



TANEY COUNTY PARTNERSHIP

City of Branson Quarterly Update, September 8, 2016

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 2015. Please contact me with any questions or concerns and if you would like more information as a group or individually.

Partners: Our newest partner joining in 2016 is Carson-Mitchell. Due to some changes within their company, United Rentals is no longer an investor in the Partnership. This keeps the total number of Business Sector Partners to 28 with an annual investment total of \$134,000. We also would like to recognize and thank the City of Branson for increasing their level of investment to \$10,000 for 2017.



Projects: To date in 2016, we are currently tracking and assisting 21 active projects, 5 inactive (no activity within last 90 days) and 5 completed projects. Out of those 31, 19 are within the city limits of Branson. The industry breakdowns are as follows:

Manufacturing	4
Financial/Business Service	3
Medical Research & Services	2
Supply Chain Management	0
Technology Innovation	1
Tourism/Retail/Lodging	20
Agriculture/Forestry	1

Marketing Strategy and Development: We continue to leverage our digital presence and print advertising with editorials published in the following trade magazines: Trade & Industry Development, Business Xpansion Journal, Business Facilities, and Site Selection. Some of the highlights were the Data Center, Biosolids, Quality of Life/Place and Sports Marketing. New material will move away from the "Smart" taglines and transition to the "OnPoint, Targeting Talent and Opportunity" branding moving forward.

CWRC: The Certified Work Ready Communities Steering Committee is now meeting on a monthly basis and has been rolled into 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. Goals and progress (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	138
Current (<i>those employed</i>)	51	58
Transitioning (<i>unemployed</i>)	345	141
Totals	556	337
Total NCRC		337

	Goals	Actual
Employers Supporting 	97	104 

Website: With our access to more information and data through Chmura Economics and their JobsEQ platform have been publishing a quarterly economic overview report highlighting workforce demographics and forecasted trends. Heather Hardinger, TCP Programs and Communications Director, has updated several features and functions on TaneyCountyPartnership.com as well as developed a new website TaneyCountyJobs.com which will go public in mid-September with the objective of providing additional information for employers and job seekers.

Site Selectors/Consultants & Familiarization Tour: To date in 2016, we have met with a total of 47 site selection consultants representing 20+ agencies with contacts in Cleveland, Pittsburgh, Philadelphia, Washington DC, San Antonio and St. Louis in conjunction with the Missouri Partnership and the Springfield Regional Economic Partnership. 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 2016 Lakeside with the Locators event was a success and the TCP will continue to have a leadership role through 2017.

Workforce Development: We have introduced a new branded initiative as mentioned above, “OnPoint, Targeting Talent and Opportunity”. The logo is designed to shared and incorporated with Partners and community stakeholders for all things workforce development. New digital initiatives in the form of website and video platforms are being introduced as well additional collateral material to assist in talent attraction and relocation. Additional funds will be allocated in 2017 from a marketing perspective to increase the “views” on everything that has been introduced, and will, between now and the first quarter of 2017. (the following is the same from previous report) This topic continues to be a top

priority for the Partnership, Chamber and many community stakeholders and businesses. We continue to experience a shortage of available and qualified labor to meet the demands of existing employers within the county, region and state. This will become more noticeable with new employers opening for business in 2016 (Menards, LaQuinta, Fritz', Ballparks, The Runaway, Ferris Wheel and others). We are not alone in this as the labor shortage or "skills gap" challenges are being experienced within the majority of communities in the United States. We will continue to monitor, research, and frame the issue while attempting to identify potential programs or successful efforts to assist local employers. New tools and services will be introduced throughout 2016.

Thank you for your continued support and participation!

Jonas Arjes, EDFP
Executive Director
Taney County Partnership