

2.2 Industrial Attraction

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Assessment Process	
A.	Annual surveys, focus group studies, and an annual strategic planning retreat order the assessment and guide the direction for Industrial Attraction.
B.	Targeted Industries are determined through the Southwest Missouri Development Alliance and the Missouri Department of Economic Development. Local aspects of both regional and state priorities are implemented in the annual Action Plan for economic development through the Chamber of Commerce.

Program Standards	
A.	Organization: Through a main fiscal agent, Barton County Community Development Corporation (BCCDC), funding is combined with the resources of the Barton County Chamber of Commerce to serve as the primary organization for economic development. The Chamber’s Economic Development program directs the marketing efforts for Industrial Attraction. The BCCDC serves as the holding agent for the Lamar Speculative Building.
B.	<p>Mission Statement: The prime directive of the Industrial Attraction program is to actively seek companies that will complement the existing industry base, strengthen the local economy, and provide a better quality of life for the local workforce.</p> <p>In determining the eligibility for target industries, Lamar will focus on fulfilling all or part of these criteria of a prospect profile</p> <ul style="list-style-type: none"> • Initial employment (within the first three years) of 20-100 • Average starting wages of \$9.50/hour or better • Privately-held • Makes regular investments in new products (R&D) or new markets • Desires to control production in-house • Has a large regional, national, or international market • Top of cycle manufacturing • Technology-based in production • Resource-based manufacturing tied to local natural resources and current or potential agricultural markets
C.	Staff: The Chamber employs a full-time, salaried, economic developer with a support staff for specific projects as needed. The Director of Economic Development also serves as Secretary for the Barton County Community Development Corporation.
D.	Training: The Economic Developer is engaged in training and continuing education. Activities include the Missouri Economic Development Council, Economic Development Institute, and programs/workshops held through the Department of Economic Development. This person is actively pursuing the “Certified Economic Developer” designation through the International Economic Development Council. The Economic Developer has a budget for professional subscriptions to key journals of economic development research and best-practice scenarios.
E.	Budget: Funds for the Industrial Attraction program are included as part of the overall Economic Development budget of \$110,000 per year through the Chamber of Commerce.

F.	Community Information: The Chamber's award-winning website, www.bartoncounty.com , serves as a gateway for information on the community. This website utilizes the Missouri Location One system for community profiles and listings of available industrial sites and buildings. Highlights of the community are also documented on the official websites for the Southwest Missouri Economic Development Alliance and the Southwest Missouri Tourism Association. A full-color brochure of the area was updated in 2002. A seven-minute video promoting tourism, business, and quality of life amenities was produced in 2001. Printed profile fact-books are available through the Chamber and are customized for each prospect on a case-by-case basis.
G.	Sites: Development-Ready industrial sites are available in the Lamar Business Park. Further information is documented in Section 2.3.
H.	Available Buildings: <ol style="list-style-type: none"> 1. All vacant (or soon-to-be-vacant) commercial buildings are registered with the Missouri Location One System. 2. Speculative Industrial Buildings <ol style="list-style-type: none"> a. A Speculative Industrial Building was completed in 1998 and serves as a centerpiece of the Industrial Attraction program. b. The Chamber has identified a visioning opportunity for future industrial prospects to utilize three-dimensional, virtual rendering of industrial buildings to complement a fast-track infrastructure development program. This program would reduce the financial risk of spec buildings, while providing a more flexible approach to customizing a building in a fast-track environment for prospects.
I.	Finance Program: <ol style="list-style-type: none"> 1. Through workshops and professional journals, the Economic Developer maintains a toolkit of available financial resources to refer for projects that meet criteria. 2. The Barton County Community Development Corporation is comprised of several finance professionals available to assist the Economic Developer in packaging financial incentives and solutions for new prospects as well as existing industries. 3. In May of 2001, Lamar attained an Enterprise Zone to boost Industrial Attraction efforts in targeted industry sectors. Incentives come through local tax abatements of real property improvements and state tax credits based on total investment and job creation activity.
J.	Host Team: <ol style="list-style-type: none"> 1. A Host Team has been established to meet with qualified prospects on a case-by-case basis. 2. The Host Team is comprised of the Economic Development, Mayor, City Administrator, utility representative, Private Industry Council representative for training programs, finance professional(s) from the CDC, and project managers from D.E.D. Participation by individual members of the Host Team is secured as needed on a case-by-case basis.

K.	Economic Development Allies: Regular networking and information exchanges are maintained through the Southwest Missouri Development Alliance, Southwest Missouri Tourism Association, Harry S Truman Council of Governments, Mid-America Science and Technology Alliance, Missouri Biotechnology Association, Missouri Department of Economic Development, Missouri Economic Development Council, Private Industry Council, WIB/Missouri Career Center, Missouri Enterprise Zone Association, and the economic development representatives from local utilities and railroad entities. Locally, development partners include the City of Lamar, Barton County Commission, Lamar Community Betterment, University Outreach and Extension, Community Development Action Council, and the Youth Development Board of Barton County Achieving Wellness and Security.
J.	Marketing Program: The Chamber engages in the following marketing strategies: <ol style="list-style-type: none"> 1. Impact trips and trade shows through the Southwest Missouri Development Alliance, Mid-America Science and Technology Alliance, Missouri Biotechnology Association, Missouri Department of Economic Development, Missouri Economic Development Council, and the Missouri Enterprise Zone Association 2. Direct mail utilized for qualified leads obtained from sources listed in item #1 3. Leads for follow-up obtained through the Chamber's Business Retention and Expansion Program, further explained in Section 2.4 4. Missouri Location One online profile, sites, and buildings database 5. The Chamber's award-winning website: www.bartoncounty.com 6. Seven-minute promotional video, available in VHS, DVD, and CD-ROM formats 7. Printed promotional brochures on local incentive programs, tourism, and available sites and buildings 8. Cooperative print advertising opportunities with economic development agencies in neighboring communities and sources listed in item 1

Program Goals and Planning

Goal #1	Virtual Speculative Building Program
Strategy	<ol style="list-style-type: none"> 1. Utilize architectural rendering technology to produce three-dimensional virtual tours of buildings for qualified industrial prospects 2. Prospects gain a vision of how their project can fit in Lamar 3. Easily-customizable buildings would complement a fast-track approach for development of infrastructure to meet and exceed the benefits of a traditional spec building, without the risks and extreme costs
Funding	Anticipated local costs of at least \$5,000 could be reduced by cost-sharing with fellow members of the Missouri Economic Development Council or matching funds from the Missouri Department of Economic Development.
Timeline	Quarter One: Identify funding sources and collaborative partners Quarter Two: Determine specifications for program and obtain bids from providers Quarter Three: Select Provider and begin local program origination Quarter Four: Implement program, train participants, test program with case scenarios
Goal Evaluation	Ratio of prospect visits using program to actual business relocations and/or expansions, along with economic impact created from these projects

Goal #2	Inventory of local resources and advantages to target specific Life Sciences and Biotechnology Business Sectors
Strategy	<ol style="list-style-type: none"> 1. Utilize a consultant for an independent review of Life Sciences and Biotechnology potential for Lamar/Barton County 2. Identify current and potential raw materials from agricultural producers that may be utilized in Biotechnology and Life-Science Companies 3. Develop a targeted list of business sectors for Life Sciences and Biotechnology producers, along with prospects that could utilize raw materials for energy generation 4. Utilize RIMS-II Data from the Federal Bureau of Economic Analysis to predict economic impact of business startups in the Life Sciences and Biotechnology Sectors
Funding	Costs of consultant could be reduced locally by cost-sharing with fellow members of the Mid-America Science and Technology Alliance and/or the Missouri Biotechnology Association. Matching funds may be obtained from the Missouri Department of Economic Development.
Timeline	<p>Quarter One: Identify funding sources and collaborative partners</p> <p>Quarter Two: Determine specifications for consultant and obtain bids from providers</p> <p>Quarter Three: Select Provider and begin local research</p> <p>Quarter Four: Publish inventory, utilize inventory to direct local planning, utilize inventory for marketing strategies</p>
Goal Evaluation	<ol style="list-style-type: none"> 1. Inventory produced and implemented in local planning strategies 2. Inventory components successfully implemented into marketing strategies 3. Evaluate ratio of marketing reach to actual business start-ups and resulting economic impact

Program Evaluation

The success of Industrial Attraction endeavors for Lamar are addressed through:

- Specific economic indicators available from the local agencies, the Missouri Economic Research and Information Center and the U.S. Census Bureau
- Benchmarks established through the Lamar Baseline Study
- Monthly focus group sessions conducted by the Chamber of Commerce
- Annual Surveys of the local business community
- Annual Strategic Planning Retreat of Chamber Board Members and invited executives from other local civic organizations engaged in economic development