

# Partnership

FOR PROSPERITY

“AN INVESTMENT IN OUR REGION’S FUTURE”

## Investor Prospectus

A FIVE-YEAR PLAN

Presented by the  
Springfield Area Chamber of Commerce  
and the  
Springfield Business & Development Corporation



# Where We Stand

THE EXPERTS ARE APPLAUDING...AND WE'RE PROUD OF THE ATTENTION

“A Top 10 Place  
to Live and Work”



“One of the 50 Hottest  
Cities in America for  
Business Expansion  
and Relocation”



“One of the 50  
Most Productive  
Cities in America”



Springfield and the entire Southwest Missouri region have earned a reputation as a choice area for quality business growth and development.

Our region has enjoyed remarkable prosperity in the past decade. Growth in our workforce and per capita income have easily outpaced state and national trends. The strength of our economy lies in its diversity. Our balance of business and industry makes Springfield and the surrounding area one of the most stable markets in America.

# Where We Need To Be

REACHING OUR REGION'S GREATEST POTENTIAL

For almost 20 years, our region has been investing in economic development at a level on par with cities and metropolitan areas much smaller than Springfield while we compete for jobs and new investment with cities of much greater size. In fact, the Springfield Business and Development Corporation membership investment has remained at \$1,000 annually for 19 consecutive years.

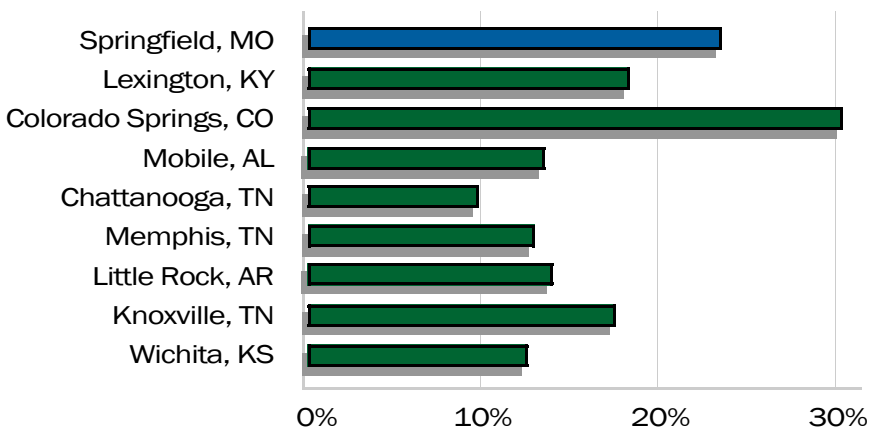
Now is the time to further intensify our efforts and even more effectively implement the region's economic development program. This effort will require at least \$1.5 million over the next five years. This will enable us to accomplish our economic development goals and compete on the same level with cities of equal or greater size, such as Knoxville, Green Bay, Mobile and Chattanooga.

# A Strong Consensus

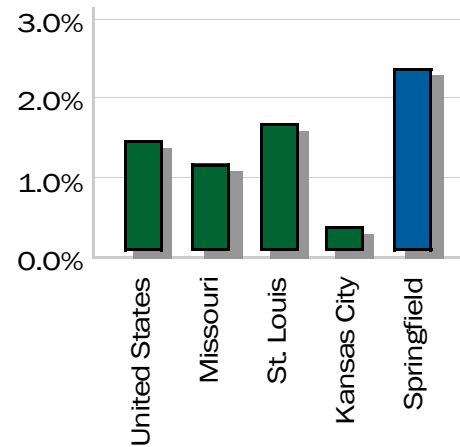
AN AFFIRMATION OF OUR VALUE TO THE COMMUNITY

Past performance in community and economic development provides the Springfield Area Chamber of Commerce strong credentials and a position of strength to move forward. The boards of directors of the Chamber and its economic development subsidiary, the Springfield Business and Development Corporation, have validated this consensus by endorsing the Partnership For Prosperity Program - A Five Year Plan. Their affirmative response not only confirms the Chamber/SBDC mission, but their recognition of the value of economic development. But there is still room for improvement.

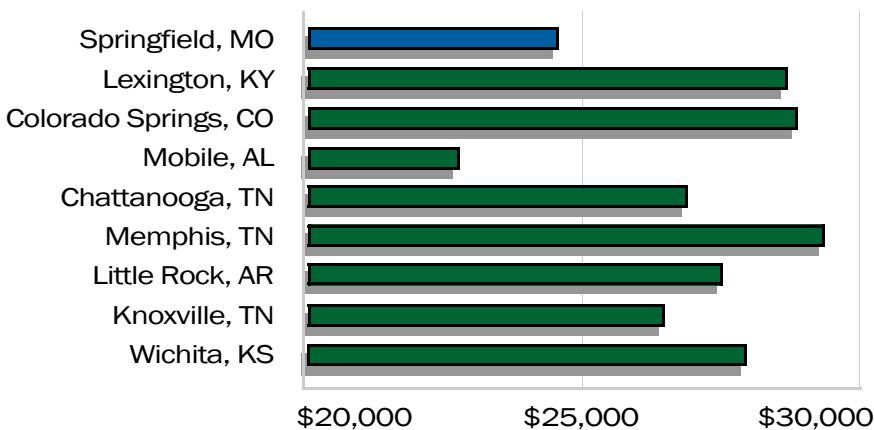
Population Growth 1990 - 2000



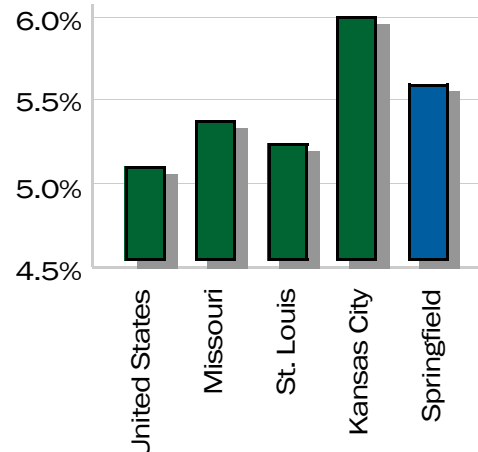
Annual Employment Growth 1990 - 2000



Per Capita Income 2000



Annual Income Growth 1990 - 2000



# The Focus Of The Fund

ENHANCING OUR ECONOMIC DEVELOPMENT PROGRAM

- Building on the momentum and success of the regional economic development program
- Focusing on the region's workforce development challenges and developing strategies and programs to deal with the issues head-on
- Harnessing the strengths and resources of our community's universities and health care systems
- Continuing to diversify our economic base through aggressive business retention, expansion and attraction practices
- Developing a clear and consistent marketing brand for the Springfield area
- Strengthening the investor relations component of Springfield's economic development program

## What We Will Achieve

MEASURABLE RESULTS

- **Workforce Growth**

At least 7,500 net new jobs will be created in the Springfield metro area over the five-year period and at least 12,500 net new jobs will be created for the Ozarks 10-county region over the five-year period.

Exceed state projections of job growth in the manufacturing, service, health care, and finance/insurance/real estate sectors in the Springfield metro area.

- **Income Growth**

Increase the Springfield metro area's per capita income growth rate to a level rivaling our peers—Mobile, AL; Knoxville, TN; Green Bay, WI; Lincoln, NE; Topeka, KS; and Peoria, IL.

By the end of the five-year period the Springfield metro area's per capita income growth rate will exceed the state's per capita income growth rate.

- **Targeted Industries**

Target development of health care, higher education, divisional headquarters, back office operations, electronics manufacturing, plastics injection molding, motor vehicle parts and accessories, and metal fabrication.

- **Capital Investment**

Directly aid in a minimum of \$200 million in new capital investment over the next five years in the Ozarks 10-county region.

# Regional Development

BUILDING BRIDGES. FORGING FUTURES

## Investment Required

\$100,000 annually

\$500,000 over five years

- Fund the full-time regional program, building on the success of the past three years which brought about the creation of the Ozarks Regional Economic Partnership. The partnership is currently comprised of over 60 cities, counties, and chambers and is dedicated to sustainable economic development in a 10-county region
- Present a unified message to all business prospects considering the region through marketing opportunities focused on community assets, and including available sites & buildings
- Serve as the lead economic development resource for all member communities by fostering relationships with educational institutions, business assistance providers, local business and development leaders, and the Missouri Department of Economic Development
- Take a leadership role in identifying and addressing regional issues affecting economic development by building consensus and trust among partner members

## Program Goal

The Ozarks Regional Economic Partnership will organize, coordinate and lead the expansion of southwest Missouri's economic base through actions and programs that encourage and cause retention, expansion, and recruitment of quality business and industry.



# Business Development

NURTURE WHAT'S ALREADY THRIVING. IT'S OUR FIRST PRIORITY

## Investment Required

\$25,000 annually

\$125,000 over five years

- Continue to grow jobs and resulting economic impact by leveraging key opportunities that allow us to grow companies already in our market. They're already here and they remain the greatest source of job growth for our area
- Support the ongoing needs of the manufacturing industry by implementing aggressive visitation programs with the region's largest employers, fastest-growing companies and entrepreneurial start-ups
- Acquire the necessary software and technology databases to better analyze and identify business/industry growth opportunities
- Coordinate and strengthen relationships with Ozarks Technical Community College, the Small Business Development Center, Missouri Career Center and the Missouri Department of Economic Development to improve client access to services
- Expand small business development programs to identify and encourage more business start-ups in the region

## Program Goal

A pro-active business retention and expansion program holds the greatest potential for job growth and new investment in Springfield and the surrounding area. Local business growth will stimulate our already thriving business climate, thereby helping to attract new quality business and industry.



# Workforce Development

SHAPING AN ENVIRONMENT CRITICAL TO OUR FUTURE

## Investment Required

\$60,000 annually

\$300,000 over five years

- Implement the recommendations of the Chamber's Workforce Task Force
- Hire a full time professional to manage the workforce development program of the Springfield area and to serve as the region's workforce recruiter, searching the country to find workers in needed fields in the Springfield area.
- Create a more highly educated and productive workforce through education and training while shaping an environment that will support the expansion of existing business
- Conduct research on current and anticipated workforce needs and trends, then develop solutions for the issues raised through these studies
- Promote job opportunities in the Springfield area to a local, regional, national and international audience through various methods of advertising and promotion

## Program Goal

The implementation of a full-time, pro-active workforce development program will tremendously improve the development of talent for key industries in the Springfield area. The collaboration between Springfield area business and the region's education community (both K-12 and higher education) will build a better, more prepared and productive supply of workers as well as recruit workers for high demand jobs in Southwest Missouri.



# Health Care/Higher Education

FORMULATING NEW ECONOMIC DEVELOPMENT INITIATIVES

## Investment Required

\$35,000 annually

\$175,000 over five years

- Implement the recommendations of the Chamber's Higher Education/Health Care/Economic Development Task Force
- Create opportunities to join the sectors of higher education and health care in order to enhance programs and services of each sector
- Take the initiative to pursue specific partnering opportunities between Springfield area higher education and health care institutions as well as those organizations and institutions performing clinical trials
- Conduct an analysis of current and future health care and life sciences needs as well as the current and future labor pool related to such needs. Identify areas in which institutions of higher education can correct the deficiencies that may exist in meeting current health care provider workforce needs at undergraduate and graduate levels
- Perform or cause to be performed an economic impact analysis of both sectors for the purposes of measuring current impact and creating a platform from which to calculate future economic impact
- Examine opportunities in which new business ventures could facilitate higher education/health care needs. Explore the development of a Springfield Region Life Sciences Park

## Program Goal

Economic development in the Springfield area has unlimited potential if we effectively meet the growing demands of two of Springfield's most important sectors – higher education and health care – through the implementation of the Task Force recommendations.



# Marketing & Media Relations

INCREASING AWARENESS. ATTRACTING JOBS

## Investment Required

\$50,000 annually

\$250,000 over five years

- Develop a clear marketing brand for the Springfield area
- Generate positive media stories about the Springfield area in the national and trade media
- Meet frequently and personally with business prospects and site location consultants
- Host site conferences (familiarization tours) for national site location consultants and relocation/expansion prospects
- Continue to garner national rankings in influential publications
- Execute direct marketing tools (i.e. direct mail, advertising and promotion) and participate in targeted industry trade shows, conferences and special events
- Produce high quality Internet-based and printed publications that specifically address the questions and concerns of prospective business and industry

## Program Goal

We will develop and implement a targeted national marketing program that communicates the Springfield area's advantages to business and industry considering expansion. This effort will result in new job creation and capital investment.



# Investor Relations

EVERY INVESTOR IS AN INTEGRAL PART OF THE PROGRAM

## Investment Required

\$15,000 annually

\$75,000 over five years

- Key ingredients of the investor relations program will include:
  - A member/investor annual meeting
  - A member/investor annual report
  - Quarterly investor briefings
  - Periodic and timely e-mail communications
  - At least one personal contact per year
- The Springfield Area Chamber of Commerce, in conjunction with the Springfield Business and Development Corporation, will host an annual economic outlook conference — bringing together leaders from all sectors of the local business and professional community to analyze what is happening in the local economy and predict how conditions may change in the coming year.

## Program Goal

The program will ensure that every investor is provided a systematic, structured program of accountability, communications, recognition, opportunities for feedback and participation in the implementation process.



# SBDC Membership

## MINIMUM LEVELS OF INVESTMENT

To maintain membership in the Springfield Business and Development Corporation, investors will be asked, beginning in 2003, to incrementally increase minimum investment from the current annual minimum investment level of \$1,000 to:

- 2003 —→ \$1,500
- 2004 —→ \$2,000
- 2005 —→ \$2,500

### SBDC 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.

## Levels Of Recognition

### ANNUAL LEVELS OF INVESTMENT

Platinum	Gold	Silver
\$10,000 & above	\$7,500 & above	\$5,000 & above

Regardless of the amount of investment, every investor makes a significant and positive impact on the economic future of the region through their commitment and leadership.