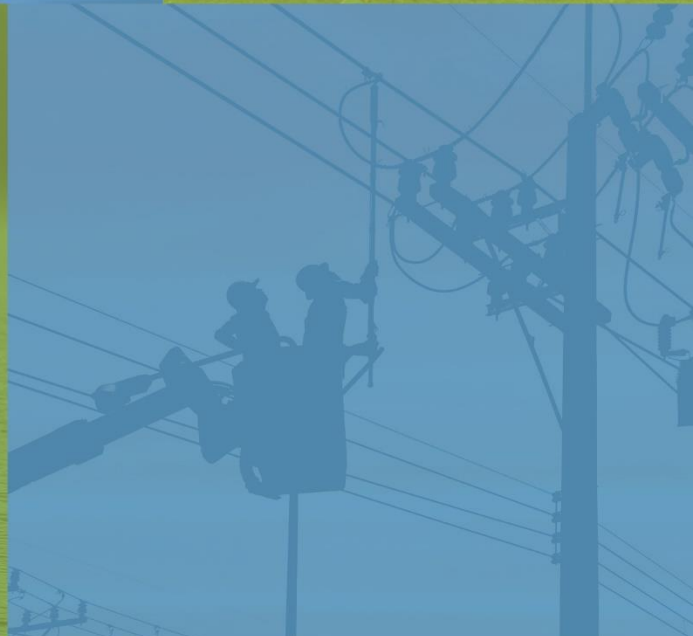


LAUNCH

STONE COUNTY



CAMPAIGN PROSPECTUS

HONORARY CAMPAIGN CO-CHAIRS



MATT & STEPH BEKEBREDE



CASSIE CUNNINGHAM



MAUREEN DARBY



DWAYNE FALK



MARK MAPLES



KRISTI STEPHENS



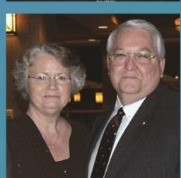
BRETT STUMP



BRAD THOMAS



STEVE VERHEYEN



DENNIS & NELLIE WOOD

WHERE WE HAVE BEEN

Stone County has a long history of perseverance and creativity. From our earliest days, the county had many points of commercial activity, including tourism, manufacturing, and transportation. With the opening of Silver Dollar City (first as Marvel Cave) and the construction of Table Rock Lake, Stone County's tourism economy took off. In the northern part of the county, agriculture is the most prevalent industry. Table Rock Lake Chamber of Commerce was founded in 1974 to primarily serve Kimberling City, but over the years has expanded to serve all the communities in the county, serving as the county's Destination Marketing Organization. In 2017, the Chamber began discussions with community partners about establishing a coordinated economic development effort. In 2019, the Chamber hosted an Economic Development Summit for the community. In 2020, the Chamber worked with Southwest Missouri Council of Governments to gather economic data on the county, and in 2021 hired O'Brian & Associates to create an economic development strategy plan, with much community input.

"This is a very high priority and would take Stone County to the next level. Economic development resources will have a huge impact, and there is no better organization than the Chamber to lead this charge."

Dwayne Falk
President, Table Rock Community Bank

"The Chamber does a great job with the resources they have, and providing additional funding for economic development activities could elevate the entire county."

Steve Verheyen
Director of Operations, Reeds Spring
School District



WHERE WE ARE

Today, the possibilities for Stone County are very exciting. While our world has faced significant economic challenges, visitors to the lake have increased, and the county has experienced a major increase in the number of short-term rental properties. There are several new developments in the works, and others not yet formally announced. Each of our communities has opportunities that require a different strategy and set of resources, and only two, Branson West and Kimberling City, have full-time administrators. Our largest school district and full-time employer, Reeds Spring, has embarked on a strategic plan that includes a new career/technical center, a renovated primary school and a community park. Stone County currently ranks 54th in the nation for the number of small businesses, and tourism is our major economic driver. The Chamber has been an integral part of marketing our area to visitors, supporting existing businesses, and encouraging community and economic development. The Chamber is planning to purchase or construct a new office facility in the near future.

WHERE ARE WE GOING

Table Rock Lake Chamber of Commerce proposes an expanded, bold strategy to drive economic growth. We believe Stone County is at the pivotal point of some exciting new opportunities, and we want to ensure success by developing resources to strengthen and diversify our economy. For the Chamber to institute this aggressive, effective program, private investment is required. Our mission is to help Stone County thrive and grow by generating economic activity for the county, supporting the expansion of our existing businesses, and supporting new business and industry recruitment. We need to increase the resources available to deliver increased economic development services and to provide a professional facility for a small business resource center. Our plan includes four primary focus areas over the next five years:



Business Retention/
Expansion/Recruitment



Workforce Development/
Housing



Effective Marketing to
Visitors



Community Development



Business Retention/Expansion/ Recruitment



GOAL

Support the county-wide growth of existing businesses and the recruitment of new businesses by providing project assistance, resource information, and advocacy in facing any challenges that may exist.

STRATEGIES

- As a primary initiative, add a full-time staff position: Economic Development Director
- Conduct regular Business Retention & Expansion interviews (BRE) with local businesses to determine challenges in maintaining existing business and employment levels as well as expansion opportunities
- Serve as a resource to assist in expansion projects and advocate for existing businesses
- Within the future planned Chamber facility, create a Business Resource Center to assist new and existing businesses, and professional office/meeting space to accommodate expanded economic development staff.
- Provide educational classes and technical assistance to businesses
- Continue to serve as the voice of business with local government to facilitate a business-friendly public policy environment, including participation in the Legislative Partnership
- Serve as a resource to educate and assist local government in economic development projects, tools, and incentives
- Determine the county's asset inventory and market to identify target industry clusters
- Be the source for business recruitment information including data, marketing materials, local and state incentive programs, and other special assistance
- Strengthen the working relationship with regional and state economic development organizations, including the Missouri Department of Economic Development, the Missouri Partnership, and the Springfield Regional Economic Partnership to help support existing businesses and recruit new businesses

ANNUAL MEASUREMENT

- Employment of an Economic Development Director
- Number of BRE visits (25 first year, 30 second year, 35 third year, 40 fourth year, 45 fifth year)
- Number of companies assisted (15 businesses assisted in year one), and additional education and industry meetings
- Number of business recruitment contacts
- Number of jobs (10 first year, 15 second year, 20 third year, 25 fourth year, 30 fifth year) from expansion or retention
- Investment from existing and new businesses (\$3M annually)
- Number of Businesses supported in the Business Resource Center
- Number of Businesses served through education and industry meetings



Workforce Development/Housing



GOAL

Increase the number of available housing units to meet the demands of the existing workforce and encourage new potential employees to move to Stone County.

STRATEGIES

- Solicit a county-wide housing study to identify and implement strategies throughout Stone County for traditional and non-traditional housing
- In conjunction with the housing study, create a blue-ribbon task force (business leaders, elected officials, developers, & financial institutions, critical infrastructure representatives) to develop a plan to address issues (infrastructure, real estate, etc.) related to affordable housing
- Maintain county ACT Work Ready certification
- Develop an inventory to identify local workforce skill requirements
- Work with regional educational institutions and the Missouri Office of Workforce Development, to provide workforce training, including internship programs
- Work with local government to identify potential housing development areas
- Identify and connect potential developers with city, county, state, and federal grants and/or incentives, including the Missouri Housing Development Commission, to build or rehab workforce housing
- Develop an inventory of housing available for seasonal and annual workers
- Develop programs focused on retaining and developing the existing workforce

ANNUAL MEASUREMENT

- Housing study complete
- Number of housing units created/available (25 third year, 30 fourth year, 35 fifth year) contingent on development requirement timelines.
- Number of units rehabilitated
- Creation of public/private partnership(s) established for developments



Effective Marketing to Attract Visitors



GOAL

Continue to develop and implement an effective destination marketing plan to attract visitors to Stone County

STRATEGIES

- Design/develop an inviting and welcoming state-of-the-art (virtual and in-person) tourism information center to be a reflection of community success
- Create/update the annual marketing plan
- Continue to seek additional funding to supplement tourism marketing funding provided by the Missouri Division of Tourism
- Continue to develop relationships with Branson CVB/Tourism Community Enhancement District (TCED) to secure grant match funding
- Work on strategies to build the shoulder and off-season tourism traffic

ANNUAL MEASUREMENT

- Number of impressions delivered
- Sales tax revenue year over year
- Ad Effectiveness Study results (Bi-annual), including incremental visitors/nights



Community Development/ Placemaking



GOAL

Identify and address community factors that would enhance economic growth, promote quality of life and be more attractive to residents and visitors

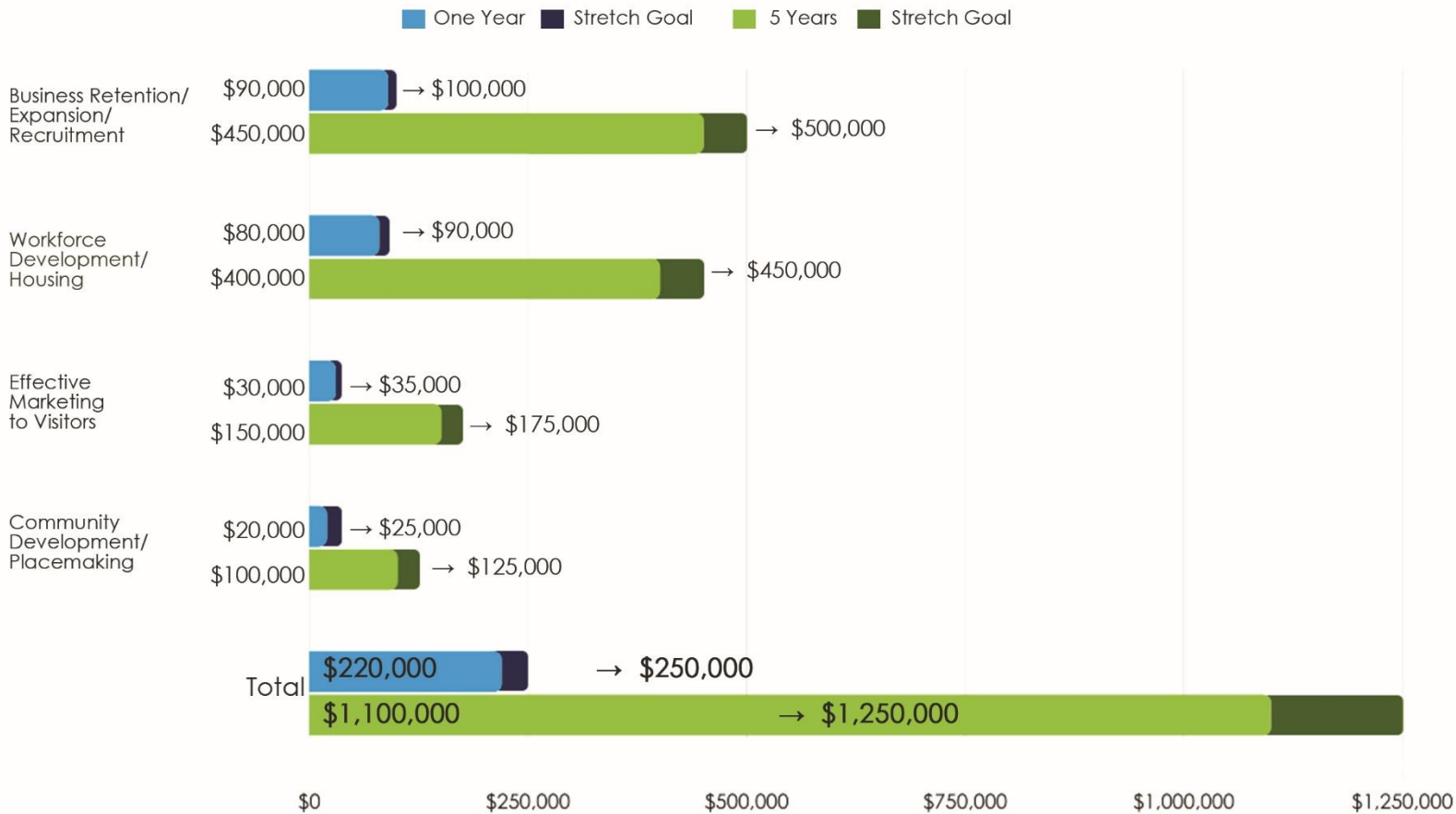
STRATEGIES

- Creation of an inter-governmental cooperation council
- Serve as a liaison in meeting with city officials and community leaders in all communities to identify their specific community development needs
- Identify or develop resources for public/private facility improvement
- Identify alternatives and funding sources to encourage the development of infrastructure (transportation, utilities, broadband) to support housing and economic development business opportunities
- Created a coordinated “good place” campaign to improve the perception of the county and communities

ANNUAL MEASUREMENT

- Number of alternatives and funding sources identified to support infrastructure improvement
- Development of an inter-governmental cooperation council
- Response to “good-place” campaign

ESTIMATED INVESTMENT NEEDED OVER 5 YEARS DRAFT BUDGET SUMMARY



OVERSIGHT OF INVESTMENTS

The funds needed to implement these four core initiatives will be sought from those with a vested interest in the growth and economic future of Stone County – businesses, organizations, community leaders and stakeholders. The Table Rock Lake Chamber of Commerce Board of Directors, will provide oversight of invested funds and program implementation, with input from major campaign investors.

ACCOUNTABILITY

In order to track its progress, implement strategic activities and demonstrate tangible returns to its investors, “Launch Stone County” pursues meaningful goals using performance-based metrics to be achieved by the end of the five-year cycle. The Chamber board and staff will be held accountable to its investors and the community to achieve the stated metrics through effective use of invested funds.

LAUNCH

STONE COUNTY

ACTIVITY Q1

JANUARY 1, 2024
TO
MARCH 31, 2024

Total Investment: \$40,214,652.00

New Business

\$14,323,900

Existing Business

\$25,890,752

\$0

\$10,000,000

\$20,000,000

\$30,000,000



217 Jobs Created

89

128

125



New Housing Units Created

17M

Paid Advertising Impressions



\$63.6M in incremental revenue was generated by marketing.



44

Total Businesses Assisted Across Stone County 2024 Quarter 1

New Business

Existing Business



Progress Update:



Economic Development Director Hired



Housing Study Complete



Business Resource Center Established