

## LOREDC Looking to the Future

The Lake of the Ozarks Regional Economic Development Council (LOREDC) promotes a regional approach to marketing the Lake Area. LOREDC consists of communities within a three county region in Central Missouri—Camden, Miller, and Morgan. This year LOREDC has taken a hard look at the future and how best to position itself to meet the economic growth of the region.

This Community Report outlines some of the activities LOREDC has undertaken and the accomplishments achieved in the region.

Check out our membership on the last page and consider joining us as LOREDC promotes the economic well being of the Lake of the Ozarks.

### LOREDC Works on Strategic Plan

LOREDC's executive, marketing, and membership committees have been working on developing a strategic plan for LOREDC. Key points of the plan will be presented at the annual meeting in January.

### Second Annual Business Awards Presented

Jay Fisher, KTKS 95 Radio and Versailles Chamber of Commerce, emceed the presentation of the Second Annual Business Awards that was held during the annual meeting of the Lake of the Ozarks Regional Economic Development Council in January, 2007.

The following awards were given at the January meeting of LOREDC:



**BUSINESS PARTNER OF THE YEAR – Krantz & Associates** in Osage Beach. **Jeff and Melissa Krantz's** company experienced significant business accomplishments and has been very involved in the community.



**BUSINESS PERSON OF THE YEAR – Reba Starling-Silvey, Shoppe at Shady Gables Tea Room - Bed & Breakfast** in Versailles. Reba started the business in 2000 and has been featured on the front cover of the national magazine *Country Woman*.



**EMERGING ENTERPRISE OF THE YEAR – Ray Kohout, HTR Group** located in Kaiser. HTR is the nationwide recycling service of fluorescent lamps. HTR recycles about 1 million lamps per month and the only lamp recycler in Missouri.



Congratulations to the 2006 award winners.

### Chippewa WI ED Shares Ideas

Charlie Walker from Chippewa Falls was invited to visit with the Executive Committee and other LOREDC committee members on Friday, October 28 at the Wilmore Lodge in Lake Ozark. Chippewa Falls, Wisconsin was identified as a community that was very similar to the Lake of the Ozarks in demographics and has a heavy tourism and retail economy. Mr. Walker is the Executive Director of a regional economic development group that appeared to be accom-

## Lake of the Ozarks Regional Economic Development Council

plishing the strategic initiatives that LOREDC members wanted to see incorporated into its planning. LOREDC Executive Committee felt a dialog about lessons learned and best practices would be beneficial as work began on the LOREDC strategic plan.

The Chippewa Falls region is comprised of several communities with separate chambers of commerce and/or local economic development groups. Mr. Walker emphasized identify and purpose. He indicated that each layer of organizations had to have a defined role or mission with something to offer the more local layers. He felt this was a significant foundation as it minimized "turf" conflicts and each group understood the value added by joining the next larger organization.

After the meeting, the group toured the Bagnell Dam through the courtesy of Ameren UE.

### Mid-Missouri Economic Summit Held in Jefferson City

The Mid-Missouri Economic Summit was held on June 29 at the Capitol Plaza Hotel in Jefferson City. LOREDC cosponsored the summit with REDI (Regional Economic Development, Inc.), the Jefferson City Area Chamber and the Columbia Chamber. It was designed to educate local community and business leaders on the benefits of creating a regional focus. The 12-county regional area includes: Audrain, Boone, Callaway, Camden, Cole, Cooper, Howard, Miller, Moniteau, Morgan, Osage, and Randolph counties.

Bill Elder with the MU Office of Social & Economic Data Analysis provided an overview on the attributes of the area. Patrick McKeehan, Leadership Council Southeastern Illinois, spoke about how regional partnerships in Illinois are successfully working together. Mike Kehoe of the Missouri High-

ways and Transportation Commission gave the keynote address. He discussed the importance of transportation and how it is directly linked to economic development. The conference was closed by Greg Steinhoff, Director of the Missouri Department of Economic Development, with a presentation about how our region compares to other regions in the state.

One of the highlights of the Summit were the Community Reports that were sprinkled throughout the program. All of LOREDC's counties provided updates about their area.

### Mid-Missouri Regional Economic Development Council being organized

An offshoot of the Mid-Missouri Economic Summit was the organization of a Mid-Missouri Regional Economic Development Council. The organization is to be more driven by business than government. Initial membership is being offered to the 12 counties included in the Summit. County membership will be based on dues which are based on a percentage of the county's sales tax.

The LOREDC Executive committee discussed the advantages and disadvantages of joining this new group. They feel that joining would be a good idea but want to join as a region rather than three separate counties. The board's recommendations and rationale will be presented at the Annual Meeting for consideration.

### LOREDC Web Site Revised

The LOREDC web site has been revised and updated. If you have not visited the site recently, check it out at [www.businesslakemo.com](http://www.businesslakemo.com).

## Recent Economic Development Activities

### Camdenton

- ✓ Completion of a new 260,500 square foot high school that opened in August.
- ✓ New School Configuration for the Camdenton School Complex for 2007/08 school year:
  - ◆ Dogwood Elementary-K-2
  - ◆ Hawthorn Elementary-3-4
  - ◆ Oakridge Elementary 5-6
  - ◆ Middle School 7-8
  - ◆ New High School 9-12
- ✓ Completion of a new 2,600 square foot Camdenton Area Chamber of Commerce office and visitor center opened in September.
- ✓ A Community Improvement District was formed for the redevelopment of the former Hardees location that has been vacant for several years. A

19,000 square foot shopping center is planned for the property.

- ✓ The Missouri Department of Transportation announced that it will construct a shared four-lane highway between Camdenton and Lebanon. This \$44 million project will construct 18 miles of continuous, alternating passing lanes.
- ✓ Plans for a 300 home subdivision in Camdenton over a ten-year period along the outer road of the new Highway 5 Expressway.

### Eldon

- ✓ In process of implementing Demolition Grant.
- ✓ New manufacturing tenant in 30,000 sq. ft. building will be generating 20 new jobs.
- ✓ American Legion Post 229 is relocating to Eldon in building donated by Ameren UE

### Lake Ozark

- ✓ A three-party agreement for funding the public/private partnership has been signed between the Bagnell Dam Strip Association, the city of Lake Ozark and Silver Star Development, the company that has purchased the land below Bagnell Dam. The agreement funded by Silver Star Development will provide financial backing for the BDSA to move forward with required studies.
- ✓ Silver Star Development LLC will move ahead with family-oriented entertainment, shopping and recreational complex in former American Legion location.

### Lake Regional Hospital

- ✓ Imaging Center added new services including:
  - Cardiac CT
  - Open MRI
  - 64-slice CT Scanning
- ✓ Completed 2,000 square foot obstetrics expansion which includes the addition of three spacious labor, delivery, recovery and postpartum (LDRP) rooms.
- ✓ Completed laboratory addition.
- ✓ Recruited several new physicians including specialists in general surgery, nephrology, oncology, urology and otolaryngology (ear, nose and throat).
- ✓ Lake Regional Hospital's Emergency Department (ED) implemented the SANE (Sexual Assault Nurse Examiner) program to better care for victims of sexual assault. Lake Regional's SANE nurse, available 24-hours a day, is specially trained to collect forensic evidence in a sensitive, dignified, and victim-centered manner. Additional nurses will become SANE certified in 2008.
- ✓ Redesigned website to assist with patient education and recruitment.

### Laurie

- ✓ Expanded Village of Lights now with over 100 displays
- ✓ MoDOT cost share project to widen Highway 5 completed on time on budget
- ✓ A. G. Edwards opens new office building
- ✓ First storm warning siren installed and operational

### Osage Beach

- ✓ Condo and apartment projects totaling \$9,352,808, the largest of which was The Hampsons at \$3.6 million
- ✓ Retail projects totaling \$2,489,000, the largest of which was Slumberland Furniture at \$1.6 million
- ✓ New and upgraded restaurants, totaling

\$1,124,680

- ✓ Various other commercial projects totaling \$30,241,339, the two largest were the School of the Osage Middle School at \$17,500,000, and the Offcomo Office Park at Nichols Road totaling \$4.2 million
- ✓ Approximately \$10 million in residential construction
- ✓ The City has agreed to take over existing Highway 54 upon completion of the new Expressway, which is currently under construction
- ✓ Construction at the new City Park, including softball fields, is almost 60% complete

### State Fair Community College

- ✓ Business & Technology Center worked with four area companies and Eldon Career Center (06-07)
  - \$135,388 in Customized Training grants
  - 492 employees received training
  - 8109 hours of training delivered
- ✓ Local business people pledged more than \$125,000 to date to establish scholarships for students who attend SFCC at the lake site. The goal is to raise a quarter of a million by June 30, 2008.
- ✓ Fall 2007 enrollment was 203, a 28 percent increase over fall 2006 enrollment.
- ✓ SFCC offered 56 courses with 75 sections. The number of credit hours taken by students increased 40 percent, from 1,448 to 2,026.
- ✓ Enrollment at the site increased 118 percent from the time the site opened in fall 2005 through fall 2007.

### Westside

- ✓ Sunrise Beach passed ballot issue for water and sewer project.
- ✓ Riva d algo project to begin.
- ✓ Coconut project restaurant and resort underway.

### Versailles

- ✓ Business has increased significantly for Gates Rubber. Hiring and overtime.
- ✓ Interest in pencil factory but nothing definite yet.
- ✓ New Versailles Total Fitness opened, locally owned and operated and doing well.
- ✓ Morgan County Economic Development receives grant from University Extension's EXCEED program for small business development. Their program, Build Your Own Business, will partner with Miller, Camden, and Benton counties and have its kick off meeting January 23, 2008.

## Marketing Committee Report

### 2007 Accomplishments

- ✓ Presented Lake Area Business Awards at annual meeting
- ✓ Worked on Strategic Plan
- ✓ Smaller marketing piece for handouts at trade shows and other appropriate functions
- ✓ Revised and updated web site.
- ✓ Created Direct mail flyer
- ✓ Maintained *Fast Facilities* site ads

- ✓ Promoted *Doing Business at the Lake of the Ozarks* supplement in *St. Louis Business Journal*.
- ✓ Worked on *Area Development* Advertising Package
- ✓ Won MEDC Marketing Award for Special Event - 2006

### 2008 Goals

- MarketVolt*
- Make plans for the future of LOREDC.

## LOREDC Officers

President:	<b>Mike Kenagy</b> <i>Executive Director, Lake West Chamber</i>	Board Members:	<b>Wayne Morgan</b> , <i>Eldon Chamber</i> <b>Lori Hoelscher</b> , <i>AmerenUE</i> <b>Jay Fisher</b> , <i>Versailles</i> <b>Bob Black</b> , <i>Sircal Contracting</i>
Vice President:	<b>Bruce Mitchell</b> <i>Executive Director, Camdenton Chamber</i>	Marketing Committee Chair:	<b>Lori Hoelscher</b> <i>AmerenUE</i>
Secretary:	<b>Nancy Viselli</b> <i>City Administrator, City of Osage Beach</i>	Membership Committee Chair:	<b>Gary Owens</b> , <i>Retired</i>
Treasurer:	<b>Trisha Creach</b> <i>Executive Director, Lake Area Chamber</i>		

## Members

As of December, 2007

### Platinum Members

Ameren UE  
Camdenton Area Chamber  
Central Bank of Lake of the Ozarks  
City of Lake Ozark  
City of Osage Beach  
Lake Area Chamber  
Lake Regional Health Systems  
Sircal Contracting  
State Fair Community College

### Gold Members

City of Camdenton  
City of Laurie

### Gold Members, continued

Eldon Chamber  
Greater Lake Area CVB  
Southwestern Bell – AT&T

### Silver Members

City of Eldon  
City of Versailles  
Lake West Chamber  
Versailles Chamber  
Camden County

### Bronze Members

Manpower, Inc.  
University of Missouri Extension

## Membership Investment Schedule

**The Lake of the Ozarks Regional Economic Development Council will be solely dependent upon grants, contributions, and dues for operating funds.**

The following Membership Investment Schedule is proposed by the membership committee and will be presented at the January, 2008 Annual Meeting for adoption.

### Diamond – \$2500+

- Membership on the Executive Advisory Council
- Logo on the website with link
- Featured on FAM tours
- Networking opportunities
- Opportunity to serve on LOREDC committees

### Platinum - \$1000-\$2499

- Logo on the website with link
- Featured on FAM tours
- Networking opportunities
- Opportunity to serve on LOREDC committees

### Gold - \$500-\$999

- Featured on FAM tours
- Networking opportunities
- Opportunity to serve on LOREDC committees

### Silver - \$250-\$499

- Networking opportunities
- Opportunity to serve on LOREDC committees

**Membership Year** – All levels of membership investments will be for the term of one year.

