

M I S S O U R I

Department of Economic Development

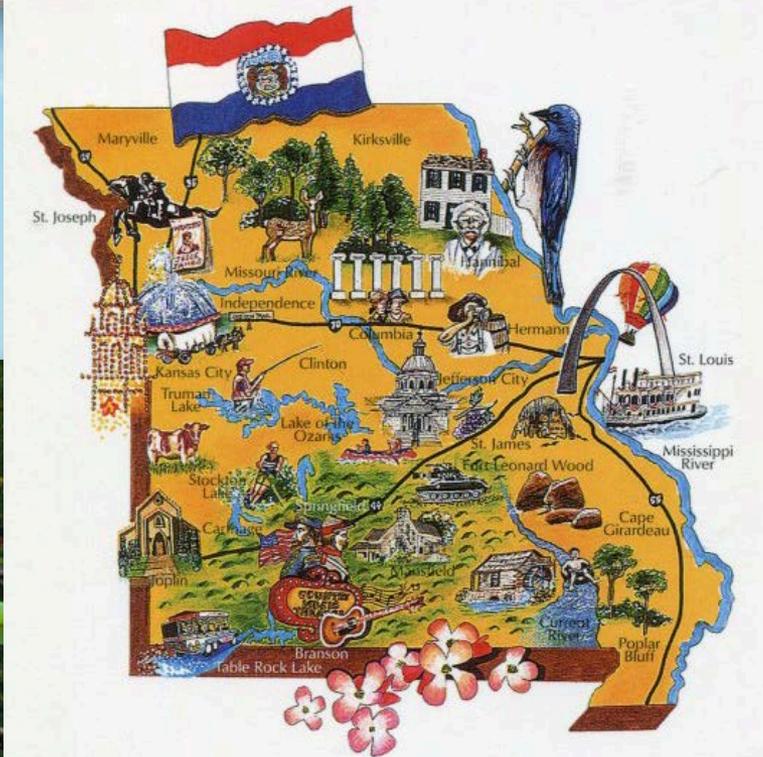


Cass County
Corporation of
Economic
Development

July, 2014

M I S S O U R I





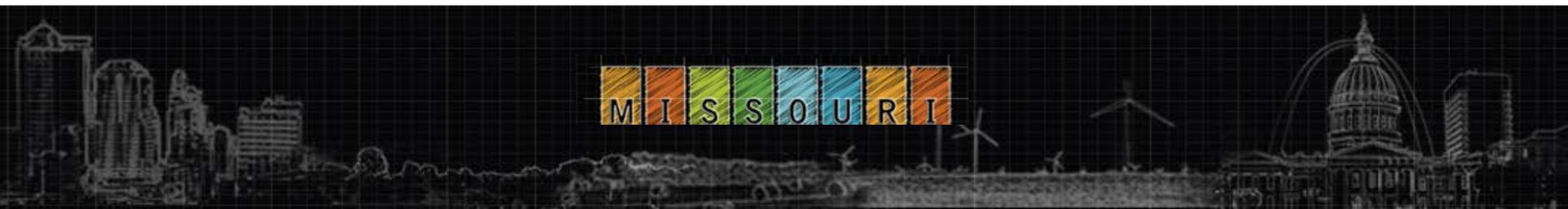
HOW IS MISSOURI DOING?



Performance – Missouri – FY-14

Assisted Primary Companies

- Highest numbers in history.
 - **28,200 new jobs**
 - **\$6.1 billion capital investment**

A stylized, dark-toned graphic of the Missouri skyline is shown at the bottom of the slide. The word "MISSOURI" is written in large, colorful, block letters across the center. Each letter is contained within a rectangular box with a different color and a diagonal line pattern. The colors from left to right are: orange, green, light green, blue, light blue, yellow, and orange. The background features silhouettes of various buildings, including the Missouri State Capitol dome on the right, and wind turbines in the distance.

MISSOURI



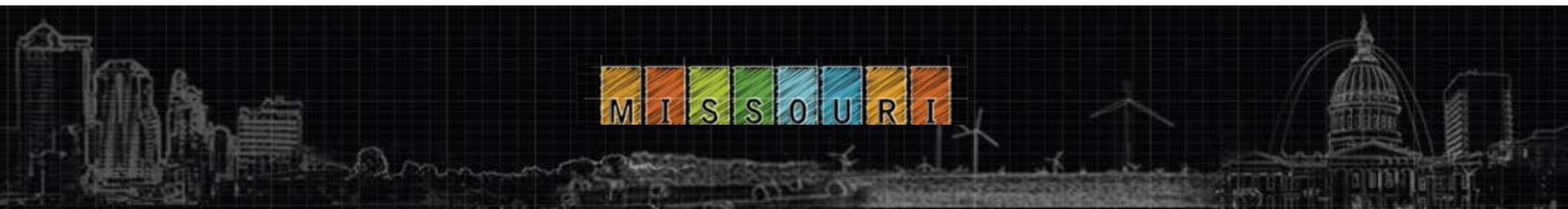
2014
**Gold Shovel
Award**

AREA DEVELOPMENT

**MISSOURI NAMED A
TOP STATE FOR ATTRACTING
INVESTMENT PROJECTS**

*Cerner Corporation's
investment in Kansas City
named Economic
Development Project
of the Year*

- MO: One of only 4 states.



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**Pollina
Corporate**

Top 10

**Pro-Business
States**

Missouri moves up to

#8



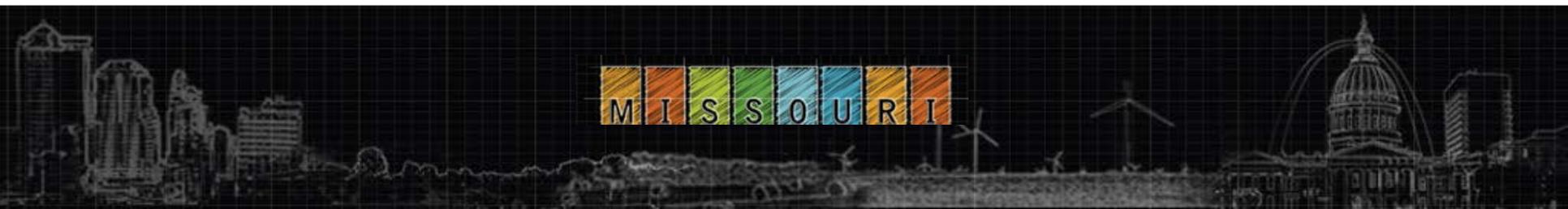
MISSOURI

Site Selection Magazine CY 2013

- 125 businesses expanded or opened new facilities
- 57 more than last year



Region	2012	2011	2010	2009
West North Central	564	132	200	251
1 MISSOURI	125	19	58	48
2 NEBRASKA	109	28	42	29
3 KANSAS	106	20	24	6
4 IOWA	104	23	35	46
5 MINNESOTA	83	26	25	32
6 SOUTH DAKOTA	22	5	13	4
7 NORTH DAKOTA	15	11	3	1
Region Totals	564	132	200	251
1 GEORGIA	299	76	95	128
2 NORTH CAROLINA	223	42	7	83
3 VIRGINIA	200	18	61	107



Missouri Tech Job Growth: Dice.com

- Highest rate of Technology Job Growth in US
- 2 Years in a Row

Feb 7, 2014, 11:37am CST | UPDATED: Feb 24, 2014, 1:12pm CST

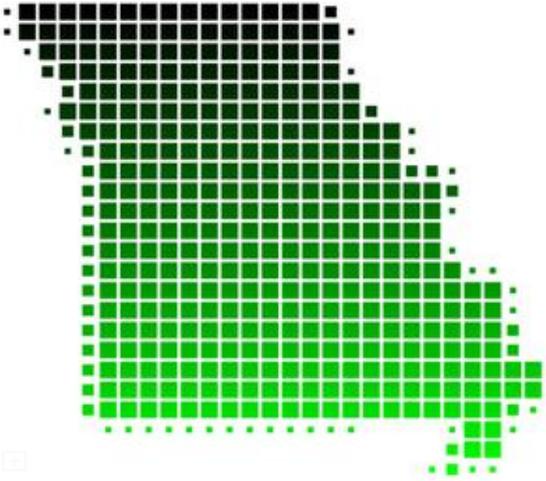
Missouri is again fastest-growing state for tech jobs

 **Brian Feldt**
Reporter-
St. Louis Business Journal
[Email](#) | [Twitter](#) | [Facebook](#)

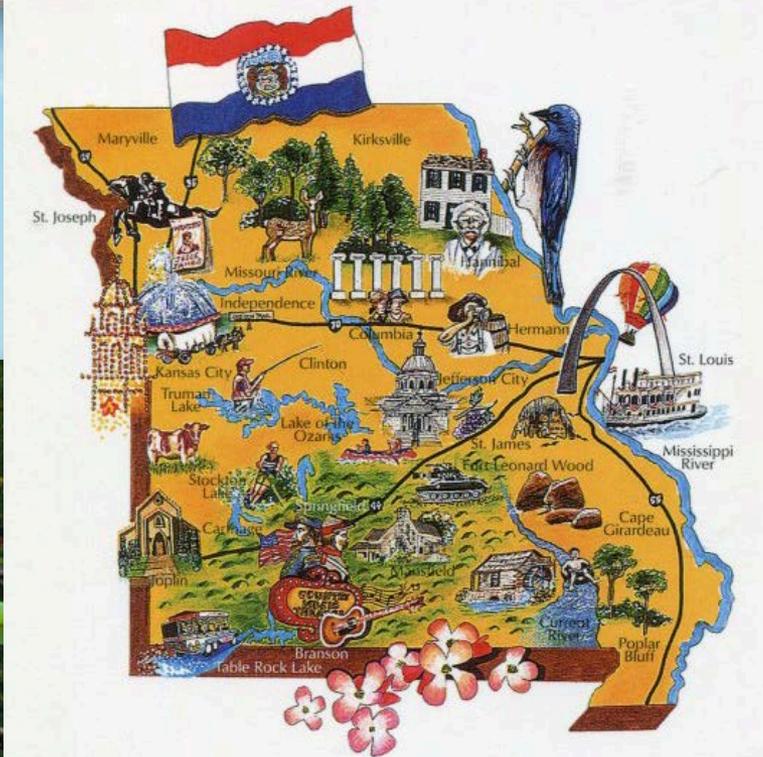
Looking for work in the tech sector?
Missouri is the place to be.

For the second consecutive year, research from [Dice.com](#), which tracks IT jobs, shows that Missouri is the fastest-growing state for technology employment.

The research shows Missouri gained 2,700



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NEWS



Kansas Border War

- July 1: Governor signs SB 635
 - Requires KS Governor to issue executive order halting relocation incentives.
 - Cass, Clay, Jackson, Platte
- KS Governor wants recommendation from Advisory Committee
 - Local incentives?
 - Out of region competition?



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COLO.

NEB.

IOWA

EDUCATION

**BUDGET
REVENUE**

**CREDIT
RATING**

KANSAS

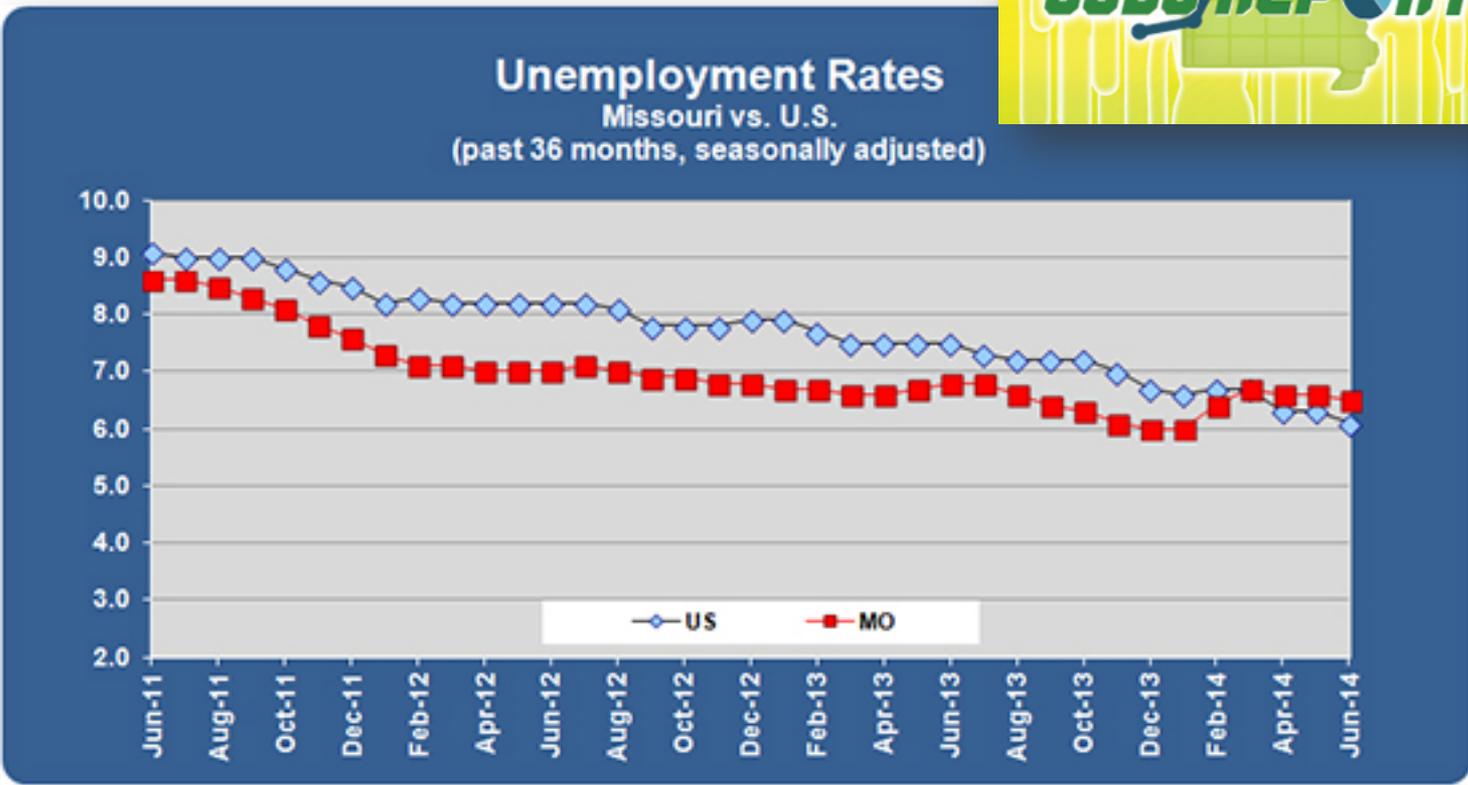
OKLAHOMA

MISSOURI

AND WE'RE
TRYING TO BE
MORE LIKE THEM?

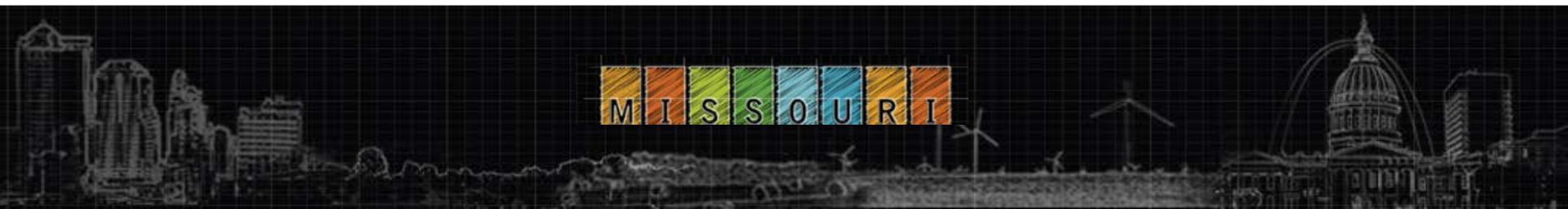
JUNE UNEMPLOYMENT RATE DROPS TO 6.5 PERCENT

LATEST JOBS REPORT



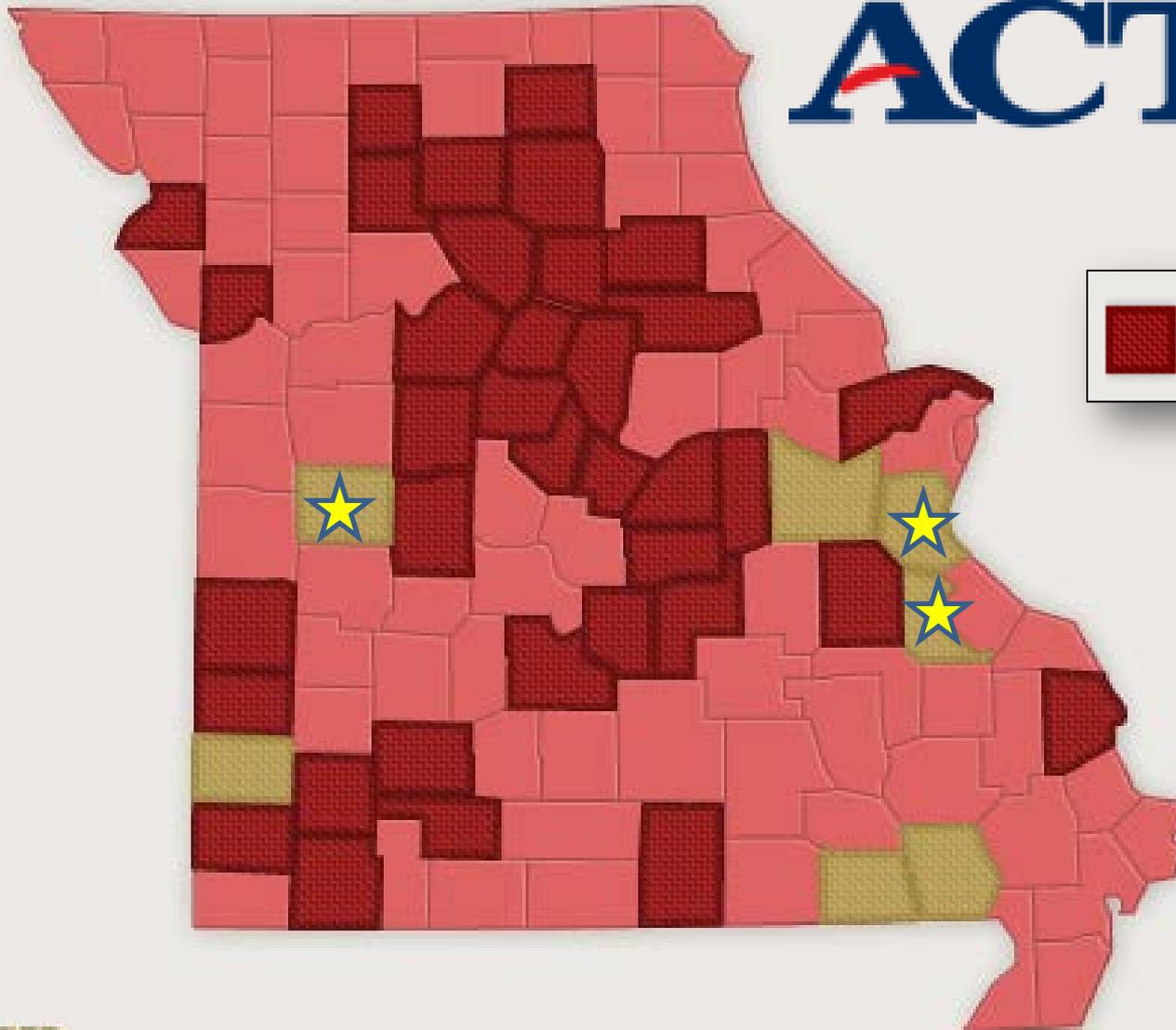
2014 Legislative Session

- Funding Reserved, pending outcome of veto session:
 - Customized Training
 - Missouri Technology Corporation
 - Seed/venture funds, innovation centers, MO Enterprise
 - Tourism



MISSOURI

ACT[®] Work Ready Communities



 PARTICIPATING COUNTY  CERTIFIED COUNTY

Cass County:

- NCRCs: 258

Jasper County:

- NCRCs: 2,687
- Employers: 99

Jefferson County:

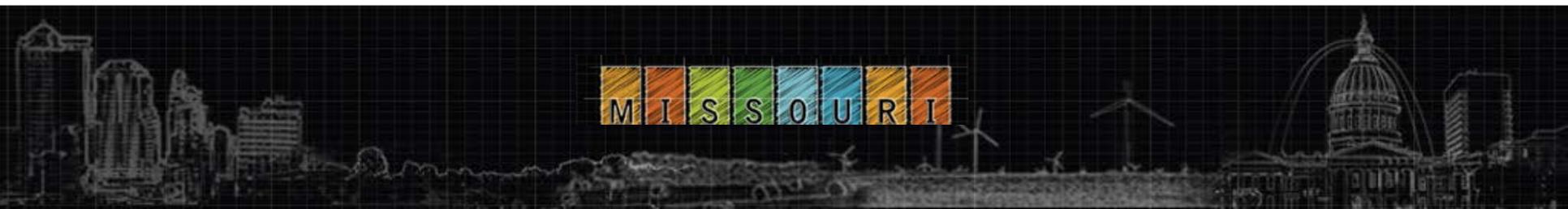
- NCRCs: 1,713
- Employers: 104

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ECONOMIC CATALYSTS



Economic Catalysts

- Brings in “new” money to the local market.
 - Doesn’t compete within the local market.
- Doesn’t base a facility location on local demographics.
 - Economic Catalysts location criteria:
 - Proximity; People; Place; Product; Perception; and Price.
- Greater job “spinoff” and higher wages.



MISSOURI

Types of Catalysts

- “Primary” Businesses:
 - Manufacturing, Headquarters, Back Office
 - Regional/Tech Services, R&D
 - Contact center
- Tourism Attractions (with regional draw)
 - Lakes/rivers, pro sports, large events, large conventions
- Agriculture

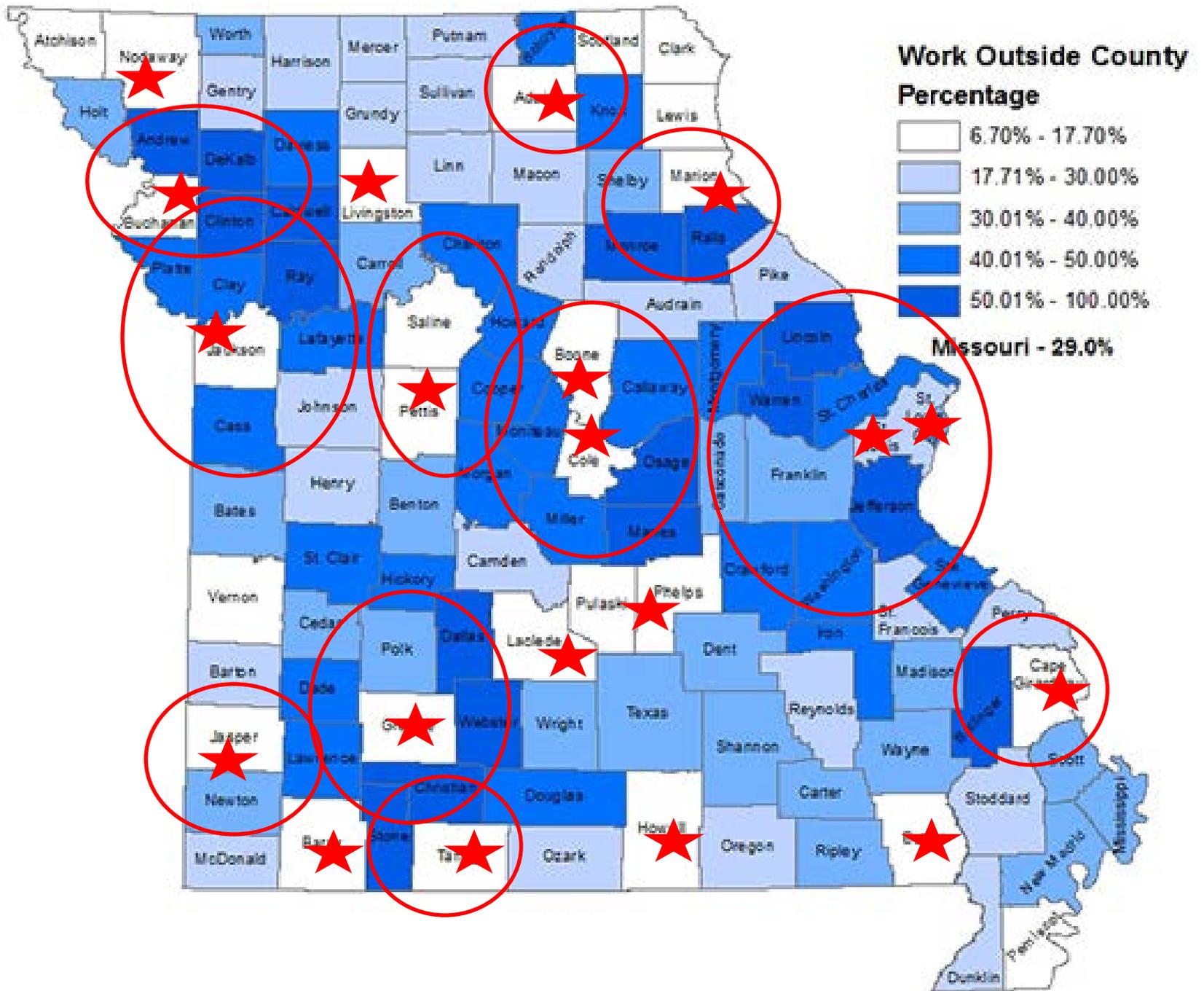


Types of Catalysts

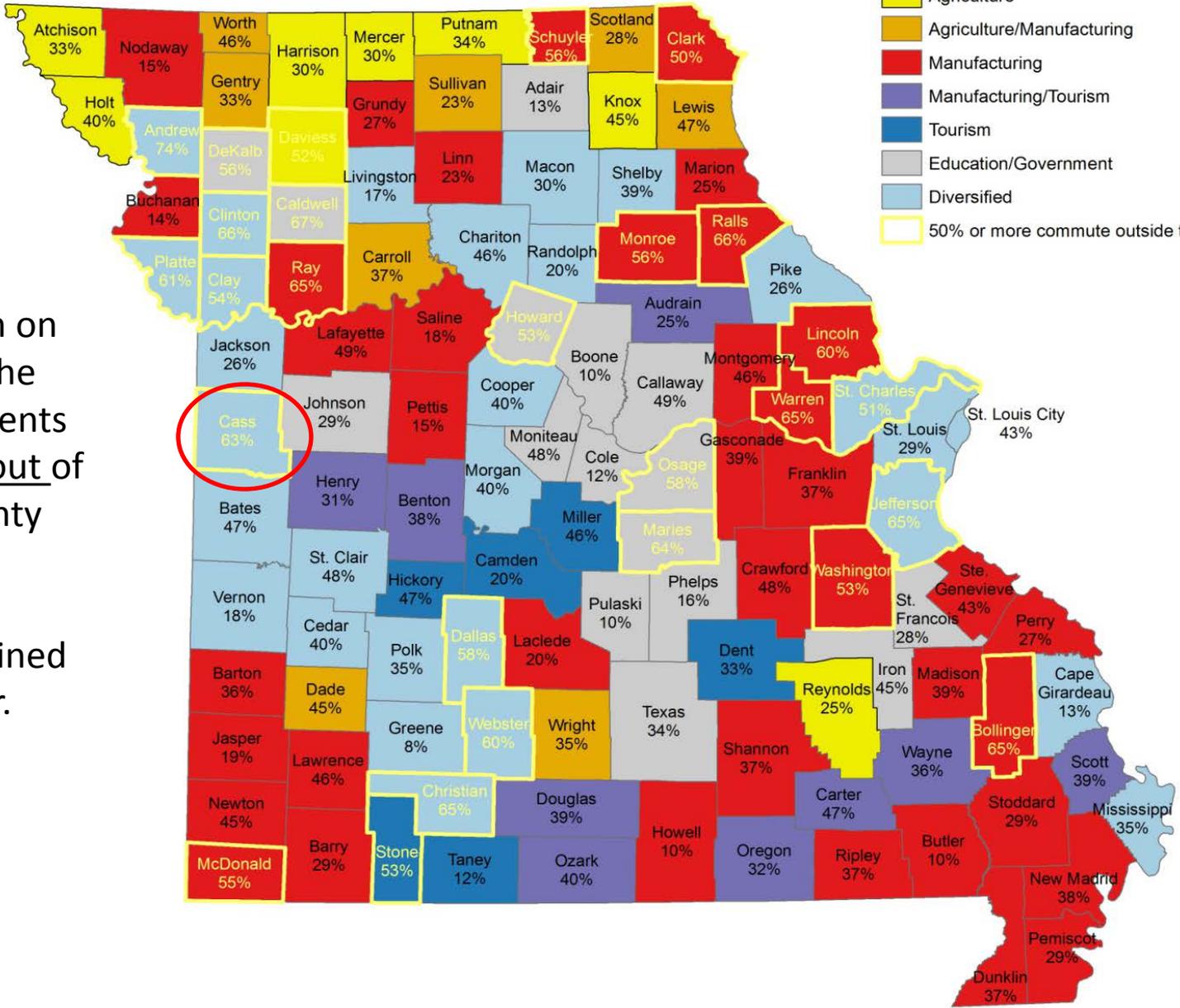
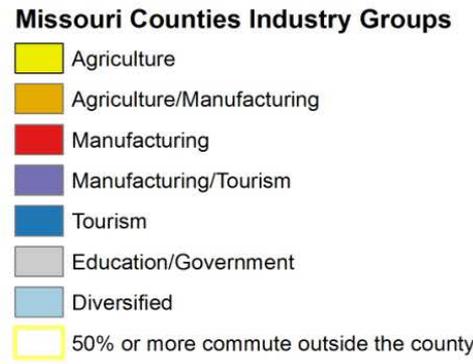
- Universities/Colleges
- Federal/State Government
 - Military, Institutions
- “Regional significance”
 - Specialty hospitals, Unique retail



MISSOURI



Top Industry by Employed Population



Numbers shown on each county is the percent of residents who commute out of their home county for work.

Above 50% outlined in yellow border.





The 7 Ps of Site Selection

MISSOURI



Site Selection

- Attraction: About 10-15% of new jobs.
 - Most are expansion of existing businesses.
- Process of elimination.



Seven Ps of Site Selection of Primary Businesses

#1 Proximity

- Close to markets, suppliers, transportation hubs, utility capacity, other required needs.



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Seven Ps of Site Selection of Primary Businesses

#2 People



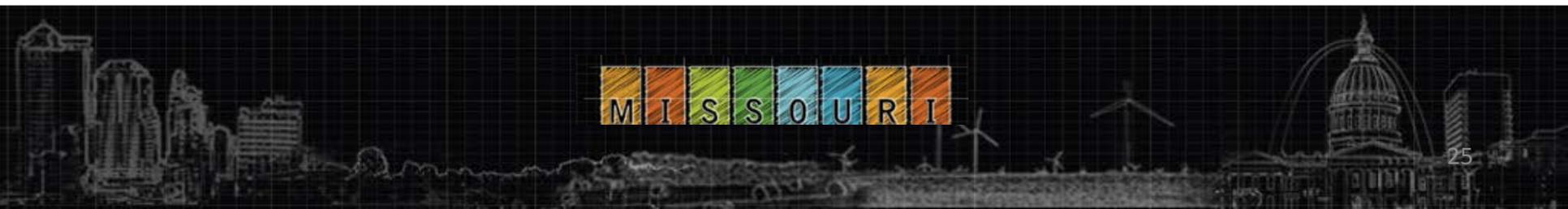
- Number with required skills within 30-60 minute drive time radius.
- Number of regional graduates in applicable fields.
 - Universities, Community Colleges)

“Education is the single most important factor in driving economic growth.”

CEO for Cities

“Technology has been a key driver of economic growth over the last two decades, fueling the innovation and entrepreneurship that are crucial to long-term economic development and prosperity.

Brookings Institute



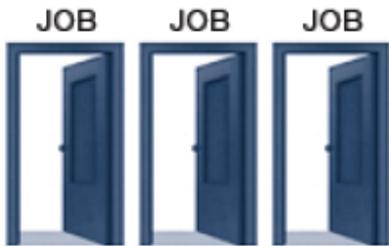
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STEM Jobs

STEM SKILLS ARE IN DEMAND

In Missouri, STEM skills have stayed in demand even through the economic downturn.

STEM:
3.1 jobs for every
1 unemployed person



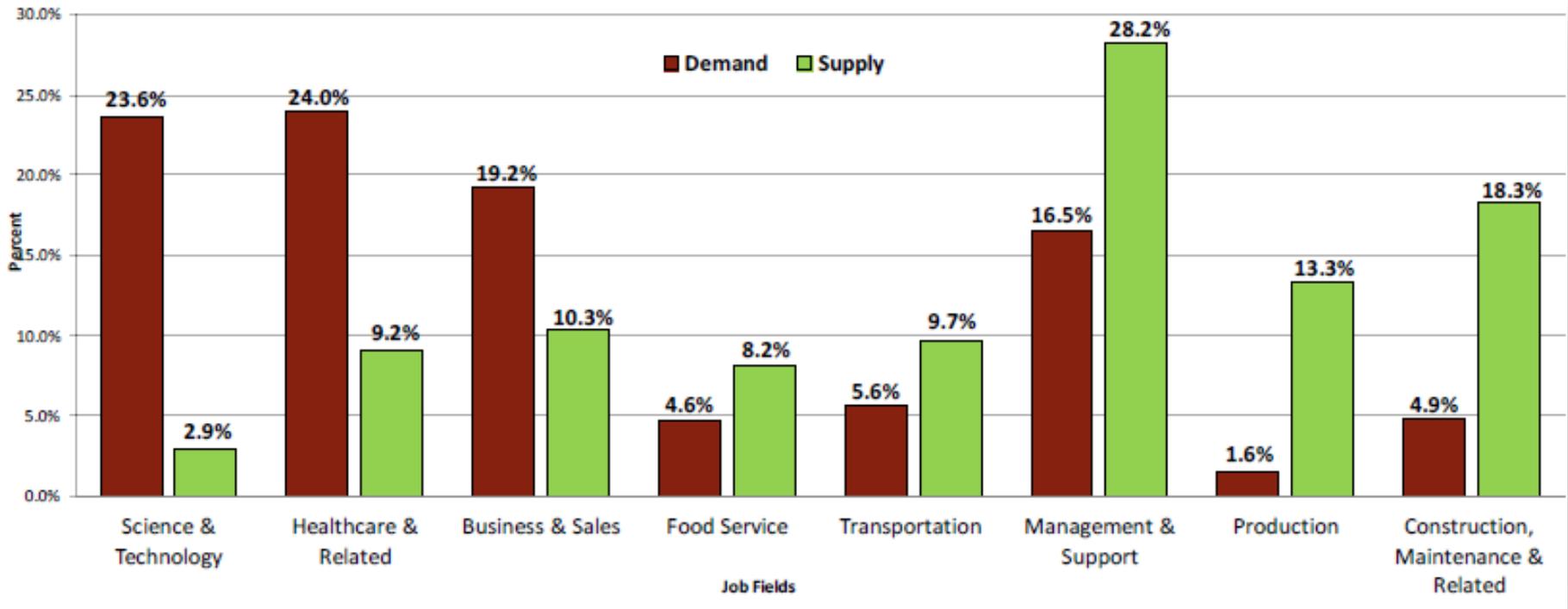
Non-STEM:
3.7 unemployed people for every **1 job**



- 60% of new jobs will require degrees in STEM.
- Only 20% of the workforce has these skills.

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Missouri Labor Supply and Demand, Mar. 2014

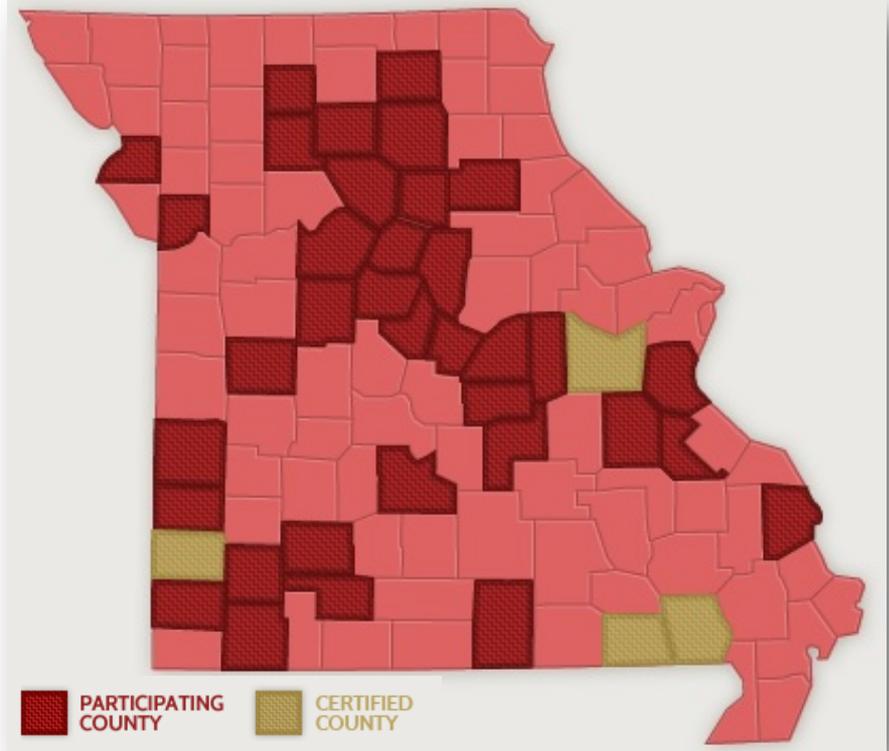


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Certified Work Ready Communities



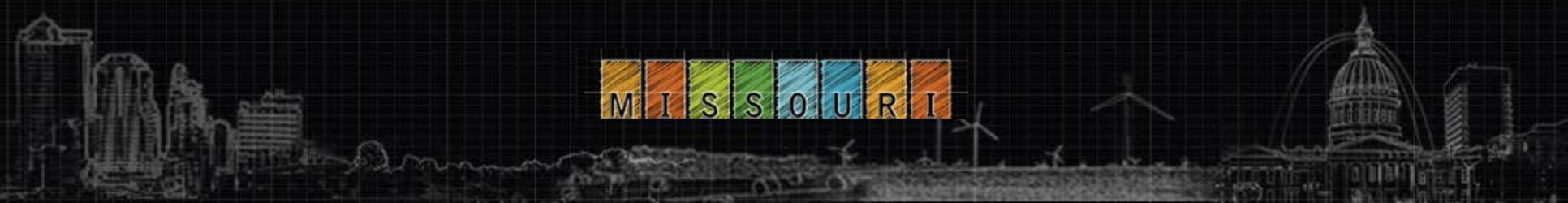
- Links workforce development to education
- Aligns economic development needs of communities
- Matches appropriate applicants to jobs based on skill levels
- Strengthens and grows businesses



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Innovation Campuses

- Partnership between:
 - Tech companies (apprenticeships)
 - Universities and colleges (AP courses and post HS)
 - High Schools
- Accelerates 2/4 yr degrees.
- Provides trained/educated tech workers.
- NEW: Tax credit (pending)



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A stylized, dark-toned illustration of a city skyline at night, featuring various skyscrapers and the prominent dome of the Missouri State Capitol building on the right. In the foreground, several wind turbines are visible against a dark background with a grid pattern. The word 'MISSOURI' is written across the middle in large, colorful, block letters.

Seven Ps of Site Selection of Primary Businesses

#3

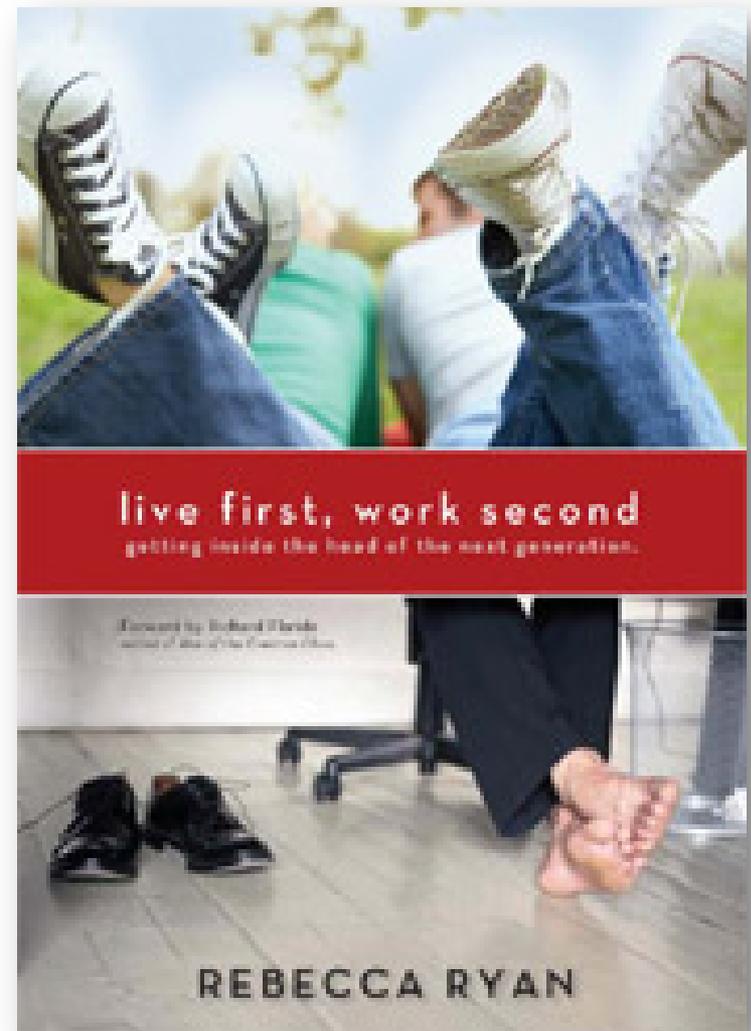
Place

- “Cool” places to attract and retain young talent.



“Live First, Work Second,” consultant Rebecca Ryan notes just how important lifestyle is to next generation workers:

75% surveyed said that finding a “cool city” was more important to them than finding a “good job.”

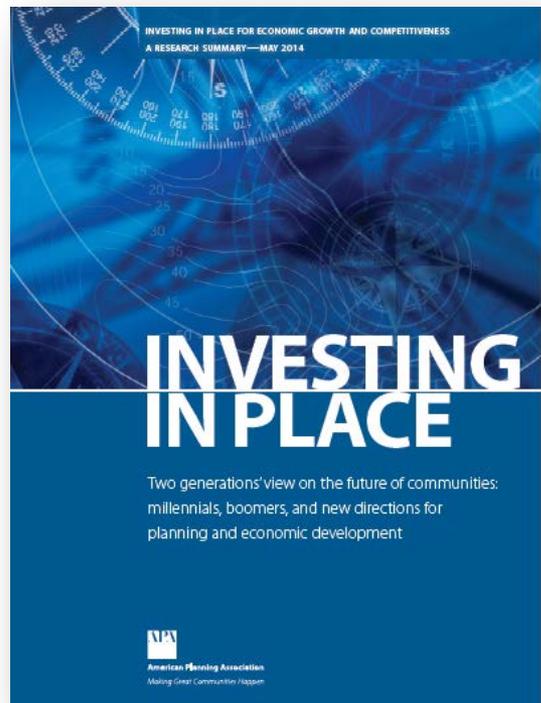


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#3: Place - Comments

- Dense, safe, walkable areas with public gathering places and entertainment with affordable housing units.
- Nearby universities with advanced degrees in key fields.
- Regional strategy for attraction/retention of young professional talent.





56%
OF MILLENNIALS

46%
ACTIVE BOOMERS

WOULD PREFER TO LIVE SOMEDAY IN A
WALKABLE COMMUNITY, WHETHER AN URBAN,
SUBURBAN OR SMALL TOWN LOCATION.

Only eight percent of Millennials and seven percent of Active Boomers prefer living if they can afford it in a suburb that requires driving to most places.

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Seven Ps of Site Selection of Primary Businesses

#4 Product

- Available buildings or sites applicable to the company's specific needs.
- Adequate infrastructure.
- 80% of searches begin with an existing building; 20% actually locate.
- Sites: Certified/Shovel ready for **SPEED**.



LOCATION  ONE
INFORMATION SYSTEM

MISSOURI

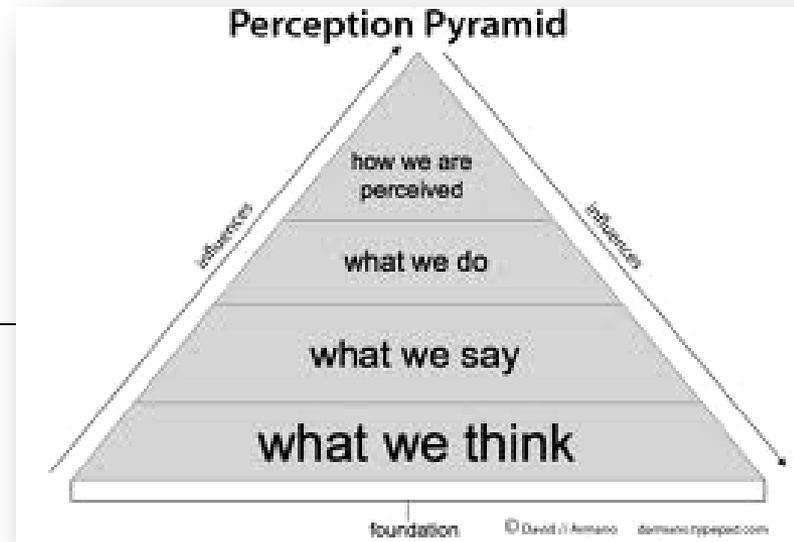
DC Now, August 31, 2010

Seven Ps of Site Selection of Primary Businesses

#5

Perception

- Professional ED support
- Supportive local & state government.
- Cooperative labor situation.
- Supportive media.



MISSOURI

DC Now, August 31, 2010

Seven Ps of Site Selection of Primary Businesses

#6 Price

- After meeting all 30-60 requirements above, the finalist that has the **lowest overall costs** over 10-15 years typically wins.
- Includes: Energy, construction, labor, taxes, incentives, transportation, others.

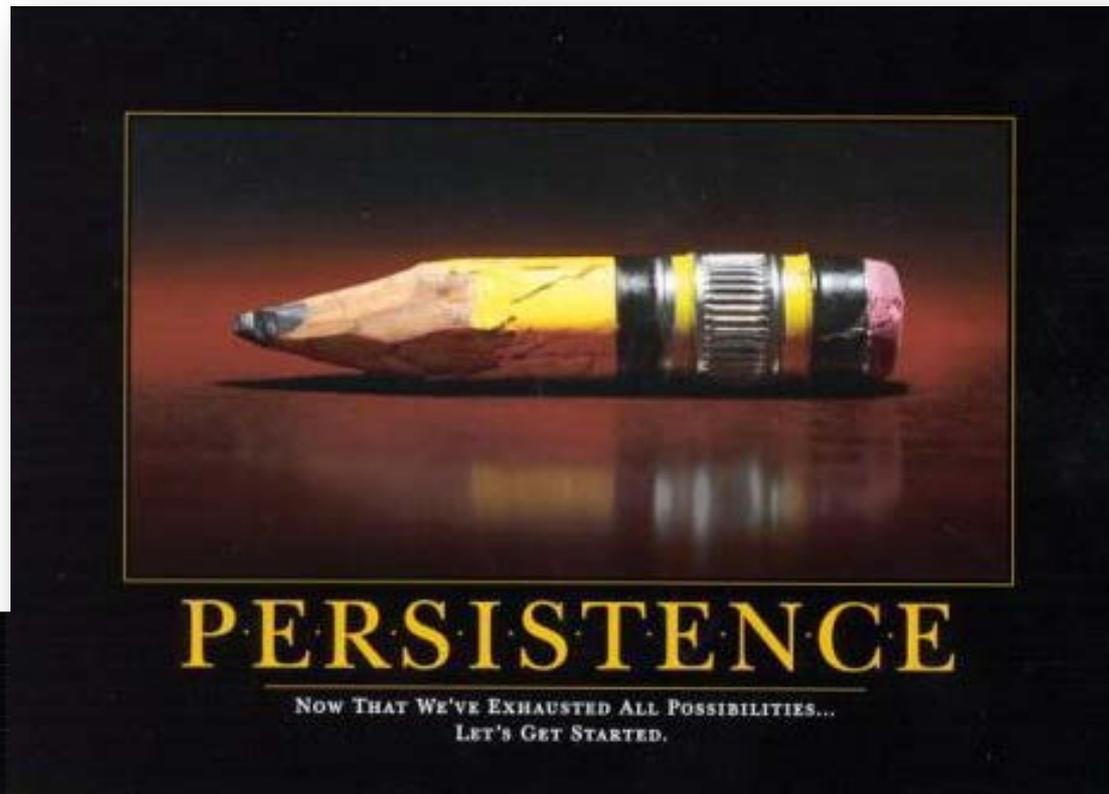


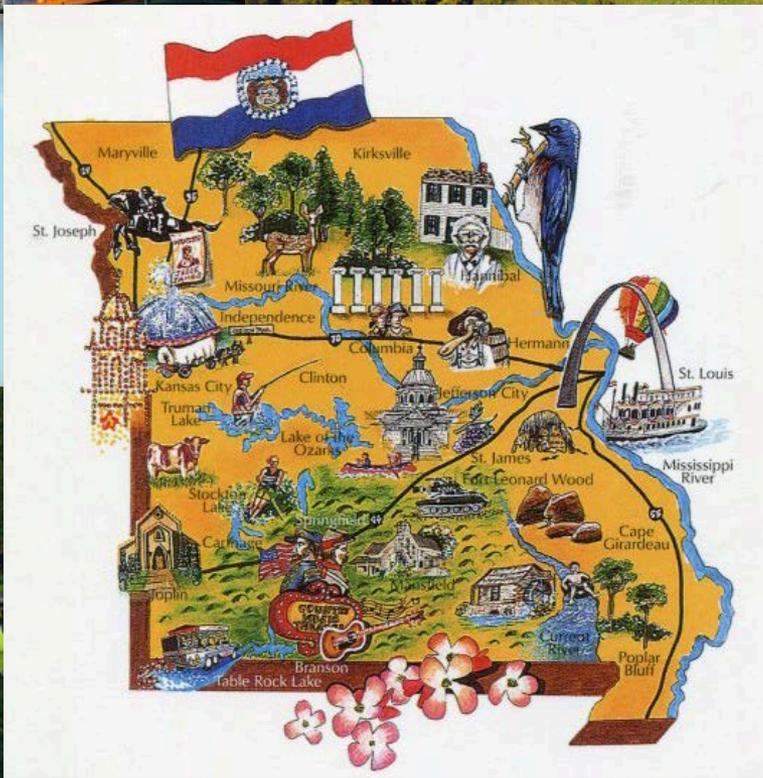
Seven Ps of Site Selection of Primary Businesses

#7

Persistence

- Reputation for doing a complete and professional job with consultants and companies.





NEW ED PLAYBOOK



“New ED Playbook”



1. Make attracting, developing, and retaining **talented people** in your communities your top ED priority.

MISSOURI

“New ED Playbook”



2. Focus resources on high-impact, in-state companies for **greatest job growth** and **business creation** potential.

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“New ED Playbook”



3. Develop business plans around **competitive advantages** and **assets**.



MISSOURI

Key Websites



www.ded.mo.gov



www.mosourcelink.com



