

Springfield Business & Development Corporation

Mission Statement

The Springfield Business & Development Corporation is the economic development subsidiary of the Springfield Area Chamber of Commerce and its mission is to provide a continued revenue source for the Chamber's economic development program, assisting business and industry, and attracting new business and industry to the Springfield area.

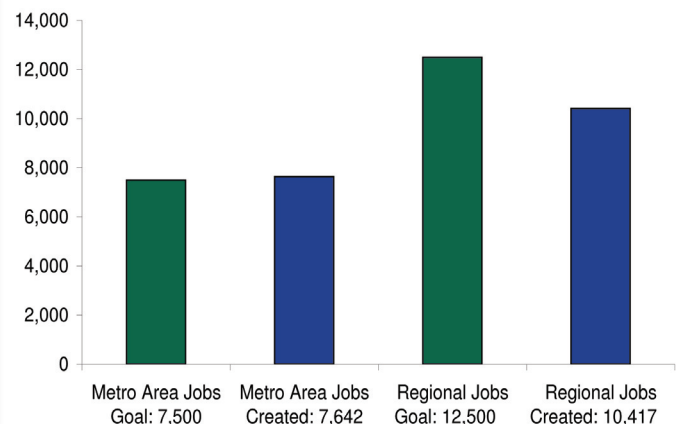
What is Partnership for Prosperity II?

For almost twenty-five years, the Springfield Business and Development Corporation (SBDC) has been involved in economic development activities and the surrounding area has seen tremendous growth. If we expect this growth to continue, we need to devote additional effort and resources towards setting a new course to make sure our area's economy remains strong. Meaningful opportunities for quality growth will undoubtedly present themselves in the coming years. In order to compete and win, Springfield must continue to position itself to take full advantage of future economic development opportunities.

What we Need to do!

- Build on momentum and success of our regional economic development program
- Enhance region's workforce development programming and develop strategies to address the needs of current employers
- Harness strengths and resources of our community's university and healthcare systems
- Continue to aggressively assist in the business retention, expansion and attraction of new businesses
- Expand the marketing of the Springfield area
- Continue investor relations programming and expand involvement of more businesses in the efforts

Partnership for Prosperity Accomplishments (2003-2007)



Capital Investment: \$156,450,000
(thru 2006)

Partnership for Prosperity II Enhanced Program Goals

Enhanced Regional Economic Development Partnerships

- Spearhead/lead the implementation of a proactive regionally focused economic development program of work engaging partners/stakeholders across the region.
- Work with public/private entities to impact the entire area's economic vitality and support the ongoing collaboration and problem solving among the numerous local and regionally focused organizational partners.
- Serve as a key central resource and frequent "first stop shop" for information, data and referrals in support of prospects and regional partners throughout the region.
- Dedicate Economic Development staff person to the Ozark Regional Partnership.
- Conduct Bi-Annual "State of the Region" Update Meetings
- Implement new innovative economic development initiatives to ensure the continued success of the region. These include:
 - o An enhanced web presence and new online tools/capabilities for prospects and area stakeholders.
 - o Additional trade missions with stakeholders to promote the region and business opportunities.
 - o Conduct Regional membership meetings to engage members in regional development.
 - o Maintain community profile database including: Demographics, available housing, buildings and sites, education and workforce data.

Partnership for Prosperity II Enhanced Program Goals

Recruitment and Retention

- Collaborate with Federal, State, Local governments and education partners to ensure that the Springfield region is positioned to take advantage of growth opportunities.
- Attract Corporate Headquarter and Corporate Regional Headquarter operations that would provide management-level jobs to college graduates in the Springfield area
- Develop innovative programs to connect entrepreneurs, assets, education, research and private innovation to improve the quality of life and attract new opportunities in Springfield.
- Develop and implement “Industry-Leading” Prospect Response/handling system.
- Grow jobs by assisting companies already in the market.
- Support the ongoing needs of the manufacturing industry by implementing an aggressive visitation program to assess their growth potential and assist with their challenges.
- Coordinate and strengthen relationships with area universities and technical colleges in the region.
- Enhance regional partnerships and continue to work with regional elected leadership.
- Attract and retain great talent by offering recruitment and retention services to better advocate for the Region. Provide information for young professionals promoting employment opportunities of the region whereby increasing the talent pool for current and future employers.
- Develop a “grassroots” process involving business and community volunteers throughout the region to “tackle” the region’s greatest challenges and opportunities. The results of this process will be long-term changes in how we measure and tackle our issues such as regional growth, attraction and retention of our young people and increasing per capita income as examples.
- Provide one-stop shopping for regional information on working, living and doing business in the Springfield region.
- Serve as the primary communication vehicle with site-selection consultants and others interested in the region as a place to expand or relocate a business.
- Improve air transportation services for the region.

Partnership for Prosperity II Enhanced Program Goals

Workforce Development

- Develop new strategies to address the workforce issues in the Springfield area by conducting research on current and anticipated workforce needs and trends; and develop solutions for these issues.
- Create a young professional network to position the Springfield area as an attractive community for young professionals.
- New communication and marketing efforts need to be developed to help address growing workforce supply and quality issues faced throughout the region.
- Continue a local calling program to meet with area businesses to determine workforce issues and anticipated needs for the future.
- Work with the local public school systems and higher education partners to develop programs that prepare people for the jobs of today and tomorrow.

Healthcare and Higher Education

- Grow Healthcare and Life Sciences research which will lead to new manufacturing and logistics employment opportunities.
- Work with healthcare professionals throughout the region to assist in promoting the advantages of locating businesses and attracting new people because of our healthcare advantages.
- Develop programs to promote employment opportunities to local college graduates.
- Work with area universities to develop new programs targeted to new growth businesses and to assist current businesses throughout the region.
- Attract clinical trials to Springfield.
- Analyze current and future healthcare and life sciences needs, the future labor pool needs (professionals, technical, administrative support, etc.) and identify areas where universities and technical colleges can correct deficiencies.

Partnership for Prosperity II Enhanced Program Goals

Marketing

- Develop direct and electronic mail campaigns for targeted business prospects and develop state-of-art media packages promoting the region as a business location.
- Continue to attend trade shows and target growth oriented trade show(s) to exhibit.
- Consider regional, national and international advertising campaigns.
- Redesign and update website.
- Continue image enhancement campaign locally, regionally and nationally.

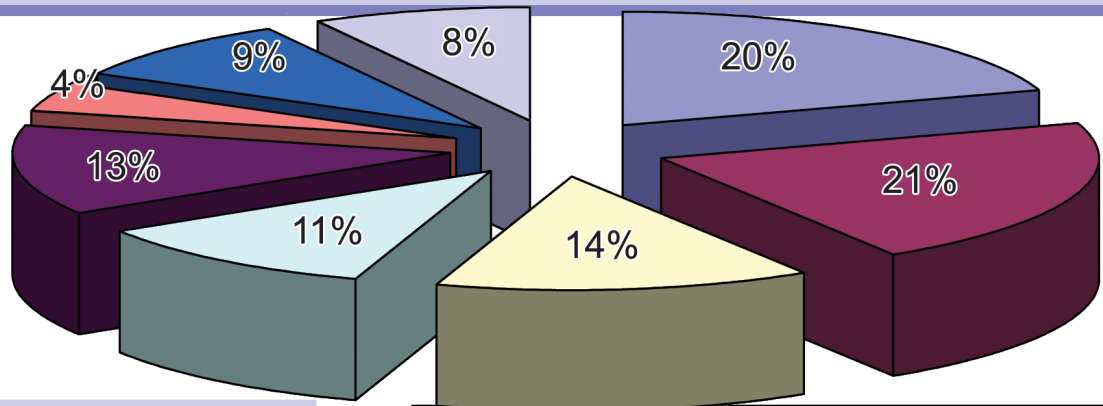
International Development

- Participate in trade missions that partner organizations, such as the State of Missouri implement.
- Attend International Development Conferences
- Participate in targeted industry trade shows

Capital Formation Network

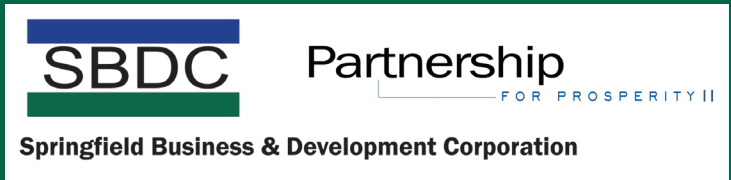
- Create a seed fund to support and attract new and emerging businesses in/to the region.

Partnership for Prosperity II Proposed Enhanced Budget



	Current	Proposed
Regional Development	\$525,000	\$600,000
Retention & Expansion	\$400,000	\$630,000
Workforce Development	\$300,000	\$420,000
Healthcare & Higher Education	\$175,000	\$330,000
Marketing	\$275,000	\$390,000
Investor Relations	\$75,000	\$120,000
International Development	\$0	\$270,000
Capital Formation Network	\$0	\$240,000
Total	\$1,800,000	\$3,000,000

- Regional Development-20%
- Retention & Expansion-21%
- Workforce Development-14%
- Healthcare & Higher Education-11%
- Marketing-13%
- Investor Relations-4%
- International Development-9%
- Capital Formation Network-8%



- Regional Development
- Retention & Expansion
- Workforce Development
- Healthcare & Higher Education
- Marketing
- Investor Relations

2003-2007

- **International Development**
- **Capital Formation Network**
- Regional Development
- Retention & Expansion
- Workforce Development
- Healthcare & Higher Education
- Marketing
- Investor Relations

2008-2012