

CENTRAL MISSOURI
Development
Council

CMDC
At Work

Landmark Hospital To Bring Good-Paying Jobs With Benefits

During the May 5 City Council meeting, members voted in favor of rezoning land located on the northeast corner of Alfred Street and Old 63 for a long-term acute care hospital. The 32,000-square-foot, single-story facility, when complete, will house 42 beds and provide much-needed jobs with benefits for more than 120 full-time employees, 30 part-time jobs and 85 indirect jobs.

“We desperately need new, good-paying jobs in Columbia,” said Central Missouri Development Council Executive Director Don Stamper. “This type of neighborhood employment and economic development is vital to our future.”

The project by Landmark Hospitals represents a \$9,000,000 capital investment and will provide annual salaries of \$7.4 million.

Landmark Holdings currently owns and operates two long-term acute care hospitals in Cape Girardeau and Joplin. The company intends to open two additional facilities in 2008 and expects to invest approximately \$9 million in building the Columbia location. Landmark Hospital of Columbia will serve a 13-county area and has gained support of several health care providers in the region. ■



INSIDE...

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Building A Quality Community: Broadway Shops

Larry Moore To Serve As Incoming Chair Of Columbia Chamber Of Commerce

A member of numerous organizations including the board of directors for Regional Economic Development Inc., the Hallsville Board of Alderman and Hallsville Planning and Zoning Commission, Larry Moore's impressive resume speaks volumes for his passion toward economic development and the overall business community. By day, the busy Columbia businessman spends time managing The Harold E. Johnson Cos. Inc. His other responsibilities include co-managing Con-Agg, Columbia Ready Mix, Boone Quarries, Subtera, Underground Records Management and various other real estate and development companies. Recently, he has found time to add one more title to the mix: incoming chair of the Columbia Chamber of Commerce.



Moore, a determined leader, is excited about the Chamber's new economic development approach and credits his decision to take the job as chair with his hopes of furthering the initiatives of the Chamber's new strategic plan. The multi-faceted plan includes objectives to increase high-tech, high-paying jobs in Columbia and to become more externally focused to increase Chamber impact.

Moore recognizes the unique and exciting research possibilities at the University and its ability to attract high-quality companies.

"My vision for Columbia is to position it to take advantage of the unique opportunities we have to attract high-tech and high-paying jobs in Columbia through the relationship with the University of Missouri, the city of Columbia and Boone County," Moore said.

Moore's term as chair will begin in July of this year. ■

University Of Missouri President Gary Forsee

Shares Common Vision with
Central Missouri Development Council



May's Central Missouri Development Council membership meeting featured guest speaker University of Missouri President Gary Forsee. Forsee shared his thoughts on the University of Missouri System and Columbia business community citing his intent to promote economic growth and job creation through work in life sciences at the institution.



Renee Hulshof spoke at the CMDC membership meeting on Monday, June 2, 2008. Her husband, Kenny Hulshof is running for governor in 2008.

New CMDC Members

David Flick

Terra Technologies, Inc.
Junior Associate Member

Russ Starr

Williams-Keepers LLC
Junior Associate Member

**We'd love to have you
as a new member.**

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BUILDING

A Quality Community

A feature that highlights one of Columbia's exceptional developments



Broadway Shops

Located on one of the busiest thoroughfares in Columbia, the Broadway Shops exist as a prime example of careful planning and timeless design. From the buildings' unique architecture that plays with a variety of styles and proportions, to its inventive use of space, this masterful retail area was artfully crafted to reflect the historical context of the community.

The land, situated just off Broadway and Highway 63, was purchased by the Forum Development Group back in 2000 and despite numerous delays in the city approval process, a building permit was finally obtained four years later. Shortly thereafter, the State of Missouri and City of Columbia began work to expand east Broadway from 2 to 4 lanes, further enhancing the retail appeal of the area.

"There was a lot of traffic by the site already," says Lindner. "And we were able to build off of some commercial development in the area with the Broadway Marketplace and the other surrounding retailers."

Lindner says the decision to develop the land also stemmed from the company's belief that the Broadway entrance onto Highway 63 was lacking services not offered on the east side of town at that point.

In recent years, the area has grown substantially and attracted such high-profile businesses as Columbia Orthopaedic Group and neighborhoods like The Community at Old Hawthorne, the largest residential development in the history of Columbia.

Thanks to the Broadway Shops' ideal location and its proximity to a mix of well-educated, high-income consumers, it's not hard to attract merchants.

"There's a lot of interest in Columbia right now," says Lindner. "There are still a lot of retailers out there looking at our market and with the University, health care and the insurance base we have here, our community does sell pretty well to the outside market."

Today, the retail space is home to numerous national, regional and local retailers including Applebees, The Tan Company, Commerce Bank, Palen Music and Massage Envy.

Tenants attribute the location and superior site maintenance as key advantages to renting.

"It's a beautiful new building with hands down, the best location," says Massage Envy owner, Pat Quin. "I'm very satisfied with the overall look of the building. There are always people taking care of the landscaping. All of that extra stuff is greatly appreciated."

To Lindner, quality development comes in many forms, "Quality development happens even before the development is built through dealing with the city and the neighbors," he says. "There's a way to go about it the right way and there's a way to go about it the wrong way. And we've certainly seen examples of both in this town in recent years."

Lindner also believes quality development has to be something that is built to last, and landscaping is a major component of that.

"I think if you look at our properties, one thing that sets us apart is our landscaping," says Ben Cornelius, marketing manager for Forum Development Group. "The grass is always green and full; it's that continual maintenance over time. You can put nice things in at the beginning, but if you don't continue that maintenance process, it won't last."

Forum Development Group embraces the need to create an environment, saying having these elements enhances their projects and draws consumers to their tenants.

Timelessness is another component to quality development, according to Lindner.

"We try to build something that is going to last for 20-plus years and not look old," says Lindner. "We want a timeless element and I think we got that with Broadway Shops. It's going to be there for a long time and it's going to look good for the duration."

These convictions likely set Forum Development Group apart from other developers in the area. The family-owned business, well-known for their other properties in the region including Forum Shopping Center, Nifong Shopping Center, Broadway Bluffs and Vandalia MarketPlace, holds a philosophy of long-term property ownership and quality construction.

Most recently, the Broadway Shops were inducted into the VP Buildings Hall of Fame as the retail category winner. Forum Development Group, along with Coil Construction, was presented the award in recognition of excellence in the design, craftsmanship and construction of the Broadway Shops. The prestigious honor was only awarded to five buildings worldwide in 2007.

Despite the great success of Forum Development Group to date, Lindner says there are frustrations as well.

"There's a big sentiment out there that wants to stop development and that's just not practical," he says. "Hopefully we can change some of the processes in the city and make it a friendlier deal both for developers and neighborhoods."

Lindner says he hopes the city will become more aggressive in the future about trying to focus on economic development and employ the use of incentives to attract large companies.

As Forum Development Group continues to develop new projects including the Broadway Bluffs and Discovery, a mixed-use planned community consisting of residential, office and commercial space, the company hopes to raise the bar for other developers in the area.

"When we started out on the Broadway Shops we really set out to create a gateway to Columbia," says Lindner. "We took an area that needed something to happen to it and built what we think is high quality."

"Our goal was to raise the bar for developers in Columbia; we wanted to set a new mark people would want to achieve and there are certainly examples of other businesses that have followed suit and spent more money than they would have had to, but they've done a nice job," says Lindner. "Our hope is that as growth continues, people in Columbia will realize we should go the extra mile to improve things for everyone." ■

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A Letter From The Board

There is no doubt a battle in Columbia is crystallizing between groups that wish to develop and attract new employers and groups who prefer the local business and development atmosphere atrophy or remain static. Speaking as one who sees development and employment growth as essential to the short- and long-term health of the community, I must express my increasing concerns for the current situation in Columbia as we continue to lose employers and fail to replace them. I speak now to the business owners, developers, employers and entrepreneurs:

Throughout our state and beyond, we see some communities thriving with the influx of new residents and increased economic development. Cities such as St. Charles and Blue Springs as well as Lee's Summit have grown steadily over the past decades. New housing developments, commercial buildings, roadways and manufacturing facilities have created the economic stimulus necessary for this growth and the job market to sustain the steady increase in population. Until the last few years Columbia too has grown right along with these other communities; however, this is no longer the case. Unlike many other communities, Columbia has slowly migrated away from public policies which encourage private investment, development and high-paying job creation. Cracks are appearing in the foundation of Columbia's infrastructure as sales tax growth has stalled, public services have been reduced and the quality of our schools has come into question. Rather than address these needs with a vibrant and focused platform of pro-job, pro-development and pro-business (which all combine to increase our tax base), Columbia places an increasing array of hurdles in front of business growth.

What are some of the factors and hurdles prohibiting Columbia from achieving economic growth? The weighty regulations, ordinances and use fees put into effect under the facades of well-intentioned citizens and local politicians have created a strong distaste in the mouths of the very people that wish to establish small business and jobs in the area. Ordinances like the stream buffer ordinance place regulations on companies for theoretical benefit. In the case of this particular ordinance, developers are forced to sacrifice valuable land to create a buffer zone around streams and creeks, with the intention of slowing down runoff water during heavy rains. Just one flaw with this ordinance is that buffer zones are calculated based on 100-year flood data. Developers are forfeiting up to 100 feet bands of land from streams to compensate for superfluous data. Additionally, the recently passed storm water ordinance is even more alarming as it appears to create a cost of approximately \$30,000+ per acre to development costs, simply to satisfy an ordinance, which only boasts of theoretical benefits. The actual detriment, though, is it will now cost more per acre to develop in Columbia than St. Louis, Kansas City, Springfield and beyond. How will Columbia compete against other, more business-friendly municipalities?

It is not only the burdensome ordinances being placed on new development, but also those that affect current business owners. Take the smoking ban for example, this is an ordinance which places a ban on smoking in Columbia restaurants and bars. The frustration shown by business owners is understandable, as their faithful clientele decides not to frequent a particular establishment because they cannot smoke. This



has led to the closure of more than a few local establishments that have been in business for many years (lower sales tax is the result). All of this because the city government has decided to remove the property rights the business owners once enjoyed, for the "feel good" benefit of limiting secondhand smoke. As a person who abhors second-hand smoke, I never had difficulty avoiding it before the ban.

So what needs to be done? We need to encourage our local government to provide assistance and incentives to developers, small business owners and site selectors who place national companies — currently Columbia is virtually black-balled by national site selectors due to the absence of incentives. Making incentives available is not an unusual occurrence in most communities. Many local governments around the country have offered such incentives as tax credits for manufacturers, tax exemptions for equipment, assistance in permit acquisition and hiring personnel, as well as other incentives. Businesses must want to locate in Columbia; our collective attitude has been a bit arrogant in this regard. Proof is available all around us with lost jobs and an absence of new employers.

The good news is it's not too late, as there are plenty of employers searching for new sites each year. It is the incentives, assistance and attitude on the part of our local government, Chamber of Commerce and REDI that will help to bring these investors and companies into our area. In turn, when these investors arrive, they bring jobs along with them.

For example, Stadium 63 Properties recently had plans for their commercial development at the Stadium and Highway 63 intersection squashed. This is a great example of an employer that would generate 40-plus new jobs and an untold amount of sales tax, and was willing and able to spend \$10 million-plus on a new facility. This development would have greatly stimulated the local economy by creating jobs during the construction phase, and other jobs as the car dealership and surrounding businesses came online. The negative publicity alone has cost our community dearly. That's a win for City Council perhaps, but a devastating loss for Columbia. Next time, let's all work hard to ensure these developments are approved. It's not too late!

It is time we take action against the steadily increasing number of barriers being placed before us in the development process and the pilfering of our local economy. There are those who oppose new employment and change, and their voices are loud, united and organized. It's time for those of us who value job creation to increase our footing in the local political scene. That means we must find the time to be politically active by running for local offices, supporting employment friendly candidates and becoming involved in the process. We are all busy working, making payroll and paying mortgages, but we must realize we have to help ourselves or we will continue to concede to those who oppose job growth. I want to extend a special thanks to, Daylon Cassel who assisted me in writing this piece.

David F. Atkins

David Atkins

Call Danielle Tolson at (573)446-0905 with membership questions.

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