

Springfield Regional Economic Partnership

Menu of Services

Background

Since 1999, the Springfield Chamber has helped bring regional communities and counties together to ensure economic growth for our region. In 2011, the SREP Menu of Services was created to provide better focus for regional partners committed to economic development.

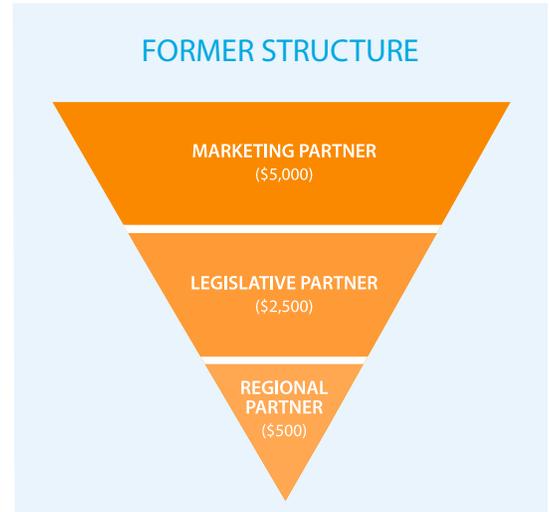
The Menu of Services was developed to provide regional partners with a tiered structure that allowed them to invest in economic development at a level most beneficial for their community. This model, unique to SREP, gave decision-makers the opportunity to affordably support regional efforts while maintaining local efforts in their individual communities and counties.

Focus on the Region

Over the last four years, the Chamber and its economic development arm, SBDC, have focused more of its economic development resources and expertise on serving a regional base. Through the leadership of the Regional Advisory Council, Chamber staff have more actively engaged with regional partners on key economic development activities aimed at spurring job creation and business investment. During this time, the Menu of Services remained unchanged, and is now in need of an update to match the Chamber's available resources with the needs of regional partners.

Looking Forward

In spring 2015, new Chamber staff support for the Regional Advisory Council traveled around the region to meet with involved partners and discuss what their communities want from regional economic development efforts. Using feedback from these visits, we have revised the Menu of Service to more closely align regional needs with the resources and expertise available through the Chamber's current staff and programs. This revised menu will facilitate better communication of economic development opportunities between regional partners and Chamber staff, and from regional partners to their constituents.



SREP Menu of Services

Description of Benefits

Regional Partner (Base Level)

Recognition as a Springfield Area Chamber of Commerce member

- Serve on select Chamber committees
 - Transportation Committee
 - International Business Council
 - The Network for Young Professionals
 - P-20 Council of the Ozarks
- Receive invitations to and attend Springfield Chamber events as a member
- Receive regular Springfield Chamber e-newsletters

Recognition as a SBDC Investor

- Invitations to all SBDC Investor events
- Receive the monthly Investor Brief e-newsletter
- Receive project announcements and special ED events
- Inclusion on SBDC Investor List

Seat on the SREP Advisory Council

- Participate in City Administrators Roundtable
- Participate in Chamber Executives Roundtable

Access to Economic Development Staff Expertise

- Utilize the Springfield Chamber's economic development team as a resource, including:
 - Business Development Manager
 - Marketing Coordinator
 - Business Assistance Manager
 - Business Assistance Coordinator
 - Contract Researcher
 - Economic Development Coordinator (Investor Relations / Special Events)
 - Senior Vice-President of Economic Development

Receive Legislative Updates & Invitation to Events

- Timely and relevant updates providing information on what's happening in our state and federal governments
- Invitation to events with government leaders and influencers

Use of SREP "Partner" logo

Invitation to Annual SREP Economic Development Summit

- Expert speakers / Exercises / Training during morning and afternoon
- General session with more participation available

Participation in various Workforce Development initiatives

Regional Partner Benefits

- Recognition as Springfield Chamber Membership
- Recognition as SBDC Investor
- Seat on SREP Advisory Council
- Access to Professional Economic Development Staff
- Legislative Updates & Event Invitations
- Use of SREP Regional Partner Logo
- Participation in Annual Economic Development Summit
- Participation in various Workforce Development initiatives

Tracks of Emphasis

\$2,500 Annual Investment per each additional track

Branding Partner

- Profile on the SREP marketing website: Data and graphics using a consistent format to create a community profile
 - Marketing materials, including a custom produced map and printable community profile, and professional photography of economic development assets in the partner community
 - Supporting efforts to advance SREP regional brand outside of market
 - Expert annual review of marketing efforts
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Project Partner

- Access to trends and staff expertise
 - Participate in a confidential monthly Project Activity Report conference call
 - Receive quarterly trends report regarding intelligence from site selection consultants
 - All leads sent to partners
 - Participate in various readiness assessments (1/2 day or 1 full day each year)
 - Periodic on-site review of buildings and sites for readiness
 - Site Certification Management assistance
 - Potential to participate in periodic consultant-driven assessments
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Retail Partner

- Access to custom created Environmental Systems Research Institute (ESRI) Reports on top locations for retail activity
 - Participation along with SREP at International Council of Shopping Centers (ICSC) Tradeshows (One per year)
 - Participation in SREP exhibit at Kansas City Society of Industrial and Office Realtors (SIOR) Development Day
 - Updates on retail trends & reports and access to at International Council of Shopping Centers (ICSC) Tradeshows resources
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Existing Business Support Partner

- Active development of a Business Retention Expansion (BRE) Program in your community
 - Partner on development of BRE program based on SREP philosophy
 - Initial training session for you and others conducting BRE visits
 - Active Springfield Chamber staff participation on periodic business visits
 - Participation in quarterly trend report conference call
 - Access to Synchronist software /database
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Talent Attraction Partner (optional track, additional \$5,000*)

- Customized URL and profile on the Talent Attraction Initiative website
 - Photography, Web Design, Messaging, etc.
- Assistance with community-specific “wrapper” for talent video
- Profiled in future relocation magazine productions

*Participation in securing interested SBDC investors (TAI partners) in community can offset cost

SREP Partner Expectations

To assist Regional Partners with maximizing their benefits under the Menu of Services, we have developed a set of partner expectations. These expectations provide a framework for how Regional Partners can become actively engaged, or strengthen their current involvement, with SREP and demonstrate their commitment to growing the 10-county region.

SREP Regional Partner

- Assign a key point of contact and a well-informed key alternate contact. Several community stakeholders are also encouraged to be included. Review these contacts together annually. *Note:* Community contacts are for overall SREP communications to keep stakeholders in the loop.

SBDC Investor

- Attend or send alternate designee to each investor meeting to hear program updates and stay more connected to the economic development community

Springfield Chamber Member

- Opportunity to designate one community member to serve on the P-20 Council of the Ozarks
- Attend Springfield Chamber Annual Meeting

Advisory Council

- Attend each Regional Advisory Council meeting or send official designee who is up to date with what is going on with SREP as well as within your community

Legislative Updates & Events

- Attend the Salute to Legislature in Jefferson City
- Attend or send alternate designee to Government Relations Committee meetings to stay on top of legislative issues and connected to legislators

Economic Development Summit

- Attend annual summit and bring alternate designees
- Bring community stakeholders to the luncheon event of the summit

Branding Partner

- Designate a key point of contact for data, sites and buildings, and community photos
- Annual community marketing review
- Promote SREP brand

Project Partner

- Participate (or have alternate designee participate) in each monthly Project Activity Report meeting/call
- Respond in a timely manner to each lead request
- Assist with the site certification process by identifying local sites and gathering local data
- Host an annual community readiness assessment conducted by either SREP staff, Missouri Partnership staff, consultant or combination of resources

Retail Partner

- Participate in one ICSC tradeshow each year
- Identify top 3 retail development sites in local market each year and conduct due diligence

Existing Business Support Partner

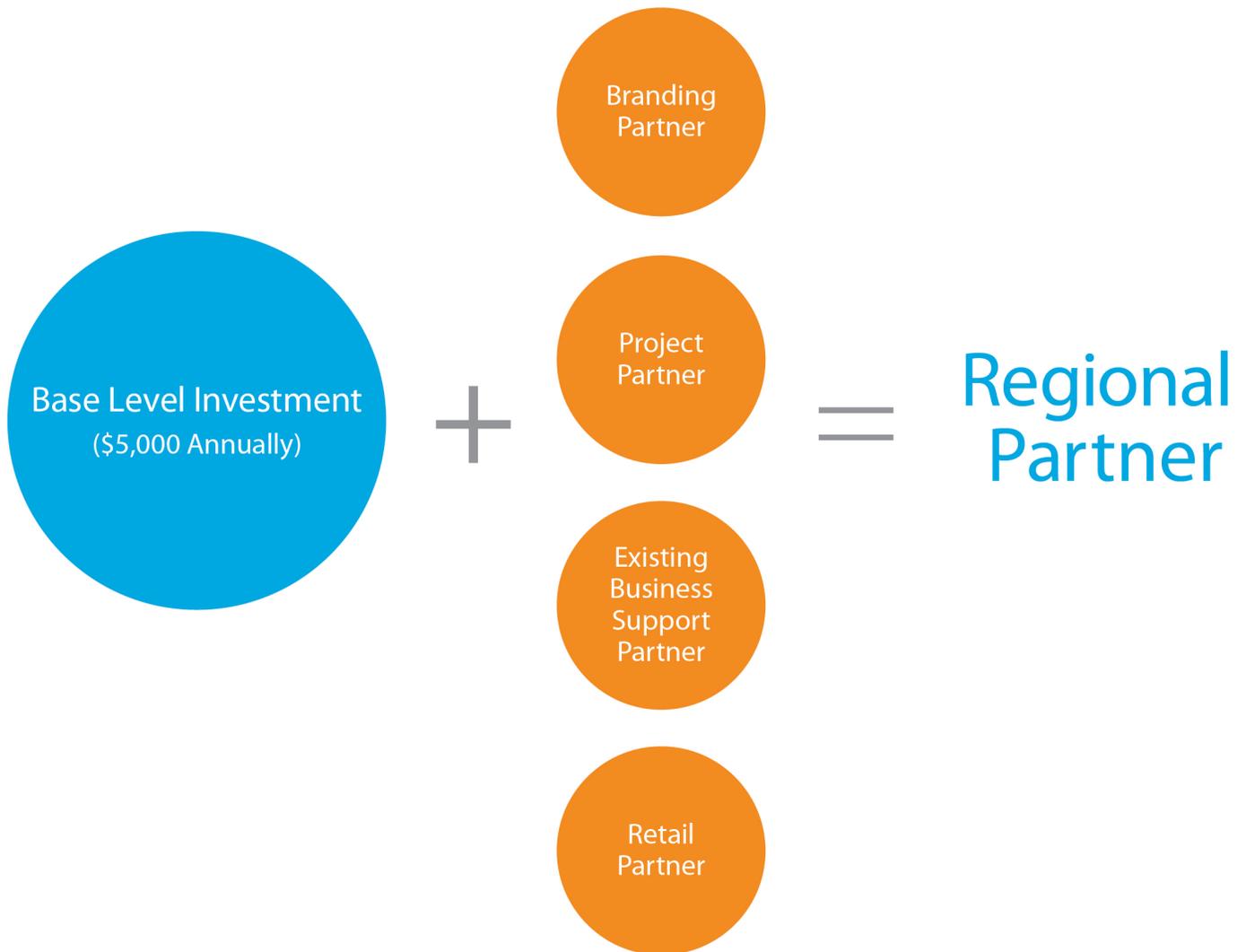
- Assemble local BRE team
- Host BRE training program
- Complete all BRE visits designed in pre-arranged program
- Partner with Springfield Chamber staff on mutually agreed upon "regional value" business visits
- Participate (or have alternate designee participate) in quarterly updates

Talent Attraction Partner

- Designate a key point of contact for content, data, community assets, and community photos
- Assist with on-screen personalities, shooting locations, and script for community video wrapper, website and other material
- Annually connect with local business partners to measure effectiveness of TAI and determine recruiting needs

SREP Menu of Services

Choose **one**
Track of Emphasis



Additional Opportunities

Additional Tracks of Emphasis

- \$2,500 Annual Investment per Track

Talent Attraction Partner

- \$5,000 Annual Investment