



1) Grow the business base in Platte County through attraction, retention and expansion

- a) Assure a ready workforce for Platte County businesses
 - i) Lead and participate in business education partnerships
 - (1) NCAPS, PHSD Professional Studies, PCR3 & NCC, MCC
 - (a) Assist NCAPS with recruitment of business participation
 - (b) Use social media and other communication outlets to share good news
 - (2) Coordinate a regularly scheduled meeting with education partners
 - ii) Coordinate and host HR Roundtables
 - (a) 3-4 times per year
 - (b) Maintain and provide an HR Resource list
 - (c) Identify meaningful topics and bring in programs/speakers as needed
 - (d) Identify skill set shortages
 - (i) Determine resources to address shortages
 - iii) Participate regionally in workforce efforts
 - (1) Offer and coordinate assistance from Missouri Division of Workforce Development whenever applicable
 - (2) Serve on the KC Vicinity Workforce Development Board and find willing Platte County business participants to be appointed by the County Commission
 - (3) MARC's RWIN
 - (4) KCADC's KC NEXT
 - iv) Grow the Northland population in order to increase resident workforce
 - (1) Work with builders to identify available land
 - (2) Work with communities to identify opportunities for workforce housing
 - v) Coordinate and manage a Transportation Management Association with MARC
 - vi) Identify businesses that qualify for training programs and provide referral to said program



1) Grow the business base in Platte County through attraction, retention and expansion (*continued*)

- b) Platte County is the only county that can claim KCI as its own. Market that asset.
 - i) Include KCI prominently on the website
 - ii) Use KCI as a locator on all materials
 - iii) Regularly promote KCI's impact on our local economy
 - iv) Participate with Kansas City Aviation Department (KCAD) in marketing opportunities i.e. Lakeside with the Locators, Twitter, tradeshow

Measurements: # of contacts, # of marketing events, database growth, web hits

- c) Identify and recruit target industries
 - i) Determine and implement marketing best practices for each target industry
 - (1) Maintain industry specific brochures (digital only, uploaded to website)
 - (2) Schedule outreach to industry professionals
 - ii) Participate with partners i.e. KCAD, KCADC, MOPar, in marketing events that relate to target industries
- d) Maintain a database of available sites and buildings
 - i) Drive Platte County regularly to stay current on available space and representation. Use LocationOne to maintain the information
 - ii) Use an intern every summer to completely overhaul the database, cross checking it with commercial realtors' websites
- e) Market Platte County through relationship building with commercial real estate brokers, land owners, developers and site selectors
 - i) Most basic activity is build and maintain a meaningful and relevant website



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- ii) Regularly meet one on one with representatives who are active and not active in Platte County
- iii) Participate in commercial real estate networking events such as SIOR, ICSC, CREW
- iv) Actively market to site selection consultants
- v) Host an annual outreach event for representatives to learn more about Platte County, its communities and development opportunities i.e. familiarization tours, Community Development Day
- vi) Send email blasts with Platte County news i.e. recruitment success, large space coming on line
- vii) Use social media to share good news i.e. Twitter, LinkedIn

Measurements: # of contacts, growth of databases, visits to Platte County

- f) Market Platte County via print and web-based material
 - i) Keep PCEDC website up to date. Info/data should be no more than 2 years old
 - ii) Pitch stories to press about Platte County business successes
 - iii) Maintain easily accessible info about Platte County's success i.e. brochure

Measurements: # of stories, website hits, distribution of info

- g) Respond to all requests for information that fall within the target industries
 - i) Respond to RFIs from all sources
 - ii) Track prospects and projects and assign timely follow-up
 - iii) Host visits as needed
 - iv) Respond to prospects, do appropriate follow-up

Measurements: # of projects, prospects, completed deals, payroll added



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- h) Through business visits identify opportunities for business expansion
 - i) Utilize Synchronist for a formal business visitation program, completing no less than 40 visits per year. Visits will be with high level officials
 - (1) Coordinate with Platte County communities for visits in their respective areas
 - ii) Identify business needs to expand i.e. additional land, building expansion permits, state/local incentives
 - iii) Increase the visibility of and usefulness of PCEDC with the existing business base
 - (1) Host two times per year a CEO Critical Conversation luncheon
 - (2) Host three-four times per year (or needed) an HR Roundtable
 - (3) Through business outreach identify companies willing to host a tour (2X/year)
 - (4) Use social media to share good news i.e. Twitter, LinkedIn
 - iv) Track business assists and the success of assists (est. 28 annually)

Measurements: participation in events, social media growth, biz assists

- i) Public Policy
 - i) Maintain Platte County's business friendly environment
 - (1) Advocate for public policy that encourages business and community growth
 - (2) Oppose public policy that causes burdens on businesses
 - (3) Identify and implement proper usage of economic development tools such as CID, TIF, NID, TDD
 - (4) As needed, testify at the local, state level and federal on behalf of business, development

Measurements: # of issues identified and addressed



2) Community Development

- a) Improve and enhance the I-29 corridor from Highway 169 to Highway 92
 - i) Develop and maintain a database of property owners along the corridor
 - ii) Identify infrastructure needs along the corridor
 - iii) Identify appearance improvement needs
 - iv) Brand/Market the corridor
- b) Develop Platte County as a place "place-making"
 - i) Pitch quality of life stories
 - ii) Promote Platte County as a place to live
 - (1) Tout school districts' successes
 - (2) Identify housing choices
 - (3) Identify & tout amenities i.e. trails, parks, shopping, dining
- c) Identify and advocate for infrastructure improvements i.e. A Better KCI, streets/road/bridges
 - i) Participate in the KCMO PIAC process
 - ii) Participate in the MARC Total Transportation process
 - iii) Coordinate with the EDCKC re: KCMO TIF plans that will fund infrastructure needs
- d) Work with each Platte County community to identify economic development needs and resources to meet the need
- e) Host monthly meetings for Platte County's economic development professionals to discuss relevant topics
- f) Keep all elected officials in the County current on economic development successes and failures

Measurements: # of mtgs with communities, community visits, monetary participation in PCEDC by communities



3) Strengthen the Organization

- a) Maintain a 75% to 25% private to public funding ratio
- b) Actively encourage board members to be engaged in the organization
 - i) Recruit new board members
 - ii) Encourage the next generation to be involved
 - iii) Watch board member attendance, contact those not attending
 - iv) Regularly review board meeting format, content, structure
 - v) Introduce a strategic question each month to drive conversation

Measurements: number of board member participants, participation level, presentations at board meetings

- c) Retain existing members
 - i) Meet annually with every member
 - ii) High level members receive notoriety in PCEDC E-News
 - iii) Use social media to elevate members
 - iv) Executive Director will identify members that should upgrade

Measurements: 90% retention of number of members and of dollars provided

- d) Recruit new members
 - i) Board members can provide introductions to potential members
 - ii) Executive Director will meet with every potential new member
 - iii) Executive Director will reach out to identified targets

Measurements: current target list, # of new members, \$ amount of new funds



3) Strengthen the Organization (*continued*)

- e) Retain a 90-day emergency contingency balance
- f) Identify and pursue additional funding sources

Measurements: new membership funds, new 'other' funds

- g) Monitor PCEDC's business plan implementation
- h) Regularly review PCEDC member levels
 - i) Assign a taskforce annually to review levels and participation
- i) Regularly review PCEDC's by-laws
- j) Regularly review PCEDC's HR Handbook
 - i) Improve and maintain staff retention efforts through annual reviews, job description reviews and salary reviews
 - ii) Budget for and allow time for professional development
 - (1) Conferences, webinars, seminars
 - (2) Encourage engagement in professional associations

Measurement: reviews completed annually, quarterly reports on the business plan implementation



3) Strengthen the Organization (*continued*)

- k) Member outreach/participation
 - i) Identify taskforces (in lieu of committees) necessitating member participation
 - ii) Identify potential board members
 - iii) Coordinate quarterly lunches with relevant topics for PCEDC membership
 - iv) Coordinate an annual event to celebrate business growth
 - v) Provide taskforce opportunities instead of committees
 - vi) Provide monthly e-newsletter
 - vii) Provide an annual report of PCEDC's work

Measurement: events held with good attendance, E-News with reasonable open rates, annual report completed

- l) Make the public aware of PCEDC's efforts
 - i) Prepare and distribute an annual report of PCEDC's work
 - ii) Provide presentations as requested such as Rotary, Builders' Association, Chambers
 - iii) Participate in interviews for local and regional media as requested
 - iv) Pitch stories/successes to local media

Measurement: public presentations provided, media requests/participation, successful story pitch