



PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

Let's Write a Success Story

Strategic Business Plan through 2018

Mission Statement:

Promote and Enhance Economic Development in Platte County, Missouri

- Strategy #1: Expand new business locations in Platte County**
- Strategy #2: Expand and retain business opportunities in Platte County**
- Strategy #3: Expand community development outreach opportunities to Platte County cities & towns**
- Strategy #4: Increase perceived value of PCEDC by its member/investor constituents**

Strategy #1: Expand new business locations in Platte County

Defined Priorities:

1.a. Manage & direct Platte County's efforts to locate and expand business/job opportunities

Core Tactics: *Conduct/Host visits from prospective companies, Coordinate communication activities with public taxing jurisdictions*

Measurements that Matter: *# of Prospects, projects, deals closed, jobs created*

Year	Prospects	Projects	Deals completed	#jobs	investment
Baseline 2008	47	18	4	220	
2009	34	27	2	155	
2010	25	16	2	735	\$25,472,000
2011	14	5	3	275	\$57,587,600
2012	34	29	3	114	\$14,000,000
2013	39	30	3	893	\$57,500,000
2014	10	15	2	809	\$92,000,000
2015	19	26	8	1115	\$82,800,000
2016	8	42	6	895	\$166,344,560
2017	22	54	5	190	\$32,192,185
2018	14	42	3	330	\$87,000,000

1.b. Market Platte County through advertising and by participating in prospect trips/trade shows with state, regional and local partnerships

Core Tactics: *Participate in local, national & international tradeshows to bring awareness for the PCEDC and for doing business in Platte County*

Continue running ads in cooperation with regional and state partnerships in regional & national publications

Measurements that Matter: *# of Site Location Consultant Contacts/Visits, # of Contacts at Trade Shows, # of Ad Responses*

Year	Site location contact/visits	Contacts at tradeshows	Ad responses
Baseline 2008	20	28	758
2009	27	20	661
2010	32	18	785
2011	13	19	735
2012	18	u/k	0
2013	32	0	0
2014	72	16	0
2015	43	27	0
2016	263	47	0
2017	59	21	0
2018	49	0	0

Since Q2, 2012 we have focused on consultant events not tradeshows or advertising.

1.c. Market Platte County through interaction with realtors, developers & site location consultants inside and outside the K Kansas City marketplace

Core Tactics:

Increase interaction with the local development community by participating in the local chapters of professional real estate organizations, such as Corporate Real Estate Network (Corenet), National Association of Industrial & Office Parks(NAIOP), Society of Industrial & Office Realtors(SIOR) & the International Council of Shopping Centers(ICSC)

Increase interaction with the local development community by hosting a Real Estate outreach events

Measurements that Matter: # of Brokers Attending Outreach Events
Increase to Value of PCEDC to the Real Estate Network

Year	# brokers attending outreach events	# events	Satisfaction	ROI
Baseline 2008	100	5 tours	No data	No data
2009	71	4 tours	4.44	2527%
2010	37	3 tours	4.47	35065%
2011	31	3 tours	4.75	13093%
2012	8 (17 resv)	1 tour	No data	No data
2013	15	One-on-one mtgs	No data	No data
2014	25	One-on-one mtgs	No data	No data
2015	119	One-on-one mtgs	No data	No data
2016	883	Events, 1-on-1 mtgs	No data	No data
2017	271	Events, 1-on-1 mtgs	No data	No data
2018	169	Events, 1-on-1 mtgs	No data	No data

PCEDC participates in SIOR Development Day, KC CREW lunches and committee meetings, ICSC

1.d. Market Platte County through print and web-based materials

Core Tactics: *Develop and produce printed marketing materials Plus Add, Edit and Update PCEDC Website*

Measurements that Matter: Development of Print Materials, # of Web Hits/User Sessions

Year	Web hits	Print matl	Constant Contact	Twitter	LinkedIn
Baseline 2008	1,854	New logo/tag line	n/a	n/a	
2009	2,504	New website Letterhead Org brochure What's New brochures	n/a	n/a	
2010	3,833	What's New Brochures	n/a	n/a	
2011	4,650	What's New Brochures	n/a	n/a	

Year	Web hits	Print matl	Constant Contact	Twitter	LinkedIn
2012	4,895	Updates to ALL brochures New Quality of Life brochure	31.8 open rate	n/a	
2013	6,000	Updates to ALL brochures	33.1 open rate	296 followers	
2014	6,053		32.7	657 followers	
2015	12,847		33.23	891	59 followers
2016	8,461		39.50	1,156	97
2017	7,724		39.71	1,396	160
2018	10,741		39.09	1573	200

Strategy #2: Expand and retain business opportunities in Platte County
Defined Priorities:

2.a. Plan, coordinate and implement an aggressive business outreach program

Core Tactics: *Utilize synchronist business calling protocol*

Measurements that Matter: *# of business visits*
Increase perceived value of business call by existing business

Year	# of visits	PCEDC rating	BRE report	events
Baseline 2008	22	5.66 on 7 point scale	yes	
2009	13	6.14	Yes	
2010	23	6.55	No	
2011	18	6.09	No	Leader Forum (13 ppl)
2012	33	5.75	Yes	Leader Forum (10ppl) Biz Seminar (10 ppl)
2013	31	6.57	Yes	
2014	11	6.61	Yes	CEO Critical Conversation
2015	34	6.93	Yes	CEO lunch
2016	49	6.9	Yes	CEO lunch
2017	39	6.92	Yes	CEO lunch, HR Roundtables
2018	60	6.53	Yes	CEO lunch, HR Roundtables

2.b. Assist Platte County businesses to become more profitable

Core Tactics: *Work with allied organizations to evaluate existing business practices such as: the development of product lines, identification of potential new customers or vendors for their products, analyze alternative distribution networks; and assist firms to identify international export opportunities*
Provide awareness of business learning opportunities/seminars by establishing an active email list of business leaders who want to participate

Measurements that Matter: *# of businesses assisted & # of business success stories*

Baseline (2008) Data: *55 businesses assisted (Not Tracked) business success stories*
2009 Results: *62 businesses assisted, 3 business success stories*
2010 Results: *40 businesses assisted, 3 business success stories*
2011 Results: *31 businesses assisted, 5 business success stories*
2012 Results: *35 businesses assisted, 4 business success stories*
2013 Results: *17 businesses assisted, 15 successes*
2014 Results: *28 businesses assisted, 9 successes*
2015 Results: *70 businesses assisted, 15 successes*
2016 Results: *83 businesses assisted, 9 successes*
2017 Results: *46 businesses assisted, 22 successes*
2018 Results: *55 businesses assisted, 31 successes*

2.c. Facilitate business access to a qualified workforce

Core Tactics: *Utilize occupational training programs through local community colleges or public workforce development system to improve current employee skills or train new employees needed for firm expansion*

Measurements that Matter: *# of businesses assisted*
\$ accessed by Platte County businesses for workforce development

Baseline (2008) Data: *4 businesses assisted*
\$ accessed by Platte County businesses for workforce development (Unknown)
2009 Results: *11 businesses assisted*
\$ accessed by Platte County businesses for workforce development (Unknown)
2010 Results: *7 businesses assisted*
\$2.5 million accessed by Platte County businesses for workforce development
2011 Results: *9 businesses assisted*
\$4.6 million accessed by PCEDC for Nordic WindPower
NOTE - \$4.6 MM de-obligated due to failure to locate in Platte

2012 Results: 6 businesses assisted

2013 Results: 17 businesses assisted, 15 successfully, \$\$\$ figure unknown

2014 Results: 28 businesses assisted, 9 successes, \$\$\$ figure unknown

2015 Results: 70 businesses assisted, 15 successes, \$\$\$ figure unknown

2016 Results: 83 businesses assisted, 9 successes, \$\$ unknown

2017 Results: 46 businesses assisted, 22 successes, \$\$ unknown

2.d. Provide referral services to those individuals that want to start new business enterprises

Core Tactics: *Referral assistance to entrepreneurs with business permit and licenses specific to operating in Platte County jurisdictions*
Referral assistance to entrepreneurs regarding entrepreneurial training courses, such as FASTTRAC, and services offered through KC Sourcelink

Measurements that Matter: *# increase number of participants in seminars & training courses*
of business assistance referrals

Baseline (2008) Data: *75 participants in 2 seminars & training courses*
(Not Tracked) of business assistance referrals

2009 Results: *146 participants in 3 seminars & training courses*
Co-Hosted 2 training courses with the International Trade Club of KC
(Not Tracked) business assistance referrals
4.55 Satisfaction
80% used Information from Seminar
75% Increase in Satisfaction
-5% ROI
\$.95:1 BCR

2010 Results: *39 participants in 2 seminars & training courses*
Co-Hosted 2 training courses with the International Trade Club of KC
(Not Tracked) business assistance referrals
3.88 Satisfaction, 4.37 Relevancy

2011 Results: *5 participants in 1 seminars & training courses*
Co-Hosted 2 training courses with the International Trade Club of KC
(Not Tracked) business assistance referrals

2012 Goals: **Discontinued offering seminar programming. Other seminar opportunities are outlined in monthly newsletter**

2012 Results: *Seminar opportunities are outlined in every newsletter*
Although not in the plan of work, an opportunity arose to partner with Insperity for a free Leadership/Team Building

live-streaming seminar. 10 PCEDC members participated.

2013 Goals: **Discontinued offering seminar programming. Other seminar opportunities are outlined in monthly newsletter**

Strategy #3: Expand community development outreach opportunities to Platte County cities & towns

Defined Priorities:

3.a. Communicate with Platte County community leadership

Core Tactics: *Coordinate a meeting with various city management, Platte County elected officials and staff from the federal, state and local levels on a quarterly basis to update them about the PCEDC and inquire as to collaborative action*
Attend various community Chamber's of Commerce, Rotary Clubs/Civic organizations throughout the County on a regular basis

Measurements that Matter: *# of Meetings Attended, # of Communities Visited, \$ contributed to the PCEDC*

Year	# of meetings	# of communities visited	Membership/Contract \$ contributed to PCEDC
Baseline 2008	60	13	\$135,500 incl county contract
2009	42	6	\$116,000 incl county contract
2010	65	7	\$116,000 incl county contract
2011	95	7	\$105,000 incl county contract
2012	150	6	\$88,000 incl county contract
2013	170	5	\$102,500 incl county contract
2014	137	7	\$97,500 incl county contract
2015	157	7	\$98,125 incl county contract
2016	115	6	\$104,000 incl county contract
2017	102	6	\$89,625 incl county contract
2018	109	6	\$90,625 incl county contract

3.b. Establish a community referral network to assist community needs

(This Priority had not been actioned as of 12/31/11)

Core Tactics: *Identify grant opportunities for community assistance*
Coordinate a Community Outreach Team comprised of a solid network of business and community leaders to discuss community opportunities and needs

Measurements that Matter: *# of referrals made*
of community assistance calls

2013 Goal: **Determine if this priority is important and include in future business plans if determined to be so**

NEW Priority for 2012-2015 Business Plan

3.b. Facilitate a community Economic Development referral network to assist community Economic Development needs

Core Tactics: *Host a quarterly meeting of Platte County community Economic Development Professionals*
Set up events where growing businesses are discussed

Measurements that Matter: # of meetings
 # of attendees
 # of referrals/joint initiatives

2012 Results:

Two meetings coordinated
5 Communities visited
1 joint initiative

2013 Results:

Seven meetings coordinated
5 Communities visited
of referrals/joint initiatives – data not yet available

2014 Results:

Eight meetings coordinated
7 communities visited
of referrals/joint initiatives – data not yet available

2015 Results:

34 meetings coordinated
5 communities visited
of referrals/joint initiatives – data not yet available

2016 Results:

7 communities interacted, 14 events coordinated
of referrals/joint initiatives – data not yet available

2017 Results:

15 meetings, 12 events coordinated
of referrals/joint initiatives – data not yet available

2018 Results:

25 meetings, 12 events coordinated
of referrals/joint initiatives – data not yet available

3.c. Expose Platte County civic/elected officials and investors of the PCEDC to growing businesses in the county

Core Tactics: *Present a Quarterly Report of Growing Business in PCEDC Newsletter*
Set up events where growing businesses are discussed

Measurements that Matter: # increase of participation in events
 Increase the # of “exposures” of growing businesses to Platte County leaders

Year	Events	attendance
Baseline	2 biz tours ADT, Harley	Total 70

Year	Events	attendance
2008	3 roundtables	
2009	3 biz tours Pure Fishing, Liberty Mutual, KC Sausage 1 roundtable	125
2010	3 biz tours – Smith Electric, KCI Auto Auction, Park U 2 roundtables	85
2011	2 biz tours – Iatan, Jowler Creek Winery 2 roundtables	99
2012	1 biz tour - ProAthlete 2 roundtables, VIP reception	117
2013	2 biz tours – Premium Waters, Toyota 2 roundtables, VIP reception	139
2014	2 biz tours – Marlen, ATS 1 roundtable, VIP reception	176
2015	2 biz tours , 1 roundtable, VIP reception CEO Luncheon, Workforce Solutions	163
2016	2 biz tours, 2 roundtables, 2 CEO lunches VIP reception, HR Roundtable	164
2017	1 biz tour, 1 Memb roundtable, 2 HR Roundtables 2 CEO lunches, VIP Reception	140
2018	1 biz tour, 1 Memb roundtable, 2 HR Roundtables 2 CEO lunches, VIP Reception, CVS grand opening	175

3.d. Organize PCEDC resources to work with public regulatory agencies

Core Tactics: *Work with staff and management to assist in community planning efforts*

Work on community improvement efforts, such as the KCI/I-29 Community Improvement District

Measurements that Matter: # of Issues/Plans reviewed
of relationships established

Baseline (2008) Data:

- 10 Issues/Plans reviewed
- KC ATA Tax issue
 - KC Stream Setback ordinance
 - KC Development Code
 - KCI Area Land Use Plan
 - Light Rail Planning
 - KC PIAC Recommendations

- *Platte County Profile*
- *“Bonus Value Rent” Legislation*
- *Manage KCI/I-29 CID*
- *Manage Platte County IDA*

2009 Results:

12 Issues/Plans reviewed

- *KCI Area Land Use Plan*
- *KC Development Code*
- *MARC Transportation 2040 Plan*
- *KC PIAC Recommendations*
- *Platte County Land Use Plan*
- *KCI TIF Status/Impact*
- *Platte County Parks & Rec. Tax Recommendation*
- *Parkville Master Plan*
- *Riverside Master Plan*
- *Tomahawke Ridge Annexation Request Recommendation*
- *Manage KCI/I-29 CID*
- *Manage Platte County IDA*

2010 Results:

12 Issues/Plans reviewed

- *Missouri Economic Development Incentive Recommendations*
- *Missouri Regional Rapid Rail Review*
- *MARC Transportation 2040 Plan*
- *KC PIAC Recommendations*
- *MODOT Recommendations*
- *KC Major Street Plan Review*
- *1st & 2nd Creek Sewer Development Review & Recommendation*
- *Platte County Parks Review*
- *Kansas City Council Redistricting Review & Recommendation*
- *Tomahawke Ridge Annexation Request Recommendation*
- *Manage KCI/I-29 CID*
- *Manage Platte County IDA*

2011 Results:

10 Issues/Plans reviewed

- *Missouri Economic Development Incentive Recommendations*
- *Missouri Strategic Economic Development Plan*
- *KC PIAC Recommendations*
- *MODOT Recommendations*
- *Missouri Transportation Alliance Recommendation*
- *1st & 2nd Creek Sewer Development Review & Recommendation*
- *Park Hill School District Bond Issue Election*
- *KC Earnings Tax Reauthorization Election*

- *Manage KCI/I-29 CID*
- *Manage Platte County IDA*

2012 Results:

9 Issues/Plans reviewed

- *Missouri Economic Development Incentive Recommendations*
- *KC PIAC Recommendations*
- *MODOT Recommendations*
- *Missouri Transportation Alliance Recommendation*
- *1st & 2nd Creek Sewer Development Review & Recommendation*
- *Testified at KCMO committee regarding new CID policies*
- *Testified at KCMO committee regarding signage*
- *Manage KCI/I-29 CID*
- *Manage Platte County IDA*

2013 Results:

14 Issues/Plans reviewed

- *KC Question 2 re hotel motel tax exemptions*
- *Provided testimony for data center legislation*
- *Provided testimony to State committee on transportation*
- *Provided a letter of support to Federal legislators re tax exempt bonds*
- *Provided support of renewal of the Platte County transportation tax*
- *Provided a recommendation to the KCMO Charter Commission*
- *Testified on behalf of Premium Waters expansion at Basswood*
- *Missouri Economic Development Incentive Recommendations*
- *KC PIAC Recommendations*
- *MODOT Recommendations*
- *Missouri Transportation Alliance Recommendation*
- *Manage KCI/I-29 CID*
- *Manage Platte County IDA*
- *Instituted the Twin Creeks Taskforce which meets monthly*

2014 Results:

24 issues/plans reviewed

- *Provided testimony for data center legislation*
- *Provided testimony to State committee on transportation*
- *Missouri Economic Development Incentive Recommendations*
- *KC PIAC Recommendations*
- *MODOT Recommendations*
- *1st & 2nd Creek Sewer Development Review & Recommendation*
- *Instituted the Twin Creeks Taskforce which meets monthly*
- *Major Streets plan*
- *Commercial Nodes*
- *Land use plan*
- *Sustainable infrastructure*
- *Water infrastructure*

- Zucker report
- School district priorities
- Road priorities
- Pkwy/Blvd Standards (5)
- Provided support for trail funding

2015 Results:

29 issues/plans reviewed

- Provided testimony to State committee on transportation
- Missouri Economic Development Incentive Recommendations
- KC PIAC Recommendations
- MODOT Recommendations
- 1st & 2nd Creek Sewer Development Review & Recommendation
- Instituted the Twin Creeks destination sub-cmte for 2016 mtgs
- School district priorities
- Road priorities
- Pkwy/Blvd Standards (5)
- Provided support for trail funding

2016 Results

29 issues/plans revwd

- Provided testimony to State committee on transportation
- Missouri Economic Development Incentive Recommendations
- KC PIAC Recommendations
- MODOT Recommendations
- Twin Creeks work continued
- Instituted the Twin Creeks destination sub-cmte for 2016 mtgs
- School district priorities
- Road priorities

2017 Results

44 issues/plans revwd

- Provided testimony to State committee on transportation
- Missouri Economic Development Incentive Recommendations
- KC PIAC Recommendations
- MODOT Recommendations
- School district priorities
- Road priorities(bridge 8 meetings)
- Youth Sports Complex(28 meetings)
- HUD Housing for Gateway project (20 meetings)
- KCI, KCI, KCI(123 meetings)

2018 Results

110 issues/plans revwd

- Missouri Economic Development Incentive Recommendations
- KC PIAC Recommendations
- MODOT Recommendations

- School district priorities
- Road priorities(bridge 8 meetings)
- Youth Sports Complex
- HUD Housing for Gateway project
- KCI, KCI, KCI

3.e. Promote an awareness of the PCEDC through community public relations
(This priority will be moved to Strategy 4 in the 2012-2015 plan)

Core Tactics: *Communicate with the general public by writing guest articles and aggressively participating in interviews for local & regional media regarding development activities/successes in Platte County*
Communicate with the general public by make community presentations to local service organizations

Measurements that Matter: *# of Articles Published*
of Presentations Made
of Times Quoted in Media

Baseline (2008) Data:

(Not Tracked) Articles Published
23 Community Presentations Made
(Not Tracked) Times Quoted in Media

2009 Results:

1 Article Published
31 Community Presentations Made
(Not adequately tracked) Times Quoted in Media

2010 Results:

1 Article Published
8 Community Presentations Made
(Not adequately tracked) Times Quoted in Media

2011 Results:

1 Article Published
5 Community Presentations Made
(Not adequately tracked) Times Quoted in Media

2012 Goals: See strategy 4

5 Community Presentations Made
(Not adequately tracked) Times Quoted in Media

NEW Priority for 2012-2015 Business Plan

3.e. Organize PCEDC resources to work with Economic Development legislative issues at the local, state and federal level

Core Tactics: *Identify important economic development legislative issues.
Monitor/recommend legislative actions*

Measurements that Matter: *# of issues reviewed
of issues pursued
of successes*

2012 Results:

- *Advocated for economic development legislation - failed*
- *Provided a letter regarding the Mamtek situation - success*
- *Endorsed the Platte County R3 bond issue - failed*
- *Endorsed KCMO Parks issue - success*
- *Endorsed Proposition B – the tobacco tx ballot issue - failed*
- *Heard presentation/update on Bonus Value Rent issue and voted to continue support - ongoing*
- *Provided a letter of support for the Federal Production Tax Credit for Wind Energy*

2013 Results

- *KC Question 2 re hotel motel tax exemptions - success*
- *Provided testimony for data center legislation - failed*
- *Provided testimony to State committee on transportation - TBD*
- *Provided a letter of support to Federal legislators re tax exempt bonds - success*
- *Provided support of renewal of the Platte County transportation tax - success*
- *Provided a recommendation to the KCMO Charter Commission - TBD*

Strategy #4: Increase perceived value of PCEDC by its member/investor constituents

Defined Priorities:

4.a. Communicate activities and achievements of Platte County & the Platte County EDC

Core Tactics: *Communicate with the PCEDC membership Monthly Newsletter, Annual Report & Membership/Investor Directory
Utilize the quarterly luncheons to communicate future PCEDC activities & achievements*

Measurements that Matter: *# of communications to membership, # of Attendees @ Luncheons*

Year	E-News	Luncheons/attendance	Awards lunch
Baseline 2008	12	3/725	313
2009	12	3/650	302

Year	E-News	Luncheons/attendance	Awards lunch
2010	12	4/950 incl Joint Lunch	322
2011	12	3/736	285
2012	11 open rate 31.8%	3/444	400
2013	12 open rate 33.1%	3/986 incl Joint Lunch	325
2014	12 open rate 32.70%	3/650	330
2015	12 open rate 35.68	3/743 incl joint lunch	350
2016	12 open rate 39.5%	3/893 incl joint lunch	350
2017	12 open rate 39.71%	3/878 incl joint lunch	350
2018	12 open rate 39.09%	4/1168	310

4.b. Promote an awareness of the PCEDC through community public relations
(This priority moved to this Strategy 4 in the 2012-2015 plan)

Core Tactics: *Communicate with the general public by writing guest articles and aggressively participating in interviews for local & regional media regarding development activities/successes in Platte County*
Communicate with the general public by make community presentations to local service organizations

Measurements that Matter: *# of Articles Published*
of Presentations Made
of Times Quoted in Media

Baseline (2008) Data:

(Not Tracked) Articles Published
23 Community Presentations Made
(Not Tracked) Times Quoted in Media

2009 Results:

1 Article Published
31 Community Presentations Made
(Not adequately tracked) Times Quoted in Media

2010 Results:

1 Article Published
8 Community Presentations Made
(Not adequately tracked) Times Quoted in Media

2011 Results:

1 Article Published
5 Community Presentations Made
(Not adequately tracked) Times Quoted in Media

2012 Results:

8 Community Presentations Made

2013 Results: *(Not adequately tracked) Times Quoted in Media*
 6 Community Presentations Made
 1 Article Published
 4 topic referrals taken i.e. Lauren's Hope
(Not adequately tracked) Times Quoted in Media

2014 Results:
 11 Community Presentations Made
 2 Article Published
 4 topic referrals taken i.e. Lauren's Hope
(Not adequately tracked) Times Quoted in Media

2015 Results:
 13 Community Presentations Made
 6 Article Published
 5 topic referrals taken
(Not adequately tracked) Times Quoted in Media

2016 Results:
 25 Community Presentations Made
 Article Published –not tracked
 topic referrals- not tracked
(Not adequately tracked) Times Quoted in Media

2016 Results:
 40 Community Presentations Made
 Article Published –not tracked
 topic referrals- not tracked
(Not adequately tracked) Times Quoted in Media

4.c. Increase participation in PCEDC action teams

Core Tactics: *Post action team minutes on PCEDC Website*
Use internet conferencing to allow for broadcasting of action team meetings

Measurements that Matter: *# of Participants in action teams*
Achieve Action Team Annual Goals

Baseline (2008) Data: *(Did not establish baseline date for this data) # of Participants in action teams*

2009 Results: *359(87 individuals) Participants in action teams*
In member survey, Action Team members rated their satisfaction as 4.12 on a 5 point scale

2010 Results: *273(85 individuals) Participants in action teams*

2011 Results: 337(110 individuals) Participants in action teams
In member survey, Action Team members rated their satisfaction as 4.38 on a 5 point scale

2012 Results: 398(134 individuals) Participants in action teams

2013 Results: 346 (119 individuals) Participants in action teams

2014 Results: 569 participants in action teams

2015 Results: 459 participants in action teams (no July meetings)

2016 Results: 1,083 participants in action teams includes finance cmte, destination sub-cmte, TIF Advisory

2017 Results: 577 participants in action teams includes finance cmte, destination sub-cmte, TIF Advisory

2018 Results: 497 participants in action teams includes finance, cmtes. TIF Advisory

4.d. Increase member/investor satisfaction in PCEDC

Core Tactic: *Perform an annual satisfaction survey*

Measurements that Matter: % of Participation in Satisfaction Survey
 % of Member Satisfaction

Baseline (2008) Data:

*Last Satisfaction Survey was conducted in 2006
 13% Participation in Satisfaction Survey
 Not asked in 2006 Survey % of Member Satisfaction*

2009 Results:

*15% Participation in Satisfaction Survey
 4.15 on a scale of 5 - Member Satisfaction
 32% Stated that their participation in the PCEDC increased their company Revenues
 non-renews, members lost*

2010 Results:

Satisfaction Survey not completed

2011 Results:

*13.25% Participation in Satisfaction Survey
 4.19 on a scale of 5 - Member Satisfaction
 31% Stated that their participation in the PCEDC increased their company Revenues
 13 non-renews, members lost*

2012 Results:

*Provided a Satisfaction survey.
 4% participation in survey, lowest participation to date
 52 member visits
 8 potential member visits
 8 new members*

*Member list provided to 3 projects, 8 potential members
4 non-renews, members lost*

2013 Results:

*no survey
44 member visits
8 new members+ 9 comps
Member list provided to 9 projects
6 non-renews, members lost*

2014 Results:

*no survey
45 member visits
8 new members+ 13 comps
Member list provided to 15 projects
2 non-renews/members lost, 4 downgrades*

2015 Results:

*no survey
59 member visits
12 new members+ 5 comps + 2 upgrades
Member list provided to 15 projects
3 non-renews/members lost, 1 downgrade*

2016 Results:

*no survey
48 member visits
13 new members+ 15 comps + 1 upgrade
Member list provided to 6 projects
10 non-renews/members lost, 2 downgrade*

2017 Results:

*no survey
67 member visits
12 new members + 1 upgrade
Member list provided to projects
6 non-renews/members lost*

2018 Results:

*no survey
94 member visits
18 new members
Member list provided to projects
9 non-renews/members lost, 1 downgrade*

Strategy #5: Enhance the infrastructure of the Platte County Economic Development Council

Defined Priorities:

5.a. Grow PCEDC funding resources

Core Tactics: *In order to grow the PCEDC resources investigate non-dues income sources
In order to grow PCEDC members/investors, coordinate a follow-up protocol of new members to "connect" them into the organization*

Measurements that Matter: *Increase the percentage of non-dues income compared to dues income
Increase the \$ contributed by public and private sector investors*

Baseline (2008) Data: *24% non-dues income compared to 76% dues income
\$282,750 - \$ contributed by public and private sector investors*

2009 Results: *32% non-dues income compared to 68% dues income
\$299,950 - \$ contributed by public and private sector investors*

2010 Results: *23% non-dues income compared to 77% dues income
\$259,100 - \$ contributed by public and private sector investors*

2011 Results: *22% non-dues income compared to 78% dues income
\$250,200 - \$ contributed by public and private sector investors*

2012 Results: **Increase \$ contributed back to 2009 #'s**
November YTD – \$289,122 revenue
Private \$134,950
Public \$91,500
Program \$9,950
IDA \$38,881
31% public, 69% private
78% dues/community contracts

2013 Results: *11% non-dues income compared to 89% dues income*
November YTD – \$280,628.18 revenue
Private \$140,400
Public \$102,500
Program \$12,099
IDA \$20,000
36% public, 64% private

2014 Results: *32% non-dues income compared to 68% dues income*
 \$363,497.66 revenue
 Private \$149,375
 Public \$97,500
 Program \$41,030.76 (CID one-time windfall)
 IDA \$20,000
 IDA bond fee \$69,797.98
 39% public, 61% private

2015 Results: *18% non-dues income compared to 82% dues income*
 \$297,922.34 revenue
 Private \$147,125, Public \$98,125
 Program \$13,877.34
 IDA \$20,000
 IDA bond fee \$12,795
 33% public, 67% private (county contract 18.5% of total revenue)

2016 results: 25% non-dues income, 75% dues
 \$325,664.50 revenue
 Private \$140,250, Public \$104,000
 Program \$11,164
 IDA \$20,000, IDA bond fee \$44,163
 32 % public, 68% private (county contract = 20% of total revenue)

2017 results: 21% non-dues income, 79% dues
 \$299,144.83 revenue
 Private \$148,595, Public \$89,625
 Program \$3,503
 IDA \$20,000, IDA bond fee \$5,521.88
 Cost recovery other i.e. marketing, scholarships \$22,150
 30 % public, 70% private (county contract = 20% of total revenue)

2018 results: 22% non-dues income, 81% dues
 \$320,765.41 revenue
 Private \$167,917, Public \$90,625
 Program \$6,616.30
 IDA \$6,882.00, IDA bond fee \$0
 Cost recovery other i.e. marketing, scholarships \$42,725.11
 52% private sector membership, 28% public (county contract = 12% of total revenue), other revenues 20%

5.b. Monitor implementation of PCEDC business plan

Core Tactics: *Post business plan on PCEDC website
Make an agenda item on PCEDC board meeting semi-annually*

Measurements that Matter: *Are the priorities being accomplished?
Are the measurements/evaluation methods being implemented accurately?*

Baseline (2008) Data: *Not Applicable*

2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018 Results: *Are the priorities being accomplished - Yes
Are the measurements/evaluation methods being implemented? - Yes*

5.c. Periodically review and update organizational policies and procedures

Core Tactics: *In order to develop maintain an appropriate organizational structure, revisit and revise if necessary, the Human Resources Management Manual. The areas of focus are, Employee Handbook, Organizational Chart with corresponding Job Descriptions and a formalized Review & Pay Structure*

Measurements that Matter: *Were the review and appropriate adjustments made to PCEDC policies?*

Baseline (2008) Data: *Not Applicable*

2009 Results: *Not performed in 2009 (Need for 2010 action)*

2010 Results: *Complete Review and Edit of Employee Handbook and Job Descriptions completed in September 2010*

2011 Results: *Complete Review and Edit of Platte County EDC By-Laws in August 2011*

2012 Results: *Identified and assigned all employee duties as appropriate*

2013 Results: *Wrote & implemented social media policy
Wrote & implemented accounts receivable policy
Wrote new job descriptions
Researched and implemented new salary ranges for each position
Wrote & implemented new annual review criteria for each position
Wrote & implemented contract for BRE contractor*

2014 Results: *reviewed, revised handbook
further revisions of employee handbook
job description revision
new hire*

contracted bookkeeping

2015 Results: finance policies added re bookkeeping vendor
finance policies added re bill approval, reserve fund
wrote description and contract for marketing/PR contractor
hired full-time marketing/PR
tweaked annual review criteria for each position

2016 Results: finance policy regarding growth of reserve fund
finance policy regarding end of year annual
transitioned to a new membership database software
transitioned to a new website platform

2017 Results: hired full-time Biz & Memb Outreach 2X
90 day review for Biz & Memb Outreach 2X
extensive interview process for strategic planning
annual review for staff completed
met reserve fund goal of \$75,000

2018 Results: Development of new strategic plan incl taskforce work plans
Hired full-time marketing/PR
annual review for staff completed
retained reserve fund goal at \$75,000
contracted and raised funds for a \$20,000 labor shed study

5. d. Manage board, executive committee & action team activities

Core Tactics: *This includes scheduling, notifying, note taking and managing meetings
Post board & action team meeting minutes on PCEDC web site*

Measurements that Matter: *Were the notification & meeting minutes appropriately managed & posted?*

Baseline (2008) Data: *Not Applicable*

2009 Results: *Notification & meeting minutes were appropriately managed in 2009. Posting of minutes has not been performed. 2010 action needed*

2010 Results: *Notification & meeting minutes were appropriately managed in 2010. Posting of minutes has not been performed. 2011 action needed*

2011 Results: *Notification & meeting minutes were appropriately managed in 2011. Members only section of website was added and meeting minutes have begun to be posted.*

2012-2018 Results: *Notification & meeting minutes were managed each year. In Members only section of website meeting minutes are posted. Board meeting packet is posted to Board only section of website*

5.e. Encourage professional development activities or both staff, officers and board members

Core Tactics: *Utilize a multi-year plan for staff professional development
Dedicate appropriate resources for plan*

Measurements that Matter: *Were the tactics accomplished?*

Baseline (2008) Data: Staff participated in 12 Professional Development Activities

2009 Results: Staff participated in 12 Professional Development Activities

2010 Results: Staff participated in 12 Professional Development Activities

2011 Results: Staff participated in 14 Professional Development Activities

2012 Results: Staff participated in 19 Professional Development Activities of which only 4 required travel. Most were webinars or local opportunities. Plus **at least one professional development activity trip by previous Director.**

2013 Results: Staff participated in 14 Professional Development Activities of which only 4 required travel, The remainder were webinars or local opportunities.

2014 Results: Staff participated in 15 Professional Development Activities of which few required travel, The remainder were webinars or local opportunities.

2015 Results: Staff participated in 18 Professional Development Activities of which few required travel, The remainder were webinars or local opportunities.

2016 Results: Staff participated in 18 Professional Development Activities of which few required travel, The remainder were webinars or local opportunities.

2017 Results: Staff participated in 31 Professional Development Activities of which few required travel, The remainder were webinars or local opportunities.

2018 Results: Staff participated in 24 Professional Development Activities of which few required travel, The remainder were webinars or local opportunities.