



TANEY COUNTY PARTNERSHIP

City of Branson Quarterly Update, August 31, 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 August 2017. Please contact me with any questions or concerns and if you would like more information as a group or individually.

Partners: New partners to date in 2017 include Rural Missouri Inc. (RMI) and Meadows Industrial Park (MIP) located in Kirbyville. This brings the total number of Business Sector Partners back to 30 with an annual investment total of \$143,750.



Projects: We are currently tracking and assisting 23 active projects, 6 inactive (no activity within last 90 days). Out of those 29, 18 are within the city limits of Branson. The industry breakdowns are as follows:

Manufacturing/Wholesale	5
Financial/Business Services	2
Medical Services/Healthcare	3
Supply Chain Management	0
IT/Innovation	1
Tourism/Retail/Lodging	17
Agriculture/Forestry	1

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 2017 but have chosen to utilize more digital platforms to push our “quality of place” message as that also helps us with workforce development efforts. With our limited inventory of shovel ready sites and industrial space, our ability to compete for projects continues to be challenged even before you factor in labor supply issues and specific infrastructure needs like rail service, natural gas and excess capacity in water and sewer. Infrastructure improvements and expansions will assist in raising our competitive profile and help in attracting more diverse and year-round job opportunities.

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>.

Workforce	Goals	Actual NCRC
Emerging (<i>students, recent graduates</i>)	160	222
Current (<i>those employed</i>)	51	69
Transitioning (<i>unemployed</i>)	345	161
Totals	556	452
Total NCRC		429

	Goals	Actual
Employers Supporting 	97	110 

Website: 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. Also, look for the results of the third annual Employer Survey to be published after September 21 on both websites.

Site Selectors/Consultants & Familiarization Tours: We participated in three consultant missions in 2017 with the Missouri Partnership meeting with agencies and consultants in Los Angeles, Phoenix, Chicago, Cleveland and Pittsburgh to expand their awareness and knowledge of our markets. I also had the opportunity to do a brief presentation on Taney County to trade commissioners and consul generals of 14 different countries at an FDI luncheon in Chicago. We had 7 consultants at Lakeside with the Locators which brings our consultant contacts to 71 for the year. We have hosted 6 site visits so far which equals the total for 2016.

Workforce Development: This continues to be the most pressing issue for our community, region and state. We simply do not have enough willing and able-bodied residents to fill the job openings available. Early numbers from our 2017 Employer Survey indicates over 2,000 openings and that is only from the businesses responding to the survey. We launched a new talent attraction program which will expand our efforts to recruit seasonal labor from Puerto Rico, grow our appeal and participation with J-1 students and identify additional pipelines to answer the needs expressed by our employers. More to come on that at my live update to you in November.

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

Jonas Arjes, EDFP
Executive Director, Taney County Partnership