Talent Retention & Attraction

MEDC ANNUAL MEETING

JUNE 20, 2012
The Jefferson City Transformation

an

ECONOMIC DEVELOPMENT STRATEGIC PLAN

for the

JEFFERSON CITY AREA CHAMBER OF COMMERCE

November 2010
Goal 1: Enhance Jefferson City’s quality of place.

Goal 2: Develop, retain, and attract talent.

Goal 3: Stimulate business growth through innovation and attraction.

Goal 4: Build organizational infrastructure.
Goal 2 - Talent

- **hYPe (YP)**
  - hELPING Young People eVOLVE

- **College Internship Initiative**
  - A formal internship program between the major higher education institutions and the local business community.

- **High School Talent Retention Program**
  - A plan for identifying, locating and repatriating area High School Graduates.
Goal 3 – PLACE

- **Festival Districts**
  - Designated Areas of “Old Town” with Special Open Container Permits for Events

- **Central East End Entertainment District**
  - Designated area in the Central East End of “Old Town” for the development of entertainment venues.
Goal 3 – PLACE (con’t)

- **Loft Housing**
  - A plan to encourage thru zoning and incentives more use of upper floors of buildings in the “Old Town” area for Residential Use.

- **Single Family Housing in Core**
  - A Plan to develop “overlay” zoning and regulation districts and incentives to encourage more single family residential growth in the “Old Town” Area.
hYPe

helping young professionals evolve
**hYPe** helping young professionals evolve

- **400 + MEMBERS IN 3 YEARS**
  - Ages 21 to 40
  - No fee for Chamber member employees; $60 non members

- **MONTHLY LUNCH MEETINGS**
  - 50 plus attendees
  - Speakers from business community

- **SOCIAL & RECREATION EVENTS**
  - Monthly happy hour
  - Volleyball, Bocce Ball and other sports teams

- **SERVICE PROJECTS**
  - Support a variety of community service agencies
College Internship Initiative
College Internship Initiative

- CONNECT INTERNS & EMPLOYERS
  - futures@jeffcitySTART.com

- WELCOME INTERNS TO JEFFERSON CITY
  - 50+ at orientations for government, legal, business interns
  - Bus tours of Jefferson City

- LUNCH & LEARN PROGRAM
  - Speakers from business community, HR directors

- SOCIAL ACTIVITIES
  - Thursday Night Live downtown festival, Prison Tours, bowling
Number of participants = 67

Interns come from a number of different colleges and universities including: Truman State University, University of Missouri, Missouri Southern State University, Missouri State University, Northwest Missouri State University, Westminster College, Stephens College, and Columbia College.

Only 4 are Jefferson City natives

Twenty of the interns are graduating from college this May, while approximately twenty more will graduate in May 2013.
Festival Districts

- Designated Area (Boundary)
- “Open Container”
- Special Cup and Wristband
- Designated Duration
- Only Existing Establishments with Liquor Licenses Permitted
- Sunset Provision
Festival Districts

- Downtown
- Southside
- Central East End
Entertainment District

CENTRAL EAST END
Entertainment District

- Branding/District Creation
- Streetscape improvements
- Parking
  - Promotion of shared parking arrangements for existing lots.
  - The acquisition and development of small “pocket parking lots” as opportunities arise.
- “Overlay Zoning”
  - Parking Requirement Modification
  - Noise Ordinance Changes
  - Outdoor Venue Zoning
Loft Housing

- Hidden Spaces, Secret Places Tour
- Over 500 participants
Loft Housing

105 East High Street
Loft Housing

100 Block of Dunklin St.
Single Family Housing in Core
Single Family Housing in Core

Residential Tax Reimbursement
The Residential Tax Reimbursement Program is part of a larger city strategy to encourage prospective homeowners to purchase and live in older homes in the city, particularly Old Town.

Down Payment Incentive Program
This program assists with the down payment for first time homeowners purchasing a residence in Old Town. It is designed to encourage owner occupied homes in Old Town.

Single Family Loan Program
This loan program offers less stringent eligibility requirements, lower fees (no mortgage insurance), lower down payment and favorable rates to help people.

Adaptive Reuse Program
The Adaptive Reuse Program is intended to encourage the transformation of buildings that have out lived their original purpose while still maintaining their unique historical image.
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