



# SBDC — 2015 — Annual Report



# Making Connections

Reflecting back on 2015, the SBDC's efforts were really all about making connections. Each year, our Action Plan focuses on creating jobs and business investment, growing our workforce, and promoting economic growth in the 10-county Springfield region. We've made significant progress in these areas by connecting with existing businesses looking to expand, growing businesses coming into our region, employers seeking talent, and entrepreneurs looking to startup. This year:

- We connected face-to-face with local executives and site selection consultants to ensure businesses have the resources and assistance they need to locate and grow in the Springfield region.
- We connected employers with recruitment resources through new materials and videos as part of our Talent Attraction Initiative.
- We connected area high school students with career exploration opportunities through the newly launched GO CAPS program.
- We connected teachers with externship opportunities at area businesses to aid in their professional development.
- We connected entrepreneurs with the support and access to funding they need to grow their businesses, as a partner in ongoing community efforts.

We even played a critical role in making a direct connection from Springfield to Charlotte, NC, through new service from the Springfield-Branson National Airport. We recognize that the airport's value isn't just in planes and runways, but in the economic opportunities it connects us to each day. Representing the business community, the SBDC financially supported the airport's efforts to secure American Airlines service to their Charlotte hub because it demonstrates our community's progress toward becoming an even better place to do business.

All of these connections are the result of collaboration, bringing together staff expertise with financial support from SBDC investors, guidance from the SBDC board of directors, and a strong partnership among economic development partners at the City of Springfield, Greene County, City Utilities and communities across our ten-county region. Collectively, and with your ongoing investment, we'll continue making the connections that lead to a bright future for region.

Tom Rankin  
SVN/Rankin Company  
2015 SBDC Board President

Ryan Mooney  
Senior Vice President, Economic Development  
Springfield Area Chamber of Commerce

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## Creating Jobs & Business Investment

The key to creating jobs and business investment is three-pronged: assisting existing business to foster expansion, attracting new business to the region, and encouraging startup growth. While managing an average 20 active projects month-to-month, economic development staff continued their outreach in all three areas through business visits, consultant contacts, and entrepreneurial support.

In 2015, the SBDC successfully won ten projects for the Springfield region. While trending lower in capital investment than last year, these projects represent more than double the number of new jobs, triple the amount of new payroll, and nearly double the amount of square footage compared to announced projects in 2014.

## Assisting Existing Business

We connected face-to-face with 161 business executives in the Springfield region in 2015, helping existing businesses identify and remove barriers to growth. Seven of our ten announced projects involved existing businesses choosing to remain in the Springfield region after careful consideration, and often after competing with other communities vying for the same job creation and business investment.

### Fostering investment in high-tech facilities

Staff and economic development partners worked closely with Intrinsic Specialty Solutions when the medical software company decided to expand its local footprint in July by investing in new space and becoming the commercial tenant in the newly reopened Heer's Building. Working with Heer's developers and Intrinsic executives, Partnership staff successfully attracted the commitment to expand in Springfield from Intrinsic's Fortune 500 parent company AmerisourceBergen. As a result, the project is bringing high-tech, high-wage jobs to an already growing IT sector in the downtown Springfield area.

In a move that will help high-tech facilities like this grow, telecommunications company Bluebird Network announced its data center expansion in August. This expansion marked the culmination of several efforts, from initial input on the potential of the former SpringNet Underground facility, its acquisition by Bluebird from City Utilities, and advocacy efforts by the Chamber and its partners to support legislation that incentivizes such investment in high-tech facilities. By doubling the center's available data storage space in Springfield Underground, Bluebird will create new jobs, new construction, and help new businesses across the region access secure data storage.

### Supporting continued growth in manufacturing

Chamber staff, along with our partners, worked with Digital Monitoring Products to help the security and alarm manufacturer access city and state incentives as part of their expansion plan to create 65 new jobs and invest \$7M in their Partnership Industrial Center facility. Celebrating its 40th anniversary in August, DMP chose to grow in Springfield because of the availability of workforce to fulfill new high-quality jobs in manufacturing, engineering, and development. The DMP project reflects an industry trend, with Bureau of Labor Statistics data reporting that the Springfield MSA manufacturing sector has added roughly 1,000 jobs in the last two years, and grown 23% since the recession. In fact, a NewGeography.com study published in August ranked Springfield 6th among mid-size cities for manufacturing jobs. Using ten years' worth of data to evaluate the revival of U.S. manufacturing, Springfield was among those leading the way for manufacturing employment growth and momentum.

### Announced Projects:

- Bluebird Underground
- Community Wholesale Tire
- Digital Monitoring Products
- Expedia
- FedEx Ground
- FLS Connect
- Intrinsic Specialty Solutions
- L&W Industries
- Merrill Iron & Steel
- Spreading Ink

2015  
Activity  
Tracker

10

Announced  
Projects

516

New Jobs

\$22.7M

New Payroll

\$59.2M

New Capital  
Investment

494,000

Square Footage  
Absorbed or Built

161

Existing Business Visits

147

Consultant  
Visits

37

Qualified Leads

4

Site Visits

## Attracting New Business

We connected with 147 site selection consultants in 2015 to discuss the advantages of doing business in the Springfield region, leading to 37 qualified leads and four site visits. Throughout the year, we worked with Missouri Partnership, the statewide marketing and business attraction organization, to build relationships with the key decision-makers who help us attract new jobs and investment into our region. Chamber staff also participated in a mock assessment coordinated by the Missouri Partnership to help prepare regional communities for attracting new business. Since 2011, communities within the 10-county Springfield Regional Economic Partnership have financially supported regional economic development efforts, while maintaining their own local efforts. In December, we debuted a revised Regional Menu of Services which more closely aligns regional needs with the resources and expertise available through our current staff and programs. This new menu will facilitate better communication of economic development opportunities among Chamber staff, regional partners, and regional constituents.

### Leveraging available buildings

Over the last two years, the Chamber and SBDC have been highlighting the need for additional speculative building space in the Springfield region. For our community to effectively attract new business or a competitive expansion, we must have real estate options and they must be turn-key. Discussions with public sector partners and private sector developers have helped reinforce awareness of this need, with some new development coming online in 2015. For their new Springfield location, Community Wholesale Tire purchased one such building after it had been on the market for only eight weeks. Based in Hazelwood, MO, the tire distributor announced plans in July to create 20 new jobs and invest \$4.3M. The company purchased a 64,000 sq. ft. facility in the North Creek Business Park from Rankin Development specifically because it was a ready-made building in a location with the right transportation infrastructure.

By focusing on the need for additional space, Chamber staff played a role in encouraging the development of two more speculative industrial buildings that began construction in 2015, with a third being planned.

FLS Connect also chose the Springfield region because they were able to find a move-in ready building with the availability of a qualified workforce. The political communication and fundraising company opened their fourth U.S. location in Springfield, creating 200 new jobs and leasing a recently vacated facility ready for immediate occupation. Attracting projects like these demonstrates the strength of our workforce as an economic development asset, and reinforces the need for additional available buildings and sites as we market the region for growth.



## Encouraging Startup Growth

In May, Springfield was named the 3rd best city in the nation to start a business by personal finance site WalletHub. In the same study, Springfield was named as the top city for accessing startup resources, a result of ongoing, collective efforts to support entrepreneurs. The success of The eFactory at Missouri State University and programs like 1 Million Cups, the SPIN66 innovation conference, and Startup Weekend have contributed to a thriving entrepreneurial ecosystem. We remain committed partners with MSU and The eFactory, promoting awareness of events and resources that encourage startup growth and development. Together with the City of Springfield, The eFactory and Originate, the Chamber hosted the second annual Go BIG Pitch competition in October to highlight startups with original, scalable products or services and reward one with \$5,000 and other prizes to propel the business forward. To more broadly address the need for early-stage funding for startups, the launch of a Seed Capital Access Initiative was announced in April. With contributions from Missouri State University Foundation, Rural Missouri, Inc., and the SBDC, The eFactory is establishing a seed capital fund and accompanying accelerator program that allows us to select startups with growth potential through a competitive process and foster their growth here in our community.

# Growing Our Workforce

Across the nation, one of the biggest economic development challenges facing communities is providing the quantity and quality of workforce employers need. The Springfield region is focused more than ever on providing solutions to this challenge, with efforts aimed at developing our own talent, attracting new talent, and retaining talent already here.



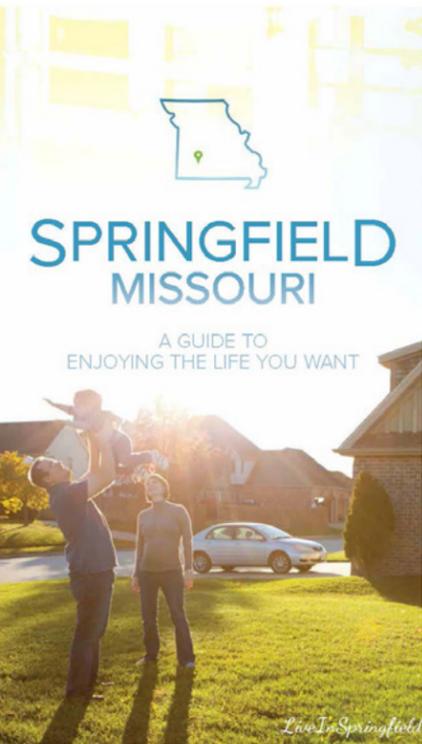
## Developing Existing Talent

### Launching GO CAPS for career exploration

In August, we launched the Greater Ozarks Centers for Advanced Professional Studies (GO CAPS) to connect business with education and develop the emerging workforce in our region. Managed by the Chamber and in partnership with Springfield Public Schools and 10 area school districts, GO CAPS is a career exploration program that immerses high school juniors and seniors in business environments with hands-on learning and real-life projects. The program kicked off with 105 students enrolled in one of three strands located on-site with industry partners: Medicine & Health Care at Cox North, Engineering & Manufacturing at Springfield Remanufacturing Corp., and Entrepreneurship at The eFactory. During its first semester, GO CAPS has made connections between business partners interested in addressing future workforce needs with students who are eager to learn new skills and discover a variety of career opportunities. Along with growing enrollment and developing a new strand in Technology Solutions, GO CAPS will also expand its Teacher Externship program in the upcoming year. During its pilot session in summer 2015, the teacher externship program connected 31 area teachers with 23 businesses to experience first-hand the skills their students will need as they enter the workforce. In the future, we aim to dramatically increase the number of teachers who can access this unique professional development program and integrate their business and industry insights into their classroom curriculum.

### Manufacturing collaboration leads to solutions

Formed in 2014 from our business assistance efforts, the Stainless Steel Manufacturing Industry Council has connected manufacturing leaders with education and workforce partners to highlight the industry's impact and discuss mutual needs. In 2015, this collaboration led to the development of much needed specialized training in the form of new stainless fabrication and finishing courses at Ozarks Technical Community College. The Council also worked with the Workforce Development Board and the City of Springfield to develop a recruitment campaign for area high school students, combating sometimes outdated and negative perceptions of their industry. Debuting at our 2015 Manufacturing Outlook event, the campaign's new video and supporting materials encourage students to consider the training and job opportunities available in the Springfield region's legacy stainless steel industry.



## Attracting New Talent

The SBDC launched the Talent Attraction Initiative in early 2014 to help employers recruit the best possible job candidates to the Springfield region. With more than 123,000 page views of LiveinSpringfieldMO.com, more than 19,000 views of our “Why Springfield” anthem video, and 6,000 brochures distributed to local employers, this initiative is positioning our region as a place where you can Enjoy the Life You Want. In fact, the Talent Attraction Initiative has been recognized with two Excellence in Economic Development Awards from the International Economic Development Council (IEDC). Competing with nearly 500 applications from similarly-sized communities, we received a Gold Award for our video series, and a Bronze Award for our website at IEDC’s annual conference in October. Receiving these awards demonstrates that our initiative is among the world’s best economic development programs of its type, creating positive change for our community. In 2015, we released a companion magazine-style Relocation Guide with practical resources for those moving to the area, as well as two new industry-specific videos. In February, we debuted “Springfield, Missouri: A Digital Community” and in December “Springfield, Missouri: A Community Designed for Engineering Careers” to highlight the career opportunities in Springfield’s high demand fields of information technology and engineering.



## Retaining Young Professional Talent

Celebrating its 8th anniversary in 2015, The Network for Springfield’s Young Professionals connects people aged 21-39 in the Springfield area with the Chamber and larger business community. The Network maintained a 79% membership retention rate and gained 142 new members throughout the year, increasing its membership to nearly 500. In addition to offering 28 different programs, from educational sessions on economic development and legislative advocacy to professional development and networking opportunities, The Network also helped members become more deeply involved in the community by connecting them with opportunities to serve as a young professional voice on non-profit boards and civic taskforces and commissions. The new Campus Liaison Program was expanded to include student representatives from Drury University, Evangel University, Missouri State University, and Ozarks Technical Community College to play an active role in helping The Network connect with college students. These efforts helped The Network gain exposure in university communications, campus activities, classroom speaking engagements, and student-focused events to discuss opportunities in the Springfield area beyond graduation.

## 2015 Investors

The Chamber’s economic development team delivered consistent return on investment in our strategic areas of focus in 2015. We communicated regularly with investors through the *SBDC Investor Brief*, *Springfield Regional Data*, and *Project Announcement* emails, and hosted more than 800 attendees at our topical investor meetings and Outlook events. Our goal is to engage investors in helping us strengthen the Springfield regional economy. We greatly appreciate the support of our investors who make our economic development efforts possible.

### Legacy

*\$50,000 and above annually*  
 City of Springfield  
 City Utilities of Springfield  
 CoxHealth  
 Mercy

### Summit

*\$20,000 and above annually*  
 Bass Pro Shops  
 BKD, LLP  
 Great Southern Bank

### Cornerstone

*\$15,000 and above annually*  
 BancorpSouth  
 Husch Blackwell, LLP

### Anchor

*\$10,000 and above annually*  
 Central Bank of the Ozarks  
 Ferrell-Duncan Clinic, Inc.  
 Gilmore & Bell  
 John Deere Reman  
 JP Morgan Chase  
 Kraft Foods, Inc.  
 Lathrop & Gage, LLP  
 Metropolitan National Bank/Bear State Bank  
 Missouri State University  
 Ozarks Technical Community College  
 Springfield-Branson National Airport  
 Springfield Remanufacturing Corp. (SRC)

### Sustaining

*\$5,000 and above annually*  
 American Dehydrated Foods, Inc.  
 Arvest Bank  
 BNSF Railway Company  
 Commerce Bank  
 Community Foundation of the Ozarks  
 Digital Monitoring Products, Inc.  
 Esterly, Schneider & Associates, AIA  
 Guaranty Bank

Jared Enterprises, Inc.  
 J.E. Dunn Construction Co.  
 Med-Pay, Inc.  
 Olsson Associates  
 O’Reilly Auto Parts  
 Paul Mueller Company  
 Regions Bank  
 SVN/Rankin Company  
 Tillman Redevelopment, LLC  
 T-Mobile USA, Inc.  
 UMB Bank  
 U.S. Bank  
 Warren Davis Properties

### Investors

*\$2,500 and above annually*  
 American Products, LLC  
 Associated Electric Cooperative, Inc.  
 Barker Phillips Jackson, Inc.  
 Branco Enterprises, Inc.  
 Bryan Properties  
 Butler, Rosenbury & Partners, Inc  
 Carnahan, Evans, Cantwell & Brown, PC  
 CSI  
 Connelly Plumbing Co., Inc.  
 Crawford, Murphy & Tilly, Inc.  
 Dake Wells Architecture  
 Don Wessel Honda, Inc.  
 Drury Properties  
 Drury University  
 Emery Sapp & Sons, Inc.  
 Empire District  
 Environmental Works, Inc.  
 Evangel University  
 Evans & Dixon, LLC  
 Jim Hutcheson Realtors  
 JMARK Business Solutions, Inc.  
 Joe Costello Company  
 KPM CPAs  
 KY3, Inc.  
 Larry Snyder & Co.  
 Mattax-Neu-Prater Eye Center  
 Meeks Building Centers

Mid-Missouri Bank  
 Morelock-Ross Builders  
 Murney Associates, REALTORS  
 nFORM Architecture  
 O’Bannon Bank  
 Ollis/Akers/Arney Insurance  
 & Business Advisors  
 Ozarks Coca-Cola/Dr Pepper Bottling Co.  
 Ozarks Local KOZL  
 Paragon Architecture, Inc.  
 Q & Company, LLC  
 R.B. Murray Co.  
 Rich Kramer Construction, Inc.  
 Roberts, McKenzie, Mangan & Cummings  
 RMI  
 Simmons First National Bank  
 SMC Packaging Group  
 Spencer Fane Britt & Browne, LLP  
 Springfield Business Journal  
 Springfield First Community Bank  
 Springfield News-Leader  
 The Bank of Missouri  
 University of Missouri -  
 Office of Economic Development  
 Wendy’s of Missouri, Inc./Hamra Enterprises

### 2015 Regional Partners

*\$5,000 annually*  
 Bolivar  
 Branson  
 Hollister  
 Marshfield  
 Mt. Vernon  
 Nixa  
 Springfield

*\$2,500 annually*  
 Greene County  
 Ozark  
 Republic  
 Rogersville  
 Taney County

# SBDC Board of Directors



President  
Tom Rankin  
SVN/Rankin Company



Vice President  
Joe Reynolds, CSI



Treasurer  
Mark McFatridge,  
Metropolitan National Bank/  
Bear State Bank

Ann Marie Baker  
UMB Bank

Greg Burris  
City of Springfield

Bob Cirtin  
Greene County

Rob Fulp  
Springfield First  
Community Bank

Jay Guffey  
Mercy

Ron Hawley  
Regions Bank

Tom Hilmes  
CNH Industrial Reman

Joe Johnson  
Lathrop & Gage, LLP

Scott Miller  
City Utilities of Springfield

Matt Morrow  
Springfield Area  
Chamber of Commerce

Tony Polodna  
JP Morgan Chase

Kenny Ross  
Morelock-Ross Builders

Jeff Schrag  
The Daily Events/  
Mother's Brewing Co.

Jay Titus  
BancorpSouth

Julie Turner-Brown  
Carnahan, Evans, Cantwell  
& Brown, PC

# 2016 Action Plan

With the support of SBDC investors and under the guidance of the board, we have developed this Action Plan to highlight new initiatives we'll be focused on in 2016. Existing programs and tasks essential to our economic development work are not detailed here, but will, of course, continue to move forward.

## Creating Jobs & Business Investment

### Assist

- Continue to refine the Existing Business Support program and perform an appropriate number of business visits during the year, working with local partners.
- Assist regional partners in implementation of the Business Retention/Expansion element of the Regional Menu of Services.

### Attract

- Continue the marketing efforts directed at site selection consultants through consistent use of the new SREP brand.
- Assist regional partners through the Regional Menu of Services, specifically the Branding, Retail, and Project elements.
- Continue the effort with public sector partners and private sector developers to pursue the development of speculative buildings and development-ready sites in the market.

### Startup

- In close partnership with Missouri State University, continue the development and execution of the Seed Capital Access Initiative.
- Working with public and private sector partners, ensure the development of additional real estate options for startups, IT operations, and creative companies.

## Growing Our Workforce

### Develop

- Work to expand the GO CAPS program focusing on the development and expansion of new strands.
- Ensure businesses are able to connect with students more easily by utilizing the Experience Now tool.
- Expand the GO CAPS Teacher Externship program.
- Explore the potential of bringing Launch Code to Springfield to better develop IT talent.

### Attract

- Focus on developing a community orientation program to help employers positively influence recent relocations or job candidates.
- Execute social media campaign to drive more grassroots attention to the Talent Attraction Initiative.
- Assist regional partners and companies in implementation of the Talent Attraction Initiative element of the Regional Menu of Services.

### Retain

- Continue to grow The Network's Campus Liaison efforts and mentorship opportunities.
- Better connect with universities and colleges to explore options to use the Talent Attraction Initiative for alumni considering relocation.

## Chamber Economic Development Staff

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Ryan Mooney, CEcD  
Senior Vice President, Economic Development

Lindsay Haymes  
Manager of Business Assistance

Justin Coyan  
Manager of Business Development

Jen Johnson  
Economic Development Coordinator

Rachael Snow  
Economic Development Marketing Coordinator

Danny Perches  
Business Assistance Coordinator

Paige Oxendine  
The Network Coordinator

Karen Kunkel  
Administrative Assistant

Sabrina Drackert  
Economic Development Contract Researcher

## Springfield Business Development Corporation

the economic development arm of the  
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Springfield, MO 65806