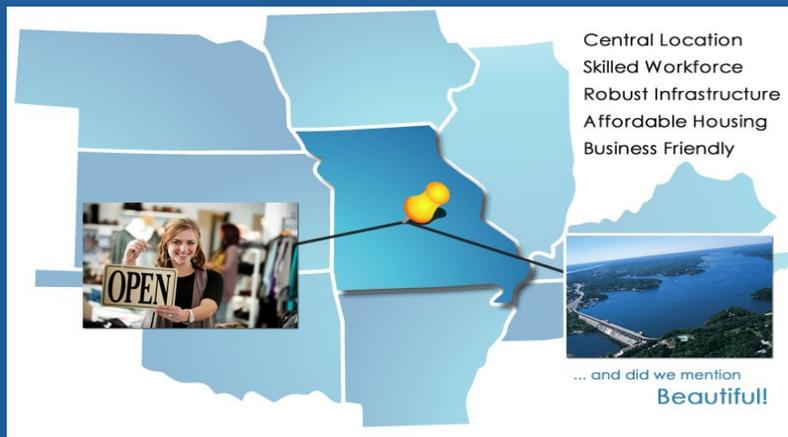


# Lake of the Ozarks Regional Economic Development Council

Annual Report

Year Ending DECEMBER 31, 2016



## OUR MISSION:

**LOREDC's mission is to serve as a liaison and promote a regional approach to marketing the Lake of the Ozarks Area by serving the business communities of Camden, Miller, and Morgan Counties with professional and experienced economic development representatives.**

## OUR GOAL:

**LOREDC's goal is to make developers' site searches as easy as possible and provide all the information and resources they need to consider our community during their search.**

## President's Message...

*The Lake of the Ozarks Regional Economic Development Council or better known as LOREDC has accomplished several initiatives toward growing the economic development efforts in the Camden, Miller and Morgan counties of Central Missouri in 2016. LOREDC's goal is to serve as a liaison for the Lake Area that provides the information and resources needed when investors are considering our community for potential industry, manufacturing, retail, entrepreneurial endeavors, tourism and retirement.*

*LOREDC partners with the Lake of the Ozarks Council of Governments to update the Lake of the Ozarks Demographics Profile on a semi-annual basis. The 66 page comprehensive Demographic Snapshot contains detailed data that a potential investor is seeking for a community they may be considering for potential projects.*

*The Lake of the Ozarks Workforce Profile is a major study created by LOREDC with the assistance of Ameren Missouri. The purpose of this profile is to provide employers with consistent national standardized data that provides a more rounded perspective of the workforce. This definitive labor information is necessary to make better informed decisions and minimize risks for workforce hiring, retention, and development needs.*

*LOREDC developed and approved the LOREDC Partners in Marketing Grant Program to assist with funding professional marketing components of LOREDC members. The program includes the creation and placement of marketing collateral materials that aid in the stability and growth of the Lake Area. Approved matching grant funds can be used for web design and development services, graphic design services, printing, ad placement, video development and design, radio ads, billboards and photography services for marketing collateral.*

*LOREDC is excited to continue the LOREDC Annual Business Awards which acknowledge three separate categories; "Business Partner of the Year" to a business that has experienced significant business accomplishments in the past year such as growth in jobs and/or exemplary community involvement, "Business Person of the Year" to a business owner/manager that has made a contribution to the economic welfare and/or has made a considerable donation of time and resources to the community and "Emerging Enterprise of the Year" to a business that best displays the innovation, entrepreneurial accomplishments and/or utilization of emerging technology.*

*LOREDC's major accomplishment for the year was the Lake of the Ozarks Housing Study, which was completed and presented in November. The Lake of the Ozarks Housing Study was made possible by over \$30,000 in contributions from local businesses and organizations. LOREDC is in the process of developing a committee to assure the Lake of the Ozarks Housing Study is implemented.*

*LOREDC is committed to serving the Lake Area business community by promoting the advantages of regional activities and support. The Lake Area has a diverse offering with an excellent business environment and outstanding "quality of life" attributes. LOREDC strives to be a cohesive and cooperative effort to sell the Lake Area advantages to potential business and industry using a regional approach to marketing.*

*LOREDC is a membership organization with annual investors that support and make up the organization and participate in monthly lunch meetings and various committee meetings. The LOREDC board of directors consists of volunteers that are elected by the full membership of the organization to serve three year terms. Please feel free to contact me at [tim@funlake.com](mailto:tim@funlake.com) or 573-216-4023 if you are interested in the economic growth of the Lake Area or want to learn more about LOREDC membership. We welcome you to attend the LOREDC monthly membership lunch meetings from 12:00 pm – 1:30 pm on the third Thursday of the month at Golden Corral.*

*Tim Jacobsen, LOREDC President*

## 2016 Economic Development Activities

In 2016 LOREDC was busy with several projects and programs in addition to many ongoing activities through regional teamwork and the dedication of its members. LOREDC programs and activities are based on the fundamental goal to proactively lead and initiate economic growth to the Lake of the Ozarks through cohesive and cooperative representation while complementing efforts of the individual communities of the region.

- ◆ **Regional Housing Study**—In early 2015, LOREDC partnered with RDG Planning & Design to develop a comprehensive Lake Area Housing Study to outline the current housing conditions and address the housing needs of Camden, Miller, and Morgan Counties. LOREDC understands how housing development affects the economic forces of the community on both the local and regional basis. **The Lake of the Ozarks Housing Study was completed in 2016** and was made possible because of the many business and community financial partners and LOREDC's Housing Committee members who put in many hours facilitating the project. The completed study shows a detailed profile of the region, defines our current housing issues, and discusses challenges and possible directions to move forward. LOREDC's next priority for this project is to develop a task force to help implement the study in our region.
- ◆ **Missouri Location One**—Through a partnership with the Lake of the Ozarks Council of Local Governments (LOCLG), communities can receive assistance in identifying, populating, and listing properties and sites on the Missouri Location One website. Missouri Location One is a searchable economic development database for detailed information on development sites, buildings, and locations for businesses to grow. LOREDC recognizes that Location One is the leading online economic development site selection tool in the United States and by assisting communities in providing comprehensive and up to date information is a value to the entire LOREDC region. In 2016, many LOREDC communities increased their site listings from previous years on Missouri Location One with the assistance of LOCLG. This is an ongoing program with continued focus in 2017.
- ◆ **Regional Workforce Profile**—LOREDC partnered with Ameren Missouri to complete the 2016 Regional Workforce Profile. The report provides an industrial and demographic overview of our region. It contains a comprehensive assessment of our economic base, competitive attributes, and population and workforce trends. This nationally standardized data is useful in guiding local and regional development.
- ◆ **Partners in Marketing Program**—LOREDC continues the Partners in Marketing Program to promote alignment with other partners and organizations within Camden, Miller, and Morgan Counties. The program's intent is to provide funding through an application process for professional marketing components to aid in the growth of the communities. In 2016 a \$1,000 grant was distributed.

Visit our website! [www.LOREDC.com](http://www.LOREDC.com) for recent press releases and other essential information that LOREDC has to offer our region.

The following studies and other information pieces are available:

- ◆ *Lake of the Ozarks Housing Study*
- ◆ *Demographic Snapshot*
- ◆ *Entrepreneurship Assessment Survey*
- ◆ *Lake of the Ozarks Workforce Profile*
- ◆ *Basic Economic Indicators Report*

## Regional Conferences

**LOREDC continues to represent its communities at Missouri Economic Development Council (MEDC) Conferences**

- ◆ **LOREDC representatives participated in MEDC Lakeside with the Locators. This was an opportunity to spend individual time with national site location consultants to promote the Lake Area.**
- ◆ **LOREDC members attended both the Winter MEDC Conference and the Annual MEDC Conference. Members gained valuable knowledge about workforce development resources, tourism in Missouri, pertinent legislative updates, and State business initiatives.**

## 2016 Business Award Winners

Each year LOREDC provides an opportunity for the community to honor persons and businesses in the 3 county region. The 2016 business awards are as follows.

### Business Partner of the Year

#### LeAnn Selander, The Zoo Athletic Training (Linn Creek)

A business that has experienced significant business accomplishments in the past year, i.e. growth in jobs and/or exemplary community involvement.



Pictured: (left to right) – LeAnn Selander (The Zoo Athletic Training Center & Sportsplex), Trish Creach (Camdenton Area Chamber of Commerce), Lisa Moore (The Zoo Athletic Training Center & Sportsplex) and Jeana Woods (City of Osage Beach).

### Business Person of the Year

#### Daniel ‘Taz’ Bergorsen, Go Fast Betty’s (Osage Beach)

A business owner/manager who has made a contribution to the economic welfare and/or has made a considerable donation of time and resources to the community.



Pictured: (left to right) - Trish Creach (Camdenton Area Chamber of Commerce), Daniel “Taz” Bergorsen (Go Fast Betty’s) and Jeana Woods (City of Osage Beach).

### Emerging Enterprise of the Year

#### The Exchange Venue, Herb and Janet Baker (Camdenton)

A business that best displays the innovation, entrepreneurial accomplishments and/or utilization of emerging technology.



Pictured: (left to right) - Jeana Woods (City of Osage Beach), Herb Baker (The Exchange), Janet Baker (The Exchange) and Trish Creach (Camdenton Area Chamber of Commerce).

## Join us in 2017 at a LOREDC Meeting!

### 2017 Meeting Dates:

- ◆ January 19, 2017 (Annual Meeting at The Lodge of Four Seasons; 8 AM)
- ◆ February 16, 2017
- ◆ March 16, 2017
- ◆ April 20, 2017
- ◆ May 18, 2017
- ◆ June 15, 2017
- ◆ July 20, 2017
- ◆ August 17, 2017
- ◆ September 21, 2017
- ◆ October 19, 2017
- ◆ November 16, 2017
- ◆ December TBD

**When:** Third Thursday of the Month

**Time:** Noon—1:30 PM

**Where:** Golden Corral, Osage Beach

### *Meeting Presentations*

LOREDC hosted a variety of presenters in 2016 to provide a wealth of knowledge to its members and community guests in attendance. The following are highlights of those presentations.

- ◆ Missouri Partnership—Presented on creating a competitive and timely RFI Response, the dos and don’ts, and using maps and other resources to highlight your site for selection.
- ◆ LOCLG—Presented on populating and listing on Missouri Location One and their role in the process.
- ◆ Central Region Workforce Investment Board—Presented on job availability and skillsets on the State and local level and the resources they provide to businesses and industry.
- ◆ University of Missouri Extension, Community Economic Entrepreneurial Development—Presented on “Migration, Millennials, and Mobility: Economic Growth Drivers”, an in-depth look at data from our region.
- ◆ Rock Island Trail Project—A presentation on the project’s progress and the effects on the City of Eldon and the region.
- ◆ Ballparks of the Ozarks—A presentation on the project’s status and future plans.

# 2016 LOREDC Board of Directors

President: Tim Jacobsen,  
Lake of the Ozarks CVB (2018)  
Vice President: Jeana Woods,  
City of Osage Beach (2018)  
Secretary: *Vacant*  
Treasurer: Jacob Neusche,  
Bank of Sullivan (2017)

Board Member: Lori Hoelscher,  
Ameren Missouri(2018)  
Board Member: Brent Depee',  
School of the Osage (2017)  
Board Member: Debbie Hurr,  
City of Eldon (2017)  
Board Member: Corey ten Bensel,  
Co-Mo Electric Cooperative (2016)  
Board Member: Jeff Hancock,  
City of Camdenton (2016)

## 2016 Membership Investors

### Platinum

Ameren Missouri  
Central Bank of Lake of the Ozarks  
City of Osage Beach  
Lake Regional Health Systems  
Providence Bank  
State Fair Community College

### Gold

Bank of Sullivan  
Camden County  
City of Camdenton  
Co-Mo Electric Cooperative

### Silver

Kathy Wise RE/MAX Jane Kelly Team  
Camdenton R-III School District  
City of Eldon  
City of Lake Ozark  
City of Sunrise Beach  
City of Versailles  
Eldon Area Chamber of Commerce  
Eldon R-I School District

Lake Area Chamber of Commerce  
Miller County Commission  
Morgan County R-II School District  
Old Kinderhook  
School of the Osage  
Showcase Publishing  
University of Missouri Extension

### Bronze

Eagle's Nest Realty  
Camdenton Area Chamber of Commerce  
Lake of the Ozarks CVB

Lake West Chamber of Commerce  
Versailles Chamber of Commerce

## 2016 Financial Information

### 2016 Revenues & Expenses

#### Revenues:

Contributions	\$31,150
Membership Dues	<u>\$12,500</u>
Total Revenue	\$43,650

#### Expenses:

Housing Study	(\$38,000)
Operations	(\$7,976)
Travel & Meetings	(\$3,864)
Outside Services	(\$1,360)
Grants Paid	<u>(\$1,000)</u>
Total Expenses	(52,200)

**NET Ending Position** **(\$8,550)**

### 2016 Balance Sheet

#### Assets:

Current Assets	<u>\$39,953</u>
Total Assets	<u>\$39,953</u>

#### Liabilities & Net Assets:

Current Liabilities	<u>\$ 0</u>
Total Liabilities	\$ 0
Net Assets	
Unrestricted	<u>\$39,953</u>
Total Liabilities	
& Net Assets	<u>\$39,953</u>

Interested in  
becoming a  
member?

**Representation  
from all areas in  
our region is  
desired.**

**Contact us  
today!**

Annual Report - Year Ending  
December 31, 2016

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Osage Beach, MO 65065  
573.348.1599 Ext. 231  
www.LOREDC.com



**Lake of the Ozarks**  
Regional Economic Development Council  
Quality Life. Quality Business.

Social Media Links

