JOPLIN AREA CHAMBER / MOKAN
ECONOMIC DEVELOPMENT UPDATE
AUGUST 2024

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

- 9 received since previous report (31 YTD)
- 2 submitted on behalf of City of Joplin (9 YTD)
- 4 submitted for MOKAN region (10 YTD)

Projects Submitted:

Project Frost

- Food manufacturer looking to build a new facility
- 200 new full-time jobs / $115 million of capital investment
- 20 developable acres or 200,000 sf existing building
- Submitted Wildwood site

Project Basil

- European food and beverage manufacturer looking to build a new facility in US
- 400 jobs / $250 million capital investment
- 150-200 acres, rail required
- Submitted Wildwood site

Project Neighborhood

- Battery recycling operation to supply domestic battery manufacturing
- 388 jobs / $550 million capital investment
- 300-1000 acres, rail required
- Submitted Wildwood site

Project Level

- Company that works in the repairment of basement foundations
- 50 jobs
- 5 acres greenfield
- Submitted Crossroads site

Project Momentum

- Warehousing operation
- 100k-130k sf building or 19-30 acres
- Submitted Wildwood and Crossroad sites

Active Projects

Project Buffalo

- Approximate $22 million capital investment
- $50,000 avg wage
- 55-acre site at Crossroads is currently under contract with closing pending in August
- Initial phase would include the addition of approximately 80 to 90 employees with high potential for future growth

Project Missouri

- Data center operation
- 100+ employees
- $50,000 avg wage
- $60 million capital investment
- 35 acre site has been purchased by the company at Wildwood Ranch
- Electric rates are critical to this project and prospect has made an application with Liberty and is waiting on a cost quote per usage

Project Key (Expansion)

- Existing Joplin company
- 110 new jobs
- $5 million capital investment
- Announcement pending

Project Atlas (Expansion)

- Manufacturer located outside Joplin but within the region
- 90 new jobs
- $42,000 avg wage
- $35 million capital investment

MARKETING & PROMOTIONS OF JOPLIN ACTIVITIES:

May 15 – July 30:

- **MOKAN Website**
  - New site map has been completed. RFP for services will be finalized and issued within 90 days.

- **MOKAN LinkedIn Account**
  - 24 Posts
  - 3,535 Views
  - 8 Shares
  - 633 Total Followers
    - 85 added since Jan 1
  - If you are on LinkedIn please follow the MOKAN page and share posts to amplify our message and increase our audience

- **Choose Joplin Website**
  - 969 Total Active Users (1,557 in Q2 / 980 in Q1)
  - 1,236 Sessions (1,963 in Q2 / 1,392 in Q1)
  - 27,909 Event Counts YTD (a user taking action on the site; clicking or scrolling)
  - Top 3 pages viewed:
    - Home page
    - Cost of Living Calculator
    - Parks & Trails

- **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 are contracted to create 10 articles throughout the year about Joplin designed to promote the city as a potential destination to people active in this space
  - The first two articles have been published:
    - 10 Must Attend Events and Festivals in and around Joplin, MO
    - 5 Things to do after work in Joplin
  - Future article titles include:
    - Joplin is Perfect for Families
    - I came to Joplin for college and stayed for my career
    - Why I moved Back to Joplin to Plant Roots
  - Please visit the page https://livability.com/mo/joplin/ to view

- **Billboards**
  - We continue to promote positive vibes and awareness of the Joplin community to passers-by on I-44 with 2 billboard ads along I-44; facing opposite directions to capture both sides of traffic
  - We will be retiring the ad featuring The Wall Street Journal ranking as the #2 best place for remote workers at the end of this month when the contract expires as it has now been over a year since that publication (Feb 2023)
  - The second ad features the 4 college institutions we have in Joplin

EVENTS ATTENDED:

- **Insight Missouri Conference** **Kansas City – May 1-3**
  - Amy Kauffman attended
  - Purpose is to connect economic developers with national site location consultants who specialize in helping companies decide where to expand or relocate.
  - Topics focused on regional unity, navigating heavy power demands and workforce issues

- **MO State Chamber's "State of Manufacturing"** **Springfield MO – May 29**
    - Travis Stephens, Amy Kauffman and Kai Hamilton attended
    - One of four events hosted around the state to share data, trends and information about Missouri's manufacturing sector

- **MEDC Annual Conference** **Branson – June 24-26**
    - Amy Kauffman attended
    - Hosted by Missouri Economic Development Council
    - Statewide conference with topics such as Developing Infrastructure, Building Partnerships and Tourism Economic Impacts

- **ACCE Annual Conference** **Dallas – July 16-19**
    - Travis Stephens attended
    - Hosted by the Association of Chamber of Commerce Executives
    - The conference featured numerous sessions on best practices around Workforce Development, Attainable Housing, Community Development and Promotion and Organizational Operations

ENTREPRENEURSHIP AND NEW BUSINESS START-UP ACTIVITIES:

ATTC and NIC Incubators

- Expanded
    - Power Engineers added an additional position (9 FTE's)
    - KSS Cleaning added one full-time job (4 FTE's and 14 PTE's)
    - Safe and Sound Schools added one full-time job (4 FTE's)

- New Tenants
    - Jake Russell Insurance is a new startup occupying a dedicated co-working desk (1 FTE)
    - Empath AI (a software development company) is a new hot desk member (1 FTE)
    - Consumer Credit Counseling of the Ozarks is a new ATTC tenant (1 FTE)
    - Economic Security Corporation is a new tenant in two spaces of the ATTC (4 FTE)

- Graduates
    - No recent graduates

- Startup and Small Business Consults
    - 12 total this quarter
    - Chamber membership is not required for startup consults (roughly half are non-members)

Innovate SWMO Summary:

- 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 will participate in a "Startup Bootcamp" that will take place this fall across the region.

EXPANSION & RETENTION

- **Business Retention & Expansion Visits**
    - In Q3 we conducted 18 BRE visits to our largest employers
- **Manufacturers Roundtable**
    - Travis Stephens, Amy Kauffman and Kai Hamilton hosted the first Roundtable for many of our area's largest employers in July
    - Representatives attended from Refresco, EaglePicher, Jasper Products, Cardinal Scale, Able Manufacturing, Boyd Metals, Wholesale Electric, Ajinomoto and Owens Corning
    - We shared data regarding economic trends, housing, workforce demographics and compared metrics for Joplin, SW Missouri, the state of Missouri and the Nation and discussed headwinds and tailwinds our area's largest employers are experiencing
    - We will host the next roundtable in October and we expect to grow the company representatives as we move forward as we received quite a bit of feedback from interested parties who could not attend due to pre-existing conflicts
- Roundtable Take-Aways:
    - The companies in attendance represented a total of 3,000 existing jobs
        - all but two anticipated adding more jobs in the next 12 months
        - the collective total of anticipated jobs created = 310 (10% increase)
    - Companies are having to adapt to positive drug tests regarding marijuana usage
        - but obviously not at or during work hours
    - Companies are having to loosen their standards of who they will hire to some degree in order to widen their pool of applicants
    - Common Headwinds:
        - Workers are not as hard to find as they were 12 months ago but companies are still needing more people to fill roles
        - Overall attendance rates are down and "ghosting" by employees is becoming more and more common
            - Ghosting is when employees just stop coming without any communication to the employer
        - Average turnover rates are still higher than they were pre Covid
    - Common Tailwinds:
        - Consumers are increasing orders which is driving more production and more orders
        - Production processes are becoming increasingly automated, yet that is not translating into the need for fewer workers, rather they are finding more ways to utilize them

MISCELLANEOUS

- **JIDA**
  - The JIDA has existing contracts to both buy and sell land for industrial development purposes
    - Selling: the 55-acre MDED Certified Site at Crossroads Business Park
      - Project Buffalo
      - expected closing date in August
    - Purchasing: 300+ acres of land at a currently undisclosed location – expected closing date within 90 days

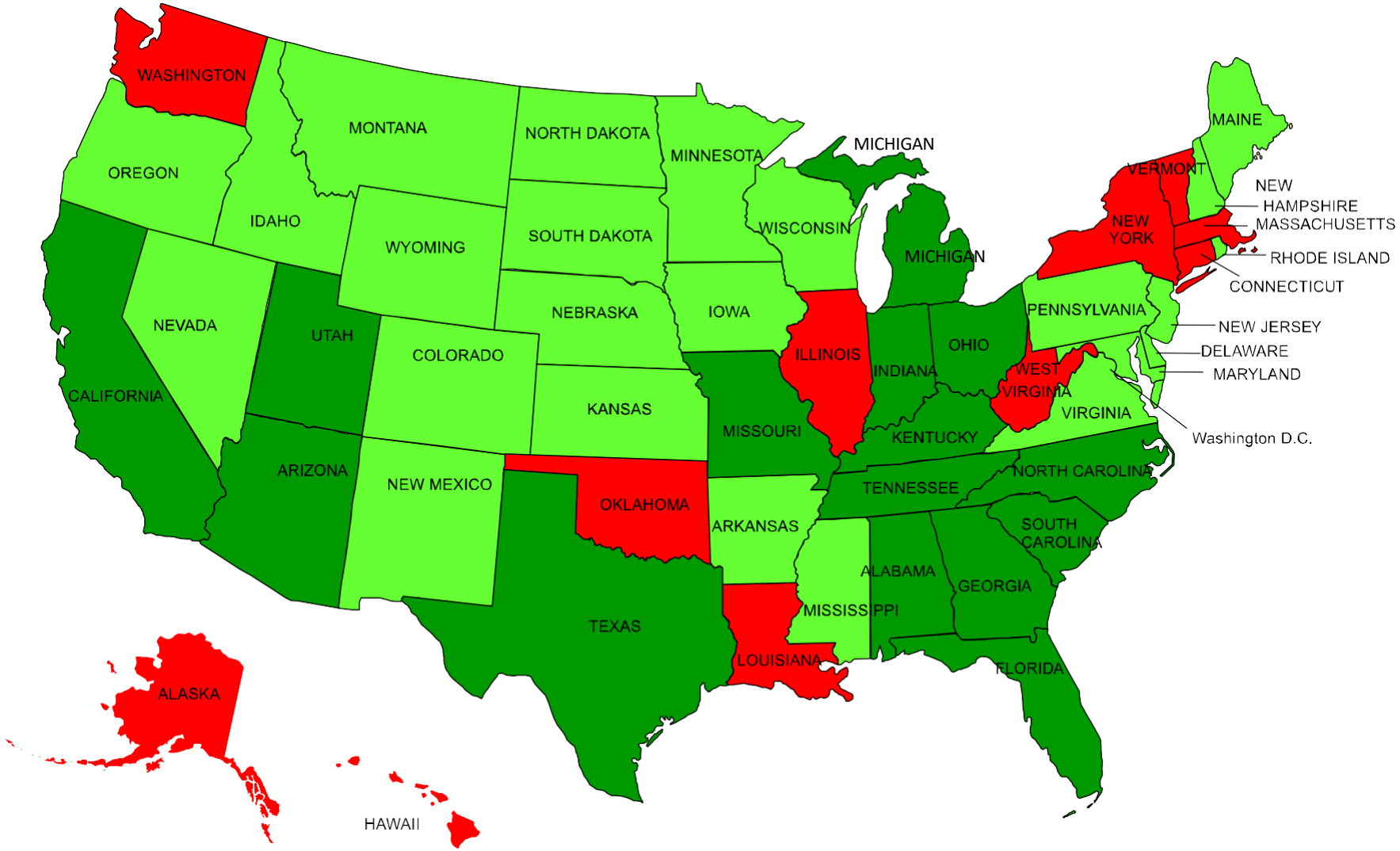
- **JRAH (Joplin Regional Alliance on Health Care and Health Science)**
  - The JRAH is currently accepting resumes for the Director's role and will begin interviewing candidates in the coming weeks
  - The Director will be responsible for executing the objectives and action items identified in the TEConomy strategic plan

- **Current Unemployment Rate (June 2024)**
  - US 4.1%
  - MO 3.7%
  - Joplin 4.4% (3.8% in March)
    - highest rate since March of 2021

- **Current County Average Wages**
  - Jasper $48,409 $23.27/hr
  - Newton $52,101 $25.05/hr
  - MO $62,563 $30.08/hr

  Source: https://meric.mo.gov/data/county-average-wages

Change Manufacturing Jobs 2013-2023



Over 30,000 net new jobs

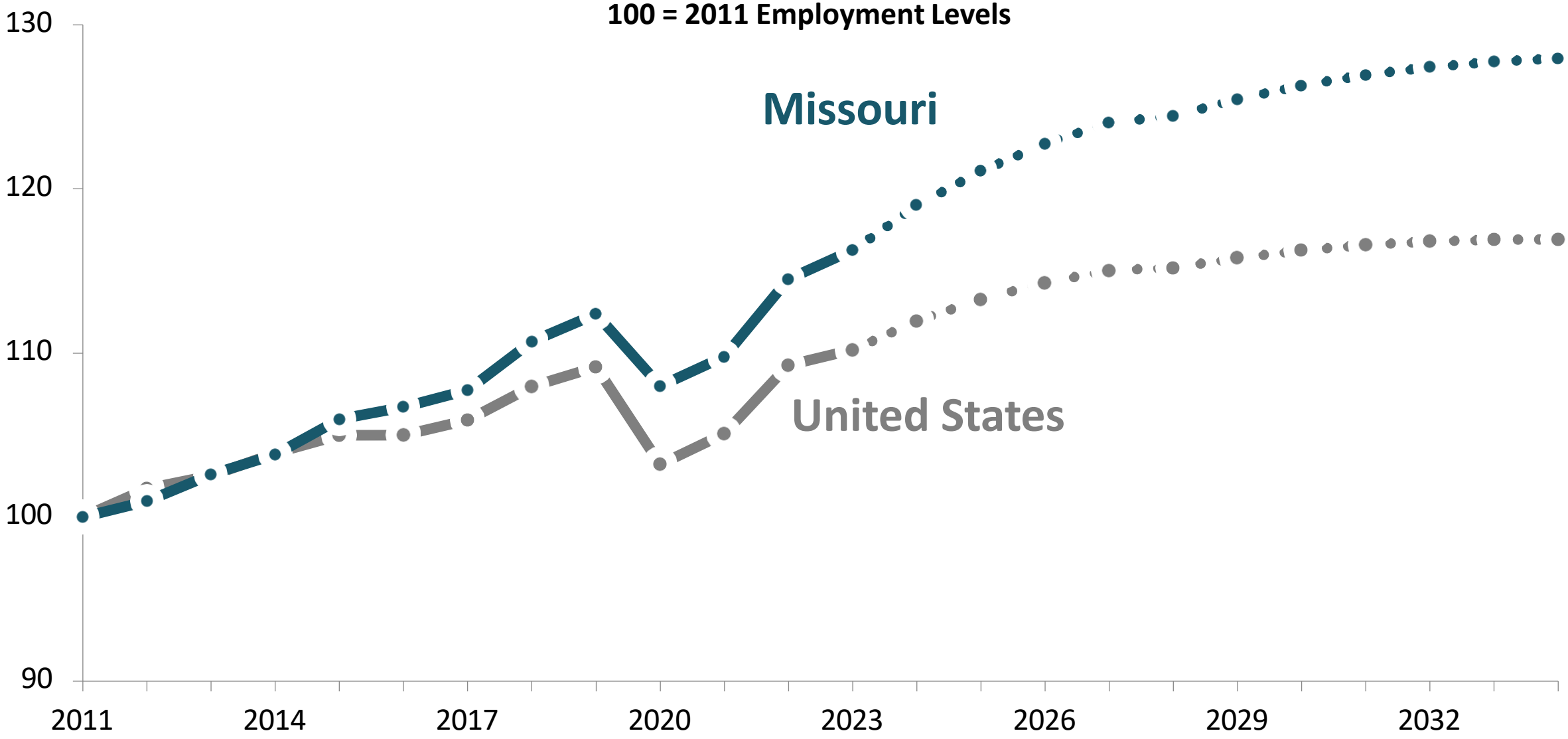
1 to 30,000 net new jobs

Losing jobs

Source: Lightcast 2023.3

ECONOMIC LEADERSHIP

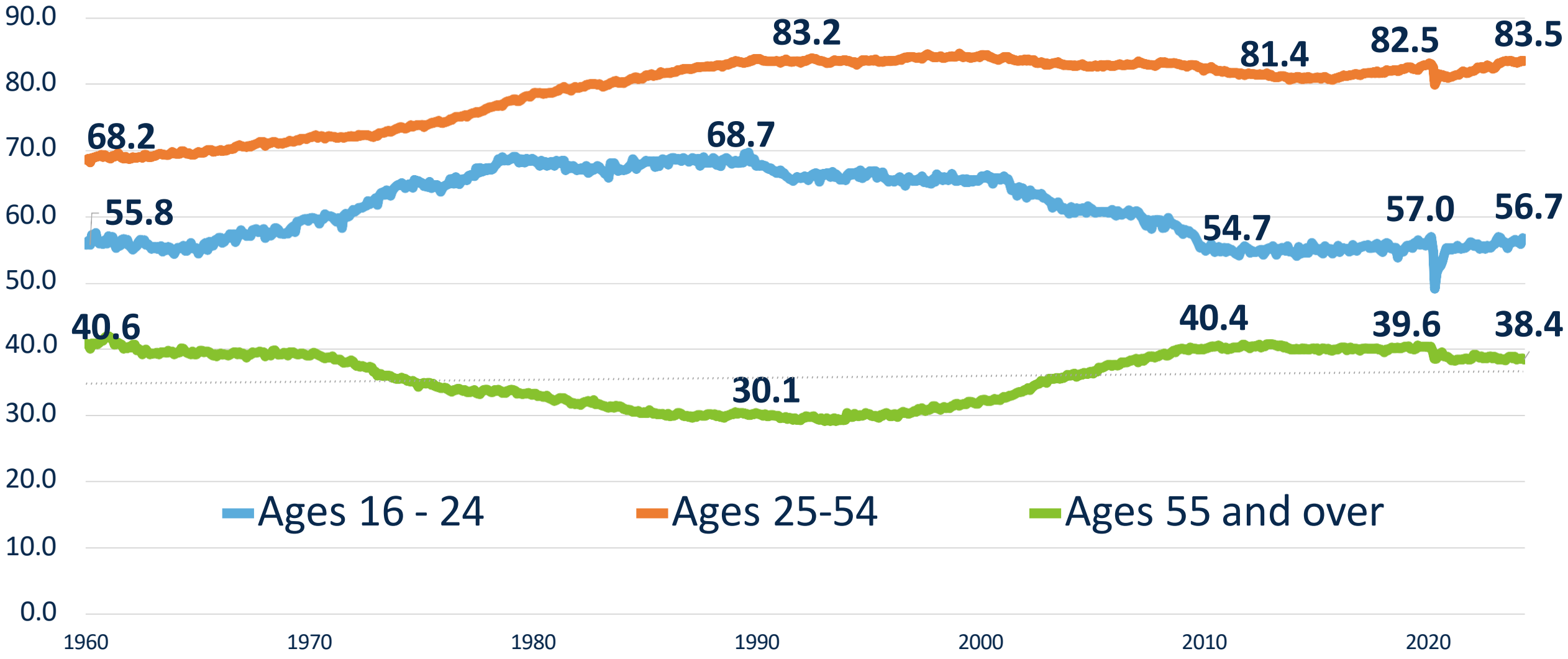
Manufacturing Employment Trends



Source: EL calculations based on Lightcast 2024.1e

ECONOMIC LEADERSHIP

U.S. Labor Force Participation Rate 1960 - 2024

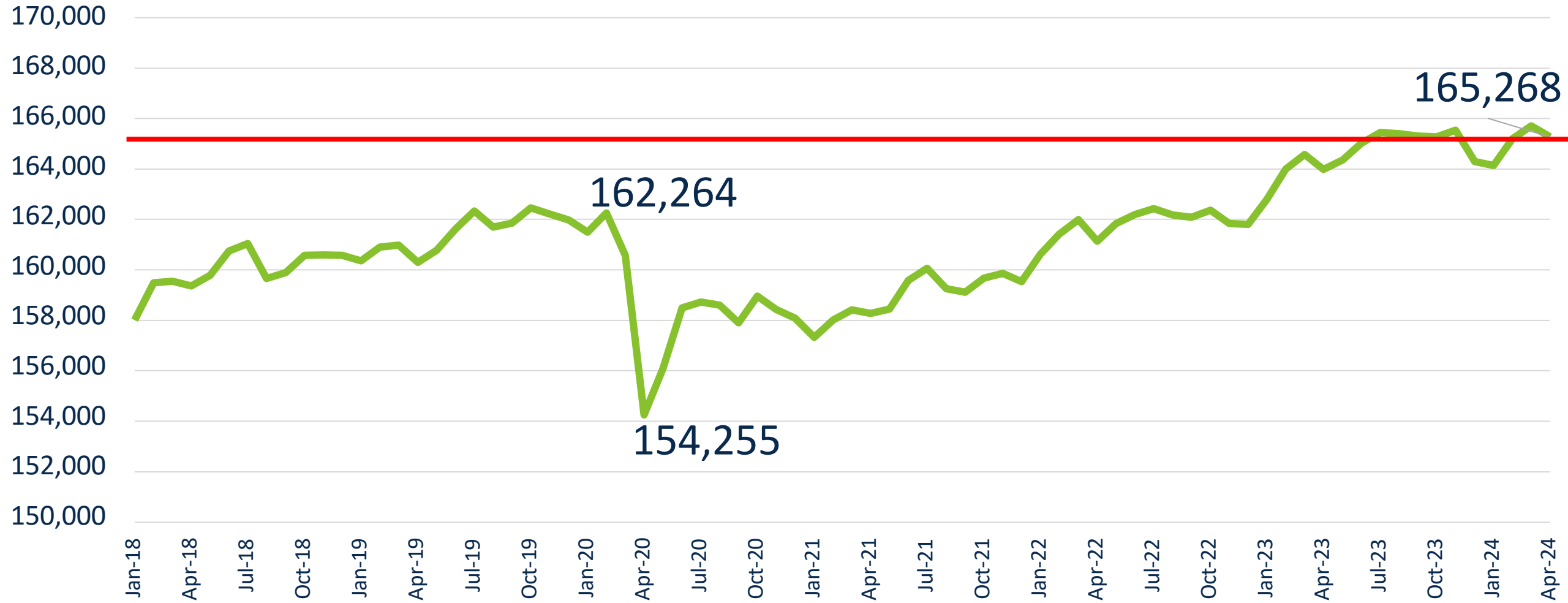


Source: US Bureau of Labor Statistics

ECONOMIC LEADERSHIP

U.S. Labor Force

18 & older (in thousands)



Source: US Bureau of Labor Statistics

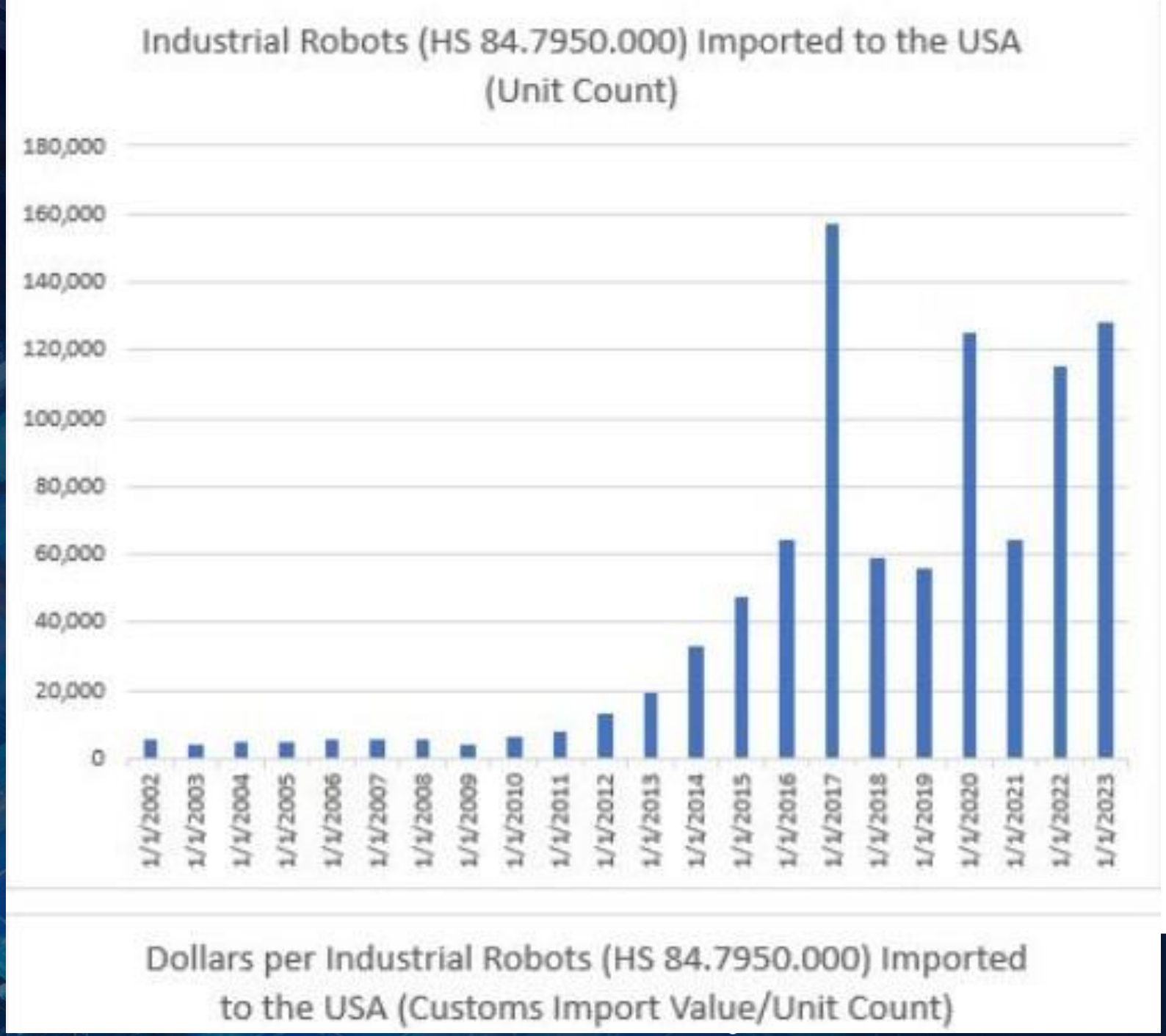
ECONOMIC LEADERSHIP

AUTOMATION

Prior to 2011, imported robots never crossed 10,000. However, it took off starting in 2015 (where it almost reached 50,000). 2023 is the second highest year ever, with ~128,000 industrial robots brought into the USA.

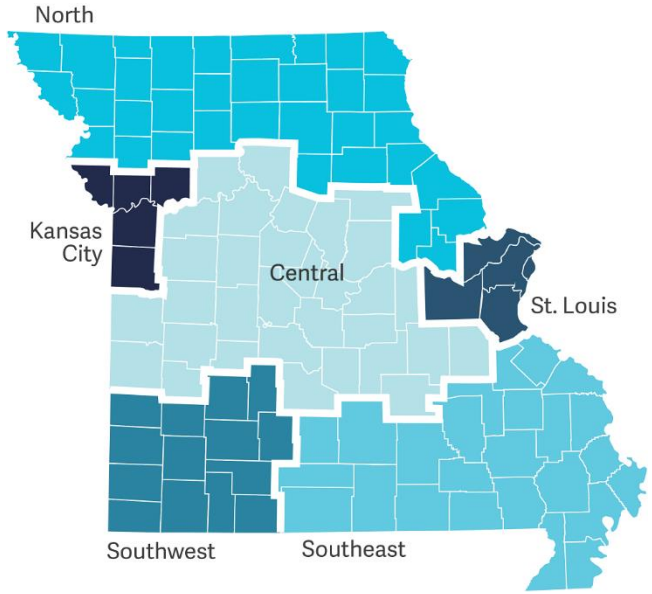


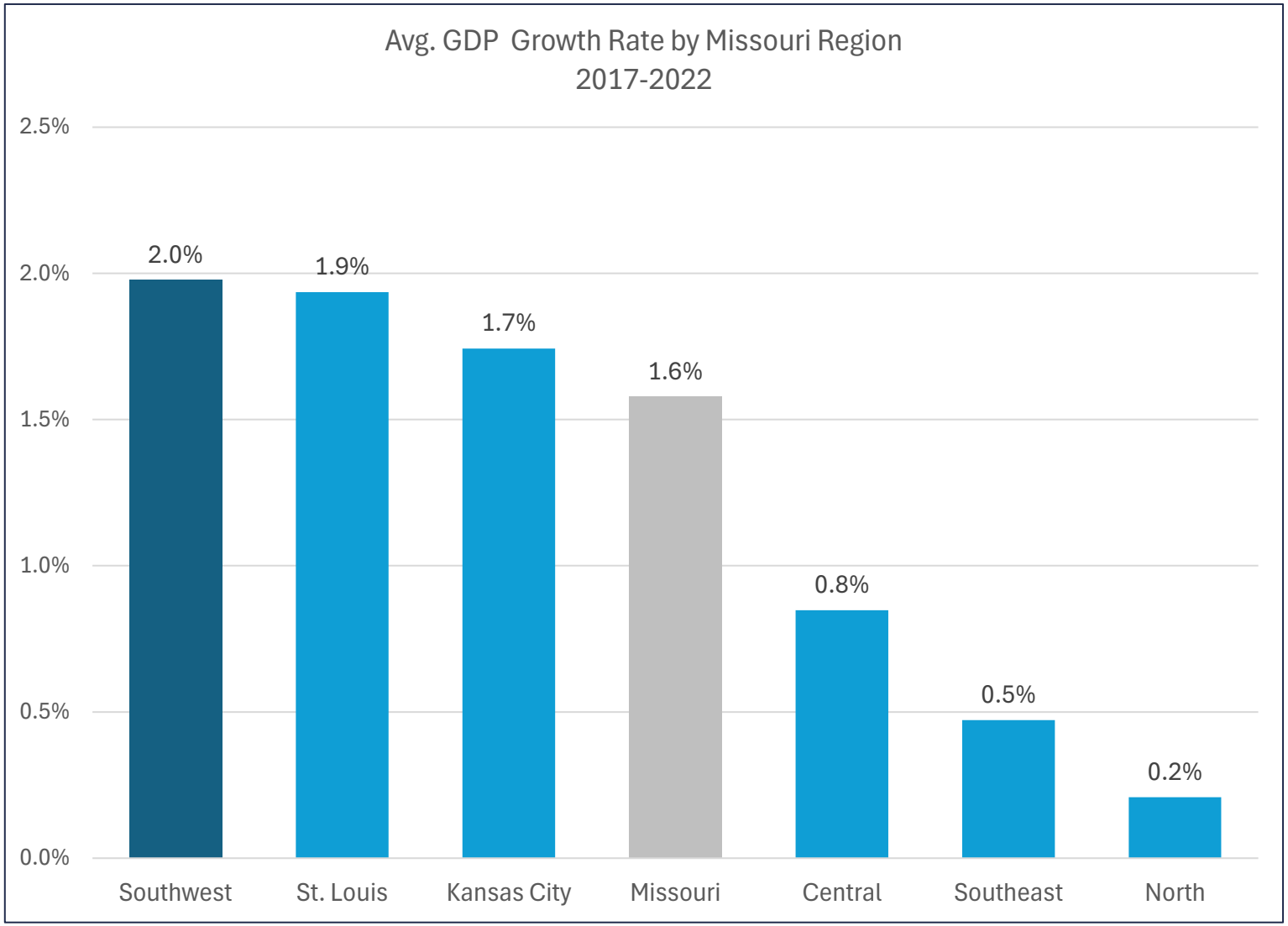
ECONOMIC LEADERSHIP



Average GDP Growth by Missouri Region

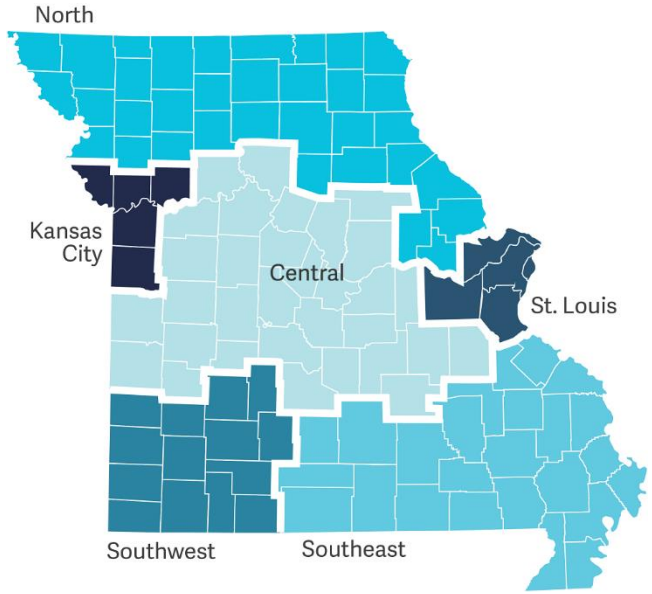
- The Southwest region has seen the fastest average annual GDP growth rate between 2017-2022.

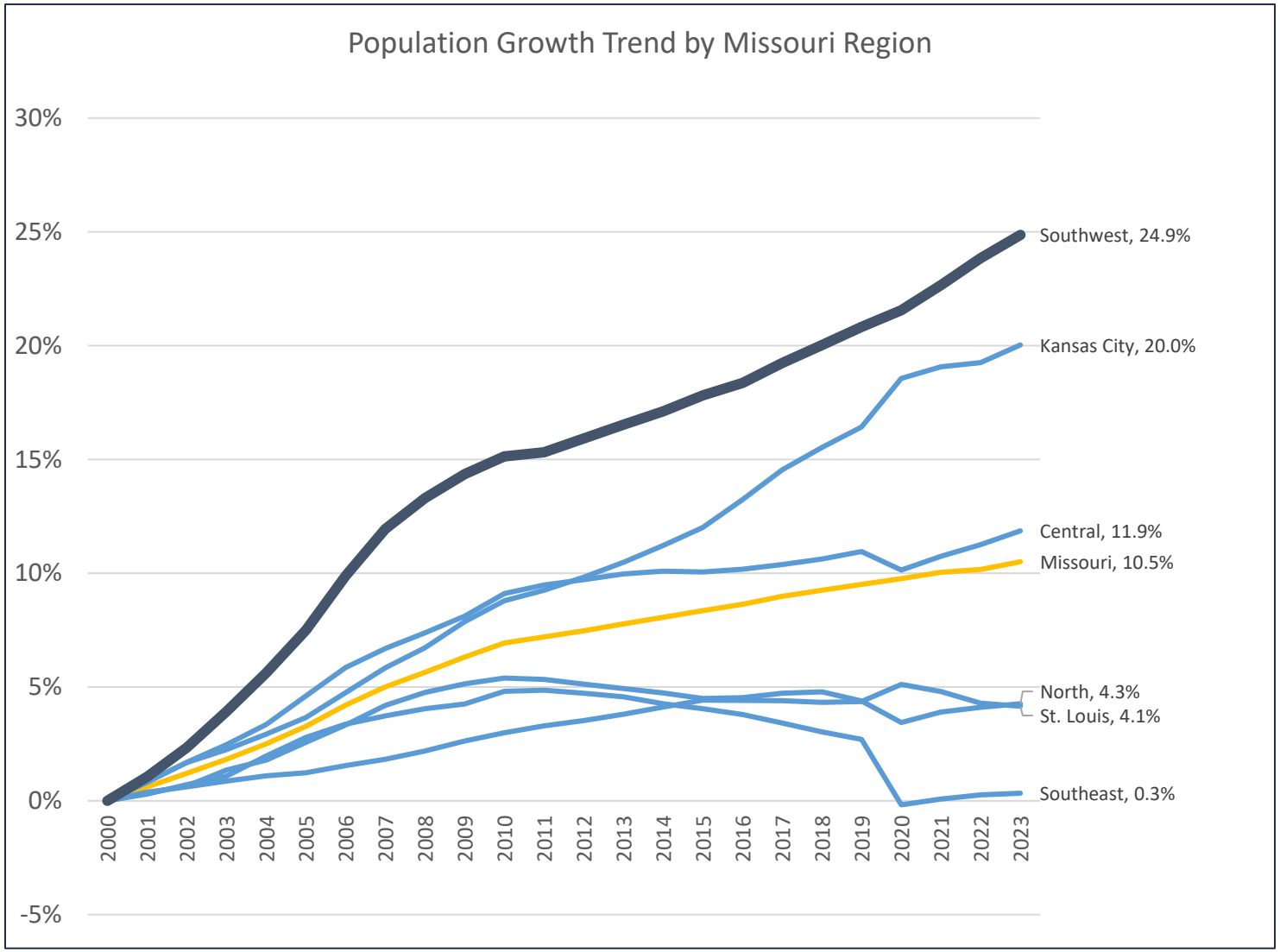




Population Change by DED Region

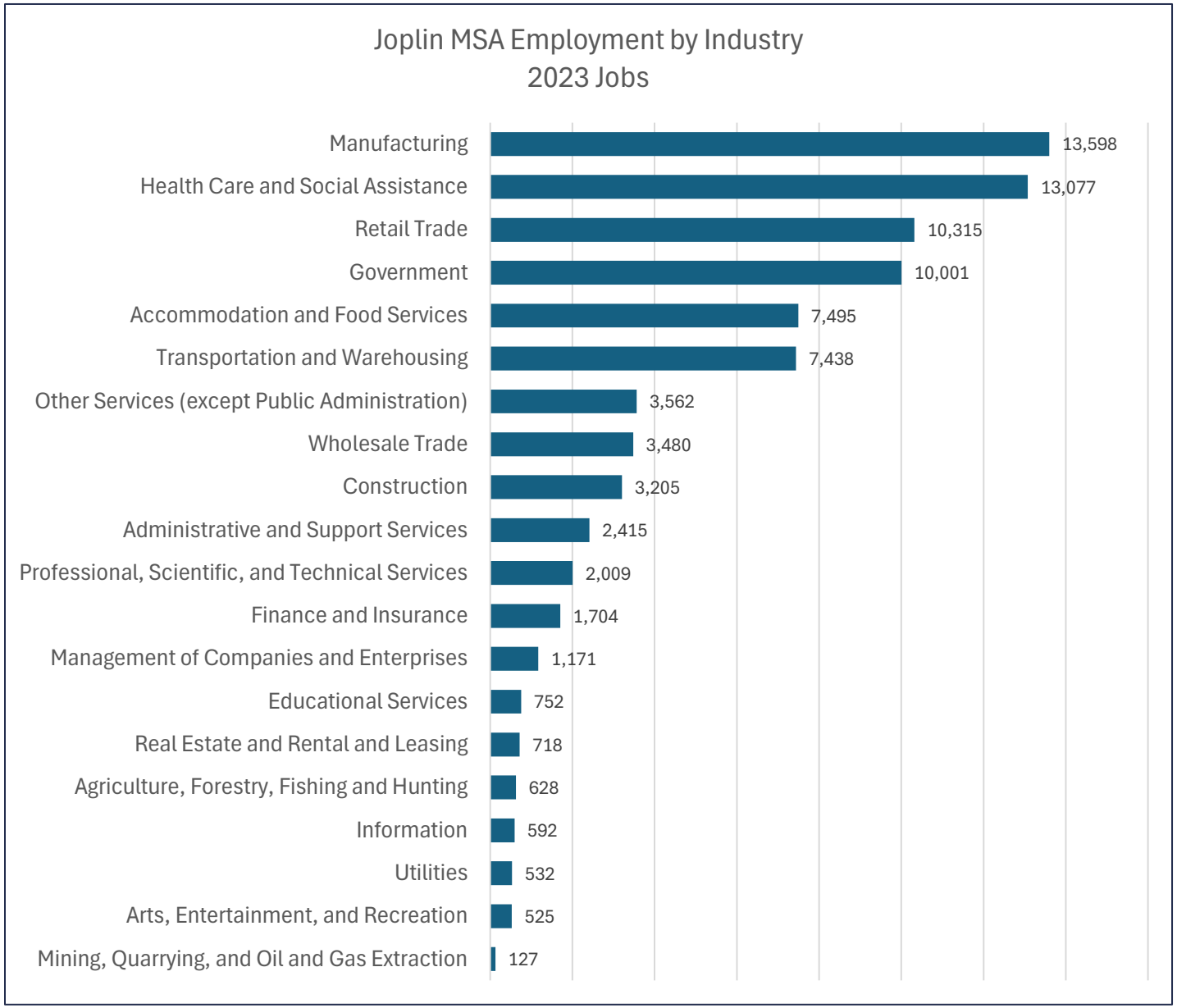
- The Southwest Region is the fastest growing region in Missouri.





Joplin MSA Employment by Industry

- The largest employing industries in the Joplin MSA are:
  - Manufacturing
  - Health care
  - Retail
  - Government (includes public education)
  - Accommodations and Food Svcs.



Source: Lightcast

Joplin MSA Industry Specialization (Location Quotient)

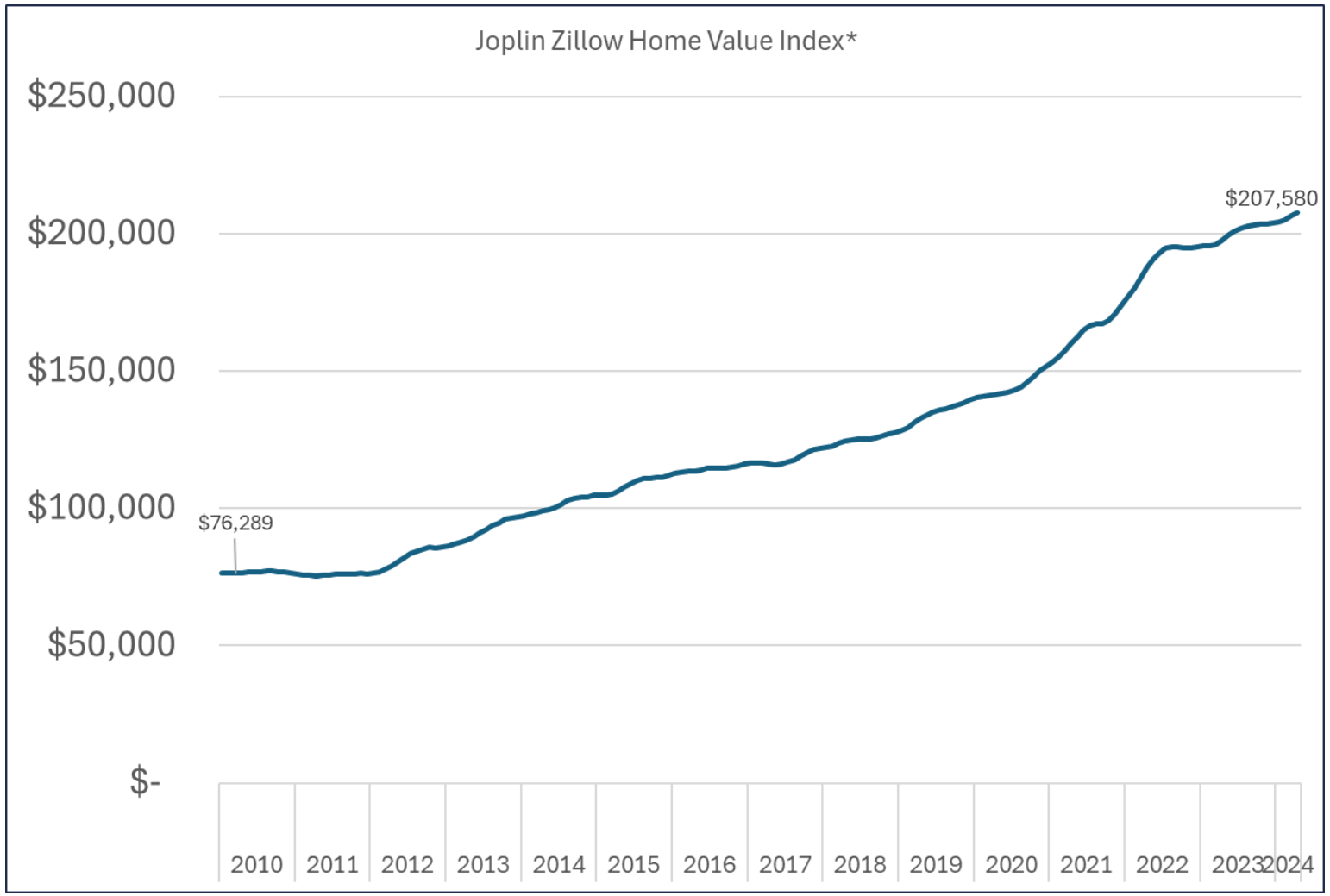
- A location quotient over 1 means the region has a larger share of employment than the nation in that industry.
- Metro Joplin has a high level of specialization in transportation-warehousing, manufacturing and utilities.



Source: Lightcast

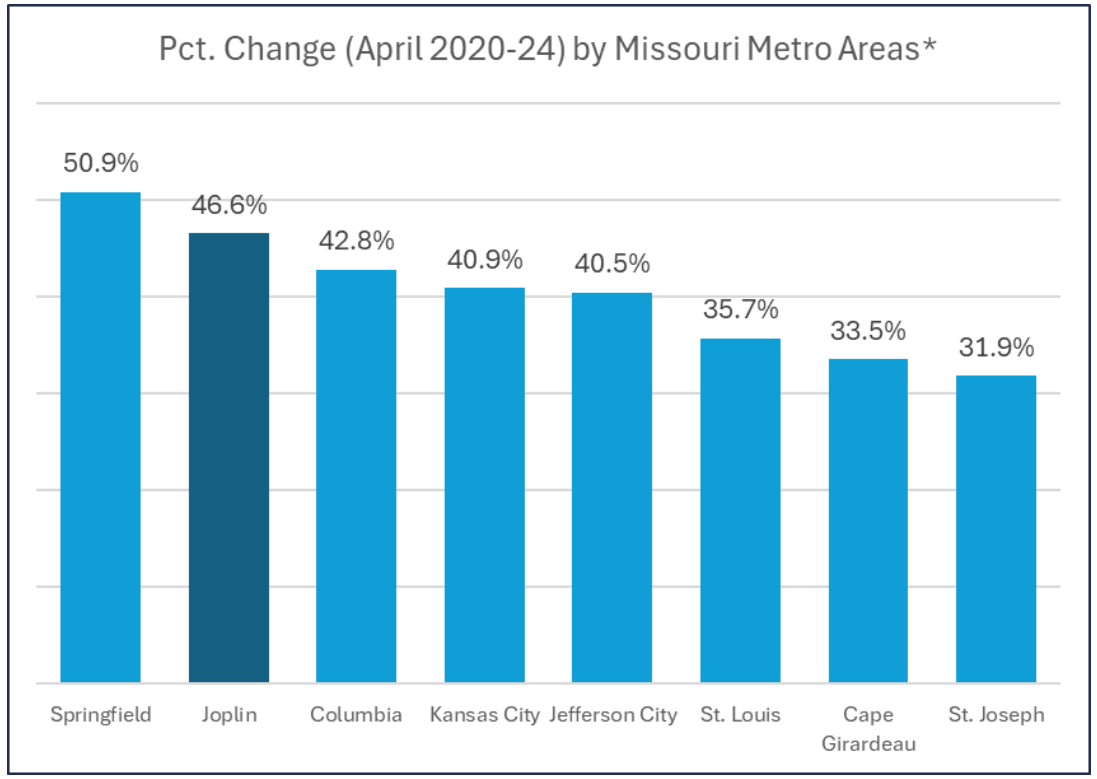
Joplin Housing Cost Trend

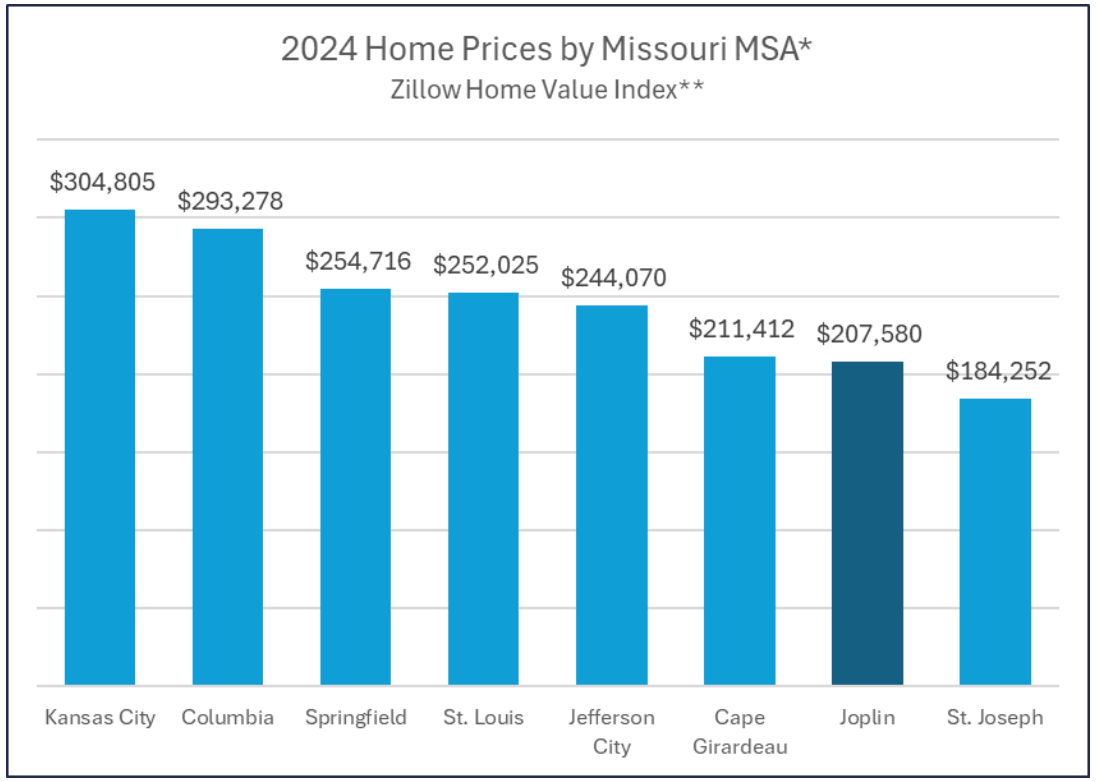
- The typical home value in Joplin increased over 170% since 2010.
- The value is up 46.6% since just 2020.



Source: Zillow
*Zillow Home Value Index reflects the typical value for homes in the 35th to 65th percentile range

Joplin MSA Housing Trends



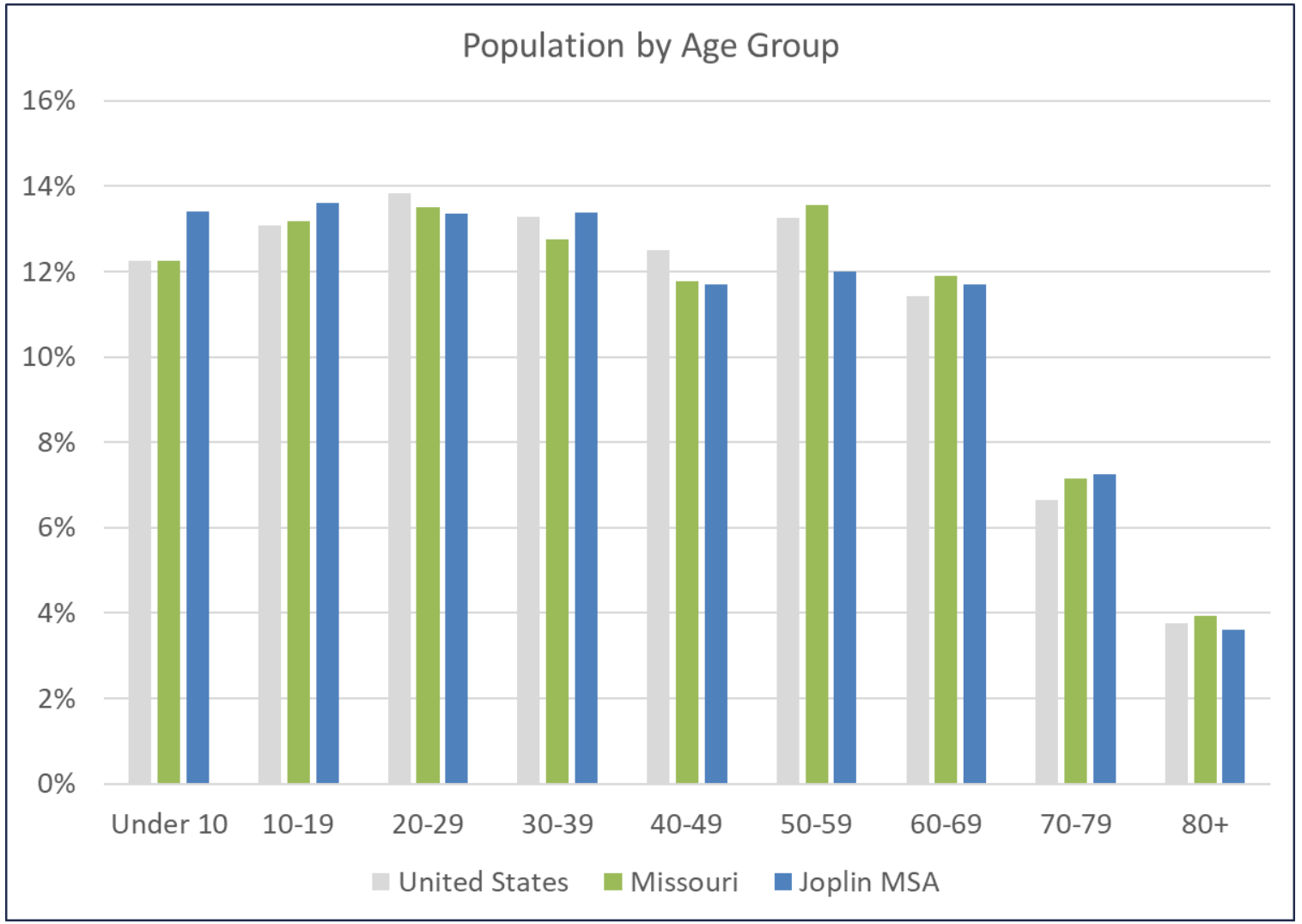


- Among Missouri Metro Areas, only Springfield has seen a bigger increase in typical home value since 2020.
- Despite the recent increases, Joplin housing remains relatively affordable among Missouri metros.

Source: Zillow
* Some Missouri Metro Areas will include portions in other states
**Zillow Home Value Index reflects the typical value for homes in the 35th to 65th percentile range

Joplin MSA Population by Age Comparison

- Joplin tends to have a slighter younger population.
- The median age in Joplin in 2022 was 37.9, lower than the national (39.0) and Missouri median (39.1).



Source: U.S. Census Bureau ACS 1-Year 2022