



## TANEY COUNTY PARTNERSHIP

### City of Branson Quarterly Update, February 14, 2017

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 January 2017. Please contact me with any questions or concerns and if you would like more information as a group or individually.

**Partners:** No new partners to report so far in 2017. DeWitt & Associates is stepping away in 2017 and Schultz Surveying and Engineering closed. This brings the total number of Business Sector Partners back to 28 with an annual investment total of \$138,750. We also would like to again thank the City of Branson for increasing their level of investment for 2017.

**Projects:** To date in 2017, we are currently tracking and assisting 23 active projects, 4 inactive (no activity within last 90 days). Out of those 27, 16 are within the city limits of Branson. The industry breakdowns are as follows:



Manufacturing	5
Financial/Business Service	2
Medical Research & Services	3
Supply Chain Management	0
Technology Innovation	0
Tourism/Retail/Lodging	16
Agriculture/Forestry	1

**Marketing Strategy and Development:** The University of Northern Iowa's Institute for Decision Making updated our labor market area analytics during the third quarter of 2016. Through that process, the Targeted Industries for Taney County identified in 2012 were confirmed as still viable for attraction efforts. We will be doing less print media in 2017 and focusing our efforts on the new video platform launched in 2016 combined with targeted digital campaigns.

**CWRC:** The Certified Work Ready Communities Steering Committee continues to be a part of the Workforce Development Collaborative. We are working with the regional Workforce Development Board and State to address challenges with attaining testing goals in the "Transitioning" segment and will submit the application to the State once an actionable strategy is realized. Updated NCRCs and goals (total National Career Readiness Certificates, NCRC, issued in Taney County) can be seen below and more information accessed at <http://www.workreadycommunities.org/MO/213>.

<b>Workforce</b>	<b>Goals</b>	<b>Actual NCRC</b>
Emerging ( <i>students, recent graduates</i> )	<b>160</b>	<b>217</b>
Current ( <i>those employed</i> )	<b>51</b>	<b>63</b>
Transitioning ( <i>unemployed</i> )	<b>345</b>	<b>149</b>
Totals	<b>556</b>	<b>429</b>
Total NCRC		<b>429</b>

	<b>Goals</b>	<b>Actual</b>
Employers Supporting 	<b>97</b>	<b>104</b> 

**Website:** With our access to more information and data through Chmura Economics and their JobsEQ platform, we are now able to run quarterly economic overview reports at the city level which we started distributing to Branson, Hollister and Forsyth in January. Heather Hardinger developed and launched OnPointMO.com in September which provides information for employers and job seekers in the Branson market. Updates to TaneyCountyPartnership.com continue as well.

**Site Selectors/Consultants & Familiarization Tour:** We have three consultant missions scheduled in 2017 with Missouri Partnership visiting agencies and contacts in Los Angeles, Phoenix, Chicago, Cleveland and Pittsburgh. The objectives are to maintain dialogue and to expand the consultant's awareness and knowledge of our communities while fostering relationships with the agencies and consultants. The 2017 Lakeside with the Locators event is scheduled for June 11 thru 13.

**Workforce Development:** This is, and will continue to be, the focus in 2107. We recently held the first Taney County Community Workforce Summit at the Keeter Center where roughly 120 employers and community stakeholders participated in the half-day event. Based on the feedback from the event, this will be an annual event going forward, pending board approval. We continue to experience a shortage of available and qualified labor to meet the demands of existing employers within the county, region and state. We will continue to monitor, research, and frame the issue while attempting to identify potential programs or successful efforts to assist local employers.

Thank you for your continued support and participation!

Jonas Arjes, EDFP  
Executive Director, Taney County Partnership