

PLATTE COUNTY

ECONOMIC DEVELOPMENT COUNCIL

2016 Annual Report

Prospering Through Partnerships



Introduction



Patricia Jensen – 2016 Chair

It has been an honor to have served as the Chairperson of the Platte County Economic Development Council. The year went by quickly since project activity and development are at a much increased pace compared to previous years. That is indeed good news for Platte County!!

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

- 50 projects/prospects in 2016, 24 of which are still considered active.
- Six successful projects which created 895 jobs and \$166.3 million in total investment.
- In December, we honored 13 businesses which represented \$113.2 million in new investment and 790 new jobs—jobs that give our Platte County families an opportunity to grow and prosper! Wow!!

The theme of our recent Business Excellence Awards was "Prospering through Partnerships" and we are thankful for every one of our partners. Partnerships with our business members, elected officials, schools, property owners, government officials and staff all help to make Platte County strong and to be on the top of many lists as to being one of the best places to live, work and play.

As I reflect on my past year as Chairman, I am grateful for all the input and teamwork of our board of directors, members, community leaders and our EDC staff. Leadership is much easier when we all work together. 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 grow your business and creating new partnerships to make this County the best it can be!



Alicia Stephens - Executive Director

I am proud that the Platte County EDC is a model of prospering through partnerships.

As a community, we do economic development for many reasons—valuation is up, retail sales look good, businesses are growing—all of which impact our quality of life which is #1 according to the Robert Woods Johnson Foundation. The best way to impact quality of life is a job. Jessica has kept workforce quality and quantity at the top of our business retention priorities including partnerships with our school districts.

Thanks to our many funding partners, we are operationally healthy as we have a balanced budget and continue to grow our reserve fund; getting close to our goal of a 90-day operational contingency.

Stephanie has done a great job with our economic development partners in responding to prospects/ projects and sharing the good news. In mid-December we made the official announcement about the mega distribution center (762,000 square feet) for CVS. We have enjoyed our interaction with "non-mega" projects like Lifeflight Eagle, the KCI Auto Auction expansion, Gridliance's office location and Berlin Packaging that expanded into new space in Riverside.

The Platte County EDC has led the way in community development, too. The Twin Creeks report completed last year is NOT sitting on a shelf getting dusty. We continue to implement the recommendations from the report including identification of a regional destination. The Platte County EDC works with its partners to coordinate the infrastructure work for the KCI TIF and Platte Purchase Development District which I gently remind you—keep our taxing jurisdictions whole by capturing only the economic activity taxes, NOT Real Estate and personal property taxes.

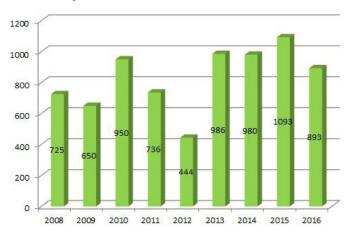
All Platte County communities participate in economic development. In Platte County, we will continue to prosper through our partnerships.



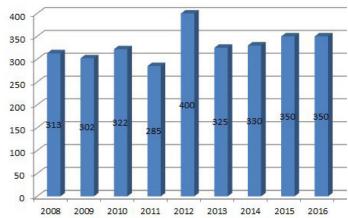
PCEDC Member Activities

- Two Business Tours McCormick Distillery and Engaged Companies
- Two Member Roundtables
- Two CEO Conversation Lunches
- VIP Reception at the Business Excellence Awards

Quarterly Luncheon Attendance



December Awards Luncheon Attendance



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	35.68%
2016	12 to 490 Recipients	39.50%

Member Outreach	New Members	
Baseline 2008		
2009		
2010		
2011		
2012	8	
2013	8 + 9 comps	
2014	8 + 13 comps	
2015	12 + 5 comps	
2016	13 + 15 comps	





Platte County Marketing

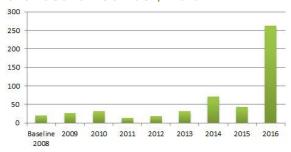
In 2016, the Platte County EDC worked on 42 projects and 8 prospects resulting in:

- Six deals closed
- 895 new jobs created
- \$166,344,560 in new investment

Highlights of 2016 marketing efforts include:

- The Platte County EDC hosted 42 commercial brokers and 15 community representatives and sponsors at its second Community Development Day, held at The National Golf Club of Kansas City.
- Additional broker outreach included residential broker updates, marketing events such as the SIOR Development Day and meetings that reached a total of 883 contacts.
- Site selection marketing included attendance at the Women in Economic Development Conference, Lakeside with the Locators, visits with five Chicago-based site selectors and the KCADC BBQ Crawl, as well as targeted e-newsletters.
- Participation in RECon, the national conference of the International Council of Shopping Centers (ICSC), with 12 appointments and networking events.
- Participation in ICSC Heartland Ideas Exchange.
- Four drone videos were created for development-ready sites at the KCI Intermodal BusinessCentre, Riverside Horizons Industrial Park, Parkville and Platte City.
- Addition of a new certified site at the KCI Intermodal BusinessCentre (Riverside Horizons was the first certified site in Platte County).
- Participation in the Commercial Real Estate for Women (CREW) Kansas City chapter, including events, committee participation and attendance at the National CREW Convention.
- A new website was launched in mid-2016.
- Website pageviews and sessions both increased 5% over 2015.
- Twitter follower numbers grew by 23% from year-end 2015, reaching 1154 followers.
- The Platte County EDC launched both a YouTube channel and a LinkedIn page.

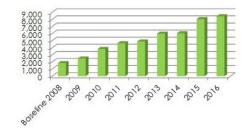
Site Location Contact / Visits



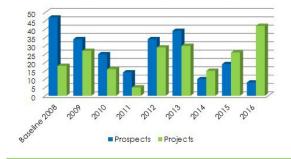
Contacts at Tradeshows



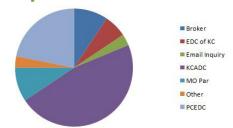
Web Sessions



Prospect & Project Activity



Project Lead Sources

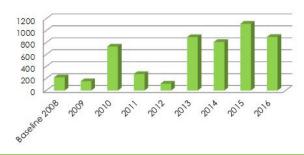




Platte County Marketing

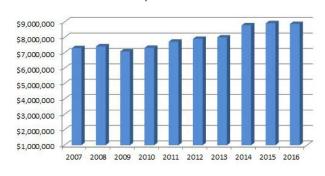
The Platte County Economic Development Council, with its members' support, has had an **impact on the overall economy of the county:**

Platte County New Jobs



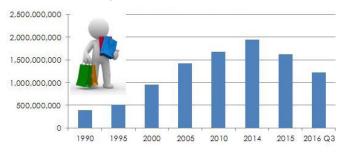
Platte County Sales Tax

Source: Platte County Treasurer



Platte County Retail Sales

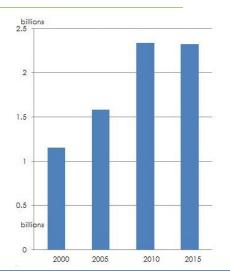
Source: MO Department of Revenue



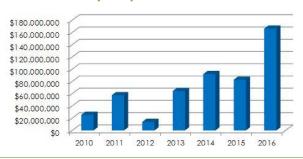
Platte County Total Assessed Valuation

Source:

Platte County Clerk

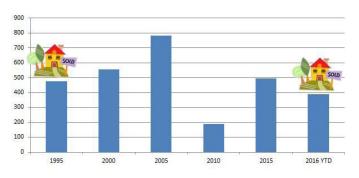


Platte County Capital Investment



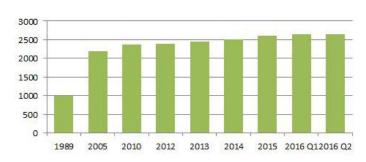
Platte County Single Family Building Permits

Source: HBA



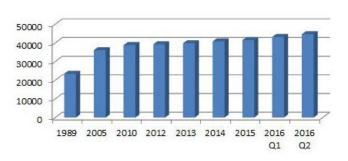
Platte County Industry Establishments

Source: Bureau of Labor Statistics



Platte County Industry Employees

Source: Bureau of Labor Statistics



Business Retention & Expansion

The 2016 Platte County EDC business retention interviews represented 48 non-retail businesses. These businesses provided us feedback in the Business Outreach Program to gauge the business community's economic health. Our local partners, the Parkville Economic Development Council, City of Riverside and the EDC of KC, also assisted in the business retention interviews. A special thanks to KCP&L, which provides the master license of the Synchronist software.

All information collected from the business visits is kept strictly confidential and reported only in an aggregated format. All graphs and numbers contained in this report are based upon direct answers given by 48 participating business executives.

Key Findings

- Businesses interviewed represent diverse sectors. Transportation and distribution were the two most prevalent business sectors interviewed this year.
- Businesses interviewed represent diverse sizes. The majority of businesses interviewed employ between 101 and 250 employees.
- 42% of the businesses interviewed plan to expand in the next three years. This is an opportunity for Platte County that will bring new jobs and capital investment.
- Most businesses in Platte County are either maintaining or increasing their market share.
- Businesses interviewed experienced stable or increasing sales; no businesses had decreasing sales.



Workforce

In 2016, the Platte County EDC increased its efforts to assist businesses with workforce challenges. The PCEDC hosted four Workforce Solutions Roundtables for our employers to share their workforce challenges and work together to find solutions. In addition to the roundtables, the PCEDC connected local companies to education partners to help build a future pipeline of employees. These partnerships led to donated training equipment and to student participation in National Manufacturing Day through business tours. The PCEDC website includes a jobs page that lists Platte County employers that are hiring as well as hiring events.



Business Retention & Expansion

Total Roundtable Participation

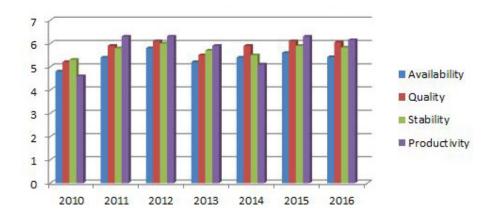
- 81 total participants.
- 14 companies from the following industries: manufacturing, hoteliers, distribution and transportation.
- 12 employment service providers including Park Hill School District, Northland CAPS, Northland Career Center, Metropolitan Community College, Park University, Division of Workforce Development, U.S. Veterans Affairs and several PCEDC staffing agency members.
- Four support groups: KCATA, City of Riverside, EDC of KC and MARC.

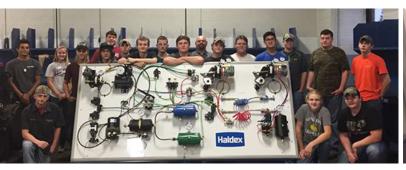
Workforce Successes in 2016

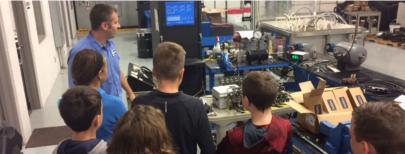
- Partnership developed with Haldex to donate an air board to the NCC Diesel Technology Program at Northland Career Center.
- Started the process for ACT Work Ready Community.
- New bus stop added for Harley-Davidson and other businesses along Congress Avenue.
- Hosted Platte County job fair in conjunction with the Full Employment Council.
- Platte County students participated in National Manufacturing Day by touring local manufacturing companies Haldex, MULTIVAC and Marlen International.
- Hosted Workforce Convening Session to identify challenges and provide solutions for future planning.
- Participation in PCEDC's CEO Critical Conversations.

Workforce Ratings

Source: Platte County Businesses







Activities & Office Administration

2016 Public Policy Action Team

Co-Chairs: Aaron Schmidt and Jeff Elsea

Topics Discussed:

- Out-of-State Vehicle Sales Tax
- Kansas City Earnings Tax
- Senate Bill 849
- Platte County Commission Candidates
- Platte County State Representative Candidates
- KCMO Transit Oriented Development Policy
- Workforce
- KCMO Proposed Ordinance 160383
- Kansas City Area Transportation Authority
- Mid-Continent Public Library Ballot Issue

2016 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. The IDA met six times in 2016 and issued bonds for the following:

- Zona Rosa CID/TDD Refunding
- Park University

2016 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 such as the engineering for the Old Tiffany Springs Road Bridge over I-29 and trails.

2016 Platte Purchase Redevelopment District

Chair: Alicia Stephens

The Platte County EDC, with the EDC of Kansas City, coordinates the new Platte Purchase Redevelopment District meetings. The advisory committee was created in September to nominate a chair and discuss the initial project list. Project updates include 88th Street widening and a new traffic signal to accommodate the new Costco.

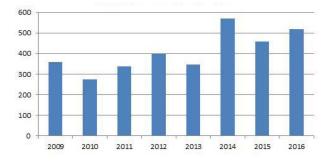
2016 KCI Area Development Action Team

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

Topics Discussed:

- Platte County Office Market
- Road Improvement and Design Projects
- PIAC Project Updates
- Twin Creeks Area Top Construction Priorities
- Twin Creeks Destination Opportunity Subcommittee
- Twin Creeks Landowner Subcommittee
- Platte Purchase Redevelopment District Update
- KCI TIF Projects
- Aviation Department
- KCMO GO Bond Issue
- Platte County Housina
- Kansas City Housing
- Residential Development
- Commercial Development
- Platte County School District Updates

Action Team Attendance





2016 Marketing and Business Outreach Action Team

Co-Chairs: Mike Kearns and Joe McBride

Topics Discussed:

- New PCEDC website
- Google Analytics
- Social Media Strategies and Analytics
- Marketing Plan
- Business Excellence Luncheon
- Development Day
- Workforce Solutions Roundtable
- Business Tours
- Business Retention Process
- Member Roundtable
- Critical Conversation Luncheon
- BRE/Member Visits

2016 Finance Committee

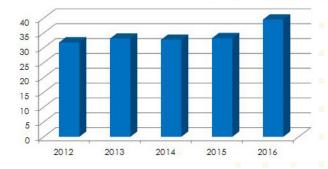
Chair: Aaron Schmidt

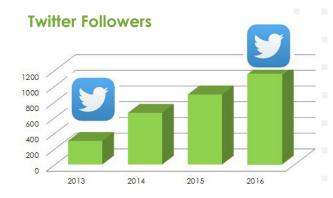
The committee met quarterly to review all things financial, including reports, policies and procedures. The Committee put into place a mechanism and policy for a reserve fund – the PCEDC's goal is to have 90 days of operating money in a reserve fund (90 days is a recommended amount for not-for-profit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

2016 Office Administration Improvements

The Platte County EDC's finance policies regarding growth of reserve fund and the end of year annual review were both reviewed and modified.

Constant Contact Open Rates













PCEDC & Investors

2016 Executive Committee



Patricia Jensen Chair



Aaron Schmidt Vice Chair



Mike Klingensmith Secretary/Treasurer



Brett Daffron Immediate Past Chair



Duane Soper
Platte County Commission

2016 Board of Directors

Jim Bowers, MD Management representative Ed Bradley, Platte County IDA
Dale Brouk, National Golf Club
Cory Clark, GBA Architects & Engineers
Helmut Derra, Haldex
Doug Doll, KCI Auto Auction
Tim Dougherty, Dougherty Companies
Mike Duffy, City of Riverside
John Engelmann, Kansas City Power & Light
Carlose Estes, Tyco Integrated Security

Lori Haskell, Hilton
Tim Kelly, Argosy Casino Hotel & Spa
(replacing Aaron Rosenthal)
Pat Klein, City of KC Aviation Dept
Vince Migliazzo, MarkOne
John Mink, Harley Davidson Motor Company
Brent Roberts, Freeman Realty
Beverlee Roper, Platte County Commission
Rosemary Salerno, Zona Rosa
Ron Schieber, Platte County Commission
Frank Weatherford, TranSystems

2016 PCEDC Staff



Alicia Stephens Executive Director



Stephanie Neppl Marketing & Public Relations Manager



Jessica Hamilton Business Member & Outreach Manager



2016 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 **EDC** of Kansas City Freeman Real Estate Holding Group Gardner Construction Company Inc. Harley-Davidson Motor Company **Hunt Midwest KCI** Auto Auction M D Management National Golf Club of Kansas City Park Hill School District Platte Co R-III School District Platte-Clay Electric Cooperative Saint Luke's North Hospital Trammell Crow Company TranSystems Corporation Velociti Wells Bank of Platte City White Goss

Gold

Ameritas AT&T City of Parkville City of Platte City City of Weston Commerce Bank **Embassy Suites KCI** JE Dunn Construction Mark One Flectric Co McRuer & Associates Missouri Gas Energy Park University Platte Valley Bank Pro Athlete Tyco Integrated Security West Platte School District Worth Harley-Davidson

Silver

Bank of Weston

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

Bronze Aerotek ARCO National Construction-KC, Inc. Bank of Kansas City Bells Management **BHC Rhodes** Blue Nile Contractors **BMO** Harris Bank NA Charles F Curry Real Estate Co City of Kansas City Planning & Development City of Kansas City Water Services Cochran Head Vick & Co Congressman Sam Graves Crossland Construction Company, Inc. Datapipe Dougherty Company Eagle Animal Hospital Embassy Landscape Group **Engaged Companies** Eauity 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

Lawson Bank

Imko Workforce Solutions

Kaw Valley Engineering Inc

Lewis Rice & Fingersh LC

Irrigation Management Company Kansas City Testing and Engineering LLC

Lutien, Inc. MacDon Inc Mann Company Martin Financial Group Martinrea Riverside LLC MCC Maple Woods Miller Stauch Multatech National Beef Packing Co. New Horizons Enterprises, LLC Newmark Grubb Zimmer Northland Regional Chamber Olsson Associates Piper Jaffray & Co **Premium Waters** Pro Staff/Hunter Hamilton Randy Reed Buick-GMC, Inc Shafer Kline & Warren Inc Smithfield Stewart Title The Land Source Turner Construction Company United Private Network **US** Farathane Valkyrie Land Investment Williams Spurgeon Kuhl & Freshnock Yangfeng Automotive Interiors

Sole Proprietor

Audra Heller & Associates
Ballweg & Associates
BM Scott & Associates
Dillingham Enterprises and JoDill Corp
Chris Donnelli
Dennis Fisher
Ford & Cooper
Tim Kristl
Bill Skaggs
The 27 Committee
VSM Engineering, LLC
Welch & Webb LLC

YMCA of Greater Kansas City

