



# 2004 Annual Report

Springfield Business & Development Corporation

# 2004 Investors

// Every investor is critical to the success of this program...and ultimately the prosperity of our entire region." Springfield Area Chamber of Commerce president Jim Anderson made that statement at the start of the Partnership For Prosperity campaign. These 85 member/investors of the Springfield Business & Development Corporation continue to provide the support that is so critical today.

American Dehydrated Foods, Inc.  
APAC-Missouri, Inc.  
Associated Electric Cooperative, Inc.  
Aviation Enterprises  
Bank of America  
Bank One  
Banta Foods  
Beyer Commercial Realtors  
BKD, LLP  
Blackwell Sanders Peper Martin, LLC  
Bryan Properties  
Burlington Northern Santa Fe Railway  
Butler, Rosenbury & Partners  
Carol Jones Realtors  
Citizens National Bank  
City of Hollister  
City of Republic  
City of Springfield  
City Utilities of Springfield  
Clarion Hotel - Springfield, Morris Group Properties, Inc.  
Commerce Bank  
Concrete Companies Of Springfield  
CoxHealth  
Dade County  
DeWitt & Associates  
Drury University  
Empire Bank  
Esterly, Schneider & Associates, AIA  
Evangel University  
Ferrell-Duncan Clinic  
Flintco, Inc.  
Great Southern Bank  
Greene County  
Hammons Products - Stockton  
Huckstep & Associates, LLC  
Husch & Eppenberger, LLC  
Jack Henry & Associates  
Kirkpatrick, Phillips, & Miller, CPAs, PC  
KYTV  
Larry Snyder & Company  
Lathrop & Gage, LC  
Liberty Bank  
Mathews & Associates

McLean Enterprises  
McCloud & Company, LLC  
Med-Pay, Inc.  
Meeks Building Centers  
Metropolitan National Bank  
Morelock-Ross Builders  
Murney Associates  
Nabholz Construction Corp.  
Ollis & Company  
Ozark Electric Cooperative  
Ozarks Coca-Cola / Dr Pepper Bottling Co.  
Ozarks Technical Community College  
Palmerton & Parrish  
Preston & Nacy, CPAs  
Quest Capital Alliance, LLC  
R.B. Murray Company  
Rankin Company, LLC  
Rich Kramer Construction  
Sapp Design Associates  
SBC  
Silver Dollar City, Inc.  
Skyline Investments  
SMC Packaging Group  
Southwest Electric Cooperative  
Southwest Missouri State University  
Springfield Business Journal  
Springfield Remanufacturing Corp.  
Springfield Underground, Inc.  
Springfield-Branson Regional Airport  
St. John's Health System  
TCSI / Transland, Inc.  
The Casey Associates  
The Forrester Group  
The Maiman Company  
The Signature Bank  
Union Planters Bank (now Regions Bank)  
US Bank  
Walton Construction Company  
Webster Electric Cooperative  
Wendy's of Missouri  
White River Valley Electric Cooperative  
Yates, Mauck, Bohrer

# President's Message

**A**s we conclude the second year of the five-year Partnership for Prosperity initiative, I want to thank the 85 visionary investors committed to the Springfield region's future.

In 2004, SBDC convened two ad hoc brainstorming sessions to discuss what I have termed "guerilla tactics" that should be employed in our battle for continued economic well-being. These tactics focus on growing existing companies and expanding our market. The most important of these tactics are: 1) Coordinate public and private partners to meet individually with major employers in the region to discuss the economic climate for expansion; 2) Travel to corporate headquarters of major employers to thank them for their investment in our community and identify any obstacles or issues that, if addressed and resolved, would foster expansion; and 3) Cultivate interest in building a speculative building in Partnership Industrial Center West to take advantage of the many opportunities that are presenting themselves in this new era of manufacturing.

SBDC leadership is cognizant of the need to regularly communicate with our membership. Quarterly investor briefings update our investors on progress. The first Economic Outlook Conference was held in September.

It's been an honor to serve on the SBDC board of directors for the past six years. I am grateful for the opportunity to serve with so many talented volunteers and professionals who are focused on the economic well being of our region. - **Bob Hammerschmidt, 2004 SBDC President**



Andy Lear (Vice-President), Bob Hammerschmidt (President), Mike Phillips (Treasurer)

# Member Perspective

*Michael Sapp is President of Sapp Design Associates Architects, PC.  
The company has been an SBDC investor since 1998.*

**A**s architects, we are always concerned and focused on the health and vitality of our Springfield economy. The Springfield Business & Development Corporation is a perfect investment for us as we capitalize on marketing our city as an economic powerhouse for the state of Missouri.

The SBDC has provided a direct value during recent years to help foster the stability and growth of our company. As an example, we have been privileged to design new manufacturing facilities for eight major companies in the Partnership Industrial Center. Four of these companies are new to the Springfield region and combined, these entities represent over 1,000 jobs to this area's economy.

In the sectors of higher education and center city redevelopment, the SBDC has been instrumental in spreading the excitement regionally and nationally. Both of these project disciplines have also been a source of significant revenue for our organization.

Our membership in SBDC, along with the contributions of the other generous investors, has provided tremendous marketing leverage for our business. As a result, this has been a wise investment that has and will continue to provide extensive direct value to our company.



Michael Sapp

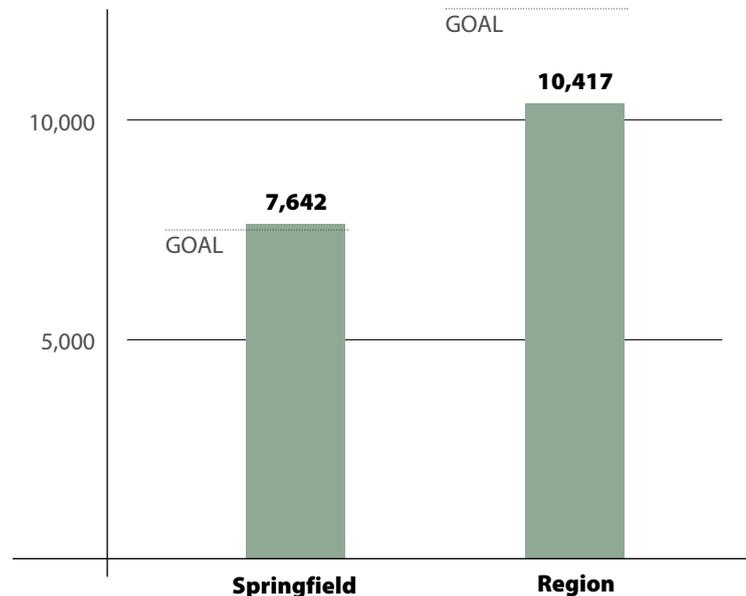
# Status Report

**S**pringfield's partnership for economic development continued its focus on building a dynamic regional economy in 2004 while assisting existing business and industry. Those efforts are now paying dividends.

In developing the framework for the Partnership for Prosperity economic development initiative, the SBDC attached a set of measurements to gauge the program's success. Now, just two years into our five-year initiative, baseline numbers are indicating achievement in key areas. Workforce growth projections have already exceeded the five-year goal of 7,500 net new jobs in the metropolitan area, while the regional goal of 12,500 is nearly met – with a two-year increase of more than 10,000 net new jobs.

In addition, the Springfield metropolitan area's income growth rate continues to exceed the state of Missouri's by more than 50%. The year-over-year growth rate of 2.4% far surpasses "peer cities" across the U.S. that on average declined 1.1%. In evaluating the program's third success measure, a goal of \$200 million in net new capital investment in the 10-county region, substantial work is yet to be accomplished. In 2003 and 2004, our partnership directly assisted in just over \$44 million of new capital investment in the region. The Partnership for Prosperity program is working and the framework is in place to continue its success in 2005.

### Job Growth - Year 1 & 2



# Did You Know...

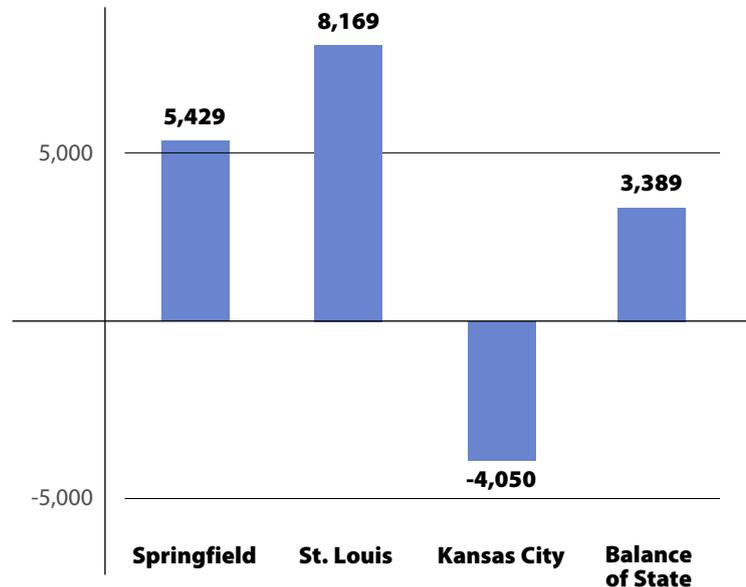
**S**pringfield continues to drive the state's economy. This is most evident in new job growth during the past year and how other regions of the state compare to Springfield, based on the relative size of their workforce.

Throughout 2004, Springfield surged forward, creating more than five times the job growth expected for our area. Though Springfield's metro area comprises slightly less than 7% of Missouri's total workforce, more than 35% of the state's 15,255 new jobs were created here.

Looking at each individual month, more than 40% of the state's job growth in February, May, and November was registered in Springfield. These figures could not be calculated for October and December due to a net job loss state-wide, despite significant job creation in Springfield.

The data set used to determine job growth is known as the Local Area Unemployment Statistics and is published monthly by the Bureau of Labor Statistics, in conjunction with the Missouri Economic Research and Information Center. Many economists, including Brian Wesbury, keynote speaker at the 2004 Economic Outlook Conference, consider this data set to be best suited for measuring a local employment market because it includes non-traditional jobs such as home-based businesses, independent contractors, and small partnerships.

2003-2004 Net New Jobs



# Accolades for Springfield

In 2004, Springfield continued to receive national recognition from several respected sources. Most notable were the economic development trade journal Expansion Management; growth-company oriented Inc. magazine; and economic development think-tank Milken Institute.

In its 2004 Mayor's Challenge, Expansion Management magazine ranked Springfield No. 6 of 331 metros for business expansion, citing its "excellent public schools, low health care costs and high quality of life." Among mid-size metros with populations between 250,000 and one million, Springfield ranked even higher, second behind Des Moines.

On Inc. magazine's list of Top 25 Cities for Doing Business in America, Springfield ranked 15th in the medium metro ranking, making it the only city in Missouri on the list. According to Inc., the recognized cities "...are among the unexpected places where businesses are adding jobs most rapidly and many people are moving in search of new lives, creating tremendous opportunities for entrepreneurs." The medium metro list included cities with a job base of 150,000 to 450,000.

Milken Institute's 2004 analysis of the best performing cities in the U.S.

gave Springfield the highest ranking in Missouri and a No. 62 ranking among the top 200 large metro areas, moving up six spots from 2003. In the "One-Year Job Growth" category, Springfield ranked No. 17 in the nation.

**Inc.** The Resource for Growing Companies

The Top  
U.S. Cities for Doing Business

Medium Cities

Rank	City	State	2003 Nonfarm Employment (1000s)
15	Springfield	MO	166.9

# The Local Outlook

**N**oted economist Brian Wesbury delivered a keynote address to more than 250 attendees at the first Economic Outlook Conference on September 30 at University Plaza Convention Center. Hosted by the SBDC and presented by the City of Springfield, the conference featured a panel discussion on the local economy from the view of some of Springfield's major industries, facilitated by Springfield Area Chamber of Commerce president Jim Anderson. Panelists included Mike Briggs, Willow Brook Foods, Inc.; Jim Hagale, Bass Pro Shops Outdoor World; John Keiser, Southwest Missouri State University; and Larry Wallis, recently retired from CoxHealth.

The conference culminated with an energetic talk by Wesbury, chief economist at Griffin, Kubik, Stephens & Thompson Inc., a Chicago-based investment bank. Wesbury, who also served as the chief economist for the Joint Economic Committee of Congress in the mid-1990s, offered his prediction that the U.S. will see massive growth in non-traditional employment as new technologies continue to develop. "Every invention begets a new invention," he said. "Inventions keep getting closer together and that is profound for economic development, but also for the opportunities it provides."

In a survey of attendees, 76 percent had a "very favorable" overall impression of the conference, with nearly 80 percent finding Wesbury's keynote speech "very valuable." Conference sponsors were Blackwell Sanders Peper Martin, LLP, Commerce Bank and The Signature Bank.



Brian Wesbury

# Member Perspective

*Kenny Ross is Vice President of Morelock-Ross Builders.  
The company has been an SBDC investor since 1998.*

**N**ew business development and the retention of companies already operating here are key to the continued success of our company. Many communities respond to change, but it's safe to say that the strategies developed and implemented by the Springfield Business & Development Corporation are helping create positive change in Springfield and the surrounding region.

To many people, economic development means economic growth. But it's more. Growth refers to an increase in quantity only – more of the same jobs, goods and services. Development, however, implies a change in the character or structure of a community. It results in a qualitative shift in a local economy. The SBDC and its leadership understand that. The organization has been a leader in helping bring about the positive change this community and region has been so fortunate to experience in recent years.

This type of change is critical to the success of our company. Morelock-Ross Builders is pleased to be a supporter of the SBDC, and we know that our investment in the organization will help to sustain and grow our business for years to come.



Kenny Ross

# Springfield in Chicago

**A** delegation of 22 business and community leaders joined SBDC staff on an “impact trip” to Chicago in May, 2004. In visits to the corporate offices of Kraft, Inc., and the retail banking center of Bank One, the Springfield delegation shared its appreciation for the contributions the companies are making to Springfield’s economy.

“Sometimes these connections just can’t be made in a telephone call,” said Bob Hammerschmidt, 2004 president of the SBDC board of directors. “We certainly want to thank businesses for all they do for Springfield but we also want to listen to their concerns and give them the opportunity to ask questions of us,” Hammerschmidt said.

Springfield’s delegation included representatives of the City of Springfield, Greene County, City Utilities, Springfield Area Chamber of Commerce/SBDC and Ozarks Technical Community College.

Following the corporate visits, members of Springfield’s partnership for economic development held discussions with numerous site selection advisory firms based in the Chicago metropolitan area. Those discussions focused on current demographic data, economic trends and recent development-related announcements.



The marketing packet presented to the various advisory firms was later recognized by the Missouri Economic Development Council as “Missouri’s Best Marketing Piece” of 2004.

# Member Perspective

*Jim Jura is the CEO and General Manager of Associated Electric Cooperative Inc.  
The company has been an SBDC investor since 1991.*

**W**e have been very pleased with our investment in the Springfield Business & Development Corporation and have been especially pleased with the success of the regional council effort. The development of businesses that create jobs and investment has been very beneficial to numerous local economies as well as to the Springfield economy.

We commend the leadership of the SBDC for having the vision and commitment to sustain this regional effort as well as embark on several other key activities that will benefit Springfield and the surrounding region. Our organization, and our local member electric cooperatives, have seen direct impacts from the formation of the Ozarks Regional Economic Partnership. These impacts have meant tangible benefits such as jobs and investment, as well as many intangible benefits.

Business and economic development is dependent on effective relationships and we see southwest Missouri benefiting from this foundation of commitment, cooperation and trust. Our region is strong and our economy is diverse. As we continue to work together, our future will be successful, and AECEI is proud to be a part of this effort.



## Mission Statement

The Springfield Business & Development Corporation is the economic development subsidiary of the Springfield Area Chamber of Commerce and its mission is to provide a continued revenue source for the Chamber's economic development program, assisting business and industry, and attracting new business and industry to the Springfield area.

## 2004 Directors

David Agee  
Blackwell Sanders Peper Martin, LLP

Jim Anderson  
Springfield Area Chamber of Commerce

Jim Baker  
Southwest Missouri State University

Dave Coonrod  
Greene County

Tom Finnie  
City of Springfield

John Griesemer  
Springfield Underground, Inc.

Bob Hammerschmidt  
Commerce Bank

Bill Hart  
Husch & Eppenberger, LLC

David Kunze  
The Signature Bank

Andy Lear  
BKD, LLP

Fred Mathews  
Mathews & Associates, Inc.

Mary Kay Meek  
Meeks Building Centers

Richard Ollis  
Ollis & Company

Todd Parnell  
The Signature Bank

Michael Phillips  
Kirkpatrick, Phillips & Miller, CPAs, PC

John Twitty  
City Utilities of Springfield