



PLATTE COUNTY

ECONOMIC DEVELOPMENT COUNCIL

2018 Annual Report



AARON SCHMIDT:



It has been my privilege to serve as Chairman of the Platte County Economic Development Council for 2018.

We had a remarkable year of accomplishments, and the hard work of our PCEDC team and partners helped contribute to a staggering 56 projects and prospects in 2018. In December, we honored 8 Platte County businesses which represented \$176.8 million in new investment, filled more than 1.5 million square feet of space and created more than 800 new jobs.

The theme of our December Business Excellence Awards was “Work Zone” and it’s clear if you drive around Platte County you can see why we chose that. Many infrastructure projects are underway this year, we had great new buildings come online and even had some redevelopment take place.

As I reflect on my second 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 2018. Stephanie’s replacement, Molly Ramirez, jumped right into the annual luncheon celebration when she began on December 3rd and the event didn’t miss a beat. The staff’s positive impact on Platte County will be felt for many years to come.

ALICIA STEPHENS:



The Platte County EDC continues to lead the way toward economic well-being for the County. The year had a hard start with the announcement of the loss of Harley. And it got even more challenging when our chairman, Ed Bradley, passed. Thankfully, like we always do in Platte County, leaders stepped up to address both situations. Addressing the Harley closure is an ongoing effort with the goal of keeping those Harley workers employed in Platte County. Ed’s death meant we needed a new chairman and again, thankfully, Aaron Schmidt agreed to extend his term another year. Continuity during times of challenge made our tasks less uncertain.

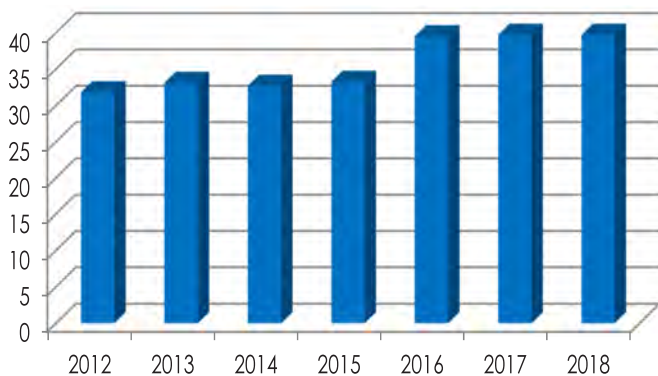
Our luncheon theme “Platte County Work Zone” applies not only to orange construction barrels but also to our many volunteers, board members and staff. I believe that “Midwest work ethic” is personified in the economic development efforts in Platte County. A wise leader said “It’s hard to roll up your sleeves if you’re busy wringing your hands.” We don’t wring our hands – we roll up our sleeves, tackle challenges head-on and get the work done.

2018 Platte County EDC Member Activities

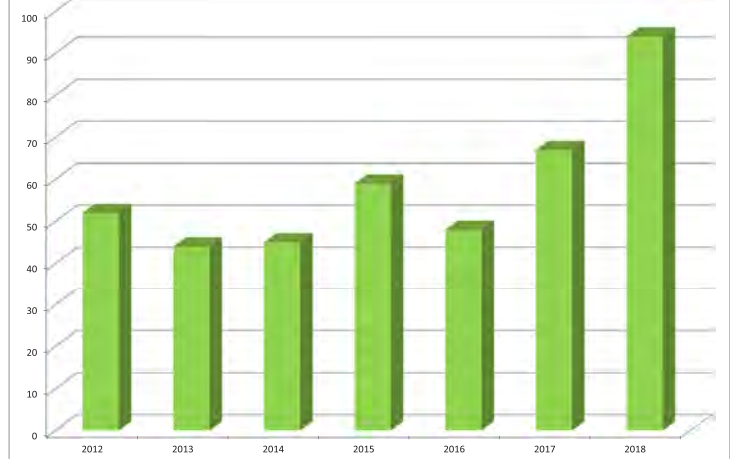
- Over 31 Action Team/Committee involvement opportunities
- 1 Board members only Business Tour at CVS Health Distribution Center
- 2 CEO Critical Conversation Lunches
- Opportunity to participate in Community Development Day at The National
- VIP Reception at the Business Excellence Awards
- Business Excellence Awards event
- 3 quarterly lunches (plus 2 joint lunches with NRCC & CCEDC)

Constant Contact Open Rates

(%)



Members Visited



Year	E-News	Recipients	Open Rate
Baseline 2008	12	not tracked	not tracked
2009	12	not tracked	not tracked
2010	12	not tracked	not tracked
2011	12	not tracked	not tracked
2012	11	497	31.80%
2013	12	533	33.10%
2014	12	511	32.70%
2015	12	468	35.68%
2016	12	493	39.50%
2017	12	495	39.93%
2018	12	499	39.71%

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
2018	17 new + 2 upgrades



In 2018, the Platte County EDC worked on 42 projects and 14 prospects resulting in:

- 3 deals completed
- \$87,000,000 in new investment
- 330 new jobs created

Highlights of 2018 marketing efforts include:

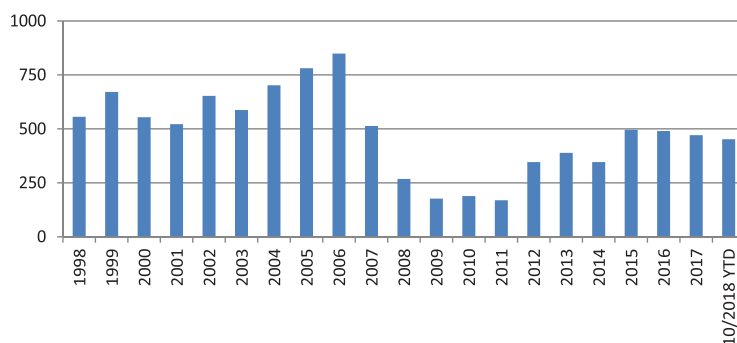
- PCEDC hosted 70 commercial brokers, community representatives and sponsors at its fourth Community Development Day, held at The National Golf Club of Kansas City.
- Additional broker outreach included a residential broker update with local school districts, marketing events and meetings.
- Site selection marketing included attendance at the Women in Economic Development Conference, Lakeside with the Locators, 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 double-digit increases in 2018 compared with 2017. Web sessions were up 36%, while web pageviews increased by 19%.
- Social media engagement continues to grow. Twitter follower numbers grew by 12% from year-end 2017, reaching 1573 followers, while the PCEDC's LinkedIn page increased its followers by 25%.

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



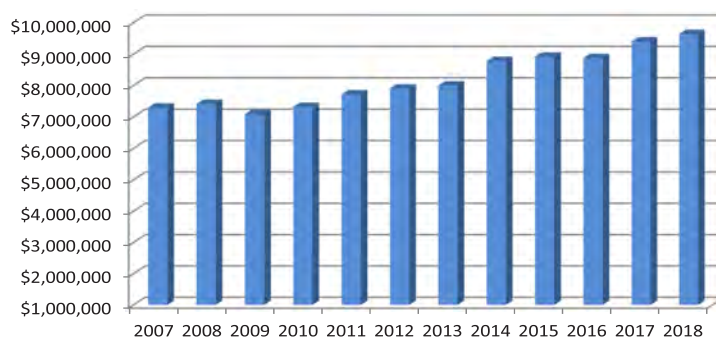
Platte County Single Family Building Permits 1998-2018

(Source: HBA)



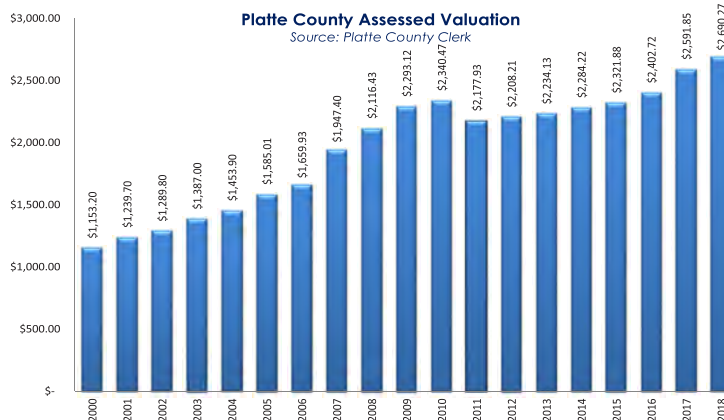
Platte County Sales Tax

Source: Platte County Treasurer

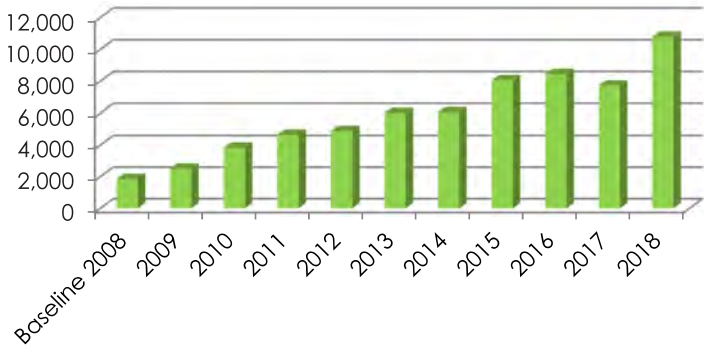


Platte County Assessed Valuation

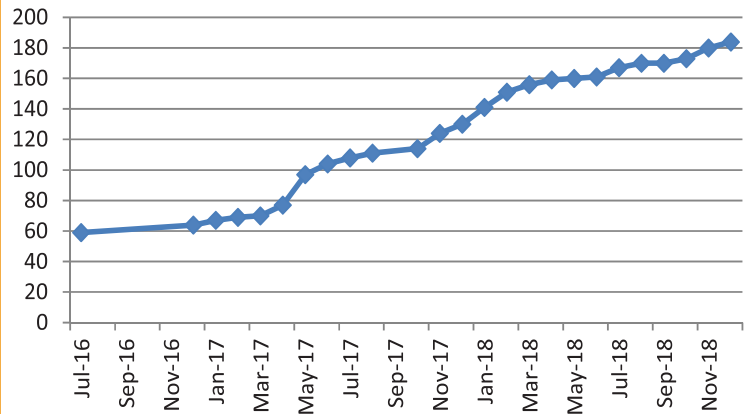
Source: Platte County Clerk



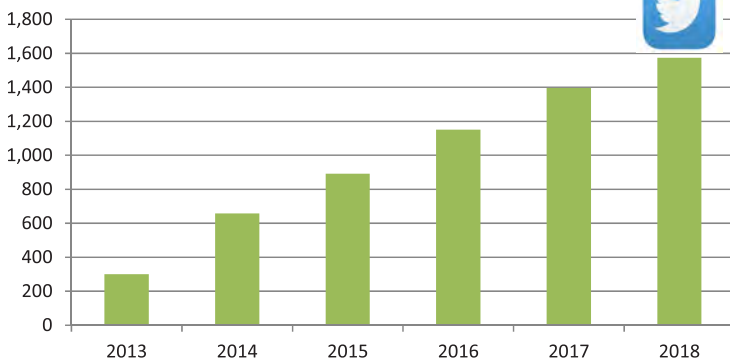
Web Sessions



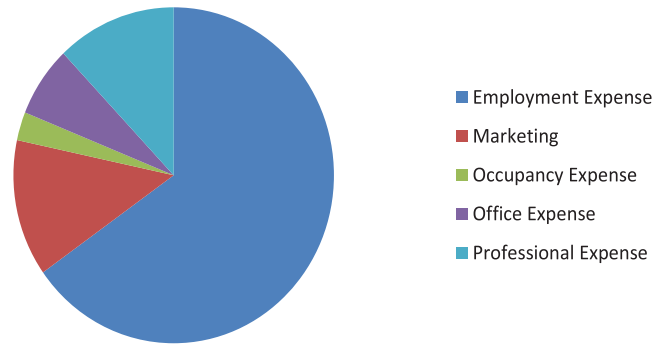
LinkedIn Followers



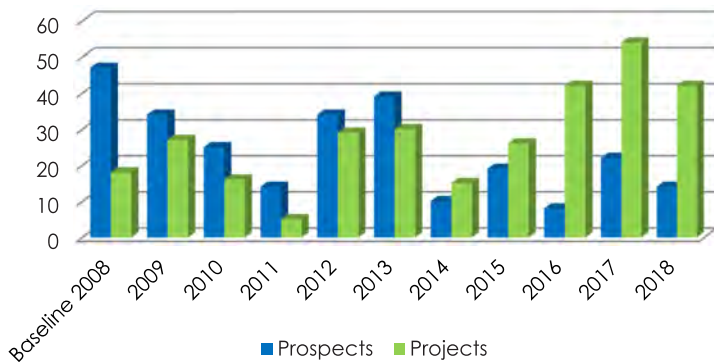
Twitter Followers



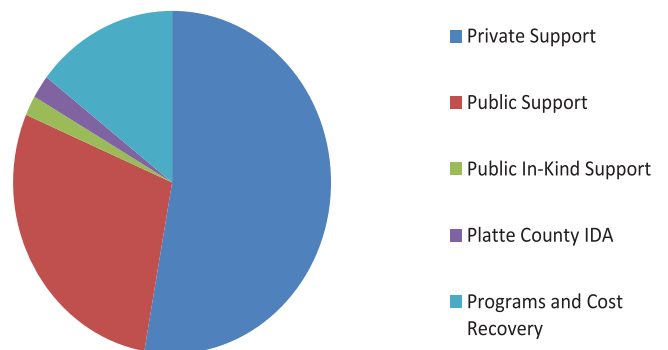
PCEDC Expenses



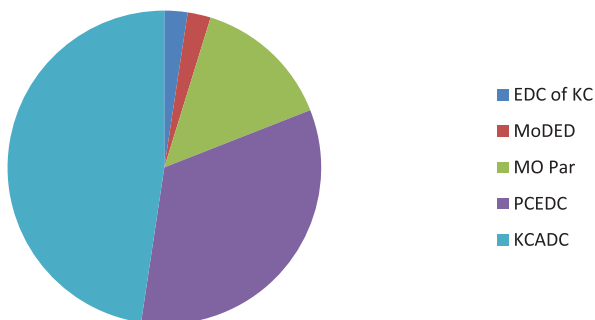
Prospect & Project Activity



PCEDC Revenue

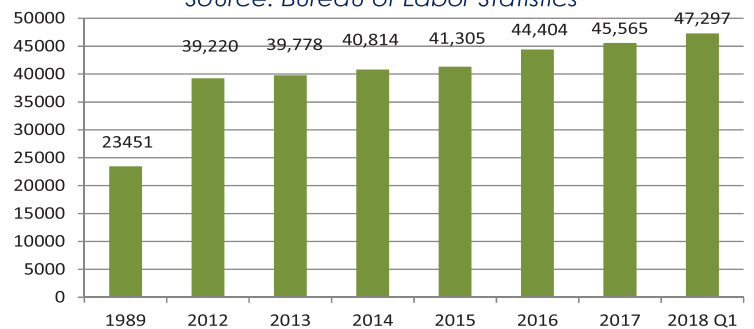


Project Lead Sources



Industry Employees

Source: Bureau of Labor Statistics



Business Retention & Expansion

The 2018 Platte County EDC business retention interviews represented 60 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, an Evergy Company, 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 60 participating business executives.

Key Findings

- Businesses interviewed represent diverse sectors. Advanced Manufacturing, Finance, Insurance & Real Estate (F.I.R.E) and Transportation were the most prevalent business sectors interviewed this year.
- Businesses interviewed represent diverse sizes. The majority of businesses interviewed employ between 1 and 100 employees.
- 31% 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.
- More than 1.5 million sq. ft. of expansion for businesses in 2018, which created more than 800 new jobs.

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 2018, PCEDC increased its efforts to assist businesses with workforce challenges. PCEDC hosted 3 Workforce Solutions Roundtables for our employers to share workforce challenges and work together to find solutions. In addition to the roundtables, 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. PCEDC's website includes a jobs page that lists Platte County employers that are hiring as well as hiring events.

In an effort to address workforce needs, PCEDC participated in the Workforce 2030 conference, Greater KC Workforce and Education Summit, Regional Workforce Intelligence Network (RWIN) and Metropolitan Community College Workforce Innovation Network Series (MCC WINS). The key takeaway point is that the nation is experiencing a low unemployment rate which is causing workforce challenges for employers. There is a statewide effort to find innovative ways to address these workforce challenges and leverage our assets.

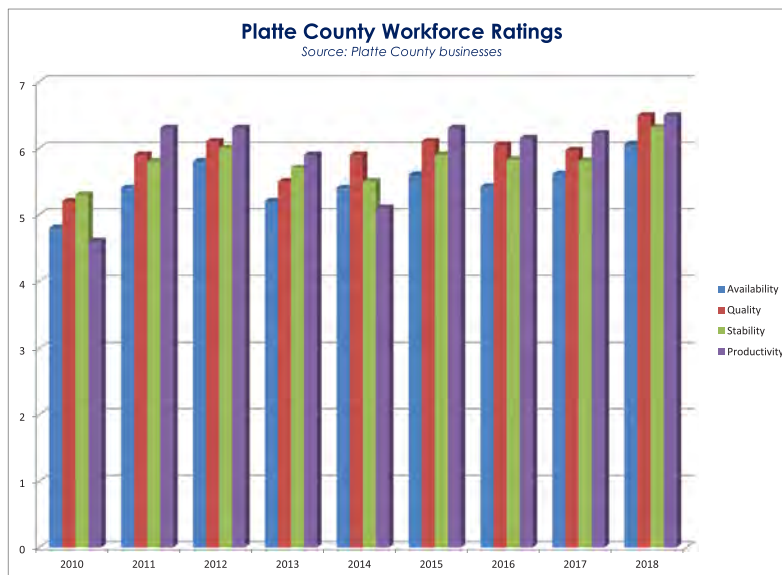
In addition to participating in the above-mentioned conferences and meetings, PCEDC with partners Kansas City Aviation Department, KCP&L, City of Riverside, Spire, and EDC of Kansas City, have joined efforts to conduct a labor shed study to better understand the workforce characteristics of our local labor market. This report will be available at the end of January 2019.

Total Roundtable Participation:

- 51 total participants.
- 16 companies from the following industries: manufacturing, 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 Platte County EDC members that are staffing agencies.
- 6 support groups: Hillcrest, KCATA, City of Riverside, Parkville EDC, EDC of KC and RWIN (MARC).

Workforce Successes in 2018:

- Platte County students participated in National Manufacturing Day by touring local manufacturing companies MULTIVAC, Haldex, Martinrea, US Farathane, and Marlen.
- Participation in Platte County EDC's CEO Critical Conversations.
- Participation in Workforce 2030 and Greater KC Workforce Summit.



2018 Public Policy Action Team

Co-Chairs: Mike Kellam and Tim Kelley

Topics discussed:

- Video Lottery Terminals
- Tax Increment Financing
- Missouri Works
- Charter Schools
- MO Empowerment Scholarships Accounts Program
- Prevailing Wage
- Proposition D Ballot Issue (fuel tax)
- KCMO Sales Tax for Pre-K
- KCMO Housing Policy
- Youth Sports
- Buck O'Neil Bridge

2018 Platte County Industrial Development Authority

Chair: Edie Ballweg, Vice-Chair Debbie Hopkins

The PCEDC contracts with the IDA to provide administrative, management and marketing services. The IDA met 4 times in 2018. Early in the year, the IDA approved a resolution for a revenue bond issuance based on Menards revenues to be used for a bridge over I-29 at Old Tiffany Springs Road. A great portion of the remaining meetings revolved around Platte County's position on the Zona Rosa Transportation Development District bonds and obligation for repayment of them. Toward the end of the year the IDA was named in a lawsuit but shortly thereafter removed as its only role in the ZR TDDs was as conduit financier. It issued no bonds in 2018.

2018 KCI Corridor TIF Advisory Committee

Chair: Tim Kristl

With its partner, the TIF Commission of EDC of KC, the PCEDC coordinates the meetings of the KCI TIF Advisory Committee. Each month the committee hears reports about projects throughout the KCI TIF boundaries. The committee tracks the progress of projects such as the engineering/construction for the Old Tiffany Springs Road Bridge over I-29, Skyview Avenue reconnection, and the design of Line Creek Parkway and trails. Tracking of projects includes funding and budgets.

2018 Platte Purchase Redevelopment District

Chair: Alicia Stephens

The PCEDC, with the TIF Commission of EDC of Kansas City, coordinates the Platte Purchase Redevelopment District meetings. The advisory committee began meeting jointly in August 2018 with the KCI Corridor TIF. Projects include improvements to Tiffany Springs Road, Platte Purchase Road, Line Creek Parkway and NW 88th Street, and sanitary sewer extensions. The committee hears regularly from the Platte County R3 School District regarding plans for the 80 acres that lie within the District.

2018 KCI Area Development Action Team

Chair: Darren Hennen, Vice-Chair: Duane Soper

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

Work for the Youth Sports Complex falls under this committee's responsibility. At the end of the year, the concept was ready for presentation to Council. Preliminary work toward that end is underway.



2018 Finance Committee

Chair: Mike Duffy, PCEDC Treasurer

The committee met quarterly to review financial items 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 2018. The committee believes the organization is leaving 2018 with a strong financial position, even though it ends the year with a loss. This was due in part to two large investors (revenue) not able to make their full investment in the PCEDC, leaving a revenue shortfall of \$33,000.

2018 Office Administration Improvements

Human resources in the office stabilized for most of 2018 until 3-year employee Stephanie Neppel chose to move back to Iowa to be closer to her parents. We were sad to see her go but admire her commitment to family. The PCEDC was able to fill that position in good time and had Molly Ramirez on board by December 3rd. 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.



2018 Executive Committee



Aaron Schmidt
Chair



Dale Brouk
Vice Chair



Mike Duffy
Secretary/Treasurer



Patricia Jensen
Immediate Past Chair



John Elliott
Platte County Commission

2018 Board of Directors

Graham Ault, Harley Davidson Motor Company
Robert Barmann, Platte County IDA
Helmut Derra, Haldex
Doug Doll, KCI Auto Auction
John Engelmann, KCP&L, An Evergy Company
Corey Hays, Aerotek
Darren Hennen, Olsson
Tim Kelley, Argosy Casino Hotel & Spa

Pat Klein, City of KC Aviation Dept
Wes Minder, City of Kansas City, Missouri
Brent Roberts, Freeman Realty
Rosemary Salerno, Zona Rosa
Mark Ward, Mark One
Frank Weatherford, TranSystems
Matt Webster, George K. Baum

2018 PCEDC Staff



Alicia Stephens
Executive Director



Stephanie Neppel
*Marketing & Public
Relations Manager*



Stephanie Deppen
*Business & Member
Outreach Manager*



Molly Ramirez
*Marketing & Public
Relations Manager*
(Start date -12/3/2018)

Leadership

City of Kansas City
 City of Kansas City Aviation Department
 City of Riverside
 KCP&L, An Evergy Company
 Platte County Commission
 Platte County IDA

Platinum Plus

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

Platinum

Argosy Casino Hotel & Spa
 Citi
 City of Weston
 EDC of Kansas City
 FiveStar Lifestyles
 Freeman Real Estate Holdings Group
 Gardner Construction Company Inc.
 Harley-Davidson Motor Company
 Hunt Midwest Enterprises Inc
 KCI Auto Auction
 M D Management
 McCown Gordon Construction
 Park Hill School District
 Platte Co R-III School District
 Platte-Clay Electric Cooperative
 Rosnet
 Rouse Frets White Goss Gentile Rhodes, P.C.
 Trammell Crow Company
 TranSystems Corporation
 Velociti Inc
 Wells Bank

Gold

BankLiberty
 City of Parkville
 City of Platte City
 Commerce Bank N A
 CVS Health
 Edgemoor Infrastructure & Real Estate
 Embassy Suites KCI
 George K Baum
 JE Dunn Construction
 Johnson Controls
 Mark One Electric Co Inc
 McRuer & Associates, LLC
 Park University

Platte Valley Bank
 Pro Athlete, Inc
 Spire
 West Platte R-II School District

Silver

AT&T
 Bank of Weston
 Burns & McDonnell
 Citizens Bank & Trust
 Clarkson Construction Company
 Emery Sapp & Sons, Inc.
 Full Employment Council
 Garver LLC
 GBA Architects & Engineers
 Gilmore & Bell
 Hilton Kansas City Airport
 HNTB Corporation
 Kansas City Airport Marriott
 Multivac
 NorthPoint Development
 Olsson
 R H Johnson Company
 Superior Bowen
 Turner Construction Company

Bronze

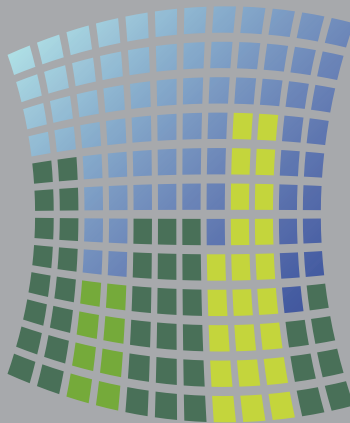
Aerotek
 Allstate Consultants
 ARCO National Construction-KC, Inc.
 Aspire Real Estate Group KC -
 Berkshire Hathaway HomeServices
 Stein & Summers Real Estate
 Bank of Kansas City
 Bells Management
 BMO Harris Bank NA
 Braun Intertec Corporation
 Capitol Federal
 CFS Engineers, P.A.
 Charles F Curry Real Estate Co
 Citizens Savings and Loan
 City of Kansas City Water Services
 City Rent A Truck
 Cochran Head Vick & Co
 Embassy Landscape Group
 Engaged Companies
 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
 Irrigation Management Company
 Kaw Valley
 Lawson Bank
 Lewis Rice & Fingersh LC
 MacDon Inc
 Mann Company
 Martin Financial Group
 MCC Maple Woods
 McClure Engineering Company
 Mike Wrenn Companies
 Miller Stauch
 New Horizons Enterprises, LLC
 Newmark Grubb Zimmer
 Piper Jaffray & Co
 Pro Staff/Hunter Hamilton
 QPS Employment Group
 Randy Reed Buick-GMC, Inc
 Stewart Title
 TeamLogic IT
 Terracon
 The Land Source
 TownePlace Suites/Fairfield Inn & Suites
 TSi Geotechnical, Inc.
 Unite Private Networks
 Valkyrie Land Investment
 Williams Spurgeon Kuhl & Freshnock
 Worth Harley-Davidson
 YMCA of Greater Kansas City

Sole Proprietor

Audra Heller & Associates
 Ballweg & Associates
 Tim Daily
 Dillingham Enterprises and JoDill Corp
 Chris Donnelly
 Ford & Cooper
 Hillcrest Platte County
 John Elliott
 RT Rustics
 Synergy Services
 Tim Kristl
 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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