JOPLIN AREA CHAMBER / MOKAN
ECONOMIC DEVELOPMENT UPDATE
FEBRUARY 2025

The City of Joplin's investment enables the Joplin Area Chamber and MOKAN to increase capacity regarding promotion of the city as a place to do business, as well as to live, work and raise a family to potential workers. It 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. Activities carried out in the previous quarter are as follows:

BUSINESS ATTRACTION:

RFI's

- 39 received in 2024 (1 in Jan '25)
- 12 submitted on behalf of City of Joplin (1 in Jan)
- 11 submitted for MOKAN region (0 in Jan)

Projects Submitted Since Previous Report:

Project Circle

- Biomanufacturing
- 62 full-time jobs with avg wage of $67,000
- $126 million capital investment
- 15-30+ acres, preference for renewable energy
- Submitted Wildwood site

Project Twister

- Chemical Manufacturing
- 8-10 full-time jobs with new annual payroll of $500,000 ($30/hr)
- $10 million capital investment
- 5-10 acres, rail service required
- Submitted Wildwood site

Project Delaney

- Pharmaceutical production
- 800 full-time jobs with avg wage of $120,000
- $4 Billion capital investment
- 150-250 acres, significant power requirements
- Submitted Wildwood site

Project Luca (2025)

- Tire Manufacturer
- 500 full-time jobs
- $1 Billion capital investment
- 330 acres to construct 800,000 sf facility

- Submitted Wildwood site

Active Projects

Project Level (Attraction)
- Company that works in the repairment of basement foundations
- 50 full-time jobs with avg salary of $100,000-$110,000
- 5 acres greenfield
- Site visit in Neosho, also looking for temporary space in Joplin for 1 year

Project Flash (Expansion)
- Existing company expanding building footprint and adding jobs
- 14 new full-time jobs
- $4.5 million capital investment

MARKETING & PROMOTIONS OF JOPLIN ACTIVITIES:

- **MOKAN Website**
  - The new and improved website will go live by May 2025.
  - Features of the site will include:
    - Condensed content (less is more)
    - Revised site map for easier navigation
    - RSS feed to feature investor and partner updates from across the region
    - An interactive map of the MOKAN region that will make it easier for site selectors and company reps to quickly pull stats and data on each county
    - Better recognition of partners and investors

- **MOKAN LinkedIn Account (2024 data)**
    - 97 Posts (up from previous years where there were typically one to two per month)
    - 19,945 Views
    - 948 Reactions and 27 Reposts
    - Added 128 Total Followers
      - Current Count is 676
    - If you are on LinkedIn please follow the MOKAN page and share posts to amplify our message and increase our audience

- **Choose Joplin Website (2024 data)**
  - 6,136 Sessions
  - 4,461 Active Users
  - 57,793 Event Counts (a user taking action on the site; clicking or scrolling)
  - Top pages viewed:
    - Parks & Trails https://www.choosejoplin.com/parks-trails

        - Life in Joplin post, Joplin recognized as best place to live in Missouri (this post was originated from Livability that we added to the Choose Joplin blog) https://www.choosejoplin.com/post/joplin-recognized-as-best-place-to-live-in-missouri
        - Cost of Living calculator https://www.choosejoplin.com/cost-of-living
        - Life in Joplin post, City of Joplin shares list of holiday activities https://www.choosejoplin.com/post/city-of-joplin-shares-list-of-festival-holiday-activities-for-2024-holiday-season

- **Livability.com**
    - Livability is a company that specializes in attracting workforce and talent who are actively looking to relocate
    - They use targeted ad placements directed at people searching destinations online who enter in specific key words
    - They created 10 articles in 204 about Joplin designed to promote the city as a potential destination to people active in these spaces
    - Article examples:
        - 10 Must Attend Events and Festivals in and around Joplin, MO
        - I came to Joplin for college and stayed for my career
        - Why I moved Back to Joplin to Plant Roots
    - We have two more years of articles coming and we will start the process of choosing topics in March
    - Please visit the page https://livability.com/mo/joplin/ to view

- **Billboard**
    - We continue to promote positive vibes and awareness of the Joplin community to passers-by on I-44 with a billboard strategically located west of the 249 interchange – it is the first visible sign on the right as you enter Joplin
    - The current ad features the 4 college institutions located in Joplin
    - We have discontinued the ad featuring The Wall Street Journal ranking as the #2 best place for remote workers as it has been right at two years since that publication

EVENTS ATTENDED:

- **Governor's Conference on Economic Development** **St. Louis – Sep 4-6**
    - Travis Stephens and Amy Kauffman attended
    - Annual conference hosted by the Hawthorn Foundation
    - The conference featured 4 tracks, Lead, Attract, Build and Grow, with numerous speakers and sessions on best practices

- **Site Selection Consultants Mission Trip** **Cleveland/Pittsburgh Sep 30-Oct 3**
    - Amy Kauffman attended
    - Traveled with representatives from Missouri Partnership, Evergy & Spire Gas
    - Conducted meetings with individual site selection consultants with 6 different firms

- **I-49 Corridor Workforce Summit** **Bentonville - Oct 10**
    - Travis Stephens, Amy Kauffman and Kai Hamilton attended
    - Featured topics and discussions around regional workforce challenges and opportunities
    - Hosted by Crowder College and the University of Arkansas
    - MOKAN was an event sponsor

- **Area Development Women's Conference on Economic Development** **Chicago – Oct 15-17**
    - Amy Kauffman attended
    - National conference centered on site development by site selection consultants
    - Open to only women in the economic development profession

- **Hawthorn Foundation Board Meeting** **St. Charles – Nov 14 - 15**
    - Amy Kauffman attended
    - Received updates of the previous quarter's statewide business attraction efforts by the Hawthorn Foundation and Missouri Partnership
    - Tribute presentation to Gov. Parson as his last meeting before end of term

ENTREPRENEURSHIP AND NEW BUSINESS START-UP ACTIVITIES:

ATTC and NIC Incubators

- Expanded
    - Empire Roofing and Construction
    - AtWORK
    - Joplin Outlaws

- New Tenants (6 in 2024)
    - Empire Roofing and Construction
    - AtWORK (employment services)
    - Joplin Outlaws (sports / entertainment)
    - N Sure (insurance company)
    - Bedrock Bookkeeping (Accounting)
    - Joplin Region Alliance of Health

- Graduates
    - Joplin Outlaws

- Closings
    - N Sure (insurance company)

Innovate SWMO:

- The JACC is a partner in the Southern Missouri Innovation Network. This collaboration includes Codefi out of Cape Girardeau and the E-Factory in Springfield and allows us to leverage resources and expand

options for new startups and entrepreneurs. Joplin is considered a Regional Connector in the network with the E-Factory in Springfield serving as the primary entity leading the initiative.

- Programs include a "Startup Bootcamp" for true ground floor entrepreneurs with just a concept or idea and "Elevate" which is an accelerator program for younger growing businesses with 10 or more employees and more than $750,000 in annual revenue.

EXPANSION & RETENTION

- **Business Retention & Expansion Visits**
    - In 2024 we conducted BRE visits with many of our largest employers
        - Able Manufacturing
        - Ajinomoto Foods
        - Allgeier, Martin and Assoc
        - Arrow Box Company
        - Boyd Metals
        - Branco Enterprises
        - Brunner Industries
        - Cardinal Scale
        - Ducommun
        - Eagle Picher Technologies
        - General Mills
        - H.E. Williams
        - Iconex
        - Jasper Products
        - La-Z-Boy
        - Legget and Platt
        - Midcon Cables
        - Missouri Walnut
        - Owens Corning
        - Refresco
        - Thermal Engineering International

- **Manufacturers Roundtable**
    - In 2024 we launched our Large Employer/Manufacturers Roundtable series
    - This is a quarterly event with the first roundtable taking place in June and the second in November
    - The roundtables are an opportunity for reps from our largest job providers to come together and collectively share common headwinds and tailwinds and to look for potential resolutions, as well as for the Chamber to share relevant data, economic trends and information gleaned from various sources and agencies
    - The Chamber then uses the feedback to prioritize focus areas, potential programming and potential talking points to share with elected officials
    - The 2nd roundtable in November featured a presentation from Joplin Schools and their new Academies program
    - Our 3rd roundtable is taking place on February 12th and we should have more to share from this event during the in-person report to Council

MISCELLANEOUS

- **JIDA**
    - The JIDA had two major transactions in 2024
        - Selling the 55-acre MDED Certified Site at Crossroads Business Park to EaglePicher (project Buffalo) in September

        - Purchasing the 330-acre site referred to as Mi Tierra immediately north of I-44 and immediately east of Prigmore Ave in October

- MOKAN hosted the Future Forward Strategic Planning Event in September
    - Planning event for MOKAN Region using regional CEDS SWOT information
    - Established MOKAN's goals for next 5 years
    - More than 40 area stakeholders attend the event that took place at the Joplin Public Library

- Workforce Development Specialist Kai Hamilton completed the Certificate in Workforce Development Fundamentals program in December
    - This is a new program that is a joint effort between the IEDC and ACCE (Intl Economic Development Council and Association of Chambers of Commerce Executives)
    - The program will give Kai the tools and education to better perform his duties in the workforce development space
    - Click here for the press release

- The Hawthorn Foundation will be hosting their quarterly meeting in Joplin on June 5th and 6th
    - The organization hosts each meeting in a different geographic location around the state
    - Joplin will be the host of approximately 100 Hawthorn members from around the state and quite a few State, MOPAR and MDED representatives
    - The business meeting will take place on Friday morning at KCU

- **JRAH (Joplin Regional Alliance on Health Care and Health Science)**
    - Executive Director Lori Worthington was hired Dec 2, 2024
    - The Director will be responsible for executing the objectives and action items identified in the TEConomy strategic plan
    - Moving forward the JRAH will not be included in the Chamber/MOKAN update as it is now its own entity

- **Current Unemployment Rate (Dec 2024)**
    - US 4.1% (3.8% 12 mos ago)
    - MO 3.7% (3.3%)
    - Joplin 3.3% (3.6%)

  Source: https://www.bls.gov/eag/eag.mo_joplin_msa.htm#eag_mo_joplin_msa.f.1

- **Current County Average Wages**
    - Jasper $48,412 $23.28/hr
    - Newton $52,104 $25.05/hr
    - MO $62,556 $30.08/hr

  Source: https://ded.mo.gov/media/pdf/county-average-wages

Joplin, MO

Analytics Overview for Y1 Q2 – Aug. 13-Nov. 13

Analytics include Livability.com and social media data

146K+
TOTAL REACH
Livability Marketing Program

11,014	5,101	2.2	4,724	4,466	25,874
VIEWS	SESSIONS	VIEWS PER SESSION	USERS	NEW USERS	VIEWS TO DATE

Key Points

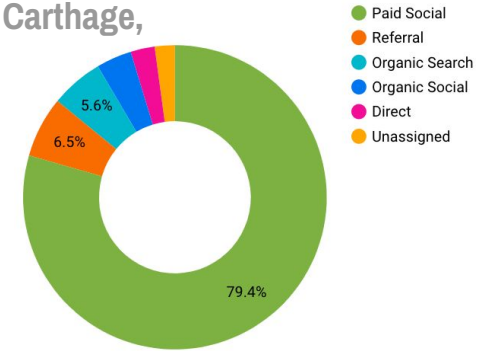
- 10 Must-Attend Events in and Around Joplin, MO was the top social post for Q2, bringing in 2,558 engagements, 2,452 link clicks and 82 shares.
- Those link clicks helped make it the top article for Q2, with 5,433 page views.
- The Joplin city page ranks #3 in Google search for "moving to Joplin MO."

Top Content *by Pageview*

1. 10 Must-Attend Events in and Around Joplin, MO
2. 5 Things To Do After Work in Joplin, MO
3. Joplin, MO, Is Perfect for Families
4. Why I Built My Business in Joplin, MO, and You Should, Too
5. I Came to Joplin, MO, for College and Stayed for My Career

Where your traffic is coming from

Top 10 cities: Kansas City KA, Kansas City MO, Chicago, Missouri (unspecified), St. Louis, Springfield, Denver, Dallas, Carthage, Carl Junction



SOCIAL MEDIA STRATEGY

Source: Facebook (META)

Top post for Y1 Q2



IMPRESSIONS
55,873

ENGAGEMENTS
2,558

LINK CLICKS
2,452

SHARES
82

TOTAL ENGAGEMENT

Impressions: 135,295

Engagements: 5,155

Link Clicks: 4,854

Post Shares: 270

Social Media Articles
FACEBOOK **4**

Leverage your content

Make the most of your Livability program

- Link your **Livability city page** on your website.
- Across our Livability social platforms, we post your program content each quarter.
    - Share our Livability social media posts on your own social platforms.
- Share your own social media posts using your **Livability Joplin content**.
- Highlight content in your newsletter.
- **Share with your local Society for Human Resource Management (SHRM)**