

PLATTE COUNTY

ECONOMIC DEVELOPMENT COUNCIL

2019 Annual Report



Sky's the Limit

INTRODUCTION

DALE BROUK:



It has been my privilege to serve as Chairman of the Platte County Economic Development Council over the past year.

In 2019 we broke ground on the largest economic development project in the history of Platte County, the New KCI Terminal. At our annual luncheon, appropriately themed "Sky's the Limit", we thanked the team that made this project a reality. In addition to the New KCI Terminal the PCEDC team and partners helped contribute to a staggering 42 projects and prospects in 2019. In December, we honored 6 Platte County businesses which represented \$800,000,000 million in new investment, filled more than 441,687 square feet of space and created more than 418 new jobs.

In 2019 we celebrated more than just Economic Development. We celebrate the retirement of Alicia Stephens. Words cannot describe what Alicia has done for Platte County during her tenure as Executive Director of the PCEDC. Without Alicia at the helm Platte County would be a different place! With Alicia's retirement, we welcomed Matt Tapp as PCEDC's new Executive Director.

As I reflect on my tenure as Chairman, I am thankful 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. Matt, Alicia, Stephanie, Shianne and Molly all worked countless hours on many complex projects in 2019. I want to especially thank Stephanie for her dedication to the PCEDC as she had to wear many hats during the transition from Alicia to Matt and again from Molly to Shianne. Next time you see Stephanie please give her and extra "THANK YOU". I look forward to another exciting year working with this team and our partners to make things happen in Platte County.

ALICIA STEPHENS:



2019 was, indeed, a year of transition. The PCEDC moved from a Plan of Work that had worked well for many years and implemented a new Plan of Work stemming from investor interviews done in 2018. There are some things that an EDO just does i.e. projects, prospects, member services and our numbers were good there. The annual awards luncheon was a testament to the work of the PCEDC and its partners. PCEDC completed a Labor Study early in the year with financial help from our partners.

One of our favorite projects – a new KCI terminal – broke ground and we celebrated with many, many partners. No project in the history of the Platte County EDC has had the impact that this new terminal will have. PCEDC is all about creation of family-supporting jobs and this project hits that mark!

The PCEDC has always led the way on community development in Platte County – infrastructure, growth areas, transportation. With that in mind, the PCEDC began its work in earnest looking at the I-29 Corridor – many thanks to the private and public sector in helping define that scope of work. We also worked with the Aviation Department to look at their ground to identify needs such as roads and utilities. We want to be ready for growth and there's much work to do.

Efforts continued on a Northland Sports Complex. In October, teams responded to an RFQ/P issued by the City and right before the holiday, interviews were held and the Sporting Team was chosen to move forward. All pieces for the project should go before City Council in the next 60 days. The Council vote is the last step and we hope to break ground this construction season. . . stay tuned. I appreciate the opportunity to remain active with the project.

In an extremely bittersweet decision, 2019 was my year to retire. We had been working toward that for almost two years. With a new Plan of Work, a new membership system and a financial reserve in place, I felt confident in choosing my departure time. I am grateful for every one of you who impacted my career and my life. I am so proud of the work we've accomplished.

MATT TAPP



Platte County Economic Development Council continues to lead the way toward economic well-being for the region. I am excited and honored to lead the PCEDC as the new Executive Director. 2019 was a year of change for the organization. One that ushered in transition for the organization. However, during these multiple transitions, the organization was able to fill positions in good time and keep everything running smoothly and efficiently.

I want to thank Alicia for all her hard work as past Executive Director and congratulations on her retirement. A special thank you to all our board members and investors, and a very heartfelt thank you to my staff at PCEDC. Without any of you, this simply wouldn't be possible.

This year's Business Excellence Luncheon theme was "Sky's the Limit" and we believe in Platte County that this simple statement is true and powerful. In Platte County, the Sky's The Limit to push boundaries and to seek new opportunities. We see this in new projects like the new KCI terminal, which broke ground this past year. This project is currently in flight and will allow growth and limitless opportunities for our community. We are excited to see this project take off and build off that momentum.

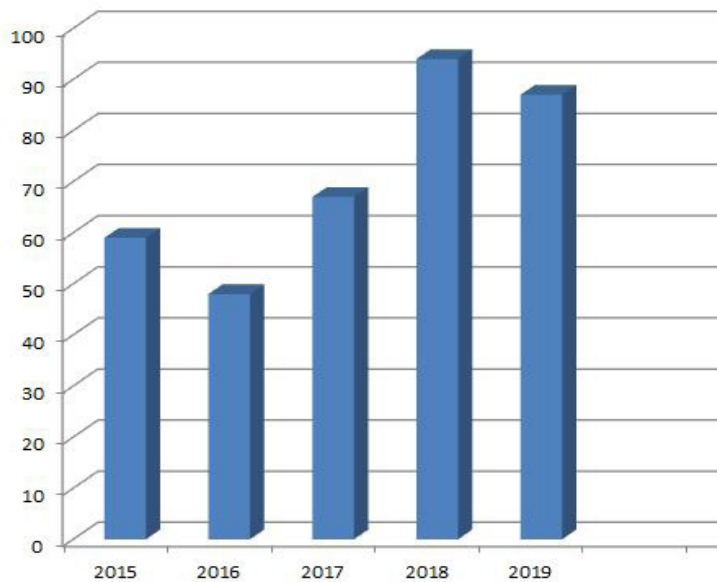
We are constantly striving to grow and achieve more for our community. We continue to fly past obstacles to a new horizon. I believe that Platte County is on the rise. We are rising to the occasion with new business growth and soaring into new possibilities every day.

I am excited to see what 2020 will hold for Platte County. There is so much more in store, so hold on tight as we lift off to a bright new future.

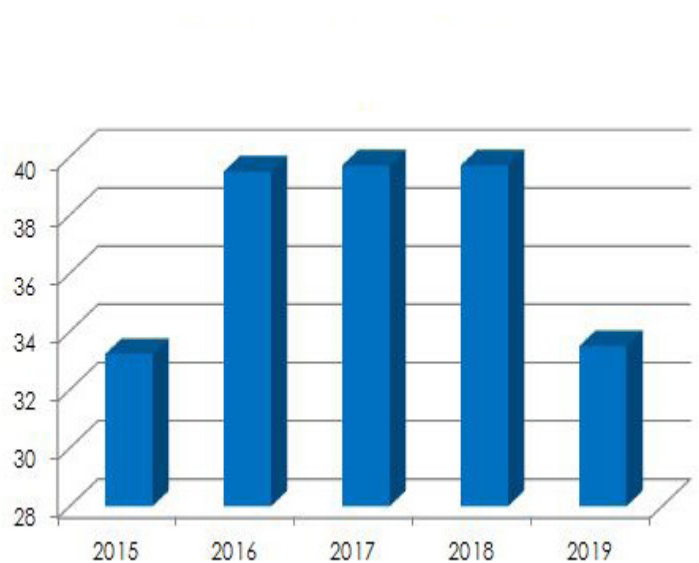
2019 Platte County EDC Member Activities

- Over 24 Action Team/Committee involvement opportunities
- 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 1 joint lunches with NRCC & CCEDC)

Members Visited 2015-2019



E-News Open Rates 2015-2019



PLATTE COUNTY MARKETING

In 2019, the Platte County EDC worked on 42 projects and 4 prospects resulting in:

- 3 deals completed
- \$88,000,000 in new investment
- 418 new jobs created

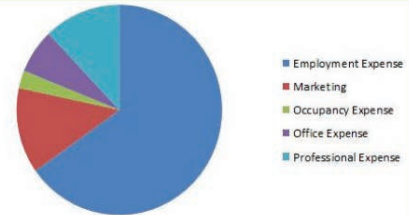
Highlights of 2019 Marketing Efforts

- PCEDC hosted 70 commercial brokers, community representatives and sponsors at its fifth annual 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 KCADC's Creativity and Innovation Tour 2019 as well as targeted e-newsletters to members.
- Website pageviews and sessions both showed increase in 2019 compared with 2018. Web sessions were up 14%, while web page views increased by 13%
- Social media engagement continues to grow. Twitter follower numbers grew by 9% from year-end 2019, reaching 1708 followers, while the PCEDC's LinkedIn page increased its followers by 44%. Facebook has also increased following from 111 to 147 likes on the page.
- Added Instagram as another social media channel. Started account in November of 2019. Hoping to double followers in 2020.

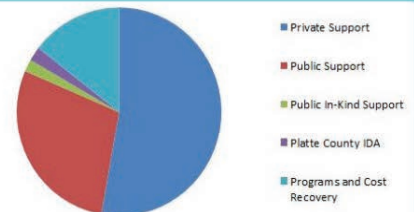
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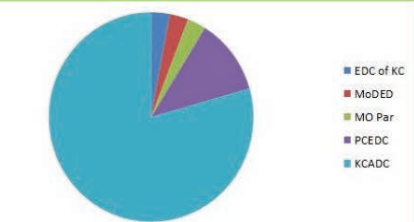
PCEDC EXPENSES



PCEDC REVENUE



PROJECT LEAD SOURCES



PROSPECT & PROJECT ACTIVITY



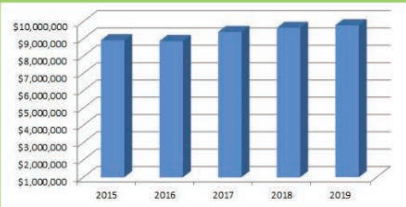
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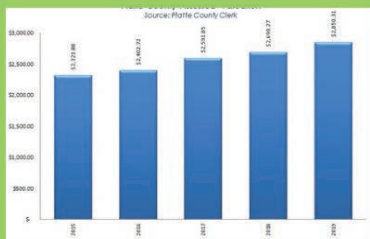
PLATTE COUNTY SALES TAX: 2015-2019 SOURCE: PLATTE COUNTY TREASURER



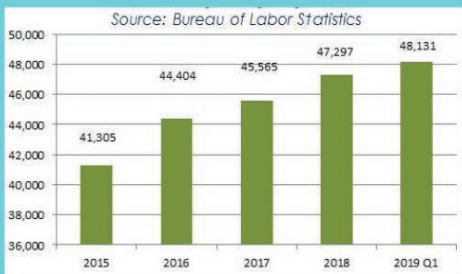
PLATTE COUNTY SINGLE FAMILY BUILDING PERMITS: 2015-2019 SOURCE: HBA



PLATTE COUNTY ASSESSED VALUATION 2015-2019 SOURCE: PLATTE COUNTY CLERK



INDUSTRY EMPLOYEES SOURCE: BUREAU OF LABOR STATISTICS 2015-2019

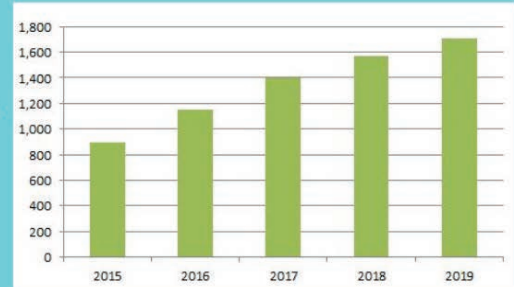


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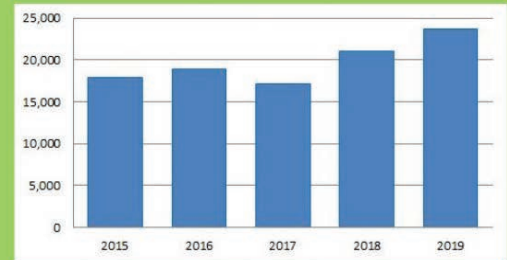
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TWITTER FOLLOWERS 2015-2019



WEB PAGEVIEW



WEB SESSIONS



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BUSINESS RETENTION & EXPANSION

Content

The 2019 Platte County EDC business retention interviews represented 55 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, 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, Consumer Goods Producer, Convention/Tourism, Health Care & Pharmaceuticals, 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 250 employees.
- 36% 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
- More than 890,000 thousand sq. ft. of expansion for businesses in 2019, which created more than 500 new jobs

Strengths:  Location  Economy/Community Stable  Customer, Supplier Accessibility

Opportunities:  Expansion  New Development

Challenges:  Workforce Availability  Public Transportation

Threats:  Workforce Availability

Workforce

In 2019, PCEDC increased its efforts to assist businesses with workforce challenges. PCEDC hosted 1 Workforce Roundtable and 2 HR Network 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.

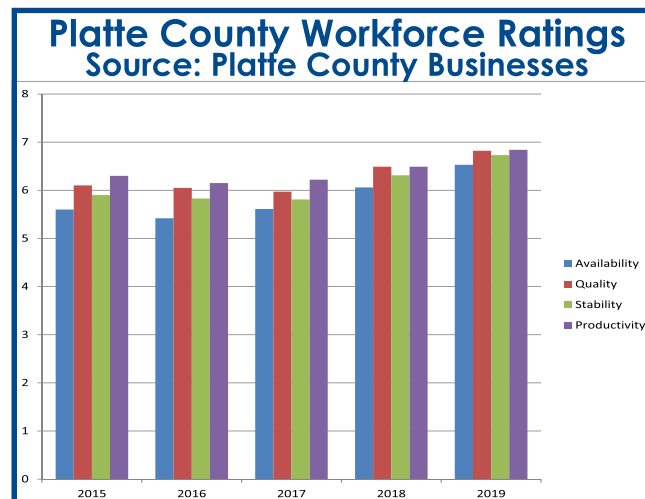
In an effort to address workforce needs, PCEDC participated in the Workforce 2030 conference, Regional Workforce Intelligence Network (RWIN) and Metropolitan Community College Workforce Innovation Network Series (MCC WINS). The key takeaway point is that the nation is experiencing a low unemployment 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.

Total Roundtable Participation:

- 36 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 2019:

- Platte County students participated in National Manufacturing Day by touring local manufacturing companies Challenge Manufacturing, MULTIVAC, Haldex, Marlen, and CVS Distribution.
- Participation in Platte County EDC's CEO Critical Conversations
- Participation in Workforce 2030



ACTIVITIES & OFFICE ADMINISTRATION

2019 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

2019 Public Policy Action Team

Chair: Mike Kellam

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

2019 Joint KCI Corridor & Platte Purchase Redevelopment TIF Advisory Committees.

KCI Chair: Tim Kristl

Platte Purchase: Alicia Stephens

With its partner, the TIF Commission of EDC of KC, the PCEDC coordinates the joint meetings of these two principle TIF districts inside Platte County. Each month the committees hear reports about projects throughout the two TIF boundaries. The committee tracks the progress of actual projects while also identifying and prioritizing additional projects for the future. In 2019, the joint committees reviewed the following projects:

- New KCI Corridor Bond Issuance
- Old Tiffany Springs Road Bridge over I-29
- Youth Sports Complex
- Skyview Ave: Old Tiffany Springs Road to Ambassador Drive
- Water and Sewer Extensions to serve Platte Purchase Park
- Platte Purchase Drive Road Improvements

2019 Platte County Industrial Development Authority

Chair: Edie Ballweg, Vice-Chair Duane Soper

The PCEDC contracts with the IDA to provide administrative, management and marketing services. The IDA met 5 times in 2019, including the required annual meeting. Board members include Edie Ballweg, Duane Soper, Karla Martinez, Shane Bartee, Robert Slavik, Scott Fricker and Kelly Parkhurst. Topics discussed in 2019 includes KCI TIF Revenue study and the Zona Rosa Bond Update. While not issuing any new bonds in 2019, the next round is slated for early 2020.

2019: Year of Change

As we begin the new year of 2020, we look back onto 2019 and think about all the change, growth and opportunities we have had in Platte County. 2019 ushered in changes for the organization; from new leadership and to a new plan of work. However, through these changes we are able to set course for a new horizon.

This year's theme of our December Business Excellence Award was "Sky's The Limit" and it's clear this theme is taking off. We are ready to soar into a new era of economic development. With new leadership and a desire to accomplish more for Platte County, 2020 is a new beginning to push ourselves and our community to understand that the Sky's The Limit and that there's bigger and better things to come. As for the future of Platte County EDC, the Sky's The Limit.

ACTIVITIES & OFFICE ADMINISTRATION



PCEDC & INVESTORS

2019 Executive Committee



Dale Brouk
Chair



Mike Duffy
Vice-Chair



Mike Reik
Secretary/Treasurer



Aaron Schmidt
Immediate Past Chair



John Elliott
Platte County Commission

2019 Board of Directors

Helmut Derra, Haldex

Doug Doll, KCI Auto Auction

John Engelmann, Evergy

Michael Gaudreau, Argosy Casino Hotel & Spa

Scott Green, Aerotek

Darren Hennen, Olsson

Kate Higgins, Hilton KCI

Lauren Kepler, JE Dunn

Pat Klein, City of KC Aviation Dept

Addison Miller, TranSystems

Wes Minder, City of Kansas City, Missouri

Duane Soper, Platte County IDA

Mark Ward, Mark One

Matt Webster, Stifel

Scott Zigler, Zona Rosa

2019 PCEDC Staff



Alicia Stephens
Executive Director



Stephanie Deppen
Business & Member Outreach Manager



Matt Tapp
Executive Director
(Start Date - September 2019)



Shianne Kolts
Marketing & Public Relations Manager
(Start Date - November 2019)



Molly Ramirez
Marketing & Public Relations Manager

Leadership

City of Kansas City
City of Kansas City Aviation
Department
City of Riverside
Evergy
Platte County Commission
Platte County IDA

Platinum Plus

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

Platinum

Argosy Casino Hotel & Spa
City of Weston
CVS Health
EDC of Kansas City
FiveStar Lifestyles
Hunt Midwest Enterprises Inc
KCI Auto Auction
McCown Gordon Construction
M D Management
Park Hill School District
Platte Co R-III School District
Platte-Clay Electric Cooperative
Rouse Frets White Goss Gentile
Rhodes, P.C.
Sporting KC
Trammell Crow Company
TranSystems Corporation
Velociti Inc
Wells Bank

Gold

BankLiberty
City of Parkville
City of Platte City
Commerce Bank N A
Embassy Suites KCI
JE Dunn Construction
Johnson Controls
Mark One Electric Co Inc
Park University
Platte Valley Bank
Pro Athlete, Inc
Spire
Stifel
UHY LLP
West Platte R-II School District

Silver

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

Bronze

3F30 Architects Inc
A.L. Huber, Inc
Aerotek
ARCO National Construction-KC, Inc.
Armstrong Teasdale LLP
Aspire Real Estate Group KC -
Berkshire Hathaway HomeServices
Stein & Summers Real Estate
Bells Management
BOK Financial
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
Country Club Bank
Embassy Landscape Group
Engaged Companies
Equity Bank
Ernst Brothers Home Construction
Four Points by Sheraton Kansas City
Airport
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
Kaw Valley
Lewis Rice & Fingersh LC
Luke Draily Construction Co., Inc.
MacDon Inc
Mann Company
Martin Financial Group
MCC Maple Woods
McClure Engineering Company
Miller Stauch
New Horizons Enterprises, LLC
Newmark Grubb Zimmer
Piper Jaffray & Co
QPS Employment Group
Randy Reed Buick-GMC, Inc
Stewart Title
TeamLogic IT
TownePlace Suites/Fairfield Inn &
Suites
Unite Private Networks
Welch & Webb LLC
Williams Spurgeon Kuhl & Freshnock
Windfield Real Estate
Worth Harley-Davidson
YMCA of Greater Kansas City

Individual Non-Profit

Audra Heller
Chris Donnelly
David Park
Ed Ford
Edie Ballweg
Hillcrest Platte County
John Dillingham
John Elliott
Rosemary Salerno
Synergy Services
Tim Daily
Tim Kristl
Valerie McCaw

A special thanks goes out to all the businesses and individuals that support our efforts through their investor memberships. Your commitment to better advance Platte County is much appreciated.





PLATTE COUNTY

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Let's Write a Success Story



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