



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 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. Using feedback from our partners, we continue to review and make changes where necessary to ensure that our program and efforts closely align regional needs with the resources and expertise available through the Chamber's current staff and programs. The goal of this program and menu of services is to 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 event invitations
- 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:
 - Senior Vice-President of Economic Development
 - Project Manager, Economic Development
 - Project Coordinator, Economic Development
 - Project Manager, Workforce Development
 - Talent Retention Coordinator
 - Marketing Manager
 - Economic Development Researcher

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

Participation in various Workforce Development initiatives

General 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

Program Benefits

Project Readiness

- Access to trends and staff expertise
- Participate in a confidential quarterly Project Activity Report discussion
- Receive quarterly trends report regarding leads activity and intelligence from site selection consultants
- 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 with the Missouri Partnership

Business Retention and Expansion

- Active development of a Business Retention Expansion (BR|E) Program in your community
- Partner on development of BR|E program based on SREP philosophy
- Initial training session for you and others conducting BR|E visits
- Active Springfield Chamber staff participation on periodic business visits (as needed)
- Participation in quarterly trend report discussion
- Full Access to Synchronist software /database

Additional Opportunities

Marketing 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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Retail Partner

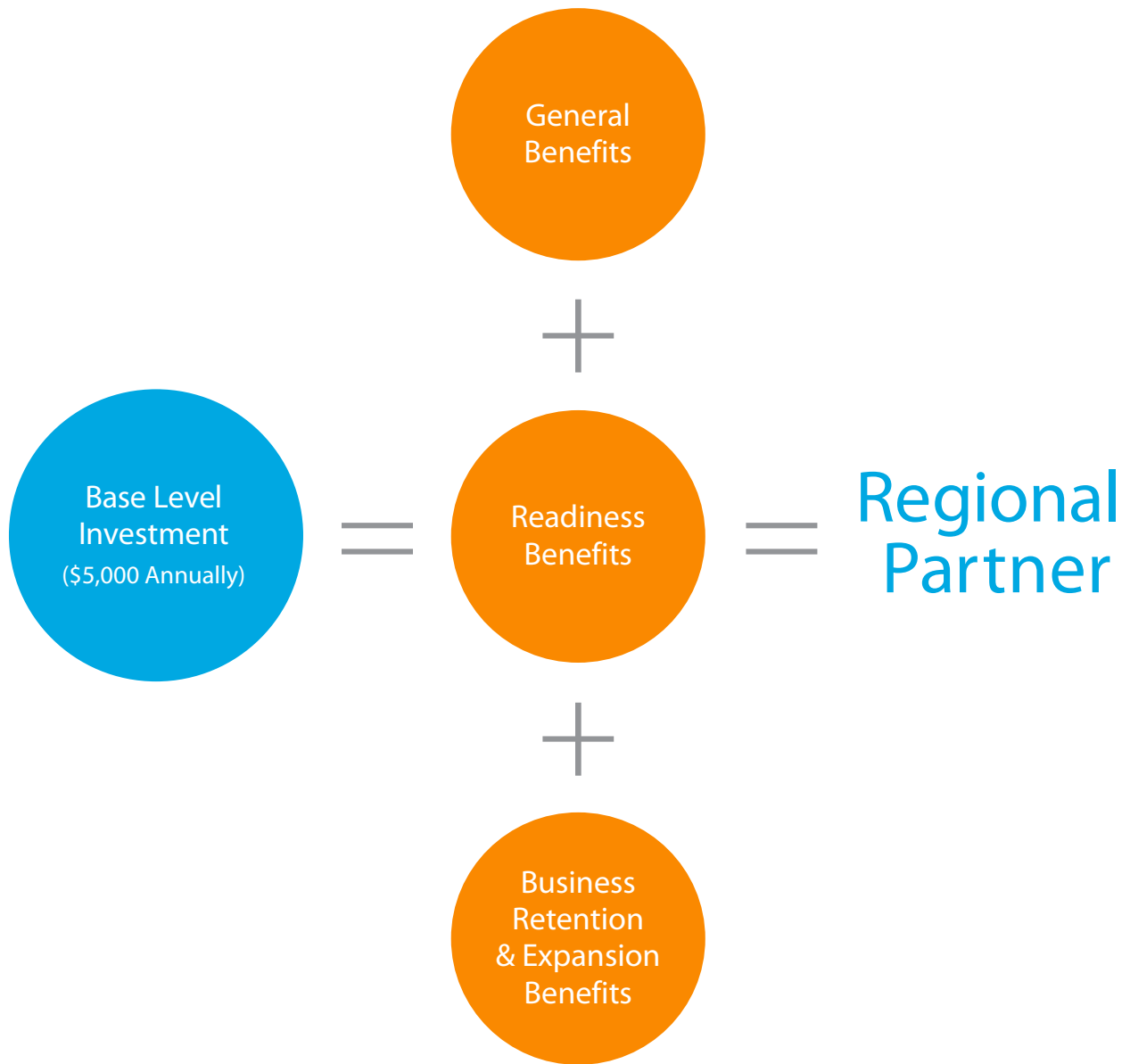
- Access to custom created Environmental Systems Research Institute (ESRI) Reports on top locations for retail activity
 - Participation along with SREP at International Council of Shopping Centers (ICSC) Tradeshows (One per year)
 - Participation in SREP exhibit at Kansas City Society of Industrial 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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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 Menu of Services



Additional Opportunities

Additional Tracks of Emphasis (Marketing and/or Retail)

- \$2,500 Annual Investment per Track

Talent Attraction Partner

- \$5,000 Annual Investment