clinton
April 4, Jamestown
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.
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.
**Area Types in Missouri**

- **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**

- State:
  - 2000-2013: 6%
  - 2013-2030: 7%

**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, Rural Counties

<table>
<thead>
<tr>
<th></th>
<th>Annual Rate</th>
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</thead>
<tbody>
<tr>
<td>Rural Tourism/Retire</td>
<td>0.8%</td>
</tr>
<tr>
<td>Rural Ag</td>
<td>0.0%</td>
</tr>
<tr>
<td>Rural Mfg/Ag</td>
<td>0.2%</td>
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State: 2000-2013: 6% 2013-2030: 7%

Population Change - All Counties

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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**

**STEM Jobs**

- 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.