

2020 ~ 2021



JEFFERSON COUNTY
GROWTH ASSOCIATION

ONE PLAN ONE VOICE A VISION TO THE FUTURE

The mission of the Jefferson County Growth Association is to provide coordination of professional leadership to promote and support new and existing growth throughout Jefferson County, MO.

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ONE PLAN ONE VOICE A VISION to the FUTURE



JEFFERSON COUNTY GROWTH ASSOCIATION (JCGA) is an organization of business leaders united for the betterment of Jefferson County. Our mission is to promote and support new and existing growth throughout Jefferson County.

JCGA aspires for a greater Jefferson County by working with and through our various private/public sector members, investors and partners to encourage economic growth. Together, we strive to make Jefferson County a better place to live, work and invest.

“ONE PLAN ONE VOICE” is a multi-year plan to transform Jefferson County into a destination community attracting businesses, families, and tourists for its quality of life and economic opportunity. Your support of these activities will help us build economic prosperity.



- ◆ Expanding efforts to attract talent to Jefferson County;
- ◆ Conduct a comprehensive Regional Workforce Assessment;
- ◆ Launch a comprehensive, public-private adult education marketing and outreach initiative; and
- ◆ Create a public-private compact to drive improved educational results

- * Tourism is an important economic activity and JCGA supports efforts to bring visitors to Jefferson County. We also support developing a marketing plan to promote the county and its events.
- * The Association supports various means to provide county-wide transportation system which would connect job centers with housing areas.
- * While the JCGA does not directly endorse specific candidates or parties, the organization supports the legislative process by providing public events such as the annual State of the County breakfast, a Holiday Party and the end of session breakfast, as well as various candidate forums.

SUCCESS

- * Jefferson County compares favorably to the rest of the state in median income, median home values, percentages of those with a high school education and home ownership.
- * We continue to promote Jefferson County's quality of life, sense of place and ease of working remotely from a place that is easy to love.

The Jefferson County Growth Association is committed to establishing common goals and priorities especially in these challenging economic times. Your support is vital to our region's future success!



Serving Businesses and Encouraging Growth in Jefferson County

BUSINESS

- * Uniform broadband connectivity continues to be a need in the county. While Jefferson College and the Jefferson County school districts have addressed broadband issues on their campuses, various rural areas throughout the county continue to lack access to reliable broadband service.
- * JCGA continues to support roadway infrastructure and safety improvements throughout Jefferson County. Improvement to trunk roads, upgrading feeder roads, and the establishment of a viable East-West corridor are essential elements of a long-range economic development plan.

Safety First, a county-wide coalition, has been formed to address roadway safety concerns, identify priorities, and help local and state leaders identify funding options.

The Safety First coalition is focusing on the Missouri Department of Transportation's (MODOT) "Missouri Blueprint" to reduce motor-vehicle crashes and the resulting injuries and deaths by promoting safety belt use, safety enforcement, intersection and shoulder safety, roadway visibility and signage and other strategies to make Jefferson County a safer place to drive.

- * The JCGA is developing a county-wide web site to provide a single resource for information about Jefferson County.



GROWTH

- * JCGA recognizes the contribution road development has made in the overall economic growth of Jefferson County, and that where good road access is available, new business and residential development are more likely to occur. Road priorities and access requirements should be established from a county point of view, and funding sources identified.
- * JCGA supports the new economic development paradigm's focus on growing entrepreneurs and promoting small businesses rather than only recruiting existing companies.

JCGA is working with local businesses and industry to define areas of need and create mutually beneficial partnerships. This includes reinstituting a Manufacturers Council, determining how the county can best capitalize on our Port development and effective use of all waterways, and fostering a regional dialogue on important issues such as workforce development.

Other growth related goals include:

- * Ensuring that the county has a competitive supply of economic development sites and buildings through the development of one or more industrial parks.
- * Establishing a regional "brand" for Jefferson County through strategies such as:
 - ◆ Better utilizing top local executives as "ambassadors" for Jefferson County;
 - ◆ Launching an economic development focused public relations campaign; and
 - ◆ Expanding JCGA's successful "Shop Jefferson County" campaign to include work, live and recreation.

COMMUNITY

- * JCGA supports the Economic Development Corporation (EDC) in their efforts to retain existing business and support their expansion and bring new businesses and job opportunities that enhance community values and the quality of life to Jefferson County.
- * JCGA supports the Port Authority in its effort to develop ports, manufacturing and related businesses to provide quality jobs and identify any incentives that can be provided to new and or expanding businesses.
- * Industry see high skill labor as an asset, and ensuring a quality workforce for local businesses and industry through education, training, and workforce development is critical to Jefferson County's future. Tactics include:
 - ◆ Mentoring/Apprenticeship opportunities at both the high school and college levels;
 - ◆ The development of a county-wide pre-employment training program;
 - ◆ Better utilization of the Workforce Investment Act (WIA) funded job training and other state workforce development programs; and
 - ◆ Wide spread implementation of WorkKeys and Workforce Readiness initiatives by local industry.
- * Jefferson College is increasing degree attainment through new certificates, associate degree programs and expanded articulation agreements with four year universities. Other key educational goals, include:
 - ◆ Launching a collaborative communication campaign to increase awareness of available careers in manufacturing in Jefferson County;
 - ◆ Communicating the value of education beyond high school—both baccalaureate and technical degrees — to targeted constituencies;