IDEA COMMONS:  
A University—Community Partnership

Presentation to the MSU Board of Governors and the Springfield City Council  
May 16, 2013
IDEA Commons is Missouri State University’s vision and commitment to create an urban, innovation park that is blended with residential, retail, commercial, and entertainment facilities and supported by multidisciplinary university programs.
IDEA Commons brings together Innovation, Design, Entrepreneurship, and the Arts (IDEA); and, is an example of how the university continues to be engaged in promoting the community’s livability and economic success.
MSU Commitment to Center City

Phase 1

- Meyer Alumni Center (1989)
- Jim D. Morris Center (1990)
- Park Central Office Building—lease (2007)

Phase 2

- Acquisition of MFA Feed Mill from City (2005)
- Renovation with $22 million in federal and private funds to become the Roy Blunt Jordan Valley Innovation Center (JVIC)
- Opening of JVIC (2007) with seven senior corporate affiliates
Phase 3

- Launch of IDEA Commons
- Purchase of five City properties
- Purchase of Willow Brook Foods processing plant
- Lease of buildings in Brick City
- First expansion of JVIC ($5 million in Lewis and Clark Discovery Initiative funding)
Phase 1: Key Investments in Downtown Area
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Phase 2: Jordan Valley Innovation Center
Phase 2:
Jordan Valley Innovation Center I

- $100,000 city investment, $1 MSU Initial Investment
- $22,000,000—facility construction and renovation
- 75,000 square foot research facility
- $6,000,000—equipment and machinery
- $50,000,000 research project funding
- 50 – 60 jobs created
- $60,000 average salary
- Increased economic development opportunities for the area
- Cooperative Agreement with the Springfield Area Chamber of Commerce and the Small Business Development Corporation
Phase 3: IDEA Commons

Urban Innovation Park

- Target area of 88 acres
- Anchors
  - Jordan Valley Innovation Center (JVIC)
  - Brick City – Art & Design Department
  - The Plaster Center
- Other entities
  - Missouri Crime Lab
  - Jordan Valley Community Health Center
  - Taylor-Martin Companies
  - Marlin Company
  - Residential
Phase 3: IDEA Commons

- JVIC Building #4
- Brick City
  - Art & Design Department
  - Marlin Company
  - UMKC PharmD Program
- Robert W. Plaster Center for Free Enterprise and Business Development
  - The eFactory (business incubator)
  - Small Business and Technology Development Center
  - Cooperative Engineering Program with MST
  - Printing & Postal
  - Second floor space for future expansion
Existing JVIC Building 4

Proposed JVIC Building 4
Brick City Art and Design

- Former refrigerated warehouse complex
- Building 4: 20,000 sq. ft. studio space and classrooms
- Occupied in 2008
- Began leasing Building 3 in 2011 (16,000 sq. ft.)
- Marlin Group leasing Floor 3, Building 3, (9,000 sq. ft.)
Brick City
Buildings 1 and 5 Renovation

Building 1: 60,000 sq. ft.
- 45,000 sq. ft. MSU Art & Design
- 15,000 sq. ft. UMKC PharmD

Building 5: 3,500 sq. ft.
- MSU Art & Design
Robert W. Plaster Center for Free Enterprise and Business Development
Robert W. Plaster Center for Free Enterprise and Business Development
### IDEA Commons Technical Committee

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<tr>
<th>City of Springfield</th>
<th>City Utilities</th>
<th>Missouri State</th>
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<tr>
<td>Greg Burris</td>
<td>Dean Thompson</td>
<td>Ken McClure</td>
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<td>Ben Jones</td>
<td>Matt Morris</td>
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IDEA Commons and the Jordan Valley Concept Plan

- West Meadows
- West Central Neighborhood
- Downtown
- Government Plaza
- Ozarks Technical Community College
- Drury University

IDEA Commons Boundary
Future Issues/Development

- Flood Plain
- Parking
- Land Acquisition
- Recruiting New Business to IDEA Commons
City of Springfield
and
City Utilities
Infrastructure Investments