



SPRINGFIELD BUSINESS DEVELOPMENT CORPORATION

2023 ANNUAL INVESTOR REPORT



Springfield
Area Chamber of Commerce

STRATEGIC PRIORITIES

At the end of 2022, the SBDC board established a five-year plan for economic development which focuses on **three** strategic priorities:

BUILD WORKFORCE

- Support consistent efforts to develop talent pipeline
- Attract ready, willing and able workers to move to and work in the region
 - Retain current talent and connect them to the community

BUILD COMPETITIVE CAPACITY

- Develop a strong framework for local and regional economic development
- Advocate for investments that create highly competitive regional infrastructure
 - Grow the resources of SBDC and the strength of partnerships to ensure a more sustainable organization

BUILD JOB INFRASTRUCTURE

- Continue to attract new primary employers to the Springfield Region
- Work with partners to retain industry employers in the region
 - Identify and fill gaps in project competitiveness

2023 WORKFORCE DEVELOPMENT IMPACT

TALENT RETENTION

THE NETWORK FOR SPRINGFIELD YOUNG PROFESSIONALS

- **2023 MEMBERSHIP: 458 MEMBERS**
- **OVER 1,800 STUDENT CONNECTIONS**
- **2,000+ COPIES OF CAMPUSGF DISTRIBUTED**

TALENT ATTRACTION



LIVEINSPRINGFIELDMO.COM
18.9K CLICKS &
OVER 2.5 MILLION IMPRESSIONS

MEET OUR STAFF



Dean Thompson
Executive Director, Regionalism & Economic Development



Ben Vickers
Business Development Manager



Jeff Seifried
Interim Senior Project Manager



Karen Kunkel
Workforce Development Manager



Andrew Romano
Business Engagement Manager



Evander Gonzalez
Research Coordinator



Katie Cartwright
Talent Retention Coordinator

2023 ECONOMIC DEVELOPMENT IMPACT

As the economic development arm of the Chamber, the SBDC directly responded to over 40 project requests in 2023. This year, your investment impacted:



4 MAJOR PROJECT ANNOUNCEMENTS
INCLUDING BUC-EE'S GRAND OPENING



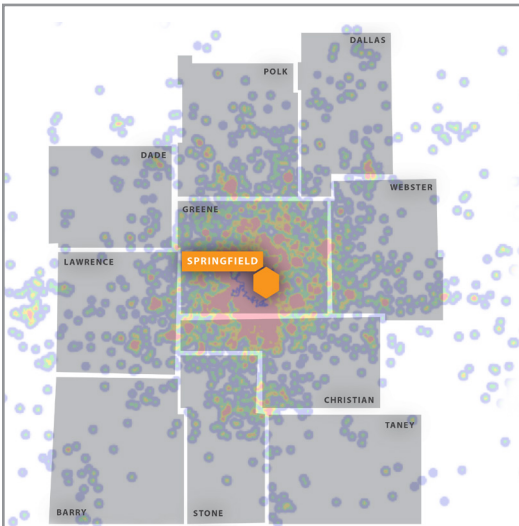
30 BUSINESS VISITS

38 CONSULTANT CONTACTS

8 SITE VISITS

\$21,500,000 NEW CAPITAL INVESTMENT

245 NEW JOBS CREATED



Residence of Springfield Commuters Placer AI, 2024

SPRINGFIELD'S WORKFORCE: A REGIONAL BLEND OF TALENT

With **51%** of our workforce commuting from outside city limits, Springfield stands as a regional hub, drawing talent from surrounding communities.

Top five largest industries by workforce in the Springfield MSA:

- Health Care and Social Assistance – **48,489**
- Retail Trade – **36,695**
- Accommodation and Food Services – **32,336**
- Manufacturing – **26,816**
- Educational Services – **21,372**

SBDC OUTLOOK SERIES

2023 SBDC HEALTH CARE OUTLOOK

The SBDC hosted peer health care leaders David Argueta, president of Mercy Hospitals Springfield, and Max Buetow, president and CEO of CoxHealth. The conversation focused on how competition and collaboration co-exist between the two systems and benefit the quality of care accessible to residents in the Springfield region. The event highlighted how this dynamic allows Mercy and CoxHealth to continually work to advance the care they provide by focusing on who they serve.

2023 SBDC ECONOMIC OUTLOOK

Economists from the Federal Reserve Bank of St. Louis highlighted the positive surprise of U.S. economic growth in the first half of 2023, easing concerns about a potential recession. Locally, one economist noted our region's commendable stability in growth outmatches the rest of the state and projected that the Springfield area would surpass other regional population averages, boding well for the future of our local economy.

2023 SBDC MANUFACTURING OUTLOOK

A diverse panel that included leadership from Vital Farms, Ozarks Coca-Cola/Dr Pepper Bottling Company, Ozarks Technical Community College and Mostly Serious gathered to discuss the role automation, robotics and artificial intelligence play in their current operations. The panel highlighted the importance of adaptability to the shift in technology and utilizing it as a tool and opportunity to improve the experience of employees as Industry 4.0 continues to evolve.

2024 SBDC BOARD OF DIRECTORS



BOARD PRESIDENT

Christina Angle
Erlen Group



BOARD VICE PRESIDENT

Brad Erwin
Paragon Architecture



BOARD TREASURER

David Atkisson
J.E. Dunn Construction

JOSELYN BALDNER

Central Bank of the Ozarks

BRENT BALDWIN

Commerce Bank

TREVOR CRIST

Nixon & Lindstrom Insurance

BOB DIXON

Greene County

HOLLIE ELLIOT

Dallas County Economic
Development Group

JASON GAGE

City of Springfield

GARY GIBSON

City Utilities

BRIAN HAMMONS

Hammons Black Walnuts

CARL KICKLIGHTER

JAKE MCWAY

CoxHealth

MATT MORROW

Springfield Area
Chamber of Commerce

STEPHANIE O'CONNOR

City Utilities

ROBERT RANDOLPH

Ozarks Technical
Community College

GARY SCHAFFER

FORVIS

JASON SMITH

Spencer Fane, LLP

CHRIS STANGE

Digital Monitoring Products

JOE WILKINSON

Associated Electric
Cooperative, Inc.

SPECIAL THANKS TO OUR RETIRING 2023 BOARD MEMBERS:

DR. HAL HIGDON

Ozarks Technical Community College

THOMAS DOUGLAS

JMARK

JOHN OKE-THOMAS

Oke-Thomas + Associates

RICK QUINT

Q & Company

JENNIFER WILSON

N•Form Architecture



“Working alongside the outstanding Economic Development staff and SBDC board has been incredibly rewarding. This organization makes a huge positive difference for our communities, and I am so grateful for the opportunity to be part of the collaborative work to make our region stronger and more competitive.”

— 2021–2023 Board President
Gary Schaffer, FORVIS