

PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

2017 Annual Report



DRIVING OUR ***TRANSFORMATION***

Introduction

AARON SCHMIDT:



It has been my privilege to serve as Chairman of the Platte County Economic Development Council for 2017.

We had a remarkable year of accomplishments, and the hard work of our PCEDC team and partners helped contribute to a staggering 76 projects and prospects in 2017, an increase of 34% in activity. In December, we honored 10 Platte County businesses which represented \$179 million in new investment, filled more than 800,000 square feet of space and created more than 1000 new jobs.

The theme of our December Business Excellence Awards was "Driving our Transformation" and the Platte County EDC took a lead role in doing that this year in our work with the Northland KCI Team. The work on "A Better KCI" was at times a daunting task yet so rewarding. You and your Platte County EDC made a difference in that success. We can't do our work without your support - your investment in the Platte County EDC made a difference in the quest for a Better KCI. So, if ever you wonder what your return on investment amounts to - how about a billion dollar KCI project!

As I reflect on my past year as Chairman, I am grateful for all the hard work and collaboration between our board of directors, members, community leaders and our EDC team. Progress is much easier when we all work together!

Of course, none of this great work was possible without our excellent PCEDC staff. Alicia, Stephanie and Stephanie worked countless hours on many complex projects in 2017. Their positive impact on Platte County will be felt for many years to come.

ALICIA STEPHENS:



Platte County EDC members have heard me say many times, "In Platte County, we're all about partnerships." 2017 was the best example of that.

Of course, the biggest project we've ever worked was for A Better KCI. Our team was laser focused on the need, the message and the work to be done. We rolled up our sleeves and went to work, never losing sight of the target of a new single terminal on a November ballot. A huge thank you to all who worked on A Better KCI.

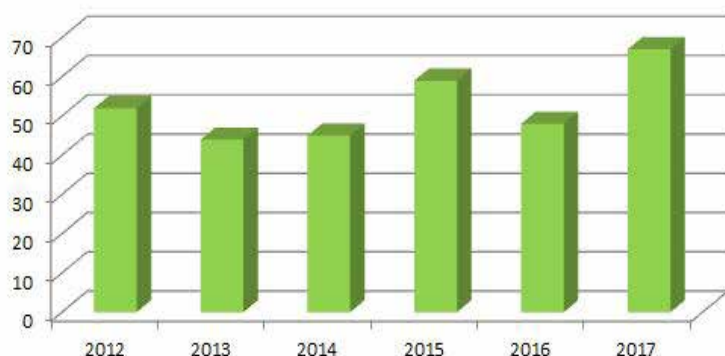
The concept of a Youth Sports Complex came out of our Twin Creeks initiative. Partnerships, again, will get this work done. No one entity can accomplish it alone and we continue to move forward with very willing partners. We have spent two years refining that concept; our plan is for it to come together in 2018. This is an initiative to watch.

You will see evidence of partnerships throughout this report. Marketing, business recruitment, business expansion, and community development all impact Platte County's ratings as a high growth community with the best quality of life. We believe that if people have family supporting jobs or businesses, the community will thrive. Thank you for supporting economic development – you've made a real difference.

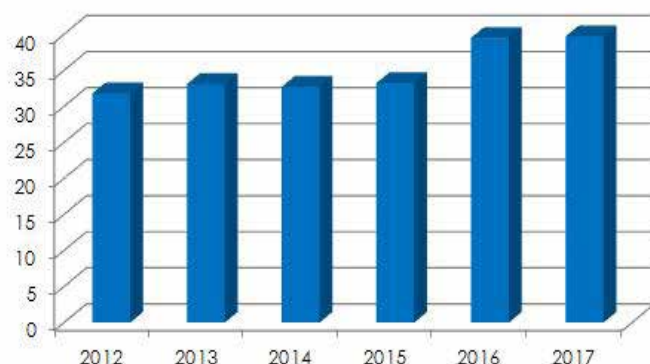
2017 PCEDC Member Activities

- Over 40 Action Team/Committee involvement opportunities
- 1 members only Business Tour – Martinrea
- 1 members only Member Roundtable
- 2 CEO Critical Conversation Lunches
- Opportunity to participate in Community Development Day at The National
- VIP Reception at the Business Excellence Awards
- Business Excellence Awards event
- 3 quarterly lunches (including a joint lunch with NRCC & CCEDC)

Members Visited



Constant Contact Open Rates



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%
2017	12 to 495 Recipients	39.93%

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
2017	12 new + 1 upgrade



Platte County Marketing

In 2017, the Platte County EDC worked on 54 projects and 22 prospects resulting in:

- 6 deals completed
- \$32,192,185 million in new investment
- 190 new jobs created

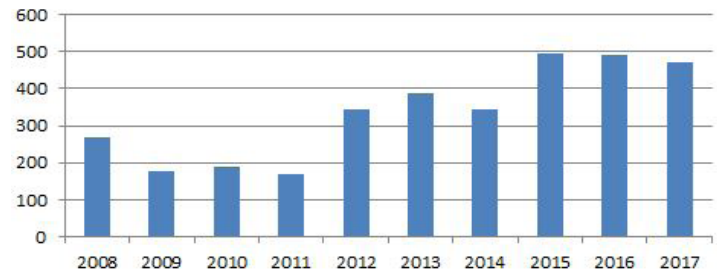
Highlights of 2017 marketing efforts include:

- The Platte County EDC hosted 70 commercial brokers, community representatives and sponsors at its third Community Development Day, held at The National Golf Club of Kansas City.
- Additional broker outreach included a residential broker update with local school districts, marketing events such as SIOR Development Day and meetings.
- Site selection marketing included attendance at the Women in Economic Development Conference, Lakeside with the Locators, a consultant visit to Dallas with KCADC, and the KCADC BBQ Crawl as well as targeted e-newsletters.
- Participation in RECon, the national conference of the International Council of Shopping Centers with appointments and networking events to discuss retail opportunities for Platte County.
- Participation in the Commercial Real Estate for Women (CREW) Kansas City chapter, including events, committee leadership and attendance at the National CREW Convention.
- Website pageviews and sessions both showed single-digit decreases in 2017 compared with 2016. Web sessions were down 8%, while web pageviews decreased 9%.
- Social media engagement continues to grow. Twitter follower numbers grew by 18% from year-end 2016, reaching 1396 followers, while the Platte County EDC's LinkedIn page increased its followers by 35%.

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

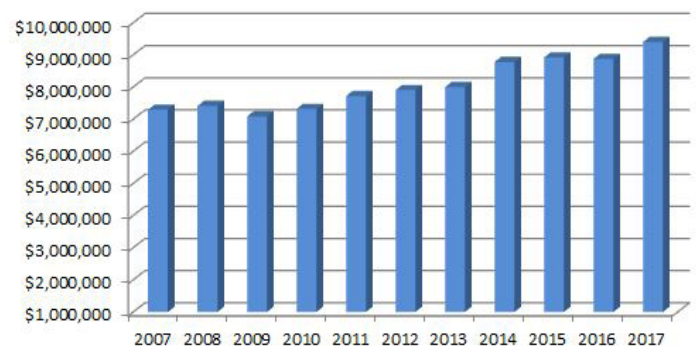
Single-family Building Permits 2008-2017

Source: HBA



Platte County Sales Tax

Source: Platte County Treasurer



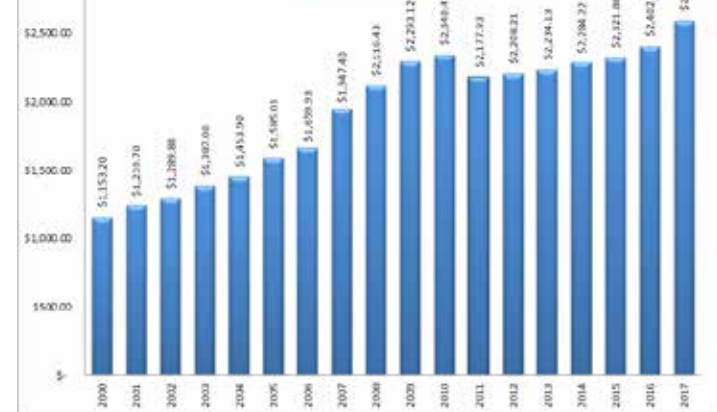
Industry Establishments

Source: Bureau of Labor Statistics

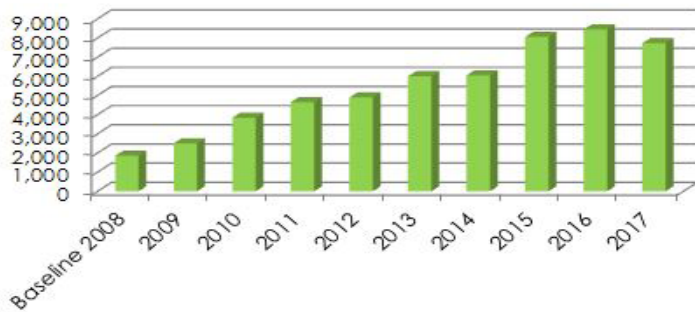


Platte County Assessed Valuation

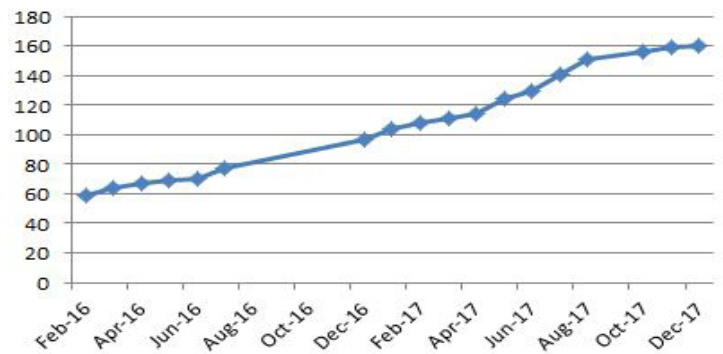
Source: Platte County Clerk



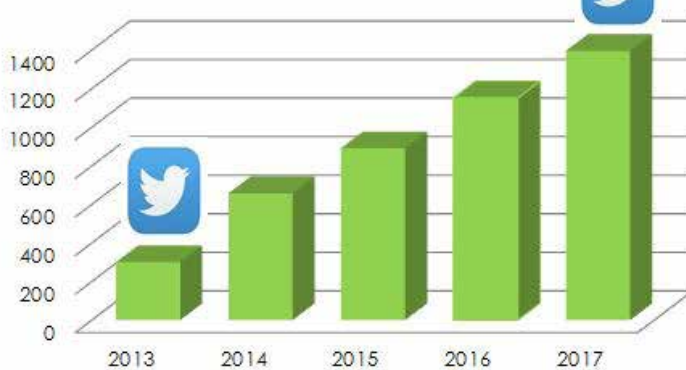
Web Sessions



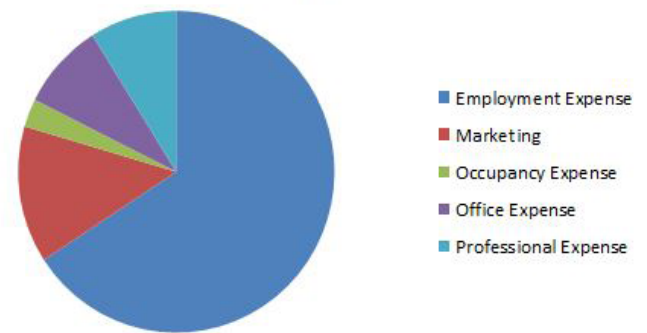
LinkedIn Followers



Twitter followers



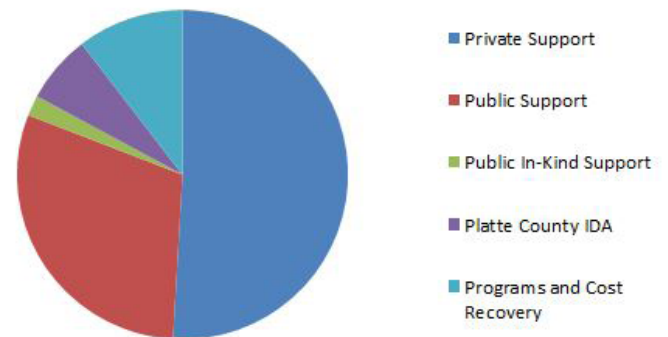
PCEDC Expenses



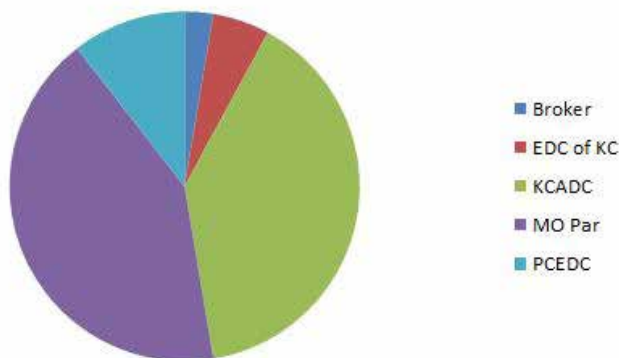
Prospect & Project Activity



PCEDC Revenue

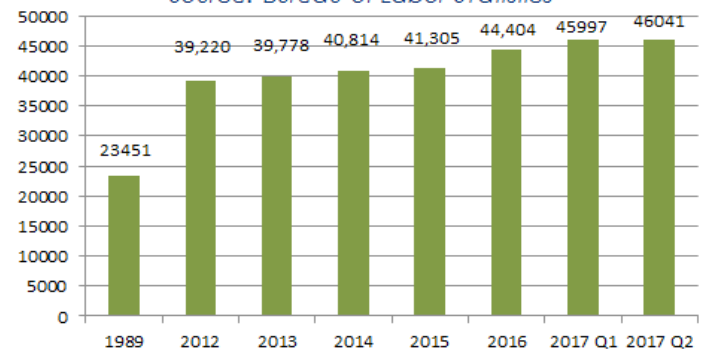


Project Lead Sources



Industry Employees

Source: Bureau of Labor Statistics



The 2017 Platte County EDC business retention interviews represented 39 non-retail businesses. These businesses provided their feedback in the Business Outreach Program 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. 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 39 participating business executives.

Key Findings

- Businesses interviewed represent diverse sectors. Transportation and Advanced Manufacturing 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.
- 37% of the businesses interviewed plan to expand in the next 3 years. This is an opportunity for Platte County that will bring new jobs and capital investment.
- Businesses in Platte County are either maintaining or increasing their market share.
- Businesses interviewed experienced stable or increasing sales; none had decreasing sales.

Strengths:  Location  Economy/Community Stable  Quality of Life Positive  Business Climate Positive

Opportunities:  New Development  Expansion  Relationship Building

Challenges:  Workforce Availability  Public Transportation

Threats:  Workforce

Workforce

In 2017, the Platte County EDC increased their efforts to assist businesses with workforce challenges. The PCEDC hosted three 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 included student participation in National Manufacturing Day through business tours. In recognition of the partnership between the Park Hill School District and the PCEDC, the Park Hill School District presented the PCEDC with a plaque of Platte County's Top 10 Employability Skills for Park Hill Students. The PCEDC website includes a jobs page that lists Platte County employers that are hiring as well as hiring events.

Total Roundtable Participation:

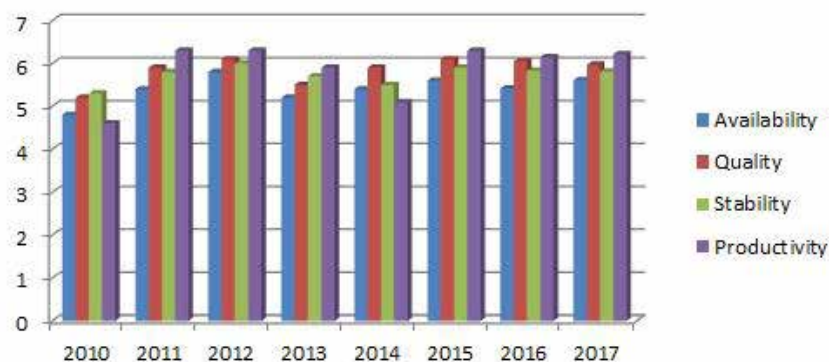
- 44 total participants.
- 16 companies from the following industries: manufacturing, banking, aviation, hoteliers, distribution and transportation.
- 12 employment service providers including Park Hill School District, Northland CAPS, Northland Career Center, Metropolitan Community College, Park University, Division of Workforce Development, US Veterans Affairs and several PCEDC members that are staffing agencies.
- 6 support groups: Hillcrest, KCATA, City of Riverside, Parkville EDC, EDC of KC and RWIN (MARC).

Workforce Successes in 2017:

- Platte County students participated in National Manufacturing Day by touring local manufacturing companies Haldex, MULTIVAC and Harley-Davidson, Challenge Manufacturing, and Aviation Technical Services.
- Participation in PCEDC's CEO Critical Conversations.

Platte County Workforce Ratings

Source: Platte County businesses



2017 Public Policy Action Team

Co-Chair: Jeff Elsea

Topics discussed:

- KCMO GO Bond ballot issue
- CIDs for multiple jurisdictions i.e. two counties
- Mid Continent Public Library Ballot Issue
- Park Hill School District's no tax increase ballot issue
- SB 190 regarding energy infrastructure
- Prevailing wage for communities' small projects
- Funding for the Missouri Partnership and economic development programs
- Real ID bill
- Education funding and Charter Schools
- A Better KCI
- Transportation priorities including HCR 47, the 21st Century Transportation Taskforce & the Buck O'Neil Bridge

2017 Platte County Industrial Development Authority

Chair: Edie Ballweg, Vice-Chair: Debbie Hopkins

The Platte County EDC contracts with the IDA to provide administrative, management and marketing services. The IDA met four times in 2017. The IDA issued bonds for the Park Plaza Transportation Development District.

2017 KCI Corridor TIF Advisory Committee

Chair: Tim Kristl

With its partner, the TIF Commission of 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. Committee tracks the progress of projects such as the engineering for the Old Tiffany Springs Road Bridge over I-29, Skyview Ave from Old Tiffany Springs Road to Ambassador Drive, and trails.

2017 Platte Purchase Redevelopment District

Chair: Alicia Stephens

The Platte County EDC, with the TIF Commission of the EDC of Kansas City, coordinates the new Platte Purchase Redevelopment District meetings. The advisory committee began meeting jointly in August 2017 with the KCI Corridor TIF. Projects include improvements to Tiffany Springs Road, Platte Purchase Road and NW 88th Street, a traffic study and sanitary sewer extensions.

2017 KCI Area Development Action Team

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

Topics discussed:

- A Better KCI
- Platte County Office Market
- Road Improvement and Design Projects
- PIAC Project Updates
- Youth Sports Complex
- Twin Creeks area top construction priorities
- Platte Purchase Redevelopment District Update
- KCI TIF Projects
- KCMO GO Bond Issue
- Platte County Housing Market
- Residential Development
- Commercial Development
- Platte County School District updates



Activities & Office Administration

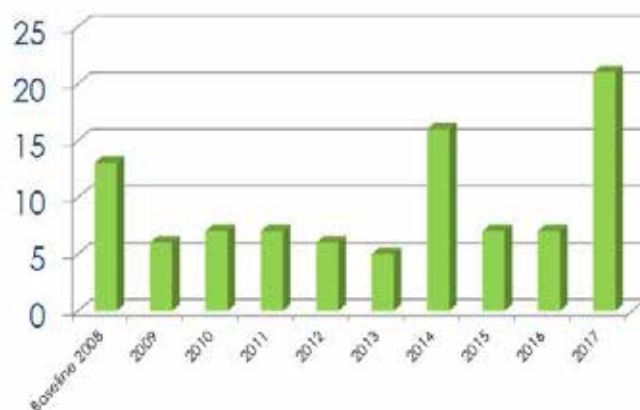
2017 Marketing and Business Outreach Action Team

Co-Chairs: Mike Kearns & Joe McBride

Topics discussed:

- 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
- CEO Luncheons
- BRE/Member Visits

Number of Community Interactions



2017 Finance Committee

Chair: Dale Brouk, PCEDC Treasurer

The committee met quarterly to review all things financial including reports, policies & procedures. In 2016, the Committee put into place a mechanism and policy for a reserve fund of days of operating money (90 days is a recommended amount for not-for-profit organizations). PCEDC met that goal in 2017. The committee believes the organization is leaving 2017 with a strong financial position.



2017 Office Administration Improvements

Human resources in the office were a challenge in 2017. The first quarter of the year had a staff vacancy which was filled in late March. In September, we found ourselves in the market again for a new employee. During all periods of being short-staffed, PCEDC staff picked up the slack as best we could as indicated in our numbers for this year - a real success in keeping positive movement for Platte County.

On the financial end of the spectrum, the organization took a giant leap in contracting professional assistance for the Better KCI work and organizational strategic planning. KCI consultant cost was shared with the NRCC; strategic planning cost was shared with KCP&L. However, both had a negative impact on the budget bottom line. Couple that with a decrease in funding from the public sector and it left the budget out of balance. The good news is that the organization had cash on hand to cover it without tapping the reserve fund. PCEDC leaders felt strongly that the professional assistance toward a billion dollar project was worth the imbalance.



2017 Executive Committee



Aaron Schmidt
Chair



Ed Bradley
Vice Chair



Dale Brouk
Secretary/Treasurer



Patricia Jensen
Immediate Past Chair



John Elliott
Platte County Commission

2017 Board of Directors

Graham Ault, Harley Davidson Motor Company
Jim Bowers, MD Management Representative
Cory Clark, GBA Architects & Engineers
Helmut Derra, Haldex
Doug Doll, KCI Auto Auction
Tim Dougherty, Dougherty Companies
Mike Duffy, City of Riverside
John Engelmann, KCP&L
Tim Kelley, Argosy Casino Hotel & Spa

Pat Klein, City of KC Aviation Dept
Vince Migliazzo, MarkOne
Kim Palomarez, Pro Staff
Brent Roberts, Freeman Realty
Rosemary Salerno, Zona Rosa
Ron Schieber, Platte County Commission
Frank Weatherford, TranSystems
Matt Webster, Ameritas
Dagmar Wood, Platte County Commission

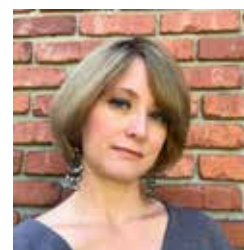
2017 PCEDC Staff



Alicia Stephens
Executive Director



Stephanie Neppl
*Marketing & Public
Relations Manager*



Stephanie Gillespie
*Business & Member
Outreach Manager*

2017 Investors

Leadership

City of Kansas City Aviation Department
City of Riverside
KCP&L
Platte County Commission
Platte County IDA
City of Kansas City

Platinum Plus

Mosaic Life Care
North Kansas City Hospital
Saint Luke's North Hospital
Southwest Airlines
Zona Rosa

Platinum

Argosy Casino Hotel & Spa
EDC of Kansas City
Freeman Real Estate Holdings Group
Gardner Construction Company Inc.
Harley-Davidson Motor Company
Hunt Midwest Enterprises
KCI Auto Auction
M D Management
McCown Gordon Construction
National Golf Club of Kansas City
Park Hill School District
Platte Co R-III School District
Platte-Clay Electric Cooperative
Trammell Crow Company
TranSystems Corporation
Velociti Inc
Wells Bank of Platte City
White Goss

Gold

Ameritas
AT&T
City of Parkville
City of Platte City
City of Weston
Commerce Bank N A
Embassy Suites KCI
JE Dunn Construction
Mark One Electric Co Inc
McRuer & Associates, LLC
Park University
Platte Valley Bank

Pro Athlete, Inc
Spire Energy
Tyco Integrated Security
West Platte R-II School District
Worth Harley-Davidson

Silver

Bank of Weston
BankLiberty
Burns & McDonnell
Citizens Bank & Trust
Emery Sapp & Sons, Inc.
Full Employment Council
Garver LLC
GBA Architects & Engineers
Gilmore & Bell
Hilton Kansas City Airport
HNTB Corporation
Kansas City Airport Marriott
MO-KAN LECET
NorthPoint Development
Olsson Associates
R H Johnson Company
Turner Construction Company

Bronze

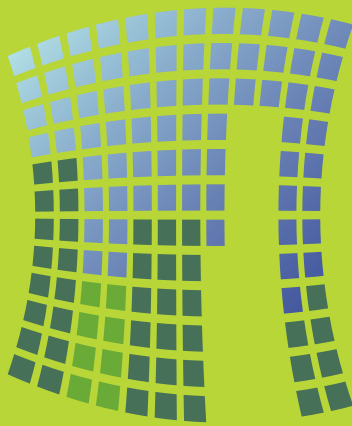
Aerotek
Allstate Consultants
ARCO National Construction-KC, Inc.
Bank of Kansas City
Bells Management
Benesch
Berkshire Hathaway HomeServices
Blue Nile Contractors
BMO Harris Bank NA
Capitol Federal
CFS Engineers, P.A.
Charles F Curry Real Estate Co
Citi
Citizens Savings and Loan
City of Kansas City Water Services
Cochran Head Vick & Co
Congressman Sam Graves
Dougherty Company
Embassy Landscape Group
Equity Bank
Ernst Brothers Home Construction
Gary Kerns Homebuilders, LLC
Geiger Ready Mix Co Inc
Haith & Co Inc
Haldex
Hawthorn Bank

HDR Engineering, Inc.
Heart of America Food Services LLC
Heartland Business Capital
Holiday Inn
Holladay Distillery
Honeywell
Imko Workforce Solutions
Irrigation Management Company
Kansas City Testing and Engineering LLC
Lawson Bank
Lewis Rice & Fingersh LC
MacDon Inc
Mann Company
Martin Financial Group
MCC Maple Woods
Mike Wrenn Companies
Miller Stauch
New Horizons Enterprises, LLC
Newmark Grubb Zimmer
Northland CAPS
Piper Jaffray & Co
Pro Staff/Hunter Hamilton
QPS Employment Group
Randy Reed Buick-GMC, Inc
Shafer Kline & Warren Inc
Stewart Title
Terracon
The Land Source
TownePlace Suites/Fairfield Inn & Suites
Unite Private Networks
Valkyrie Land Investment
Williams Spurgeon Kuhl &
Freshnock
YMCA of Greater Kansas City

Sole Proprietor

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





PLATTE COUNTY

ECONOMIC DEVELOPMENT COUNCIL

Let's Write a Success Story

www.plattecountyedc.com

Twitter: @PlatteEDC

Linkedin: www.linkedin.com/company/platte-county-economic-development-council

Youtube: Platte County Economic Development Council

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