

# Joplin Area Chamber of Commerce / MOKAN Economic Development Quarterly Update July 2023

## TECONOMY STRATEGIC PLAN

- A team of 3 representatives from TEconomy spent 3 full days in Joplin April 3-5
  - Meetings were conducted with Mercy, Freeman, KCU, MSSU, Crowder, City Staff and other community members
  - Virtual meetings with additional community stakeholders took place after the meeting and are ongoing
- Since their time in Joplin the consultants have been collecting data and compiling the information gathered from their interviews and putting together a workable draft
  - The steering committee will meet with TEconomy on July 26 to go over that initial plan

## BUSINESS ATTRACTION

8 RFI's received  
2 RFI's submitted within MOKAN region  
2 RFI's submitted within city of Joplin

### Project Ozark

- Agricultural focused chemical manufacturer
- 25 to 30 jobs (\$26/hr avg)
- 25,000 sq ft facility
- \$50 capital investment
- 25 to 50 acres
- Rail required
- Submitted Wildwood Ranch site in Joplin

### Project Margarita

- Data Center
- 40 acre site
- No other information was provided. Due to the substantial electric power needed we did not submit, however reps with the Missouri Partnership came back after the submission deadline and inquired about several locations in the Joplin area. Following an exploration of various sites we did submit Crossroads and Wildwood sites in Joplin

## ATTRACTION TRIPS

No trips have occurred in Q2. The next site selection consultant engagement trip is August 11.

- I-70 Baseball Series (Cardinals vs Royals)
- Kansas City
- Sponsored by the Missouri Partnership
- MOKAN Director Jake Heisten will attend

## EXPANSION & RETENTION

BRE Visits = 5

- Jasper Products, Don's Cold Storage, MAPP Technologies, Refresco and Missouri Walnut

We are currently working with one local company on how to apply for **Foreign Trade Zone** status

- A Foreign Trade Zone is a designated location in the US where companies can use special customs procedures that allow delayed or reduced duty payments on foreign merchandise
- In the SW MO area there are currently 3 companies that have FTZ status
  - 2 in Neosho and 1 in Carthage
  - No companies in Springfield or Joplin

We are currently working with a local company on the possibility of having them included in a **HUB Zone**.

- HUB Zones allow small businesses located in distressed areas (Historically Underutilized Business Zones) to gain preferential access to federal procurement opportunities
- HUB Zones are based on census tract boundaries and there are already designated HUB Zones within Joplin
- The company in question is located approximately 3 blocks outside an existing Zone boundary and are hoping to be included within the zone based on proximity
  - We are currently exploring the process

The Chamber hosted an International Trade Seminar on April 20

- The purpose of event was to highlight the resources available to assist with international exporting so that more local companies are aware of opportunities to expand their business
- Presenters included the MO Dept of Economic Development, the Small Business Development Center and the US Commercial Services
- There were 12 area businesses in attendance

## **CROSSROADS BUSINESS PARK**

- An 11-acre tract was sold for the development of a truck washing station
- There is a pending closing on a 25-acre parcel
  - As of this report, the closing is scheduled to take place within the next week
  - Once this property is officially sold there will be 2 remaining tracts of approximately 50 acres and four parcels at or below 12 acres
- The Road Ranger Travel Plaza officially opened May 9

## **MARKETING**

### Choose Joplin Website

- Visits to page
  - Q1 = 1,379
  - Q2 = 1,672
- Origin of Visits
  - 44% direct entry
  - 33% social media link
  - 15% search result
  - 4% link from email or another website
  - 1% paid digital ad

## **MISCELLANEOUS**

- Jake and Travis attended the Hawthorn Foundation Q2 Board Meeting May 23 in Cape Girardeau. We heard a presentation from the Governor along with updates from Hawthorn regarding projects, initiatives and progress reports happening state-wide.
- MOKAN hosted the leadership of the Hawthorn Foundation (Becky Willard) and the Missouri Partnership (Subash Alias) in Joplin on June 5. They met with the MOKAN Board of Directors and gave an overview similar to the one Jake and Travis heard at the event in Cape Girardeau. Board members were able to ask questions about the attraction efforts at the state level and better understand the process of economic development.
- Jake and Travis attended the annual conference hosted by the MO Economic Development Council June 13-15 held at Lake of the Ozarks. There we learned about

new trends in the industry as well as had the opportunity to network and engage with state project managers and Hawthorn Foundation and Missouri Partnership representatives.

- The Chamber is in talks with Crowder College to purchase the Advanced Training & Technology Center (ATTC) that is located immediately to the east of the Chamber office. Crowder College has been a tenant of the building occupying nearly 80% of the space for the past 5 years.
- MOKAN is in the process of determining next steps regarding replacing Amy Kaufman who served as the Workforce Development Coordinator. We are consulting with the MOKAN Board whether or not this position needs to be a marketing or workforce role.