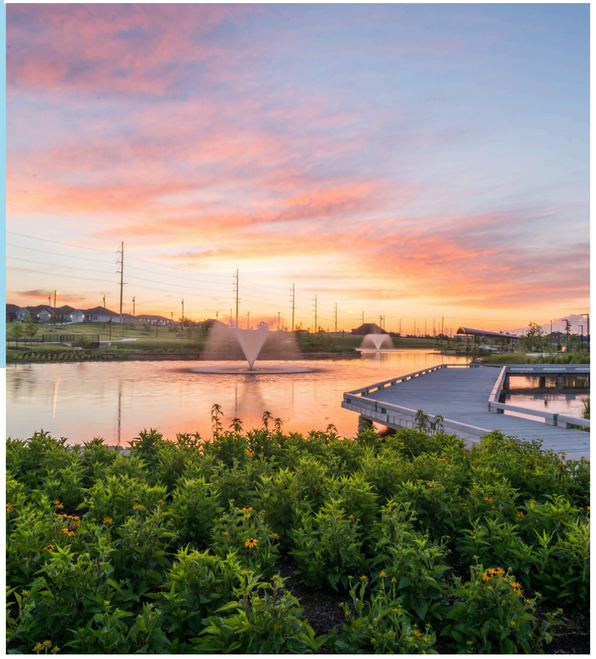






choose JOPLIN

CITY OF JOPLIN ECONOMIC DEVELOPMENT PARTNERSHIP

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

JOPLIN Area Chamber of Commerce

JOPLIN MISSOURI

choose JOPLIN

JOPLIN Area Chamber of Commerce

JOPLIN MISSOURI

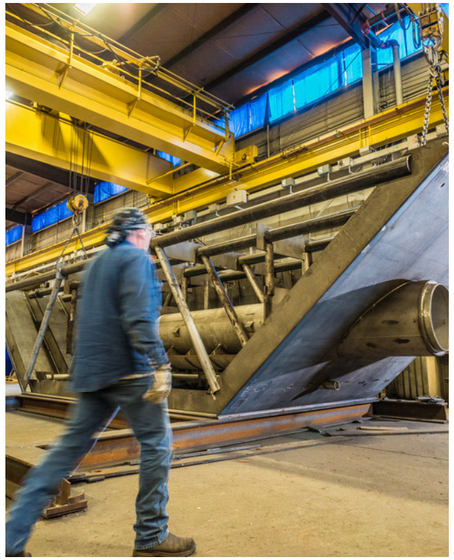
The City of Joplin's investment enables the Joplin Area Chamber of Commerce and MOKAN Partnership to increase both organizations' capacity to promote Joplin as a place to do business, as well as to live, work, and raise a family to potential workers. This partnership also expands opportunities for more 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)

- 53,095

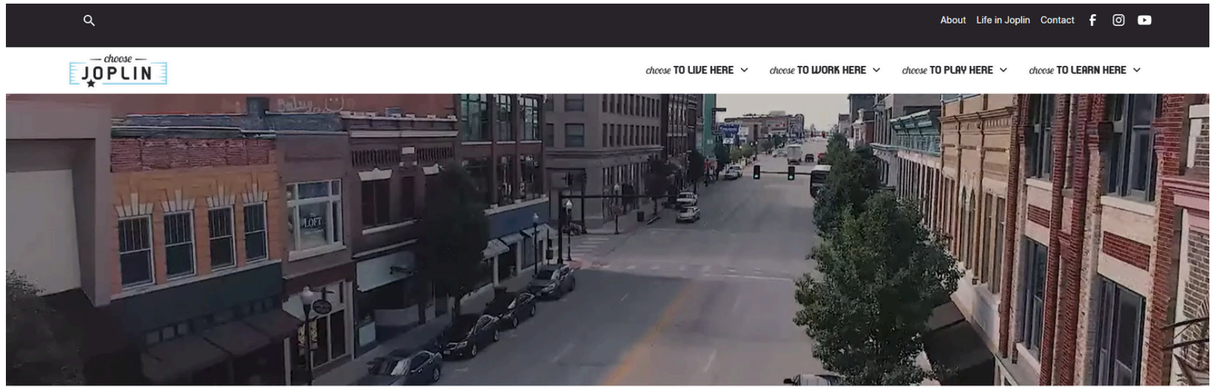
LABOR FORCE

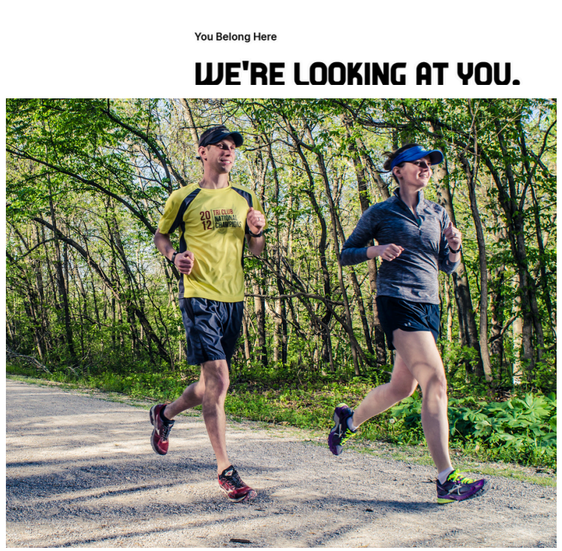
- 61% labor force participation rate
- 4.6% unemployment rate
- $60.1K average earning per job

POPULATION MOVEMENT

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

MARKETING AND PROMOTIONS







Total Engagement (Jan–July 2025)

- ACTIVE USERS: 1,679
  - *Compared to 745 in 2024*
- SESSIONS: 2,316
  - *Compared to 911 in 2024*
- TOP THREE PAGES VIEWED:
  - *Parks & Trails*
  - *Cost of Living Calculator*
  - *Newcomers*

SOCIAL MEDIA STRATEGY

Source: Facebook (META)

Top article for Q4



IMPRESSIONS
37,731

ENGAGEMENTS
2,351

LINK CLICKS
1,595

SHARES
34

TOTAL ENGAGEMENT

Impressions: 72,542

Engagements: 7,027

Link Clicks: 2,120

Post Shares: 186

Social Media Articles FACEBOOK **3**

ENTREPRENURSHIP & JOBS CREATED







Incubator Businesses/Activities

- *Five new, full-time jobs added since last year.*

New Tenants in the Joseph Newman Innovation Center (NIC)

- *Three new tenants added since last year.*
- *Three new remote workers who are using two Hot Desks + one Dedicated desk.*

Graduates

- *Two graduates from the NIC in the last year.*

ENTREPRENURSHIP & JOBS CREATED (CONT.)



Startup Consultations

- *18+ startup consultations per week.*
- *Receive an average of two calls per week about startup resources.*

Activities

- *The MTC has approved funding for new office furniture and a remodel of both conference rooms at the NIC.*
- *20th anniversary of the Joseph Newman Innovation Center to be held on September 22, 2026.*
- *The MTC has approved a two-year, $54,000 facilities grant.*

MOKAN

partnership





BUSINESS ATTRACTION

STATE DEVELOPMENT LEADS (4)

- Received four RFIs from state in May–July.
- Zero submitted on behalf of City of Joplin/region.
- Our region could not meet the building/land requirements.

BUSINESS DEVELOPMENT LEADS (5)

- Distribution company seeking 20 acres; submitted Crossroads.
- Small manufacturing company seeking nine acres; submitted Crossroads.
- Large manufacturing company looking at sites; submitted Neosho.
- Local company seeking land at Crossroads for expansion.
- Regional company seeking existing building.

ACTIVE PROJECTS

PROJECT LEVEL — WON

- Company repairs basement foundations.
- $3M investment
- 40–50 jobs with average wage of $105,000.
- Located in Sarcoxie area.

PROJECT MPWILDWOOD

- Data center operation.
- $10M investment.
- 10 new jobs.
- New ownership.

MOKAN partnership

B.R.E. VISITS



BUSINESS RETENTION VISITS

- Ten business visits made throughout the region between May–July 2025.

B.R.E. EFFORTS

- Large Employer Roundtable
  - Moderated first event on June 11.
  - Most recent event took place on September 10.

MOKAN partnership

MARKETING & COMMUNICATIONS

MOKAN WEBSITE REDESIGN

- Website reconstruction was completed in June.
- Moving into content writing phase with plans to be done by mid-September.
- Added health care as primary industry for first time.

MOKAN LINKEDIN

- 17 posts between May–July.
- 7,735 impressions.
- 32 new followers gained between May–July.
- 720 total followers.
- Follow MOKAN on LinkedIn!

MOKAN partnership

EVENTS & CONFERENCES



MEDC ANNUAL CONFERENCE

- Held in Branson on June 2–4.
- Attended by Amy Kauffman. Hosted by Missouri Economic Development Council.
- Statewide conference with topics like navigating infrastructure demands, building partnerships, and workforce issues.

HAWTHORN FOUNDATION MEETING

- Hosted by MOKAN, KCU, and Joplin Chamber.
- Quarterly updates of statewide business attraction efforts by Missouri Partnership.
- Disaster Recovery session by Rob O'Brian and business spotlight by EaglePicher Technology.

REGIONAL ACTIVITIES

FORWARD TOGETHER

2025

EMPOWERING COMMUNITIES,
OVERCOMING WORKFORCE CHALLENGES

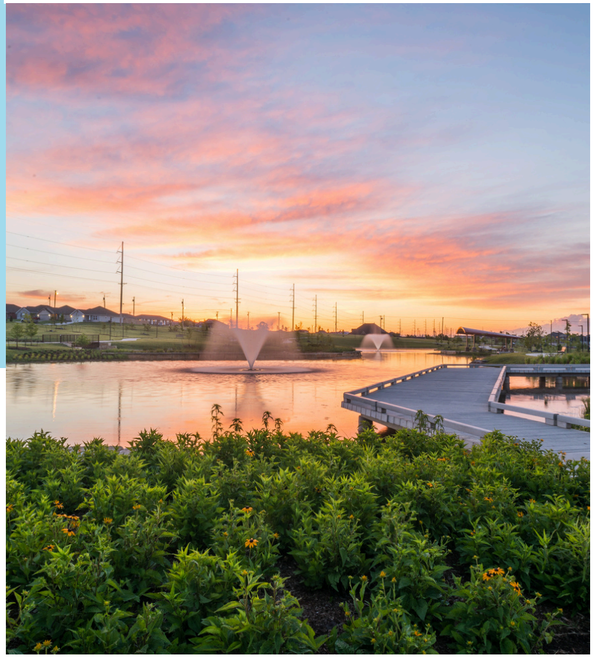
REGIONAL WORKFORCE DEVELOPMENT

- Carthage Technical Center Advisory Board
- Franklin Technology Advisory Board
- Joplin Industry Council
- YouthBuild Leadership
- Forward Together: Empowering Communities, Overcoming Workforce Challenges Summit - Sept. 26

REGIONAL ECONOMIC DEVELOPMENT

- Barton County Extension Council
- McDonald County Economic Development Committee
- Harry S. Truman Coordinating Council
- Neosho Economic Development Council







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