



## TANEY COUNTY PARTNERSHIP

City of Branson Quarterly Update, February 13, 2018

Mayor and members of the Board of Alderman: Below is a topical review of the Partnership's activities from my last update to you through December 2017. Please contact me with any questions or concerns and if you would like more information as a group or individually.

**Partners:** New partners in 2017 included Rural Missouri Inc. (RMI) and Meadows Industrial Park (MIP) located in Kirbyville. We lost Bear State Bank as they will be acquired by Arvest Bank, an existing Partner. CPWG Engineering is the first new Partner in 2018. This brings the number of Business Sector Partners to 29 with an annual investment total of \$142,000.

**Projects:** We are currently tracking and assisting 17 active projects 7 inactive projects (no activity within last 90 days). Out of those 24, 15 are within the city limits of Branson. The industry breakdowns are as follows:

Manufacturing/Wholesale	5
Financial/Business Services	1
Medical Services/Healthcare	2
Supply Chain Management	0
IT/Innovation	1
Tourism/Retail/Lodging	14
Agriculture/Forestry	1
Housing	1

**Marketing Strategy and Development:** (No change from 3<sup>rd</sup> quarter) The Targeted Industries for Taney County identified by the University of Northern Iowa's Institute for Decision Making in 2012 were confirmed again by them in late 2016. We still have some print media presence in select trade publications in 2017 but have chosen to utilize more digital platforms to push our "quality of place" message as that also helps us with workforce development efforts. With our limited inventory of shovel ready sites and industrial space, our ability to compete for projects continues to be challenged even before you factor in labor supply issues and specific infrastructure needs like rail service, natural gas and excess capacity in water and sewer. Infrastructure improvements and expansions will assist in raising our competitive profile and help in attracting more diverse and year-round job opportunities.

**CWRC:** The Certified Work Ready Communities Steering Committee continues to be a part of the Workforce Development Collaborative. The CWRC application has been submitted to the state. Updated NCRCs and goals can be seen below, and more information accessed at <http://www.workreadycommunities.org/MO/213>.

<b>Workforce</b>	<b>Goals</b>	<b>Actual NCRC</b>
Emerging ( <i>students, recent graduates</i> )	<b>160</b>	<b>223</b>
Current ( <i>those employed</i> )	<b>51</b>	<b>89</b>
Transitioning ( <i>unemployed</i> )	<b>345</b>	<b>242</b>
Total Goals	<b>556</b>	
Total NCRC		<b>554</b>

  

	<b>Goals</b>	<b>Actual</b>
Employers Supporting <sup>i</sup>	<b>97</b>	<b>114</b> <sup>i</sup>

**Website:** The quarterly economic overviews are available through our subscription with Chmura Economics and their JobsEQ platform. We are able to run reports and analytics on economic development, education and workforce that we are happy to share with partners, prospects and community stakeholders. Those reports and some of the information can be found at [OnPointMO.com](http://OnPointMO.com) and [TaneyCountyPartnership.com](http://TaneyCountyPartnership.com).

**Site Selectors/Consultants:** We went on three consultant missions in 2017 with the Missouri Partnership meeting with agencies and consultants in Los Angeles, Phoenix, Chicago, Cleveland and Pittsburgh to expand their awareness and knowledge of our market. I also had the opportunity to do a brief presentation on Taney County to foreign trade commissioners and consul generals of 14 different countries at an Foreign Direct Investment luncheon in Chicago. We had 73 consultant contacts and hosted 9 site visits in 2017.

**Workforce Development:** We launched a new talent attraction program to recruit seasonal labor from Puerto Rico, grow our appeal and participation with J-1 students and identify additional pipelines to answer the needs expressed by our employers. Puerto Rico recruitment efforts netted 200 seasonal employees to the market in 2017. We partnered with Cultural Exchange Network (CENET) to onboard additional staff and increased J1 student by roughly 50% over 2016 going from 500 to 750 students in 2017. These increases subsequently raised awareness of adequate housing availability. We are just starting to see some housing project interest and we will be facilitating additional efforts to address this issue.

Thank you for your continued support and participation with the TCP!

Jonas Arjes, CEcD, EDFP  
Executive Director, Taney County Partnership