

REPORT TO COUNCIL - OCTOBER 3, 2016

ONLINE PRESENCE

- **City Website**
 - Pageviews YTD: 91,453
 - Unique Users YTD: 19,432
- **Facebook Page**
 - Likes: 1,673
 - Post Impressions YTD: 414,048

PRESENTATIONS GIVEN

Monmouth College Board of Trustees. On Friday, September 30th, Rod, Lowell and Paul delivered a presentation to the Monmouth College Board of Trustees. The presentation focused on downtown redevelopment, successes in the past five years, future plans and collaboration with the College.

ENTREPRENEURSHIP DEVELOPMENT

CEO Program. Paul and Amy have wrapped up the initial fund drive for founding sponsors for the CEO (Creating Entrepreneurial Opportunities) Program - the goal was to generate enough support to sign the franchise agreement by November 1 (the figure was \$25,000), putting the program on the books for the 2017 academic year. Both Warren County school superintendents support adding this program to their curriculum. Founding sponsors include IH Mississippi Valley CU, Midwest Bank, Monmouth College, McDonough Telephone Cooperative, Security Savings and Tharp Brothers.

Entrepreneurial Kitchen. Paul and Amy, working with Monmouth College senior Farida Mohammed and professor Brad Sturgeon, are putting together a research project on creating a mixed-use entrepreneurial kitchen in the downtown. The goal is research this Fall and Winter and a low-cost test run next Spring.

DOWNTOWN

Facade Program. The Facade committee met on September 19 to consider three of the five pending facade applications: the Buchanan Center for the Arts, David Reid Clark, Bryan Scott Young. Additional research is being done on all three applications before a vote by the committee.

REGIONAL ECONOMIC DEVELOPMENT

Smithfield Response. Paul worked the week of September 5th with Blanche Shoup, director of our area 17 Workforce Investment Group, to plan a service response for potentially displaced workers from the Smithfield fire. Fortunately, due to Smithfield going fully back online, no triage response needed to be mobilized.

Retail Sector Meeting. Paul has begun work with Blanche Shoup (director of the local Workforce Investment Board) to organize a retail sector meeting in Monmouth in late October or early November to talk workforce issues, business expansion and succession planning.

Business Retention and Expansion. The final component of Warren County's workforce grant (that Paul has been administering since 2011) will be to develop a business retention and expansion survey, aimed at the county's most significant employers. Information from the survey will help guide local technical assistance, help director regional workforce planning and provide required information to DCEO.

Retail Purchasing Patterns. Maddin McCord, our project manager at The Retail Coach, was in town on September 7 to deliver the Chamber's September Monmouth on the Move luncheon program. Maddin worked through the latest sales and demographic numbers and debuted a new data report that tracks consumer activity based on cell-phone usage. The event was near capacity with well over 70 attendees. This event was co-sponsored by the City and Monmouth College.

COMMUNITY DEVELOPMENT

PUSH. Our local PUSH (Presidents United to Solve Hunger) committee, in cooperation with the Monmouth Rotary Club, the Backpack Program and Monmouth College wrote and were awarded a small grant to test out a new program to provide cooked organic sweet potatoes and locally harvested honey with the food sent home in the backpacks for food-insecure students in the Monmouth-Roseville district. The tests will take place in October and November.

Respectfully submitted,



Paul Schuytema, Director of Community and Economic Development