

Implemented January 2023



PLATTE COUNTY
ECONOMIC DEVELOPMENT COUNCIL

Write Your Own Success Story

Strategic Business Plan for 2023 - 2026

Mission Statement:

Promote and Enhance Economic Development in Platte County, Missouri

Strengthen the Organization

Grow the Business Base in Platte County through Attraction, Retention and Expansion

Establish the Platte County Workforce Development Alliance

Community Development

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Strengthen the Organization

Strategy #1: Grow PCEDC Public Funding Sources

Core Tactic: Develop an Operational Development Action Team to determine the overall future direction of the organization based on benchmark studies from EDO's around the country. Facilitate discussions with partner groups, stakeholders, legal counsel and encompassing communities.

Measurements that Matter: *The Operational Development Action Team should provide a report and coinciding data to the full board of directors by the end of the year, 2023. Two Co-Chairs will be assigned to lead with staff support.*

Strategy #2: Grow PCEDC Private Membership Base

Core Tactic: Develop a Membership Task Force to re-evaluate our current membership benefits and associated levels to ensure they align with PCEDC's 2022 Membership Survey. Define a policy and procedure to roll out increases in 2023 based on these new levels. Utilize this group to come up with new strategies to on-board potential new members utilizing existing member connections and relationships.

Measurements that Matter: *The Membership Task Force will be led by two Co-Chairs as assigned by the Executive Committee and should meet monthly with staff support. When completed, PCEDC should have an updated Investor Application Form and associated marketing materials, have an increase plan in writing, and provide a written strategy for continued new member prospecting with on-going measurement goals for staff.*

Strategy #3: Find New Office Space

Core Tactic: The Operational Development Action Team (as described in Strategy #1), will also be assigned to look at new office space. Ideally, this would be free or in-kind as PCEDC does not currently pay for space. The Operational Development Team will coordinate the release of an RFI including details about the requirements and needs of the space. This team will

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define the project perimeters, timeline, and outcomes of the move. Including, but not limited to, the collection of RFI's – interviews, contract negotiations, announcements, and coordinating the actual move.

Measurements that Matter: *The Operational Development Action Team will need to move quickly on this item as PCEDC needs to be vacated by the end of 2023. There should be a short list of options for moving no later than June of 2023 with final approval by the Board of Directors to follow.*

Strategy #4: Provide Relevant Programming and Communication for Members

Core Tactic: Continue to host quarterly luncheons with topics that align with our initiatives and membership base. Provide avenues for networking between members and stakeholders. Create committees and task force groups to assist with PCEDC strategies and goals, allowing members the ability to lead with the potential to move to the board.

Measurements that Matter: *Track attendance at luncheons, happy hours, and committee meetings to monitor engagement. Staff to send an annual survey to membership to stay apprised of the needs and wants from investors. Continue to create timely and worthy e-newsletters with data, member news, and event information.*

Strategy #5: Market Platte County EDC as a Reliable Resource and Advocate Group

Core Tactic: Maintain relationships with stakeholder groups such as Northland Regional Chamber, Clay EDC, and communities in the Northland. Provide presentations as requested by outside business groups. Stay abreast of relevant developments throughout the Kansas City Metro and pitch stories to local media when appropriate. Lead press announcements and maintain an active social media for the organization and Executive Director.

Measurements that Matter: *Marketing/PR Manager to track engagement on social media and clicks to the website. Continue to utilize success stories to send in press releases to stay top of mind with media.*

Grow the Business Base in Platte County through Attraction, Retention and Expansion

Strategy #1: Identify and Recruit Target Industries

Core Tactic: Participate with state and regional partners (MO DED, MO Partnership, KCADC, EDC of KC, and communities within Platte County) to participate in industry events and respond to project RFI's. Work with industry associations and members to assist with leads, creating mutually beneficial ways to team on projects.

Measurements that Matter: *Continue to participate and track project RFI's through current pipeline. Utilize PCEDC's Infrastructure & Development Committee to lead initiatives for new growth through infrastructure development and redevelopment projects, including funding streams and advocacy. Ask this group to define areas of land for new opportunities.*

Strategy #2: Maintain a Database of Available Sites and Buildings

Core Tactic: Continue to utilize Location One through Evergy as it feeds into the PCEDC website. Maintain open relationships with brokerage firms to update listings. Work with KCADC to ensure this service is maintained.

Measurements that Matter: *The updates for this service continue to be an on-going discussion and are facilitated regionally rather than locally. We will monitor this process in 2023 and look to push for a more streamlined process before 2026.*

Strategy #3: Market Platte County as a Place to do Business

Core Tactic: Online presence continues to be the best way to market. The PCEDC website needs redone within this timeframe but will not be a focus until 2024 or later due to funding restraints. In the meantime, we will focus our efforts through social media, press announcements, and refreshed website content.

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Measurements that Matter: *Marketing and PR Manager to lead content generation and updates. Executive Director to recommend overall page edits.*

Strategy #4: Develop Relationships with Key Decision Makers (Developers/Commercial Brokers)

Core Tactic: Participate in commercial real estate networking events. Seek to establish connections through member networks and associated groups. Host an annual outreach event to market opportunities in Platte County.

Measurements that Matter: *Executive Director to regularly attend meetings and events within the development industry. PCEDC's annual Community Development Day needs to be refreshed. A task force should be developed to look at new ways to reach this target audience. Ex. = Partner with a member or group on an event to reduce cost and maximize exposure.*

Strategy #5: Business Retention/Expansion

Core Tactic: Create a new BR/E strategy that includes a formal business visitation program to collect survey data for barriers to growth and opportunities for expansion. Showcase PCEDC as a business resource and connector in the region. This program will likely feed into our workforce development efforts and potentially assist with member recruitment, although more importantly, will allow us to foster relationships with local businesses in an effort to retain them in the county.

Measurements that Matter: Business and Membership Outreach Manager will lead this effort in partnership with our local communities. A task force will be implemented to fulfill initial outreach visits followed by contact from staff. Data collected will be entered into a system and reported in aggregate form to remain confidential. A report will be produced by PCEDC following the end of the project.

Workforce Development – Platte County Workforce Alliance

Strategy #1: Establish the Platte County Workforce Alliance

Core Tactic: A quality workforce is one of the top reasons companies choose a location. It is also a key driver of success for established businesses in a community. Platte County has award-winning school districts and secondary education partners looking to connect to business and industry. PCEDC is in a prime position to bridge this gap and lead initiatives related to developing the workforce of tomorrow. Establishing the PCWFA will provide a consistent avenue of facilitation between industry and education by having one Co-Chair from education, and one Co-Chair from industry. Several members of the PCEDC also belong to Clay County EDC’s Northland Business & Education Alliance. This will serve us well as it allows for us to utilize the pros and cons from this existing group for best practices.

Measurements that Matter: *The key driver for success for this group will be launching it in 2023 and establishing written policies and procedures and initiatives for the alliance. PCEDC will kick off this initiative with our March luncheon. As PCWFA grows, they will provide career exposure opportunities for high school students and parents, determine skills gaps in the classroom, establish new career pathway programs, provide solutions to employment gaps in the market today, and commission labor studies.*

Community Development

Strategy #1: Advocate for Public Policy and Funding that Encourages Business and Community Growth, including Infrastructure, Transportation, and Workforce Housing

Core Tactic: Advocacy for Platte County requires the alignment of resources with the Northland Regional Chamber and Clay County EDC as “One Northland”. PCEDC must coordinate with these organizations for a united voice in the Kansas City Metro.

Measurements that Matter: *Executive Director is to stay abreast of local and regional issues as it relates to the benefit of Platte County and work to partner in advocacy with beneficial groups to have a seat at the table. The Board of Directors will also assign a Board Liaison to represent PCEDC in Legislative Meetings on a regular basis with the Northland Regional Chamber.*