



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

President's Message...

LOREDC - The Lake of the Ozarks Regional Economic Development Council – successfully exists because of our dedicated, active members and valuable business, educational, governmental, civic, and profit partnerships within our communities. We serve a three-county region - Camden, Morgan, and Miller Counties - and through the many partnerships and our members' commitment, we push our goal of regional efforts to coordinate and facilitate programs to enhance our regional housing efforts, address our workforce challenges, build our organizational sustainability, and move our organizational marketing to the next level.

2020 was quite a year! Our organization, as with many across the nation, saw drastic changes in priorities and resource allocation as the year began and ended during the COVID-19 pandemic. We were challenged with collaboration efforts as most all meetings were abruptly forced to virtual platforms, limiting access to resources, and time limitations of our valuable, volunteer-based membership were felt as members struggled to meet their own organizational demands.

LOREDC committed valuable time and funding to a Strategic Plan in the prior year which identified priorities for the purpose of guiding our organizational planning and development, formulating strategic actions to grow business and industry in our region, and enhancing our sustainability and solid foundation of the organization. In 2020 many efforts to implement our strategic plan were stalled, but work from our dedicated members continues in the commitment to realign membership investments and the organizational structure to best support a regional-wide focus.

2021 may very well hold a continuum of unknown challenges, but LOREDC will sustain the commitment to serve our region through the invaluable efforts of our volunteer member base who promote the regional economic activities and initiatives. Although we faced many challenges in 2020, I look forward to what we will accomplish in 2021. Many thanks to those who made it possible!

Jeana L Woods, CPA, ICMA-CM

Osage Beach City Administrator
LOREDC President

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.



**Camden County
Miller County
Morgan County**

2020 LOREDC Economic Development Activities

In 2020 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.

- **LOREDC Strategic Planning**—In 2019, LOREDC contracted with Smart Solutions Group to establish a strategic plan to guide the development of the organization. The strategic themes that emerged from the plan included; A need to grow more diverse business and industry base, A region-wide focus on maintaining the physical appearance of the Lake of the Ozarks region, Extend appeal to entrepreneurs and manufacturers of the Lake of the Ozarks as a “Destination”, Actively support a strong post-secondary educational presence, Support a strong focus on opportunities to grow the entrepreneurial community, Make it a priority to establish a strong, sustainable organization.

In 2020, a strong focus on implementation of the plan began, although the pace was stalled as the community dealt with the pandemic that effected all businesses and individuals. The LOREDC Board began focus on the organization structure, realigning its membership structure, updating the bylaws, and outlining tasks for investor recruitment. The upcoming year will be a continuation of those tasks.

- **Housing Task Force Committee**—The Lake of the Ozarks Housing Study was completed in 2016 outlining housing conditions and showed a detailed profile of the LOREDC region, including Laclede County, defines our current housing issues, and discusses challenges and possible direction to move forward. During 2017, a Housing Task Force was created and consisted of many community members in addition to LOREDC members. Up through 2019, the task force implemented the Lake Area Community Development Corporation (CDC), a 501c(3) organization established to “become the recognized central organization, that implements housing programs and educates our community toward housing resources through effective relationships with business and government entities involved in housing”, continued development of the GIS System through the University of Missouri Extension created to assist the real estate community to identify and sell development for both commercial and residential housing. During the past year, the committee assisted the CDC in fundraising efforts to cover the costs of paid staff.
- **Workforce Committee**—The LOREDC workforce committee is actively engaged in the employment needs of the lake community focusing on the LOREDC strategic planning initiatives. The Lake Area Workforce 2020 Community Roundtable was held January 15 along with a follow-up strategy session. This collaborative event was hosted by local schools, area Chamber of Commerce organizations, Career & Technical Centers and State Fair Community College. Schools in the region were able to utilize the outcomes from the Roundtable to change and enhance graduation requirements. Additional action plans and initiatives that align with LOREDC’s strategic plan are being identified and developed from this Roundtable for the workforce development focus in the lake region. The committee partners with local organizations and resources to pursue the ACT Work Ready Communities status for the tri-county area. Continued efforts focus on this achievement.
- **Marketing Committee**—The Marketing Committee had ongoing updates to the website and officially unveiled the redesign in 2019. During 2020, in response to the strategic plan, the Marketing Committee partnered with the MU Business School to focus marketing platforms for LOREDC. The students from the MU Business School presented the committee with a social media plan and additional business resources were add to the website, in addition to LOREDC’s social media outlets.

Visit our website! 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*
- ◆ *2020 Demographic Profile*
- ◆ *Economy Overview by County*
- ◆ *Lake of the Ozarks Workforce Profile*
- ◆ *Build Your Own Business Project—Basic Economic Indicators Report*
- ◆ *Key Indicators and Demographic Trends*

What you missed in 2020...

Meeting Presentations

LOREDC hosted a variety of presenters to provide a wealth of knowledge to its members and community guests in attendance. We were honored to have the following presenters in 2020 at our regular monthly meetings.

- ◆ Linda Conner—LOCLG Executive Director, re: Lake of the Ozarks Council of Local Government (LOCLG) Transportation Advisory Committee (TAC)
- ◆ Leslie Porth, PhD, MPH, RN—Senior Vice President of Strategic Quality Initiatives, Missouri Hospital Association, re: COVID-19
- ◆ Toni Pitchford, Data Dissemination Specialist and Tegan Vaughn, Missouri Partner Specialist, re: US Census Bureau
- ◆ Linda Conner—LOCLG Executive Director, re: Revolving Funds availability
- ◆ Mike Rhodes—Ameren Missouri, re: NextSite Community and Economic Development Data
- ◆ Roger Corbin, Housing Committee Chair, re: Lake Area Housing Update

Business Award Winners

Each year LOREDC provides an opportunity for the community to honor persons and businesses in the three county region. To be eligible nominees must have been in business for a minimum of six months and a registered business in Camden, Miller or Morgan County. Since 2005, LOREDC has recognized Forty-four outstanding businesses and community leaders in the tri-county region. The 2019 business awards, presented in January 2020, are as follows:

The Small Business Partner of the Year was presented to Mike and Kris Ford, Culver's Restaurant.

Mike and Kris Ford became full time owners of their business in 2017, prior to being ownership partners. It should not be overlooked that this business employs 35 full time employees year-round which grows to over 45 during the busy summer season. However, it is the community support and contributions to youth, that makes this business a standout. From partnering with Red Cross for local blood drives – a pint of custard for a pint of blood donated to providing meals to youth sporting teams. Their real passion is their work with kids with special needs in Camdenton High School. These kids experience a real-world work environment while developing job skills as they perform various duties from delivering food to assisting customers.

The Large Business Partner of the Year was presented to Lake Regional Health System.

Lake Regional Health System has been in the region for over 40 years and the community impact of this partner is off the charts as are their numbers.

•1100 – number of full-time employees •\$400,000 – their donation of free medical services including screenings and support groups •\$92,000 – scholarships awarded to those pursuing health care careers. •\$269,000 – direct financial contributions made by our recipient to local charities. All of this and meeting the mission of providing exceptional health care. But they are not done for this recipient is planning a major expansion featuring a new cardiac institute and expanded cancer center.

The Emerging Venture of the Year was presented to Shannon and Katie Imler, SPI Enterprises, LLC.

Shannon and Katie are entrepreneurs at heart. Within the last five years they have started three businesses that have transformed the Eldon area. A construction company that provides new construction, remodeling, and design services for nearly any project on any budget. Just take a drive down South Maple and you will notice all the amazing remodels that this company has completed. Warehouse 55 is another business. They took the old Kraft Factory and turned it into an event venue available for weddings, parties, and other gatherings. The Ice Cream Factory is their third business within the last year. The Ice Cream Factory has brought happiness to all in the area through their delicious locally made ice cream. The Ice Cream Factory has been eaten by the Kansas City Chiefs



From left to right: Jasen Jones, Kris and Mike Ford, Dane Henry, Shannon and Katie Imler and Governor Parson. Due to their success, the Ice Cream Factory is expanding to Jefferson City this spring and is served at many locations throughout the state.

Jasen Jones was recognized as the Business Person of the Year.

Jasen has spent over 20 years in the hospitality industry. His business philosophy is to create an environment and conditions that will allow individuals to align their strengths to the company's vision, so guests receive a more personalized experience. While he is a standout in his profession, his community involvement is just as impressive. From serving as a BIG with Big Brothers/Big Sisters to fulfilling the term of Board President of the Camdenton Chamber of Commerce. In the last year, Jasen has been whole heartedly committed to feeding those in need in our community by volunteering at the mobile food pantry, replenishing Buddy Back Packs and assisting The Food Bank for Central and Northeast Missouri. It was once said that "we make a living by what we get, but we make a life by what we give" and that says it all about Jasen!

Join us in 2021 at a LOREDC Meeting!

2020 Meeting Dates:

- ◆ January 21, 2021 (Annual Meeting)
- ◆ February 18, 2021
- ◆ March 18, 2021
- ◆ April 15, 2021
- ◆ May 20, 2021
- ◆ June 17, 2021
- ◆ July 15, 2021
- ◆ August 19, 2021
- ◆ September 16, 2021
- ◆ October 21, 2021
- ◆ November 18, 2021
- ◆ December 16, 2021

Time and Location—TBD

2020 LOREDC Board of Directors & Committee Chairs

BOARD MEMBERS:

President: Jeana Woods,
City of Osage Beach (2021)
Vice President: Dane Henry
Lake Regional Health System (2021)
Secretary: K.C. Cloke,
Lake Area Chamber (2022)
Treasurer: Paul Hooper,
Lake West Chamber (2022)

Trish Creach,
Camdenton Area Chamber (2020)
Roger Corbin,
City of Sunrise Beach (2020)
Amy Jackson,
State Fair Community College (2022)

(*Term Expiration) (Vacant positions-2)

COMMITTEE CO-CHAIRS:

Marketing Committee Co-chairs:
Lori Hoelscher, Ameren Missouri
Trish Creach, Camdenton Chamber
Workforce Committee Co-chairs:
Amy Jackson, SFCC
Housing Committee Co-chairs:
Roger Corbin, City of Sunrise Beach
Membership Committee Co-chairs:
VACANT

2020 Membership

Investors

Diamond—\$2,500

- ◇ City of Osage Beach (2005)

Platinum—\$1,000

- ◇ Ameren Missouri (2005)
- ◇ Central Bank of Lake of the Ozarks (2006)
- ◇ Cochran Engineering (2020)
- ◇ Oak Star Bank (2008-previously First National Bank)
- ◇ Lake Regional Health System (2006)
- ◇ Providence Bank (2016)

Gold—\$500

- ◇ AEI (Associated Electric Cooperative Inc.) (2020)
- ◇ Camden County (2005)
- ◇ City of Camdenton (2005)
- ◇ City of Lake Ozark (2005)
- ◇ Co-Mo Electric Cooperative (2010)

Silver—\$250

- ◇ Anderson Engineering, INC (2019)
- ◇ Camdenton Area Chamber (2005)
- ◇ Camdenton R-III School District (2011)
- ◇ City of Laurie (2005)
- ◇ City of Sunrise Beach (2015)
- ◇ City of Versailles (2005)
- ◇ Eldon Area Chamber (2005)
- ◇ Eldon R-I School District (2011)
- ◇ Gregory D Williams Attny at Law (2018)
- ◇ First Bank of the Lake (2012)
- ◇ Lake Area Chamber (2005)
- ◇ Miller County (2013)
- ◇ Morgan County R-II School District (2013)
- ◇ School of the Osage (2013)
- ◇ State Fair Community College (2005)
- ◇ University of Missouri Extension (2006)

Bronze—\$100

- ◇ Camden Co Development Disability Resources (2017)
- ◇ Eagle's Nest Realty (2015)
- ◇ Lake of the Ozarks CVB (2005)
- ◇ Lake West Chamber (2005)
- ◇ Strategic Wealth Inc (2018)
- ◇ Versailles Chamber (2006)
- ◇ Waterfront Corporate Services LLC (2020)

Interested in becoming a member?

Representation from all areas in our region is desired.

Contact us today!

Social Media Links



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Annual Report - Year Ending
December 31, 2020

1000 City Parkway
Osage Beach, MO 65065
573.302.2000 ext 1010
www.LOREDC.com

Financial Information

Revenues & Expenses

	2020	2019	% Change
<i>Revenues:</i>			
Membership Investment	13,500	14,550	-7%
Total Revenues	\$13,500	\$14,550	-7%
<i>Expenses:</i>			
Advertsising / Promotional	(513)	(43)	1100%
Contracted Services	(1,500)	(750)	100%
Grants / Awards	(185)	(259)	-29%
Housing Study	0	(30)	-100%
Membership /Dues	(575)	(416)	38%
Operations	(2,358)	(3,869)	-39%
Professional Services	(3,410)	(19,406)	-82%
Travel & Meetings	(1,932)	(1,926)	0%
Total Expenses	(\$10,473)	(\$26,699)	-61%
NET Ending Position	\$3,027	(\$12,149)	-125%

Balance Sheet

<i>Assets:</i>			
Current Assets	28,762	25,736	12%
Total Assets	\$28,762	\$25,736	12%
<i>Liabilities & Net Assets:</i>			
Current Liabilities	0	0	0%
Total Current Liabilities	\$0	\$0	0%
Net Assets			
Unrestricted	25,736	37,884	-32%
Net Income	3,027	(12,149)	-125%
Total Net Assets	\$28,762	\$25,736	12%
Total Liabilities & Net Assets	\$28,762	\$25,736	12%