

Developing our Workforce

Talent Attraction Materials –

- Staff recently completed 3 quality of life videos and released a new video targeting Young Professionals, bringing our total to 8 videos in our Talent Attraction Video Series.
- We're also adding new blog posts and stories to boost search engine optimization efforts, and we've hired local member firm Campaignium to manage this effort.
- We've had brochures printed in Spanish and developed new event resources – a pull-up banner and table covering – in response to CoxHealth's recruitment efforts in Puerto Rico.

YP Video Premieres at Summer Fest – Chamber staff debuted a new Talent Retention video—*Build the Life You Dream Of in Springfield, Missouri*—during The Network's Summer Fest on June 8. This video promotes living and working in Springfield as a young professional. Since its June release, the video has already been viewed more than 1500 times. It is housed in the Video Library at LiveInSpringfieldMO.com and will also serve as an Anthem video on the new website for The Network once it is launched later this year.

Filling the Talent Pipeline – More than 800 seventh-grade students participated in nontraditional career exploration events this spring thanks to a partnership between the MSU Agency for Teaching, Leading, and Learning, the Missouri Department of Elementary and Secondary Education and the Chamber.

Rallying for OTC – The Network for Young Professionals and Leadership Springfield held an Access to the Issues event on March 9 to educate 40 YPs about OTC's two ballot initiatives and encourage them to vote. Four YP panelists discussed how the proposal will support health care, manufacturing and other industry training programs, and they discussed the importance of civic involvement.

An Award for Talent Attraction – The Talent Attraction Initiative has been named a best practice in talent attraction marketing by Development Counsellors International (DCI) after a recent research project. DCI used an alias contact to reach out to 28 cities asking for job and relocation information. From our response, DCI was able to determine that "while talent attraction marketing is great, if it is not backed by a 'customer service' approach, it's not going to work." This shows that we have developed a plan and a process that is not just useful for employers, but that the staff team is committed to assisting employers at all levels of talent attraction for our community.

Connecting Students with Opportunity – More than 250 students applied for the 2018-19 GO CAPS session, with applications still being accepted. Business partners say they'd like to see more seats filled in the IT/Software Solutions and Engineering/Manufacturing strands.

Young Professionals Gain Insights on Financial Planning – The Network's Financial Planning Mixer on May 24 focused on providing quick and smart financial tips for young professionals. The format of this event was different in that it engaged attendees with rapid-fire tips rather than a formal, sit-down program. Five different financial advisors/planners from various companies in Springfield each had 1-2 minutes to deliver their insights. The event was hosted at the new Guaranty Bank in the Farmers Park, which offered a more conversational environment for attendees to ask questions and gain wisdom from the panel of professionals.

Focusing on Workforce Issues – The second installment of the Workforce Event Series was held on July 12 and focused on employer supported education programs. A panel of experts from a variety of industries shared their company's take on education support – everything from tuition reimbursement to internal leadership development programs. This event series is a way to share best practices on how to attract, retain, and develop talent with area employers.

The Emerging Workforce – The P-20 Council of the Ozarks recently held an Emerging Workforce Roundtable with young professionals and guests from area high schools and colleges, asking them about how they search for jobs and the local market. Most cited the importance of networking and job shadowing, and they noted Springfield's location and ease of networking as strengths. They also said the ability to grow professionally, offer input and feel heard by their employer are important when making a job decision.

Teacher Externships – The GO CAPS program is hosting two sessions of the GO CAPS Teacher Externship this summer. The first session was held June 25-28 and the second is this week, July 23-26. The program puts teachers in area business for a few days during the summer, to learn about potential career opportunities that they can show to their students when they return to the classroom. This summer 67 teachers will participate at 28 different host companies.



2018 Accountability Report

A mid-year overview of
progress to date

Creating Jobs & Business Investment

SBDC Annual Meeting – The Chamber's economic development arm, the Springfield Business Development Corporation (SBDC), hosted its Annual Meeting on February 15 at University Plaza Hotel & Convention Center. More than 350 people attended to hear about SBDC's success and program of work, focusing on the 11 successful projects in 2017 that resulted in the creation of 1,017 new jobs, \$36.1 million in new payroll, and \$73.8 million of capital invested in our region. The SBDC continued to focus on the visioning effort by bringing in keynote speaker Joel Kotkin, an internationally recognized authority on the changing demographics of cities. Kotkin noted Springfield is in a strong position to grow its working population and economy due to the anticipated exodus of 30-something millennials and young retirees from too-expensive urban coastal areas.

Health Care Outlook – The 2018 Health Care Outlook focused on how the health care industry affects employers and the workforce. Panelists talked about the need for skilled workers to keep up with the ever-increasing workforce demands of an aging population, physician shortages, and the ongoing opioid epidemic. Featured speakers were Dr. David Barbe, president of the American Medical Association and VP of regional operations for Mercy; Katie Towns, assistant director for the Springfield-Greene County Health Department; and Randall W. Williams, director of the Missouri Department of Health and Senior Services. The panel was moderated by Teresa Coyan, director of public affairs for CoxHealth.

Business Expansion Projects –

- Positronic is expanding its Springfield operations. The electronics manufacturer is investing \$2.5 million to add 90 new full-time jobs as part of its global consolidation effort to improve efficiencies and reduce costs.
- Strafford-based AmProd Holdings, LLC, has chosen the Springfield region to create 50 new jobs over the next three years to meet customer demand.
- Küat Racks broke ground on a 44,000-square-foot facility to house its new Springfield corporate offices and warehouse, using development-ready ground immediately adjacent to PIC West made possible by infrastructure investment from the City of Springfield, City Utilities, Greene County and SBDC into the industrial park.
- Russell Cellular announced a new \$8 million headquarters facility in Battlefield, MO. The wireless communication company operates more than 400 stores in 30 states. With this expansion, Russell Cellular also will be creating 135 new jobs with above-average wages over the next five years.

Investor Meeting with President Bullard – The Chamber and SBDC welcomed James Bullard, president and CEO of the Federal Reserve Bank of St. Louis, to Springfield on May 11. Bullard visited Springfield to meet with members of the business community and provided remarks on high-level monetary policy and how it affects the U.S. economy. Bullard made a case for caution in raising rates – he believes indicators show inflationary pressure is in check.

Advocating for Business

Annual Legislative Luncheon – The Chamber hosted its annual legislative luncheon in January to connect board members with our local legislative delegation and present our priorities for the 2018 session.

Annual Update with City Council – In January, the Chamber hosted the Springfield City Council and provided an update on the visioning process as well as strategic action plans for the year.

Salute to Legislators & Advocacy Day – The Springfield region communicated directly with legislators and officeholders from across the state when our Springfield Metro Partners and more than 200 local volunteers traveled to Jefferson City on January 24 for Advocacy Day and the Springfield Regional Salute to Legislators reception. We visited with leaders from the House and Senate, as well as the Lieutenant Governor and the Governor's policy director.

Legislative update – The Chamber's Governmental Relations Committee hosted its first lawmaker of the 2018 session on February 2, when Rep. Curtis Trent returned from Jefferson City to offer an update on progress this year. Trent, who sits on the House Budget Committee, the Higher Education Committee and the Subcommittee on Appropriations that includes economic development, cited a focus on economic development and workforce this session, saying the only way the state can pay for its priorities is through economic growth.

Higher Education Advocacy Day – UM System President Mun Choi and MSU President Clif Smart joined Chamber Chairman Doug Neff and President Matt Morrow to meet with House and Senate leadership and Lt. Governor Mike Parson as part of Higher Education Advocacy Day. The group discussed support for public higher education, specifically the need to restore funding to the core and for high-demand projects like the Springfield Clinical Campus and collaborative engineering programs with MU, Missouri S&T and MSU. In addition, they talked about the need to modify SB 389 and delay performance funding changes.

Voice of Business – The Voice of Business Committee held its annual planning meeting on March 2 to discuss issues coming before Springfield City Council in 2018. Councilman Richard Ollis, a former committee member, highlighted the importance of the ongoing visioning process and economic vitality efforts. City Planning and Development Director Mary Lilly Smith provided an update on items currently under consideration, including the potential IDEA Commons development. They both also cited the need to update the city's comprehensive plan and the value of having business leaders engage in city council meetings. Members of the Voice of Business attend City Council meetings throughout the year.

Breakfast with legislators – The Springfield Metro Partnership hosted two Legislative Breakfasts in Jefferson City

during the session. These events provided Chamber members with the opportunity to discuss legislative issues with elected officials from around the state.

Transportation Lobby Day – Members of the Public Affairs and Economic Development teams traveled with volunteer leaders to Jefferson City March 13 for the annual Transportation Lobby Day. This is the chance for the Chamber to interact with our elected officials and express our continued support for funding of key transportation infrastructure needs around our region.

Network Day at the Capitol on April 11 – 14 members met with seven members of our local delegation, including Lt. Governor Mike Parson, Sen. Jay Wasson, Rep. Crystal Quade plus Director of Economic Development Rob Dixon. The group represented Springfield well and left having gained valuable information and feeling more empowered about getting involved in public affairs and advocacy efforts.

Success at the polls – Both Propositions A & B for OTC were successful with voters on April 3. The passage of these two issues will allow the college to create the Center for Advanced Manufacturing and Technology, with training focused on much-needed skills for quality jobs, and expand technical and allied health programs at the Richwood Valley and Table Rock campuses. The Chamber managed the issue campaign and the success of that effort was directly related to the success of the finance committee, chaired by John Wanamaker and Randall Wallace, in achieving their fund raising goal necessary to support a research-driven and highly targeted plan of voter contact within the multi-county footprint of OTC's voting district.

Visits from decision-makers – Two legislative leaders visited the Chamber in recent weeks. First-term state Sen. Sandy Crawford was the guest of the Governmental Relations Committee on March 20, offering information about the progress of a number of priority bills to create a more business-friendly environment in the state. U.S. Sen. Roy Blunt was the first presenter of the 2018 Public Policy Speaker Series on March 26, discussing the need for transportation funding, the impact of trade policy changes and the need for a more cooperative spirit among legislators at all levels.

Protection from international fraud – Angela Morelock, BKD, LLP managing partner and leader of the firm's forensic accounting and investigations team, was the featured speaker on April 25 at a joint presentation of the International Business Council and the Greater Ozarks International Trade Association. She offered insight into fraud losses, cybersecurity trends, and ways you can protect your organization from potential data breaches.

Buy Missouri – Lt. Gov. Mike Parson visited the Chamber on May 14 to introduce and promote the Buy Missouri initiative,

which works to identify products and companies based in the Show-Me State and encourage area residents to buy local. The initial program, which began in late 2017, focuses on retail products, while future efforts will expand the program into the manufacturing sector.

What's on the horizon? – The Local Issues Public Policy Task Force met in April with representatives of local public entities to discuss their high-level objectives and funding plans for the next year to 18 months.

Legislative Session Wins – The Missouri General Assembly completed its 2018 legislative session on May 18. Several top Chamber priorities for the year successfully made it across the finish line, including:

- Missouri Works Tax Credit Reauthorization and Missouri Works Customized Training

Growing Your Business

Status of Reach – Our second Reach Campaign concluded in 2017, with 260 companies choosing to support Chamber efforts and programs. We exceeded our fundraising goal by more than 10 percent, and exceeded our total from last year by nearly 20 percent! This will allow us to do so much more in supporting our members and helping to move our community forward. Our campaign total was \$619,943 – more than \$50,000 over our goal – and company participation levels were up 23 percent from the first year!

Expert Edge – There have been three Expert Edge presentations so far in 2018. The first, on January 18, was a program on how businesses can better know their customers and business finances to create and hold a competitive advantage. On March 27, the program looked at how businesses can strengthen their value proposition to accelerate sales and profits. Finally, on May 23, small businesses got a closer look at how it can positively impact their business productivity and success if employees are prepared for retirement.

Annual Meeting – Nearly 1,100 Chamber members packed University Plaza Hotel Convention Center on January 26 for our Annual Meeting. In addition to hearing about the Chamber's accomplishments in 2017 and our goals for 2018, attendees also saw the presentation of the 2018 Springfieldian Award to longtime philanthropist and business leader Sam Hamra.

60 Minutes to Success – There have been two 60 Minutes to Success programs so far this year. A sell-out crowd of more than 100 visited the Chamber on February 7 for the year's first 60 Minutes to Success event. A panel of local marketing experts offered their insights about the ins and outs of Facebook advertising, including analytics and developing a call to action. The session on April 11 offered a look at low-cost

- Change to State TIF Funding Cap
- Tax Credit Reform
- Prevailing Wage
- Transportation funding gas tax on ballot in November
- Labor Priorities
- Rural Broadband Expansion
- Visiting Scholar Legislation & Teacher Externships
- Degree Legislation
- Computer Science Education
- Budget
 - K-12 formula fully funded, early childhood funding available
 - Restoration of cuts to higher education
 - 60% funding restored to Springfield Clinical Campus Partnership and Engineering Partnership between Missouri State and Missouri S&T, part of core funding

tools to help businesses improve communications, record-keeping and project management. There will be two more programs to come.

ATHENA Award – Nearly 300 people gathered for the relaunched ATHENA Award on March 8 at White River Conference Center. Springfield Mayor Pro Tem Jan Fisk was the 2018 honoree, and the keynote address was presented by Evangel University President Dr. Carol Taylor. The response was overwhelmingly positive, and the call has already been put out for potential nominees for the 2019 award.

Surprising Our Members – The Surprise Patrol held its first day of fun on March 23, paying surprise visits to nine members around the city. The event is our way to show appreciation to newer members and those who have not been as engaged in recent months, to remind them that they are vital to the Chamber's continued economic development and advocacy efforts.

Small Business Award – The Chamber handed out the 2018 Small Business Award on May 2 to Great River Engineering. This was the 26th year for the award, which goes to one company with 50 or fewer employees chosen by an independent panel of judges from five highly deserving finalists. Congratulations to Great River and to all the finalists for this year's award.

Biz Blitz – The first Biz Blitz event of 2018, held on April 24, built on the strong response to the first events in 2017. Roughly 140 tickets were sold to the event, 40 more than the limit set last year, and enthusiasm was high for the speed networking event. The fall session is scheduled for September 27 at 425 Downtown from 4:30-6:00 p.m., and tickets will go on sale in mid-August.