

SMCC Update
January - November 2025

Mission: We advance economic growth and quality of life in Christian County, Missouri by connecting partners and resources.

- **Business Development** - Building relationships within public and private sectors to support business attraction, retention, and expansion in Christian County
 - **Managed 30 Active Projects YTD:** New business / existing expansion / site development
 - 21 currently active projects (site development, retail, industrial, mixed-use, recreation/hospitality) + 10 leads
 - Added 12 new projects in 2025
 - **Technical Assistance:**
 - Assisted 15+ local businesses with expansion / operations including implementing e-commerce processes, providing market research and data reports, evaluating marketing processes, applying for state programs
 - Partnered with MSU Small Business Development Center to coordinate local Early Stage Business Boot Camp - 8+ participants across Christian County
 - Monthly economic development progress meetings with Billings, Clever, Highlandville, Nixa, Ozark, Sparta
 - Connected Village of Saddlebrooke with programs and resources to begin exploring development opportunities
 - Continued assistance with management of 18th St. extension grant (\$1.9M)
 - **Legislative:** Jefferson City trips (3x), advocacy for local control and special district services, collaboration and dialogue with local and regional legislators re: Christian County's economic impact in SWMO
 - **Groundbreakings:** Capital Materials, Children's Smile Center, CoxHealth Rehabilitation Hospital
 - **Total combined \$82.5M capital investment and 96 new jobs**
 - **Additional Announcements:** Marabella development (229 acre mixed-use), Ozark Marketplace (26 acre retail hub)

- **Community Enhancement** - Collaborating with public and private sector partners to enhance the overall quality of life in Christian County
 - Groundbreaking - Chadwick Flyer Bike/Ped Overpass (\$1.179M grant)
 - Wrote grant application, awarded **\$7,500** in grant funds for park benches and educational signage at Eoff Family Century Farm Park in Nixa
 - Welcome to Nixa Signage - City awarded **\$30,000** grant, written by SMCC
 - Assisted with market research and resource connections to establish senior services in Billings (Jan 2026)
 - Assisted three cities with evaluating state grant programs - led fact-finding efforts with program administrators, created summary reports, coordinated two in-person site visits with program staff
 - Site tours of Eoff Park with Missouri Dept of Conservation, National Parks Service, James River Basin Partnership, Ozarks Transportation Organization
- **Promoting Christian County** - Showcasing Christian County as a destination for business investment and tourism
 - ExploreCCMO.com: 17K+ unique web visitors since inception, 557,450+ combined impressions across social media channels
 - Christian County featured in National Geographic Traveller UK as “Real America” destination and Route 66 detour - Feb. 2025 print & web editions
 - Campaign click rate was higher than average for similar destination coverage, per NatGeoTUK
 - Promoted ExploreCCMO at tourism exhibition at Missouri State Fair
 - Donations: Billboard advertising, ExploreCCMO window clings

County Sales Tax Revenue: In one calendar year, **four (4) of SMCC’s past projects generated approximately \$126,100 in combined sales tax revenue** for Christian County. *(Revenue estimates provided to SMCC upon request)*