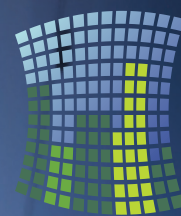


PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

2015 Annual Report



PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

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816.270.2119 • plattecountyedc.com

Brett Daffron – 2015 Chair



In January 2015, I began the year with a quote from wise Yoda of Star Wars. I had no idea the magnitude of our national embrace for the recent release of the new episode. So, as I end my tenure as your Chairman, I remind you that we all can impact Platte County with a Yoda like attitude..."Do. Or do not. There is no try."

We had a remarkable year of accomplishments. All the hard work of our staff and partners helped contribute to the following statistics:

- Employment of 3,000 people
- \$241.5 million in private investment
- Filled over 1.7 million square feet of space

We also welcomed new teammates that have joined the staff. Jessica and Stephanie have not wasted any time and have brought a great deal of energy and hard work during their first year on staff. If you have not met them yet, please let us know and we can get you introduced with a future partner visit.

As I reflected on my past year as Chairman, I appreciated all the input and teamwork of our board of directors, sponsors, community leaders, civic leaders and our EDC staff. Everyone made my job easy and enjoyable. We have a fabulous community in Platte County and I hope you will continue to utilize the great resources of the Platte County Economic Development Council to improve your place of business.

Alicia Stephens – Executive Director



Economic development is my passion. Making a difference in the community's economic health, to me, means someone has a job, can afford a place to live and can put food on the table. The Platte County EDC participates in and leads many activities, but in the end, it's all about results. We win some and lose some, but as you can see in this report, Platte County is winning. Chairman Daffron identifies it best as he noted investment, square feet and jobs.

Operationally we are healthy, as we have a balanced budget and for the first time in a long time, we have a reserve fund. It has not yet met our goal of a 90-day operational contingency, but we're getting there because it's the fiscally responsible thing to do.

We are grateful for the hard work and commitment of our staff and our board to make Platte County the premier business location. Lastly, thank you to our 2015 Chairman, Brett Daffron, for his service and to his employer, Commerce Bank, for supporting his efforts to make a difference in our work.

In Platte County, we come together to get things done — we always have. We look forward to continuing that tradition.

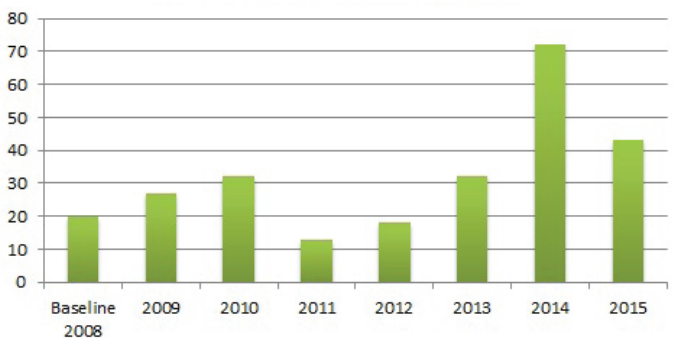
In 2015, the Platte County EDC worked on 26 projects and 19 prospects resulting in:

- Eight deals closed
- 1,115 new jobs created
- \$82.8 million in new investment

Highlights of the 2015 marketing efforts include:

- The Platte County EDC hosted 34 commercial brokers, five real estate developers and 18 community representatives and sponsors at its first Community Development Day.
- Platte County EDC staff conducted visits with 119 real estate brokers in 2015.
- Site selection marketing included attendance at the Women in Economic Development Conference and targeted e-newsletters.
- Created Office, Industrial, Retail and Quality of Life "What's Happening" marketing brochures.
- Website sessions saw an increase of 25% over 2014.
- Twitter follower numbers grew by 27% from year-end 2014.

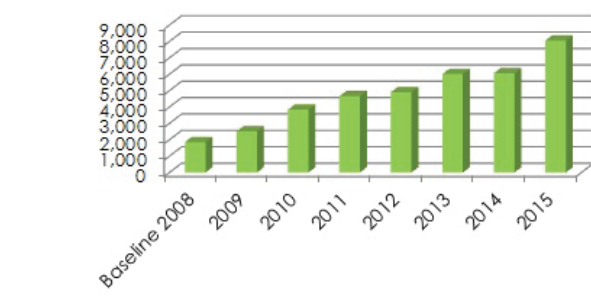
Site Location Contact/Visits



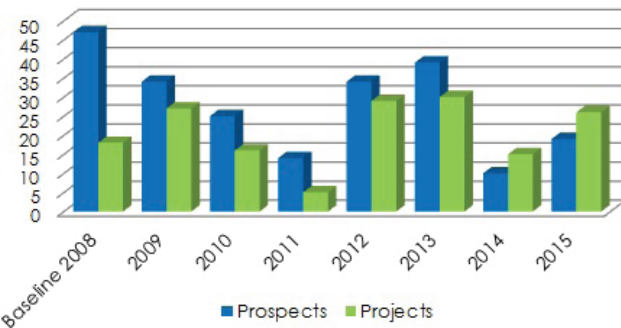
Contacts at Tradeshows



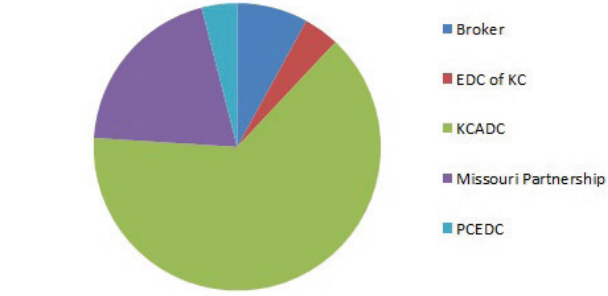
Web Sessions



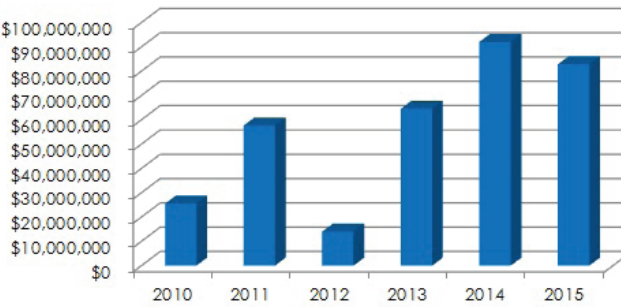
Prospect & Project Activity



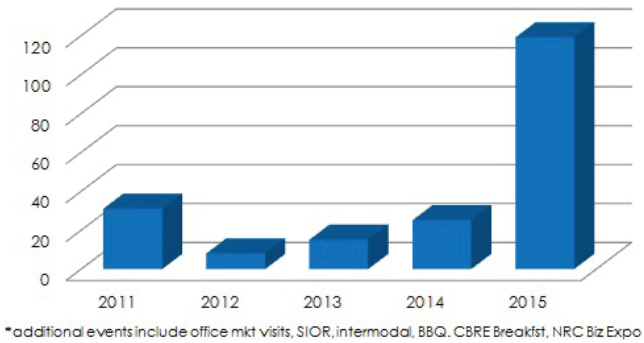
Project Lead Sources



Capital Investment

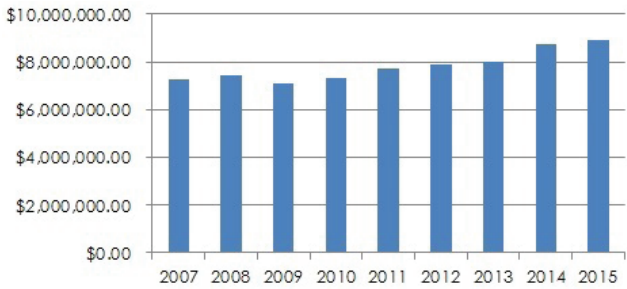


of Brokers Attending Outreach Events

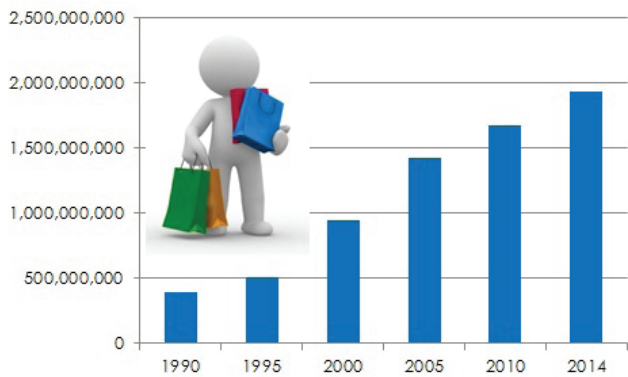


The Platte County Economic Development Council, with its members' support, has had an **impact on the overall economy of the county:**

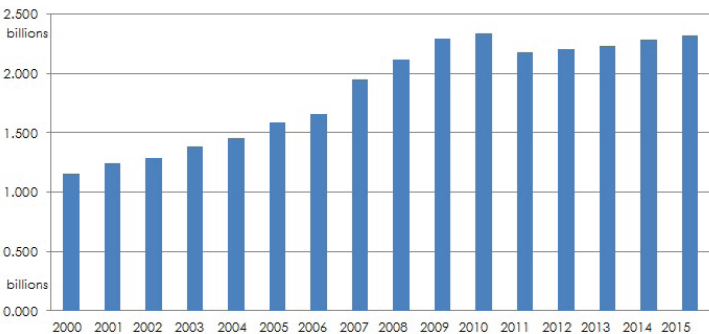
Platte County Sales Tax
Source: Platte County Treasurer



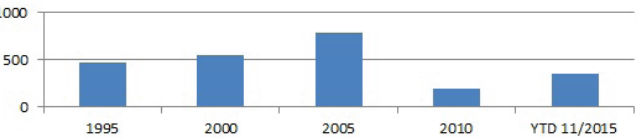
Platte County Retail Sales
Source: MO Department of Revenue



Platte County Total Assessed Valuation
Source: Platte County Clerk



Platte County Single Family Building Permits 1995 – 2015
Source: HBA



The 2015 Platte County EDC business retention interviews represented 24 non-retail businesses. These businesses were asked to assist in the Business Outreach Program as a way to gauge the business community's economic health. Our local partners Parkville Economic Development Council, City of Riverside and the EDC of KC also assisted in the business retention interviews. The software used to analyze the data is provided by KCP&L.

All information collected from the business visits is kept strictly confidential and reported only in an aggregated format. Consequently, there will not be a list of participants. All graphs and numbers contained in this report are based upon direct answers given by the 24 participating business executives.

Key Findings

- Businesses interviewed represented a diversity of sectors. Transportation and Convention/Tourism were the two most prevalent business sectors interviewed this year.
- Platte County EDC interviewed all sizes of businesses. The majority of businesses interviewed this past year had between 101 and 250 employees.
- Of the businesses interviewed, 42% plan to expand in the next three years. This is an opportunity for Platte County that will bring new jobs and capital investment to the community.
- Most businesses in Platte County are either maintaining or increasing market share.
- Businesses interviewed this year had either stable or increasing sales. No businesses had decreasing sales.

Strengths: Location Economy/Community Stable Customer, Supplier Accessibility Business Climate Positive

Opportunities: New Development Expansion Relationships

Challenges: Workforce Availability Public Transportation

Threats: None apparent

Workforce

Platte County EDC stepped up its efforts in 2015 to assist the business community with workforce challenges. Through business retention/expansion visits, employers voiced concern about workforce. In response to these concerns, the PCEDC hosted three Workforce Solutions Roundtables for employers to express their workforce challenges and work together to find resolution. In addition to the roundtables, the PCEDC has added a page to its website that lists employers in Platte County who are hiring. The page is the second most viewed page on the PCEDC website.

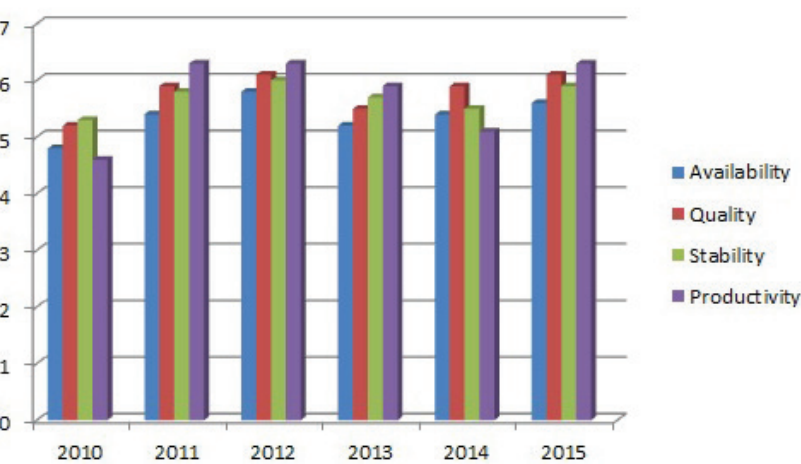
Total Roundtable Participation

- 54 total participants
- 13 companies from the following industries:
 - Manufacturing
 - Hoteliers
 - Distribution
 - Transportation
- 12 employment service providers including Park Hill School District, Northland CAPS, Northland Career Center, Metropolitan Community College, Park University, Division of Workforce Development, U.S. Veterans Affairs and several PCEDC members that are staffing agencies.
- Four support groups: KCATA, City of Riverside, EDCKC and MARC.

Workforce Successes in 2015

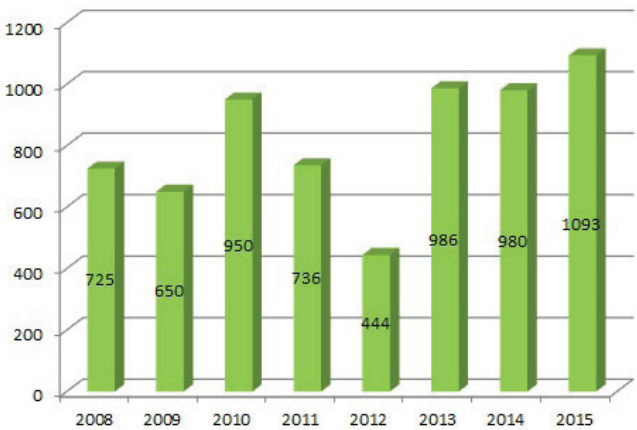
- Partnership developed to create an Aviation Technology curriculum at Northland Career Center.
 - Grant partnership formed to make training funds available.
 - New bus stop added to an existing route.
 - Planning for Platte County job fair.

Workforce Ratings

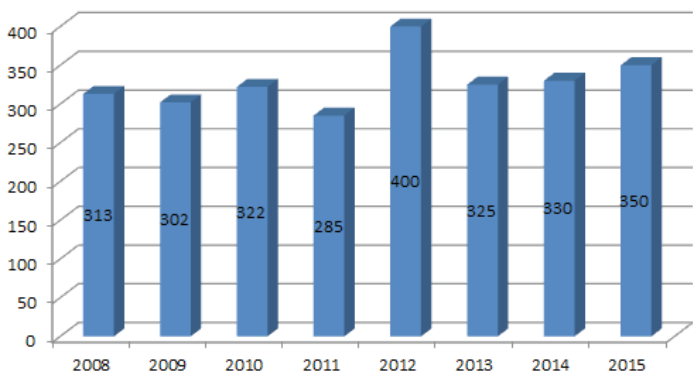


- One Business Tour – KC Sausage
- Two Roundtables
- VIP Reception

Quarterly Luncheon Attendance



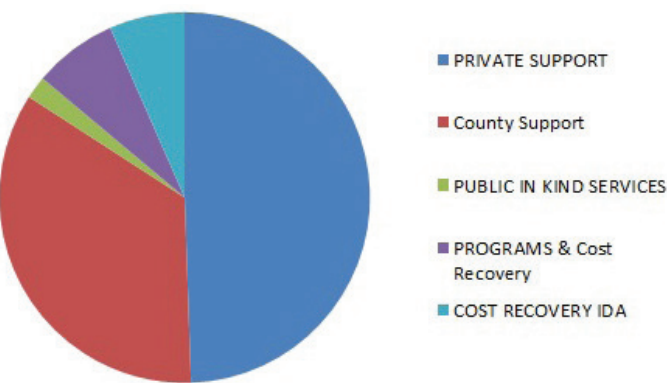
December Awards Luncheon Attendance



Member Outreach	New Members
Baseline 2008	
2009	
2010	
2011	
2012	8
2013	8 + 9 comps
2014	8 + 13 comps
2015	12 + 5 comps

Year	E-News	Open Rate
Baseline 2008	12	not tracked
2009	12	not tracked
2010	12	not tracked
2011	12	not tracked
2012	11 to 497 Recipients	31.80%
2013	12 to 533 Recipients	33.10%
2014	12 to 511 Recipients	32.70%
2015	12 to 468 Recipients	36.56%

2015 PCEDC Revenues



Activities & Office Administration

2015 Public Policy Action Team

Chair: Ed Bradley, Co-Chair Patricia Jensen

Topics Discussed:

- School Funding Formula
- County Legislation for Design/Build Contracts
- 2015 Legislative Priorities
- Platte Co. R-3 School District Tax Levy
- MODOT Gas Tax Proposal
- Housing Statistics
- Energy Benchmarking
- Ordinance #150217 (Living Wage)
- 2016 Legislative Priorities
- Design/Build Legislation
- Kansas City Earnings Tax
- 2016 Platte County Commission Budget

2015 Platte County Industrial Development Authority (IDA)

Chair: Edie Ballweg, Vice-Chair Ed Bradley

The Platte County EDC contracts with the IDA to provide administrative, management and marketing services. With the passing of long-time friend and IDA board member, Dean Henricksen, the IDA met once to fill his open position and those of retired board members and to elect officers. A meeting later in the year included the presentation of the annual audit done by Platte County Auditor, Kevin Robinson.

2015 KCI Corridor TIF Advisory Committee

Chair: Tim Kristl

With its partner, the EDC of KC, the Platte County EDC coordinates the meetings of the KCI TIF Advisory Committee. Each month, the committee hears reports about projects throughout the KCI TIF boundaries, such as the improvements to Greenhills Road in preparation for Menard's. The Committee tracks the progress of projects like the engineering for the Old Tiffany Springs Road Bridge over I-29, construction of NW 108th Street/Shoal Creek Parkway, trails and the Twin Creeks Sewer extensions.

2015 KCI Area Development Action Team

Chair: Darren Hennen, Vice-Chair: Dr. Mike Reik

Topics Discussed:

- Platte County Office Market
- Road Improvement and Design Projects
- PIAC Transportation Needs
- Twin Creeks
- Twin Creeks Destination Opportunities
- Aviation Department
- Platte County Housing
- Kansas City Housing
- Residential Development
- Commercial Development
- Platte County School District updates

2015 Twin Creeks KC Taskforce

Co-Chairs: Ed Ford and Ed Bradley

The goals for the taskforce were:

- Determine how to build and fund the necessary infrastructure to make this area ready for development.
- Promote quality development and maximize the City's investments.
- Determine the proper blend of development.

In the June 2015 report, the taskforce did exactly that. It provided recommendations for:

- 1) Infrastructure and funding
- 2) Land use
- 3) Land owners
- 4) Destination opportunities

The City of Kansas City, Mo., has invested over \$40 million in sewer infrastructure in order to spur development. It is anticipated that 70% of the area will be residential.

The implementation of the taskforce's recommendations will be the focus of the PCEDC's KCI Area Development Action Team which is where the work began in 2010.

2015 Marketing and Business Outreach Action Team

Co-Chairs: John Engelmann and Joe McBride

Topics Discussed:

- Google Analytics
- Social Media Strategies and Analytics
- Marketing Plan
- Business Excellence Luncheon
- Reviewed 2014 Business Outreach Report
- Workforce Solutions Roundtable
- Business Tours
- Business Retention Process
- Member Roundtable
- Roast of Councilman Ford
- Critical Conversation Luncheon
- BRE/Member Visits

2015 Finance Committee

Chair: Aaron Schmidt

The committee met quarterly to review all things financial including reports, policies and procedures. The committee put into place a mechanism and policy for a reserve fund — the PCEDC's goal is to have 90 days of operating money in a reserve fund, which is a recommended amount for not-for-profit organizations.

2015 Office Administration Improvements

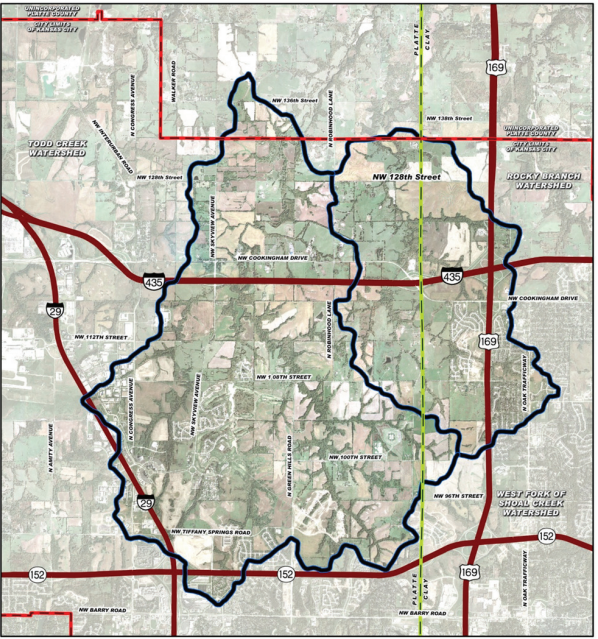
In 2014, when position descriptions were changed, the organization did away with its office manager. Each staff member has picked up the slack with regard to office supplies and operations. Covering business recruitment and retention with full-time positions was deemed critical to the core mission. Jessica Hamilton completed her first year in October and we hired Stephanie Neppl to serve in the Marketing and Public Relations capacity. Working with a full-time team has had a great positive impact on the organization and its efforts.



Jessica Hamilton



Stephanie Neppl



2015 Executive Committee

Brett Daffron – Chair
Patricia Jensen – Vice Chair
Aaron Schmidt – Secretary/Treasurer
Jeff Elsea – Immediate Past Chair
Duane Soper – Platte County Commission

2015 Board of Directors

Mary Bogart – Citi Cards
Dale Brouk – National Golf Club
Jim Bowers – MD Management
Ed Bradley – Platte County IDA
Cory Clark – GBA
Helmut Derra – Haldex
Doug Doll – KCI Auto Auction
Tim Dougherty – Dougherty Company
Mike Duffy – City of Riverside
John Engelmann – KCP&L
Carlose Estes – Tyco
Lori Haskell – Hilton KCI
Mike Klingensmith – Embassy Suites KCI
Vince Migliazzo – Mark One Electric Co Inc
Brent Miles – NorthPoint Development
John Mink – Harley-Davidson
Paul Neidlein – JE Dunn
Aaron Rosenthal – Argosy Casino Hotel & Spa
Rosemary Salerno – Zona Rosa
Mark VanLoh – Kansas City Aviation Department

2015 PCEDC Staff

Alicia Stephens – Executive Director
Stephanie Nepl – Marketing & Public Relations Manager
Jessica Hamilton – Business Member & Outreach Manager

2015 Investors

Leadership

City of Kansas City Aviation Department
City of Riverside
Kansas City Power & Light
Platte County Commission
Platte County IDA

Platinum Plus

Mosaic Life Care
North Kansas City Hospital
Southwest Airlines
Zona Rosa

Platinum

Argosy Casino Hotel & Spa
Commerce Bank N A
Freeman Real Estate Holdings Group
Gardner Construction Company Inc.
Harley-Davidson
Hunt Midwest Enterprises Inc
KCI Auto Auction
M D Management
National Golf Club of Kansas City
NorthPoint Development
Park Hill School District
Platte Co R-III School District
Platte-Clay Electric Cooperative
Saint Luke's North Hospital
Trammell Crow Company
TranSystems Corporation
Tyco Integrated Security
Velociti Inc
Wells Bank of Platte City
White Goss

Gold

Ameritas
AT&T
City of Parkville
City of Platte City
City of Weston
Embassy Suites KCI
JE Dunn Construction
Mark One Electric Co Inc
McRuer & Associates, LLC
Missouri Gas Energy
Oppenheimer & Co
Platte Valley Bank
Pro Athlete, Inc
West Platte R-II School District
Worth Harley-Davidson

Silver

Bank of Weston
BankLiberty
Burns & McDonnell
Citizens Bank & Trust
Community America Credit Union
First Bank of Missouri
Full Employment Council
Garver LLC
GBA Architects & Engineers
Gilmore & Bell
Hilton Kansas City Airport
HNTB Corporation
Kansas City Airport Marriott
Park University
R H Johnson Company
UMB Bank

Bronze

Aerotek
ARCO National Construction-KC, Inc.
Aviation Technical Services
Bank of Kansas City
Bells Management
BHC Rhodes
Blue Nile Contractors
BMO Harris Bank NA
Bunzl Distribution Kansas City/CBC Real Estate
Century Link
Charles F Curry Real Estate Co
Citi Cards
City of Kansas City Planning & Development
City of Kansas City Water Services
Classic Parts Inc
Cochran Head Vick & Co
Congressman Sam Graves
Crossland Construction Company, Inc
Dougherty Company
Embassy Landscape Group
Emery Sapp & Sons, Inc.
Equity Bank
Ernst Brothers Home Construction
Four Points by Sheraton KCI
Gary Kerns Homebuilders, LLC
Geiger Ready Mix Co Inc
Greater Kansas City Community Foundation
Haith & Co Inc
Haldex
HDR Engineering, Inc.
Heart of America Food Services LLC
Heartland Business Capital
Holiday Inn
HW Lochner

Imko Workforce Solutions
Johnson Controls Inc
Kansas City Convention & Visitors Association
Kansas City Testing and Engineering LLC
Kaw Valley Engineering Inc
Lawson Bank
Lewis Rice & Fingersh LC
Lutjen, Inc.
MacDon Inc
Mann Company
Martin Financial Group
MCC Maple Woods
Miller Stauch
New Horizons Enterprises, LLC
Newmark Grubb Zimmer
Northland CAPS
Northland Regional Chamber
Olsson Associates
Parkville EDC
PeopleWise
Piper Jaffray & Co
Platte City Area Chamber of Commerce
Platte County Planning & Zoning
Pro Staff/Hunter Hamilton
Randy Reed Buick-GMC, Inc
Shafer Kline & Warren Inc
Stewart Title
The Land Source
Truman Medical Center Charitable Foundation
Turner Construction Company
Valkyrie Land Investment
Williams Spurgeon Kuhl & Freshnock

Sole Proprietor

Audra Heller & Associates
Ballweg & Associates
Blumenthal, Larry
Dillingham Enterprises and JoDill Corp
Donnelli, Chris
EDC of Kansas City
Fisher, Dennis
Ford & Cooper
Jansen, Meghan
Kristl, Tim
The 27 Committee
VSM Engineering, LLC
Welch & Webb LLC Proprietor