



2022

ECONOMIC & WORKFORCE
DEVELOPMENT IMPACT RECAP



At-A-Glance

As the economic development arm of the Chamber, the SBDC has encouraged business and workforce growth in the Springfield region for over 35 years. Over the past year, we have been committed to economic and workforce development and have worked to ensure our region remains strong and competitive. We're grateful to have the support and participation of our SBDC Investors and Regional Partners. We achieve more working together as a region than any one of us can accomplish alone.

47

local business visits

Business Growth & Development

6

site visits



50% Manufacturing

2% General Industry

23% Food & Beverage Processing

2% Medical

15% Logistics & Distribution

2% Retail

4% Agtech

2% Technology

58% Manufacturing

25% Logistics & Distribution

8% Food & Beverage Processing

8% Retail

Serving as a single point of contact for lead generation and distribution, the Chamber/SBDC works alongside the City of Springfield, City Utilities, Greene County, and the broader regional economic development professionals as part of the Springfield Regional Economic Partnership to secure job creation and business investment projects.

Our team also coordinates partnership efforts at the regional and state levels to encourage site and building development and strategic investment in infrastructure and programs that meet business needs.

TALENT DEVELOPMENT

- **20 teachers** participated in the GO CAPS Virtual Winter Summit
- **750 students** participated in the *7th & 8th Graders Go to Work* program
- **29 teachers** in the region participated in the Summer GO CAPS Teacher Externship



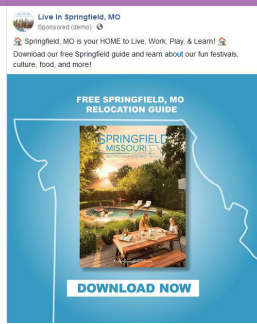
2022 SBDC Outlook Series

HEALTHCARE OUTLOOK

More than 300 attendees heard from a panel on how employers are navigating a renewed focus on employee wellness, mental health, and access to affordable medical care as a tool for talent retention while maintaining a healthy workforce.

TALENT ATTRACTION

- LiveInSpringfieldMO.com had more than **1.5 million impressions** through organic searches
- The latest edition of the **Relocation Guide** was produced in partnership with *417 Magazine*
- More than **300,000 people** were reached through our proactive marketing efforts

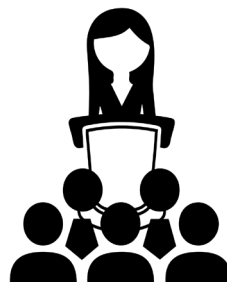


ECONOMIC OUTLOOK

Two economists with the Federal Reserve Bank of St. Louis provided more than 450 attendees with local, regional, and national economic forecasts as well as insights on industry trends.

TALENT RETENTION

- The Network for Springfield's Young Professionals maintained a **membership of nearly 500**
- SGForum, the Network's YP Summit, had a record attendance of more than 300 professionals
- Connected with nearly **1,500 students** and distributed more than **2,300 copies** of CampuSGF



MANUFACTURING OUTLOOK

For the final 2022 event of the series, more than 400 attendees heard from local business leaders on how companies are pivoting to adapt to new industry norms.

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**2022 Retiring Directors*

Thank you to all of our board members! Your dedication and commitment to growing a stronger and better Springfield do not go unnoticed. We are grateful for your service and all the time you give.