Regional Economic Development Inc.
IEDC Accredited

Funding REDI

WHY YOUR INVESTMENT IN REDI MATTERS TO OUR COMMUNITY

REDI Mission Statement

To assist in fostering a vibrant business environment which creates quality job opportunities that support upward economic mobility for the residents of Columbia and Boone County.

How Funds are Used

REDI'S STRATEGIC PRIORITIES

- Improve Infrastructure
- Support Existing Business
- Foster the Entrepreneurial Ecosystem

REDI brings together funding by the City of Columbia, Boone County, the University of Missouri and nearly 100 local businesses and organizations to coordinate successful comprehensive economic development programs that create jobs. REDI assists companies seeking to locate, sustain or start a business in the region, while promoting our community's excellent quality of life, highly skilled labor force and central location. The success of businesses and the creation of jobs generate opportunities for the upward economic mobility of all Columbia and Boone County residents, and the community as a whole just as "a rising tide lifts all boats." REDI staff also collaborate with programs and efforts that work specifically to decrease economic disparities.

REDI provides for our community:

- An experienced staff to manage business attraction, retention and expansion, and entrepreneurship programs.
- Monthly board meetings and additional opportunities to meet and work with business and community leaders to collaborate on economic development projects and initiatives.
- An operating budget largely funded by REDI's private investments as well as city, county, and university investments to cover operating costs of programs, materials, travel, marketing, staff and more.
- Coordination of Boone County's Chapter 100 Revenue Bonds approval process, including coordinating and leading meetings, compiling documentation, preparing presentations and communicating with the prospective company and all taxing districts.
- Quarterly investor meetings and an annual meeting to bring the community together to learn about REDI's strategic goals and to celebrate the region's economic development successes.

A Future Worth Investing In

Improve Infrastructure

REDI's "Improve Infrastructure" efforts include preparing regional sites for commercial, industrial, and retail growth by identifying shovel-ready properties with transportation access as well as reviewing local regulatory processes for opportunities for streamlining. Key priorities include continued growth at Columbia Regional Airport, aligning with local development master plans, and educating stakeholders on economic tools like Chapter 100 incentives.

The "Business Attraction" strategy pairs these site-development efforts with active regional marketing to secure high-impact investment projects. By leveraging strategic infrastructure, streamlined permitting, and competitive incentive packages, REDI positions Columbia and Boone County to attract top-tier employers, foster business expansions, and drive long-term quality job creation.

Support Existing Business

Led by REDI, Columbia and Boone County's Business Retention and Expansion (BRE) Program aims to support the long-term success of established local businesses by fostering growth, addressing employer challenges, and encouraging job creation. Developed by a 20+ member advisory committee using industry best practices and a county-wide SWOT analysis, the initiative fosters strategic collaboration to ensure Columbia and Boone County remain economically prosperous.

The program delivers proactive engagement through core components like needs assessments, resource access, and support for emerging enterprises. By promoting local success stories and continually evaluating its impact, the BRE framework cultivates a business-friendly environment that keeps the regional economy vibrant and competitive.

Foster Entrepreneurial Ecosystem

REDI's Entrepreneurship program supports over 250 entrepreneurs as they build their businesses with tailored one-on-one coaching and workshops. REDi clients can also grow their visibility through the REDI Entrepreneurial Client Business Directory at columbiaredi.com/directory

To help our entrepreneurs sustainably grow their businesses, the team launched "REDI, Set, Scale!", an eight-week pilot program for established businesses with at least two years of operation and revenues between $25,000 and $250,000. Through expert guidance and intensive focus modules, the cohort helps local founders scale operations, secure capital, and create regional jobs.

Organizational Excellence

REDI's "Organizational Excellences" efforts focus on strengthening relationships with investors and stakeholders through enhanced communication, engagement, and data-driven impact tracking. Future foundations will be anchored by launching the FY2028-30 strategic plan, updating investor partnerships, and seeking our AEDO reaccreditation..

Internally, REDI aims to modernize operations by standardizing high-priority workflows, training staff, and updating modern workplace tools. The strategy also prioritizes ensuring REDI has a stellar workforce culture and enabling our high-performing team to work efficiently.

REDI's vision is to work together with community partners in creating a better economic future for Columbia and Boone County. REDI's growing collaboration includes the City of Columbia, Boone County, University of Missouri, local municipalities, public schools, higher education institutions, social service organizations, and large and small private businesses. REDI strives to achieve organizational excellence that reflects strategic leadership, collaborative partnerships and financial stability.

Investor Engagement

REDI investors are the cornerstone of our mission to assist in fostering a vibrant business environment that creates quality job opportunities that support upward economic mobility for the residents of Columbia and Boone County.

All Investment Levels

- Recognition on REDI website
- Recognition in REDI's Annual Report
- Updates through a variety of communication channels
- Invitation to quarterly investor webinars
- Invitation to REDI Quarterly Connect events
- Invitation to REDI's Annual Meeting
- Opportunities to serve on advisory groups or committees
- Eligible to serve on REDI Board of Directors

Sustaining Investors

$2,500 Annually

All of the above **plus:**

- Invitation to the Annual Leadership Luncheon (for point of contact or their designee from the investor organization)

Leader Investors

$5,000 Annually

All of the above **plus:**

- Invitation to curated roundtable discussions related to pertinent economic development topics

Council of 10

$10,000 and above Annually

All of the above **plus:**

- Annual strategic engagements between REDI leadership and key investor stakeholders to evaluate shared interests and advance regional economic growth

Interested in learning more?

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