
EXCEED FY09

ANNUAL REPORT

**University of Missouri Extension Community Economic
and Entrepreneurial Development Program -- ExCEED**



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9/1/2009

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EXCEED FY09 ANNUAL REPORT

University of Missouri Extension Community Economic and Entrepreneurial Development Program -- ExCEED

FY09 Highlights:

ExCEED Pilot Projects “Graduate”

The five pilot projects have concluded three to four years of engagement with ExCEED and will move into a focused evaluation process starting in the fall of 2009. Kenny Sherin, a Ph.D. student in rural sociology, will be working closely with ExCEED staff to collect, analyze and publish a report on the impact that the engagement with University of Missouri Extension has had on their community, lessons learned and replicable processes.

EDA Disaster Recovery Grant for Northeast Missouri

The Missouri Department of Economic Development (DED) received a grant from EDA to conduct work outreach and research in northeast Missouri looking at the issues and challenges the region faces due to flooding on the Mississippi River and its tributaries. DED contracted with the University of Missouri’s Office of Social and Economic Data Analysis (OSEDA) to conduct the majority of the work. ExCEED director Sharon Gulick and BRIDG director Wendy Harrington serve as co-chairs of the Stakeholder Team. The grant provides funding to cover a portion of their salary and expenses related to the project for a 12 month period.

The primary charge to the Stakeholder Team was to assemble a representative group from the region to identify projects that EDA could fund that would have significant economic impact on the region. A number of meetings were held with the Stakeholder Team and project were identified and submitted to EDA. Unfortunately, EDA has not as yet funded any of the priority projects identified by the Team.

Growing Entrepreneurs From the Ground Up

ExCEED director Sharon Gulick, along with representatives from the Community Policy Analysis Center (CPAC), RUPRI, and the St. Louis Federal Reserve Bank are coordinating a re-write of *Growing Entrepreneurs From the Ground Up* as well as looking at ways to evaluate the community surveys that have already been conducted, primarily by the St. Louis Federal Reserve Bank’s Community Development group. A connection with Spain, through Dr. Yancy Viallant who spent a year working with CPAC, will also be part of the project.

Healthy Communities re-write team

A team consisting of Larry Dickerson, Johanna Reed Adams, Steve Jeanetta, Sharon Gulick, Cornelia Flora (Iowa State University), and Tony Nakazawa (University of Alaska-Fairbanks) are working on a re-write of the publication, “Healthy Communities,” that Dickerson and Nakazawa produced in 2002 while at the University of Alaska. The team anticipates having the first review draft ready in early 2010.

ExCEED Evaluation

The five pilot ExCEED projects (Northwest Missouri, Chariton County, City of Brookfield, Ozark Heritage Region and Mississippi River Hills) have now completed their formal engagement with ExCEED and are entering into the final evaluation phase of the project. Kenny Sherin, a Ph.D. student in rural sociology, is working with ExCEED to develop the evaluation survey and processes. We anticipate that the evaluation report will be completed in early 2010.

Kellogg Foundation's *Rural People, Rural Policies*

The ExCEED program continues its engagement with this national network of organizations working on issues and concerns for rural communities and people. Sharon Gulick, Director of ExCEED and Wendy Harrington, Director of BRIDG are the two University staff members working with RPRP's At Large Network (ALN). ALN's primary focus areas are entrepreneurship and small business; rural broadband; rural transportation; healthcare and immigration. Sharon and Wendy provide leadership to the entrepreneurship and small business working group. Participation in the network includes a \$100,000 grant, over 5 years, that covers a portion of their salary and all travel expenses related to required network meetings and events.

MEDC workshops

ExCEED continues to partner with the Missouri Economic Development Council (MEDC) to administer the *Fundamentals of Economic Development* and *Economic Development 101* workshops (see full report in next section). In May, 2009 we introduced three new workshops: *Workforce and Competiveness*, *Retail Development and Your Pull Factors*, and *Business Attraction and Marketing*. Sessions of these new offerings will begin in August, 2009.

Missouri Rural Development Partners (MRDP)

In July, 2008 University of Missouri Extension, through the ExCEED program, agreed to assume the administrative functions for MRDP. Sharon Gulick will serve as the Executive Director until July, 2011 to help the organization re-organize, form a new board and create a strategic plan. An important development in the last few months is the potential for new federal funding to the state rural development council. As presently proposed, up to \$10 million would be allocated annually for the 33 authorized state councils, which would provide MRDP with approximately \$200,000 in annual funding. There are still a number of hurdles for the funding and it will be several months before we know the final status.

2010 Federal Priorities

In March, 2009 ExCEED was notified by Sarah Martin, Director of Federal Relations for the University of Missouri System, that U.S. Representative Joann Emerson was interested in submitting a federal funding request for the ExCEED program. As proposed, the \$299,555 in funding would support the further development of the Mississippi River Hills Association and Ozark Heritage Region's "Youth Biz" project. In early July Ms. Martin notified us that the funding request had been approved by Rep. Emerson and would be included in the SBA budget. A final decision on the funding is not anticipated for several months.

Build-A-Business Camp



Youth Explore Entrepreneurship

Terry Hackney was on the planning committee for the Build-a-Business Camp. The purpose of the camp is to teach entrepreneurship to high-school and middle-school students. Participants are taught the process of formulating a business idea and discovering interest and opportunities that will help put their ideas into practice. This camp is part of the 4-H sponsored Summers @ Mizzou Program. Unfortunately, the FY09 camp was cancelled because enrollment did not meet the minimum attendance needed to do the training.

New Initiatives:

Economic Development Administration (EDA) – *Know Your Region*

In late 2008, EDA awarded a grant to the NCRCD at Iowa State University to train economic development practitioners in the principles of developing regional strategies and applying related research findings in creating more vibrant regional economies using the EDA-approved curriculum, *Know Your Region*. Working with Western Carolina University, the RRDCs will host national and regional train-the-trainer events to develop a cadre of trainers able to present on this important topic. Sharon Gulick and Terry Hackney attended the national training held in early December, 2008.

Each training participant is asked to conduct at least 2, preferably 3, workshops using the KYR curriculum. We have one workshop scheduled for September 16th and two more in the discussion stage.

Tourism team

Mary Simon Leuci, Community Development Program Director, has asked ExCEED to take the lead on looking at the existing resources and knowledge within Extension related to tourism development. Sharon Gulick will lead the effort. Among the immediate tasks are identifying team members, reviewing resources, both within University of Missouri Extension and our partner Universities. The goal is to develop or adopt materials and training that will expand the knowledge and skills of Extension specialists.

Community assessment materials

Based on inquiries and requests from communities, as well as feedback received at our economic development workshops, it appears that there is a need for tools and resources that will aid community leaders on doing community assessments, creating economic development strategic plans and related activities. This is a new arena for ExCEED and we are still investigating materials and resources that have already been developed for adoption or adaptation for Missouri communities.

Presentations:

The ongoing state and national economic situation and resulting budget restrictions placed limits on the amount of staff travel we were able to undertake during the year and as a result, we did not participate or present at as many conferences and workshops as we have in previous years.

Galaxy III, Indianapolis: ExCEED's proposal for a poster session was accepted; however, due to the travel restrictions, we were unable to attend. Mary Simon Leuci, Community Development Program Director attended the conference and made the presentation. The poster presented ExCEED's community engagement process and highlighted the project's outcomes.

Missouri Association for Community Action (MACA): ExCEED director, Sharon Gulick, made two presentations to MACA during FY09. The first was at the MACA Annual Conference on October 2, 2008 and again on January 21st to the MACA Outreach Personnel Conference.

Sharon Gulick participated in a panel discussion, "Utilizing local resources to Improve Chamber Services," at the Missouri Chamber of Commerce Executives Conference, April 23, 2009, St. Louis

Fundamentals of Economic Development workshops:

- Independence, July 10, 2008 (23 attendees; overall rating 3.55 on 4 point scale)
- Shelby County, July 25, 2008 (12 attendees; overall rating 3.16)
- Montgomery City, July 31, 2008 (20 attendees; overall rating 3.67)
- Lincoln County, August 7, 2008 (15 attendees; overall rating 3.17)
- Concordia, October 23, 2008 (25 attendees; overall rating 3.6)
- Lamar Chamber, October 24, 2008 (17 attendees, overall rating 3.59)
- Jefferson City, April 16, 2009 (12 attendees, overall rating 3.56)
- Ava, May 21, 2009 (12 attendees, overall rating 3.6)
- Barton County Chamber of Commerce, October 24, 2008 (3 hour session)

Missouri Economic Development Council (MEDC): Because of MEDC's key role in economic development at the state and local level, ExCEED maintains a close working relationship with the organization and its members. Sharon made presentations on our *Fundamentals of Economic Development* workshops at the Spring and Fall Conferences. In addition, Sharon was elected to Board of Directors at the June, 2009 Annual Conference and she continues as co-chair of the Volunteer Education Committee.

The McQuinn Center for Entrepreneurial Leadership (MCEL) Conference, November 6-7, 2008: Sharon served as a member of the planning team for the conference and also presented on the ExCEED program. Terry Hackney and Kenny Sherin attended.

c2er (The Council for Community and Economic Research, formerly ACCRA) Annual Conference, Kansas City, June 4, 2009 – co-presented with Mart Romitti, Director, MERIC, DED and Wendy Harrington, Director, BRIDG, University of Missouri.

Training Attended:

Sharon Gulick, Terry Hackney, Kenny Sherin – Coaching for Community Change, August 3-4, 2008 in Sioux City, Iowa

EDA *Know Your Region* (Sharon Gulick, Terry Hackney) – December 16-18, 2008. Part of an EDA grant received by NCRCD that supports the development of a national training team for EDA's *Know Your Region* curriculum. Costs for the training, along with travel expenses, were covered by the grant.

Edward Lowe Foundation re Open Source Economic Development, March 13-15, 2009 (Sharon Gulick)

Kellogg Foundation, Rural People, Rural Policy Peer Learning Session #3, March 2-6, 2009, Albuquerque, New Mexico (Sharon Gulick)

AmericaSpeaks training on designing and conducting community forums, Denver, CO, May 11-14, 2009. Sponsored by Kellogg RPRP Grant (Sharon Gulick)

Awards/Recognitions:

Sharon Gulick completed Leadership Missouri

Terry Hackney and Sharon Gulick both completed the course work for the "Community Processes" graduate certificate and both completed the Community Development Academy.

External Leadership Roles and Memberships:

- Missouri Economic Development Council (MEDC): Sharon Gulick was elected to Board of Directors at June, 2009 Annual Conference; continues as co-chair of the Volunteer Education Committee.
- Community Development Society (CDS): Sharon Gulick and Terry Hackney are members; Gulick serves as the CDS Treasurer.
- Missouri Community Development Society (MoCDS): Terry Hackney and Sharon Gulick are both members.
- RMI, Inc.: Sharon Gulick serves on the board of directors for this Missouri CDC.
- eXtension: Sharon Gulick and Terry Hackney are members of the Entrepreneurs and Their Communities Community of Practice; Sharon is a member of the leadership team.
- NACDEP: Sharon Gulick is a member.

Publications:

Porter, J. & Gulick, S. (2008) "Brookfield, Missouri." In Heartland Center for Leadership Development *Clues for Community Survival*. Lincoln, NE

Grants/Funding:

Kellogg Rural People, Rural Policy -- \$100,000 grant over 5 years (2008-2013) for salary and travel expenses to RPRP meetings and training.

EDA NEMO Disaster Recovery Grant – Sharon Gulick, along with Wendy Harrington, BRIDG Director, co-chaired the Stakeholder Team for this grant. The grant, administered by the Missouri Department of Economic Development, included funds for the University of Missouri which provided specific services and research. A portion of Gulick's salary and travel related to the grant, were covered.

USDA-RBOG – This grant for economic development planning in Schuyler, Scotland, Clark, Knox, Lewis and Shelby counties will end on December 3, 2009.

EDA MERIC/UMC grant – ExCEED is working with the Business Development Program on a joint grant with the Missouri Dept. of Economic Development's MERIC for an EDA grant that would fund ExCEED for up to \$200,000 annually over 3 years. We should know the status of the request by late summer 2009.

FY10 Federal Priorities -- in early 2009 the ExCEED office was notified by Sarah Martin, Director of Federal Relations for the University of Missouri, that we U.S. Representation Joann Emerson was interested in submitting a funding request for the ExCEED program. A funding request for \$299,55 was submitted that seeks funding to benefit both the Mississippi River Hills Association and Ozark Heritage Region's "Youth Biz" project. In early July we were informed that Rep. Emerson had included the funding request in the SBA appropriations and there was a reasonable likelihood that it would be funded. If approved, we anticipate receiving the funds in early 2010.

Program Revenue Generated in FY09:

The *Fundamentals of Economic Development* workshops generated \$2,565 in program income. We recorded \$659.17 in direct expenses (excluding staff time), resulting in net revenue of \$1,905.83.

ExCEED Community Projects:

Overall project outcomes to date:

The five pilot communities have completed their third year of engagement with ExCEED and we will begin working with them on the end of project evaluation. Kenny Sherin, a Ph.D. student in Rural Sociology, is working with us on the preparation of the evaluation and will select two of the projects for a more in-depth evaluation that will become the foundation of his dissertation.

The six projects that comprise our second cohort are making progress on addressing established goals and have begun reporting project outcomes. ExCEED staff continues to work with the projects to help them develop more consistent methodology to track results, local match, volunteer hours, etc.

Outcomes reported by the projects for FY09 and the cumulative totals:

Measure	FY09	Total FY07-FY09	FY09 BDP In ExCEED Counties*	Cumulative Total FY07-09
Contributions to local Foundation/Endowments	\$6,105	\$279,105	n/a	\$279,105
Other grants received	\$602,975	\$835,975	n/a	\$835,975
Leadership Programs/participants	14 / 136	18 / 220	n/a	18 / 220
Participants who have assumed leadership role in the community	19	63	n/a	63
Youth education/training events	19	65	n/a	65
Youth participants	556	1,634	n/a	1,634
Youth-owned businesses started	23	51	n/a	51
Training Programs	20	87	310	417
Attendees at training programs	541	1,426	1,029	2,996

New Businesses Started	60	121	49	230
Business Expansions	9	32		
New Jobs	60	299	612	971
Retained Jobs	16	61	73	150
New Investment	\$12,190,000	\$235,020,000	\$13,150,991	\$260,360,991
Volunteer Hours	6,788	12,826	n/a	12,826
Value	\$116,694	\$220,488		\$220,488

**While the Business Development Program works with businesses throughout the ExCEED project counties, their data is reported separately to distinguish between the outcomes reported directly by the projects and the region's overall economic activity.*

Project Reports

All Natural

Project Objectives:

We envision a future where our counties (Carter, Reynolds, Iron, and Madison) capture tourism dollars at the local level. Our region is successfully marketed as a tourism destination. Visitors have the opportunity to choose from a variety of themes. Maps and brochures highlight the different multi-county themed opportunities: antique shops, historical sites, museums, artisans, crafters, natural and scenic wonders, bird watching trails, outdoor adventure opportunities, floating, camping, trails, bed and breakfasts, restaurants, and more. Each brochure maps the different themes. Visitors are making multiple stops within the All Natural Region. The brochures are available locally in numerous businesses, museums, organizations and at the state level.

Small businesses have increased traffic and new entrepreneurs have taken advantage of the increased potential customer base and opened new businesses. High speed Internet access is becoming a reality and both local businesses and visitors are taking advantage of e-commerce. Our website highlights the tourism opportunities and links to local businesses. We have become adept at marketing our area. Agri-tourism is giving participating small farmers an economic boost. We are growing our own jobs and increasing opportunities for our youth.

Extension Field Faculty Supporting: Celeste Vanderbrugen (CD), Richard Proffer (BD)

FY09 Outcomes:

The project is progressing well toward their goal of having a website and materials that will promote tourism opportunities in the region. With Celeste Vanderbrugen being off site pursuing her doctorate degree, Richard Proffer took the lead on the website project along with two committee members – Jeff Lamb and Robert Todd. Committee members have reviewed various tourism websites and completed a questionnaire based on the purpose/intent of the website. Richard used the responses to help shape the mission/vision of the website as a tool to help keep all parties on track and on the same page. The committee formulated a design template/goal structure of what was desired for the website. The

committee also decided to seek approval of the template before moving forward. A template has been approved by the committee and work is now underway to hire a designer. Richard will oversee the work to completion of the website.

The Reynolds County Historical and Genealogical Society received a \$500,000 Neighborhood Assistance Program (NAP) tax credit from the Missouri Department of Economic Development. The Society uses the tax credits as leverage to raise funds locally. By January, 2009 they had raised \$400,000.

In an effort to preserve as much of their project funds as possible for the development, implementation and marketing of the regional website, the Extension offices in the four counties created a mileage pool. Fees generated from courses go into the pool and are divided among the counties. Mileage costs are shared equally by the counties. Overall savings were \$1,662.13.

FY09 Impact:

Jobs: 2 new

New Businesses Started: 0

Businesses Retained: 0

Investment/Grants: \$590,000 (\$190,000 in business investment; \$400,000 raised by Reynolds County Historical and Genealogical Society)

Training Events (number/attendees): 4 / 25

Volunteer Hours: 100 @ \$17.76 = \$1,776

Brookfield

Project Objectives:

- Create an Entrepreneurial Development System. Hold targeted training that results in idea generation, marketing resources, access to market, etc. for entrepreneurs. (Adults and Youth)
- Incorporate entrepreneurship education in the schools.
- Create an effective community foundation that will ultimately have multi-jurisdictional, multi-project reach.
- Develop sustainable leadership recruitment, development and placement program.

Extension Field Faculty Supporting: This project was unusual in that no local extension faculty provided leadership or was actively involved in the project. Extension leadership and assistance was provided by the ExCEED office.

In July, 2009 Brookfield held without question the most successful Community event ever experienced here in our 150 years of existence. There were plenty of folks out there who were skeptical an event of this size and scope could be pulled off in a town of some 4,800 people, particularly during a time of extreme recession in our Country, but those skeptics happened to be folks who had not been involved in Brookfield's Growth Partnership efforts the past four years – they had no idea what we already knew from our many successes (i.e. scores of new volunteers & leaders, new movie theater, new hospital outpatient facility, new Community Foundation, new downtown development plan, expansion of a local industry into our industrial park spec building, local entrepreneur purchase of vacant factory building for expansion of his growing business, etc., etc., etc...). Once we made a decision as a community to recreate ourselves, and I couldn't emphasize more how important the "ourselves" aspect has been, anything is possible.

Bill Thudium, BAGP Volunteer

FY09 Outcomes:

- Pershing Memorial Hospital completed an \$11,000,000 out-patient addition and renovation. The entire community took part in the grand opening event for this state of the art rural out-patient facility.
- Downtown Revitalization – Half of the year was dedicated to this project. Six senior students of architecture from Drury University joined forces with Jeff Barber, University of Missouri Extension architect, the Brookfield Area Growth Partnership and community advisory board to create a 244 page community revitalization plan entitled “Reconnecting Brookfield.”
- Brookfield received an Enhanced Enterprise Zone (EEZ) designation from the Missouri Department of Economic Development.
- In July, 2008 Comfort Living began operations in Brookfield with 6 employees. It has now expanded to 40 employees and has moved to the vacant Dura Building. The company’s future is more than promising as they have secured the exclusive rights as distributors of all of North America for their main product, the Comfort Heater.
- Dr. David O’Brien, professor in Rural Sociology at the University of Missouri, has engaged his survey class with the City of Brookfield working on a community survey focused on social network analysis. Becky Cleveland, Director of Brookfield Area Growth Partnership, reports that the survey was very valuable and provided interesting insights into the social networks present in the community.
- On July 15, 2009 Reel Time Cinema, a three screen movie theater, will open in Brookfield. This has been one of the community’s dreams and, thanks to a local entrepreneur and his partner who have invested over \$400,000 in the project, the dream is now a reality!
- Sixteen members of Brookfield’s third Leadership Development Program graduated. Four graduates have become part of the Leadership Task Force. One graduate was elected to the Ambulance Board; two graduates have become active in the skate park initiative and one member has taken a spot on the YMCA Board.
- The KEY (youth) Task Force has secured the approval of the Brookfield City County to locate a skate park at the site of the Old DeGraw Theater, now a vacant lot which belongs to the City. With this firm go-ahead from the Council, the task force has chosen a design and is planning fundraisers to add to its current treasury of \$12,000.
- Brookfield will be celebrating its Sesquicentennial this summer with seven days of fun and entertainment.
- An \$8,000,000 city water/sewer bond issues was passed with 83% approval.
- “Let’s Talk Business” a peer to peer business forum continues to meet on a regular basis.
- Other accomplishments this past year include:
 - 1st Place at MCB Annual Conference
 - Brookfield Youth receive 2nd place in MCB youth category
 - Marcia Cunningham co-chaired the 3rd Annual Regional Youth Entrepreneurship Summit, in partnership with Steve Holt, Chillicothe SBDC. More than 150 area students attended.
 - Brookfield R3’s 7th grade class of 85 students, along with 4 teachers, attended the Heartland Empower Plant in St. Joseph to promote youth community involvement through service learning.
 - 3rd Annual Invitation to Return Home event with mailboxes given to all BHS graduating seniors. The message was “Who Says You Can’t Come Back.” At least three



Drury Team discusses designs with Brookfield citizens.

communities in Missouri and Nebraska are now following Brookfield's lead in giving mailboxes to their graduating seniors, encouraging them to return home.

FY09 Impact:

Jobs: 50
New Businesses Started: 28
Businesses Retained: 2
Investment/Grants: \$12,020,000
Contributions to Foundations: \$6,000
Training Events (number/attendees): 5/110
Volunteer Hours: 4,450 x \$17.75 = \$79,032

Build Your Own Business (BYOB)**Project Objectives:**

Our vision is to build upon the human resource strengths, a strong entrepreneurial spirit and unique geography by purposefully re-confirming our regional economic development strategy to highlight entrepreneurship as a vital factor of economic growth and community vitality. We intend to strengthen and diversify the local economy by supporting our tourism-based entrepreneurial activity and also continuing to expand these successful concepts in all sectors of our economy.

Success for this initiative over the next 3-5 years will look like this:

1. Morgan, Camden, Miller and Pettis counties will have developed a regional economic development plan that encourages entrepreneurship and encompasses an area-wide approach to economic opportunities.
2. This initiative will have provided educational opportunities to youth and adults about using their initiative and entrepreneurship as a viable employment strategy.
3. This initiative will have assisted and encouraged residents of these five counties over the next 2-3 years to establish their own businesses as a means to foster growth for the community improve their family income and quality of life while providing the needed products and services in demand for the area economy.

Extension Field Faculty Supporting: Connie Mefford (CD), Jackie Rasmussen (BD), and Chris Thompson (BD)

FY09 Outcomes:

This summer the Board decided to pursue a pilot marketing project aimed at drawing Alumni back to the area and encourage them to relocate their business or start a new business at the Lake. A promotional letter outlining what the area offers to young families and those interested in starting a business or promoting tourism was developed. The letter will also share BYOB information as well as other local business resources.

The Lake of the Ozarks Business Conference, a collaborate effort between BYOB and the LOREDC was held on March 4th with one hundred participants. The conference also included a Fundamentals of Economic Development track for local Economic Development volunteers and professionals. Evaluations for the conference ran high. The overall score was 6.5 on a 7 point scale.

Much of the group's focus has been on the substantial job losses experienced in the region over the last year. Eldon's largest employer, Fasco, announced on December 9th that it would shut its doors, leaving 390 people without jobs. Eldon city administrator Gary Marriott said city officials are determined to do what they can to help the families impacted by the cut, but jobs are slim and the economy is shaky. "There are almost 400 people without a job and in some way, shape or form need to be taken care of. Unfortunately, we don't have a lot of resources," he said. Sighting a weak economy and global competition, FASCO executives said they have been forced to consolidate and shut down the plant in Eldon. "There will be about \$10 million worth of household income that is going to be lost. Obviously it creates a domino effect. Everyone will suffer from it," Marriott said. To make matters worse, there are not a lot of factory jobs available in the area, Marriott said. These 400 jobs represent nearly 8% of the city's 4,900 population. In Camdenton, Modine Manufacturing announced earlier this year it will be phasing out more than 300 jobs; Lloyd Belt Auto Group and Lakeway Ford also announced closures. *(Some information taken from Lake Sun Leader, 10 Dec 2008 and www.ConnectMidMissouri.com)*



Lake Ozark Business Conference

FY09 Impact:

Jobs:

New Businesses Started:

Businesses Retained:

Investment/Grants:

Training Events (number/attendees): 1/100

Volunteer Hours: 363 @ \$17.76 = \$6,447

Chariton County – MYOB

Project Objectives:

The goal for the Chariton County's "Mind Your Own Business" (MYOB) project is to have in place a vigorous program to promote and nurture business enterprise development as a career and lifestyle choice for its youth.

Our goals are to stem out-migration of young people, increase family income, strengthen the sense of place in the community and create a sustainable economic environment. We believe that small business development is the major mechanism for community betterment and enhancement.

We are working in the five school districts (four public and one parochial), 4H, and our community and economic development efforts. Our working goal is twenty county business attempts per year in the next 3 – 10 year period.

Extension Field Faculty Supporting: Larry Dickerson (CD), Virgil Woolridge (BD)

FY09 Outcomes:

The main focus of the project is to provide Chariton County youth with exposure and access to entrepreneurship as a career and lifestyle choice.

In 3 years, over 700 Chariton County youth, from grades K-12, have been exposed and given access to entrepreneurship as a career and lifestyle choice. They have attended forums, workshops, classroom presentations, camps, job shadowing and been given hands on instruction. Project leaders have determined, through surveys and observation that students are benefiting from the exposure and looking for alternative career and lifestyle choices because of the opportunities provided.



8th Grade Youth Participants - 2009

Chariton County has successfully initiated a Step Up To Leadership-12 week training program in conjunction with Missouri Valley Community Action. To date they have graduated approximately 30 youth and adult students. With the availability of mini-grants, there have been 15 community projects completed; 3 in the process of being granted and 5 students who attended for leadership only skills training. There have been a total of 6 classes held. There are already participants enrolled for the next session. Cheryl Zimny, Missouri Valley Community Action Agency, provided the leadership training instruction and facilitation as well as community and economic guidance and instruction and did the grant writing for MYOB.

Four young people participated in leadership training and all have been or are currently actively involved in community organizations where they are applying their leadership skills. Two students operated the Salisbury Farmers Market until they left for college. The other two students have been very active in the Brunswick Revitalization program, where one leadership graduate spearheads the program. Youth participating in leadership program have all been successful

Seven adult leadership participants have assumed leadership roles:

- 1 head of the Brunswick Revitalization Committee;
- 1 manager of low income housing in Brunswick;
- 1 city of Brunswick maintenance employee;
- 1 committee chair person for Chariton County Red Cross Disaster program;
- 1 ran for county commissioner;
- 2 ran for local school boards.

85% of the participants sit on community organizations such as Chambers of Commerce, economic development, county poverty group, local annual festival events, historic society and historic preservation boards, cemetery boards, and school organizations.

Number of schools participating - 4

Grants received - \$44,000 (\$32,000 ExCEED, \$10,000 Ingram Trust, \$1000.00 Pioneer Hi Bred, \$1000.00 MFA Oil Foundation).

Makes you stop and think about what's going on all over the county and not just what's happening in front of you.

Chariton County CPAC Baseline
Advisory Panel Member

Virgil Woolridge provided assistance in the development of the ELOT (Entrepreneurial Leaders of Tomorrow) program. In addition, the Chariton County Extension Council provided guidance and support for the MYOB program.

Larry Dickerson, Extension CD Specialist, has been working in Chariton County with the community of Brunswick to develop and implement processes designed to build the community's economy using local assets and capacities and to help enhance community revitalization. The community has developed five action groups to focus on identified strategies in community planning processes and is now working on developing indicators that will serve as a baseline and guide the community into the future. Participation has increased at each meeting, showing the dedication of the community to invigorating the economy and building a strong community.

FY09 Impact:

Jobs:

New Businesses Started: 18

Businesses Retained:

Investment/Grants: \$44,000.00

Training Events (number/attendees): 1/29

Volunteer Hours: 79.5 @ \$17.16 = \$1399.00

Mississippi River Hills

Project Objectives:

- Form a regional not-for-profit corporation to manage the regional cuisines project in the Mississippi River Hills.
- Secure a part-time Regional Coordinator for the Regional Cuisines Project in the Mississippi River Hills Region.
- Provide educational programs that support and encourage sustainable entrepreneurship.
- Develop and implement a marketing plan for the Mississippi River Hills Region.
- Develop standards of quality and a regional label of origin for food and wine products.
- Evaluate the regional identity approach to sustainable rural development and the effectiveness of various strategies.

Extension Field Faculty Supporting: Tish Johnson (CD),
Richard Proffer (BD)

Membership in the MRHA: 57 separate businesses

Examples of connections made and assistance rendered to individual businesses:

This has broadened the way I think, particularly in terms of the 6 counties as a region. Was not able to think of the counties as a region before.

MSRH CPAC Baseline
Advisory Board member

- MRHA coordinator Lisa Palmer has been facilitating connections between regional businesses and Learn Great Foods, an Illinois based company that conducts culinary tours. Lisa has personally toured the company representatives around the region, introducing them to local farmers, artists, and chefs. As a result, Learn Great Foods is currently booking their first tour of the region. Richard Proffer made the initial inquiries to Learn Great Foods, and was very persistent...it paid off!
- JBrick Pottery and Sunset Ridge Vineyard – MRHA provided scholarship for Julie Bricknell to attend the Jan 09 MO Agritourism conference along with MRHA coordinator Lisa Palmer. While there, she sold products and made several B&B connections that want some specialty pottery. She is one of the stops on the Learn Great Foods tour. Julie also received a scholarship from MRHA to attend the 2008 SARE conference in Kansas City.
- Herbs ‘n Route – Tish provided information about a chef school cook-off, as a result Michelle’s business provided the herbs for this event.
- Windrush Farm – Linda Williams, owner of this organic produce operation, says that joining the MRHA was “the best thing” for her business. She says she has made more network connections in the last year through the association than she has ever made. She has been contacted to grow some specialty items for chefs because of MRHA and she is working on doing so.
- Broadway Books and Roasting Company – needed a bakery connection, MRHA Coordinator Lisa Palmer was able to connect them with someone to make the rolls and pies they need
- Eckenfels Farm – Bob and his family were pork producers who turned to cattle production when the bottom fell out of the pork market. Through Lisa and the MRHA, Bob has learned about direct marketing beef, and has started doing so. We’ve even managed to talk this “traditional commodities farmer” into raising grass-fed beef!
- Chaumette Winery – Chef Adam Lambay at the Grapevine Grill Restaurant has been a wonderful role model for regional chefs, he wants as many local ingredients as possible and is providing connections to St. Louis chefs. Tish is working with a traditional pork producer on raising Berkshire pork for Adam and other fine restaurants. Berkshire pork is an older style pork – less lean, more flavorful. Currently it’s sold by only two farms in Missouri, one in the South Central region and one in the Cape Girardeau area.
- Eggers & Company, a new B & B opened in a family owned general store, has used the MRHA member list to find products to stock the store.

Training Events

2008 Regional Conference: Van Ayres, University Missouri Extension, provided a Grants training for 18 attendees.

2009 Annual meeting and Regional Conference: Three tracks: 2 sessions, 1-hour each. Track 1 - Shared use commercial kitchen opportunities for added-value products and Track 2 - Marketing in the Great Outdoors were both offered in each session; Track 3 – Agritourism on the Brain in first session, and Selling at Farmer’s markets & Other Events in second session. There were 23 attendees.

Jefferson County Health Department: Worked with Joe Hainline to create a farmer’s market training. Original training was a Market Master training that took several weeks and cost \$120. Worked with Joe

and farmer's market committee to create a 4-hour training open to all farmer's market vendors, at no cost to participate. To date: training has been offered two times (one weekday morning and one weekday evening) with 15 vendors and market masters receiving their farmer's market certificate.

Common Grounds: Working with new group in Cape Girardeau whose focus is on encouraging and educating people on backyard or community garden projects. Gave a 1 hour presentation on MRHA and on farmer's market sales opportunities for a group of approximately 20 people.

Other things...

Keeping in line with MRHA food focus, MRHA coordinator Lisa Palmer has worked again this season with Pevly Flea Market to not only create a farmer's market at the venue, but also to encourage artisans to utilize the area, including a plan for an arts festival in the Fall 09 season. Information has been sent to all MRHA members, and 4 people have taken advantage of the venue.

DeSoto farmer's market is a new venue this season. Coordinator, Lisa Palmer, has worked with the market master, Debbie Campbell, to help train, review documents, and promote the market. An average of 20 vendors take advantage of this venue every Saturday morning.

Common Grounds group: have worked with this Cape based group on selling at farmer's market. I know of one individual that has planted her first garden and is selling products at the Cape Alternative Farmer's Market to help supplement her family's income.

Julie Bricknell, a local potter, attended the Agritourism Conference in January 2009. Her attendance at the conference not only gave her new customers for her pottery but also gave her ideas on expanding use of her property for events and tours. She held one event last Fall at her studio, but attendance at the conference encouraged her to expand and she looking at inviting 4 or 5 other artisans and other vendors to her property for a festival this Fall.



Artisans at Fete de Chaumette

The regional agri-tourism map has been a huge success, we often hear from businesses about how it has brought in customers. A woman at last year's Best of Missouri Market said she had traveled the area based on our map she had received the year before. Her statement, "I had no clue these things were all so close. Being able to travel out of the City for a few hours has changed my life!" A reprint will be coming out in time for the fall festivals.

Chaumette Winery has also been the site of the regional festival, the Fete de Chaumette. The last two years the festival was held in July, during Bastille Days. While turnout was great, the hot weather convinced us and the Chaumette folks to move the festival to the fall.

The MRHA is currently working on securing the trademark for their logo.

The Southeast Missouri Agritourism Celebration is scheduled for Tuesday, October 13, at the Show-Me Center in Cape Girardeau. Guest speaker will be Dr. Jon Hagler, Director of the Missouri Department of Agriculture.

FY09 Impact:

Jobs:

New Businesses Started:

Businesses Retained:

Investment/Grants:

Training Events (number/attendees): 4 / 76

Volunteer Hours: 555 @\$17.76 = \$9,857.50

Northeast Missouri RBOG**Project Objectives:**

This project was funded through a USDA-Rural Development “Rural Business Opportunity Grant” (RBOG). As proposed in the grant, the outcomes are:

The goal of this proposed collaborative effort is to revitalize rural Missouri by creating community support systems and helping communities create conditions in which entrepreneurs can emerge, thrive and grow. The project will be carried out in the northeast section of Missouri by the experienced University of Missouri Extension field faculty lead by the Community Economic and Entrepreneurial Development (ExCEED) team.

Extension Field Faculty Supporting: Darla Campbell (AG), David Hill (CD), Wendy Brumbaugh (HES), Debbie Whiston (HES), Karisha Devlin (AG), Charles Holland (BD), Chris Shoemaker (BD/SBDC).

FY09 Outcomes:

This project is funded by a USDA-Rural Development RBOG grant (\$49,194 received in December, 2007 for a two year period). The project is nearing completion and is focusing on several primary areas:

Fundamentals of Economic Development workshop was held in Shelbina. The workshop drew 12 local elected officials and community members from the six-county region. The session was well received with the attendees rating the session 3.16 on a four-point scale.

National Issues Forum – National Issues Forums is a non partisan nationwide network of locally sponsored public forums for the consideration of public policy issues. The forums will begin this summer and will focus on the educational achievement gap. Forums will be offered in all six counties.

Local foods – Due to the economic situation, more people are looking to growing and marketing products as a way to stimulate local economies while eating healthier and safer. Extension faculty were asked by groups in Scotland and Knox counties to hold a Farmers’ Market workshop in the spring to address production practices, integrated pest management, and marketing strategies.



Farmer’s Market Workshop in Scotland County

Sixteen people attended the March **Farmers' Market Workshop** in Scotland County. Since March two new markets have opened in Memphis and Rutledge. Financial assistance from this grant helped with the costs of advertising, brochure and signage. Producers at the Memphis Market are extremely pleased with and surprised by the volume of sales and have indicated that they are committed to continuing with the market. The Knox, Schuyler and Clark County Markets are working on getting vendors and are revising their by-laws. The Knox County market is up and going and they have gained customers through advertising that was supported through this grant. These two markets were featured in the June 29, 2009 issue of the Quincy, IL Herald-Whig. The workshops were cited by growers as giving them the skills to become participants.

Work is well underway on updating the "**Field to Table Directory**" that will identify producers as well as provide education and needed information. Goal is to have the directory completed for distribution at the Northeast Missouri Food Fest on September 12th.

The Innovator's Café, an entrepreneur assistance center sponsored by the

Northeast Regional Planning Commission and the Missouri Rural Enterprise and Innovation Center, has opened in Memphis, MO. The Café features opportunities to network with other entrepreneurs, round-table discussions and programming on business specific topics, including how to launch a business on-line. The University of Missouri Extension business development specialists from Macon and Paris are working in conjunction with the Innovators Café by putting on business start-up and management seminars.

Regional faculty and ExCEED staff continue working with the **Northeast Regional Economic Development Partnership**. The Partnership, now one year old, represents 13 northeast Missouri counties and held its first Annual Meeting June 17, 2009 and approved its Annual Report to the membership, elected new officers, established a Plan of work and implementation committees. The group recently received a \$30,000 marketing and promotion grant from the Missouri Department of Economic Development.

A **Regional EXCEL** program is planned for late summer 2009. EXCEL is an opportunity for residents to learn leadership skills and become united in efforts to participate in growth of a community. The Regional EXCEL is a step beyond the traditional thinking of one community into a broader way of thinking. By including several counties involved in the RBOG project, we can expand an already excellent program and participate across county lines so more communities reap the benefit.

FY09 Impact:

Jobs:

New Businesses Started:

Businesses Retained:

Investment/Grants:

Training Events (number/attendees): 1/16

Volunteer Hours: 136 @ \$17.76 = \$2,398.95

Northwest Missouri

Project Objectives:

As stated in the project proposal, the objectives were:

- Develop a financial incentive program for youth and young adults wanting to pursue a career in the targeted areas of agri-business, agri-tourism and tourism.
- Provide training to those engaging in or wanting to engage in agri-business, agri-tourism and tourism.
- Build a list of web page designers accessible to the targeted audiences.
- Provide technological training on financial management specific for tourism.
- Identify for clients a core group of financial advisors including educators, researchers, producers, financial strategists and business services.
- Identify at least one farm operator in each of five counties who wish to provide a “farm experience” for clients.
- Develop an organization to promote, develop and sustain agri-tourism activities within the five-county region.
- Design and implement a tourism marketing strategy for the region.
- Identify 10 key agri-businessmen or producers who will lend mentoring support to youth and young adults entering the agri-business and/or agri-tourism industry.

Extension Field Faculty Supporting: Jerry Baker (CD)

FY09 Outcomes:

The primary outcome this fiscal year was the completion and distribution of a regional tourism brochure. The design work was done by VISTA volunteer Carol Hershaw. The brochure is designed to promote agri-tourism, heritage tourism and related opportunities in the region.

Continue emphasis on youth entrepreneurship education and training. Working with the Maryville Middle School, 110 8th grade students learned:

- The value of tourism sales tax entering local revenue streams and the benefits to purposefully planning to attract various types of tourism.
- Different rates of sales tax from surrounding communities were computed the basics of how to design a tourism brochure.

Business Visitations: Jerry Baker, Community Development Specialist, made three business visitations during the year. One example is the St. Joseph logo shop which has received an order from an Extension employee in another region. This is a home-based business that has a young adult son as the graphic design artist, the mother is the “seamstress and press operator” and the father is the computer expert and also serves as a press operator. The Missouri Agricultural Explore Missouri Professionals organization had this company make the coasters as “give-a-ways” for their meeting last week.

In November, 2008 Missouri House Representative Mike Thomson, Maryville, brought 10 members of the House Agriculture Committee for a tour of NW Missouri.

Rep. Jim Guest, King City, has publicly mentioned the Northwest project as an example of how Extension can get better recognition. Rep. Mike Thomson and Jerry Baker presented together in Burlington Junction on how a community builds sustainable support for re-development efforts.

Identification of at least one “farm experience” in each of the project counties is progressing with experiences having been identified in Atchison and Worth counties. One of the key challenges in developing these experiences is liability insurance.

A new tourism group has been formed in Rock Port (Atchison County) to promote, develop and sustain agri-tourism and tourism in general.

Three Atchison County ag-producers have been identified who will mentor youth and young adults entering the agri-business and/or agri-tourism industries.

FY09 Impact:

Jobs:

New Businesses Started: 6

Businesses Retained:

Investment/Grants:

Training Events (number/attendees):

Volunteer Hours:

Old Trails

Project Objectives:

The Old Trails Region will achieve regional, national and international recognition as a unique tourism destination due to the distinct natural and cultural resources of the region. The region will develop increased economic opportunity benefiting both existing businesses and entrepreneurial enterprises through a cohesive and cooperative effort emphasizing agri-tourism, historical-tourism and eco-tourism.

Businesses in the region, agriculture and tourism as well as businesses with ancillary interests, will experience increased success and opportunity due to increased traffic and economic activity. Young people in the area will see the opportunity to develop and retain entrepreneurial businesses in the area. They will have the incentive to invest in their local communities and will be encouraged to build their careers and businesses within the region. Businesses with similar products and services will begin to work together in a cooperative effort to develop a distinctive regional brand, and complementary businesses will start up and thrive in a business climate designed to attract new visitors and return trips.

Because products and services from the region will be perceived as having unique quality and value, these products and services will generate higher gross returns than might otherwise be possible. Individuals, businesses, communities and governments within the region will work together to provide visitors with a unique and worthwhile travel experience, and will capture the opportunity to develop an economy that will not only be of benefit in the near term but will be sustained for generations into the future.

Extension Field Faculty Supporting: Georgia Stuart-Simmons (CD), Crystal Weber (CD).

FY09 Outcomes:

- An organizational meeting was held on August 26 at Fort Osage. From that meeting several work groups emerged, including:
 - Organizational structure (Stuart-Simmons)
 - Contacting Stakeholders (Borgman, Brown)
 - Website Development (Huck)
 - Funding (Borgman, Stoll, Brown)
 - Publicity (Cambridge, Marsh, Moore, Huck)

- Logo (Stoll)
- The organizational name “Old Trails Regional Tourism Partnership” was adopted
- Bylaws for the Old Trails Regional Tourism Partnership were adopted on January 13, 2009
- The first annual meeting of the OTRTP was held on February 10. Board members and officers were elected. Member recruitment was initiated
- The newly elected board met on March 2 to discuss operating procedures
- The Articles of Incorporation were approved by the State of Missouri on March 30, 2009.
- Work continues on the development of a map highlighting the businesses in the region. ExCEED funded the GIS mapping of 398 businesses and tourism sites. The information will be used not only to create tourism maps, but will also be part of the region’s Scenic Byways initiative.

Initial steps toward the completion of IRS form 1023 to apply for 501(c)(3) status were begun. A draft Conflict of Interest policy was presented at the board meeting June 9.

CD-LFS Staff continued partnering with Lafayette County HeLP Initiative regarding the development of the Lafayette County Farmers’ Market (Higginsville) and it becoming an umbrella for the Concordia Farmers’ Market.

A series of 7 workshops were conducted to assist local growers and producers to be better informed on topics including: food safety, weights and measures, organizational development, marketing/branding, business plan development and joining a farmers’ market and ExCEED/HeLP/Regional Cuisines.

CD-LFS Staff continued partnering with Lafayette County HeLP Initiative regarding the development of the Lafayette County Farmers’ Market (Higginsville) and it becoming an umbrella for the Concordia Farmers’ Market.

A series of 7 workshops were conducted to assist local growers and producers to be better informed on topics including: food safety, weights and measures, organizational development, marketing/branding, business plan development and joining a farmers’ market and ExCEED/HeLP/Regional Cuisines overview. Average attendance at workshops was 12-with the overview meeting drawing nearly 40.

There has been increased attendance at the farmers’ market related to marketing and promotional activities and Extension has increased participation at the market.

- These workshops lead to the hiring of a VISTA volunteer to engage the Lafayette County ag community in the efforts of Extension.
- These workshops, in addition to OTRTP participation lead to the securing of a \$5,000 specialty crop grant being awarded to the Lafayette County Extension Council
- A \$100,000 Farmers’ Market Promotional Grant was submitted by the OTRTP in April, not to be notified until September if application was selected.

FY09 Impact:

Jobs:

New Businesses Started:

Businesses Retained:

Investment/Grants: \$8,975.00

Training Events (number/attendees): 8/159

Volunteer Hours: 500 @ \$17.76 = \$8,880.00

Ozark Heritage Region

Project Objectives:

For students graduating from O.H.R. region high schools to have the opportunity to learn how to start a business; earn a living wage; continue to live in this region; and make it grow and prosper. The program was intended to be a supplement to the current Youth Summit Program, but has since become its own program, with participation by several communities, organizations, and schools. The program is designed to teach “hands-on” entrepreneurship to high school seniors.

The program has coordinated with area schools to teach basics of entrepreneurship and small business development as well as provide funding to each high school group for the purpose of developing a business idea or model. In year three of the program, an additional O.H.R. Business Conference strategy has been used as well to support local businesses and upstart entrepreneurs with top-notch training not accessible otherwise. Our three to five year benchmark for success is an increase in entrepreneurs throughout our region, increased opportunities to specialized training, and the growing and expanding of successful small businesses.

Annually all of the participating schools attend a one-day event during which the students present their business plan, an update on their business and what they have learned about starting and operating a business.

Extension Field Faculty Supporting: Willis Mushrush (BD), Gary Cross (CD), and Russell Wyrick (BD/SBDC)

Project Team

The **Youth Biz Task Force** includes the following members:

- Toby Atkinson, Ozark Action, Inc.
- Willis Mushrush, University of Missouri Extension
- Kris Norman, West Plains Chamber of Commerce
- Myles Smith, Howell-Oregon Electric Coop
- Bernie Cudahy, Workforce Investment Board
- Russell Wyrick, Small Business Development Center
- Gary Cross, University Of Missouri Extension

Project Goals:

Short-Term Goals:

1. Provide funding for supplies and resources for project implementation in schools.
 - **Completed-** 3 years of school projects funded at appropriate levels. Schools each have a “*Youth Biz Facilitators Manual*” that includes the SBTDC Curriculum and PowerPoint presentations as well as other materials they can use to integrate entrepreneurial concepts into the classroom.
2. Learn from participants to improve project scope and depth as well as identify new strategies to support local entrepreneurship.
 - **Completed-** Project began as a large scope, and became more defined as program

progressed. New strategies (OHR Business Conference) were utilized as needs were identified.

Intermediate Goals:

1. Build upon the participation of schools and students within the program to make entrepreneurship education and concepts a part of the business curriculum for senior high education.
 - **Completed-** At least two schools (Gainesville & Winona) have added an *Entrepreneurship Class* to their roster. Other schools have included the concepts in their business classes, and many intend to take advantage of University Extension and Small Business and Technology Development Training Center staff for future in-class training.
2. Partner with local organizations to ensure that the right stakeholders are at the table and the project is meeting current and emerging needs.
 - **Completed-** The *Youth Biz Task Force* has changed as new resources and members are recognized in the community. It is expected that although some of the core members will still be involved that the 2010 project will also include new members that will bring additional expertise and diverse perspectives, based largely on the success of the 2009 Ozark Heritage Business Conference, which helped to encourage local participation and opened the door to the possibility of future ventures with new partners.
3. Build a partnership with Missouri State University – West Plains “Entrepreneurship Program” to ensure a continuum of training and development in entrepreneurship as the students graduate.
 - **Completed-** MSU West Plains was the primary partner to host the Ozark Heritage Region Business Conference in May 7, 2009. *The local M.S.U. Small Business Development Center Director* is a member of the task force and is actively engaged in supporting the project through training delivery and assistance with program tasks and planning.

Long-Term Goals:

1. Measure the success of participants as to their ownership and participation in new business and entrepreneurship within the community.
 - **In Process-** Plans are in the works (and questions being generated) to survey prior *Youth Biz* graduates to measure their success in ownership and participation in entrepreneurial activities within their communities.
2. Facilitate viable business plans and marketable ideas from the program through the Small Business Development Center and the local small business incubators.
 - **Completed & Ongoing-** See listing of projects and ongoing ventures below.
3. Plan for long-term entrepreneurship support in the O.H.R. Region.
 - **In Process-** OHR Entrepreneurship Task Force members are participating in various ways to encourage entrepreneurial opportunities in the region.
 - South Central Ozarks Manufacturers Association (SCOMA)- Willow Springs, MO.
 - Participation by *Youth Biz* members.
 - Butler Building Entrepreneur Incubator Project- West Plains, MO.
 - Participation on the Board of Directors by Youth Biz members.
 - Ongoing funding support thanks to Representative Emerson and support from

ExCEED office in Columbia, Missouri.

- o Also discussions on a local level to encourage and arrange for a sustainable project with ongoing outcomes tracking and learning in the works to encourage continual support of budding entrepreneurs in the Ozark Heritage Region.

Youth Biz- 2009 Project Updates

Adult Education Center (Rock and Mineral Crafts) - Brenda Smith/ Sharron Wydel

Program is not active. Broke even with costs, no additional revenue has been generated. Still have materials left over that are being utilized for current students. Students became more aware of business plan structure. Marketing is believed to have been the biggest hindrance to their project.

Alton (Comet Coffee) – Donna Barton

The 2008 project was “Life in Days Gone By” which was a business dedicated to recording and preserving video and other footage of local residents explaining prior events that occurred in the area.

Comet Coffee began in 2009, and the entire *Youth Biz* student group was trained by Russell Wyrick in *How to Write a Business Plan*, and *How to Start a Small Business in Missouri*.

Comet Coffee was established to provide a service to students, faculty, and staff of Alton R-IV High School daily, and to community members at ballgames. The coffee shop offers a product not previously offered at school. The project was successful and the students will be re-opening at the beginning of the upcoming school year.



Alton R-IV “Comet Coffee”

Gainesville- Patsy Hambelton.

The 2007 project was the first year of *Equipt for Sound*; which was an ongoing enterprise (see below.) The 2008 project was *Memories in Motion*- a digital video recording and DVD transfer business for school-based events.

The 2009 *Equipt for Sound* project included training of the entire *Youth Biz* student group by Russell Wyrick in *How to Write a Business Plan*, and *How to Start a Small Business in Missouri*.

Hartville- Susan Keith and Kerri Long.

2007- *Touch of Class Catering*. Students created a catering business to supply after-school meetings, classroom parties, community dinner parties, and special events. Program is still active. The business provided breakfast pastries for the Youth Biz Summit, and the students still cater several community events. Students learned basics of business and were excited at possibilities of owning their own business.

2008- *Cottontail Productions*. Focused on the Easter holiday and sold plush toys, cookies and Crush soda. The second year generated \$1,484 in sales which were used to buy new equipment for *Touch of Class Catering*.

Bakersfield (Black Rose Unlimited) - Aimee Hand

Program is still active: Generates around \$100 dollars a year, commonly breaks even. Students enjoy helping with the printing on tee-shirts. Due to his involvement with the program, a past student went into the MSU program and is majoring in business.

Couch (Tomahawk Shop & Filming) - Teresa Garrison

Program is still active: Generates \$400+ per year (they still have end of the year projects to be done). Students have learned filming techniques and instructors have integrated much of the entrepreneurial concepts into their curriculum for future students.

Koshkonong (Koshkonong FFA Grapes & More) - Brenda Lamb

Ms. Lamb inherited the program from a prior instructor that is no longer with the school district. Grapes have been planted and will be harvested next fall. No revenue has been generated as of yet. Ms. Lamb plans to sell the product at \$5.00 apiece and any money made from this will be put back into the agricultural department for fertilizer and the re-growing of more products.

Licking (F.B.L.A. Productions) - Janell Duncan

Program is still active and generates about \$300 per year which helps fund field trips and other school projects. Students have remained excited about the project and many are learning how to make DVD's and provide technical assistance. Many students are eager to help continue the program.

Mansfield (Casa De Leon) name changed to "Lyons Den" - Marsha Appleby

Program is still active and generates on average \$9,000 in Revenue. Profits are then divided up among the groups who actually work the concession, as well as based on how often each group works the concession. Students learned how to organize a business plan, and build skills in working as teams as well as independently. In the original plan the concession stand was geared towards seniors, but over time they have allowed juniors and seniors to work together. They are considering broadening the staff to include sophomores and possibly freshmen next year.

Mountain Grove (Video Production Services) - N.A. Only participated in year one. Teacher has left and school is unsure of results.

Norwood (The Pirate Ship/School store) - Christy Chadwell

Program is still active, and generates revenue of \$4,000 dollars per year. Students are trained each year and program is run in conjunction with the business class held at the school where students create their own business plans and create simulated advertising and flyers, cards and other marketing tools. Students are encouraged to participate to see how a business is run and the work that is involved in making it function to their benefit.

Plato- John Branstetter.

2007- *Floristry Basics*. Students purchased a flower cooler to insure their arrangements and flowers were kept fresh. Students learned how to create flower arrangements and helped create a "Floristry Curriculum" for school use. Students sold arrangements to fellow students and staff at a discount.

Program is no longer active, but the cooler and outcomes achieved during the project are assisting future students.

South Central Career Center (CC Café) –Bryan Hathcock

Program is still active; CC Café has taken up residence in a facility left vacant with the closing of a new local restaurant. They now have a professional kitchen, the program is very popular and has steady enrollment. Mr. Hathcock is uncertain of the revenue numbers but believes that they are operating well. The Café catered the snacks for the O.H.R. Business Conference and did a great job. Students have maintained excitement in participating in the project. They have done a lot of development in advertisements (flyers, menu items, etc.) Student input and work has been important in the continuing success of the project.



South Central Career Center, CC Café - 2007 1st Place Project

Thayer (Bobcat Photography) - Nikki Martin.

Program is still active. They have generated over \$1,200 dollars in revenue a lot of which was put back into the program in buying more equipment. Students are very motivated and the program has encouraged students to participate in more business classes. Some students are actually talking about doing photography and media editing after they get out of high school as a side business.

Willow Springs (Bear Necessities) - Beverly Pettit

Program is still active. The school has recognized entrepreneurship as a class, and the students have learned customer care, inventory and next year will be looking at extending the class size to four students – an increase from the current two.

Winona (Clix Photography) name changed to “Shooters” -June Cox

Program is still active and generates \$400 dollars per year in revenue. Students have learned how to work well as a team, develop organizational skills and building a business plan.

FY09 Impact:

Jobs: 0

New Businesses Started: 2 Schools (Gainesville and Alton)

Businesses Retained: 8 school businesses continued

Investment/Grants: \$4,000 to the schools

Training Events (number/attendees): 8 school trainings with 20 attendees; 60 hours of class time; 102 OHR Business Conference attendees.

Volunteer Hours: 350 @ \$17.76 = \$6,216

OHR also tracked the number of participants and their pre- and post-test scores. As the following table shows, all schools showed an improvement in their overall scores.

School	FY07 Total Trainees	FY08 Total Trainees	FY09 Total Trainees	FY07 Pre- test Avg.	FY08 Pre- test Avg.	FY09 Pre- test Avg.	FY07 Post- test Avg.	FY08 Post- test Avg.	FY09 Post- test Avg.
Alton	12	4	6	40.0	40.0	61.60	43.75	88.75	95.0
Bakersfield	10	7		40.0	55.0		52.14	70.0	
Couch	8	9		48.57	55.0		65.71	61.25	
Gainesville	18	8	7	37.5	55.63	45.0	47.35	98.75	98.57
Hartville	14	12		39.23	46.25		51.25	52.50	
Koskonong		3							
Licking	12	7		42.73			52.5		
Mansfield	6	3		45.83			53.0		
Mt. Grove	28			41.15			51.04		
Norwood	11			47.0			45.0		
Plato	13			32.5			38.33		
Thayer	5	4		59.0	51.25		59.0	86.25	
West Plains	31	53		39.32	57.50		48.86	95.39	
Willow Springs	10	3		42.22	60.0		55.56	100.0	
Winona		13			51.25			52.78	
Total/Avg	178	126	13	42.70	52.58	53.30	51.04	81.61	96.79
Avg. Change							8.34	29.03	43.49

Notes on data:

- Note that each class did better on the post test than the pre-test – this is an indication of concepts learned and validates the validity of the training.
- The design of the test was changed to reflect the material being presented by the instructors. This showed an increase in test scores.
- Schools not listing test scores were either not given the test , did not participate, or were given the wrong version of the test (this occurred in FY08).
- An analysis of the data shows that time constraints reflects the score of the exams.

Show Me E!

Project Objectives:

Show Me E! envisions an on-going, stable, supportive, replicable, systems-approach environment will be in place that identifies, educates and builds community supports for entrepreneurs that resulted from a three-year process that involves and educates community leaders, current and aspiring entrepreneurs and citizens in Johnson, Lafayette, Pettis and Saline Counties.

One Year goals are to:

1. Hold a regional business conference to provide training for community leaders, community and economic development practitioners and others on programs and opportunities for entrepreneurship development.
2. Inventory tools for youth entrepreneurship training and development.
3. Select a model or models of youth entrepreneurship training activities and/or curriculum to introduce to school systems in the region.
4. Plan and hold a Youth entrepreneurship competition with awards.
5. Plan, organize and hold a micro-enterprise marketplace where new and/or existing businesses can have a space to display and sell their product to the general public in a highly promoted venue.
6. Plan, organize and host a business development workshop for new and/or future business owners.
7. Develop additional partnerships by working together entities that we haven't worked with before, or working together more.

Long-term goals include:

1. The Celebrating Entrepreneurship Week activities become a weeklong series of activities including competition among youth in entrepreneurial skills and products, micro-enterprise marketplace and public forum.
2. All schools will introduce at least 4 different entrepreneurial activities and learning opportunities into their schedule so youth have multiple opportunities for exposure to entrepreneurial concepts.
3. Economic Baseline Studies are completed for the region and a regional profile is created bringing local elected officials and community members together to make plans to create the economic and entrepreneurial future for the region.
4. REI surveys have been administered in the region and the results are added to the Economic Baseline Study as part of the economic profile.
5. Regional labor basin study is completed and the results are part of the economic profile of the region.
6. A revolving loan fund is developed for small business start up and expansion.
7. A major in Entrepreneurship is available at Missouri Valley College.
8. The SIFE program works with schools and 4-H youth to include entrepreneurship/business development activities.
9. Identify, educate and build community supports for entrepreneurs by involving and educating community leaders, entrepreneurs, aspiring entrepreneurs and the general citizenry including a "buy local" focus.
10. Develop a base of successful entrepreneurs to be mentors for new entrepreneurs.
11. Develop programming and plans for entrepreneurial development regionally that can be replicated in other areas with information shared and packaged to share lessons learned and to encourage replication of successes.

Extension Field Faculty Supporting: Connie Mefford (CD), Josh King (VISTA)

FY09 Outcomes:

Show Me E!'s primary focus is youth entrepreneurship and they are working closely with schools across the region on developing training opportunities and providing resources to the schools. As an example,

copies of the ESI (Entrepreneurship Investigation) Curriculum, developed by the University of Nebraska Extension, were provided to selected schools and teachers in the region. The curriculum will be used to teach youth the skills and tools they need to start their own business, as well as, how to complete a business and marketing plan. These tools are the “road map” to an entrepreneur’s success.

Josh King, AmeriCorps Vista Volunteer, works to develop entrepreneur recruitment and support materials. He is also working to compile information on local business startups and provide assistance to aspiring entrepreneurs. To date, Josh has had contact with several new businesses including: Wargo Enterprises, Irish Pub, DHS, The Donut, Arth Woodworking, Mike Kaiser Electronics, Riley’s, Ashley Loher, and Claudia Sanders. TCR Shop expanded hours and staff to include 1 more person.

As the result of a one-day teacher training on the ESI Investigation Curriculum two summer school classes on entrepreneurship were held in the Marshall Schools program. One class had 20 students and the other had 21 students participating. During the class students paired off in groups of two or three to design a business and then operate it to see if they could make a profit. Evaluation results are pending at this time, but the future intent of the Exceed project is to have entrepreneurial classes to continue throughout the normal school year and for the Entrepreneurial curriculum to be incorporated into each of the high schools within the next few years.

Over 25 people attended the Fundamentals of Economic Development workshop on Oct. 23rd with excellent evaluations (3.6 on a scale of 1-4).

FY09 Impact:

Jobs: 18

New Businesses Started: 11

Businesses Retained:

Investment/Grants:

Training Events (number/attendees): 2 / 41

Volunteer Hours: 256 @ \$17.76 = \$4,546.56

SMEDA

Project Objectives: This project’s stated goal was to reduce poverty and unemployment in the region and to build a stronger, more vibrant middle class.

Extension Field Faculty: Richard Proffer (BD)

FY09 Outcomes:

The Southeast Missouri Economic Development Alliance (SMEDA) has enjoyed a successful and productive FY 2009. The key to this success is partnering with other entities, leveraging resources, pooling limited resources and uniting to advocate on behalf of the Missouri Bootheel. The most successful of the partnerships is with the Workforce Investment Board of Southeast Missouri (SEMO WIB). In 2007 and 2008, the SMEDA/WIB collaboration secured over \$5.5 million in economic development grants for Southeast Missouri (14 counties). The six Bootheel counties have and will reap substantial benefit from the initiatives funded using these funds. In the next few paragraphs there are examples of the power of partnership and collaboration. This is not a complete listing of all SMEDA initiatives and projects.

SMEDA hosted the newly hired professional staff of the Missouri Partnership, on a two day tour of the Bootheel in July 2008, familiarizing them with the region, the major employers, economic developers and the communities, including a regional reception and dinner. As industrial leads are generated by Missouri Partnership staff, SMEDA receives the lead information and disseminates it to the appropriate community contacts. SMEDA serves as the conduit between Missouri Partnership and the communities of the Bootheel.

In 2008, SMEDA partnered with the Missouri Partnership in two major advertising blitzes. The first was in collaboration with the U.S. Department of Commerce called "Location USA 2008 – A Guide for Inward Investment to the United States". This publication was mailed to 10,000 international corporate decision makers and distributed to international businesses through 140 embassies and consulates in 80 countries. The second was a 24 page supplement featuring the State of Missouri in the October/November edition of "Area Development" magazine, one of the country's top business development publications. The magazine went to 45,000 domestic and international subscribers. In addition, SMEDA secured a Regional Marketing Match Fund Grant from the Missouri Department of Economic Development and the Missouri Partnership to create a new media management system (a turbo-charged website) for cutting edge information transfer to site selection consultants and corporate decision makers (third quarter 2009 deployment).

SMEDA and the Workforce Investment Board of Southeast Missouri were successful in securing the Workforce Innovation in Regional Economic Development (WIRED) Grant (3 year-\$5 million plus \$60k total) through the US Department of Labor (DOL) (one of only 39 WIRED grants in the nation). SMEDA and the SEMO WIB co-chair the WIRED Leadership Council, the administrative body of the grant. The WIRED Initiative serves 14 Southeast Missouri counties. The WIB and SMEDA are proceeding with the deployment of the WIRED Initiative Implementation Plan. The four goals of the WIRED Initiative are: (1) Accelerate business productivity and economic development; (2) Accelerate skills of current and dislocated workers; (3) Accelerate skills of emerging student pipeline; and (4) Accelerate entrepreneurship. The targeted business/industry sectors are alternative energy, health care, tourism, advanced manufacturing and logistics. – Grant awarded July 1, 2007.

The Southeast Missouri WIRED Initiative contracted with Tamerica Management Company, one of the top economic development consulting firms in the country, to create four research based (primary and secondary) economic analyses to form the basis for short, intermediate and long term economic development strategies for Southeast Missouri. The four documents are: (1) Analysis of the Regional Economy and Primary Employment Centers (completed October 2008); (2) Emerging Cluster and Diversification Targets (January 2009); (3) Locational Strengths and Weaknesses (draft January 2009); and (4) Outreach Strategy and Plan (draft May 2009). SMEDA will utilize this research to deploy a cost effective, targeted business/industry development marketing plan. In addition, SMEDA and WIRED are working with regional planning commissions to map the economic development assets of Southeast Missouri using Location ONE, Missouri's official economic development information management system, as the platform.

The SEMO WIB, in collaboration with SMEDA, was awarded a one year renewal of the Missouri Division of Workforce Development Business Retention Initiative Grants (BRI) (\$75,000 for 1 year beginning July 2008) – an innovative initiative to establish a business retention coordinator and team that identifies at-risk businesses/industries and leverages resources and assistance designed to avert layoffs and closures. The Southeast Missouri initiative was named Business Resource Network (BRN). The BRN also assists healthy existing businesses/industry to prosper and expand. Preserving and nurturing existing businesses is SMEDA's fundamental economic development strategy. The project service area was expanded from the original seven counties to the 13 counties of the SEMO WIB

The SEMO WIB, in cooperation with SMEDA and the Southeast Missouri State University Small Business Development Center, received renewal of the Micro Enterprise (Entrepreneurial) Training Grant (\$65,000

for 1 year beginning July 2008) to provide FastTrac Entrepreneurial training (twelve 3-hour sessions) with the opportunity to apply for up to \$5,000 seed capital, by eligible participants. Three FastTrac First Steps classes were held in the Bootheel and one in Cape Girardeau in FY 2009: two at the University of Missouri-Delta Center in Portageville with 28 graduates, ten successfully competed for \$46,000 in micro-enterprise grants; one class in Malden with 18 graduates, four received micro-enterprise grants totaling \$18,000; and one class in Cape with four Bootheel graduates, one receiving a \$5,000 grant.

SMEDA is working closely with Bootheel employers, training providers, the SEMO WIB, legislators and economic development professionals to deploy strategies to close the employer and applicant pool skills gap. The SEMO WIB commissioned a study by the Council for Adult and Experiential Learning to conduct an analysis of the current capacity to address technical education needs in the twenty fifth Missouri Senatorial District (Sen. Rob Mayer). The SMEDA executive director served on the study's three person steering committee. SMEDA is engaged in the creation and development of Southeast Missouri's P-20 Council. The objective of the P-20 initiative is to encourage a meaningful, productive and sustained dialogue between business and education.

SMEDA provides economic development training opportunities for its members, economic developers, community leaders, elected officials, and local board and commission members. Eight International Economic Development Council webinars were provided during the year, at no cost to participants.

The SMEDA 2008 Fall Conference was held December 5, 2008 with approximately 55 attendees. The theme of the conference was "Community Development is the Heart of Economic Development". There was a DREAM Initiative community panel and a real estate developer's panel. Andy Papen, Missouri Department of Economic Development, discussed Missouri community development programs. Dr. Bruce Domazlicky and Dr. Diane Primont, Southeast Center for Economic and Business Research, presented their Bootheel Industry Cluster Analysis. The Conference keynote was delivered by Chris Chung, CEO of The Missouri Partnership.

FY09 Impact:

Jobs:

New Businesses Started:

Businesses Retained:

Investment/Grants:

Training Events (number/attendees):

Volunteer Hours:

Other Community Contacts:

In addition to the eleven ExCEED projects, ExCEED has had contact with several other Missouri communities with regard to economic development planning. These include:

Rich Hill

In February, 2009 Dennis Minzes (at the request of Dr. Brady Deaton), Terry Hackney and Kris Jenkins-Bates County, met with Pastor McKinney in Rich Hill regarding a school rehabilitation project and overall economic development for the community. This was an exploratory meeting, which examined several models, including ExCEED. The situation is such that complete community organizational and non-profit work are required. No formal or informal community/economic organization exist. A community visioning

session is planned while work on establishing non-profit starts independent of this effort. Pastor McKinney has begun to rethink the project from a community perspective rather than just as a church only project. Dennis will be taking the lead on this project, with ExCEED providing whatever support or assistance is requested.

Monroe City

This was a referral via Charles Holland (Business Development staff) to assist the city with economic development planning. The city recently lost a major employer and is struggling to help the people who have lost jobs, find new employment. In conversation with Neal Minor, Mayor of Monroe City, we agreed that the assistance from ExCEED could definitely benefit the community, but they wanted to wait until this current crisis had abated. Sharon Gulick will be following up later this summer.

Randolph County

Despite numerous meetings and proposals, we were unable to come to an agreed upon set of deliverables with the County Commissioners. While they have expressed a strong desire to work with ExCEED on the development of a strategic plan and have assured us that they will undertake this process with us, they have elected to wait for a few months. They did indicate that they would contract with CPAC for a baseline study, but at last check that has not occurred.

Archie

In March, 2009 a call for assistance was received by Dennis Minzes from Archie Community Betterment regarding economic Development. There is a history of Extension in the community. Extension faculty assisted in securing a medical clinic, high school improvement, multi-million dollar sports complex and general community upgrades. Dennis contacted Terry Hackney to assist in with exploratory community meeting. About twenty-five persons attended. No further meetings have been scheduled.

Pattonsburg

In March Terry Hackney met with Richard Moody, Economic Development Coordinator for Plattsburg, to discuss possible involvement in the area. He is interested in holding a *Fundamentals of Economic Development* Workshop in his community this fall. In a follow-up email, Mr. Moody reported: *After our discussion, I am more convinced than ever....that we are finally, at long last.....on the right path, to economic growth in our community. Now comes the most difficult part....convincing the rest of the citizens of that!*

Terry Hackney is working with Pattonsburg to set up a *Fundamentals of Economic Development* workshop later this year.

I am more convinced than ever that we are finally, at long last, on the right path to economic growth in our community.

Richard Moody, Economic Development Coordinator, Plattsburg

Howard County

The county has a fairly new county-wide economic development office and board. In the past economic development in the county was done at the city level and each major city in the county had its own staff

person. This change to a county-wide approach is requiring some changes in thought and priority and is also causing some disagreements with the board. The economic development director asked that we submit a proposal to do some strategic planning with the board. A proposal was submitted in June, but no response has been received.

Taum Sauk Fund Board

Kevin Stover, Director of Consulting Services, with the Business Development Program, contacted Sharon Gulick about ExCEED's interest in working with BDP to respond to a request for help with strategic planning from the Taum Sauk Fund Board (Iron and Reynolds counties). Since the request originated with Business Development, Kevin took the lead on the project and proposal.

The board was seeking assistance in development a job description for an economic development professional (new position with the Board) as well as a strategic plan for economic development. A proposal that outlined a recommended course of action was developed and submitted to the board. At the end of June the board was still considering their options.

EYE VISTA:

4-H's EYE VISTA program and ExCEED have worked together for several years to provide talented volunteers who can work with communities/regions on the development of entrepreneurship programs, training and support targeted to youth.

Some of the highlights of the work done during the past year include:

- **MRH - Jefferson Co. Extension – BJ Eavy/Melissa McAlpine (VISTA)**
 - Entrepreneurial coaching program patterned after KY E coaches
 - JCEAT advisory group of local officials/business owners
 - EXCEL Leadership programs
 - DREAM youth entrepreneurship workshop
- **Show Me "E" – Marshall-Saline Dev Corp – Roy Hunter/Cheryl Zimny/Josh King (VISTA)**
 - "Project Footprint" entrepreneurial alumni recruitment/alumni database
 - Downtown revitalization, community foundation committees now functioning
 - ESI teacher training/pilot projects
- **All Natural – City of Fredericktown Econ. Dev. – James Dismuke/Shanna Sorg (VISTA) & Kate Cox (VISTA)**
 - Pickin' on the Square acoustic gatherings downtown
 - FHLB Capital Community of 2008
 - Main Street nonprofit formed and progressing through tiers to become MSMC org
 - Shanna Sorg awarded Show Me State Award for AmeriCorps*VISTA, 2008
- **Old Trails - Lafayette Co. Extension – Marsha Corbin/Lynda Johnson/Aaron Riekhof (VISTA)**
 - This is a new project as of April but they are off to a fast start.
 - Working with 3 Farmers Markets in the county

- Starting to work with area schools/teachers on ESI

- **Ozark Heritage – Ozark Regional Foundation – Ted Quirk/Larry Ferguson/Rosanna Hernandez (VISTA), Mary Hargus (VISTA), Sunny Gogel (VISTA)**
 - Organized and incorporated Ozark Arts Council as nonprofit entity
 - H.S. art student entrepreneurship sales
 - H.S. art rotational gallery around area banks
 - ESI pilot with Mansfield HS teacher
 - Financial Literacy workshops in region
 - Bakers Heirloom Seeds Co festivals – Rural Living Workshops
 - Show Me Ozarks Regional Youth Fair

ExCEED Regional Projects

updated 8/31/08

ExCEED Program

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