

## Great Game Huddle Notes

April 10, 2018

Matt Morrow current President and CEO of the Springfield Area Chamber of Commerce gave a presentation today on things happening around the county.

Matt began his presentation by thanking the County for how we operate and practice the Principles of GGOB and incorporate it into government.

Matt worked in radio years ago announcing sports games. He was given some simple advice by one of his listeners that he still uses today, "tell the score more often". Matt says, "We should never stop telling the score, never lose focus of what the customer wants".

With that being said the chamber says that communities are in fierce competition for new jobs to come to their area. So, it is important to know what the current and potential customers want from the Springfield region.

The Chamber completed 11 projects in 2017. These completed projects brought in just over a 1000 new jobs, \$36.1 million in new payroll, and \$73.8 million in new capital investment and 592,700 sq. footage was absorbed or built.

One of the biggest challenges the Chamber faces is workforce development. To overcome this challenge the Chamber is attracting talent through LiveInSpringfieldMO.com video, talent development through GO CAPS, and talent retention through The Network for Young Professionals. These are some of the things that we can invest in today that will bring things into the future. We need skills and people and we need to invest in the Springfield region.

Recently, with the approval of the OTC tax, this will take significant barriers off the table and meet major needs for the Springfield region. No community is going to grow without education in the pipeline.

The Springfield region is heading in the right direction to stay ahead of the competition we just need to remain focused on what the customers need and want.

For more information, check out the Chambers PowerPoint presentation, posted under presentations.

