



Board of Directors Meeting

Tuesday, June 24, 2019

Chamber WIFI: -19visitingjacc17- (dashes are part of the code)

The Mission of the Joplin Area Chamber of Commerce is to improve the economic prosperity and quality of life in the Joplin region; and to be the principal advocate for, and provider of services to, its business community.

Our Vision: We are the value-centered destination community that progressively nurtures its business, education and overall vitality while enriching the lives of families and all who live, work and play here.

AGENDA

- 12:00 **Call Order: Welcome, Kelli Perigo**
- 12:05 **Consent Calendar – Kelli Perigo**
 - Approve Agenda**
 - Minutes – Minutes for May– Kelli Perigo**
 - Financials – April - Debby, Tonya and Toby**
 - Full discussion of 1st quarter financials and Audit at July meeting**
- 12:10 **Ex-officio: Verbal report by all ex-officio members in attendance**
 - City of Joplin – Interim City Manager Dan Pekarek & Mayor Gary Shaw**
 - County Commission – Jasper County - John Bartosh**
 - Newton County – Bill Reiboldt**
 - Education: Joplin R8 – Dr. Melinda Moss**
 - Higher Education: Crowder College – Melissa Smith**
 - MSSU – Dr. Brad Hodson**
 - OCC – Jim Dalrymple**
 - NIC – Mike Gray**
 - YPN – Jennifer Little**
- 12:35 **Division Reports**
- 12:45 **Other Business**
- 12:48 **Today’s Board Challenge**
- 12:50 **Adjourn to Executive Session**
 - a. Any other matters that may properly come to the Executive Board.

Next Meeting: Monday, July 22, 2019 Meeting begins at 12:00 PM

Joplin Area Chamber of Commerce
Board of Directors Meeting
May 28, 2019

Minutes

Attending: Brent Baker, Todd Chenault, Jeremy Drinkwitz, Chad Greer, Rick Grise, Jacqueline Hackett, Jerrod Hogan, Mark Johnson, Betsy Kissel, Jennifer Little, Dr. Melinda Moss, Dan Pekarek, Kelli Perigo, Katrina Richards, Melissa Smith, Dustin Storm

Absent: Gina Atteberry, John Bartosh, Brandon Davis, Vickie Dudley, Donovan Edwards, Mike Gray, Brad Hodson, Julie Larson, Dr. Alan Marble, Bill Reiboldt, Jim Dalrymple

Staff: Debby Chaligoj, Lisa Kelly, Stephanie McGrew, Erin Slifka, Loni Smith, Tonya Sprenkle, Toby Teeter, Kevin Welch

Guest: Leadership Joplin Class: Bob Sell, Allgeier, Martin and Associates, Inc., Kelli Bigando, Mercy Hospital Joplin, and Amanda Lansford, Guaranty Bank.

I. Jerrod Hogan Call to order. Jerrod introduced the LJ guests.

A. Brent Baker moved to approve the Consent Agenda and the March minutes and was seconded by Rick Grise. Motion passed. Jerrod announced there will no longer be a lunch before the Board meetings and the Board meeting will now officially start at noon. We will also have a few of our Board meetings off site at other locations.

B. Financials presented by Tonya. Tonya stated the financials included with your packet are the March financials prior to the audit. Tonya added we have had Peter with Jordan CPA Services going through all the financials and doing a very detailed cleanup and training Debby. The depreciation schedule has gone through some major changes and has been reevaluated. The audit for the Chamber and Foundation will start tomorrow. Tonya went through the executive summary; please see it in your board packet for the details. Jerrod encouraged the Board to ask questions and be very involved with the financials. Jerrod asked that the July meeting be a discussion/briefing on the financials so that everyone understands them line by line. A committee was put together this week to do a Financial 101 in July. Jeremy Drinkwitz moved to approve the March financials and was seconded by Todd Chenault. Motion passed.

II. Project Report of Our Strategic Plan.

A. Service & Champion Local Businesses.

i. Reggie's report was included in your packet, please see it for details. Reggie added that we received two additional memberships, GYMFIXERS LLC and Joplin Greenhouse and Coffee Shop. Toby showed the Board the new JACC Interior Display project and explained the sponsorship needed for it and gave a brief description of everything involved in the process of getting it to fruition. Toby added they are about to finalize all the Fletcher dealerships in town as members.

ii. Networking presented by Stephanie McGrew. Stephanie's report was included in your packet; please see it for details. Stephanie added open registration for EXPO 2020 has begun and has sold 90 booths already. Toby added they will be doing coffee crawling, going out on bikes. Toby stated this past month they started E-Commerce meet-ups with the second meeting being the second Wednesday of June.

iii. Education presented by Loni Smith. Loni's report was included in your packet, please see it for details. Toby added they are ramping up education and working with the SBDC

and funneling people to them. We will be starting a technology series in July, August, and September covering Amazon sales, Shopify and how to do a lot of E-Commerce stuff.

iv. Mentorship Program presented by Toby Teeter. This group used to be with YPN and they only have 3 or 4 mentors. This is now a Chamber mentorship program and has applications out for mentors and mentees. This will be open to our entire membership. We are seeking mentors for Leadership Executive Mentors across nonprofits and industries. We specifically need women mentors and mentors of different ethnicity.

v. Organizing an Entrepreneurial Ecosystem presented by Toby Teeter. Toby stated they are starting to convert space in both buildings into co-working environments and will be modifying leases to more of a subscription model. Toby added we are doing 1Million Cups. This is a peer-to-peer entrepreneurial speaking series. This is a structured 5-7 minute format, then a 15-minute engagement afterward. Miami, OK and Springfield both have one. They have about 300 people who meet every Wednesday morning at 9:00 a.m. We are in training to host 1Million Cups in Joplin. We are building out some community organizers and taking them to a 1Million Cups meetup in Springfield. This is a Kauffman Foundation Initiative out of Kansas City. There are about 140 cities in the United States who have this program. Toby added you can check some of these out on You-Tube. Toby stated we are starting to graduate tenants who have been in the NIC for over three years and rotating in new tenants. This allows us to convert back to a true incubation center. This will help us get better funding from Missouri Technology Corporation (MTC).

vi. Advocacy presented by Toby Teeter. See the Missouri Legislative Update that was in your board packet for the details.

vii. Communication and Information presented by Toby Teeter. Toby stated we are redeveloping all of our web sites. Toby and Erin met one-on-one with some marketing agencies then opened up an RFP to all our member agencies to bid for that work. Toby added we are building out a whole stable of web presence to improve the Chamber and our communities. We are working again on branding Joplin, a “Why Joplin Initiative” which will be whyjoplin.com. We are building a portal that explains why you should move your business and family here. We will be starting that, this week. This package will also replace our monthly newsletter with a low budget peer-to-peer online Business Journal. This will be Chamber to the business community and business community to business community messaging.

B. Improve Livability.

i. Six Livability Work Groups presented by Toby Teeter.

1. Chamber Gives Back (Erin)
2. Diversity & Inclusion (Loni)
3. Trails & Connectivity (Toby)
4. Cultural Enterprise Recruitment (Toby & Reggie)
5. Community Health & Wellness (Erin)
6. Professional Development (Loni)

These work groups are led by co-chair YPNs with one or two Chamber liaisons overseeing each work group and is open to the entire Chamber membership to be involved in. Toby gave a brief description of each work group; this was included in your packet. Toby encouraged the Board to get involved. Toby added he will be going to Kansas City on Friday and is working on a Union Depot project. They will be negotiating a price for the 16 acres of Kansas City property around it. Toby stated he also called Alamo Theatre to try and get them here in Joplin. Toby is also working on two microbreweries. Toby added the Cornell Complex has their big announcement on June 3rd at 2:30 p.m. and on June 4th KCU Medical School will be having a big announcement for the community.

C. Develop Community Leaders presented by Stephanie McGrew. Stephanie’s report was included in your packet; please see it for the details.

- i. Leadership Joplin.
- ii. Tomorrow's Leaders Today.
- iii. Young Professionals Network. Toby added they had a really good retreat. YPN is now chairing the Chamber efforts listed above.

D. Build and Market the Joplin Brand.

E. Attract Talent and New Businesses presented by Kevin. Kevin's report was included in your packet; please see it for the details. Toby added on the Menards project, two of their developers came last week and spoke in favor of the City and the School District. They have submitted their packet back to the City. Toby added they are going to follow through on the 20% cash back to the School District. They did this as well at Lake of the Ozarks. Dr. Moss stated the developer wrote down 20% but verbally stated in the meeting that it would be 25% cash back.

III. Old Business

A. ATTC Furniture Update. See back of the agenda for the details.

B. State Tax Credit Rewards for NIC that increased to \$65,000.

C. The solar project has been reduced to an LED lighting and HVAC upgrade.

D. Chicago American Airlines Flights/Pledges update. Toby stated the first flight is June 6th. There is a flight coming from Chicago flying into Joplin, then a return flight back to Chicago. There will be a small ceremony and the Board is encouraged to go. Tonya added the pledges are on pace. Waiting on a \$5,000 pledge from Watco Companies to come in. General Mills has a corporate check coming in for \$ 10,000. Another pledge paid ½ and will pay the other ½ in August. JIDA will be writing a check for \$7,500 as opposed to the \$25,000 pledged, to bring us up to 100%.

E. Any other matters that may properly come to the full Board. Reggie invited the Board to the Quarterly Face to Face Orientation for new members on June 20th from 4:00-5:00 p.m. here at the Chamber.

IV. Adjourn to Executive Session.

Submitted by:

Lisa Kelly
Executive Assistant

Toby Teeter
President

Joplin Area Chamber of Commerce

Finance Executive Summary

Period Ending: June 24, 2019

By: Tonya Sprenkle, CFO and Debby Chaligoj, Finance Manager

Chamber:

- **Cash Position:** Average.
- **Accounts Receivable:** \$40,233.16
- **Deferred Income:** \$1,696.67 deferred for 20/21 fiscal year.
- **Net Income:** \$240,185.00 Includes Membership Dues \$194,857.80 and New Member Dues \$12,517.91.

Foundation / Innovation Center:

- **Cash Position Foundation:** Average.
- **Cash Position Innovation Center:** Low.
- **Accounts Receivable:** \$10,856.71
- **Notes Receivable-BRF Loans:** MEs Place-current balance of \$6,646.52.
- **Deferred Income:** \$13,959.96 deferred for 20/21 fiscal year.
- **Line of Credit-US Bank-ATTC:** Balance of \$0.
- **Line of Credit-US Bank-NIC:** Balance of \$0.
- **NIC-MTC:** Received reduced contract of \$112,319.00 for FY ending June 30, 2019.
- **Net Income:** \$12,388.71

Economic Development:

(for City's Fiscal Year ending October 31, 2019)

- **General Expenses Budget:** \$200,000.
- **Regional/MOKAN Budget:** \$50,000.
- **Due from City:** \$25,218.73
- **Due to Chamber:** \$10,326.43.
- **Due to MOKAN:** \$3,316.52 for ED charges paid on MOKAN credit card.

Joplin Area Chamber of Commerce

Balance Sheet

As of April 30, 2019

| | <u>Apr 30, 19</u> | <u>Apr 30, 18</u> | <u>\$ Change</u> |
|--|--------------------------|--------------------------|--------------------------|
| ASSETS | | | |
| Current Assets | | | |
| Checking/Savings | | | |
| US Bank - Checking | 263,071.17 | 224,693.59 | 38,377.58 |
| Total Checking/Savings | <u>263,071.17</u> | <u>224,693.59</u> | <u>38,377.58</u> |
| Accounts Receivable | | | |
| Accounts Receivable | 40,233.16 | 91,394.77 | -51,161.61 |
| Total Accounts Receivable | <u>40,233.16</u> | <u>91,394.77</u> | <u>-51,161.61</u> |
| Other Current Assets | | | |
| Deposit - 2nd Class Mail | 0.00 | 1,386.29 | -1,386.29 |
| Deposit - Bulk Mail | 3,099.29 | 2,011.19 | 1,088.10 |
| Due (to) From Other Funds | | | |
| Due (to) From ED | 10,326.43 | 0.00 | 10,326.43 |
| Due (to) From Foundation | -5,020.14 | 0.00 | -5,020.14 |
| Due (to) From JCC | -1,000.00 | 0.00 | -1,000.00 |
| Due (to) From JCIDA | 441.25 | 0.00 | 441.25 |
| Due (to) From JIDA | 1,085.20 | 0.00 | 1,085.20 |
| Due (to) From MOCAP | 26.25 | 0.00 | 26.25 |
| Due (to) From MOKAN | -2,262.10 | 0.00 | -2,262.10 |
| Due (to) From Other Funds - Other | 0.00 | 10,861.03 | -10,861.03 |
| Total Due (to) From Other Funds | <u>3,596.89</u> | <u>10,861.03</u> | <u>-7,264.14</u> |
| Due (to) From Staff | 382.19 | 0.00 | 382.19 |
| Petty Cash | 250.00 | 250.00 | 0.00 |
| Prepaid Expenses | 0.00 | 805.02 | -805.02 |
| Prepaid Insurance | 3,743.92 | 3,923.87 | -179.95 |
| Total Other Current Assets | <u>11,072.29</u> | <u>19,237.40</u> | <u>-8,165.11</u> |
| Total Current Assets | <u>314,376.62</u> | <u>335,325.76</u> | <u>-20,949.14</u> |
| Fixed Assets | | | |
| 320 East 4th - Building | 526,382.66 | 525,276.32 | 1,106.34 |
| Acc Depr - 320 East 4th - Bldg | -314,214.70 | -301,055.14 | -13,159.56 |
| Acc Depr - Furniture & Equip | -187,585.65 | -181,634.19 | -5,951.46 |
| Acc Depr - Grounds | -13,791.37 | -13,320.13 | -471.24 |
| Acc Depr - Interior | -87,572.61 | -82,448.49 | -5,124.12 |
| Furniture & Equipment | 200,396.13 | 194,667.12 | 5,729.01 |
| Grounds | 14,144.69 | 14,144.69 | 0.00 |
| Interior | 107,701.83 | 107,701.83 | 0.00 |
| Land | 76,562.56 | 76,562.56 | 0.00 |
| Total Fixed Assets | <u>322,023.54</u> | <u>339,894.57</u> | <u>-17,871.03</u> |
| TOTAL ASSETS | <u><u>636,400.16</u></u> | <u><u>675,220.33</u></u> | <u><u>-38,820.17</u></u> |

Joplin Area Chamber of Commerce

Balance Sheet

As of April 30, 2019

| | <u>Apr 30, 19</u> | <u>Apr 30, 18</u> | <u>\$ Change</u> |
|--|--------------------------|--------------------------|--------------------------|
| LIABILITIES & EQUITY | | | |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | | | |
| Accounts Payable | 26,565.20 | 18,017.46 | 8,547.74 |
| Total Accounts Payable | <u>26,565.20</u> | <u>18,017.46</u> | <u>8,547.74</u> |
| Credit Cards | 8,622.40 | 0.00 | 8,622.40 |
| Other Current Liabilities | | | |
| Deferred Income - Face 2 Face | 0.00 | 1,000.00 | -1,000.00 |
| Deferred Income - New Members | 32.92 | 34.17 | -1.25 |
| Deferred Income - Renewal Dues | 1,663.75 | 1,772.92 | -109.17 |
| Due To United Way | 171.00 | 0.00 | 171.00 |
| Total Other Current Liabilities | <u>1,867.67</u> | <u>2,807.09</u> | <u>-939.42</u> |
| Total Current Liabilities | <u>37,055.27</u> | <u>20,824.55</u> | <u>16,230.72</u> |
| Total Liabilities | <u>37,055.27</u> | <u>20,824.55</u> | <u>16,230.72</u> |
| Equity | | | |
| Retained Earnings-Prior | 395,171.77 | 395,171.77 | 0.00 |
| Unrestricted Net Assets | -36,011.88 | 1,630.14 | -37,642.02 |
| Net Income | 240,185.00 | 257,593.87 | -17,408.87 |
| Total Equity | <u>599,344.89</u> | <u>654,395.78</u> | <u>-55,050.89</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>636,400.16</u></u> | <u><u>675,220.33</u></u> | <u><u>-38,820.17</u></u> |

Joplin Area Chamber of Commerce

Statement of Operations

April 2019

| | <u>Apr 19</u> | <u>Apr 18</u> | <u>\$ Change</u> |
|---------------------------------|-------------------|-------------------|-------------------|
| Ordinary Income/Expense | | | |
| Income | | | |
| Income - Building Room Rental | 71.00 | 450.00 | -379.00 |
| Income - C2C Service Fee | 4,876.04 | 10,672.20 | -5,796.16 |
| Income - Economic Development | 0.00 | 4,250.00 | -4,250.00 |
| Income - Foundation Service Fee | 5,009.50 | 5,009.50 | 0.00 |
| Income - JCIDA | 100.00 | 100.00 | 0.00 |
| Income - JIDA | 1,800.00 | 1,800.00 | 0.00 |
| Income - JRP | 12,234.77 | 14,166.67 | -1,931.90 |
| Income - Member Investments | 194,857.80 | 195,496.56 | -638.76 |
| Income - New Member Fee | 180.00 | 120.00 | 60.00 |
| Income - New Member Investment | 12,517.91 | 8,483.34 | 4,034.57 |
| Total Income | <u>231,647.02</u> | <u>240,548.27</u> | <u>-8,901.25</u> |
| Gross Profit | 231,647.02 | 240,548.27 | -8,901.25 |
| Expense | | | |
| 5-Star Partnership Program | 0.00 | 0.00 | 0.00 |
| Automobile Expense | 295.22 | 89.90 | 205.32 |
| Bank and Credit Card Fees | 886.65 | 1,302.80 | -416.15 |
| Cafeteria Plan Account | 731.22 | 845.17 | -113.95 |
| Communications Expenses | 1,375.22 | 646.89 | 728.33 |
| Depreciation | 1,967.48 | 2,367.02 | -399.54 |
| ED Consultant | 0.00 | 11,925.00 | -11,925.00 |
| Electric Expense | 769.63 | 814.96 | -45.33 |
| Equipment Maintenance | 2,213.43 | 2,014.63 | 198.80 |
| Equipment Rental | 1,065.00 | 0.00 | 1,065.00 |
| Health Insurance | 6,380.66 | 6,391.08 | -10.42 |
| Liability & Other Insurance | 914.05 | 893.08 | 20.97 |
| Meetings & Travel | 8.12 | 207.39 | -199.27 |
| Miscellaneous Expense | 6.94 | 201.00 | -194.06 |
| Occupancy Expense | 957.67 | 1,573.90 | -616.23 |
| Office Supplies | 285.13 | 426.61 | -141.48 |
| Payroll Expenses | 1,019.25 | 747.03 | 272.22 |
| Payroll Taxes | 3,799.55 | 3,266.14 | 533.41 |
| Pension Fund | 2,779.27 | 7,889.20 | -5,109.93 |
| Postage | -59.75 | -151.42 | 91.67 |
| Professional Fees | 0.00 | 0.00 | 0.00 |
| Publications | 336.70 | 336.70 | 0.00 |
| Salaries | 43,721.55 | 47,627.12 | -3,905.57 |
| Staff Dues & Development | 336.14 | 4,808.00 | -4,471.86 |
| Water Expense | 8.63 | 0.00 | 8.63 |
| Total Expense | <u>69,797.76</u> | <u>94,222.20</u> | <u>-24,424.44</u> |
| Net Ordinary Income | 161,849.26 | 146,326.07 | 15,523.19 |

Joplin Area Chamber of Commerce

Statement of Operations

April 2019

| | <u>Apr 19</u> | <u>Apr 18</u> | <u>\$ Change</u> |
|----------------------|--------------------------|--------------------------|--------------------------|
| Other Income/Expense | | | |
| Other Income | | | |
| Committee Divisions | 78,414.44 | 111,457.84 | -33,043.40 |
| Employee Fund | -214.91 | -20.00 | -194.91 |
| Staff Accounts | 136.21 | -170.04 | 306.25 |
| Total Other Income | <u>78,335.74</u> | <u>111,267.80</u> | <u>-32,932.06</u> |
| Net Other Income | <u>78,335.74</u> | <u>111,267.80</u> | <u>-32,932.06</u> |
| Net Income | <u><u>240,185.00</u></u> | <u><u>257,593.87</u></u> | <u><u>-17,408.87</u></u> |

Joplin Area Chamber of Commerce Economic Development Fund

Balance Sheet

As of April 30, 2019

| | <u>Apr 30, 19</u> | <u>Apr 30, 18</u> | <u>\$ Change</u> |
|--|-------------------------|-------------------------|-------------------------|
| ASSETS | | | |
| Current Assets | | | |
| Checking/Savings | | | |
| US Bank-Checking/Sweep Acct | 5,239.24 | 9,284.61 | -4,045.37 |
| Total Checking/Savings | <u>5,239.24</u> | <u>9,284.61</u> | <u>-4,045.37</u> |
| Other Current Assets | | | |
| Due (To) From City | 25,218.73 | 25,680.00 | -461.27 |
| Due (To) From Other Funds | | | |
| Due (to) From Chamber | -10,326.43 | 0.00 | -10,326.43 |
| Due (To) From MOKAN | -3,316.52 | 0.00 | -3,316.52 |
| Due (To) From Other Funds - Other | 0.00 | -15,462.95 | 15,462.95 |
| Total Due (To) From Other Funds | <u>-13,642.95</u> | <u>-15,462.95</u> | <u>1,820.00</u> |
| Prepaid Expenses | -9.00 | 0.00 | -9.00 |
| Total Other Current Assets | <u>11,566.78</u> | <u>10,217.05</u> | <u>1,349.73</u> |
| Total Current Assets | <u>16,806.02</u> | <u>19,501.66</u> | <u>-2,695.64</u> |
| Fixed Assets | | | |
| Acc Depr - Furniture and Equip | -47,325.99 | -45,130.16 | -2,195.83 |
| Furniture and Equipment | 71,480.16 | 45,130.16 | 26,350.00 |
| Total Fixed Assets | <u>24,154.17</u> | <u>0.00</u> | <u>24,154.17</u> |
| TOTAL ASSETS | <u><u>40,960.19</u></u> | <u><u>19,501.66</u></u> | <u><u>21,458.53</u></u> |
| LIABILITIES & EQUITY | | | |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | | | |
| *Accounts Payable | 5,107.27 | 519.43 | 4,587.84 |
| Total Accounts Payable | <u>5,107.27</u> | <u>519.43</u> | <u>4,587.84</u> |
| Total Current Liabilities | <u>5,107.27</u> | <u>519.43</u> | <u>4,587.84</u> |
| Total Liabilities | <u>5,107.27</u> | <u>519.43</u> | <u>4,587.84</u> |
| Equity | | | |
| Retained Earnings | 44,978.15 | 19,737.56 | 25,240.59 |
| Net Income | -9,125.23 | -755.33 | -8,369.90 |
| Total Equity | <u>35,852.92</u> | <u>18,982.23</u> | <u>16,870.69</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>40,960.19</u></u> | <u><u>19,501.66</u></u> | <u><u>21,458.53</u></u> |

Joplin Area Chamber of Commerce Economic Development Fund

Statement of Operations

November 2018 through April 2019

| | <u>Nov '18 - Apr 19</u> | <u>Nov '17 - Apr 18</u> | <u>\$ Change</u> |
|---------------------------------|-------------------------|-------------------------|-------------------------|
| Ordinary Income/Expense | | | |
| Income | | | |
| Income-Funds from City | 76,449.06 | 79,493.81 | -3,044.75 |
| Total Income | <u>76,449.06</u> | <u>79,493.81</u> | <u>-3,044.75</u> |
| Expense | | | |
| Communications/Mobile/Internet | 3,142.56 | 5,583.68 | -2,441.12 |
| Data Systems & Equip Support | 13,059.11 | 8,256.56 | 4,802.55 |
| Depreciation | 2,195.83 | 0.00 | 2,195.83 |
| Economic Development | 2,163.17 | 0.00 | 2,163.17 |
| Marketing & Advertising | 493.50 | 7,161.00 | -6,667.50 |
| Mtgs & Travel/ Prospect Host | 4,486.20 | 2,667.21 | 1,818.99 |
| Office Supplies/Publications | 300.00 | 530.28 | -230.28 |
| Professional Dues & Development | 0.00 | 1,171.05 | -1,171.05 |
| Professional Fees | 533.82 | 0.00 | 533.82 |
| Regional Trade Shows | 9,691.10 | 5,379.36 | 4,311.74 |
| Salaries | 49,500.00 | 49,500.00 | 0.00 |
| Uncategorized Expense | 9.00 | 0.00 | 9.00 |
| Total Expense | <u>85,574.29</u> | <u>80,249.14</u> | <u>5,325.15</u> |
| Net Ordinary Income | <u>-9,125.23</u> | <u>-755.33</u> | <u>-8,369.90</u> |
| Net Income | <u><u>-9,125.23</u></u> | <u><u>-755.33</u></u> | <u><u>-8,369.90</u></u> |

Joplin Area Chamber of Commerce Foundation

Balance Sheet

As of April 30, 2019

| | <u>Apr 30, 19</u> | <u>Apr 30, 18</u> | <u>\$ Change</u> |
|--|----------------------------|----------------------------|-----------------------------|
| ASSETS | | | |
| Current Assets | | | |
| Checking/Savings | | | |
| Commerce - Airport Backstop | 147,728.20 | 0.00 | 147,728.20 |
| US Bank - General Fund | 126,723.24 | 149,226.05 | -22,502.81 |
| US Bank - Innovation Center | 6,442.20 | 75,041.15 | -68,598.95 |
| US Bank - Innovation Campus | 0.00 | 728,481.73 | -728,481.73 |
| Restricted - Bus Recovery Fund | 25,575.49 | 26,005.46 | -429.97 |
| Total Checking/Savings | <u>306,469.13</u> | <u>978,754.39</u> | <u>-672,285.26</u> |
| Accounts Receivable | | | |
| Accounts Receivable | 10,856.71 | 102,545.00 | -91,688.29 |
| Total Accounts Receivable | <u>10,856.71</u> | <u>102,545.00</u> | <u>-91,688.29</u> |
| Other Current Assets | | | |
| Due (To) From Other Funds | | | |
| Due (to) From Joplin Chamber | 5,020.14 | 0.00 | 5,020.14 |
| Due (to) From MOKAN | -40,000.00 | 0.00 | -40,000.00 |
| Total Due (To) From Other Funds | <u>-34,979.86</u> | <u>0.00</u> | <u>-34,979.86</u> |
| Prepaid Insurance | 34,930.00 | 36,800.73 | -1,870.73 |
| Total Other Current Assets | <u>-49.86</u> | <u>36,800.73</u> | <u>-36,850.59</u> |
| Total Current Assets | <u>317,275.98</u> | <u>1,118,100.12</u> | <u>-800,824.14</u> |
| Fixed Assets | | | |
| Advanced Training & Tech Ctr | 2,031,335.70 | 2,027,252.91 | 4,082.79 |
| Acc Depr -Adv Train & Tech Ctr | -154,792.00 | -99,776.63 | -55,015.37 |
| ATTC Building Improvements | 1,748,871.05 | 1,521,961.05 | 226,910.00 |
| Acc Depr - ATTC Bldg Improvemnt | -70,480.89 | -25,366.02 | -45,114.87 |
| ATTC Equipment | 1,909,261.54 | 1,909,261.54 | 0.00 |
| Acc Depr- ATTC Equipment | -477,084.43 | -189,265.19 | -287,819.24 |
| ATTC Furniture & Fixtures | 120,949.12 | 120,949.12 | 0.00 |
| Acc Depr - ATTC F & F | -30,237.28 | -12,779.31 | -17,457.97 |
| Construction in Progress - ATTC | 0.00 | 2,863.00 | -2,863.00 |
| Foundation Furniture & Fixtures | 110,885.45 | 108,437.82 | 2,447.63 |
| Acc Depr - Foundation F & F | -105,174.98 | -103,173.98 | -2,001.00 |
| IC Leasehold Improvements | 39,337.57 | 38,837.62 | 499.95 |
| Acc Depr-IC LH Improvements | -38,129.33 | -37,087.67 | -1,041.66 |
| Innovation Center F & F | 98,509.25 | 98,509.25 | 0.00 |
| Acc Depr - Innovat Center F&F | -93,894.24 | -90,703.79 | -3,190.45 |
| Land | 61,944.49 | 61,944.49 | 0.00 |
| Newman Innovation Center | 1,931,522.68 | 1,931,522.68 | 0.00 |
| Acc Depr-Newman Innovat Ctr | -625,347.02 | -577,059.01 | -48,288.01 |
| Total Fixed Assets | <u>6,457,476.68</u> | <u>6,686,327.88</u> | <u>-228,851.20</u> |
| Other Assets | | | |
| Notes Receivable - BRF Loans | 6,646.52 | 8,318.76 | -1,672.24 |
| Total Other Assets | <u>6,646.52</u> | <u>8,318.76</u> | <u>-1,672.24</u> |
| TOTAL ASSETS | <u><u>6,781,399.18</u></u> | <u><u>7,812,746.76</u></u> | <u><u>-1,031,347.58</u></u> |

Joplin Area Chamber of Commerce Foundation

Balance Sheet

As of April 30, 2019

| | <u>Apr 30, 19</u> | <u>Apr 30, 18</u> | <u>\$ Change</u> |
|---------------------------------------|----------------------------|----------------------------|-----------------------------|
| LIABILITIES & EQUITY | | | |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | | | |
| Accounts Payable | 4,711.30 | 7,157.00 | -2,445.70 |
| Total Accounts Payable | <u>4,711.30</u> | <u>7,157.00</u> | <u>-2,445.70</u> |
| Other Current Liabilities | | | |
| Deferred Income -Arts | 8,949.96 | 8,949.96 | 0.00 |
| Deferred Income - Golden Apple | 5,000.00 | 0.00 | 5,000.00 |
| Deferred Income - YPN | 10.00 | 0.00 | 10.00 |
| Deferred Income - YPN Dues | 0.00 | 40.83 | -40.83 |
| Deposits Held | 6,510.27 | 5,018.06 | 1,492.21 |
| Airport Pledges | 152,500.00 | 0.00 | 152,500.00 |
| Res. for Creative Learning All. | 0.00 | 3,965.00 | -3,965.00 |
| Res. for Innovation Campus | 0.00 | 728,481.73 | -728,481.73 |
| Total Other Current Liabilities | <u>172,970.23</u> | <u>746,455.58</u> | <u>-573,485.35</u> |
| Total Current Liabilities | <u>177,681.53</u> | <u>753,612.58</u> | <u>-575,931.05</u> |
| Long Term Liabilities | | | |
| Notes Pay -US Bank ATTC Loan | 0.00 | 176,861.72 | -176,861.72 |
| Notes Payable-US Bank NIC | 0.00 | 178,357.81 | -178,357.81 |
| Total Long Term Liabilities | <u>0.00</u> | <u>355,219.53</u> | <u>-355,219.53</u> |
| Total Liabilities | <u>177,681.53</u> | <u>1,108,832.11</u> | <u>-931,150.58</u> |
| Equity | | | |
| Prior Years Retained Earnings | 4,708,718.47 | 4,708,718.47 | 0.00 |
| Unrestricted Net Assets | 1,882,610.47 | 2,157,838.42 | -275,227.95 |
| Net Income | 12,388.71 | -162,642.24 | 175,030.95 |
| Total Equity | <u>6,603,717.65</u> | <u>6,703,914.65</u> | <u>-100,197.00</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>6,781,399.18</u></u> | <u><u>7,812,746.76</u></u> | <u><u>-1,031,347.58</u></u> |

Statement of Operations - Board Copy

April 2019

| Ordinary Income/Expense | ATTC | | | Foundation | | | NIC | | |
|-----------------------------|------------|-------------|------------|------------|-----------|-----------|-----------|-----------|-----------|
| | Apr 19 | Apr 18 | \$ Change | Apr 19 | Apr 18 | \$ Change | Apr 19 | Apr 18 | \$ Change |
| | | | | | | | | | |
| Income | | | | | | | | | |
| Contributions | 0.00 | 0.00 | 0.00 | 2,510.00 | 2,335.00 | 175.00 | 10,063.18 | 0.00 | 10,063.18 |
| Grants | 0.00 | -143,490.73 | 143,490.73 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Income - Interest | 0.00 | 0.00 | 0.00 | 221.33 | 33.52 | 187.81 | 649.44 | 0.00 | 649.44 |
| Lease Income | 4,910.16 | -21,584.58 | 26,494.74 | 0.00 | 0.00 | 0.00 | 8,031.66 | 7,212.99 | 818.67 |
| Lease Utility Income | -910.50 | 0.00 | -910.50 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| YPN - Membership Dues | 0.00 | 0.00 | 0.00 | 1,469.16 | 3,873.34 | -2,404.18 | 0.00 | 0.00 | 0.00 |
| YPN Enrollment Fee | 0.00 | 0.00 | 0.00 | 40.00 | 40.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Income | 3,999.66 | -165,075.31 | 169,074.97 | 4,240.49 | 6,281.86 | -2,041.37 | 18,744.28 | 7,212.99 | 11,531.29 |
| Gross Profit | 3,999.66 | -165,075.31 | 169,074.97 | 4,240.49 | 6,281.86 | -2,041.37 | 18,744.28 | 7,212.99 | 11,531.29 |
| Expense | | | | | | | | | |
| Bank Fees | 0.00 | 19.92 | -19.92 | 6.45 | 0.00 | 6.45 | 0.00 | -0.50 | 0.50 |
| BRF Loan Bad Debt | 0.00 | 0.00 | 0.00 | 0.00 | -12.50 | 12.50 | 0.00 | 0.00 | 0.00 |
| Communications | -464.62 | 0.00 | -464.62 | 0.00 | 0.00 | 0.00 | 589.29 | 340.73 | 248.56 |
| Depreciation | 32,044.60 | 12,866.26 | 19,178.34 | 166.75 | 166.75 | 0.00 | 4,331.56 | 4,289.87 | 41.69 |
| Electric Expense | 2,430.03 | 2,965.94 | -535.91 | 0.00 | 0.00 | 0.00 | 880.15 | 1,056.25 | -176.10 |
| Equipment Maint | 142.50 | 0.00 | 142.50 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gas Expense | 427.62 | 651.07 | -223.45 | 0.00 | 0.00 | 0.00 | 105.37 | 203.17 | -97.80 |
| Insurance Expense | 2,060.81 | 1,954.53 | 106.28 | 0.00 | 0.00 | 0.00 | 686.94 | 624.10 | 62.84 |
| Interest Expense | 0.00 | 1,884.07 | -1,884.07 | 15.00 | 0.00 | 15.00 | 0.00 | 702.28 | -702.28 |
| Meetings | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 27.00 | 0.00 | 27.00 |
| Occupancy Expense | 1,909.12 | 2,449.11 | -539.99 | 111.46 | 0.00 | 111.46 | 1,809.88 | 3,844.18 | -2,034.30 |
| Office Supplies | 0.00 | 0.00 | 0.00 | 429.97 | 0.00 | 429.97 | 0.00 | 0.00 | 0.00 |
| Professional Fees | 72.00 | 0.00 | 72.00 | -1,256.28 | 0.00 | -1,256.28 | 0.00 | 0.00 | 0.00 |
| Program Service Fee | 0.00 | 0.00 | 0.00 | 5,009.50 | 5,009.50 | 0.00 | 0.00 | 0.00 | 0.00 |
| Water Expense | 279.37 | 217.74 | 61.63 | 0.00 | 0.00 | 0.00 | 186.62 | 61.85 | 124.77 |
| Total Expense | 38,901.43 | 23,008.64 | 15,892.79 | 4,482.85 | 5,163.75 | -680.90 | 8,616.81 | 11,121.93 | -2,505.12 |
| Net Ordinary Income | -34,901.77 | -188,083.95 | 153,182.18 | -242.36 | 1,118.11 | -1,360.47 | 10,127.47 | -3,908.94 | 14,036.41 |
| Other Income/Expense | | | | | | | | | |
| Other Income | | | | | | | | | |
| Committee Divisions | | | | | | | | | |
| Cultural Affairs | 0.00 | 0.00 | 0.00 | 0.00 | -51.89 | 51.89 | 0.00 | 0.00 | 0.00 |
| Business Recovery Fund | 0.00 | 0.00 | 0.00 | 0.00 | 10.00 | -10.00 | 0.00 | 0.00 | 0.00 |
| Education | 0.00 | 0.00 | 0.00 | 10,312.89 | 9,583.93 | 728.96 | 0.00 | 0.00 | 0.00 |
| Leadership Joplin | 0.00 | 0.00 | 0.00 | 20,340.08 | 18,684.03 | 1,656.05 | 0.00 | 0.00 | 0.00 |
| Young Professionals Network | 0.00 | 0.00 | 0.00 | 6,752.40 | 2,164.67 | 4,587.73 | 0.00 | 0.00 | 0.00 |
| Total Committee Divisions | 0.00 | 0.00 | 0.00 | 37,405.37 | 30,390.74 | 7,014.63 | 0.00 | 0.00 | 0.00 |
| Total Other Income | 0.00 | 0.00 | 0.00 | 37,405.37 | 30,390.74 | 7,014.63 | 0.00 | 0.00 | 0.00 |
| Net Other Income | 0.00 | 0.00 | 0.00 | 37,405.37 | 30,390.74 | 7,014.63 | 0.00 | 0.00 | 0.00 |
| Net Income | -34,901.77 | -188,083.95 | 153,182.18 | 37,163.01 | 31,508.85 | 5,654.16 | 10,127.47 | -3,908.94 | 14,036.41 |

**Joplin Area Chamber of Commerce Foundation
Board of Directors
Minutes**

Meeting Date: April 16, 2019 **Time:** 10:00 AM

Meeting Location: Joplin Area Chamber of Commerce

Meeting Chair: Kelli Perigo

Foundation Board Members in Attendance: Jerrod Hogan, Kelli Perigo, Mark Johnson, Rick Grise.

Staff in Attendance: Toby Teeter, Foundation President and Loni Smith, ATTC Director

Foundation Board Members Absent: Jeremy Drinkwitz, Donovan Edwards, Chad Greer and Jacqueline Hackett. **Note: Seat of Louise Secker needs to be filled)**

There was no quorum of the Foundation Board.

Welcome: Jerrod welcomed the group.

Agenda: No items added

Minutes: No quorum

New Business:

Status of NIC and ATTC lease: Updated board on new tenants and potential prospects. Discussed re-investing in ATTC/NIC to furnish and rehab for shared/co-working spaces to increase revenue. NIC needs new flooring on the 1st floor, Loni is getting quotes. Planned workshops and seminars starting in April and scheduled throughout the summer. Discussed early prep work on developing a plan for Manufacturing Day 2019.

Old Business:

Legal action on ATTC furnishings update: Awaiting amount for settlement and then will reinvest those funds for furniture at ATTC.

Solar Project Pending: Toby indicated that we may proceed with a portion of the original solar plan to take advantage of rebates. We will continue to obtain costs for LED for all three buildings and HVAC for the Chamber building only. Jerrod gave a contact for an additional potential bidder.

The meeting was adjourned for a short executive session.

Respectfully submitted,



Vice President

**Membership Summary Report
April 1, 2019 – June 20, 2019**

| <u>Membership</u> | <u>Totals</u> |
|----------------------------------|---------------|
| <u>YTD</u> | |
| Membership Previous | 779 |
| Joined (New) | 36 |
| Dropped | 7 |
| Total membership | 808 |
| | |
| <u>MTD 6/1/19-6/20/19</u> | |
| Membership Previous | 793 |
| Joined (New) | 17 |
| Dropped | 2 |
| Total membership | 808 |

New Members May 2019

Sunny Bella's Salon and Spa
(After May Board Report)

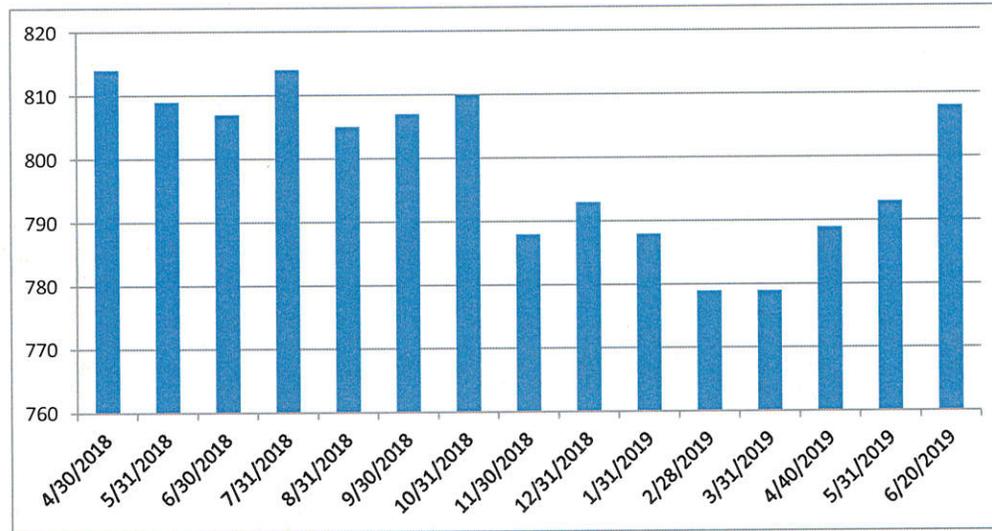
New Members June 2019

Woolever Homes & Remodel
Oak Star Bank
UltraSheen Concrete Polishing,
The Brew, LLC
USA Mortgage
Preston Roets
Fletcher Buick GMC
Fletcher Hyundai
Fletcher Nissan
Fletcher CDJR
Fletcher Ford
Fletcher Subaru
Watco Supply Chain
Titan LED
Hammer & Stitch Shoe Repair
Climate Tech, Inc.
Mr. Electric of Jasper County

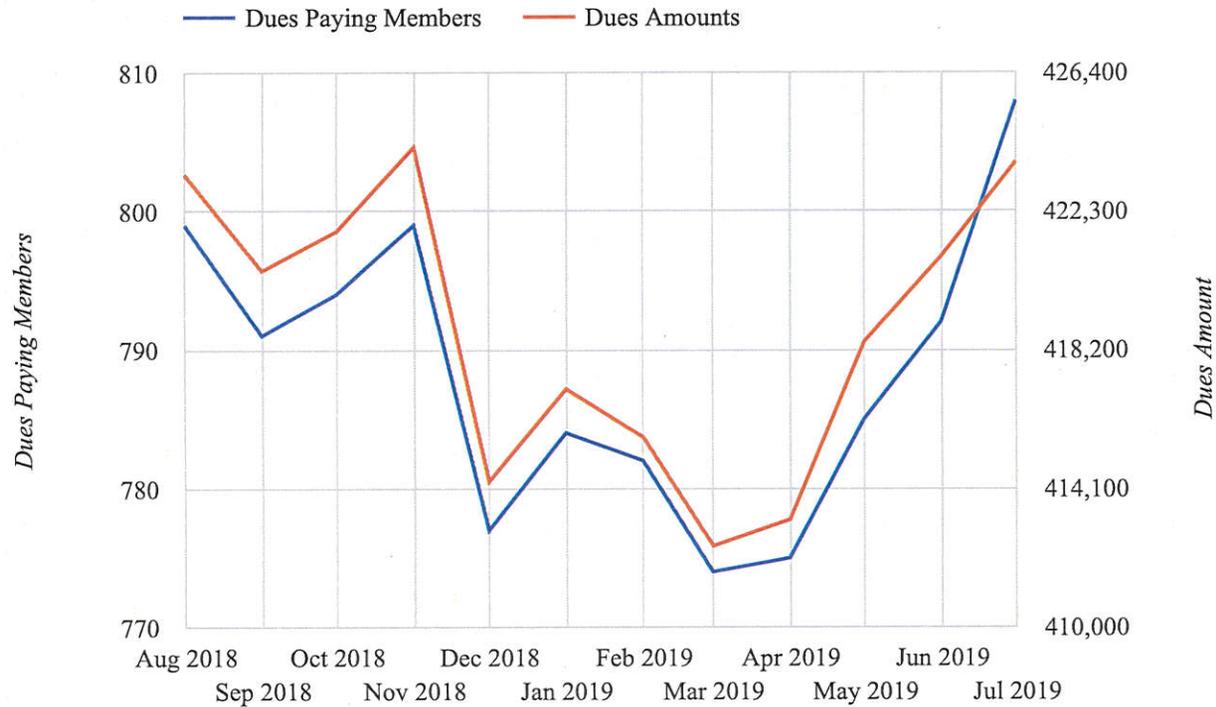
Seeking sponsorship for:

Membership History Report
Apr 30, 2018 - June 20, 2019

| | | | | | | | | | | | | | | |
|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|
| 4/30/2018 | 5/31/2018 | 6/30/2018 | 7/31/2018 | 8/31/2018 | 9/30/2018 | 10/31/2018 | 11/30/2018 | 12/31/2018 | 1/31/2019 | 2/28/2019 | 3/31/2019 | 4/40/2019 | 5/31/2019 | 6/20/2019 |
| 814 | 809 | 807 | 814 | 805 | 807 | 810 | 788 | 793 | 788 | 779 | 779 | 789 | 793 | 808 |



Timeline Trend of Dues Paying Members



Special Events Board Report
June 24, 2019

Leadership Joplin completed its 36th class at the graduation on June 11 at Indigo Sky.

- Jerrod Hogan spoke on behalf of the Chamber Board
- Toby Teeter was the keynote speaker
- Rose Peacock from Mercy was elected as the Class Speaker

Business Expo committee has been meeting and excited to announce the theme for 2020.

- Business EXPO 2020...See the Future. It will feature a Back to the Future feel, complete with a DeLorean
- Marketing will begin soon
- Booths are available

Hot Links 2019 is August 22 and 23.

- Friday's tournament has two teams open and then will be sold out
- Thursday teams are available.
- Looking for four hole sponsors at \$300 each.
- Needing raffle prizes for both days and goodie bag items

Respectfully Submitted
Stephanie McGrew

Advanced Training and Technology Center Update: June, 2019

- **Phase 2 Equipment, round three:** Security Equipment and Furniture & Fixtures
 - Default case presented in court. Details on Board Agenda.
- **Compliance Reporting:**
 - Our compliance % has increased due to efforts by Crowder College to provide services for CDBG-DR auto-qualified participants.
- **City Monitoring:**
 - Next QPR was due 7/15/19. .
- **Federal and DOL Monitoring:**
 - HUD will be auditing the City of Joplin and most likely the ATTC project near the end of June. No concerns have been brought up by the City to-date.
- **Vision:**
 - We continue to add to our schedule of small business education seminars in partnership with SBDC. We have started quarterly seminars and several tenants are attending each session.
 - Last month's Entrepreneurial Summit was well attended and we were able to compile a list of interests of local small business and start building content around those needs.
 - We have started our monthly e-Commerce meet ups, which was a top request at the summit.
 - We hosted a Google event based on using data to drive growth and the Google analytic tool. We had 51 in attendance and the event was well received by participants.
 - This year's Manufacturing Day (first Friday in October) will be held at ATTC rather than Joplin High School. We are scheduling lunch and learns prior to the event, the first will be held mid June. These meetings are intended to show the manufacturing community the benefit of a well planned booth and a presentation on year-round engagement of the next generation of manufacturers.
- **Tenants:**
 - There are now 4 tenants in the kitchen incubator and inquiries for spaces have spiked over the last few weeks.
 - ATTC's small business incubator has two vacant offices with one likely to be rented by the end of next month.

Economic Development Update
Joplin City Council
Prepared by the Joplin Area Chamber of Commerce
06-24-19

Local Employment Statistics:

| Unemployment Rate (non seasonally adjusted) | | | |
|---|---------------|-----------------|-----------------|
| Area | Feb 2019 Rate | March 2019 Rate | April 2019 Rate |
| United States | 4.1% | 3.9% | 3.3% |
| Missouri | 3.7% | 3.9% | 2.9% |
| Jasper County | 3.0% | 3.4% | 2.6% |
| Newton County | 3.3% | 3.7% | 2.9% |

New Projects & Project Updates:

Cornell Complex is nearing \$15 million in funding and reached the required funding to receive the land for the City of Joplin. They are officially moving to the construction phase. Completion in 2022

KCU-Joplin – KCU announced plans for a College of Dental Medicine in Joplin, MO. It is estimated the College of Dental Medicine will have an \$80 million cost of construction, generate a financial impact of \$45 million annually, support more than 200 jobs, and generate at least \$1.7 million in state and local taxes.

Project Hearthstone – a major retail company is seeking to establish a 300,000 sq ft distribution center in our region. They anticipate 125 jobs at a \$51,895 average annual wage and a \$40 million capital investment. Land within the city limits of Joplin is ALMOST under contract!

The Menards 32nd Street Retail Development – Meetings have been conducted between the developers and the City of Joplin to flush out and improve the terms of the TIF. The TIF Commission will open a public hearing on August 8 with City Council action scheduled for September 3 and September 16.

Jasper County Joplin Courthouse – New renderings are due in August. Turning dirt this winter. \$35 million in estimated construction costs.

Project Roots – a growing financial services company is seeking a new location for expansion into our region. They anticipate 200 finance, marketing, and technology jobs at \$65,000 average salary. We recently submitted two sites in the City of Joplin for this project.

Project Timber - a national modular home construction company is seeking to establish a manufacturing and distribution center to service the Midwestern U.S. They anticipate 119 jobs at roughly the county average wage of \$40,871 and a \$15 million capital investment. A site just outside of the city limits of Joplin is one of several sites under valuation, with this site scheduled for voluntary annexation upon the development. Public Works and the Joplin Regional Partnership hosted a site visit and we now await the prospect's decision.

Project Vulcan – an automotive manufacturer is seeking a campus. We submitted one site in the City of Joplin for this project.

Opportunity Zone Projects – We have identified a number of Opportunity Zone sites in the city that are far more viable with this program. One site is the former Joplin Union Depot. We are preparing these sites to be more site ready, including utility and infrastructure assessments; identifying additional federal, state, and local incentive available; and working with land owners to determine preliminary acquisition pricing. Thereafter, we will be in a position to actively recruit regional and national developers to these projects.

Missouri Legislative Update:

Workforce Development - Gov. Parson was able to pass all three components of his workforce development agenda: One Start workforce training program, the Deal Closing Fund, and the Fast Track scholarship program.

MSSU & Crowder College Appropriations – Besides a \$1 million increase to its core funding, in-line with other public post-secondary state institutions, MSSU was also allocated an additional \$1.8 million to expand high-demand programs to meet our local workforce needs in pre-medical, nursing, and dental hygiene fields. Likewise, Crowder College received an additional \$332,500 to expand its nursing program.

Missouri Museum and Cultural District Act was modified to extend the time to form a district from within 5 years to within 15 years of a presidentially declared disaster. This gives landowners in Joplin the opportunity to form a museum and cultural district to self assess a tax with proceeds going to a designated museum and/or cultural use.

DID NOT PASS – The state did not solve our use tax issue by instituting a state-wide use tax and collection.

Advanced Training & Technology Center Update:

The ATTC now has 8 small business tenants and 3 public service tenants. We are developing a subsection of the building into a co-working space for start-ups. In the past few months, we have been developing a calendar of small business education seminars and workshops for our tenants. We will continue to assess their needs and develop additional seminars accordingly.

Crowder College continues to develop new curriculum and increases enrollment every semester. Students are either continuing their education or entering the workforce at a rate of 100%. Several manufacturers are taking advantage of the new workforce development in the area by recruiting on site near the end of each semester.

Crossroads Industrial Park / JIDA Update:

Midland Paper Company is a wholesale distributor of paper and they relocated to the park and occupy 20,560 sq ft.

The Douglass Companies is a distributor of groceries and other supplies to convenience stores and they established a distribution center at the park and occupy 8,875 sq ft.

Brunner Fabrication is building a new facility at the park and is selling their current facility at the park.

The JIDA board approved plans to improve our marketing of the Crossroads Industrial Park. We are going to re-establish I-44 facing signage and we are developing a new website that will explain the value proposition to prospective tenants, display parcels currently available, and publish a directory of our current success stories, including short video profiles of the existing industrial tenants we support and their success stories.

Joplin Regional Partnership Update:

JRP is now renamed MOKAN Partnership effective June, 2019. MOKAN is working on an updated strategic plan to better serve our regional economic development interests. The board retreat is scheduled for early July. Expect improved communication, transparency, financial reporting, more economic development activity, and improved outcomes from this economic development partner.

**Joplin Area Chamber of Commerce
Strategic Plan
(New Initiatives Highlighted)**

1) Service & Champion Local Businesses

a) NETWORKING

- i) Morning Brew and Business After Hours
- ii) Good Morning Joplin
- iii) Expo
- iv) Banquet
- v) Lead Groups
- vi) Active Lifestyle Networking – Group rides, walks, and runs
- vii) Manufacturing Day
- viii) Ribbon Cuttings / Ambassador Program
- ix) Golden Apple
- x) E-commerce Meet-ups: 2nd Wednesday at 8 am each month

b) EDUCATION - EDTALKS to educate, engage, and inspire

- i) Business Fundamentals Series: lead by the SBDC
- ii) Business Technology Series: lead by the JACC
 - (1) July Lunch and Learn - Amazon Seller Central 101
 - (2) August Lunch and Learn - Facebook Advertising 101
 - (3) September Lunch and Learn - Omni-Channel Retailing 101
- iii) Professional Development Series: lead by YPN
- iv) Sector/Problem Focused Series: P2P problem solving
 - (1) Roundtables – HR, et al
 - (2) Quarterly President's Luncheons – Per Sector
- v) 1 Million Cups: entrepreneurs deliver powerful presentations to educate, engage, and inspire
 - (1) YPN and JACC feed the speaker queue

c) MENTORSHIPS

- i) Executives-in-Residence
- ii) Entrepreneurs-in-Residence

d) ORGANIZE AN ENTREPRENEURIAL ECOSYSTEM

- i) Joplin Regional Innovation Hub: a structural improvement to Joplin's entrepreneurial ecosystem through collaborations, combining capacities and programs to promote and provide workspaces, educational programs, pitch competitions, mentorships, and networking opportunities where technology, innovation, and entrepreneurship can thrive.
 - (1) Workspaces (proposed)
 - (a) Newman Innovation Center
 - (b) Advanced Training and Technology Center

- (c) Empire Market
- (d) MSSU Downtown Campus
- (2) Education and mentoring
 - (a) SBDC 1on1 Consulting
 - (b) EDTALKS; 1 Million Cups
 - (c) Entrepreneurs-in-Residence
- (3) Programs and Events
 - (a) SBDC – Women’s Leadership Conference
 - (b) SBDC – Veterans Enterprise Forum
 - (c) SBDC – Global Entrepreneurship Week
 - (d) ECOMM Meet-ups
 - (e) FARM TO TABLE Meet-ups
 - (f) Techfest – regional showcase
 - (g) Pitch competitions, both actual and simulated (HS/JHS levels and Crowder)
- (4) Joplin Angel Network reboot

e) **ADVOCACY**

- i) Bill tracking and communication
- ii) Liaison between the business community and local state delegation
- iii) Host and produce forums, such as Eggs & Issues
- iv) Organizing our business community to advocate and run for office
- v) Activate PAC when appropriate upon board approval

f) **COMMUNICATION AND INFORMATION**

- i) An online Joplin Business News website
- ii) WhyJoplin.com – external marketing campaign for talent and business attraction; new citizen information portal
- iii) FlyJoplin.com – express JRA’s value proposition more clearly
- iv) Crossroads Industrial Park website
- v) New JoplinCC.com website
- vi) Video Spotlight Series
- vii) Joplin Business Podcast
- viii) Economic Development Reports (to city council and key stakeholders)
- ix) Chamber Membership value proposition and ROI reporting

2) **Improve Livability** (business community collaborations)

- a) Champion public and private investments in “New Joplin” initiatives
- b) Organize and deploy the business community through six workgroups to improve livability (co-chaired by YPs):

- i) **Chamber Gives Back Workgroup** is tasked with organizing and deploying the business community into monthly high-impact volunteer service initiatives.
- ii) **Diversity and Inclusion Workgroup** is tasked with developing solutions on how to further create a more diverse and inclusive climate in our business community and our community at-large. To achieve a significant transformation, this collaborative, sustainable effort will include community conversations and events, launching and monitoring initiatives and programs, benchmarking and assessments, celebrate and champion diversity, and continually educating our community on the value of diversity and inclusion.
- iii) **Trails & Connectivity Workgroup** is tasked with championing public and private investments in trails and connectivity initiatives and organize and deploy the business community to support the Joplin Trails Coalition and increase usage of these amenities.
- iv) **Cultural Enterprise Recruitment Workgroup** is tasked with the recruitment or instigation of new businesses that specifically add a unique leisure or culinary amenity to our area that did not exist prior. Efforts include both business attraction and building community support for local entrepreneurs seeking to establish such cultural enterprises in Joplin.
- v) **Community Health & Wellness** is tasked with educating, organizing, and deploying the business community into collaborative initiatives with the purpose of permanently improving health and wellness within our business community and the Joplin community at-large.
- vi) **Professional Development Workgroup** is tasked with recruiting and training both executive and entrepreneurial mentors, placing those seeking such mentorships, and also identify and schedule Ed Talk and 1 Million Cup speakers.

3) Develop Community Leaders

- a) Leadership Joplin
- b) Tomorrow's Leaders Today
- c) Young Professionals Network (150 members)

4) Build and Market the Joplin Brand

- a) Produce and strategically deliver the narrative in multimedia formats
 - i) Spotlight businesses and innovations
 - ii) Quality of life amenities and events
 - iii) Reinforce consistently the central themes of the Joplin brand
 - iv) Message through paid social media, our web properties, various video series, and syndicate to traditional media

5) Attract BOTH Talent and New Businesses

- a) Install retargeting pixels on stakeholder websites and aggregate prospect databases for retargeting and launch a coordinated paid remarketing ad campaign

- b) Targets:
 - i) Stakeholders' online job and student application process visitors
 - ii) Our site selector database (600-800 individuals)
 - iii) New Crossroads Industrial Park website and key commercial MLS listing page visitors
 - iv) Key state and federal decision makers
 - v) Custom audience databases from Realtor submissions
 - vi) Additional economic development targets
 - vii) Veterans Work Group

- c) Update economic development strategy
 - i) FROM: reactive and passive, business attraction/retention only –
With singular inbound funnel of Missouri Partnership → Joplin
Regional Partnership → regional communities → site owners
 - ii) TO: Strategic and Proactive; expand to both talent and business attraction
 - (1) Retargeting ad campaign
 - (2) Database marketing, site selector database
 - (3) Supply chain lead gen
 - (4) Regional biz dev
 - (5) New media properties: whyjoplin.com; crossroads industrial park website, et al.