About GRO

Growth in The Rural Ozarks (GRO) program was launched in 2016 in an effort to help Missouri towns design and launch community and economic development initiatives that can bring sustainable local prosperity. The GRO program has grown over the years to include more communities and tap into the knowledge of more local leaders. The GRO program proudly offers these benefits:

Now Accepting The 2021 Class!

Leader To Leader Connections
The GRO community is growing as more towns sign up for the program. GRO leaders from different communities are able to share best practices and offer encouragement to their neighboring communities.

Tools And Templates
The GRO community leaders are supported by seasoned economic development professionals that have worked in dozens of communities and bring that knowledge to Missouri in the form of tools and templates that allow for the coordination of projects and initiatives.

Community Involvement
Within each community, there dwells students, professionals and other motivated citizens that want to see their town realize its full potential. GRO provides the platform by which community members can contribute to their community.
Our Projects

Each GRO community develops projects that address pressing needs within the community and that can be accomplished with the resources the community has available to it. Each project is spearheaded by a GRO leader with support from community volunteers. GRO projects center around:

- **Our Economy** – Whether it is supporting local entrepreneurs, attracting new businesses or helping existing businesses grow, GRO communities are equipped with the tools and resources they need to help support the