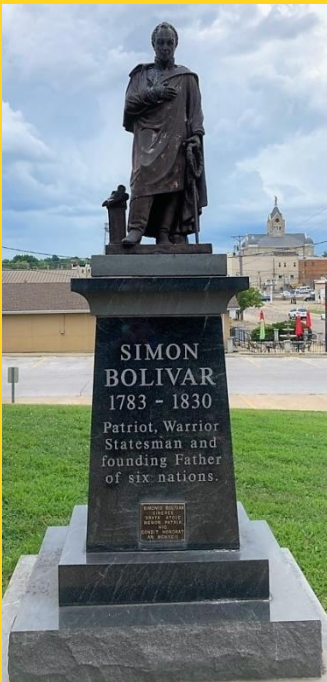




**Economic Development Alliance**  
Building a brighter future for Bolivar & Polk County

# BOLIVAR / POLK COUNTY ANNUAL REPORT



2020

REVIEW OF ACCOMPLISHMENTS,  
CONTRIBUTIONS COLLECTED,  
OPERATING COSTS AND MORE

345 S. Main Ave., PO Box 9, Bolivar MO 65613

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# ECONOMIC DEVELOPMENT ALLIANCE

*The Economic Development Alliance (EDA) is a public/private partnership with the City of Bolivar, the County of Polk, the Industrial Development Authority, and investors from the Public / Private Sector.*

**Purpose:** Through the development of the EDA, a robust Economic Development Program has been established. We are now in a position to advocate and advance a sustainable, job-driven business climate and to diversify economic opportunity that may impact all of Polk County. The purpose of this organization is to develop, advance, encourage and promote commercial, industrial, agricultural, tourism and manufacturing growth in and around the City of Bolivar and Polk County, Missouri. Through the public/private partnership of the City and County Government entities, the local Chamber of Commerce and area businesses, the promotion of economic development in our area becomes a team sport.

**Structure:** Committing to sponsorship in the EDA encourages local entities and businesses to hold an equitable partnership in growing jobs and investment in the Polk County region. Under this structure, stakeholders participate in regional economic development, such as business attraction and retention activities, and gain access to professional economic development staff and other resources across the region and state.

Each sponsor commits to a preferred sponsorship level on a three-year commitment, which is subject to their annual approval.

**Mission Statement:** The Economic Development Alliance – Bolivar and Polk County coordinates and facilitates the development of a strong, diversified and competitive economy in the city and county. As a public/private partnership, the EDA focuses on addressing the needs and opportunities of existing businesses, providing assistance to new and expanding businesses, fostering workforce development, supporting an entrepreneurial culture, while advocating for a business-friendly climate in Bolivar.

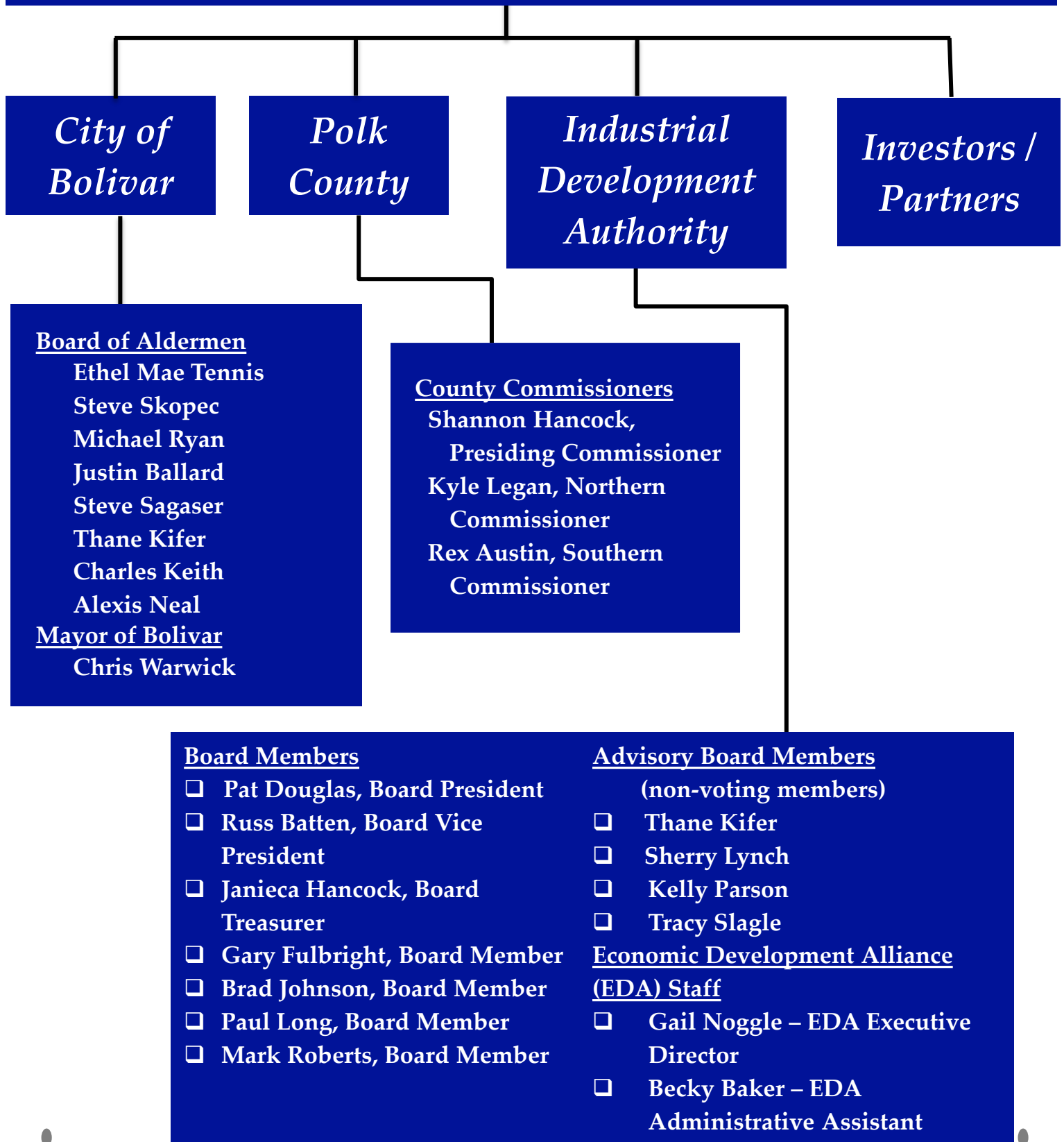




# Economic Development Alliance

Building a brighter future for Bolivar & Polk County

## Organizational Structure





## *FROM THE MAYOR ...*

I am excited to see the continual growth occurring around my hometown that remains strong despite the economic shutdown during the Covid-19 pandemic in 2020. Every resident of Bolivar and Polk County should stand tall and be proud to be an ambassador for the area.

The Economic Development Alliance is a strong partnership between businesses and government that can be seen in the recent expansion of Tracker and expected opening of Missouri Prime Beef in February 2021. Its private / public partners should be commended for their commitment to ensuring the success of our communities.

It takes all of us working in cooperation to accomplish our goal – Making Bolivar and Polk County the best place to live.



## *FROM THE IDA BOARD PRESIDENT ...*

As a Bolivar native who naturally wants to see Bolivar and Polk County grow and succeed, I am honored to serve another year as the Board President of the Industrial Development Authority of Bolivar.

It is encouraging to see the progress that has continued in spite of the Covid-19 pandemic in 2020. With the expansion of Tracker and a beef packing plant opening soon, we are still seeing growth in Polk County.

The IDA Board of Directors are grateful that so many of our local businesses recognize the added value their support and contributions can create for Bolivar & Polk County. We could not attract and retain the businesses we do without such broad support from the business community. With the Economic Development Alliance's partnership with the City of Bolivar, Polk County, the IDA and our private partners, we can all continue working together to maintain the vibrant, inviting feel that we have here in Bolivar & Polk County.



## *FROM THE EXECUTIVE DIRECTOR ...*

I am privileged to work in Bolivar as the Executive Director of the Economic Development Alliance. Throughout the Covid-19 pandemic, I have been encouraged by the responsiveness and generosity of so many people in the community as they stepped up to help out their friends, neighbors, and business owners. Watching the community come together on so many levels was definitely a bright spot in a rough year.

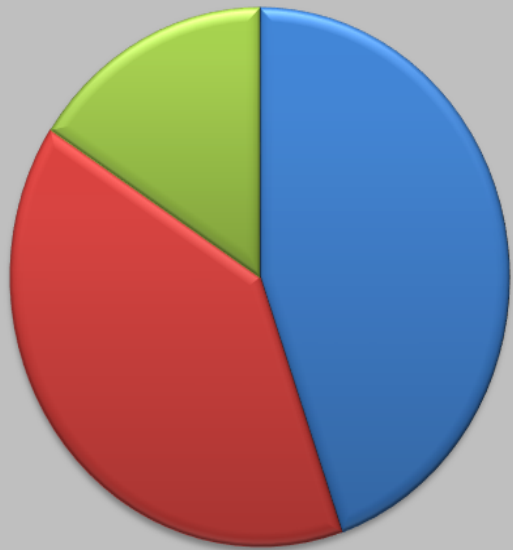
Despite the pandemic, continued progress is still being seen in the City of Bolivar and Polk County. By focusing on the attraction of manufacturing and industry, finding ways to market the area in the tourism industry and supporting existing businesses through retention and expansion, I believe we will continue to see huge strides made in economic development for Bolivar and Polk County.

Through the public/private partnership of the City, County, IDA and our private investors, the Economic Development Alliance is positioned to be a prominent force in establishing Bolivar as a desirable place to live, work and play.



# EDA OPERATIONAL BUDGET OVERVIEW

## 2020 Economic Development Alliance (EDA) Revenue

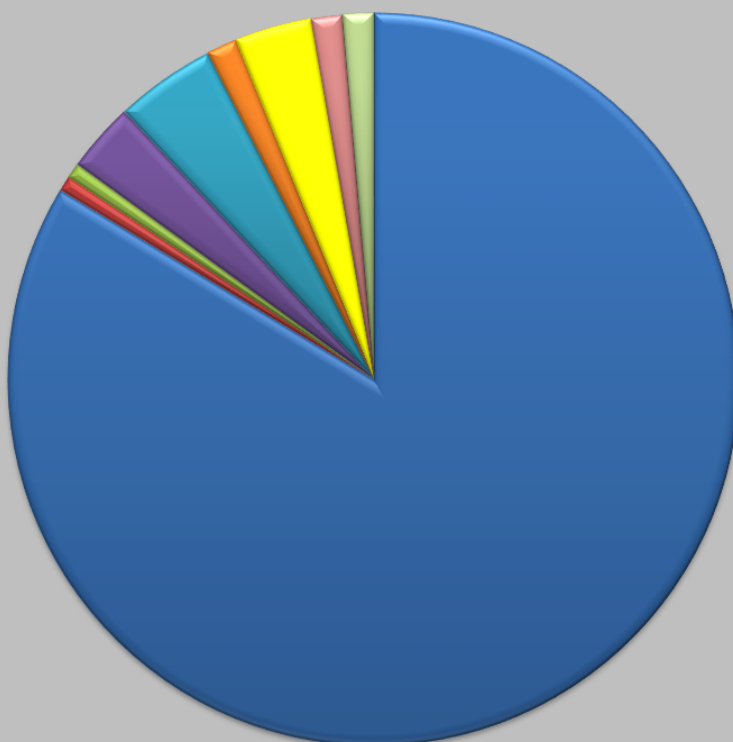


■ Private / Business Support

■ Public Support

■ Public In-Kind Support - Building Operation & Office Expenses

## 2020 Economic Development Alliance (EDA) Expenses



■ Salaries & Benefits

■ Professional (Operational) Expenses

■ Community Relations

■ Meetings / Conference Fees

■ Dues & Memberships

■ Economic Development Events

■ Website

■ Research

# SWOT ANALYSIS PROVIDES OUR GOALS & CORE COMPETENCIES



## Business Retention & Expansion

### ***Objectives of BR&E***

- Take advantage of our proximity to Springfield, as well as be aware of regional area with neighboring counties
- Capitalize on the Ag Business / Farming opportunities in the county
- Promote the County's Opportunity Zone and Enhanced Enterprise Zone incentives
- Capitalize on Bolivar as a healthcare hub



## Small Business & Entrepreneurial Development

### **Objectives of Small Business & Entrepreneurial Development**

- Encourage all citizens to market Bolivar, boasting the amenities provided in our communities
- Collaborate with high schools, tech schools, and SBU to develop an entrepreneurship program
- Educate prospective entrepreneurs about the Centrepact program and other similar programs



# SWOT ANALYSIS PROVIDES OUR GOALS & CORE COMPETENCIES

## Workforce Development



### *Objectives of Workforce Development*

- Encourage employers to offer creative ways to retain quality employees, such as providing flexibility in hours, work-from-home options, etc.
- Utilize the ENACTUS / BOMO Works programs by offering internships to high school / college students as on-the-job training
- Create more Vo-Tech courses that are geared toward skills outside of healthcare
- Create positions for Aging population to retain in the workforce
- Institute Mentoring programs through SCORE Mentoring



## Business / Industry & Marketing Attraction



### **Objectives of Marketing to Manufacturing / Industrial Companies (No. 1 Priority)**

- Market Bolivar Business Park to Industries conducive to the area
- Market community as an Attractive Place to bring more industries because of our qualified workforce, proximity to 4-lane highway situated between K.C. and Springfield



# SWOT ANALYSIS PROVIDES OUR GOALS & CORE COMPETENCIES

## Focus of Marketing

**No. 2 Priority - Travel / Tourism:** Close Proximity to Lakes in two directions; Proximity to Lucas Oil Speedway; Market as a 'Day Trip Destination'; Promote or recruit Sporting events to host



**No. 3 Priority - Residential:** Maintain Uniform zoning / Continue to follow City's Comprehensive Plan in expanding City Limits to allow for uniform growth; Develop extensive Park Systems; Promote Green Spaces

**No. 4 Priority - Retail:** Market Available Strip Malls with Available Spaces for Rent / Lease; Encourage Entrepreneurship



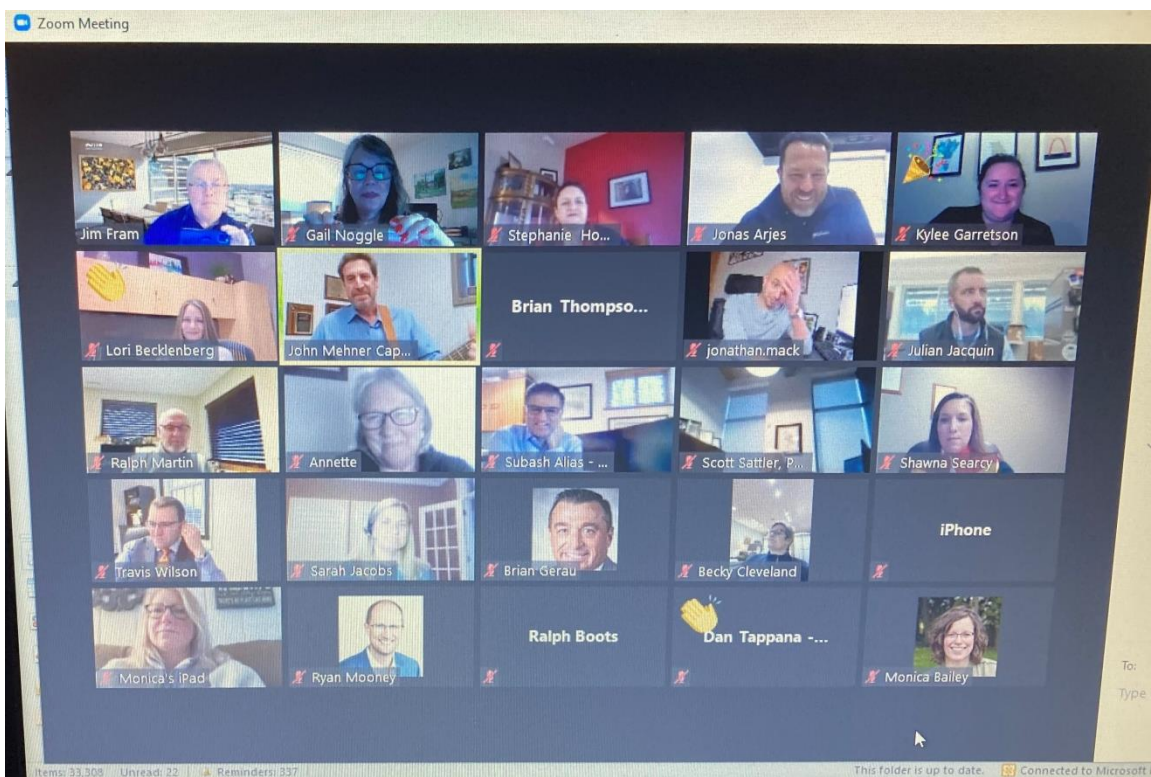
# 2020 ECONOMIC DEVELOPMENT UPDATE

## *COVID-19 Activities*

- Developed & implemented “Survive and Thrive” Patronicity campaign and videos / awarded grants to 6 local businesses
- Developed & implemented Business Surveys to determine current needs / challenges during lockdown at onset of COVID-19
- Held weekly Zoom meetings with City’s business license holders
- Participated in webinars / Zoom meetings with DED, MEDC, MSAE, local health department, ICSC
- Served as a resource for Financial and Disaster Relief programs for local businesses

## *Business Retention & Expansion*

- Assisted organizations and local businesses as they sought direction and help throughout the Pandemic
- Directed local businesses to the appropriate state, regional or local organizations for help during COVID-19



## *Marketing Activities*

- Attended Missouri Rural Development Partners State Board meetings
- Met with Mo. DED Director Rob Dixon, Sen. Sandy Crawford and Dallas County for possible ED partnership
- Visited the community of Excelsior Springs
- Held Zoom meeting with Springfield Area HBA association in regard to housing needs
- Survey sent to HBA membership and local builders
- Submitted letters to be considered for a grant through SBDC Supercharge Southwest Missouri Initiative
- Compiled all documentation needed to have the Business Park recertified through the Missouri Department of Economic Development for another 3 years



## *Ongoing Projects*

- Submitted 11 RFIs for Leads through Springfield Regional Economic Partnership as well as local leads, totaling 19 for year
- Maintained close contact with Plant Manager and other White River Marine / Tracker leadership prior to announcement of expansion
- Held weekly phone meetings with Tracker regarding workforce
- Had close contact and weekly phone meetings with the Pleasant Hope Beef Production Facility – Missouri Prime Beef Packers – in regard to incentives / workforce / grand opening



MISSOURI PRIME  
• BEEF PACKERS •





## RESULTS FROM THE COVID-19 SURVEY

The Economic Development Alliance –  
Bolivar and Polk County, in Partnership  
with the Bolivar Area Chamber of  
Commerce, Want To Know ...

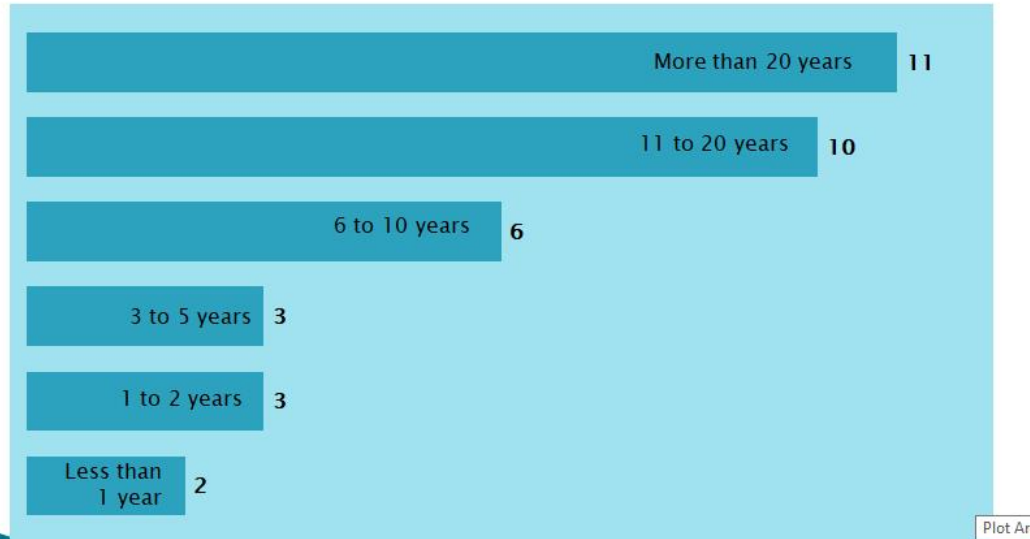
Results, as of July 15, 2020  
(Powered by [SurveyMonkey](#))

## What types of businesses answered our survey?

» Length of Time in Business;  
Number of Employees; Type of  
Service Provided

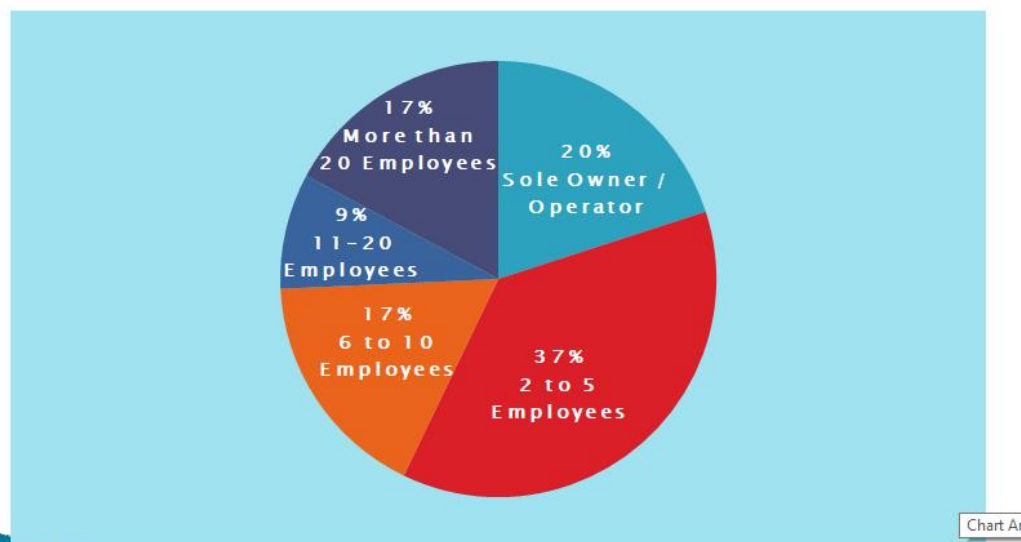
# COVID-19 BUSINESS SURVEY

How long has your business been in operation?



3

How many people does your business employ?



4



# COVID-19 BUSINESS SURVEY

What type of service or product does your business provide?



The Other Category Represents Construction, Utilities, Manufacturing, Telecommunications, Food Service, Yard care, and a Call Center.

5

## BUSINESS OUTLOOK

» Prior to COVID-19

6

# COVID-19 BUSINESS SURVEY

## Before COVID-19

Was your business considering an expansion or hiring in next 5 years?

34.30  
%  
NO

65.70  
%  
YES

What was your business's future outlook?

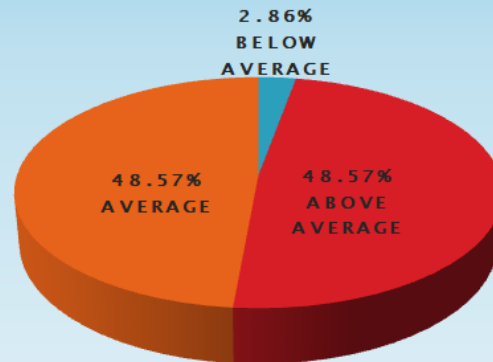


Chart Area

7

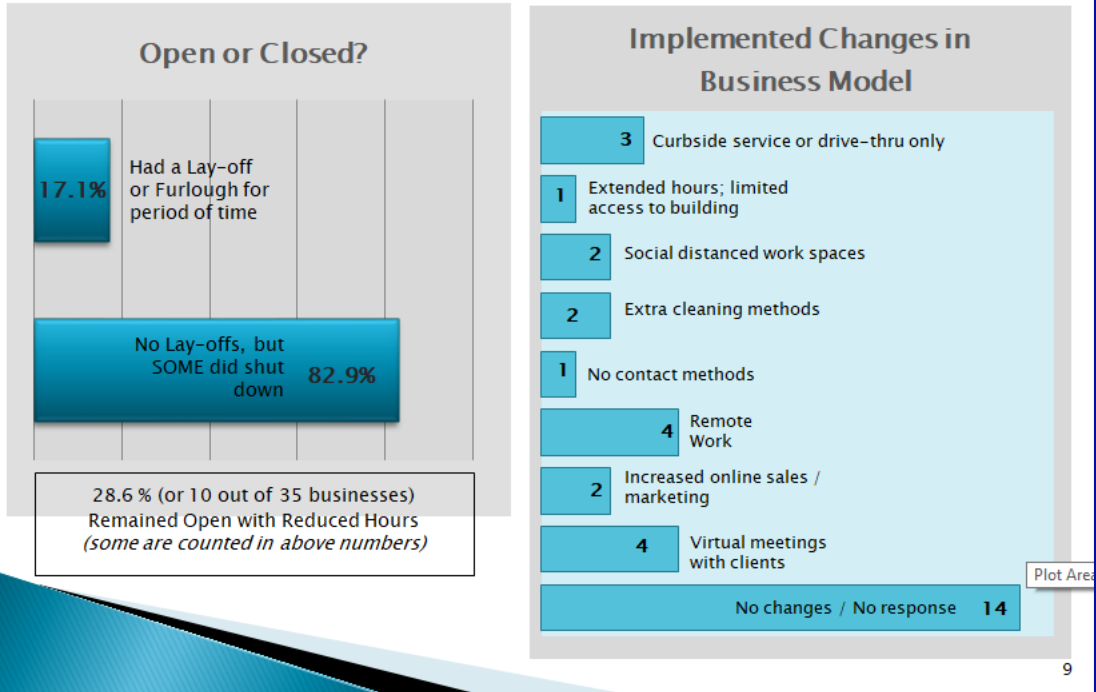
## DURING GOVERNMENT SHUTDOWN OF ECONOMY

»» What did your business do to survive?

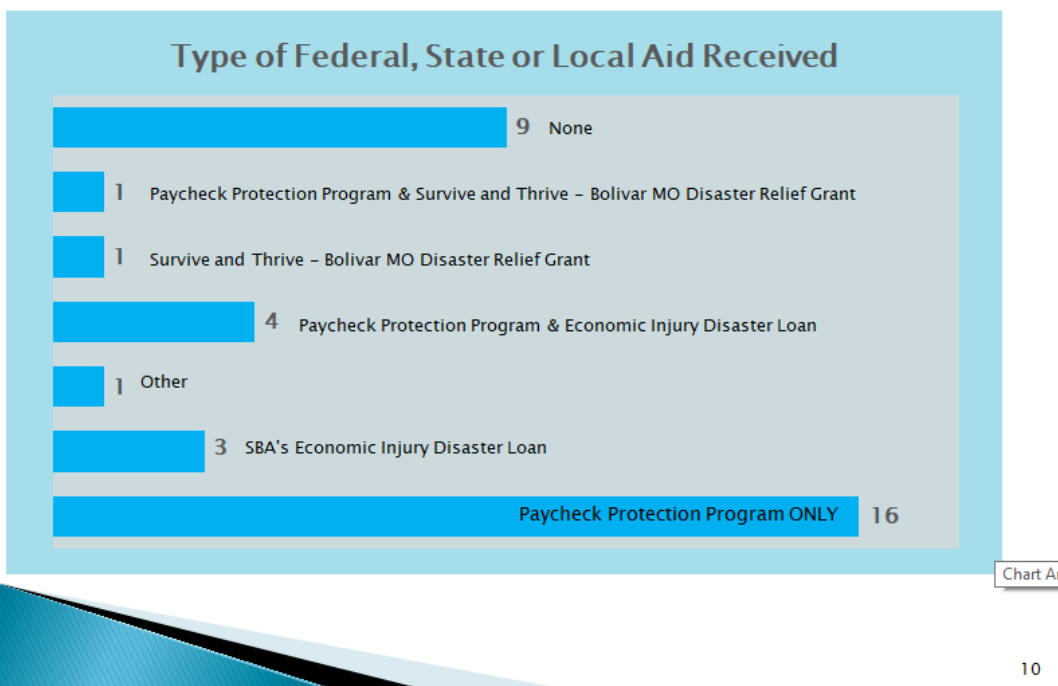
8

# COVID-19 BUSINESS SURVEY

## During Shutdown, Businesses



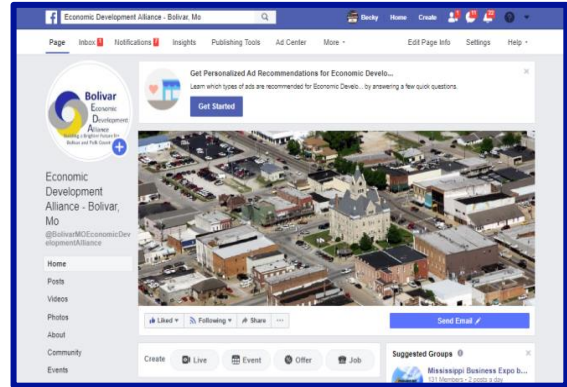
## Applied for Aid?



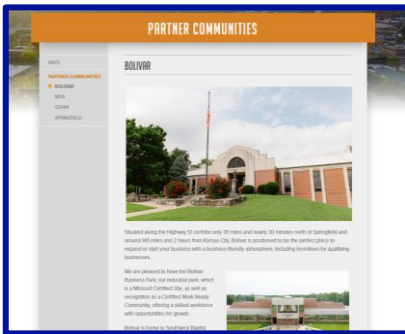
# MARKETING OUR COMMUNITY



**Billboard for Business Park**

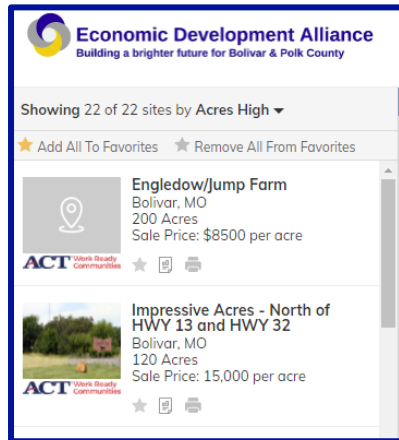


**EDA'S Facebook page**



**Springfield Regional Economic Partnership website**

[SREP Partner Community - Bolivar](#)



**LocationOne website**



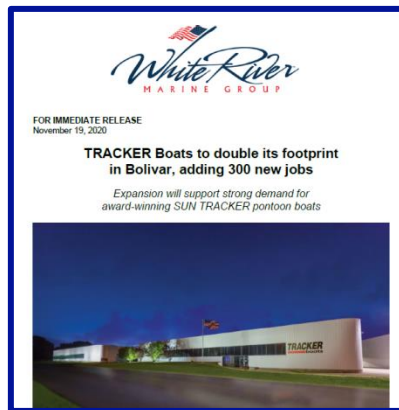
**Springfield Convention & Visitor's Bureau website**

[Visitor's Guide](#)

**Submission of articles to local and regional publications**



**Recertification of Business Park as Certified Site**



**Business Park Video**

[Bolivar Business Park video](#)

**Community Video**

[City of Bolivar Community Video](#)

**Follow us on**





# A RUNDOWN OF 2020

## OUTREACH

Zoom calls, webinars, and other Connections Made Through Industry-Related Events, Legislator Visits, BRE Program Contacts, Business Surveys



## NUMBER OF LEADS



**19**

Received from Missouri Partnership through Springfield Regional Economic Partnership, and local leads

## ADDITIONAL PROGRAM ACTIVITIES

Missouri Rural Partners Participation; Continued Marketing Presence with the SREP Website and the Springfield Convention & Visitors Bureau; SBDC Supercharge Southwest MO Initiative; Maintained ACT WorkReady Community Certification



## MARKETING IDA REAL ESTATE



Continued presence on LocationOne; Reece Commercial Real Estate Agency; Accomplished Recertification of Bolivar Business Park as a Missouri Certified Site

## MAJOR ANNOUNCEMENTS

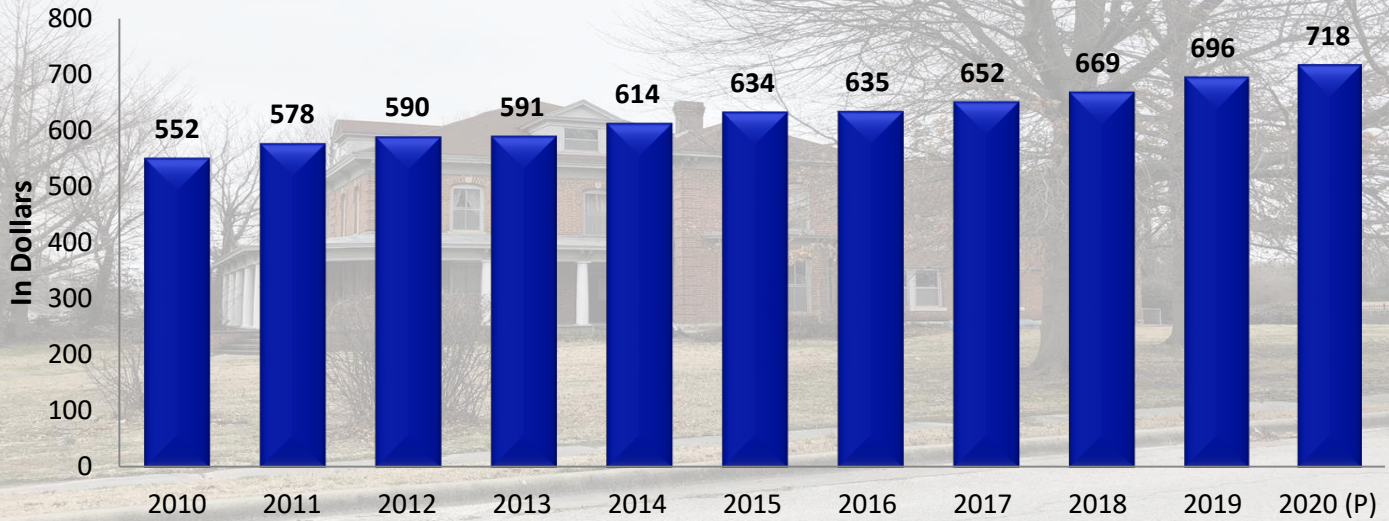
Tracker Marine Expansion & Rigging Facility /  
Missouri Prime Beef Packers  
650+ FTE





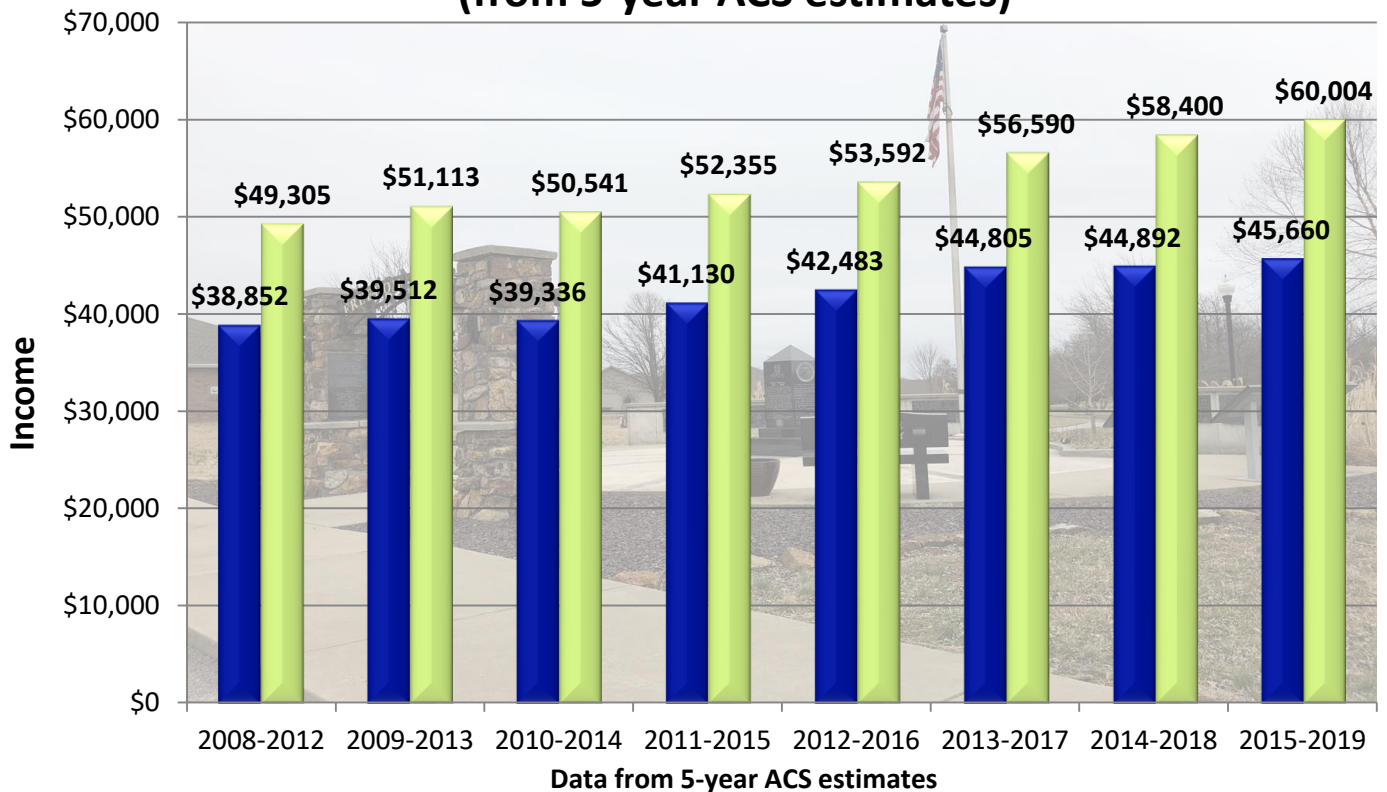
# ECONOMIC INDICATORS

## Average Weekly Wage in Polk County



Source: Quarterly Census of Employment & Wages, All Industries, Private & Public, All establishment sizes

## Annual household income for Polk County (from 5-year ACS estimates)

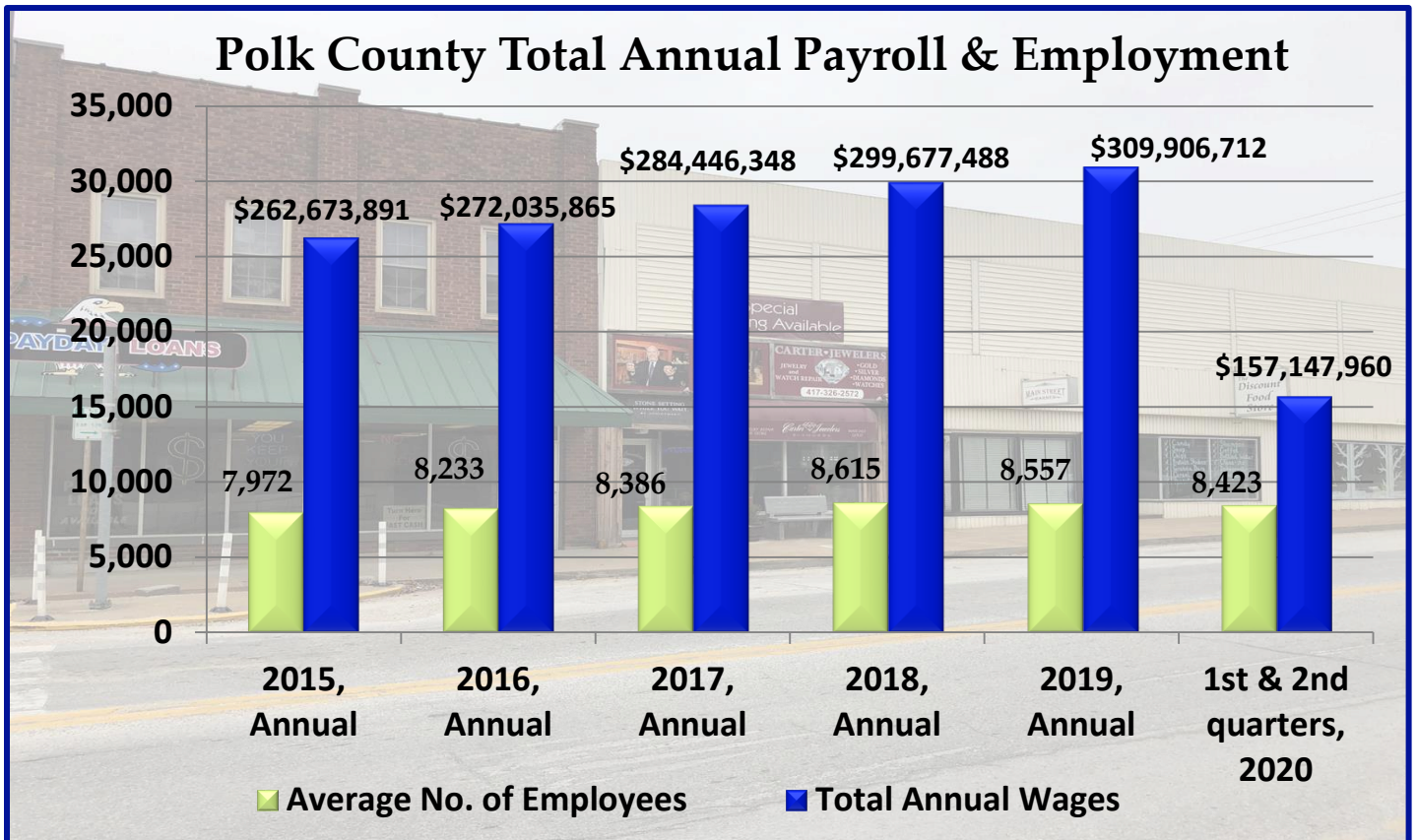


■ Median household income (dollars)    ■ Mean (Average) household income

Source: Missouri Census Data Center. (2020). ACS Profiles (American Community Survey 5-year estimates).

Available from <https://census.missouri.edu/acs/profiles/>.

# ECONOMIC INDICATORS



## Home Ownership Data for Polk & Greene Counties

POLK COUNTY						GREENE COUNTY				
5-year ACS Estimates	Total Homes	Vacancy Rate		Value of Homes		Total Homes	Vacancy Rate		Value of Homes	
		Home	Rentals	Median	Average		Home	Rentals	Median	Average
2008-2012	13,242	4.3%	3.0%	\$110,900	\$126,905	125,468	2.2%	8.4%	\$128,700	\$157,290
2009-2013	13,249	3.6%	2.7%	\$109,800	\$125,274	126,226	2.2%	8.7%	\$128,100	\$157,790
2010-2014	13,305	3.7%	2.1%	\$112,700	\$129,658	127,154	2.4%	8.2%	\$128,000	\$157,223
2011-2015	13,331	3.4%	3.1%	\$114,600	\$136,780	128,166	2.5%	7.6%	\$129,400	\$160,437
2012-2016	13,359	2.0%	3.3%	\$117,700	\$141,504	129,308	2.3%	6.8%	\$133,700	\$164,348
2013-2017	13,517	2.0%	5.1%	\$122,600	\$150,508	130,915	2.2%	7.4%	\$136,300	\$168,786
2014-2018	13,534	2.2%	6.2%	\$125,700	\$154,420	132,241	1.9%	7.0%	\$141,200	\$173,834
2015-2019	13,573	2.1%	3.1%	\$132,300	\$172,123	133,549	1.3%	5.8%	\$146,000	\$180,146

According to CityLab.com, a healthy homeowner vacancy rate, is at 2 percent or below, and a healthy vacancy rate for rentals is around 7 to 8 percent. Source: Missouri Census Data Center. (2021). American Community Survey. Available from <https://census.missouri.edu/acs/profiles/>. (Using latest data available.)

# TESTIMONIALS



*"The Economic Development Alliance has positioned Southwest Electric Cooperative to compete for business while also strengthening our network in the economic development arena. The value add of EDA is excellent." — Nick Seiner, Communications Coordinator, Southwest Electric Cooperative*

*"The Economic Development Alliance for Bolivar/Polk County helped our organization navigate the State and local incentives during our start-up of Phoenix Décor. They also helped to facilitate meetings with the Missouri Career Center for our workforce development, in addition to identifying possible needs through the Missouri International Trade & Investment Office.*



*Having a professional Economic Development Organization was a great help during the startup of our business." — Mike Johnson, General Manager, Phoenix Décor*



**MISSOURI PRIME**  
• BEEF PACKERS •

*"Since early Spring 2020, the Economic Development Alliance has been involved in assisting our organization with the opening of a Meat Production Facility in Pleasant Hope. They have worked closely with our leadership team on local incentives, in addition to partnering with the Missouri Department of Economic Development for state incentives.*

*We look forward to working with them further as we begin staffing our operation which will require facilitating initiatives for workforce development." — Matt Badsky, CFO, Missouri Prime Beef Packer*

*"In recent weeks, the Economic Development Alliance has assisted with the process of procuring a letter of support from the Bolivar Board of Aldermen for an upcoming Missouri Housing Development Commission project that will provide workforce housing to assist in Bolivar's sustainable economic growth.*



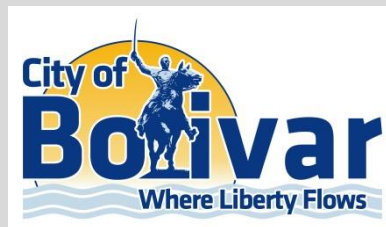
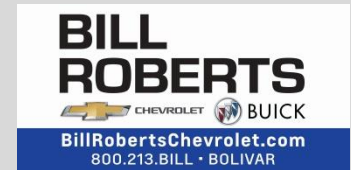
*Gail Noggle, Executive Director of the Economic Development Alliance, was instrumental in walking us through this process. Her knowledge of the process surrounding new development projects and connecting our team to the correct group within the city was timely and sincerely appreciated." — Crystal Webster, CEO, Morelock Builders & Associates*



*"My experience in working with the Economic Development Alliance was very positive. It was apparent that Gail and her team were well versed in the economic development tools available. The expertise exhibited is important in not only retaining existing businesses but attracting new employers to Bolivar/Polk County." — Todd Chambers, Broker*



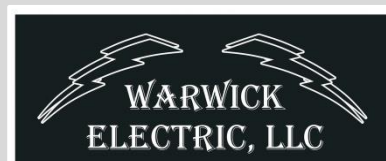
# THE ECONOMIC DEVELOPMENT ALLIANCE - BOLIVAR / POLK COUNTY APPRECIATES ITS PARTNERS.



**The Industrial Development  
Authority of Bolivar**



**Doug Roller**



# HERE WE COME 2021

## ❑ Webinar Series

- SBA: Additional Disaster Funding for Businesses / Shuttered Venue
- SMCOG Revolving Loan Fund: Loan & Gap Financing Funds
- Grant Writers: Funds are available through Grants

## ❑ ACT Work Ready Community

## ❑ Create Sustainable Funding Source for Economic Development Alliance

## ❑ Strengthen Business Retention Program

## ❑ Continue to Focus on Core Competencies

- Business Retention and Expansion
- Small Business and Entrepreneurial Development
- Workforce Development
- Business and Industry Attraction and Marketing

