

January 2023
Economic Development Highlights
Joplin Area Chamber & MOKAN

ATTRACTION

Requests For Information October 1 – December 31

RFI's Received = 10

RFI's Responded to = 5

Reasons for not responding to all RFI's vary. Typically due to specific asks such as minimum acreage, an existing building, or utility capacity requirements that sites in Joplin do not currently meet.

Active Projects

Project Spoonman

- \$80 million / 300+ jobs / 150,000 sq ft facility
- Boots-on-the-ground visit in October with company's consulting team
- Site being considered is the 55 acre "MO State Certified" site at Crossroads
- We are in a wait and see mode with the company as they are reviewing a total of 8 sites in 4 states

Foodliner

- In December 11.2 acres at the Crossroads Industrial Park was sold for \$600,000. The purpose is for a truck washing station which will serve many of the existing industries at the park and the surrounding area.

CrossMar

- Currently building a new warehouse in the Crossroads Industrial Park
- This is a much needed facility as we field many questions from existing companies regarding availability of warehousing space in our area

Road Ranger Travel Plaza

- Construction is underway along I-44 at the Crossroads Industrial Park interchange

Project Moody Blue

- Potential warehousing project that appeared before City Council in October

- They are scheduled to appear before Council in the near future to request Chapter 100 program tax abatements

Project Costanza

- Advanced manufacturing facility with 65 jobs
- A virtual site visit of Wildwood Ranch took place on Oct 31 with the prospect's consulting group
- A second virtual site visit followed with the consulting group and representatives from the prospect company
- Unfortunately, we were later informed that our site had been eliminated from consideration

Recruiting Trips

PLMA in Chicago

- This is the annual Private Label Manufacturing Association tradeshow
- It took place in Chicago on Nov 14 & 15
- Travis Stephens & Jake Heisten attended

Hawthorn Foundation/Missouri Partnership meeting October 28th

- This is the organization at the state level that works directly with prospect companies and distributes RFI's to the local communities
- They host 2 meetings each year and Travis attended

Marketing

Choose Joplin website <https://www.choosejoplin.com/>

Visits to page:

Q4 2021 = 499

Q4 2022 = 947 (89.8% growth)

Origin of visits:

48% direct entry

26% social media link

22% search result

4% link from email or other website

1% paid digital ad

EXISTING BUSINESS SUPPORT

Expansion & Retention

9 Official BRE Visits during Q4 of 2022

Notable BRE Visit 1

- A meeting took place in December with a local food manufacturer interested in upgrading one of their product lines and adding a warehouse component to their existing location
- We are currently working with state reps on potential incentive programs that can be applied (specifically workforce training on the upgraded equipment)

Notable BRE Visit 2

- A meeting took place in December with a local metal works facility interested in expanding their operations and facility
- Similar to above, we are currently working with state reps on what incentive programs the company could qualify for

Workforce

- Regional employer survey completed (see attached with this report)
- A childcare task force of community leaders in the region was put together to address local/regional childcare needs and its impact on workforce availability for businesses.
There will be a lot more activity around childcare in 2023.
- Advanced Manufacturing Expo took place in October 6th. The purpose is to assist area manufacturers in building a talent pipeline for the future and to introduce juniors and seniors in high school to potential career opportunities post high school. Several hundred students from the 4-state area attended and 22 manufacturers from the region participated with booths and personnel to meet with the students.
- The Joplin Area Technology Summit took place on November 4th. The event had more than 300 registered and included 14 speakers, many from out of the area or state, who are recognized experts or thought leaders in their respective fields and

Business Startups

- In October the first cohort of entrepreneurs graduated from the Builders & Backers entrepreneur accelerator program. 10 NEW small businesses have now entered the Joplin business community as a result of this program. Builders & Backers is a program of the Heartland Forward and partially funded through MOKAN and several area business sponsors.
- We have had 4 new businesses graduate out of the Newman Innovation Center (NextGen Diagnostics, Midwestern, Connect 2 Culture and Region M Waste Mgmt.) along with 1 from the Advanced Training & Technology Center (Power Shades)
- A new start-up business is taking up space in the Advanced Training & Technical Center - Happy Trees Table Co. is a local wood working and cabinet manufacturer.

MISCELLANEOUS

MOKAN Director hired

- After several months without someone at the helm following the departure of Tony Robyn, Jake Heisten was hired as the next Director of MOKAN
- Jake started his new role on October 24th

ARPA

- In conjunction with city staff and JIDA, we have been vetting 5 privately owned properties in or around Joplin for potential Industrial site expansion
- The deadline to apply for a 50-50 match grant for land acquisition and infrastructure build out is February 20th

Employment Numbers:

	Joplin	MO	USA
Unemployment Rate (Nov)	1.9%	2.7%	3.5%
<i>May of 2022</i>	<i>3.1%</i>	<i>3.4%</i>	<i>3.6%</i>

https://www.bls.gov/eag/eag.mo_joplin_msa.htm