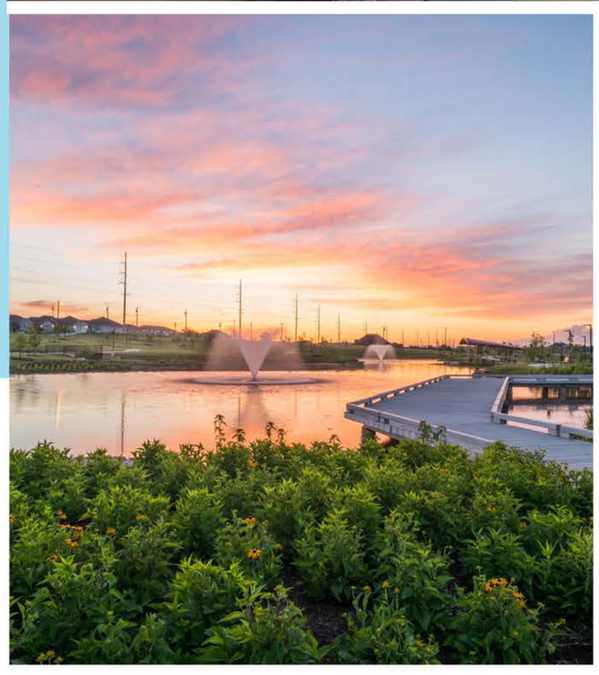
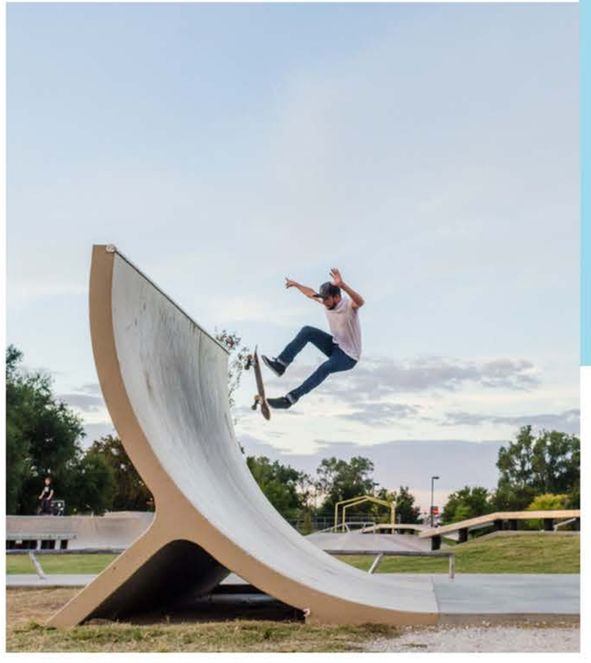






choose JOPLIN

CITY OF JOPLIN ECONOMIC DEVELOPMENT PARTNERSHIP

An active partnership between the Joplin Area Chamber of Commerce and the City of Joplin.

MOKAN partnership

JOPLIN Area Chamber of Commerce

JOPLIN MISSOURI

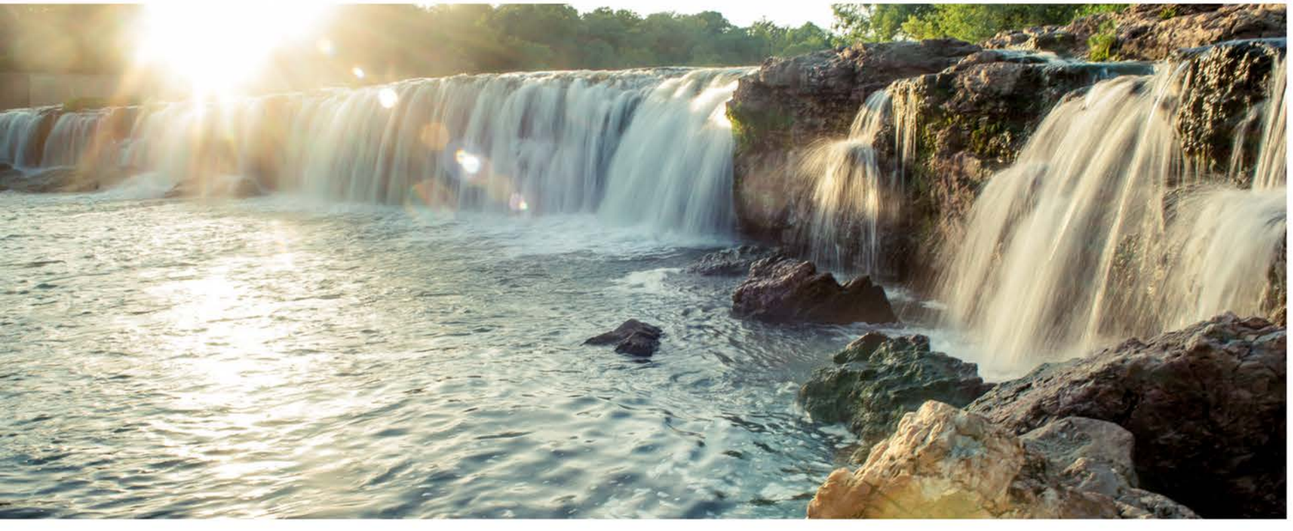
choose JOPLIN

MOKAN partnership

JOPLIN Area Chamber of Commerce

JOPLIN MISSOURI

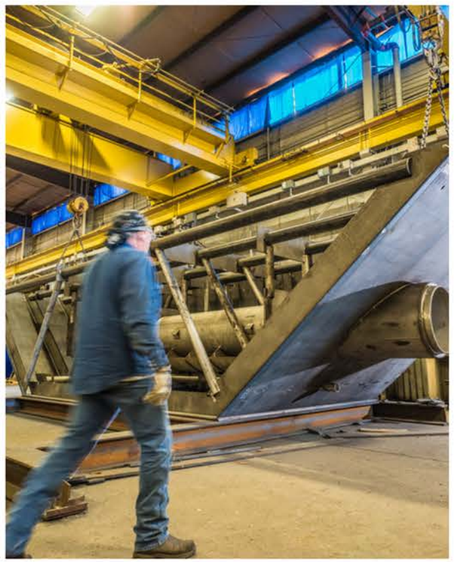
The City of Joplin's investment enables the Joplin Area Chamber of Commerce and MOKAN Partnership to increase both organizations' capacity to promote Joplin as a place to do business, as well as to live, work, and raise a family to potential workers. This partnership also expands opportunities for more access to state and national resources, leaders, and markets through conferences, mission trips with the Missouri Partnership, and advertising mediums.





DEMOGRAPHIC INFORMATION







**All data sourced from LightCast.*

POPULATION (2024)

- 52,972

LABOR FORCE

- 61% labor force participation rate
- 4.6% unemployment rate
- $60.1K average earning per job

POPULATION MOVEMENT

- Top counties include McDonald County, MO; Ottawa County, OK; and Benton County, AR.
- 16.6% growth

DEMOGRAPHIC INFORMATION (CONT.)







TOP INDUSTRIES (JOPLIN)

- Health Care/Social Assistance (4,579)
- Manufacturing (3,750)
- Retail Trade (3,063)

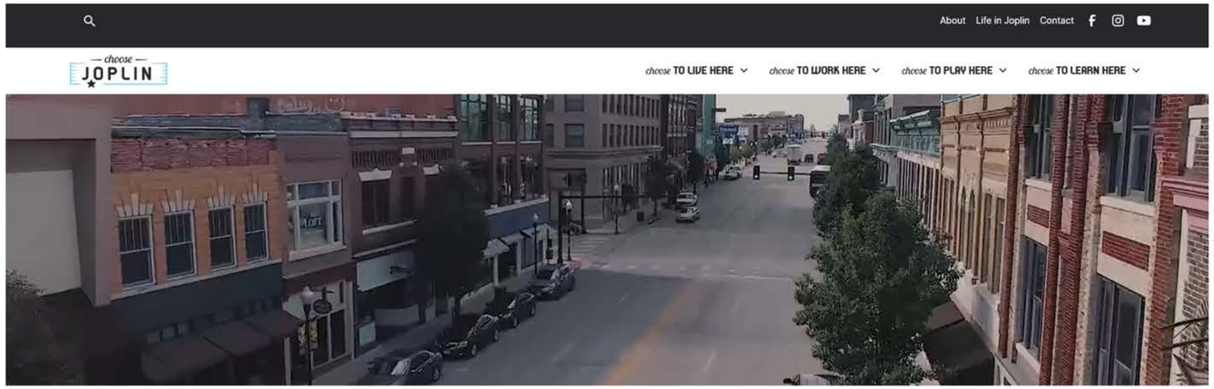
TOP INDUSTRIES (JOPLIN REGION)

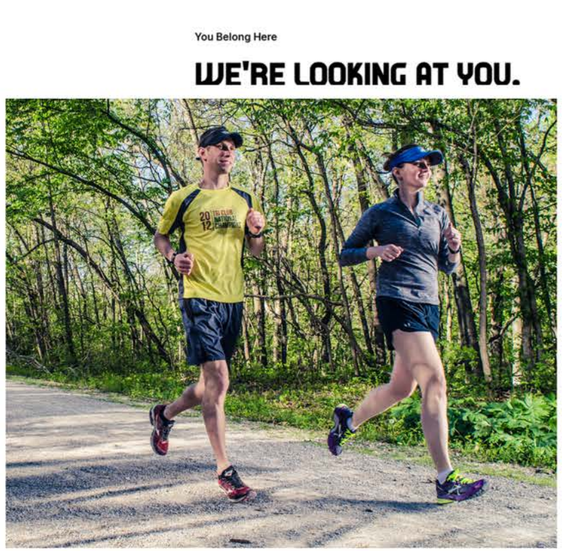
- Manufacturing (22,569)
- Health Care/Social Assistance (19,053)
- Retail Trade (16,198)

TOP INDUSTRIES (JASPER CO.)

- Manufacturing (10,512)
- Health Care/Social Assistance (9,289)
- Retail Trade (7,086)

MARKETING AND PROMOTIONS







Total Engagement (Jan–Dec 2025)

- ACTIVE USERS: 5,391
  - *Compared to 4,322 in 2024*
- SESSIONS: 6,086
  - *Compared to 5,944 in 2024*
- TOP THREE PAGES VIEWED:
  - *Parks & Trails*
  - *Life In Joplin*
  - *Cost of Living*

Joplin, MO

Analytics Overview for Y2 Q1 – July 17-Oct. 17

Analytics include Livability.com and social media data

52K+
TOTAL REACH
Livability Marketing Program

7,875
VIEWS

3,670
SESSIONS

2.2
VIEWS PER SESSION

3,045
USERS

42,201
VIEWS TO DATE

Key Points

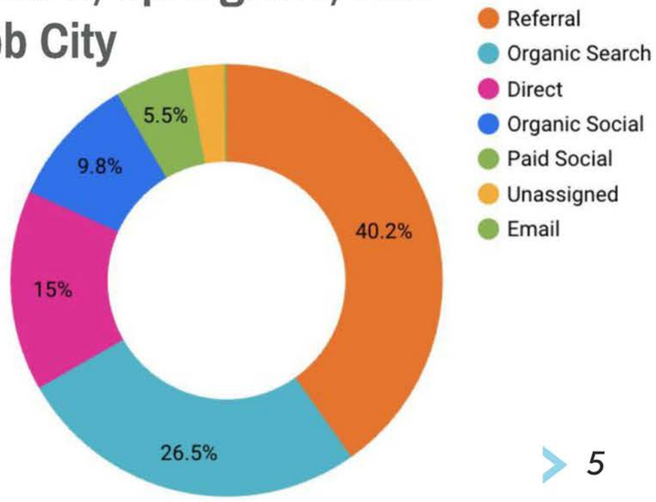
- Joplin content had 7,875 views and 44,994 social impressions for a combined total reach of nearly 53K.
- 9 Foodie-Recommended Restaurants was the top article in Q1 with 1,973 page views and an avg session duration of 2:17.
- Referral traffic was high this quarter thanks to pickups from sites such as NewsBreak when content went live.

Top Content *by Pageview*

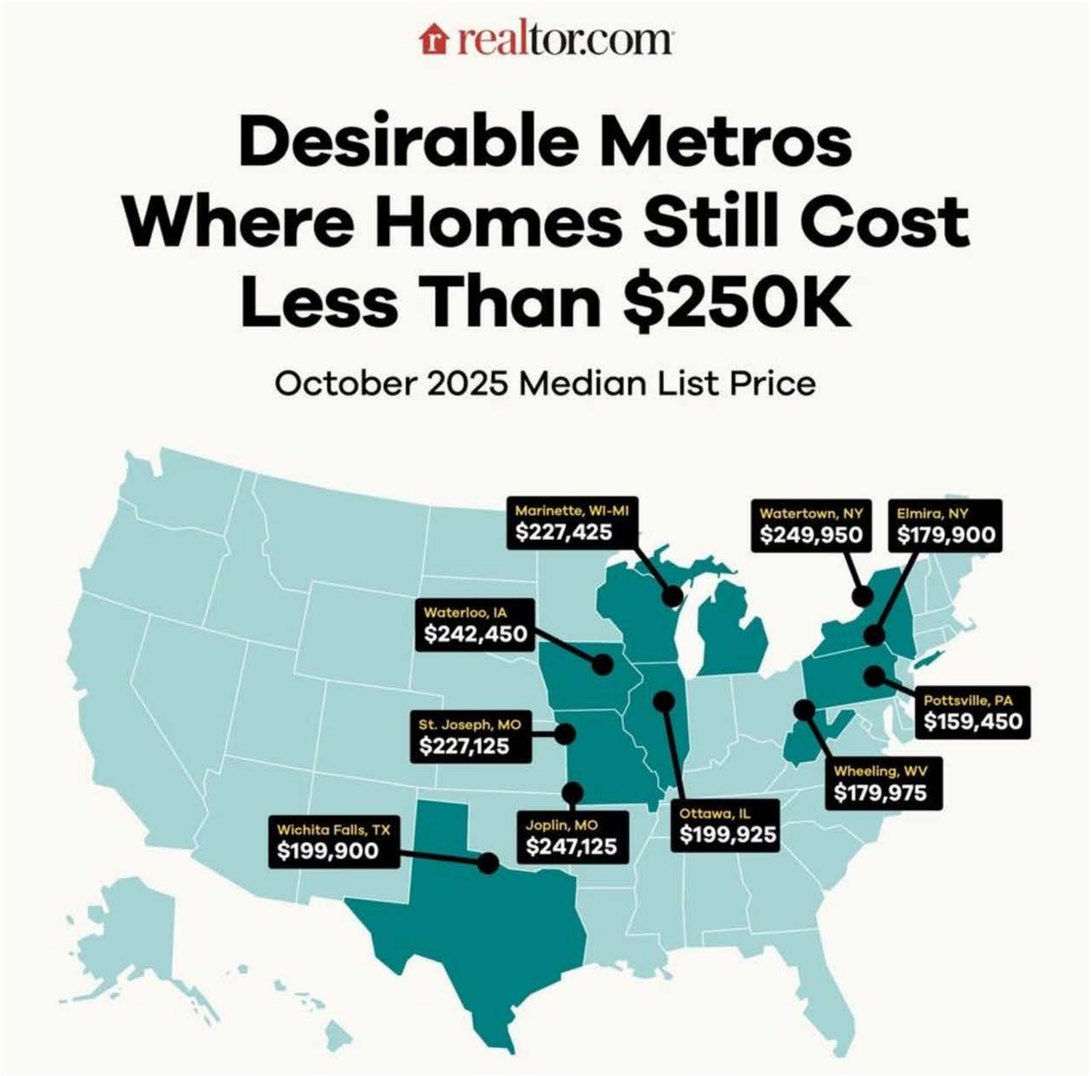
1. 9 Foodie-Recommended Restaurants in Joplin, MO
2. Why We Went to College and Built Our Careers in Joplin, MO
3. 19 Fun Things to Do in Joplin, Missouri, With Kids
4. Why I Chose to Launch My Business in Joplin, MO
5. 7 Reasons to Live in Joplin, MO

Where your traffic is coming from

Top 10 cities: Kansas City KS, Kansas City MO, Chicago, Denver, Milwaukee, Carthage, Ashburn, Springfield, Carl Junction, Webb City



MARKETING AND PROMOTIONS



Joplin In The News

- *Joplin named one of the most affordable places to live by U.S. News*
- *Realtor.com named Joplin as one of the ten desirable metro areas to call home*

Business Retention & Expansion







BRE Visits

- *37 BRE visits this quarter.*

Stakeholder Meetings

- *Attended 40 meetings with stakeholders.*

MOKAN

partnership





BUSINESS ATTRACTION

STATE DEVELOPMENT LEADS (3)

- Received three RFIs from state.
- Four sites submitted on behalf of region.

BUSINESS DEVELOPMENT LEADS (5)

- Local manufacturing company seeking acreage for expansion.
- Food manufacturer seeking 30-40 acres
- Drone manufacturer seeking acreage for production and drone hub
- Pharnacy call center seeking existing call center space.
- Agriculture company seeking rural acreage for production

ACTIVE PROJECTS

PROJECT IMPACT

- Food manufacturer seeking 30-50 acres
- $25M investment
- 85 new jobs
- Site visits in Joplin and Carthage

PROJECT PORCHLIGHT

- Agribusiness seeking 375+ acres
- $750M investment.
- 1400 new jobs.
- Submitted sites in Barton/Jasper counties

PROJECT VALKYRIE

- Drone manufacturer seeking production site and drone flight hub site
- Site visits in Joplin in Oct
- 2nd site visit in January

BUSINESS RETENTION



BUSINESS VISITS

- Nine business visits made throughout the region between Oct–Dec 2025.

B.R.E. EFFORTS

- Economic Forecast Luncheon
  - Moderated first event in November.
  - 50 people in attendance

MOKAN partnership

MARKETING & COMMUNICATIONS

MOKAN WEBSITE REDESIGN

- The MOKAN Partnership's new, redesigned website was officially finished in November. Thank you to Craven Media for their help in making our vision come to life!

MOKAN LINKEDIN

- 21 posts in Q3
- 9,666 impressions
- 39 new followers added in Q3
- 776 total followers.
- Follow MOKAN on LinkedIn!

MOKAN partnership

EVENTS & CONFERENCES



SITE SELECTOR MISSION TRIPS

- Hosted by Missouri Partnership
- Met with 11 site selection consultants in Chicago area.
- Met with 13 site selection consultants in Cleveland OH and Pittsburgh PA.
- Secured a project lead from trip.

CONFERENCES

- MEDC Annual Conference in Branson MO
- Area Development's Women in Economic Development Forum in Chicago IL
- Insight Missouri in St. Louis MO

REGIONAL ACTIVITIES

FORWARD TOGETHER

2025

EMPOWERING COMMUNITIES,
OVERCOMING WORKFORCE CHALLENGES

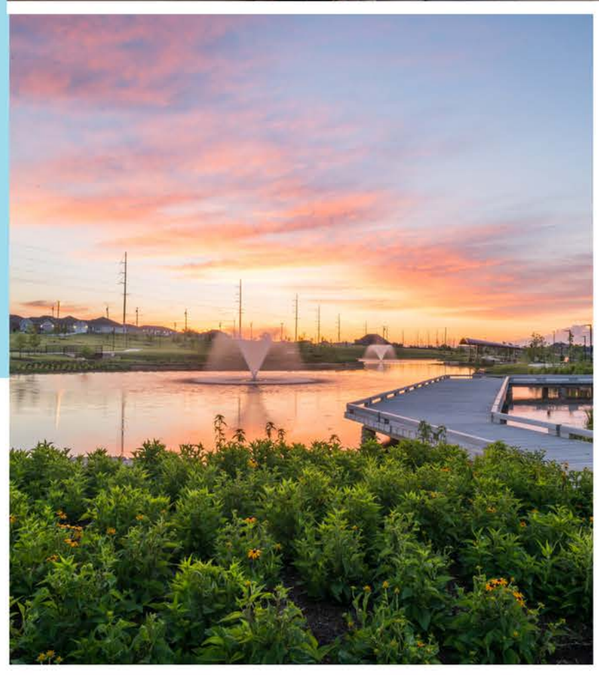
REGIONAL WORKFORCE DEVELOPMENT

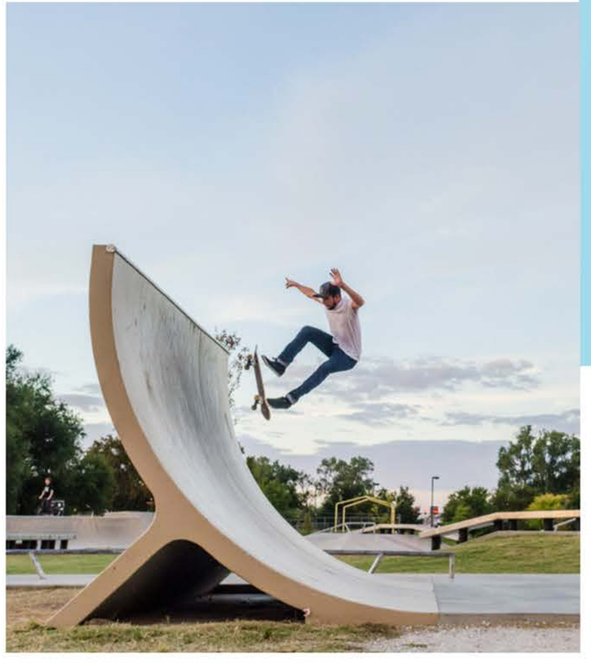
- Build My Future/Advanced Manufacturing Expo
- Community Growth Simulation with Joplin JAG students
- YouthBuild Leadership
- Carthage Technical Center's 60th Anniversary

REGIONAL ECONOMIC DEVELOPMENT

- Neosho Economic Development Council
- Hawthorn Foundation Board meeting
- McDonald County Economic Development Committee
- Missouri Chamber of Commerce Annual Banquet
- Heartland Forward's Center for Investment Readiness







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