

PLATTE COUNTY  
ECONOMIC DEVELOPMENT COUNCIL

# Beyond ALL LIMITS

2024 ANNUAL REPORT



# A MESSAGE FROM THE CHAIRMAN



**Darren Hennen**  
*Olsson*  
2024 Chairman

As the 2024 Board Chair for Platte County EDC, I remain in awe of the milestones we as an organization, along with our community partners were able to accomplish this past year, including:

- Ace Hardware Retail Support Center: 1.5M SF distribution facility located in the KCI 29 Logistics Park
- Eastern Airlines: Corporate headquarters relocation
- Central Power Systems & Services Expansion: Platte City

In Economic Development, we understand that creating jobs is an important part of our portfolio, but economic development also includes supporting existing businesses and improving the quality of life for our residents and business community. To that end, we celebrated the City of Riverside's announcement of a new, state-of-the-art amphitheater in partnership with Live Nation. We also re-activated our business outreach efforts to better understand challenges faced by our existing businesses and to assist as they continue to grow.

The EDC, led by our Executive Director, Tina Chace, continues serving in a leadership role in making the Northland Workforce Development Center a reality.

While I have had the opportunity to reflect on 2024, the real excitement is waiting for us in 2025! Our incoming Chairman, Brian Johanning, hosted a strategic planning session with an eye on growing our organization to meet the dynamic environment of economic development and our business community.

If you are a current member of the PCEDC, I simply say thank you for your time and investment in our first-class organization. Your confidence in our mission and our board of directors has been deeply appreciated.

If you are considering joining our organization, I personally invite you to contact one of our board of directors and find out firsthand the value in joining the Platte County EDC. I hope to see you at our monthly networking events or quarterly luncheons very soon.

Respectfully,

*Darren Hennen*

# PLATTE COUNTY 2024 OVERVIEW



## POPULATION



## MEDIAN HOME VALUE



EMPLOYED



## AVG DAILY COMMUTE



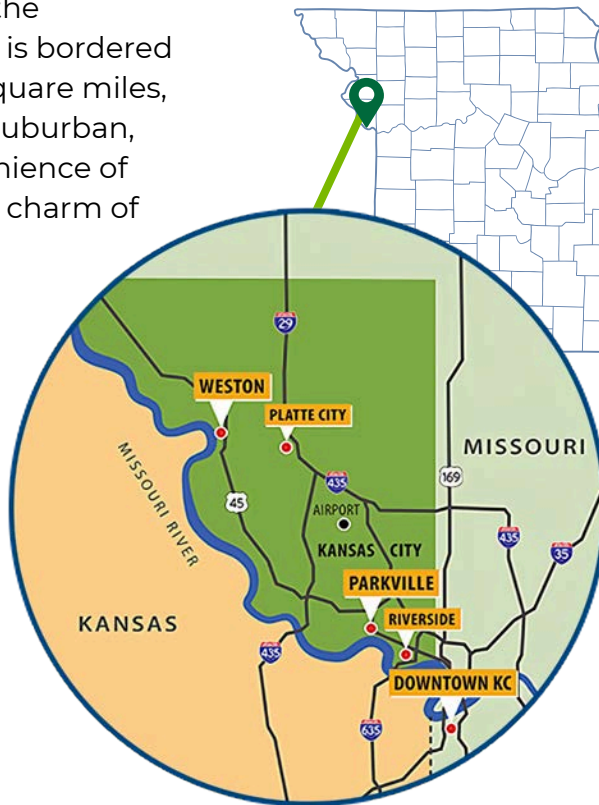
## AVG ANNUAL WAGE



## AVG HOURLY WAGE

**Platte County, Missouri** is located in the northwestern portion of the state and is bordered by the Missouri River. Spanning 427 square miles, the county seamlessly blends urban, suburban, and rural lifestyles, offering the convenience of metropolitan amenities alongside the charm of residential and small town living.

As one of the fastest-growing counties in the state, Platte County attracts both residents and businesses with opportunity. Its strategic location, supported by major highways and the Kansas City International Airport, enhances its appeal as a hub for development. As Platte County continues to grow, it remains as vital part of the greater Kansas City region.



# PROJECT PIPELINE

## SUCCESSSES



### PROJECT HORSESHOE ACE HARDWARE RSC

- **1.5 million-square-foot** distribution facility
- Located within **KCI 29 Logistics Park**
- Over **300 new jobs**



### PROJECT STEELHEAD EASTERN AIRLINES

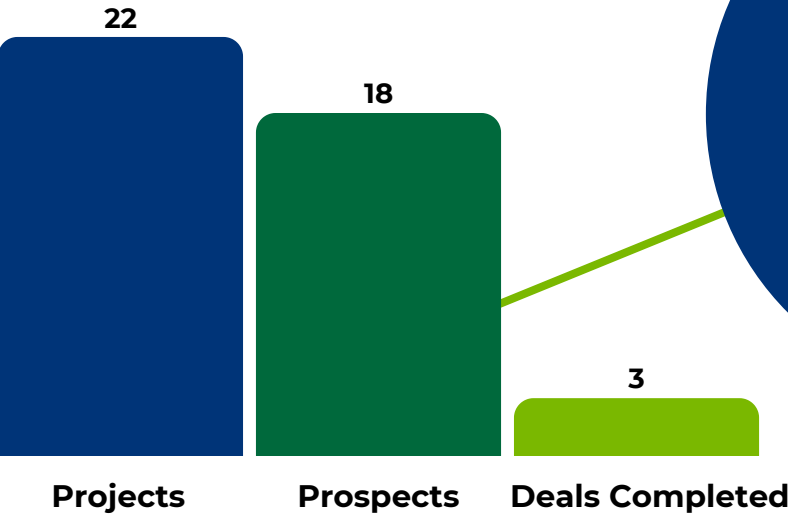
- **\$4.7 million** investment
- **Headquarters relocation** to Kansas City
- Over **165 new jobs**



### PROJECT BIG RED CENTRAL POWER SYSTEMS & SERVICES

- **\$28.5 million** investment
- **Manufacturing expansion** in Platte City
- Over **245 new jobs**

PROJECT ACTIVITY

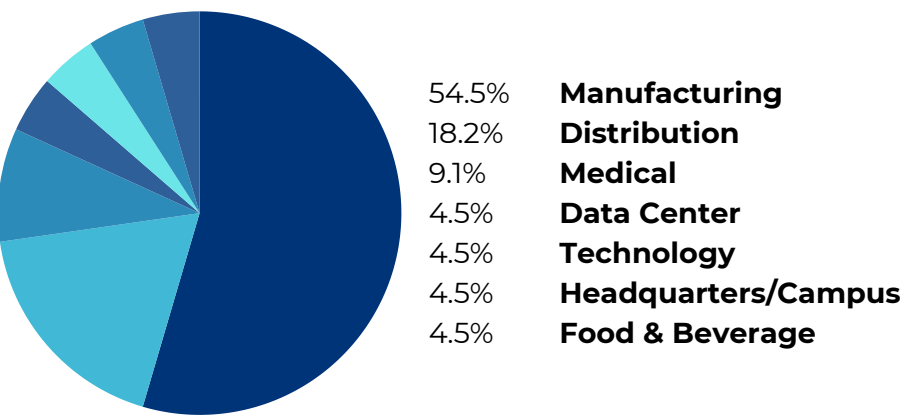


50%  
increase in active  
Prospects  
*compared to 2023*

 \$6.7 million  
new capital investment

 1,351+  
new jobs

PROJECT INDUSTRIES





# EVENT HIGHLIGHTS

## QUARTERLY LUNCHEONS

Each year, PCEDC hosts quarterly luncheons to deliver relevant and timely information to attendees. In 2024, our luncheons included:

- **Q1: *Women in Leadership***, highlighting three influential female leaders in the Kansas City region.
- **Q2: *Speaker Series***, featuring Dr. Leigh Anne Taylor Knight from The DeBruce Foundation
- **Q3: *State of the Economy***, featuring Economist Dr. Chris Kuehl

With over 420 attendees this year, we sincerely thank our sponsors, venue partners, and guest speakers for making these luncheons a success.

## THIRSTY THURSDAYS

PCEDC continues to host monthly Thirsty Thursday networking events. These unscripted two-hour gatherings, hosted by sponsors at various locations, connect PCEDC members, partners, elected officials, and prospective members. Thank you to our 2024 sponsors for opening your doors to our group this year!





## SIOR DEVELOPMENT DAY

On September 19th, the PCEDC team showcased Platte County at SIOR Development Day, a leading networking event that connects real estate professionals, developers, investors, community development experts, and other key stakeholders from around the Kansas City region.



## BUSINESS EXCELLENCE AWARDS

On December 13th, PCEDC celebrated its 34th annual Business Excellence Awards luncheon under the theme "Beyond All Limits." The event honored 13 businesses and individuals for their outstanding achievements in Platte County in 2024, including:

- Ace Hardware
- ARCO Construction
- Eastern Airlines
- VanTrust Real Estate
- Beverlin's Statuary (Weston)
- Goin' Postal (Platte City)
- Mid-Continent Library (Riverside)
- Nick & Jake's (Parkville)
- Scott's Kitchen (KCMO District 1)
- Price-Rite Market (KCMO District 2)
- Brian Mertz - Rainmaker Award
- Duane Soper - Legacy Award
- Darren Hennen - Chairman Award



# MARKETING

## 2024 HIGHLIGHTS



### ASHLAR HOMES GROUNDBREAKING

On April 5th, Ashlar Homes broke ground on their newest housing community, Woodhaven Estates, located just north of the Central Bank Sporting Complex in Kansas City.



### WGU RIBBON CUTTING

On May 8th, Western Governors University opened a new nursing simulation and learning lab in Kansas City to provide high-quality, clinical nursing education to students in Missouri, Kansas, and Iowa.



### NWDC CHECK PRESENTATION

On July 3rd, PCEDC participated in the collective \$1 million check presentation to the Northland Workforce Development Center capital campaign. Tina serves as capital campaign Co-Chair and Secretary of the NWDC Board.



### INDUSTRIAL SUMMIT FEATURED PANELIST

On August 8th, PCEDC sponsored and was a featured panel for REJournals Kansas City summit.



### LIVE NATION RIVERSIDE AMPHITHEATER

On October 29th, Live Nation and the City of Riverside broke ground on a \$120 million world-class concert venue, which will seat 16,000 guests and generate over 300 new jobs. Projected completion is 2026.



### ACE HARDWARE FACILITY TOUR

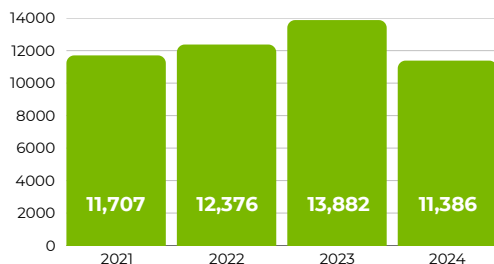
On November 7th, the PCEDC team toured Ace Hardware's new 1.5 million-square-foot retail support center.



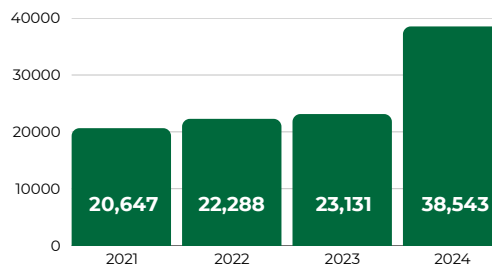
# 2024 BY THE NUMBERS

## WEBSITE ACTIVITY

### SESSIONS



### WEBPAGE VIEWS



### TOTAL WEB EVENTS

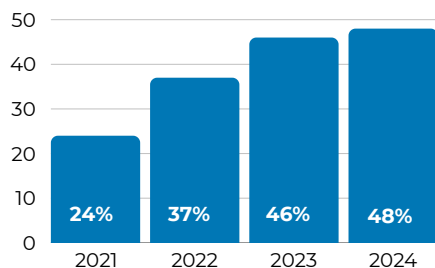
71,225

### FIRST VISIT

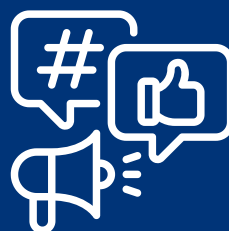
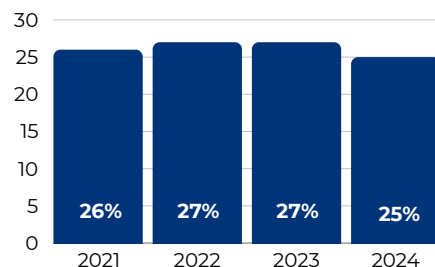
8,727

## OTHER MARKETING

### EMAIL OPEN RATES



### SOCIAL MEDIA GROWTH



Follow us on social media!

@PlatteEDC

# COMMITTEES

## ABOUT US

The **Platte County Workforce Alliance** unites influential leaders from Platte County's business sector and education institutions. Collaboratively, we commission labor studies, facilitate career exploration opportunities for students, foster relationships to elevate employer training, and promote the region as an ideal business destination.

Our 2024 Co-Chairs:

**Dr. Adrian James**, *Park University*  
**Gina Sebree**, *SAF Holland*

## MISSION & VALUES

We provide collaborative connections between business and education in support of workforce development within the Platte County communities. We also provide workforce solutions for Platte County employers through collaborative partnerships to better serve students and adult learners.

The logo for the Platte County Workforce Alliance is a large blue circle. Inside the circle, the words "Platte County" are written in a green, cursive font, and "WORKFORCE ALLIANCE" is written in a white, bold, sans-serif font. To the right of the text are three white gear icons of different sizes, with a person icon inside the largest gear. The background of the page features several overlapping circles in green and blue, some with dotted lines.

Platte County  
**WORKFORCE  
ALLIANCE**

## STRATEGIC FOCUS AREAS

### College & Career Readiness

Collaborates with leaders in secondary and higher education to provide career exposure opportunities to students. Some initiatives include:

- Collect data from local schools regarding student demographics and graduation information.
- Host a CTE Career Expo to highlight Northland Career Center pathways.
- Showcase 4-year related degrees and professions.

### Upskilling & Reskilling

Focused on the continuous learning and skill enhancements of adults currently in the workforce. Some initiatives include:

- Develop a list of all upskilling programs in the Kansas City metro.
- Collaborate with local universities to highlight upskill programs on PCEDC website.
- Create a PCEDC Leadership Development course for mid-level supervisors.

### Talent Recruitment & Retention

Identifies workforce needs with local businesses and helps to attract employees to the area. Some initiatives include:

- Create marketing collateral to sell Platte County as a great place to relocate.
- Facilitate a job fair with local partners, colleges, and major employers.
- Host a "Build Your Brand" bootcamp.

## ABOUT US

### The **Northland Transportation**

**Committee** (NTC) brings together civic, business, and community leaders from

Platte, Clay, and Ray counties, united by a shared vision. This vision is centered around cultivating a safe, robust, and efficient transportation network that elevates the quality of life for Northland residents and fuels economic development in the region. Through strategic advocacy, legislative engagement, and meticulous site readiness vetting, the committee works to drive impactful transportation projects that contribute to the sustained growth and prosperity of the Northland.

# NORTHLAND TRANSPORTATION COMMITTEE

PAVING THE WAY FOR CHANGE

## SUBCOMMITTEES

### **MARC Advocacy**

Individuals in this group actively contribute to and serve on MARC boards and committees, communicate and advocate for changes in the project scoring criteria, and provide their expertise and mentorship to others on grant initiatives.

### **Legislative Advocacy**

This group maintains a strong connection to the issues at the federal, state, and local levels, championing for substantial funding to benefit the Northland.

### **Site Readiness**

This group plays a crucial role in prioritizing Northland projects, including pre-vetting sites based on need, cost, timing, and infrastructure (including utilities and wastewater).



# ADMINISTRATION

## JOINT KCI CORRIDOR & PLATTE PURCHASE TIF ADVISORY COMMITTEES

**Aaron Schmidt**, *Hunt Midwest* - KCI Chair  
**Darren Hennen**, *Olsson* - Platte Purchase Chair

PCEDC collaborates with TIF Commission of EDC of KC to facilitate joint advisory meetings for the two primary TIF districts in Platte County. These committees receive updates regarding the projects within the two TIF boundaries, tracking ongoing progress, and identifying future projects.

## PLATTE COUNTY INDUSTRIAL DEVELOPMENT AUTHORITY

**Duane Soper** - President  
**Karla Martinez** - Vice-President

PCEDC contracts with the Platte County Industrial Development Authority (IDA) to provide administrative, management, and marketing services. The IDA met once in 2024. Board members include Duane Soper, Karla Martinez, Dale Brouk, Amy Grothaus, John Elliott, and Kelly Parkhurst,

## OPERATIONAL DEVELOPMENT ACTION TEAM

**Darren Hennen**, *Olsson* - Co-Chair  
**Lauren Kepler**, *Newkirk Novak Construction Partners* - Co-Chair

In 2023, the PCEDC Board of Directors formed this committee to 'Strengthen the Organization' as identified in the organization's Strategic Plan. This taskforce assisted in conversations to help identify organizational direction and long-term solutions for funding.

Thank  
you

For your dedication  
over the past year!

## BOARD OF DIRECTORS

2024  
Chair



**Darren Hennen**  
Olsson

Vice  
Chair



**Brian Johanning**  
Superior Bowen

Secretary &  
Treasurer



**Dr. Adrian James**  
Park University

Past  
Chair



**Lauren Kepler**  
Newkirk Novak Construction



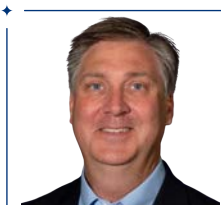
**Kevin O'Neill**  
City of Kansas City



**Mike Duffy**  
City of Riverside



**Matt Dority**  
Evergry



**Jade Liska**  
Kansas City Aviation Dept.



**Wade Kiefer**  
Power Partners



**Richard Chaves, Jr.**  
Parking Company of America



**Bridgette Williams**  
Heavy Constructors Assoc.



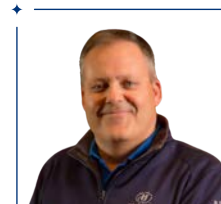
**Ryan Bandt**  
Argosy Casino Hotel & Spa



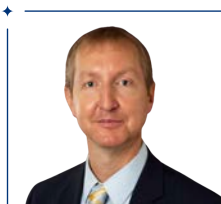
**Dr. Jay Harris**  
Platte County R-III Schools



**Mike Kellam**  
Clarkson Construction



**Mark Krtek**  
Hilton KCI



**Nic Riesenberg**  
North Kansas City Hospital



**Aaron Schmidt**  
Hunt Midwest



**Gina Sebree**  
SAF Holland



**Amy Washam**  
Northwest Missouri State KC



**Frank Weatherford**  
TranSystems

# 2024 PCEDC MEMBERS

## LEADERSHIP



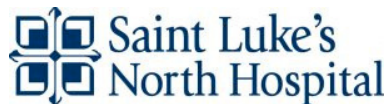
**KANSAS CITY  
MISSOURI**



**KANSAS CITY  
Aviation**



## ADVISORY



## PARTNER

Argosy Casino Hotel & Spa  
Central Bank of the Midwest  
City of Weston  
Delta Innovative Services, Inc.  
Gannett Fleming TranSystems  
HNTB\*

Hunt Midwest  
JE Dunn Construction  
McCownGordon Construction  
MD Management  
Meta  
Newkirk Novak Construction

Olsson  
Park Hill School District  
Platte Co R-III School District  
Platte County Board of Services  
Southwest Airlines  
Trammell Crow Company



## BASIC - MAJOR EMPLOYER

Alexander Mechanical  
Burns & McDonnell  
Centric\*  
City of Parkville  
City of Platte City  
Clarkson Construction Company  
Connections Bank  
Emery Sapp & Sons  
HDR  
I-Solutions\*  
Liberty Utilities\*  
Mark One Electric Co Inc  
Multivac  
Northwest Missouri State - KC  
Park University  
Platte-Clay Electric Coop  
Rouse Frets White Goss Gentile  
Rhodes, PC  
Russell  
Seal-O-Matic Paving Company  
Spire  
Sporting KC  
Stifel  
StructSure Projects\*  
Superior Bowen  
The National Golf Club\*  
Turner Construction Company  
UHY LLP  
West Platte R-II School District

## BASIC - SMALL BUSINESS

3F30 Architects  
Alpha Omega Geotech  
ARCO Construction  
Aristocrat Realty  
Ashlar Homes  
Atrium Hospitality  
Bank of Shoal Creek  
Bank of Weston  
BCCM Construction Group\*  
Braun Intertec Corporation  
CBRE  
CFS Engineering

Chicago Title  
City of Kansas City Water Services  
Commerce Bank  
Country Club Bank  
Curry Real Estate Services  
Dillingham Enterprises, Inc.  
EDC of Kansas City  
eShipping  
FiveStar Lifestyles  
Forge Construction\*  
Full Employment Council  
Garver  
Gary Kerns Homebuilders, LLC  
Geiger Ready Mix Co Inc  
Gilmore & Bell  
Haith & Co Inc.  
Heart of America Food Services LLC  
Hilton Kansas City Airport  
Holiday Inn KCI Airport/KCI  
Expo Center  
Kelly Construction Group  
MacDon Inc  
Mann Company  
Marriott Kansas City Airport  
McClure Engineering Company  
McCormick Distilling Company  
MegaKC\*  
Metropolitan Community College  
Mid-Continent Public Library  
Newmark Zimmer  
NorthPoint Development  
PARIC\*  
Parkville Development LLC  
Piper Sandler  
Platte County Industrial  
Development Authority  
Polsinelli PC  
Port KC  
Renaissance Infrastructure\*  
RH Johnson Company  
Ridgeline Power Group\*  
Ronco Construction\*  
RS Electric

SAF Holland  
Scarborough Global  
Slaggie Architects  
Southern Bank  
Staco Electric Construction Co  
TeamLogic IT  
True North Outdoor\*  
TruePlane Concrete LLC  
Welch & Webb LLC  
WSKF Architects  
WT Mann Company  
Zelmo Realty

## INDIVIDUAL/NON-PROFIT

Aimee Paine  
Beacon Mental Health\*  
Chris Donnelly  
Dan Fowler\*  
Exceptional Humans\*  
Feed Northland Kids\*  
Heartland Business Capital  
Hillcrest Platte County  
Jessica Harrison\*  
LevelUp Kids\*  
Mattie Rhodes\*  
Northland Health Alliance  
Northland Health Care Access  
Rosemary Salerno  
Synergy Services  
Valerie McCaw  
Western Governors University\*  
The YMCA of Greater Kansas City

## AREA PARTNERS

Missouri Department of Economic  
Development  
Northland Chamber of Commerce  
Parkville Area Chamber & EDC  
Platte City Area Chamber of  
Commerce  
Riverside Area Chamber of Commerce  
Visit KC

\* DENOTES NEW INVESTORS IN 2024



PLATTE COUNTY  
ECONOMIC DEVELOPMENT COUNCIL

## ABOUT US :

The Platte County Economic Development Council (PCEDC) was incorporated on June 20, 1988 as a nonprofit organization dedicated to advancing economic development in Platte County, Missouri. What began as a public-private partnership with 61 members, has now grown to more than 140 members from over a dozen different industries.

The mission of PCEDC is to promote, enhance, and grow economic development in Platte County. We strive to improve the business sector, the environment, and the quality of life within our community.

## CONTACT US :



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[plattecountyedc.com](http://plattecountyedc.com)

### **Tina Chace**

*Executive Director*

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### **Allison Schultz**

*Marketing & PR Manager*

[aschultz@plattecountyedc.com](mailto:aschultz@plattecountyedc.com)

### **Julie Lewis**

*Business & Member Manager*

[jlewis@plattecountyedc.com](mailto:jlewis@plattecountyedc.com)

### **Pam Roberts**

*Virtual Assistant*

[virtualassistant@plattecountyedc.com](mailto:virtualassistant@plattecountyedc.com)

## FOLLOW US:

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