

# 2003 Comprehensive Plan

## Economic Development



## **Overview**

The primary key to Nixa's improved economic expansion will be as a result of its continued growth in general population, as well as the growth or retention of its daytime population. Daytime population is defined as 1) the number of residents who stay inside the City for work or 2) non-residents who come to the City for work. For example, the *2001 Citizen Survey* showed that over 75% of Nixa's residents work outside of the City, which has a significant impact on the City's general and daytime economies.

Both populations constitute an essential critical mass that is capable of sustaining community commercial and industrial activities. Without growth, the City's economy would become stagnant. Population growth is the basic economic premise of supply and demand. The growing population would demand additional commercial and industrial growth to provide more goods and services ("supply") Therefore, it is important that the City take necessary measures to support the City of Nixa's continued population growth.

## **Factors Affecting Locational Decisions**

As Nixa continues its efforts to improve upon its economic base, the community needs to be aware that there are certain essential amenities and opportunities that influence the locational decisions of businesses that wish to expand or relocate. Factors influencing locational decisions include the availability of land, educational opportunities (for retention of graduates), housing (diversity and quality), recreational activities (passive and active), retail services (for self-sustainability) and cultural amenities. A continued emphasis by the community to enhance these attributes would improve upon the City of Nixa's economic fortunes.

Access to major highways and the preservation of the City's arterial street network is another locational consideration that would support a strong economic base. These corridors provide mobility to people and the movement of goods within the City. Accessibility to other modes of transportation is also significantly important to the economic viability of the Community. Other modes of transportation include proximity to the Springfield-Branson Regional Airport, trucking, and rail service (which is currently non-existent).

Proximity to other industries, or the grouping of industries together, provides a more efficient and effective use of land. Grouping of industries can have a dramatic effect on future

traffic's directional flows, such as morning and evening peak flows. In addition, there must be a discernable effort to effect compatible land uses in order to mitigate potential negative impacts. The premise that heavy industrial uses should not be sited near a school or residential areas is a planning technique that helps to develop and maintain a well-balanced, diversified economic base of industries that provide job opportunities while contributing to a dependable and more reliable tax base.

Another locational consideration for businesses is the presence of support organizations and community efforts that encourage existing businesses to expand. Similarly, the City needs to support the start-up and growth of existing businesses. It is also important to seek out available federal or state funding resources and other economic development opportunities that could

entice existing or new capital investments for industry expansion. The maintenance and growth of educational opportunities through shared campus facilities, mentoring programs for students, community college accommodations for continued educational opportunities, and teaching of technical skills would provide companies with a high-quality, well-educated workforce.

It is also essential that the City maintain and improve existing infrastructure so that it is capable of supporting the expansion of existing and future industrial growth. This could also include support for “e-business” growth in Nixa, such as expanding the fiber optic network and making the most of satellite communication opportunities.

There are several locational criteria that are necessary and essential in the support of accommodating viable economic growth in Nixa:

- Having large geographical land areas available with minimal physical constraints to construction;
- Accessibility to major arterial street systems without having to traverse lesser intensive land uses, such as residential;
- Separation of higher intensive uses from lesser intensive uses when physical buffer techniques or construction designs are incapable of mitigating potential impacts of the higher intensive use; and
- Preservation and enhancement of existing and future infrastructure and utilities so that they are capable of supporting economic growth.

## Strategic Issues

The following strategic issues were developed by the Economic Development focus group and were prioritized by the Board of Aldermen and the Planning and Zoning Commission, where a score of “1” was the highest priority and “11” was the lowest priority:

Issue	Score
1 Planning for Development	33
2 Plan and Maintain Infrastructure Related to Economic Development	42
3 Funding Economic Development	54
4 Provide Support for Existing Businesses	58
5 Create a Market Plan	64
6 Develop / Maintain Jobs That Keep People in Nixa	66
7 Attracting New Businesses	75
8 Increasing Revenue Through Economic Development	76
9 Transportation Related to Economic Development	77
10 Maintain / Increase Community Involvement	89
11 Maintain Balance Between Housing / Population and Businesses	92

It was decided that Issue 9 will be covered in the Transportation chapter; Issue 10 related to community involvement was discussed in the Growth Management chapter. Each of the Goals, Objectives and Activities listed below addresses one or more of the remaining strategic issues.

## Goals, Objectives and Activities

**GOAL #2: Strive for a well-balanced, diversified and stable economic base in order to provide job opportunities for Nixa and a dependable tax base for the City.**

### **Objective #2.A (Issues 1, 11)**

Encourage desirable industrial and commercial development within the City in a manner consistent with the City’s overall growth policies.

Activity #2.A.i

Use the City’s annexation policies, land use authority and capital improvement policies to provide an adequate supply of both finished sites and raw land suitable for economic development that accommodate different requirements for a diversity of businesses.

Activity #2.A.ii

Use design techniques to ensure that industrial uses are wholly self-contained on site and have minimal impacts on adjacent properties.

Activity #2.A.iii

Encourage new industrial and commercial development to design sites to contribute positively to the quality of Nixa’s visual environment.

Activity #2.A.iv

Incorporate design techniques to plan and develop new business sites that are compatible with nearby or adjacent residential areas or that appropriate steps are taken to mitigate negative impacts.

**Objective #2.B (Issue 2)**

Plan and maintain the infrastructure needed to provide service(s) to existing business and to anticipate the needs for future business growth.

Activity #2.B.i

Reinvest in and improve, where appropriate and cost-effective, public infrastructure in older developed areas.

Activity #2.B.ii

Use the City’s various capital improvement plans as a blueprint for maintenance of existing infrastructure and development of new infrastructure extensions.

Activity #2.B.iii

Incorporate and follow the infrastructure-related policies and activities listed in the Growth Management chapter as they pertain to economic development, within the guidelines set by the Board of Aldermen.

Activity #2.B.iv

Examine the possibility of finding an outside funding source willing to provide funds to be used as “seed money” for infrastructure development.

**Objective #2.C (Issue 3)**

Research, develop and implement an overall plan for funding a city-wide economic development function.

Activity #2.C.i

Research the types of funding sources available through federal and state governments, private foundations, regional economic development agencies, businesses and other organizations to determine the availability of funding for economic development.

Activity #2.C.ii

Develop an overall plan for funding a City-wide economic development function in cooperation with the Chamber of Commerce, other government agencies and other interested private organizations.

Activity #2.C.iii

Apply for appropriate project funding in cooperation with professional, educational and government organizations as required by the funding organizations.

**Objective #2.D (Issues 3, 4, 8)**

Create and maintain a business environment that encourages the retention, growth and continued profitability of existing businesses, which benefit the City’s tax base and its citizens.

Activity #2.D.i

Use available tools such as federal, state or other economic development programs to facilitate capital investment for the expansion of existing Nixa businesses.

Activity #2.D.ii

Continue to support the Chamber of Commerce, other organizations, and community efforts that foster, promote and encourage existing businesses to remain and expand in Nixa.

Activity #2.D.iii

Improve the community's amenities such as educational, housing, recreational, retail and cultural opportunities that encourage local businesses to remain and expand in Nixa.

Activity #2.D.iv

Examine and analyze the economic and financial impacts of existing business retention and growth on the City's economic condition in terms of the City's tax base, revenues and expenditures.

**Objective #2.E (Issue 5)**

Develop a community marketing plan in cooperation with the Chamber of Commerce, Nixa R2 School District, and other organizations as a tool to promote the City and provide information about the City to potential businesses and industries.

Activity #2.E.i

Complete the pre-planning process, including the determination of participants, available funding and proposed budget, marketing and advertising methods to be used, logistics of activities, and publication of materials.

Activity #2.E.ii

Implement formal advertising and marketing strategies encouraging appropriate businesses within the community to grow and showing potential businesses the benefits of locating in Nixa.

**Objective #2.F (Issues 3, 6, 7, 8)**

Develop and maintain other efforts, such as recruitment, incentives and/or policy development, to attract businesses and industries that would find Nixa an attractive location that would benefit the City's tax base and its citizens.

Activity #2.F.i

Use available tools such as federal, state or other economic development programs to facilitate capital investment for the attraction of businesses and industries that benefit the City without creating an economic inequity between current business and new business.

Activity #2.F.ii

Continue support of organizations and community efforts that convey an overall positive image to firms wishing to locate in Nixa.

Activity #2.F.iii

Examine and analyze the economic and financial impacts of new businesses and growth on the City's economic condition in terms of the City's tax base, revenues and expenditures.