

## SMCC Update and Economic Development Services Funding Request

**Show Me Christian County is requesting an investment of \$50,000 from Christian County for the 2027 calendar year to execute economic development services.**

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

*(reporting activity: January - September 2026)*

- **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
    - 16 currently active projects (site development, retail, industrial, healthcare, mixed-use, recreation/hospitality) + 7 new leads
    - Added 6 new projects in 2026
    - Directly assisted County projects and sites in 2026 – Straightline Canvas, Pro-Line Metal Fabrication, 1 unannounced site development
  - **Technical Assistance:**
    - Pursued & received federal USDA grant funds to create economic development portion of new long-range comprehensive plan for Highlandville, MO (process to occur through summer 2027)
    - Monthly economic development progress meetings with Billings, Clever, Highlandville, Nixa, Ozark, Sparta
  - **Legislative:** Jefferson City visit, 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:** Marabella (229 acre planned community including neighborhood commercial sites, Ozark)
  - **Additional Announcements:** 190 acre mixed-use development planned for Nixa including residential, commercial, and family recreational uses
- **Community Enhancement** - Collaborating with public and private sector partners to enhance the overall quality of life in Christian County

- Received 501(c)3 public charity status from IRS, allowing SMCC to partner directly with municipalities to pursue philanthropic contributions for community betterment projects
- Worked with City of Billings and OACAC to establish Wildcat Camp this school year
  - Provides Monday care for Billings students
  - Facilitates workforce participation for families
  - Program serves as regional pilot for city and nonprofit childcare partnerships
- Assisted with market research and resource connections to establish senior services in Billings – They are now working through the fundraising stage
- Purchased park benches for Eoff Park in Nixa through funds awarded to SMCC from the Ball Foundation
- Facilitated action planning session for Nixa Downtown Revitalization Committee board
- **Promoting Christian County** - Showcasing Christian County as a destination for business investment and tourism
  - Created and provided informational material to developer partners to promote commercial investment in Nixa and Ozark
  - [Explore Christian County](#) (since Jan. 2026): 22K+ unique website visitors, **2.1 million combined impressions** across social media channels, 9K+ social media followers across platforms and growing
  - Received Destination Marketing Organization status with Missouri Division of Tourism (1 of 40 statewide)
    - Eligibility for state-matched grant funds up to \$30K to be used for tourism promotion (applied for \$6K and were awarded this year)
  - Explore Christian County billboards in Joplin, Lebanon, NW Arkansas region
  - Partnered with James River Basin Partnership for educational video series on river safety
    - ExploreCCMO did the filming, editing and online promotion
  - Represented ExploreCCMO at MOConnections Content Summit (Columbia, MO), hosted by MO Division of Tourism
  - Working to update official Christian County Area Guide, available in print and digitally in early 2027