



TANEY COUNTY PARTNERSHIP

City of Branson Quarterly Update, June 12, 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 May 2018. Please contact me with any questions or concerns and if you would like more information as a group or individually. Thank you for the appointment of Alderman Simmons.

Partners: CPWG Engineering is the lone new Partner in 2018. Public Partners are holding at 10 and the number of Business Sector Partners is 29.

Projects: We are currently tracking and assisting 20 active projects and 7 inactive projects (no activity within last 90 days). Out of the 20 active, 13 are within the city limits of Branson. The industry breakdowns are as follows:

Manufacturing/Wholesale	4
Financial/Business Services	1
Medical Services/Healthcare	2
Supply Chain Management	0
IT/Innovation	1
Tourism/Retail/Lodging	17
Agriculture/Forestry	0
Housing	2

Marketing Strategy and Development: 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 2018 with a Missouri insert in Site Selection Magazine as the highest profile. We continue to utilize digital platforms to push our "quality of place" messaging in conjunction with the Imagine Branson publication which will have a "volume 2" later in 2018. The focus of Imagine Branson continues to be relocation information, workforce development and economic development investments. With our limited inventory of shovel ready sites and industrial space, our ability to compete for more traditional economic development projects is challenging even before you factor in labor quality and supply issues. Other challenges include the lack of rail service, limited natural gas and the availability and locations of excess water and sewer capacity. Infrastructure improvements and expansions will assist in raising our competitive profile and help in attracting more diverse and year-round job opportunities.

CWRC: I am pleased to report that as of May 21, 2018, Taney County is officially a certified ACT Work Ready Community. Updated National Career Readiness Certificates and goals can be seen below, and more information accessed at <http://www.workreadycommunities.org/MO/213>.

Workforce	Goals	Actual NCRC
Emerging (<i>students, recent graduates</i>)	187	224
Current (<i>those employed</i>)	37	109
Transitioning (<i>unemployed</i>)	239	271
Total Goals	463	
Total NCRC		601

	Goals	Actual
Employers Supporting ⁱ	96	115 ⁱ

Website: We are currently working with the Cambio group to develop a community resource website that will be in Spanish. 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 and TaneyCountyPartnership.com.

Site Selectors/Consultants: We have completed two site selection consultant missions in 2018 with the Missouri Partnership and met with agencies and consultants in Columbus, Indianapolis, Philadelphia and Washington D.C. to educate them on the unique assets of our market and expand their awareness of what our communities have to offer their clients. We have at least two more outreach missions scheduled as well as Lakeside with the Locators that just wrapped up on June 12. We've had 35 consultant contacts and hosted 6 site visits in 2018.

Workforce Development: At the time of this report our team is in Puerto Rico for the second of three planned trips in 2018. Seasonal labor for the hospitality industry remains a focus as is healthcare recruitment for Branson and the region. Initial numbers from the J-1 program are exceeding those at this time in 2017 gauged by participation in student orientations. It's too early to conclude, but we expect to surpass the 750 J-1 students hosted in the market in 2017. The availability of housing has improved with the opening of Plato's Cave (former Days Inn property). The Partnership is in the process of commissioning a comprehensive housing study for Taney County with the goal of having the study completed by the first quarter of 2019.

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

Jonas Arjes, CEcD, EDFP
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