

# ANNUAL REPORT 2014

Year Ending December 31, 2014

SMART

PEOPLE

SMART

LOCATION

SMART

CHOICE

*...the SMART place to be*



**Taney County Partnership**  
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Taney County, MO  
@TaneyMo

# 2014 Annual Report

Taney County Partnership



## Taney County Partnership

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# key areas of focus...



## Business Retention & Expansion

Facilitating the expansion and retention of existing business and industry is the backbone of every successful economic development program. With more than 80 percent of all new jobs traditionally created by existing companies, this continues to be a high priority for the TCP.



## Small Business Entrepreneurial Development

Promoting and supporting the development of local ventures seeks to create new jobs, identify new leaders and bring new innovations to communities. Many communities, such as in Taney County, face the challenge of finding new economic engines to add to what had originally helped build the area. Communities can succeed in this approach by looking inward and seeking to capitalize on the entrepreneurial strengths and passions of the local residents.



## Workforce Development

All businesses depend on the quality of their personnel for their productivity and profitability. A common strategy in economic development and workforce development is to strengthen the local talent pool of workers to match the needs of local and regional employers now and in the future.



## Business/Industry Attraction & Marketing

Whether a business relocates to a community depends on the speed and accuracy of the information provided. Successful communities also must have an effective, on-going marketing and recruitment program backed by thorough follow-up mechanisms. The availability of full-service industrial/business sites and buildings is a critical factor for companies seeking a location to establish new operations.



## Project Management

Providing local assistance, expertise and collaboration to any business, entity or individual looking to invest capital or create jobs in Taney County. This assistance can take many forms during the lifecycle of a project.

# Jonas Arjes, EDFP

## Executive Director



To our Partners:

As the Taney County Partnership sees 2014 in the rearview mirror, I can't help but look ahead to 2015 with much excitement and anticipation. The TCP has come a long way in the first three years facilitating positive impacts for Taney County and I would like to take this opportunity to personally thank all of the Partnership members. "Thank You" for the time, dedication, investment and leadership you've provided to this organization!

With the improving economy taking hold, I firmly believe the opportunities for Taney County will continue to increase. Job creation and capital investment are the fundamental benchmarks of economic development and the desired outcomes of these opportunities. The challenges we have to keep in the forefront as we work towards these ends are workforce development, available land and buildings, the improvement and expansion of infrastructure and transportation funding. Rail access, industrial park(s), east/west corridor road and air service development are just a few of the "high impact" objectives to consider as we move into the next three years. To achieve big, we must think big without losing focus on the little things.

A wise coach taught me that if you execute the fundamentals and string together twelve perfect plays, you will score and your chances of winning will greatly increase. I can't promise you perfection, but we will continue to work on the core fundamentals of economic development on a daily basis as we compete to win jobs and capital investment for Taney County.

Looking forward to working with all of you in 2015.

Thank you!

Jonas Arjes, EDFP  
Executive Director  
Taney County Partnership



# Craig Richards

2014 Chairman of the Board



To our Partners:

As I look back at 2014 I feel a sense of pride and satisfaction with the accomplishments and progress Taney County Partnership made. The progress is due to the efforts of the members, Jonas, and the addition of Jennifer Langford to the team.

The business of economic development is much like farming. You have to cultivate the soil, plant the seeds, wait for the rain and be ready to harvest. Taney County Partnership has done the cultivation and planted the seeds, we are now waiting for the seeds to grow and mature, and they will.

In 2014 Taney County Partnership established relationships and built community awareness with site selection consultants and agencies. We have educated and built community awareness on all aspects of the Partnership. Taney County is on the way to becoming a Certified Work Ready Community. This designation is recognized nationally and something prospective employers look for when selecting a community. Our website is much improved and brings the professional image that makes Taney County Partnership stand out from the crowd. These are just a few of our accomplishments.

I want to thank all of our members for their support both financially and with their time. Without the spirit of cooperation that has been displayed by the public and private members we would not be where we are today. Site locators view the public-private partnership and cooperation as vital to the success of a new business or a business relocation.

Finally, I want to thank Jonas and Jennifer for their hard work and dedication. They make a great team.

Sincerely,

Craig Richards  
Chairman of the Board  
Taney County Partnership



# highlights & achievements

**Partners:** Started the year with 25 partners and added 4 (Angel Hospitality, OTC, Tom Boyce Excavating & United Rentals) and have commit letters from 4 more (Metropolitan National Bank, Big Cedar Lodge, CFS Engineers & Taney County Regional Sewer District Utility) for a total of 33 to start '15.

**2nd Annual Legislator Dinner:** The TCP hosted the dinner for the second year at the Branson Convention Center with more than 40 attending including the entire state delegation representing Taney County in the Missouri Senate and House of Representatives.

**Legislative Efforts:** The TCP continued to maintain relationships in Jefferson City with multiple trips highlighted with Salute to Legislators and Missouri Economic Development Council's Winter (Legislative) Conference. Legislative Breakfasts with the Springfield Metro Partnership also provided opportunities for "face time" with the regional and state leaders who are impacting the local efforts on business and job growth as well as education and tourism.

**Site Selection Consultants:** New effort this year to reach out to and develop relationships with site consultants. With trips/events in Chicago, Philadelphia, Dallas, Kansas City & Lake of the Ozarks, TCP made contact with 52 consultants representing 31 agencies.

**Familiarization Tours:** In collaboration with Jeff Seifried and the Springfield Regional Economic Partnership, the TCP hosted True Partners Consulting out of Chicago and Schneider Electric out of Nashville for two FAM tours highlighting Branson Airport, The Mountain Complex and Top of the Rock to name a few stops. Education assets were highlighted with OTC and "quality of place" was demonstrated with driving tours and roller coasters.

**Friends of the Partnership:** Some people who helped the TCP along the way are moving on to other opportunities, Jim Anderson with the Springfield Regional Chamber "retired" and went to work for Cox. Chris Chung is leaving the Missouri Partnership to lead the new North Carolina economic development effort. Mary Lilly Smith with the City of Springfield was promoted to the Director of Planning and Development and Rob Dixon will be taking the lead role at the Missouri Community College Association.

**Certified Work Ready Communities:** Progress was made on several fronts with CWRC. The goal of 97 businesses "recognizing" the CWRC's National Career Readiness Certificate was achieved and surpassed with a total number of 100 now on the record. Through the relationship and collaboration with the Missouri Career Center, the "Chasing Platinum, Ready to Work" initiative was made possible through a \$40K grant from JP Morgan Chase allowing all high school seniors in Taney and Stone counties to take the ACT WorkKeys Assessment tests over the next two years. The logo and tag line were developed by the TCP's Marketing and Programs Director, Jennifer Langford. The MO Career Center Mobile Unit (12 testing stations) will be utilized in both counties to test student. To compliment that effort with help from the University of Missouri Extension Office, a \$1500 grant was secured and will be allocated to test Jobs For Life students at Jesus Was Homeless in 2015.



**Unemployment Improvement:** Lowest unemployment since November 2008, with October 2014 coming in at 4.8%. Also saw January and February numbers close to those last seen in 2007 and 2008.



# January 1 thru December 31, 2014

**New Staff Member:** The TCP hired a Marketing & Programs Director, its second staff member. Jennifer Langford, MBA/MIS, came on board on September 1, 2014 with the charge to lead marketing, promotions, advertising, social media, website and SEO, collateral development, and public relations for the Taney County Partnership. She brings the experience of a 25+ year successful marketing career to the Partnership from Nashville, TN, most recently managing marketing for the NAM data center segment at Schneider Electric.



**Marketing:** Continued working with InSite Consulting on marketing strategies (leading to new hire) with them returning in April for a reprise of their Community/Economic Development presentation to about 50 local leaders and stakeholders. Continued working with University of Northern Iowa's Institute for Decision Making. This led to the first TCP ad in the January issue of Site Selection Magazine followed later in the year with a piece in a special Missouri insert in October issue of Industry Week.

**Name Change:** After a couple of years of discussion and debate, the decision was made to drop the "business development" part of the Partnership name and just go with Taney County Partnership. Logo was redesigned with some help from the marketing team at Missouri Partnership.

**Website:** With the help of New Age Graphics, the new TCP website was launched in June with a fresher, crisper, more modern look and navigation over TCBDP #1. Seems to have been a good choice as NAG was selected for the new MEDC website as well and are rumored to be working with the BLACC staff on their new website.

**Air Service Development Committee:** The ASDC was formed in the summer to assist the Branson Airport in their efforts to replace service lost with the departure of Southwest Airlines. This group continues to work closely with regional stakeholders and is very close to securing (a) national carrier(s) for BKG. An ambitious site visit was executed almost flawlessly with help from many partners and area businesses and that effort continues with the development of a risk mitigation incentive program. The group is made up of Craig Richards, Steve Critchfield, Marc Williams, Rick Ziegenfuss and Jonas Arjes.

**Legends of Golf:** This was one of the biggest events of the year and the TCP participated with a sponsorship and presence at the expo facility at Buffalo Ridge. The economic impact of this five year event will continue to grow and the Partnership looks forward to the potential opportunities the event might serve for economic development and hosting possibilities.

**National Association of Counties:** The TCP was included in a new NACo report released in July "Strong Economies, Resilient Counties: The Role of Counties in Economic Development". This study examined county involvement, challenges and solutions in economic development across the 3,069 counties in the United States. Thirty-five (35) case studies provided a more in-depth view of county challenges and solutions in economic development. This NACo study is accompanied by an interactive map that provides more information about the 35 case studies and the full text of each of the case studies, visit the website at: [www.naco.org/strongeconomies](http://www.naco.org/strongeconomies).



# projects

There were three announced projects the TCP was involved with during the year: **MENARDS (Project Yellow)**, **Ball Parks of America (Project Home Run)** and the **Grand Palace (Project Stingray)**. See stats here:

|                               |  | YTD 2014    |
|-------------------------------|--|-------------|
| <b>Announced Projects</b>     |  | 3           |
| New Jobs                      |  | 215+        |
| New Payroll (est.)            |  | \$4.2M +/-  |
| New Capital Investment (est.) |  | \$41.7M +/- |
| <b>Compared to 2013:</b>      |  | YTD 2013    |
| <b>Announced Projects</b>     |  | 3           |
| New Jobs                      |  | 21          |
| New Payroll (est.)            |  | \$632K      |
| New Capital Investment (est.) |  | \$1.14M     |



| <b>Project Pipeline (Jan. 2014)</b> |            |                             |    |
|-------------------------------------|------------|-----------------------------|----|
| New Jobs                            | 975-1258   | Manufacturing               | 6  |
| New Payroll (est.)                  | \$400M ++  | Financial/Business Services | 1  |
| New Investment                      | \$273M ++  | Medical Research & Services | 0  |
|                                     |            | Supply Chain Management     | 0  |
| Square Footage                      | 365K +     | Technology Innovation       | 1  |
| Acreage                             | 245 +      | Tourism/Retail              | 5  |
| <b>Project Pipeline (Dec. 2014)</b> |            |                             |    |
| New Jobs                            | 1279 +/-   | Manufacturing               | 5  |
| New Payroll (est.)                  | \$18M +/-  | Financial Business Services | 2  |
| New Investment (est.)               | \$454M +/- | Medical Research & Services | 1  |
|                                     |            | Supply Chain Management     | 1  |
| Square Footage                      | 898K +     | IT, Innovation              | 1  |
| Acreage                             | 259 +      | Tourism/Retail/Lodging      | 11 |

# looking ahead to 2015...



## Message from the 2015 Chairman, Shawn Pingleton:

I am honored to serve as the Chairman of the Taney County Partnership for 2015. The prior work of staff, volunteers, past leadership and each of you has set us up for continued success.

I am looking forward to a year of SMART people making SMART choices to either expand their existing business or to begin doing business in Taney County.

We have a lot of important items to continue working on this year including workforce development, air service development, business attraction, planning and zoning regulations, and business retention and expansion. These items, along with many others, will require commitment and “one voice” from each of us working toward those common goals. I thank you, the partners, again for seeing that bigger picture.

I also want to welcome our newest partners who are joining us beginning in 2015; Big Cedar Lodge, Metropolitan National Bank, CFS Engineers and Taney County Regional Sewer District Utility. We are glad to have you as a part of our team.

Lastly, I want to extend a heartfelt thank you to both Jonas and Jennifer for their professionalism and dedication to our organization and also to Mike Booth as Chairman-elect and Chrystal Irons as Secretary/Treasurer.

Let's make it a great year!

Shawn Pingleton  
Empire District Electric

## New Board Officers

Shawn Pingleton, Empire District Electric - Chairman  
Mike Booth, City of Branson - Chairman-Elect  
Chrystal Irons, Taney County - Secretary/Treasurer

## New 2015 Partners

Big Cedar Lodge • Metropolitan National Bank • CFS Engineers  
Taney County Regional Sewer District Utility

## Workforce Development

As workforce development continues to be a top priority with talent development and retention being the driving criteria to serve existing and new employers in Taney County, the expansion of curriculum and programs at the OTC Tablerock campus will serve to assist students and workers in developing the skills necessary to foster a highly skilled and competitive workforce.

## Air Service Developments

4 new destinations added in January 2015. Progress is being made to attract major carriers to connect Branson Tri-Lakes region to important markets to further economic development efforts while growing the tourism market.  
New service announcements are expected by May 2015.

# 2014 board of directors

## BUSINESS SECTOR

Akers & Arney  
Angel Hospitality  
Arrowhead Building Supply  
Arvest Bank  
Bank of Missouri  
BKD  
Branson Airport  
Branson Bank  
Commercial 1 Brokers  
Connell Insurance  
Cox Medical Center Branson  
Empire District Electric Company  
HCW, LLC  
Mercy  
Ozark Mountain Bank  
Ozarks Technical Community College  
Schultz Surveying & Engineering  
Tom Boyce Excavating, Inc  
United Rentals, Inc  
White River Valley Electric  
Branson/Lakes Area Chamber of Commerce

## PUBLIC SECTOR

Taney County  
City of Branson  
City of Hollister  
City of Forsyth  
City of Rockaway Beach  
Village of Bull Creek  
Village of Kirbyville  
Village of Merriam Woods  
Village of Taneyville

## PARTNER AGENCIES

Springfield Regional Economic Partnership (SREP)  
Missouri Economic Development Council (MEDC)  
Missouri Partnership  
Missouri Department of Economic Development  
International Economic Development Council (IEDC)  
International Council of Shopping Centers (ICSC)

## We welcome these new partners as of January 1, 2015:

Big Cedar Lodge • CFS Engineers • Metropolitan National Bank •  
Taney County Regional Sewer District Utility

**SMART** PEOPLE

**SMART** LOCATION

**SMART** CHOICE

# 2015

*...the SMART place to be*



**Taney County Partnership**

## Get Connected...

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Facebook

LinkedIn

Google+

Website

Jonas

Jennifer

**NEW! Download the 2014 Annual Report at:**  
[taneycountypartnership.com/wp-content/uploads/TCP\\_Annual\\_Report\\_2014.pdf](http://taneycountypartnership.com/wp-content/uploads/TCP_Annual_Report_2014.pdf)

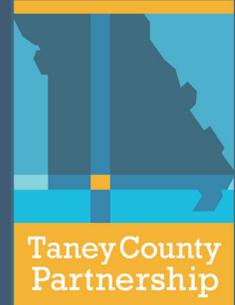
Branson • Hollister • Forsyth • Rockaway Beach  
Kirbyville • Merriam Woods • Taneyville • Bull Creek

# TANEY COUNTY PARTNERSHIP

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## JENNIFER LANGFORD, MBA/MIS

### Marketing & Programs Director

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## SHAWN PINGLETON, EMPIRE DISTRICT ELECTRIC

### 2015 Chairman of the Board

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## MIKE BOOTH

### 2015 Chairman-Elect

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## CHRYSTAL IRONS

### 2015 Secretary/Treasurer

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get connected



Taney County, MO

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Kirbyville • Merriam Woods • Taneyville • Bull Creek

[www.taneycountypartnership.com](http://www.taneycountypartnership.com)